



Dear Mountain Club Owners,

Thank you everyone for a wonderful 2025-2026 winter season! We hope you visited often and enjoyed what turned out to be an old-fashioned winter with plenty of snow and very cold temperatures. Throughout New England, the snow in people's backyards encouraged them to think of visiting their favorite ski areas such as Loon Mountain. Speaking of cold temperatures, many of you experienced some uncomfortable cold nights as our heating systems were taxed to the maximum. Prior to next winter there are plans in place for some upgrades to the current systems.

Here at your Mountain Club, there was an uptick in winter business throughout the operations. Room revenues finished the 1<sup>st</sup> quarter over our projections by 15% and over our previous best year by 14%. Your Spa and Wellness Center had revenues grow to 15% ahead of projections. The Food and Beverage departments had revenues grow to 10% over projections for the quarter. Thank you to all our Owners for their continued support in these profit centers.

This winter, The Mountain Club's Management Team again worked very closely with Loon Mountain's Team on combined sales and marketing strategies and parking policies. Our cooperative relationship continues to grow and deliver results.

Spring has arrived throughout New England. Our Spring Refurb has started on the last 18 remaining Studio units on levels 9 and 11 in The Gondola Wing of your building. There are currently two dumpsters in front of The Hancock Meeting Room as demolition is well underway. Contractors will soon be on site, followed by furniture deliveries as we plan on completing the renovations by July.

Starting next week, breakfast, lunch and dinner services will be in our new Black Diamond Café (formally the Greenhouse). Our Café proved to be a popular addition this winter, so while the 1965 kitchen receives a much-needed replacement floor, service will be in the Café and include the Upper Lobby on level 10. Next time you check-in, please look at your key packet as there is a special offer for Owners to try the new Nitro Coffee.

Looking ahead, this summer's projects will likely include beginning the new siding project, the garage concrete project continuing into the other garages, and a new patio outside the Upper Lobby and Café. We will keep you posted on our progress.

Hope you and your families all have wonderful Spring Holidays.

Sincerely yours,

Jeffrey O. McIver  
General Manager