



# CREATING CHAMPIONS

## On & Off The Mountain

Steamboat Springs Winter Sports Club

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# Overview

SSWSC / City Collaboration on Howelsen Hill Improvements

SSWSC Terrain and Facilities Assessment

SSWSC Community Economic Impact

Howelsen Hill Ski Area Needs / Enhancements:

- Basic Infrastructure Repairs and Maintenance

- Community Enhancements

- Enhancements to Support SSWSC Mission



# SSWSC/ City Collaboration on Howelsen Hill Improvements (since 2000)

## Total of @ \$2,654 mm Invested:

- 2000—Alpine Slide Constructed - @ **\$1.5 mm**
- 2004/05 – SSWSC purchased snowmaking equipment - @ **\$21,000**
- 2005/06 – SSWSC purchased add'l snowmaking equipment - @ **\$34,000**
- 2006—SSWSC contributed to construction of HS75 plastic jump - @ **\$563k**
- 2006 to present—SSWSC partners with City to annually construct Terrain Park for no compensation
- 2007/08 – SSWSC provides labor to install Magic Carpet prior to opening Tubing operation (reimbursed \$7k by City)



# SSWSC/ City Collaboration on Howelsen Hill Improvements (since 2000) (cont'd)

- 2010 to present – SSWSC voluntarily supports ski jump maintenance for no compensation - @ **\$30,000 / annually** (@ **\$120k total as of 2015/16 season**)
- 2011/12 – SSWSC purchases snowmaking equipment - @ **\$19,300**
- 2012—SSWSC contributed to construction of HS45 plastic jump - @ **\$292k**
- 2014/15—SSWSC Renovated DeHaven Strength Center - @ **\$110,000**
- 2015/16—SSWSC disposed of dilapidated trailer and replaced with new structure; remodeled locker room storage and added offices in locker room - @ **\$21,000**
- 2015/16---SSWSC replaced ventilation for waxing in locker room and installed in-run covers on HS45 and HS75 jumps - @ **\$25,000**; SSWSC remodeled Alpine Offices- @ **\$4,000**



# SSWSC

## *Terrain and Facilities Assessment*

### **Alpine (A)**

- Based on current snowmaking schedule and grooming, Our Alpine, Telemark and Alpine Snowboard Disciplines is positioned for success in training and competition with facilities at both Steamboat Ski Area and Howelsen Hill, although snow surface can be a challenge at Howelsen Hill for competitions.

### **Freeskiing and Snowboard (D)**

- Our Freeskiing and Snowboard Disciplines are challenged with a lack of terrain for adequate training for all but our youngest athletes at Steamboat Ski Area and Howelsen Hill. Steamboat Ski area has not prioritized the creation of slopestyle terrain (including timely halfpipe construction or permitting “big-air” jumps). Howelsen Hill has potential to enhance our terrain through better and more timely and progressive terrain park features, as well as potential for “big air” jumps.

### **Freestyle Moguls (A)**

- Steamboat Ski Area has made a commitment to freestyle moguls through our partnership with them on Voodoo, as well as the recent addition of junior mogul terrain on Bashor. Howelsen Hill also provides good terrain for moguls training, and allows for early moguls training for SSWSC athletes, and visiting teams.



# SSWSC

## *Terrain and Facilities Assessment (cont'd)*

### **Nordic-Combined/Special Jumping (B)**

- Our Nordic Combined Training facility is one of the three primary jump complexes in the country; good for both training and many competitions. In order to be an A+ we would need to address (i) the sustainability, maintenance and homologation issues; and (ii) the lack of plastic on the smaller jumps. It is rated a “B” today because of the lack of proper maintenance, repairs and sustainability.

### **Nordic Cross Country (B)**

- We have good access to Nordic terrain in a variety of places in Steamboat. Howelsen Hill offers challenging and interesting Nordic trails. Consistent grooming (especially adequate equipment for setting “classic” track) is one issue that detracts from the venue. Additionally, some configuration issues, as well as contour in a few places, also detract from training, and make the venue less competitive in bringing high caliber events to Howelsen Hill. Also, a safer trail for summer XC training would be ideal.

### **Youth Programs (B)**

- We have much varied terrain at both Steamboat Ski Area and Howelsen Hill to train beginner athletes, but the lack of beginner progression is a challenge. With the addition of more accessible beginner terrain at Howelsen (through lift access or more terrain near the base, as well as lighting and snowmaking on Mile Run) we could be an A+, and greatly enhance the experience for locals in the community who may not be able to afford Steamboat Ski Area.



# SSWSC

## *Terrain and Facilities Assessments (cont'd)*

### **Strength and Conditioning (B)**

- With the recent six-figure renovation of the DeHaven Strength Center, our strength and conditioning facilities, including all the wonderful year-round training on trails and in fields at Howelsen Hill is solid. We are challenged with the current footprint of the Strength facility and may consider expanding.

### **SSWSC Office Space (C-)**

- Given the breadth of our programming, and our function in supporting community members at Howelsen Hill, our current space at Howelsen Hill is not adequate, and is in need of remodeling / expansion. If Howelsen Hill Lodge is not expanded, our offices and locker areas are in need of remodeling / reconfiguring to improve functionality. Ideally, if the Lodge were expanded, we would desire to expand our footprint to better support our membership and the community and tourists.



# SSWSC Community Impact

- Roughly 1 in 3 kids in Steamboat participate in the SSWSC
- Lead supporter of Steamboat Olympic Heritage
- Economic Impact of SSWSC-hosted Athletic Events:

## Visiting Athletes:

- SSWSC athletic events produce an estimated 7,480 athlete days generating approx \$3,480,743 in direct spending.
- In addition to operations and direct employment of the SSWSC, this level of activity resulted in:
  - 39 new FTE jobs in the community;
  - \$915,000 in household income;
  - \$425,000 in local spending; and
  - \$288,000 in sales tax collections



# SSWSC Community Impact (Cont'd)

## **Economic Impact of Families moving to Steamboat Springs to train with SSWSC:**

- Because of SSWSC's national and international reputation, families move to Steamboat Springs for the SSWSC.
- Households relocating for SSWSC winter sports athletic training activities resulted in:
  - \$1.2 million in annual household income;
  - \$421,000 of local household spending on goods and services;
  - additional 1.7 FTE jobs (on a direct and indirect basis) with \$50,000 of household income and \$24,000 of added local spend.



# Howelsen Hill Ski Area

## *Basic Infrastructure Repairs and Maintenance*

- Complete Capital Reserve Study and Establish Maintenance Reserve Fund
- Soil Stability / Drainage Issues
- Replace Main Snowmaking Line and Evaluate Water / Pump Capacity
- Maintain Howelsen Hill Lodge and other Structures
- Maintain Snow Guns, Lighting, Electrical Connections
- Maintain Poma, Chairlift and Magic Carpet Lifts
- Maintain Ski Jumps, In-Runs, and Jump Tower
- Maintain, Repair, Replace Snow Cats at Planned Intervals



# Howelsen Hill Ski Area

## *Ski Area Enhancements for Community (including SSWSC)*

### **Increase Community Access:**

- Regular hours and consistent schedule to provide clarity and predictability to community locals and visiting guests
- Possible operating model:
  - Tues-Friday (11am to 8pm); Weekends (10am to 4pm) (Consistency is key to attracting more users)
  - Open the last weekend in November and operate through final weekend in March each season (attract revenue through visiting pre-season groups, as well as attract more season pass holders with spring skiing)

### **Remodel Common Areas of HH Lodge (e.g. “Welcome Center”):**

- Refresh Fireplace Room and Food and Beverage Service
- Refresh Olympian Hall facilities
- Create a more “welcoming” presence (e.g. signage, flowers)

### **Upgrade Lift Capacity**

- Ensure reliability and sustainability of Poma Lift and Barrows Chair Lift
- Consider Realigning Barrows Chairlift



# Howelsen Hill Ski Area

*Ski Area Enhancements for Community (including SSWSC) (cont'd)*

- **Evaluate location of Magic Carpet and Tow Lifts for enhanced efficiency**
- **Lighting and Snowmaking on Mile Run and Ridge Run**
  - Need to evaluate Water Rights and Pump Capacity
- **Potentially relocate Tubing and regrade to open up more beginner terrain**
- **SSWSC / City collaboration on additional affordable / subsidized skiing / riding / snow exploration programs, that are geared toward local and lower-income families.**



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# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next Year!)*

### **Improvements to HH Cross Country Trails-**

Howelsen Hill has recorded revenue increases in Nordic ticket sales (both season passes and daily tickets, in the past two years). Steamboat's increased interest in XC, and the ability to enhance training and bring large scale competitions to Steamboat, warrant improvements to our Cross Country Trails:

- Widen and Re-Contour Cross Country Trail coming out of Rodeo Stadium, for public and SSWSC athletes (*SSWSC: \$24k*) (*City: < \$20k + ongoing grooming*)
- Homologate XC Sprint Course for sanctioned sprint races at Howelsen Hill (*SSWSC: \$1,500*)
- Add lights to current rodeo light banks to enable night sprint races (*SSWSC: \$4,000*)
- Evaluate cost of adding snowmaking to Coombs corner to secure skiing in that area for events in March. (*SSWSC/City: @ \$100k*)
- Ensure proper grooming equipment and consistent grooming (especially equipment for adequate "classic" track setting. (*City: Replace Snow Cats on original and planned schedule*))
- Evaluate the cost of adding a 2.5k to 5k asphalt track for multi-use (including XC roller skiing)



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next Year!)*

### **Improvements to HH Cross Country Trails (cont'd)**

- Enable SSWSC to attract more high-level Nordic races, with meaningful economic impact.
- SSWSC can host Nordic races that bring 300 to 400 participants to Howelsen Hill (One such collegiate event was held in January 2016, and NCAA championships will be held in March).
- Allows SSWSC to be more competitive in bringing Nordic races to Steamboat with a different format, with “mass” starts.
- Enables night sprint races (a component of both Junior and Senior National events), which are not currently possible due to trail constraints.
- Enable Long John and chairlift to remain open for beginners during XC events.
- Opportunity to bring a Super Tour Qualifier (400-500 athletes) to Howelsen Hill in 2017 if we implement trail widening, sprint course homologation, and ensure quality classic track setting. **NEED TO COMMIT TO EVENT WITHIN 30 DAYS!**



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next Year!)*

### **Enhance Terrain Park – “The Snow Lot”**

Provide enhanced features and access to the Terrain Park at Howelsen Hill.

Construct a 13’ Mini-Pipe; Add tow lift and / or magic carpet access to serve the Park. (SSWSC: >\$100k) (City: *Labor and Cost to Operate Zaugg and Snowmaking*)

- 13’ mini-pipe is a critical training tool for developing young athletes, as well as an attractive and fun feature for all level skiers and riders (competitive or otherwise).
- HH had mini-pipe from approximately 1996 to 2008 (SSWSC bought the pipe cutter and the city provided the groomer to build the pipe).
- During those years, SSWSC successfully developed 3 current US Team snowboarders (Matt Ladley just won and Arielle Gold took Silver at the 2016 X-Games in Aspen)



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next Year!)*

### **Enhance Terrain Park – “The Snow Lot” (cont’d)**

- SSWSC seeking six-figure funding to purchase a Zaugg pipe cutter to build a 13’ mini-pipe, and to regrade beginner terrain to provide improved terrain park progression from very early beginners to more advanced beginners.
- If funding achieved and City cooperates, SSWSC may seek to relocate tubing facility off of the active ski area to provide more space for the 13’ pipe and more beginner terrain for skiers / riders.



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# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next 2-5 Years)*

### **HH Ski Jumps – Evaluate and Fortify Howelsen Hill Jump Complex**

- Evaluate and Realign Small Jump Hills (HS30 and HS20) for Safety
- Evaluate Installing Plastic on Smaller Jumps (HS30 and HS20) for all entry level jumpers
- As part of Maintaining and Repairing HS100 and HS127 ski jumps, evaluate added cost to reconfigure and re-homologate for high level events\*

\* Although Joint Use Agreement is clear as to City's obligations, because Jump complex has been a hotly debated topic by City Council, SSWSC recommends City Council establish N-C Jump Complex Committee or Sub-Committee to include City Council, SSWSC and community representation to evaluate and make recommendations on the restoration and improvements, including rehomologation, to the HS 100 and HS127 jumps.



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next 2-5 Years)*

**HH Lodge and SSWSC Offices** – Enhance and Improve HH Lodge and SSWSC Offices  
(*City / SSWSC: \$250 - \$300 / sq foot*)

- Many visitors come to Howelsen Hill (in winter and summer) for winter snow events, summer concerts, Triple Crown and seasonal users (both biking/hiking and skiing/riding)
- Image of the City and the SSWSC is represented by the facilities at Howelsen Hill
- SSWSC, as the primary user group at Howelsen, observes areas in need of repair work, paint and restoration. The Lodge at Howelsen Hill (including Fireplace Room, Olympian Hall, the SSWSC offices and locker room) all in need of repair and refurbishing/remodeling.
- Howelsen facilities are older and require upkeep and maintenance; City staff agree that maintenance funding not keeping pace with normal wear and tear.
- Given the number of SSWSC members, as well as community visitors served, SSWSC believes that there is a need for better / more space to serve and administer Howelsen Hill visitors and regular user groups.



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next 2-5 Years)*

**HH Beginner Terrain / Programming – (City / SSWSC: @ \$70k- \$100k; + subsidy for low income programming)**

- Develop new SSWSC programs to facilitate better local access to HH and skiing / riding for beginners in the community.
- Evaluate relocating Tubing at HH to create additional beginner terrain for all user groups, and to enable some of the SSWSC projects listed above.
- Enhance access to beginner terrain at base of HH (magic carpets and tow lifts)



# Howelsen Hill Ski Area

## *Improvements that Support SSWSC (Next 3-7 Years)*

**HH Lighting and Snowmaking** – Additional Lighting and Snowmaking on Mile Run and Ridge Run (*City/SSWSC: @ \$1.5 million*)

- Feasibility Study to evaluate Pump and Water Capacity issues, and cost.
- If feasible, Add Lighting on Mile Run (*\$500k*)
- If feasible, Add Snowmaking on Mile and Ridge Run (*\$1 mm*)



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# Howelsen Hill Ski Area

*Improvements that Support SSWSC (Next 3-7 Years)*

## Other Projects

- **Improve Aerial Training**
  - Designate a permanent location for the Air Bag, and evaluate constructing a “year round” in-run and ramp
  - Evaluate location to create 2+ “big air” jumps for winter training
  - Evaluate adding a trampoline location and facility
- **Evaluate 2<sup>nd</sup> Floor Addition to DeHaven Strength Center**



# The Strength of Our Past...



...and the Promise of Our Future.

