



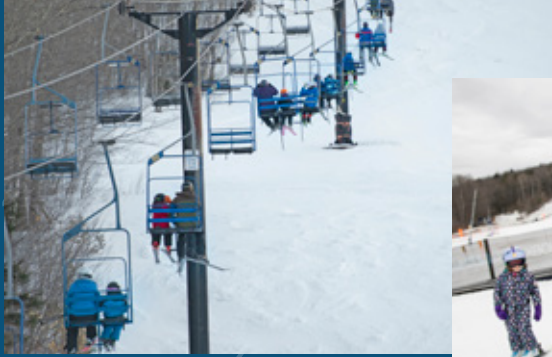
2022-2023

ANNUAL REPORT

Whaleback Mountain
160 Whaleback Mountain Road
Enfield, NH 03748

www.whaleback.com

SKI IT TO
BELIEVE IT



MORE THAN A MOUNTAIN. IT'S A COMMUNITY.

OUR MISSION

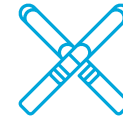
Sustaining Whaleback Mountain as a community snow sports facility that welcomes everyone to discover the joy of snow sports and to become a lifelong snow enthusiast.

OUR VISION

A vibrant, sustainable non-profit ski area that retains its unique character, is focused on skier development, and optimizes availability of existing terrain and facilities during the ski season and off-season.

Whaleback promotes participation in skiing and snowboarding without regard to ability to pay by maintaining a robust scholarship fund that supports children and families in financial need.

STRATEGIC GOALS



MAINTAIN
WHALEBACK'S
UNIQUE CHARACTER



MAXIMIZE
SNOWMAKING
CAPACITY



MAINTAIN
OUR
CHAIRLIFT



ADD NEW
SURFACE
LIFT



FOCUS ON
SKIER
DEVELOPMENT



GROW
OFF-SEASON
REVENUE

SEASON HIGHLIGHTS



SEASON PASSES UP

Season pass sales this season were an all-time high of 1,147, up 20% from last season (which was our previous best season!)



FINANCIAL AID UP

Financial aid granted was up 3-fold and 100% of requests were granted. We are making our mission and vision a reality!



SUMMER CAMPS

Successfully launched the first Whaleback Summer Nature & Arts Camp.



COMMUNITY SKI DAY

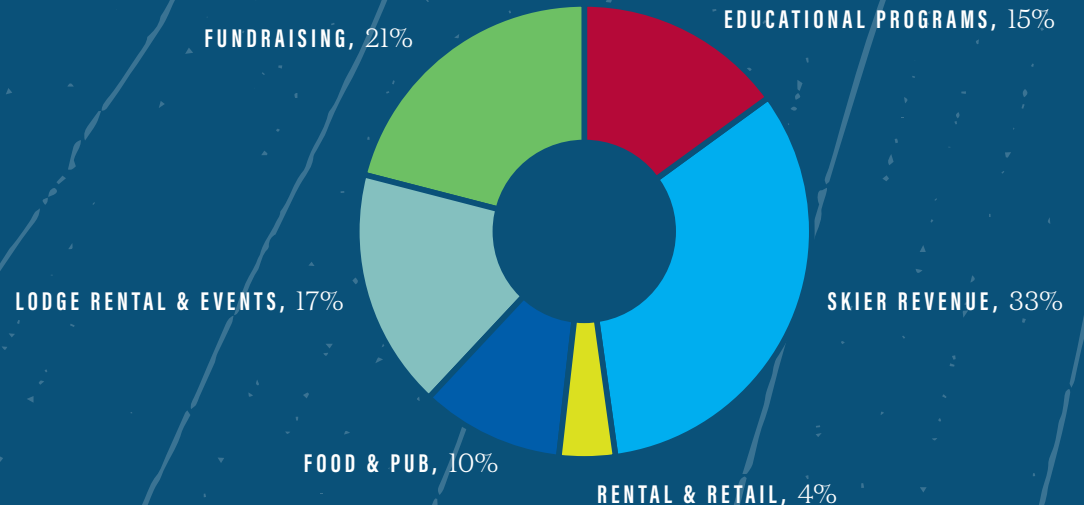
Free skiing for Upper Valley residents was a huge hit that we will make an annual event. It didn't hurt that it was a bluebird day!



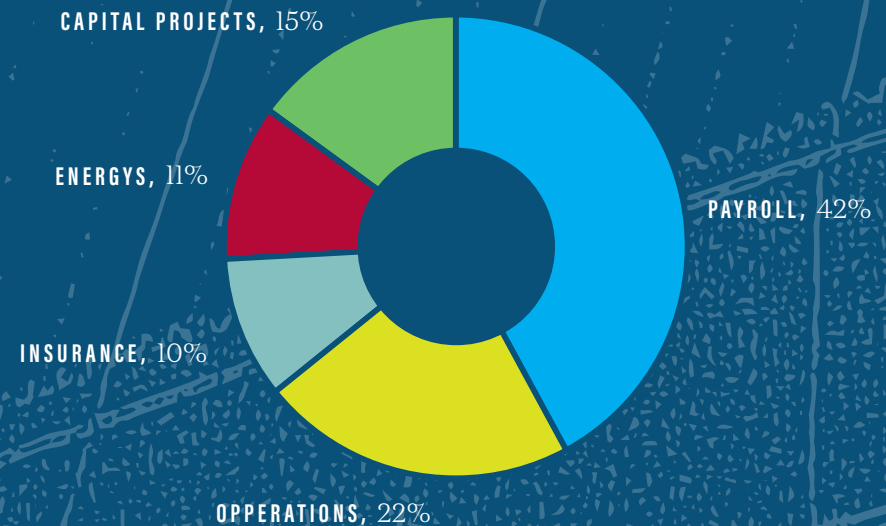
SURFACE LIFT

We are on track to install a new surface lift on Lower Spout this summer. This exciting addition will allow Whaleback to focus on skier development, one of our strategic goals.

REVENUE \$1.27M



EXPENSES \$1.30M

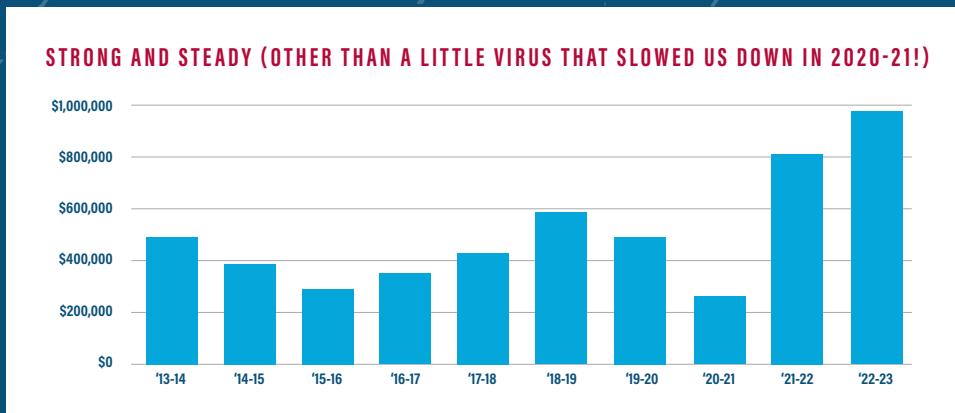


As of April 1, 2023

TRAILMAP FOR SUCCESS

Whaleback just finished its 10th year as a non-profit - and the non-profit model is working. Whaleback is in the best position it has been for a very long time. It has not been an easy journey for our beloved little mountain but it is now clear that Whaleback is in fact sustainable as a small, independent ski area. Ski It To Believe It!

It has always been a goal to get to the point where Whaleback can generate enough revenue to meet our operating expenses. We are proud that the operating revenue growth over 10 years has been strong.



While we are making great progress on operating revenue, Whaleback would not still be here were it not for philanthropic support. This has included community donors, large and small, as well as generous support from several foundations.

- *Bob Beattie Ski Foundation*
- *Couch Family Foundation*
- *Claremont Savings Bank*
- *Dwinell Foundation*
- *Fisher Financial*
- *Golf & Ski Warehouse*
- *Hato Viejo Coffee*
- *Jack & Dorothy Byrne Foundation*
- *Marker / Dalbello / Volkl*
- *Mascoma Savings Bank*
- *Mary W. Harriman Foundation*
- *MK Woodworks*
- *Precision Osteopractic Physical Therapy*
- *Share Winter Foundation*
- *Shire Digital*
- *Ski Rex Media*
- *Tecnica Group*
- *The Mountain Report*

OUR TEAM

Jon Hunt **EXECUTIVE DIRECTOR**

Gerd Riess **DIRECTOR OF MOUNTAIN OPERATIONS**

Alex Lahood **DIRECTOR OF BUSINESS OPERATIONS**

Max Harrison **DIRECTOR OF LEARNING PROGRAMS**

Dave Rancore **SKI PATROL DIRECTOR**

Buddy Teavens IV **TERRAIN PARK MANAGER**

Khara Hesselton Benoit **KITCHEN, CAMPS & EVENTS MANAGER**

Brant Flint **PUB MANAGER**

BOARD OF DIRECTORS

Norm Berman

Graham Clarke

Greg Crowley

Nate Fisher

Julia Ford

Samantha House

Eric Janson

Steve Kantor

Kelly O'Brien

Daniella Reichstetter

John Schiffman

Leah Todd Lin



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