



Results of the Survey about the Future of Mad River Glen

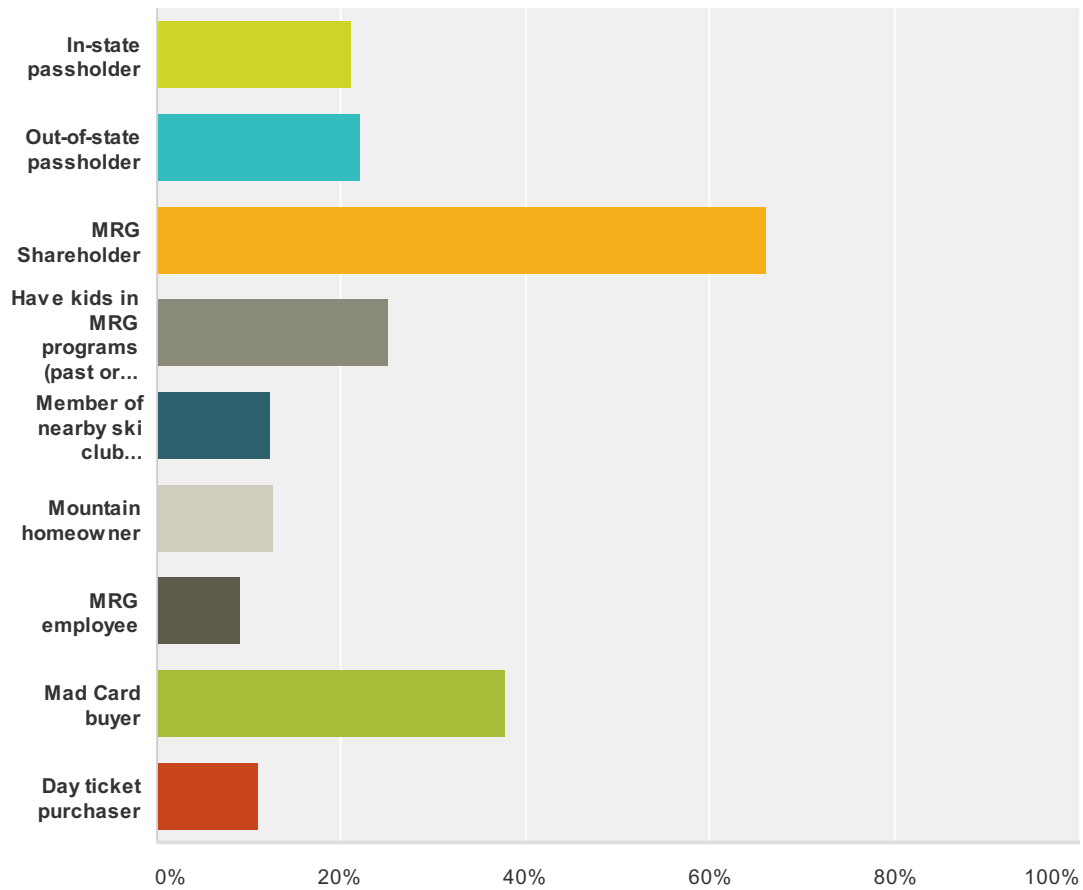
During the spring and summer of 2013, the Mad River Glen Cooperative reached out to the MRG community with a survey which asked a number of key questions about the future of the mountain. The survey received a very strong response, with 735 participants, including 485 shareholders. The results will provide invaluable guidance to the MRG Board of Trustees and management as they evaluate future priorities and possible sources of funding, including fundraising. This survey is just one of the ways that the Cooperative is reaching out to shareholders.

Thank you to everyone that participated for your honest and valuable feedback!

Survey about the Future of Mad River Glen

Q1 First, tell us a bit about yourself. Please check all that apply:

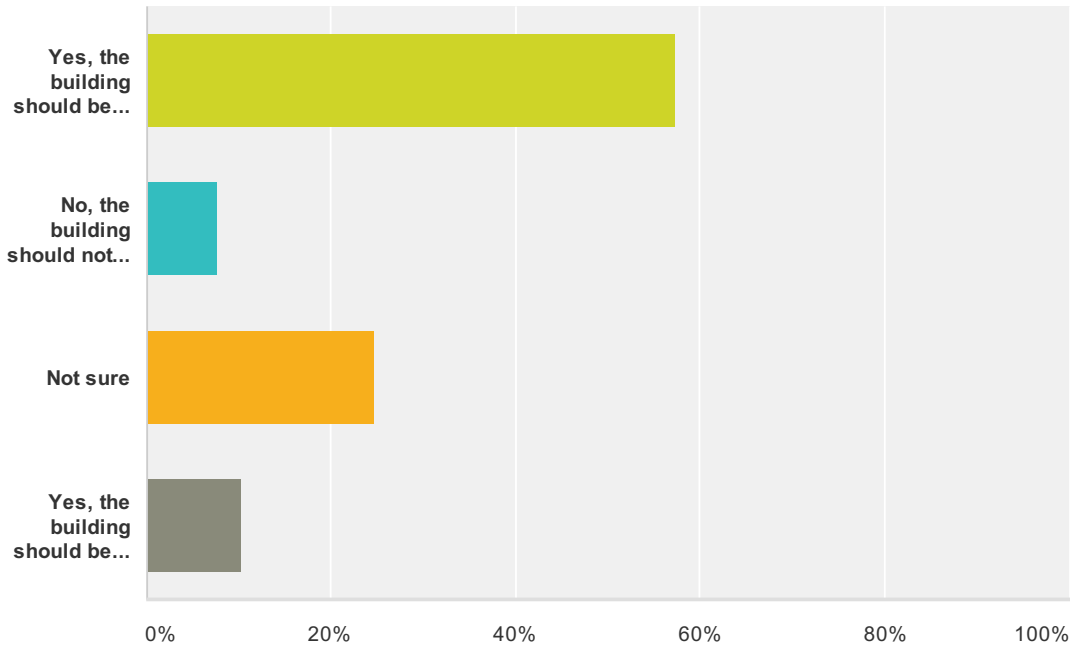
Answered: 735 Skipped: 0



Answer Choices	Responses
In-state passholder	21.22% 156
Out-of-state passholder	22.18% 163
MRG Shareholder	65.99% 485
Have kids in MRG programs (past or present)	25.17% 185
Member of nearby ski club (non-MRG program)	12.38% 91
Mountain homeowner	12.79% 94
MRG employee	9.12% 67
Mad Card buyer	37.82% 278
Day ticket purchaser	11.16% 82
Total Respondents: 735	

Q2 Do you agree with the need for a new Patrol Building?

Answered: 645 Skipped: 90

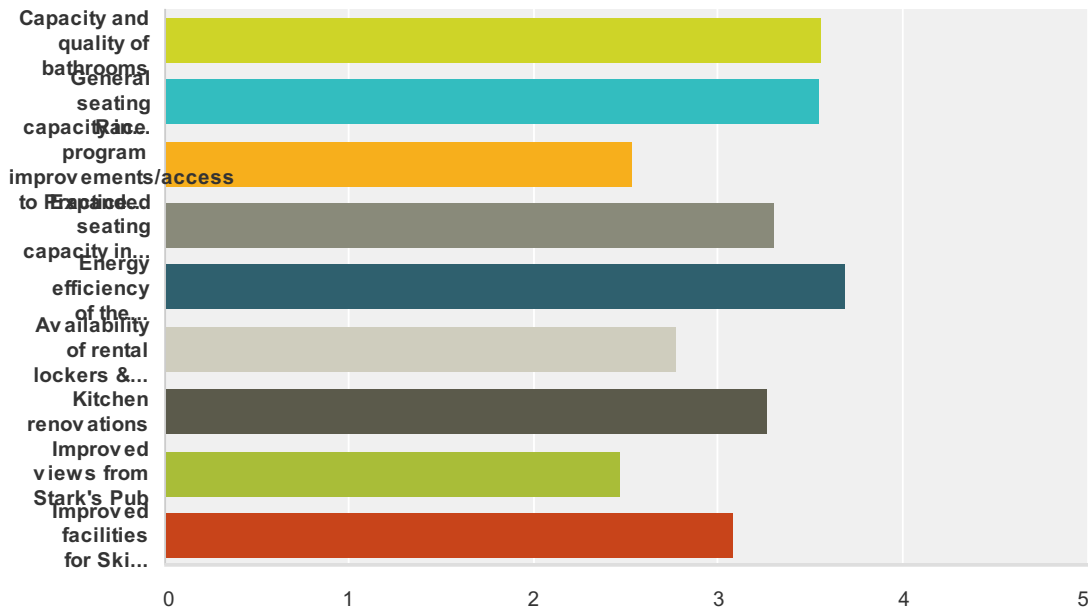


Answer Choices	Responses	
Yes, the building should be replaced	57.21%	369
No, the building should not be replaced at this time	7.75%	50
Not sure	24.81%	160
Yes, the building should be replaced but with modifications from the preliminary plan (add comments below)	10.23%	66
Total		645

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Q3 Please prioritize proposed upgrades to the Basebox in terms of their relative importance. (We realize that many of these changes cannot be completed in isolation.)

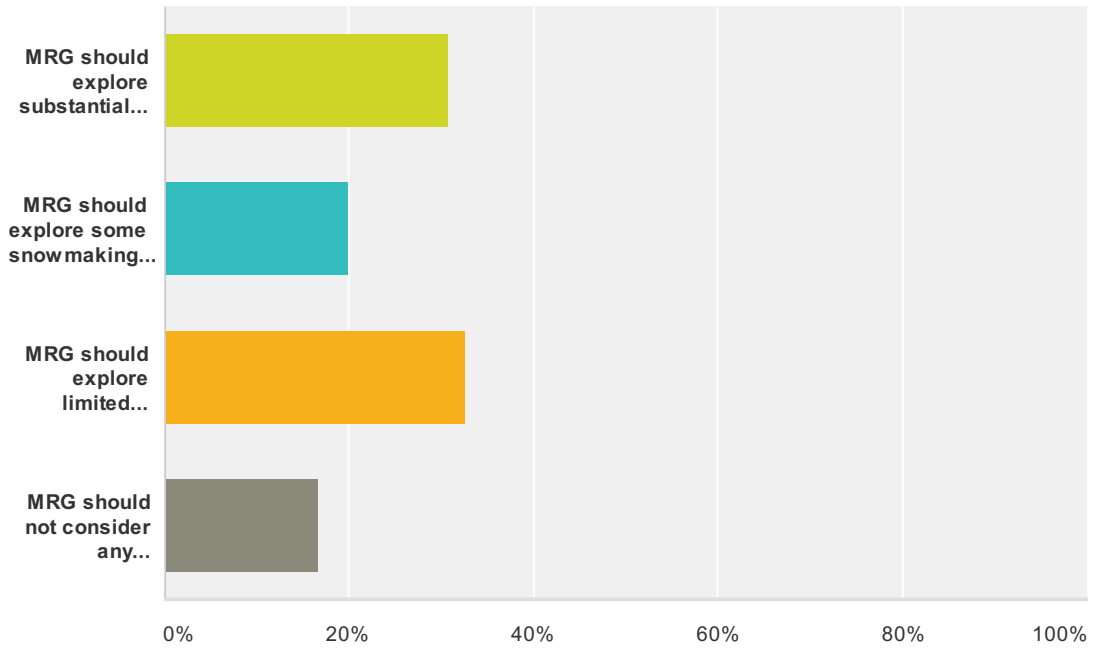
Answered: 645 Skipped: 90



	Very high	High	Medium	Low	Very low	Total	Average Rating
Capacity and quality of bathrooms	24.37% 154	30.38% 192	26.74% 169	12.97% 82	5.54% 35	632	3.55
General seating capacity in Basebox	19.49% 123	33.60% 212	31.85% 201	11.73% 74	3.33% 21	631	3.54
Race program improvements/access to Practice Slope	3.64% 22	9.44% 57	38.41% 232	33.11% 200	15.40% 93	604	2.53
Expanded seating capacity in Stark's Pub	14.31% 90	30.21% 190	32.11% 202	17.49% 110	5.88% 37	629	3.30
Energy efficiency of the Basebox	24.03% 148	35.55% 219	27.60% 170	9.90% 61	2.92% 18	616	3.68
Availability of rental lockers & bag storage	6.70% 42	18.18% 114	33.49% 210	28.23% 177	13.40% 84	627	2.77
Kitchen renovations	8.40% 50	30.25% 180	44.54% 265	12.10% 72	4.71% 28	595	3.26
Improved views from Stark's Pub	5.84% 36	10.88% 67	28.25% 174	34.42% 212	20.62% 127	616	2.47
Improved facilities for Ski School programs	6.48% 40	27.71% 171	40.84% 252	17.18% 106	7.78% 48	617	3.08

Q4 Please check the statement that best agrees with your views:

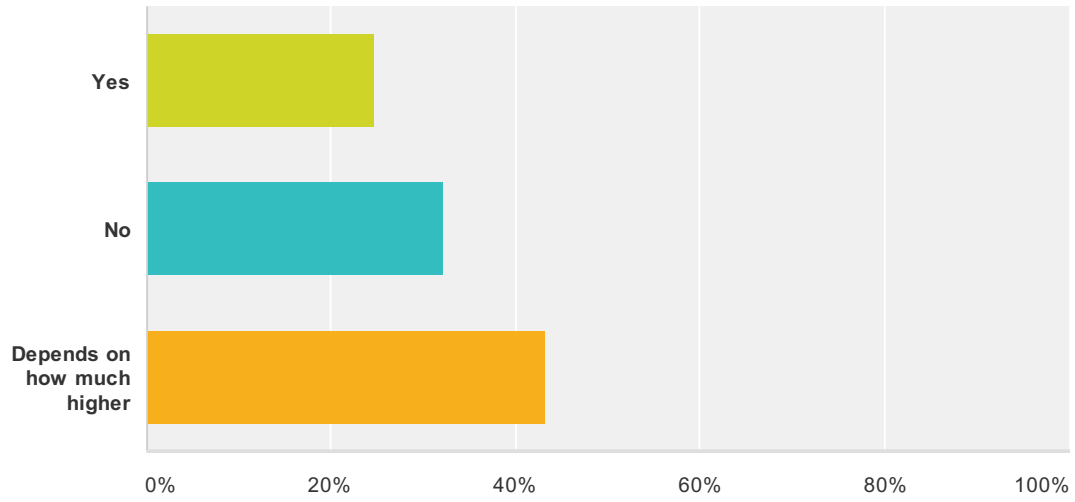
Answered: 638 Skipped: 97



Answer Choices	Responses
MRG should explore substantial snowmaking expansion that would include snowmaking above the 2,300 foot elevation	30.72% 196
MRG should explore some snowmaking expansion but only below the 2,300 feet elevation	19.91% 127
MRG should explore limited snowmaking improvements though efficiencies with current terrain and equipment	32.60% 208
MRG should not consider any snowmaking improvements at this time	16.77% 107
Total	638

Q5 With increased snowmaking would you pay a higher ticket price?

Answered: 627 Skipped: 108

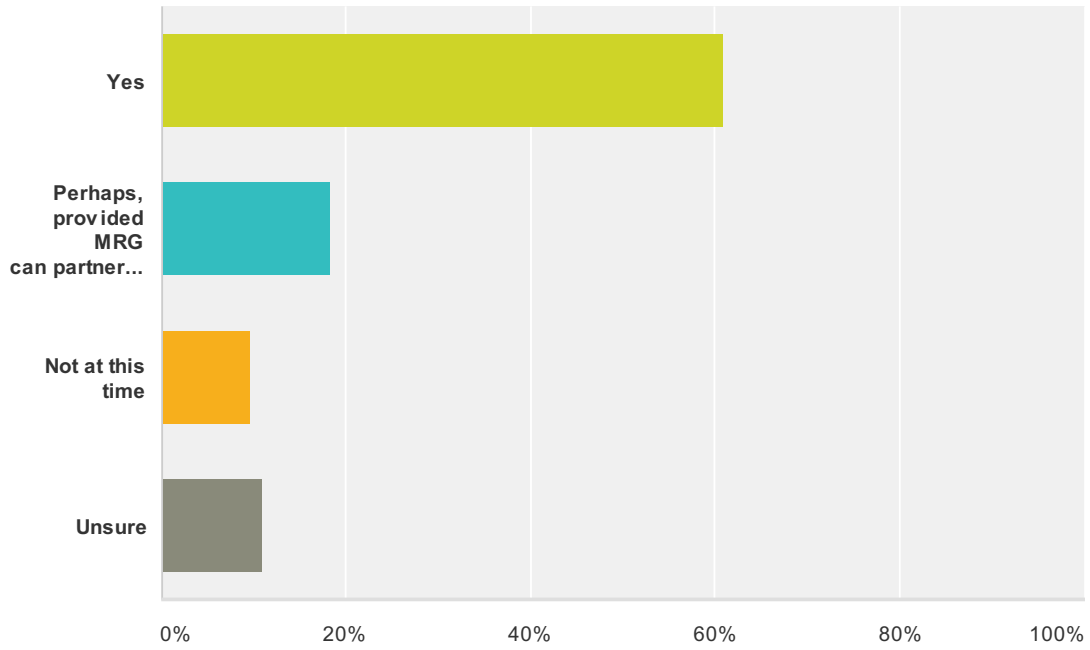


Answer Choices	Responses	
Yes	24.72%	155
No	32.06%	201
Depends on how much higher	43.22%	271
Total		627

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Q6 Do you favor the acquisition and preservation of this land?

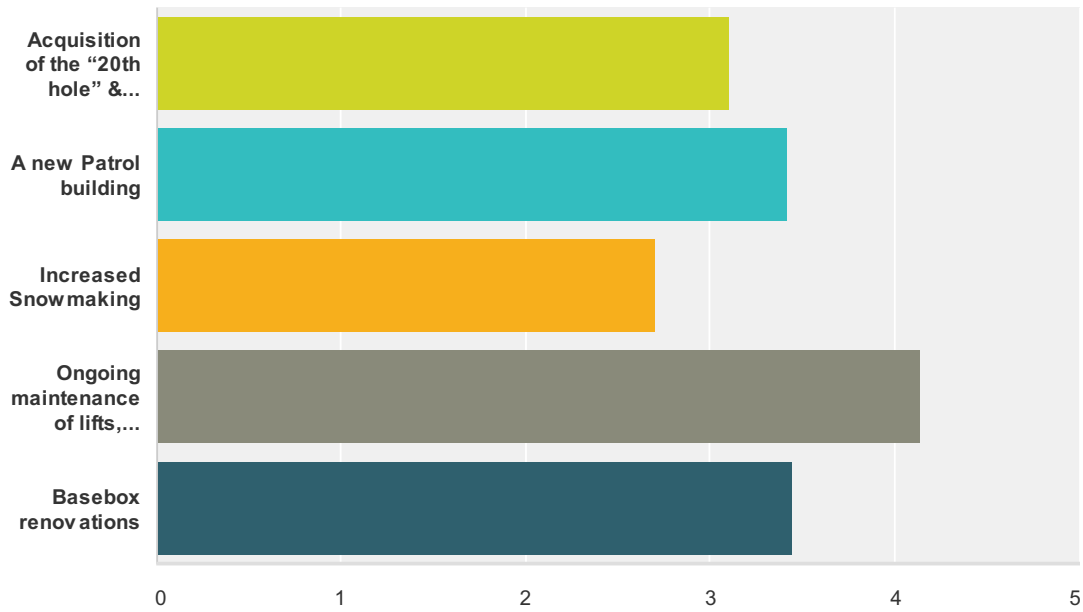
Answered: 636 Skipped: 99



Answer Choices	Responses	
Yes	60.85%	387
Perhaps, provided MRG can partner with another organization	18.40%	117
Not at this time	9.75%	62
Unsure	11.01%	70
Total		636

Q7 Please rate the relative importance of the following proposed major improvements:

Answered: 632 Skipped: 103



	Very high	High	Medium	Low	Very low	Total	Average Rating
Acquisition of the "20th hole" & "19th hole" Land	18.04% 114	19.46% 123	29.43% 186	21.04% 133	12.03% 76	632	3.10
A new Patrol building	15.82% 100	32.28% 204	34.34% 217	12.66% 80	4.91% 31	632	3.41
Increased Snowmaking	10.92% 69	17.56% 111	25.16% 159	23.26% 147	23.10% 146	632	2.70
Ongoing maintenance of lifts, groomers, and mountain operations	40.66% 257	36.55% 231	19.15% 121	2.85% 18	0.79% 5	632	4.13
Basebox renovations	18.20% 115	30.54% 193	33.54% 212	12.66% 80	5.06% 32	632	3.44

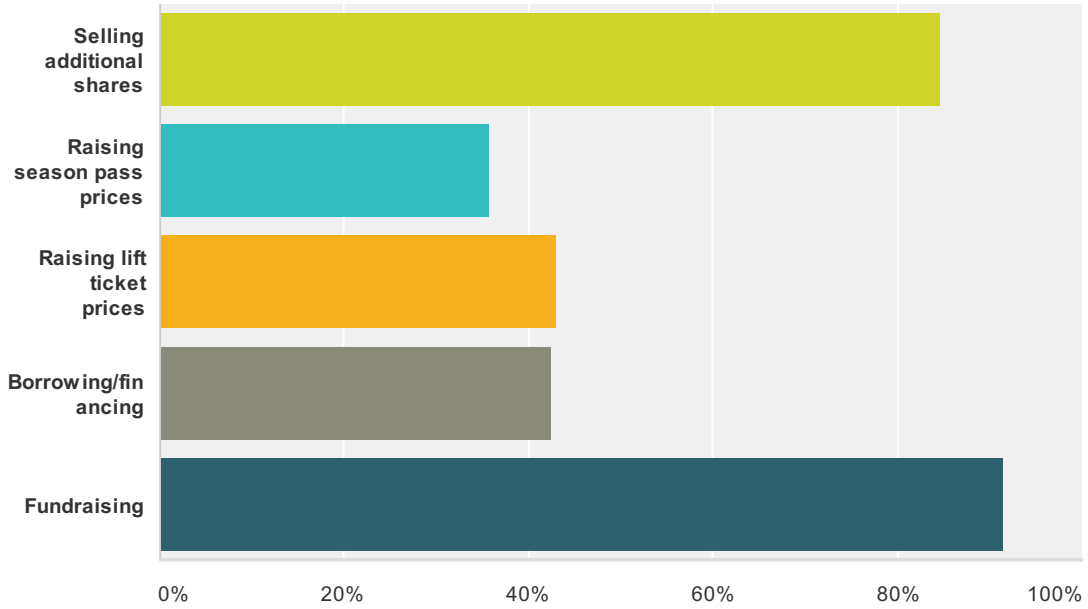
Q8 Please add any general comments you have on the preceding categories of major upgrades or the reasons for your ranking.

Answered: 166 Skipped: 569

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Q9 To fund any or all of the initiatives that have been discussed, which of the following should be considered (check all that apply):

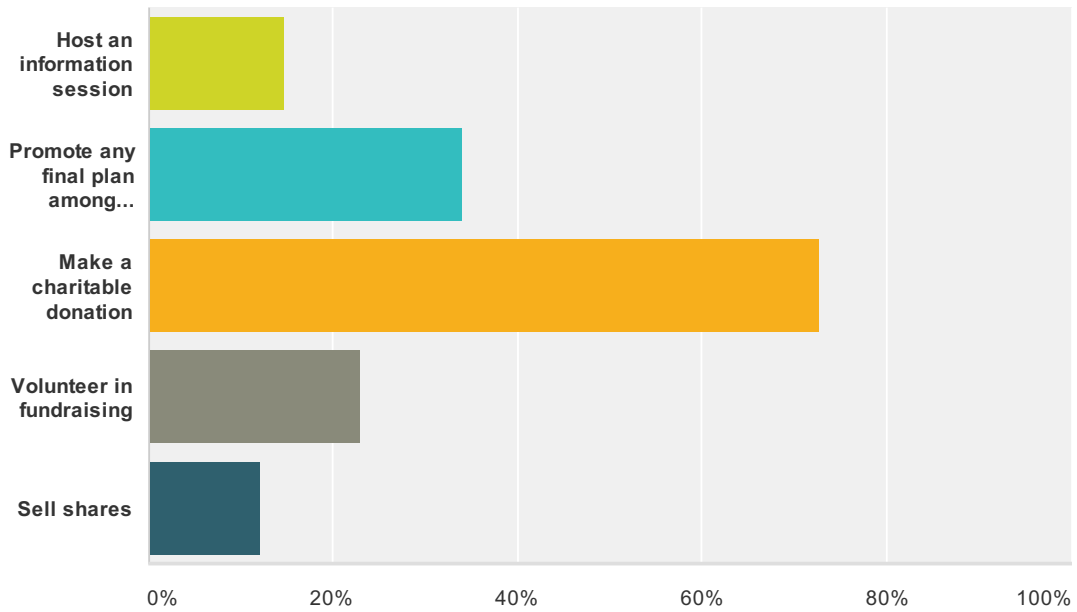
Answered: 597 Skipped: 138



Answer Choices	Responses
Selling additional shares	84.42% 504
Raising season pass prices	35.68% 213
Raising lift ticket prices	42.88% 256
Borrowing/financing	42.38% 253
Fundraising	91.29% 545
Total Respondents: 597	

Q10 Check all that you would personally consider doing to assist MRG in achieving any of these objectives:

Answered: 568 Skipped: 167



Answer Choices	Responses
Host an information session	14.79% 84
Promote any final plan among members	33.98% 193
Make a charitable donation	72.54% 412
Volunteer in fundraising	22.89% 130
Sell shares	12.15% 69
Total Respondents: 568	

Q11 If you indicated that you are interested in helping out, please enter your preferred contact information below:

Answered: 208 Skipped: 527

Answer Choices	Responses	
Name:	98.08%	204
Company:	0%	0
Address:	0%	0
Address 2:	0%	0
City/Town:	0%	0
State:	0%	0
ZIP:	0%	0
Country:	0%	0
Email Address:	97.12%	202
Phone Number:	83.17%	173

Q12 Please feel free to add any general comments you may have about this survey, your expectations, or fundraising advice:

Answered: 122 Skipped: 613