



**BOYNE  
HIGHLANDS**

**MEDIA GUIDE**  
**WINTER 2017/18**

[boynehighlands.com](http://boynehighlands.com)

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## BOYNE HIGHLANDS

At Boyne Highlands we understand what matters — friends, family, and time well spent.

Since 1963, guests at Boyne Highlands have made a tradition of active sport, tranquil leisure, and building memories among the rolling hills of northern Michigan. Never pretentious, always welcoming, Boyne Highlands is an oasis in an ever-changing world.

Whether you fill your stay with early downhill ski runs, fat tire snow biking, horsedrawn sleigh rides, or quality time at The Spa, you'll find plenty of opportunity to pursue your passions. Boyne Highlands offers everything you need to escape, to explore, and to share experiences with family and friends.

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### FOR MEDIA INQUIRIES



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SNOWMAKING TECHNOLOGY

### On The Trails and Slopes

This winter, Boyne Highlands Resort in Harbor Springs is rolling out a significant enhancement to the proprietary Boyne Low-E fan guns that makes the fleet the most energy efficient marginal temperature snowmaking system in the world. This breakthrough in technology slashes energy usage by over 50% from already industry leading levels. The energy savings during a normal snowmaking session would be the equivalent of powering 30,000 100-watt light bulbs.

The composition of the proprietary Boyne Low-E fan gun was created by Boyne Resorts' Michigan based team in conjunction with the world's leading snow gun manufacturer, SMI of Midland, Michigan.

### Snowshoe Dinners

Guests can delight in three new enchanted snowshoe expeditions this winter, each culminating with a gourmet three-course dinner. The events are scheduled for



NEW DINING OPTIONS

December 15, 2017; January 12, 2018; and February 9, 2018. The snowshoe hikes depart at 12 or 5 p.m. with each event featuring a relaxing snowshoe route ending with dining at Country Club of Boyne in the heart of the resort's best trails. A family-style dinner is served following snowshoeing at 7 p.m. For complete details, including menus, visit [boynehighlands.com](http://boynehighlands.com).

### New Dining Options

Tantalizing your taste buds, the Boyne Highlands Cafeteria will feature warm, fresh from the oven cinnamon rolls and donuts in the morning and house-made cookies in the afternoon. For lunch, nosh on southern favorites and enjoy custom creations at the new ramen station. Health conscious consumers will also enjoy a selection of signature freshly prepared salads. Guests seeking a more leisurely start to their morning can partake in the new Sunday Brunch at Country Club of Boyne. A new craft cocktail menu is available in Slopeside Lounge, which also welcomes the return of Friday Night Tap Takeovers, December 29, 2017 - March 9, 2018. Reservations for the



AONACH MOR MOONLIGHT DINNER

resort's most popular and unique dining experience, the Aonach Mor Moonlight Dinner, which transports guests by sleigh to the top of the slopes to enjoy a candlelit family-style dinner with an acoustic guitarist, is available for online purchase this winter by visiting [boynehighlands.com](http://boynehighlands.com).

### Great Lakes Snow Series

The Great Lakes Snow Series is making a stop at Boyne Highlands Resort on February 24-25, 2018 for a Saturday evening slopestyle event and pipe event on Sunday morning. Saturday's registration will take place from 4:30 to 5:30 p.m., with the event starting at 6:30 p.m.



## Boyne Country Sports Manufacturers' Demo Day

**December 27, 2017**

All the major ski and snowboard manufacturers converge in one place with all their equipment just for you. If you've been looking to replace those tired skis or that trashed snowboard, Boyne Highlands is where you want to be. Company representatives from Burton, K2, Rossignol, Nordica, Volkl and more will be on-site to not only talk about all their great gear, but also to let you try all their latest equipment and demo for free.

The demo area is located near the base of the Heather Express at Boyne Highlands and equipment is available to demo from 9 a.m. to 3 p.m. on Wednesday, December 27. Must be 18 years old or have a parent/legal guardian present to sign the release waiver and have a valid driver's license or major credit card to demo equipment.

## Holiday Rail Jam Presented by Under Armour

**December 29, 2017**

The Holiday Rail Jam is a judged event open to all skiers and snowboarders with great prizes and BOYNE Gift Cards. Spectators are welcome so come on out and get ready for a great show.

### Details:

- Registration takes place from noon to 1:30 p.m. near the entrance to the cafeteria
- Entry fee is \$5
- Rail Jam begins at 2 p.m. near the base of the Heather slope
- Divisions include boys, girls, skiers and snowboarders
- All competitors must wear a helmet

For questions or more information, please contact Dan Turcott at [dturcott@boyne.com](mailto:dturcott@boyne.com) or visit [boynehighlands.com](http://boynehighlands.com). Must be 18 years or older to sign the event waiver or have a parent or guardian present at the time of registration.

## New Year's Eve Celebration at Boyne Highlands

**December 31, 2017**

Join us for an evening of celebration with special dining events in the Main Dining Room and Olympic Room, live entertainment in the Zoo Bar and Slopeside Lounge, Torchlight Parade and fireworks beginning at 9:30 p.m., and teen party for ages 12-20. Child care is also available for children ages 2-12. For complete event details, visit [boynehighlands.com](http://boynehighlands.com) or call 866.759.3530.

## Learn to Ski and Snowboard Month

**January 2-31, 2018**

Tradition. It's what sets Boyne Highlands apart. But tradition only thrives when it's shared — and that's why we're proud to celebrate Learn to Ski and Snowboard Month each and every January. We welcome guests of all ages to experience the fun of snowboarding and skiing firsthand with the skilled staff at the Boyne Highlands SnowSports Academy. With specially-priced ski and snowboard lessons, you'll learn the right habits from the start — and get a jump on what may just turn out to be a lifelong passion. This program is open to everyone ages seven and up — but space is limited, reservations are required, and you must mention LSSM when you make your reservation.

## Cross Country Winter Trail Days

**January 6, 2018**

At Boyne Highlands, we don't think of winter as nature's way of making us appreciate summer. To the contrary, we embrace the snowy season as a chance to get outside and see the beauty of our surroundings in a whole different light. That's why our breathtaking trails host Winter Trail Days — to share our love for one of the many great outdoor activities the snowy season has to offer.

Join us for Winter Trail Days and take advantage of free cross country clinics, complimentary rental equipment, and free trail passes. Our enthusiasm for outdoor winter fun is contagious — and you might just find yourself warming up to winter.

Space is limited — so make your reservations early. Call the Boyne Highlands Cross Country Center at 231.526.3029 for details.

Clinics are dependent on weather and snow conditions.

## Community Appreciation Day

January 7, 2018

In appreciation of local patronage, Boyne Highlands Resort, as well as sister resort Boyne Mountain, are pleased to offer a full day of FREE skiing/snowboarding and more to residents of Antrim, Charlevoix, Cheboygan, Emmet, and Otsego counties on Sunday, January 7, 2018. Free access to the 115 downhill trails at Boyne Highlands and Boyne Mountain, plus the parks, pipes and cross country trails at both resorts is available 9 a.m. to 4:30 p.m.

Antrim, Charlevoix, Cheboygan, Emmet, and Otsego county residents need only show their driver's license or other form of identification with proof of residency at the resorts' lift ticket windows to receive a free lift ticket for the day. Ages 15 and under can ski and snowboard free during Community Appreciation Day if accompanied by an adult with proof of local residency.

Community Appreciation Day lift tickets are good from 9 a.m. to 4:30 p.m. Many other specials and discounts offered including free tubing!

## Homecoming Weekend

January 26-27, 2018

Each year, we celebrate the place, the people and the traditions that make Boyne Highlands special. Join us for Homecoming Weekend and experience the excitement as generations of families come together for three days of unforgettable fun. With familiar faces around every corner, you'll have plenty of chances to share memories of homecomings past — while creating a whole year's worth of new memories. The weekend includes a welcome reception, Family Fun Zone, live entertainment, dining events, Kids' Club, fireworks display over the slopes and Zoo Bar Party.

## 4-for-1 Day

February 4, 2018

When you're looking forward to a day of skiing or riding with five of your favorite people, there's not much room for improvement. Hop into the SUV with three friends (or family members) — and join our annual celebration. For this one special day, all four of you will ski for the price of one, all day long. So join us for four times the fun — all for the price of one — and ski and ride to your collective hearts' content.

The 4-for-1 Day tickets are valid for an Open to Close lift ticket on February 4, 2018 only. Only valid at Boyne Highlands Resort in Harbor Springs.

## Your Turn Women's Ski Clinic with Lisa Densmore

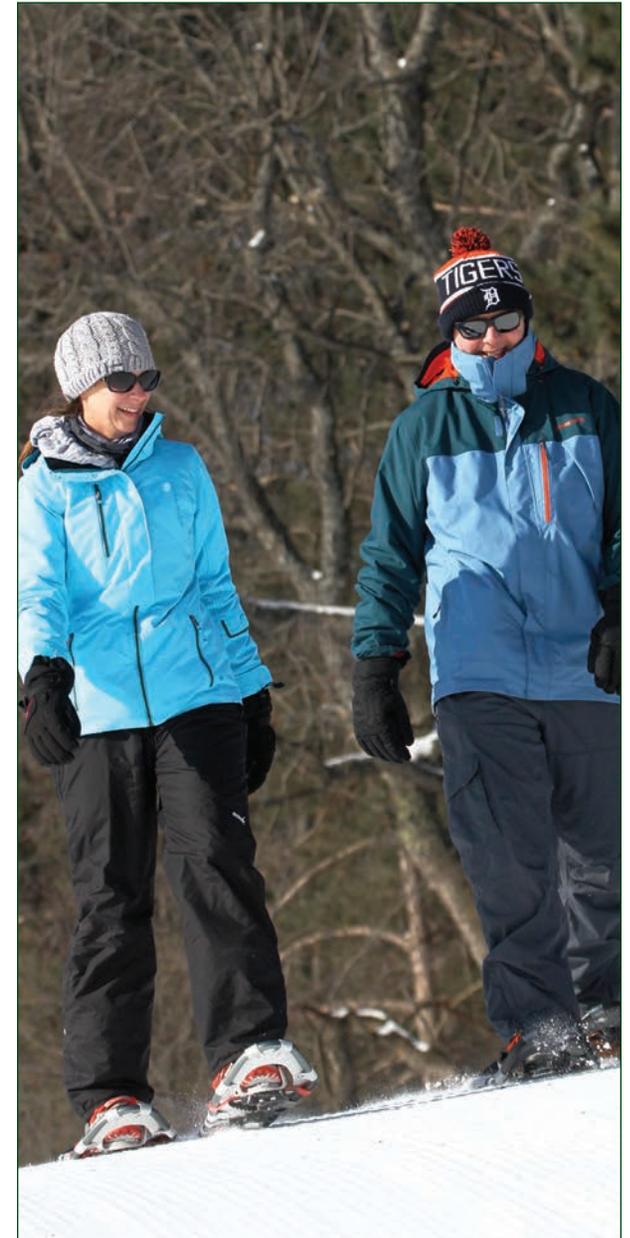
February 24-25, 2018

Grab your spot and ski Boyne Highlands with former U.S. ski team member and highly regarded coach and ski instructor, Lisa Densmore. Intermediate through advanced level skiers can benefit from this clinic that includes a boot fitting examination, skiing with video analysis, breakfast, lunch, and après ski reception. For details and to register, visit [boynehighlands.com](http://boynehighlands.com).

## Pink Weekend

February 24, 2018

Boyne Highlands is proud to host a weekend of community support for breast cancer awareness and detection. Join us to take part in fundraising auctions, Boyne Country Sports' demos and a host of other festive, fun and informative activities. Riders and skiers of all ages and genders are welcome. A healthy, active lifestyle is one of the greatest means of cancer prevention.



## 9th Annual Brew-Ski Festival

March 10, 2018

Suds and snow — is there a better combination? Our ninth annual Brew-Ski Festival at Boyne Highlands Resort brings together snow, craft brews, entertainment, and fun on tap. Hit the slopes, share laughter with friends, and visit the snow bars where brewery representatives share their enthusiasm and serve up more than 285 varieties of brews from around the world. While satisfying your thirst, take in live music and nosh on some tasty food. This ritual spring celebration is a must-attend event.

The tent area is open from noon to 5 p.m. to those ages 21 and older. Slope hours are 9 a.m. to 9 p.m.

A special event package is available including lodging, welcome reception, lift tickets, buffet breakfast, drink tickets, tee shirt and commemorative gift.



## Krazy Daze

March 17, 2018

Krazy Daze is a little bit of something for everyone from live bands and wild costumes to events for the kids and adults. On-snow race events include The Krazy Cup, Silly Slalom, Jump Competition and NASTAR Race. In addition, Krazy Daze features a Ski Over The Pond event for all ages, and face painting and inflatables for the kids.

A special event package is available including lodging, lift tickets, buffet breakfast, ski or snowboard rental, tubing, and entry to events in the Zoo Bar and Slopeside Lounge.



<b>ESTABLISHED</b>	Winter 1963/64 season	<b>NIGHT SKIING/RIDING</b>	Yes
<b>NUMBER OF LIFTS</b>	8 chairlifts: 1 four-place high speed; 4 three-place; 3 four-place. 2 Magic Carpets, 1 tube lift, 1 kiddie carousel	<b>TUBING PARK</b>	Yes
<b>BASE ELEVATION</b>	773'	<b>CROSS COUNTRY</b>	35km
<b>SUMMIT ELEVATION</b>	1,325'	<b>SNOWSHOEING</b>	8.2km
<b>TRANSPORT CAPACITY</b>	17,800	<b>DINING</b>	7 winter establishments including eclectic cafés and pubs to fine dining cuisine
<b>LONGEST RUN</b>	1.25 mile — North Peak Pass	<b>NIGHTLIFE</b>	Slopeside Lounge, Zoo Bar, and Aonach Mor Moonlight Dinner
<b>TERRAIN TYPE</b>	37% Beginner, 29% Intermediate, 34% Expert	<b>AMENITIES</b>	Equipment rental and repair, lockers, ski valet, retail shops, warming huts, and child care
<b>TERRAIN PARK</b>	4 including a skier/boardercross course, plus a 13-foot halfpipe	<b>ACTIVITIES</b>	Downhill skiing, snowboarding, private and group lessons, kids and teen camps, tubing, cross country skiing, snowshoeing, Zipline Adventures, fat tire snow biking, horseback trail riding, mountaintop dining, appetizing eateries, après-ski nightlife, ice skating, and spa. Snowmobiling available nearby.
<b>FREE BEGINNER AREA</b>	16 acres		
<b>AVERAGE SNOWFALL</b>	140"		
<b>SNOWMAKING</b>	93%		
<b>AVERAGE TEMP</b>	26°F		



## ACCOMMODATIONS:

- Accommodations for over 1,500 guests
- 313 guest rooms and suites
- Alpine Village — condominiums
- Arthur Hills Townhomes — townhouses
- The Bartley House — hotel rooms
- Heather Highlands Inn — hotel rooms and suites
- Heather Highlands Townhouses — townhouses
- Main Lodge — hotel rooms and suites
- Ross Cottages — cottages

## FOOD AND BEVERAGE FACILITIES:

- Main Dining Room
- Slopeside Lounge
- Café at Boyne Highlands
- Country Club of Boyne
- Summer Only:
  - > The Young Americans Dinner Theatre
  - > 10th Tee
  - > 19th Tee
  - > 55th Tee
- Winter Only:
  - > Aonach Mor Moonlight Dinner
  - > Champions Pizza
  - > Boyne Highlands Cafeteria
  - > North Peak
  - > Zoo Bar

## CONVENTION FACILITIES:

- 31,500 sq. feet of convention space
- Audio visual, sound, and lighting equipment
- Professional group sales and convention services

## WINTER FACILITIES & AMENITIES:

- 55 downhill runs
- 435 acres of terrain
- 4 terrain parks including a skier/boardercross course
- 13' halfpipe
- Eight chairlifts and two Magic Carpets
- 16-acre free ski/snowboard beginner area
- SnowSports Academy private and group instruction
- Equipment rental
- Zipline Adventure Tours and Twin Zip Rides
- 35 km of cross country trails (rental available)
- Exclusive snowshoeing trails (rental available)
- Exclusive fat tire biking trails (rental available)
- Outdoor ice skating
- Tubing
- Horse-drawn sleigh and wagon rides
- Horseback trail rides
- Groomer rides
- Kids' Club

## RESORT FACILITIES & AMENITIES:

- Country Club of Boyne
- The Spa at Boyne Highlands
- Indoor and outdoor swimming pools
- Two outdoor hot tubs
- Two saunas
- Exercise centers
- Boyne Country Sports (winter only)
- Child care (winter only)
- Complimentary wireless high-speed Internet





#### **GOLF FACILITIES & PROGRAMS:**

- Four 18-hole championship courses
  - > Arthur Hills
  - > Donald Ross Memorial
  - > The Heather
  - > The Moor
- Cuff Links Executive Par 3 – 9-holes with lights
- Two driving ranges and numerous putting greens
- Two golf shops offering apparel and equipment
- Extensive practice facilities and teaching center
- BOYNE Golf Academy private and group instruction
- Great Escape Golf Vacations
- Nike Junior Golf Camps

- GolfBoards on the The Moor and Donald Ross Memorial
- The First Tee of Northern Michigan
- Team building programs

#### **ADDITIONAL SUMMER AMENITIES:**

- Zipline Adventure Tours and Twin Zip Rides
- Segway PT Tours
- Horseback trail rides
- Scenic chairlift rides
- Hiking trails
- Mountain biking
- Expert lift-served Bike Park
- Four hard-surface tennis courts

- Pond fishing, fly casting clinics, and paddle boating
- Children's Adventure Camp

#### **NEARBY ATTRACTIONS:**

- Harbor Springs – 5 miles
- Petoskey – 10 miles
- Inn at Bay Harbor – 13 miles
- Charlevoix – 25 miles
- Boyne Mountain – 26 miles
- Mackinac Island – 35 miles
- Traverse City – 75 miles



## RESORT AWARDS

- GOLF Magazine's "Top 10 Favorite U.S. Golf Resorts for Value (#1)" in 2015
- GOLF Magazine's "Top 10 Favorite U.S. Golf Resorts (#2)" in 2015
- GOLF Magazine's "Top 10 Favorite U.S. Golf Resorts for Buddy Trips (#2)" in 2015
- Golf Digest's "The Best Teachers In Your State" — Brian O'Neill, BOYNE Golf Academy in 2015/16
- Golf Magazine's "Premier Golf Resorts: Silver Award" in 2014/15
- Petoskey News-Review "Best Ski/Snowboarding Resort" — Best of the Northwest Readers' Poll
- Named a Family Vacation Critic Favorite in 2015 and 2014
- Golf Digest's "Michigan's Best Teachers" — Brian O'Neill, BOYNE Golf Academy in 2014
- MTBParks.com's Best Mountain Bike Parks in North America Riders' Choice Awards in 2014 and 2013
- Golf Digest's "Top 75 Golf Resorts in America"
- Golf Digest's "Top 10 Mountain Resorts in the United States"
- GOLF Magazine's "One of America's Best Golf Resorts"
- Travel + Leisure's "World's Best Golf Resorts"
- Condé Nast Traveler's "Top 100 Golf Resorts"

## COURSE AWARDS

- Golf Digest's "Best In State" in 2014/15 and 2013/14 — The Heather
- Golf Digest's "Best In State" in 2014/15 — Arthur Hills
- Golf Digest's "America's 100 Greatest Golf Courses" — The Heather
- Golf Digest's "Top 50 Courses for Women" — The Heather
- Golfweek's "Best Courses You Can Play" in 2014, 2011, and 2010 — Arthur Hills
- Golfweek's "Best Courses You Can Play" in 2010 — The Heather
- Golfweek's "America's Best Courses" — The Heather
- Golf for Women's "Top 50 Courses for Women" — The Heather
- GOLF Magazine's "Best Public Golf Courses in Michigan" in 2012 — The Heather
- The Graphic's "Best Golf Course"
- The Oakland Press "Top 10 Golf Courses" — The Heather
- The Oakland Press "Top 10 Golf Courses" — Arthur Hills

## MEETING AWARDS

- Groups Today Readers' Choice Finalist
- Michigan Meetings + Events' "Best Golf Venue"

**600 Highland Drive  
Harbor Springs, MI 49740**

**GPS/Online Maps use:**

600 Highland Pike Road

**MILEAGE FROM MAJOR CITIES**

- 195 miles north of Grand Rapids, MI
- 280 miles north of Detroit, MI
- 370 miles north of Chicago, IL

From southeast Michigan, take I-75 north, then exit 310 onto MI-68, turn right onto US-31 N, left onto E. Brutus Road, left onto S. Pleasantview Road, and right on Highland Pike Road to arrive at Boyne Highlands on your right.

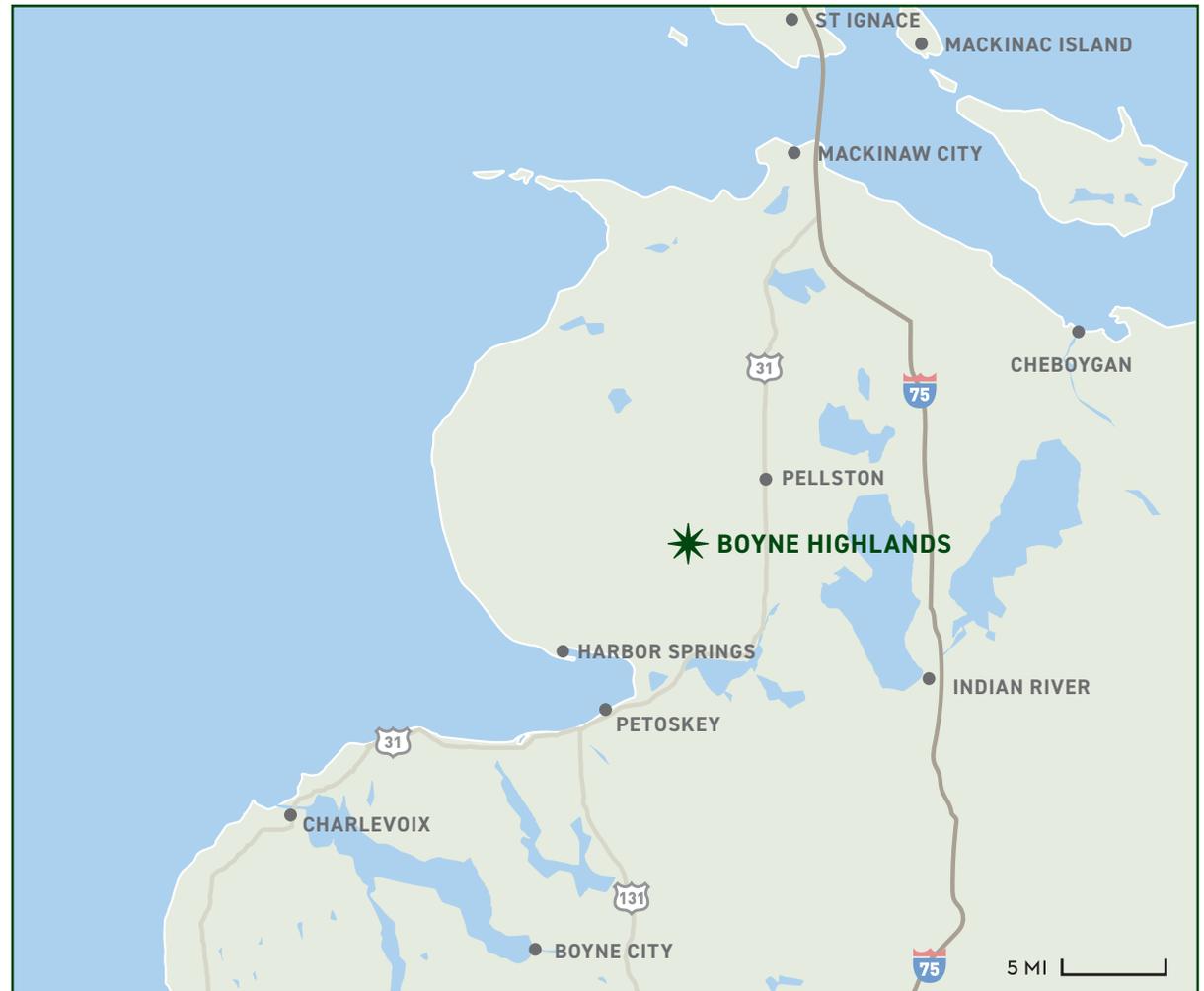
From southwest Michigan, take US-131 north, US-131 becomes US-31, turn left onto M 119, turn right onto S. Pleasantview Road, left onto Highland Pike Road to arrive at Boyne Highlands on your right.

**AIRPORTS**

**Harbor Springs Airport:** The Harbor Springs Municipal Airport (MGN) is owned by the City of Harbor Springs and is located in Little Traverse Township. The Harbor-Petoskey Area Airport Authority operates the airport under lease from the City.

**Pellston Regional:** The Pellston Regional Airport (PLN) is owned and operated by Emmet County and serviced by Delta. Located on US-31 in Emmet County just north of Alanson, the airport is approximately 20 minutes from Boyne Highlands.

**Airport amenities include:** ILS, VOR, WSI Pilot Brief Vector Weather Briefs, JETA and 100LL Fuel, AVIS and HERTZ Car Rental Service, Mackinaw Shuttle and Wolverine Stage Taxi Services, Boarding Bridges for Covered Access to Flights, Hoppies Landing Restaurant, Gift Shop, and Conference



Room.

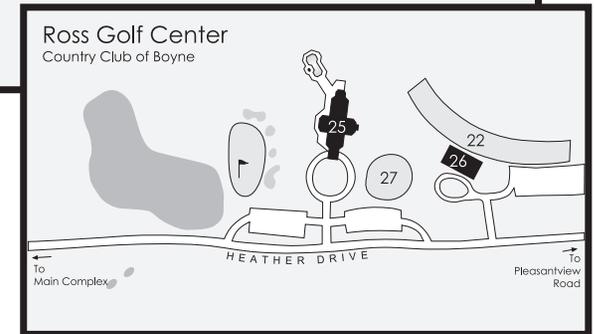
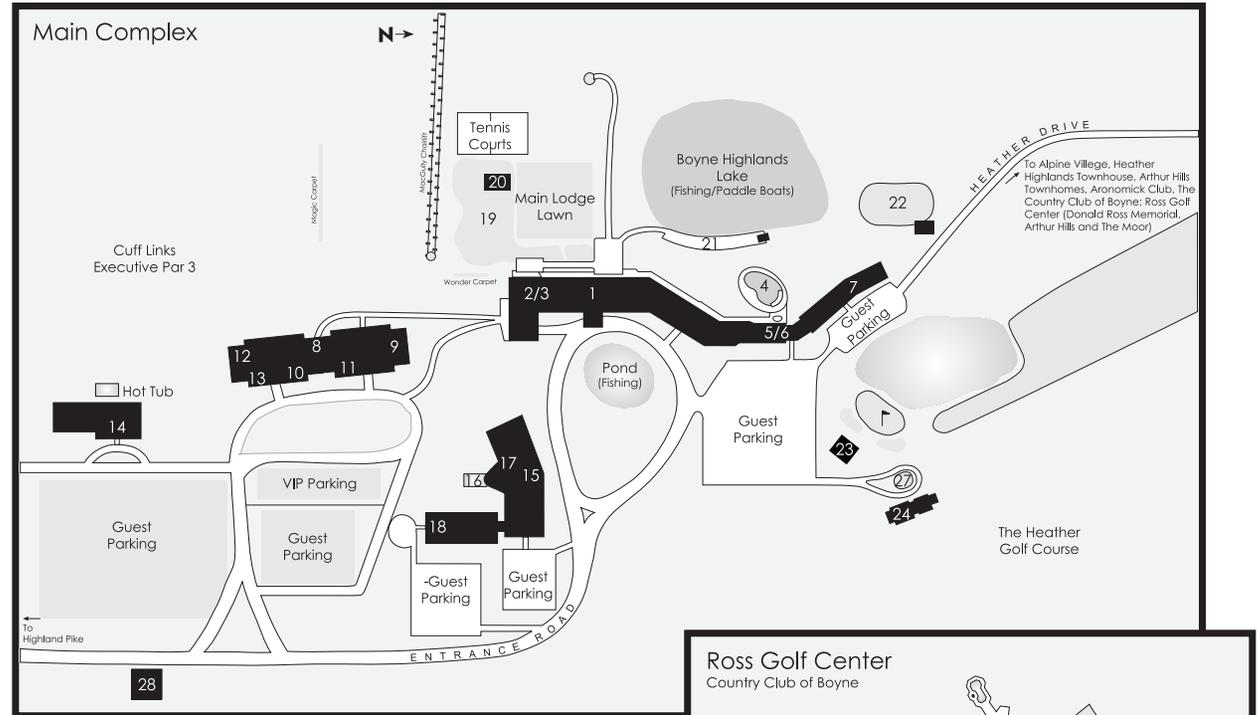
**Traverse City Cherry Capital (TVC):** With direct flights offered by Delta Airlines, United Express, and American Airlines to Chicago, Detroit, Minneapolis, and seasonally to New York (LaGuardia & Newark), New Jersey, Denver,

and Atlanta, Cherry Capital Airport connects travelers to over 750 domestic and international destinations both conveniently and economically. Cherry Capital Airport and the Traverse City area is approximately 1 hour and 30 minutes from Boyne Highlands.



## MAP DIRECTORY

- 1 Main Lodge  
Main Lobby · Front Desk · Guest Services · Computer Stations · Lodging · Meeting Rooms · Fitness Center · Arcade · Adventure Center · Cafe at Boyne Highlands
- 2 Main Dining Room & Olympic Room
- 3 Slopeside Lounge
- 4 Swimming Pool and Hot Tub
- 5 Laundry Facilities
- 6 Tower Lobby & Elevator
- 7 Conference Rooms A, B, C & D/E
- 8 Day Lodge / Convention Center  
Conference Rooms · Exhibition Hall · Cafeteria (winter only) · The Young Americans Dinner Theatre (summer only)
- 9 Zoo Bar
- 10 Lift Ticket Window
- 11 Snowsports Center  
Equipment Rental · SnowSports Academy Registration
- 12 Polar Cubs Childcare Center  
(upper level – winter only)
- 13 Boyne Country Sports  
(lower level – winter only)  
Boyne Highlands Adventure Camp  
(lower level – summer only)
- 14 The Bartley House  
Lodging · The First Tee of Northern Michigan · Hot Tub
- 15 Heather Highlands Inn (Pleasantview Building)  
Condominium Lodging · Conference Rooms
- 16 Heather Highlands Inn Pool
- 17 The Spa at Boyne Highlands
- 18 Heather Highlands Inn (Inverness Building)  
Condominium Lodging
- 19 Putting Course (summer only)



- 20 Par 3 & Activity Equipment Center (summer only)
- 21 Lakeside Patio
- 22 Driving Range
- 23 19th Tee Snack Bar
- 24 The Heather Golf Shop (summer only)  
Cross Country Center (winter only)
- 25 Country Club of Boyne  
Dornoch Room · Seminole Pub · 55th Hole Snack Bar
- 26 Ross Golf Center  
Donald Ross Memorial · Arthur Hills · The Moor
- 27 Putting Green
- 28 Owner Services



MAIN LODGE RENDERING

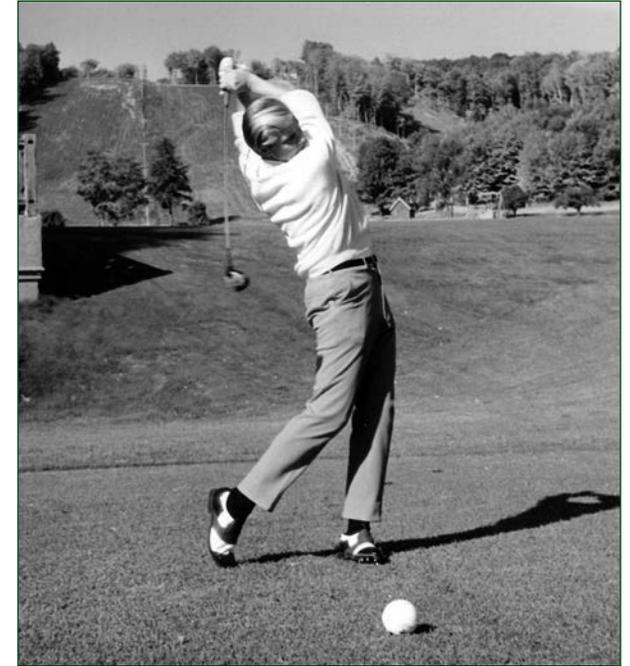
Skiing was on the upswing and Boyne Mountain was doing well when Everett Kircher, founder of Boyne Resorts, decided it was time for another move.

The Harbor Highlands ski area in Harbor Springs had been founded by 27 stockholders from Petoskey and Harbor Springs, and started in 1955. A total of five runs had been cut, which extended less than halfway to the top of the ridge and uphill transportation consisted of a pomalift and four rope tows. A small day lodge with a bar and restaurant had been built at the base of the hill. But the owners soon ran out of money, amassed considerable debt, and were forced to close. After being closed for two seasons, the ski area went up for sale. When Kircher decided to buy the property, he insisted on paying off the creditors as well as making sure that all the

shareholders recovered their full investments. He said at the time, "I'd like to go into the area with everybody feeling happy about the deal and about Boyne."

Kircher committed the next year to planning and went on to purchase an additional 2,900 acres of land adjacent to Harbor Highlands in order to carry out his vision of a large year-round ski and summer resort.

Kircher discovered his passion for golf after carving a nine-hole executive course at Boyne Mountain in an attempt to lure more summer business. When he was contemplating who should build his new course at Boyne Highlands, he leaned on friend Bill Harber for advice. Harber said, get the best, Robert Trent Jones. He named the course The Heather



JOHN JORGENSON, FIRST GOLF PRO

to carry on the resort's Scottish theme. The Heather was an instant success and by 1971 became one of Golf Digest's Top 100 golf courses in the United States. In the years that followed, three more courses would be built, The Moor, Donald Ross Memorial, and Arthur Hills, along with many expansions to lodging accommodations, meeting space, and resort offerings.

Kircher was inducted into both the Michigan Golf Hall of Fame and U.S. Ski and Snowboard Hall of Fame for his contributions and innovations to the sports.

## By The Years

- 1947** Boyne USA Resorts was founded — now called Boyne Resorts
- 1963** Boyne Highlands Resort opens
- 1963** World's first three-place chairlifts installed at Boyne Highlands
- 1966** The Heather golf course opens — the first in BOYNE Golf's collection
- 1970s** Patented Boyne Snowmaker (a.k.a. Highlands Snow Gun) introduced
- 1971** Main Lodge expanded
- 1974** The Moor golf course opens
- 1978** The Young Americans Dinner Theatre opens — second longest running dinner theatre in America
- 1989** Donald Ross Memorial golf course opens
- 1987** Heather Highlands Inn (phase one) opens and is the only condo-hotel at the resort
- 1989** Convention Center and south wing of cafeteria opens
- 1990** Country Club and Golf Center opens — now called Country Club of Boyne
- 1990** Michigan's first high-speed quad chairlift installed at Boyne Highlands
- 1993** Heather Highlands Inn expands to 128 rooms from 72 rooms
- 1993** The Bartley House is purchased
- 1995** North Peak ski area expansion opens with 12 additional runs, two additional chairlifts
- 1995** Arthur Hills golf course opens (first 9 holes)
- 1999** Arthur Hills golf course expands to 18 holes



- 2006** Michigan's first lift-served Bike Park opens
- 2006** Midwest's longest Magic Carpet conveyor lift opens
- 2006** Introduction of the exclusive Boyne Bed sleep system
- 2006** The First Tee of Boyne Highlands begins operation
- 2007** Proprietary snowmaking technology, Boyne Low-E fan gun, introduced
- 2008** Resort selected as host of Golf Channel's Big Break X: Michigan
- 2008** Green Lodging Michigan certified
- 2009** Expanded adventure sports including Zipline Adventure Tours and winter horseback trail rides
- 2009** One of only two Burton 'Learn to Ride' centers in Michigan opens — the other is located at Boyne Mountain



- 2010** Furry friends become part of the vacation experience with the availability of pet friendly lodging
- 2010** Cafeteria goes green reducing resort's garbage waste by up to 70%
- 2011** Resort honored as host of the 100th Michigan Amateur
- 2012** Burton Riglet Park introduced for young snowboarders ages 3-6
- 2012** The Spa at Boyne Highlands opens
- 2013** Snowmaking system is fully powered by proprietary Boyne Low-E fan gun
- 2015** BOYNE Golf Academy becomes only golf school in the Midwest to offer GEARS Club and Body Tracking System
- 2015** Phase one of a new Boyne Low-E fan gun nozzle design rolled out
- 2015** Boyne Resorts partners with Powder and Intrawest to introduce the M.A.X. Pass
- 2017** Boyne Resorts fully implements new energy efficient snowmaking technology in the Boyne Low-E fan gun

Boyer Highlands proudly contributes in-kind support to hundreds of charitable organizations and special events each year.

## Causes we're passionate about:

- **Healthy Lifestyles:** Encouraging kids and families to be active and healthy. We support nutrition education programs and outdoor recreation programs.
- **Conservation:** We want to preserve nature for future generations and help kids develop life-long passions with nature through exploration and recreation.
- **Entrepreneurship:** The entrepreneurial spirit is at our core. We support programs that inspire and help young people to follow their entrepreneurial dreams.
- **Enhancing Quality of Life in our Local Communities:** We seek to be a positive and productive member of our local communities by supporting causes that enhance the quality of life in Charlevoix, Emmet, Antrim, Cheboygan and Otsego counties.

## Harbor Cup

Each year the Harbor Cup golf tournament held in September brings together twelve BOYNE golf professionals to compete against twelve area golf professionals in a 54-hole Ryder Cup-style event. More important than the Harbor Cup's golf rivalry is a significant commitment to fundraising with each team selecting community organizations and raising money for charity. Since its inception in 1997, Harbor Cup has contributed nearly \$300,000 to beneficiaries.

Notable beneficiaries include The Manna Food Project, a pantry and warehouse that supplies food to more than 35 pantries and agencies in Antrim, Charlevoix and Emmet counties, and The First Tee of Northern Michigan, an



HARBOR CUP CHECK PRESENTATION 2015

organization that promotes character development and life enhancing values through the game of golf.

## Pink Weekend

Pink Weekend each February raises money and awareness for the early detection of breast cancer, while also encouraging a healthy and active lifestyle. Proceeds from the event benefit the Kathleen Jontz Breast Health Fund at McLaren Northern Michigan Foundation. Skiers and snowboarders can show support by purchasing pink ribbons, t-shirts and wristbands, participating in snowboard demos, bidding on auction items, riding in the name of prevention

at the Rail Jam, and rocking pink at the Pink Party with live music and pink-themed drinks.

Through McLaren Northern Michigan Foundation, the Kathleen Jontz Breast Health Fund provides mammograms to women ages 40 – 64 years old that have no insurance or are underinsured and supports breast health educational programs.

The event has raised nearly \$25,000 since its inception in 2013.



**Student Freeride and Beyond the Slopes**

Launched in 2005, the Student Freeride Program offers local students an incentive to advance themselves in the classroom as well as on the slopes by offering discounted passes based on performance in the classroom. The program is available to students in grades 6 through 12 residing in Antrim, Charlevoix, Cheboygan, Emmet, and Otsego counties.

In the winter of 2011/12, the Beyond the Slopes Initiative was introduced as an additional incentive. Beyond the Slopes encourages students to challenge themselves and inspires creative thinking based on a "positive idea." Students participate by submitting a project idea, outlining the benefits and/or positive impact, identifying a to-do list of manageable steps and selecting a mentor. Students then provide an update reviewing how successfully the



idea was implemented, the impact, benefiting parties, and what if anything they would do differently. The projects are evaluated 50% on quality of idea, and 25% each for implementation and impact. The first place project earns a \$1,000 BOYNE Gift Card, and second and third place receives a \$500 card and \$250 card, respectively. Nearly 10,000 kids have participated in the Student Freeride Program.

**"Cold is Cool"**

Boyne Highlands is proud to be an annual partner with the Michigan Snowsports Industries Association to give Michigan kids an opportunity to get out, have fun, and enjoy winter. Michigan fourth and fifth graders can ski, snowboard, or cross country ski for three days free each season with their "Cold is Cool" Ski & Ride Passport.



**Locals Appreciation Day**

In appreciation of local patronage and support, Boyne Highlands offers a full day of free skiing/snowboarding and more to residents of Antrim, Charlevoix, Cheboygan, Emmet, and Otsego counties on the second Sunday of January. Free access to the downhill trails, plus the parks, pipes and cross country trails is available 9am to 4:30pm. Local residents can show their driver's license or other form of identification with proof of residency at the lift ticket windows to receive their free lift ticket for the day. Ages 15 and under can ski and snowboard free during Locals Appreciation Day if accompanied by an adult with proof of local residency. Many other specials and discounts are offered to local residents in celebration of this event.



## Boyne Falls, Michigan

The place that started it all — Everett Kircher's first ski operation. Founded in 1947 and originally called the Boyne Ski Club, the first 40 acres offered the Midwest's first chairlift, two ski runs and a lodge. The resort now boasts over 5,000 acres, 10 chairlifts and two surface lifts, 60 ski runs, an impressive array of snowsports, over 420 accommodations, and year-round amenities including the largest spa and waterpark facilities in the state, plus two golf courses, beach activities, scenic chairlift rides, tennis, and more.

## Bay Harbor, Michigan



**Carrabassett Valley, Maine** • The largest ski area east of the Rocky Mountains and home to the only lift-serviced above tree line skiing and riding in the East. As one of New England's top year-round destinations, Sugarloaf boasts 1,230 acres of developed skiable acreage, 13 lifts, a wide array of slopeside accommodations, as well as one of Maine's premier golf courses according to Golf Digest, scenic lift rides, ziplines, off-road Segway tours, and more.



**Newry, Maine** • A four-season destination, Sunday River Resort is home to eight interconnected mountain peaks of world-class skiing and snowboarding. The resort includes 135 trails and six terrain parks on 870 skiable acres, plus an extensive snowmaking system that provides the most dependable snow in New England. Sunday River also offers year-round accommodations and amenities, over 20 miles of mountain biking, scenic chairlift rides, zip line tours, and more.



**Lincoln, New Hampshire** • Loon Mountain, New England's most-accessible mountain resort destination, is located in New Hampshire's White Mountains just two hours north of Boston. Loon offers skiers and snowboarders 61 trails, 2,100 feet of vertical, and a full progression of award-winning terrain parks. Loon also offers plenty of exciting year-round activities, including scenic gondola rides, summit glacial caves, Aerial Forest Adventure Park, ziplines, rock wall climbing, and more.



**Gatlinburg, Tennessee** • A scenic year-round chairlift ride offering beautiful views of the majestic Smoky Mountains and surrounding Gatlinburg.



Located four miles west of Petoskey, the Inn at Bay Harbor — an Autograph Collection Hotel — combines the tradition of a grand hotel with an endless list of modern amenities. Resting on the shore of Little Traverse Bay, the Inn affords horizon-wide perspectives of Lake Michigan, with access to championship golf, swimming, biking and one of the most celebrated resort spas in the world. And for guests looking to explore beyond the resort grounds, the greater Petoskey region is rich with opportunities for boutique shopping, fine dining, and cultural discovery.



**Brighton, Utah** • One of America's oldest alpine ski areas founded in 1936 and purchased by Boyne Resorts in 1986.



**Big Sky, Montana** • The resort is located in Montana's southwest corner in Madison County just 18 miles north of Yellowstone National Park and 43 miles south of Bozeman's Gallatin Field. Skiers and snowboarders have access to 5,800 acres and 4,350 vertical feet. Summer vacationers now have the Big Sky Resort Basecamp to Yellowstone activity center from which to launch unique adventures such as the Lone Peak Expedition, numerous ziplines, ropes courses, shooting sports, and children's activities.



**Snoqualmie Pass, Washington** • Less than an hour from Seattle, The Summit at Snoqualmie including Alpentel Ski Area, has possibly the best access in the nation with an interstate right to the resort, and less than an hour from downtown Seattle.



**West Vancouver, British Columbia** • Cypress is only 30 minutes from downtown Vancouver and continues to provide skiers, riders and sliders with the most vertical drop, most terrain, most lifts, and best snow conditions on the highest skiing and riding peak of Vancouver's legendary North Shore Mountains.

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