



STEAMBOAT SPRINGS



Better bundle up

Despite daytime warming trend, meteorologist warns of another freezing night

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NATION

Gas to peak at \$4.15

Prices likely to stay about \$4 a gallon for much of next year

Page 15

SPORTS



Snapping a skid

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MATT STENSLAND/STAFF

Steamboat Springs residents Jenn Gallagher, left, and Julie Friese pick through beads while making jewelry Wednesday at Silver Lining in Torian Plum Plaza at Ski Time Square.

Base area needs boost

Draft study shows redevelopment is right remedy for slumping sales

Kristi Mohrbacher
 PILOT & TODAY STAFF

STEAMBOAT SPRINGS

Planned redevelopment is on the right track to meet future lodging and commercial demands at the base of Steamboat Ski Area, which a study states is “not performing at industry standards” and is lagging behind downtown retail sales, even in the winter.

Base area stakeholders funded the Steamboat Springs Resort Base Area Retail Study,

conducted earlier this year by Economic & Planning Systems consultants. The study — released as a draft last month — is intended to show the mix of retail and commercial space that would satisfy consumer demand and create a lively atmosphere at the base area, which is in a period of widespread construction and change.

The study states the base area’s atmosphere is struggling in the transition.

“Retail at the base area is not performing at industry standards and is not performing as well as space in downtown Steamboat retail,” the study reads. “The base area generated \$29.7 million in annual retail sales, which was 9 percent of the city’s retail sales total of \$314 million in 2007.”

Retail sales in downtown Steamboat Springs total \$73.1 million annually, the study states, adding that downtown businesses average up to \$350

in sales per square foot, “compared to \$250 per square foot (on average) at the base area.”

The difference in retail revenues between downtown and the mountain is largely linked to year-round sales, according to the study, which emphasizes a need for increased year-round attractions, including lodging and commercial growth, at the ski base.

While 80 percent of base area sales occur during the ski sea-

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LOTTO



Wednesday night's Powerball numbers: 7-18-21-28-49; 1, 5
 Lotto numbers: 9-32-33-34-35-41
 Cash 5 numbers: 8-15-22-25-30

WEATHER



Intervals of clouds and sunshine.
 High of 59.
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