

2 0 2 0 A N N U A L R E P O R T

#### dear friends,

We did it! While many challenges and new milestones lie ahead, we'll always remember 2020 as the year the team at Bluebird Backcountry shifted concept into reality – when we broke ground at Peak Ranch and proved that the world is ready for a ski area without chairlifts.

The following pages illustrate a taste of what we accomplished in an astonishingly short window of time. In fewer than 100 days, we secured land and insurance, raised a seed round, solidified our brand with an international press push, scouted and readied the mountain, built (and deconstructed) a base lodge and midmountain hut, hired world-class patrollers and instructors, purchased and set up one of the country's largest backcountry rental fleets, and welcomed more than a thousand adventurous customers onto the mountain... and that doesn't even begin to explain the minutiae required behind the scenes. Frankly, it took a few miracles and truckloads of elbow grease to pull it off.

We've been pinching ourselves a bit lately: "Did that all really happen?" Our 14-day test season already feels mythical – partly because it's strange to shift from ski-area

operations back to the normal world, and partly because the normal world no longer exists in the throes of a global pandemic.

But perhaps, most of all, it feels mythical because we continue to be surrounded by believers. From our dedicated volunteer team to local businesses in Kremmling, from the Peak Ranch landowners to our insurers at MountainGuard, from curious reporters to generous Kickstarter backers, there are thousands of allies in our movement who are challenging the status quo to make backcountry skiing more welcoming, accessible, educational, and social. If you're reading this, you're probably one of those believers. So thank you.

We have never been more excited about the future of Bluebird Backcountry, and we are so glad that you are here to be part of our next chapter.

Sincerely,

Erik Lambert and Jeff Woodward Bluebird Backcountry Co-founders April 2020



Bluebird Backcountry makes backcountry skiing easier to try, easier to learn, and more accessible to more people.

## 400 acres

of avalanche-evaluated terrain managed by professional ski patrol

98%

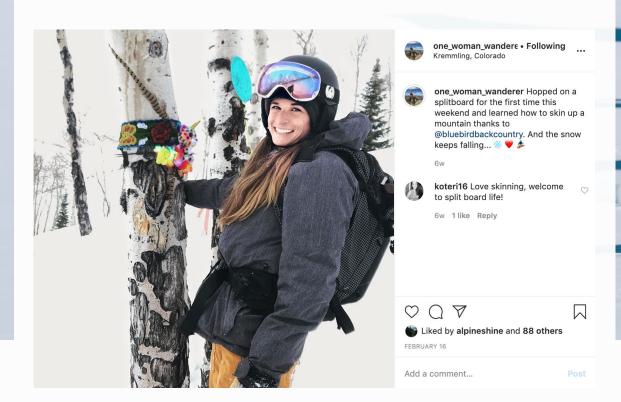
of guests rated their feeling of safety either 4/5 or 5/5 in exit survey

68

skis and splitboards on site made it easy for guests to rent equipment

98%

of guests were satisfied or very satisfied with overall cost





Bluebird Backcountry offers a welcoming environment to learn and practice essential backcountry skills on snow.

280

guests took an Intro to Backcountry lesson

24

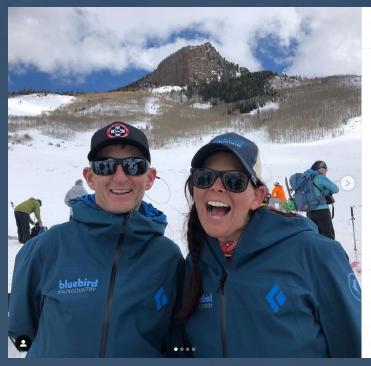
experienced backcountry-specific instructors and guides taught lessons

18

free clinics on avalanche rescue, nutrition, and route planning

200+

guests practiced rescue skills at the Ortovox beacon park





klranieri Final day teaching @bluebirdbackcountry. Today was hands down the most rewarding day I have ever had teaching. To watch these incredible people who have never backcountry skied before, crush the tricky spring conditions and come out with the biggest smiles on their faces is beyond words. Our guest came skiing down the hillside calling my name and said, those turns made all of the work uphill so worth it!! I feel so lucky that I got to be a part of that experience for someone. The team @bluebirdbackcountry have truly created a unique and welcoming culture. Thank you for letting me be a part of it. This is closing weekend, one more chance to check it out for the season! #bluebirdbackcountry



comment...

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Bluebird Backcountry inspires people to explore and learn, unites the backcountry community, and helps people find partners and mentors.

## 500+

guests participated in the on-mountain Backcountry Passport program

100+ lbs.

of bacon consumed at the Perch, our mid-mountain gathering spot

83%

growth of the Bluebird Backcountry email list in the past two months

130

folks rallied for our Season Kickoff party in Denver, a collaboration with the Backcountry Film Festival and Winter Wildlands Alliance





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Bluebird Backcountry is a movement built by hundreds of passionate unpaid volunteers who want backcountry skiing to be more accessible, educational, and social.

86

volunteers who helped on site at Peak Ranch this year

200+

total volunteers across the Bluebird Planning Squad and network

55

years of combined experience of our two professional ski patrollers

# countless

times the Kremmling community supported Bluebird Backcountry to make our test season at Peak Ranch a reality





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Bluebird Backcountry revealed the much-anticipated location of Peak Ranch on January 27, 2020 through a Kickstarter campaign that reached every corner of the U.S. and beyond.

1,024

backers from 38 states supported Bluebird Backcountry on Kickstarter

\$107,493

pledged on Kickstarter to support the vision and launch of Bluebird

### 163+ million

organic media impressions from January - March 2020

\$5,000

donated to Friends of CAIC for reaching Bluebird Backcountry's \$100K milestone







This season would not have been possible without support from Karen and David Hammer, Dean West and countless other Kremmling businesses, MountainGuard, Grand County, CDOT, Meteorite PR, Black Diamond, Dynafit, Weston Backcountry, Ortovox, Spark, and Ireland Stapleton plus our amazing guests, patrollers, instructors, guides, staff, volunteers, investors, and Kickstarter backers.

Thank you all!



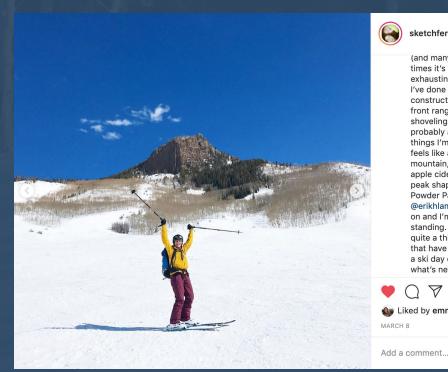
## bluebird lives!

Lots of people are interested in what comes next for Bluebird Backcountry. Our future looks bright.

This report is written during the quarantine of COVID-19 in Denver, Colorado. As we recover from an historic season, we look forward to next winter and beyond. After successfully launching a backcountry ski area from square one, we are even more committed to the vision of a safe, welcoming, and comfortable place for the backcountry community to gather and have fun.

We aim to expand the community of backcountry enthusiasts, volunteers, and businesses who made our inaugural season possible. We're considering lots of options to ensure we continually improve the Bluebird experience, even in lower snow years. We will grow our partnerships in order to continue improving our gear and educational offerings (we hope to offer avalanche courses next season, for example). We will continue to be innovative in creating new revenue streams that serve the wide variety of guests coming from across Colorado and the country. And we're doing it all with you in mind.

Stay sane, stay healthy – and stay tuned!





sketchfervor • Following

(and many a weekday) up here. At times it's been glorious, difficult, fun, exhausting, beautiful, and ridiculous. I've done rentals, redneck construction, propane runs, boot runs front range runs, printing runs, shoveling (and swearing), and probably a whole myriad of other things I'm forgetting. I've skied what feels like a bazillion laps on the mountain, surprising guests with hot apple cider and candy. Shasta is in peak shape from her role as the Powder Pawtrol. @jefethebear and @erikhlambert and have done this full on and I'm surprised they're still standing. (Nice job boys!) It's been quite a thing. Thanks to all the friends that have joined us out here either for a ski day or to volunteer! Stoked to see



