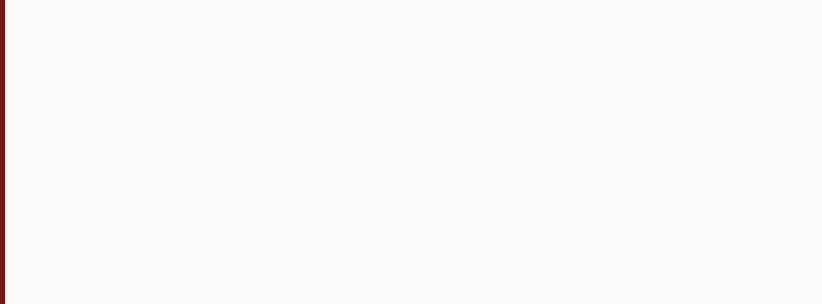





Mt. Ashland Association  
 P.O. Box 220  
 Ashland, Oregon 97520



# 23/24 ANNUAL REPORT



## UPCOMING PROJECTS

- Youth snowsports dome
- Widening Aisle 2 trail
- Relocating the poet rope tow to the terrain park
- Installing Lithia Chair & adding new terrain
- Night lighting upgrades 

## STUDENT YOUTH PROGRAM

- 1,177 youth participants
  - 36 school partners
  - 187 scholarships
- 
- 

## COMMUNITY IMPACT

- 248 employees.
  - 95,944 visitors. \$6.9 million spent by those visitors in our local economy.
  - \$65,400 in tickets/passes donated to school groups, non-profit organizations, sports teams, & more!
- 



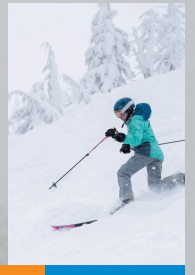
**DONATE  
 OR  
 LEARN MORE!**



# ANNUAL REPORT

2023/24

TO PROVIDE AND PROMOTE A HEALTHY QUALITY EXPERIENCE IN AN ALPINE ENVIRONMENT.



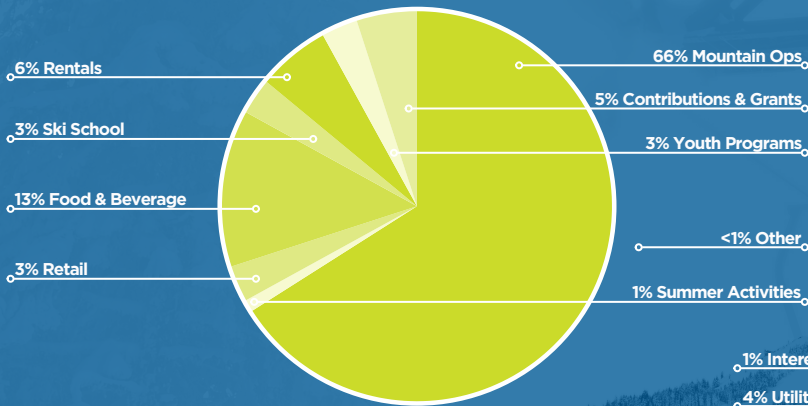
As we celebrated Mt. Ashland's 60th Anniversary, we looked back on a year of remarkable achievements, community support, and fluctuating conditions. Our recreational offerings expanded with new summer activities, youth camps, and the introduction of the Mt. Ashland Endurance Team. The newly installed main parking lot snow fencing improved snow management just in time for a winter season that started slowly but saw over 200 inches of snowfall and a 60-day operating season. This memorable winter season also saw the introduction of mobile food ordering technology, the formal addition of a new trail - Mercutio, new terrain park features, and improvements in grooming through the investment of two new snowcat groomers. Through a renewed focus on events, we emphasized the importance of caring for our community's collective memories and ensuring that Mt. Ashland continues to inspire many in the future. Also, in this anniversary year, we launched the Elevate Mt. Ashland initiative. Our focus is to revitalize the infrastructure of our beloved mountain to ensure success for the next many decades. As part of this initiative, we announced the construction of our first new chairlift in a generation. The Lithia Chair will expand our ability to serve beginners, youth, and families. We are grateful for your vital role in Mt. Ashland's past, present, and future as Southern Oregon's local mountain playground.

**ANDREW GAST | GENERAL MANAGER**

## MT. ASHLAND ANNUAL REPORT

2023/24

### REVENUE



### EXPENSES

