



# Marshall Mountain Park

## Master Planning

March 2022



# Project Location

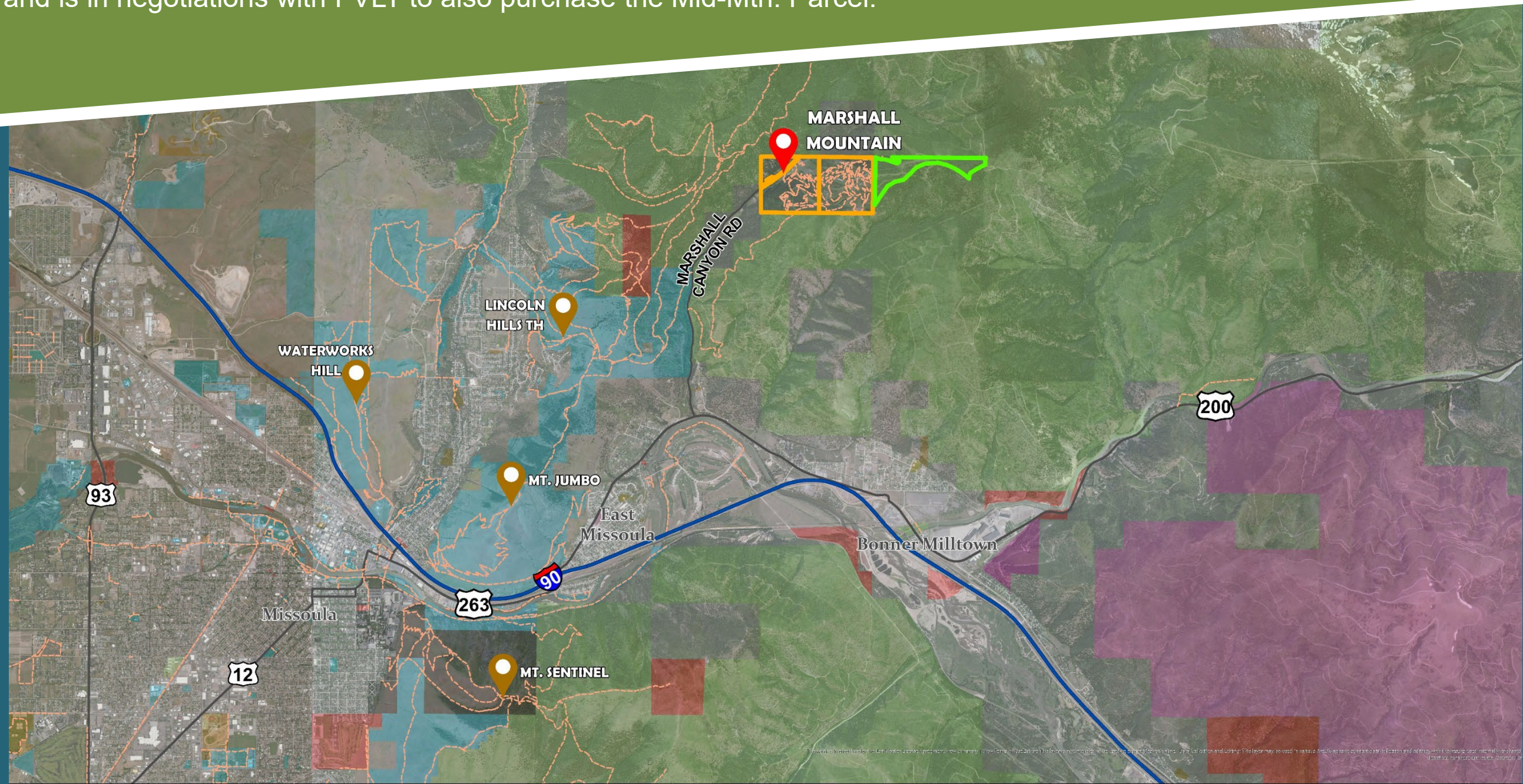
Marshall Mountain is an old ski area 5 miles NE of Missoula, which closed in 2003.

Marshall Mountain is surrounded by thousands of acres of public land and serves the communities of Missoula, East Missoula, Milltown, Bonner, HW 200 and beyond.

Three parcels comprise the ski area;

- 160ac. Base area parcel (purchased by Izzy dog LLC in 2021)
- 160ac. Mid-mtn. parcel (owned by Five Valleys Land Trust since 2011)
- approx. 100 ac. USFS property managed under a “ski-area Special Use Permit”

The City currently has an 10-16 mo. left in an lease agreement, with the option to purchase the Base Area property, and is in negotiations with FVLT to also purchase the Mid-Mtn. Parcel.





# Why Purchase Marshall Mountain?

Marshall has become OUR community's unofficial "Home" for outdoor recreation programming & events:

- Thousands of local youth and adults learning new skills*
- Local businesses & non-profits rely on the site*
- A legacy of community and private events*

Marshall is recognized as an O.S. Cornerstone in the City/County Open Space Plan

## ***From the 2018 Parks, Recreation, Open Space & Trails Community Needs Survey***

"Please mark if you do not support, somewhat support, or strongly support the City and County taking the action

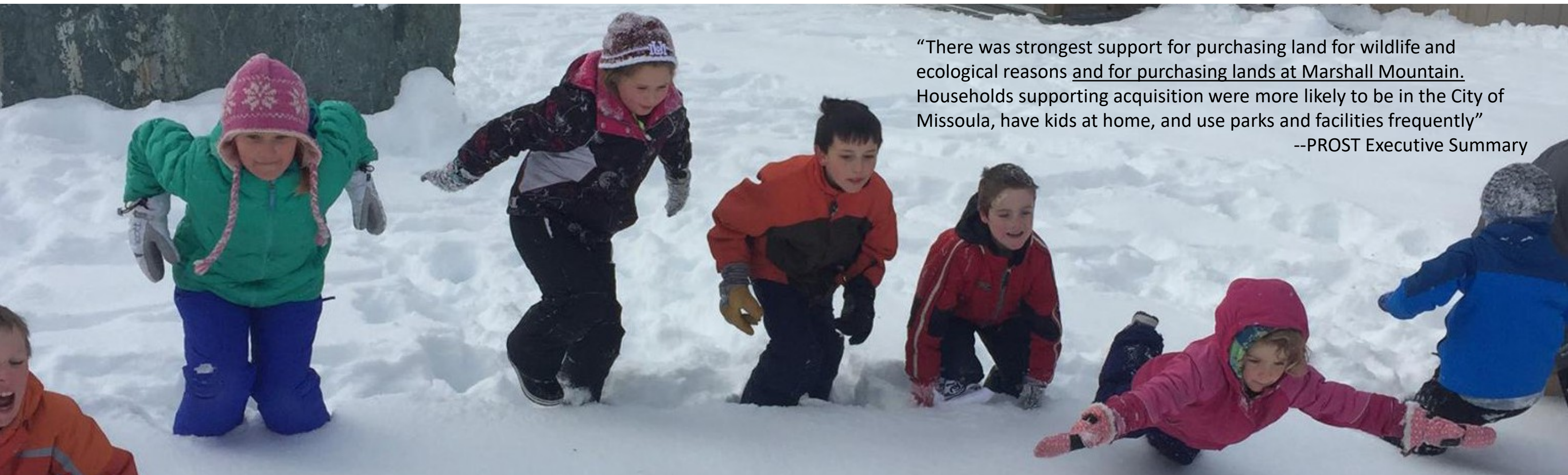
**Purchase lands at Marshall Mtn. for biking, hiking, skiing"**

Strongly Support  
**47%**

Somewhat Support  
**24%**

Not Sure  
**14%**

Do Not Support  
**15%**



"There was strongest support for purchasing land for wildlife and ecological reasons and for purchasing lands at Marshall Mountain. Households supporting acquisition were more likely to be in the City of Missoula, have kids at home, and use parks and facilities frequently"

--PROST Executive Summary



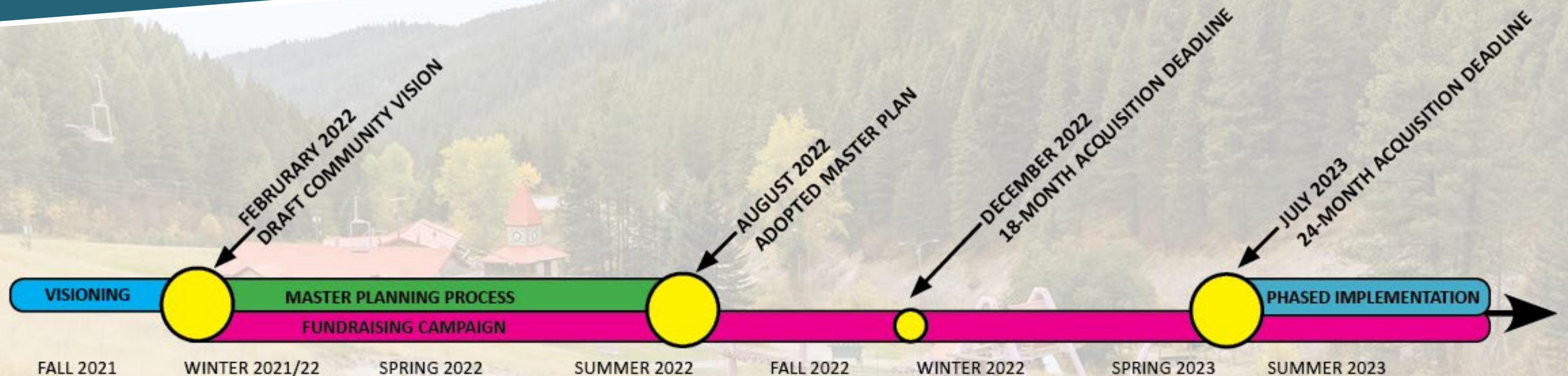
# Project Timeline.....Completed Activities

June 2021-Sept. 2021:

- Convene Primary Partners: City of Msla, Msla. Co., FVLT, Mt. Bike Msla., Izzy Dog LLC
- Prepare and open the Base Area Property to public recreation
- Develop the plan for public engagement

Oct. 2021- Feb. 2022:

- Recruit a fundraising group, “Friends of Marshall Mountain”
- Develop and implement an interim permit for events and programing at Marshall.
- Conduct a Community Visioning process



## MARSHALL MOUNTAIN PROCESS TIMELINE

Photo credit:  
Daniel Mazza



# CREATING A SHARED COMMUNITY VISION

3,600

The number of visits  
on the project Engage  
Missoula webpage

1,338

The number of  
responses to the  
on-line survey

93

The number of  
participants in the  
facilitated stakeholder  
meeting series

724

People at the 2021  
Community  
Celebration



## PRIMARY PROJECT PARTNERS:





## Shared Values

### **Marshall Mountain Park can/should:**

Provide a full range of outdoor recreation opportunities

Be accessible to all ages and abilities

Include options to visit the area without a personal vehicle (public transportation, and regional trail connections)

Deliver indirect benefits from a healthy and vibrant ecosystem that includes native plants for healing, climate resilience, connectivity, and wildlife habitat

Provide educational opportunities (outdoor learning lab, space for education groups/classes) for all ages, with an emphasis on youth

Provide event/community gathering space

Honor the legacy of the indigenous people who's territory included Marshall Canyon by including them in the process and respecting and caring for the landscape

## Community Goals

Be a high use, all-season, all-access, public outdoor recreation and education area

Promote responsible land stewardship through active programming, on-site education and access for all

Be planned in a manner that honors the character and legacy of Marshall Mountain, specifically with nostalgic uses in mind, including but not limited to snow-based sports, mountain biking, and community events

Continue to provide, as it has done for generations, a place for Missoula's youth to learn responsible recreation and land stewardship principles, a sense of place, outdoor recreation-based sports, and competitive events

An aerial photograph of Marshall Mountain Park, showing a dense forest of evergreen trees surrounding a central area with several buildings that have red roofs. A dirt road or trail winds through the landscape. The image is partially obscured by a dark teal header and a green box containing a list of values and goals.

- Connectivity
- Coexisting with nature
- Accessibility
- Inclusivity
- Education
- Stewardship
- Youth engagement
- Events
- Gathering space



# What is in the Master Plan?

## Phase 1: Assessment

Site & infrastructure assessment  
Mapping  
Market Assessment

## Phase 2: Strategy

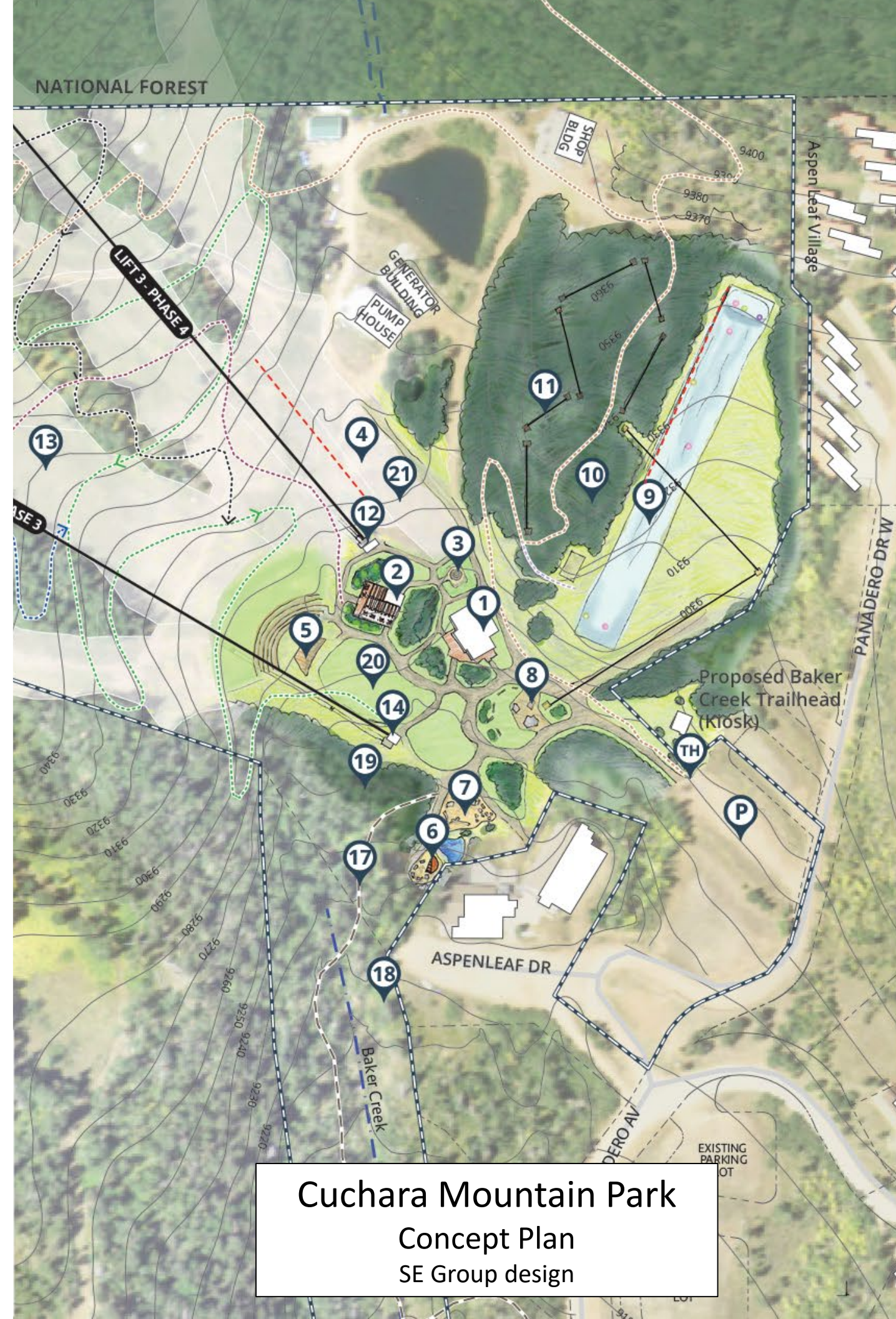
Review Community Vision  
Capital & Operational Strategy  
Draft Program

## Phase 3: Design

Site Design  
Base area Design  
Stakeholder/Public Review

## Phase 4: Financial Analysis/business plan

Financial Modeling  
Pro-Forma  
Strategic business plan



### Cuchara Mountain Park

Concept Plan  
SE Group design

- #### Programs
- Arts and Crafts
  - Cultural/Historical
  - Outdoor Classroom
  - Mountain Bike Skills Camp
  - Ski School
  - Kids Camp
  - Guided Snowshoe Tours
  - Orienteering
  - Birding

- #### Events
- Music Festivals
  - Weddings
  - Food and Beverage Festivals
  - Mountain Bike Festival
  - Adventure Races (i.e., Tough Mudder, Ragnar, 24-hour Mountain Bike)
  - Trail Running Races
  - Mountain Bike Races

- #### Activities
- ##### Summer
- Hiking/Nature Trail (Existing XC ski trail)
  - Mountain Biking (XC, Climbing Trail, Lift-served Downhill)
  - Climbing Structures
  - Aerial Adventure Course/ Canopy Tour
  - Natural Play Area
  - Birdwatching
  - Picnicking
  - Fire Ring/Storytelling/ S'mores
  - Night Stargazing Hikes
  - Viewing Deck Stargazing
  - Scenic Lift Rides
  - Camping (Yurts)
  - Mini Golf
  - Disc Golf
  - Summer Tubing
- ##### Winter
- Snowshoeing
  - Tubing
  - Downhill Skiing (Lift 3 & 4)
  - XC Skiing
  - Backcountry Skiing
  - Sledding
  - Fire Ring/Storytelling/ S'mores
  - Night Stargazing Hikes
  - Camping (Yurts)



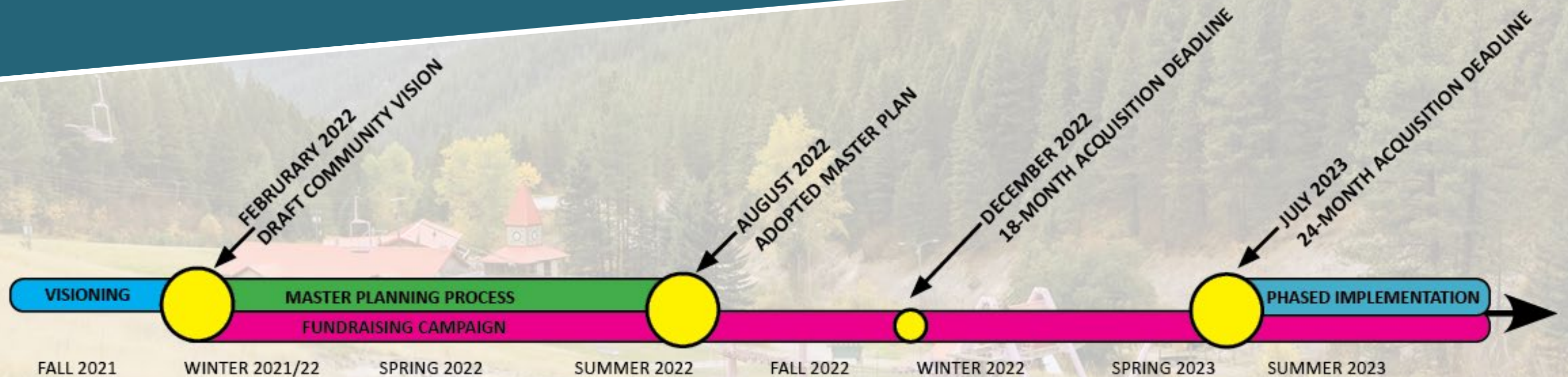
# Project Timeline.....Future Activities

March 2022- Aug. 2022:

- Engage the public to turn our Community's vision for Marshall into a Master Plan
- Conduct financial analyses and develop a strategic business plan for operation of Marshall.
- Fundraising campaign by Friends of Marshall Mountain
- Thousands of people visit Marshall to attend permitted camps, programs, and events

Sept. 2022- July 2023:

- Fundraising campaign utilizes Marshall Master plan to secure funds for both acquisition AND BUILDING Marshall.
- City and County Open Space Committees vet acquisition of Marshall Mountain and make a recommendation to City Council and the County Commissioners.
- Phased implementation of the Marshall Mountain Park Master Plan begins



## MARSHALL MOUNTAIN PROCESS TIMELINE

Photo credit:  
Daniel Mazza



# Marshall Mountain Park

## Master Planning, Financial Analysis and Strategic Business Plan

Cost: \$130,000

Planning funds will be allocated to the Conservation and Stewardship “Restoration and Acquisition” Reserve fund and reimbursed through private fundraising.

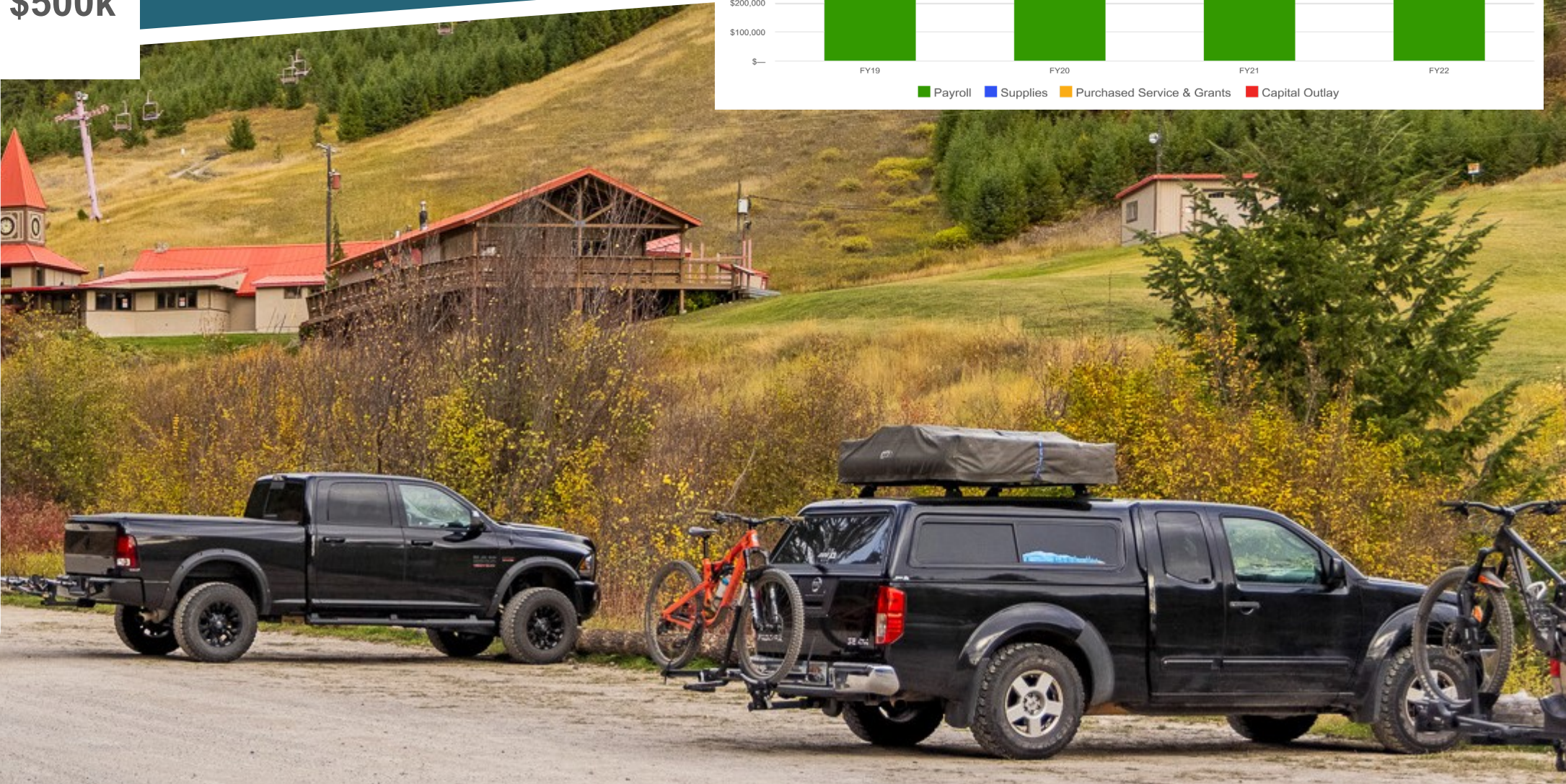
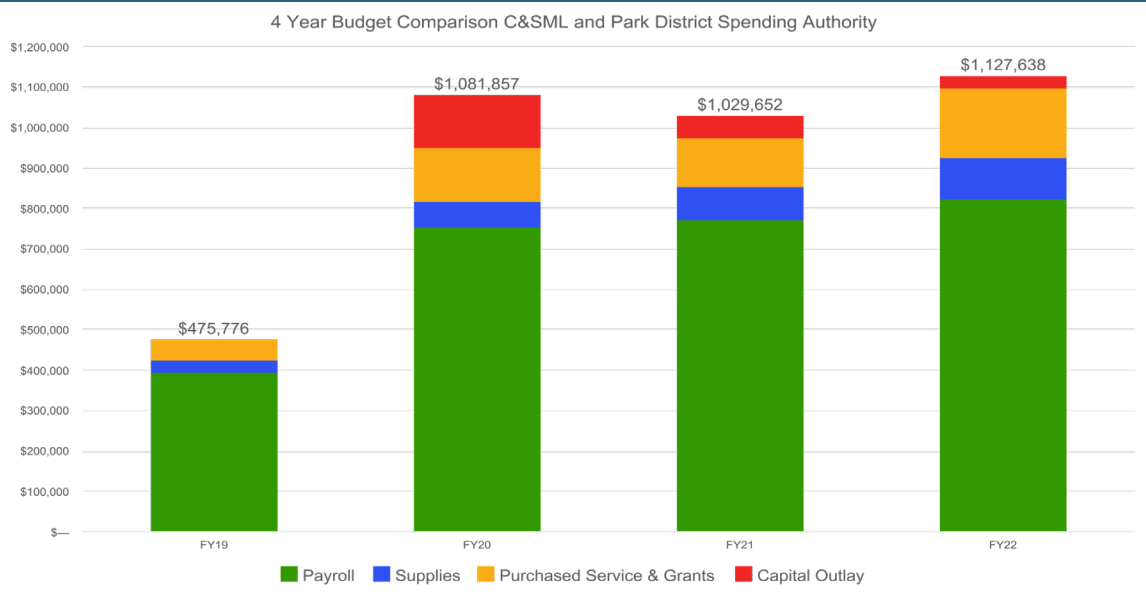
**C&S Mil Levy Reserve Fund**  
**Approximate balance at end of FY22 = \$500k**

**Friends of Marshall Mountain**

Nonprofit partner committed to fundraising and reimbursing expenses related to the planning, acquisition, and phased development of Marshall Mountain Park

# C&S Mil Levy Reserve Fund

BE IT FURTHER RESOLVED, the approval of the Conservation and Stewardship of Open Space Lands Mill Levy shall provide for and allow the accumulation of capital funds derived from the Mill Levy and held within the Conservation and Stewardship of Open-Space Lands Fund, for the purposes of major restoration of open space lands, mitigation of open space lands when damaged, capital outlay of equipment to support efforts in the area of conservation and stewardship, the ability to acquire future open space parcels per citizen input and adopted plans, and the ability to bond for qualifying projects and capital improvements.





## Recommended Motion

Approve and authorize the Mayor to sign a contract with SE Group for the Master Planning of Marshall Mountain Park in the amount not to exceed \$130,000

