

As we near the end of the 20-21 season, I reflect on the last year—a year we will never forget. I think back to early stages of the shutdown/pandemic not knowing what was going to happen. Were we going to be able to open again? If so, when? I kept having to remind myself to stay focused and positive. Everything was going to be OK.

In late April, the state announced a phased plan for reopening the economy and each phase was going to last about four weeks. West Mountain fell under Outdoor Recreation or Phase IV. If all went well, Phase IV would begin in late June/early July. We felt comfortable setting Saturday, July 4, 2020 as our summer operations opening date. Day camps still weren't approved, but we were hopeful our Outdoor Adventure Day Camps were going to happen. They were slated to start July 13, 2020. It was the first summer we were offering summer camps and all 6 weeks sold out, and sold out quickly. We heard from many parents and caregivers who were anxious to get their kids out of the house and around their peers for a sense of normalcy again. My managers and staff spent several weeks developing and testing the curriculum for the camps. We all had a feeling they were going to be very well received. Outdoor Day Camps were given the green light in June. We were all so relieved and happy. After months of anticipation and preparation, we opened for the 2020 summer season on July 4th and our summer camps began on July 13th. Following the camps, we received many emails, phone calls and in-person thank yous from the children, parents and caregivers. They loved the camps! If I were to list my favorite new offerings at West, our summer camps would definitely be at the top of my list. Mountaintop Picnic Packages, which we also started offering last summer, would be at the top of my list too.

Everything seemed to be moving along in a positive direction. All our guests and campers were having fun and staying safe. This meant we were going to have a normal winter season, right?

After months of preparation following all NY State and local guidelines, we opened for the 20-21 winter season on Dec. 19, 2020. The WM staff—325 wonderful employees this winter season—safely welcomed all our After School and 6 Week Program participants, West Mountain Racing athletes, Holiday Stay & Play camp and lesson participants, season passholders, and day visitors to West. There were a few nuances to how our programs, rentals, tickets, and indoor operations ran this season in order to comply with state and county guidelines, but we were able to operate, and we were grateful for that. Watching all our employees and guests work together to make this a safe and enjoyable place to visit was amazing. We are very lucky to operate a small business in such a wonderful community. This has been a challenging year, but this community has managed to stay strong. We definitely are stronger together.

Looking ahead, will be opening our treetop aerial adventure park (high ropes courses) to groups beginning in May. Scenic chairlift rides and hiking, mountain biking, mountaintop yoga and picnic packages will begin in June. Summer Camps will start in July. We will be hosting our Fall Festival again in October. Events like Fire on the Mountain, Slush Cup, Monday Night Racing, and Winterfest will return next winter.

I am happy to report our early bird 21-22 race team memberships, season pass and program sales are very strong. Our summer camps are filling up quickly, and we are still open for skiing and riding and it's the end of March. We are hoping to be open for skiing and riding until mid-April (weather permitting).

I know this has been a very difficult year for many of you, yet you have continued to support West Mountain, and we are sincerely grateful.

Thank you, Sara Montgomery, General Manger, West Mountain