

HOT DOG MOUNTAIN



MISSION: *To provide fun and exciting terrain at all levels rivaling the best in the Midwest bringing back the “HOT DOG” mentality that once defined the hill.*

NAME AND BRANDING: Although we are considering a terrain park rebrand, for the 24-25 year we are going to bring back the classic “HOT DOG MOUNTAIN” theme.

TEAM: The terrain team consists of the Mountain tops Mountain ops team headed up by Mark Barthel to make snow and features as well as grooming the hill. The overall direction and vision for the terrain will be overseen by Ryan Bensheimer (who is acting on behalf of Grand Geneva as an individual consultant.) Ryan and Mark will build a unified terrain team. *(The team will have some kind of vests or jackets to identify them as the terrain team.)*

TERRAIN PARKS:

We have decided not to open the Basin Terrain park down the back side of the mountain for the 24-25 season. As we do see the potential for something great in this area, the rope tow has its challenges and we have decided to focus our park attention to more accessible and viewable areas of the mountains. We are not ruling out the Basin Terrain Park in the future but feel it will need better snow making capabilities and more construction (adjustment to the upper part of the tow rope area) to serve the resort most efficiently. We have decided to make other areas better first.

The primary park will return to “C” as in the years past. We love the hype of a half pipe and are considering building one again in the future, but for the 24/25 season we have decided to focus our park efforts primarily with jumps and rails on the “C” lift. The park will be where it has previously been located on Foxtail Trail and Meadow Pine within a roped area separating it from the continued beginner access to birch byway with a potential hiking area next to the rope line for access to the big air tabletop jump on busy days. The park will start with a buildup climb to give it a bit more height and keep the terrain more truly accessible to intermediate and advanced riders. There will be a 20-30ft tabletop big air jump at the place it has traditionally been with smaller jumps and rails to the right and past the tabletop. Eventually under the catwalk back to the “B” lift (where there was once a half pipe) we will build a series of three large jumps with the skiers right of each one being a roller style “jump” and the skiers left being more of a traditional “cut” lip or small gap. ***The idea of this park is to return it to what we had on “C” 10-15 years ago but with a bit more amplitude.*** The goal would be to build 85% of this park by Christmas break and slightly change it up as the rest of the season continues to encourage regular return visits from non-pass holders as well as continue to offer variety and change throughout the year for the regulars and locals. The jumps will be designed to be as close to zero gravity as possible. We want to maximize viewer impact and impression from the road driving into the ski resort and have considered a “pull over and watch” area along the entrance road where “C” is visible.

TERRAIN PARKS: (Continued)

We want to improve the terrain visible from the lodge windows similar to what was done for last year's Winter jam competition. We are considering a roped off park area with a specific entry and signage on Hickory Hill but are also considering simply adding a couple more terrain features in that area. We want to maximize viewer impact and impression from the lodge windows.

A third "beginner" park will be located to skiers left of the magic carpet next to the sledding area. It will consist of several smaller learning jumps and box style rails.

OTHER NATURAL TERRAIN:

The plan will be to build natural style terrain throughout the rest of the hill. Some ideas will be to improve the natural rollers towards the top and bottom of the gulch, to emphasize the upper and lower "drop offs" naturally on the face and allow moguls to be maintained on the face throughout the season (simply attempting to blow snow 1-2 times a week over the moguls. We are hoping to use "snowmax" as a snowmaking chemical agent to reduce ice buildup on the moguls while accomplishing other goals at the same time. We will work to emphasize the natural terrain of the hill in creating "jump" like terrain to include cornices, couloirs, drop off's, and other dynamic terrain on the A and B lift areas.

MANAGEMENT STRATEGY:

Ryan Brown (Grand Geneva's Director of Golf), who is acting as Mountain Manager will oversee all dynamics of the hill including the oversight of the terrain. Ryan Bensheimer is acting as the onsite consultant and undertaking the "visionary" terrain aspects of the Hill. Paul Lazzaroni will be assisting him as well as a shared "terrain team" that will be managed by Ryan, Paul, Mark, and likely have internal input from AJ and Isabella. Mark Barthel and his team will Make snow and groom as well as work with Ryan Bensheimer to build and fine tune terrain. Ryan Bensheimer will then work and train the terrain team to use hand tools to adjust the features as needed. This team will consist of 6-8 younger employees hired by Isabella.

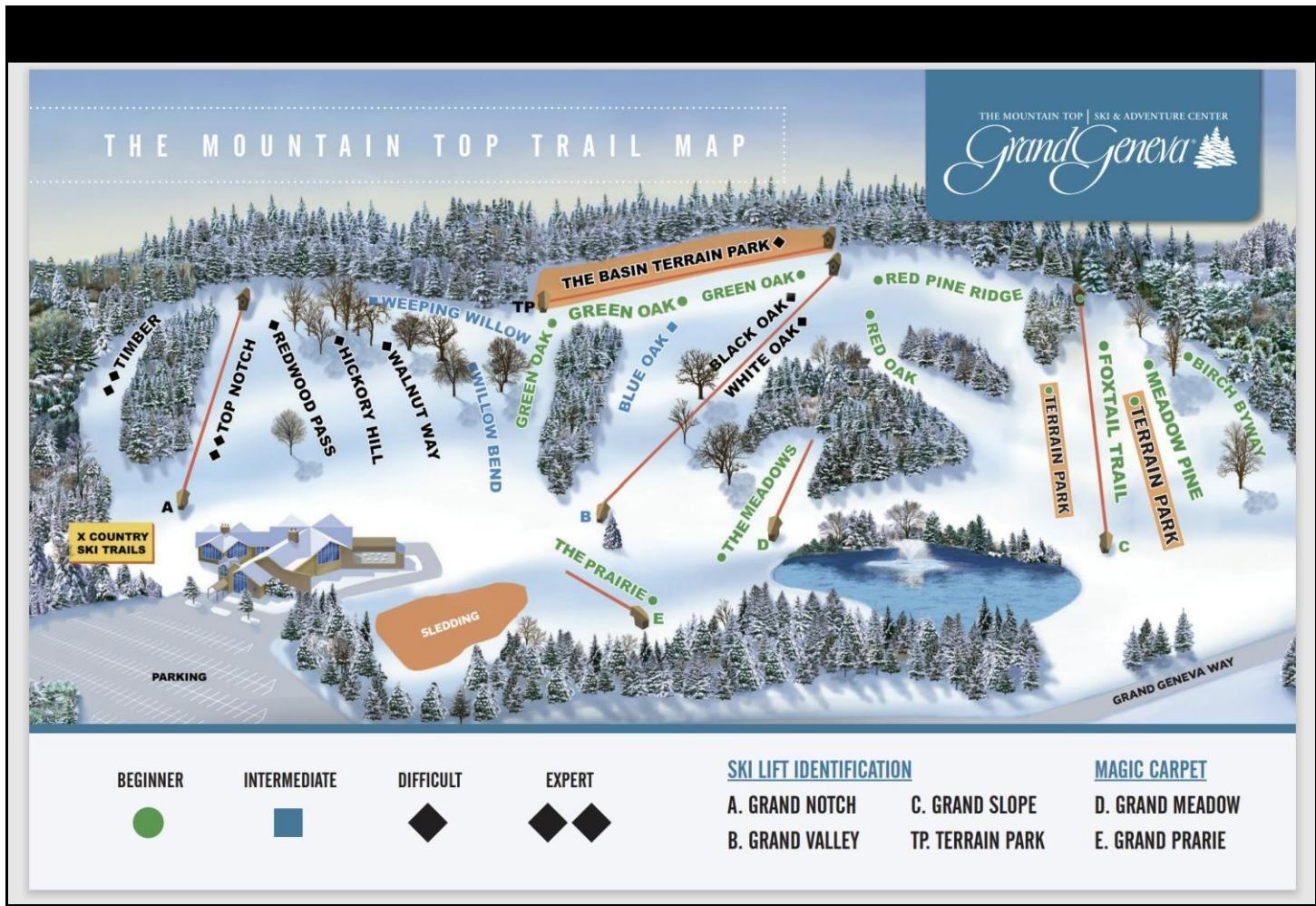
We hope to adapt a big "little" mountain, "new schooler" jump-rail mentality as we begin to engineer better terrain and begin to build a reputation for Grand Geneva based on great terrain which is what we feel is the underlying attraction to ski hill customers. In the past some riders have felt that "big air" style tricks as seen in the X games and all over the modern skiing and boarding industry have been frowned upon by the mountain top. Many of us feel that has held The Mountain Top back from what it has been and can be and want to return to the reputation we once had for maintaining a better terrain experience. **We are asking all management, ski school, and ski patrol to partner with us in adapting to this renewed vision.**

SOCIAL MEDIA AND ADVERTISING

It will be important to "get the word out." We are asking for all entities of the Mountain top to be positive and encouraging promoting this new direction. Our plan is to open early this year with many of these new "terrain features" in place from the beginning and start building a reputation for better riding. We believe we can change the dynamic of this resort destination.

Please feel free to reach out to me personally at any time throughout the season.

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This is the 2023/24 map that for the most part will still be accurate for the 24/25 year. As mentioned above we will not be opening the Basin terrain park rope tow but are considering utilizing the area visible from the top of "B" with some terrain features (perhaps a few smaller jumps and rails, perhaps similar to the features it had on the top last year.)

The main terrain park will be on "C" to feature, tabletop jumps, rollers, rails and other park style terrain. The area will have a dividing rope maintaining the beginner area down birch byway.

There will be more natural terrain jumps, cornices, couloirs, and other features throughout the hill bringing back the "HOT DOG" mentality that once defined the hill.

We also might be experimenting with more an out west style "Après-ski" lifestyle aesthetic at the base of the hill. This could include a DJ, coffee or food trucks, fire pits, and other ski culture experiences. We are leaning towards the capitalizing on the area between ski patrol and the sledding hill close to the ski school lesson staging area.