



## Mt. Ashland DNA

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### Mt. Ashland Is...

A community focused ski area owned and operated by a nonprofit organization dedicated to providing an outstanding alpine recreation experience for people of all ages and skill levels. As an asset to the community, we remain true to our core values: it is a local ski hill with great snow, exciting terrain, providing access to a diverse alpine environment and a fun family atmosphere.

### Our Promise is...

To remain a cherished community resource for generations to come. Mt. Ashland is most effective when it serves local residents and visitors alike, making them all feel welcome and that the mountain is their own. As an important member of the Southern Oregon community, we always strive to do better to provide enjoyment for the whole family, develop strategic partnerships, and care for our alpine environment.

To enhance the visitor experience we promise to manage the ski area with customer service as our top priority. Because our terrain balance favors more experienced skiers and boarders, our goal is to help newcomers progress and develop the skills needed to negotiate our terrain.

### Our Key Messages

#### **Mt. Ashland is an exciting place to be outdoors in winter.**

*Our skiing terrain is relatively small, but contains enough variety and receives enough snow that it is worth experiencing many times throughout the ski season. Since Mt. Ashland is conveniently located a short distance from the communities it serves, and we strive to communicate road and snow conditions in real time, our guests can rely on taking spontaneous trips to get the best possible experience.*

#### **Mt Ashland introduces snow sports to the community.**

*We are committed to creating the next generation of skiers and boarders. We provide a diverse range of instruction programs that are designed to meet people where they are – both in terms of skill level as well as economic means. We support other nonprofit community groups with lift ticket donations and are always looking to develop new strategic partnerships.*

#### **Mt. Ashland cares for our alpine environment.**

*We understand that we can always do a better job caring for the sensitive alpine environment at Mt. Ashland. Since the ski area is located in the headwaters region of several important streams, we are committed to do our best to protect them. We carefully manage the ski area to encourage growth of our unique plants and animals. We recognize the very real threat of global climate change so we are dedicated to becoming leaders in managing all aspects of our environmental impact.*



**Mt. Ashland is a vital community of engaged citizens.**

*All members of our community have a voice. We are meeting the needs of our community by actively listening to stakeholders. We encourage feedback from all of our stakeholders and will use that feedback to enhance our guest experience.*

**Mt. Ashland cares about our customers and donors.**

*We are committed to transparency in all of our actions in order to build and maintain the trust of our community. We rely on the generosity of our community to help us provide great programs, keep prices within reach and make capital improvements.*

## **The Brand Signature**

Local mountain fun since 1964.

Other messaging:

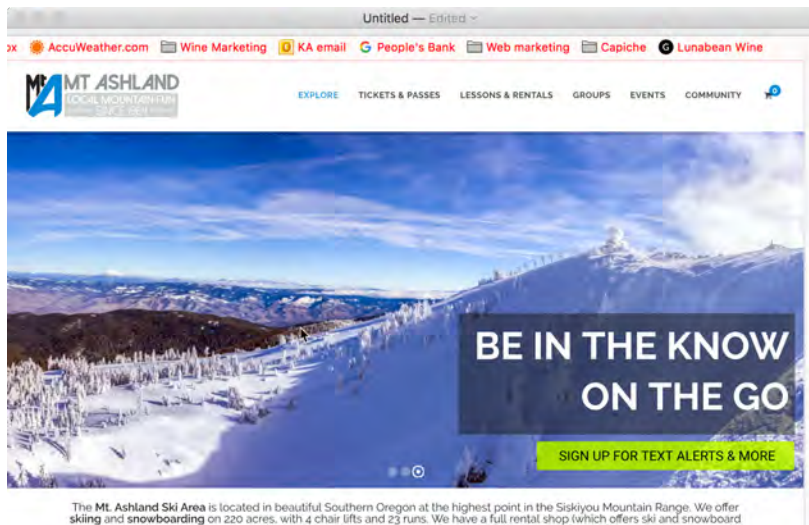
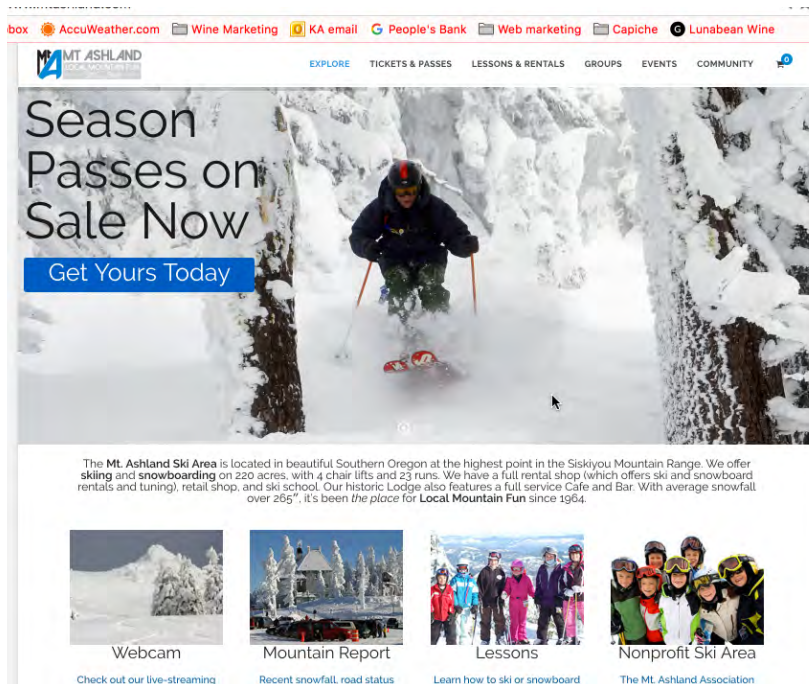
Mt. Ashland is dedicated to the communities it serves. Our goal is to provide fun and enjoyment for all demographics and social classes.

We want to become a leader in environmental stewardship, implementing the latest sustainability initiatives.

Our ski area provides adventures for skiers and snowboarders of all abilities. Each guest is seeking a different experience and we are dedicated to doing our best to ensure the visitor experience is enjoyable at every level.

Our community is made up of many different opinions. We celebrate everyone's different views and will collaborate together to find the best solutions.

Our donors support Mt. Ashland because it is an affordable, unique experience that enhances the lives of Rogue Valley residents. Donations enable the ski area to remain accessible to a broader range of social classes.



# Mt. Ashland Website

The new website design (left) incorporates the new logo. It is cleaner and more user-friendly. Based on customer use, the website places the most accessed features just a click away. The homepage is dynamic and can be updated to reflect current events.

DNA Statement descriptors portrayed on the website include: family, fun, customer service, accessible, sustainability, affordable.

*Note: Below is a screen capture of the old site for comparison.*

