

**Community Services Department: Diamond Peak Ski Resort  
Fiscal Year 2016/2017 Performance Measures**

**Overview**

Incline Village General Improvement District (IVGID)'s Diamond Peak Ski Resort is a community owned, family oriented facility, and offers over 1,840 feet of vertical terrain, 655 skiable acres with 30 runs, open glade and tree skiing/riding. While providing a value priced ski and riding venue with additional preferred pricing for residents, it differentiates itself from other smaller resorts by providing state-of-the-art snowmaking, full service food and beverage venues, and one of the top nine best views in the world. The winter operations serve over 100,000 visitors per year and a typical ski season runs from November to April.

A note to the reader – under Efficiency and Effectiveness, the “Industry Standards” column is from the National Ski Area Association Economic Analysis 2010-2014 four year average.

**Efficiency**

<b>Performance Description</b>	<b>2014/15 Value</b>	<b>2015/16 Value</b>	<b>Industry standards</b>	<b>2016/17 Targets</b>	<b>Report #1 07/01/2016 to 09/30/2016</b>
Season Length in calendar days	101	137	135	119	N/A*
Maximum lift wait time in minutes	13	14	15	13	N/A*
Lesson revenue per skier/rider visit	\$14.14	\$10.99	\$5.83	\$11.01	N/A*
Net revenue per skier/rider visit	\$10.62	\$26.91		\$12.59	N/A*
Average operating margin	16%	44%	(-9.4%)	17%	N/A*

**Effectiveness**

<b>Performance Description</b>	<b>2014/15 Value</b>	<b>2015/16 Value</b>	<b>Industry standards</b>	<b>2016/17 Targets</b>	<b>Report #1 07/01/2016 to 09/30/2016</b>
Total skier visits	84,592	167,064	85,863	107,300	
Skier/Rider safety – incidents per 1,000 skiers	2.7	2.7	2.8	2.6	N/*
Accumulated depreciation to depreciable asset costs	40.97%	42.46%			N/A*
Percent of users who would highly recommend us to friends and family (Net Promoter Score 51.0 )	51	59.2		60	N/A*

**Community Value**

<b>Performance Description</b>	<b>2014/15 Value</b>	<b>2015/16 Value</b>	<b>2016/17 Targets</b>	<b>Report #1 07/01/2016 to 09/30/2016</b>

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Percentage of Diamond Peak Ski Resort season passholders who are residents	57%	63%	64%	N/A*
Number of IVGID Picture Passholder lift tickets sold	4,645	11,796	6,000	N/A*
Number of season passholder/community events per year	77	84	87	N/A*
Discounts to community (compared to market rate)	\$282,326	\$475,983	\$375,550	N/A*
Percent discount of resident ticket against rack rate	61%	61%	66%	N/A*

\*First quarter Performance Measure reporting  
Period 07/01/2016-09/30/2016

Diamond Peak Ski Resort is scheduled to begin operations for the 2016/2017 season on 12/15/2016