

## RAGGED MOUNTAIN

### Danbury, New Hampshire

Ragged Mountain is a 1,650-acre ski resort located in Danbury, New Hampshire, roughly 90 minutes north of Boston. The resort features an 18-hole golf course, ski slopes with over 1200 feet of vertical elevation, nine lifts, and over 30 lodges and ancillary buildings. Ragged Mountain was underperforming, and due to its small size and location was not considered a prime destination for New England skiers. In 2007, it was purchased by Salt Lake City-based resort developers the Pacific Group, who sought to make the flagging resort more competitive and turn it into a premier four-season destination resort.

RCLCO provided market analysis and made recommendations about Ragged Mountain's image for an overhaul of the resort site and location. The Pacific Group sought to make Ragged Mountain into a "Western-style" ski resort, with more year-round recreation offerings. RCLCO also recommended building a "village center," incorporating retail and restaurant amenities, which would serve as the center of social and economic activity within the resort.

Ragged Mountain is currently being upgraded to meet these criteria and is in the second phase (Year Two) of new construction.

