

National Ski Council Federation Newsbeat April 2020

Ikon Pass Expands Spring Deals Amid COVID-19 Crisis. Ikon Pass is doubling renewal discounts and extending spring promotions through May in response to the unprecedented challenges created by the coronavirus pandemic. [More.](#) SAM

Vail Resorts Institutes Pay Cuts, Furloughs, Defers Capital Projects. In an effort to reduce expenses over the coming months, Vail Resorts will furlough the majority of its U.S. year-round hourly employees and institute pay cuts for salaried employees. It will also significantly reduce capital expenditures planned for this summer. The moves stem from the uncertainty of when, or if, the company's businesses will be able to reopen this summer as the impacts of the COVID-19 pandemic grow. [More.](#) SAM

Vail Resorts CEO Donates \$2.5 Million for COVID-19 Assistance. Vail Resorts CEO Rob Katz and his wife, Elana Amsterdam, will donate more than \$2.5 million to provide immediate support for both Vail Resorts employees and the mountain towns where the company operates in response to the COVID-19 crisis. [More.](#) SAM

Alterra Suspends Pay for Some, Postpones Capital Projects. As the mountain resort industry remains at a standstill amid the expanding coronavirus (COVID-19) crisis in North America, Alterra Mountain Company has made adjustments to maintain financial viability. [More.](#) SAM *Ed. This article references an April 3 internal memo from Alterra CEO Rusty Gregory to employees. The article below references an April 1 interview with the Aspen Skiing Co. CEO Mike Kaplan. It is unclear whether the Alterra announcement negates the capital projects outlined by Aspen Skiing Co.*

Aspen Skiing Co. Moving Forward with Major Capital Projects. In interview with *The Aspen Times*, Aspen Skiing Co. CEO Mike Kaplan said several major capital projects will still take place this summer, including a new \$10+ million six-passenger chairlift, construction of a new workforce housing complex, and more. [More.](#) SAM *Ed. See note at end of Alterra item above.*

New Owners Investing \$10 Million at Timberline Mountain, WVA. Timberline Mountain in West Virginia closed in the middle of the 2018-19 season, fell into bankruptcy soon after, and was purchased in December by the owners of Indiana's Perfect North Slopes. Now, amid the COVID-19 turmoil, the new owners shared good news: plans to invest more than \$10 million at Timberline this summer, including the installation of two new chairlifts and a conveyor. [More.](#) SAM

Mountain Communities Doing Social Good. Stories of our mountain resort community giving back and making a difference. *Ed. Check out the You Tube video of dancing dinosaurs delivering pizza at Greek Peak NY about nine items down the list.* [More.](#) SAM

Hestra Donates 38,000 Pairs of Gloves to Colorado First Responders. Swedish glove company Hestra donated 38,000 pairs of gloves to Colorado first responders yesterday. The company, who recently relocated its US headquarters to Arvada, CO, donated from the nitrile gloves to be used by the City of Arvada's first responders during the coronavirus pandemic. [More.](#) SnowBrains

Skiing Got Big Lift from Art Clay and Ben Findlay Among Blacks. *Ed. Note. Good article about Art Clay and Ben Findlay who are the first African Americans to be inducted into the U.S. Ski Hall of Fame and*

the founders of the National Brotherhood of Skiers. Unfortunately, the Sun Times online did not allow copying text, but the full article is available at the link. [More.](#) Chicago Sun Times