

## A Message from our GM

Well here it is again, another season opener just around the corner. And, just like every season before, we have new challenges ahead of us. With over 60% of Minnesotans and nearly 50% of North Dakotans fully vaccinated, we are cautiously optimistic we can return to a “normal” season. At the current time there are no statewide mask mandates and no mask mandates in place for staff or guests at Detroit Mountain. Despite that, some of the changes we implemented last season will carry forward because they helped improve operational efficiencies and overall guest experience in addition to improving hygiene and sanitization.

Pre-purchasing is the best tool we have in setting capacity limits on the busiest holiday weeks and weekends and advance online purchasing will continue for lift tickets, rentals, and tubing for the 2021-2022 winter season. Although capacity limits have been increased since last year, we do anticipate selling out on those busy days. Advance booking is not required for season pass holders.

Due to limited storage space in the lodge, we continue to encourage guests to use their vehicle as base camp. If you must bring a bag into the lodge, it must fit into one of our 14x14x14 cubby bins. If no bins are available, you will need to return your personal belongings to your vehicle base camp. No bags or personal items will be allowed left unattended in the Mountain Café space. This ensures staff will be able thoroughly sanitize eating surfaces between use.

The biggest challenge ahead for us this season is becoming fully staffed to return to our 2019-2020 operations schedule. As I write this note, we are approximately 50% staffed. To attract candidates, we have increased wages in all departments and expanded some of the perks of the job. Most notably, to attract stay at home parents we have offered family passes to spouses, significant others, and dependent children. We are also looking at various referral and seasonal bonuses.

The news reports a changing job culture with many choosing non-traditional careers, schedules, and a combination of jobs. It is our hope that is to our advantage. We offer a unique and exciting work environment where our primary task is to provide safe and healthy outdoor fun. That’s right, our job is to sell FUN! How many people can gauge their success on how many smiles they created?

If you are interested in trying something different, we want you to try us. If you are a pass holder or fan of Detroit Mountain, please consider working part time. If you are unable to become an employee, please help us recruit someone. If you refer an employee to us we will give you four buddy passes to use this season and enter your name into a contest to win a season pass for next season.

We grow from a year-round staff of about twelve to needing more than 125 employees to get us to full operation. Twelve hours of lift operation quickly turns into fourteen- or fifteen-hour days. On average Detroit Mountain needs 45 customer facing staff when we are open in all areas. Given 12 hours of lift operation we need approximately 60 to 70 staff through the course of a single day.

As we move toward opening, we will match our operational hours with staffing availability and snow conditions, providing you with the best on and off snow service we can. Currently we anticipate opening Saturday and Sunday November 27th and 28th from 11am-6pm and the following weekend, December 4th and 5th from 10am-6pm.

Please call ahead or visit our website for the most up to date information. A list of some of the most frequently asked questions will also be provided on our web site to help guide your visit to Detroit Mountain.

On behalf of the entire DM team, Happy Thanksgiving!  
Jeff Staley