



**STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL and CULTURAL RESOURCES
DIVISION of PARKS and RECREATION**

172 Pembroke Road Concord, New Hampshire 03301
Phone: (603) 271-3556 Fax: (603) 271-3553
Web: www.nhstateparks.org

November 10, 2022

The Honorable Karen Umberger, Chairperson
Fiscal Committee of the General Court
State House
Concord, New Hampshire 03301

REQUESTED ACTION

1. Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources, Division of Parks and Recreation (Division) requests approval of the attached fee package for the marquee winter 2022/23 and summer 2023 seasons for products at Cannon Mountain Aerial Tramway & Ski Area, in addition to Flume Gorge entry products for summer 2023 and the 2022/23 Cannon Mountain Winter Special Use Policy, which expands upon Cannon's standard operating parameters.

EXPLANATION

In accordance with RSA 216-A:3-g "*Fees for the use of campgrounds and ski lifts shall be comparable with the fees for use of similar privately owned facilities.*" And, "*The operation of all enterprise functions within the park system, including ski lifts, food service, retail facilities, campgrounds, and other concession activities, shall be as profitable as possible, within the purposes of the park system.*" The Franconia Notch State Park (FNSP)/Cannon Mountain management and marketing team conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices as well as its summer rates, with those of its competitors, all while maintaining its position as a value leader in New England and supporting both the mission and the financial stability of the NH State Park System.

Fee Package; Market Review / Coverage of Unforeseen Costs:

The FNSP/Cannon team conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices (in addition to its summer rates) with those of its competitors, all while maintaining its position as a value leader in New England and achieving its mission of supporting the NH State Park System as its primary revenue driver. Equally important is our need to consistently offset both foreseen and unforeseen costs while supporting the rest of the State Park System. For FY23, Cannon Mountain/ FNSP is looking to offset its unforeseen electricity rate hike that will result in an estimated additional \$825,000 in energy costs. Slight increases on a few key fees within our portfolio and the switch to reloadable and reusable Radio Frequency Identification (RFID) cards are expected to provide necessary added revenues.

Sales / POS / Scanned Access:

Since 2020, the percentage of ticketing sales transactions occurring through the online purchasing sales channel have skyrocketed within the outdoor recreation industry, while on-site ticket purchasing

transactions have declined at a matching pace. Concurrently, good faith business efforts to better plan and staff for guest usage and service offerings by pushing business models toward online purchases have made on-site surcharges an accepted norm. In following with these standards and best outdoor recreation business practices, the FNNSP/Cannon team plans to continue with its practice of offering a lower Online sales purchase (in-advance) rate and a higher on-site (same-day) rate on its primary winter and summer products. Additionally, in late November, we plan to have implemented, a new, cloud-based, online and on-site point of sale ticketing sales and scanned lift access system. This system will streamline our product offerings and sales management, dramatically improve our financial acuity and reporting, generate an estimated \$160,000 in savings on sales commissions to the sales system vendor, reduce credit card processing fees and system costs, vastly improve our data collection and lift access control, and generate an estimated nearly \$700,000 in net revenue through the use of reloadable RFID card sales.

These reloadable and reusable RFID cards have become the widely accepted norm throughout the ski and outdoor recreation industry. They allow the user much more flexibility in being able to load and store both user data (*ex. name, age, ticket type, rental ski type, rental binding setting, etc.*) and reload them periodically with cash value for use and reuse to go directly to lifts and directly to on-mountain venues or shops. In this application, they will be used as reloadable and reusable day ticket stock at both Cannon Mountain (winter) and the Aerial Tramway (summer), and as reloadable and reusable season pass stock at Cannon Mountain. The use of RFID card technology has also added tremendous value from a business perspective when it comes to scanned lift access and data collection regarding our visitation, use tracking and market experimentation based upon user trends, and quite importantly, the ability to message a guest (*when he/she is loading at lifts*) regarding an emergency or find a guest in an emergency.

Fee package: Value / Revenue:

FNNSP/Cannon will of course, still be very well-positioned in northern New England from a value perspective. Please see the attachments for a fiscal impact calculation and a competitive comparison. Though our ski area and summer recreation offerings set the standard for excellence within New Hampshire, our prices are well-known to very often be at or slightly below the average market rates. Please note that the requested fee amounts are maximums and may be adjusted downward to address market conditions. Additionally, Cannon's other winter revenues derived from its hundreds of other products that stem from the sale of these marquee items are expected to increase and provide added revenue. Promotional items may also be added to our product menu later during the winter or summer season if market conditions continue to improve markedly, or when other unforeseen opportunities arise.

Winter Special Use Policy:

The Cannon Mountain Winter Special Use Policy outlines those special uses that are consistent with ski industry standard practices. The team at FNNSP/Cannon has taken a far more active approach within the last 15 years in utilizing its winter special use policy as a marketing and merchandising tool to add incremental revenue, and heavily targets the specific audiences receiving benefits. The policy is adapted and adjusted annually to remain consistent with ever-changing ski industry labor and hiring standards and staff and team member retention standards, and to meet specific needs and requests while achieving the Division's stewardship mission.

Revisions to initial submission:

In response to comments and questions received at the Fiscal Committee of the General Court on October 14th, we've made the following adjustments:

- Reduced the rate increase on the Senior 1-day ticket from \$15 to \$5
 - In keeping with the very minimal increases on the other few key items
- Eliminated the rate increase on the NH Resident Wednesday ticket
 - We'll add volume by offering this product weekly instead of just 3-4 times per season
- Reduced the rate increase on the NH State Employee ticket from \$4 to \$2
 - This brought it back in line with the 50% reduction requirement (ex. \$94 / \$47)
- Eliminated the request for authorization to charge fees for hiker parking

In summary:

The FNSP/Cannon team plans to make a few key adjustments on its advance-buy rates, but to continue with its surcharge model for same-day online or on-site sales, consistent with ski and outdoor recreation industry standards. Cannon's leading winter and summer competitors offer differential pricing between advance purchase and same-day purchase rates. Online sales exceed 75% of winter transactions and 50% of summer transactions with these competitors. FNSP/Cannon will still be very well-positioned in northern New England from a value perspective, as shown in the attached comparative matrix.

The FNSP/Cannon team plans to enact a new sales / point-of-sale / scanned access system to reduce system costs, improve its product management and reporting, and dramatically increase revenues. The advancement into RFID technology use and reporting is a timely and necessary move that will have a tremendous positive impact upon its business model and tracking of user trends, and create a greater ease of use for its oft-returning guests.

The Cannon Mountain Winter Special Use Policy is adapted and adjusted annually to remain consistent with ski industry standards, meet specific needs and requests, and support the Division's stewardship and public outdoor recreation mission.

The FNSP/Cannon team has reacted to the wishes of the Fiscal Committee of the General Court by revising its initial submission.

Many thanks for your continued service and guidance, and for your consideration of these requests.

Respectfully submitted,

(ISM)


 Sarah L. Stewart, Commissioner
 Department of Natural and Cultural Resources

11 / 14 / 22
 Date

Cannon Mountain Aerial Tramway & Ski Area // Fee Package

- Relative to annual request for approval on Cannon's marquee Summer and Winter season items
 - Relative to annual request for approval on Cannon Mountain Winter Special Use Policy
-

Pricing Structure / Revenue Management

Pricing Structure

- Fiscal Committee review (primary winter/summer products) each spring or fall

- Adult, Teen, College, Military, Junior, Senior one-day ticket rates
- Tuckerbrook Family Area (with Eagle Cliff add-on) one-day ticket rate
- NH Resident (Wednesday) one-day ticket rate
- Adult, Teen, College, Military, Junior, Senior, Child regular season pass rates
- Adult, Teen, College, Military, Junior, Senior, Child (NH Resident) season pass rates
- Adult single day rental package / Snowsports clinic rate
- Adult and Junior winter round trip Tramway rates
- Adult and Junior summer round trip Tramway rates
- Cannon Mountain Winter Special Use Policy

A comprehensive annual review of all individual and group ticket and/or season pass pricing shall be undertaken (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every price point. Said pricing shall be submitted to the DNCR Business Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- DNCR Business Office review (in addition to rates above)

- Multi-day ticket rates
- Promotional and partnership ticket and season pass rates
- Snowsports School (including nursery facility) daily and seasonal program rates
- Rental and Repair daily and seasonal program rates
- Retail Operations and self-owned and operated food & beverage rates
- Cannon Mountain Winter Special Use Policy

A comprehensive review of multi-day ticket rates, promotional and partnership ticket and season pass rates, and SnowSports School, and/or Rental/Repair, and/or Retail and F&B pricing shall be undertaken annually (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. In addition, the Snowsports School Director, Rental/Repair Manager, and Retail Manager shall be consulted. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every applicable price point. Said pricing shall be submitted to the DNCR Business Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- Special Use Policy / Fiscal Committee Review / Flexibility in Market Experimentation

The *Cannon Mountain Winter Special Use Policy*, which applies to special use by its staff members and/or their families, ski and snowboard industry representatives, Legislative and Executive Branch users, local and regional schools and charitable organizations, and various other individuals and organizations, shall be re-assessed, amended, and/or re-written by the General Manager annually and submitted to the DNCR Business Office and Fiscal Committee for review and approval prior to being released. The agency benefits internally and externally by following industry standards related to special use by its own team and industry related individuals and organizations. The agency shall follow RSA protocols when utilizing the Winter Special Use Policy to benefit local and regional schools and charitable organizations, as well as various other individuals and organizations.

Annual Review

- Cannon Mountain's marquee product pricing structure shall be reviewed by DNCR and the Fiscal Committee
- The Cannon Mountain Winter Special Use Policy shall be reviewed by DNCR and the Fiscal Committee
- DNCR/NH Parks/Cannon shall follow RSA's and maintain the authority to adjust any necessary pricing in the event of:
 - * Severe weather challenges
 - * Adverse or positive market conditions / opportunities
 - * Market experimentation or partnership opportunities
 - * Other promotional opportunities which present themselves throughout the season and/or fiscal year

**State of New Hampshire // Department of Natural & Cultural Resources
Cannon Mountain Aerial Tramway & Ski Area // Franconia Notch State Park - Marquee Products
Proposed Pricing and Comparative Data Submitted for Fiscal Committee review (Fall 2022)**

Cannon Mtn Winter Ticket Products

(Not incl. \$5 charge for reusable RFID card)

Competitor Information *(Rates may be outdated or may not be listed)*

| | Online Sales (Advanced) in 21/22 | Window Sales in 21/22 | Online Sales (Advanced) in 22/23 | Window Sales in 22/23 | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online |
|--|----------------------------------|-----------------------|----------------------------------|-----------------------|---------------------------|---|
| Adult 1-day | \$89 | \$99 | \$94 | \$104 | 13,000 | \$97,500 |
| Teen/Coll 1-day | \$81 | \$91 | \$81 | \$91 | 4,100 | \$0 |
| Military 1-day | \$58 | \$68 | \$58 | \$68 | 600 | \$0 |
| Jr 1-day | \$66 | \$76 | \$66 | \$76 | 1,000 | \$0 |
| Sr 1-day | \$66 | \$76 | \$71 | \$81 | 1,000 | \$7,500 |
| T-Brook/Eagle | \$54 | \$64 | \$54 | \$64 | 1,300 | \$0 |
| T-Brook Only | \$43 | \$53 | \$43 | \$53 | 1,300 | \$0 |
| NH Sr Mdwk Ticket | \$0 | \$0 | \$0 | \$0 | 2,900 | \$0 |
| Adult Rental Pkg | \$48 | \$53 | \$48 | \$58 | 2,400 | \$9,000 |
| Jr Snowsports | \$49 | \$54 | \$49 | \$54 | 850 | \$0 |
| Adult Aerial Tram | \$25 | \$28 | \$25 | \$28 | 2,400 | \$0 |
| Junior Aerial Tram | \$20 | \$23 | \$20 | \$23 | 300 | \$0 |
| NH Res Wednesday | \$45 | \$55 | \$45 | \$55 | 3,500 | \$0 |
| NH State Employee | \$45 | \$50 | \$47 | \$52 | 100 | \$300 |
| Rev Increase on marquee items with \$10 incr. @ window @ 25% / 75% sales volume split | | | | | | \$114,300 |
| Rev Increase expected from \$5 RFID card sales on marquee item tickets | | | | | | \$173,750 |

Adult one-day rate during high season is used for comparison Poll of General Managers at these five primary competing properties

| Resort | Online -vs-Window Tiered or Dynamic Pricing? | Online sales % versus Window Sales % |
|-------------------|---|--------------------------------------|
| Attitash | \$109 advance / \$115 window <i>Dynamic and Tiered</i> | 60% online -vs- 40% window |
| B-Woods | Current rates not listed <i>Tiered Pricing</i> | 90% online -vs- 10% window |
| Cannon | \$94 advance / \$104 window <i>Tiered Pricing</i> | 75% online -vs- 25% window |
| Loon Mtn | \$108 advance / \$120 window <i>Dynamic and Tiered</i> | 80% online -vs- 20% window |
| Sunapee | \$100 advance / \$124 window <i>Dynamic Pricing</i> | 85% online -vs- 15% window |
| Waterville | Current rates not listed <i>Dynamic and Tiered</i> | 80% online -vs- 20% window |

Cannon Mtn Winter Season Pass Products

Competitor Information *(Rates may be outdated or may not be listed) Comparison based upon unrestricted access with no blackout dates*

| | Sales in 21/22 | Sales in 22/23 | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online |
|--|----------------|----------------|---------------------------|---|
| Under 6 / Processing Fee | \$39 | \$39 | N/A | \$0 |
| NH Sr Mdwk / Processing Fee | \$39 | \$39 | N/A | \$0 |
| Adult Non-NH Resident | \$839 | \$859 | 600 | \$12,000 |
| Adult NH Resident (pre Dec 15) | \$629 | \$644 | 900 | \$13,500 |
| Adult Military Non-NH Resident | \$399 | \$399 | 50 | \$0 |
| Adult Military NH (pre Dec 15) | \$299 | \$299 | 100 | \$0 |
| Teen/Sr Non-NH Resident | \$539 | \$559 | 40 | \$800 |
| Teen/Sr NH Resident (pre Dec 15) | \$404 | \$419 | 260 | \$3,900 |
| Sr Military Non-NH Resident | \$235 | \$235 | 20 | \$0 |
| Sr Military NH Res (pre Dec 15) | \$176 | \$176 | 35 | \$0 |
| Jr Non-NH Resident | \$469 | \$489 | 250 | \$5,000 |
| Jr NH Resident (pre Dec 15) | \$351 | \$366 | 250 | \$3,750 |
| Young Adult Non-NH Resident | \$569 | \$589 | 140 | \$2,800 |
| Young Adult NH Res (pre Dec 15) | \$426 | \$441 | 140 | \$2,100 |
| Rev Increase based solely on marquee items listed | | | | \$43,850 |

| Attitash | B-Woods | Loon Mtn | Sunapee | Waterville |
|----------|---------|----------|---------|------------|
| N/A | \$30 | N/A | N/A | \$25 |
| N/A | N/A | N/A | N/A | N/A |
| \$879 | \$1,155 | \$1,079 | \$879 | \$1,171 |
| \$879 | \$1,155 | \$1,079 | \$879 | \$1,171 |
| \$499 | \$559 | \$1,079 | \$499 | \$527 |
| \$499 | \$559 | \$1,079 | \$499 | \$527 |
| \$879 | \$915 | \$479 | \$879 | \$704 |
| \$879 | \$915 | \$479 | \$879 | \$704 |
| \$499 | \$559 | \$1,079 | \$499 | \$527 |
| \$499 | \$559 | \$1,079 | \$499 | \$527 |
| \$448 | \$329 | \$479 | \$448 | \$619 |
| \$448 | \$329 | \$479 | \$448 | \$619 |
| \$879 | \$519 | \$479 | \$879 | \$704 |
| \$879 | \$519 | \$479 | \$879 | \$704 |

Franconia Notch State Park Summer Products

(Not incl. \$3 charge for reusable RFID card)

Competitor Information *(Rates listed are all from 2022)*

| | Online Sales (Advanced) in 21/22 | Window Sales in 21/22 | Online Sales (Advanced) in 22/23 | Window Sales in 22/23 | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online |
|---|----------------------------------|-----------------------|----------------------------------|-----------------------|---------------------------|---|
| Adult Flume Gorge | \$18 | \$21 | \$18 | \$21 | 115,000 | \$0 |
| Junior Flume Gorge | \$16 | \$19 | \$16 | \$19 | 15,000 | \$0 |
| Adult Aerial Tram | \$25 | \$28 | \$25 | \$28 | 70,000 | \$0 |
| Junior Aerial Tram | \$20 | \$23 | \$20 | \$23 | 8,500 | \$0 |
| Revenue Increase based solely on marquee items listed | | | | | | 0 |
| Rev Increase expected from \$3 RFID card sales on marquee item tickets | | | | | | \$625,500 |
| Net FNSP-Cannon Revenue Increase based solely upon marquee items | | | | | | \$957,400 |

| Attitash Lifts | Sunapee Lifts | Bretton Wds Gondola | Polar Caves Hike | Lost Rvr Gorge Hike |
|----------------|---------------|---------------------|------------------|---------------------|
| N/A | N/A | N/A | \$25 | \$26 |
| N/A | N/A | N/A | \$15 | \$26 |
| N/A in 2022 | \$19 | \$25 | N/A | N/A |
| N/A in 2022 | \$14 | \$19 | N/A | N/A |



Cannon Mountain Winter Special Use Policy 2022/23 Winter Season

NOTE:

Cannon Mountain Snowsports School offers a different set of (season pass / family member benefit) protocols for its paid team members, some with a lesser set of benefit parameters and a lesser work schedule requirement, and others with a greater set of benefit parameters and a greater work schedule requirement. Snowsports Instructors: please see the Snowsports School Director or Assistant Director for full details and specifications.

NOTE:

In any case in which there are day passes involved, the user may be required to pay the \$5 cost for the reloadable / reusable RFID card.

Cannon Mountain Team Members and Dependents

Season Passes

To qualify for a season pass for himself/herself and his/her dependent(s)... each Cannon, Centerplate, or FSC paid employee, each Cannon non-paid affiliate, and each ASPNC volunteer must abide by the standards established by the "Team Member Guide" and/or "Snowsports School Contract." Team member passes and/or family passes may be revoked or suspended at any time, for any reason, by the Commissioner, Director of Parks and Recreation, General Manager (GM), or the employee's or volunteer's department head. If an employee's (or volunteer's) season pass privileges are revoked or suspended, then the revocation will apply to his/her dependents' privileges, as well.

All team members must show a valid day ticket or season pass to load a lift, and must show a season pass or Cannon Mountain ID when applicable for discounts.

For the purposes of this policy, DEPENDENTS are those individuals who may legally be claimed as dependents in accordance with Federal and State I.R.S. regulations. Violation of this policy may lead to termination and / or prosecution.

Season passes will only be issued after the employee or volunteer has completed a season pass application and eligibility form, and attended any required departmental training program, and the general manager has signed the appropriate forms. Only the general manager may waive any part of this requirement. A processing fee will be charged for all passes. Season passes are not transferable and may not be sold. Passes are valid during employment (or while a team member is in good standing), and through the end of the ski season if the employee or volunteer is released in good standing and by agreement of the GM.

Team members must complete the online Cannon University session to eligible for skiing/riding privileges for themselves and their family members (and eligible for the ticket program).

REMINDER:

There may be different sets of parameters (than those listed below) for privileges relative to Snowsports School, ASPNC, or FSC, as negotiated between those department heads and the General Manager.

Class 10 and Class 59 Cannon employees, and FTYR employees of Sodexo, FSC, the NE Ski Museum ("NESM") and ASPNC (not volunteers or part-timers):

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$10 processing fee

Full-Time Seasonal Cannon, Sodexo, FSC, NESM, and ASPNC employees (30+ hrs a week):

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$25 processing fee

Part-Time Seasonal Cannon, Sodexo, NESM, and FSC employees (29/fewer hrs a week):

- * Employee pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Cannon Mountain non-paid affiliates and Adaptive Sports Partners of the North Country Volunteers (all such team members must meet minimum requirements set by supervisor):

- * Affiliate / Volunteer pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Note: See previous statement regarding changes to Snowsports School privilege programs, and those of other programs such as ASPNC or FSC.

Employee & Affiliate - Volunteer Ticket Codes

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees and ASPNC "full time" volunteer affiliates

These team members shall be eligible for two (2) redemption codes (each for a day ticket) in January, February, and March. Said codes will expire on April 16, 2023. There is no restriction on when they may be used during the season (midweek / weekend / holiday), but they MUST be booked online and are subject to availability on the day / date requested.

These codes (tickets) may not be sold, and their sale may result in that team member's immediate termination. These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation. Should said privileges be revoked (ex. early termination for cause, job abandonment, etc.), these codes will be immediately invalidated and thus unusable.

Rental Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Basic package rental equipment is available at no cost from the Cannon rental shop during non-peak periods (defined as after Noon on weekends and holidays and at any time on a midweek non-holiday). The Rental/Repair Manager must be contacted in advance to authorize equipment use, and the team member must book online.

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Repair Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Tuning services are available at a 50% discount, and are based on availability of labor. No rush orders; 24 hours' notice must be given / requested. This privilege applies only to the equipment owned and used exclusively by the team member (no family / friends).

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Retail Shops

This section applies to:

- Cannon paid employees and non-paid affiliates

Cannon Mountain Sports Shop (Notchview) and the Old Man Country Store (Tramway) shall extend a 30% discount on various non-sale items. In addition, the shop manager may announce special discount days on specific items. Said employees and volunteers must present their season pass to be eligible for these discounts.

On-snow team members (Snowsports School, Snowmaking, Patrol, Lift Ops, Lift Maintenance, Parking Ops, Events-Mktg, and Ambassadors may be eligible for a 40% discount on select items related to outdoor use while working.

This privilege applies only to the team member (no family / friends).

Pre-packaged food and beverage items at retail outlets may not be discounted.

Food Service (Sodexo venues)

All Cannon paid employees and non-paid affiliates, all paid FSC employees, and all paid ASPNC employees (in good standing):

Shall be eligible for a 50% discount on regular retail rate food items (not specialty items or off-retail items such as outdoor deck BBQ's, etc.), excluding pre-packaged food and drinks and alcoholic beverages. Please inform the cashier that you are a team member before items are rung on the register; your employee or volunteer pass MUST be presented in order to be eligible for the discount. Said discount does not apply to peak periods at the Cannonball Pub, or during specialty / after-hours functions.

Food & beverage discount privileges do not extend to family members or friends.

Snowsports programs for team members

Cannon Mountain paid employees and non-paid affiliates (not family members or friends) may participate at no charge in scheduled group lessons during midweek, non-holiday periods. Such uses, however, must be requested at the desk in advance, and are subject to availability in any given scheduled group.

Other privileges for Cannon Mountain paid employees and non-paid affiliates:

Cannon Kids / Mtn Explorer / Junior Development 50% discount (subject to availability / must book online)

There are no discounts on private lessons, junior development, or nursery programs.

General Court (NH Legislature)

The complimentary ticket program for NH General Court members was deemed inappropriate by the Legislative Ethics Committee (January 2012).

DNCR Advisory Commission, Executive Council, and Cannon Mtn Advisory Commission

The Commissioner or Director may issue members of the DNCR Advisory Commission, the Executive Council, and the Cannon Mountain Advisory Commission up to five (5) complimentary day ticket codes per individual, per season, for use at their discretion. These tickets may not be sold. Any exceptions to this policy will be made in writing by the Commissioner and/or Division Director, and the General Manager will be informed of the exception. Legislators who are members of said bodies are advised that complimentary ticket programs for NH General Court members were deemed inappropriate by the Legislative Ethics Committee (January 2012). Promo codes will be issued, and the users must book online and in advance.

Adaptive Skiers

In order to receive discounted day tickets, an adaptive (handicapped) skier/rider must present his/her Golden Access Passport (available for blind or permanently disabled individuals through the federal government) or a letter from a doctor on that doctor's letterhead. Upon presentation of the Golden Access Passport or the aforementioned letter, an adaptive skier/rider and one assistant (if required) may purchase an all-day ticket at half price. Day tickets may be purchased at Guest Services at Notchview. Adaptive skiers/riders may opt to purchase a season pass at a 50% discount by using said Golden Access Passport. Said season pass discount is available to the adaptive guest; it is not available to an assistant. Promo codes and online booking may have to be used.

Military Discounts

Pending Fiscal Committee approval, all active, retired, veteran and reserve United States Military personnel may purchase day tickets and season passes at the applicable / approved 2021/22 day ticket and season pass rates with proper Military ID or discharge ID/paperwork. Note: the NH resident discount deadline still applies. The discounted rates are for the service person only, and do not apply to family members or friends. Promo codes and online booking may have to be used.

Visiting Ski Area Personnel

Ski NH member areas:

Full time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Non-Ski NH member areas:

Full-time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part-Time employees may ski for \$50 Sunday-Friday during non-holiday periods

Criteria:

- A. Visitor's home ski area is operating that day
- B. The individual must present a letter of introduction that meets the following criteria:
 - 1) Original letterhead (no desk-top letterhead, no copies)
 - 2) Original signature by manager or personnel director.
 - 3) Letter must be dated (current), and must specify the date of skiing
 - 4) Employee and his/her job must be named in letter
 - 5) Letter must state status (FT / PT)
 - 6) Specify that the home ski area is open
 - 7) Must be accompanied by a current payroll stub that substantiates the employee's FT status.
 - 8) Must be accompanied by photo ID.
 - 9) One letter per person per visit; no more than 2 visits per person per week.

Note – this protocol may be altered to reflect online / advance ticketing.

PSPA, PSIA, NSPA

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the Professional Ski Patrol Association (PSPA), Professional Ski Instructor's Association (PSIA) and the National Ski Patrol Association (NSPA) may ski for \$25 Sunday-Friday during non-holiday periods. The member must present a current PSPA, PSIA or NSPA card at the Guest Services desk at Notchview when redeeming the bar code. Must book online and provide proof of membership when redeeming.

Rescue Services

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the following services may ski for \$25 Sunday - Friday during non-holiday periods:

Androscoggin Valley Search & Rescue, Pemi Valley Search & Rescue, Mountain Rescue Service, New England K-9, Upper Valley Wilderness Rescue Team

Criteria:

Member service must provide a list of its members;
Privilege extends only to the service member, not to friends or family members
Must book online and provide proof of membership when redeeming.

Visiting Ski & Snowboard Shop Employees

Local / Lincoln / Partner Shops:

Owner / Manager / Full Time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Shops that participate in Cannon marketing programs and/or are full members of Franconia Notch Chamber of Commerce, Lincoln-Woodstock Chamber of Commerce, Littleton Chamber of Commerce, Twin Mountain Chamber of Commerce, Pemi Valley Chamber of Commerce, or the Mt. Washington Valley Chamber of Commerce are considered 'Local / Partner Shops'

Non-Local / Non-Partner Shops:

Owner / Manager / Full Time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part time employees may ski for \$50 Sunday - Friday during non-holiday periods

Criteria:

The employee must present a dated letter of introduction on shop letterhead (no copies, no desk-top letterhead) signed by the shop owner/manager, a photo ID, and current paycheck stub. No privileges will be extended without a letter.

The employee's name must appear on a list of approved employees submitted by the ski shop to Cannon by the shop owner or manager.

The employee may exchange the letter for the appropriately priced lift ticket at Guest Services at Notchview, where the letter will be retained and kept on file.

Ski & Snowboard Industry representatives

Cannon Mountain may choose to offer free or discounted privileges to New Hampshire and/or other area ski and snowboard industry employees and company representatives on a limited basis. Must book online and provide validation when redeeming.

Special programs for NH youths: Teams, Special Needs, School/Recreation Groups

Qualifying organizations wishing to participate in these programs must organize and make reservations through the Sales Office prior to the first ski date. All lift tickets will be issued at Guest Services at Notchview. Misuse of special group programs and tickets may result in revocation of all privileges for users of these programs.

New Hampshire School Teams:

Competitive ski teams from all secondary schools, and collegiate teams representing the University System of New Hampshire and the New Hampshire Technical Institute/Colleges, consisting of a minimum of four (4) and a maximum of twelve (12) members under supervision, will be permitted to ski for ten (10) midweek/non-holiday days at an annual \$200 registration fee rate. One permit per season is allowed for each men and women's team, though one permit may be used for both male and female athletes. Weekend/holiday tickets will be sold at regular group rates by pre-arrangement with the mountain's Sales Manager. Race Day Tickets: when bibs are to be used for lift access, New Hampshire School Team program tickets may not be issued. If athletes and coaches wish to ski as a team on that date, then tickets will be issued after the race has finished. These team tickets are not for parents / chaperones, only for training / racing athletes / coaches. On-hill gate training must be pre-arranged with the Franconia Ski Club.

The ski area will log the team's days of skiing, team members and serial numbers of tickets issued. After the permitted number of days/tickets have been used, the team may utilize the rate structure outlined in the section titled "*New Hampshire School and Recreation Youth Groups.*"

Special Needs Children's Groups:

Special needs children's groups from New Hampshire not associated with a public school system (e.g. *disabled, orphaned, emotionally disturbed, abused and underprivileged*) may ski/snowboard mid-week/non-holiday through prior arrangement with the Sales Manager (reservations required). Organizations wishing to participate in the program must present a copy of their license from the State of New Hampshire upon their first visit. Groups may not exceed 50 youths per visit. No minimum number of people to qualify for rates; five (5) visits per organization per season. Fees are as follows: Youth (age 6-17) \$15 // Chaperone (1 per 6-10 youths) \$15 // Additional adult @ current adult group rate. Snowsports School Group Lessons @ \$15 per person // Basic Rental Package @ \$15 per person // Helmet rental @ \$5 per person // Damage waiver @ \$1 per person.

New Hampshire School and Recreation Youth Groups:

Any and all NH elementary or secondary students engaged in a school or community field trip may ski/snowboard during non-holiday periods through prior arrangement with the Sales Manager (reservations required). Groups may not exceed 100 youths per visit and must have at least 12 people per visit to qualify for rates. Maximum of five (5) visits per organization per season. Fees are as follows: Midweek Youth (age 6 – 17) \$20 // Weekend – Holiday Youth \$29 // Midweek Chaperone \$20 (1 per 6-10 youths) // Weekend – Holiday Chaperone \$29 // Additional adults @ current adult group rate. Snowsports School Group Lessons: \$18 midweek / \$22 weekend // Basic Rental Package: \$18 midweek / \$22 weekend // Helmet Rental \$5 // Damage Waiver \$1.

School Release Programs:

Schools that wish to commit to bring students to Cannon one day per week (midweek/non-holiday) for 4 - 6 consecutive weeks may pay a one-time (per child) flat rate for day tickets, Snowsports School lessons and rentals that will be determined by the Snowsports School Director and Rental Shop Manager, and approved by the General Manager.

Franconia Ski Club / Affiliated Partners

In light of the ongoing relationship and 40-year agreement between Franconia Ski Club and Cannon Mountain Aerial Tramway & Ski Area, the NH Director of Parks and Recreation and/or the General Manager may set specific rates each season for tickets to be used by home and visiting competitors for training, competition camps, events, and/or racing, whether specifically at the Mittersill terrain area or throughout the Cannon Mountain trail network.

New Hampshire State Employees

Individuals currently employed by the State of New Hampshire, and whose agency or working group is a part of the State's current Collective Bargaining Unit (CBA) and listed as such, may ski for half the price of that particular day's FULL-DAY ticket price (ex. \$82 @ 50% = \$41 ticket) on any particular winter season date. Adult day tickets and Tuckerbrook-Eagle tickets only, employee only, no other discounts apply. Also – said CBA member State Employee may purchase his/her applicable season pass at half of the applicable rate (no stacking discounts, ex. 1/2 price State Employee + NH 25% NH Res discount), only the higher of the two discounts will be acceptable. Said CBA member State Employee MUST show proper and current State Employee identification. Must book online and in advance for both tickets and season passes.

Members of the Media

Writers and other journalists may receive complimentary day tickets by arrangement with the Director of Sales and Marketing, or in his/her absence the General Manager. These day tickets will be issued at the Guest Services Desk at Notchview Lodge. Promo code will be used for booking.

Commissioner, Director, GM, and DSM Discretion

At the discretion of the Commissioner, Director of Parks & Recreation, General Manager, or Director of Sales & Marketing, complimentary day tickets (or use at a reduced cost) may be issued in exchange for volunteer ski patrol, courtesy patrol, photography, promotional, medical or other services of operational or marketing benefit to Cannon Mountain or the Division of Parks and Recreation. Complimentary lift privileges shall not be exchanged for goods / products.

Non-paid Affiliates

The General Manager or applicable department head may approve persons interested in participating in Cannon's various non-paid affiliate programs in writing. Non-paid affiliate programs may have clear and concise written job duties, which may be approved by General Manager. Non-paid affiliates may be asked to sign a liability release form.

Non-paid affiliates may offer to assist on a number of days specified by that particular program leader. The affiliate will receive a team member season pass for himself / herself for a \$10 processing fee. Non-paid affiliate dependent passes can be purchased for the applicable discounts outlined in section I.

Non-paid affiliates may or may not be asked to return as such in each (any) successive winter season, depending upon his / her success rate with meeting Cannon's standards / protocols during the current season, and whether or not he / she may be deemed a good fit for the Cannon team.

NH Seniors aged 65 and older

Pursuant to RSA #218:5-c, NH residents aged 65 and older effective December 14th, 2021 are eligible for complimentary lift tickets for personal use during midweek periods (defined as Monday – Friday), Proper identification, such as a NH Driver's License or non-driver NH ID card, is required when redeeming. RFID card (reloadable / reusable) must be purchased.

A NH Senior Midweek Pass, valid each Monday – Friday without exception, is available for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview.

Children under the age of 6

Children who are under the age of 6 on that day may ski/snowboard for free (with a day ticket) when a ticketed (or season pass holding) adult accompanies them. A season pass (no restrictions) is available for children under the age of 6 for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview. Tickets and passes must be purchased online and in advance. RFID card (reloadable / reusable) must be purchased.

Holiday Definition

Christmas Holiday Period: December 26, 2022 – January 1, 2023

- a. Holiday rates every day
- b. NH Seniors may ski free Monday - Friday
- c. Other restrictions as defined by category / group

Martin Luther King Jr. Weekend: January 14-16, 2023

- a. Holiday rates every day
- b. NH Seniors may ski free on that Monday
- c. Other restrictions as defined by category / group

Presidents' Week Holiday Period: February 18-26, 2023

- a. Weekend/Holiday rate every day.
- b. NH Seniors may ski free Monday – Friday
- c. Other restrictions as defined by category / group



STATE OF NEW HAMPSHIRE
 DEPARTMENT of NATURAL and CULTURAL RESOURCES
 DIVISION of PARKS and RECREATION
 172 Pembroke Road Concord, New Hampshire 03301
 Phone: (603) 271-3556 Fax: (603) 271-3553
 Web: www.nhstateparks.org

September 28, 2022

The Honorable Karen Umberger, Chairman
 Fiscal Committee of the General Court
 State House
 Concord, New Hampshire 03301

REQUESTED ACTION

1. Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources, Division of Parks and Recreation (Division) requests approval of the attached fee package for the marquee winter 2022/23 and summer 2023 seasons for products at Cannon Mountain Aerial Tramway & Ski Area, in addition to Flume Gorge entry products for summer 2023 and the 2022/23 Cannon Mountain Winter Special Use Policy, which expands upon Cannon's standard operating parameters.
2. Further, pursuant to RSA 216-A:3-g, VIII, the Division requests the authority to charge weekend and holiday fees in the amount of \$10 per vehicle within the two (2) primary hiker parking lots in Franconia Notch State Park to offset the high costs involved in operating its Franconia Notch State Park Hiker Shuttle service.

EXPLANATION

In accordance with RSA 216-A:3-g "*Fees for the use of campgrounds and ski lifts shall be comparable with the fees for use of similar privately owned facilities.*" And, "*The operation of all enterprise functions within the park system, including ski lifts, food service, retail facilities, campgrounds, and other concession activities, shall be as profitable as possible, within the purposes of the park system.*" The Franconia Notch State Park (FNSP)/Cannon Mountain management and marketing team conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices as well as its summer rates, with those of its competitors, all while maintaining its position as a value leader in New England and achieving the mission of the NH Parks System.

Fee Package: Market Review / Coverage of Unforeseen Costs:

The FNSP/Cannon team conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices (in addition to its summer rates) with those of its competitors, all while maintaining its position as a value leader in New England and achieving its mission of supporting the NH State Park System as its primary revenue driver. Equally important is our need to consistently offset both foreseen and unforeseen costs while supporting the rest of the State Park System. For FY23, Cannon Mountain/ FNSP is looking to offset its unforeseen electricity rate hike that will result in an estimated additional \$825,000 in energy costs. Slight increases in fees across our portfolio and the switch to reloadable and reusable Radio Frequency Identification (RFID) cards are expected to provide necessary added revenues. The following provides more detailed explanation of these estimated increases.

Sales / POS / Scanned Access:

Since 2020, the percentage of ticketing sales transactions occurring through the online purchasing sales channel have skyrocketed within the outdoor recreation industry, while on-site ticket purchasing transactions have declined at a matching pace. Concurrently, good faith business efforts to better plan and staff for guest usage and service offerings by pushing business models toward online purchases have made on-site surcharges an accepted norm. In following with these standards and best outdoor recreation business practices, the FNSP/Cannon team plans to continue with its practice of offering a lower Online sales purchase (in-advance) rate and a higher on-site (same-day) rate on its primary winter and summer products. Additionally, in late November, we plan to have implemented, a new, cloud-based, online and on-site point of sale ticketing sales and scanned lift access system. This system will streamline our product offerings and sales management, dramatically improve our financial management and reporting, generate an estimated \$160,000 in savings on sales commissions to the sales system vendor, reduce credit card processing fees and system costs, vastly improve our data collection and lift access control, and generate an estimated nearly \$700,000 in net revenue through the use of reloadable RFID card sales.

These reloadable and reusable RFID cards have become the widely accepted norm throughout the ski and outdoor recreation industry. They allow the user much more flexibility in being able to load and store both user data (*ex. name, age, ticket type, rental ski type, rental binding setting, etc.*) and reload them periodically with cash value for use and reuse to go directly to lifts and directly to on-mountain venues or shops. In this application, they will be used as reloadable and reusable day ticket stock at both Cannon Mountain (winter) and the Aerial Tramway (summer), and as reloadable and reusable season pass stock at Cannon Mountain. The use of RFID card technology has also added tremendous value from a business perspective when it comes to scanned lift access and data collection regarding our visitation, use tracking and market experimentation based upon user trends, and quite importantly, the ability to message a guest (*when he/she is loading at lifts*) regarding an emergency or find a guest in an emergency.

Fee package; Value / Revenue:

FNSP/Cannon will of course, still be very well-positioned in northern New England from a value perspective. Please see the attachments for a fiscal impact calculation and a competitive comparison. Though our ski area and summer recreation offerings set the standard for excellence within New Hampshire, our prices are well-known to very often be at or slightly below the average market rates. Please note that the requested fee amounts are maximums and may be adjusted downward to address market conditions. Additionally, Cannon's other winter revenues derived from its hundreds of other products that stem from the sale of these marquee items are expected to increase and provide added revenue. Promotional items may also be added to our product menu later during the winter or summer season if market conditions continue to improve markedly, or when other unforeseen opportunities arise.

Winter Special Use Policy:

The Cannon Mountain Winter Special Use Policy outlines those special uses that are consistent with ski industry standard practices. The team at FNSP/Cannon has taken a far more active approach within the last 15 years in utilizing its winter special use policy as a marketing and merchandising tool to add incremental revenue, and heavily targets the specific audiences receiving benefits. The policy is adapted and adjusted annually to remain consistent with ever-changing ski industry labor and hiring standards and staff and team member retention standards, and to meet specific needs and requests while achieving the Division's stewardship mission.

Vehicle Parking Fee Authorization Request:

Franconia Notch State Park operates a highly efficient and safe hiker interaction team and paid hiker shuttle model to keep hikers from parking and walking on I-93 / Franconia Notch Parkway. This provides tens of thousands of hikers access to many of the most popular and nationally recognized short hikes, full-day hikes, and multi-day hikes in the Northeast, at a high cost to the State Park System.

The authority to charge a fee of \$10 per vehicle (*on weekends and Monday holidays*) at the two primary Franconia Ridge and Kinsman Ridge hiker lots would nearly offset the cost of operating the shuttle system. Charging for day use parking at these very popular high demand / low volume lots would not only be consistent with current standards of practice set within the park system (*ex. seacoast area meters and paid lots at Wallis Sands and South Beach*), but also meet the expectation voiced by visiting hikers for several years now, of being charged as is consistent in other areas around the country.

- Summer 2022 van rental costs, fuel, and Hiker Interaction Team wages during the 20-week hiker shuttle season will finish at an estimated \$90,000 to include all van rental costs plus fuel and wages.
- Summer 2022 revenue from the paid hiker shuttle during the 20-week season will finish at an estimated \$45,000 (expected to reach 9,000 riders @ \$5/rider)

This calculates to an estimated loss of approximately \$45,000 for the season (revenue of \$45,000 less costs of \$90,000)

Under the plan of charging \$10 per vehicle, we estimate that in Summer 2023, revenue from paid parking at the proposed lots during a 20-week season would be approximately \$80,000 (\$10/vehicle x 200 spaces x 40 wknd days = \$80,000)

In summary -

The FNSP/Cannon team plans to make minimal adjustments on its advance-buy rates, but to continue with its surcharge model for same-day online or on-site sales, consistent with ski and outdoor recreation industry standards. Cannon's leading winter and summer competitors offer differential pricing between advance purchase and same-day purchase rates. Online sales exceed 75% of winter transactions and 50% of summer transactions with these competitors. FNSP/Cannon will still be very well-positioned in northern New England from a value perspective, as shown in the attached comparative matrix.


The FNSP/Cannon team plans to enact a new sales / point-of-sale / scanned access system to reduce system costs, improve its product management and reporting, and dramatically increase revenues. The advancement into RFID technology use and reporting is a timely and necessary move that will have a tremendous positive impact upon its business model and tracking of user trends and create a greater ease of use for its oft-returning guests.

The Cannon Mountain Winter Special Use Policy is adapted and adjusted annually to remain consistent with ski industry standards, meet specific needs and requests, and support the Division's stewardship and public outdoor recreation mission.

The FNSP/Cannon team seeks to offset its costs in operating its highly efficient and well-received Hiker Interaction Team activity and Hiker Shuttle System model by charging for parking in its two (2) primary extended-hike user lots on Interstate 93 / Franconia Notch Parkway on weekends and holidays between late May and mid-October annually.

Many thanks for your continued service and guidance, and for your consideration of these requests.

Respectfully submitted,


Sarah L. Stewart
Commissioner

(PSM)

Cannon Mountain Aerial Tramway & Ski Area // Fee Package

- Relative to annual request for approval on Cannon's marquee Summer and Winter season items
 - Relative to annual request for approval on Cannon Mountain Winter Special Use Policy
-

Pricing Structure / Revenue Management

Pricing Structure

- Fiscal Committee review (primary winter/summer products) each spring or fall

- Adult, Teen, College, Military, Junior, Senior one-day ticket rates
- Tuckerbrook Family Area (with Eagle Cliff add-on) one-day ticket rate
- NH Resident (Wednesday) one-day ticket rate
- Adult, Teen, College, Military, Junior, Senior, Child regular season pass rates
- Adult, Teen, College, Military, Junior, Senior, Child (NH Resident) season pass rates
- Adult single day rental package / Snowsports clinic rate
- Adult and Junior winter round trip Tramway rates
- Adult and Junior summer round trip Tramway rates
- Cannon Mountain Winter Special Use Policy

A comprehensive annual review of all individual and group ticket and/or season pass pricing shall be undertaken (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every price point. Said pricing shall be submitted to the DNCR Business Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- DNCR Business Office review (in addition to rates above)

- Multi-day ticket rates
- Promotional and partnership ticket and season pass rates
- Snowsports School (including nursery facility) daily and seasonal program rates
- Rental and Repair daily and seasonal program rates
- Retail Operations and self-owned and operated food & beverage rates
- Cannon Mountain Winter Special Use Policy

A comprehensive review of multi-day ticket rates, promotional and partnership ticket and season pass rates, and SnowSports School, and/or Rental/Repair, and/or Retail and F&B pricing shall be undertaken annually (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. In addition, the Snowsports School Director, Rental/Repair Manager, and Retail Manager shall be consulted. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every applicable price point. Said pricing shall be submitted to the DNCR Business Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- Special Use Policy / Fiscal Committee Review / Flexibility in Market Experimentation

The *Cannon Mountain Winter Special Use Policy*, which applies to special use by its staff members and/or their families, ski and snowboard industry representatives, Legislative and Executive Branch users, local and regional schools and charitable organizations, and various other individuals and organizations, shall be re-assessed, amended, and/or re-written by the General Manager annually and submitted to the DNCR Business Office and Fiscal Committee for review and approval prior to being released. The agency benefits internally and externally by following industry standards related to special use by its own team and industry related individuals and organizations. The agency shall follow RSA protocols when utilizing the Winter Special Use Policy to benefit local and regional schools and charitable organizations, as well as various other individuals and organizations.

Annual Review

- Cannon Mountain's marquee product pricing structure shall be reviewed by DNCR and the Fiscal Committee
- The Cannon Mountain Winter Special Use Policy shall be reviewed by DNCR and the Fiscal Committee
- DNCR/NH Parks/Cannon shall follow RSA's and maintain the authority to adjust any necessary pricing in the event of:
 - * Severe weather challenges
 - * Adverse or positive market conditions / opportunities
 - * Market experimentation or partnership opportunities
 - * Other promotional opportunities which present themselves throughout the season and/or fiscal year

State of New Hampshire // Department of Natural & Cultural Resources
 Cannon Mountain Aerial Tramway & Ski Area // Franconia Notch State Park - Marquee Products
 Proposed Pricing and Comparative Data Submitted for Fiscal Committee review (Fall 2022)

| Cannon Mtn Winter Ticket Products | | | | | | | Competitor Information (Rates may be outdated or may not be listed) | | | | | |
|---|----------------------------------|-----------------------|----------------------------------|-----------------------|---------------------------|---|--|---|--------------------------------------|------------------|---------------------|--|
| | Online Sales (Advanced) in 21/22 | Window Sales in 21/22 | Online Sales (Advanced) in 22/23 | Window Sales in 22/23 | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online | Adult one-day rate during high season is used for comparison Poll of General Managers at these five primary competing properties | | | | | |
| | | | | | | | Resort | Online -vs- Window Tiered or Dynamic Pricing? | Online sales % versus Window Sales % | | | |
| Adult 1-day | \$89 | \$99 | \$94 | \$104 | 13,000 | \$97,500 | | | | | | |
| Teen/Coll 1-day | \$81 | \$91 | \$81 | \$91 | 4,100 | \$0 | | | | | | |
| Military 1-day | \$58 | \$68 | \$58 | \$68 | 600 | \$0 | | | | | | |
| Jr 1-day | \$66 | \$76 | \$66 | \$76 | 1,000 | \$0 | Attitash | \$109 advance / \$115 window | 60% online -vs- 40% window | | | |
| Sr 1-day | \$66 | \$76 | \$81 | \$91 | 1,000 | \$22,500 | | <i>Dynamic and Tiered</i> | | | | |
| T-Brook/Eagle | \$54 | \$64 | \$54 | \$64 | 1,300 | \$0 | B-Woods | Current rates not listed | 90% online -vs- 10% window | | | |
| T-Brook Only | \$43 | \$53 | \$43 | \$53 | 1,300 | \$0 | | <i>Tiered Pricing</i> | | | | |
| NH Sr Mdwk Ticket | \$0 | \$0 | \$0 | \$0 | 2,900 | \$0 | Cannon | \$84 advance / \$104 window | 75% online -vs- 25% window | | | |
| Adult Rental Pkg | \$48 | \$53 | \$48 | \$58 | 2,400 | \$9,000 | | <i>Tiered Pricing</i> | | | | |
| Jr Snowsports | \$49 | \$54 | \$49 | \$54 | 850 | \$0 | Loon Mtn | \$108 advance / \$120 window | 80% online -vs- 20% window | | | |
| Adult Aerial Tram | \$25 | \$28 | \$25 | \$28 | 2,400 | \$0 | | <i>Dynamic and Tiered</i> | | | | |
| Junior Aerial Tram | \$20 | \$23 | \$20 | \$23 | 300 | \$0 | Sunapee | \$100 advance / \$124 window | 85% online -vs- 15% window | | | |
| NH Res Wednesday | \$45 | \$55 | \$49 | \$58 | 3,500 | \$21,000 | | <i>Dynamic Pricing</i> | | | | |
| NH State Employee | \$45 | \$50 | \$49 | \$54 | 100 | \$600 | Waterville | Current rates not listed | 80% online -vs- 20% window | | | |
| | | | | | | \$150,600 | | <i>Dynamic and Tiered</i> | | | | |
| Rev Increase on marquee items with \$10 incr. @ window @ 25%/75% sales volume split | | | | | | | \$150,600 | | | | | |
| Rev Increase expected from \$5 RFID card sales on marquee item tickets | | | | | | | \$173,750 | | | | | |
| Cannon Mtn Winter Season Pass Products | | | | | | | Competitor Information (Rates may be outdated or may not be listed) Comparison based upon unrestricted access with no blackout dates | | | | | |
| | Sales in 21/22 | Sales in 22/23 | | | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online | Attitash | B-Woods | Loon Mtn | Sunapee | Waterville | |
| Under 6 / Processing Fee | \$39 | \$39 | | | N/A | \$0 | N/A | \$30 | N/A | N/A | \$25 | |
| NH Sr Mdwk / Processing Fee | \$39 | \$39 | | | N/A | \$0 | N/A | N/A | N/A | N/A | N/A | |
| Adult Non-NH Resident | \$839 | \$859 | | | 600 | \$12,000 | \$879 | \$1,155 | \$1,079 | \$879 | \$1,171 | |
| Adult NH Resident (pre Dec 15) | \$629 | \$644 | | | 900 | \$13,500 | \$879 | \$1,155 | \$1,079 | \$879 | \$1,171 | |
| Adult Military Non-NH Resident | \$399 | \$399 | | | 50 | \$0 | \$499 | \$559 | \$1,079 | \$499 | \$527 | |
| Adult Military NH (pre Dec 15) | \$299 | \$299 | | | 100 | \$0 | \$499 | \$559 | \$1,079 | \$499 | \$527 | |
| Teen/Sr Non-NH Resident | \$539 | \$559 | | | 40 | \$800 | \$879 | \$915 | \$479 | \$879 | \$704 | |
| Teen/Sr NH Resident (pre Dec 15) | \$404 | \$419 | | | 260 | \$3,900 | \$879 | \$915 | \$479 | \$879 | \$704 | |
| Sr Military Non-NH Resident | \$235 | \$235 | | | 20 | \$0 | \$499 | \$559 | \$1,079 | \$499 | \$527 | |
| Sr Military NH Res (pre Dec 15) | \$176 | \$176 | | | 35 | \$0 | \$499 | \$559 | \$1,079 | \$499 | \$527 | |
| Jr Non-NH Resident | \$469 | \$489 | | | 250 | \$5,000 | \$448 | \$329 | \$479 | \$448 | \$619 | |
| Jr NH Resident (pre Dec 15) | \$351 | \$366 | | | 250 | \$3,750 | \$448 | \$329 | \$479 | \$448 | \$619 | |
| Young Adult Non-NH Resident | \$589 | \$589 | | | 140 | \$2,800 | \$879 | \$519 | \$479 | \$879 | \$704 | |
| Young Adult NH Res (pre Dec 15) | \$426 | \$441 | | | 140 | \$2,100 | \$879 | \$519 | \$479 | \$879 | \$704 | |
| Rev Increase based solely on marquee items listed | | | | | | | \$43,860 | | | | | |
| Franconia Notch State Park Summer Products | | | | | | | Competitor Information (Rates listed are all from 2022) | | | | | |
| | Online Sales (Advanced) in 21/22 | Window Sales in 21/22 | Online Sales (Advanced) in 22/23 | Window Sales in 22/23 | 5-yr avg vol ticket sales | Rev Inc based on 25% purch vol as same day / 75% Online | Attitash Lifts | Sunapee Lifts | Bretton Wds Gondola | Polar Caves Hike | Lost Rvr Gorge Hike | |
| Adult Flume Gorge | \$18 | \$21 | \$18 | \$21 | 115,000 | \$0 | | | | | | |
| Junior Flume Gorge | \$16 | \$19 | \$16 | \$19 | 15,000 | \$0 | N/A | N/A | N/A | \$25 | \$26 | |
| Adult Aerial Tram | \$25 | \$28 | \$25 | \$28 | 70,000 | \$0 | N/A | N/A | N/A | \$15 | \$26 | |
| Junior Aerial Tram | \$20 | \$23 | \$20 | \$23 | 8,500 | \$0 | N/A in 2022 | \$19 | \$25 | N/A | N/A | |
| Revenue Increase based solely on marquee items listed | | | | | | | \$0 | | | | | |
| Rev Increase expected from \$3 RFID card sales on marquee item tickets | | | | | | | \$625,500 | | | | | |
| Net FNSP Cannon Revenue Increase based solely upon marquee items | | | | | | | \$993,700 | | | | | |



Cannon Mountain Winter Special Use Policy 2022/23 Winter Season

NOTE:

Cannon Mountain Snowsports School offers a different set of (season pass / family member benefit) protocols for its paid team members, some with a lesser set of benefit parameters and a lesser work schedule requirement, and others with a greater set of benefit parameters and a greater work schedule requirement. Snowsports Instructors: please see the Snowsports School Director or Assistant Director for full details and specifications.

NOTE:

In any case in which there are day passes involved, the user may be required to pay the \$5 cost for the reloadable / reusable RFID card.

Cannon Mountain Team Members and Dependents

Season Passes

To qualify for a season pass for himself/herself and his/her dependent(s)... each Cannon, Centerplate, or FSC paid employee, each Cannon non-paid affiliate, and each ASPNC volunteer must abide by the standards established by the "Team Member Guide" and/or "Snowsports School Contract." Team member passes and/or family passes may be revoked or suspended at any time, for any reason, by the Commissioner, Director of Parks and Recreation, General Manager (GM), or the employee's or volunteer's department head. If an employee's (or volunteer's) season pass privileges are revoked or suspended, then the revocation will apply to his/her dependents' privileges, as well.

All team members must show a valid day ticket or season pass to load a lift, and must show a season pass or Cannon Mountain ID when applicable for discounts.

For the purposes of this policy, DEPENDENTS are those individuals who may legally be claimed as dependents in accordance with Federal and State I.R.S. regulations. Violation of this policy may lead to termination and / or prosecution.

Season passes will only be issued after the employee or volunteer has completed a season pass application and eligibility form, and attended any required departmental training program, and the general manager has signed the appropriate forms. Only the general manager may waive any part of this requirement. A processing fee will be charged for all passes. Season passes are not transferable and may not be sold. Passes are valid during employment (or while a team member is in good standing), and through the end of the ski season if the employee or volunteer is released in good standing and by agreement of the GM.

Team members must complete the online Cannon University session to eligible for skiing/riding privileges for themselves and their family members (and eligible for the ticket program).

REMINDER:

There may be different sets of parameters (than those listed below) for privileges relative to Snowsports School, ASPNC, or FSC, as negotiated between those department heads and the General Manager.

Class 10 and Class 59 Cannon employees, and FTYR employees of Sodexo, FSC, the NE Ski Museum (“NESM”) and ASPNC (not volunteers or part-timers):

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$10 processing fee

Full-Time Seasonal Cannon, Sodexo, FSC, NESM, and ASPNC employees (30+ hrs a week):

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$25 processing fee

Part-Time Seasonal Cannon, Sodexo, NESM, and FSC employees (29/fewer hrs a week):

- * Employee pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Cannon Mountain non-paid affiliates and Adaptive Sports Partners of the North Country Volunteers (all such team members must meet minimum requirements set by supervisor):

- * Affiliate / Volunteer pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Note: See previous statement regarding changes to Snowsports School privilege programs, and those of other programs such as ASPNC or FSC.

Employee & Affiliate - Volunteer Ticket Codes

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees and ASPNC “full time” volunteer affiliates

These team members shall be eligible for two (2) redemption codes (each for a day ticket) in January, February, and March. Said codes will expire on April 16, 2023. There is no restriction on when they may be used during the season (midweek / weekend / holiday), but they MUST be booked online and are subject to availability on the day / date requested.

These codes (tickets) may not be sold, and their sale may result in that team member’s immediate termination. These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation. Should said privileges be revoked (ex. early termination for cause, job abandonment, etc.), these codes will be immediately invalidated and thus unusable.

Rental Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Basic package rental equipment is available at no cost from the Cannon rental shop during non-peak periods (defined as after Noon on weekends and holidays and at any time on a midweek non-holiday). The Rental/Repair Manager must be contacted in advance to authorize equipment use, and the team member must book online.

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Repair Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Tuning services are available at a 50% discount, and are based on availability of labor. No rush orders; 24 hours' notice must be given / requested. This privilege applies only to the equipment owned and used exclusively by the team member (no family / friends).

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Retail Shops

This section applies to:

- Cannon paid employees and non-paid affiliates

Cannon Mountain Sports Shop (Notchview) and the Old Man Country Store (Tramway) shall extend a 30% discount on various non-sale items. In addition, the shop manager may announce special discount days on specific items. Said employees and volunteers must present their season pass to be eligible for these discounts.

On-snow team members (Snowsports School, Snowmaking, Patrol, Lift Ops, Lift Maintenance, Parking Ops, Events-Mktg, and Ambassadors may be eligible for a 40% discount on select items related to outdoor use while working.

This privilege applies only to the team member (no family / friends).

Pre-packaged food and beverage items at retail outlets may not be discounted.

Food Service (Sodexo venues)

All Cannon paid employees and non-paid affiliates, all paid FSC employees, and all paid ASPNC employees (in good standing):

Shall be eligible for a 50% discount on regular retail rate food items (not specialty items or off-retail items such as outdoor deck BBQ's, etc.), excluding pre-packaged food and drinks and alcoholic beverages. Please inform the cashier that you are a team member before items are rung on the register; your employee or volunteer pass MUST be presented in order to be eligible for the discount. Said discount does not apply to peak periods at the Cannonball Pub, or during specialty / after-hours functions.

Food & beverage discount privileges do not extend to family members or friends.

Snowsports programs for team members

Cannon Mountain paid employees and non-paid affiliates (not family members or friends) may participate at no charge in scheduled group lessons during midweek, non-holiday periods. Such uses, however, must be requested at the desk in advance, and are subject to availability in any given scheduled group.

Other privileges for Cannon Mountain paid employees and non-paid affiliates:

Cannon Kids / Mtn Explorer / Junior Development 50% discount (subject to availability / must book online)

There are no discounts on private lessons, junior development, or nursery programs.

General Court (NH Legislature)

The complimentary ticket program for NH General Court members was deemed inappropriate by the Legislative Ethics Committee (January 2012).

DNCR Advisory Commission, Executive Council, and Cannon Mtn Advisory Commission

The Commissioner or Director may issue members of the DNCR Advisory Commission, the Executive Council, and the Cannon Mountain Advisory Commission up to five (5) complimentary day ticket codes per individual, per season, for use at their discretion. These tickets may not be sold. Any exceptions to this policy will be made in writing by the Commissioner and/or Division Director, and the General Manager will be informed of the exception. Legislators who are members of said bodies are advised that complimentary ticket programs for NH General Court members were deemed inappropriate by the Legislative Ethics Committee (January 2012). Promo codes will be issued, and the users must book online and in advance.

Adaptive Skiers

In order to receive discounted day tickets, an adaptive (handicapped) skier/rider must present his/her Golden Access Passport (available for blind or permanently disabled individuals through the federal government) or a letter from a doctor on that doctor's letterhead. Upon presentation of the Golden Access Passport or the aforementioned letter, an adaptive skier/rider and one assistant (if required) may purchase an all-day ticket at half price. Day tickets may be purchased at Guest Services at Notchview. Adaptive skiers/riders may opt to purchase a season pass at a 50% discount by using said Golden Access Passport. Said season pass discount is available to the adaptive guest; it is not available to an assistant. Promo codes and online booking may have to be used.

Military Discounts

Pending Fiscal Committee approval, all active, retired, veteran and reserve United States Military personnel may purchase day tickets and season passes at the applicable / approved 2021/22 day ticket and season pass rates with proper Military ID or discharge ID/paperwork. Note: the NH resident discount deadline still applies. The discounted rates are for the service person only, and do not apply to family members or friends. Promo codes and online booking may have to be used.

Visiting Ski Area Personnel

Ski NH member areas:

Full time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Non-Ski NH member areas:

Full-time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part-Time employees may ski for \$50 Sunday-Friday during non-holiday periods

Criteria:

- A. Visitor's home ski area is operating that day
- B. The individual must present a letter of introduction that meets the following criteria:
 - 1) Original letterhead (no desk-top letterhead, no copies)
 - 2) Original signature by manager or personnel director.
 - 3) Letter must be dated (current), and must specify the date of skiing
 - 4) Employee and his/her job must be named in letter
 - 5) Letter must state status (FT / PT)
 - 6) Specify that the home ski area is open
 - 7) Must be accompanied by a current payroll stub that substantiates the employee's FT status.
 - 8) Must be accompanied by photo ID.
 - 9) One letter per person per visit; no more than 2 visits per person per week.

Note – this protocol may be altered to reflect online / advance ticketing.

PSPA, PSIA, NSPA

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the Professional Ski Patrol Association (PSPA), Professional Ski Instructor's Association (PSIA) and the National Ski Patrol Association (NSPA) may ski for \$25 Sunday-Friday during non-holiday periods. The member must present a current PSPA, PSIA or NSPA card at the Guest Services desk at Notchview when redeeming the bar code. Must book online and provide proof of membership when redeeming.

Rescue Services

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the following services may ski for \$25 Sunday - Friday during non-holiday periods:

Androscoggin Valley Search & Rescue, Pemi Valley Search & Rescue, Mountain Rescue Service, New England K-9, Upper Valley Wilderness Rescue Team

Criteria:

Member service must provide a list of its members;
Privilege extends only to the service member, not to friends or family members
Must book online and provide proof of membership when redeeming.

Visiting Ski & Snowboard Shop Employees

Local / Lincoln / Partner Shops:

Owner / Manager / Full Time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Non-Local / Non-Partner Shops:

Owner / Manager / Full Time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part time employees may ski for \$50 Sunday - Friday during non-holiday periods

Criteria:

The employee must present a dated letter of introduction on shop letterhead (no copies, no desk-top letterhead) signed by the shop owner/manager, a photo ID, and current paycheck stub. No privileges will be extended without a letter.

The employee's name must appear on a list of approved employees submitted by the ski shop to Cannon by the shop owner or manager.

The employee may exchange the letter for the appropriately priced lift ticket at Guest Services at Notchview, where the letter will be retained and kept on file.

Ski & Snowboard Industry representatives

Cannon Mountain may choose to offer free or discounted privileges to New Hampshire and/or other area ski and snowboard industry employees and company representatives on a limited basis. Must book online and provide validation when redeeming.

Special programs for NH youths: Teams, Special Needs, School/Recreation Groups

Qualifying organizations wishing to participate in these programs must organize and make reservations through the Sales Office prior to the first ski date. All lift tickets will be issued at Guest Services at Notchview. Misuse of special group programs and tickets may result in revocation of all privileges for users of these programs.

New Hampshire School Teams:

Competitive ski teams from all secondary schools, and collegiate teams representing the University System of New Hampshire and the New Hampshire Technical Institute/Colleges, consisting of a minimum of four (4) and a maximum of twelve (12) members under supervision, will be permitted to ski for ten (10) midweek/non-holiday days at an annual \$200 registration fee rate. One permit per season is allowed for each men and women's team, though one permit may be used for both male and female athletes. Weekend/holiday tickets will be sold at regular group rates by pre-arrangement with the mountain's Sales Manager. Race Day Tickets: when bibs are to be used for lift access, New Hampshire School Team program tickets may not be issued. If athletes and coaches wish to ski as a team on that date, then tickets will be issued after the race has finished. These team tickets are not for parents / chaperones, only for training / racing athletes / coaches. On-hill gate training must be pre-arranged with the Franconia Ski Club.

The ski area will log the team's days of skiing, team members and serial numbers of tickets issued. After the permitted number of days/tickets have been used, the team may utilize the rate structure outlined in the section titled "*New Hampshire School and Recreation Youth Groups.*"

Special Needs Children's Groups:

Special needs children's groups from New Hampshire not associated with a public school system (*e.g. disabled, orphaned, emotionally disturbed, abused and underprivileged*) may ski/snowboard mid-week/non-holiday through prior arrangement with the Sales Manager (reservations required). Organizations wishing to participate in the program must present a copy of their license from the State of New Hampshire upon their first visit. Groups may not exceed 50 youths per visit. No minimum number of people to qualify for rates; five (5) visits per organization per season. Fees are as follows: Youth (age 6-17) \$15 // Chaperone (1 per 6-10 youths) \$15 // Additional adult @ current adult group rate. Snowsports School Group Lessons @ \$15 per person // Basic Rental Package @ \$15 per person // Helmet rental @ \$5 per person // Damage waiver @ \$1 per person.

New Hampshire School and Recreation Youth Groups:

Any and all NH elementary or secondary students engaged in a school or community field trip may ski/snowboard during non-holiday periods through prior arrangement with the Sales Manager (reservations required). Groups may not exceed 100 youths per visit and must have at least 12 people per visit to qualify for rates. Maximum of five (5) visits per organization per season. Fees are as follows: Midweek Youth (age 6 – 17) \$20 // Weekend – Holiday Youth \$29 // Midweek Chaperone \$20 (1 per 6-10 youths) // Weekend – Holiday Chaperone \$29 // Additional adults @ current adult group rate. Snowsports School Group Lessons: \$18 midweek / \$22 weekend // Basic Rental Package: \$18 midweek / \$22 weekend // Helmet Rental \$5 // Damage Waiver \$1.

School Release Programs:

Schools that wish to commit to bring students to Cannon one day per week (midweek/non-holiday) for 4 - 6 consecutive weeks may pay a one-time (per child) flat rate for day tickets, Snowsports School lessons and rentals that will be determined by the Snowsports School Director and Rental Shop Manager, and approved by the General Manager.

Franconia Ski Club / Affiliated Partners

In light of the ongoing relationship and 40-year agreement between Franconia Ski Club and Cannon Mountain Aerial Tramway & Ski Area, the NH Director of Parks and Recreation and/or the General Manager may set specific rates each season for tickets to be used by home and visiting competitors for training, competition camps, events, and/or racing, whether specifically at the Mittersill terrain area or throughout the Cannon Mountain trail network.

New Hampshire State Employees

Individuals currently employed by the State of New Hampshire, and whose agency or working group is a part of the State's current Collective Bargaining Unit (CBA) and listed as such, may ski for half the price of that particular day's FULL-DAY ticket price (*ex. \$82 @ 50% = \$41 ticket*) on any particular winter season date. Adult day tickets and Tuckerbrook-Eagle tickets only, employee only, no other discounts apply. Also – said CBA member State Employee may purchase his/her applicable season pass at half of the applicable rate (no stacking discounts, *ex. 1/2 price State Employee + NH 25% NH Res discount*), only the higher of the two discounts will be acceptable. Said CBA member State Employee MUST show proper and current State Employee identification. Must book online and in advance for both tickets and season passes.

Members of the Media

Writers and other journalists may receive complimentary day tickets by arrangement with the Director of Sales and Marketing, or in his/her absence the General Manager. These day tickets will be issued at the Guest Services Desk at Notchview Lodge. Promo code will be used for booking.

Commissioner, Director, GM, and DSM Discretion

At the discretion of the Commissioner, Director of Parks & Recreation, General Manager, or Director of Sales & Marketing, complimentary day tickets (or use at a reduced cost) may be issued in exchange for volunteer ski patrol, courtesy patrol, photography, promotional, medical or other services of operational or marketing benefit to Cannon Mountain or the Division of Parks and Recreation. Complimentary lift privileges shall not be exchanged for goods / products.

Non-paid Affiliates

The General Manager or applicable department head may approve persons interested in participating in Cannon's various non-paid affiliate programs in writing. Non-paid affiliate programs may have clear and concise written job duties, which may be approved by General Manager. Non-paid affiliates may be asked to sign a liability release form.

Non-paid affiliates may offer to assist on a number of days specified by that particular program leader. The affiliate will receive a team member season pass for himself / herself for a \$10 processing fee. Non-paid affiliate dependent passes can be purchased for the applicable discounts outlined in section I.

Non-paid affiliates may or may not be asked to return as such in each (any) successive winter season, depending upon his / her success rate with meeting Cannon's standards / protocols during the current season, and whether or not he / she may be deemed a good fit for the Cannon team.

NH Seniors aged 65 and older

Pursuant to RSA #218:5-c, NH residents aged 65 and older effective December 14th, 2021 are eligible for complimentary lift tickets for personal use during midweek periods (defined as Monday – Friday). Proper identification, such as a NH Driver's License or non-driver NH ID card, is required when redeeming. RFID card (reloadable / reusable) must be purchased.

A NH Senior Midweek Pass, valid each Monday – Friday without exception, is available for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview.

Children under the age of 6

Children who are under the age of 6 on that day may ski/snowboard for free (with a day ticket) when a ticketed (or season pass holding) adult accompanies them. A season pass (no restrictions) is available for children under the age of 6 for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview. Tickets and passes must be purchased online and in advance. RFID card (reloadable / reusable) must be purchased.

Holiday Definition

Christmas Holiday Period: December 26, 2022 – January 1, 2023

- a. Holiday rates every day
- b. NH Seniors may ski free Monday - Friday
- c. Other restrictions as defined by category / group

Martin Luther King Jr. Weekend: January 14-16, 2023

- a. Holiday rates every day
- b. NH Seniors may ski free on that Monday
- c. Other restrictions as defined by category / group

Presidents' Week Holiday Period: February 18-26, 2023

- a. Weekend/Holiday rate every day.
- b. NH Seniors may ski free Monday – Friday
- c. Other restrictions as defined by category / group