

## MEMORANDUM

**TO:** Board of Trustees

**FROM:** Indra Winqest  
General Manager

**SUBJECT:** General Manager's Status Report  
Prepared for the meeting of March 10, 2021

**DATE:** March 3, 2021

### General Manager & Board of Trustees Priority Projects & Tasks

<b>ACTION ITEM</b>	<b>TARGET DATE COMPLETION</b>	<b>RESPONSIBLE PARTY</b>	<b>STATUS</b>
Effluent Pond Lining Project Request for Qualifications (RFQ)  <i>*updated</i>	Findings Memorandum to BOT on 4/14	GM Winqest/Engineering Manager Chorey/ Trustee Dent	CMAR reviewing background information and working to prepare Findings Memorandum.
Effluent Pipeline Project Request for Qualifications (RFQ)	See above	GM Winqest/Engineering Manager Chorey/ Trustee Dent	See above
Burnt Cedar Pool Project	Guaranteed Maximum Price (GMP) will be presented for approval, 4/28/21	Engineering Manager Chorey/GM Winqest	50% Construction Documents complete. Submitted to Washoe County and TRPA for Permits.
<b><u>Internal Controls Project(s)</u></b> Review of Internal Control Policies and Procedures  <i>*updated</i>	Winter/Spring	Director of Finance Navazio	Ongoing – I/C documents and project plan agendized for Audit Committee meeting of 3/11/21. Staff prioritizing update of spending authority for procurement, contracts, change orders and procurement cards.
Consultant review of four (4) Accounting Practices – Moss Adams 2	Completed	GM Winqest/Director of Finance Navazio/Audit Committee	Final Report by Moss Adams presented at the 1/28/21 BOT meeting. Next steps include updating Board capitalization policy
Project & Contract Consultant Review - Moss Adams 1  <i>*updated</i>	Completed	GM Winqest/Director of Finance Navazio	Final Moss Adams report presented at BOT meeting held on 1/13/21. Will be presenting implementation plan for management responses at the 3/10 BOT Meeting.

ACTION ITEM	TARGET DATE COMPLETION	RESPONSIBLE PARTY	STATUS
RFP for Independent Audit Services / Financial Reporting	March 2021	Audit Committee / Director of Finance Navazio	Audit Committee recommendation re new independent auditor on Board 3/10/21 for contract award.
Ordinance 7 GM Advisory Committee  <i>*updated</i>	Winter/Spring 2020/21	GM Winquest	Last meeting took place 3/2/21. Next meeting's scheduled for 3/9/21 and 3/16/21.
Smith vs IVGID Litigation	Ongoing	Legal Counsel/Board of Trustees/GM Winquest	Update provided by Legal Counsel at the 9/9/20 BOT mtg. Billing reconciliation on agenda for the 3/10 BOT meeting.
Utilities Performance/Asset Management Review  <i>*updated</i>	Schedule for completion June 2021	GM Winquest/Board	Raftelis is conducting ongoing Zoom interviews and is scheduled to be on site at the end of March.
2021 - 2023 Strategic Plan  <i>*updated</i>	March 2021	Senior Management Team/Board of Trustees	Staff currently working a Draft Strategic Plan to serve as a starting point for discussions. Plan to present prelim draft in late March/Early April.
USFS Parcel Acquisition – Potential Dog Park	Ongoing	GM Winquest	Have resumed discussions with the USFS regarding special use permit. Legislation did not pass.
Transition to Enterprise Fund Accounting for beginning 2021-22 Fiscal Year  <i>*updated</i>	Ongoing	GM Winquest/Director of Finance Navazio	State of Nevada, CLGF considere IVGID request in January. Staff initiating the District's transition to Enterprise Fund Accounting beginning with the 2021-22 Fiscal Year.
Recreation Punch card accounting  <i>*updated</i>	Fall/Winter 2020	Director of Finance Navazio	Elimination of Punch Card contra-revenue accounts being implemented for current year as well as FY2021/22 budget.

ACTION ITEM	TARGET DATE COMPLETION	RESPONSIBLE PARTY	STATUS
USACE Grant Funding for Pond Lining/Pipeline Projects	TBD	GM Winquest/Engineering Manager Chorey	Laura Whitney (USACE) shared new model agreements on 11/23. New target for completion of agreements is 3/31/21
Ski Way Reconstruction Project  <i>* updated</i>	TBD	Engineering Manager Chorey	Ongoing conversations with Washoe County. Wood Rodgers to prepare memo to document alternative construction techniques.

**Ordinance 7 General Manager Advisory Committee**

A page on the IVGID website has been created and that link is <https://www.yourtahoeplace.com/ivgid/general-managers-committee-on-ordinance-7>. Meeting minutes have been placed on the website. The last meeting of the committee was held on scheduled March 2, 2021. The next scheduled meeting is Tuesday, March 9, 2021. There will be a verbal update at the Board of Trustees meeting on March 10, 2021. The Committee is in the process of formalizing recommendations to present to the community at upcoming virtual forums, as well as a community wide survey. Recommendations will be related to areas including but not limited to Daily Beach Passes, Recreation Punch Card Exchange Passes, Recreation Punch Cards, guest access, definition of a guest, commercial operations, disciplinary action for abuse of recreation privileges, administrative clean up, and more.

**Diamond Peak Update**

The District's ski area completed its 87th day of operation on February 28<sup>th</sup>. During February the conditions were mostly dry although we continued to offer a variety of groomed terrain to our Picture Pass Holders and guests. Similar to the month of January the resort experienced 2 days in the month where strong winds resulted in a closure of Crystal Express lift. On February 12<sup>th</sup> and the 13<sup>th</sup> the resort saw nearly 15" of snow which was the only reported snowfall for the month. For the month the final skier count was 35,609. The season to date skier visit count at the end of February was 96,244.

Through the month of February our Ski and Ride Centers taught 2,534 lessons as compared to 4,831 lessons last February down nearly 47%. For the month, 7% of our skier visits were in a lesson as compared to 16% in February 2020. Ski and Snowboard Rentals for the month included 6342 units, a decrease of 12% from the previous February. The number of total skier visits for the month that used rental equipment was 17% compared to 23% of skier visits during February 2020.

February 1st through the 7th the ski area hosted the 2021 IVGID Community Appreciation Week. During the event IVGID Picture Pass Holders received free lift tickets to ski and ride at Diamond Peak.

The ski area continues to operate with best practices and guidelines in place, please practice physically distancing from one another, wear a face covering while visiting, do not visit if you are feeling unwell, plan ahead and please remember to visit [diamondpeak.com](http://diamondpeak.com) for the latest information about Diamond Peak's operations.

### **Key Project Updates**

*See more information on current district capital projects.*

Webpage Link:

<https://www.yourtahoeplace.com/ivgid/resources/construction-updates>

#### **Risk and Resilience Assessments and Emergency Response Plan**

The America's Water Infrastructure Act (AWIA) requires preparation of Risk and Resilience Assessments (RRA) and emergency response plans (ERPs). Farr West Engineering's contract to complete this work was authorized at the December 9, 2020 Board Meeting. IVGID staff and Farr West participated in a RRA workshop, and work is scheduled to be complete in June 2021.

#### **Utilities Management Review and Asset Assessment**

The Utilities Management Review and Asset Assessment includes evaluation of IVGID Public Works' organizational structure and staffing, review of operational efficiency, and review of financial and capital investment. At the January 13, 2021 Board Meeting, Trustees authorized a professional services contract with Raftelis, who has started reviewing requested documentation and conducting virtual interviews with select staff and Trustees. Raftelis is scheduled to be on site at the end of March to tour facilities and conduct additional interviews.

#### **Burnt Cedar Swimming Pool Improvements**

A 2021 Capital Improvement and Board of Trustees Priority Project, this project will reconstruct the two (2) existing pools (full size and toddler) at Burnt Cedar Beach. A design consultant has been selected and worked with IVGID Staff and a community group to develop a preferred conceptual design and, on August 12, 2020, the Board of Trustees unanimously selected a preferred option. Final design is nearly complete and construction drawings have been submitted to Washoe County and TRPA for the required permits. The Project is tentatively scheduled to begin construction in May 2021. Construction will require complete closure of the pool and pool deck for the entire 2021 season.

#### **Tennis Center Renovation**

The project includes remodeling the pro-shop and restrooms, enclosing the existing kitchenette area, expanding and enhancing the deck area, and layout improvements to make the venue more welcoming. The construction contract was awarded at the June 10, 2020 Board of Trustees meeting. Construction has commenced and the project is scheduled to be substantially complete April 1, 2021.

Daniel Fraiman Construction Contract Status:

Original Contract Amount	Change Orders	Current Total Contract Amount	Total Payments for Work Completed to Date	Current Balance to Completion (including retainage)
\$709,000	\$36,362	\$745,362	\$582,933	\$162,428

Effluent Pipeline Project – 2524SS2010

District Staff provided a detailed Effluent Export Project update to the Board of Trustees on January 29, 2020. The immediate priority is to replace all of the remaining Segment 3 pipeline (12,385 linear feet) and to make immediate repairs to the Segment 2 pipeline (17,314 linear feet) to extend its life and mitigate a potential future leak site. At the January 28, 2021 Board of Trustees Meeting, Trustees approved a Construction Manager-At-Risk (CMAR) pre-construction contract to Granite Construction. A kick-off meeting was held on February 11<sup>th</sup> and Granite is currently reviewing available background material in advance of preparing a Findings Memorandum. This Memorandum will help inform the selection of a Design Engineer.

Effluent Pond Lining Project – 2599SS2010

A component of the Water Resource Recovery Facility (WRRF) operation is a 2.4-million-gallon effluent storage basin located adjacent to the wastewater resource recovery facility (Plant). The WRRF Effluent Storage Alternative Analysis Memorandum, September 2018, recommends a reinforced concrete, or the combination of concrete and shotcrete, lining that provides the best long term value, maximizes storage volume, and has low maintenance to keep in service. At the January 28, 2021 Board of Trustees Meeting, Trustees approved a Construction Manager-At-Risk (CMAR) pre-construction contract to Granite Construction. A kick-off meeting was held on February 11<sup>th</sup> and Granite is currently reviewing available background material in advance of preparing a Findings Memorandum. This Memorandum will help inform the selection of a Design Engineer.

**Financial Transparency**

Fiscal Year 2019/2020 Year-End Audit. The District's filed its Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2020 along with audit opinion, with the State of Nevada Department of Taxation on February 15, 2021, consistent with the extension deadline approved by the State. Staff will continue to work with the Audit Committee to address items identified in the auditor's Schedule of Findings, as well as additional recommendations related to financial reporting from the Moss Adams engagement.

Staff completed the close for January 2021 accounting period and monthly financial reports were posted on the District's website and on our OpenGov platform. The close for the month of February is scheduled to be completed the week of March 15<sup>th</sup>.

The District's mid-year budget update was presented to the Board at its meeting of February 24<sup>th</sup>, in conjunction with the Board's 2<sup>nd</sup> FY2021/22 budget workshop. The workshop provided the Board with an update on development venue operating budgets as well as discussion of the District's pricing policy governing fees and charges in relation to cost-recovery objectives.

**Policy 3.1.0, subparagraph 0.4 – Report to the Board on Contracts Signed by the District General Manager**

From February 1, 2021 to March 3, 2021

PO Number	Vendor	Description	PO Amt
21-0163	Silver State International	Bus #636 Engine Repair	\$5,500.
21-0161	Kassbohrer All Terrain Vehicles, Inc.	Repair Parts	\$9,000.
21-0160	Rapid Construction	Replace and reline sewer mains and manholes; Tanager St.	\$17,710.
21-0159	FARR Construction Corp.	Sewer Pump Station Imp. Project	\$5,500.
21-0158	Frank Olsen Company	Parts for the replace and reline sewer mains and manholes project	\$6,214.
21-0157	Cumming Management Group, Inc.	Burnt Cedar Pool; 50% design review	\$5,440.
21-0155	Badger Meter, Inc.	Water meters	\$13,500.
21-0152	Tri-Strategies, Ltd.	81 <sup>st</sup> Legislative Session services	\$20,000.
21-0151	Turf Star, Inc.	Replacement of carryall #591	\$12,168.
21-0150	Turf Star, Inc.	Replacement of carryall #590	\$12,168.
21-0149	Turf Star, Inc.	Replacement of carryall #589	\$12,168.
21-0148	Belkcorp AG, LLC	Fairway mower reel parts	\$7,350.

**Public Records Requests**

Following are the public records requests from February 1, 2021 through March 4, 2021.

Date Requested	By Whom	Subject	Date Responded	Status/Comments
02/03/2021	Martini, Margaret	18 items regarding the Hyatt Sport Shop	02/17/2021	Complete (from records perspective; questions need answers from GM)
02/03/2021	Abel, Helen and Mike	List of 2013, 2014, 2015 & 2016 Part-Time & Seasonal Employees	02/17/2021	Complete
02/11/2021	Katz, Aaron	E-mail from Gail Krolick to Nelson and Board of Trustees (mentioned at 02/10/21 BOT Meeting)	02/16/2021	Complete
02/12/2021	Katz, Aaron	Banner Advertising Invoices	02/16/2021	Complete
02/12/2021	Dobler, Cliff	4404LGF Form	02/12/2021	Complete
02/17/2021	Katz, Aaron	GFOA – Membership and Certificate of Excellence	02/17/2021	Complete pending response about membership
02/17/2021	Wright, Frank	Gold and Silver Cards	02/25/2021	Complete
02/17/2021	Wright, Frank	IRS reporting of employee recreational benefits	02/25/2021	Complete
02/17/2021	Wright, Frank	IRS reporting of Gold and Silver Card benefits received	02/25/2021	Complete

General Manager's Status Report -7-  
 Prepared for the meeting of March 10, 2021

March 3, 2021

Date Requested	By Whom	Subject	Date Responded	Status/Comments
02/17/2021	Newman, Linda	CAFR and Transmittals	03/01/2021	Complete
02/20/2021	Dobler, Cliff	All NDEP Correspondence: 12-3-2014 to 5-9-2019		Forecasting 03-31-2021 response
02/20/2021	Dobler, Cliff	Compliance Plan NDEP and all documents associated with Permit #NS003009	03/03/2021	Complete
02/26/2021	Katz, Aaron	Resolution 1505	03/03/2021	Complete
03/01/2021	Dobler, Cliff	Punch Cards – Exchange and purchased for cash – 1/1/2020 to 12/31/2020	03/03/2021	Complete
03/02/2021	Dobler, Cliff	Resolution 1701 – Resolution and report	03/02/2021	Complete
03/02/2021	Dobler, Cliff	Wetlands Hunt Program	03/02/2021	Complete
03/03/2021	Katz, Aaron	Hyatt Time Share Representative Contact Information	03/03/2021	Complete
03/04/2021	Krolick, Gail	Designer/Engineer on four different construction projects	03/04/2021	Complete

Please note that this report may not be 100% complete; it is always being updated.

## **IVGID Marketing Department update for March 10, 2021 GM Report**

This season, the ramp up for Diamond Peak Ski Resort was challenging, with many unknown variables due to the COVID-19 pandemic contributing to uncertainty for resort operators and the skiing public. The Marketing team concentrated our early-season communications outreach on our local residents and stakeholders, ensuring that season pass holders from prior seasons were aware of our season pass perks, deadlines and pricing, and communicating our intention to open and operate the resort with new health and safety measures in place.

Pass sales have been very strong this season, setting new records for Resident passes sold. We assume this reflects the increase in full-time residents moving in to the Incline Village/Crystal Bay community, as well as the exceptional service levels that Diamond Peak has provided over the past several seasons.

In the pages that follow, there are a number of high-level reports that the Marketing Department either uses to assess our overall performance, or compiles to ensure our District venues are meeting expectations and staff are informed of the public sentiment for our facilities. Reports cover the first half of the season, generally November 1, 2020 – January 31, 2021.

### **Online Reputation Management Dashboard**

Summary of online reviews Diamond Peak received during the months of December and January on platforms such as Yelp, Google, TripAdvisor, and via the Diamond Peak post-departure customer survey (sent to all customers after their visit). Plus a few highlights or interesting reviews in text form.

### **Social Media Metrics**

Summary of social media metrics tracked annually to gauge effectiveness of organic and paid social media campaigns. Overall trend on social platforms is brands are given less and less organic reach, and are being required to pay to share content widely with social media followers. This, combined with the drastically smaller paid advertising budget approved for this fiscal year, is contributing to lower than predicted engagement levels on social platforms this winter – especially on golf and weddings social accounts.

### **Paid Advertising Dashboard**

Summary of paid advertising campaigns managed by EXL Media for Diamond Peak. IVGID Board of Trustees decided not to fund paid advertising campaigns for other Community Services venues this fiscal year.

### **Google Analytics Dashboard – DiamondPeak.com**

These pages are reports from our Google Analytics account highlighting traffic sources to the DiamondPeak.com website for this winter (Nov. 1 – Jan. 31) compared to the same period last winter. High-level differences include: the ecommerce conversion rate has gone up quite a bit (which can be attributed to the necessity of purchasing products in advance this year), and the amount of traffic coming from Paid Search has gone down by about 22% (because we are spending much less on paid advertising this year).

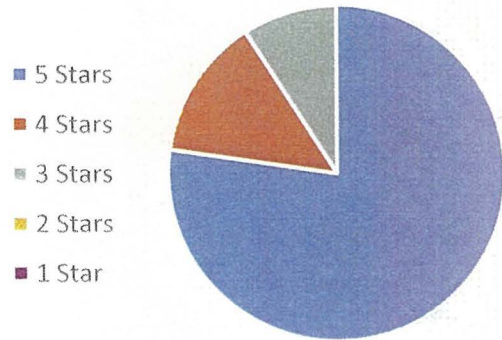


## Diamond Peak Online Reputation Management Dashboard - December 2020

DEC	Review Ratings					Reviews	Reviews	Rating Avg	Rating
	5 Stars	4 Stars	3 Stars	2 Stars	1 Star	DEC	Lifetime	DEC	Lifetime
Google	16	2	1	0	0	19	772	4.8	4.6
TripAdvisor	0	1	0	0	0	1	282	4.0	4.5
Yelp	1	0	1	0	0	2	283	4.0	4
	17	3	2	0	0	22	1337		

Post-Departure Customer Survey NPS (Net Promoter Score) <i>scale = -100 to 100</i>	
NPS - Month	67.9
NPS - Season	67.9

Review Ratings



"Solid little mountain with big mountain level terrain and long runs given its acreage. Have gotten some great snow here. Usually not very crowded. The food is also really good at each of the decks, wide array for drink options. I would report on the best runs but I'm keeping my favorite spots a secret."

-Jared V. (Google, 5 stars)

"Super friendly staff. Very family-oriented place and beautiful views of the lake."

- GNas (Google, 5 stars)

"This review is 3 stars because of the long lines. It took an hour and a half just to get our kids snowboard rentals. It's not because of the Covid protocols. The staff they had were great but it was not enough to have a efficient process. Then it took 40 minutes just to order my food. Again the only cashier they had was great. You'd think over a holiday week they would have all registers open. Lastly, as we loaded the tram to leave the driver said he's going on a break so he won't be making all the stops."

- Tifani S. (Yelp, 3 stars)

View more customer comments online:

[Google Reviews](#)

[Trip Advisor Reviews](#)

[Yelp Reviews](#)

[Post-Departure Customer Survey Report](#)



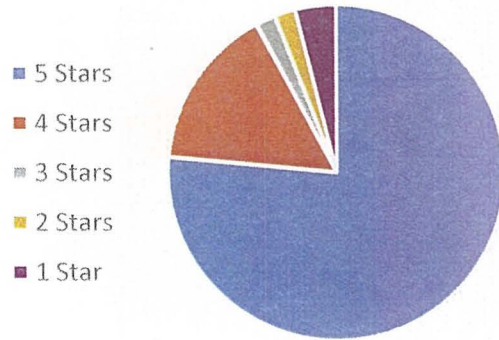
## Diamond Peak Online Reputation Management Dashboard - January 2021

**JAN**

	Review Ratings					Reviews	Reviews	Rating Avg	Rating
	5 Stars	4 Stars	3 Stars	2 Stars	1 Star	JAN	Lifetime	JAN	Lifetime
Google	39	3	1	0	1	44	816	4.8	4.6
TripAdvisor	0	3	0	0	0	3	285	4.0	4.5
Yelp	0	2	0	1	1	4	287	2.8	4
	39	8	1	1	2	51	1388		

Post-Departure Customer Survey NPS (Net Promoter Score) <i>scale = -100 to 100</i>	
NPS - Month	69.1
NPS - Season	68.4

Review Ratings



View more customer comments online:

[Google Reviews](#)

[Trip Advisor Reviews](#)

[Yelp Reviews](#)

[Post-Departure Customer Survey Report](#)

"We had a great time learning to ski here at Diamond peak. The school instructor was knowledgeable and so helpful, the views were incredible and it wasn't crowded at all. I will say that the staff is hit or miss. When it came to the ticket booth attendant and some of the lift operators, they could be rather curt and rude but then other lift operators were so enthusiastic and friendly - it's really just a mixed bag. Nonetheless, we'd definitely return to Diamond peak for another trip in the future."

Aleclairenmasteron (TripAdvisor 4 stars)

"I spoke with Tah to schedule my ski lesson today. I have never received such genuine customer service! Thank you Tah for helping me schedule and answering all my questions. Can't wait to actually visit the resort in a couple weeks. :)"

-Jovie G. (Google 5 stars)

Skiing Lake Tahoe from big to small, this resort was the small. This small ski resort is easy to navigate and filled with staff who were eager to help. The views of Lake Tahoe from the top of the mountain were breath taking! This resort is great for families and has a well established terrain park for those thrill seekers out there.

livingmybestlife11 (TripAdvisor 4 stars)



## Social Media Metrics - Diamond Peak Ski Resort

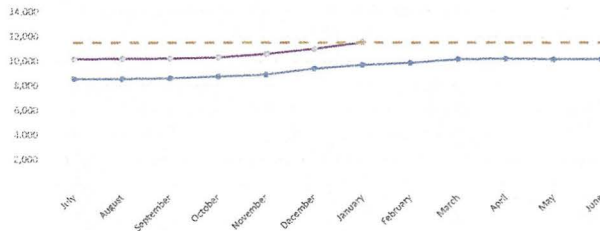
### 2020-21 MONTH TO DATE SOCIAL MEDIA KPIS

Diamond Peak	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	10,170	10,188	10,205	10,295	10,565	10,987	11,521						11,500
Facebook Page Likes	20,586	20,565	20,572	20,569	20,632	20,748	20,881						21,000
Facebook Engaged users	779	1,505	3,601	6,463	9,068	21,504	41,668						105,000
Facebook Impressions	49,266	106,347	162,603	239,928	322,982	849,881	1,812,365						4,614,000
FB Page Consumptions	904	1,661	4,291	7,279	9,849	26,995	57,733						130,000
VTP Instagram Followers	2,140	2,137	2,128	2,130	2,127	2,192	2,341						2,300

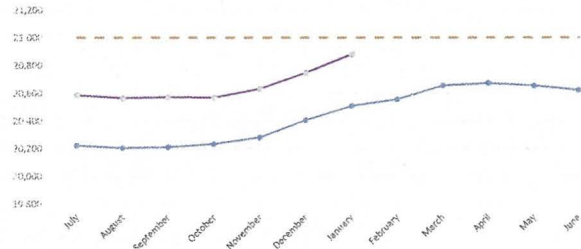
### 2019-20 MONTH TO DATE SOCIAL MEDIA KPIS

Diamond Peak	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	8,550	8,552	8,615	8,751	8,903	9,399	9,686	9,871	10,154	10,209	10,159	10,149	10,300
Facebook Page Likes	20,223	20,205	20,211	20,234	20,281	20,406	20,509	20,556	20,657	20,673	20,654	20,624	20,500
Facebook Engaged users	2,481	3,521	5,467	8,710	9,766	32,407	61,196	85,445	98,526	102,334	104,809	105,265	200,000
Facebook Impressions	86,726	140,195	231,964	510,745	557,911	1,354,608	2,516,127	3,563,173	4,015,706	4,261,135	4,570,581	4,613,524	5,600,000
FB Page Consumptions	3,112	4,270	7,013	10,181	11,167	38,345	75,076	106,155	123,003	127,183	129,678	130,160	275,000
VTP Instagram Followers	1,377	1,375	1,411	1,451	1,514	1,600	1,852	2,086	2,176	2,166	2,160	2,150	2,000

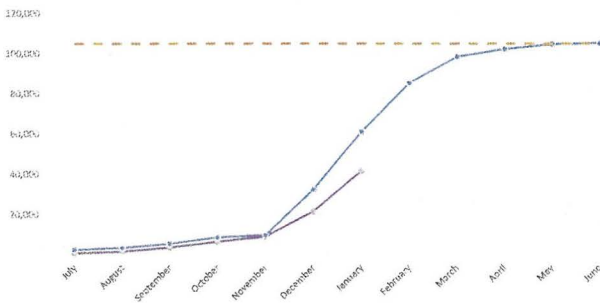
Instagram Followers  
(Fiscal 2020-21 vs. 2019-20)



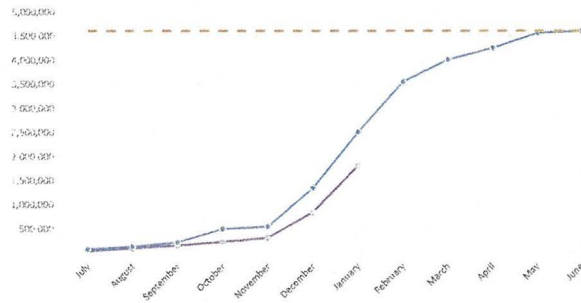
Facebook Likes  
(Fiscal 2020-21 vs. 2019-20)



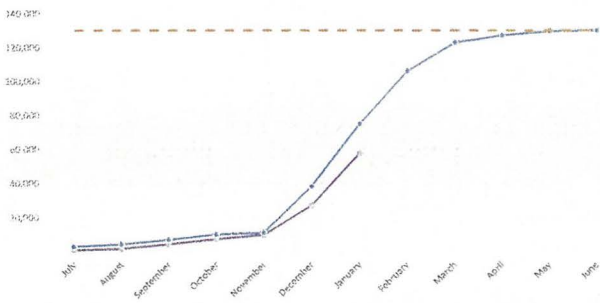
Facebook Engaged Users  
(Fiscal 2020-21 vs. 2019-20)



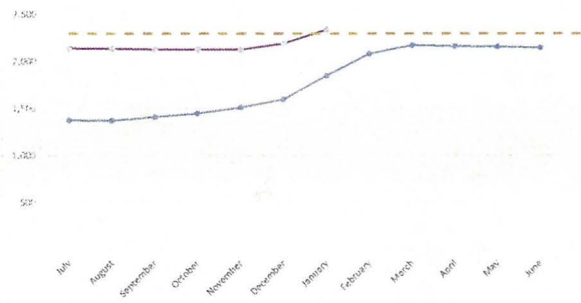
Facebook Impressions  
(Fiscal 2020-21 vs. 2019-20)



Facebook Page Consumptions  
(Fiscal 2020-21 vs. 2019-20)



VTP Instagram Followers  
(Fiscal 2020-21 vs. 2019-20)



**Details/Definitions:**

Instagram Followers = sum of individuals who clicked on the Follow button to follow the Instagram Profile  
 Facebook Page Likes = sum of individuals who clicked the Like button to Like the Facebook Page  
 Facebook Engaged Users = sum of individuals per day who clicked on Facebook Page posts (ex. liked, commented, shared, or engaged by taking another action.)  
 Facebook Impressions = number of times a post from a Facebook Page is displayed  
 Facebook Page Consumptions = number of times individuals clicked on content posted on a page

**Notes:**

2020-21 season challenges (COVID-19) may attribute to some decreases across KPIs  
 Impressions from employment campaign removed for Oct, Nov & Dec 2020

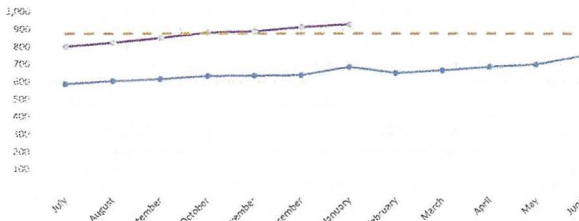


## Social Media Metrics - Incline Village Golf Courses

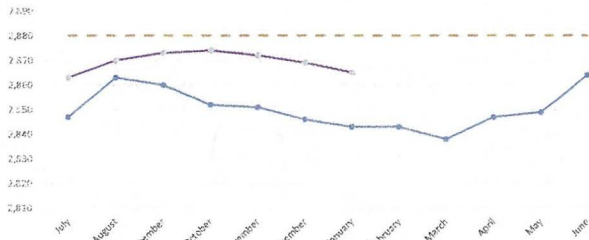
2020-21 MONTH TO DATE SOCIAL MEDIA KPIS													
Golf	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	800	823	851	880	888	913	929						875
Facebook Page Likes	2,863	2,870	2,873	2,874	2,872	2,869	2,865						2,880
Facebook Engaged users	773	1,717	2,661	3,154	3,269	3,381	3,414						5,000
Facebook Impressions	25,659	51,358	83,555	100,617	104,205	109,231	111,661						300,000
FB Page Consumptions	829	1,925	2,993	3,469	3,556	3,710	3,732						6,000

2019-20 MONTH TO DATE SOCIAL MEDIA KPIS													
Golf	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	587	605	616	634	636	639	686	651	665	686	700	750	625
Facebook Page Likes	2,847	2,863	2,860	2,852	2,851	2,846	2,843	2,838	2,847	2,849	2,849	2,864	2,850
Facebook Engaged users	1,839	3,870	4,329	4,554	4,614	4,811	5,352	5,486	5,737	6,126	6,126	6,759	10,500
Facebook Impressions	189,305	386,219	394,904	398,913	400,368	408,597	418,423	422,055	431,445	437,736	437,736	457,138	630,000
FB Page Consumptions	1,974	4,095	4,738	4,981	5,045	5,335	5,905	6,038	6,325	6,694	6,694	7,413	12,000

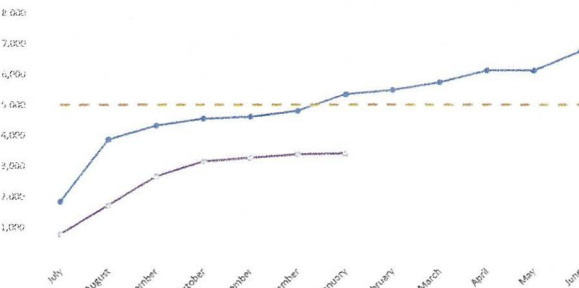
Instagram Followers  
(Fiscal 2020-21 vs. 2019-20)



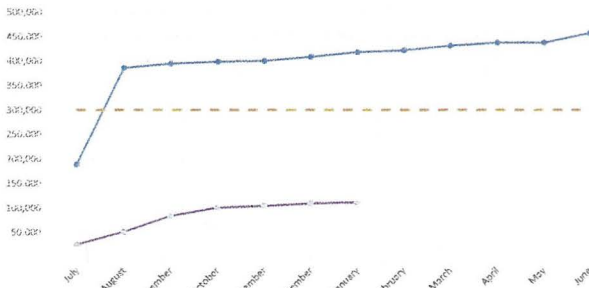
Facebook Likes  
(Fiscal 2020-21 vs. 2019-20)



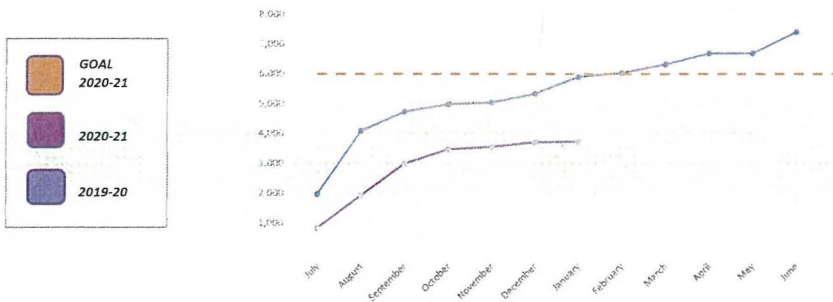
Facebook: Engaged Users  
(Fiscal 2020-21 vs. 2019-20)



Facebook Impressions  
(Fiscal 2020-21 vs. 2019-20)



Facebook Page Consumptions  
(Fiscal 2020-21 vs. 2019-20)



**Details/Definitions:**

- Instagram Followers = sum of individuals who clicked on the Follow button to follow the Instagram Profile
- Facebook Page Likes = sum of individuals who clicked the Like button to Like the Facebook Page
- Facebook Engaged Users = sum of individuals per day who clicked on Facebook Page posts (ex. liked, commented, shared, or engaged by taking another action.)
- Facebook Impressions = number of times a post from a Facebook Page is displayed
- Facebook Page Consumptions = number of times individuals clicked on content posted on a page

**Notes:**

2020 season challenges (COVID-19, restrictions on play & events) may attribute to some decreases across KPIS

## Social Media Metrics - Weddings & Events

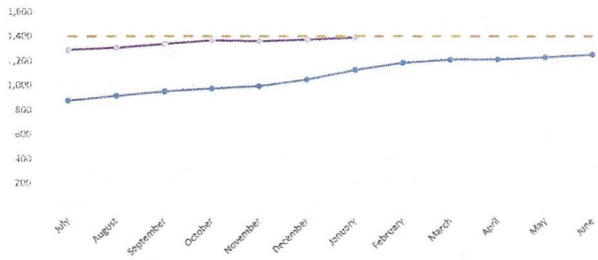
### 2020-21 MONTH TO DATE SOCIAL MEDIA KPIS

Weddings & Events	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	1,290	1,307	1,338	1,367	1,359	1,373	1,391						1,400
Facebook Page Likes	858	864	866	870	873	883	888						925
Facebook Engaged users	192	330	708	1,129	1,314	1,556	1,706						6,000
Facebook Impressions	5,833	11,218	21,455	36,984	44,158	51,955	57,766						450,000
FB Page Consumptions	248	409	974	1,475	1,697	2,004	2,251						7,200

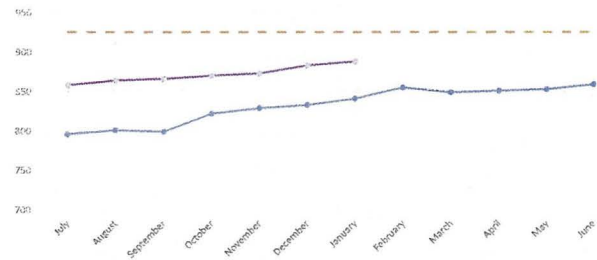
### 2019-20 MONTH TO DATE SOCIAL MEDIA KPIS

Weddings & Events	July	August	September	October	November	December	January	February	March	April	May	June	Goal
Instagram Followers	875	914	951	974	994	1,047	1,125	1,184	1,210	1,211	1,230	1,250	960
Facebook Page Likes	796	801	799	822	829	833	841	855	849	851	853	859	850
Facebook Engaged users	110	680	1,169	2,451	2,617	3,406	5,207	6,082	6,816	6,960	7,048	7,103	5,700
Facebook Impressions	3,609	17,172	29,972	54,605	60,362	150,270	301,870	424,869	504,596	509,645	512,893	516,104	525,000
FB Page Consumptions	131	851	1,499	3,208	3,401	4,253	6,293	7,214	8,009	8,192	8,294	8,340	7,200

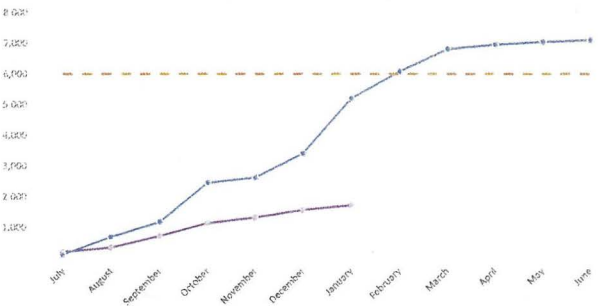
Instagram Followers  
(Fiscal 2020-21 vs. 2019-20)



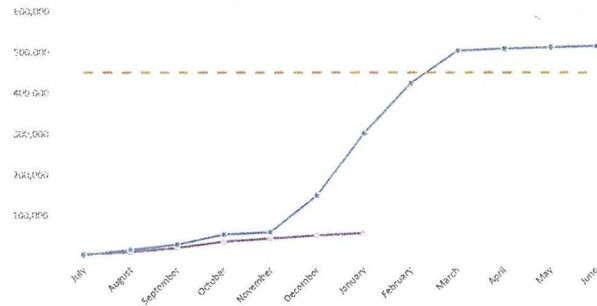
Facebook Likes  
(Fiscal 2020-21 vs. 2019-20)



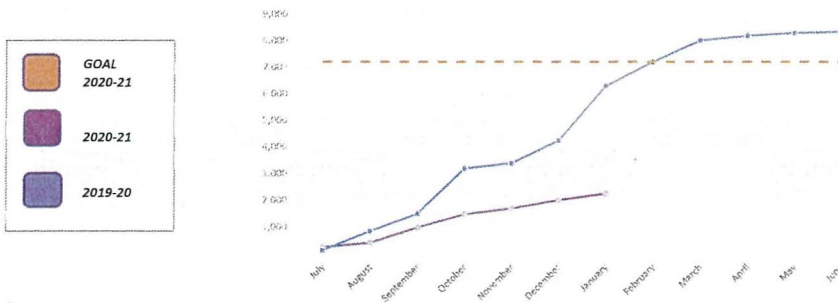
Facebook Engaged Users  
(Fiscal 2020-21 vs. 2019-20)



Facebook Impressions  
(Fiscal 2020-21 vs. 2019-20)



Facebook Page Consumptions  
(Fiscal 2020-21 vs. 2019-20)



GOAL 2020-21

2020-21

2019-20

**Details/Definitions:**

- Instagram Followers = sum of individuals who clicked on the Follow button to follow the Instagram Profile
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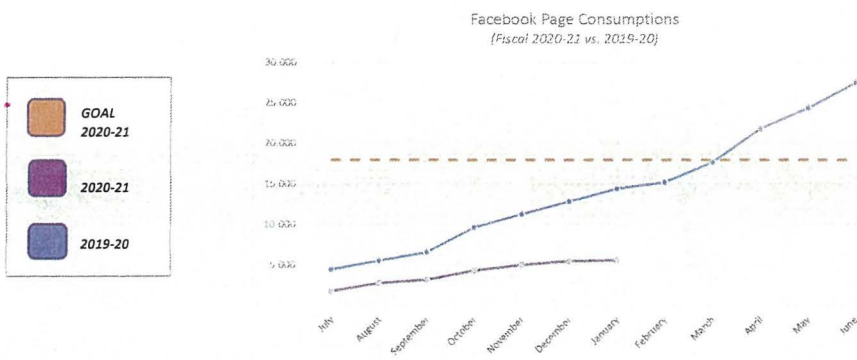
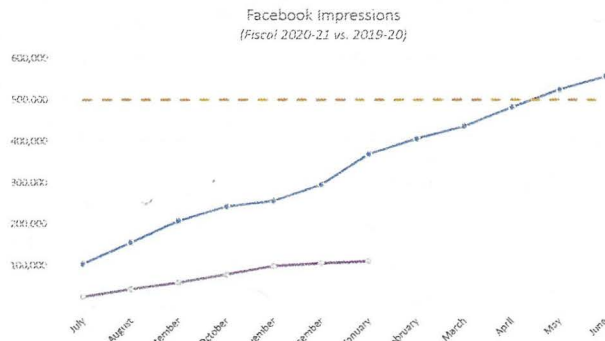
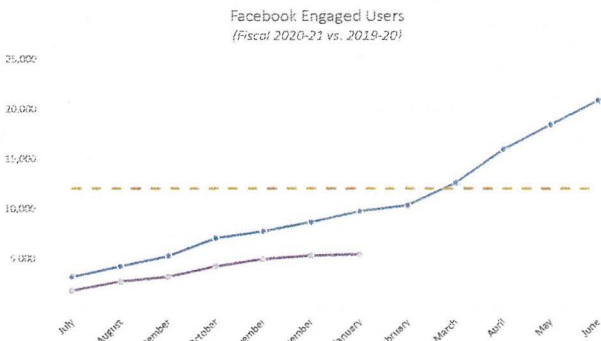
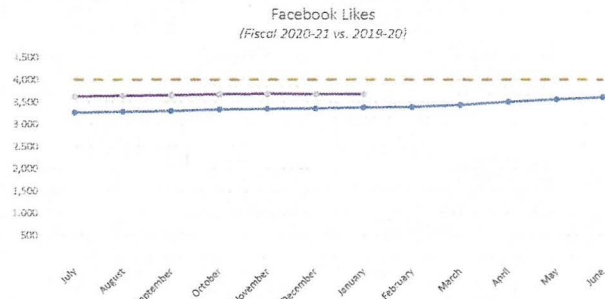
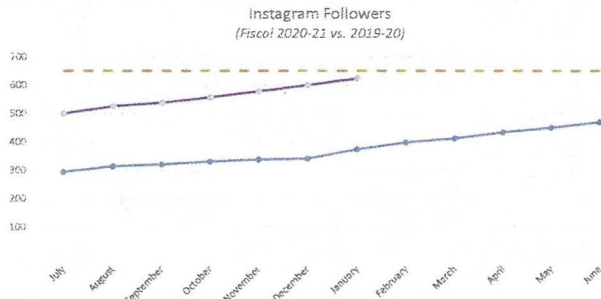
**Notes:**

2019-20 impressions include paid impressions from FB ads. Budget cut for 2020-21

## Social Media Metrics - Parks & Rec

2020-21 MONTH TO DATE SOCIAL MEDIA KPIS														
Parks & Rec	July	August	September	October	November	December	January	February	March	April	May	June	Goal	
Instagram Followers	500	526	538	557	578	600	623						650	
Facebook Page Likes	3,622	3,638	3,648	3,671	3,682	3,674	3,674						4,000	
Facebook Engaged users	1,765	2,691	3,159	4,198	4,922	5,277	5,413						12,000	
Facebook Impressions	24,602	43,370	59,062	79,014	99,295	105,645	111,038						500,000	
FB Page Consumptions	1,823	2,800	3,225	4,359	5,052	5,535	5,645						18,000	

2019-20 MONTH TO DATE SOCIAL MEDIA KPIS														
Parks & Rec	July	August	September	October	November	December	January	February	March	April	May	June	Goal	
Instagram Followers	294	314	321	331	338	341	373	398	412	434	450	470	350	
Facebook Page Likes	3,262	3,279	3,295	3,328	3,345	3,357	3,378	3,388	3,431	3,505	3,558	3,604	3,200	
Facebook Engaged users	3,147	4,209	5,247	7,047	7,743	8,658	9,736	10,340	12,591	15,968	18,445	20,894	11,900	
Facebook Impressions	104,358	155,518	208,292	242,533	256,720	295,300	369,197	406,770	436,384	482,446	525,065	556,262	545,000	
FB Page Consumptions	4,496	5,590	6,613	9,679	11,305	12,895	14,456	15,248	17,717	21,857	24,407	27,523	18,000	



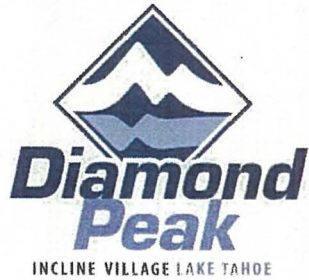
- GOAL 2020-21
- 2020-21
- 2019-20

**Details/Definitions:**

- Instagram Followers = sum of individuals who clicked on the Follow button to follow the Instagram Profile
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**Notes:**

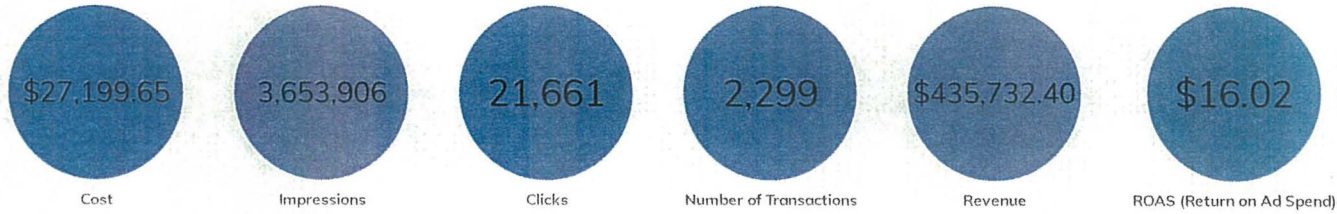
Increases across spring 2020 KPIS may be attributed to an increase of online programming and content during COVID-19 pandemic



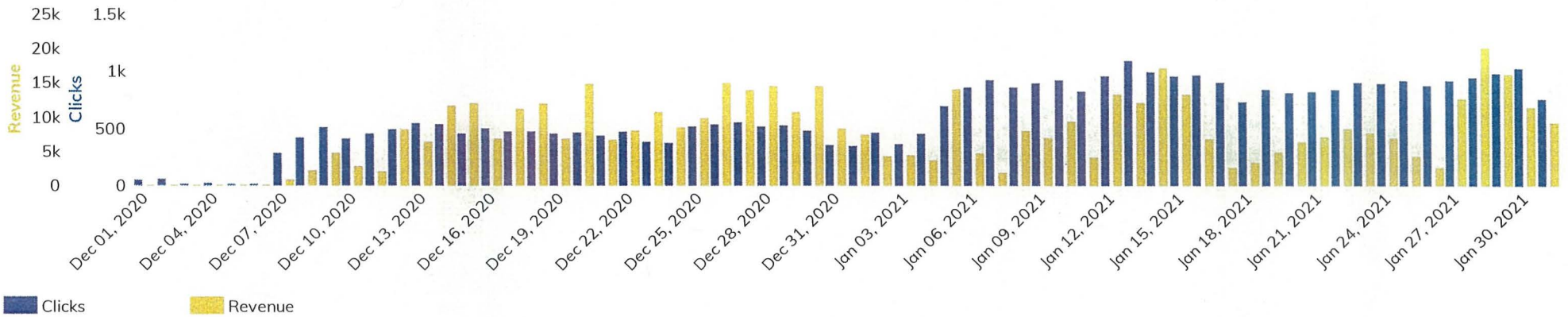
# Diamond Peak Ski Resort December 2020- January 2021 Digital Report



Overall Digital Campaign Results



Overall Clicks & Revenue from Digital Media By Date



Overall Digital Stats by Site

Campaign or Site Name	Cost	Impressions	Clicks	Number of Transactions	Revenue	ROAS (Return on Ad Spend)
QuantCast	\$11,312.82	2,803,591	1,161	1,447	\$254,046.80	\$22.46
Diamond Peak Facebook	\$3,172.00	359,471	4,311	404	\$115,530.60	\$36.42
Diamond Peak Google	\$10,261.98	408,832	12,755	381	\$54,878.00	\$5.35
Diamond Peak Bing	\$2,452.85	82,012	2,220	55	\$9,485.00	\$3.87

Insights

1. Revenue data is collected from pixels placed on the Diamond Peak booking engine. These pixels pass back revenue associated with the corresponding media buy.
2. For this report revenue is tracked via DoubleClick Campaign Manager/Search 360 and Facebook.

ROAS is determined by taking Total Revenue generated & attributed to Digital Paid Media and dividing by Total Digital Media Spend.



**Q Paid Search by Search Engine**

Grid contains more rows, but they have been clipped.

Account Name	Impressions	Clicks	CTR	Cost per Click	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
<b>Total</b>	176,165	14,834	8.42%	\$0.82	\$12,222.62	436	\$64,363.00	\$5.27
Diamond Peak Google	94,153	12,614	13.40%	\$0.77	\$9,769.77	381	\$54,878.00	\$5.62
Diamond Peak Bing	82,012	2,220	2.71%	\$1.10	\$2,452.85	55	\$9,485.00	\$3.87

**Industry Benchmarks & Search Impression Share**

1. The Travel Industry benchmark for Paid Search is a 4.68% CTR & a \$1.53 CPC. However, in most of these campaigns branded terms (company names) are purchased - resulting in better results. The above Diamond Peak results exceed the industry standards and we do not buy branded terms. We do not buy branded terms due to limited budget & strong organic presence with those terms.
2. The Search Impression Share (the percent of impressions you received on the search search sites based on the number of impressions available) was 12% for Google & 22% on BING. The goal is to have at least 50%, however due to the limited budget we are below that.

**Q Paid Search By Campaign**

Grid contains more rows, but they have been clipped.

Campaign Name	Impressions	Clicks	CTR	Cost per Click	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
Google Ski Non GeoTargeted	59,242	8,320	14.04%	\$0.63	\$5,200.77	292	\$43,136.00	\$8.29
Google Ski GeoTargeted	27,833	3,279	11.78%	\$0.86	\$2,809.47	63	\$9,954.00	\$3.54
BING Ski GeoTargeted	47,382	1,348	2.85%	\$0.80	\$1,075.49	42	\$7,549.00	\$7.02
BING Ski Non GeoTargeted	34,630	872	2.52%	\$1.58	\$1,377.36	13	\$1,936.00	\$1.41
Google Lessons/Ski School	7,078	1,015	14.34%	\$1.73	\$1,759.53	26	\$1,788.00	\$1.02

**Explanation of Campaign Targets**

1. Non-Geotargeted Campaigns target anyone in the United States. These keywords all have a Lake Tahoe/Tahoe/Incline word attached.
2. The Geo-Targeted Campaigns target anyone in the Reno & San Francisco DMAs. These words do not contain a location and are more generic such as ski resort, lift ticket deals, etc.
3. Lessons/Ski School only runs on Google due to lack of volume on these terms on BING.

Paid Search Top 10 Keywords

Keyword Text	Impressions	Clicks	CTR	Avg. CPC	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
incline village ski	6,418	1,682	26.21%	\$0.38	\$646.54	206	\$28,957.00	\$44.79
discount lift tickets	25,647	1,885	7.35%	\$0.63	\$1,192.50	56	\$9,772.00	\$8.19
incline village resort	14,838	679	4.58%	\$1.09	\$737.41	34	\$6,368.00	\$8.64
cheap tahoe lift tickets	46,761	4,444	9.50%	\$0.71	\$3,150.12	45	\$5,880.00	\$1.87
ski resort	26,748	1,775	6.64%	\$1.13	\$2,014.10	32	\$5,084.00	\$2.52
tahoe ski resorts	3,265	355	10.87%	\$0.99	\$352.75	6	\$2,165.00	\$6.14
lift ticket	4,702	530	11.27%	\$0.66	\$349.97	13	\$1,944.00	\$5.55
snowboard lessons	4,539	738	16.26%	\$1.89	\$1,392.69	26	\$1,788.00	\$1.28
ski tahoe	3,560	403	11.32%	\$0.77	\$311.20	4	\$536.00	\$1.72
lake tahoe skiing	5,698	630	11.06%	\$0.73	\$457.53	5	\$530.00	\$1.16

Google Display Banner Buy Targeting Incline Village/Crystal Bay Locals

Campaign Name	Impressions	Clicks	CTR	Cost per Click	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
Diamond Peak Locals Messaging	314,679	141	0.04%	\$3.49	\$492.21	0	\$0.00	\$0.00

**Additional Paid Search & Google Display Insights**

1. Keyword optimizations continue to be made on a daily basis. The optimizations are helping the overall paid search ROAS, which increased 36% from the December ROAS of \$3.75.
3. Thru January, Google generated the most revenue and had the higher ROAS. If this continues, we will reallocate some of the BING dollars to Google.
4. Google Display Locals Campaign only ran in December and was reported on the December dashboard.

f. Facebook Ads

Grid contains more rows, but they have been clipped.

Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
<b>Total</b>	<b>359,471</b>	<b>4,311</b>	<b>1.20%</b>	<b>\$0.74</b>	<b>\$3,172.00</b>	<b>404</b>	<b>\$115,530.60</b>	<b>36.42</b>
2020-21 Skiers/Boarders Target	197,139	2,833	1.44%	\$0.62	\$1,750.00	343	\$93,644.00	53.51
2020 Locals Campaign	30,509	386	1.27%	\$1.30	\$500.00	38	\$12,007.60	24.02
CRM List - Past Visitors in 18/19 or 19/20 With No Visit Yet in 20/21	131,823	1,092	0.83%	\$0.84	\$922.00	23	\$9,879.00	10.71

Industry Benchmarks & Flight Dates

1. The Travel Industry benchmark for Facebook is .90% CTR and \$0.63 CPC. The Diamond Peak CTR is well above the industry benchmark. The Skiers/Boarders Campaign has an equivalent CPC. The Locals Campaign had a higher CPC than industry average, due to the narrow geo-target.

2. The above campaigns ran during the following months:

Skiers/Boarders Target - December & January

Locals Target - December

CRM List - January

f. Geotargeted Skiers/Boarders Facebook Campaign Performance By Ad Title

Ad	Impressions	Clicks	Cost	Total Revenue	ROAS (Return on Ad Spend)
Diamond Peak Lift Tickets	110,389	1,529	\$901.91	\$37,955.00	42.08
Uncrowded Tahoe Skiing	43,155	521	\$375.00	\$20,068.00	53.51
Ride Tahoe For Less	55,418	489	\$412.50	\$15,942.00	38.65
Diamond Peak Misses You	46,674	623	\$396.66	\$9,879.00	24.91
Tahoe's Best Ski Value	45,051	449	\$337.25	\$9,587.00	28.43
Kids Ski Free	17,031	184	\$170.16	\$7,162.00	42.09
Tahoe's best Terrain Park	11,244	130	\$78.52	\$2,930.00	37.32

**f.** CRM List Campaign Facebook Performance By Ad Title

Ad	Impressions	Clicks	Cost	Total Revenue	ROAS (Return on Ad Spend)
Diamond Peak Misses You	46,674	623	\$396.66	\$9,879.00	24.91
Diamond Peak Lift Tickets	39,043	243	\$260.61	\$0.00	0.00
Ride Tahoe For Less	18,625	111	\$128.97	\$0.00	0.00
Tahoe's Best Ski Value	16,436	64	\$75.82	\$0.00	0.00
Uncrowded Tahoe Skiing	11,045	51	\$59.94	\$0.00	0.00

**Facebook Insights**

1. The Skiers/Boarders target performed very well with an ROAS over \$53.
2. The CRM List was added in January to reach visitors who had skied Diamond Peak in 18/19 or 19/20, but not yet skied this year. This data is continually updated in the CRM system and automatically pushed to Facebook, to ensure we are always targeting the most accurate list.
3. The Top 2 Ads for Skiers/Boarders (for ROAS) were "Diamond Peak Lift Tickets" and "Uncrowded Tahoe Skiing."
4. The Top Ad for CRM Target (for ROAS) was "Diamond Peak Misses You." We are pausing the text listings that have minimal clicks and have not generated revenue.



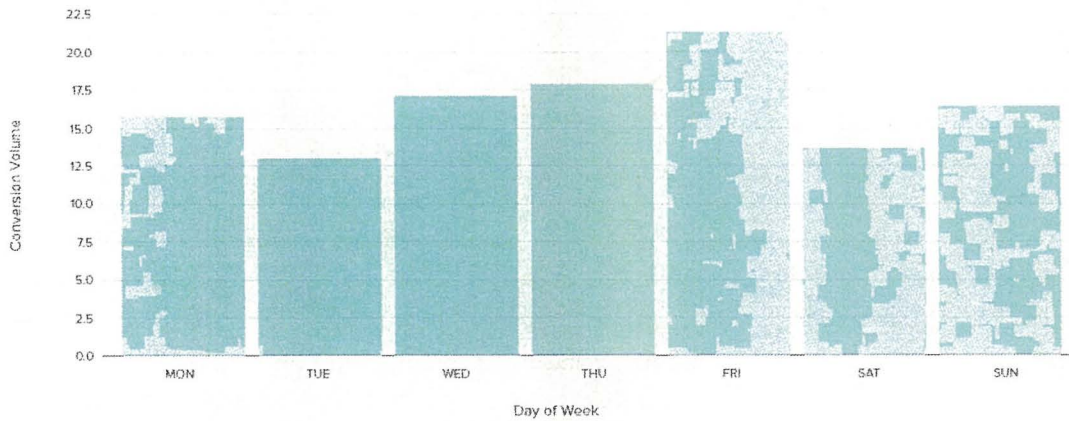
Grid contains more rows, but they have been clipped.

Site	Impressions	Clicks	CTR	CPC	Cost	Number of Transactions	Total Revenue	ROAS (Return on Ad Spend)
Total	2,803,591	1,161	0.04%	\$9.74	\$11,312.82	1,447	\$254,046.80	\$22.46

**Quantcast Insights Specific to Paid Media**

1. Quantcast is our programmatic display partner for the 2020-21 season. Quantcast specializes in AI-driven real-time advertising, audience insights and measurement. With a pixel on the Diamond Peak website, they are able to gather real-time information on Diamond Peak users and apply that first party data to precise targeting of potential new users.
2. Quantcast continues to generate a large amount of revenue and a strong ROAS of \$22.
3. The majority of Quantcast's revenue is from view thru conversions.
4. Additional paid media insights are shown below.

Average Conversions by Day of Week

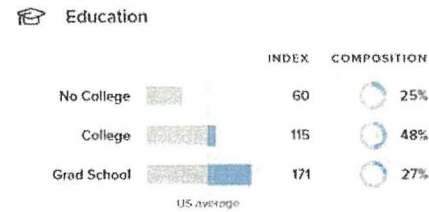
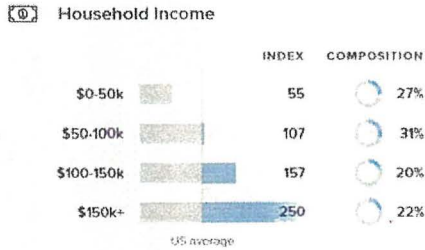
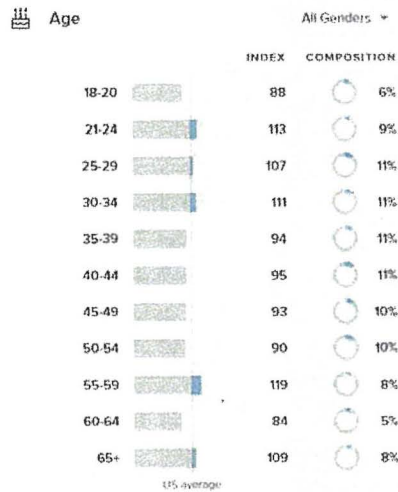


Quantcast Insights on Purchasing Audience Demographic (Not specific to paid media)

Note: Below is the demographic data provided at the start of the campaign. We will provide updated & overall demographic data on the final campaign report.

Index: The index affinity is a measurement against the internet population. The baseline is 100 so anything above shows higher affinity or higher likelihood compared to the internet population.

Composition: Percent of users that fall into each bucket.



Channels

All Users +0.00% Sessions

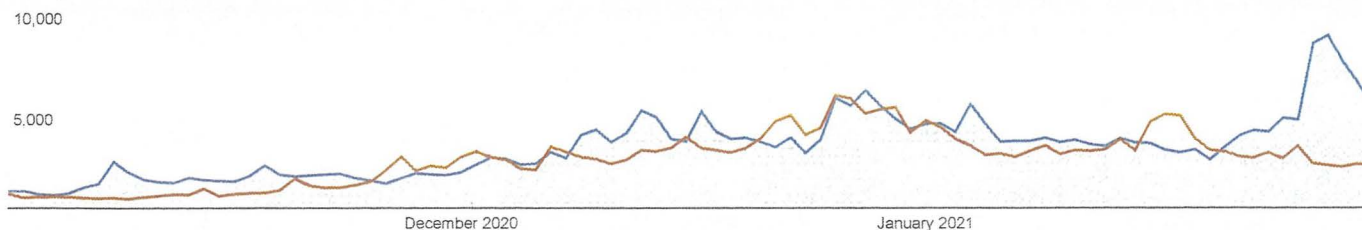
Nov 1, 2020 - Jan 31, 2021  
Compare to: Nov 1, 2019 - Jan 31, 2020

Explorer

Summary

Nov 1, 2020 - Jan 31, 2021: Sessions

Nov 1, 2019 - Jan 31, 2020: Sessions



Default Channel Grouping	Acquisition		Behavior			Conversions eCommerce			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	24.74% <span style="color: green;">▲</span> 279,084 vs 223,733	4.40% <span style="color: red;">▼</span> 56.13% vs 58.71%	19.26% <span style="color: green;">▲</span> 156,655 vs 131,360	13.36% <span style="color: green;">▲</span> 32.90% vs 37.97%	16.56% <span style="color: green;">▲</span> 4.24 vs 3.64	9.89% <span style="color: green;">▲</span> 00:03:04 vs 00:02:47	139.71% <span style="color: green;">▲</span> 2.72% vs 1.14%	199.02% <span style="color: green;">▲</span> 7,598 vs 2,541	257.21% <span style="color: green;">▲</span> \$2,380,040.80 vs \$666,290.00
1. Organic Search									
Nov 1, 2020 - Jan 31, 20...	162,624 (58.27%)	52.97%	86,140 (54.99%)	27.52%	4.82	00:03:37	3.36%	5,466 (71.94%)	\$1,752,771.20 (73.64%)
Nov 1, 2019 - Jan 31, 20...	125,575 (56.13%)	54.14%	67,991 (51.76%)	30.89%	4.17	00:03:22	1.38%	1,739 (68.44%)	\$446,801.00 (67.06%)
% Change	29.50%	-2.17%	26.69%	-10.90%	15.62%	7.31%	142.71%	214.32%	292.29%
2. Direct									
Nov 1, 2020 - Jan 31, 20...	76,021 (27.24%)	58.75%	44,660 (28.51%)	38.47%	3.56	00:02:28	2.22%	1,686 (22.19%)	\$494,102.80 (20.76%)
Nov 1, 2019 - Jan 31, 20...	55,349 (24.74%)	58.91%	32,604 (24.82%)	40.48%	3.26	00:02:24	0.96%	533 (20.98%)	\$139,937.00 (21.00%)
% Change	37.35%	-0.27%	36.98%	-4.97%	9.19%	2.67%	130.31%	216.32%	253.09%
3. Paid Search									
Nov 1, 2020 - Jan 31, 20...	16,283 (5.83%)	71.50%	11,643 (7.43%)	38.36%	3.45	00:02:01	1.49%	242 (3.19%)	\$64,651.00 (2.72%)
Nov 1, 2019 - Jan 31, 20...	21,089 (9.43%)	74.91%	15,798 (12.03%)	58.31%	2.50	00:01:37	0.63%	133 (5.23%)	\$43,063.00 (6.46%)
% Change	-22.79%	-4.55%	-26.30%	-34.21%	37.93%	24.72%	135.66%	81.95%	50.13%
4. Email									
Nov 1, 2020 - Jan 31, 20...	9,481 (3.40%)	41.38%	3,923 (2.50%)	53.35%	2.87	00:02:01	0.98%	93 (1.22%)	\$30,959.80 (1.30%)
Nov 1, 2019 - Jan 31, 20...	3,520 (1.57%)	44.74%	1,575 (1.20%)	43.81%	3.11	00:02:06	1.34%	47 (1.85%)	\$14,031.00 (2.11%)
% Change	169.35%	-7.52%	149.08%	21.78%	-7.85%	-3.72%	-26.54%	97.87%	120.65%
5. Referral									
Nov 1, 2020 - Jan 31, 20...	6,686 (2.40%)	60.53%	4,047 (2.58%)	35.54%	3.61	00:02:31	1.14%	76 (1.00%)	\$28,655.00 (1.20%)
Nov 1, 2019 - Jan 31, 20...	7,110 (3.18%)	60.94%	4,333 (3.30%)	38.80%	3.33	00:02:23	0.75%	53 (2.09%)	\$13,306.00 (2.00%)

% Change	-5.96%	-0.68%	-6.60%	-8.42%	8.32%	5.34%	52.49%	43.40%	115.35%
6. Social									
Nov 1, 2020 - Jan 31, 20...	4,422 (1.58%)	72.55%	3,208 (2.05%)	54.48%	2.75	00:01:49	0.61%	27 (0.36%)	\$7,189.00 (0.30%)
Nov 1, 2019 - Jan 31, 20...	7,929 (3.54%)	79.49%	6,303 (4.80%)	70.97%	2.06	00:01:00	0.43%	34 (1.34%)	\$8,367.00 (1.26%)
<b>% Change</b>	<b>-44.23%</b>	<b>-8.74%</b>	<b>-49.10%</b>	<b>-23.24%</b>	<b>33.29%</b>	<b>80.32%</b>	<b>42.39%</b>	<b>-20.59%</b>	<b>-14.08%</b>
7. Display									
Nov 1, 2020 - Jan 31, 20...	3,517 (1.26%)	85.19%	2,996 (1.91%)	48.85%	2.72	00:00:42	0.23%	8 (0.11%)	\$1,712.00 (0.07%)
Nov 1, 2019 - Jan 31, 20...	3,086 (1.38%)	87.20%	2,691 (2.05%)	48.80%	2.08	00:00:21	0.06%	2 (0.08%)	\$785.00 (0.12%)
<b>% Change</b>	<b>13.97%</b>	<b>-2.31%</b>	<b>11.33%</b>	<b>0.10%</b>	<b>31.10%</b>	<b>100.30%</b>	<b>250.98%</b>	<b>300.00%</b>	<b>118.09%</b>
8. (Other)									
Nov 1, 2020 - Jan 31, 20...	50 (0.02%)	76.00%	38 (0.02%)	28.00%	4.16	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 1, 2019 - Jan 31, 20...	75 (0.03%)	86.67%	65 (0.05%)	46.67%	1.59	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>-33.33%</b>	<b>-12.31%</b>	<b>-41.54%</b>	<b>-40.00%</b>	<b>162.18%</b>	<b>3,129.95%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Rows 1 - 8 of 8



Acquisition Overview

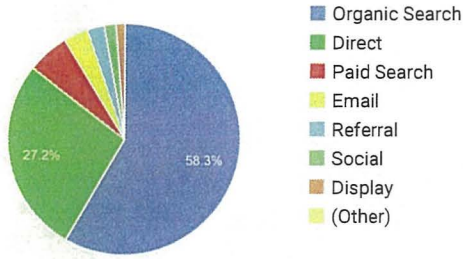
All Users +0.00% Sessions

Nov 1, 2020 - Jan 31, 2021  
Compare to: Nov 1, 2019 - Jan 31, 2020

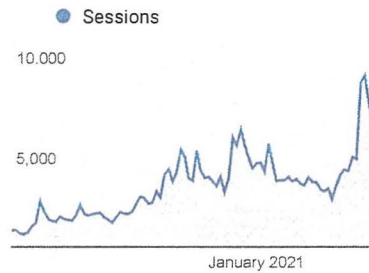
Primary Dimension: Conversion: Top Channels eCommerce Edit Channel Grouping

Top Channels

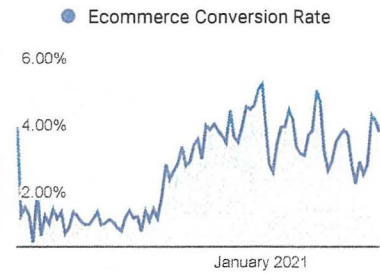
Nov 1, 2020 - Jan 31, 2021



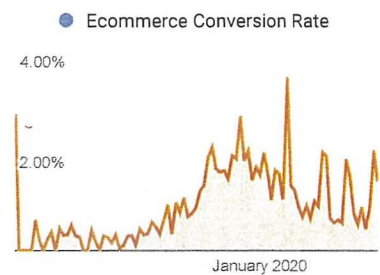
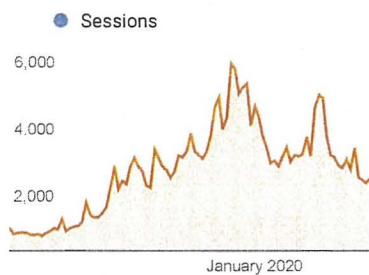
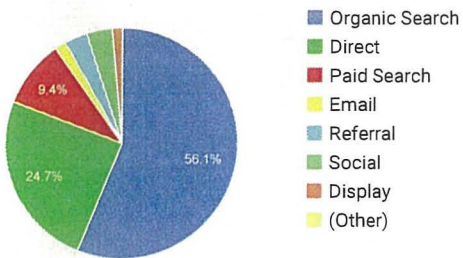
Sessions



Conversions



Nov 1, 2019 - Jan 31, 2020



Acquisition

Behavior

Conversions

	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transaction...	Revenue
	24.74%	4.40%	19.26%	13.36%	16.56%	9.89%	139.71%	199.02%	257.21%
1 Organic Search	29.50%			10.90%			142.71%		
2 Direct	37.35%			4.97%			130.31%		
3 Paid Search	22.79%			34.21%			135.66%		
4 Email	169.35%			21.78%			26.54%		
5 Referral	5.96%			8.42%			52.49%		
6 Social	44.23%			23.24%			42.39%		
7 Display	13.97%			0.10%			250.98%		
8 (Other)	33.33%			40.00%			0.00%		

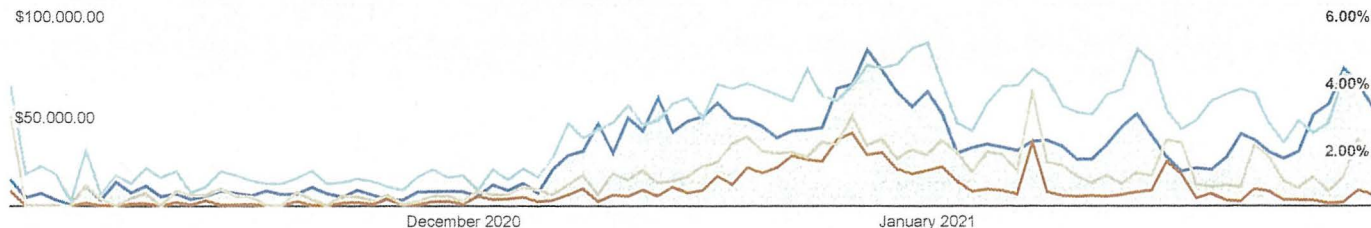
Ecommerce Overview

All Users +0.00% Sessions

Nov 1, 2020 - Jan 31, 2021  
Compare to: Nov 1, 2019 - Jan 31, 2020

Overview

Nov 1, 2020 - Jan 31, 2021: Revenue Ecommerce Conversion Rate  
Nov 1, 2019 - Jan 31, 2020: Revenue Ecommerce Conversion Rate



Revenue & Conversion Rate

Revenue  
**257.21%**  
\$2,380,040.80 vs \$666,290.00

Ecommerce Conversion Rate  
**139.71%**  
2.72% vs 1.14%

Transactions

Transactions  
**199.02%**  
7,598 vs 2,541

Avg. Order Value  
**19.46%**  
\$313.25 vs \$262.22

Marketing

**Campaigns**  
**84.15%** Transactions  
337 vs 183

**62.78%** Revenue  
\$93,702.80 vs \$57,563.00

**-11.60%** Avg. Order Value  
\$278.05 vs \$314.55

**Internal Promotion**  
**0.00%** Impressions  
0 vs 0

**Order Coupon Code**  
**0.00%** Transactions  
0 vs 0

**0.00%** Revenue  
\$0.00 vs \$0.00

**0.00%** Avg. Order Value  
\$0.00 vs \$0.00

**Affiliation**  
**199.02%** Transactions  
7,598 vs 2,541

**257.21%** Revenue  
\$2,380,040.80 vs \$666,290.00

**19.46%** Avg. Order Value  
\$313.25 vs \$262.22

Product	Product Revenue	% Product Revenue
1. Adult 1-day lift ticket		
Nov 1, 2020 - Jan 31, 2021	\$614,233.00	25.79%
Nov 1, 2019 - Jan 31, 2020	\$129,995.00	19.51%
<b>% Change</b>	<b>372.51%</b>	<b>32.21%</b>
2. Full Adult (24-64) Season Pass		
Nov 1, 2020 - Jan 31, 2021	\$273,228.00	11.47%
Nov 1, 2019 - Jan 31, 2020	\$67,412.00	10.12%
<b>% Change</b>	<b>305.31%</b>	<b>13.41%</b>
3. Youth 1-day lift ticket		
Nov 1, 2020 - Jan 31, 2021	\$247,769.00	10.40%
Nov 1, 2019 - Jan 31, 2020	\$58,540.00	8.79%
<b>% Change</b>	<b>323.25%</b>	<b>18.42%</b>
4. Adult 2 Day Lift Ticket		
Nov 1, 2020 - Jan 31, 2021	\$182,929.00	7.68%
Nov 1, 2019 - Jan 31, 2020	\$0.00	0.00%
<b>% Change</b>	<b>100.00%</b>	<b>100.00%</b>
5. Full Youth (13-23) Season Pass		
Nov 1, 2020 - Jan 31, 2021	\$142,462.00	5.98%
Nov 1, 2019 - Jan 31, 2020	\$21,607.00	4.76%

<b>% Change</b>		<b>349.45%</b>	<b>25.76%</b>
6. IVGiD Picture Pass Holder Full Adult (24-64) Season Pass			
Nov 1, 2020 - Jan 31, 2021	\$132,151.00	5.55%	
Nov 1, 2019 - Jan 31, 2020	\$0.00	0.00%	
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
7. Youth 2 Day Lift Ticket			
Nov 1, 2020 - Jan 31, 2021	\$87,883.00	3.69%	
Nov 1, 2019 - Jan 31, 2020	\$0.00	0.00%	
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>
8. Beginner 1-day lift ticket			
Nov 1, 2020 - Jan 31, 2021	\$79,198.00	3.33%	
Nov 1, 2019 - Jan 31, 2020	\$37,177.00	5.58%	
<b>% Change</b>		<b>113.03%</b>	<b>-40.39%</b>
9. Adult 1-day Rental Pkg - Ski			
Nov 1, 2020 - Jan 31, 2021	\$70,030.00	2.94%	
Nov 1, 2019 - Jan 31, 2020	\$17,455.00	2.62%	
<b>% Change</b>		<b>301.20%</b>	<b>12.26%</b>
10. Adult 3 Day Lift Ticket			
Nov 1, 2020 - Jan 31, 2021	\$63,240.00	2.66%	
Nov 1, 2019 - Jan 31, 2020	\$0.00	0.00%	
<b>% Change</b>		<b>100.00%</b>	<b>100.00%</b>