

HELP!

Michigan's Ski Industry is going

DOWNHILL



The recent El Niño weather pattern has brought an unusually mild winter, severely affecting our snow-dependent businesses. As a result, Michigan's ski resorts are facing unprecedented financial strain.

El Niño's impact has been stark. Because many ski areas were unable to make snow, or make enough snow, the Christmas holiday week and beyond has been devastating.

- **Over 3,400 employees were laid off.**
- **32 Ski Areas across Michigan have been impacted**
- **Normal holiday week revenue totals \$39 - \$40 million. Revenue this holiday week came in at \$12 million.**
- **We estimate that the additional losses for the remainder of the season are over \$13.7 million.**
- **In total, this winter Michigan ski areas will incur losses of over \$41 million.**

Our industry is a vital part of Michigan's economy and cultural identity. In many cases the ski resort is the largest employer in the county. Immediate action is necessary to prevent long-term damage. We are a hard-core group that has experienced many unusual weather patterns in the past and have never asked for assistance. This time is different.

We ask you to support our appeal for assistance. We are available to work on all means of financial aid.

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