

Improving Amenity Profitability Committee
Agenda 6/26/23

1. Discussion and possible vote on Resortlogic (consultant) proposal
2. Prioritize revenue generating ideas
3. Choose 1-3 ideas to pursue

Revenue Generating Ideas from meeting 4/13/23

- Pool:
 - School pool groups
 - Scout pool groups
 - Pool birthday parties
 - Midweek pool memberships-lap swimmers, after school swim
 - Lifeguard training
 - Swim lessons with fee for siblings to free swim
 - Water aerobics
- Summit Lounge/Lodge:
 - YOGA
 - Birthday parties
 - Rehearsal dinners
 - Small weddings (Niche??), fall/winter
 - Summer/fall agility activities at lodge
 - Monthly jazz brunches
 - Group business dinners-rotary club, chamber of commerce,...
 - XXXX School proms/dances-removed. Our space is not large enough.
- Meeting space:
 - Business Meetings
 - NOLS-Nat Out Lead Skill/WFA training
 - CPR/First Aid certification
- Outdoor events:
 - Recreational ski races
 - Summer concert series
 - Disc golf
 - Tennis/pickleball tournaments
- Others:
 - Rental space to midweek practitioners
 - Increasing Mountainview lounge business