

**FOR IMMEDIATE RELEASE**



**City of Duluth Communications Office**

Mayor Emily Larson  
411 West First Street • Duluth, Minnesota 55802 • [www.duluthmn.gov](http://www.duluthmn.gov)

*For more information contact Kate Van Daele,  
Public Information Officer at 218-730-5309*

**DATE: 6/24/2020**

**SUBJECT: Applications now open for the Spirit Mountain Recreation Area Task Force**

**BY: Kate Van Daele, Public Information Officer**

**Applications now open for the Spirit Mountain Recreation Area Task Force**

[Duluth, MN] The City of Duluth, in partnership with Spirit Mountain, is creating a task force to draft a set of recommendations intended to help Spirit Mountain Recreation Area achieve financial sustainability including a sustainable plan to pay for the repair and replacement of deteriorated infrastructure. Mayor Larson will appoint nine-to-eleven members of the Duluth community who will work in partnership with City staff, Spirit mountain staff, and consultants to draft recommendations for the Mayor, the City Council, and the Spirit Mountain Board of Directors.

The Task Force will be encouraged to examine all options to achieve financial sustainability including:

1. Business improvement strategies addressing pricing, scope of services, marketing, days and seasons of operation, marketing, etc.
2. Capital infrastructure right-sizing and renewal
3. Adjustments to tourism tax support
4. Strategic partnerships with nonprofits, units of government, resort management firms, and/or developers for sale, lease, contract operation, and/or redevelopment of all or portions of Spirit facilities and operations.

While anyone can apply to serve on the task force, the City is especially interested in business experts and residents who have a strong connection to Spirit who can draw upon their experience and expertise and contribute constructively to group decision-making process.

The City would like to thank Spirit Mountain Executive Director Brandy Ream, and her team, for their involvement and partnership in this process. The City would also like to thank Councilors Forsman and Kennedy for serving as Task Force co-chairs.

Applications will open on June 24, and will close at 4:30 p.m. on July 8. Selected Task Force members will be announced in mid-July. For more information, and to apply please visit <https://duluthmn.gov/mayor/spirit-mountain-task-force/>

###