



# Scaling the mountain of workforce communication at Mission Ridge

## CHALLENGE

Mission Ridge operates across a wide footprint and is supported by 20+ internal departments. During its busy season, the resort employs up to 400 workers, but this number is reduced to 15 during the off-season. Given the seasonality of the business, the company faced a common workplace challenge: **How to retain workers while keeping them connected and engaged.** When unexpected disruptions arose, Mission Ridge needed a way to transparently communicate critical information to employees.

## GOALS

- Reach, connect, and engage frontline employees across a 2,000-acre worksite
- Retain top talent during the off-season
- Disperse information quickly and transparently during times of operational change or emergencies
- Adopt a centralized tool to inspire fun workplace experiences that align with the company's mission

## SOLUTION

Mission Ridge adopted Beekeeper in 2017 as its frontline employee collaboration platform to connect all employees, regardless of whether they were on the mountain or at the local water park. With Beekeeper, employees have access to the information they need to create exceptional guest experiences while also building workplace relationships that keep them coming back.

When the resort needed to adapt to rapidly changing circumstances, the team was able to quickly pivot their operations using Beekeeper. With the platform's mobile-friendly, intuitive interface, the company shared critical information, streamlined updates, and kept its team members aligned and informed.

### Key stats:

- **400+** dispersed workers
- **2,000-acre** operational footprint
- **Two seasons** with fluctuating workforce sizes

**“We needed to bring back experienced people, and in a seasonal business, that’s one of the biggest challenges we face. Keeping them engaged with the resort in the off-season has led to better retention.”**

— Josh Jorgensen, General Manager, Mission Ridge Ski and Board Resort

## RESULTS

Since adopting Beekeeper, Mission Ridge has been able to better reach and connect with workers from any location, retain their employees during the off-season, and remain resilient in the face of unexpected challenges and events.

The keys to the resort's success are introducing employees to the platform at the first point of onboarding and providing all related information in the app for a consistent and comprehensive employee experience. Then, they encourage ongoing engagement using sStreams dedicated to employees connecting across departments. Through these sStreams, employees can easily access resort news and information and share the fun experiences in their lives both on and off the mountain.

The resort also made Beekeeper the centralized platform for all crisis-related information—whether for weather events, operational changes, or other urgent updates. Having a single source to reference important information boosted business agility and operational efficiency in times of uncertainty. Using the app, leadership can communicate with employees as frequently and transparently as possible. Mission Ridge has also enabled dynamic capabilities, such as video sharing to broadcast leadership messages, and captured user analytics on the backend.

As the resort's operations evolve, Beekeeper continues to play a crucial role in maximizing operational efficiency and fostering an engaged workforce at Mission Ridge Ski and Board Resort.



### About Mission Ridge Ski and Board Resort

Mission Ridge is a skiing and snowboarding resort located in the heart of Washington state. The resort operates during the busy season of late November to early April and manages 70 designated ski and board runs across 2,000 acres of trails, chutes, screamers, and bowls. Since 1964, the company has been on a mission to create memorable experiences for its guests, partners, and employees.