

Massanutten Resort, VA, announced details of its new master plan, centered on three proposed developments over the next 15–20 years. Massanutten Station will include independent living, assisted living and memory care units for seniors, with commercial spaces focused on residential and healthcare-related services and locally oriented retailers; the Woodstone area, which currently includes timeshare condominiums, resort check-ins and other services; a new planned Active Adult 55+ community. All residences proposed under the new master plan will include covenants prohibiting short-term rentals. Workforce housing is also in the mix and expected as the first portion of the project.



The National Brotherhood of Snowsports (NBS), IL, announced a 2024 partnership with **Big Sky Resort, MT**, for its annual summit. This event brings together ski enthusiasts from across the country for a week of skiing, snowboarding, networking, live music performances and film screenings to celebrate the African-American snowsports community. During the 2024 Summit, held Feb. 24–March 2, participants will have the opportunity to join ski clinics, workshops and competitions tailored for all skill levels. This year, NBS will join forces with Women of Winter and PSIA-AASI to offer Level 1 Alpine and Snowboard certification scholarship opportunities to 12 of its female members to coincide with the Summit.

For the 2023–24 season **Pats Peak, NH**, announced a series of capital improvements. The projects include interior renovations to its Alpine Training Center; a new race training area with energy-efficient snowmaking, night lighting, and three dedicated training lanes, plus a specially designed trail for intensive drills; and other lighting upgrades. A new six-bay mountain operations facility is a multi-year project that will replace a 60-year-old wooden structure with an energy-efficient, 12,000 square-foot building.

For the first time, **Snowbird, UT**, in partnership with helicopter ski operator Powderbird, took guests to helicopter ski and snowboard in Argentina’s Central Andes Mountains last summer. Based in the El Azufre Valley, this experience featured first descents with up to 5,200 vertical feet of skiing, farm-to-table gastronomy and sustainable, solar-powered lodging.



SOS Outreach, CO, a youth development nonprofit, expanded its Career Development Program to serve participants across Colorado, Utah, Nevada and California. Through this summer program, teens aged 15 and up were placed in paid apprenticeships with industry partners, including Vail Resorts, evo, Sonnenalp, Epic Mountain Gear, Oberalp, and Optic Nerve after completing a two-week training intensive. Through guest speakers, community service, site visits and mentor check-ins, participants learn about different opportunities and begin building their network. The program was first piloted in 2020.



Left to right: Ellen Wainwright, communications manager for Sunday River; Jean Benedict with The River Fund Maine; Lizz Peacock and Anna Bannon with Maine Adaptive; David Murphy with MSAD 44 and Community Concepts; and Cecil Bryant, lift mechanic at Sunday River.

Sunday River, ME, hosted the Barker Express Chair Auction, offering an opportunity to bid on chairs from the historic lift. The auction raised \$112,767 from across the country, and all proceeds were donated to three local organizations: Maine Adaptive, The River Fund Maine, and the MSAD 44 Daycare Initiative. ▶