

# APPENDIX E



Kinosoo Ridge Resort

# 2024 4TH QUARTER PROGRESS REPORT



# 2024 Year To Date Revenue & Expenses

	Total Revenue	Total Expenses	Variance
<b>2022</b>	\$1,233,391	-\$3,388,020	-\$2,154,629
<b>2023</b>	\$1,838,052	-\$3,995,426	-\$2,157,371
<b>2024</b>	\$1,617,315	-\$3,367,977	-\$1,750,362

2022, 2023 and 2024 Year To Date Total Revenue and Total Expenses from January 1st to December 31st.

# 2024 Q4 Revenue & Expenses

	Total Revenue	Total Expenses	Variance
<b>2022</b>	\$273,459	-\$973,752	-\$700,293
<b>2023</b>	\$407,242	-\$1,178,492	-\$771,250
<b>2024</b>	\$518,617	-\$1,007,476	-\$488,859

2022, 2023 and 2024 Q4 Total Revenue and Total Expenses from October 1st to December 31st.

# Revenue by Service Area Q4

	2022 Q4	2023 Q4	2024 Q4
<b>Season Passes</b>	\$152,055	\$130,981	\$177,841
<b>Lift Tickets</b>	\$57,191	\$65,709	\$104,106
<b>Tubing</b>	\$21,556	\$33,021	\$45,039
<b>Schools</b>	\$6,304	\$15,827	\$17,515
<b>Season Rentals</b>	\$12,980	\$17,616	\$22,617
<b>Daily Rentals</b>	N/A	\$18,850	\$47,991
<b>Winter Camps / Lessons</b>	\$8,225	\$17,328	\$18,897
<b>The Ridge</b>	\$46,884	\$82,446	\$73,458

# Season Passes

	2022	2023	2024
<b>Total Passes</b>	872	803	1006
<b>Individual Passes</b>	184	202	211
<b>Family Passes</b>	148 (795)	134 (601)	172 (795)
<b>Revenue</b>	\$166,153	\$166,978	\$205,946
<b>Average Revenue</b>	\$190	\$207	\$204

Comparing the Season Pass sales from 2022, 2023 and 2024.

# December Variance Report

	2022	2023	2024
<b>Operational Days</b>	11	20	21
<b>Mountain OS</b>	\$241,527	\$222,440	297,555
<b>Square</b>	\$51,305	\$65,350	\$73,458
<b>Total Revenue</b>	\$292,832	\$284,790	\$371,013
<b>Total Expenses</b>	\$505,213	-\$635,507	-\$450,881
<b>Balance</b>	-\$212,381	-\$347,717	-\$79,868

Comparing the expenses, operational days, for The Ridge per Q4 2022, Q4 2023 & Q4 2024.

# Snowmaking

	2022	2023	2024
<b>Total Days</b>	36	35	19
<b>Total Gallons</b>	21.3	24.7	20.8
<b>Average GPM</b>	500	487	753

Comparing the Snowmaking stats from 2022, 2023 and 2024.

**Snowmaking was complete on December 12th.  
All Snowmaking Terrain was open by 18th December.  
Four Separate Terrain Parks including 34 features.  
Boarder cross track on Sidewinder.**

# Programs/Special Events

Looking at the special events, trainings and best selling offers for 2024 season

## **CADS (Canadian Adaptive Snowsports) training session**

Focused on how to better assist guests with disabilities

## **Try Freestyle**

hosted in partnership with Freestyle Alberta

## **Fundamentalz Course**

Staff are now Freestyle Certified in preparation for AWG.

## **Skiing with Santa**

Photo booth setup, free candy, fire pits, DJ,

## **Winter Camps**

Snowbirds, Ski and Snowboard camps level 1-4

## **Other**

Participation in Job Fair in Bonnyville

Participation in Christmas Parade

Private Bookings (Christmas Parties) at The Ridge

Tube Park Private Bookings

Pop-up Night Skiing





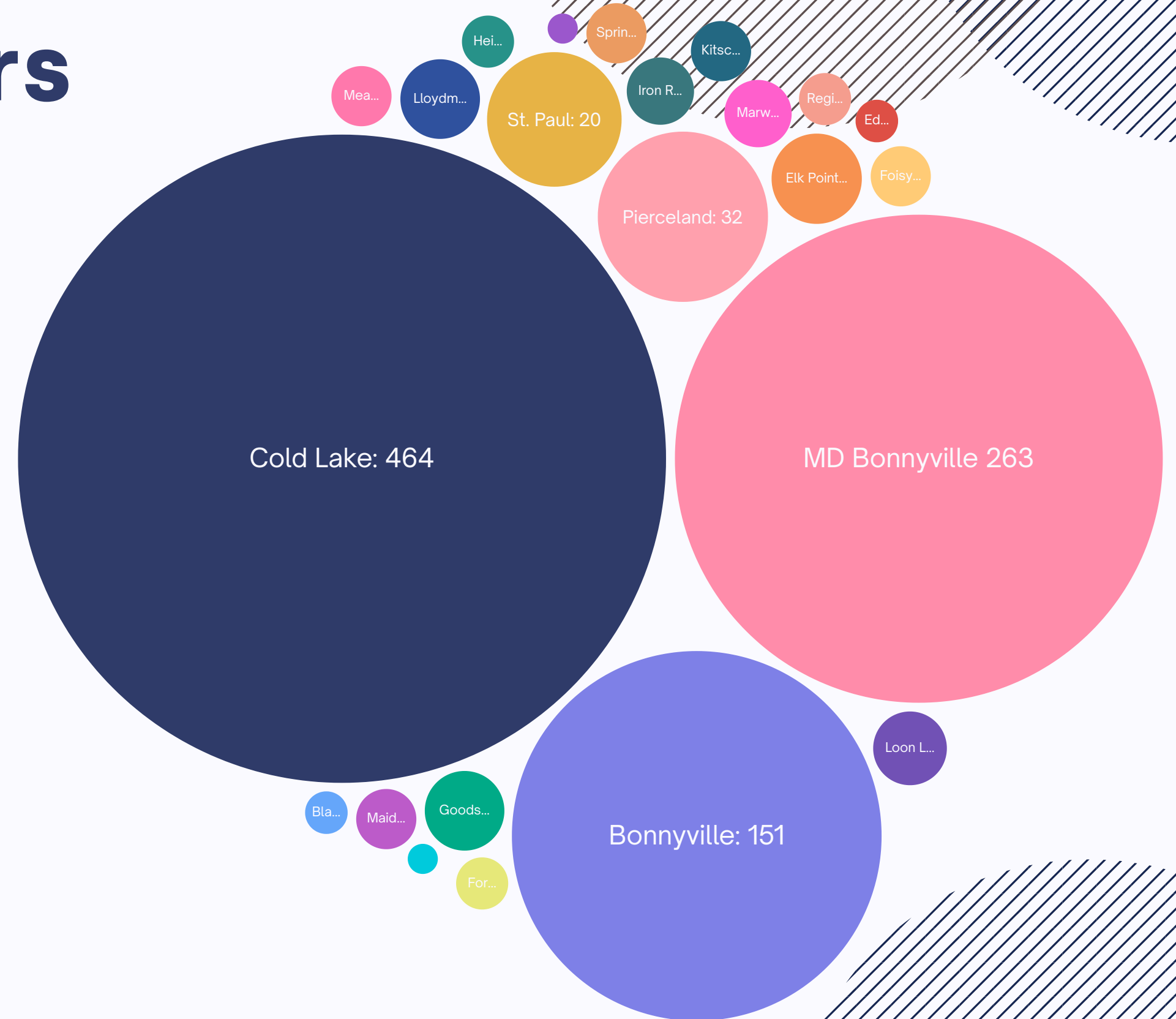
# Season Pass Holders

Kinosoo Season Pass Holders Metrics by Location for 2024/25 season.

## Municipality Comparison

<b>46%</b>	City of Cold Lake	464 Guests
<b>26%</b>	MD Bonnyville	263 Guests
<b>15%</b>	Town of Bonnyville	151 Guests

Alberta	941
Saskatchewan	59
Other	4
<b>Total Guests</b>	<b>1004</b>



Information gathered through waivers from season pass holders and guests.

# Resort Guests

Q4 Kinosoo Guests Metrics by Location for 2024.

## Locations

Guests at Kinosoo Ridge Resort in Q4 2024 lived:

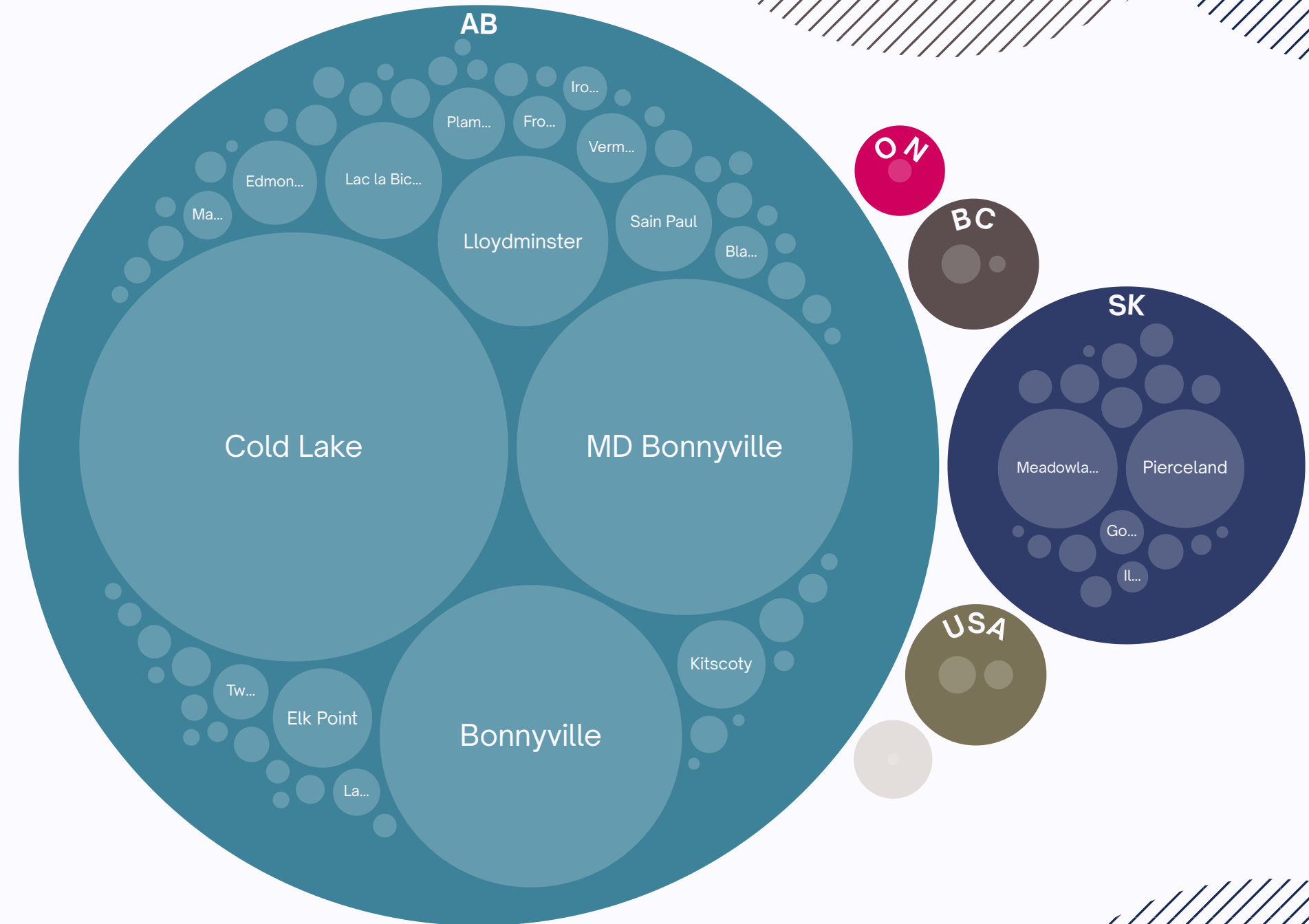
- Within 1hr Drive 2,958 = 70%
- Within 1-2hr Drive 819 = 20%
- Within 2-4hr Drive 202 = 7%
- Over 4hrs Drive 122 = 3%

## Municipality Comparison

<b>30%</b>	City of Cold Lake	1,323 Guests
<b>18%</b>	MD Bonnyville	812 Guests
<b>15%</b>	Town of Bonnyville	657 Guests
	Total of local Guests	2,792 Guests

Alberta	3374
Saskatchewan	326
Total Guest	4,324

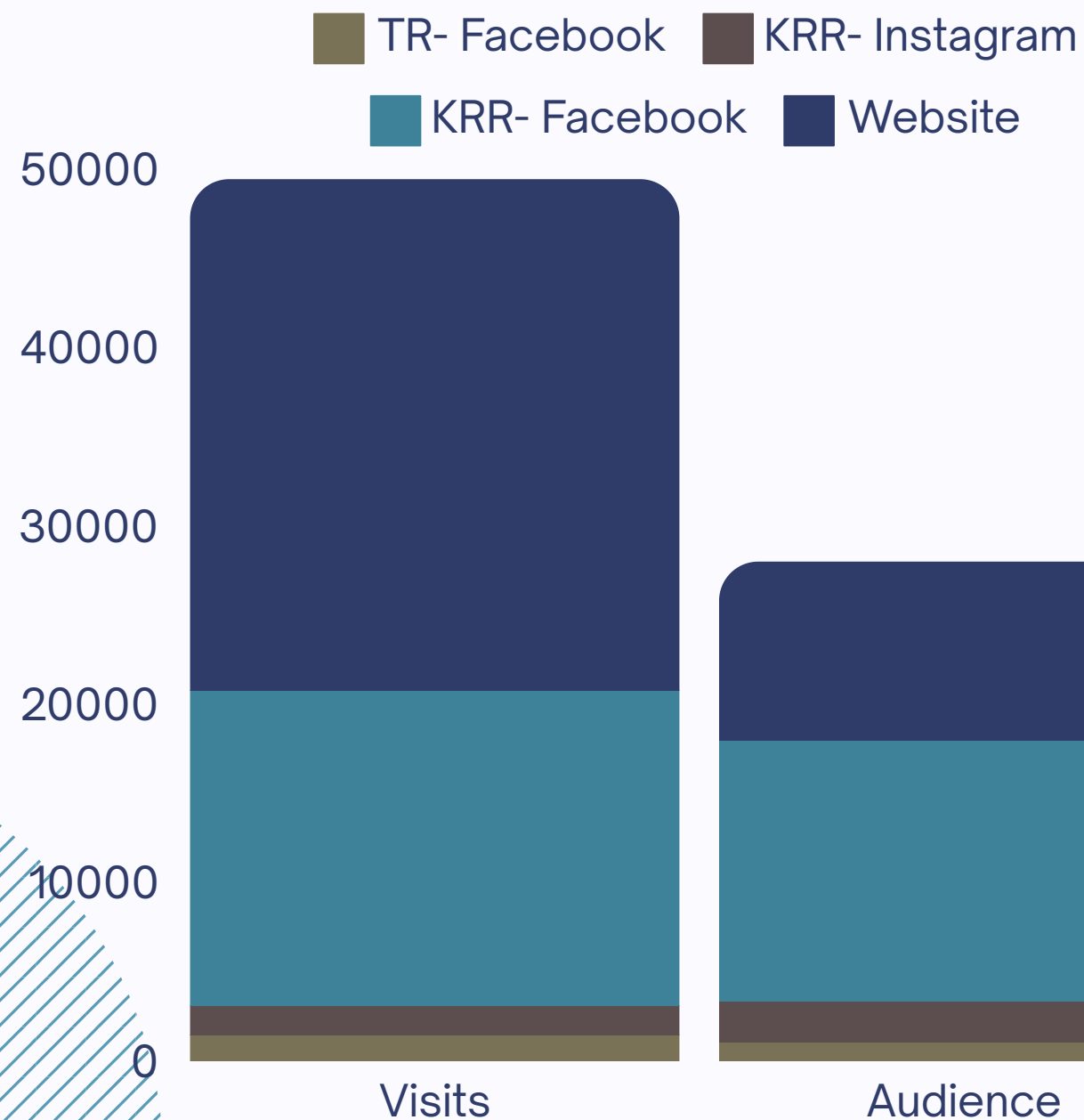
Unknown 2,675



Information gathered through waivers from season pass holders and guests.

# Marketing

Kinosoo's Marketing Results in 2024 season for Kinosoo Ridge Resort (KRR) and The Ridge (TR).



## Marketing

- Radio advertisements
- Ski Report
- Paid social media campaigns
- Extended logo system
- New Merchandise
- Partnership with Alberta Freestyle
- New School Program
- Family Rental Package
- “No Pass” Night Skiing

## Outreach

- Job Fair
- Christmas Parade
- Sparkle in the Park

### Top Pages:

- Home page Winter – 7,153
- Home page Summer 2 – 6,613
- Adventure Park – 1,922
- Restaurant – 1,139
- Jobs – 991

# Capital Project Updates

25%

### Kinosoo Main Gate

- Quotes in house, next steps planning and permitting.

100%

### Snow Gun Replacement

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

100%

### A/C Upgrade

- Completed with local contractor.

0%

### Wedding Venue Deck

- Looking at enhancing scope.

75%

### Backup Power Generator (Lodge)

- Will be completed in April 2025.

100%

### Chairlift Load Decks

- Completed September 2024.

100%

### Truck Replacement

- Currently in use at Kinosoo.

100%

### Phase 1 Trails Planning Project

- Detailed discussion in September, regarding 2025 Capital Budget.

# Winter 2024/25

Looking at Kinosoo's upcoming Winter.

## February

February 1, 8, 15, 22 - Kinosoo Park Academy

February 8-9 - Blizzard Blast

February 15-17 - Snow Fever

February/March - Winter Camps

## March

March 1, 8, 15, 22 - Try Freestyle Program

March 15 Rail Jam / Freestyle Comp

## April

April 5th Slush Cup / Closing Day





# THANK YOU!

## Q4 - REPORT