

Campton Mountain Snowmaking Committee Survey

Final Report

10/23/2021

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Summary

This report describes the methods, results (both multiple choice and open response), and recommendations from a survey sent to the Waterville Estates Community in October of 2021. Nearly half of respondents replied back, providing a strong representative sample of the community.

As described in the results section below, the vast majority of the community (well over 90% of respondents) support the operation of the mountain, stated that snowmaking would improve their skiing experience, and would increase their frequency of skiing at the mountain knowing there would be more consistent opening. Additionally, 87 percent of respondents stated they would pay for tubing if the mountain was able to open up a tubing slope, which could be a big revenue driver for the mountain.

Our willingness-to-pay analysis showed that the incremental benefit of adding snowmaking from one trail to two trails to all three trails dramatically increases the number of skiers willing to pay at a certain price point. The data showed that at each of the price points of \$22, \$26, and \$30 per day, three times as many people are willing to pay to ski if all three trails are open (with good snow coverage) compared to just the green circle being open, and twice as many would ski at a given price point if the green and blue have good snow coverage compared to just the green circle being open.

The primary concerns of snowmaking focused on three issues:

- 1) Can this be done at a reasonable cost relative to the additional benefit and revenue it would provide?
- 2) Can this be done without further straining our water supply?
- 3) Can we offset some of the costs by marketing to folks outside of the Estates and balance this with not overcrowding the lodge and taking away from the experience of Estates skiers?

Survey Method

Overview: The Waterville Estates Snowmaking Committee developed a survey in the summer of 2021 to better understand attitudes and perceptions of Campton Mountain and explore the possible benefits to the community of snowmaking. Charles Goodhue is an Estates homeowner, Economist, and volunteer for the Snowmaking Committee who crafted the survey and wrote this report, which was reviewed during a public meeting on October 31, 2021.

We developed a survey that was approximately three minutes for households with no skiers or riders and seven minutes for households with skiers or riders as there were several additional questions related to the willingness to pay for additional trail access and improved conditions at Campton Mountain.

Notification: Charles Goodhue obtained the Waterville Estates Email list and used his own email to notify contacts on October 1 and 7. Additionally, because of some emails being blocked, we also sent a notification through Constant Contact directly on October 11. The survey was open from October 1 through 15. Finally, we sent two reminders on Facebook in the Waterville Estates Homeowners Association page. In all cases, links were only sent once an email address and home address were provided. We did not provide the link on any publicly available sites to greatly reduce the chance outsiders would respond to the survey.

Data Cleanup: We had four duplicate responses (from same email) that we cleaned out, taking the second response in all cases. This did not change the results as the responses were always quite similar.

Results

Respondent Characterization

We had a high response rate with 289 responses from just over 600 households on the mailing list. Figure 1 presents the resident status of the respondents. About 74% are part time / vacation owners, about 22 percent are full-time residents, and about 4% are other.

What is your resident status in the Estates?

286 responses

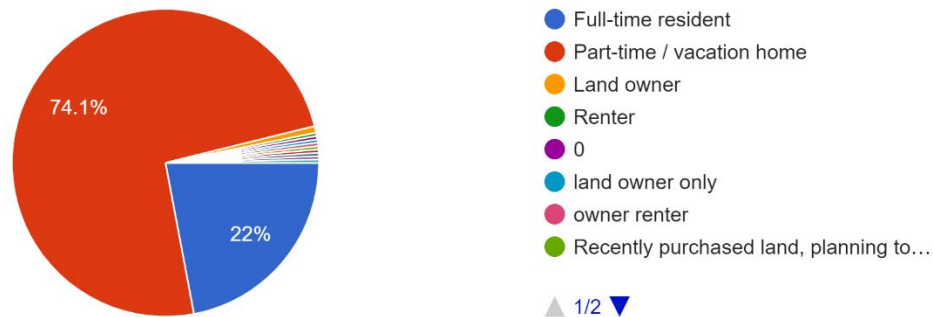


Figure 1. Resident status

Figure 2 shows the length of time respondents have been part of the Estates. About 26 percent are new owners (moved in past 2 years), 34 percent have been there for 3-10 years, and 34 percent have been there for more than 10 years.

For how long have you been part of the Estates?

289 responses

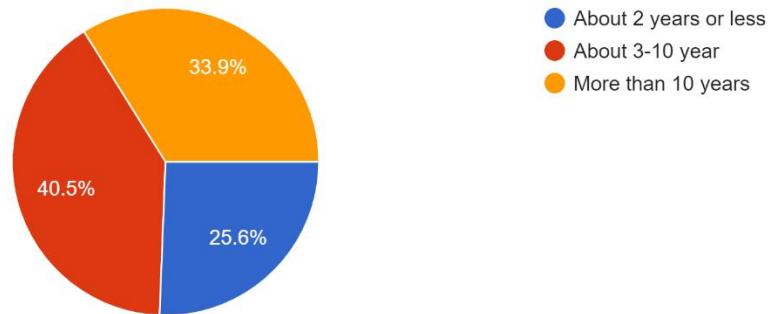


Figure 2. Length of time in Estates

Figure 3 shows the percent of respondents with members of the household who might ski or ride next season. Over 83% of respondents have household members who expect to ski or ride next winter season. This question was asked so that non-skier/riders would not need to answer questions related to willingness to pay to ski various trails at Campton Mountain.

Do you have any members of your household that might ski/ride next season?

289 responses

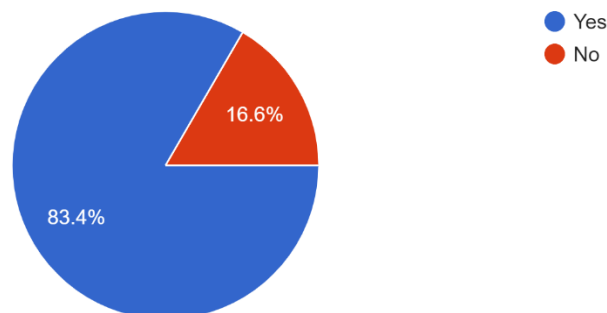


Figure 3. Percent of households with skiers/riders

Of those 83 percent of Estates respondents who have skiers and riders in their household, 92% of that group have 18+ skiers and riders, 66% of households have skiers/riders from 7 to 17, and 28% have very young skiers and riders who are 6 and under (Note: this would exclude 6 and under riders who are not ready to ski this upcoming season but might be skiing in the coming few years).

Please mark any of the following that are true about your household

241 responses

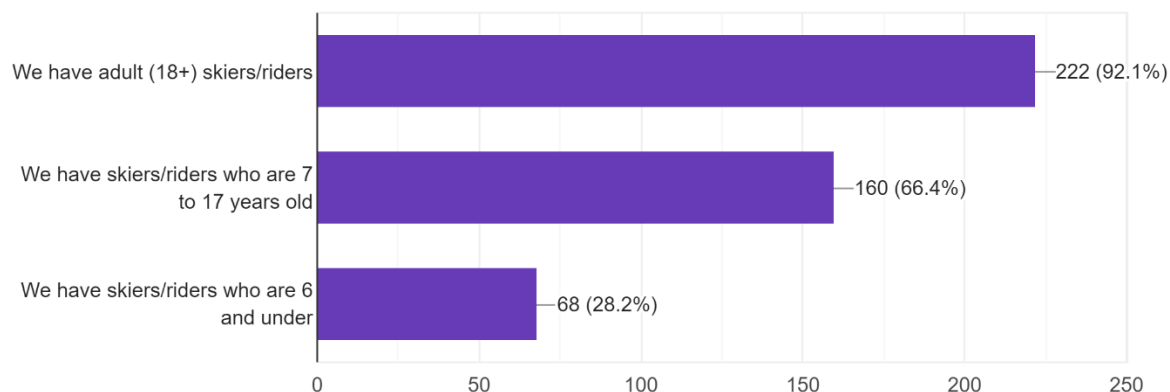


Figure 4. Composition of skiers/riders by household

Attitudes Towards How to Use Campton Mountain

We asked all respondents four questions about their attitudes and perceptions of Campton Mountain, which are shown in Figure 5.

94 percent of respondents either strongly agreed (68%) or agreed (26%) that an operational Campton Mountain makes the Estates a more desirable community.

Recommendation: Keep Campton Mountain operational to contribute to sustain the benefit it provides the community and sustain the long-term economic health and sustainability of the Estates.

A large but relatively smaller percentage of respondents (80%) noted they strongly agreed (35%) or agreed (45%) that Campton Mountain should prioritize the experience of Estates homeowners/renters over bringing in external revenue.

Recommendation: Data from respondents seem to support a balanced business plan that brings in some revenue from outside the Estates while strongly considering the experience of homeowners (e.g., limits on tickets from outside the Estates through some sort of online system, higher prices for those outside of the Estates, consideration of overcrowding the lodge).

87 percent of respondents stated they agreed that members of their household would be interested in tubing. 80 percent of respondents stated \$15/person/day agreed they would be willing to pay

\$15/person/day. This was not meant to be a fully fleshed out willingness-to-pay analysis as was done for the ski trails later in the survey; however, it does provide some perspective that tubing can be a major revenue source for the Mountain (both in terms of tubing revenue and those going to eat or drink while their family tubes, and it provides some perspective of what a reasonable price might be.

Recommendation: Open a tubing area with snowmaking. Consider season passes for Estates members only, and hourly or daily rates for those outside of the Estates to balance the experience of Estates members with revenue from the outside. Try to align this with the opening of the Lodge for food when possible.

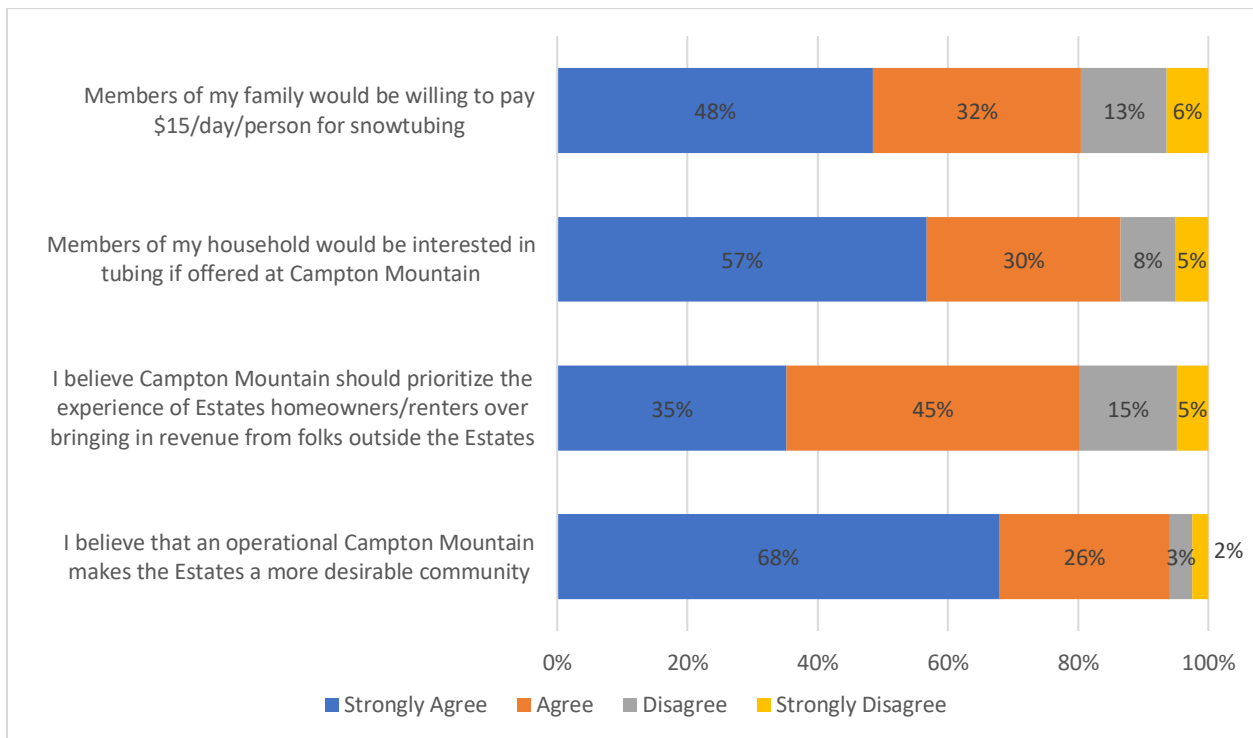


Figure 5. Attitudes towards how to use Campton Mountain

Factors Associated with the Campton Mountain Experience

Figure 6 presents factors associated with the Campton Mountain experience. These questions were only asked to those who identified themselves as having skiers or riders in their household.

98 percent of respondents strongly agreed (74%) or agreed (24%) that better snow coverage would improve the ski experience, and 92 percent strongly agreed (51%) or agreed (41%) that consistent opening of the chairlift throughout the winter would increase the number of times members of their household would ski Campton Mountain. Between these data and a number of open responses outlined below, there is strong data pointing to Campton Mountain is losing potentially large amounts of revenue by not consistently opening trails accessed by the chair lift, and even when opened, the overall experience impacted by the thin cover. This is particularly important with the trend toward other

mountains moving towards online/advanced ticket sales and potential caps as families need to plan early, particularly if that practice extends into the next few winters.

Recommendation: The vast majority of households identified there is a benefit in providing consistent opening and improved snow coverage, and snowmaking could help realize this benefit to families while increasing revenue to the mountain.

90 percent of members stated they agreed or strongly agreed the opening of the lodge with food and beverage encourages members of their household to ski/ride.

Recommendation: Business plans will need to consider how to prevent overcrowding of the lodge to ensure that families can enjoy the lodge as that is a major driver towards skiing (and potentially tubing).

59 percent of members states they agreed or strongly agreed that members of their household would ski Campton Mountain on non-vacation weeknights.

Recommendation: Opening Campton Mountain during weeknights (non-vacation) may bring in some revenue from the Estates, but a viable business plan (that opens during nights during the week of non-vacations) would likely need to 1) advertise to folks outside the Estates (potentially with some weeknight-only passes) and 2) combine with tubing during this time. Based on feedback from staff at the Lodge, the best afternoon/night for this maybe be Thursday afternoon/evenings as food services could then be continual from Thursday through Sunday. This could be a good opportunity to offer night skiing and tubing (if added).

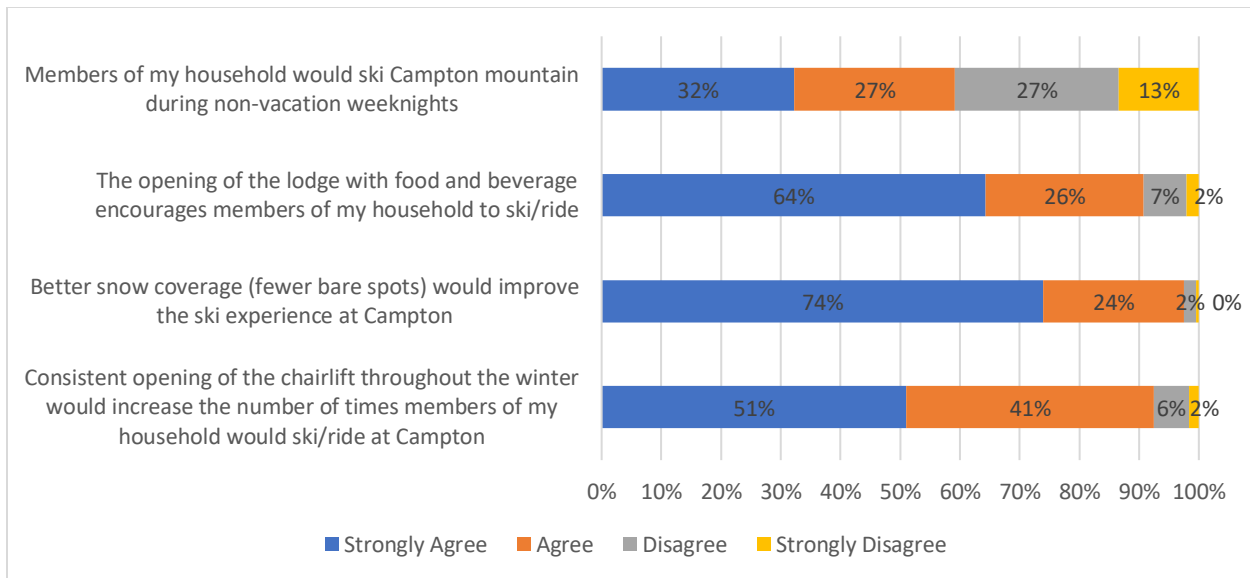


Figure 6. Factors associated with the Campton Mountain experience

Willingness to Pay for Skiing/Riding at Campton Mountain

For those who indicated they have skiers/riders in their household, we asked them a sequence of quantitative questions to better understand their willingness to pay for various trails and conditions to better inform the business plan and need for snowmaking. The questions in Figure 7 assumed a 5-hour ski day.

56 percent of respondents indicated that \$150 for a season pass with natural conditions was a great deal (15%) or satisfactory deal/about most they would pay (41%) while 75 percent of respondents indicated that a season pass of \$225 with snowmaking on at least Lazy Eights and Glide Path would be a great deal (29%) or satisfactory deal/about most they would pay (46%). These questions, taken together, demonstrate that snowmaking on the green circle and blue square from top to bottom provides an economic benefit of much greater than \$75 per winter per skier.

Recommendation: A business plan could potentially attract folks from outside of the Estates with season passes that are \$75 or more than they currently are if snowmaking is added on at least two trails. For members of the Estates, a business plan should consider a relatively lower cost for members in the Estates as there is a lot of revenue that can be generated by the Lodge if we do not price folks out from skiing. Based on comments, many families have season passes elsewhere but enjoy the connectivity of skiing and eating/drinking at Campton, and the business plan should consider how we can encourage those who already have season passes elsewhere to come to Campton to generate revenue from skiing and eating/drinking (e.g., season pass discounts for Estates members with season passes elsewhere, cheap 1-hour tickets so someone can ski in the afternoon with some friends at Campton after skiing elsewhere).

39% of respondents indicated that a transferable pass would be a great deal (16%) or satisfactory deal/about most they would pay (23%). These passes are probably geared toward a smaller portion of the community or folks outside the community.

Recommendation: If the business plan calls for a transferable season pass, price at \$500 or more.

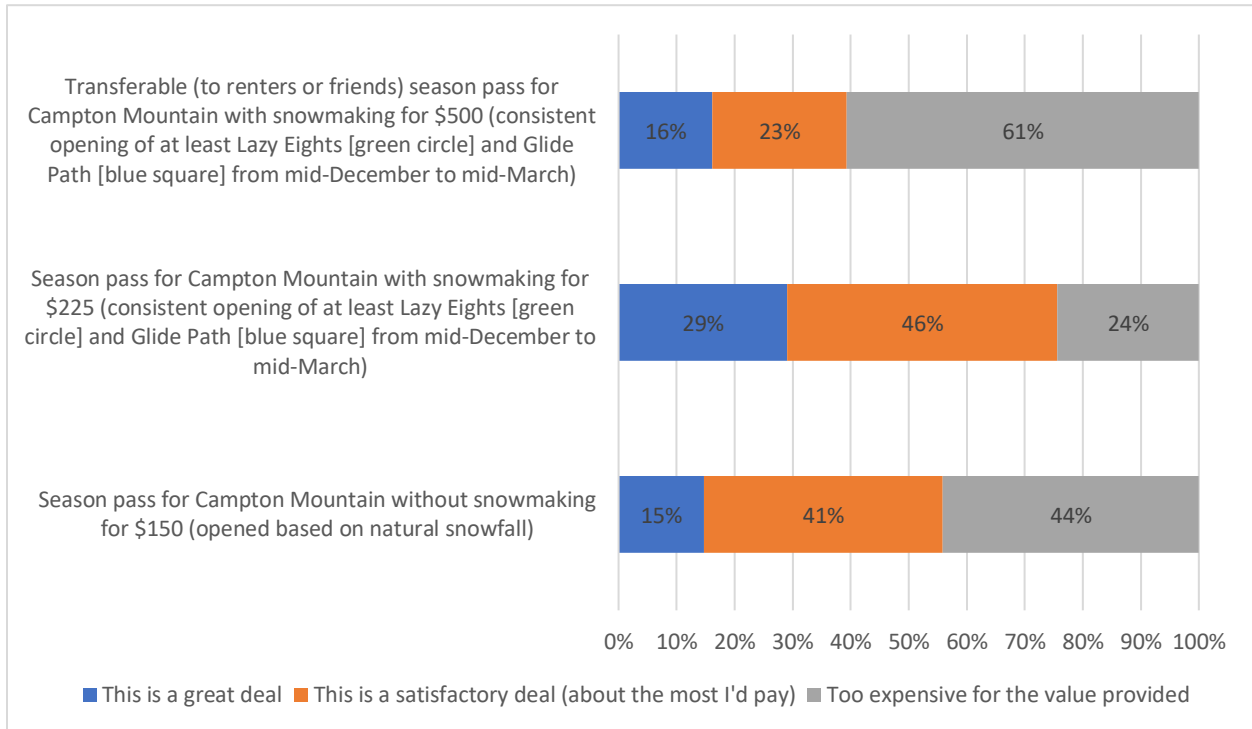


Figure 7. Willingness to pay for season passes

Figure 8 presents the relationship between how many people are willing to pay for top-to-bottom skiing at increments of about \$4 on the green circle only (blue line), the green circle and blue square (orange line), and green circle, blue square, and black diamond (gray line). The average willingness to pay is \$18.23 for the green circle only, \$21.22 for the green circle and blue square (a \$3 incremental benefit compared to green only), and \$23.97 for the green circle, blue square, and black diamond (a \$2.75

incremental benefit compared to the green and blue).

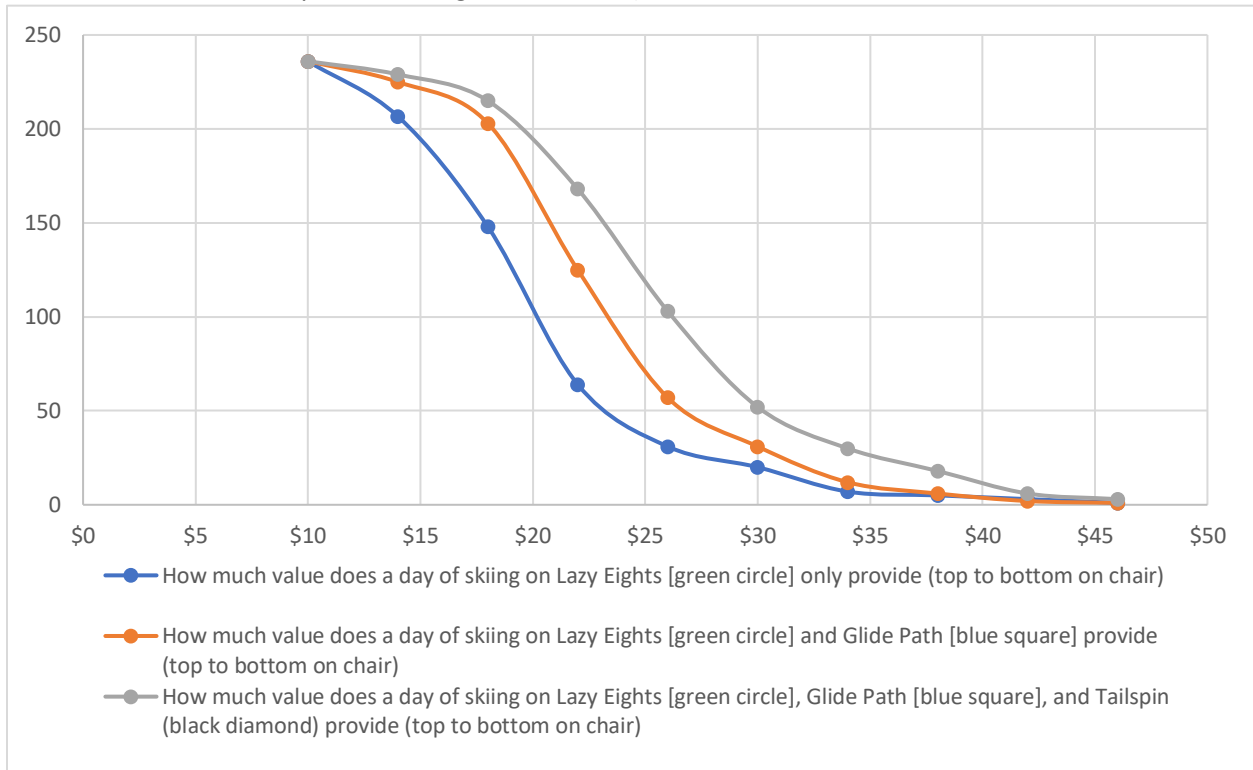


Figure 8. Willingness to pay to ski on **good snow coverage** for each trail/set of trails (about a 5-hour day)

Table 1 presents the percent of respondents willing to pay for “good snow coverage” for each trail or set of trails. The big takeaway from these data is how much greater the market is at a given price point to have the green plus blue open or all three trails open relative to the green. For example, at \$22, 27% of respondents would be willing to ski the green only, double that (53%) would be willing to ski if the green and blue were open, and nearly triple that (71%) would be willing to ski if the green blue and black are open. This trend is similar at the \$26 price point. About double the number of respondents would be willing to ski if the green and blue were open compared to the green only, and over three times the number of respondents would be willing to ski if all three trails were open. This type of relationship is likely to exist if extended to folks outside of the estates and shows how consistent opening of two to three trails can bring two to three times the potential market in compared to snowmaking on one trail.

This information would support the argument that in the absence of snowmaking, the majority of folks might not be willing to ski Campton Mountain unless natural snowfall provides excellent coverage across the mountain at the current rate of about \$22/day. Combined with the fact that families noted they wanted to be able to plan skiing in advance, this helps underscore the importance snowmaking could play in putting forth a product that can consistently bring families to the mountain throughout the winter.

Table 1. Percent of respondents willing to pay for **good snow coverage** for each trail/set of trails

Price	Green Open	Green and Blue Open	Green, Blue, and Black Open
\$18	63%	86%	91%
\$22	27%	53%	71%
\$26	13%	24%	44%
\$30	8%	13%	22%
\$34	3%	5%	13%
\$38	2%	3%	8%

Recommendation: Consider a business plan that incorporates snowmaking on two or three trails to increase the market of those willing to ski by 2 to 3 times that on snowmaking on the green circle only.

Recommendation: If snowmaking is added to two to three trails, in the business plan, consider ticket prices of about \$22/day for Estates families (approximately what they were in 2020-2021 season). Consider about \$4-\$8 incremental price for those who are not Estates members for busy ski times to supplement revenue. The escalation for folks outside the Estates can be escalated from year-to-year, or number of outside tickets could be capped, if needed.

Open Response Answers

We also asked open response questions to elaborate on any of their multiple-choice answer as well as how Campton Mountain can better support the community. We coded the responses (tallying the number of times that theme came up) and provide some (not all quotes as they are quite redundant at times) representative quotes (anonymous) from survey respondents to give a flavor of the responses.

Most recommendations are already above to align with the data collected by question; however, we have put one directly below that corresponds to open response about assessing whether the Mountain can sustain 4-season income generation.

Recommendation: Consider a committee to explore 4-season income generation.

Comment in support of or against snowmaking

24 respondents provided open responses supporting snowmaking noting it would increase their experience or frequency of attending.

would pay more (and probably ski more often) if snowmaking improved the conditions.

Would be great to see better, more consistent conditions.

My boys love being able to night ski with their friends in the Estates but snow making is essential.

Support snowmaking because we have not been able to use the mountain yet since we [recently bought], we are not there full time, and there was no snow.

Have only used the mountain once during the day in the two years we've owned due to covid/snow coverage. Would love to see snowmaking,

We definitely need more than one trail with snowmaking to spread out the traffic and make the value worth it.

The community at large would be best served with the most services available at the mountain and the growth of snowmaking to offer more consistent conditions.

The snowmaking would make a huge difference as often we can't ski there because it is too rocky, and it ruins the bottom of our skis.

We love Campton Mountain and encourage any activities, especially snowmaking, that will keep it open with the most trails for the longest season possible.

Please make snow for the entire mountain. Not just the rope tow.

Installation of snowmaking at reasonable cost would be a must. It would be a promising incentive for people to buy homes in W.E. and thus indirectly a revenue generator resulting from new construction.

I think having consistent snowmaking would really enhance the value of Campton Mountain and drive more people to the mountain regularly.

Snow making is essential to the value-add of the mountain.

Having the capability of snow making and not taking full advantage of it, simply makes no sense. It's already a special mountain that when opened with natural snow is enjoyed by several and profits! Why not extend the season and experience while profiting for the mountain and community?

Having Campton mt open as much as possible is very important to us! Thanks!

Not interested entertaining or purchasing season passes until the snow making infrastructure has been set.

As a fairly new owner with grandkids having the mountain right in the estates is a gem. It has decent terrain for its size. I can see spending much more time there in the future with are family (and possibly friends), but would want to see a little better and consistent snow conditions.

5 respondents noted the importance of opening all the terrain with snowmaking.

We think to get families with diverse skill levels, we'd need to have full mountain availability

We definitely need more than one trail with snowmaking to spread out the traffic and make the value worth it

Tailspin being regularly closed (even under good conditions) has been disappointing. Has there been considerations to light that trail? I believe having all three trails regularly open makes a big difference.

Back diamond is now worth a lot especially since snow making looks like it's so critical. The green circle is an optional down from the very top and adds value to the overall mountain. The others have a slope and that gets boring always having to lean right as going down the mountain.

6 respondents noted their opposition to snowmaking

We feel that this survey is clearly slanted towards those that think that a low-level ski mountain is important enough to invest 30-40% of the annual budget of this community to get "ANOTHER" snow making machine. All for maybe 15-20% of the owners and the for profit "AIRBNB" owners (which is beginning to destroy our community) who use this beginner ski area as a rental attraction! The cost of the insurance coverage costs per day, plus another "Snow Making Machine" for a beginner Ski Area is insane. Anyone in this community can get in their car and drive twenty minutes down the road and get to a professionally run ski area, with wonderful amenities, a much better diverse selection of trails, plus proper First Aid care. We are sick of the "BOARD" telling us that Campton Mountain only costs us 20% of the annual budget. You Multiply that (totally inaccurate cost analysis) by 4 seasons and this ski mountain snowmaking fiasco (how many times are we going to make the same mistake) would be 80% of our annual budget.

There is no sense in adding snow making with 3 world class ski hills within 30min drive. Snow tubing is a good idea and something we would consider in the evening 1-2X per season.

We believe the main attraction of Campton Mountain are the associated social amenities which attracts residents and guests and not (necessarily) the ski slope. For example, even on the days when the ski lift (including rope tow) has been closed, the lodge has been overcrowded. The ski lodge is our moneymaker and justification for keeping the area in operation with or without snow. Campton Mountain is primarily a beginner's area. The rope tow and the natural snowfall are adequate for beginners which has been the case over the years.

Snow making is a waste of money and resources. I would rather see the area developed for 4 seasons.

Owner users have already made up their minds several times in the past by voting down snowmaking except on rope tow for kids. New skiers tend to go to WV & Loon, etc. Makes more financial sense to improve what we have rather than risk on the existing water system.

No matter what snow conditions, Campton Mountain only worth a very small fee for use. Somewhere around 10-15 max with discount for residents. Should not waste money by adding snowmaking

14 respondents expressed their concerns that any business plan should consider whether the mountain can operate in a financially sustainable manner and/or should consider the strain on the water system. A few of these respondents overlapped with those who opposed snowmaking while several of them noted these are just important considerations for any decision.

Snowmaking is an expensive endeavor and until the problems with the current domestic water infrastructure are resolved use of that resource for snowmaking seems like a ridiculous proposal. Constructing an independent water supply for snowmaking would be an expensive undertaking, I understand an engineering study by WEVD back in 1991 concluded a cost of \$1.2 million to install a separate well system for snowmaking. The domestic water infrastructure for the community is in serious need of improvements and attention to ignored maintenance issues.

We think that have a fully functioning household water system that we now have to pay extra for is more important to the value of our homes than Campton Mtn. It is unacceptable to have frequent outages and contamination by E. coli.

We are in favor of any improvement that adds to our community without putting further tax burden on the backs of homeowners to the benefit of renters. Does our water system have the capacity to meet the needs of snowmaking without putting stress of the system? Or will this be another drain on our resources? We are not in favor of keeping this open during low traffic times, i.e., midweek, unless there is enough interest to cover the costs of operation.

I have heard some talk about the water supply needed to be addressed due to all the new construction and I hope that any assessments would be slanted so those that have caused the strain on the system to bear more of the cost

I believe that snowmaking for Campton Mtn. could lead to many problems i.e., financial and water problems.

I am not sure an expenditure of 250k or more on this mountain is worth the return. enough snow making to keep the tow rope area open sounds reasonable. However, we do have a functional chairlift and if the mountain can be kept open longer with consistent snow by investing 250k or less would be reasonable. And that is a stretch. Any more money spent there would be a poor use of our dollars.

I believe any operation, such as the mountain, should have close accounting of expenses which align with operation to establish a "break even" point per skier.

Do not lose money and take up capital that could be better used for general community use.

The Campton Mountain Ski facility should be financially self-sufficient without WEVD taxes paying for any operational expenses including employees. Having the ski facility as a self-sustaining operation would be great

If Campton mtn doesn't make money it should be shut down.

I would like to see Campton Mountain and the Ski Lodge run as businesses not, not for profit ventures.

Campton Mountain and lodge are an opportunity to financially supplement recreation in our community, and should be pursued aggressively. We are no longer a private club due to the cost of upkeep of these assets, and need to apply a business plan that meets maintenance and capital improvement needs for these assets.

4 respondents noted that snowmaking would need to coincide with a business plan that included better marketing to folks outside of the Estates to help bring in revenue.

If you are going to go all in with snow making, you definitely need to do a better job at marketing. This will definitely get more revenue for the mountain. Not many people have even heard of the mountain.

I think the Campton Mountain community needs to be more open to inviting people outside of the estates to use their facilities for a couple reasons. 1.) generate money that can then be put back into the community. Allowing people from outside of the estates to use the Ski Mountain, community center, hiking trails etc. could be a massive inflow of cash that could then be put right back into the community to upgrade certain services, buildings etc. Charging a daily, weekly, monthly, and yearly rate to use the ski mountain/ community center. Also, selling Campton Mountain merchandise...sweatshirts, tee shirts, ski beanies. This will create revenue while exposing more people to this great community.

Consistent opening so everyone knows and KEEP the web site more up to date and active. Including the ski camera.

Brining in outside skiers to increase revenue is a good idea

5 respondents noted they have concerns that a business plan that relies too heavily on outside people needs to be carefully navigated/could hurt what makes the mountain great. Suggestions included limiting tickets to prevent overcrowding, giving owners and their guests first choice/priority, making sure not to overcrowd the lodge with ski equipment at times the restaurant is open.

If opening up to public I would recommend residents get 1st use with reserved notice / limit # of tickets available per day so no overcrowding.

Food, drinks, and a laid-back feel make the mountain what it is. If it tries to be what it is not it will fail. Tenney Mountain is the perfect example of this. They always tried to market themselves as an alternative to Waterville, Loon or Cannon. They are not. And attempt after attempt failed, bankrupting the owners. We need to remain true to what we are. A small ski spot for families to get together over pizza and drinks, listening to live music while the kids ski around and have a great time. That's what makes memories.

Keep it local. In the past the lodge was great.....now it is WAY too overcrowded with birthday parties, and renters....to the point that i DO NOT go. The ski slopes will become just as overcrowded if snowmaking is done on whole mtn..... keep it to just the lazy 8.

I would like to see this amenity (skiing and the lodge) be only for homeowners who might also bring guests. Outsiders should be excluded, and we shouldn't ever be open to the public.

Restaurant is an amenity. Should find a way to keep restaurant available for diners/bar attendees while skiing is taking place (i.e.: do not have use skiers' tables for changing boots, storing equipment etc.). This would allow for higher revenue for kitchen/bar an allow servers to earn higher tip income.

Comments in support of or against the general opening/operation of the mountain and lodge **19 respondents noted that they love Campton Mountain**, and it was often cited as a major or primary reason they selected the estates.

We love Campton Mountain. Our family and friends truly enjoy skiing there and eating, gathering, and visiting in the lodge.

We love Campton Mountain, it's great for adults and kids. We hope it will stay open with the lodge too. The outdoor area is great for those uncomfortable in the lodge.

My boys love being able to night ski with their friends in the Estates but snow making is essential. I can't imagine how sad it would be to lose the operation of this mountain. It makes the estates what it is!

We love Friday/Saturday night skiing combined with dinner at the lodge.

We are happy to see the mountain in operation and enjoy drinks and food at the lodge!

We are lucky to have this little mountain, and I really think that we should take advantage of it and try to use it the most possible. It is really a plus for homeowners and renters with young kids and a great place for parents to socialize.

The only reason we bought here 6 years ago was because of the ski area and lodge. We love it. My child learned to ski here, and all our friends' kids learned to ski here. It is just great!

The lodge and skiing is the one of the reasons people love our community.

One of the main reasons we purchased in the estates was Campton Mountain and the recently renovated/upgraded lodge. It is a fantastic mountain and the envy of all people we have visit us.

The Mountain differentiates WE from other communities. The promise of the Mountain 45 years ago was the primary reason my family decided to build our house at Waterville Estates.

I feel strongly that skiing at Campton Mountain is a wonderful benefit for association members, their family, and friends.

For 30+ years Campton Mt. has been a great draw for my family to use

Campton Mtn. is of immeasurable value to the fiscal & social wellbeing of the community.

1 respondent noted Campton Mountain should be shut down entirely.

[Campton Mountain would make the community better] by closing

12 respondents noted their support of the lodge on its own or in combination with skiing

The wonderful part about Campton Mountain is you can enjoy it even when you are not a skier. The food and beverages make it a great place to gather with friends. I love it when there is music.

Love the live music and the food! Keep it up! Family ski events would be great on Friday nights.

Love the live music on weekends

Even though we are not skiers (hoping to pick it up) we absolutely love the lodge and watching all the action on the mountain.

It serves the community better by being open for food, skiing with entertainment at times. Thanks!

Comments on adding services provided by Campton Mountain

15 respondents noted their support for tubing. Several also noted it would be great to be able to sled on the hill during off hours.

We would DEFINITELY use a tubing park if that was there.

Tubing would be awesome too!! We drive to Pats Peak for night tubing.

We would definitely enjoy tubing as an added value.

Would love to see snowmaking and potentially tubing!

I believe my family would also access it more if there was tubing reasonably priced. That would be the frosting on the cake.

My family has season passes at Loon and the kids are on the race team there. We would only use the lodge for eating and the hills for tubing.

Love the tubing idea for broader audience.

Love the idea of offered snowtubing. Also, if sledding would be allowed during non-skiing hours we would come more often.

I am not a skier, but some family members are. We would love tubing!

Even though we are not skiers (hoping to pick it up) we absolutely love the lodge and watching all the action on the mountain. I think snow tubing would be an amazing addition to already awesome place!

5 respondents noted they would like to see Campton Mountain developed for four-season activities

I would rather see the area developed for 4 seasons. Zip lines, alpine slide, observation deck, BMX course, pasture pool, water slide...

Mountain bike trails (with chair lift) in the summer?

I would also recommend considering summer ziplining and similar to attract people.

What about other ideas for non-winter? Let's fully use the amazing asset that Campton Mountain is to offset the costs we incur to own here.

4 respondents noted it would be great to have ski instruction.

Offer volunteer ski instruction

It would be great if they offered some private ski lesson for kids just like 1-hour lessons.

Ski instructors for young kids would be great!

2 respondents noted it would be great to have woods skiing or more terrain

Woods Trails (sanctioned) :)

More terrain, longer we would ski, the more we would be willing to pay. Would also increase the potential for spending more in the lodge if we are spending more time at the ski area.

Comments on the pricing of tickets

8 respondents noted they would love options for short periods of skiing (one to two hours). This could come through purchasing season passes at a reasonable price or having reduced price options for shorter ski times.

We would probably buy season passes and never consider daily rates for lift tickets. We have little kids, so a per season purchase (with ability to go back home for naps/rest) and no penalty for short days makes the most sense for us.

We would be unlikely to ski a full five hours. Day pass for a couple hours of skiing close by would be great for days when we don't feel like driving or skiing for a long day.

One of the great things about Campton Mountain is that at around \$15, one can go for an hour or two without making a huge investment, meaning we go a lot more. At twice the price, we would go less than half of what we do. But we would probably still go just as much if the \$15 ticket was only two hours of skiing.

It would be great if, in addition to daily tickets there was a 'quickie' option... say a \$15 lift ticket for two hours of access. This would cater to the après ski crowd as well as to folks that just want to stretch out on their 'off' day. Would also appeal to night only skiers.

For 30+ years Campton Mt. has been a great draw for my family to use in addition to skiing at Waterville (nights/afternoons). Usually, wouldn't use it as an all-day option.

The runs are not very long. It is a convenient location but really only ski Campton for a couple of hours not a full day. If the prices are too high, we'd skip it.

11 respondents supported free (included in annual fee) or reduced-price tickets for homeowners.

Skiing for homeowners should be the same price as swimming in the pools, in other words free and included in the current passes we pay \$800 for. We can ski at Cannon on Wednesdays for \$45, which is a huge ski area with full snowmaking, many lifts including a tram, and a vast number of groomed slopes. The pools cost more to

operate than Campton Mtn, so why should home-owning skiers pay anything at all for what is our community asset. The community is currently paying some \$300,000 for resurfacing and updating tennis and pickleball courts that we cannot even provide any utilization numbers for, and by the way people from outside the Estates use those courts for free as well. Those courts IMO should be locked with a key to be signed-out from the front desk and a nominal fee per hour charged (like \$1 per hour per court) so we could have an accounting record of the number of hours the courts are actually used - other than just blowing \$300K willy nilly because one of the commissioners likes pickleball and we don't have a clue on utilization metrics.

Since we don't charge homeowners for swimming in the pools and playing tennis and working out in the gym, then we shouldn't charge homeowners for another amenity like Campton Mountain.

Think it would be good to keep prices low for owners and families esp. beginner area, charge a little more for renters or outsiders, extra for full mountain.

Season passes for residents at reduced rate, day passes for non-residents and renters. Lodge needs to stay open for community.

On the whole, renters should pay more for use of the mountain than full-time residents.

Also, I believe that Campton Mountain should serve the Estates community -- so an annual fee for residents is preferred with daily/weekly passes targeted for renters.

The community outside the estates presents a great opportunity for additional income. Is there consideration of reduced fees for owners?

The cost of ownership has increased substantially. (This is the reason for disagreeing with tubing fee) Perhaps a tiered fee.

Critical to keep this amenity for residents at fair levels of cost and more expensive for nonresidents.

7 respondents noted that the price needs to be reasonable to appropriately draw folks to ski. At the right price Campton Mountain provides a great option for those looking to learn to ski, go someone for a shorter day, or connect with those in the community. If too expensive, folks are going to choose the other mountains in the area.

Ski a lot at Waterville (and other locations), but definitely see value for beginners (Waterville is expensive for a full day).

keeping it cheap for Owners is Key,

Small mountain but fun, night skiing is a must. If too expensive it's not going to be used.

When people come up it is not the first place for them to choose to ski. Therefore, if it was expensive, I know they would choose another ski area. It is perfect for beginners and when you want a quick day snowboarding that doesn't break the bank.

Comments on when the mountain should be open

7 respondents noted about the timing of opening. Some respondents noted to open during NH school vacation week (not just MA), others noted it might be nice to have some regular days of midweek night skiing or after school skiing, others noted the support of skiing on Sunday again.

We would like to Campton Mtn to resume operations on Sunday and provide midweek skiing two additional nights per week. Perhaps Wednesday and Thursday nights in addition to Friday nights

More snow making please! Also, it would be nice if it was open for NH school vacation week not just MA.

Include night skiing plus snow making.

I am sure you are aware WV had success with night skiing last year as a temporary measure due to COVID, and I believe they have plans to expand on it this year. I think that should factor in the pricing and quality of the snowmaking decisions.
