

# UNITY COLLEGE SKY LODGE

UNITY COLLEGE: SKY LODGE  
END OF YEAR REVIEW  
GOALS & ACHIEVEMENTS 2018-2019



# ENHANCE CURRICULAR AND CO-CURRICULAR EXPERIENCES

## Flagship academic experiences for 2018-2019



**Sustainable Ecotourism Course**  
Initiated a draft enterprise plan using Sky Lodge as a case study.



**Adventure Leadership Course**  
Students acted as consultants in program development suggestions after conducting extensive research both on-site and through tourism resources.



**Interpretive Methods Course**  
Students reviewed auto museum and drafted info panels for guest education about a variety of transportation assets in the museum.



**January Term Snowmobile Skills Course**  
Course was hosted over five days and partnered with four community organizations to enhance student experience, provide hands-on experience, and add a state safety certification to their college credits.

**Flagship co-curricular experiences** have included students coming to reopen recreational trails as part of their Nova first-year experience.

**Other institutions:** Academic leadership staff from Merici College, Quebec City, visited to explore partnerships for mutual benefit and growth of educational opportunities.

**Local education:** Forest Hills School students are utilizing Moose River Valley Center (MRVC) for intergenerational and community enhanced learning.

**Certifications and Trainings:** Unity College Certifications and Training Center provided First Aid, CPR, and AED training to Sky Lodge employees as well as several professionals in the community.



**Wilderness Capstone course**  
Unity College students completed projects at Sky Lodge.



**Forest Ecology Course**  
students performed a tree survey and presented their work to the Moose River and Jackman community.



**Fly Fishing Course**  
students learned the history and technique of fly fishing in Maine and Canada.



**TERRAIN at Unity College**  
preparing to host the test bed of the TERRAIN curricular model at Sky Lodge in Fall 2019.







## DEMONSTRATE SUSTAINABLE TOURISM

  
**RIBBON-CUTTING  
& DEDICATION  
CELEBRATION**  
**September 7**  
 Ribbon-cutting at 11 a.m.  
 + Afternoon festivities!

**YOU ARE INVITED!**

[unity.edu/skylodge](http://unity.edu/skylodge)

■ **Ribbon Cutting Event**, September 7, 2018, was carbon neutral thanks to sustainable food choices, low-impact giveaways, electronic invitations, and carbon offsets.

■ **Implementation of the Enterprise-level Green Cleaning Policy** protects the historic nature of the lodge, staff, guests, and the environment.

■ **Local products** are used in hospitality and in retail to highlight regional businesses and goods.

■ **Guest room amenities** are being tested in three of the most popular units in an effort to reduce waste and increase local options. This includes bulk amenity dispensers and locally made goats milk soap with recyclable take home box so leftover soap can be used rather than discarded.

■ **Reusable bottles** are being offered to guests for on-site use or purchase to avoid single-use plastic bottle sales.

■ **Maine Partnership for Environmental Stewardship**, hosted at Unity College and five other colleges in Maine, provided an energy audit with infrared scan of the Lodge, resulting in an action plan for energy conservation measures over the next several years.



## INVESTMENTS IN THE COMMUNITY

### Moose River Valley Center (MRVC)

**Maine Partnership for Environmental Stewardship**, hosted at Unity College and five other colleges in Maine, held a window build event at the MRVC that provided 18 families with 150 free or low cost energy-saving window inserts.

**Expanded activities at MRVC for all ages**, including occasional evening programs.

**Additional participants have been attracted** to existing programs thanks to better promotion.

**Evening Bingo has been expanded** to serve working age community members.

**The MRVC provides space to gather** for birthday parties, 4-H club, Red Hatters, Women's Auxiliary, and Destination Development committee.

**MRVC digital newsletter** supports communication and offers community news to all ages.

**We have started to rent out MRVC** for private functions.

**Community Gardens at MRVC** now offers raised beds for more comfortable gardening by community members of all ages.

**Unity College students** volunteered a day of service in the Jackman area in September.

**Holidays at Sky Lodge** event delighted the community and offered an opportunity to create new memories of the lodge.

**Recreational trails are now open to all**, supporting the community, guests of Sky Lodge, and area businesses.

**An Easter Egg Hunt** was hosted on the Sky Lodge grounds for the local community, supported by volunteers and donations.

**Successfully earning grants and external funding** to support programs, operations, and exploration of future services.

**Maine Health Access Foundation** provided funding for an AED.

**Sky Lodge became a contractor** to a grant through Somerset Public Health to expand services at MRVC.





## DEVELOP BUSINESS OPPORTUNITIES

### **Sky Lodge Marketing efforts:**

Website: <https://skylodge.unity.edu/>

Facebook: <https://www.facebook.com/unitycollegeskylodge>

Instagram: <https://www.instagram.com/skylodgemaine/>

Postcard and other collateral

Signed contract with marketing service to provide digital marketing support to increase direct booking and increase the rate of revenue

**Thanksgiving event** welcomed 25 guests to share a meal around a communal table, engaging in conversation, delicious food, and thanks

**Corporate retreats** offer a warm and relaxing atmosphere in the lodge, with four companies already served

**Nine holiday parties** hosted at the lodge to rave reviews of the meal and the experience

**Merici College visit** to explore new services and tap into the Canadian market

**Developing resources and advocates** in St. George to better serve French Canadians, including staff learning Quebecois

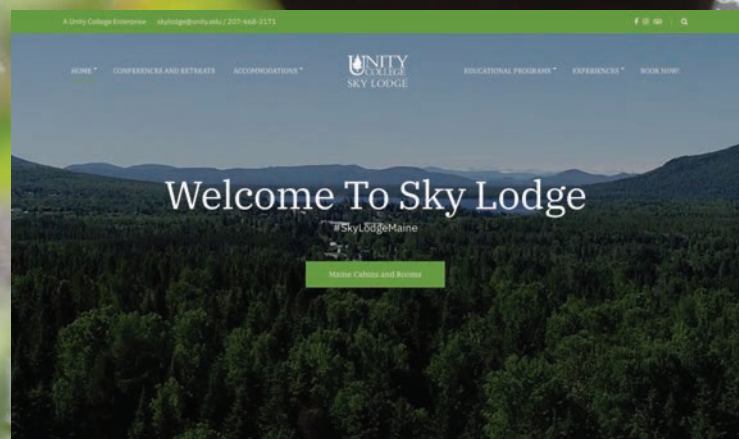
**Professionalizing the team** by providing customer service training while augmenting existing positions such as Guest Services Coordinator and Culinary & Hospitality Manager

**Opened guest rooms** in the main lodge to booking increasing capacity by another 9 rooms or 28 guests

**Secured three weddings** at the lodge, each for 125+ guests to include lodging, meals, and bar services

**Becoming a preferred vendor** for community celebrations for both non-profit and for profit organizations

**Welcomed athletes** from across the Northeast in the inaugural Summer Solstice SwimRun





# ECONOMIC IMPACTS:

JULY 1, 2018 – JUNE 30, 2019

## LOCAL AREA

## STUDENT

## MAINE ECONOMY

## EMPLOYMENT

As Sky Lodge becomes more financially independent, the subsidy provided by Unity College will decrease with a goal of total self sufficiency, making good on our commitment to the region as it grows.

**\$225,501**

Earned Income

**\$564,728**

Operating Budget

**\$339,227**

Institutional Commitment to Sky Lodge

**We like to serve the people in our communities, and our customers are the community's customers.**

**1,277**

Guests Served

**\$100**

Average Spent Regionally per Visit

**\$180**

Average Spent at Sky Lodge per Guest

**126**

Volunteer Hours

**1,872**

Community Center Hours

**1,834**

People Served Through Community Programs

Our students have the chance to immerse themselves in a hands-on learning experience and create positive memories of the region.

**7**

Classes Integrated

**111**

Students

**40**

Average Length of Visit in Hours

Shopping locally is core to our values because it helps local vendors and reduces our environmental impact. We were also able to invest in capital improvements funded by grants and Unity College.

**25%**

Amount Spent with Maine Vendors (over \$141K)

**9%**

Food Sourced Locally

**\$72,376**

Investment in Facilities and Construction

**\$16,262**

Grants & Donations

Our employees who live in the Moose River Valley have the financial resources they need to participate in the community, both socially and economically.

**7.5**

Full-Time Employees

**\$325,344**

Annual Payroll & Benefits



## INVEST IN THE GIFT



**Rachel Crater**, Director

### **Hired a Director of Sky Lodge.**

**Improved and branded signage** at the roadside and interior spaces.

**Emergency lighting and signage** enhances guest safety while on-site, and backup generator power was expanded to additional buildings.

**Septic system and kitchen** at the lodge has been upgraded to meet required health and safety codes for meals and lodging. A septic upgrade to the country house is scheduled for spring.

**High speed internet** at the lodge and MRVC: Sky Lodge and MRVC are now connected to the Consolidated Communications fiber ring and NetworkMaine, with secure and fully operational link back to campus resources and easy to use guest WI-Fi that provides excellent coverage throughout the main lodge, annex, and MRVC. The foundation has been laid for future service expansion.

**Deployed three managed desktops** and a managed copier/printer, bringing the satellite site that much closer to being seamlessly integrated and supported by central services.

**Renovated bathrooms** in the lodge, converting them to gender neutral.

**Enhanced existing infrastructure** for business development adding more opportunities for students and guests.

**Enhanced performance and functionality** of the kitchen and meal prep spaces to prepare for increased food service for guests.

## THE ELAINE AND JOHN COURI WELCOME CENTER

Elaine and John Couri of the Couri Foundation gave a new facility to Unity College to be named the Elaine and John Couri Welcome Center. It will be a multipurpose space.



## UPCOMING

■ **Equipment rentals** are being explored to offer the fleet of outdoor adventure equipment to all who desire access.

■ **Training jamboree** to support enhanced professional development to area businesses.

■ **Host to the 2020 Moose Lottery** through Maine Inland Fisheries & Wildlife.