



APPENDIX D

Kinosoo Ridge Resort

2025 1ST QUARTER PROGRESS REPORT



Rail Jam '25

2024/2025 Season Overview

2024/
2025

83

Operating Days

7

Public Closed
Days (Weather)

10

School Days
Cancelled

95

Total Potential
Days

2023/
2024

77

Operating Days

8

Public Closed
Days (Weather)

4

School Days
Cancelled

89

Total Potential
Days

2022/
2023

77

Operating Days

7

Public Closed
Days (Weather)

8

School Days
Cancelled

84

Total Potential
Days

Season Revenue & Expenses

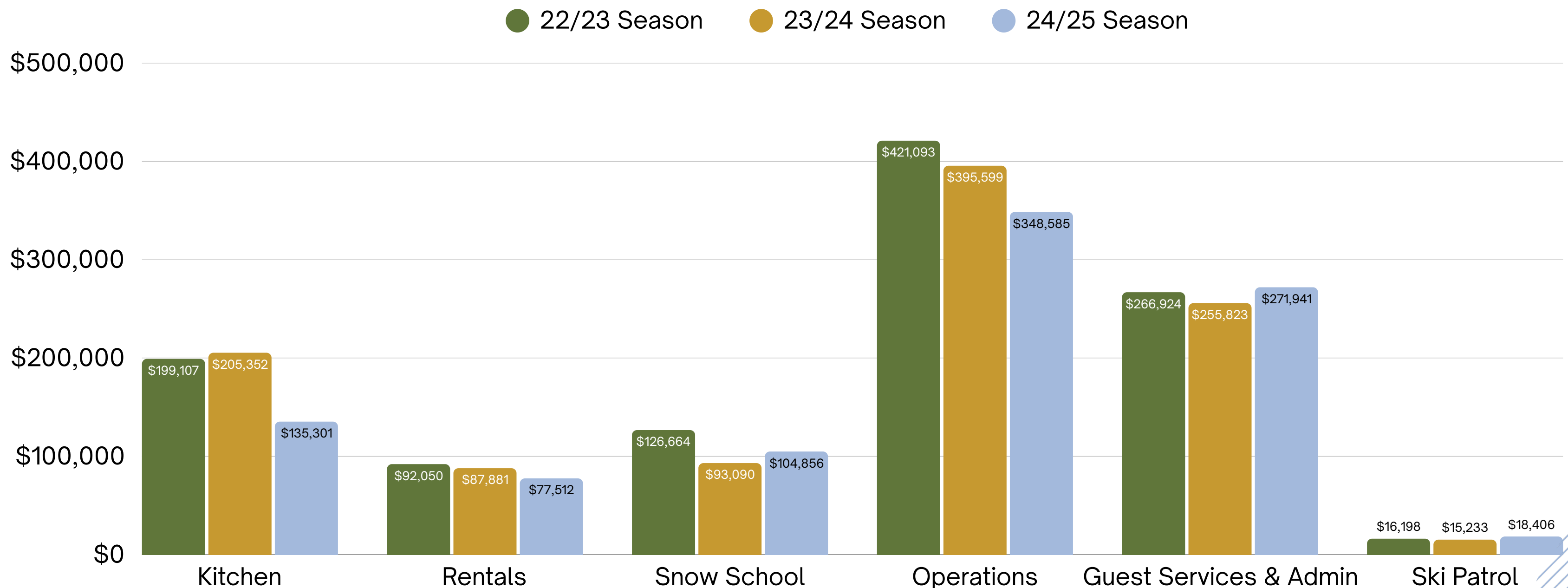
	Total Revenue	Wages	Operational Cost	Total Expenses	Variance
2021/2022 Season	\$931,298	-\$884,341	-\$778,737	-\$1,663,079	-\$1,663,079
2022/2023 Season	\$1,271,848	-\$1,127,821	-\$666,706	-\$1,794,528	-\$522,680
2023/2024 Season	\$1,319,721	-\$1,010,187	-\$708,332	-\$1,718,520	-\$398,798
2024/2025 Season	\$1,111,244	-\$760,689	-\$680,224	-\$1,440,913	-\$329,669

21/22, 22/23, 23/24 and 24/25 season Total Revenue and Total Costs from December 1st to April 1st.

**Based on Financial Reports on Diamond*

Wages by Service Area

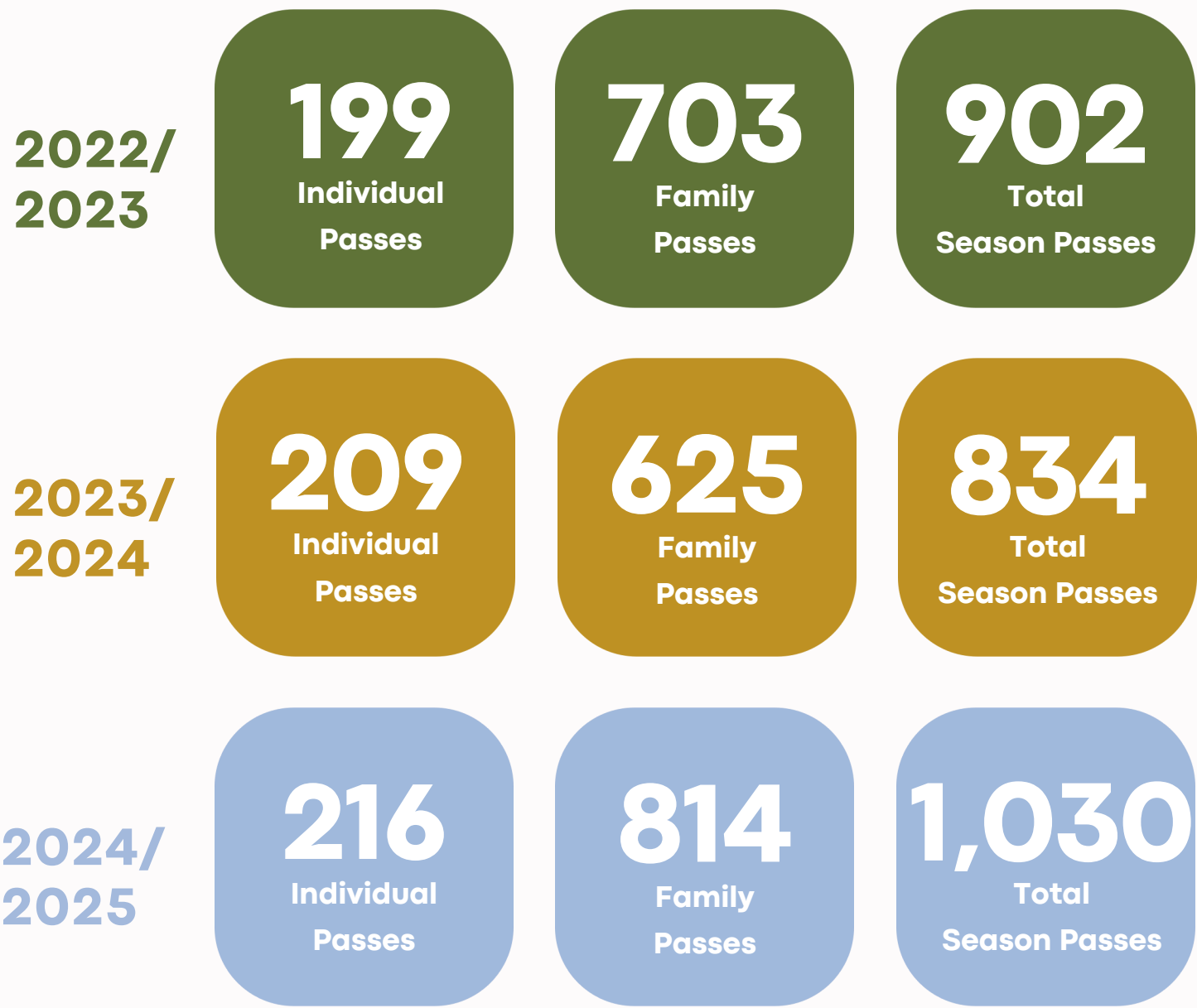
Comparing the wages by department for the 22/23 season, the 23/24 season and 24/25 season.



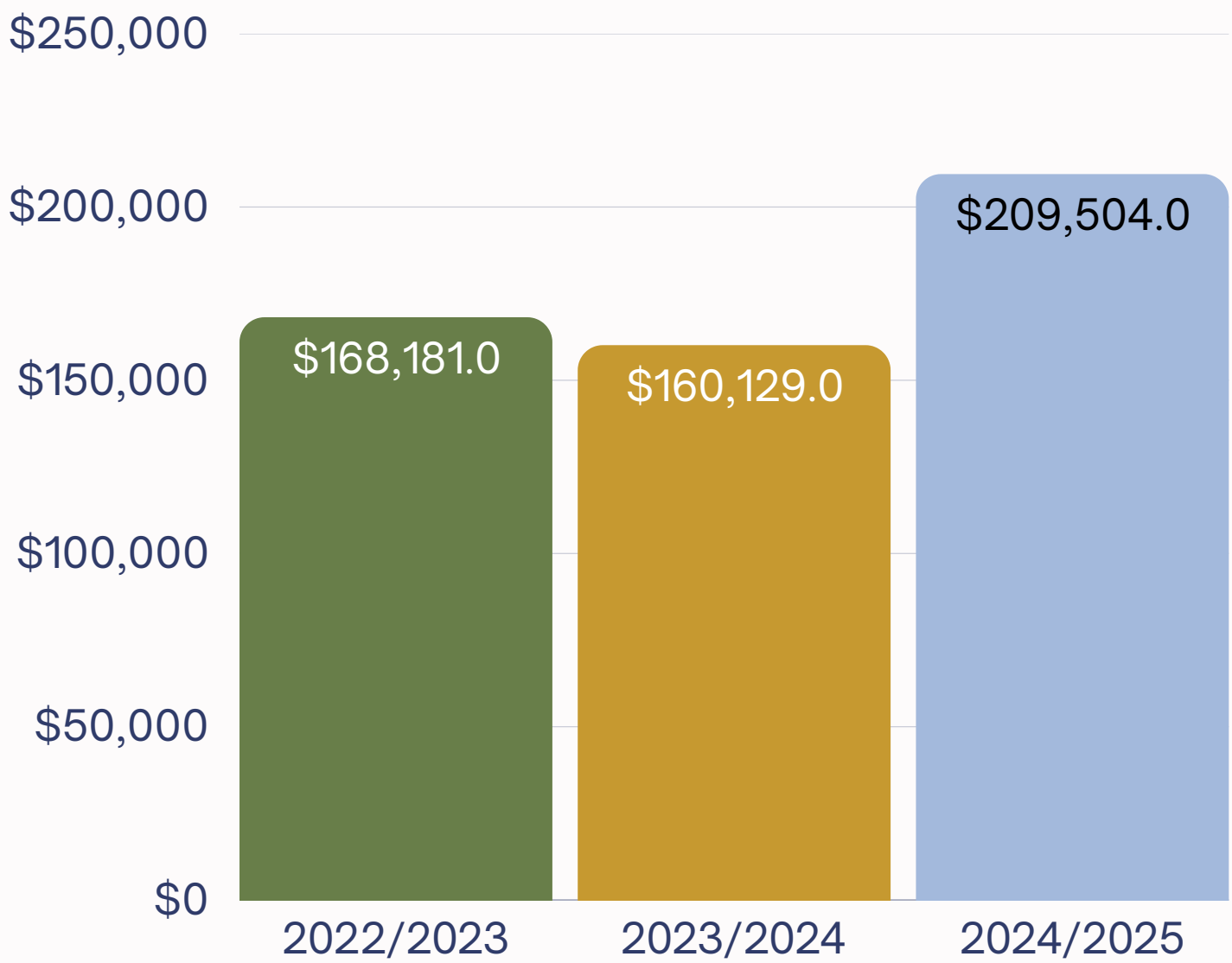
Season Passes

Comparing the season passes purchased in 22/23, 23/24 and 24/25

Type and Quantity



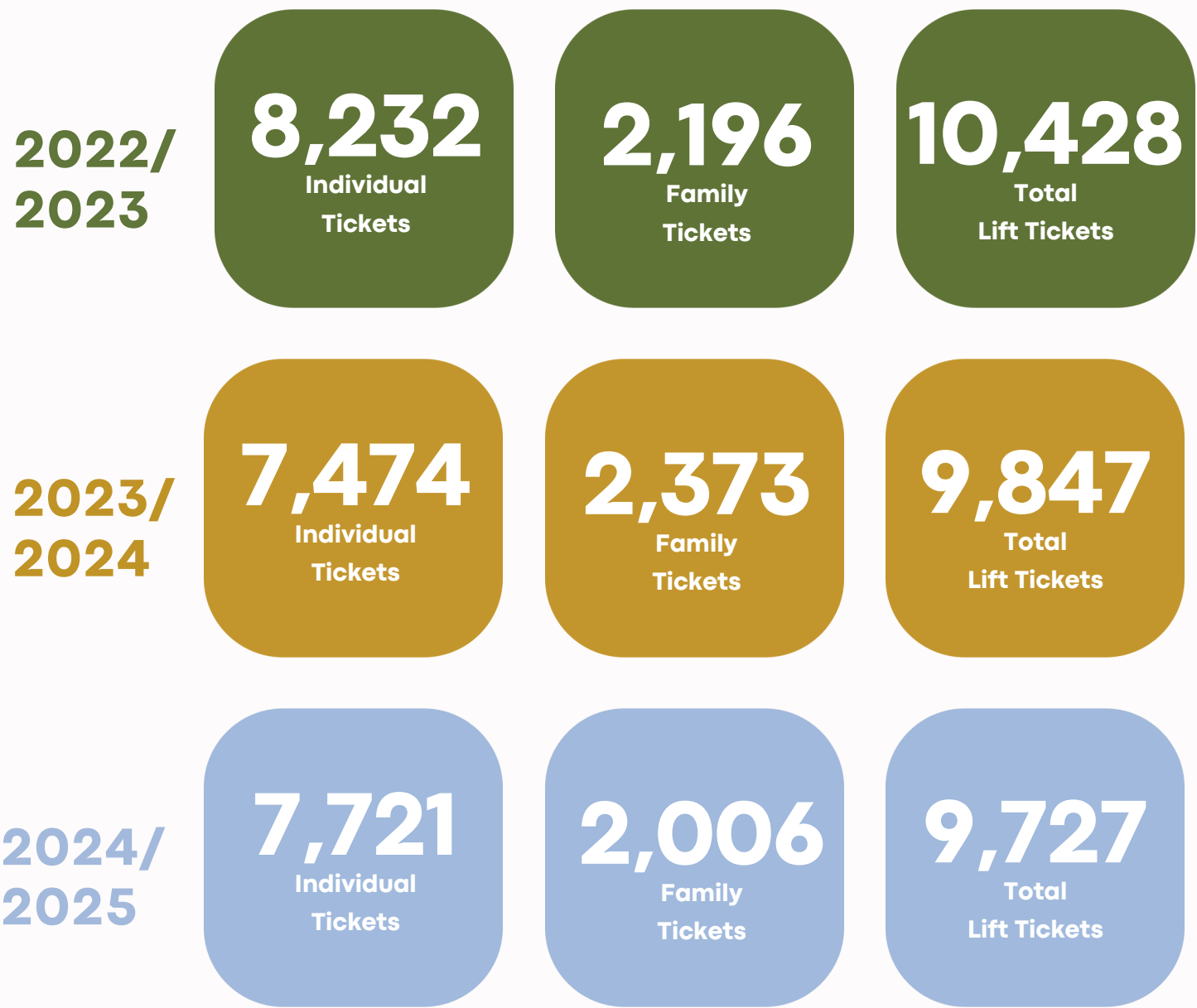
Revenue



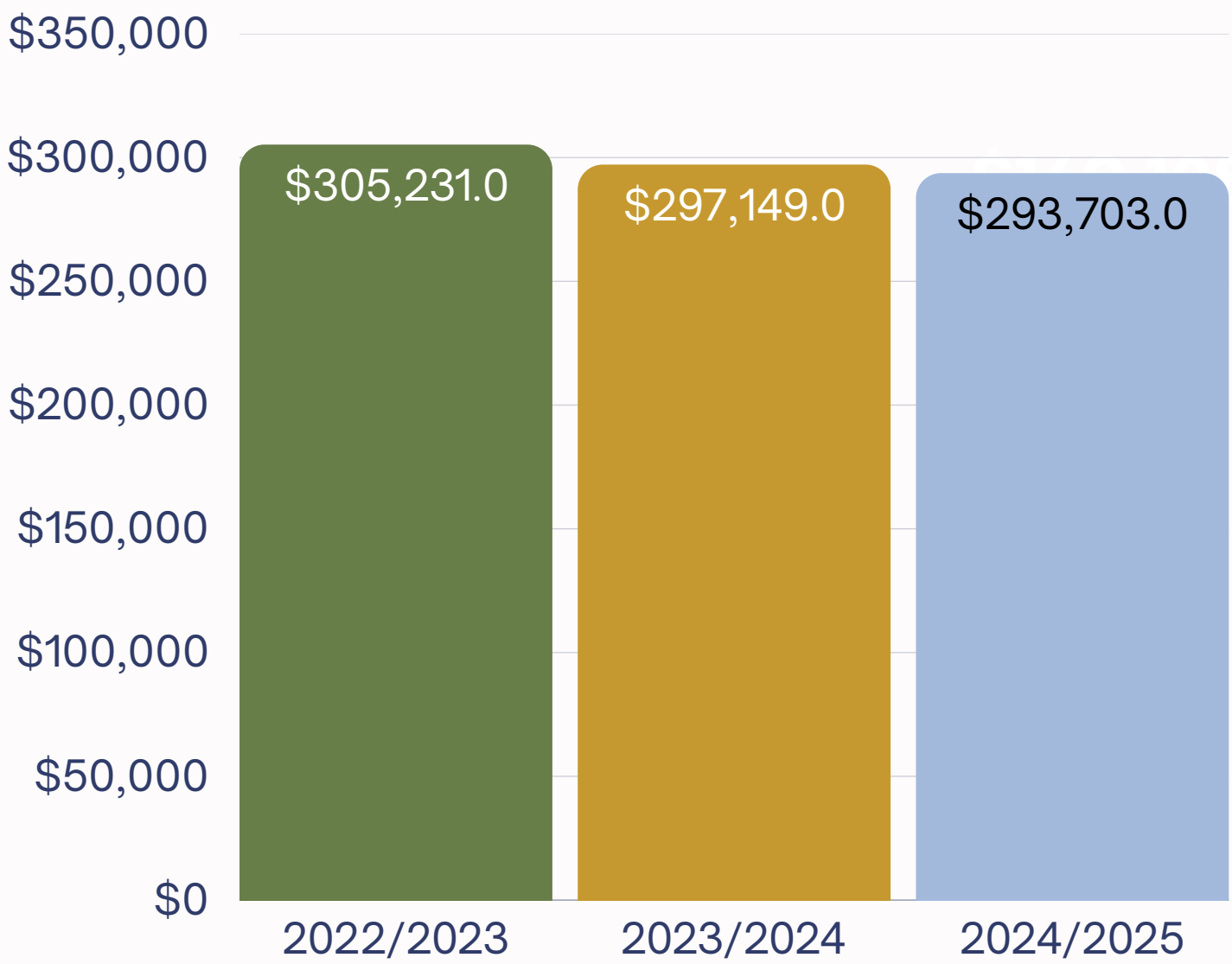
Lift Tickets

Comparing the lift tickets purchased in 22/23, 23/24 and 24/25

Type and Quantity



Revenue



School Visits

Compering School Visits by Category
and Revenue for 2023, 2024 and 2025

	Lift Tickets	Tubing Tickets	Total Revenue
2022/ 2023	4886 \$172,979	2407 \$49,546	\$222,525
2023/ 2024	5053 \$161,011	2716 \$49,538	\$226,091
2024/ 2025	4982 \$169,515	2891 \$57,827	\$224,342

Food Sales

The top 5 food gross sales at Kinosoo Ridge Resort in the 24/25 ski season.



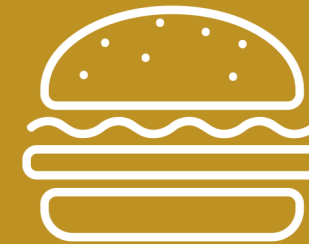
Poutine

3,723 poutines sold,
totalling \$40,742



Chicken Fingers

1,324 chicken fingers
sold, totalling \$11,884



School Lunch Combo

2407 combos sold,
totalling \$33,808



Fries

1,789 portions sold,
totalling \$9,168



Churros

4,702 churros sold,
totalling \$14,106

Special Events

Looking at the kitchen's catering functions, themed events and christmas parties for 2024/25 season

Winter Camps

71 camps sold, \$13,041.00 in revenue
We also collaborated with Freestyle Alberta

Tube Park Private Party Rental

6 x 2hrs rental
\$9,600.00

Slush Cup

Great customers and staff
appreciation day - 106 participants
\$4,904.56 in revenue that day

Rail Jam

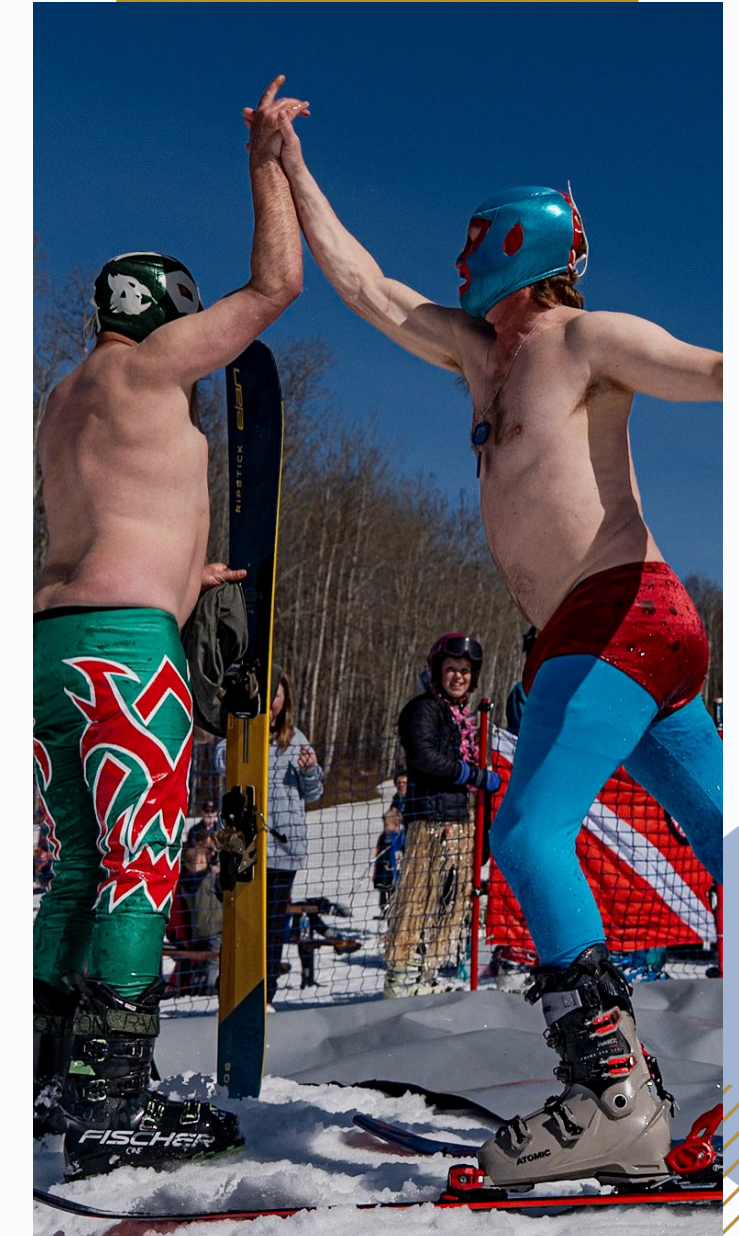
A hugely successful freestyle event with 29
participants and a great crowd of spectators
cheering them on!

Snow Fever

February 15, despite the cold families showed up
to enjoy the 360° photo booth, special ticket
pricing, and our winter menu

Skiing with Santa

December 16 \$12,105.69 in
revenue that day



Resort Guests

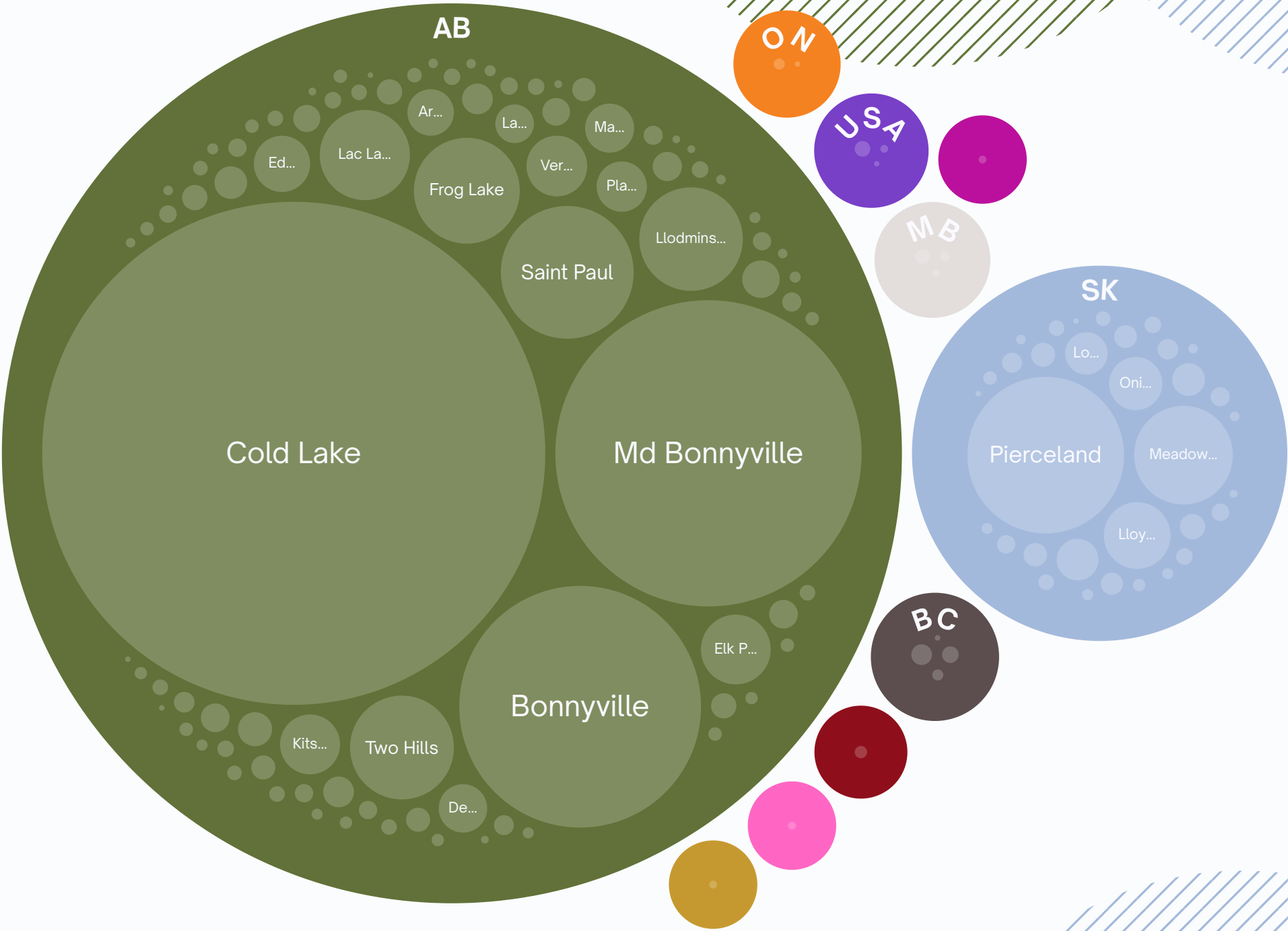
Q1 Kinosoo Guests Metrics by Location for 2025.

Municipality Comparison

62.44%	City of Cold Lake	8313 Guests
23.15%	MD Bonnyville	3081 Guests
14.41%	Town of Bonnyville	1919 Guests
	Total of local Guests	13313 Guests

Alberta	16876
Saskatchewan	1744
Total Guest with addresses	18687

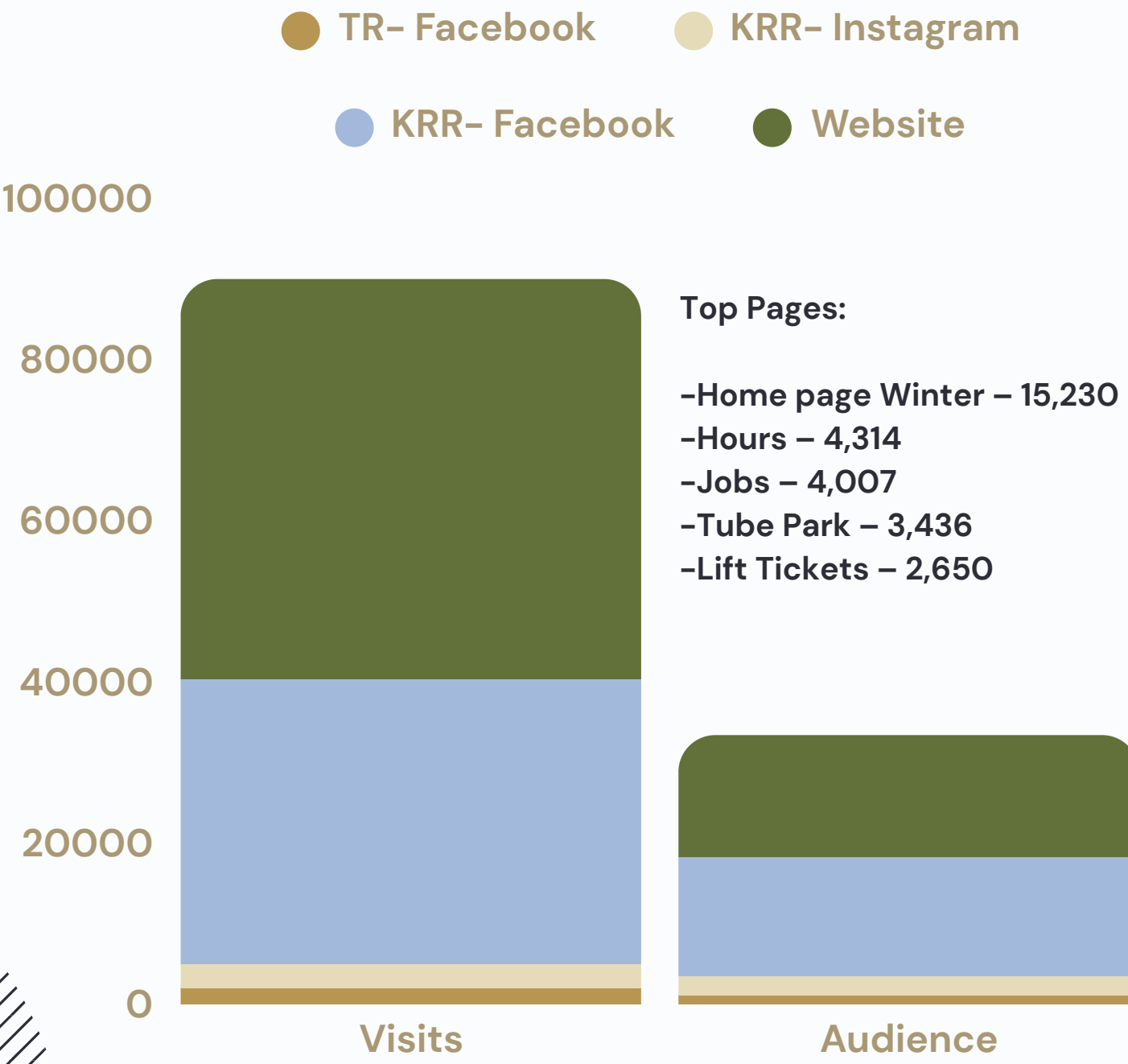
*Total number of customers interactions 40697



Information gathered through MntOS.

Marketing

Kinosoo's Marketing Results in 2025 season for Kinosoo Ridge Resort (KRR) and The Ridge (TR).



Marketing

- Radio advertisements
- Ski Report
- Paid social media campaigns
- Pop up Night Skiing and Tubing promo
- Go Ski Alberta Campaign (and contest)
- Tidbits of Change collaboration
- Valentine's Special
- Snow Fever Campaign
- Slush Cup and Rail Jam Merchandise
- Slush Cup Campaign
- Rail Jam Campaign
- Tube Park – last week promo
- Blizzard Blast

Capital & Project Updates

25%

Kinosoo Main Gate

- RFP currently out for tender
Quotes in house, next steps
planning and permitting.

30%

Kritters Conveyor Replacement

- RFP has been awarded and
conveyor has been
purchased. Awaiting delivery.

100%

Backup Power Generator (Lodge)

- Was completed 1st week of May
2025.

20%

Terrain Park Upgrade

- Initial quotes and designs
received in conjunction with
AWG.



THANK YOU!

Q1 - REPORT