TONIGHT’S AGENDA

- Recap Efforts To Date
- Present Findings of Study
- Gather Feedback
 WHY ARE WE HERE?

Kendall & Winter Recreation Identified as a Priority:

- Silverton & San Juan County Master Plan
- Community Development Action Plan
- Project Blueprint 2.0 Study
WHY OUTDOOR REC?

THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

- $887 BILLION IN CONSUMER SPENDING ANNUALLY
- 7.6 MILLION AMERICAN JOBS
- $65.3 BILLION IN FEDERAL TAX REVENUE
- $59.2 BILLION IN STATE AND LOCAL TAX REVENUE

IN COLORADO OUTDOOR RECREATION GENERATES:

- $28.0 BILLION IN CONSUMER SPENDING ANNUALLY
- 229,000 DIRECT JOBS
- $9.7 BILLION IN WAGES AND SALARIES
- $2.0 BILLION IN STATE AND LOCAL TAX REVENUE
COMMUNITY INPUT

- Silverton School Brainstorm – September 2017
- Online Surveys (Youth & Adult) – Fall 2017
- Community Visioning Sessions (10/17, 11/17, 2/18)
Meeting #1 Winter Brainstorm

1. Lifts/Terrain
2. Ice Rink
3. XC Trails
Meeting #1 Summer Brainstorm

1. Trails
2. Festivals
3. River Park
1. Community Oriented

Meeting #2 Winter Character

- Accessible
- Beautiful
- Inviting
- Adventure
- Peaceful and Low Key
- Unique
- Affordable

Meeting #3 Summer Character

- Eventful
- Natural Beauty
- Versatile

2. Family Friendly

3. Affordable
“Kendall offers accessibility for locals and visitors in a small, welcoming atmosphere and positive vibe. I love this.”
“Kendall has great potential to be a summer and winter recreational hub.”
“Kendall is underutilized. More revenue generating activities would defray the cost of properly maintaining it and add revenue to the town.”
“It would be great if Kendall provided a smaller and quaint, yet complete, family option to Purgatory.”
VIABILITY STUDY

- Catalyzed by Community Feedback
- RFP – January 2018
- SE Group Hired – February 2018
- $25K, Funded 50% by DoLA Grant
CONSIDERATIONS

- Four Season Recreation
- Skiing – Only Part of the Equation
- Equalize Summer/Winter Economy
- Community Oriented
- Town as “Ski Village”
- Complement Not Compete
VIABILITY STUDY GOALS

- Bird’s Eye View
- What’s Possible?
- Do We Have the Raw Ingredients?
- Informed Discussion
SCOPE OF WORK

- Community Input
- Market Assessment
- Site Analysis
- Preliminary Design
- Financial Analysis
MARKET ASSESSMENT

For KMRA to attract destination skiers it would need to:

- Expand terrain
- Establish consistent snow conditions
- Market appropriately
- Offer non-skiing winter activities
- Develop pass partnerships
“There is a large area of excellent ski terrain in the central part of the study area with a large quantity of terrain suitable for ability levels from Novice up to Advanced.”

“There is clearly significant potential to develop expanded skiing infrastructure on Kendall Mountain.”
PRELIMINARY DESIGN

Base Area Elements:
- Day Lodge
- Restaurant
- Parking
- Vehicle Maintenance
- Ice Rink Relocation
PRELIMINARY DESIGN

Ski Resort Potential:

- 300 – 800 Acres
- 3 – 4 New Chairlifts
- 1 Surface Lift
- Tubing Hill
- Night Lighting
- Snowmaking
PRELIMINARY DESIGN

Multi-Season Recreation:

- Adventure Activities (Zipline, Alpine Slide, Ropes)
- Scenic Lift Rides
- Trails (Mtn Bike, Hike, River, Town)
- Event Spaces
- River/Whitewater Park
FINANCIAL ANALYSIS

- Industry Benchmarking (NSAA Data, Small Ski Areas)
- Fixed, Semi-Variable & Variable Costs
- Revenue/Expense Per Visit
- 2 Finance Scenarios
FINANCIAL ANALYSIS

Break-Even Analysis:

- $25M Capital Improvements
- 70 – 100K Annual Skier Visits (1,000 Skiers/Day)
- 100 – 120 Day Season
COMMUNITY BENEFITS

- Build Winter Economy
- Job Creation
- Quality of Life
KEY POINTS

- Expanded 4 Season Rec Possible
- More Discussion, Study & Refinement Needed
- Community Feedback & Involvement Critical
NEXT STEPS

Master Planning Process
- Define Vision & Implementation Plan
- Explore Financing Options
- Explore Partnerships
RESOURCES

Full Study & Survey Available:
- www.skikendall.com
- Town Hall

Survey closes 11/30/18
COMMUNITY INPUT

Are You In Favor of Further Exploration of Year Round Recreation at Kendall?

- Yes – Maybe – No
- Questions & Concerns
- Anonymity
THANK YOU

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