



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 mid-mountain 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

📷 Volunteer Meredith Giersch
📷 Volunteer Doug McLennan (covers)



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



one_woman_wandere • Following Kremmling, Colorado

one_woman_wandere Hopped on a splitboard for the first time this weekend and learned how to skin up a mountain thanks to @bluebirdbackcountry. And the snow keeps falling... ❄️💙🇺🇸

6w

koteri16 Love skinning, welcome to split board life!

6w 1 like Reply

Liked by alpineshine and 88 others

FEBRUARY 16

Add a comment...

Post

Volunteer John LaGuardia

1,228
total visits

400+
guests tried backcountry skiing
for the very first time

27 states
represented by guests
traveling from across
the United States



access

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

Co-founder Erik Lambert

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



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



 harvestskis • Follow
Peak Ranch






harvestskis Wonderful day at Bluebird Backcountry! This concept is really cool and the founders Erik and Jeff have created a fun and communal atmosphere. The terrain and skiing are way better than expected....and free bacon?! They are only open for another week - get up there! •

•
•
•

#planttheseed #letsnow
#bluebirdbackcountry #whiteleypeak
#ski #skiing #fun
@bluebirdbackcountry

2w

 chili_cheese Cool!!! We are going tomorrow, can't wait. Awesome to keep hearing such great feedback



60 likes

MARCH 7

Add a comment...

Post



Volunteer Justin Wilhelm

community

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



**brittanykonsella** • Follow
Whiteley Peak



Such a fun time teaming up with @kiranieri today to instruct yet another course at @bluebirdbackcountry! And, as an added bonus, she stuck with me as I searched for the Navigation Challenge to complete my Backcountry Passport! 🥳👏 Yep, that's right - there's games you can play and even free mid-mountain bacon! Bluebird is open one more weekend this season. A friendly and welcoming place, a sweet concept, and the way of the future, be sure to give these guys a visit! @smithoptics #skiday38 #bluebirdbackcountry #backcountry #backcountryskiing #skiingislife #skiingisfun #todaywasmanky #ski #skiing



64 likes

MARCH 8

Add a comment...

Post

Volunteer Doug McLennan



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



Co-founder Jeff Woodward



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!

thanks!

“It’s a wild dream come true, and there’s a lot more to come. I hope this is just the beginning of something that’s amazing, not only for our community but for the evolution of skiing.”

Co-founder Erik Lambert
March 14, 2020 at our season-closing bonfire

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!



Volunteer Doug McLennan



and beyond



📷 Volunteer Nate Castner (this row)



📷 Volunteer Doug McLennan (this row)



📷 Co-founder Erik Lambert (this row)



📷 Volunteer Amelia Altavena



📷 Shondia Howtzer / Rab / Meteorite PR (this row)





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