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*Growth · Opportunity · Sustainability*  
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For more than 75 years, this small-but-mighty mountain has been a gathering place where young skiers and riders sharpen their skills, find confidence, and build lifelong connections.

Through the continuous enhancements in snowmaking and mountain operations, snow and slope quality have reached new heights, providing an exceptional playground for all ages and abilities.

We are deeply grateful to the local businesses, families, and individuals who continue to give their time, energy, and support to keep Rotarun's spirit alive and growing in our community.



♥  
*The Little Mountain With A Big Heart*

Please consider making a difference  
for this incredible community gem.



rotarun.org/donate  
208.788.6204  
info@rotarun.org  
PO Box 2083, Hailey, ID 83333  
25 Rodeo Drive, Hailey, ID 83333  
Rotarun Ski Club, Inc. is a 501(c)3 nonprofit  
organization, EIN # 82-0295709

Thank you from the  
Rotarun Board of Directors:  
**Wally Limburg** (President)  
**Scott Robinson** (Treasurer)  
**Andrew Cooley** (Secretary)  
**Juan Martinez**  
**Jody Zarkos**



ROTARUN SKI AREA  
**ANNUAL REPORT**

2024-2025

Photo: Pierce Klinke

Dear Friends and Family,

As I reflect on the 2024/25 season, I'm filled with gratitude—for the people, purpose, and spirit that make Rotarun so special. Our little ski hill connects this community in ways that are deeply grounding, reminding us that the joy of sliding on snow doesn't depend on luxury but on shared experience, intention, and heart.

Rotarun stands as a counterpoint to the broader ski industry, where access often narrows as costs and infrastructure grow. Our mission remains simple: to make skiing and snowboarding accessible to all, and to offer a winter community center that resonates with the DNA of the Wood River Valley. We see ourselves as stewards of the experience—mindful of how we invest our precious resources, the programs we offer, and the people we welcome. Every decision is guided by our values of inclusion, connection, and community impact.

This season brought meaningful change. We bid farewell to Riley Berman, whose leadership helped shape Rotarun's modern era, as he stepped onto the global stage with the FIS Alpine World Cup Finals in Sun Valley. We also welcomed Julian Tyo, whose many years of management experience and community-minded approach are already enriching our work.

We initiated one of our most exciting projects yet—a Magic Carpet lift that will debut in 2025/26. This investment will open new doors for young families and beginners while enhancing the experience for our learn to ski and ride program participants. And we offered space for events ranging from avalanche courses in partnership with the Sawtooth Avalanche Center to company gatherings to milestone celebrations.

Each of these moments reaffirms what makes Rotarun unique: it's not just a ski hill—it's a place of belonging. It keeps alive the best parts of mountain town life—joy, connection, and shared appreciation for life in the mountains.

To our supporters, volunteers, staff, and friends—thank you. Your generosity and belief sustain this sacred little hill and all the magic it creates.

Gratefully,  
Scott McGrew  
Executive Director, Rotarun

Mikaela Shiffrin at Rotarun during the 2025 Alpine FIS World Cup Stifel Sun Valley Finals



- ❖ *Respect* and celebrate our heritage
- ❖ Make decisions through *inclusion*
- ❖ Embrace and welcome *community*
- ❖ Grow *joy* through fun and learning



## Core Values

Rotarun lives and breathes by its values, set forth to inspire a way of life and a way of creating opportunity for the youth and families of the Wood River Valley.



232

Children enrolled in after-school ski and ride programs

64

Freddy's Season Passes gifted to children in our community

39

Hours of free community skiing and riding



## Financials

### Operating Income

Fundraising	\$216,452
Grants	\$20,750
Earned Income	\$162,067
<b>TOTAL OPERATING INCOME</b>	<b>\$399,269</b>

### Operating Expenses

Payroll & Administration	\$201,924
Facilities, Equipment & Snowmaking	\$71,694
Fundraising Expenses	\$5,739
Learn to Ski & Ride Programming	\$98,271
<b>TOTAL OPERATING EXPENSES</b>	<b>\$377,628</b>

**CAPITAL INCOME** **\$187,000**

### Capital Expenditures

Snowmaking	\$24,420
Lodge Upgrades	\$71,695
Magic Carpet Project Launch	\$39,000
Other	\$28,345
<b>TOTAL CAPITAL EXPENDITURES</b>	<b>\$163,460</b>