



TOURISM
ROSSLAND

2025 | 2026
ANNUAL REPORT



TABLE OF CONTENTS

STRATEGIC HIGHLIGHTS	3
TOURISM INDICATORS	4
FINANCIAL HIGHLIGHTS	6
MARKETING PROJECT HIGHLIGHTS	9
REGIONAL PROGRAMS	12
TOURISM ROSSLAND STRATEGIC PLAN PROGRESS	13
LOOKING AHEAD	17
ABOUT US	18
OUR TEAM	19

STRATEGIC HIGHLIGHTS

Throughout the 2025/2026 fiscal year, Tourism Rossland continued to manage its financial resources carefully while delivering a strong marketing and destination management program. We invested in initiatives that supported visitation, strengthened the local and regional tourism economy, and improved the visitor experience. Our commitment to collaboration remained central to our work as we partnered with local businesses, regional organizations, the City of Rossland, and provincial stakeholders.

Despite challenging snow conditions and a tighter funding environment, the year produced several encouraging results. Non-winter tourism revenues increased significantly, winter accommodation revenue reached the highest level in our organization's history, and the opening of the RED Bike Park generated additional interest in Rossland during the summer and shoulder seasons. We also made important progress on our website redevelopment, regional marketing initiatives, transportation programs, and long-term destination planning.

Key highlights from the year include:

- Celebrating the 19th anniversary of Tourism Rossland while maintaining a strong financial position and building approximately \$48,000 in reserve funds.
- Generating an estimated \$42.9 million in total economic output for Rossland's tourism industry, with approximately 46% of this revenue generated during the non-winter months of April to November.
- Achieving \$14.1 million in accommodation revenue, representing a 10% increase over the previous fiscal year. Accommodation revenues have more than tripled over the past ten years.
- Reaching \$6.4 million in non-peak accommodation revenue between April and November, representing a 20% increase over the previous fiscal year and continued progress toward becoming a more sustainable, four-season destination.
- Achieving winter accommodation revenue of \$7.7 million, the highest in our organization's history, despite less-than-ideal snow conditions.
- Generating \$383,000 in annual MRDT revenue, approximately 12% higher than the previous record year.
- Investing more than \$214,000 in marketing initiatives to support visitation, brand awareness, events, digital advertising, content development, and website improvements.
- Redeveloping the new tourismrossland.com website. This project represented a significant investment of financial and staff resources and provides a stronger foundation for future digital marketing and visitor servicing.
- Growing our Instagram audience by 8% and our Facebook audience by 6%, while generating substantial views, interactions, link clicks, and website visits across both platforms.
- Supporting a diverse portfolio of events with more than \$31,000 in event funding.
- Supporting the successful 2026 Trail Rossland BC Winter Games.
- Continuing to implement the Resort Municipality Initiative in cooperation with the City of Rossland and completing a new RMI Resort Development Strategy.
- Supporting transportation programs, including the Rossland Ski Shuttle, Spokane Airport Shuttle, and Kelowna Airport Shuttle.

- Maintaining a strong partnership with the City of Rossland while advocating for infrastructure, amenities, transportation improvements, and regional economic development that support a healthy and sustainable visitor economy.



TOURISM INDICATORS

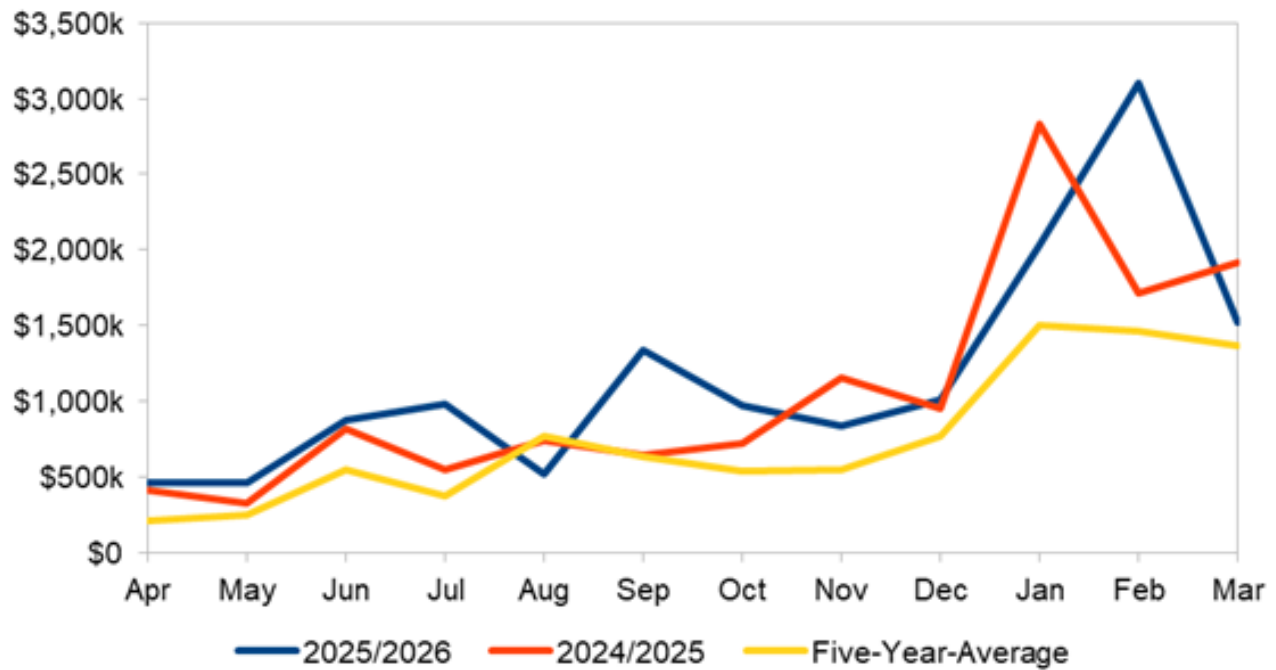
The overall economic output of Rossland's tourism industry was estimated at \$42.9 million during the 2025/2026 fiscal year. Approximately 46% of this revenue was generated during the non-winter months of April to November. Non-winter revenues for the destination increased by 20% from the previous fiscal year, which is highly encouraging as our destination continues its efforts to become a sustainable, four-season destination.

Rossland's accommodation revenue accounted for \$14.1 million of this total, representing a 10% increase over the previous year. Accommodation revenues have more than tripled over the past ten years. Revenue generated through online accommodation platforms (OAPs) represented approximately 29% of the total, amounting to more than \$4 million—a 16% increase. The proportion of OAP revenue was a few percentage points higher than in the previous fiscal year. Many of our traditional accommodation providers have adopted OAP platforms to enhance guest trip planning, and the new developments at the base of the ski hill also contributed significantly to this growth.

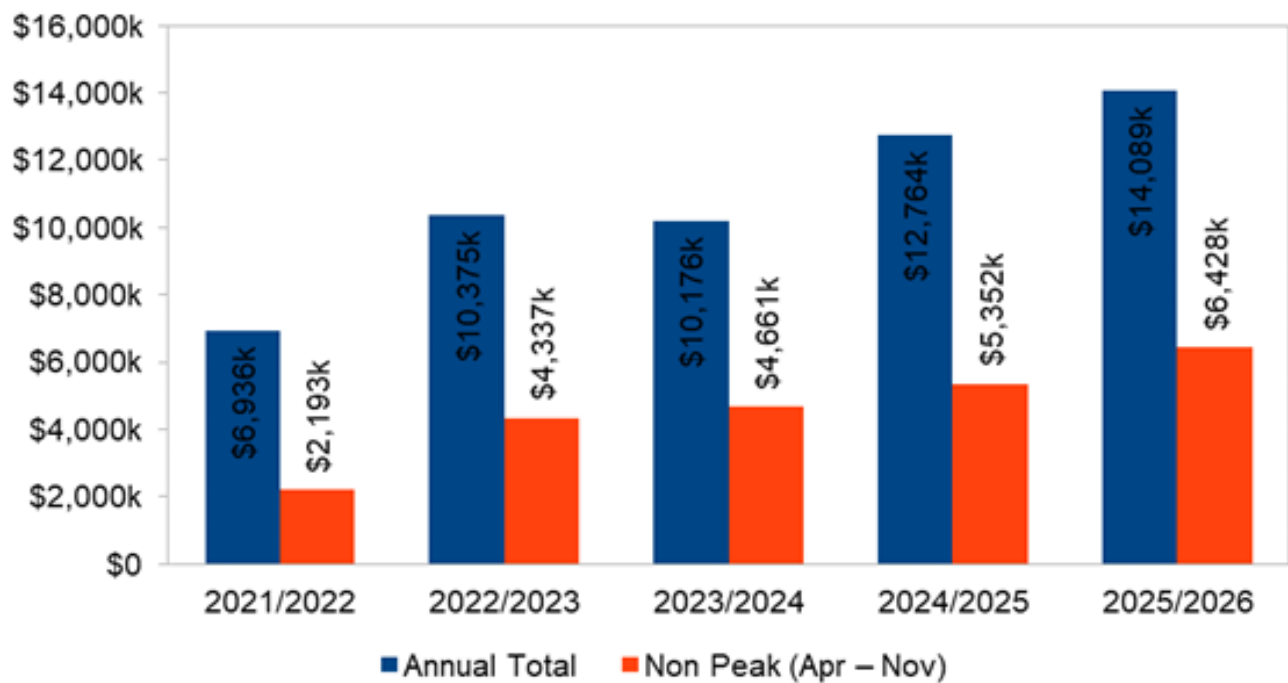
Reported non-peak accommodation revenue, spanning April to November, amounted to \$6.4 million, a 20% increase compared to the previous fiscal year. Of this, approximately \$2.6 million was attributed to OAP platforms, representing a 15% increase over the previous fiscal year. The opening of the RED Bike Park generated increased interest in our destination.

Winter accommodation revenues were the highest in our organization's history, totalling \$7.7 million—an increase of 4% over the previous year. Given the less-than-ideal snow conditions, this result is encouraging for the future. However, our destination has to remain diligent in securing early, committed business and developing new markets to continue selling available inventory and mitigating the negative effects that low-snow years can have on businesses and our community.

Monthly Rossland Accommodation Revenue



Accommodation Revenue



FINANCIAL HIGHLIGHTS

Our destination significantly increased accommodation revenues, which directly contributed to our organization's income. Annual MRDT revenue for Tourism Rossland was \$383,000, approximately 12% higher than the previous record year.

We successfully secured a Destination British Columbia (DBC) co-op grant to continue marketing our destination and region. Overall, grant income decreased by 33%. This was partly due to a tighter fiscal environment (our DBC and City of Rossland support both decreased significantly) and partly because a portion of our DBC grant was paid early. Under our cash-basis accounting system, that funding was attributed to the previous fiscal year. Grant income represented 10% of our total income.

Our organization's financial stability was greatly enhanced by the continued support of the RED Resort Association. The first full year of operation of the Crescent building increased this contribution to \$96,000. This stable and predictable funding is crucial for Tourism Rossland. It enables us to plan marketing campaigns, continue providing essential services, and leverage additional grants and stakeholder resources. As development continues, this income is expected to increase. At the same time, these developments are placing additional pressure on our organization, as visitation growth is not keeping pace with accommodation inventory growth.

Our cooperative marketing programs, or pay-to-play programs, decreased slightly to \$37,000. This was not surprising, as we did not print our Escape Guide during the last fiscal year, which usually contributes significantly to this revenue stream. We expect this income to double in the next fiscal year following the completion of the new issue of the Escape Guide.

We spent more than \$214,000 on marketing activities, representing a 12% increase over the previous year. Our initially planned marketing budget was higher than our actual spending. This variance was partly due to our significant investment of staff resources in developing our new website. Additionally, given the snow conditions, we scaled back photo and video production during the winter.

Our human resources and payroll expenses increased to \$184,000, as we were fully staffed throughout the year. Payroll accounted for 36% of our total expenses, which was slightly higher than our usual target. This was attributable to decreased marketing spending. Our usual goal is to keep payroll expenses below 30% of total expenses.

We continued developing and executing the Resort Municipality Initiative (RMI) program in co-operation with the City of Rossland and completed a new RMI Resort Development Strategy. Some RMI funding is managed directly by the City, while other program funds are managed by Tourism Rossland. We used RMI funding to support transportation programs, including the Rossland Ski Shuttle, Spokane Airport Shuttle, and Kelowna Airport Shuttle. However, RMI funding covers less than 40% of the total cost of our transportation portfolio. We continue to invest our unrestricted funds to help mitigate the transportation challenges facing our destination to the best of our ability.

Our core operational and general administrative costs increased slightly, primarily due to the need to expand our office space and rent an office for Melissa, our Marketing Manager. Despite

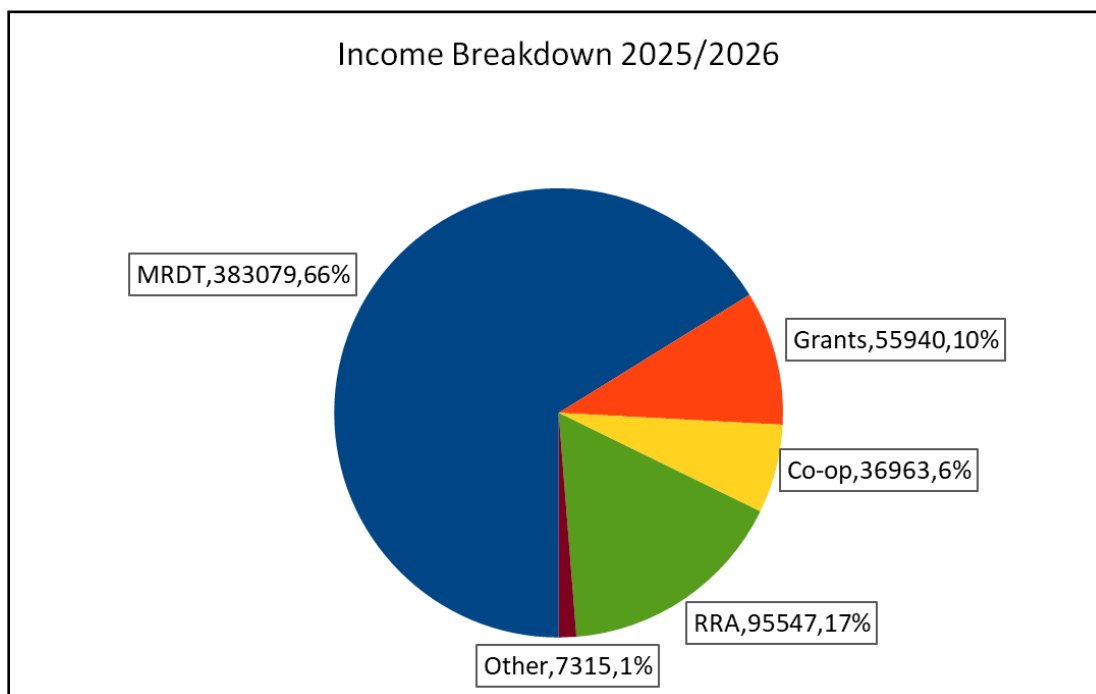
rising business and administrative costs during the last fiscal year, keeping our overhead low remains a key organizational priority.

We continued to build our strategic savings and finished the fiscal year with approximately \$48,000 in reserve funds. We will continue growing this reserve to better position the organization to manage unforeseen market disruptions, take advantage of opportunities and ensure organizational stability.

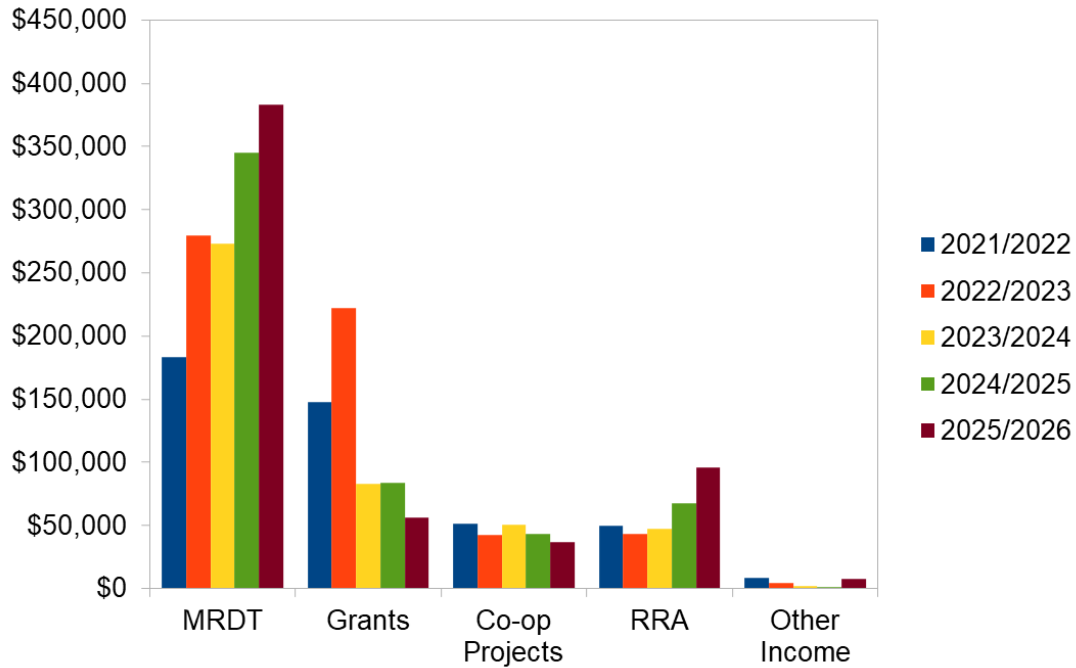
INCOME BREAKDOWN COMPARISON: 2024/2025 – 2025/2026

	2024/2025	2025/2026	% Change
MRDT	\$345,330	\$383,079	11%
Grants	\$83,376	\$55,940	-33%
Co-op	\$43,353	\$36,963	-15%
RRA	\$67,625	\$95,547	41%
Other	\$831	\$7,315	780%
Total	\$540,515	\$578,844	7%

INCOME BREAKDOWN BY CATEGORY 2025/2026

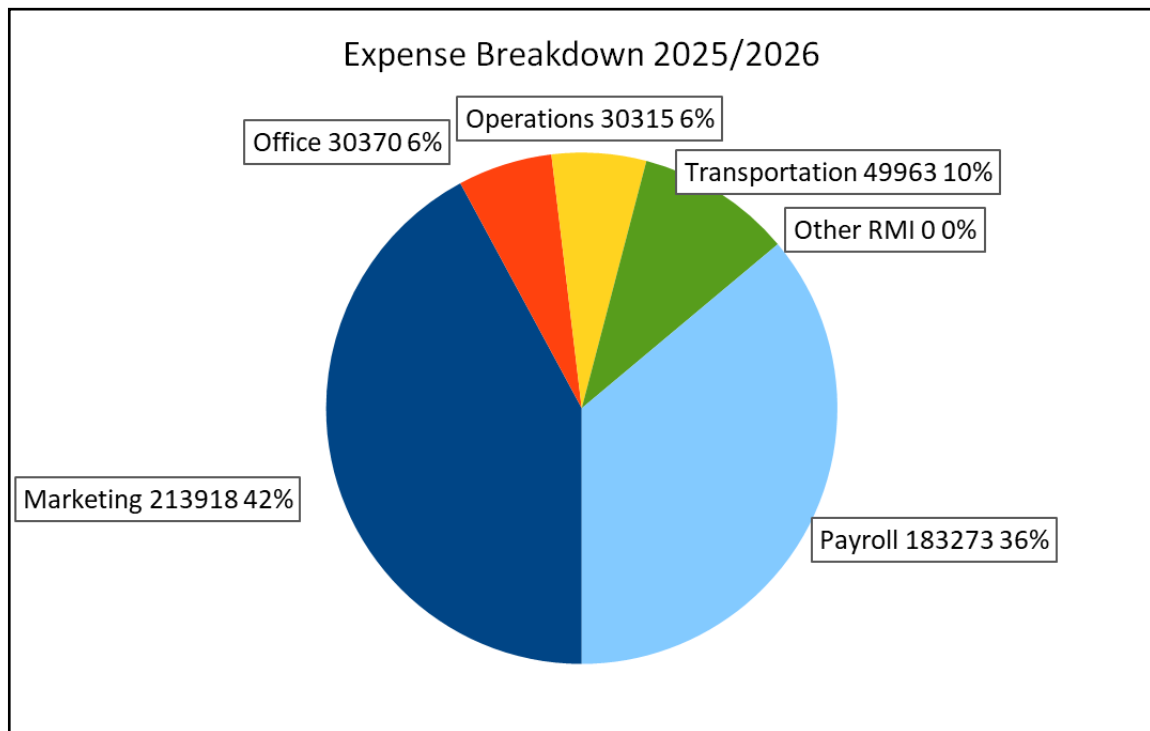


INCOME BREAKDOWN BY CATEGORY 2021/2022 – 2025/2026



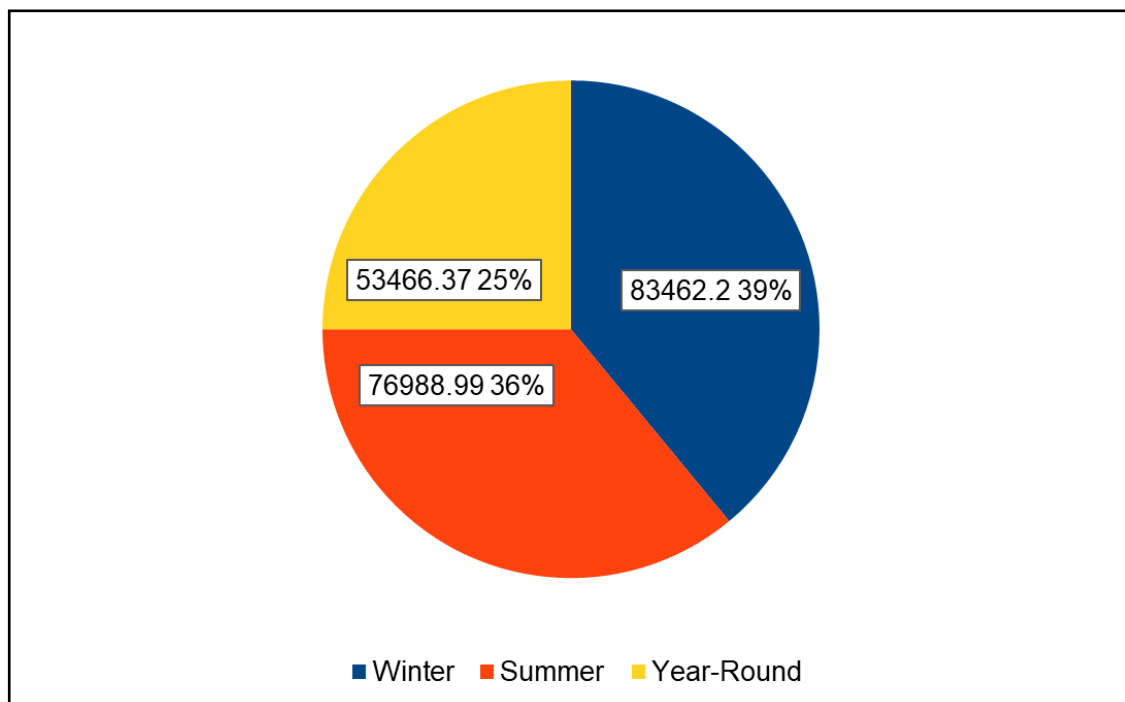
EXPENSE BREAKDOWN COMPARISON 2023/2024 – 2024/2025

	2024/2025	2025/2026
Marketing	\$192,426	\$213,918
	38%	42%
Office	\$15,888	\$30,370
	3%	6%
Operations	\$28,023	\$30,315
	6%	6%
Transportation	\$41,761	\$49,963
	8%	10%
Payroll	\$153,400	\$183,273
	30%	36%
Total	\$431,498	\$507,839
*amortization expenses not included		



MARKETING PROJECT HIGHLIGHTS

MARKETING SPENDING BY SEASON 2024/2025



SOCIAL MEDIA STATISTICS 2025/2026

Instagram Statistics	
Total Followers	15600 (+8%)
Views	486,030
Reach	125,900
Content Interactions	7,600
Link Clicks	2,400
Visits	7,100
Facebook Statistics	
Followers	15,448 (+6%)
Views	923,000
Content Interactions	8,800
Link Clicks	4,600
Visits	8,600

Our marketing budget increased slightly to \$214,000. Initially, we planned to spend more on marketing and had the resources to do so. However, a large portion of our workload revolved around rebuilding the www.tourismrossland.com website with an outside contractor. We are very happy with the look and performance of our new website, and the investment was definitely worthwhile from both a financial and human resources perspective. Additionally, poor snow conditions led us to pause some projects during the winter months, and unfortunately, we were unable to complete many of them. At the same time, we are convinced that delaying some projects was the right decision, as the return on these investments was not guaranteed. We plan to restart these projects during the 2026/2027 winter season.

We balanced spending between summer and winter marketing while supporting shoulder-season visitation as much as possible. We invested 36% of our resources in non-winter marketing, 39% in winter marketing, and 25% in year-round marketing activities and general destination awareness. With the increase in accommodation inventory at the base of RED, we believe this balanced approach will provide the best returns. We have room to increase winter visitation, while also managing our strategic goal of moving towards a more sustainable, four-season destination.

As mentioned, we spent significant resources on website development. Approximately 17% of our total marketing expenditures were related to the website. This included the development, launch, and maintenance of the new tourismrossland.com website. Additionally, we began working on our regional website, www.southkootenay.com. The two websites were designed to have a similar look and feel, and they will share many back-end functionalities and data to better serve visitors and businesses alike. Given the performance of our old website, comparative performance data is not available at this point. However, we have seen increased web traffic and can leverage this resource in our digital and social media campaigns.

Events are a cornerstone of our strategic plan, and we spent more than \$31,000 supporting events that bring overnight stays to our community. The events we supported included the Rossland Winter Carnival, Into the Trees festival, Broken Goat trail running race, Red Mountain Racers ski events, Grey Ghost Pursuit gravel race, Red Thursday retail event, Rekindle community event, KCTS trail days, Huck'n Berry Bike Jam, Rattlecat Banked Slalom snowboard race, and a couple events at the Rossland Museum and Discovery Centre, among others.

We scaled back our digital and social media marketing spending during the first part of the year. We increased our investment after the launch of the new website in the fall of 2025. Our social media spending shows a negative number due to a large social media project that was accrued to the previous fiscal year. In reality, we spent approximately \$15,000 on paid social media marketing. Finding the right balance for social media spending is a challenge for our organization. We would be better served by having a dedicated social media coordinator on staff with clear responsibilities for both community management and paid advertising.

Our Instagram and Facebook channels remain among the most important consumer-facing marketing platforms we use. During the fiscal year, our Instagram audience grew by 8%, while our Facebook audience grew by 7%. We aimed to deliver a mix of inspirational and informative content while leveraging our continually expanding collection of photo and video assets.

We attended trade shows focused on the ski, summer outdoor adventure, and golf segments, and supported our partners in attending these events. Our evaluations of these efforts were mixed. The general consensus is that ski and outdoor adventure shows are not worth the financial and human resources investment. However, golf shows increase sales and visitation, so we will continue to support our partners as long as they believe the return on investment justifies attendance.

MARKETING EXPENSE BREAKDOWN 2025/2026

Brochure Distribution	\$9,273
Co-op programs	\$53,343
Digital Marketing	\$31,428
Events	\$31,593
Hospitality	\$8,238
Photo Development	\$14,910
Print Advertising	\$9,425
Research	\$748
Sculpture program	\$2,538
Social Media	\$-292
Trade Show	\$8,392
Video Asset Development	\$8,947
Website	\$35,375
Total	\$213,918

REGIONAL PROGRAMS

We continued to partner with regional organizations and businesses that align with our vision, collaborating to promote our region as a unified destination. These partnerships have been invaluable in amplifying our collective marketing efforts and expanding our reach to broader audiences.

Our partnership with the Trail and District Arts Council thrived as we shared costs on several marketing initiatives to support its diverse arts programming. This collaboration not only increased the visibility of the Arts Council's events but also enriched the cultural fabric of the region, enhancing the overall visitor experience. By supporting arts and culture, we create more opportunities for tourists to engage with the local community, making their visits more memorable and impactful.

We printed the second edition of the Trails of the Rossland Range and South Kootenay map, with a stronger focus on regional highlights. The updated map helps visitors understand the connections between communities and trail networks. It also encourages visitors to explore beyond a single destination, stay longer, and include a wider range of local businesses and experiences in their travel plans.

As mentioned, we began developing our regional website based on the lessons we learned from the main Tourism Rossland website. By the end of the fiscal year, the core programming for the website was complete, and we plan to launch the finished site during 2026. Additionally, we took over management of the www.wesportfish.com website, which is an essential fishing resource for locals and visitors alike. We plan to integrate this website into the southkootenay.com site during 2027.

Our organization played a significant role in ensuring the success of the Trail-Rossland 2026 BC Winter Games. Our employees and board members took on leadership positions in planning and executing the Games. Given the less-than-ideal snow conditions, the Games proved to be essential for supporting winter visitation. Their legacy, both in terms of marketing and awareness and from an infrastructure perspective, will help our community welcome visitors and host events in the future.

Throughout the fiscal year, we remained committed to building and strengthening collaborative relationships with regional tourism businesses, non-profits, and economic development organizations. These partnerships are essential for fostering sustainable growth and ensuring that our region continues to be recognized as a top-tier destination for outdoor adventure, cultural experiences, and unique local offerings.

TOURISM ROSSLAND STRATEGIC PLAN PROGRESS

Tourism Rossland adopted a new Strategic Plan 2020-2025 in September, 2020. The plan incorporates dialogue and input from industry partners, government agencies, local and regional organizations and individuals who are passionate about Rossland.

The three long-term strategic objectives of our organization are:

- 1. Increase visitation and spending in need periods through effective investments in destination sales and marketing**
- 2. Continuously improve Rossland's visitor servicing and experiential quality**
- 3. Build a compelling and authentic destination**

The Strategic Plan identified 18 strategies that will help our organization achieve these objectives:

- 1. Invest in primary market research to understand current and potential visitors to Rossland.**
 - *Progress: continued progress*
 - We continued to leverage data from our tourism partners, including Kootenay Rockies Tourism, Destination British Columbia, and other sources, to maximize the ROI on our marketing investments. While we aspire to develop a more comprehensive data program and visitor satisfaction metrics, as a small destination, we currently lack the capacity to fully implement these plans.
- 2. Define and regularly monitor a consistent set of key performance indicators to gauge short and long-term progress towards destination and organization vision.**
 - *Progress: significant progress*
 - We continued to update and use the Tourism Rossland Economic Impact Model to calculate the total economic value generated by tourism. Additionally, we continued to monitor a short-term rental business dataset.
- 3. Continue to invest in additional on-brand marketing assets/content (imagery, videography).**
 - *Progress: some progress*
 - Due to less-than-ideal snow conditions, we scaled back our video and photo asset development efforts during the 2025/2026 winter. However, our summer, shoulder-season, and regional content programs were extremely successful.

4. Review range of print collateral and create a branded and integrated family of print/downloadable collateral.

- Progress: *significant progress*
- We are satisfied with the current state of our print collateral, which is limited to the biannual Rossland and South Kootenay Escape Guide and the annual Trails of the Rossland Range and South Kootenay map.

5. Support existing and/or create new events in non-peak season that have the potential to grow to a scope/scale that warrants visitation and multi-night stays.

- Progress: *significant progress*
- We continued to support a diverse portfolio of events.

6. Continue to actively engage in social media channels.

- Progress: *some progress*
- The growth of our social media channels was consistent with our projections. However, our overall spending on paid social media was lower than planned due to the website redesign, subpar snow conditions during the winter, and staffing constraints.

7. Invest in select print and digital advertising.

- Progress: *significant progress*
- We are satisfied with our scaled-back print advertising budget and extremely pleased with our digital advertising portfolio through Google.

8. Identify, target and host key influencers in various target markets and proactively secure media coverage.

- Progress: *some progress*
- The opening of the RED bike park increased media interest in our destination, and we leveraged this opportunity effectively. Winter media visitation also increased compared to the previous year.

9. Invest in direct sales to proactively target and secure additional sport hosting opportunities and maximize associated length of stay/spending/repeat visitation.

- Progress: *some progress*
- The BC Winter Games were a significant sport-hosting milestone for our region, our tourism industry, and our organization. We also supported many sport hosting organizations through our event grant. At the same time, we need to develop a sustainable model that will help us attract and support more sporting events in the future.

10. Review transportation experience through the lens of the visitor and advocate for/invest in improvements.

- Progress: *significant progress*
- We continued to work with our partners to alleviate transportation issues during the winter and supported two airport shuttles (Spokane and Kelowna) and the Rossland Ski Bus.

11. Create 'one-stop' for easily accessed, easily consumed Rossland visitor information that showcases various possible itineraries.

- Progress: *some progress*
- We continued to feature inspirational, customized itineraries in our marketing and media pitches where appropriate.

12. Manage destination content on key sites such as Trip Advisor/Expedia/Google/Facebook.

- Progress: *some progress*
- We continued to monitor destination content on social media channels and Google.

13. Assess experiential quality of businesses and act as a conduit for business service and training programs.

- Progress: *no progress*
- We provided ad-hoc advice to local businesses and organizations, but did not develop a formal program.

14. Create opportunities for local tourism businesses to collaborate and network and to improve industry and market knowledge.

- Progress: *significant progress*
- We hosted our annual Jingle & Mingle winter gala. We worked diligently to fill the seats on the Tourism Rossland Board, ensuring the entire industry had the opportunity to participate in collaborative decision-making. Additionally, we fostered ongoing industry collaboration through regular Tourism Rossland Board meetings.

15. Create opportunities to educate and engage residents on visitor experiences, the needs of the visitors and the value of the tourism economy.

- Progress: *some progress*
- We continued to advocate on behalf of the tourism industry and educate residents through press releases, City of Rossland Council presentations and increased the visibility and recognition of the tourism industry.

16. Advocate for amenity development– campground, RV sites/services, all season camping, conference facility.

- Progress: *some progress*
- Our organization continued to advocate for amenity development within and outside the RMI framework.

17. Continue to successfully implement the Resort Development Strategy and invest RMI funds on behalf of the City of Rossland.

- Progress: *significant progress*
- We maintained our partnership with the City of Rossland and completed a new RMI Resort Development Strategy.

18. Participate in various tables and discussions related to municipal, regional, provincial infrastructure.

- Progress: *significant process*
- We continued to work with our regional partners (CDMOs, Kootenay Rockies, Destination BC, and other economic development organizations) to discuss infrastructure projects and development, including Highway 3, product development, and other amenities. Additionally, we continued to oppose the open-pit mine development on Record Ridge, which is seen as a significant threat to our sustainability.

We believe this plan remains an excellent overall guide for our organization. However, we plan to undertake a larger project in the near future to define a clear long-term vision through the development of a tourism master plan. This process will help establish shared priorities, guide future investment, and provide a framework for sustainable destination growth. We also plan to update our strategic plan to reflect the changes that have occurred in our destination and the broader tourism economy.



LOOKING AHEAD

Tourism Rossland will continue to implement the strategies outlined in our strategic plan, maintaining a strong focus on sustaining and growing the visitor economy year-round. We remain optimistic that our ongoing investments in non-winter visitation and events will drive long-term growth, stimulate further investments in product development, and enrich the overall visitor experience. At the same time, increased accommodation inventory requires us to remain diligent in filling winter need-periods as well.

The continued development of the RED Bike Park and our trail network, and other future investments will diversify our destination's offerings, attracting visitors beyond the winter months. As more Canadians opt to stay closer to home due to ongoing trade disputes with the U.S., we anticipate an increase in Canadian visitors. Simultaneously, we expect our core U.S. markets to return, provided we continue to be a welcoming and inclusive destination. Our proximity to the U.S. border, along with the metropolitan areas of Spokane and Seattle, presents some of the most promising growth opportunities. We will strategically allocate resources and strengthen our relationships with key partners in these markets to capitalize on this potential.

Our organization is committed to better measuring the economic impact of our tourism industry and gaining the insights needed to maximize our return on investment. We will implement a tool to measure the economic impact of key tourism events. Additionally, we will work with our accommodation providers to track occupancy and revenue and monitor booking pace.

Our primary marketing focus will be digital, social media and event support. Our content program will be designed to support these primary focus areas. These initiatives are critical to ensuring we effectively engage our target audiences and provide up-to-date, easily accessible information for prospective visitors.

Additionally, we will advocate for new infrastructure projects that enhance our experiential offerings, provide valuable amenities, and further improve the visitor experience. We will continue to educate residents about the value of the tourism industry, monitor resident sentiment, and advocate for regional economic development that complements and strengthens our industry without creating unintended negative impacts.

Our goal is to operate as a highly collaborative, results-driven Destination Marketing Organization that maximizes the impact of every investment. We will maintain and deepen our collaboration with regional partners who share our vision of the economic and social value that tourism brings to our community. By fostering partnerships and focusing on sustainable practices, we aim to contribute to the ongoing success and sustainability of our destination, ensuring that Rossland remains a premier choice for travellers year-round.

ABOUT US

Tourism Rossland is Rossland's official Destination Marketing Organization (DMO) and operates in collaboration with input from all local tourism stakeholders. Established in 2007 as a registered non-profit society, the organization's mission is to work collaboratively and leverage resources effectively to execute destination management, marketing, and sales strategies that responsibly grow Rossland's year-round visitor economy, while aligning with community values.

Guided by the 2020-2025 Strategic Plan, Tourism Rossland leads and manages tourism development on behalf of the community. The organization builds on the strengths of local businesses and organizations, embraces inclusivity, and fosters strategic alliances to support sustainable growth.

Tourism Rossland also assists local businesses and industries in enhancing their products to meet evolving market demands. Through open, two-way communication, stakeholders are encouraged to provide input to ensure the achievement of shared goals and objectives.

DIRECTORS OF TOURISM ROSSLAND

As of September 1, 2026

Name	Organization	Position	Email
Darby Profili	Redstone Golf		darby@redstoneresort.com
Jesn-Pierre Goulet	MRDT Collectors		jp.goulet@redresort.com
Dan D'Amour	MRDT Collectors	President	manager@theflyingsteamshovel.com
Dan French	MRDT Collectors		dfrench@prestigehotels.ca
Kevin Manuel	Red Mountain Resort		kevin.manuel@redresort.com
Christine Andison	Red Resort Association	Treasurer	christine@redresort.com
Jerome Boye	Red Resort Association		jboye@thejosie.com
Brian Cornwall	Red Resort Association		brianjohncornwall@gmail.com
Donal Haddad	Restaurants/Cafe/Bars		info@donniesbistro.ca
Jeff Weaver	Retail		jeff@jeffreyscannabis.ca
Vacant	Rossland Museum		
Kate Garlinge	Rossland Arts Council		rosslandbikeretreat@gmail.com
Andrew Solod	Black Jack Ski Club		amsolod@gmail.com
Shannon Hood	Kootenay Columbia Trails Society		shannon_hood@yahoo.com

OUR TEAM

ANDRAS LUKACS, Executive Director



Andras started working for Tourism Rossland in 2017. Previously, he lived in Yellowknife, NT, where he worked in tourism management and planning for the Government of Northwest Territories. He has an extensive background in tourism development, programming and market research. Andras earned a Ph. D. and MA. from Loyola University Chicago studying leisure networks and digital media and a BA. in communication from the University of Detroit Mercy. Originally from Hungary, Andras enjoys living an active outdoor lifestyle with his wife, two young sons and dog.

MELISSA THOMPSTONE, Marketing Manager



Melissa brings more than 20 years of experience in marketing, graphic design, events and project management. After two decades building her career in Toronto, she moved to Rossland in 2021 and has embraced mountain life ever since. Her experience spans strategic marketing, brand development, communications, creative direction, large-scale events and complex project management, giving her a rare ability to see both the big picture and the details required to execute. Curious, collaborative and relentlessly solution-oriented, Melissa thrives on turning ambitious ideas into thoughtful, engaging work. When she's not working, she's usually outside — hiking with her dog, snowboarding, attempting to mountain bike, or looking for any excuse to spend more time in the mountains.

