



We are presenting a proposal to the City of Steamboat Springs for a minor modification for a wall mural at the ski area base. This unique mural, titled "First Rodeo", is not just a piece of art, but a transformative element that will infuse the area with vibrancy and reflect the distinctive culture and heritage of Steamboat Springs.

Benefits of the "First Rodeo" Mural

1. Enhancing Visual Appeal

We've partnered with local art gallery, The Westerly, and artist Brandon Owen to paint a mural on the north staircase wall of the B-Zone.

The mural will turn an otherwise plain and utilitarian wall into a stunning work of art, creating a visually captivating experience for both residents and visitors. This enhancement will make the ski area base more welcoming and attractive, leaving a lasting impression on those who pass through.

2. Celebrating Western Culture

The art is a representation of the western spirit of this place - a nod to the rowdy rodeo, but also an attempt to welcome beginners or new friends to Steamboat. The woman in the image is meant to represent all visitors (hence her more ambiguous appearance) as a way to say "all those are welcome here." The Westerly is dedicated to leaving a positive, authentic legacy in their art on our community, and we are excited to help them be a catalyst for that impact.

3. Boosting Tourism and Economic Activity

Public art attracts tourists, and the mural will serve as a unique landmark, drawing visitors who are eager to capture its beauty and learn about its significance. Increased foot traffic will benefit local businesses, from ski shops to restaurants, boosting the local economy.



Conclusion

Approving the minor modification for Brandon Owen's "First Rodeo" mural aligns with Steamboat Springs' commitment to art, culture, and community. The mural will enhance the ski area base's aesthetic appeal, celebrate local heritage, boost tourism, and promote community pride. Let us embrace this opportunity to transform the ski area base into a vibrant canvas showcasing Steamboat Springs's spirit.