

# Brundage Mountain Resort

**“The Last Great Place” and “The Best Snow in Idaho”**

*“It’s in Idaho. At a mountain called Brundage. Where the snow falls in abundance...and the faint pulse of the ski culture your parents wax nostalgic about can still be felt.”*

Skiing Magazine - 2016

# Brundage Mountain Resort

- 1,920 lift accessed terrain
- 3,300+ acres of permitted terrain
- 6 lifts
- 64 named runs
- 340" of snow
- 18,000 acres of snowcat skiing terrain
- Endless miles of snowmobile terrain for guided tours & rentals
- Opened in December of 1961

# Recent News

- DeBoer family transitions ownership to local Idaho Group
- New group led by Bob Looper, Brundage Board President
- All have strong ties to Idaho and McCall area
- Many have been long time season passholders
- Still independent and family owned
- Positions resort for future growth while maintaining the vision of a friendly, family-oriented resort

# Covid Plan

- Summer beat all expectations
  - Communicate early and often with employees and guests
- Preparing for Winter
  - Re-envisioning every experience with the focus of reducing risk for staff, guests and community while still providing a great experience
- Some Winter Assumptions
  - Planning on more regional visitation
  - Increased population in McCall (Second Homeowners deciding to stay for winter)
  - Planning on more mid-week visitation
- Capacities
  - On-Mountain not the problem
  - Pinch point identification and planning

# Remember that Nostalgic Ski Culture...

## Indoor capacity challenges & solutions

- F&B outlets all reduced to 40%-50% of occupancy
- Limiting access
  - No 'hanging out inside'
- New outdoor lockers
- New outdoor spaces with firepits
- New outdoor 'Grab-n-Go' food options
- New/additional 'mobile' trailer bathrooms
- New employee locker room trailers
- Additional parking capacity added