Mad River Glen:
The Future Is in Our Hands
The Preserve Our Paradise Campaign

Two decades ago, Mad River Glen’s skiers were inspired by a bold new vision. They joined together and created the nation’s very first cooperatively-owned ski area. In the ensuing years, the mountain has achieved success by staying true to its own unique heritage, and has attracted an exceptionally loyal community of skiers. The culture at Mad River Glen forms a defining life experience for younger skiers as they learn values of independence, self-confidence, and adventure in the natural world. Our operations have funded substantial investment to address deferred maintenance, and thanks to the generosity of Mad River’s skiers, the historic Single Chair was refurbished in 2007.

As we look to the future, our infrastructure will need substantial additional investment to maintain effective operations and properly serve our community. However, it is very clear that the Cooperative’s modest annual operating profits will not be adequate to fund our pressing capital needs. It is time once again to take bold action.
Mainstream ski areas finance the major capital investment required to run ski operations through non-ski sources of revenue such as real estate sales, and by putting huge numbers of skiers on the mountain. This model is neither feasible nor in keeping with the Cooperative’s mission to preserve a ski experience in harmony with General Stark Mountain. Mad River Glen is not just a ski area, it is also a natural resource and an icon of ski history. The successful Single Chair campaign raised $1.8 million, conclusively demonstrating the viability of philanthropy for Mad River Glen. Early pledges to the Preserve our Paradise campaign demonstrate broad and generous support for this undertaking. As we did with the Single campaign, the Cooperative is partnering with the Stark Mountain Foundation to allow fully tax-deductible donations.
How Your Donation Will Be Put to Work

Based on extensive research, consultation and shareholder input over several years, the Cooperative’s Board of Trustees, management, and campaign volunteers identified four essential initiatives to fund through the campaign.

Mountain Preservation: $3,230,000
• Snowmaking system: Upgrade to a more efficient and flexible system to supplement our natural snow earlier in the season
• Birdland Chair: Replace the original 1967 chair with a “new to us” lift
• Lift work: Perform upgrades to the Practice Slope lift, plus other necessary lift work
• Mountain work: Culverts, bridges, reseeding, and glades work will enhance our ability to operate on natural snow
• Mountain vehicles: Replace aging and inefficient equipment, including groomers, mountain mower, snow machines, and other heavy equipment
• Stark Mountain Paradise Fund Endowment: Income from the endowment will fund future preservation in perpetuity

All improvements will be in keeping with the simple and rustic traditions of Mad River and will be focused on delivering an outstanding skiing experience and ensuring efficient and safe operations.

Youth and Family Development: $1,450,000
• Ski School area: Expand the inadequate space in the Basebox
• Birdcage: Update an underutilized resource to make it more appealing and efficient
• Beginner tow: Replace the current handle tow
• Endowment: Build a portion of the endowment to support youth services

Community Preservation: $1,400,000
• Basebox renovations: Overdue functional upgrades for our communal meeting space, including necessary structural and mechanical work
• Bathrooms: Expand the original facilities to meet today’s needs
• Greater efficiency: Improved energy savings and operational effectiveness

Skier Safety: $420,000
• Patrol Building: Renovate the existing structure to better serve the needs of our legendary Patrol & skiers

Campaign goal: $6,500,000

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How can I help?

Our goals are ambitious, but with the loyal support of the Mad River Glen community, we are confident we can meet the challenge ahead. Together, we can ensure that our mountain will remain financially secure, stay true to its authentic nature, and remain a timeless icon of natural skiing for generations to come. It’s time to preserve this slice of paradise that resides on the slopes of General Stark Mountain, a paradise we call Mad River Glen.

Donate to the campaign
Make a tax-deductible contribution today at:
www.preservemadriver.com/donate

Volunteer
We can use your help!
Contact volunteer@preservemadriver.com

Learn More
www.preservemadriver.com
"I’m sure Roland would be delighted with this undertaking, for it declares valuable those things that he believed in deeply: The preservation and enjoyment of unadulterated nature; the true sport of skiing in conversation with a mountain, and a community built around those ideals."

— Philip Palmedo
Son of Roland Palmedo, founder of Mad River Glen

Stark Mountain Foundation

Stark Mountain Foundation (SMF) is the Mad River Glen Cooperative’s primary nonprofit partner for the campaign. SMF is a charitable 501(c)(3) organization, providing tax-deductible status for donations. SMF was created in 2000 to preserve the pristine environment of General Stark Mountain and ensure continued access to the mountain’s recreational and historic facilities for present and future generations. For more information, visit www.starkmountain.org.