

# Mont Ripley Ski Area

## A3 Goals Celebration

### Contacts

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### Pursue Service Excellence



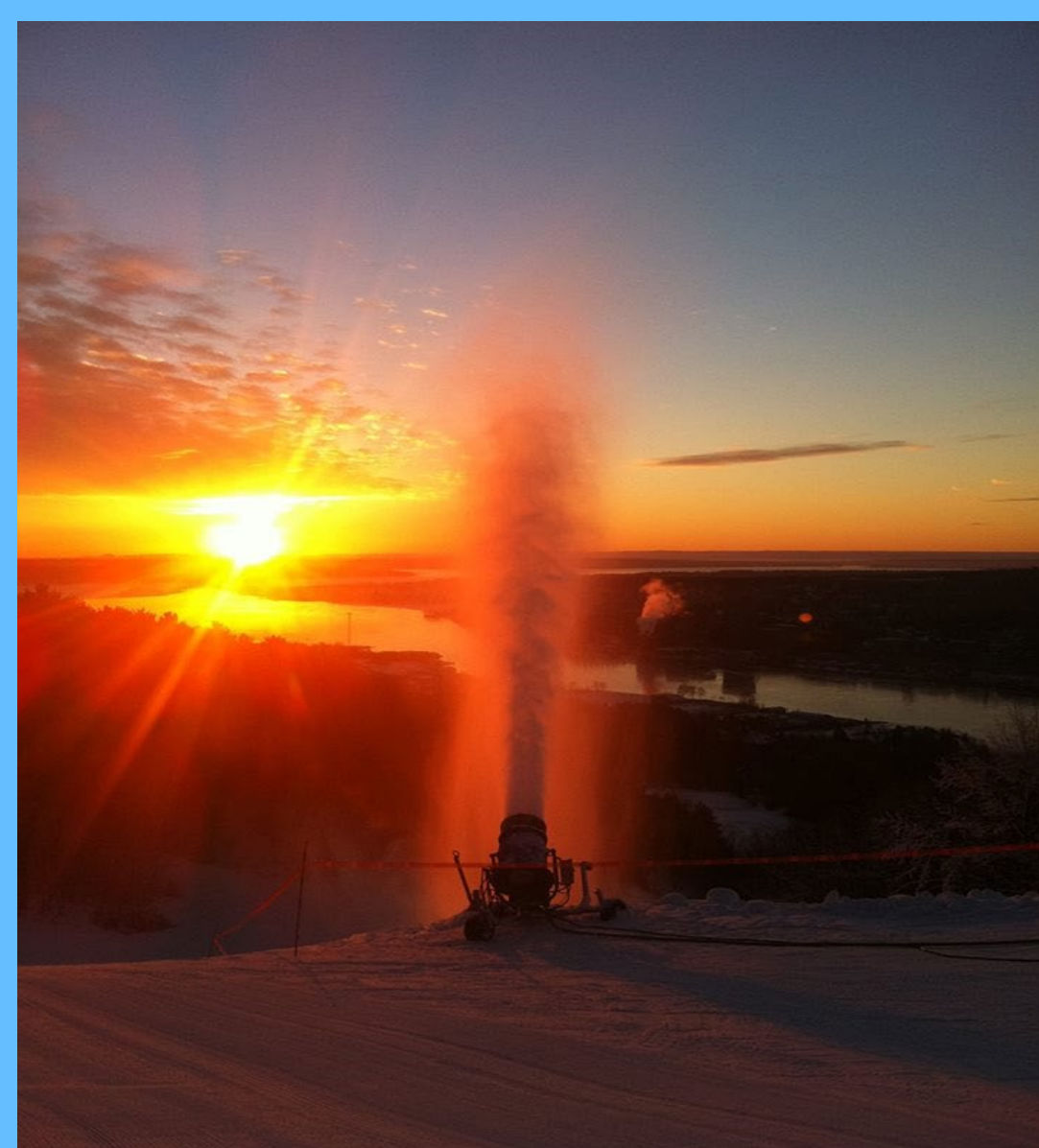
- ❖ Implemented schedule changes based on customer feedback resulting in increased participation in After School and Learn to Ski Programs.
- ❖ Expanded reciprocal relationships with other ski areas, bringing over 300 out-of-town guests to Mont Ripley.
- ❖ Continued successful use of Constant Contact email marketing, increasing open rate 5% to an average 49% overall.
- ❖ 42% increase in feedback from annual survey by students and community members.
- ❖ Continued to provide Michigan Tech students with winter experiences to aid with seasonal health and wellness.

### Advance Sustainable Practices



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### Achieve Financial Stability



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