

BEEKEEPER

Mission Ridge Ski and Board Resort Case Study



“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



400+
dispersed workers

2,000
acre operational footprint

2
seasons with fluctuating
workforce sizes

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 36 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.

Challenges

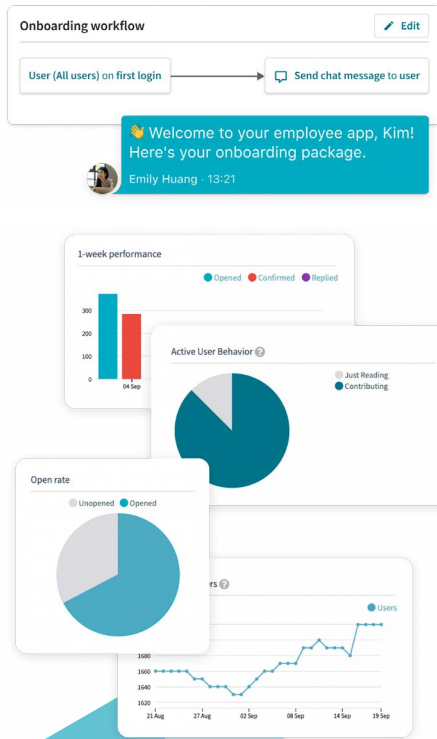
Mission Ridge operates across a wide footprint and is supported by 20+ internal departments. During its busy season, the resort employs up to 400 workers that are reduced to 15 during the off-season. Given the seasonality of the business, the company struggled with a common workplace challenge: **How do we retain workers while keeping them connected and engaged?** As COVID-19 reached Washington's peaks, the company needed to transparently communicate critical information to employees.

Goals

1. Reach, connect, and engage frontline employees across a 2,000-acre worksite
2. Retain top talent during the off-season
3. Disperse information quickly and transparently around the COVID-19 pandemic
4. 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 waterpark. 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. Fast-forward to 2020, and the Mission Ridge team was able to quickly pivot their operations during COVID using their Beekeeper app. With the platform’s mobile-friendly, intuitive interface, the company was able to share critical information and keep their team members up-to-date on the latest company announcements.



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 a global crisis.

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 **Streams** dedicated to employees connecting across departments. Through these Streams, 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, no matter if it was common weather-specific situations or COVID-19. Having a single source to reference important information boosted business agility and operational efficiency in times of uncertainty. Using the app, leadership communicated with employees as frequently and transparently as possible. Mission Ridge also enabled dynamic capabilities, such as **video sharing to broadcast leadership messages**, and would capture **user analytics** on the backend.

Now, as the resort's operations return to normal, Beekeeper continues to play an essential role in **maximizing operational efficiency** and **empowering an engaged workforce** at Mission Ridge Ski and Board Resort.

“The successful organizations out there are the ones that are ready to adapt. Adapt means being able to get everybody on the same page and pulling in the same direction. The only way you can do that is to communicate clearly what is going on and what we’re doing about it.”

Josh Jorgensen

General Manager, Mission Ridge Ski and Board Resort

About Beekeeper

Beekeeper is the mobile collaboration platform for frontline hospitality workers. With all communications and tools in one place, teams can improve employee engagement and business agility, productivity, and safety. Teams can resolve issues faster and manage non-routine work more efficiently, thanks to an intuitive employee experience and seamless integrations.

[Get Started](#)

For more information, visit beekeeper.io and follow us on [LinkedIn](#).