

ROOST Board Meeting Notes  
Tuesday, October 6, 2015

Board Members:

Mike Beglin  
Charlie Cowan  
Bob Hockert  
Cris Lussi  
Sarah Wilson  
James Lemons  
Beth Hill  
Chris Ericson  
Ed Finnerty  
Laura O'Brien (phone)

Staff:

John Huttlinger  
James McKenna  
Kim Rielly  
Jasen Lawrence  
Maryjane Lawrence  
Kerry Shannon Blinn

Meeting called to order at 5:34 p.m.

I. Adoption of Agenda. Moved by Ed Finnerty. Seconded by Charlie Cowan. All in favor.

II. Approve Minutes. Moved by Ed Finnerty. Seconded by Bob Hockert. All in favor.

- June 6, 2015 minutes
- August 11, 2015 minutes (no quorum)
- September 15, 2015 minutes (no quorum)

III. Financials - Charlie Cowan & John Huttlinger, CFO

Discussion on financials:

- Charlie Cowan and John Huttlinger met to review the financials, and discussed idea of making them more presentable for board meetings.
- Revenues and expenses are not balancing quite the way we would like, however we have seen funds come in within the last 24 hours which change the balance a bit.
- Two discrepancy items from last years numbers, which would be salaries and advertising. Both of these changes are result from our growth.
- Overall, Charlie Cowan and John Huttlinger think things are in line correctly.
- Chris Ericson: We talked about when we were bringing things in house, that there would be an increase in salaries but overall savings. Where is that difference reflected?
  - Offset on salaries vs. savings. Those savings would be in internet, marketing fulfillment, and internet maintenance, commission for advertising buys. It is not all offset, as there were additional positions added and repurposed.
  - It would not be dollar for dollar.
  - Jim McKenna can look into this a little deeper.
  - Cris Lussi: When we took on Hamilton County, and other areas, that it was extra revenue that help cover items like the videographer, equipment, etc.
- This next year will be our first year where we are looking at all of our contracts on line and moving forward.
- We aim to show how we pull from each budget, and how things are allocated, but we are still fine tuning that.
- It is important to show how we allocate money from each contract and goal is to break even on all revenue.

- We will have a few revenue items next year that we will have a hard time projecting the exact amount, such as Franklin County Occupancy Tax.
- Will meet early November on budget (Jim McKenna, Charlie Cowan, John Huttlinger)
- Would like to have budget by county with revenues to track more easily.
- Motion to accept the financials. Moved by Ed Finnerty. Seconded by Beth Hill. All in favor.
- We aim to have financials available to the board much earlier.

#### IV. CEO Report & Departmental Updates - Jim McKenna

- IRONMAN chose Chattanooga, TN for the 2017 IRONMAN 70.3 World Championships.
  - Jim McKenna and Maryjane Lawrence participated in a call with Steve Meckfessel, for a debrief on Lake Placid's proposal. We asked what our pros and cons were.
  - Response was that our proposal ticked off all the boxes on a very high level, and there were no red flags. The unknown factors were how the community would be impacted by two races in one weekend, and the question of hotel capacity and distance of lodging spread. Very positive experiences in the past with Lake Placid, and called our July race a "classic race". There was a high degree of comfort and confidence knowing that operationally the race would be a success. Lake Placid's international image, and proximity to New York City were pros. The marketing plan that we did for them was liked and seen as an added benefit, however they felt that the race would sell out even without the additional marketing. Our proposal was the lowest cash offer of the three finalists, and if it came down to numbers they would have come back to us.
  - Chattanooga's pros were proximity to Atlanta International Airport, corporate sponsorship opportunities, predictability of the weather, and IRONMAN's current focus on trying to grow races in the southern United States. Also, Chattanooga currently has both a 140.6 and a 70.3 race.
  - The conversation ended on discussion of potentially doing an annual 70.3 race on that same weekend (weekend after Labor Day). We'll talk with them again in November about this.
  - Growth opportunity for IRONMAN is in the 70.3 market. 140.6 races are taking longer to sell out.
  - 70.3 races have the same number of athletes as a 140.6 (2,500 athletes).
  - Cris Lussi: Large events cost some business while bringing in others. Lake Placid Club Golf Course will lose out on golfers during Anytime Fitness because there is no where for the golfers to stay, but the trade off is the hotel is sold out at a nice rate.
    - Anytime Fitness is one of the few national groups we have pulled in.
    - Maryjane Lawrence: Anytime Fitness is a guaranteed three night stay, with a lot of food and beverage expenses, plus many of the attendees staying over those three nights and extending their stays to four or five nights.
  - Ed Finnerty: What is the buy in fee for a 70.3 race?
    - Jim McKenna: We have not gotten that far in discussion yet.
    - Long term value in adding a 70.3 is really establishing Lake Placid as a triathlon destination and training site.
  - Ed Finnerty: Do we think that having another weekend event only 6 weeks after our current IRONMAN, service providers such as the state police, local police, medical, etc. might give some push back?
    - Jim McKenna: There could be, but we have not gotten that yet. Do not think state police, or hospital will be an issue, and our local government is quite supportive of these things.
  - Chris Ericson: Is there anything that came out of the discussion that we could use to get some aid from Albany on some projects or improvements?
    - Jim McKenna: We did not get any information like that.
    - Mike Beglin: I think the spread out housing was the biggest issue for them, and distance from a major airport.
    - Jim McKenna: We also lacked a banquet hall able to host a dinner for 4,000 people.
- Upstate Revitalization Initiative update
  - Plan is available online. ([https://www.ny.gov/sites/ny.gov/files/atoms/files/NCREDC\\_URI\\_FinalPlan.pdf](https://www.ny.gov/sites/ny.gov/files/atoms/files/NCREDC_URI_FinalPlan.pdf))

- North Country Regional Economic Development Council looked at the concept of using the Olympic heritage within the plan. Whole North Country region is engaged in this concept.
- One piece of the plan is positioning this region to be in a position to pursue an Olympic bid. This opens the door to work on other regional issues such as transportation, air access, cell service, etc.
- Would also lead towards revitalizing the Olympic Venues, and turning them into visitor attractors and revenue generators. The Olympic Venues are to the point that something needs to be done.
- One piece of this is bringing in consultants to look at different aspects.
- Chris Ericson: If we don't get the \$500 million, and we've identified this radical need for assistance, what's Plan B?
  - Jim McKenna: It is also in the Regional Council plan, so that if we don't win this one, we can go back to the annual one and still be a winner there. We have gained enough momentum around the region, so everyone is pushing this.
- Beth Hill: You're asking for \$4.5 million, is there a match?
  - Jim McKenna: This one does not have a match.
- International Olympic Committee (IOC) is looking at linking cities distant from one another with different venues.
- These points are not the whole Upstate Revitalization Initiative plan, but rather a small portion of it.
- Beth Hill: It's interesting that all of our research as an organization says it's not the Olympic brand bringing people here, it's the Adirondack brand. So this is sort of a shift in where we have had focus based on the data we have had in recent years.
- Part of the plan is how the plan will be implemented.
- Implementation chart includes ROOST to serve as the administrator of Tourism & Community of Centers, and we would have to come up with a staff person to manage.
  - Valuable for us, and we would probably put person in our Tupper Lake office to be centrally located.
- We should know who wins the Upstate Revitalization Initiative in December.
- Jim McKenna is traveling to Lausanne, Switzerland to attend the World Union of Olympic Cities. Part of the presentation is the IOC's Agenda 2020. Will also be meeting with some of these potential consultants.
- The next step is roadmap to get there for all of those things, which will be expensive. We hope to get data in place to support this.

## V. Marketing Report - Jasen Lawrence

- Handout attached.
- Sites that we have year over year data for are all up. [AdirondackExperience.com](http://AdirondackExperience.com) is way up.
- We received the conversion study draft, this is a lot later than usual.
- Will send full report to the board when it is finalized.
- One notable aspect is average visitor age is down, which is good.
- Increased visitation by families, which is very encouraging.
- We have 11 years of this data, and this year has a high response rate.
- Jasen went to a millennials marketing conference.
- Need to focus marketing on millennials.
- Millennials are the largest demographic, and it is hard to market to millennials because they buy experiences, not items.
- We are working on one day conference for regional businesses on marketing, looking in March 2016.
- Inntopia (information included in Marketing handout, which is attached.)
  - Central reservation system
  - GDS integration will allow for us to pull inventory information from hotel's system (much like Expedia)
  - Becomes less maintenance for hotel because they don't need to put the information in our system, it is done automatically
  - Also has a hotel extranet, for smaller properties without a GDS system to input information directly.

- Unlimited add-on support, allows bundling with other businesses (such as a boat rental or general admission event tickets)
- Can integrate with most POS systems naturally
- Can set up multiple reservations channels so a visitor could look at just one town or multiple towns, or the whole region.
- Inntopia provides customer technical support for properties and our office would offer visitor support
- Initial set up fee of \$60,000 (one time fee)
- Inntopia has a 2.5% commission fee, we recommend adding another 2% for an administration fee and 0.5% for a conservation fee (we have yet to determine exactly how this would work)
- We will be able to get data reports to fit our needs
- Unknown how much staff load this will be, may need another staff person.
- How would fees and commission work for conventions?
  - We can set up a separate reservation channel for conference reservations
  - We can build in a custom commission rate per each reservation channel
- We want to spread fee over our three counties and we might be able to find new money to help pay for this.
- Aim to have up and running April 1st
- We will have more information by our December board meeting.
- Motion to move forward with Inntopia, and come back with more information. Moved by Chris Ericson. Seconded by Sarah Wilson. All in favor.

#### VI. Communications Report - Kim Rielly

- Printed summary, e-copy has links (attached).
- UK subcontractor, "Up There Everywhere"
  - Saw new Lake Placid brand, brought it international
  - International travelers stay here longer, for the American dream vacation and dark skies
  - Dark skies pop up banner for Dutch Consumer Travel Fair, for our subcontractor (Lawrence)
- Eat, Play, Love report provided with links.
  - Chris Ericson: The Eat Play Love group is still blogging.
  - Kim Rielly: The exposure from that is continuous.

#### Maryjane Lawrence

- Working on Toronto Snow Show
  - Cris Lussi: There has been a lot of positive feedback from hoteliers on this.
- Working on sub committee on hoteliers revising Conference Center guidelines so we can all work together more cohesively.
- Upcoming: NYLA, SICAS, board meetings, FAM trips, Meeting Planners International in Albany, Lake Placid Job Fair

#### 46ers film has received a lot of attention

- Blake Cortright has assignments, which is currently 8 videos a week and will follow editorial calendar
- ROOST will own the product material (same with Shaun Ondak, as ROOST owns images produced)

#### VII. Regional Reports

- Lake Champlain Region - Beth Hill
  - Fort Ticonderoga had a great summer, and so far a great fall.
  - Suzanne Maybe did not have usual lull between summer and leaf peeing.
  - Investment Ticonderoga Country Club, around \$1 million towards developing plan for new club house.
  - Downtown initiatives moving along but have slowed down a little bit.

- Fort Ticonderoga launched waterway program
  - Had to get certification through Coast Guard (international waters)
  - Will have new dock on fort property for next year
  - Demand for boat was intense
- Received grant from ESD to support the installation of new dock, and support the conceptual images for new gateway museum facility
- News that receive INLS grant (museum and library services) to underwrite a major new artillery exhibition
- Fort Ticonderoga applied for a grant to put a hotel in, in the current 1826 Pell Home on Lake Champlain
  - There is some money already in line in addition to the grant.
- High Peaks Region - Jim McKenna
  - Reported previously - within CEO & Departmental Updates
- Saranac Lake - Melinda Little (not present, separate report attached)
- Schroon Lake Region - No representative
- Whiteface Region - Bob Hockert
  - Whiteface Region had a very solid summer
  - All events are now done and numbers were all up.
  - 2 fly is pretty solid every year because you can only put so many people in the river
  - Festival of Colors and Oktoberfest both had great weather, so numbers were really good.
  - Summer concert series through roof, new beach is getting it's stride and getting used.
- Tupper Lake - Adam Boudreau (not present, no report)
  - Wild Walk and Wild Center have gotten a lot of visitors and a lot of attention
- Hamilton County - Laura O'Brien (not present - had to leave early, separate report attached)
  - Jim McKenna: We have been focusing on Victoria Day weekend to help deal with seasonality, plus Memorial Day weekend and an October weekend
- Franklin County - Jim McKenna
  - We are meeting with Franklin County Tourism Advisory Committee (TAC) tomorrow
  - The Franklin County Occupancy Tax passed, there were a few small hiccups
  - Hotel Saranac delay will affect collections in Franklin County, so we have budgeted down what we're expecting

#### VIII. New Business

- Board Nominations (due November 1)
  - Ed Finnerty will meet with Mike Beglin on this
  - Kate Fish will not run for reelection
  - Jim has candidate for Schroon Lake Region
  - Executive Committee is Nominating Committee
- Annual dinner
  - Will be Martin Luther King day (1/18/16)
  - Will put on agenda for next meeting
  - Mike Beglin: Gary Smith thinks hockey associations (CAN/AM and CHE) should be honored for bringing business to town.

#### IX. Adjournment

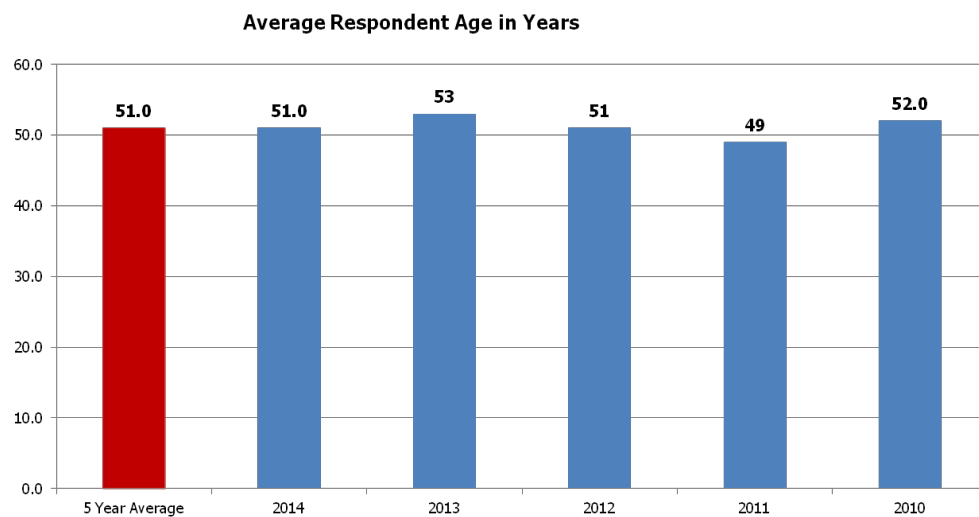
Moved by Ed Finnerty. Seconded by Charlie Cowan. All in favor.

# Conversion Study Summary

draft

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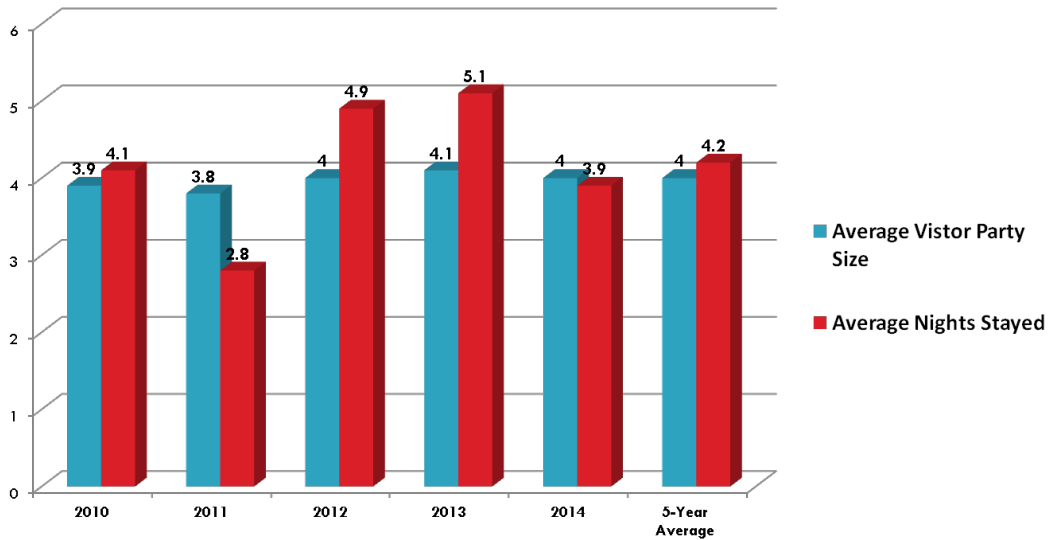
## Visitor Profile- Demographics



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# Party Size and Length of Stay

Average Visitor Party Size and Nights Stayed



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## Visitor Profile Summary

### Party Size

- Average visitor party size consistent over many years
- Growth seen in several years of children in visitor parties; family travel increasing

### Time of Year Visited

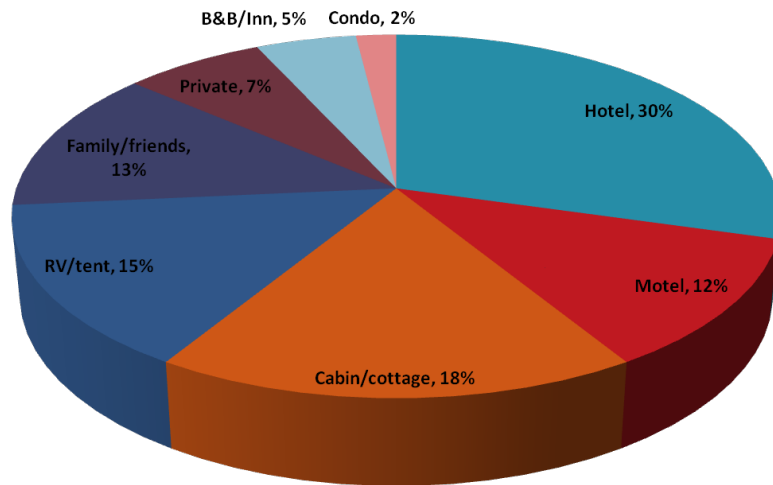
- Reported winter travel which had gained in previous years down among 2014 visitors
- Increase in peak summer and early summer reported visitation

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# Accommodations- 2014 Visitors

Hotels remain dominant choice; motels decreasing market share

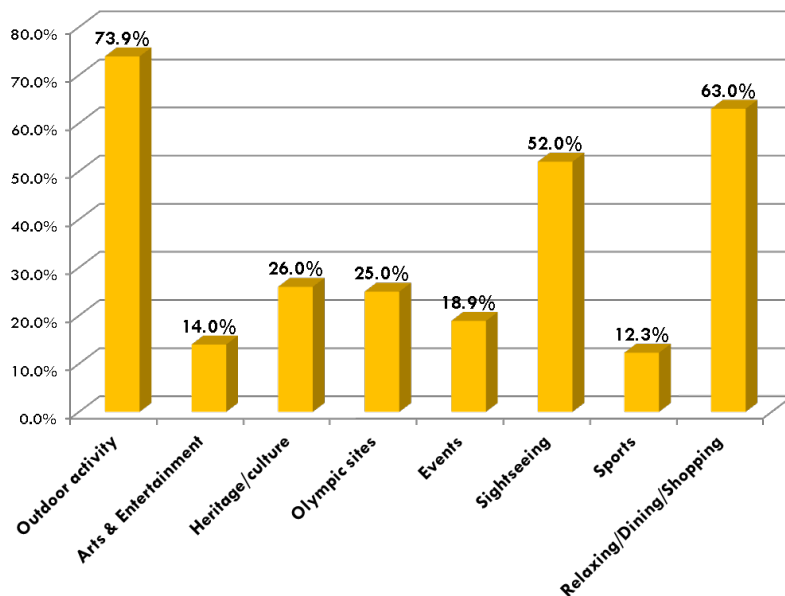
One-third of respondents "camped" in RVs, tents or cabins/ cottages, higher than reported in any other year



# Key Attractions to Visiting the Area

Outdoor activities, relaxing/dining/shopping & sightseeing remain the strongest draws to area

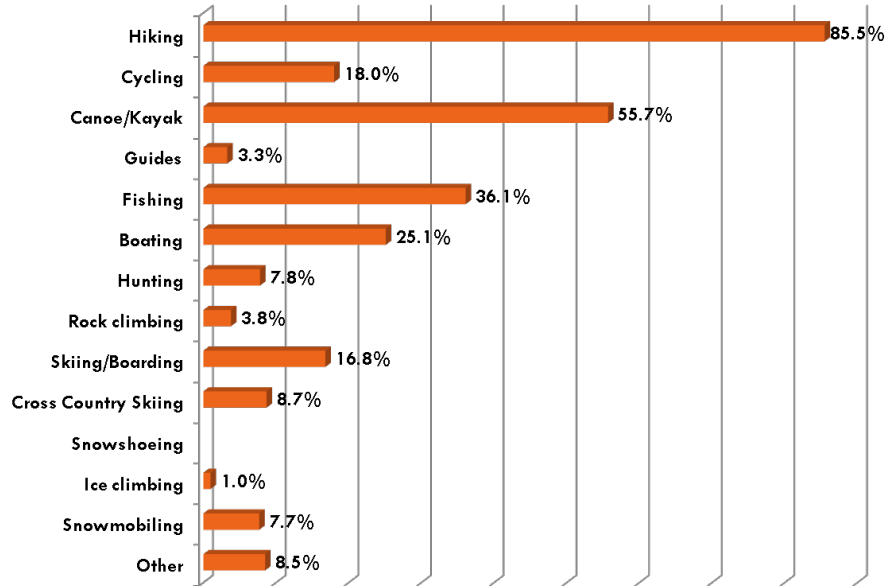
Heritage and culture and Olympic sites remain secondary draws



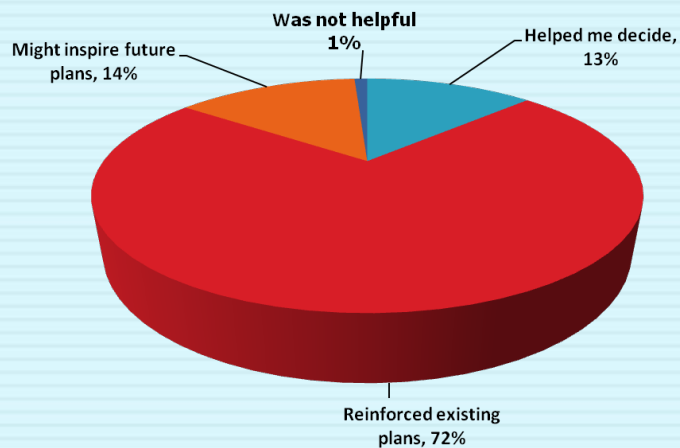


# Outdoor Activities Interests

The majority of visitors who selected that outdoor activities were a key draw for their visit were queried as to which types of outdoor activities were of interest: Hiking received record-setting levels of interest



## Conversion Rate of Visitors from Viewing Marketing Materials



85% of Visitors either had preliminary plans to visit reinforced or decided to visit after viewing ROOST marketing materials for Essex County- this is the Gross Conversion Rate

## Visitor Impacts

- 139,914 direct, traceable leads in 2014
- 85% gross conversion factor
- 3.9 average party size
- 3.93 average length of overnight stays

**= Over 460,000 visitors estimated  
and nearly \$158 million in leisure  
visitor revenue generated in 2014**



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## Return on Investment (ROI)

For every dollar of occupancy tax expenditures in marketing- it is estimated that \$83 in visitor revenue was generated in 2014

- \$157,975,400 estimated leisure visitor revenue from 2014
- \$1,908,471 in marketing expenditures through Essex County occupancy tax dollars spent in 2014

**Total return on investment (ROI)= 84:1**  
**(\$157,975,400/\$1,908,471)**

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# Inntopia

Central Reservation System (CRS) Solution

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- GDS Integration
- Small Hotel Support via 'Extranet'
- Package integration
- Unlimited Add-on support
- Multiple reservation channels
- All-in-one solution
- Multiple options for handling billing
- LOTS of data!!!

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## Inntopia Costs

- \$60,000 upfront account setup
- 2.5% commission to Inntopia

### **ROOST Cost Recommendations**

- 2% Admin fee
  - Will handle visitor support and integration with all drupal websites
- 0.5% Conservation Fee
  - used as marketing and outreach tool to support booking in the area

### **Total 5% per transaction**

- Considerably lower cost than other solutions

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## COMMUNICATIONS DEPARTMENT UPDATE

OCTOBER 2015



### RECENT ACTIVITY

Supported the following marketing partner programs/events:

- PR for CVTEC workforce development conference in Mineville.
- Wrote article for ORDA's printed Flame publication
- PR for Festival of Colors in Whiteface Region (WFR)
- PR for Team Lake Placid (Innsbruck 2016)
- Lake Placid Lodging marketing resource update
- Lake Placid Lacrosse economic impact estimate and quote
- Attended public hearing at Essex County re: Enforcement of Occupancy Tax collection on vacation rentals
- Attended Essex County occupancy tax committee meeting
- In September/October so far: Fielded 12 media inquiries and provided resources/hosted media from [WeBlogtheWorld.com](http://WeBlogtheWorld.com), Bergen Magazine (Dutch language hiking magazine) and [amazingplaces.com](http://amazingplaces.com).
- Distributed bi-weekly ROOST News to marketing partner email list
- Wrote blogs for various destination websites
- Managed regional social media accounts on G+, Facebook and Twitter for Lake Champlain, Schroon Lake, Whiteface, VisitMalone, Hamilton County, and Adirondacks USA and G+, Twitter and LinkedIn accounts for ROOST.

### Netherlands/UK PR subcontractor update

We have engaged Lawrence Masle of UP,There,Everywhere, a Dutch-based marketing firm since June 2014. Lawrence grew up in the States and owns a home in Westport, so he is familiar with the region. He is listed on our media kit as the UK/Netherlands contact.

- UP has developed an infographic and slide show presentation for media solicitation in that market.
- Ongoing media relationship development as well as cultivation of partnerships with airlines to support media visits.
- Facilitated contract with AmericA Magazine. Dutch language magazine that targets tour operators and travelers to North America. Contract includes feature articles, social media support and ad space in 3 issues through 2015.
- Hosted Jan Donkers in the spring with a comp flight from Air Canada who is writing the feature articles for AmericA Mag.
- Media coverage: Dutch Financial Times - Cover story in January 2015 - featured Mirror Lake Inn
- 9/25-10/3: Hosted writer Jonathan Vanderveorde, is the chief editor of Bergen magazine - a Dutch language hiking magazine. He'll also write a piece for the Dutch Financial Times and De Morgen, a major daily in Belgium. Accompanying him was Frank Peters, accomplished photographer. He has secured an article in Trouw, a major Dutch daily, and will most likely get additional coverage with his images.

- 10/7-15: Hosting Corno van den Berg, and he has two websites: <http://www.droomplekken.nl>, and the English version of it, <http://www.amazingplaces.com>. He attracts a wide range of readership, and his websites are also followed by many other travel journalists, so it could lead to further coverage in the future.
- Lawrence Masle will be attending the Dutch Consumer Travel Fair Oct. 31- Nov 1, representing Lake Placid and the Adirondacks. His booth is adjacent to America magazine for added exposure.

## **RECENT MEDIA EXPOSURE**

(DMO = ROOST interviewed or mentioned; DEST = promotion of contracted destinations)



8/26/15	DMO	Pete DeMola	Sun Community News	Tour takes bloggers d	<a href="http://www.suncommunitynews.com">http://www.suncommunitynews.com</a>	z	z	z	z	z	z	z	
8/26/15	Dest	Cailin O'Neil	Travel Yourself	LEARNING TO FLY F	<a href="http://www.travelyourself.ca/cailins-">http://www.travelyourself.ca/cailins-</a>	x	x						
8/26/15	DMO	Dan McClelland	Tupper Lake Free Pres	Morgan Norman, busi	jpg saved								z
8/26/15	Dest	Craig Zabransky	Stay Adventurous	The Adirondack Adver	<a href="http://www.stayadventurous.com/20">http://www.stayadventurous.com/20</a>	x	x	x	x	x	x	x	
8/27/15	DMO	Pat Bradley	WAMC	Northern NY County F	<a href="http://wamc.org/post/northern-ny-county-prepares-implem">http://wamc.org/post/northern-ny-county-prepares-implem</a>					z			z z
8/27/15	Dest	ARTC	Trekaroo	Hotel North Woods	<a href="http://www.trekaroo.com/hotels/nor">http://www.trekaroo.com/hotels/nor</a>	x							
8/27/15	Dest	ARTC	Trekaroo	Wild Walk	<a href="http://www.trekaroo.com/activities/wild-walk-tupper-lake-new-york">http://www.trekaroo.com/activities/wild-walk-tupper-lake-new-york</a>								x
8/28/15	Dest	Craig Zabransky	Stay Adventure	Adventure in the Adiro	<a href="http://www.stayadventurous.com/20">http://www.stayadventurous.com/20</a>	x	x	x	x	x	x	x	
8/29/15	Dest	Vicky Philpott	VickyFlipFlop Travels	The Wild Center in NY	<a href="http://vickyflipfloptravels.com/the-wild-center-in-ny-a-museum-without">http://vickyflipfloptravels.com/the-wild-center-in-ny-a-museum-without</a>								x
8/29/15	Dest	Erin Musich	The World Wanderer	Embracing Your Inner	<a href="http://theworldwanderer.net/2015/08/29/embracing-your-inner-c">http://theworldwanderer.net/2015/08/29/embracing-your-inner-c</a>								x x
8/30/15	Dest	Cailin O'Neil	Travel Yourself	Adirondack Facts: Thi	<a href="http://www.travelyourself.ca/cailins-">http://www.travelyourself.ca/cailins-</a>	x	x	x	x	x	x	x	
8/30/15	Dest	Vicky Philpott	VickyFlipFlop Travels	An Awesome Week Iti	<a href="http://vickyflipfloptravels.com/one-w">http://vickyflipfloptravels.com/one-w</a>	x	x	x	x	x	x	x	
8/31/15	Dest	Donna Liquori	<a href="http://www.newyorkupstate.com">newyorkupstate.com</a>	5 fun ideas for a fall g	<a href="http://www.newyorkupstate.com/ad">http://www.newyorkupstate.com/ad</a>	x						x	
8/31/15	Dest	staff	<a href="http://www.atvillustrated.com">ATVIllustrated.com</a>	Ride Guide - Trail & Travel 2015									
Fall 2015	Dest	Jan Donkers	AmericA	De prachtige lappende	PDF saved	x	x	x	x	x	x	x	
9/1/15	Dest	Cailin O'Neil	Travel Yourself	HOTEL NORTH WOC	<a href="http://www.travelyourself.ca/cailins-">http://www.travelyourself.ca/cailins-</a>	x							
9/8/15	Dest	Jayne Lamm	The Blonde Side	#EatPlayLoveNY - The	<a href="https://www.youtube.com/watch?v=">https://www.youtube.com/watch?v=</a>	x	x	x	x	x	x	x	
9/9/15	Dest	Jayne Lamm	Girls Getaway	Eat Play Love (and so	<a href="http://www.girlsgetaway.com/2015/">http://www.girlsgetaway.com/2015/</a>	x	x	x	x	x	x	x	
9/9/15	Dest	Alison Gregor	Newsday	Mountain weekend ge	<a href="http://www.newsday.com/travel/mo">http://www.newsday.com/travel/mo</a>						x		
9/15/15	DMO	George Davis	Essex on Lake Champl	Interactive Essex Rt 2	<a href="http://www.essexonlakechamplain.com/lands">http://www.essexonlakechamplain.com/lands</a>					z			
9/19/15	Dest	Michael Machosky	Trib Live	Road Trip! Destination	<a href="http://triblive.com/lifestyles/travel/8">http://triblive.com/lifestyles/travel/8</a>	x	x	x					x



The Village is on target to bring broadband to downtown SL by next Spring, including several strategically placed hot spots. This should be a wonderful shot in the arm in regards to economic development and tourism. SLIC will be installing the fibre optic cable.

Hobofest was a great success in its new location (Riverside Park) this year and the Farmer's Market and Art Walks had banner years. This has played out for the retailers and restaurants downtown as well. As an example, sales at The Community Store were up 9%.

The inaugural run for Cycle Adirondacks drew over 160 participants, many of whom were from other parts of the country. It was extremely well run and promises to be an event that will grow in the future. Also, the new skatepark is being well used and is a regional draw as it's unique to the Adirondack Region.

The Hotel Saranac is making progress towards an opening 2016 (hopefully Spring??) No news at the moment on the other Hotel project.

The Village is having way-finding signs designed which will be installed next Spring.

Planning is underway to install new rugby fields at the landfill, and the Village is hoping to complete this for the next season.

Building on its unique waterway attributes and the continuing success of the 90-miler, Saranac Lake is working on branding itself as the paddling capital of the Adirondacks.

Finally, the billing department for Adirondack Health will be moving into the former Village Bldg at 3 Main st in mid-October, which will bring 16-20 employees into downtown on a daily basis.

Adirondack Kids Day- Over 100 kids and about 60 of them signed up for the fishing derby.

Lots of photos at [www.AdirondackKidsDay.com](http://www.AdirondackKidsDay.com)

Not much else to report on, except that our leaves are at peak and the nights are getting better darn cold.  
Almost ready for winter!

Speculator:

NCREDC grant support of the Lake Pleasant Lodge project.

Fall events were very successful, now just gearing up for winter!

Oak Mountain Snowmaking expansion.