

## **The Promised Land?**

By Tom Winter, 7 days ago

It's hard to wrap your brain around it. Ogden, Utah, the hottest spot for the ski industry in Utah? Sure, it's close to Snowbasin, an underrated goliath of a resort with ripping steeps and backcountry. You can even get to Powder Mountain's funky, low key charms easily from Ogden. But the epicenter of Utah skiing? Come on!

Well, the evolution seems to be happening. The town has proposed a gondola from the downtown area that would traverse the backside of Snowbasin and provide easy access to the ski area, and a small posse of ski and snowboard companies have started to relocate to this western town, which still features a few boarded up buildings in the main commercial area (although other parts are nicely spruced up).

The most recent Ogden transplant is Nidecker snowboards. The company follows in the footsteps of a variety of industry players, including Descente, which moved their in 2004. Also in town are Goode Ski Technologies and all of Scott USA's warehousing and distribution. Both Goode and Scott made the move in 2005.

The moves are underpinned by an initiative started by Mayor Matthew Godfrey, who is luring ski companies with million dollar tax breaks if they create 50 part time jobs.

While the Mayor hopes to ultimately increase tax revenues and improve the business climate of the town, hardcore locals at Snowbasin can only cringe at the prospect of additional skiers and snowboarders invading their – until now – untouched slice of Utah.

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