



Importance of Staff Experience

Chris Lampe – Vice President of Human Resources

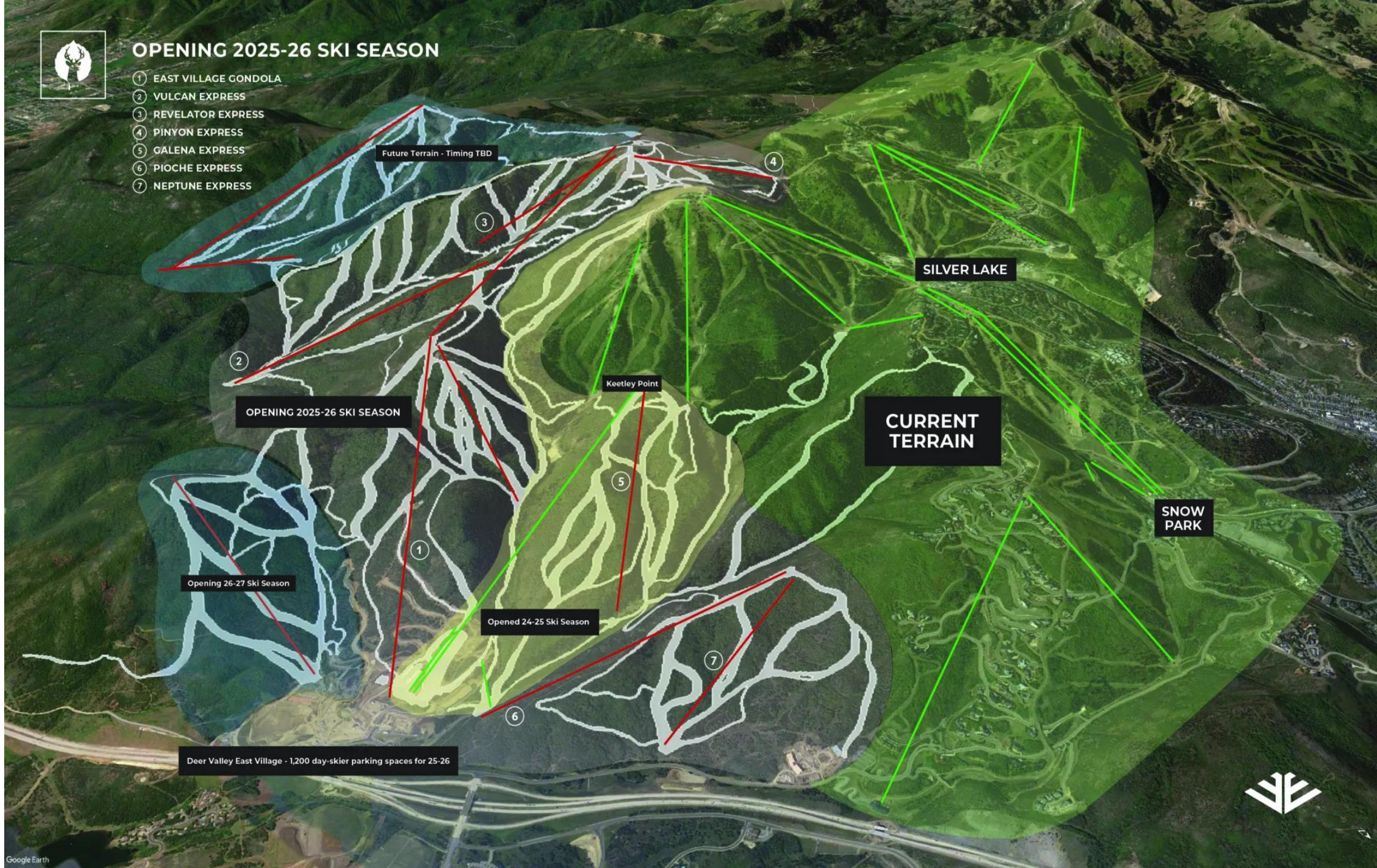
Dan Gregory – Director of Organizational Design & Expansion

DEER VALLEY



OPENING 2025-26 SKI SEASON

- ① EAST VILLAGE GONDOLA
- ② VULCAN EXPRESS
- ③ REVELATOR EXPRESS
- ④ PINYON EXPRESS
- ⑤ GALENA EXPRESS
- ⑥ PIOCHE EXPRESS
- ⑦ NEPTUNE EXPRESS



10
new lifts

100
new runs

Over
2,300
new acres



Effect on our Staff

4,000+
Winter Staff

12-14%
Year-round Staff

Different tiers for
perks and benefits

More companies
competing for talent





How to best attract and retain talent when
volatility and competition challenge our efforts?

Increase your employee value proposition (EVP)

Herzberg's Two-Factor Theory



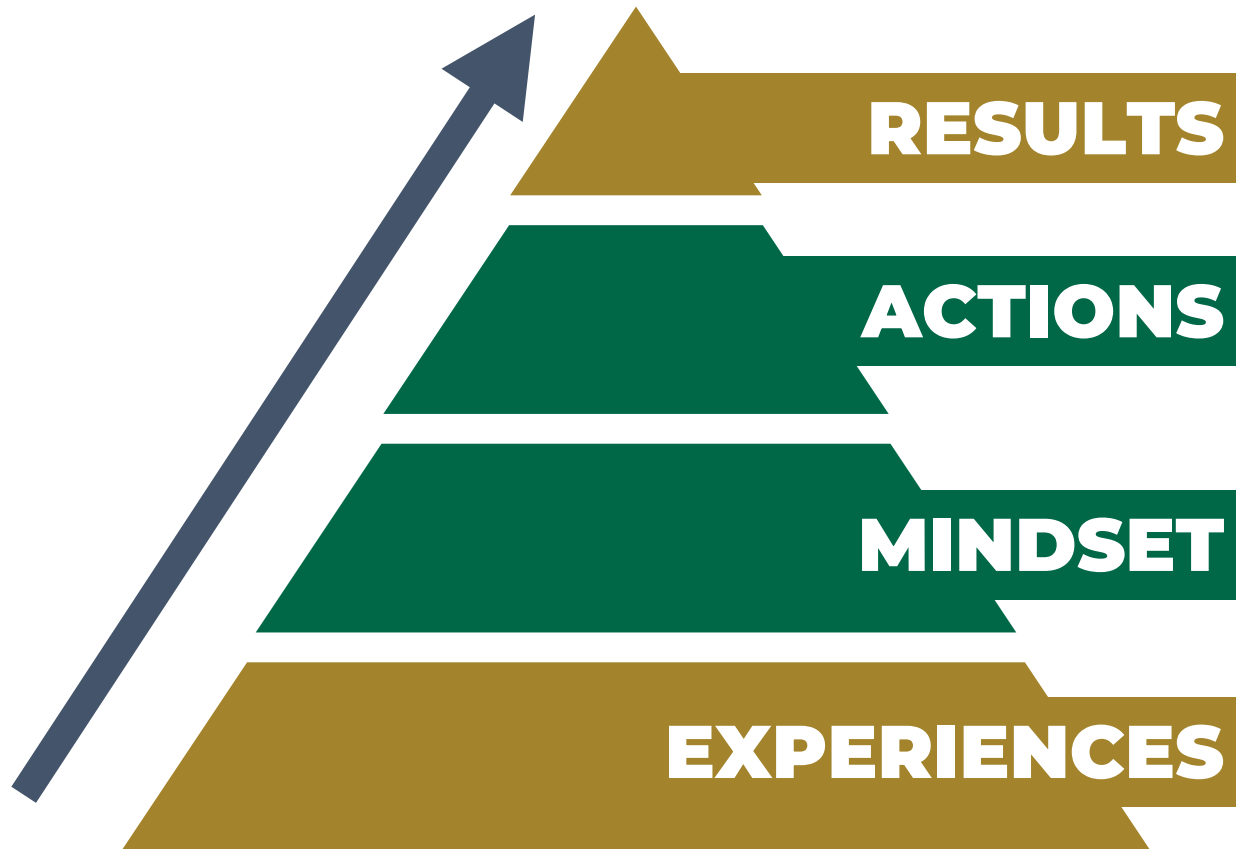
Hygiene Factors

- Salary and pay structure
- Company policies and administration
- Supervision and management quality
- Work conditions
- Job security and status

Motivator Factors

- Achievement
- Recognition
- Responsibility and autonomy
- Advancement and growth
- Challenging work

The Root of Results



Effective business results are a reflection of the collective behaviors.

Actions and behaviors stem directly from mindsets.

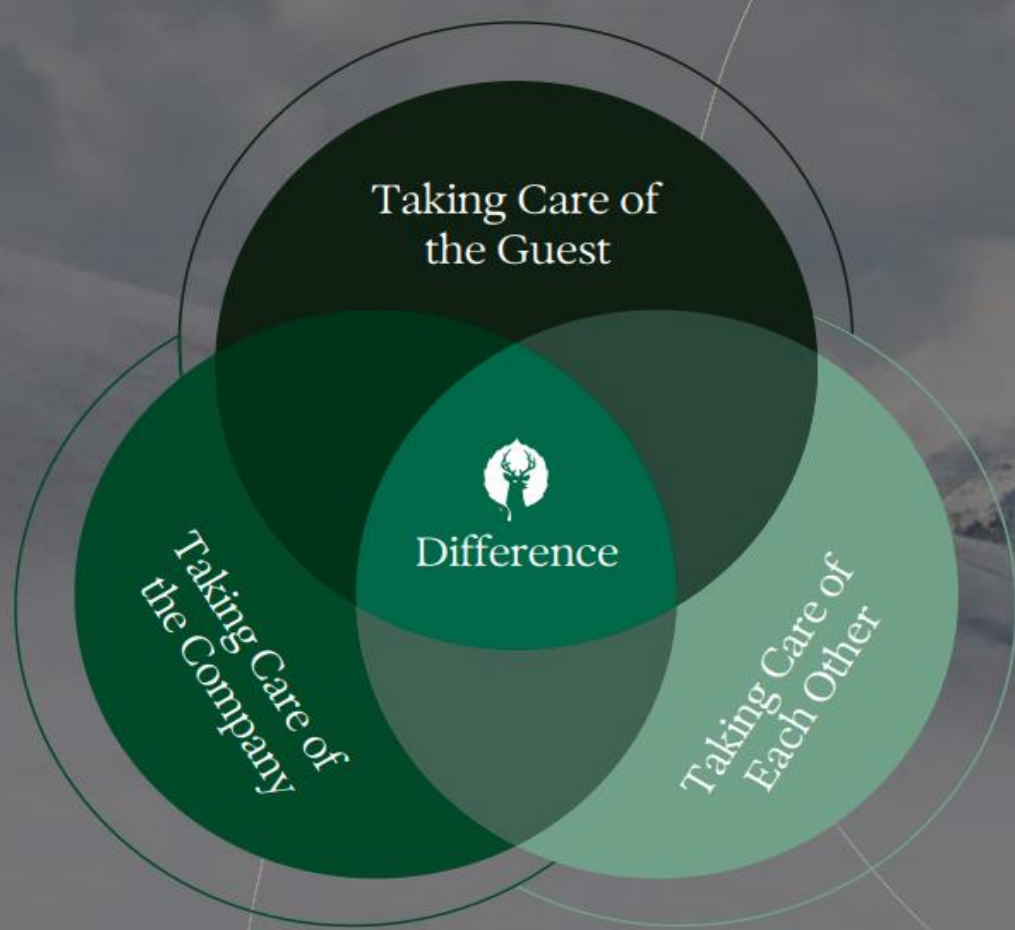
The mindset is the set of beliefs and attitudes that determine how a group perceives and responds to situations.

It is through experiences (emotional and intellectual)

that people shift their mindset.



Your Guide to
The Deer Valley Difference

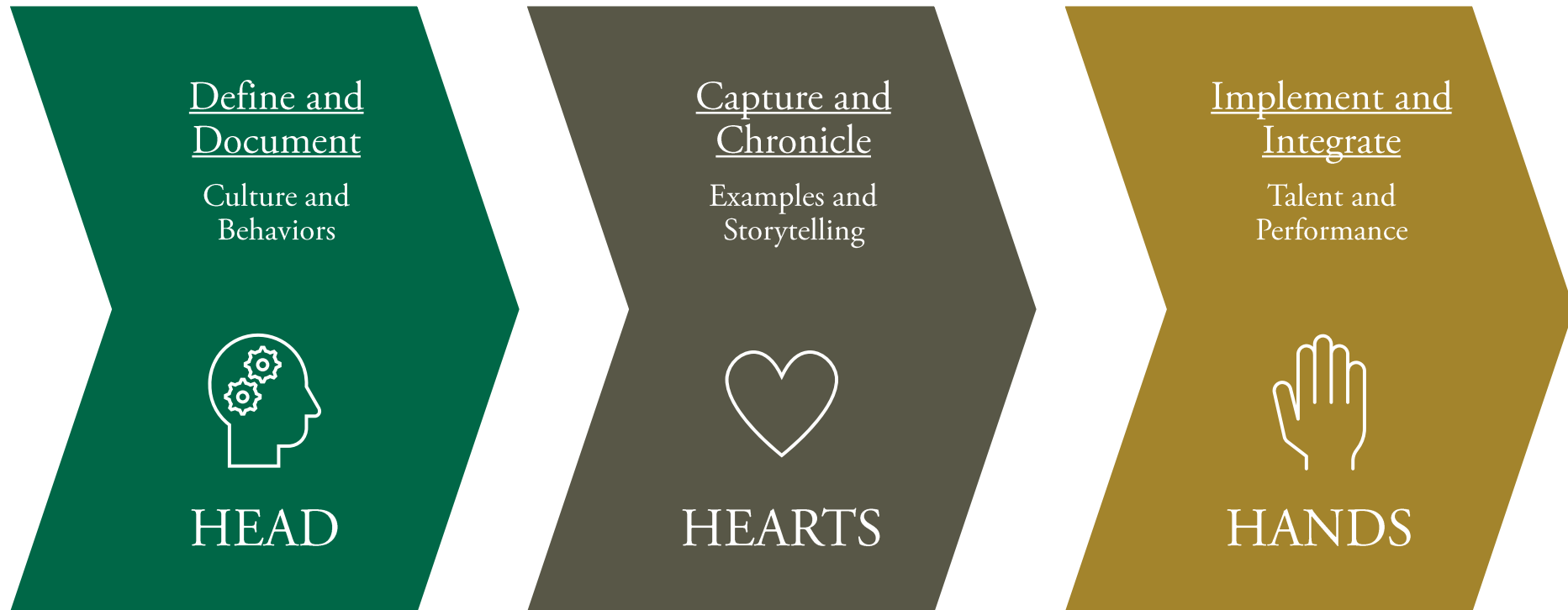


Our Three Circle Model

Taking care of the guest
Taking care of each other
Taking care of the company

The Three Circle Model has been a part of Deer Valley since the resort's inception, informing and balancing the way we make decisions by equally weighting the importance of our stakeholders.

PHASES OF CULTURAL REFINEMENT & REINFORCEMENT



Exceptional Service

+

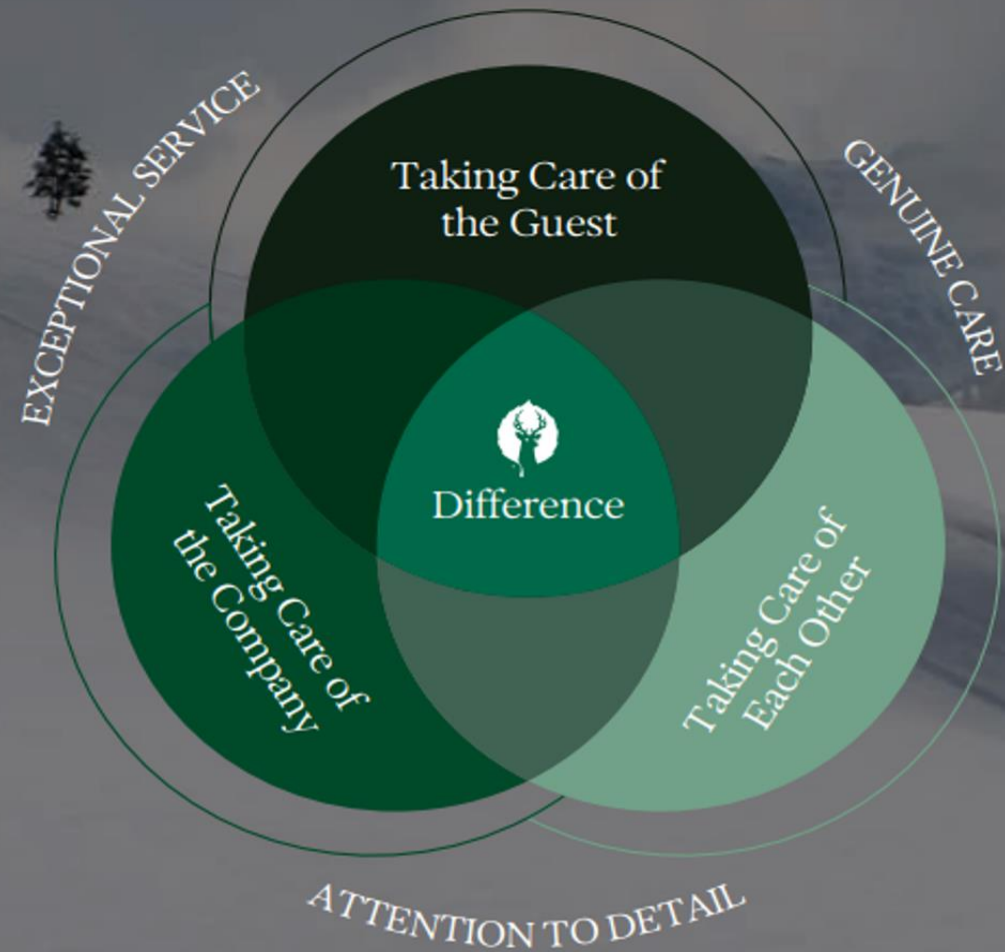
Genuine Care

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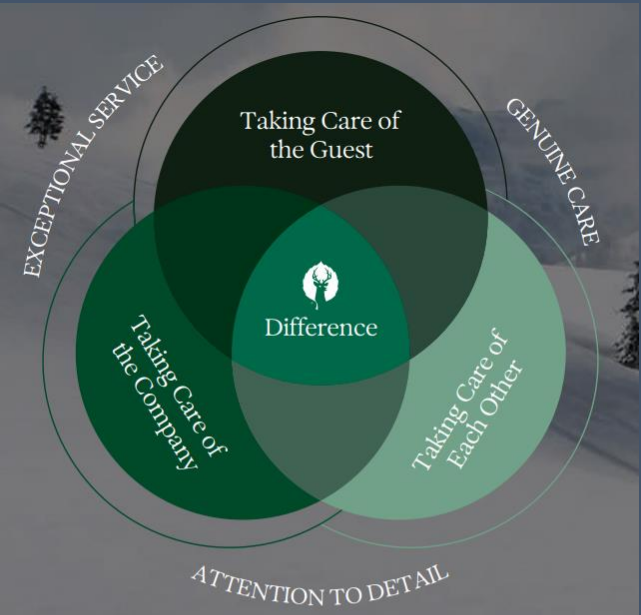
Attention to Detail

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Deer Valley Difference



The essence of
the Deer Valley Difference
is Excellence.



DEER VALLEY
RESORT

Our
Legacy

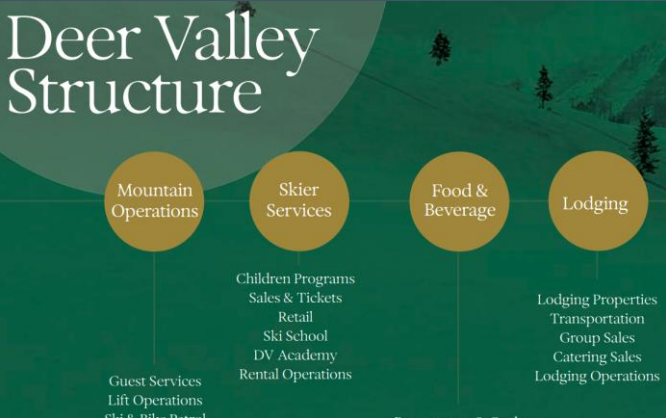
1981	Opening
1991	Flagstaff Mountain Expansion
1997-1998	First International Competition Empire, Little Baldy, & Jordanelle Expansion
2002	Winter Olympics
2007	Lady Morgan Expansion
2009	Inception of Deer Valley Resort Lodging & Reservation Division
2006-2010	#1 Ski Resort by SKI Magazine for an Unprecedented 5 Years in a Row
2017	Alpine Mountain Community

The essence of the Deer Valley Difference is excellence.

Deer Valley Events

Conduct & Safety

Hours of Operations



DEER VALLEY DIFFERENCE PARK CITY, UTAH

Genuine Care

How We Live It

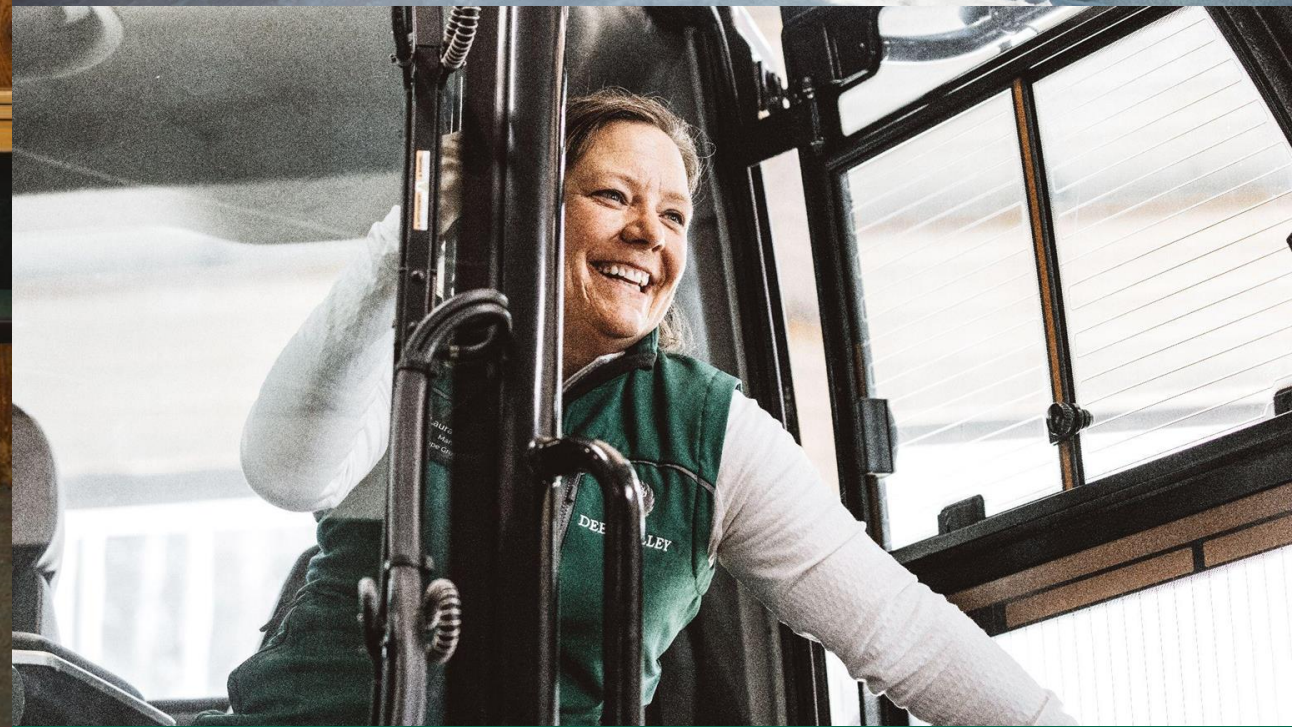
- Authenticity**
Place importance on building relationships and connecting with others by being real and open.
- Empathy**
Be kind and compassionate. Seek to understand what affects and impacts others.
- Support**

At Deer Valley, you find an uncommon and refreshing sincerity of caring for others. We are proud to host others on these mountains where we call home. We protect the warm and welcoming environment that creates a fulfilling, collaborative experience for us all.



“I’ve learned that people will forget what you said,
people will forget what you did, but people will
never forget how you made them feel.”

-Maya Angelou



Park City, Utah



Utah's premier ski-only destination.