



**BIGROCK
MOUNTAIN**



Chairlift Capital Campaign

BIGROCK MOUNTAIN

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www.BigRockmaine.com www.facebook.com/BigRockMaine

The first flyer advertising the mountain used the importance of the first sunrise as part of their promotion.



Early Ski Lesson circa 1961

A well executed *stem cristie*, perfect for turning on narrow skis.

BigRock Lodge circa 1978

The same season a Poma lift was installed, increasing the summit height from 580' to 980'.

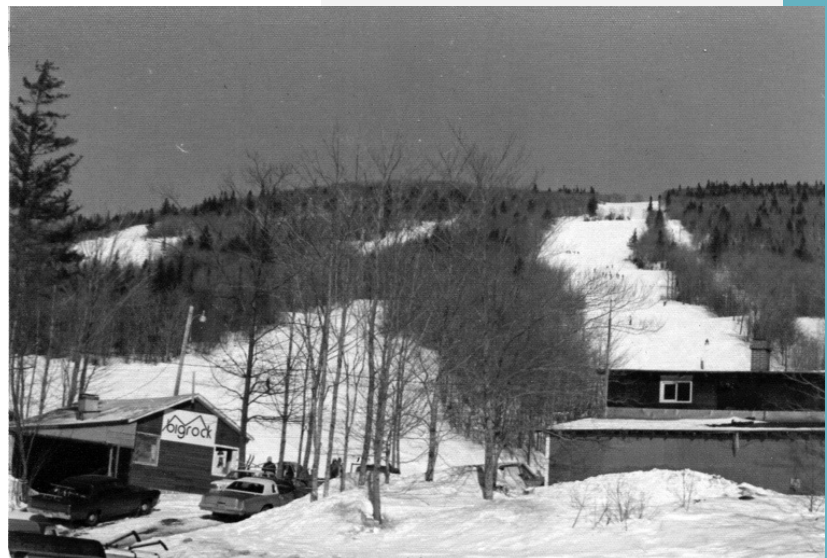




TABLE OF CONTENTS

A Way Of Life	1
The Need.....	2
For the Future	4
Community Benefit	5
Economic Impact	6
Lift Features.....	7
Our Fundraising Goals.....	8
How You Can Help	9

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BOARD OF DIRECTORS

We are extremely fortunate to have a board of directors guiding BigRock Mountain toward a long and sustainable future. As a 501(C)(3) nonprofit organization, BigRock is dedicated to providing affordable winter sports recreation to all of Northern Maine/Eastern New Brunswick and relies on the support and generosity of our community and local businesses. The dedicated volunteers who comprise our board of directors are:

- Darrell McCrum, President
- Andy Brennan, Vice President
- Sam Collins, Treasurer
- Carl Soderberg, Secretary
- Michael Chasse
- Gene Cronin
- Richard Solman
- Jim Pryde



The BigRock Board sees the importance of investing in our community, lowering barriers to outdoor activity, and keeping a county tradition alive. As board president, I couldn't be more pleased with this project. A new ski lift solidifies our goals for future development and sets up BigRock for generations of skiers to come.

Darrell McCrum, President



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A WAY OF LIFE

For over 60 years, BigRock Mountain has been the focal point of downhill skiing for Aroostook County and New Brunswick residents across the border. Generations of families have skied our hill - grandparents, parents, children, and their grandchildren - often on the same day! Skiing is a special sport where friendships are forged, a connection to the community is built, and a way of life is experienced. Through this experience, our ski area supports the local economy and greater Aroostook County/Eastern New Brunswick region by making it more vibrant. BigRock Mountain brings people to this area. It makes them want to work here, live here, and stay here because people of all ages love to have fun outdoors.

We're committed to a new chairlift to the top. Part of any good day on the hill is the way to the top. Our current double chair is nearing the end of its serviceable life and holding us back from what we



can achieve. It's spent the last 27 years taking kids up the mountain for their first turns, racers back to the top for another slalom run, and old friends to the next trailhead to catch some fresh powder. Now it's time for us to think about the future.

The goal of this campaign is to replace our existing double chair with a Doppelmayr fixed-grip quad. This new chairlift is the crucial piece of a strategic master plan to strengthen the future of BigRock Mountain. The new lift will:

- Increase uphill/downhill capacity by more than double
- Make BigRock appealing to a larger market of skiers
- Support direction of skier traffic to all areas of the mountain
- Shorten the lift ride to 8 minutes

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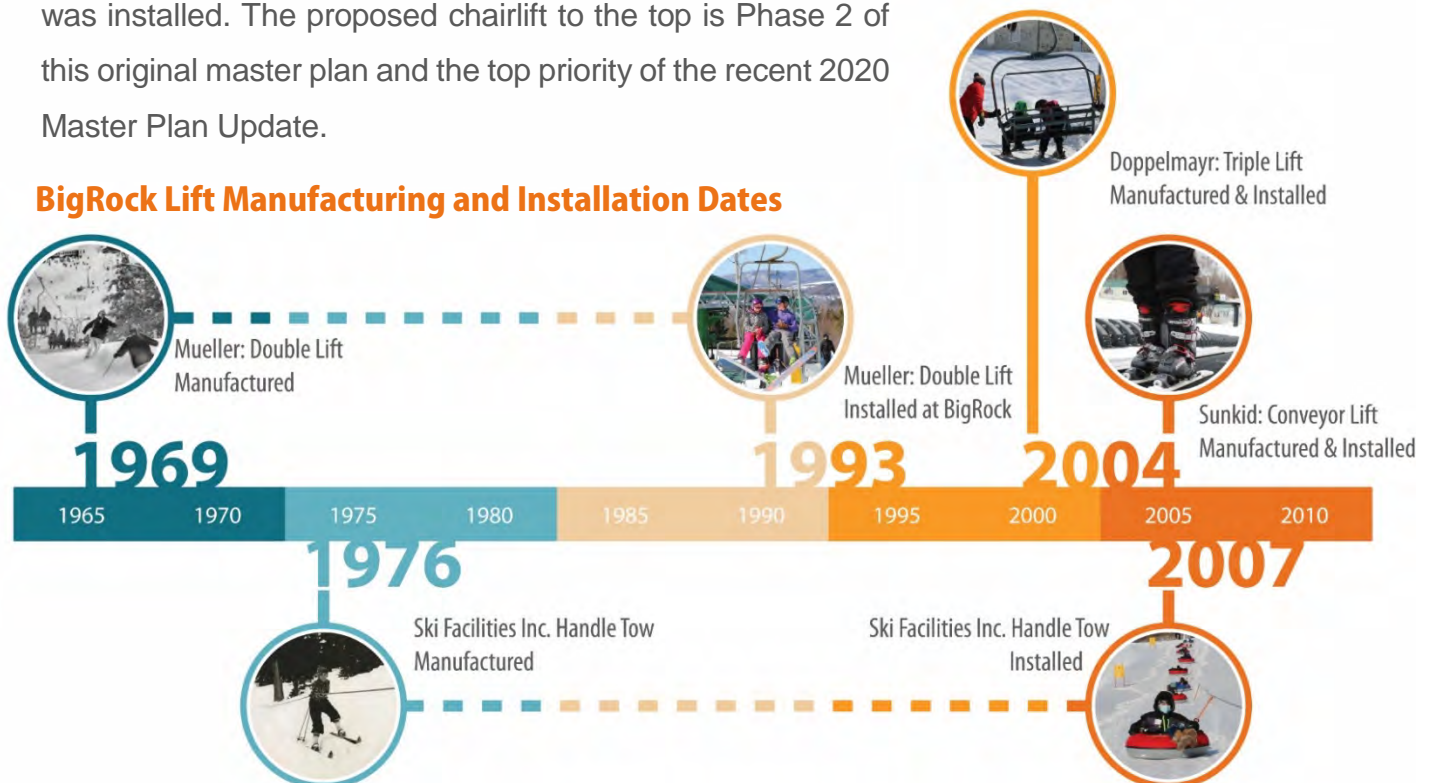
THE NEED

During the summer of 1993, after decades of surface lift service, BigRock Mountain installed a used 25+ year-old double chairlift to the top. This lift increased uphill capacity, offered better access to terrain, and allowed skiers a chance to rest their legs and a big resort experience.

Lifts like the Mueller double chair, built in the '60s and '70s by a manufacturer no longer in business do not have a specific end-of-life/serviceable date however they are becoming increasingly difficult to keep in service. Current lift safety standards are becoming more stringent, parts are difficult to find, and there is a continued loss of manufacturer support/institutional knowledge. Industry norms recommend the replacement of older lifts after 50 years.

In 2000, the ski area was purchased by Maine Winter Sports Center (MWSC), which engaged the snow engineering consulting group to help formulate a strategic, master planning document to lead the future of BigRock Mountain. Phase 1 of this strategic plan was completed to address the deficit of novice terrain when the beginner pod was developed and the Doppelmayr triple chair was installed. The proposed chairlift to the top is Phase 2 of this original master plan and the top priority of the recent 2020 Master Plan Update.

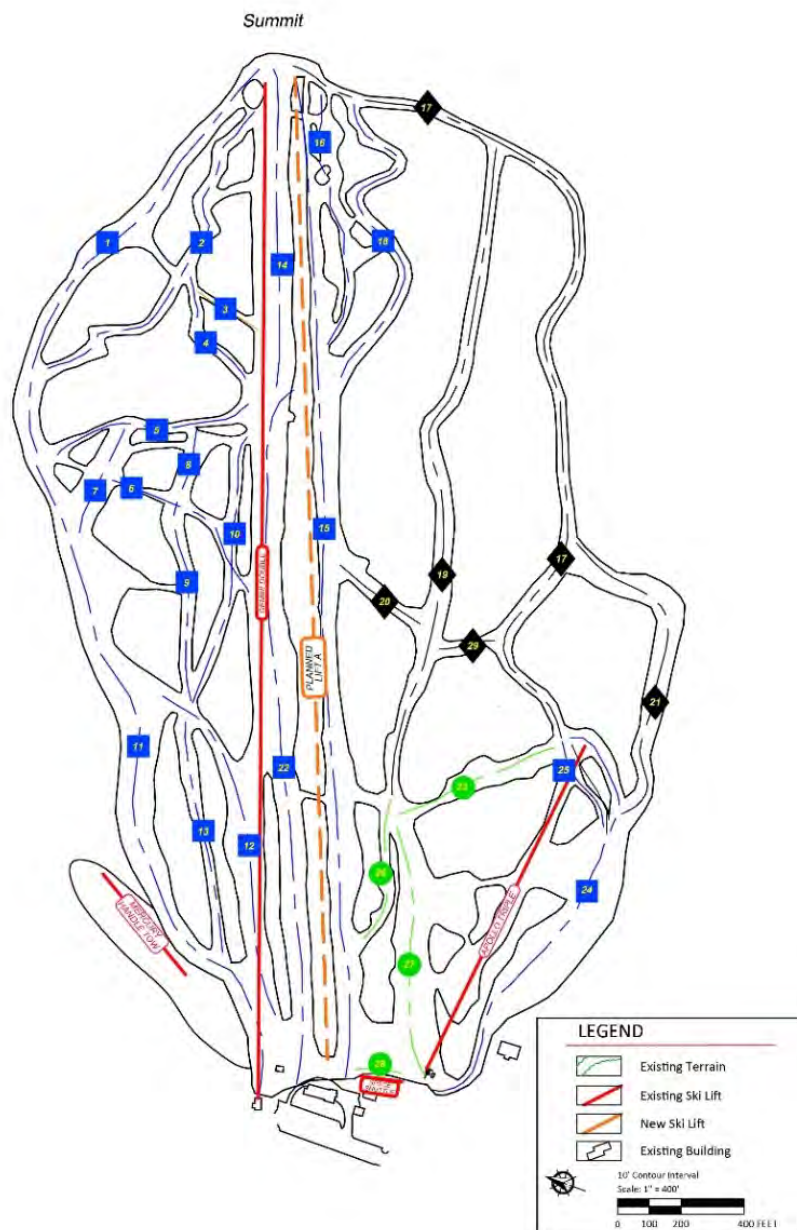
BigRock Lift Manufacturing and Installation Dates



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The new lift we are fundraising for is a Doppelmayr fixed-grip quad chair, it will offer guests a far better experience to the top. This will enable BigRock Mountain to expand its market reach while offering a higher degree of safety and dependability. Guests will ride 4 to a chair - often a full family - with shortened lift lines and rides to the top. Uphill capacity will increase and better utilize the excess downhill capacity and balance users across the mountain. The new lift will sustain BigRock from any major lift capital needs until 2060 or later.



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FOR THE FUTURE

BigRock Mountain's future is rich with opportunity

for expansion. With the overall economic impact of skiing in the State of Maine exceeding \$1 billion annually and many larger resorts increasing their daily ticket to \$80-\$100, there is a significant market opportunity for a ski area that offers family-friendly skiing at affordable prices. This, coupled with global, statewide, and local trends showing incredible growth in outdoor recreation will allow BigRock Mountain strong market growth with the installation of a new chair lift that efficiently gets more people to the top.



Opportunity:

- **Grow market share in Fredericton, Bangor, and beyond:** The installation of a modern quad chair to the top will entice skiers from across the state/New Brunswick to make the trip north. Target skier visits expected to grow 25-30%.
- **Stabilize downhill skiing in Aroostook County/Eastern New Brunswick.** Being a downhill skier means you're part of a greater skiing lifestyle. The new lift at BigRock Mountain stabilizes skiing at nearby nordic facilities, smaller local hills, and larger resorts by giving people a place to learn at and progress towards.
- **Long Winters and Prolific Snowfall** give BigRock Mountain a financial edge over its southern competitors by naturally providing better conditions and opportunities for making snow more efficiently for less.

An increase interest in winter sports has been a welcome change across the country. We have seen a local demand for skiing, and snowboarding jump this past year and expect that popularity to grow with the returning season. In the 2020-21 ski season we saw a 30% increase in pass holders and are confident to continue to build community interest.

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COMMUNITY BENEFIT

From our youth to our oldest citizens BigRock Mountain offers friendship, comradery, and a place of comfort that only downhill skiing and snowboarding can provide. During the long winter months, we offer a place for individuals to come together, pursue healthy, active lives, build lasting relationships and find great company with friends, family, and community together. We like to say "skiing is the great unifier", it brings people together from all walks of life.

Youth lives have become increasingly sedentary. The new chairlift sustains our mission to give each child a healthy option:

- Increasing outdoor winter recreational options
- Reducing at-risk behavior and juvenile crime by offering a healthy alternative
- Encouraging healthy lifestyles and combating obesity
- Promoting social interaction, equality, diversity, and self-esteem

Adults & seniors can also improve their lives, be more active, socialize and avoid sedentary lifestyles by:

- Increasing adult educational programing
- Offering adults and seniors alike a place to socialize
- Facilitating opportunities for seniors and youths to interact
- Increasing health and wellness
- Allowing a safe indoor and outdoor area to enjoy Maines winters

We are part of a ski area ecosystem

in Maine, Eastern New Brunswick, and Northern New England. Smaller ski areas like Quoggy Jo feed mid-size areas like BigRock, and in turn, BigRock feeds the larger resorts with skiers. In the industry we are not in competition with each other: instead, we are building each other up.



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ECONOMIC IMPACT

Our Economic Impact is a terrific benefit to the local community and greater region.

- Increase tourism: in-state travelers & out-of-state travelers
- Improvement amenity to Mars Hill, Maine
- Increased employee retention
- Increase hotel stays
- Encourage localized spending

Reducing youth out-migration is critical to the success of Aroostook county. We are here to offer a sport that's accessible both physically and financially. Our young people are passionate about skiing and this leads to higher retention of young people. Encouraging young people to stay, and encouraging employees to stay is part of the same effort for BigRock Mountain.



Employers support BigRock and we support their employees with a healthy outdoor opportunity where friends and family can get out and enjoy Maine winters. The reality of businesses of scale in Northern Maine is seeking talented individuals outside of our area. Employers go to great lengths to curate and maintain talent to their businesses. An employee can clock out at the end of the day and be on the slopes within a half-hour: getting a few runs in as the sun sets is an amazing experience we are proud to offer.

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LIFT FEATURES

The Doppelmayr Alpenstar Quad chair offers guests the best experience from the worldwide leader in ropeway installations. Modern design and safety standards are met using the latest technology and a touchscreen interface that eases system operations and maintenance. **Seating for four** brings more guests up the mountain together **and increases lift capacity** to 1800 pph initial. Uphill speed is increased to 450 feet/min reducing the **lift ride to 8 minutes.**

In terms of maintenance and support, the Alpenstar has a manufacturer’s supported 2-year warranty and readily available parts and service. Remote system access allows manufacturer-based maintenance and troubleshooting increasing dependability and uptime. The Doppelmayr Connect Controls bring some of the most advanced features to BigRock: troubleshooting issues, and monitoring operations will mitigate faults and improve guest experiences.

Lift Name	Lift Type	Persons Per Hour	Year Installed
Alpenstar	4 Person Chairlift	1,800	TBD
Gemini Double	2 Person Chairlift	800	1993
Apollo Triple	3 Person Chairlift	1,500	2004
Space Shuttle	Conveyor	600	2004
Mercury Tubing Tow	Tube Handle Rope	120	2007



A variable frequency drive will change the way we load and unload our guests. Our existing double has a limited number of speeds. With the new Alpenstar quad we can infinitely adjust the speed to what the users need. For our youth skiers loading for the first time, or our elderly unloading at the top, we can slow the lift down to a crawl.





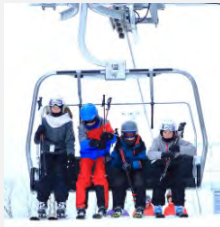
This will allow us to support **non-traditional events** like fall foliage tours, lift access weddings, and downhill mountain biking. A major hurdle for these events is proper lift speed adjustment for on-boarding and off-boarding. The Alpenstar Quad will allow us to bring guests up and down the mountain at all times of the year and increase the out of season revenue important to our long-term success.

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OUR FUNDRAISING GOALS

We have been tasked through this capital campaign, to raise nearly 3 million dollars from foundations, businesses, and individuals. We have different phases that would improve our final lift installation: loading gates, operator control buildings, and loading ramps.

	Pre-Construction	Cuts and fills in the lifts path. Fill and grading. Drilling, blasting, rock removal, and geo-technical engineering work. Create main power distribution site.	\$200,000
	Alpenstar – Standard Lift	Engineering, manufacturing, equipment, freight, and turnkey installation of the chairlift.	\$2,300,000
	Loading Gates & Conveyor Upgrade	Loading gates, convey system and accessory. Providing a quicker loading to reduce lift slowdowns and shorter overall ride times.	\$250,000
	Operator Control Building	Lift control building with installation of hardware and ample viewing areas for attendants.	\$125,000
	Loading / Unloading Ramps	Snow containment ramps assist skiers in loading and unloading at each gate of the lift.	\$50,000
TOTAL EXPENSES			\$2,925,000

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HOW YOU CAN HELP

Supporting BigRock in this crucial next step is an investment in the future sustainability of our mission and our community. Our goals to bring skiing and alpine winter sports to the community have only been possible through the vested interest of a strong passion for the sport.

Our campaign is made possible by our donors at all levels. Each contribution will bring us closer to the Alpenstar chairlift and further into our on-hill development strategy. When you support BigRock Mountain, you're not only supporting a life-long tradition of skiing here in Aroostook County but supporting the surrounding economy. We hope you consider donating by completing our form attached to this booklet.

Together, we are building a bright future for Mars Hill, and the entire county. Pledges of all sizes are welcome and may be paid over the course of one to six years, on an annual, semi-annual, or quarterly schedule. All gifts to the campaign are tax-deductible to the full amount allowed by law and will be utilized to support this campaign.



Alpenstar Blueprint

Drawn 2021-02-23

Modern design and safety standards are met using the latest technology and a touchscreen interface that eases system operations and maintenance.

Technical Data:

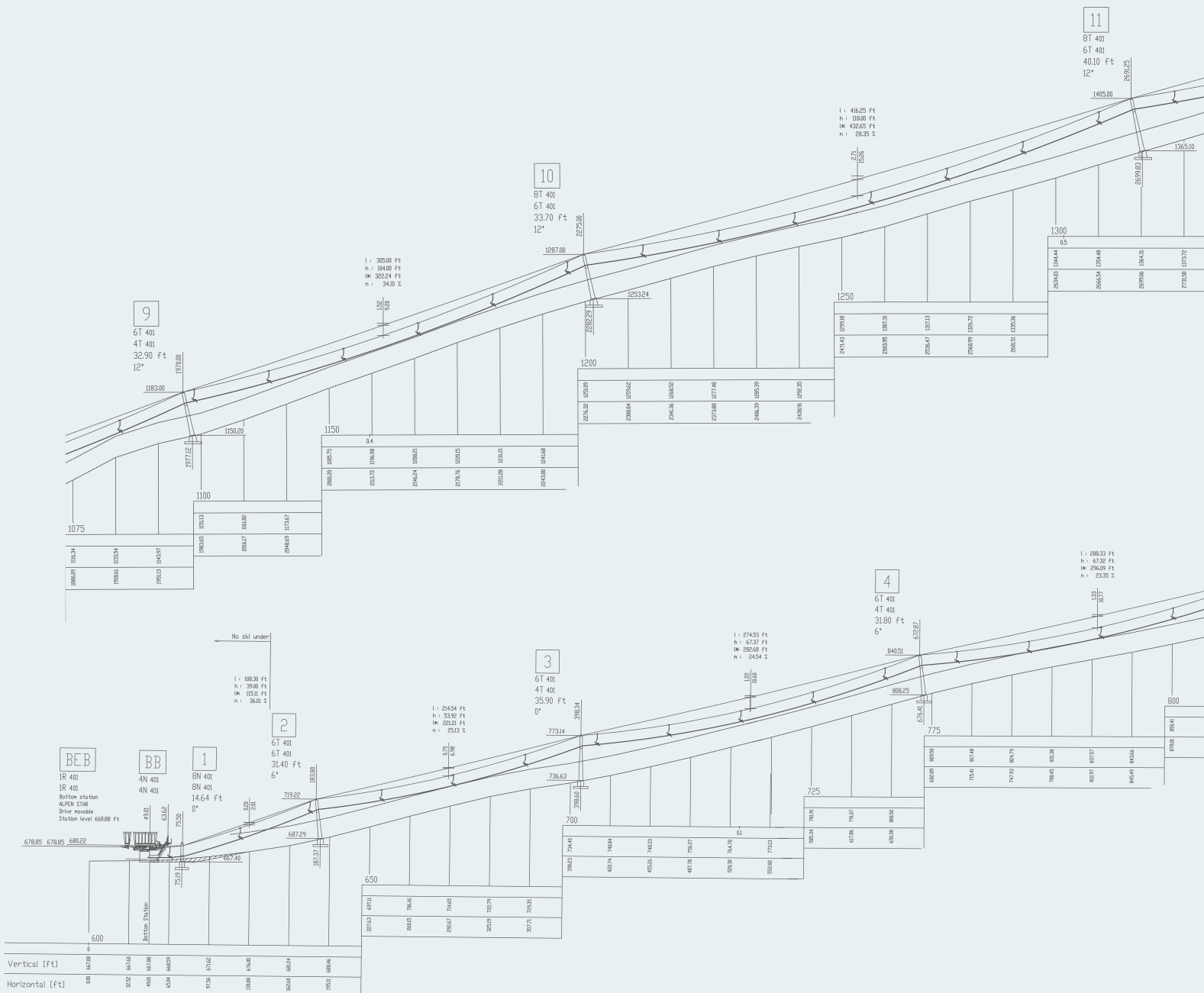
Horizontal Length 3495.54 ft

Vertical Rise 929.05 ft

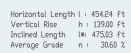
Average Grade 26.58%

Max. Rope Inclination 46.75%

Trip Time 8.04 min



Profile origin:
Profile file: SAA000NFPN-00 Bigrock Mountain Geninigel
Ropeway file: SAA000NFPN-00 Bigrock Mountain Geninigel
Program: Seiba 1.683 CIN1614122533





Memories made by our lifts.

BigRock Mountain

