

CHERRY PEAK RESORT

PUBLIC RELATIONS PLAN



Final Version

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1. Situational Analysis

Cherry Peak is one of Utah's newest ski resorts. It is located in Richmond, Utah and opened in 2015 by a man named John Chadwick. His family purchased the land in 1967 and he always dreamed of turning it into a ski resort. He didn't turn that dream into a reality until he took a ski run on the property with an Olympic Ski Coach in 2002. The coach agreed that it would make a great ski resort and told him to do it. Chadwick opened the resort with private investors instead of taking out loans, which sets him up for more success since he has no debt. There are currently three chairlifts and 29 runs. Cherry Peak is a very family-friendly resort for families to enjoy. It is also a great place for students as the prices are very affordable and the resort is about a 30 minute drive from Utah State University. Cherry Peak offers night skiing so you can enjoy the sunset overlooking Cache Valley.

1.1 Mission Statement-

Cherry Peak Resort is the best value in skiing available. If you didn't check us out last year, make sure you make it to the Peak this coming year and see why!

1.2 Markets, Products and Services

Ski and Snowboarding Lessons:

First Timers: Pre-Season: \$60.00, Regular Price: \$115.00

Includes a half day beginners lesson and a full day pass and equipment rental

Group: Full Day: \$85.00, ½ Day: \$45.00

Lessons only. 2 students minimum

Private: Full Day: \$85.00, ½ Day: \$45.00, Hourly: \$65.00

1 on 1 coaching, lessons only.

Semi-Private: Full Day: \$240.00 (+\$40/person added), ½ Day: \$130.00 (+\$20/person added) Hourly: \$65.00 (+\$16/person added)

Personal family or group. Lessons only.

Lesson Packages:

First-Time Superpack: \$399.00

5 Half-day group lessons, 5 full-day equipment rental, and 5 full day ski passes.

Group Series: Full Day: \$220.00, ½ Day: \$120.00

4 person pack of lessons. Reservations needed. Lessons only.

Super Pack: Pre-Season: \$299.00, Regular Price: \$599.00

Season Ski and/or Board Rental:

skies, boots, poles or board, boots.

Child (5 and under): \$99.00

Youth (6-12): \$109.00

Adult (13 and up): \$129.00

Daily Rentals:

Adult (12+): Full Day: \$25.00, ½ Day: \$20.00

Junior (6-11) and Senior (65+): Full Day: \$18.00, ½ Day: \$14.00

5 and under: Full Day: \$10.00, ½ Day: \$8.00

Goggles only: Full Day: \$9.00, ½ Day: \$9.00

Helmet Only: Full Day: \$9.00, ½ Day: \$9.00

Goggles and Helmet: Full Day: \$15.00, ½ Day: \$15.00

Day Passes:

Youth Half-Day Passes (12 or under): \$29.00

Youth Full-Day Passes (12 or under): \$35.00

Adult Half-Day Passes (13+): \$39.00

Adult Full-Day Passes (13+): \$45.00

3 Day Passes: Pre-Season: \$119.00, Regular Price: \$135.00

Night Skiing:

Youth Night Pass 5-pack (age 6-12): Pre-Season: \$85.00, Regular Price: \$90.00

Adult Night Pass 5-pack (age 13+): Pre-Season: \$99.00, Regular Price: \$110.00

Youth Night Skiing Pass (age 6-12): \$18.00

Adult Night Skiing Pass (age 13+): \$22.00

Family season passes:

Silver season Pass family: Pre-season: \$789.00, Regular Price: \$899.00

up to 5 passes, 10% discount on summer concerts, no blackouts

Silver Family Plus: Pre-season: \$1239.00, Regular Price: \$1399.00

up to 5 passes, 3-lift access, free summer concert and activities, no blackouts

Gold Season Pass Family: Pre-season: \$889.00, Regular Price: \$999.00

up to 6 passes, 4-lift access, 20% discount on summer concerts, no blackouts, more

Gold Family Plus: Pre-season: \$1339.00, Regular Price: \$1499.00

up to 6 passes, free summer concerts and activities, 2 free buddy passes for night skiing, no blackouts

Individual season passes:

Silver Season Pass: Pre-Season: \$269.00, Regular Price: \$299.00

3-lift access, 10% discount on summer concerts, no blackouts

Gold Season Pass: Pre-Season: \$319.00, Regular Price: \$399.00

4-lift access, 2 free buddy passes for night skiing, 20% discount on summer concerts, no blackouts

Gold Season Pass YOUTH: Pre-season: \$135.00, Regular Price: \$249.00

4-lift access, 2 free buddy passes for night skiing, 20% discount on summer concerts, no blackouts

Gold Season Pass SENIOR (70+): Pre-Season: \$125.00, Regular Price: \$229.00

Peak Pass: Weekdays (Thursday and Friday Only): Pre-season: \$149.00, Regular: \$299.00

Student Passes:

Silver: Pre-Season: \$229.00, Regular Price: \$299.00

3-lift access night skiing included, 10% discount on summer concerts, no blackouts

Gold: Pre-Season: \$259.00, Regular Price: \$329.00

4-lift access day/night, 2 free buddy passes for night skiing, 20% discount on summer concerts, no blackouts

Snow Tubing:

Prices are subject to change at any time

No children under the age of 3

Family Tubing Pass: \$35.00

Includes: tube rental, magic carpet, pass for 4, add more for \$5 each

Pass for Two: \$20.00

Includes: 2 tube rentals, magic carpet, pass for 2

Invividule: \$11.00

Includes: tube rental, magic carpet pass

The Peak Grill:

Upgrade to a meal with fries and drink for \$5.00

Cherry Peak Kids Meal: \$6.50 (hamburger, small fry or tot, and small drink)

Basic Burger: \$9.00

Cherry Burger: \$12.00

Chicken Basket: \$9.50

Mountain Tacos-carne asada: \$2.00 each

Hot Dog: \$4.50

Grilled Cheese: \$4.50

Fish'n'Chips: \$10.00

Soup: \$5.00

Hand-cut Fries: \$4.50

Tator Tots: \$5.00

Candy: \$2.00

Fountain Drinks: \$2.00

Bottled Drinks and Milk: \$3.00

Gatorade and Energy Drinks: \$3.00

Hot Chocolate: \$3.00

Coffee: \$2.00

Weddings:

Grand Room:

outdoor grounds include access to main floor bathrooms

Daytime (10am-2pm): \$895.00

Evening (4pm-10pm): \$1595.00

All Day (10am-10pm): \$1995.00

Outdoor Grounds:

Daytime (10am-3pm): \$595.00

Evening (4pm-10pm): \$695.00

All Day (10am-10pm): \$895.00

Full Access:

Daytime (10am - 2pm): \$1390.00

Evening (4pm - 10pm): \$2090.00

All day (10am - 10pm): \$2690.00

Amenities:

Complementary use with facility rental

Basic A/V including sound system and flat screen TV

Beautiful wooden tables and seating (maximum capacity of 160)

Standard cleaning, table set-up and take-down

Free parking- handicap access and elevator

Event chaperone

Available Services:

Not included with facility rental

Dedicated Staff Assistance: \$20.00/hour

Extended Use (subject to limited availability): \$100.00/hour

Mountain Shuttle Use: \$50.00/hour

Lift Access: \$500.00/hour

Approved and licensed caterers

Alcohol (as provided through caterer only)

Additional cleaning or repairs (as needed)

1.3 Customers and Competitors

Cherry Peak Resort's biggest competitor is Beaver Mountain. Cherry Peak and Beaver Mountain the ski resorts located the closest to Logan, Utah and offer similar benefits. Beaver currently has 48 runs ranging from beginner to advanced with two terrain parks. There are six lifts that run throughout the park. Beaver offers season passes, day tickets, night tickets, lessons and equipment rentals at a higher price compared to Cherry Peak. Beaver Mountain also has the Mountain Grill where guests can purchase breakfast items, soups, pastas, sandwiches and classic grill items. During the summer Beaver Mountain offers a RV park, lodge rentals, yurt rentals, and camping spots.

The two biggest customers for Cherry Peak are families and wedding parties. Cherry Peak offers a wedding venue for the public to rent. The venue includes a sound system, tables, chairs a t.v., and a bridal suite. They offer two options for in house catering or off-premise

catering. There is also an in house florist option. This is popular in the summer/ fall months when the resort is not being used as much.

Cherry Peak works to make their resort family friendly which attracts families from around Cache Valley. With family discounts on season passes and plenty of beginner runs, the resort is appealing to families, especially those with younger kids. It is located closer to Logan than Beaver Mountain making it faster for guests to be up on the mountain ready to go. Cherry Peak also offers tubing, a family friendly winter activity for those who don't ski or snowboard.

Beaver Mountain is more popular among the University students which is a big client base for the resort. Even with its competitive pricing and many amenities, Cherry Peak does not attract as many university students as it could be. This potential client base is one that hasn't reached its full potential at Cherry Peak yet.

1.4 Past PR/Communications Efforts

Cherry Peak Resort appears to primarily rely on Instagram for their social media marketing and PR. While they also use Facebook, YouTube, and Twitter to connect with their customer base, their post frequency is significantly less than on Instagram. Their website is clear and easy to navigate with a main homepage and tabs for Season Passes, Concerts and Events, The Mountain, Ski and Snowboarding, Snow Tubing, Groups, News and Info, and More. Under their Concerts and Events tab, they have a clear calendar to display their sponsored events.

Another Instagram profile, @cherrypeakevents, is dedicated to posting photos of the lodge as a venue, events that have been booked there, and general information about their venue option. This account is a lot smaller than their main page, with a lower frequency of posts and less followers.

In the past season, Cherry Peak hosted a March Madness Slalom Race where the winner received a free annual pass. There was an Olympian guest present, as well. They also held a Star Wars Night with fireworks, lightsaber relay races, and a costume contest. In addition, they had a rail jam competition, sponsored by Rockstar. Besides events on the mountain, they hosted a Valentine's Day dinner and concert event in their lodge.

This season, they are a part of a sponsored screening of the new Warren Miller film, "Daymaker." For this Logan event, there is a special offer where the first 500 people to purchase tickets receive a buy one, get one deal for lift tickets at Beaver Mountain. All attendees also receive a free Cherry Peak day or night lift ticket, a free Nordic Valley Lift pass, \$20 gift certificate at Directive Boardshop, \$5 gift certificate to Al's Sporting Goods, and an entry for their \$10,000+ prize drawing. The screening will take place November 17th and 19th.

Below, we tracked Cherry Peak’s Instagram activity to analyze their PR efforts and make suggestions for improvement.

Social Media Tracking

11/10	Sponsored Instagram story ad for screening of “Daymaker” Warren Miller film, Instagram story of snow plowing on mountain, repost of @best.of.logan Instagram story about “Daymaker” screening, Instagram post giveaway for “Daymaker” screening tickets
11/11	Instagram story of snowplow
11/12	Instagram story of snowmaker at night
11/13	Nothing posted
11/14	Instagram story about their job fair on 11/16 at the lodge, sponsored Instagram story ad for “Daymaker” screening
11/15	Instagram story about snowmaking, Instagram story reposted from @cherrypeaksevents of new lights installed on the lodge’s deck,
11/16	Instagram story promoting job fair for the resort, Instagram story of snowmaking, Instagram story of snowplow

1.5 Audience Research

1. What do you think of when you hear Cherry Peak?
2. What do you look for in a Ski resort?
3. Do you prefer skiing or snowboarding?
4. What ski resorts in Utah have you been to?
5. Who do you ski/snowboard with?
6. How much are you willing to pay for a lift pass?
7. What do you know about Cherry Peak?
8. What do you know about Beaver?
9. What do you like/don’t like about Cherry Peak?
10. What do you like/don’t like about Beaver?
11. How often do you ski/snowboard in a season?
12. What social media platforms do you use?
13. Have you attended summer events at a resort?
14. How far are you willing to travel to a ski resort?
15. What level of a skier/snowboarder are you?
16. What does your typical ski/snowboarding day look like?

17. What is a positive experience you've had at Cherry Peak?
18. What is a negative experience you've had at Cherry Peak?
19. How have you heard of Cherry Peak?
20. How would you describe Cherry Peak in 3 words?
21. Do you like trying new ski resorts or are you loyal to one?
22. What motivates you to ski/snowboard at a certain resort?
23. How many children do you have?
24. Do your children ski/snowboard?
25. What do you like about your ski class at Beaver?
26. What do you wish Cherry Peak offered that they now don't?
27. How would you rate our resort compared to Beaver?

Where we will be conducting surveys:

1. We will host a tabling event on USU's campus with Cherry Peak representatives during ski season in the Taggart Student Center. Students can take a short, easy survey after scanning a QR code available at the table or on paper. In return, students will receive free hot chocolate and a submission into a raffle for a free night skiing pass.
2. We will have a booth at USU's Day on the Quad event with Cherry Peak representatives. If students follow @cherrypeakresort and take the survey in the bio, they can spin a wheel to win free swag.
3. We will host a tabling event at stores such as The Sportsman, Al's Sporting Goods, Sportsman Warehouse, and Sierra at the entrance. People can take the survey online or on paper about Cherry Peak. In return, they will receive a 10% off coupon to the associated store and chance to win a free snow tubing pass for their family.
4. After a customer purchases any ticket from Cherry Peak online (season pass, snow tubing, student pass, etc), they will be asked to take a survey. In return, they will receive a food voucher to The Peak Grill at the resort.

1.6 Key Audiences

- Utah State Students
- Students in PE ski class
- Students involved with campus recreation
- Students who didn't get into PE class, still want to take lessons
- Beaver Mountain pass holders for night skiing
- Families with young children
- Beginners

- Engaged couples planning their wedding

1.7 Key Messages

Where Utah Plays

The best value in skiing

Learn affordably

Always in tune where you need ‘em

Give snow dough

Get a taste for skiing at the Peak

Unbridled winter fun

Feed your stoke daily

Our rental shop will get you moving in style

Don't Forget to visit the peak grill

Enjoy the thrill of the mountain

Cherry Peak is a hidden gem

Fun for the whole family

A mountain for every skill level

The place to go for all seasons

The fun doesn't have to stop at night: night skiing offered throughout the week

Enjoy your next work event with the corporate winter program

Snow tubing is available if you want to try a new snow sport

Cherry Peak is a beautiful wedding venue

Cherry Peak has two in house caterers and a florist for weddings

The views are unlike anywhere else

Cherry Peak offers ski and snowboarding lessons for any experience level

Experience the powder

It's time to hit the slopes

Ski or snowboard at an affordable price

Support your local mountain

1.8 Communications Objectives

- Increase awareness of Cherry Peak resort on Tripadvisor ratings.
- Increase engagement with @cherrypeakresort Instagram page by 10%.
- Increase lift ticket sales by 15%.
- Increase USU student attendance this winter by 20%.
- Increase attendance for events hosted at Cherry Peak by 20%.

1.9 Strategies and Tactics

1. Increase customer flow through events

A. *Summer events:*

- Have a wedding blogger write a review on having a wedding at the resort.
- Invite an influencer couple to take wedding photos in the reception hall and have them post and tag us on their social media platforms.

B. *Corporate Events/Retreats:*

- Promote having corporate events and retreats take place at Cherry Peak Resort.
- Create a designated section on the website for companies to get more information on having events at the peak.
- Invite companies to have retreats at the resort and have both the company and Cherry Peak post about it on social media.

C. *Concert Series:*

- Continue our outdoor concert series. People who have purchased ski passes get to also attend an outdoor concert during the summer months.
- Get local and big name artists to participate.
- Have food trucks, activities, etc. at the event.

D. *Winter events:*

- Once a month, have a themed night (ex. Star wars, 80s) where everyone can dress up and enjoy some fun night skiing.
- Host an opening day party for ski season. The party will include live DJ, games, and fire pits for family and friends to gather throughout their time skiing/snowboarding.
- Host a ski/snowboarding freestyle competition on USU's Old Main Hill. Have music, food trucks, etc.

E. *Host a film festival competition for USU students:*

- Cherry Peak Resort will host a snowsport film festival competition for USU students. USU students will create a short film about any kind of snowsport and submit it for consideration. Attendees at the film screening will vote on the winner.
- Secure Red Bull as a sponsor for this event, as they have sponsored Cherry Peak events in the past, to offer free swag for attendees and prizes for winners
- Host the film screening at the Cherry Peak Resort lodge, offer discounts for lift tickets only available for purchase at event, give away swag and lift tickets as raffle items during screening, have Big Blue at the event
- Winners of the film competition will receive free season passes to Cherry Peak

F. Increase Tripadvisor Rating:

- Have signs with QR codes posted throughout the resort that if customers write a review for Cherry Peak on Tripadvisor they can receive a free small hot chocolate.

2. Encourage more interaction with social media posts on Instagram

A. Reorganize the social media team:

- Hire a new social media manager for the Instagram page who will manage creative posts and the content calendar. Also hire a Cherry Peak photographer/videographer who will work closely with the social media manager.
- Create a content calendar where the social media team can post consistently and stay organized with themed posts.

B. Create Instagram content that encourages follower interaction:

- Regularly post stories on Instagram that will highlight any upcoming events or news about the resort.
- Have captions that encourage follower interaction. For example, you could post a picture with the caption asking everyone to comment their favorite holiday activity.
- Post giveaways (ex: free swag, lift tickets, or tubing tickets) people can enter if they repost the instagram post or comment their friends in the comments.
- Have themed posts on specific days (ex: wipeout of the week, family night pictures, ski fashion, beach night, ect) so followers could look forward to posts and want to join in.
- Highlight offers available at the resort every week on a specific day (ex: the different offers on passes).

3. Develop advertising materials to use on USU's campus

A. Create evergreen advertisement to share information around campus

- Create 3 evergreen designs to put on yard signs, flyers and tvs around campus.
- Run the ads in October when season passes go on sale and then again in December when they are getting ready to open.

B. Have a Day on the Quad booth

- Create a wheel to spin for prizes such as night ski passes, free meal at restaurant, and free rentals.
- Have students follow the Instagram page for updates.
- Make stickers to give out to those who interact with Cherry Peak on social media.

C. Have a coupon in USU's annual coupon book to be distributed around campus.

- Create ad content graphic for coupon book.
- Offer 15% off season passes.

D. Reach out to USU's media to cover our events.

- Aggie Radio will promote our theme night on their shows.
- Aggie TV will do a story about our opening day party.
- Statesman will run a story about our events.

4. Offer incentives to non-season pass holders

A. Establish a night skiing loyalty program

- Cherry Peak will offer a punch card along with night lift tickets
- After customers purchase five individual lift tickets, they earn 50% off their next night lift ticket
- After customers purchase ten individual life tickets, they earn one free night lift ticket

B: Offer a snow tubing discount with lift ticket purchases

- Cherry Peak will offer a 10% discount for snow tubing when customers purchase a lift ticket
- Discount will only be offered on weekday lift ticket purchases

1.10 Implementation Plan

Dates	Action
December 2022	<ul style="list-style-type: none"> ● Begin posting Instagram stories promoting opening party and themed nights ● Opening day party ● Themed night- Ugly Sweater Ski Night ● Announce film festival competition, post on Instagram ● Hire a new Social Media Manager

	<ul style="list-style-type: none"> ● Launch Instagram campaign recruiting videographers for film festival screening ● Reach out to Red Bull as a sponsor ● Create evergreen ad campaigns for USU and being advertising on campus
January 2023	<ul style="list-style-type: none"> ● Themed night: 80's, Instagram story highlights ● Begin social media content calendar ● Instagram story post promoting Valentine's Ski Night ● Instagram story highlighting offers on tickets ● Launch Night Skiing Loyalty Program ● Aggie Radio Ad
February 2023	<ul style="list-style-type: none"> ● Film festival screening at Cherry Peak ● Themed night: "Love is in the Air" Valentine's Ski Night ● Instagram story promoting ski themed nights ● Host a giveaway on Instagram ● Launch snow tubing discount ● Aggie TV story
March 2023	<ul style="list-style-type: none"> ● Themed night: "Spring Breakers" Beach Party Ski Night ● Launch Instagram story series "Wipeout Wednesday" ● Host ski/snowboarding freestyle competition on USU's Old Main Hill ● Statesman story
April 2023	<ul style="list-style-type: none"> ● Have wedding blogger write a review ● Launch social media campaign promoting outdoor concert series ● Begin selling tickets ● Update USU's ad materials for summer events

May 2023	<ul style="list-style-type: none"> ● Have influencer couple take wedding photos at reception hall ● Outdoor concert ● Host a giveaway on Instagram
June 2023	<ul style="list-style-type: none"> ● Outdoor concert ● Have corporate retreats at the resort
July 2023	<ul style="list-style-type: none"> ● Outdoor concert ● Have corporate retreats at the resort ● Host a giveaway on Instagram
August 2023	<ul style="list-style-type: none"> ● Outdoor concert ● Have corporate retreats at the resort ● Have a booth at USU's Day on the Quad ● Offer 15% off coupon in USU's annual coupon book
September 2023	<ul style="list-style-type: none"> ● Host a giveaway on Instagram ● Post highlight video of outdoor concert series

1.11 Crisis Plan

1. Avalanche

Avoid:

- Have patrollers actively manage the snowpack.
- Monitor the mountain.

Prepare:

- Have avalanche warnings signs posted throughout the resort.
- Make sure customers are clear on where to go in case of an avalanche.
- Test sirens frequently.
- Host an avalanche preparedness class for customers before the winter season.

Manage:

- Close until we clear away the snow and fix the terrain.
- Send out a press release about how we handled the situation .
- Remain calm.
- Post updates on our instagram page.

2. Injuries/death

Avoid:

- Post mountain safety signs in the lodge, at the base of the mountain, on poles alongside the lift.
- Post terrain park safety rules at the entrance of the train park.
- Have waivers in rental equipment agreements.
- Ski patrol observes for misconduct and unsafe behavior on the mountain.

Prepare:

- Inform employees on emergency response protocols.
- Require ski patrol to be trained in first aid, avalanche safety, CPR, AED, and handling crisis situations.
- Have multiple methods of contacting 911 and ski patrol on different spots on the mountain.
- Arrange for fire department to have a set plan for responding at Cherry Peak (yearly planning).

Manage:

- For extremely serious injuries and deaths that would attract news stories, Cherry Peak will release a statement or hold a press conference depending on severity.
- Cherry Peak will explain how they handled the situation, maintain a stance of not being liable, but will extend sympathy to the harmed or deceased parties.
- Cherry Peak will remind customers of mountain safety, post additional materials, and share their emergency preparedness plans and if applicable, how they can be improved in the future.
- Host a midnight vigil on the mountain for the family.

3. The resort could experience a lack of snow for a typical season.

Avoid:

- Invest in snow cannons in case fake snow needs to be made.
- Check the weather often.

Prepare:

- Make it someone's job to learn how to work the snow cannons, and make the snow.
- Keep track of how much snow the resort is getting.
- Keep track of when snow melts.
- Check the temperature often, as it can be too warm to make fake snow.

Manage:

- Respond quickly by making snow if there is none.
- Make snow overnight before customers arrive.
- Be transparent with the public. If there is no snow and you are unable to make any, tell the public.

- Monitor how much water and energy you have to make the snow.

4. The resort could experience an employee shortage during the winter season.

Avoid:

- Establish and maintain a “family environment” among employees.
- Hold monthly business meetings with all employees to establish open communication and to help everyone be on the same page.

Prepare:

- Anticipate all the necessary jobs that need filling: ticket sales, retail and rental shops, lift attendants, ski patrol, and ski/snowboard instructors.
- Host a job fair to attract employees to work in September on USU campus.
- Post about open job positions on the instagram page, on Utah State campus as well as on USU’s Outdoor Program Instagram page.
- In order to attract employees, we will also post employee perks (free ski passes, ect.) on the application and on social media.

Manage:

- Dedicate resources to promoting job openings on Instagram.
- Respond quickly to employee shortages.
- Require employees to leave with a minimum of a two-week notice.
- Keep employees informed on their updated work schedules to compensate for lack of employees.

5. Ski lifts not running

Avoid:

- Create a daily routine to start lifts before opening to ensure it is running properly.
- Have monthly inspections/ maintenance to keep the lift running smoothly.
- Check the generators daily.

Prepare:

- Obtain a backup generator incase of power outage or generator issues.
- Have a designated mechanic on call.
- Create a response process procedure.
- Anticipate peak times the lift doesn’t work.

Manage:

- Prepared message to send guests, post online about it.
- Respond quickly to the lift broken. Find a solution quickly.
- Keep employees informed and updated on its status.
- Post updates on social media.

6. Pandemic

Avoid:

- Issue monitor covid outbreaks.
- Maintain a strong social responsibility for the public's health.

Prepare:

- Create a refund policy to follow if people aren't allowed to leave their house during the season.
- Have sanitizing stations ready with sanitizer and masks available.
- Have safety signs and protocol in place.
- Post Covid protocol on the website and social media.

Manage:

- Follow the refund policy if necessary.
- Send out/post important information as soon as possible.
- Be transparent and truthful about Covid regulations.
- Have a single media contact at the event of a Covid outbreak.

1.12 Creative Work:

A. Flier to hang up around USU's campus to promote USU student ski night.





B. Instagram post ideas



C. Media pitch to ski YouTuber, Lucas Catania (based in Park City, UT)

Hi Lucas,

I hope you're doing well and enjoying the amazing start to the snow season! I represent Cherry Peak Resort, in Richmond, Utah. We're one of the newest ski areas in the state. I really enjoy the content you produce, especially the inside look you give to each mountain. I'd like to extend an invitation to you to come visit us at Cherry Peak; it would make for a great video sharing the perks and advantages to hitting a smaller resort, compared to the huge crowds larger mountains can attract. We also offer night skiing almost every night of the week, which is always a good time for our guests.

Let me know if this interests you. Feel free to give me a call to discuss it more.

Best,

Janea Huber
(805) 704-0509
janeakhuber19@gmail.com

D. Aggie Radio ad

Have you heard Cherry Peak is opening on December 8th? Cherry Peak Resort is the best value in skiing available. If you didn't check Cherry Peak out last year, make sure you make it to the Peak this coming year and see why! More information can be found at skicpr.com.x

E. USU night swag giveaway:

