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STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL and CULTURAL RESOURCES
DIVISION of PARKS and RECREATION
172 Pembroke Road Concord, New Hampshire 03301
Phone: (603) 271-3556 Fax: (603) 271-3553
Web: www.nhstateparks.org

August 20, 2023

The Honorable Ken Weyler, Chairman
Fiscal Committee of the General Court
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources, Division of Parks and Recreation (Division) requests approval of the attached fee package (on day tickets) for the marquee Winter 2023/24 and Summer 2024 seasons for products at Cannon Mountain Aerial Tramway & Ski Area, in addition to Flume Gorge entry products for summer 2024 and the 2023/24 Cannon Mountain Winter Special Use Policy, which expands upon Cannon’s standard operating parameters.

EXPLANATION

In accordance with RSA 216-A:3-g “Fees for the use of campgrounds and ski lifts shall be comparable with the fees for use of similar privately owned facilities.” And, “The operation of all enterprise functions within the park system, including ski lifts, food service, retail facilities, campgrounds, and other concession activities, shall be as profitable as possible, within the purposes of the park system.” The Franconia Notch State Park (FNSP) and Cannon Mountain Aerial Tramway & Ski Area (Cannon) management and marketing team (collectively FNSP-Cannon) conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices and summer rates with those of its competitors, all while maintaining its position as a value leader in New England and supporting both the mission and the financial stability of the NH State Park System. As a reminder, the Winter 2024 Season Pass rates were approved at the monthly Fiscal Committee meeting in June 2023, FIS 23-199, so that Cannon could move forward with its annual rate increases in July in keeping with ski industry standards.

Market Review / Cost Coverage:

In addition to maintaining its position as a value leader in New England and achieving its mission of supporting the NH State Park System as its primary revenue driver, we have an equally important need to consistently offset both foreseen and unforeseen costs. In FY24, FNSP-Cannon will see an impact of an additional ten percent payroll increase and the associated ancillary costs. Increases in several key areas within our portfolio and the switch last year to (paid) reloadable and reusable Radio Frequency Identification (RFID) cards are expected to provide necessary added revenues.

Advance & On-Site Sales / POS / Scanned Access:

The percentage of ticket sales transactions occurring through the online purchasing sales channel have skyrocketed within the ski industry (averaging 75%), while on-site ticket purchasing transactions are still holding at 50% during the summer season, with a higher percentage of visitors willing to pay extra at the window for added (weather-based) flexibility while traveling daily. Accordingly, good faith business efforts to better plan and staff for guest usage and service offerings by pushing business models toward online purchases have made on-site surcharges an accepted norm. In following with these standards and best outdoor recreation business practices, the FNSP/Cannon team plans to continue with its practice of offering a lower Online sales purchase (in-advance) rate and a higher on-site (same-day) rate on its primary winter and summer products. We're holding our advance rate increases at minimal levels and boosting our window rate increases to add a higher value for those who continue to plan well and purchase in advance.

Last December we implemented, a new, cloud-based, online and on-site point of sale ticketing sales and scanned lift access system. This system streamlined our product offerings and sales management, dramatically improved our financial acuity and reporting, generate a savings on sales commissions to the sales system vendor, reduced credit card processing fees and system costs, vastly improved our data collection and lift access control, and generate added revenue through the use of reloadable RFID card sales. The use of RFID card technology has also added tremendous value from a business perspective when it comes to scanned lift access and data collection regarding our visitation, use tracking and market experimentation based upon user trends, and quite importantly, the ability to message a guest (*when he/she is loading at lifts*) regarding an emergency or find a guest in an emergency.

Value / Revenue / Other Strategies:

While bumping its advance and window rates in order to maintain a high level of financial sustainability and support the entirety of the State Park System, FNSP-Cannon will of course, still be very well-positioned within northern New England from a value perspective. Please see the attached matrix for a fiscal impact calculation and a competitive comparison. Though our ski area and summer recreation offerings set the standard for excellence within New Hampshire, our prices are well-known to very often be at or slightly below the average market rates. Please note that the requested fee amounts are maximums and may be adjusted downward to address market conditions. Additionally, Cannon's other winter revenues derived from its hundreds of other products that stem from the sale of these marquee items are expected to increase and provide added revenue. Promotional items may also be added to our product menu later during the winter or summer season if market conditions continue to improve markedly, or when other unforeseen opportunities arise. We believe that the combination of making incremental changes to the advance rates and larger changes to the window rates and eliminating sell-outs on our primary in-season weekend (winter) days, our incremental revenue will grow dramatically within FY24.

Winter Special Use Policy:

The Cannon Mountain Winter Special Use Policy outlines those special uses that are consistent with ski industry standard practices. The team at FNSP-Cannon has taken a far more active approach within the last 15+ years in utilizing its winter special use policy as a marketing and merchandising tool to add incremental revenue, and heavily targets the specific audiences receiving benefits. The policy is adapted and adjusted annually to remain consistent with ever-changing ski industry labor and hiring standards and staff and team member retention standards, and to meet specific needs and requests while achieving the Division's stewardship mission.

In summary:

The FNSP-Cannon team plans to make a few key adjustments on its advance-buy rates, and to continue with its surcharge model for same-day online or on-site sales, consistent with ski and outdoor recreation industry standards. FNSP-Cannon will still be very well-positioned in northern New England from a value perspective, as shown in the attached comparative matrix. The new sales / point-of-sale / scanned access system and the use of RFID technology have paid dividends in ease of use and reporting, and have dramatically increased incremental revenue through card sales. Several key strategies will be at play this year as we aim to maximize upon our revenue potential in offsetting added costs. And finally, the Cannon Mountain Winter Special Use Policy is adapted and adjusted annually to remain consistent with ski industry standards, meet specific needs and requests, and support the Division's stewardship and public outdoor recreation mission.

This fee package on day ticket sales looks to generate an added \$85,913 in revenue over the next twelve months, based solely upon sales of the marquee items listed and an estimated additional \$100,000 in non-marquee day ticket sales. Added sales via non-sell outs and through ever-improved marketing and branding efforts, in addition to the sales from FNSP-Cannon's hundreds of other ticket products, will even further add revenue during this timeframe. Additionally, the rate increases on Winter 2023/24 season passes are expected to generate at least an additional \$77,000 (rounded) in revenue.

Respectfully submitted,



Brian J. Wilson, Director
Division of Parks and Recreation

8 / 29 / 23
Date



Sarah L. Stewart, Commissioner
Department of Natural and Cultural Resources

8 / 29 / 23
Date



Cannon Mountain Winter Special Use Policy 2023/24 Winter Season

NOTE:

Cannon Mountain Snowsports School offers a different set of (season pass / family member benefit) protocols for its paid team members, some with a lesser set of benefit parameters and a lesser work schedule requirement, and others with a greater set of benefit parameters and a greater work schedule requirement. Snowsports Instructors: please see the Snowsports School Director or Assistant Director for full details and specifications.

NOTE:

In any case in which there are day passes involved, the user may be required to pay the \$5 cost for the reloadable / reusable RFID card.

Cannon Mountain Team Members and Dependents

Season Passes

To qualify for a season pass for himself/herself and his/her dependent(s)... each Cannon, Centerplate, or FSC paid employee, each Cannon non-paid affiliate, and each ASPNC volunteer must abide by the standards established by the "Team Member Guide" and/or "Snowsports School Contract." Team member passes and/or family passes may be revoked or suspended at any time, for any reason, by the Commissioner, Director of Parks and Recreation, General Manager (GM), or the employee's or volunteer's department head. If an employee's (or volunteer's) season pass privileges are revoked or suspended, then the revocation will apply to his/her dependents' privileges, as well.

All team members must show a valid day ticket or season pass to load a lift, and must show a season pass or Cannon Mountain ID when applicable for discounts.

For the purposes of this policy, DEPENDENTS are those individuals who may legally be claimed as dependents in accordance with Federal and State I.R.S. regulations. Violation of this policy may lead to termination and / or prosecution.

Season passes will only be issued after the employee or volunteer has completed a season pass application and eligibility form, and attended any required departmental training program, and the general manager has signed the appropriate forms. Only the general manager may waive any part of this requirement. A processing fee will be charged for all passes. Season passes are not transferable and may not be sold. Passes are valid during employment (or while a team member is in good standing), and through the end of the ski season if the employee or volunteer is released in good standing and by agreement of the GM.

Team members must complete the online Cannon University session to eligible for skiing/riding privileges for themselves and their family members (and eligible for the ticket program).

PASS & TICKET BENEFITS:

There may be different sets of parameters (than those listed below) for privileges relative to Snowsports School, ASPNC, or FSC, as negotiated between those department heads and the General Manager.

All employees listed below will be eligible for the appropriate Employee Pass for themselves (as noted below) and will have three (3) pass or ticket options as benefits. Each employee may choose one (1) of the following when filling out a pass application:

OPTION 1: Choose to receive the appropriate employee dependent passes as noted below. OR, **OPTION 2:** Choose to receive a "Buddy Pass" as noted below. OR, **OPTION 3:** Choose to receive the applicable redemption codes for anyday lift tickets as noted below**.

Class 10 and Class 59 / Ben 50 Cannon employees, and FTYR employees of Sodexo, FSC, the NE Ski Museum ("NESM") and ASPNC (not volunteers or part-timers):

- * Employee pass for \$10 processing fee
- * OPTION 1: Each legal dependent pass for \$10 processing fee, OR
- * OPTION 2: \$10 Buddy Pass, OR
- * OPTION 3: Eight (8) redemption codes for anyday lift tickets

Full-Time Seasonal Cannon, Sodexo, FSC, NESM, and ASPNC employees (30+ hrs a week):

- * Employee pass for \$10 processing fee
- * OPTION 1: Each legal dependent pass for \$25 processing fee, OR
- * OPTION 2: \$25 Buddy Pass, OR
- * OPTION 3: Eight (8) redemption codes for anyday lift tickets

Part-Time Seasonal Cannon, Sodexo, NESM, and FSC employees (29/fewer hrs a week):

- * Employee pass for \$10 processing fee
- * OPTION1: First legal dependent pass for \$25 processing fee, other dependent passes at 50% discount, OR
- * OPTION 2: \$50 Buddy Pass, OR
- * OPTION 3: Five (5) redemption codes for anyday lift tickets

Cannon Mountain non-paid affiliates and Adaptive Sports Partners of the North Country Volunteers (all such team members must meet minimum requirements set by supervisor):

- * Affiliate / Volunteer pass for \$10 processing fee
- * OPTION1: First legal dependent pass for \$25 processing fee, other dependent passes at 50% discount, OR
- * OPTION 2: \$50 Buddy Pass, OR
- * OPTION 3: Five (5) redemption codes for anyday lift tickets

Note: *See previous statement regarding changes to Snowsports School privilege programs, and those of other programs such as ASPNC or FSC. Additional incremental ticket benefits may be considered for Class 10/59/Ben 50's as well as returning seasonal employees that choose OPTION 1 or 2.*

**** Said codes will expire on the last day of the 2023/24 Winter Season. They will not be extended into the following season. There is no restriction on when they may be used during the season (midweek / weekend / holiday), but they MUST be booked online and are subject to availability on the day / date requested.**

These codes (tickets) may not be sold, and their sale may result in that team member's immediate termination. These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation. Should said privileges be revoked (ex. early termination for cause, job abandonment, etc.), these codes will be immediately invalidated and thus unusable.

Rental Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Basic package rental equipment is available at no cost from the Cannon rental shop during non-peak periods (defined as after Noon on weekends and holidays and at any time on a midweek non-holiday). The Rental/Repair Manager must be contacted in advance to authorize equipment use, and the team member must book online.

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Repair Shop

This section applies to:

- Cannon paid employees and non-paid affiliates
- Sodexo paid employees
- FSC paid employees
- ASPNC paid employees

Tuning services are available at a 50% discount, and are based on availability of labor. No rush orders; 24 hours' notice must be given / requested. This privilege applies only to the equipment owned and used exclusively by the team member (no family / friends).

These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

Retail Shops

This section applies to:

- Cannon paid employees and non-paid affiliates

Cannon Mountain Sports Shop (Notchview) and the Old Man Country Store (Tramway) shall extend a 30% discount on various non-sale items. In addition, the shop manager may announce special discount days on specific items. Said employees and volunteers must present their season pass to be eligible for these discounts.

On-snow team members (Snowsports School, Snowmaking, Patrol, Lift Ops, Lift Maintenance, Parking Ops, Events-Mktg, and Ambassadors) may be eligible for a 40% discount on select items related to outdoor use while working.

This privilege applies only to the team member (no family / friends).

Pre-packaged food and beverage items at retail outlets may not be discounted.

Food Service (Sodexo venues)

All Cannon paid employees and non-paid affiliates, all paid FSC employees, and all paid ASPNC employees (in good standing):

Shall be eligible for a 50% discount on regular retail rate food items, including BBQ's, but excluding pre-packaged food and drinks and alcoholic beverages. Please inform the cashier that you are a team member before items are rung on the register; your employee or volunteer pass MUST be presented in order to be eligible for the discount. Said discount does not apply to peak periods at the Cannonball Pub, or during specialty / after-hours functions.

Food & beverage discount privileges do not extend to family members or friends.

Snowsports programs for team members

Cannon Mountain paid employees and non-paid affiliates (not family members or friends) may participate at no charge in scheduled group lessons during midweek, non-holiday periods. Such uses, however, must be requested at the desk in advance, and are subject to availability in any given scheduled group.

Other privileges for Cannon Mountain paid employees and non-paid affiliates:

Kids' Group Lessons & Junior Development @ 50% discount (*subject to availability / must book online*)

There are no discounts on private lessons.

General Court (NH Legislature)

The complimentary ticket program for NH General Court members was deemed inappropriate by the Legislative Ethics Committee (January 2012).

DNCR Advisory Commission, Executive Council, and Cannon Mtn Advisory Commission

The Commissioner or Director may issue members of the DNCR Advisory Commission, the Executive Council, and the Cannon Mountain Advisory Commission up to five (5) complimentary day ticket codes per individual, per season, for use at their discretion. These tickets may not be sold. Any exceptions to this policy will be made in writing by the Commissioner and/or Division Director, and the General Manager will be informed of the exception. Legislators who are members of said bodies are advised that complimentary ticket programs for NH General Court members were deemed inappropriate by the Legislative Ethics Committee (January 2012). Promo codes will be issued, and the users must book online and in advance.

Adaptive Skiers

In order to receive discounted day tickets, an adaptive (handicapped) skier/rider must present his/her Golden Access Passport (available for blind or permanently disabled individuals through the federal government) or a letter from a doctor on that doctor's letterhead. Upon presentation of the Golden Access Passport or the aforementioned letter, an adaptive skier/rider and one assistant (if required) may purchase an all-day ticket at half price. Day tickets may be purchased at Guest Services at Notchview. Adaptive skiers/riders may opt to purchase a season pass at a 50% discount by using said Golden Access Passport. Said season pass discount is available to the adaptive guest; it is not available to an assistant. Promo codes and online booking may have to be used.

Military Discounts

Pending Fiscal Committee approval, all active, retired, veteran and reserve United States Military personnel may purchase day tickets and season passes at the applicable / approved 2023/24 day ticket and season pass rates with proper Military ID or discharge ID/paperwork. Note: the NH resident discount deadline still applies. The discounted rates are for the service person only, and do not apply to family members or friends. Promo codes and online booking may have to be used.

Visiting Ski Area Personnel

Ski NH member areas:

Full time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Non-Ski NH member areas:

Full-time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part-Time employees may ski for \$50 Sunday-Friday during non-holiday periods

Criteria:

- A. Visitor's home ski area is operating that day
- B. The individual must present a letter of introduction that meets the following criteria:
 - 1) Original letterhead (no desk-top letterhead, no copies)
 - 2) Original signature by manager or personnel director.
 - 3) Letter must be dated (current), and must specify the date of skiing
 - 4) Employee and his/her job must be named in letter
 - 5) Letter must state status (FT / PT)
 - 6) Specify that the home ski area is open
 - 7) Must be accompanied by a current payroll stub that substantiates the employee's FT status.
 - 8) Must be accompanied by photo ID.
 - 9) One letter per person per visit; no more than 2 visits per person per week.

Note – this protocol may be altered to reflect online / advance ticketing.

PSPA, PSIA, NSPA

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the Professional Ski Patrol Association (PSPA), Professional Ski Instructor's Association (PSIA) and the National Ski Patrol Association (NSPA) may ski for \$25 Sunday-Friday during non-holiday periods. The member must present a current PSPA, PSIA or NSPA card at the Guest Services desk at Notchview when redeeming the bar code. Must book online and provide proof of membership when redeeming.

Rescue Services

** also... see Visiting Ski Area Personnel to see if that applies*

Members of the following services may ski for \$25 Sunday - Friday during non-holiday periods:

Androscoggin Valley Search & Rescue, Pemi Valley Search & Rescue, Mountain Rescue Service, New England K-9, Upper Valley Wilderness Rescue Team

Criteria:

Member service must provide a list of its members;
Privilege extends only to the service member, not to friends or family members
Must book online and provide proof of membership when redeeming.

Visiting Ski & Snowboard Shop Employees

Local / Lincoln / Partner Shops:

Owner / Manager / Full Time employees may ski free Sunday - Friday during non-holiday periods;
Part time employees may ski for \$25 Sunday - Friday during non-holiday periods

Shops that participate in Cannon marketing programs and/or are full members of Franconia Notch Chamber of Commerce, Lincoln-Woodstock Chamber of Commerce, Littleton Chamber of Commerce, Twin Mountain Chamber of Commerce, Pemi Valley Chamber of Commerce, or the Mt. Washington Valley Chamber of Commerce are considered 'Local / Partner Shops'

Non-Local / Non-Partner Shops:

Owner / Manager / Full Time employees may ski for \$25 Sunday - Friday during non-holiday periods;
Part time employees may ski for \$50 Sunday - Friday during non-holiday periods

Criteria:

The employee must present a dated letter of introduction on shop letterhead (no copies, no desk-top letterhead) signed by the shop owner/manager, a photo ID, and current paycheck stub. No privileges will be extended without a letter.

The employee's name must appear on a list of approved employees submitted by the ski shop to Cannon by the shop owner or manager.

The employee may exchange the letter for the appropriately priced lift ticket at Guest Services at Notchview, where the letter will be retained and kept on file.

Ski & Snowboard Industry representatives

Cannon Mountain may choose to offer free or discounted privileges to New Hampshire and/or other area ski and snowboard industry employees and company representatives on a limited basis. Must book online and provide validation when redeeming.

Special programs for NH youths: Teams, Special Needs, School/Recreation Groups

Qualifying organizations wishing to participate in these programs must organize and make reservations through the Sales Office prior to the first ski date. All lift tickets will be issued at Guest Services at Notchview. Misuse of special group programs and tickets may result in revocation of all privileges for users of these programs.

New Hampshire School Teams:

Competitive ski teams from all secondary schools, and collegiate teams representing the University System of New Hampshire and the New Hampshire Technical Institute/Colleges, consisting of a minimum of four (4) and a maximum of twelve (12) members under supervision, will be permitted to ski for ten (10) midweek/non-holiday days at an annual \$200 registration fee rate. One permit per season is allowed for each men and women's team, though one permit may be used for both male and female athletes. Weekend/holiday tickets will be sold at regular group rates by pre-arrangement with the mountain's Sales Manager. Race Day Tickets: when bibs are to be used for lift access, New Hampshire School Team program tickets may not be issued. If athletes and coaches wish to ski as a team on that date, then tickets will be issued after the race has finished. These team tickets are not for parents / chaperones, only for training / racing athletes / coaches. On-hill gate training must be pre-arranged with the Franconia Ski Club.

The ski area will log the team's days of skiing, team members and serial numbers of tickets issued. After the permitted number of days/tickets have been used, the team may utilize the rate structure outlined in the section titled "*New Hampshire School and Recreation Youth Groups.*"

Special Needs Children's Groups:

Special needs children's groups from New Hampshire not associated with a public school system (*e.g. disabled, orphaned, emotionally disturbed, abused and underprivileged*) may ski/snowboard mid-week/non-holiday through prior arrangement with the Sales Manager (reservations required). Organizations wishing to participate in the program must present a copy of their license from the State of New Hampshire upon their first visit. Groups may not exceed 50 youths per visit. No minimum number of people to qualify for rates; five (5) visits per organization per season. Fees are as follows: Youth (age 6-17) \$15 // Chaperone (1 per 6-10 youths) \$15 // Additional adult @ current adult group rate. Snowsports School Group Lessons @ \$15 per person // Basic Rental Package @ \$15 per person // Helmet rental @ \$5 per person // Damage waiver @ \$1 per person.

New Hampshire School and Recreation Youth Groups:

Any and all NH elementary or secondary students engaged in a school or community field trip may ski/snowboard during non-holiday periods through prior arrangement with the Sales Manager (reservations required). Groups may not exceed 100 youths per visit and must have at least 12 people per visit to qualify for rates. Maximum of five (5) visits per organization per season. Fees are as follows: Midweek Youth (age 6 – 17) \$20 // Weekend – Holiday Youth \$29 // Midweek Chaperone \$20 (1 per 6-10 youths) // Weekend – Holiday Chaperone \$29 // Additional adults @ current adult group rate. Snowsports School Group Lessons: \$18 midweek / \$22 weekend // Basic Rental Package: \$18 midweek / \$22 weekend // Helmet Rental \$5 // Damage Waiver \$1.

School Release Programs:

Schools that wish to commit to bring students to Cannon one day per week (midweek/non-holiday) for 4 - 6 consecutive weeks may pay a one-time (per child) flat rate for day tickets, Snowsports School lessons and rentals that will be determined by the Snowsports School Director and Rental Shop Manager, and approved by the General Manager.

Franconia Ski Club / Affiliated Partners

In light of the ongoing relationship and 40-year agreement between Franconia Ski Club and Cannon Mountain Aerial Tramway & Ski Area, the NH Director of Parks and Recreation and/or the General Manager may set specific rates each season for tickets to be used by home and visiting competitors for training, competition camps, events, and/or racing, whether specifically at the Mittersill terrain area or throughout the Cannon Mountain trail network.

New Hampshire State Employees

Individuals currently employed by the State of New Hampshire, and whose agency or working group is a part of the State's current Collective Bargaining Unit (CBA) and listed as such, may ski for half the price of that particular day's FULL-DAY ticket price (ex. \$82 @ 50% = \$41 ticket) on any particular winter season date. Adult day tickets and Tuckerbrook-Eagle tickets only, employee only, no other discounts apply. Also – said CBA member State Employee may purchase his/her applicable season pass at half of the applicable rate (no stacking discounts, ex. 1/2 price State Employee + NH 25% NH Res discount), only the higher of the two discounts will be acceptable. Said CBA member State Employee MUST show proper and current State Employee identification. Must book online and in advance for both tickets and season passes.

Members of the Media

Writers and other journalists may receive complimentary day tickets by arrangement with the Director of Sales and Marketing, or in his/her absence the General Manager. These day tickets will be issued at the Guest Services Desk at Notchview Lodge. Promo code will be used for booking.

Commissioner, Director, GM, and DSM Discretion

At the discretion of the Commissioner, Director of Parks & Recreation, General Manager, or Director of Sales & Marketing, complimentary day tickets (or use at a reduced cost) may be issued in exchange for volunteer ski patrol, courtesy patrol, photography, promotional, medical or other services of operational or marketing benefit to Cannon Mountain or the Division of Parks and Recreation. Complimentary lift privileges shall not be exchanged for goods / products.

Non-paid Affiliates

The General Manager or applicable department head may approve persons interested in participating in Cannon's various non-paid affiliate programs in writing. Non-paid affiliate programs may have clear and concise written job duties, which may be approved by General Manager. Non-paid affiliates may be asked to sign a liability release form.

Non-paid affiliates may offer to assist on a number of days specified by that particular program leader. The affiliate will receive a team member season pass for himself / herself for a \$10 processing fee. Non-paid affiliate dependent passes can be purchased for the applicable discounts outlined in section I.

Non-paid affiliates may or may not be asked to return as such in each (any) successive winter season, depending upon his / her success rate with meeting Cannon's standards / protocols during the current season, and whether or not he / she may be deemed a good fit for the Cannon team.

NH Seniors aged 65 and older

Pursuant to RSA #218:5-c, NH residents aged 65 and older are eligible for complimentary lift tickets for personal use during midweek periods (defined as Monday – Friday), Proper identification, such as a NH Driver's License or non-driver NH ID card, is required when redeeming. RFID card (reloadable / reusable) must be purchased.

A NH Senior Midweek Pass, valid each Monday – Friday without exception, is available for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview.

Children under the age of 6

Children who are under the age of 6 on that day may ski/snowboard for free (with a day ticket) when a ticketed (or season pass holding) adult accompanies them. A season pass (no restrictions) is available for children under the age of 6 for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview. Tickets and passes must be purchased online and in advance. RFID card (reloadable / reusable) must be purchased.

Holiday Definition

Christmas Holiday Period: December 25, 2023 – December 29, 2023

- a. Holiday rates every day
- b. NH Seniors may ski free Monday - Friday
- c. Other restrictions as defined by category / group

Martin Luther King Jr. Weekend: January 13-15, 2024

- a. Holiday rates every day
- b. NH Seniors may ski free on that Monday
- c. Other restrictions as defined by category / group

Presidents' Week Holiday Period: February 19-23, 2024

- a. Weekend/Holiday rate every day.
- b. NH Seniors may ski free Monday – Friday
- c. Other restrictions as defined by category / group