

Attachment #3.

Howelsen Hill Public Comments

Summarized from March 8, 2016 Community Feedback Session

50+ community members commented

Gary Suiter, Interim City Manager

Community Heritage / History / Heart of Community

- Sense of community / Enhance sense of community
- Maintain stronger sense of community – more than any other mountain town
- Moved here for community / Iconic symbol of community / Backbone of community.
- No place like Steamboat / Pure joy / Family
- Here for the memories / Unique / Don't take for granted
- Maintain in heart of community
- Better than Jackson, WY in terms of community
- Important part of community
- Western heritage / small community
- Figure out a way to make it last next 100 years
- WSC is what makes it tick
- WSC is the community and us vs. them is unnecessary / It's worth solving
- Builds confidence in kids
- Kids babysitter
- After school day-care program

Finances / Economics

- Use accommodations tax group for guidance
- Partner with the college for research / Partner with other agencies
- Approach with investment mentality
- Run like a business / Run it like a ski area
- Concessions improved
- Forget about ROI. ROI is the value it brings to the community
- Cannot put a value on the asset
- Protect the asset
- Partner with WSC...they can raise money
- Alternative funding explored / Figure it out with alternative funding plan
- A City tax is reasonable
- Taxing takes courage
- Partner for financing
- Citizens should be prepared to pay for these facilities if they want them
- Consider a new Park/Rec district with property tax and dedicated funding
- Explore opportunities for funding for smaller user groups like jumpers

- Consider City basic-level and private club-level
- Look at baby steps, like events
- Food and beverage needed / Retail too
- Find the right balance / Promote and market / Make it special
- Seek proposals to manage the ski complex / 20 year lease?
- Keep affordable / Appeal to locals / Subsidize lift tickets for the community members
- Establish a two tier process...how much should the city provide for public affordable skiing and what should be paid for by the club?
- Consider jumps being privately operated and maintained by the club due to large cost and small user groups

Accessibility / Affordability / Public Use

- Accessibility – maintain regular hours
- Accessible to all regardless of finance situation
- Reliable access to the community
- Bring more people in
- Accessibility to park
- Market to public
- Take experience and create possibility to make accessible to all
- Reach out to community for solutions
- Income disparity / Make it affordable to the community
- Open up for more users in community
- No other country lets a public facility be run by a private entity...monopoly
- Open up to community so it is not just open to a private club
- Keep family friendly and affordable
- The hill skis “friendly” for families
- Expand on public use; even with club use
- Hours have been cut back so the perception is WSC is the only user
- Get more users out there
- Keep it affordable
- Market to a lot of people
- See it more accessible to everyone
- Bring more tourism to HH.

Operational Improvements and Maintenance

- Maintain and improve the hill and the facilities
- Small hills focus...feeder program
- Develop beginner terrain

- Beginner terrain more accessible
- Maintain beginner access
- Tweak with terrain and lift service
- Large hills improvements needed
- POMA trauma - level it out
- Need a preventative maintenance plan...a 10-year plan
- Identify annually what it will cost to maintain and plan for the unforeseen
- Facilities are sub-par
- The main priority is maintenance
- Challenge is professionally managing
- Maintain jumps
- Maintain jumping facility
- Basic maintenance of jumps
- Make jumps safer with plastic tracks or wood
- Improve smaller jumps like Park City
- Get rid of the carpet in hall and replace with smooth floor
- Take out the carpets
- Maintain and preserve
- Needs TLC

Capital Improvements

- Build new jumps
- Address the jumps / Bring up to standards / Find a champion
- Regain homologation
- "The Mile" is untapped (3 persons said this)
- Surface lift on The Mile
- Address uphill capacity of surface lift
- Lift access improved
- It's OK if improvements do not support themselves
- Infrastructure - impressive facility to start with
- Develop beginner terrain / Ramp-up small hills
- A couple more lifts needed
- Lodges and hill need to be fixed

Vision for the Future

Restaurants / Lodging

- Conference center at the base
- Restaurant with a view

- Restaurants
- Lodging and dining hall
- Gelato stand in summer
- Food venue needed to take advantage of location to view athletes while competing
- Dormitories
- International youth hostel built and run by a professional board

Training

- Partner with other clubs for training
- Resources are here for training
- Create summer training opportunities
- Make a plan to include jumping

Long-Term View

- View as everything on the other side of the river...the whole complex
- Consider Rodeo grounds
- Emerald mountain improvements with emphasis on environment
- Need a plan for the future – preserving and maintaining the infrastructure is top priority
- View as a year-round amenity
- Look at it like a park....a winter sports park
- Create resources for community – fill the gaps
- Utilize back of mountain
- Provide leadership to secure finances and the future / \$20-30 million
- Need a plan - a foundation
- Nordic combined saved
- We are in best geographic location for Nordic combined with longest season
- Make it world class
- Embrace long-term vision of both winter and summer jumping
- Howelsen Hill Sports Complex Partners already laid out detailed plans in 2013to improve Howelsen including concepts and financial back-up

Events

- Bring events. Snowmobile events
- More marketing and events
- Partner with sponsors like Red Bull
- Weddings
- New events
- Food and beverage can be profitable
- Diversify with events.
- Hold events as a start

Other Ideas

- Old-age Terrain Park
- Olympic Committee / Host Olympics
- Half pipe
- Gravity center / X games style / Ice rink
- Invest in Terrain Park / Snowboarding is growing sport
- Create roller ski trail
- Create "hut system" for XC – revenue generator
- Sell tickets = revenue / Generate revenue
- Ski rentals
- "Learn to ski for free" day
- Do ski swap for Nordic and alpine
- Get wireless and cameras
- JUA agreement is the best and most successful ever
- Bring snowmobile community into town – Hill climb / Hill cross
- Frisbee golf
