



CONTACTS:

Loryn Kasten, 970-871-5456

lkasten@steamboat.com

Maren Franciosi, 970-871-5452

mfranciosi@steamboat.com

#SteamboatResort



Signature Story Ideas

2021/22 STORY ANGLES: Quick Picks for Ski Town, U.S.A.®

<p>Industry/Business:</p> <ul style="list-style-type: none"> Full Steam Ahead ushers in multi-year, multi-million dollar resort developments: on-mountain and base area. 	<p>Events:</p> <ul style="list-style-type: none"> Opening Day- November 21 (new tradition) Cowboy Downhill – January 21, 2019 106th Winter Carnival – February 2019 WinterWonderGrass – February 2019 Springalicious: End-of-Season Spring Events 	<p>Technology:</p> <ul style="list-style-type: none"> Automated Snow Stake Steamboat MountainWatch #SteamboatResort Mountain Cam Network LE, HE snowmaking guns change industry
<p>Champagne Powder® snow:</p> <ul style="list-style-type: none"> Single Day Snowfall Record- 27” Champagne Powder® snow trademark 4 out of past 11 winters see 400+” of snow at resort 4-Wire Winters ranchers’ way to measure snow in Yampa Valley Inclusion in 14 Warren Miller films since 1982 Storm Peak Lab studies weather from mountaintop 	<p>Culinary:</p> <ul style="list-style-type: none"> Taco Beast- snowcat food truck Timber & Torch base area’s newest restaurant Four Breweries in Yampa Valley Signature restaurants-Hazie’s, Ragnar’s, The Cabin, Four Points, Western BBQ & Sleigh Rides Untraditional Travel Modes to Dinner. 	<p>Women’s Programs:</p> <ul style="list-style-type: none"> Continental Cup includes first US international women’s Nordic Combined competition Olympians Host Women’s Ski Clinics Women’s Ski Clinics Caroline Lalive Blog Women’s Summer Downhill Bike Clinics
<p>Family/Kids:</p> <ul style="list-style-type: none"> Signature Five Programs Kids Ski Free - 1st resort, starting in 1982 Family Programs – Top In North America Dedicated Kids’ Vacation Center-Day or Night Winter Carnival Celebrates 108 Years of Fun Steamboat MountainWatch-1st to offer program Family Privates Growing Trend 	<p>Luxury/Pampering:</p> <ul style="list-style-type: none"> The Grand Spa @ The Steamboat Grand Strawberry Park & Old Town Hot Springs Ultimate Demos & In-Room Fittings Sunrise Wild West Balloon Tour Of Steamboat European Mountain Chalet concept High-End Luxury Properties High Altitude Dining @ over 9,000’ 	<p>Steamboat is known for:</p> <ul style="list-style-type: none"> Home of Champagne Powder® Snow Steamboat-Ski Town, U.S.A.® Western Heritage Steamboat Springs Winter Sports Club Birthplace of Nordic & Freestyle skiing in CO Winter Driving School, Powdercats, Steamboat MountainWatch, Storm Peak Lab, Hot Springs Friendly/welcoming locals
<p>Unique Locals:</p> <ul style="list-style-type: none"> Park Smalley-Father for Freestyle Billy Kidd – American Skiing Icon Nelson Carmichael- Mogul Master Golden Girls: Deb Armstrong & Arielle Gold Ray Heid-Rancher, Olympian & Telemarker Verne Lundquist-Sports Announcer Extraordinaire Up & Comers- Jaelin Kauf, Olivia Giaccio 	<p>History:</p> <ul style="list-style-type: none"> 50+ Years of Ski Town, U.S.A.® Howelsen Hill: Colorado’s Oldest Ski Area in Use City of Steamboat Springs Celebrated 115 Anniversary in 2015 4 Centennial Ranches in Yampa Valley 106 years of Winter Carnival 	<p>Education-Growing The Sport:</p> <ul style="list-style-type: none"> Progressive Learning: Terrain Based Instruction Family Privates Growing Trend Guaranteed Learn-To-Ski/Ride Programs Free Clinics with Olympians PSIA/AASI National Team Members & Olympians On Staff (<i>unmatched within industry</i>) CNN Airport Network carries Steamboat ski and snowboard tips nationwide Signature 5 Program for Adults/Children
<p>Access/Direct Flights:</p> <ul style="list-style-type: none"> NEW Nonstop flights on Jet Blue- Boston, Ft. Lauderdale, Long Beach. Nonstop flights from 15 US cities on five airlines 30+ years of air service into the Yampa Valley One of most accessible Rocky Mtn Ski Towns 	<p>Safety:</p> <ul style="list-style-type: none"> Powder, Steamboat’s safety dog SlopeWise Safety Program & Helmet Initiative National Safety Awareness Month Tree Well Signage 	<p>Western:</p> <ul style="list-style-type: none"> Real Town/Real West-118 Years Old F.M. Light & Sons-100+ Years in Business & Still Going Strong Nearly 700 working ranches in Valley with 111 Ranch brands featured on City’s Centennial Hall Door Lincoln Avenue wider than most main streets to accommodate cattle drives in early 1900s Billy Kidd Line of Signature Stetson Cowboy Hat
<p>Technology:</p> <ul style="list-style-type: none"> NEW Automated Snow Stake Steamboat MountainWatch #SteamboatResort Mountain Cam Network LE, HE snowmaking guns change industry Storm Peak Lab-Studying Climate at 10,000 Feet 	<p>Winter Games:</p> <ul style="list-style-type: none"> 96 Winter Olympians & Counting Earn Ski Town USA® Moniker Preparation for 2022 Winter Olympics 1st American Olympic medals: Kidd; Carmichael, Dunn; Spillane & Demong Lodwick-First 6-time US Winter Olympian Three 4-Time Olympians Siblings: Two pairs of Steamboat siblings represented US at 2014/2018 Winter Games 	

INDUSTRY/BUSINESS

ON-MOUNTAIN IMPROVEMENTS: High-tech tickets, scientific snowmaking, state-of-the-art grooming, advanced racing technology, culinary creativity and amplified accessibility seem like terms straight out of a tech talk but these represent just some of the improvements slated this winter at Steamboat-Ski Town, U.S.A.®

2020/21	2019/20	2018/19	2017/18
COVID mitigation plans	New Gondola Earlier Opening Day Night Skiing Added to Ikon Pass Sustainability Programming/Director Yampa River Fund Steamboat Sports Flagship Expanded	IKON Pass Timber & Torch Restaurant Taco Beast- snowcat food truck Nonstop Boston/Ft. Lauderdale//Long Beach flights Complete Mtn. Trail Sign overhaul EIS approval- Pioneer Ridge/Bashor Ski Your Pass Off Steamboat Mercantile Retail Outlet The North Face store downtown Permanent Ski Storage Corral	New Ownership Outlaw Mountain Coaster opens Nonstop Austin & Kansas City flights Gondola upgrades and improvements Automated Snow Stake Burton Store Maverick mini golf Newly designed Coca Cola Adventure Zone
2016/17	2015/16	2014/15	2013/14
New Elkhead Chairlift Mountain Coaster construction Marmot Store (downtown) Nonstop San Diego flight	QuickTrax™ RFID Scanning System Expanded Nonstop Service- + 13% Top Family Resort in North America New Bison-X & Leitwolf Groomers High-Efficiency Snowmaking Guns SSWSC Alpine Training Venue	Night Skiing Expands to 5 Nights Bison Sherpa Winch & Snowmaking New & Expanded Flights Culinary & OpenTable Privates Lounge Steamboat Bike Park	Four Points Lodge Night Skiing & Riding Bison Grooming Cats Snowmaking Steamboat Grand Steamboat Bike Park

IKON PASS

In early 2018, Alterra Mountain Company introduced the IKON pass, an entirely new way to participate in the multi-resort season pass. With a single pass, skiers and riders can explore 36 mountain destination in North America, Asia and Australia including 14 resorts in the Alterra Mountain Company family, along with notable partner resorts such as Jackson Hole, Big Sky and Thredbo in Australia. The IKON pass comes in two version, the full IKON pass which is unlimited skiing and riding at 14 resorts and limited access at 20 additional resorts, but no blackout dates. The IKON base pass provides unlimited access at 8 mountain, unlimited access without blackout dates at four mountain and limited access with blackout dates at 34 destinations. More information available at www.ikonpass.com.

ALTERRA MOUNTAIN COMPANY

Steamboat is now home to the longest mountain coaster in North America. Operating both summer and winter seasons, the mountain coaster ride is more than 6,000 linear feet, with 2,600 feet of uphill track and 3,680 feet of downhill fun. Covering 420 vertical feet, the track is in the area of Christie Peak Express lift and rises up to 40 feet above the ground with dips, waves, turns and 360-degree circles. Mountain coasters are gravity-driven sleds that run on a tubular stainless-steel rail system. Individuals ride the sled up the mountain and then slide down the rails with the ability to control the sled's speed through a braking system.

TECHNOLOGY

AUTOMATED SNOWSTAKE: Snow reporting is one of the most popular pieces of information snow sports enthusiasts seek and Steamboat steps up its industry-leading accuracy with an automated snow stake recording the resort's official mid-mountain snow statistics. Working with Campbell Scientific, a leader in the automated weather recording industry, Steamboat will install the GRWS100, a reliable weather monitoring station with industry-proven, high-accuracy sensors that measure snow accumulation in addition to wind speed and direction, air temperature, relative humidity, barometric pressure and precipitation.

NIGHT LIGHTS: Since night skiing first emerged on the scene, lighting technology has made dramatic advancements. Steamboat Ski Area utilizes new technology developed by Ultra-Tech™ Lighting that significantly improves the night skiing experience. The system employs a comprehensive line of magnetic induction lighting (MIL) specifically tailored to address the complexities and unique requirements of illuminating snow in all its varieties while minimizing glare and reflected light visible. Last winter, night skiing expanded from three nights to five nights a week due to its popularity.

TOP-TO-BOTTOM SNOWMAKING: In addition to Mother Nature's annual blessings, the resort's state-of-the-art snowmaking system provides top-to-bottom coverage ensuring quality snow conditions throughout the entire season. A key element during early season, the HKD tower guns, which use 30 percent less energy than conventional guns while producing the same amount of snow, are strategically located across the resort. The resort's system covers nearly 360 acres of top-to-bottom terrain (3,668 vertical feet) and includes a network of over 600 available hydrants, 4 pump houses across the mountain, 180 high-efficiency guns and a state-of-the-art digital operating system.

NIGHT MOVES: Ever wonder what it takes to keep the slopes groomed every day? Well, two shifts working through the night operate 21 grooming machines from roughly 5:00pm till 7:00am. A Bison Sherpa Winch snow grooming machine, the first of its kind in Colorado, able to groom the steepest terrain on the mountain, opens up a wider variety of terrain for a more diverse group of skiers

while ensuring, along with the rest of the snowcat fleet, quality conditions across the mountain. Add to that, state-of-the-art new Bison-X and Leitwolf grooming machines and the corduroy doesn't get much smoother.

SKI TOWN, U.S.A./OLYMPIAN

Steamboat Springs Winter Sports Club (SSWSC) Alpine Training Venue: Long heralded as one of the best winter sports clubs in the country, SSWSC elevates its training capabilities with the addition of a new championship-caliber Alpine training and competition venue at the Steamboat Ski Resort. The venue, closed to the public outside limited special events, allows Alpine ski, telemark and Alpine snowboard athletes to excel by giving coaches the ability to control on-mountain conditions, grooming and the firmness of the snow surface, often considered the critical factor in modern ski racing. The latest technology in snowmaking, grooming and slope configuration goes into the new venue to help the next Steamboat Olympians to achieve their dreams. Opened for the 2015/16 winter.

WORLD CHAMPIONS & OLYMPIANS ABOUND IN STEAMBOAT: Steamboat is simply known around the globe as Ski Town, U.S.A.® Its skiing heritage dates back to the early 1900s. Steamboat has produced more winter Olympians than any other town in North America, a record 96 and counting. Steamboat's Olympians include skiers, snowboarders, Nordic and special Olympic athletes. In fact, Steamboat sent more athletes to the 2002, 2006, 2010, 2014 & 2018 Games than many small countries. Watch out as the trend is sure to continue in 2022.

STEAMBOAT IS HOME TO AMERICAN SKIING LEGEND BILLY KIDD: When you think of legends in American skiing the name Billy Kidd, Steamboat's director of skiing, is at the top of the list. Billy became America's hero back in the 1964 Olympics when he and teammate Jimmie Heuga became the first American men to win Olympic medals in skiing. For over 40 years, Kidd has hosted a free ski clinic nearly every day sharing his love of the sport. During 2014, Billy celebrates the 50th Anniversary of his history Olympic medal achievement.



AMERICA'S FIRST 6-TIME WINTER OLYMPIAN: Todd Lodwick achieved an unprecedented sixth Winter Games-a first for a United States athlete in 2014. Lodwick was member of the US Nordic Combined Team, competing in a combination of ski jumping and cross-country skiing.

WHAT WOULD YOU DO TO COMPETE IN THE OLYMPICS? Live in a truck and constantly train? Steamboat Springs Winter Sports Club's Justin Reiter, a world champion silver medalist in snowboarding, did just that in fulfilling his Olympic dreams for Sochi. Reiter competed in parallel snowboarding during his first Winter Games in 2014.

SIBLING RIVALRY: Bryan and Taylor Fletcher, members of the US Nordic Combined team, and Taylor and Arielle Gold, riders with the US Snowboard team, secured their place at the 2014 Winter Games as two of just seven siblings competing for the United States. In fact, they were the only pair of siblings from the same town to compete in the 2014 Winter Games. The Fletchers both competed at the 2018 Olympics, and Arielle Gold brought home the bronze medal from PyeongChang.

STAY IN SCHOOL: The students of the Steamboat Mountain School, formerly Lowell Whiteman, have the usual aspirations: college, career...and the Winter Olympics. The private high school is home to an amazing collection of the nation's best young skiers who mix their studies with world-class skiing events. Students accomplish this via email and phone calls while competing around the globe.

NEVER TOO LATE TO START: Steamboat's Ann Battelle, World Champion, World Cup Champion and U.S. Mogul Champion, didn't start skiing moguls till after she graduated from Middlebury College. Ann, a 4-time Olympian, learned the bump trade at Steamboat from then ski team coach, Park Smalley, in the winter of 1990. Two years later, she was competing in her first Olympics.

FREE CLINICS WITH OLYMPIANS: Both Billy Kidd, Steamboat's Director of Skiing, World Champion and Olympic silver medalist and Nelson Carmichael, Olympic bronze medalist and World Cup Champion, offer free clinics throughout the season. There're not many resorts where you can get pointers from some of the best in the sport, absolutely FREE. And if that wasn't enough, you never know who might show up from time to time with Billy or Nelson.

STEAMBOAT SPRINGS WINTER SPORTS CLUB: With its humble beginnings a century ago (1914), the Steamboat Springs Winter Sports Club (SSWSC) has played an integral part in the development of young athletes by providing the support, experience and encouragement that they need in order to achieve their Olympic dreams. In fact, the Winter Sports Club is one of the oldest and most recognized ski clubs in the United States and has been named the United States Ski & Snowboard Association's Club of the Year numerous times. The SSWSC, the only place in the country that offers all disciplines (Alpine, Snowboarding, Jumping, Nordic Combined, Cross-Country, Biathlon and Freestyle) in the same club, is dedicated to providing top-level coaching and instruction to winter sports enthusiasts.



SHANNON DUNN-DOWNING: Two-time Olympian, Shannon Dunn, became the first American female to win an Olympic medal in snowboarding (a Bronze in the Halfpipe) at the 1998 Winter Games. She started snowboarding at age 15. Shannon was also the first woman to qualify for snowboarding in the 2002 Salt Lake Olympics. Her other snowboarding accomplishments include: two-time U.S. Open Champion, two-time Overall Grand Prix Champion, and two-time X-Games Champion. She is also a co-founder of the Boarding for Breast Cancer Foundation.

HOWELSEN & THE CIRCUS: Carl Howelsen, who earned the nickname "The Flying Norseman," jumping act with Barnum and Bailey's Circus, is credited with bringing skiing and Nordic to the Yampa Valley. Through his efforts with the circus, it is estimated that 4 million people in were introduced to skiing by seeing his act. The oldest ski area in Colorado is named for him; Hill (owned and operated by the City of Steamboat Springs).



for his ski jumping the US Howelsen

CULINARY

TIMBER & TORCH: The base area restaurant and bar experience is transformed with the complete overhaul of the Bear River into Timber & Torch. The centerpiece restaurant for Gondola Square features expanded indoor seating for 290, a new outdoor heated patio, two indoor/outdoor bars, an exterior fireplace and the new T&T grill. Terrace seating is increased as the Umbrella Bar is removed to provide more space for guests soaking in the sun. Timber & Torch, named for the resort's legendary trees and Olympian heritage, will feature gastropub inspired food, including an open-face steak sandwich, the T&T Rachel, hand-cut fries, drunken mussels in locally brewed beer, flatbreads and charcuterie boards. In addition to an extensive craft beer lineup, Timber & Torch's bars will serve signature craft cocktails. Timber & Torch will be open for breakfast, lunch and dinner starting winter 2018/19.

TACO BEAST: Taking the food truck to new levels, Steamboat announces the Taco Beast, an on-mountain snowcat redefining "slopeside" dining. The Taco Beast will serve four types of trail tacos, the resort's take on street tacos, esquites (Mexican street corn on the cob) and Mexican-style beer. Guests can find out more information about the Taco Beast including expected locations, dates and times of operations and how to track the Taco Beast online at Steamboat.com/TacoBeast (information coming in winter 2018).

GROWING CULINARY SCENE: Over the past five years, nearly 50 new establishments have opened their doors; and, more importantly, remain open complementing the traditional fixtures which have cultivated a rabid following from culinary connoisseurs over the years. From the \$5 million Four Points Lodge (opened in 2013) on the mountain to the transformation of Yampa Street and downtown Steamboat (over a dozen establishments opened in past year), a culinary evolution has quietly taken shape across this cow town. While known around the globe for its Champagne Powder® snow, it's just that now, folks are gobbling up the food as much as the snow.

FOUR POINTS LODGE: Located in the heart of Storm Peak/Four Points area of the mountain, the \$5 million Four Points Lodge features a natural, upscale mountain retreat ambiance with steel, natural stone and wood, custom accents, oversized windows, noise damping acoustic ceiling panels, indoor and outdoor natural stone gas fireplaces, healthy made-to-order food marketplace, spectacular panoramic views from the Flat Tops to Zirkel Wilderness Areas, outdoor deck with timber railings, clear wind protection panels and state-of-the-art BBQ grill, and a 25-foot concrete bar with two large flat-screen televisions.



WESTERN BBQ: It's only fitting a resort known for its family programs would have a mountaintop restaurant dedicated to families and children. Western BBQ features all the fixin's for a hearty feast and one of the most elaborate desert bars of any ski town. Top it all off with live music, family friendly games and more. Open Friday, Saturday and Sundays from December to late March. Reservations are required.

MEALS WITH NO WHEELS: Dash through the snow as a pair of majestic draft horses pull this snowy 20-person sleigh ride around the Haymaker Nordic Center before settling down to delicious three-course meal with all the trimmings. Snowmobile to a secluded cabin for a hearty mountain meal. Whisk your way up the mountain on the scenic eight-passenger gondola to Hazie's. Have your own snowcat plow your way to Ragnar's or Four Points. Snowshoe across the ski area to a gourmet lunch rendezvous. In snow country, you can slide, glide and roll your way across the snow to enjoy a wonderful culinary experience.

WINTER SUNSET HAPPY HOUR: The Steamboat Gondola whisks you to Thunderhead, 9,100 above sea level, for an evening to cherish with special happy hour drinks, live music and a magnificent view of the sparkling town lights below and a night sky illuminated by more stars than you've ever seen. Winter Sunset Happy Hour builds upon its popular summer tradition every Thursday evening from mid-February through March.

SIMPLY STEAMBOAT

BIG MOUNTAIN: Whether you're stepping foot into a local pub, one of the charming boutiques, or stepping off the gondola, the reception is the same--genuine and warm. But the down home friendliness is only half the reason people choose to vacation here. With 165 trails, 3,668 vertical feet, and nearly 3,000 skiable acres, Steamboat's six peaks are filled with world-class groomed cruisers, bumps, steeps, meadows, legendary trees and five terrain parks.

REAL TOWN, REAL HISTORY: Long before people strapped on skis for fun, Steamboat residents in the late 1800s were using ski and snowshoes in their daily lives. In fact, Steamboat Springs celebrated its 115-year anniversary in 2015. You'll be hard pressed to find another resort town that exudes this much history, heritage and character.

THE STEAMBOAT GRAND: The Steamboat Grand features 327 beautifully appointed guestroom accommodations, offering a variety of studios, double queen hotel rooms, one-, two-, three-bedroom condominiums and eight luxurious penthouses; award-winning dining; full-service spa and fitness center; an outdoor heated pool and two large whirlpool spas as well as 17,000 sq. ft of convention space. www.steamboatgrand.com

EIGHT DIFFERENT MOUNTAIN RANGES SEEN FROM ONE LOCATION: Alarm Clock from the top of Mt. Werner gives you nearly an amazing 360 degree view of the surrounding mountain ranges including: Gore Range, Flat Tops, Buffalo Pass, Park Range, Rawah Range, Never Summer Mountain, the southern tip of the Medicine Bow Range and part of the Mummy Range--eight different mountain ranges from one location. Steamboat is located in the Park Range of the Colorado Rocky Mountains.

TALE OF THE TRAIL: Trails on the mountain are arranged with common themes making it easier to remember where you have been. Storm Peak, for example, contains runs named after weather occurrences such as Twister, Hurricane, Rainbow, Cyclone and Tornado. Those on Sunshine Peak are named after time references. Pioneer Ridge trail names feature early settlers and pioneer themes and Morningside Park, of course, has a morning theme.

SLEEPING GIANT: The Sleeping Giant can be seen from nearly everywhere on the mountain. The rock formation at the west end of downtown Steamboat Springs was given its name by the Ute Indians who said it resembled a sleeping giant.



JAMES BROWN SOUL CENTER FOR THE UNIVERSE: Local residents named their newest bridge The James Brown Soul Center for the Universe. James Brown, the godfather of soul, attended the dedication of the bridge named in his honor and said “I feel good!” Brown returned several times to perform in Ski Town, U.S.A.® after the bridge dedication.

WINTER DRIVING SCHOOL: Learning to handle your car on snow-packed and icy roads is possible at the Bridgestone Winter Driving School. The school teaches the theory and practice of skillful, confident driving on ice and snow. Located in Steamboat Springs, Colorado, the school is America's first and foremost institution to teach safe winter driving techniques. Remember, there's not another school like this in the county!

ON MOUNTAIN PROJECTS

TRAIL SIGNS: In an effort to make it easier for guests to navigate the mountain, resort crews undertook the massive job of replacing and relocating all on-mountain signage during the 2018 summer. Guests will notice easier to read signs, more effective sign placement and route finding, and new sign locations spread across the resort's 2,965 acres. All signs were produced in-house by the resort's sign shop and took 107 days of production and labor to finalize the project. Crews cut 60,000 pounds of wood, used 5800 screws, 170 gallons of stain, 15 cases of Gatorade and received 7 stitches to produce the 327 sign bases and 228 new trail signs. True to Steamboat's western roots, the job required additional horsepower, and horses were used to haul the signs to some remote locations.

EIS APPROVAL: The resort moves one step closer to major on-mountain improvements with the approval of the Environmental Impact Statement specific to Pioneer Ridge and Bashor projects by the US Forest Service in the fall of 2018. This approval sets the foundation for the resort to move forward with planning and funding from Alterra Mountain Company. The two projects are a part of the resort's approved Master Development Plan but are not yet approved for construction.

NIGHT LIGHTING: Steamboat unveiled its night experience under state-of-the-art Ultra-Tech™ Lighting in 2013/14. Since night skiing emerged on the scene, lighting technology has made dramatic advancements and Steamboat is utilizing this new technology to significantly improve the experience. The system, 85 light towers with 375 lights, employs a comprehensive line of magnetic induction lighting (MIL) specifically tailored to address the complexities and unique requirements of illuminating snow. The appeal of the technology is threefold: 1) limits light pollution; 2) 300 watt bulbs use less energy than 1000 watt counterparts; and, 3) significant energy savings and rebates for lights lasting 100,000 hours compared to conventional lights.

SNOWMAKING - Even with an average of 352 inches of Champagne Powder® snow each year, Steamboat's snowmaking system continues its upgrades program with new pipe on Voo Doo, See Me, Sitz, Arc and All Out trails. The new lines will significantly accelerate the resort's ability to produce snow and efficiently cover trails. Complementing the new pipe, 32 HKD 20-foot tower guns and two SMI automatic fan guns will be added to the snowmaking arsenal. The HKD tower guns, featuring multiple water streams, hybrid nucleation and variable airflows, use 30% less energy than conventional guns while producing the same amount of snow. Unmatched in volume, SMI's big throw automatic fan gun consists of 30 individual water nozzles customizable to changing climates, excels in all temperature conditions and will be an all-around workhorse for the system. Over the past seven seasons, the resort has installed nearly 20 miles/51km (20 miles is 32km) of water and air pipe for snowmaking. These improvements are all designed to use less energy and water while being more efficient when producing the early season snow base.

CNN AIRPORT NETWORK SKI & SNOWBOARD TIPS: A series of ski and snowboard tips featuring Steamboat Olympians Billy Kidd, Erin Simmons, Nelson Carmichael, Caroline Lalive and AASI National Snowboard Team member, Scott Anfang air in major airports across the United States. From basic learn-to-ski/ride to more advanced insights for powderhounds, segments from these resort icons are sure to make your mind wonder from waiting for your next flight to making your next turns in Steamboat-Ski Town, U.S.A.®

FAMILY PRIVATES: Imagine you could spend time together as a family and build memories you'll cherish for a lifetime, all while skiing or riding one of North America's top resorts. Steamboat's Family Privates offer all-day and half-day private clinics for the entire family! Each member of the family will gain maximum benefit as a Ski & Snowboard instructor develops your family clinic to meet specific needs and goals. The personal attention you receive with a one-on-one private is the quickest way to improve your technique.

MOGUL SKIERS MIGRATE: Christened The BMT by Steamboat locals, “the bumper migration trail” is comprised of a series of trails located off of Four Points that allows individuals to ski/ride bumps the entire day. You won't find it on the map, so you'll need to be lucky enough to catch up with some of Steamboat's bump enthusiasts to find out where this super bump route lies.

DIRECT FLIGHTS/ACCESS:

NONSTOP FLIGHT PROGRAM:



Back in 1914, you could make it here by train. Today, you make it here by lunch! Steamboat's nonstop flight program offers unprecedented access from 14 flight markets on five airlines to Ski Town, U.S.A.® this season. Steamboat is the most conveniently accessed ski resort community in Colorado. Nonstop jet service is offered from Atlanta, Boston, Chicago, Dallas, Denver, Houston, Ft. Lauderdale, Los Angeles, Long Beach Minneapolis/St. Paul, Newark/NYC, San Diego, San Francisco, Seattle and Washington-Dulles, directly into the Steamboat/Hayden Airport (HDN). Getting here has never been easier.

STEAMBOAT/HAYDEN AIRPORT: The Steamboat/Hayden Airport includes a large passenger arrival area, two baggage carousels, full-service main level restaurant, walkway linking ticketing and bag claim, expanded TSA passenger security entry, improved concessions and passenger amenities including a large gas fireplace and panoramic window views. Overall, 8,436 sq. ft. of terminal space has been created and another 18,000 sq. ft. in the existing terminal was replaced or remodeled in the past few years.

EVENTS

COWBOY DOWNHILL: It all began 45 years ago when Billy Kidd, Steamboat's Director of Skiing, and Larry Mahan, six-time All-Around World Champion cowboy, decided to invite a few of the ProRodeo stars to Steamboat for a day of skiing. The cowboys had such a great time that the Downhill has become the most popular event of the season with over 100 of the best professional rodeo cowboys competing in the most unique *ski rodeo* in the country. Cowboy Downhill is always scheduled to coincide with the National Western Stock Show in Denver and the action busts out of the starting chutes at 1:30pm on Stampede on Monday, January 21. After the race, kick up your boots with a free concert as part of the Rocks the Boat Concert Series.

OPENING DAY: The resort begins a new tradition starting November 21, 2018. For the first time in nearly three decades, all season passes, including IKON, IKON Base, Steamboat specific and single day lift tickets, will be valid on the first day of the season. To celebrate the beginning of skiing and riding in Steamboat, guests are invited to enjoy the Northern Ute Indian Tribe snow dancers, take in a special Steamboat Springs Winter Sports Club presentation including presentation of a \$50,000 donation check, drink Korbel Mimosas and snack on Champagne Powder donuts and more. The first 100 skiers and riders will receive a free Ohana specially designed t-shirt. Opening Day festivities begin at 7:30 am, first chair begins at 8:30 am.

TORCHLIGHT PARADES & FIREWORKS: The Steamboat Ski & Snowboard School treats tourists and locals to spectacular on-snow parades down the mountain lit only by torches. The parades are in celebration of a holiday or local event throughout the season on December 31, 2018; February 14 & March 17, 2019. In conjunction with the torchlight parades, a fireworks display illuminates the sky providing a perfect ending to the evening.

SOUND OF MUSIC: Steamboat has always been a hot spot for music. The following events/concerts over the years have firmly established Ski Town, U.S.A. as the music center of the Colorado Rockies: Rocks the Boat Free Concert Series, WinterWonderGrass, MusicFest at Steamboat, Strings Music Festival, Hard Rock's Ultimate Altitude, Ski Jam, MTV's Winter Lodge, Country in the Rockies, Family Snow Festival and concerts by national performers.

STARS & STRIPES HEROES: The STARS & Stripes Heroes week in January brings to Ski Town, U.S.A.® veterans with disabilities to participate in a weeklong adaptive camp. With the philosophy that *no one is ever left behind*, Steamboat STARS provides on-snow instruction, equipment and support that ensure every participant in this camp is lifted up, challenged and no one is left behind because of their adaptive ability. www.steamboatstars.com

106TH WINTER CARNIVAL: The Steamboat Springs Winter Sports Club, one of the largest and oldest winter sports clubs in the U.S., hosts the 106 Steamboat Springs Winter Carnival, the oldest continuing Winter Carnival west of the Mississippi, every February. The entire town is given over to racing, ski jumping, a parade featuring Steamboat's skiing high school band (the only one in the United States), the famous ski jöring events down Lincoln Avenue, and the spectacular night show featuring the legendary Lighted Man and fireworks display. This year's celebration proves to be bigger and better than ever!

MARDI GRAS-SNOW STYLE: *Laissez Les Bons Temps Rouler*-The good times are definitely ready to roll in Ski Town, U.S.A.® when the Steamboat Mardi Gras Festival comes marching in from February 2018 with free concerts, parades, a Cajun BBQ and beer festival and more. Throughout the celebration, food enthusiasts can enjoy Mardi Gras themed lunch creations across the mountain. The festival culminates on Fat Tuesday with an all-day celebration featuring snow sculpture contest at the chairlifts, restaurant contests, special activities, and; of course, plenty of beads to go around.

CODY'S CHALLENGE: The 11th Cody's Challenge, a randonee endurance ski race, will be held in early April across the Steamboat Ski Area. Cody's Challenge allows participants the unique opportunity to climb, traverse and descend a variety of trails across the mountain under their own power through the use of specialized bindings and skins. The Cody St. John Foundation is a non-profit organization founded in memory of Cody St. John, who was a professional patroller with the Steamboat Ski Area. www.whatwouldcodydo.net

SPRINGALICIOUS FESTIVAL: Springalicious will feature signature events including the Cardboard Classic and Splashdown Pond Skimming Competition, free music concerts and plenty of zaniness to celebrate the end of the ski and snowboard season from April 1-14, 2019. The Steamboat Ski Area will close out the season with special Springalicious Festival events including free concerts each weekend in April including a blow-out finale concert on closing day as part of the Rocks the Boat Free Concert Series.

POPULACE

You never know who you might run into on this mountain or in town and what amazing things they may have done. Steamboat residents have done everything from participating in the Olympics to starting the snowboard revolution to traveling more than five million miles in just 14 days. The Locals release provides more detail as well as an insight into a number of the fantastic folks that call the Yampa Valley home.

GOLDEN GIRL: Deb Armstrong reached the pinnacle of skiing, both as an athlete winning Olympic Gold in 1984 and as an instructor becoming a member of the Professional Ski Instructors of America Alpine National Team in 2004, the only past or present US Ski Team member to achieve this distinguished level. Having moved to Steamboat in July 2007, Armstrong is formerly the alpine director with the Steamboat Springs Winter Sport Club, participates in the Women's Ski Clinics and truly embodies the athletic and outdoor skiing spirit of Ski Town, U.S.A.®



GRANDFATHER OF SNOWBOARDING: In 1965, Sherman Poppen invented the Snurfer for his daughter. The Snurfer gave inspiration to modern snowboarding pioneers Jake Burton Carpenter and Tom Sims, who made additional modifications and launched the modern snowboarding phenomenon. His invention was recognized by the Snowboarding Hall of Fame in 1995. He became a member of the Muskegon Area Sports Hall of Fame in 2001 and a statue in his hometown was dedicated to his industry shaping invention in May 2012. Poppen learned to snowboard when he moved to Steamboat, Colo. Poppen passed away in July of 2019 and was inducted into the US Ski and Snowboard Hall of Fame shortly after.

SILVER LINING-NORDIC COMBINED TEAM: Member of the US Olympic Team, Steamboat locals or former residents all, recorded a historical performance at the 2010 Winter Games. One of the biggest leaps was seen in nordic combined, where the USA medaled in every event including a gold-silver finish for Billy Demong and Johnny Spillane in the large hill combined competition. Demong and Spillane were joined by veteran Todd Lodwick and Brett Camerota for silver in the combined team event. And Johnny Spillane brought home the first ever for the U.S., along the way earning at total of three silver medals.



LIGHTED MAN: A highlight of Winter Carnival for more than 70 years is the "Lighted Man." Claudius Banks first donned his famous costume in 1936-which many locals secretly believe was the inspiration for Robert Redford's "Electric Horseman." His son, Jon, continues this winter tradition, utilizing a dazzling array of self-contained lights and fireworks.

FATHER OF FREESTYLE: When people think of the freestyle skiing, the name Park Smalley is usually uttered in the same breath. Park produced six world champions as the US team's first head coach and was a driving force behind making freestyle skiing a demonstration sport at the 1988 Olympics.

LORIS WERNER: Born and raised in Steamboat Springs, Werner learned to walk and ski at the same time. The youngest member of the famed Steamboat Werner family, Loris was only six when he entered the downhill race at the Winter Carnival. While attending Western State College, Werner competed in all four disciplines and twice won the NCAA Skimeister Championship. Werner went on to represent the United States at two different Olympics in alpine skiing. Not only was he an accomplished skier, but Werner played a vital role in the development of the Steamboat ski area. And through his dedication to the community and his love of the sport of skiing, Werner has truly helped turn Steamboat into Ski Town, U.S.A. He was inducted into the Colorado Ski Hall of Fame in 2007.

CHAMPAGNE POWDER® SNOW

CHAMPAGNE POWDER® SNOW: Champagne Powder® snow is a trademark of the Steamboat Ski & Resort Corporation. Local rancher Joe McElroy coined the phrase before the ski area opened. Out skiing one sunny day in the early fifties on what terrain that eventually would be the ski area, McElroy turned to a few friends and said the stuff tickled his nose like champagne-Champagne Powder snow. No other ski resort has its snow trademarked and there's no other place you'll find Champagne Powder snow than Steamboat!

CHAMPAGNE POWDER® SNOW CAM: Located at the top of Sunshine Peak at 10,384 ft/3,165 m above sea level, the Champagne Powder snow cam streams live 24-7 video of the snow that falls in a 24-hour period. Powderhounds also enjoy time lapse options that make their mouths water as the resort's signature snow piles up. Still images can be shared with your friends so they know how great it is in Ski Town, U.S.A.® Check it out and all of Steamboat's live cameras at www.steamboat.com/webcams.

SEVERAL SIGNS PREDICT WINTER WEATHER: Old legends say that several time-honored folk tales can predict the severity of the upcoming winter. For example, skunk cabbage, nature's snow gauge, is said to predict the depth of next season's snow. This year...we'll just have to watch the signs.

STEAMBOAT'S FAMOUS CHAMPAGNE POWDER® SNOW - FLUKE OF NATURE OR NATURAL WONDER? According to scientists from the Desert Research Institute, who operate a climate laboratory atop the resort's Storm Peak, there is a good scientific basis behind the name. The abundant snowfall is a result of Steamboat's location within the Park Range, which is the first significant barrier in the Northern Colorado Rockies to storms arriving from the Pacific. Although the moisture from these storms has been depleted after passing the Wasatch Range in Utah, the Park Range causes a so-called 'feeder' or orographic cloud to form. The orographic cloud is primarily filled with tiny super-cooled droplets. It is this rare combination of feeder and seeder clouds that is responsible for the frequent occurrence of rimed crystals resulting in the formation of Steamboat's famous Champagne Powder® snow.

SAFETY

HELMET POLICY: Intrawest recommends that all skiers and snowboarders visiting its resorts wear helmets. In addition, Steamboat has a mandatory helmet requirement for all children and youth participants in Ski & Snowboard School Programs as well as all students participating in freestyle terrain park programs, regardless of their age. The helmet use guidelines underscore Intrawest’s commitment to guest safety and have the support of the National Ski Areas Association and Canada West Ski Areas Association.

SLOPEWISE SAFETY INITIATIVE: The Steamboat Patrol, Courtesy Patrol & Mountain Management are enforcing slope safety every day of the season through the resort’s SlopeWise Initiative. Again this year, the resort relies on its SlopeWise Code of Conduct in an effort to make it extremely clear that every user of this mountain, regardless of ticket or passes type, understands what is expected, and how the consequences of their actions can impact their ability to enjoy the slopes.

TREE WELL IDENTIFICATION SIGNS: Steamboat has earned a worldwide reputation for its tree terrain and signature Champagne Powder® snow. However, skiing or riding in treed areas and deep snow is an individual choice and carries with it inherent risks. Although very rare, a fall into deep, ungroomed snow can be suffocating and fatal. The resort developed specific signage, now adopted throughout the industry, as an added measure to generate awareness amongst powderhounds to these factors. Remember, be aware of deep snow conditions, tree wells and other natural and manmade obstacles; if skiing/riding in deep snow or near trees, stay with a partner and remain in visual contact; stay close enough to either pull or dig out your partner; and, if your partner becomes immersed, first try to clear an airway, then call Patrol, 970.871.5911.

AED: Having already been credited with saving the lives of several individuals, the resort utilizes several automated external defibrillator (AED) units, which are capable of viewing and recording cardiac rhythms as well as administering life-saving cardiac shocks. The resort first purchased an AED Life Pak during the 1992/93 season and now employs 14 AED units in its cache.

DOCTORS AND PARAMEDICS ON THE MOUNTAIN: Celebrating its 32nd year on the slopes, seven local physicians and another five local paramedics exchange being on-call on the slopes through the resort’s mountain/ski patrol radio network for free skiing privileges. In addition, the Yampa Valley Medical Center Emergency Doctors monitor radio traffic on this channel and are available for immediate consultation and can monitor the patient’s condition prior to arriving at the ER. The state-of-the-art Yampa Valley Medical Center is just a quarter mile from the slopes. Steamboat is one of the few resorts in the country that has a program such as this.



UPHILL ACCESS: Steamboat permits uphill traffic and its policy attempts to strike a balance between accessing U.S. Forest Service land leased by the ski area and safety issues at play when sharing the slopes with equipment including snowmobiles, snowcats, winch cats and snowmaking guns and hoses.

Before you head uphill at Steamboat Resort, please familiarize yourself with Steamboat’s Uphill Access Pass Policy and User Guidelines, read through the document and bring a signed copy into the Welcome Center, where you will be provided a highly reflective band to wear on your person or attach to your pack as your Uphill Access Pass.



WESTERN

THREE-WIRE WINTERS: Steamboat enjoys more than its fair share of three-wire winter, when the snow stacks up past the third row of ranch fence wires. Yampa Valley ranchers have traditionally measured the severity of a Routt County winter by how high the snow stacks up against their four fence wires. As Sureva Towler writes in her book, *The History of Skiing at Steamboat Springs*, “By January or February of a typical winter, snow will cover the third fence wire, usually 30 inches high.” Four-wire winters, generally more than 350 inches at the resort’s mid-mountain location, were recorded in 1981/82, 1983/84, 1989/90, 1992/93, 1995/96, 1996/97, 1999/2000, 2005/06, 2007/08, 2008/09 and 2010/11.

RANCHING ROOTS WAY OF LIFE: Never far from its ranching roots, Steamboat remains firmly linked to a Western tradition that sets it apart from every other ski community. Many of the same families have been ranching this valley for more than 100 years. In fact, Steamboat Ski Resort employs a handful of active ranchers on staff. A typical summer’s day for these Steamboat Ski Resort employees includes eight hours of maneuvering a backhoe or excavator at the base of the ski area in the summer before heading home to gather hay and tend to sheep and cattle on ranches around Steamboat Springs. These employees work year-round for the Steamboat Ski & Resort Corporation and moonlight as snowcat groomers throughout the winter months.

4TH GENERATION: A fourth-generation Steamboat native, Ray Heid’s cousins include the Werner family of ski racing fame: Buddy, Skeeter and Loris. Heid made the 1960 Olympic ski jumping team as an alternate and served as a fore-jumper, flying farther than many of the competitors who followed him. Before the Olympics, Heid competed for the University of Wyoming as a four-way skier (downhill, slalom, jumping and cross country), and after the Olympics, he coached there. He moved back to Steamboat in 1985, where he runs the family ranch, Del’s Triangle 3. You can find Ray telemark skiing nearly every day where he logs nearly 10,000 vertical daily.

WHAT ARE THOSE YELLOW SIGNS ON THE WAY TO STEAMBOAT? FM Light & Sons, established in 1905, originally erected 300 of the hand-painted yellow and black signs within a 150 mile radius of Steamboat promoting the store and their merchandise. Today, you’ll be hard pressed to make the drive to town without seeing one of FM Light & Sons’ 94 signature signs. FM Light & Sons sells nearly 6,200 cowboy hats a year including the signature Billy Kidd Stetson and celebrated 110 years in business in 2015.



SUMMER

OUTLAW MOUNTAIN COASTER: Steamboat is home to the longest mountain coaster in North America. Operating both summer and winter seasons, the mountain coaster ride is more than 6,000 linear feet, with 2,600 feet of uphill track and 3,680 feet of downhill fun. Covering 420 vertical feet, the track is in the area of Christie Peak Express lift and rises up to 40 feet above the ground with dips, waves, turns and 360-degree circles. Mountain coasters are gravity-driven sleds that run on a tubular stainless-steel rail system. Individuals ride the sled up the mountain and then slide down the rails with the ability to control the sled's speed through a braking system. The Outlaw Mountain Coaster is open summer and winter.

STEAMBOAT BIKE PARK is an extraordinary bike park in northwest Colorado with nearly 2,200 vertical feet of lift-served, gravity-fed, downhill flow trails. The park utilizes every inch of the natural topography ensuring a thrilling ride that highlights the best of the resort's natural features including rocks, bridges, rollers, drops, berms, banks and man-made jumps; all while providing exciting terrain for all ability levels.



TWILIGHT DELIGHT: The resort offers twilight biking on Thursday and Friday evenings. The twilight program provides evening access via the gondola from 4 pm to 7 pm for bikers to enjoy the Steamboat Bike Park. As an added benefit Steamboat Bike Park pass holders will enjoy three free days at both Winter Park and Crested Butte to experience their bike parks and trails.



BICYCLE FRIENDLY BUSINESS: Steamboat Ski & Resort Corporation has pedaled, climbed and cruised its way to earn Platinum Designation in Bicycle Friendly Business program from the Routt County Riders for its contributions to the cycling community of Steamboat Springs and Routt County. The Bicycle Friendly Business program awarded Platinum, Gold and Bronze status to nine businesses across the community.

BEST MOUNTAIN TOWNS: Steamboat is known around the globe as a winter playground mecca for outdoor enthusiasts; however, now summer is fast gaining ground and attracting the focus of individuals from recreational first-timers to adrenaline junkies and elite athletes. As locals have proclaimed for years, "You come to Steamboat for the winters, but stay for the summers." Powder Magazine, Men's Journal, Outside Magazine and many others have declared Steamboat Springs one of the best places to live and play, during the summer as much as the winter.

WEDDING DESTINATION: With the vivid colors of summer flowers to aspen in full fall glory to the pristine freshly fallen Champagne Powder® snow of winter, Steamboat make 'once in a lifetime' events spectacular and fairy tale weddings come true year-round. Leave all the details to Steamboat's dedicated team of professionals to set the stage on this special day for a celebration you and your guests will remember forever. The resort features 12 unique and vast different locations to host your magical moment.

IMBA BRONZE RIDE CENTER: Bike Town USA is now an International Mountain Bicycling Association Bronze Ride Center, boasting more than 500 miles of classic Colorado mountain bike trails. The demanding routes on Emerald Mountain and Buffalo Pass are as inspiring as any high-altitude rides you'll ever tackle, while lift-accessed riding at Steamboat Ski Area offers ample downhill opportunity to find your flow. Steamboat's newly developed bike park has more than 2,000 feet of vertical and a full complement of purpose-built features. Several trails traverse the mountains from top to bottom with stunning views into the valley, with many more scheduled to be built early next summer.

-www.steamboat.com-