

CITY COUNCIL COMMUNICATION FORM

FROM: Angela Cosby, Parks and Recreation Director
Brad Setter, Howelsen Ski and Rodeo Manager

THROUGH: Gary Suiter, City Manager

DATE: March 10, 2020

ITEM: Howelsen Hill Season Wrap-Up and Future Planning.

DIRECTION
 INFORMATION
 ORDINANCE
 MOTION
 RESOLUTION
 PROCLAMATION

I. REQUEST/ISSUE & BACKGROUND INFORMATION:

The Howelsen Hill regular operating season wraps up on March 15, 2020. The first part of this presentation will provide an overview of the season through March 3rd including: expenses, revenue, attendance statistics, and improvements to operations.

The second part of this presentation will focus on planned upcoming improvements as well as a suite of options for short, mid, and long-range planning. These options are focused on enhancing the customer experience at Howelsen Hill, as well as looking at opportunities for revenue generation.

Staff would like to solicit feedback from City Council on ideas presented for direction on areas of focus and timing. The intent of the presentation is to ensure that staff is moving in a direction that meets City Council's goals and objectives while providing stewardship of this community's greatest historical asset.

II. SUMMARY AND ALTERNATIVES:

Not applicable.

III. STAFF RECOMMENDATION:

Not applicable.

IV. FISCAL IMPACT:

Not applicable.

V. LEGAL ISSUES:

Not applicable.

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

Not applicable.

VII. CONSISTENCY WITH COUNCIL GOALS AND POLICIES:

Fiscal sustainability of Howelsen Hill Ski Area is a City Council goal.

ATTACHMENTS:

1. Howelsen Hill Season Review and Future Planning Presentation