

## APPENDIX D

Kinosoo Ridge Resort

# 2025 1ST QUARTER PROGRESS REPORT



# 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

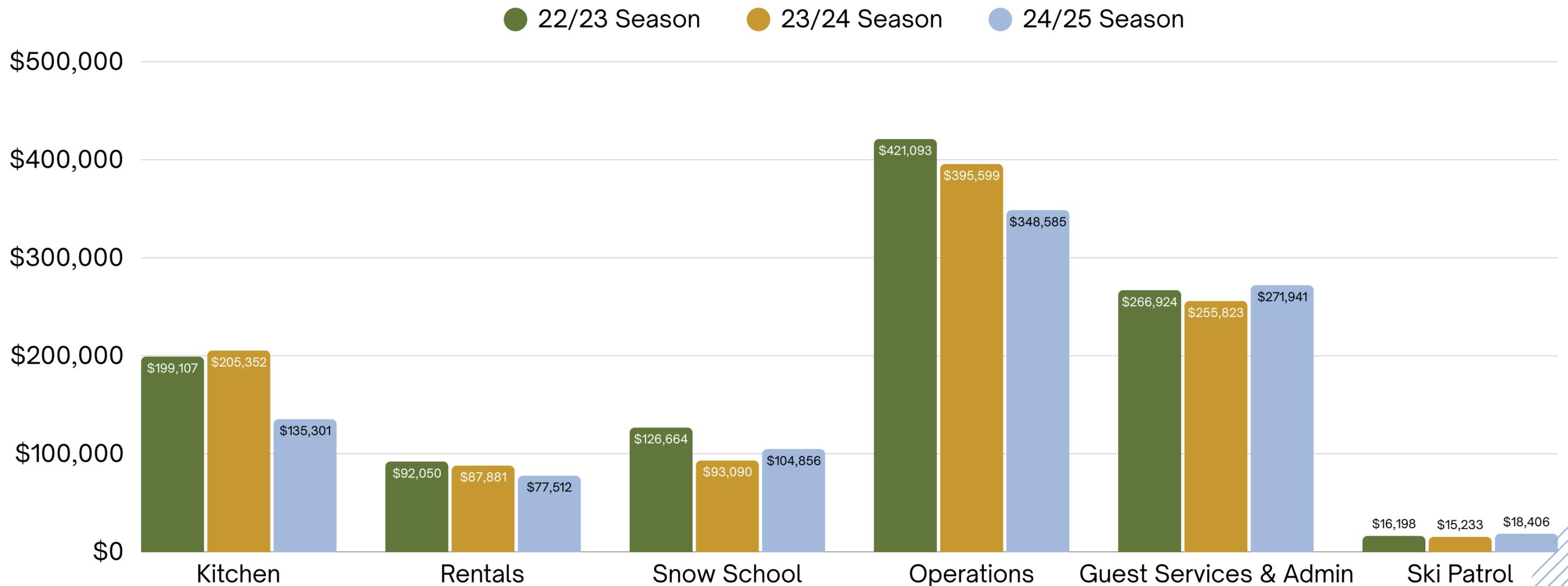
	Total Revenue	Wages	Operational Cost	Total Expenses	Variance
2021/2022 Season	\$931,298	-\$884,341	-\$778,737	-\$1,663,079	-\$1,663,079
2022/2023 Season	\$1,271,848	-\$1,127,821	-\$666,706	-\$1,794,528	-\$522,680
2023/2024 Season	\$1,319,721	-\$1,010,187	-\$708,332	-\$1,718,520	-\$398,798
2024/2025 Season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

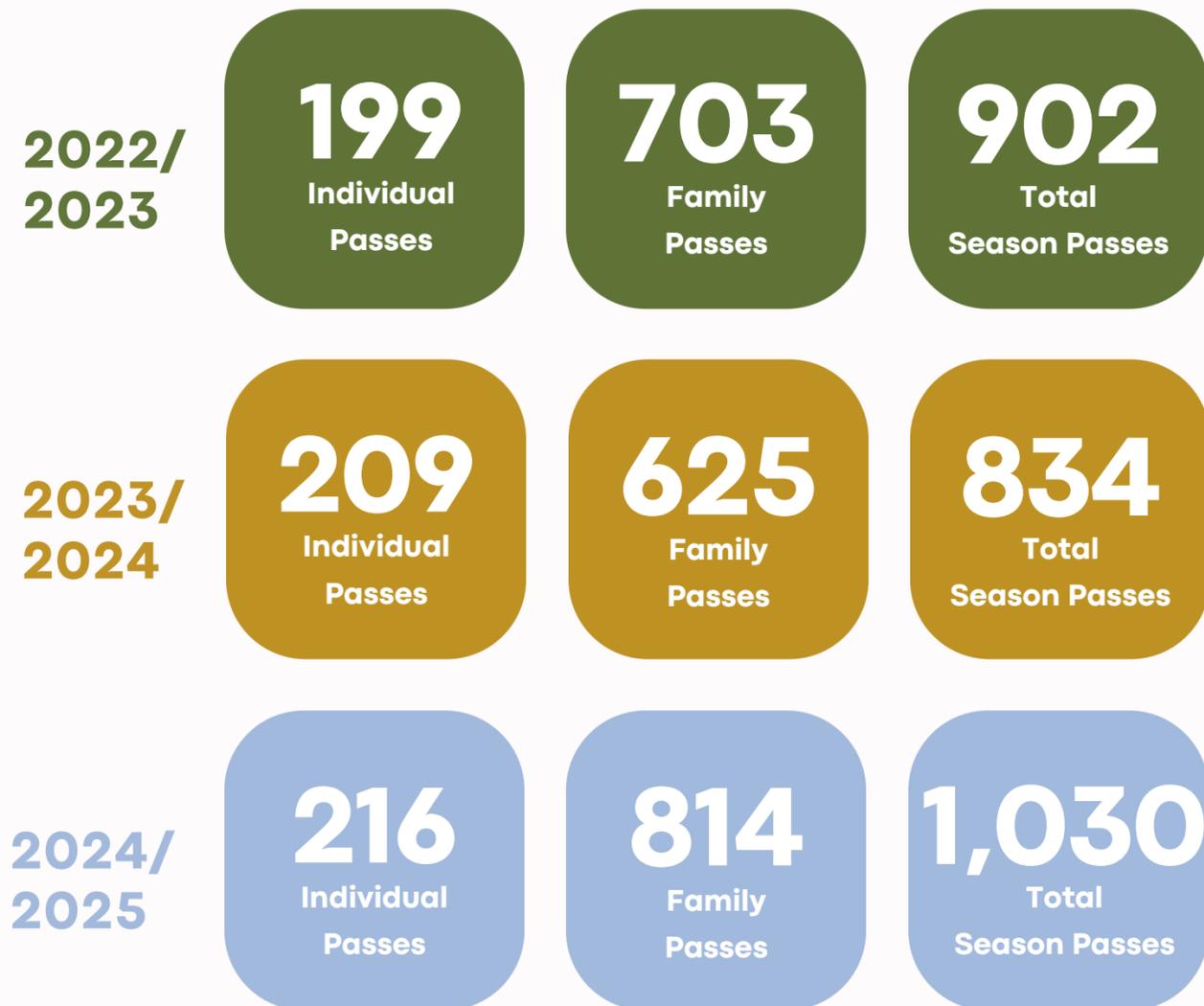
Comparing the wages by department for the 22/23 season, the 23/24 season and 24/25 season.



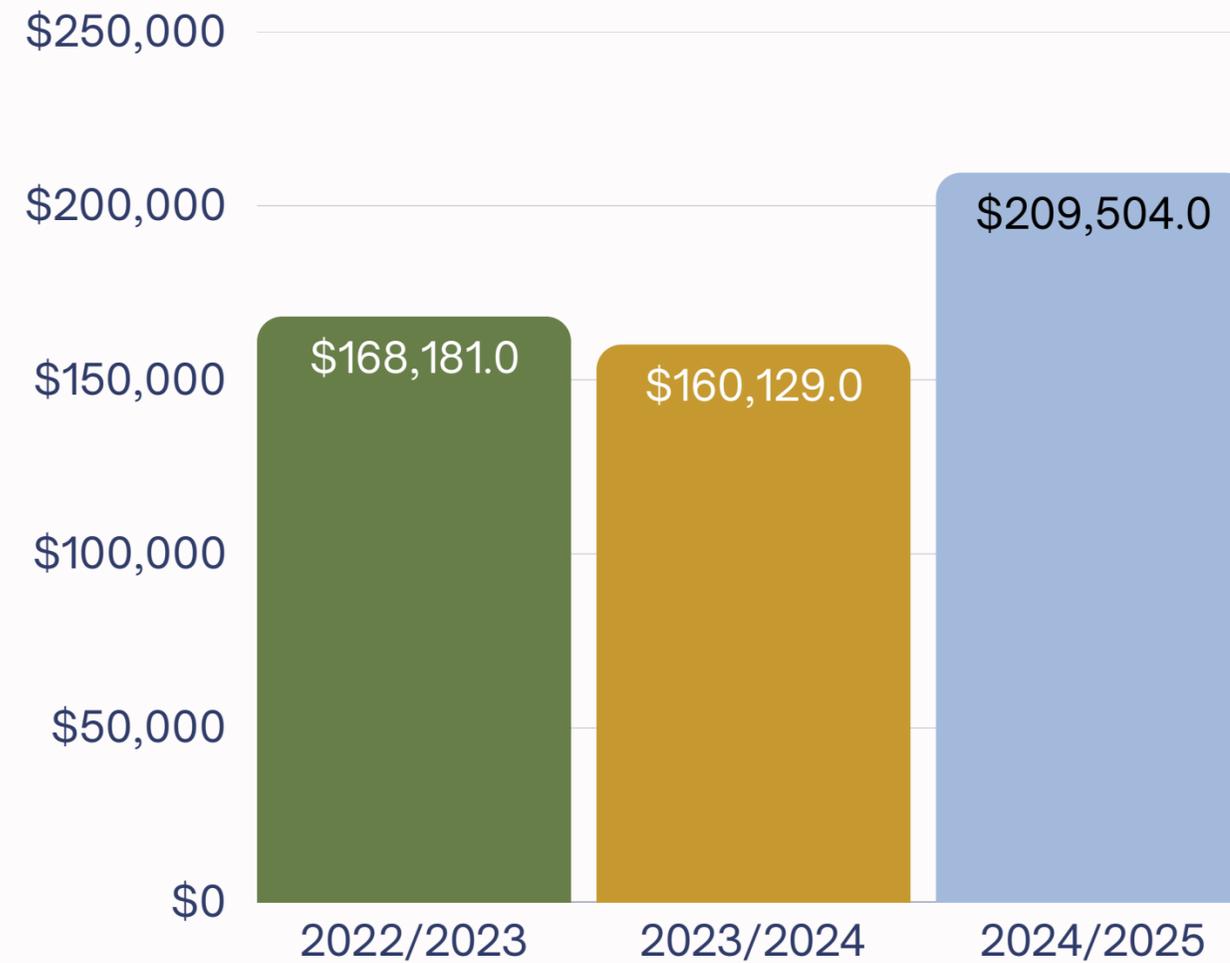
# Season Passes

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

## Type and Quantity



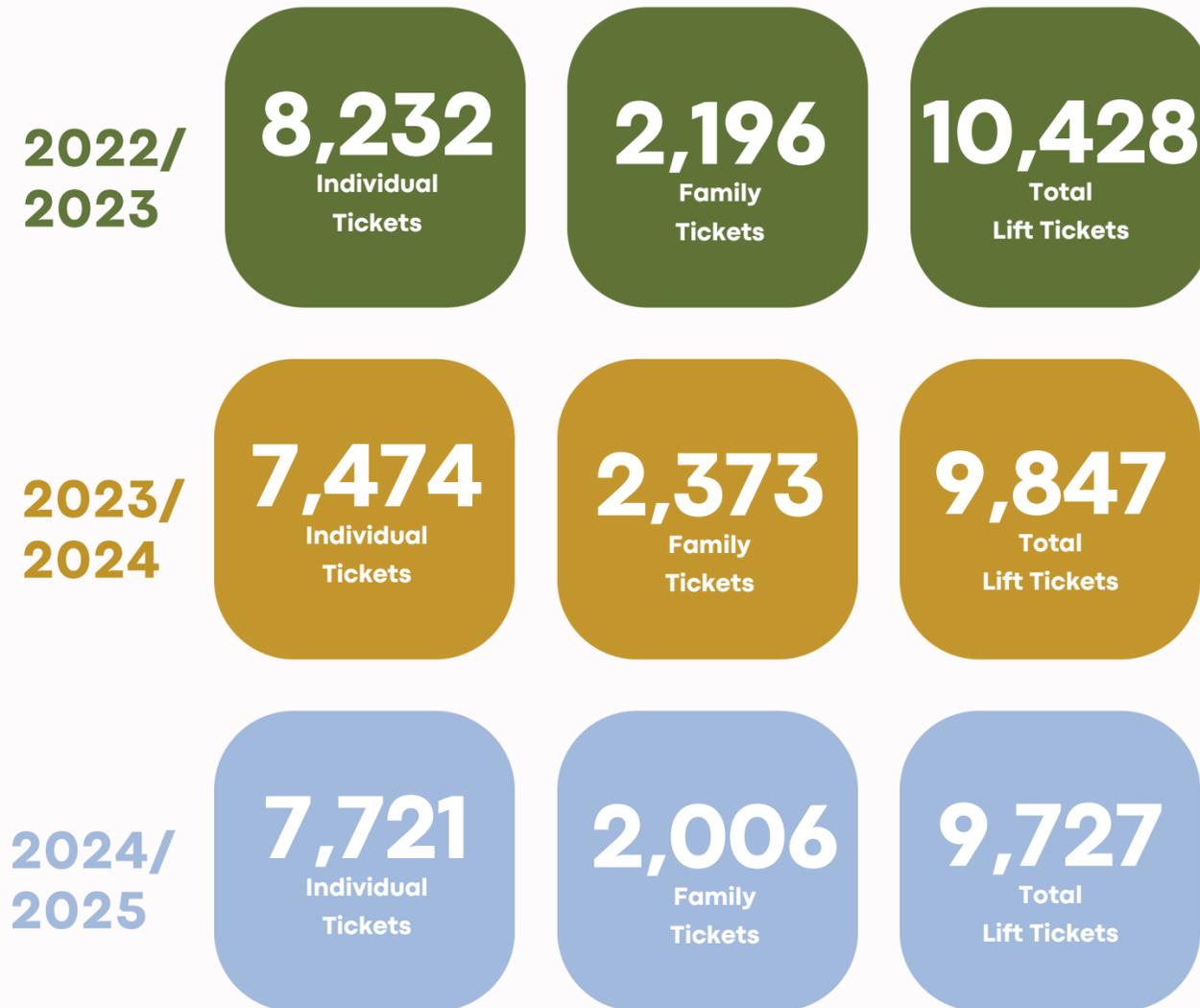
## Revenue



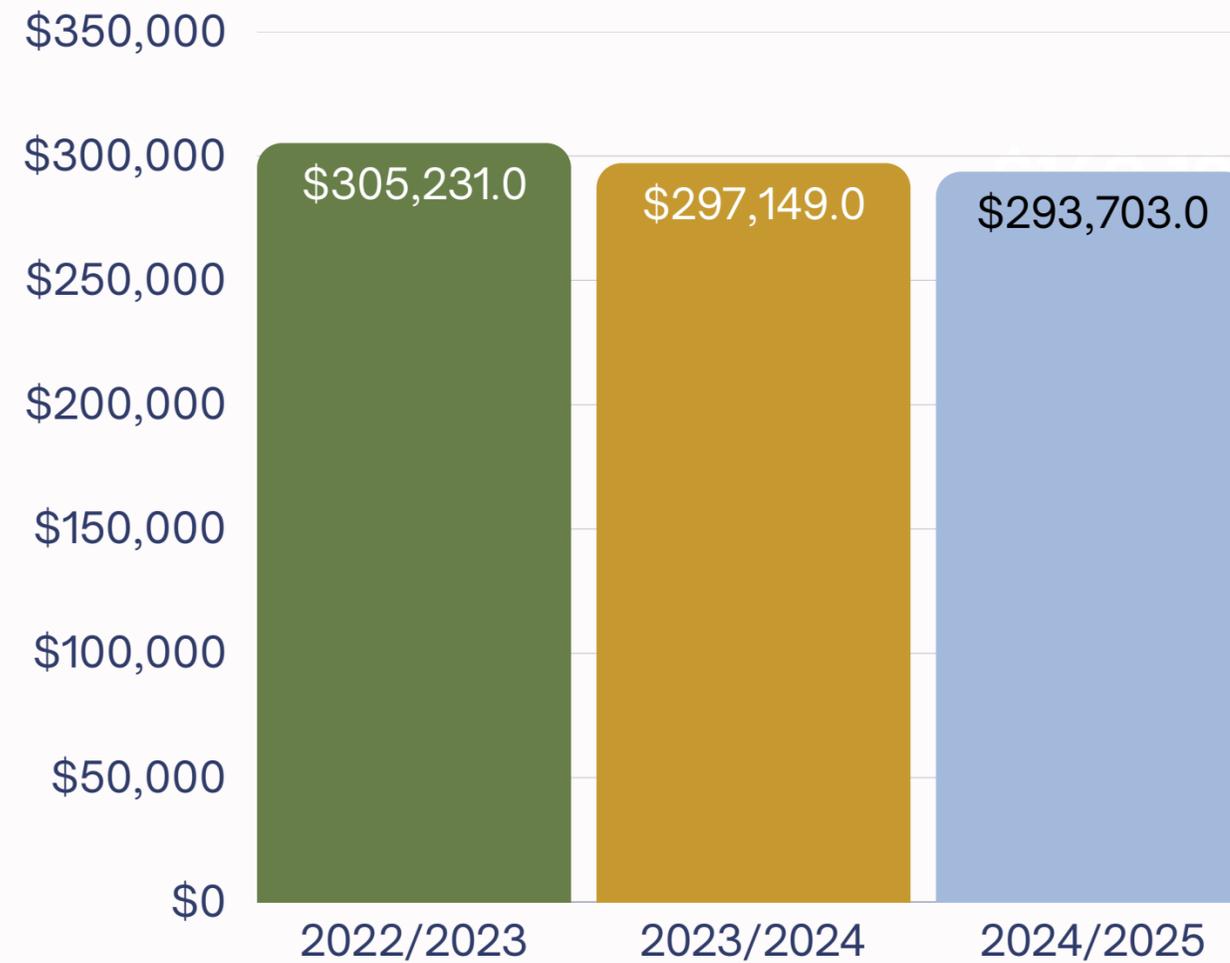
# Lift Tickets

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.



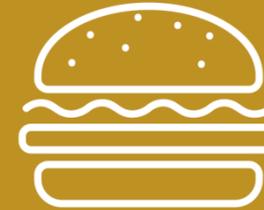
## Poutine

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

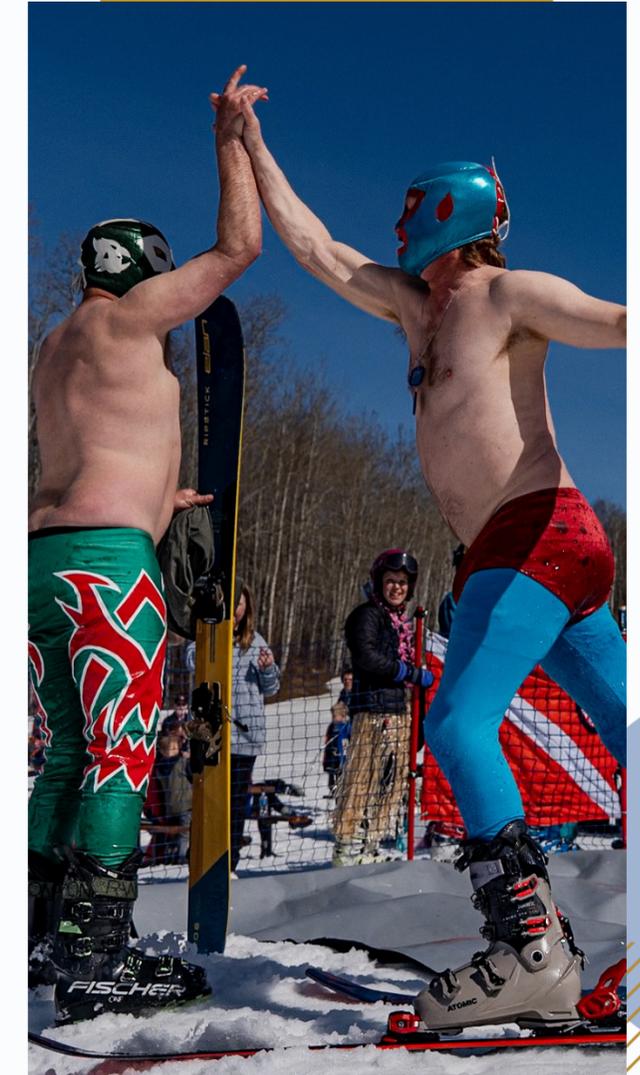
A hugely successful freestyle event with 29  
participants and a great crowd of spectators  
cheering them on!

## 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

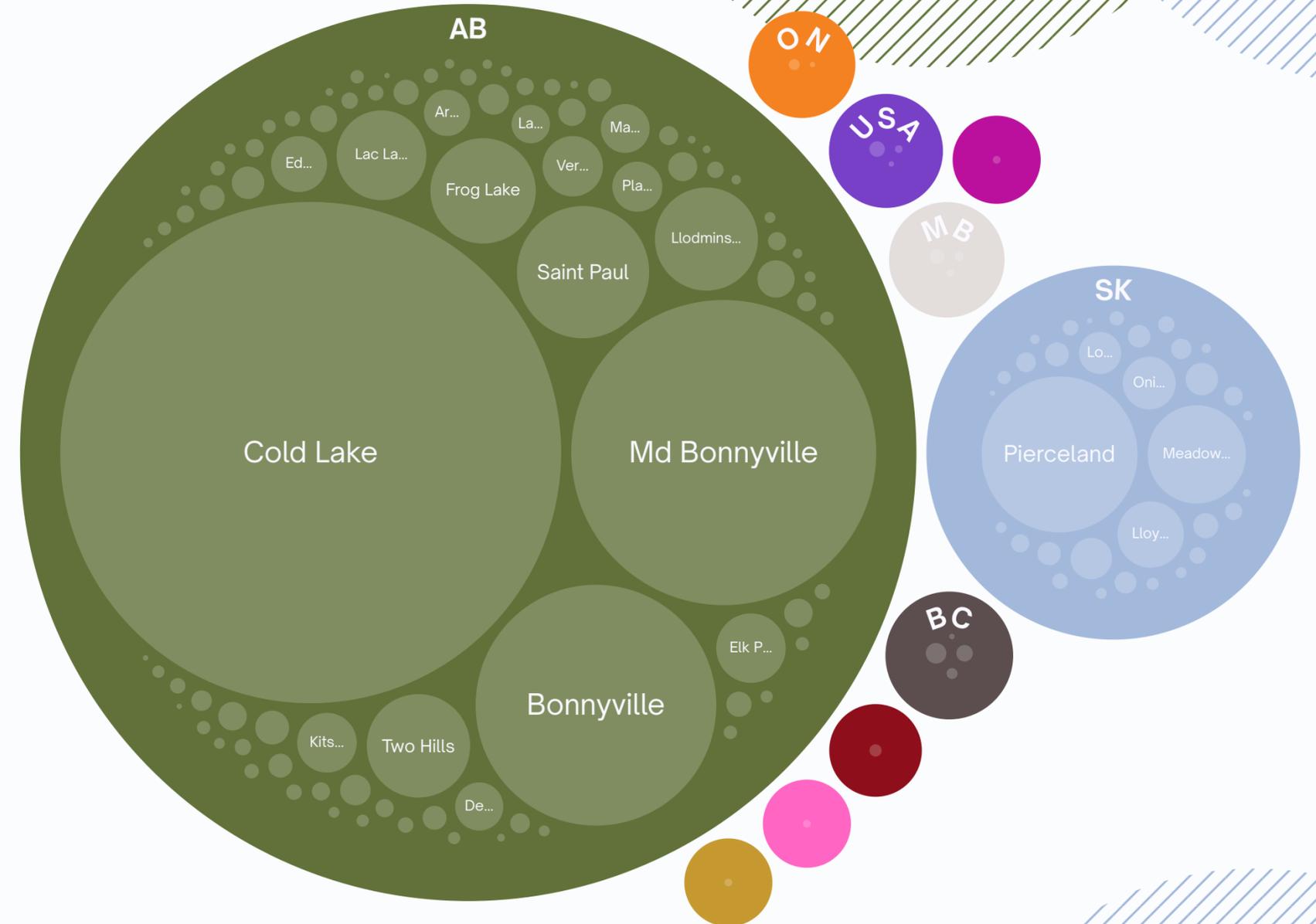
Q1 Kinosoo Guests Metrics by Location for 2025.

## Municipality Comparison

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

Alberta	16876
Saskatchewan	1744
Total Guest with addresses	18687

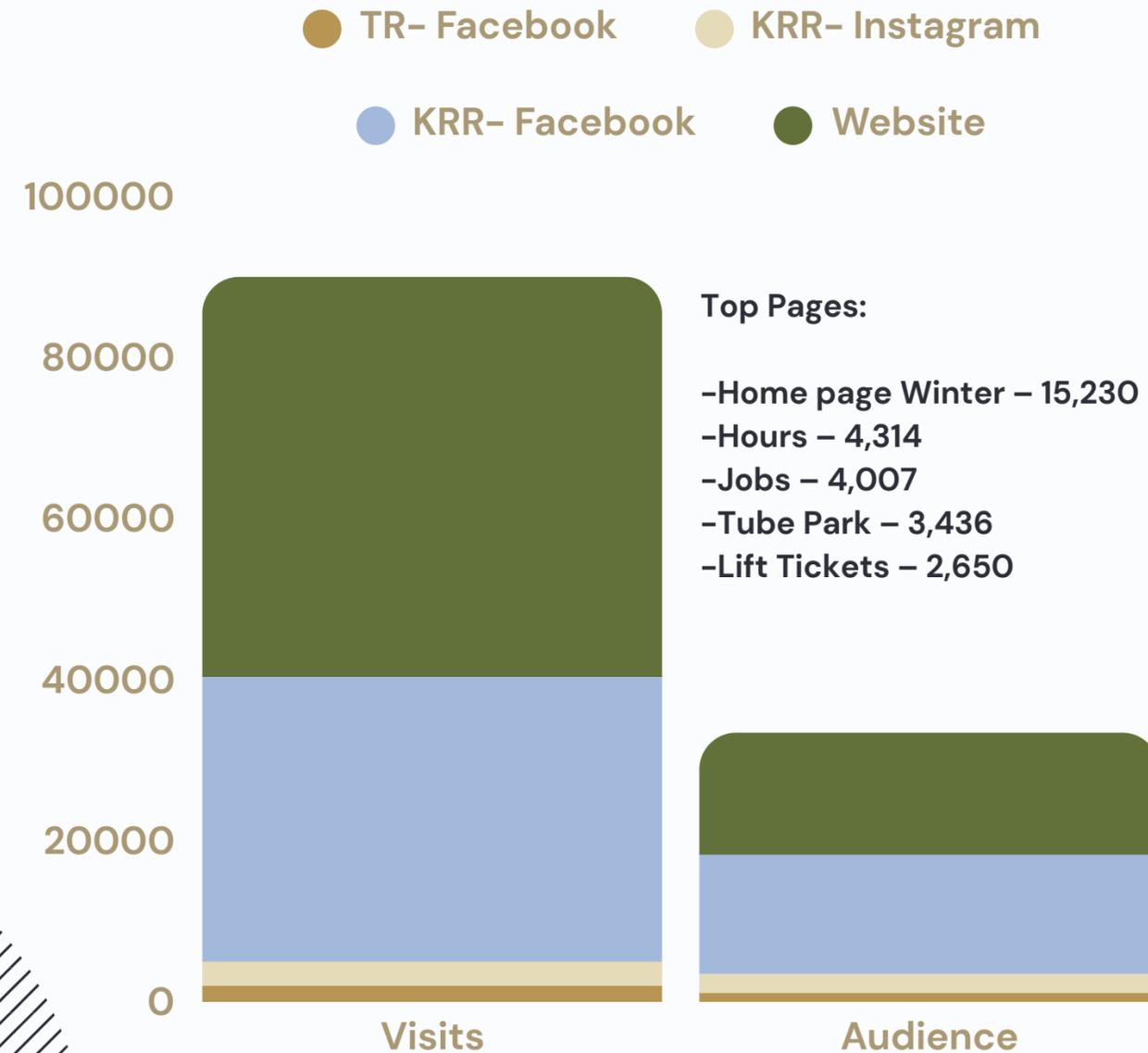
\*Total number of customers interactions 40697



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 Conveyer 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