

**2021/2022**

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**ANNUAL REPORT**





Another winter for the record books! Our second full season was filled to the brim with backcountry education, a torrent of fun events, and lots of new terrain for our guests to explore.

Bluebird Backcountry was built on passion: the simple notion that doing what we love would ignite the same feelings of pride and happiness in those around us. Seeing our guests come down off the mountain after experiencing a new run for the first time evoked a sense of pride in the ski area we've shaped. Witnessing our guests feel more confident in their backcountry skills after a lesson or course has us feeling hopeful for the future of the sport.

As we continue to grow and establish our roots at the base of Bear Mountain, this annual report will serve as a reflection of what we've accomplished – from terrain updates and key milestones, to community involvement and sustainable practices. We're grateful to those who have already joined us on this journey, and look forward to welcoming new guests and teammates in the many winters that lie ahead of us.

We wouldn't be where we are today if it wasn't for a community of driven and passionate individuals who, together, have taken our dream and set it into motion. Thank you for helping us spread the love, the good vibes, and the desire to keep pushing boundaries and moving forward.

**Sincerely,**

Two handwritten signatures in black ink. The first signature is 'Jeff Woodward' and the second is 'Erik Lambert'.

**Jeff Woodward & Erik Lambert**  
**Bluebird Backcountry Co-founders**  
**Spring 2022**



Photo: Riley Hanlon



Photo: Justin Wilhelm



Photo: Alexandré Hooson



# 2021/2022

## Season at a Glance

We're not sure what our favorite part of this season was. Maybe it was the brand spankin' new terrain we opened on Bear Mountain – including some adrenaline-pumping expert runs (Pucker Chutes, anyone?). It could have been bacon breaks at The Perch in between powder laps in West Bowl, or introducing our friends and loved ones to the backcountry for the first time. We also can't forget about Dog Days expanding to include weekends (yes, we're bringing it back next year). We hope that you'll cherish these memories until we can all be together again next winter.

### Opening Day

*December 30, 2021*

### Closing Day

*March 27, 2022*

### Open Days

*Thursday - Monday*

### Days Operated

*63*

Photo: Justin Wilhelm



Photo: Justin Wilhelm



Photo: Aidan Giron





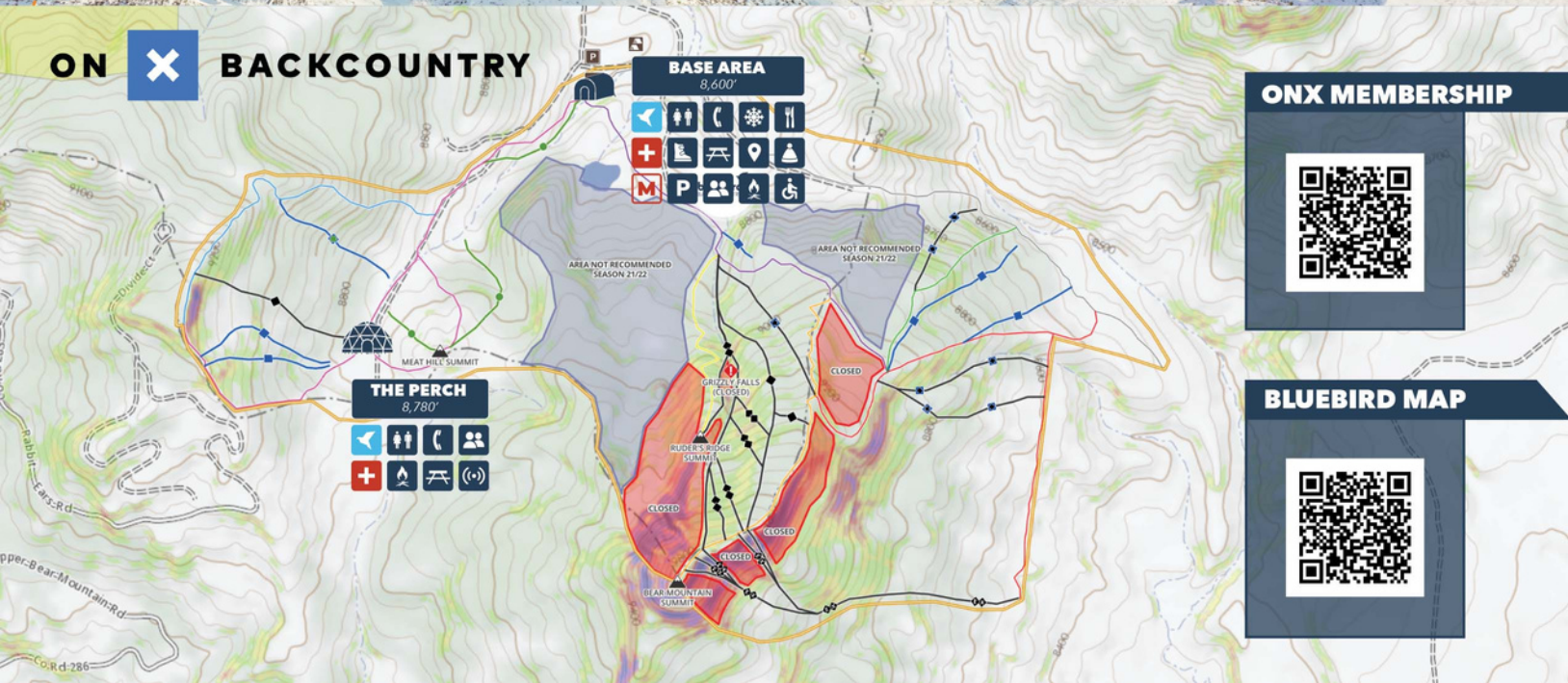
## WEST BOWL



## THE NORTH FACE



## ON X BACKCOUNTRY



# BEAR MOUNTAIN & BEYOND

Prior to the start of the season, we revealed that 12 new trails and 4 new skin tracks would make their debut for the 21/22 season. Thanks to a series of early season storms, the terrain on Bear Mountain opened a whole month earlier than the previous season! Included in this opening was a portion of the new, never-before-skied terrain – such as new favorite runs Cougar Hunt and The Honeypot. In March, we received our second biggest storm of the season, and the Pucker Chutes – our most extreme terrain – opened for the first time.

## WHAT'S NEW

### 12 Trails

*Includes 400% more tree skiing, 4 inbounds couloirs, and 3x more north facing terrain!*

### 4 Skin Tracks

*Provides and additional 1.5 miles of new pre-set skin track and one bootpack.*

## MOUNTAIN STATS

**Total Trails: 28**

**Skin Tracks: 11**

**Vertical Elevation: 1,245'**


**Avalanche-evaluated In-**


**bounds: 1,200 acres**


**Guided Only Out-of-**


**bounds: 1,245'**

## TERRAIN BREAKDOWN

**15%**   
**Green**  
**(Easy)**

**25%**   
**Blue**  
**(Intermediate)**

**15%**   
**Black**  
**(Difficult)**

**45%**   
**Double Black**  
**(Extreme)**



# *Safer is Better* **BACKCOUNTRY** **BACKCOUNTRY**

Bluebird was founded on the principle that backcountry education should be accessible at all steps in one's journey to a better backcountry practice. Along with our gold-star AIARE education offerings, our education team developed a series of backcountry lessons – ranging from learning the basics of backcountry skiing and riding, to better understanding navigation techniques and advanced skills. In turn, we saw a huge turnout of guests wanting to improve their knowledge and understanding of how to move safely and more efficiently in the backcountry.

Top right photo: Erika Lee. All other photos: Riley Hanlon



**891**  
*AIARE Students*



**860**  
*Education Students*



**29%**  
*Guests who were first-time  
backcountry skiers/riders*



Photo: Nikki Hausherr



# COMMUNITY

## *Good times were had by all.*

There's no other ski area like Bluebird. Part of what makes our mountain so special is the community: like-minded individuals who are here to foster and nurture their love for all things backcountry and beyond. We are passionate. We live for adventure. We are excited to keep learning and try new things. Most of all, we know how to bring people together – from live music on the weekends to hosting Wild Barn's ladies-only Boot Tan Fest and its signature naked ski lap

**Total Groups: 49**

**Total Events: 57**

**Total Smiles: *Infinite***

**4.9 out of 5**  
*on Google*



"Amazing day and a must-visit! Fresh turns and incredible views. We had 2 backcountry beginners and 2 experienced, and there was plenty to explore for all. The Bluebird team showed us a great time – impeccable hospitality AND a bluegrass band to top it off! I will 100% be going back and recommend anyone coming up from Denver to ski, add this to your list."

*- Emily Simmons via Google*



Photos (top to bottom): Erik Lambert, Justin Wilhelm, Melissa Baker



Small towns are a special part of what makes Colorado unique. Here in northern Colorado, the small communities that surround Bluebird are true gems filled with charismatic folks, passionate organizations, and welcoming businesses. We are honored to have continued to play a part in the local economy – whether it meant bringing additional business to the region, donating to a good cause, or providing jobs for local residents.

**Skier Visits: 4,957**  
**Local Partners: 29**  
**Donations: \$15K**

**JOBS CREATED IN 2021/2022**  
**62 staff + instructors**

*(Includes full- and part-time employees and contractors)*

# ECONOMY



Photo: Pat Ahern



# HOT

## *off the Press*

From local news coverage to features in popular outdoor magazines, Bluebird made a name for itself in the media. Here are a few highlights from the 2021/2022 season.

"Colorado's Bluebird Backcountry is a fully human-powered ski area, complete with rentals, instruction, guiding and lodges and devoid of chairlifts. In a time of uncertainty and change within the ski resort business, this model, and variations of it, may be the clearest way forward."

*Backcountry Skies: How Backcountry Resorts are Changing the Game*  
Backcountry Magazine

"That's the appeal of Bluebird; it's 'backckountry light.' You get the solitude and reward of skiing in the wild without assuming much of the risk."

*The Future is Looking Up*  
Adventure Journal

"Attention ladies: If you've ever wanted to bare your backside in the backcountry, there's an event this month that's specifically designed as a safe space where you can drop trou.

The Boot Tan Fest on March 15 invites women, female-identifying and non-binary individuals to Bluebird Backcountry ski area in Kremmling for a day of live music, beer, tacos and gear demonstrations, capped off with a naked ski lap."

*Skin up, strip down for a naked lap at all-female ski festival in Colorado*  
Denver Post

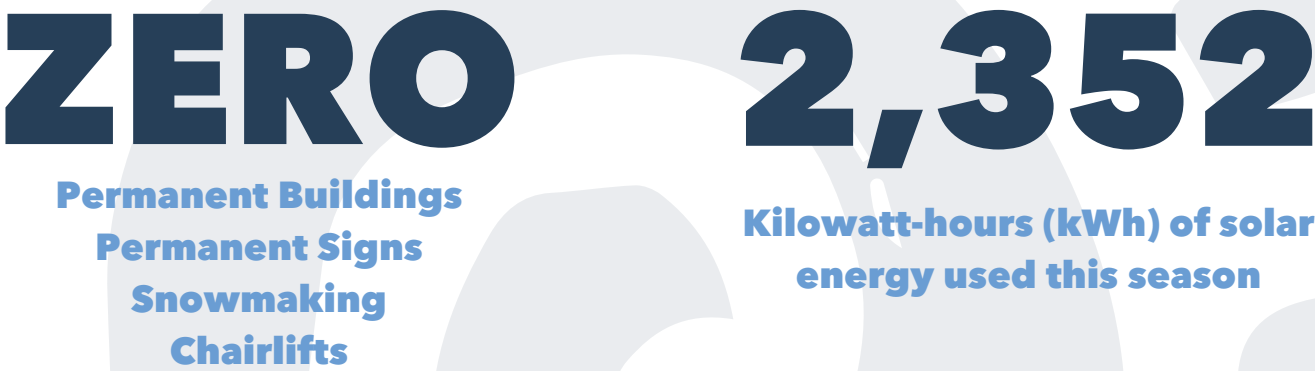
**MEDIA IMPRESSIONS: 588,219,506**  
*(September 2021 - April 2022)*



**Sustainable practices should be at the forefront of every ski area’s mission.**

According to a report from the Intergovernmental Panel on Climate Change, the planet could warm by 2.7 degrees Fahrenheit by 2040 – a shift that would directly impact ski areas. A warmer winter translates to a shorter ski season and less opportunity for those deep powder days we know and love.

At Bluebird Backcountry, we believe in reducing our carbon footprint as much as possible – from human-powered skiing and zero chairlifts to solar energy and Leave No Trace principles.



Special thanks to our energy partner:



Doing Our Part



# LEAVE NO TRACE

At the end of every season, our team helps break down Bluebird – meaning that all structures, solar panels, and even the Portal are hauled off to hibernate in the off-season. By summer, you would never know that there was once a ski area established at the base of Bear Mountain!

We strive to leave as small of a footprint as possible in this pristine location, and take Leave No Trace ethics seriously. This wouldn't be possible without our hardworking crew, who share our same vision and help to make Bluebird Backcountry a reality.







Photo: Riley Hanlon

# LOOKING FORWARD

As the snow fades from the alpine and gives way to verdant landscapes, we are grateful for the transition between seasons, which allows for time to reflect on all of the lessons learned in 2021/2022. Our vision for Bluebird has only begun to come to life, and we are already getting excited to welcome you back next winter.

We love what we do, and we love sharing our passion for backcountry skiing with anyone and everyone we encounter along the way. We've made the entry into the backcountry safer, both on and off Bear Mountain, and continue to explore new ways to make the sport more accessible to all who are interested in tackling new endeavors. We believe in providing education opportunities to fuel personal growth. We believe in providing a safer space for people of all walks of life to experience the future of skiing. Most of all, we believe that coming together makes us stronger, and we can't wait to see our community thrive and flourish.

Our experiences shape who we are. Some of our best memories in the backcountry exist before Bluebird, in a time where we navigated through mountain landscapes, with the occasional hut trip offering a peaceful respite from the bustle of our everyday lives. Hut trips were a way for us to truly connect with the land we were on and with the people we love. We've been thinking of ways that we can recreate this experience, this feeling, at Bluebird next season – because everyone should have the opportunity to spend an evening far away from the hustle and bustle of everyday life while building stronger connections with our ski partners, friends, and loved ones.

Next season, we have big plans to revisit our favorite backcountry experiences and find a way to incorporate them into our vision for Bluebird. Until then, we invite you to reflect on a few of your favorite memories from seasons past. Continue to fuel that winter stoke meter, and in a few short months we'll be together at Bear Mountain once again.







Want to share an idea, question, or comment?  
*We want to hear from you!*

**[info@bluebirdbackcountry.com](mailto:info@bluebirdbackcountry.com)**