

**Community Services Department: Diamond Peak Ski Resort  
Fiscal Year 2018/2019 Performance Measures**

**Overview**

Incline Village General Improvement District (IVGID) Diamond Peak Ski Resort is a winter season operation providing value pricing to skiers and riders with additional preferred pricing for residents. A typical winter season runs from December to April, serving over 100,000 visitors. There is over 1,840 feet of vertical terrain, 655 skiable acres with 30 runs, open glade and tree skiing/riding and views of Lake Tahoe. Diamond Peak operates a ski and snowboard school, child ski center, rental and repair shop at the resort, a rental and sport shop located in the Hyatt Regency and six Food and Beverage outlets.

A note to the reader – under Efficiency and Effectiveness, the “Industry Standards” column is from the National Ski Area Association Key Economic Analysis 2016/2017 Season of resorts within our region of similar size.

<b>Efficiency</b>					
<b>Performance Description</b>	<b>2016/17 Value</b>	<b>2017/18 Value</b>	<b>Industry standards</b>	<b>2018/19 Target</b>	<b>Report #1 07/01/2018 to 09/30/2018</b>
Season Length in calendar days	131	123	122	123	NA
Lesson revenue per skier/ rider visit	\$12.38	\$11.69	\$8.12	\$14.54	NA
Net revenue per skier/ rider visit	\$32.34	\$24.03	\$2.16	\$18.57	NA
Expense per skier visit	\$39.43	\$58.51	\$84.59	\$66.85	NA
Direct labor per skier visit	\$20.38	\$31.59	\$24.00	\$34.97	NA
Average operating margin	43.90%	28.30%	2.50%	21.16%	NA
<b>Effectiveness</b>					
<b>Performance Description</b>	<b>2016/17 Value</b>	<b>2017/18 Value</b>	<b>Industry standards</b>	<b>2018/19 Target</b>	<b>Report #1 07/01/2018 to 09/30/2018</b>
Total skier visits	160,613	120,847	108,586	110,000	NA
Skier/Rider safety – incidents per 1,000 skiers	2.7	2.7	2.8	2.7	NA
Percent of users who would highly recommend us to friends and family (Net Promoter Score)	61%	60%	NA	60%	NA
<b>Community Value</b>					
<b>Performance Description</b>	<b>2016/17 Value</b>	<b>2017/18 Value</b>	<b>Industry standards</b>	<b>2018/19 Target</b>	<b>Report #1 07/01/2018 to 09/30/2018</b>
Percentage of Diamond Peak Ski Resort season pass holders who are residents	57%	60%	NA	60%	54%
Number of IVGID Picture pass holder lift tickets sold	13,406	7,374	NA	6,000	NA
Number of season pass holder/ community events per year	75	88	NA	88	NA
Discounts to community (compared to market rate)	\$550,871	\$403,084	NA	\$410,400	NA
Percent discount of resident ticket against rack rate	66%	68%	NA	72%	NA