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THE CITY OF DENVER AND THE WINTER PARK RECREATION  
ASSOCIATION - A CASE STUDY AS IT RELATES TO THE LOLO PEAK SKI  
AREA PROPOSAL

By

Dudley Improta

B.S., University of Montana, 1978

Presented in partial fulfillment of the requirements

for the degree of

Master of Science in Physical Education


University of Montana

1988

Approved by

  
Chairman, Board of Examiners

  
Dean, Graduate School

  
Date

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## INTRODUCTION

### The Lolo Peak Ski Area Proposal

In the city of Missoula, Montana, a citizens' group has been formed to study the feasibility of the development of a major ski resort on Lolo Peak.<sup>1</sup> Lolo Peak lies approximately 12 air miles southwest of Missoula. The area under question is located on U.S. Forest Service land within the Lolo National Forest. Please refer to the vicinity map and ski area map at the end of the paper.

The Forest Service recognized the Lolo Peak area as a potential alpine ski site in the 1960s. With the idea of future recreation use, the Forest Service has been "protecting" the area. It has been managed for winter habitat for elk, and there have been numerous road closures initiated in the vicinity of Lolo Peak, Lolo Creek, and Mill Creek.<sup>2</sup> These road closures have presumably enhanced the elk population and restricted motorized recreation.

The Forest Service has undertaken projects to analyze the Lolo Peak Ski Area Proposal further. Some of their objectives are:

- 1) Identify and assess environmental impacts of National Forest land.
- 2) Identify factors that could cause major obstacles or have significant cost to mitigate.
- 3) Identify areas not suitable for ski area development.

4) Identify further analysis by developers.

The Forest Service indicated that if the public was receptive to the Lolo Peak project, they, along with the Soil Conservation Service, would start snow surveys on Lolo Peak.<sup>3</sup>

Public attitude will be measured during a 1988 November ballot in Missoula County. There will be a "straw poll" as to whether voters want to see the development of a ski area on Lolo Peak researched further. This will be a non-binding vote on "the idea of a major four-season destination resort in Missoula County." The county may start planning work immediately if there is a positive vote.<sup>4</sup>

No one has said what a negative response to the non-binding vote might mean. Perhaps Missoula County and the Forest Service will not pursue the project further. What is clear is that they are waiting for an indication of public attitude before pursuing some projects. According to Jerry Covault, Recreation Staff Officer with the Lolo National Forest, this proposal is unique in that this is the first time a ski area proposal is being analyzed before there is a developer.<sup>5</sup>

#### The Lolo Peak Economic Research Committee

The citizens' group promoting development research is called the Lolo Peak Economic Research Committee. According to this group, its main emphases are:

- 1) To publicize skiing around the Lolo Peak area.
- 2) Study problems associated with large developments.



- 3) Study how to measure public opinion on the development.<sup>6</sup>

The ski area envisioned by the Lolo Peak Economic Research Committee will serve 5,000 skiers per day and have large areas open to intermediate skiing in order to claim the mass market. The proposed development is to be a destination resort that draws most of its skiers from out of state as opposed to a local ski area that draws skiers from a relatively small community.

The Lolo Peak Economic Research Committee wants to promote a year-round resort offering fall, spring, and summer activities as well as winter sports. The Lolo Peak Economic Research Committee believes the development would increase the number of local skiers and increase use at existing ski areas in Montana. The Lolo Peak Economic Research Committee will also study the overall economic impact on the county of Missoula.<sup>7</sup>

#### Public Opinion

Public opinion in Missoula is divided on the issue of the Lolo Peak Ski Area. This is the main reason the question will be raised on the November poll. At one time, the question of using tax dollars from Missoula County for researching the Ski Area Proposal was raised. That issue was dropped when it was clear the Missoula County Commissioners would not back the idea. Now the question on the ballot will be merely whether Missoula County voters want to see the Ski Area Proposal researched further.<sup>8</sup>

Another group, which describes itself as a coalition, has been formed in response to the Lolo Peak Ski Area Proposal. This group is called the Friends of Lolo Peak. Their purpose, according to their literature, is to provide a unified voice for opposition to the Ski Area Proposal.<sup>9</sup>

Editorials in the local newspaper, The Missoulian, have stated criticism of the Ski Area has come too early, that opponents are muddling issues. The editorials stated a Lolo Peak ski development is a promising idea.<sup>10</sup> Letters to the Editor in The Missoulian stated the Lolo Peak ski development is a major risk. Max Kummerow, a representative of the Friends of Lolo Peak, wrote that substantial opposition will be generated by the development because Missoula County residents will feel harmed by the environmental, economic, or social side effects. 11

The risks for any city or county trying to enter the ski business are apparently high. The ski industry is only growing at one to two percent a year. Public vote before there is a specific plan for development has not happened with ski area development in the past.<sup>12</sup> Public opinion will be an important issue to this proposed development. The following is a summary of opposing viewpoints.

The Lolo Peak Ski AreaOpposing ViewpointsForAgainst

- |  |   |
|--|---|
| 1) Maintain Missoula's quality of life. Tourism is a desirable industry.       | 1) The presence of a large resort would disrupt the character of the community.   |
| 2) Benefit to local recreation enterprizes, including existing ski areas.      | 2) The area has ample facilities for skiing. An influx of tourists would overcrowd other recreation opportunities.        |
| 3) Development and construction could provide new income in the Missoula area. | 3) The project would bring increases in the cost of living, including higher taxes.                                       |
| 4) Development would enhance a diverse economy.                                | 4) The community of Missoula cannot afford to risk failure on an investment of this size.                                 |
| 5) The Lolo Peak Area has tremendous potential for winter sports development.  | 5) The climate and elevation of the Lolo Peak Area do not provide the necessary conditions for development of a ski area. |

### The Purpose of the Case Study

In order to assimilate information about public opinion toward projects such as the Lolo Peak ski development, this paper looked at the relationship of the City of Denver, Colorado, and the Winter Park Recreation Association. The intention was to gain a perspective on interaction between a local government and a ski area, that is, study the relationship of the City of Denver and the Winter Park Ski Area, then apply this information to the Lolo Peak Ski Area Proposal.

Initially, there is a section on cases of relationships between local governments and ski areas. Publicly-funded ski areas are also discussed.

The case study of the City of Denver and the Winter Park Ski Area follows. Legal agreements between Denver and Winter Park are examined. What information could be found on public opinion toward that relationship is included with a perspective on what and how information was presented to the public.

Similarities and incongruities of the Winter Park Ski Area situation to the Lolo Peak Ski Area are then discussed. Finally, there is a summary and possible conclusions from the information as it relates to the Lolo Peak Ski Proposal.

#### REVIEW OF THE RELATIONSHIPS

##### BETWEEN LOCAL GOVERNMENTS AND SKI AREAS

Most ski areas in the United States are owned privately. There are currently 35 ski areas in the United States

registered with the National Ski Area Association which are owned by a public entity. Winter Park is one of these. There are no ski areas in Montana that fit this description and only four in neighboring Idaho and Wyoming.<sup>13</sup>

The relationships between ski areas and local governments are not necessarily limited to ownership. In the Colorado Legislature in 1979, a bill was drafted, but not introduced, that would have added a 5-7% tax to the price of all ski lift-tickets sold in Colorado. The tax had been proposed by city and county governments who had ski areas in their jurisdiction. Local government officials claimed that because of large crowds, additional monies had to be spent on such things as road clearance, sanitation, and sheriff's and police departments. They contended money was needed to reimburse local governments for their outlays.<sup>14</sup>

Skiers and ski area owners and operators opposed this tax. Their contention was that skiing generates income for local governments through sales and property taxes.<sup>15</sup>

More recently, the Kentucky State Finance Authority issued \$3.2 million in bonds to finance a small ski area. An article in the magazine, Inc., indicated that state officials publicly downplayed the so-called obvious liabilities of poor terrain and poor climate of Butler Park, the ski area in question. This also marked the first time in Kentucky that private funds had been invested into the state park system.

Six weeks into the 1981-1982 ski season, Butler Park shut down with \$1 million in deficits. Six months later, the

corporation running the ski area for the state was indicted on charges of theft by deception. The Kentucky Parks System reopened the area for the remainder of the season, showing a gross income that was over one-half million dollars less than projected revenues.<sup>16</sup>

Jerry Covault, United States Forest Service, believes that generally lifts are better maintained and more money is spent on avalanche control by public ski corporations compared to private corporations.<sup>17</sup> The author surmises that private ski corporations are probably more profit driven than the ones that are publicly owned, possibly influencing the amount of monies spent on ski lift maintenance and expensive avalanche control procedures. Covault's experience is unique to this paper in that he was a snow ranger at Winter Park in 1964 and 1965 and is now involved with the Lolo Peak Ski Area.

The Lolo Peak Ski Area Proposal is unique in that public opinion will be measured before there is a developer. Covault indicated, however, that public opinion had been involved on expansion proposals of four other ski areas. Wolf Creek Pass, Keystone, and Copper Mountain ski areas in Colorado, and Sandy Buttes Ski Area in Washington all involved the community before expanding. All of these expansion projects were completed except at Wolf Creek Pass. <sup>18</sup>

## THE CITY OF DENVER

## AND THE WINTER PARK RECREATION ASSOCIATION

Legal Agreements between the Winter Park RecreationAssociation and the City and County of DenverOriginal Agreement

The original agreement between the City and County of Denver and the Winter Park Recreation Association was signed on November 22, 1950. This agreement indicated that the Winter Park Recreation Association was incorporated on July 27, 1950 as a non-profit organization. Phone calls to Winter Park Ski Area and a search at the Denver Clerk and Recorder's office, however, failed to turn up an original chart.

The City of Denver had been operating the ski area and entered into the agreement to have the Winter Park Recreation Association operate, maintain, and develop the ski area. At the time, the city government believed it was in the best interest of the people of the City of Denver not only to continue to operate, but also to develop the ski area for the use and benefit of the people of the city.

All income from any operation went to the Winter Park Recreation Association. The City of Denver agreed not to collect any past advances or monies owed them. The City of Denver agreed to provide funds from time to time to assist in upgrading the ski facility. These funds would be allotted by the City Council.

The Winter Park Recreation Association was to make some payments back to Denver, but there was no strict timetable or

specific amounts to pay back. Even then the Winter Park Recreation Association had sole discretion when and what amount might be paid.

Included in the agreement was that ski facilities would be furnished to the general public at the lowest reasonable cost. Not only would the general public ski at the lowest reasonable cost, but when the ski area was closed to the general public, it had to be closed to all persons and groups whatsoever.<sup>19</sup>

#### Supplemental Agreement I

The first supplemental agreement was signed on April 14, 1951. Two items were changed.

In the original agreement, the City of Denver carried damage insurance on the ski area and the facilities with the Winter Park Recreation Association as the beneficiary. The beneficiary was changed to be the City of Denver.

Likewise, in the original agreement, the Winter Park Recreation Association agreed to protect the City of Denver from any damages or suits of liability. Now the Winter Park Recreation Association was required to carry liability insurance for that purpose.<sup>20</sup>

#### Supplemental Agreement II

The second supplement to the original agreement indicated that the use of the ski area had increased, particularly use by the Denver public. This supplement, which agreed to allow the Winter Park Recreation Association to



borrow \$200,000, was signed on April 20, 1957. The money was to be used for improvements.

The beneficiary on the damage insurance was changed back to the Winter Park Recreation Association. Furthermore, the agreement was to be binding for ten years, the length of time estimated for loans for improvements to be paid off.<sup>21</sup>

#### Supplemental Agreement III

The third supplemental agreement went into effect on December 9, 1961. This addition to the original agreement provided for the Winter Park Recreation Association to borrow up to \$600,000 for construction of ski lifts and trail and slope clearing. The City of Denver was now bound by the agreement for 25 years, again the estimated length of the loan payment.<sup>22</sup>

#### Supplemental Agreement IV

On June 11, 1971, the fourth supplemental agreement to the original agreement signed over land owned by the City of Denver to the Winter Park Recreation Association. Lands owned by the City of Denver were turned over to the Winter Park Recreation Association for purposes of development. Some of this land was already within the Winter Park Ski Area; other parts of the land were contiguous to what was then the ski area.

The fourth supplement also made the agreement binding until April 20, 2007. Again, this was done presumably so that the Winter Park Recreation Association could secure long-term loans.<sup>23</sup>

### Supplemental Agreement V

This most recent supplemental agreement was entered into on April 13, 1979. This last supplement incorporated more city land into the Winter Park Recreation Area. It included approximately 90 acres and was connected with the Zephyr Village Proposal. This proposal was aimed at providing handicapped recreation and opportunities for the underprivileged and senior citizens.

The agreement was then binding until April 30, 2078. This time the City of Denver would collect 12.5% of any rentals or leases connected with the land newly acquired by the Winter Park Recreation Association.<sup>24</sup>

### Public Record of the Winter Park Ski Area

In May of 1951, Rocky Mountain News reported that the ski tows at Winter Park needed repair; one had been condemned. The upper tow had apparently been built in 1946 by the City of Denver, allegedly without expert engineering advice. The Rocky Mountain News said that had this tow been designed properly, it would have lasted 20 years.

At that time, the City of Denver and the Winter Park Recreation Association were considering borrowing funds of \$162,000 to rebuild the upper tow and upgrade the lower tow. That first year, 1950-1951, that the Winter Park Recreation Association had operated the area, they realized a net profit of \$10,000. Those monies were all put back into operation of the ski area.<sup>25</sup>

A \$400,000 ski lodge was proposed to be built at Winter Park in 1961 by a private company. At that time the Denver Post reported that the "Winter Park Ski Area, operated by the City of Denver for years, has been a top ski attraction."<sup>25</sup>

Attracting weekday skiers was a main goal in constructing the new lodge. This may have indicated that the ski area was looking to expand beyond local use and cater to the vacationing skier.

Just one year later, the Winter Park Recreation Association would propose expanding again. The business section of the Denver Post reported that Colorado's "skiing boom" was a catalyst of the new expansion plans. The Winter Park Ski Area, still referred to as very popular with Denver, needed new and improved lifts to meet competition from other Denver area ski facilities. Up until this time, (December of 1961), the City of Denver had about \$1 million invested into the Winter Park Ski area.<sup>27</sup>

Competition probably was a concern. In 1960 a \$1 million winter sports area was being planned about three miles to the south of Winter Park. At that time, there were four ski areas operating in the Arapaho National Forest: Winter Park, Berthoud Pass, Loveland Basin, and Arapaho Basin.<sup>28</sup>

In 1969, the City of Denver was considering spending \$1.2 million to construct an airport to serve the Winter Park Ski Area. The City of Denver was also considering asking the state of Colorado for funds, rationalizing that "skiing was the third largest income in the state."<sup>29</sup>

An editorial in the Denver Post claimed there was only one way to go for the Winter Park Ski Area in 1971--expansion. The ski area was regarded as a "no-nonsense" ski area, popular with serious skiers and with families. The capacity of Winter Park was estimated at 3,500-4,000 skiers per day. Apparently, 5,000-6,000 skiers a day was not uncommon.<sup>30</sup>

The expansion was begun in 1974.<sup>31</sup> Interestingly, the expansion was begun at a site that was almost opened in 1960 by a private company. Winter Park had, at that time, improved lifts because of the plans that company had of opening a nearby ski area.

During negotiations with the City of Denver in 1979, the Winter Park Ski Area offered Denverites a 10 percent discount on lift tickets. At the same time, the City of Denver received criticism from privately-owned ski areas: ski tickets at Winter Park were already below the average, giving it a competitive edge.<sup>32</sup>

#### Public Opinion of the Winter Park Ski Area

By 1979, the Winter Park Ski Area was a major city-owned resort with 12 chairlifts. It encompassed 770 skiable acres and had a lift capacity of 16,800 skiers per hour.<sup>33</sup> Without substantial public support, it probably could not have expanded to such an extent.

The season the Winter Park Recreation Association took over operations, a ski tow that the city had built was condemned. That probably helped persuade the public and the city council that the City of Denver needed an agency for

management.

From 1951-1961, the Winter Park Ski Area was apparently regarded highly by the Denver public. All through that period, the skiing "boom" that Colorado would experience was being born. In 1961, public acceptance of Winter Park expansion and improvement was essentially guaranteed, partly because the impact the sport of skiing was having on the economy of Colorado.

For the next decade, Winter Park thrived economically and in popularity. Trains ran from Denver to Winter Park, and ski lift-tickets were kept low, allowing fairly inexpensive recreation for the Denver public. Therefore, by 1971, the public and the city council were all behind another major expansion.

In 1979 more expansion included a facility for the handicapped and senior citizens. Again, major support seemed apparent.

Public opinion toward Winter Park Ski Area was positive. There are probably many elements that helped form public opinion, but a major element is that a majority of Winter Park's growth was during the great Colorado ski expansion.

Another element in the formation of public opinion is perhaps how the information presented to the Denver public complimented or praised Winter Park. Most of the newspaper articles referred to Winter Park Ski Area as "popular." The legal agreements refer to the "best interests" of the public, the need to provide skiing at the lowest possible costs, and

interest in further growth and development in the public's interest.

By combining the elements of rapid ski industry growth, the way information was presented to the public and a large skiing community, it is understandable why results were positive for the Winter Park Ski Area. Although the City of Denver obviously spent large amounts of public money on the Winter Park Ski Area, criticism of those actions is hard to find.

#### RELATIONSHIP OF THE WINTER PARK SKI AREA TO THE LOLO PEAK SKI AREA PROPOSAL

There are many incongruities that exist between the Winter Park Ski Area and the Lolo Peak Ski Area Proposal. It is 1988 in Montana, not 1951 in Colorado. The ski industry is not undergoing, nor probably will again undergo, a surge of growth like it did in the 1960s and 1970s. The City of Missoula does not already own a ski area. But the Missoula city government is interested in public opinion toward the ski industry; and if there is a favorable vote in November, Missoula County will become involved in developing planning strategies.<sup>34</sup>

Some similarities do exist, however. The Lolo Peak Economic Research Committee is a non-profit organization made up of interested individuals, just as the Winter Park Recreation Association was. The Winter Park Recreation Association became an agency of the City of Denver. Perhaps it is feasible that the Lolo Peak Economic Research Committee

could be appointed as an agency of Missoula County to further research the project, should the public show a positive interest in November.

Discussed at one time was spending tax money from Missoula County to research Lolo Peak. That is not an issue now. Only staff time from Missoula County has been used. If funds are allocated for research, it is probable that Missoula County will want refunds if a developer becomes interested.<sup>35</sup>

The City of Denver owned land in Grand County, Colorado, near and where Winter Park is situated. This land was part of the "mountain park" land that the City of Denver owned for public recreation.<sup>36</sup> Some discussion has occurred about the possibility of Missoula County buying or acquiring land in the vicinity of the Lolo Peak Proposal. Donations and easements have been discussed.<sup>37</sup> The Forest Service seems to support the idea of Missoula County acquiring the land.<sup>38</sup> Possibly they believed dealing with the County would be easier than dealing with private owners. In the author's opinion, county ownership probably would help insure a cautious approach to development. The area is prime recreation land for activities, such as hunting, backpacking, hiking, and mountain skiing. This suggests that acquiring private land in the area could be an investment in public recreation, regardless of a ski area development.

Financial impacts on the communities and transportation are both issues similar to Winter Park and Lolo Peak. At one time, it appeared that the City of Denver was interested in

attracting out-of-state skiers to Winter Park, and skiing was recognized as a major revenue in Colorado. This concept has been an issue with Lolo Peak, which is being promoted as a destination resort. The effect on local economy from a destination ski resort is a matter to be considered. Pursuing tourism for income is an issue affecting the whole state of Montana.

Train transportation is listed as an issue with the Missoula County Planning Office. Options considered have included linking the ski resort to the existing railroad between the Town of Lolo and the City of Missoula by light rail or a system directly from the ski resort to Missoula. Improving transportation for area residents would be included in the planning of these systems. The train system from Denver to the Winter Park Ski Area was probably a major source of public support. The system went from downtown Denver right to the slopes. Covault remembered being up on the ski area when the trains would pull in. The doors would open and hundreds of skiers would pour out.<sup>38</sup> An interesting note is that before Snow Bowl and Marshall Ski Areas were built near Missoula, residents who desired an alpine ski experience boarded a train that took them to a rope tow up the Blackfoot Valley.

The public recreation benefit is an issue probably common to Lolo Peak and Winter Park. The public recreation benefit, in one sense, has been discussed with the Lolo Peak Proposal. Questions of the impact on the area of the Selway-Bitterroot Wilderness in proximity to the ski proposal is an



issue, along with the impact on other recreation areas around Missoula, given an increase in population with the proposed development.<sup>39</sup>

The possibility of recreation benefits to the public in the sport of skiing certainly exists. Winter Park garnered public support by encouraging local use of the area through special fees, education, and promotion. Lolo Peak proponents have not addressed this issue. Certainly, there would be opposition from existing ski areas concerning competition for local skiers.

Similarities do exist between Winter Park and Lolo Peak. Hopefully, one can draw some possible conclusions about Lolo Peak from the Winter Park Case Study.

#### POST SCRIPT

This paper was presented to the University of Montana Health and Physical Education Department in the fall of 1988. Prior to its final acceptance, the November vote on the Lolo Peak Ski Area issue had already taken place. The vote was overwhelmingly in favor of further research on the project. The initiative on the ballot asked voters to vote for or against "the idea of a major four-season destination resort in Missoula County." The vote margin was 70% positive for the idea of the resort.

Now that this vote has made the idea of the Lolo Ski Area more of a reality, certain recent events involving the public, recreation, and local government in the Missoula area may be of interest in relation to the Lolo Ski Area. The

Larchmont Golf Course, which was funded with county sponsored revenue bonds, was a controversial issue. There was a point when revenues from golf fees could not meet the payments on the bonds. This sparked criticism of county involvement in the project. Gaining the confidence of the public for long-term projects seems to be difficult.

The other event which may have relevance to the Lolo Ski Area project is the Missoula Ranger District's attempts to build groomed cross-country ski trails in the Pattee Canyon Recreation Area near Missoula. The Missoula Ranger District's proposal stimulated emotional opposition. The opposition was concerned about changing a natural type of recreation area. Some of the opposition to the Lolo Ski Area was directed at the same idea of changing a natural area. Public reaction to development of recreation areas is an element that is challenging to predict. The opposition to the Pattee Canyon ski trails caught many proponents by surprise. These events should be kept in mind by those interested in the Lolo Peak Ski project. If the Missoula community is to pursue tourism and recreation as a major economic factor, some effort is going to have to be made to unite and focus the residents toward that goal.

#### SUMMARY AND CONCLUSIONS

Covault believed that in the 1960s there was not as much public input into city and county government as there is today. This seems true in that Winter Park and the City of Denver carried on many transactions without a public vote, although it

is all on public record. A higher degree of public involvement, when comparing Missoula and Lolo to Denver and Winter Park, is indicated by the fact that a vote was held just to see if there is interest in pursuing research of the Lolo Ski Area.

The Lolo Peak Ski Area has become a controversial issue, and public opinion will influence what happens. The following are some of the conclusions with possible recommendations that were derived from the case study:

1. Public recreation benefit is important to a positive image. Recreation benefits as well as the economic benefit might be researched further and stressed as public gain.
2. The land owned by Denver, which was part of their "mountain park" system, was used at Winter Park. This was popular for other recreation uses also. Perhaps Missoula County should further research acquiring the land near the Lolo Peak Ski Area Proposal. This land may be prime recreation land for the Missoula public in spite of whether a ski area is built. This may have an effect on opinion. The question of whether Missoula County residents would support the purchase of any land near the proposed development certainly exists.
3. Economic benefit is important to the public opinion. Solid information on income and costs should be presented to the public. This will have an effect on attitudes toward the project.

4. The train system from Denver to Winter Park was a major source of public support. Perhaps Missoula County should research the transportation options, keeping local convenience and recreation in mind.
5. Expenses totaled, including staff time, that the city or county may incur in researching or planning a major ski area should be published.
6. Expenses incurred by a local government involved in a ski resort, (such as Winter Park and Denver) should be researched further. This would provide expenditure amounts, probably having an effect on opinion.
7. Funds or grants for tourism promotion are available from the state or federal government. Pursuing other sources of income for research or development may influence a more positive public attitude. Involvement of the tourism project in the School of Forestry at the University of Montana to conduct research is a possibility.
8. Special lift fees or ski education programs for Missoula County residents or schools might be discussed. This may encourage support, but almost certainly generate opposition from existing ski areas in Missoula.
9. Research ski industry growth in more detail. There are figures suggesting skiing in Colorado is still growing 7 percent a year while the national rate is

1 percent a year. Better information here may influence public opinion.

10. Other cases of relationships between local governments and ski areas might be studied. This information could help evaluate and influence public opinion.

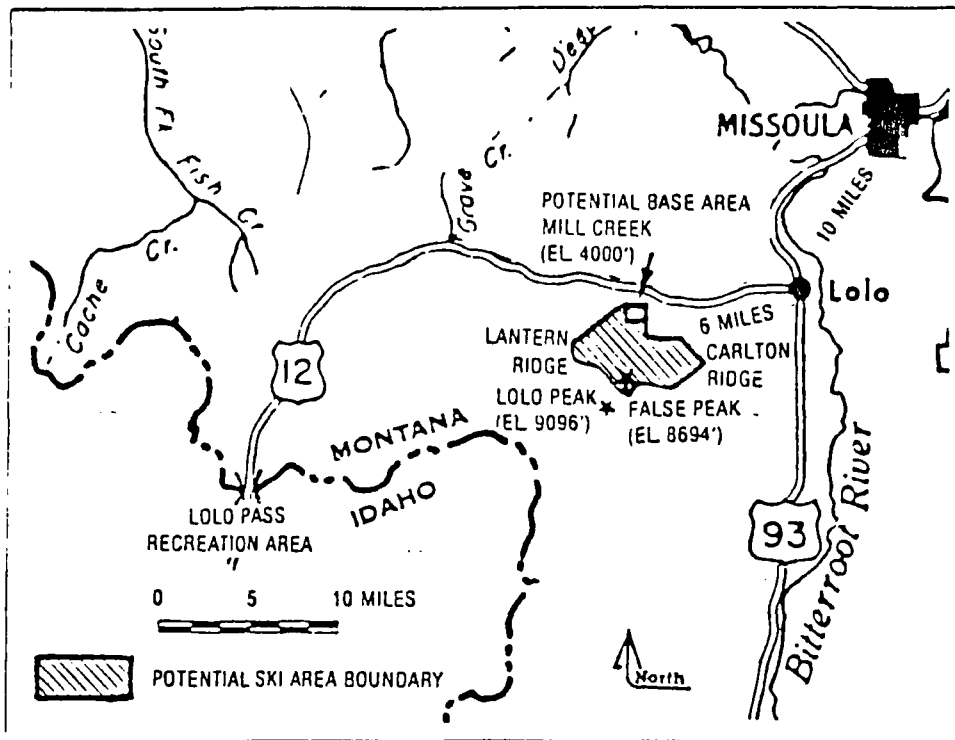
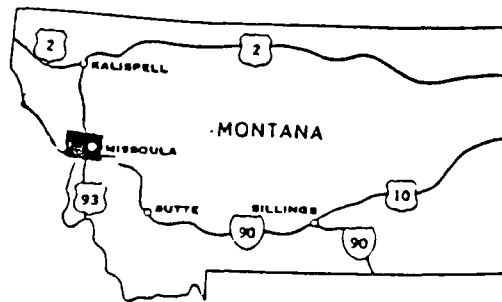
Researching how and what information was presented to the public of Denver regarding the Winter Park Ski Area should be of interest to those concerned with Lolo Peak. Possibly conclusions may be used to more effectively communicate with the Missoula public about Lolo Peak. Perhaps the information may lead to more accurate ways to measure public opinion on the issue.

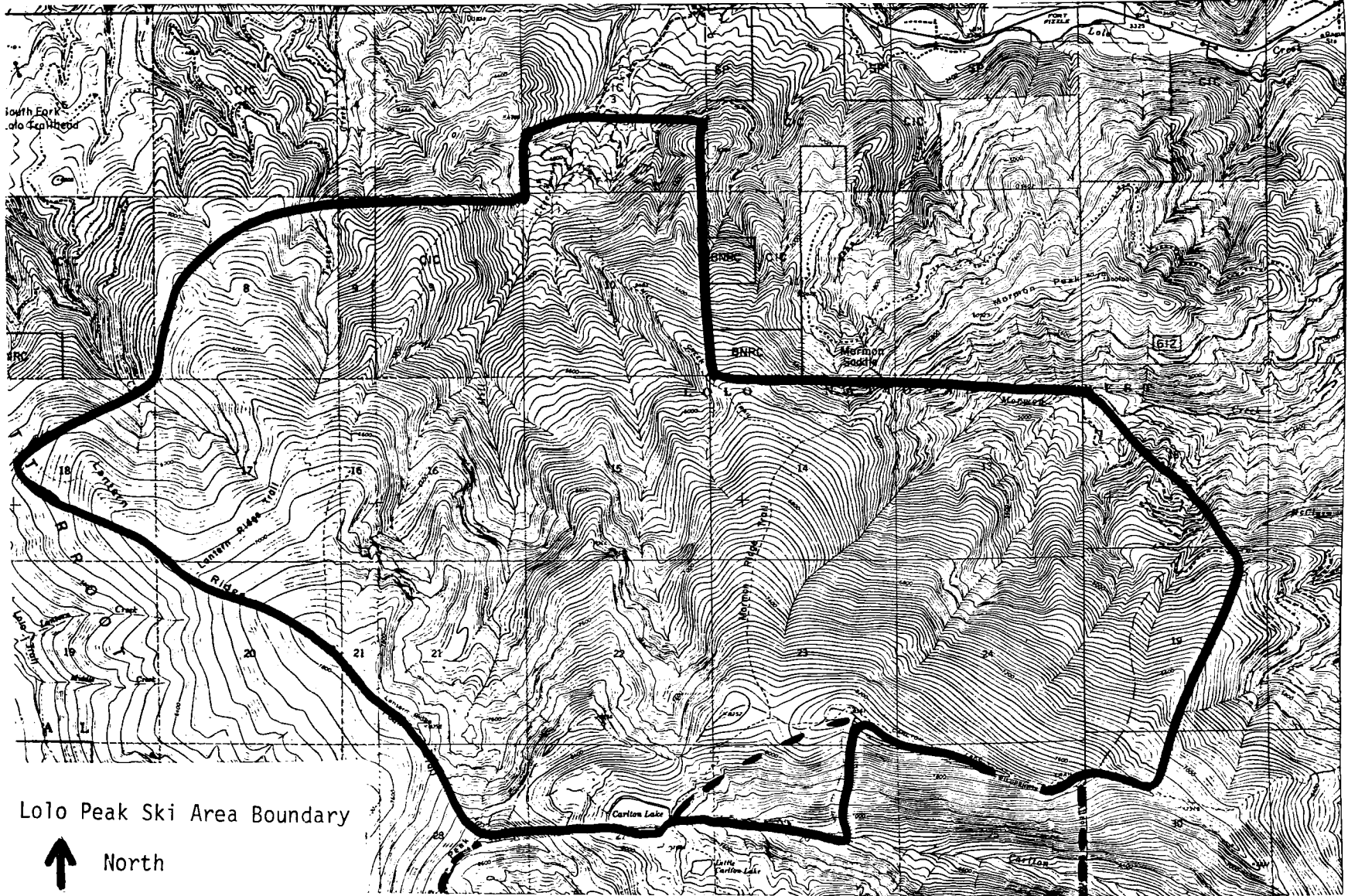
The vote in November may not only measure opinion about the Lolo Peak Proposal. The vote might be an indication of the public's attitude toward the direction the local economy should take and attitudes toward encouraging tourism for economic growth. The public has a unique opportunity to vote on the desirability of an idea before comprehensive research has been done or before there is a push by a developer.

In the author's view, expanding or basing an economy on outdoor recreation or tourism would theoretically benefit the public. This type of economy would provide an incentive to preserve natural resources. There would be economic motives to provide clean air and water and protect recreation lands. Ideas, such as the Lolo Peak Ski Area Proposal as well as other recreational developments, should be looked at closely; they

might provide a positive way for Missoula to grow.

Vicinity Map





Lolo Peak Ski Area Boundary

↑ North



## FOOTNOTES

<sup>1</sup>Howard Toole, "Lolo Peak Economic Research Group," The Missoulian (Missoula, Montana), 16 February 1988, p. 4.

<sup>2</sup>Lolo Economic Research Committee, Notes from Public Meeting, 26 January 1988, City Council Chambers, Missoula, Montana.

<sup>3</sup>United States Forest Service, Memo 2310 - Lolo Peak Analysis, 4 April 1988. Missoula Ranger District, Missoula, Montana.

<sup>4</sup>Sam Reynolds, "Wording OK'd on Lolo Ski Proposal," The Missoulian (Missoula, Montana), 29 July 1988, p. 10.

<sup>5</sup>Personal Interview with Jerry Covault, Recreation Staff Officer, Lolo National Forest, 29 April 1988.

<sup>6</sup>Lolo Economic Research Committee, Public Meeting, 26 January 1988.

<sup>7</sup>Lolo Peak Economic Research Committee, "Fact-Sheet" (Handout), 26 January 1988.

<sup>8</sup>Personal Interview with Pat O'Heren, Missoula County Rural Planner, 29 April 1988.

<sup>9</sup>Friends of Lolo Peak, "A Message from the Friends of Lolo Peak" (Brochure), Missoula, Montana, 22 February 1988.

<sup>10</sup>"Resort Criticism Too Early" (Editorial), The Missoulian, (Missoula, Montana), 13 March 1988, p. 3.

<sup>11</sup>Max Kummerow, "Large Scale Lolo Ski Area is a Major Risk," The Missoulian (Missoula, Montana), 7 March 1988, p. 4.

<sup>12</sup>Patricia Sullivan, "No Easy Sledding for Lolo Peak," The Missoulian, (Missoula, Montana), 12 May 1988, p. 12.

<sup>13</sup>NSAA Member Ski Areas Owned by Public Entity," A list compiled by the National Ski Area Association, June 1988.

<sup>14</sup>"Lift-ticket Tax Proposal Delayed," The Denver Post (Colorado), 27 January 1988, p. 8.

<sup>15</sup>Charlie Meyers, "The Downhill Beat," The Denver Post (Colorado), 1 February 1979, p. 8.

<sup>16</sup>"Unstatesmanlike Acts," Inc., October 1983, p. 160 (2).

<sup>17</sup>Interview with Jerry Covault.

<sup>18</sup>Interview with Jerry Covault.

<sup>19</sup>Agreement between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 27 July 1950.

<sup>20</sup>Supplemental Agreement I to the Agreement between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 14 April 1951.

<sup>21</sup>Supplemental Agreement II between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 20 April 1957.

<sup>22</sup>Supplemental Agreement III to the Agreement between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 9 December 1961.

<sup>23</sup>Supplemental Agreement IV to the Agreement between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 11 June 1971.

<sup>24</sup>Supplemental Agreement V to the Agreement between Winter Park Recreation Association and the City and County of Denver, Recorder of the City of Denver, Colorado, 3 April 1979.

<sup>25</sup>"Winter Park Ski Tows Need \$162,500 Outlay," Rocky Mountain News (Denver, Colorado), 2 May 1951, p. 5.

<sup>26</sup>"New Arapaho Forest Ski Center Planned," The Denver Post (Colorado), 17 December 1961, p. 11A.

<sup>27</sup>Willard Hasselbush, "Winter Park Ski Area to Expand," The Denver Post (Colorado), 17 December 1961, p. 11A.

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<sup>31</sup>Willard Hasselbush, "\$5 Million Expansion at Winter Park," The Denver Post (Colorado), 16 July 1964. p. 16.

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<sup>33</sup>Willard Hasselbush, "Ski Area Builder Bradley Retires After Three Decades," The Denver Post, (Colorado), 18 October 1974, p. 28.

<sup>34</sup>Sam Reynolds, The Missoulian (Missoula, Montana), 29 July 1988, p. 10.

<sup>35</sup>Interview with Pat O'Heren.

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