



## **Welcome to Red Lodge Mountain Resort!**

Welcome to a ski resort without glitz, without glamour, of blue jeans and duct tape. In the heart of America's Playground exists 'the last best place,' Red Lodge Mountain Resort. We invite you to come explore the mountain, the golf course, the town as we move into our fiftieth year of exploring, recreating and enthusiastically embracing the outdoors.

Please use this information to your benefit, but more than stats and figures, we invite you to come experience one of the most unspoiled, authentic ski experiences in the Rockies.

### ***Included in this Kit***

<b>Fast Facts</b>	<b>pg. 2</b>
<b>Winter &amp; Summer</b>	<b>pg. 3</b>
<b>Winter Events</b>	<b>pg. 4</b>
<b>The Town</b>	<b>pg. 5</b>
<b>Getting Here</b>	<b>pg. 6</b>
<b>Story Ideas</b>	<b>pg. 7</b>
<b>Media Visit Policy</b>	<b>pg. 8</b>

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## Fast Facts

### The Mountain

2009-2010 Ski Season	November 27 – April 11
Hours of Operation (MST)	9 a.m. – 4 p.m. Daily
Base Elevation	7016'
Summit Elevation	9416'
Vertical Rise	2400'
Snowmaking	30% of Mountain Trails (largest capacity snowmaking system in Montana)
Average Snowfall	250' (Midmountain)
Total Acreage	1600 acres (includes Palisades 'Bonus Terrain' which is open weather permitting, but not included in snow report)
Lift Tickets	\$47 (Adult Weekend)

### The Trails

Longest Mountain Descent Trails	2.4 Miles (Lazy M) 65 (Plus 7 'Bonus Trails' which are open weather permitting, but not included in snow report)
Trail Classification	
Beginner	17%
Intermediate	45%
Advanced/Expert	38%

### The Lifts

Lift Count	7 (plus 1 in Bonus Area)
Magic Carpet	1
Double Chair	4
Triple Chair	1
Hi-Speed Quad	1 (plus 1 in Bonus Area)

### The Climate

Average of 70% Sunny Days throughout year  
Average Winter Temperature: 10° to 35°F (-12° to +2°C)  
Average Summer Temperature: 50° to 85°F (10° to 29°C)

### Staff

General Manager – Jeff Schmidt  
Director of Sales and Marketing – Jeff Carroll  
Director of Base Operations – Eliza Kuntz



## **Activities**

### **In The Winter**

Ascending six miles up the road from the town of Red Lodge sits Red Lodge Mountain Resort, nestled into Custer National Forest Service Land. Beckoning those skiers from all over the region who crave an authentic ski experience of short lift lines, consistent snow conditions, employees who smile as big as the and a mountain built on the idea that skiing and snowboarding is about skiing and snowboarding, not shopping and expensive food.

When the mountain first opened in 1960, it was fully funded by enthusiastic locals who raised over a quarter of a million dollars to start 'Grizzly Peak' with one double chairlift and three trails. Fifty years later, the mountain is owned by JMA Ventures out of San Francisco and features eight lifts and seventy-two trails, three on-hill dining facilities, a snow sports school, daycare, mountain shop and rental facility.

On the mountain, snow enthusiasts will find a wide variety of terrain with incredible views of several mountain ranges. From the long and winding 'Lazy M,' a 2.4 mile-long blue cruiser to the sunny beginner slopes of 'Miami Beach,' beginners and intermediate skiers alike will get an incredible view of the mountain from top to bottom. Expert and advanced skiers will find havens in the trees, chutes and steep groomed runs perfectly tailored to suit those who like to go fast.

For freeriding skiers and snowboarders, there are two terrain parks; one for beginners and one for more advanced riders. The 'SnowMonsters' terrain park is located on the lower part of the Miami Beach learning areas and allows first-timers to try getting their skis and boards off the snow and onto metal and wood features. The 'Rail Yard' is a more difficult park for more advanced riders with features of varying difficulty. This park's location and features make it a hotspot all winter long.

### **In the Summer**

In the spring of 1994, Red Lodge Mountain purchased the Red Lodge Mountain Resort Golf Course and to complement the ski business. With this addition, Red Lodge Mountain Resort was able to identify itself as a year-round facility with the inclusion of a full banquet and wedding facility at the course.

The 18-hole championship golf course and substantial real estate development has offered more and varied work opportunities for seasonal and year-round employees.

Red Lodge Mountain Golf Course is best known for its incredible views of the mountain and talus rock features, as well as its difficulty. The course prides itself on a great experience for a price unequaled anywhere at a mountain course.



## **Winter Events**

### **50<sup>th</sup> Anniversary**

In February 2010, Red Lodge Mountain Resort will celebrate its 50<sup>th</sup> year of skiing. The mountain will celebrate its storied past from a group of local investors purchasing and developing the land in 1960 through more recent developments and ownerships. The party will happen February 13, 2010

### **Cowboy Downhill**

The Cowboy Downhill Rodeo ensure that everyone's favorite summer event doesn't get left behind when the snow comes. The third annual Cowboy Rodeo sees a tribute to Red Lodge's history. Skiers and Boarders dress in their finest cowboy and cowgirl gear and maneuver their way through an obstacle course and roping 'practice steers' and making jumps to be the first through the gate.

### **Winter Carnival**

This long standing tradition of Red Lodge Mountain Resort is the biggest event of the winter! Featuring live music, family friendly events and the famous "Cardboard Classic" involving an on-snow race held together by only cardboard, glue and every skier's favorite – duct tape.

### **Live Music at the BierStube**

The day isn't over when the bull wheel stops turning. The day is over when the Bierstube locks its door at the end of the night. This authentic après joint features a sunny patio, thirteen beers on tap and live music every weekend all winter long.

### **TownSeries Race League**

For six weekends in the year, the town competes! Sponsored by Red Lodge Ales, this event is a local favorite. Snowboarders, Tele Skiers and Alpine skiers compete in teams to determine who rules the slopes.

### **Grizzly Peak Tele Festival**

Also going into its third year, this weekend celebrates the popularity of telemark skiing in Red Lodge. The even hosts a United States Telemark Skiers Association Race, clinics for all levels, a costumed race and, as always, a party in the Bierstube for event goers.



## The Town

The Town of Red Lodge is the kind of ski town other resorts dream about. Filled with local character, an incredible number of pubs and restaurants and oozing with what could only be described as 'Skiing's Soul,' the town only serves to set the stage for the authentic ski experience.

In the summer, Red Lodge is a bustling tourist destination. Located just over the adventurous Beartooth Past north of Yellowstone Park, the town is a hub for travelers. Located just 60 miles from Billings, the scenery, history and exceptional opportunities for recreation draw visitors from across the country.

Featuring more bars and restaurants per capita than any other town in Montana, Broadway Ave is your headquarters for après ski dining, entertainment and any other kind of trouble you might want to dig up. From the incredible dining experiences of Bridgecreek Backcountry Wine Bar and the Carbon County Steakhouse to the family-friendly Pizza Company, eating in Red Lodge is always a treat. After dinner or skiing, stopping in at one of Red Lodge's many drinking establishments is almost unavoidable. Starting at the Red Lodge Ales Brewery and Tap Room at the far south of town to Foster and Logan's Pub at the north, at least one of these Red Lodge establishments will draw you in!

As a premier summer destination, Red Lodge is a haven for tourists, with abundant shopping and lodging options. These trends continue into the winter, providing a great stomping ground for local and destination skiers and snowboarders. With over a dozen options for lodging from private homes and cabins to inns, motels and B+B's, there's something for every budget and preference. As an additional benefit, most options are within walking distance of the heart of downtown – less driving and more time out on the town!

Outside Magazine declared Red Lodge as one of the **30 Best Places to Live and Play in the Country**. Come find out why!

Population: 3000

Nearest Major City Centre: Billings (Pop. 90,000, 60 miles away)

### Tourism

Hotels/Motels/Inns/B+B's: 12

Rental Companies (vacation rentals): 3

Meeting Space: 2 Facilities (appx. 20,000 feet total)+ RLMR's Golf Course Facilities

Restaurants: 13

Bars: 10

Liquor Stores: 1

### Additional Amenities

Medical Facilities: 2

Dentists: 2

Golf Courses (Public): 1

Tennis Courts: 1

Galleries/Museums: 7

Library: 1

Public Fitness Facilities: 2

Rec. Facilities: 1

National Forest Surroundings: Custer National Forest (1,188,000 acres)



## Getting Here

### Driving

**From Billings and points east:** Take Interstate 90 west to exit 434 (Laurel, MT). Follow Highway 212 west approximately 46 miles to the city of Red Lodge. Go through town and turn right at the Red Lodge Mountain sign onto Ski Run Road. Follow Ski Run Road 6 miles farther.

**From Bozeman and points west:** Take Interstate 90 east to Exit 408 (Columbus, MT). Follow Highway 78 south to Red Lodge. Turn right at the Red Lodge Mountain sign and onto Ski Run Road. Follow Ski Run Road 6 miles farther.

**From Cody, WY and points south:** Follow Highway 120 to Belfry, MT. Turn left onto Highway 308 and follow the signs to Red Lodge. Turn left onto Highway 212, and then right at the Red Lodge Mountain sign onto Ski Run Road. Follow Ski Run Road 6 miles farther.

Check current road conditions, including construction reports and webcams, download Montana State Road Maps, and much more at the [Montana Department of Transportation's](#) traveler website.

### Flying

The closest airports are the [Billings Logan International Airport](#), 406-247-8609 or the [Yellowstone Regional Airport](#) in Cody, Wyoming, 307-587-5096.

Rental cars are available at either airport or in Red Lodge through Beartooth Ford, 406-446-1400.

### Shuttle Services

Complete taxi service within 150 miles of Red Lodge is available through Red Lodge Tour and Taxi. Call 406-425-3091 for more information. For shuttle service from Cody, contact [Phidippides Shuttle Service](#) at 866-527-6789.



## **Story Ideas**

### **50<sup>th</sup> Anniversary**

From a small resort called 'Grizzly Peak' entirely funded and run by locals and their individual fundraising efforts through several major expansions in the 70's, 80's and 90's to the JMA purchase of the resort in 2007. With many of the original investors still living in the area, the history of Red Lodge Mountain Resort oozes about the mountain.

### **Winter Carnival**

This long standing media and town favorite is the ultimate winter tradition. The Cardboard Classic is the 'must see' portion of the festival where competitors attempt to maneuver their themed creations made of glue, cardboard and duct tape down the course. Complete with live music and other family friendly events, this one is not to be missed. The theme of this year's Carnival is "50th Birthday" in congruence with our gold anniversary.

### **Soul of Skiing**

When other resorts build their village, their lodging, their après pubs, they must be looking at Red Lodge for inspiration. An authentic western ski town, the pictures on the wall are from the last fifty years, the skiers sitting on the bar stool have stories as long as their beer tabs, the rustic wood buildings look as such because of years of experience, not because they were built that way. The rusted-out trucks and wagons in the parking lot are that way from years of driving to the mountain. The locals are truly locals. And with a small town western atmosphere, the destination skiers can be too. This is where skiing is still skiing. We leave the glitz, the glamour, the false image at the door.

### **Snowmaking**

Since the purchase of Red Lodge Mountain Resort by JMA in 2007, the snowmaking team has worked to install the largest capacity snowmaking system in Montana. Though awarded with late-season powder abundance, the mountain has always had to strive for a strong opening day snowpack. This new system has fueled that. With much professional consultation and planning, the mountain's high alpine pond now fuels 35 fan guns with on-board compressors, 18 of which are fully automated. However, these fan guns are only the beginning of the force. With an expert team of snowmakers, there's always a 100% chance of snow at Red Lodge Mountain Resort.

### **Value**

We're not selling you the chairlift, just a ride or ten on it. And that shouldn't cost you an arm and a leg. With lift prices aggressively priced at \$47 for an adult on the weekend, we aim to keep everyone who wants to ski skiing. And with enough change in their pocket to afford lunch and a beer at the Stube afterwards.



## **Media Visit Policy**

### **Lift Tickets**

We are happy to provide complimentary lift tickets and golf rounds to:

- Reporters and writers on assignment from reputable publications
- Writers directly responsible for writing stories about Red Lodge Mountain Resort
- Freelance writers with acceptable credentials
- Photographers and Videographers on specific assignment

### **Guided Tours**

With notice, it would be our pleasure to guide Photographers, Writers, Journalists and other Media Representatives around the mountain and/or Golf Course.

### **Lodging**

Depending on qualifications, Red Lodge Mountain Resort may help provide lodging for Media Representatives. As Red Lodge Mountain Resort does not own/operate any lodging properties, this service may not be available.

To request lift tickets, tours, lodging or any questions, please direct to:

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