

APPENDIX E



Kinosoo Ridge Resort

2024 2ND QUARTER PROGRESS REPORT



2024 Q2 Revenue & Expenses

	Total Revenue	Total Expenses	Variance
2022	\$40,199	-\$777,375	-\$737,176
2023	\$118,344	-\$822,360	-\$704,016
2024	\$105,991	-\$710,375	-\$604,384

2022, 2023 and 2024 Q2 Total Revenue and Total Expenses from April 1st to June 30th.

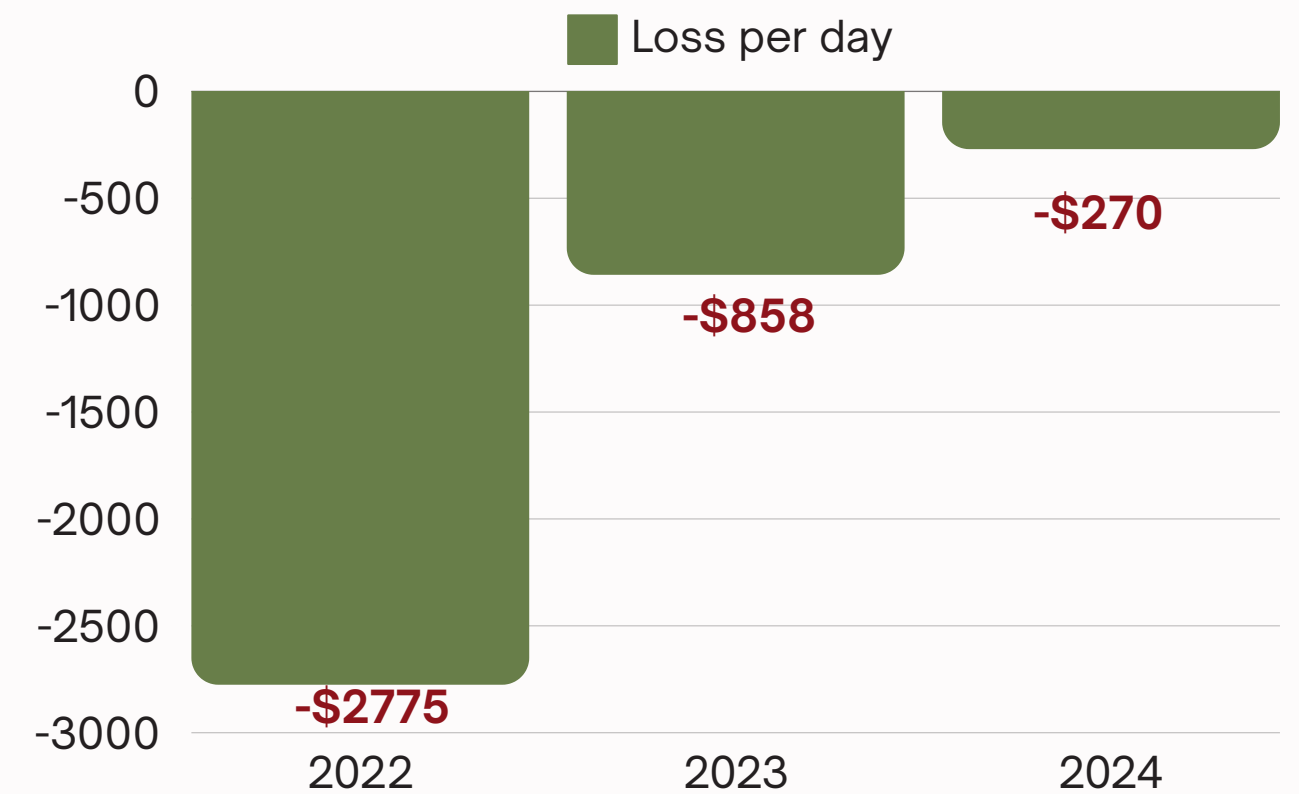
Revenue by Service Area Q2

	2022 Q2	2023 Q2	2024 Q2
Adventure Park	\$16,383	\$19,290	\$22,194
Summer Camps	N/A	\$20,750	\$22,724
Target Golf	N/A	N/A	\$621
The Ridge	\$9,203	\$22,042	\$19,804
Winter Revenue	\$2,910	\$43,349	\$14,797
Revenue From Own Sources	\$11,703	\$3,611	\$25,851
Q2 Totals	\$40,199	\$118,344	\$105,991
Operational Days	19	28	23

Adventure Park

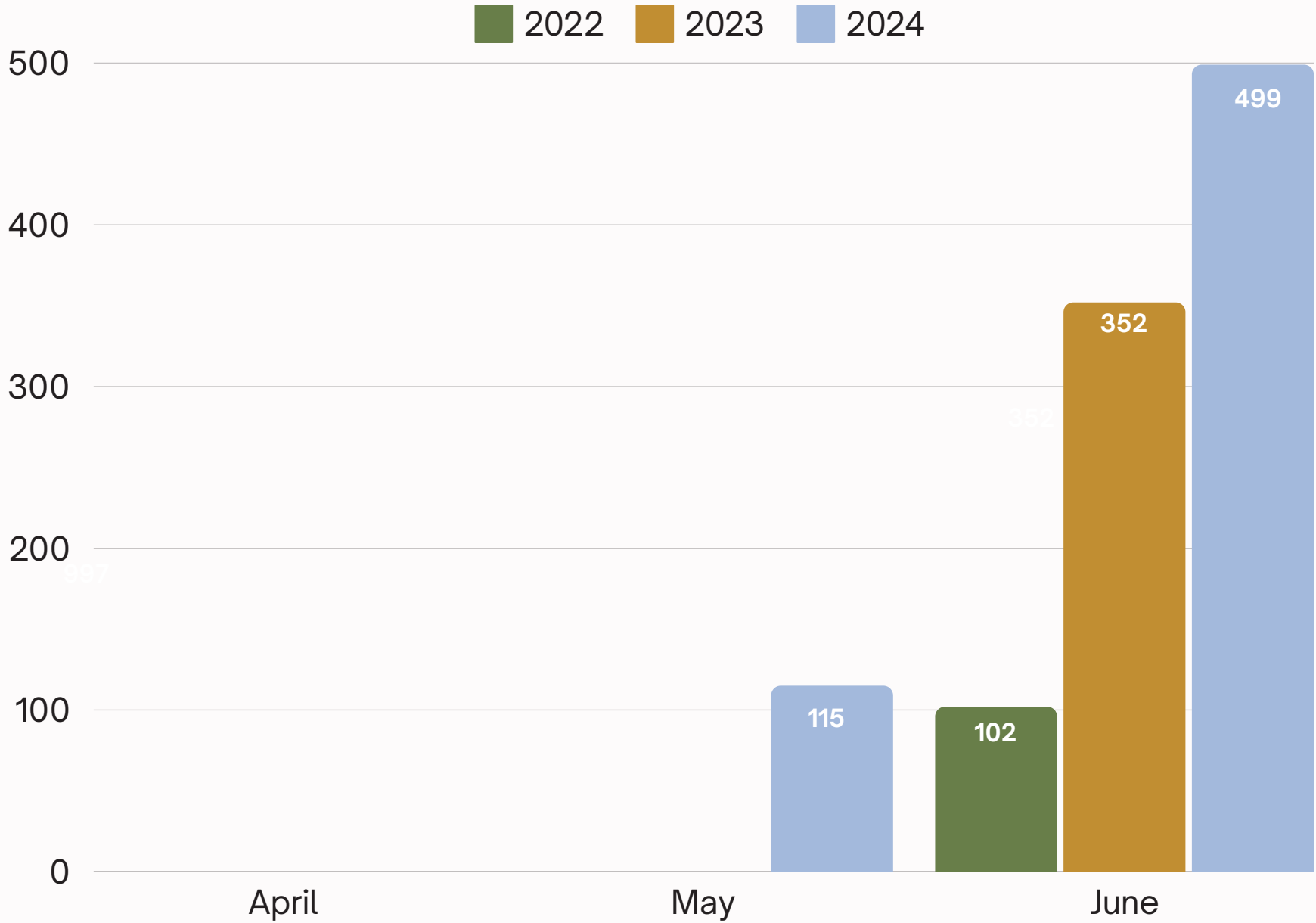
	2022 Q2	2023 Q2	2024 Q2
Schools Visits	102	352	614
Public Visits	506	283	237
Total Visits	608	663	851
Operational Days	19	28	23
Expenses	\$69,120	\$43,326	\$28,406
Revenue	\$16,383	\$19,290.23	\$22,194.48
Balance	-\$52,737	-\$24,036	-\$6,212

Comparing the school visits, public visits, operational days, expenses and revenue per Q2 2022, Q2 2023, Q2 2024.



School Visits

School Visits for
Q2 2022 vs. 2023 vs. Q2 2024



	Adventure Park	Adventure Park + Activities	TOTAL
Q2 2022	N/A	102 \$3,059.85	102 \$3,059.85
Q2 2023	151 \$4,529.78	201 \$7,034.31	352 \$11,564.09
Q2 2024	76 \$1,520.20	538 \$12,809.78	614 \$14,970.46

Comparing School Visits
for 2022 vs 2023 vs 2024

The Ridge

	2022 Q2	2023 Q2	2024 Q2
Operational Days	19	27	23
Revenue	\$9,203	\$22,042	\$19,804
Total Expenses	\$118,862	\$132,848	\$92,586
Balance	-\$109,658	-\$110,658	-\$72,783

Comparing the expenses, operational days, for The Ridge per Q2 2022, Q2 2023 & Q2 2024.



Programs/Special Events

Looking at the kitchen's catering functions, special events, conferences and best selling packages for 2024 season

Summer Camps

Q2 2023 **75** kids registered by end of June
Q3 2023 **30** more kids registered
Q2 2024 **77** kids registered by end of June
Q3 2024 **58** more kids registered (as of August 9)

Birthday Packages

Q2 2023 **4** parties
Q2 2024 **8** parties

Golf Academy

Q2 2023 N/A
Q2 2024 **planning stage**

Private bookings - Smart Start Conference

55 participants
\$1,857.70

Wedding photoshoot

Donated (in cooperation with Pure Creations)
1st stage of Wedding Package prep



Resort Guests

Q2 Kinosoo Guests Metrics by Location (province or country) for 2024.

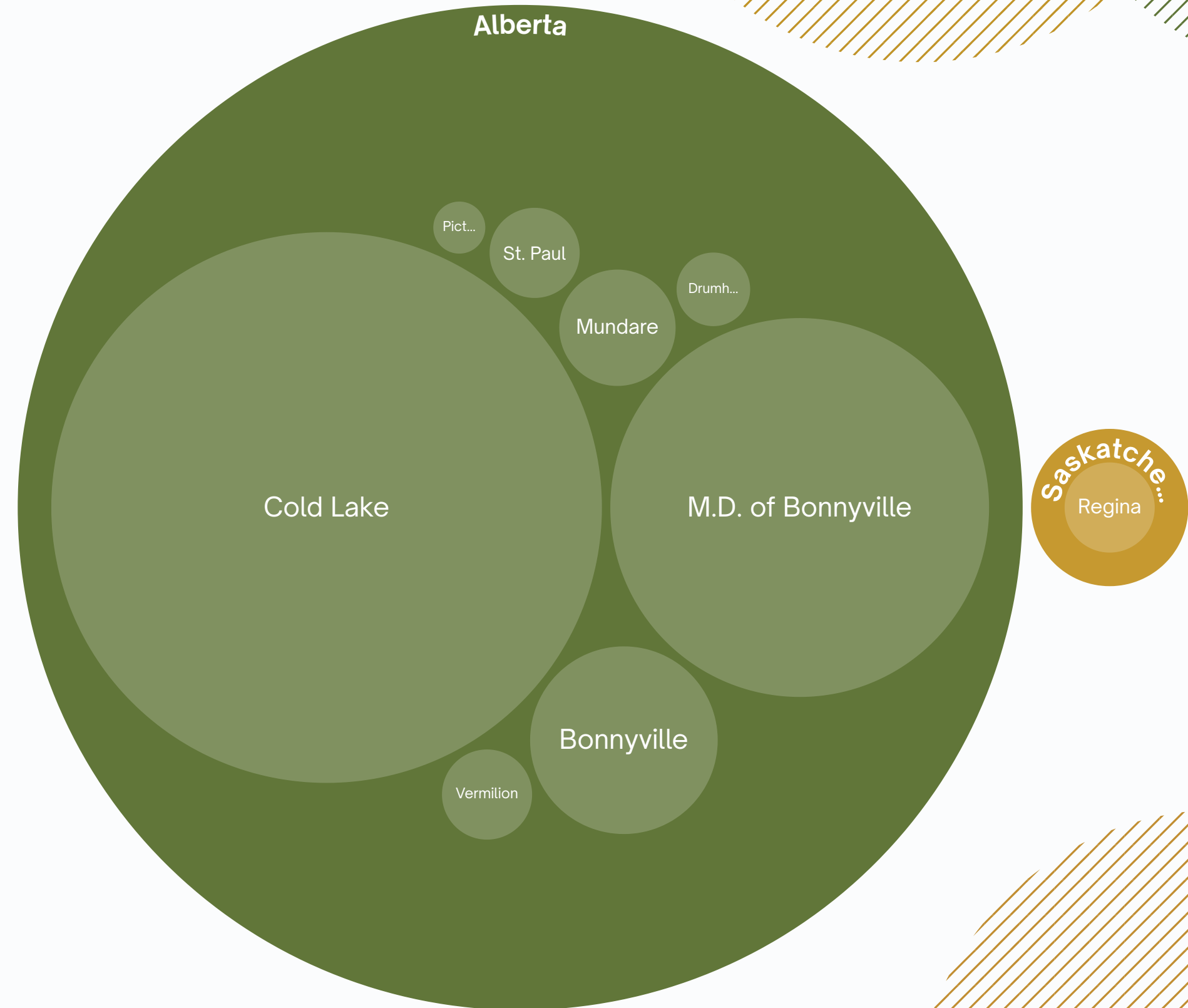
Locations

Guests at Kinosoo Ridge Resort in Q2 2024 lived in:

- Alberta
- Saskatchewan

Municipality Comparison

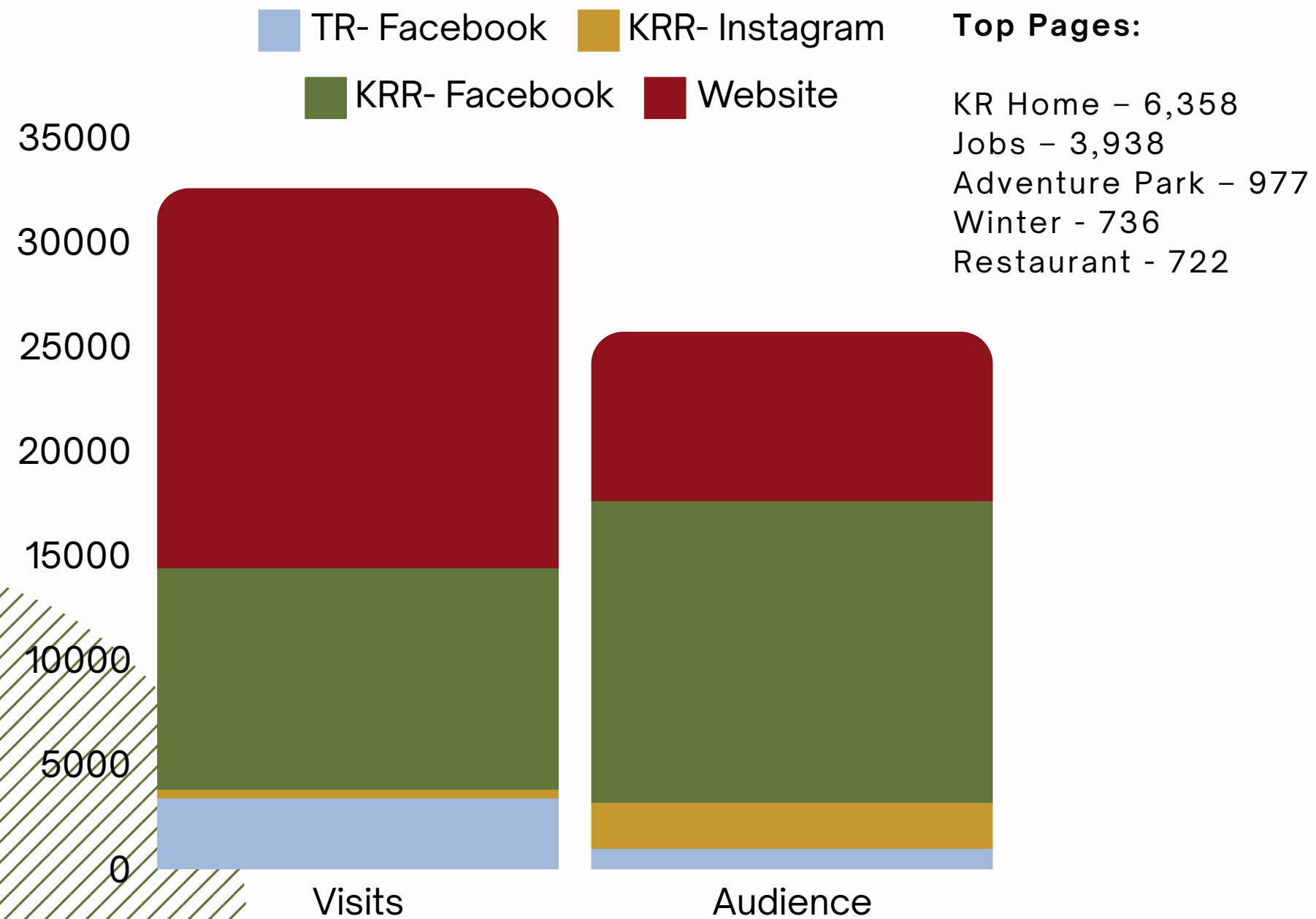
58%	City of Cold Lake	112 Guests
27%	MD Bonnyville	53 Guests
7%	Town of Bonnyville	13 Guests
	Total of local Guests	178
	Total Guests	195



Information gathered through waivers from season pass holders and guests.

Marketing

Kinosoo's Marketing Results in 2023/24 season for Kinosoo Ridge Resort (KRR) and The Ridge (TR).



Marketing

- Radio advertisements.
- Summer Camps posters sent to each school and family friendly facilities.
- Adventure Park posters at each M.D. Campground and 6 provincial campgrounds.
- Summer brochures sent to over 15000 mail boxes.
- Two paid Facebook campaigns.
- Summer Promo Coupons – 10% off for Adventure Park, Target Golf and The Ridge Restaurant.

Outreach

- New Kinosoo Booth for special events - redesign tent, table cloths and banners.
- Roll up banners at the main office and Shaw House.
- Kinosoo Team present at La Corey Farm Fair.

Capital Project Updates

25%

Kinosoo Main Gate

- Quotes in house, next steps planning and permitting.

0%

Wedding Venue Deck

- Looking at enhancing scope.

75%

Snow Gun Replacement

- Currently in Production Stage.
- Waiting to ship from Italy.

30%

Backup Power Generator (Lodge)

- Meter Moved April 30th
- Generator will not be shipped until September 24, 2024.

100%

Truck Replacement

- On site at T&U.

85%

A/C Upgrade

- Completed with local contractor.

75%

Chairlift Load Decks

- Will be installed September after our summer season and after lift maintenance is completed.

60%

Phase 1 Trails Planning Project

- Detailed discussion in September, regarding 2025 Capital Budget.



THANK YOU!

Q2 - REPORT