

**RESOLUTION NO. 4
SERIES 2012**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF CRESTED BUTTE,
COLORADO SUPPORTING THE INDUCTION OF RALPH OUTLAW WALTON, JR.
INTO THE COLORADO SKI SNOWBOARD HALL OF FAME 2012**

WHEREAS, Ralph Outlaw Walton, Jr.'s three decade plus career in the ski industry began when he and his brother-in-law, Howard "Bo" Callaway, purchased Crested Butte Mountain Resort from seven Kansas banks in 1970;

WHEREAS, under the direction of Ralph Outlaw Walton, Jr. and as a result of over \$100 million dollar physical plant investment, Crested Butte Mountain Resort grew from 75,000 skier-days to a peak of 550,000 skier days in 1998 with 15 lifts including 3 high speed quads, 4 fixed grip triples, 5 fixed grip doubles, 3 surface lifts, 4 mountain restaurants, a skier service building with Gunnison County's first elevator, and the addition of snowmaking;

WHEREAS, with forward thinking, Ralph Outlaw Walton, Jr. pioneered the opening of lift-served Extreme Limits with 500 acres of double black diamond ski terrain;

WHEREAS, in support of the demand for premium base area lodging, Ralph Outlaw Walton, Jr. led the development of over 700,000 square feet of base area condominiums and commercial space including 514 hotel rooms and franchise agreements with Marriott and Sheraton whose hotels rose to top-ten performers as measured by guest satisfaction indices;

WHEREAS, working tirelessly with government partners, Ralph Outlaw Walton, Jr. oversaw the first land exchange since 1964 between the United States Forest Service and the State Land Board in a three-way land swap with Crested Butte Mountain Resort in 1999;

WHEREAS, realizing the skiing public's need for easy access to Colorado's ski product, Ralph Outlaw Walton, Jr. pioneered direct jet service into regional mountain airports beginning with Eastern Airlines direct charter flights into Gunnison County Airport in 1970 followed by the first direct air service into Gunnison in 1974 which was followed by the first revenue guarantee agreement for direct ski winter resort air service into Gunnison County Airport with American Airlines in 1985 providing over 218,000 seats over the first 10 year contract period from Dallas/Fort Worth and Chicago O'Hare;

WHEREAS, following this first ever ski resort direct flight success, Ralph Outlaw Walton, Jr. continued to expand direct air service into Gunnison County Airport with a host of other carriers including United from Denver and Chicago, Delta from Atlanta, and Continental from Houston, resulting in 40,000 to 50,000 deplanements each ski season;

WHEREAS, understanding the need for modern, safe, convenient airport facilities to support the direct air service, Ralph Outlaw Walton, Jr. secured public financing for the Gunnison County Airport Expansion and co-invested in the modernization of the Gunnison

County Airport and Terminal in 1986 including a 10,600 foot runway, the third longest in Colorado, a parallel taxiway, a full ILS, a PAPI and high intensity lighting visual approach;

WHEREAS, Ralph Outlaw Walton, Jr.'s cutting-edge strategy for direct air access has served as a template for numerous other ski towns resulting in millions invested in airport expansions and guarantee programs throughout Colorado and the west in such places as Steamboat Springs, Vail, Purgatory, and Jackson Hole;

WHEREAS, realizing the importance of the greater Colorado ski experience, Ralph Outlaw Walton, Jr. exhibited industry-wide leadership on state and national tourism associations including serving 18 years from 1983 to 2001 on the board of directors of Colorado Ski Country USA with 3 years as chairman, and serving on the NSAA board of directors from 1990 to 1993 receiving NSAA's Lifetime Achievement Award in 2001;

WHEREAS, Crested Butte Mountain Resort has just completed the celebration of 50 years of Colorado skiing from 1961 to 2011.

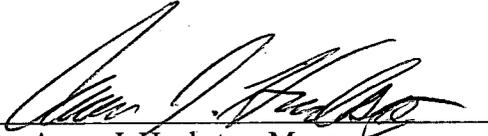
NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF CRESTED BUTTE, COLORADO, THAT:

1. The Town Council acknowledges Ralph Outlaw Walton, Jr.'s contribution to the success and health of Crested Butte Mountain Resort and the resort's importance to our communities' and county's economy.
2. The Town Council recognizes and applauds Ralph Walton, Jr.'s Colorado and ski industry wide contributions including direct resort air service.
3. The Town Council strongly supports the induction of Ralph Outlaw Walton, Jr. into the Colorado Ski Snowboard Hall of Fame for 2012.

INTRODUCED, READ AND ADOPTED UPON FIRST READING THIS 6TH DAY OF FEBRUARY 2012.

TOWN OF CRESTED BUTTE, COLORADO

By:


Aaron J. Huckstep, Mayor

ATTEST:


Eileen Hughes, Town Clerk

