

Mt. Bachelor DRAFT Master Development Plan 2009 Update

An Informational Guide for the Public

A master development plan (MDP) provides a comprehensive and systematic approach for proposed future development. The MDP is a conceptual blueprint for the future and is created to communicate the intended uses, phases, priorities, feasibility and rationale for development of existing and proposed facilities and activities for which the ski area's special use was authorized. An MDP does not provide USFS approval for any specific projects or actions. Environmental research, field surveys and engineering for proposed MDP actions will be conducted under the authority of the National Environmental Policy Act (NEPA). Only MDP projects approved by a subsequent NEPA Environmental Assessment (EA) or Environmental Impact Statement (EIS) may be built.

This guide will summarize the proposed changes to Mt. Bachelor's existing 1986 MDP. It is anticipated the final, updated MDP will be submitted to Deschutes National Forest officials by January, 2010.

Prior to submitting the final MDP proposal to the USFS, Mt. Bachelor is soliciting input and feedback from the public at large. This document is developed to provide summarized information along with insight into the plan prior to public meetings so individuals have time to review the plan in advance and prepare their comments and feedback.

Public Meeting Schedule

Bend	Boys & Girls Club	10/29/09	Thursday	7:00 PM
Sunriver		11/4/09	Wednesday	7:00 PM
Portland	Portland Ski Show	11/6/09	Friday	7:00 PM
Bend		11/10/09	Tuesday	7:00 PM

Mt. Bachelor MDP Background

Mt. Bachelor has completed many versions of MDPs. However, MDPs have been officially submitted to the USFS only three times: 1980, 1985 as a revision to the '81 plan, and in 1987 a Nordic MDP was submitted. Later, each plan was accepted following analysis and review (1981 Environmental Assessment, 1986 Categorical Exclusion, and 1991 Environmental Assessment, respectively).

Each project built at the mountain since 1981 has been aligned with the prevailing MDP and been subjected to environmental review and analysis under NEPA, or where deemed appropriate, Categorically Excluded from NEPA analysis based on Forest Service policy and protocol.

The purpose and need for an update to the current MDP is to:

- unify alpine, Nordic and summer activities and uses under one MDP
- plan improvement actions for the next 3 to 5 years of management of Mt. Bachelor
- comply with the terms of the special use permit (SUP) granted to Mt. Bachelor by the USFS
- provide new facilities necessary for an enjoyable year-round recreation experience and long-term economic viability of Mt. Bachelor
- align base area and mountain improvements with the Deschutes National Forest Land and Resource Management Plan

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1. Master Development Plan Goals

- Bring alpine, Nordic and summer facilities and uses together under one MDP
- Meet requirements of the Special Use Permit (SUP) granted by the USFS by updating the MDP
- Balance capacities of skier/rider staging facilities with lift and trail capacities
- Establish Mt. Bachelor as the preeminent regional destination in the Northwest and the leading wilderness mountain resort destination in North America
- Relocate tubing and race training staging and operations to more fitting locations in West Village
- Provide more diverse summer activities including lift-serviced mountain biking
- Improve lodge and facility aesthetics by aligning more closely with The Built Environment and Image Guide, in the Cascadia architectural style
- Continue in the role as significant employer and driver of economic vitality in Central Oregon
- Remain a responsible steward of public land while providing a quality recreational experience

2. Existing Conditions

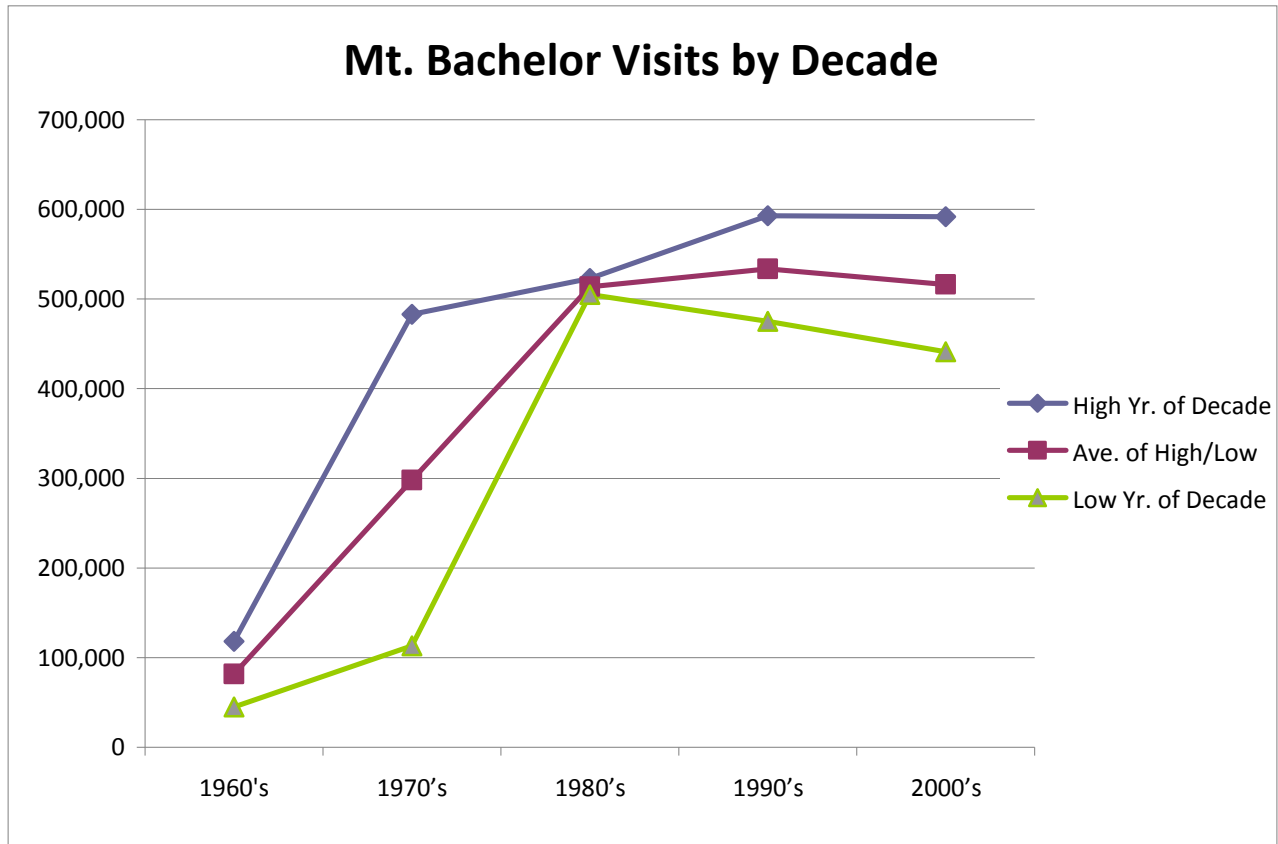
Historical Context

Mt. Bachelor began operations on October 18, 1958 with a Poma Platter Lift and the Egan Day Lodge. Over the '60's and '70's as Mt. Bachelor expanded operations to include more lift and trail capacity, skier visits experienced remarkable growth. As the popularity of skiing grew in the '70's so did skiers' preference for a complete vacation experience. In response, Bill Healy, the board of directors, and staff created the first Master Plan that would guide development of Mt. Bachelor into a world-class destination resort. In this period, the original destination resorts in Deschutes County were constructed (Black Butte Ranch, Sunriver Resort, Mt. Bachelor Village), greater fueling the opportunity for guests from across the Pacific West to visit Central Oregon in the wintertime. From 1983 through the 1990's, extensive on-mountain improvements and expansion, to the Summit and Northwest Territory areas, occurred with the installation of seven detachable grip, high speed quadruple chairlifts. Rapid population growth in Bend since 1995, however, has not led to a similar lift in Mt. Bachelor's visits as past factors have. Today, the area operates a total of ten chairlifts, including seven high speed detachable quad chairs, and hosts 450,000 to 500,000 annual winter visitors.

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Trends, Factors and Influences

Visitation: in general, visits at Mt. Bachelor have been flat since the 1980's, with periodic swings correlating primarily to regional snowfall levels. However, variability based on non-weather influences, such as regional competition and evolving skier/rider preferences, are believed to have a measurable influence on recent visit patterns and volume.



Regional Competition: over the last 15-20 years, the size, scope and quality of competition facing Mt. Bachelor has dramatically escalated. Mt. Bachelor's initial development in the 60's and 70's, followed by its early adoption of high speed lift technology in the 80's and 90's, resulted in strong and consistent growth. However, as regional ski resorts have made improvements in these and other areas (amenities, activities, conveniences, etc.), Mt. Bachelor's growth trajectory has flattened. Looking forward, competition for individual skiers/riders, market by market, means today's winter resort must be modern and efficient in terms of operating equipment and plant, while at the same time providing high quality, diverse experiences for its guests.

Skier/Rider Preferences: skier/rider preferences have evolved greatly since the 1960's. In summary, successful regional resorts create a unique niche or market position to attract domestic and foreign visitors and rely on consistent delivery of high quality and differentiated "products" and "experiences" to drive guest satisfaction, return visits, and as importantly, word of mouth promotion and future business from prospective customers. The last 20 years of the ski industry have been defined by the baby boom generation and their attitudes and preferences; driving ever increasing "comfort" oriented innovations and "lifestyle" amenities, such as slopeside accommodations and associated conveniences. With recent changes to the global economy and its effect on

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destination travel patterns and spending, combined with changing demographics as baby boomers “retire” and new generations grow to fill their positions, the ski industry is faced with a new challenge of understanding how to attract and retain an entirely new crop of customers with new attitudes, beliefs and perceptions that define “product,” “experience,” and “value.” The ski industry as a whole is deeply committed to researching skier/rider preferences and Mt. Bachelor is an active participant in this process. To ensure future success, alignment will be essential between these emerging changes in skier/rider preferences and the products, experiences, amenities and services offered at Mt. Bachelor.

Changing Customer Mix: Mt. Bachelor has been measuring customer demographics and satisfaction since the early 1990’s. An analysis of the data shows several important trends:

- A reduction in overnight guests who rent accommodations (hotel, motel, condo, homes)
- Declines in overnight guests originating from Seattle, Sacramento, and San Francisco
- An increase in local season pass holders
- An increase in overnight visitors staying in the homes of their local friends/family rather than renting overnight accommodations
- An aging of the customer base; on average, Mt. Bachelor’s customers in 2008/09 were 18% older than the national average and 31% older than they were during the mid-1990’s

Many of these *existing* guest trends can be attributed to the significant growth in Central Oregon’s population as former overnight visitors have decided, over the years, to make Bend or Sunriver their primary, secondary, or retirement homes. However, the data does not include trends for *potential* customers; those customers who are *not* currently visiting Mt. Bachelor, especially those from formerly strong destination markets like the aforementioned. Mt. Bachelor’s future success will depend on reversing the overnight trends by attracting larger numbers of new guests who visit for multiple days/nights through a vacation experience.

Weather Impacts: as noted previously, weather and snowfall can significantly impact visitation. Further analysis shows wind speed and visibility have an impact on visitation as well, namely in the form of the prevailing heavy-weather pattern that emanates from the northwest of Mt. Bachelor. Frequently as a result, lift operations of the Summit, Northwest and Outback Express chairlifts are curtailed. On days when these lifts are delayed in opening, or are closed due to high winds or poor visibility, Mt. Bachelor’s effective capacity is, for all practical purposes, reduced by 40% in lift service and 60% in available terrain. When this circumstance occurs on peak visit days it is not uncommon for lift line waits on “front side” high speed quads to exceed 30 minutes, while fixed grip lifts (Rainbow and Red) remain veritably empty due to their longer ride and “lap” times. On less than peak visit days the lack of terrain available becomes the primary issue, especially for local, advanced/expert skiers and riders who become discouraged that not enough interesting terrain is offered when Summit, Northwest and Outback are not open. Adding below tree line trails and glades providing better visibility and contrast, removed from the prevailing northwest winds, with corresponding high speed lift capacity, is a solution considered by Mt. Bachelor for many years to mitigate these weather circumstances.

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Master Development Plan Proposal

Long Term Vision: Implement improvements to existing infrastructure, including retirement of old and antiquated facilities as new, modern and efficient facilities are developed. Add alpine terrain, lift capacity and staging areas on the eastern flank of Mt. Bachelor to mitigate poor weather circumstances and balance base area usage between West Village, Sunrise, and a future Eastern base area on peak days. Install modern and efficient snow making technology to assure early season openings and high-traffic resurfacing capabilities during high pressure systems on terrain serviced by Pine Marten and Skyliner Express lifts, adequate beginner terrain for early season needs serviced by Sunshine Accelerator, and capacity to cover a new, combined race training arena and slopestyle park serviced by a renovated Red Chair. Re-contour and improve existing Nordic terrain to meet modern, skating usage and snow management standards and complement additional trails added to the facility; retain the existing Nordic lodge, however, add an addition to provide more staging space, seating, and guest amenities. Additional summer and shoulder season activities are created utilizing developed facilities, and new activities and uses are introduced to extend the hours in the day Mt. Bachelor and the surrounding forest may be experienced and enjoyed by the public.

Proposed 2009 MDP Actions and Phasing – 3 to 5 years:

Phase 1

- Tubing relocated to west end of West Village parking area
- Mountain biking trails serviced by Pine Marten Express and skills park in West Village “beach” area
- Permanent, freestanding climbing wall added to Pine Marten Lodge and Express “beach” area
- Summer, downhill hiking trail from top of Pine Marten Express to West Village
- New Eastside detachable quad chair, east of existing Rainbow Chair
- Trail network in conjunction with new Eastside lift; 8 – 10 named runs

Phase 2

- New Sunrise entrance and expanded parking
- New Sunrise Day Lodge constructed; existing Sunrise Lodge to become dedicated Kids Center (relocate Sprung as temporary Kids Lodge if new construction requires a winter season)
- Sunrise beginner area grading and Magic Carpets
- Retirement of Carrousel chair
- Renovation of Rainbow Chair

Phase 3

- Renovation of Red Chair with race arena trail grading
- Peak Day/Employee parking lot added at West Village

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1986/1991 MDP Comparisons to Existing, Proposed, and Future Conceptual Vision

CATEGORY	1986 MDP Revision	1991 EA	Existing Conditions 2009	Proposed 2009 MDP (upon completion)	Conceptual Vision
People At One Time (existing PAOT at the date written)	7,200	10,442	10,050	13,185	22,360
Alpine Skier Capacity	undefined	undefined	9,083	12,073	20,404
Peak Day Capacity (approved in EA or Forest Plan)	21,500	26,000	26,000	26,000	26,000
# Lifts (aerial / surface)	17 / 0	17 / 0	10 / 1	10 / 5	14 / 8
# Trails	undefined	undefined	71 named runs	79-81 named runs	95-100 named runs
# Base Areas	5	3	2	2	3
Skier Service Areas (@ base / on-mountain)	5 / 2	3 / 2	2 / 1	2 / 1	3 / 1
Parking Areas	5	4	3	3	4
Parking Stalls	5,096	5,096	3,975	5,216	7,946
Nordic Lodges	1	2 + catchline huts	1 + Bob's Bungalo	1 + Bob's Bungalo	1 expanded + Bob's reno
Nordic Area (groomed runs)	25 km	33 km	37 km	37 km	up to 47 km

Maps

- 1981 Master Plan
- 1986 Revised Plan
- Current Resort Facilities
- 2009 MDP Proposed Actions – 3 to 5 years
 - Tubing and Snow Play
 - Summer Activities