

MAY 2025 - APRIL 2026



ANTHONY LAKES OUTDOOR
RECREATION ASSOCIATION

Annual Report



Our Mission

To strengthen Northeast Oregon communities by creating and supporting accessible and affordable year-round outdoor recreation, education, and stewardship opportunities, especially for local youth.



Our Vision

A future where the outdoors drives connection, learning, and economic vitality year-round.



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To our Anthony Lakes Community,

The 2026 winter season was one for the record books, and not in the way we all would have hoped. We recorded a total of 141 inches for the season. This was over 100 inches below our annual average and the lowest snowfall season we've ever experienced over the past 15 years and under current management. Despite these challenging conditions, we are very proud to have been able to operate with a fully open mountain for our entire scheduled operating season. This is in no small part thanks to Ian, Matt and our mountain operations crew, who worked tirelessly to ensure that runs were groomed, riders were safe, and fun was had.

Financially, we remain focused on sustainability and growth. **Our nonprofit mission means every dollar we generate is reinvested directly back into our organization**—improving infrastructure, maintaining safe and reliable operations, and planning for the future.

Beyond winter, our growing year-round operations have bolstered our organization and ability to withstand difficult snow years like this one. From camping and golfing to mountain biking and high alpine pizzas, we're committed to creating the infrastructure Northeast Oregon communities need to spend more time outside.

Of course, none of this is possible without the people of Anthony Lakes: our dedicated staff, our loyal passholders, our generous donors, and our wide-reaching community. Thank you for supporting us—whether it was buying a ticket, volunteering at an event, donating to the new rental shop, or simply coming up and enjoying lunch and a beer. You are the reason we do this work!

Looking ahead we are committed to expanding year-round outdoor experiences for locals and youth, supporting and improving regional outdoor recreation infrastructure, and ensuring visiting outdoor recreation tourists support the regional economy.

Peter Johnson
President
Anthony Lakes Outdoor Recreation Association

Non-profit status and organizational structure

Anthony Lakes Outdoor Recreation Association (ALORA) is a 501(c)(3) nonprofit organization. Our mission is to strengthen Northeast Oregon communities by creating and supporting accessible and affordable year-round outdoor recreation, education, and stewardship opportunities, especially for local youth.

There is a common misconception that the ski area is owned by Baker County, however, it has never been publicly owned. In 2010, the ski area changed hands from private owners to its current nonprofit management (formerly BCDC, now ALORA). All revenue generated from Anthony Lakes Mountain Resort, Anthony Lakes Campgrounds, Quail Ridge Golf Course, and The Trailhead Bike & Ski Shop is directly funneled back into providing year-round, family-wage jobs for staff, and improving the guest experience through small capital improvements.

All ALORA entities are managed by a team of professionals, and ALORA's Board of Directors delegates all management and day-to-day decision making to ALORA management. The Board of Directors serve in a volunteer capacity, and do not receive any compensation; all proceeds from operations are reinvested into ALORA enterprises. Our board is responsible for setting the strategic direction, stewarding the organization's resources, facilitating fundraising projects, and determining the values and goals of ALORA.

ALORA MANAGEMENT



Peter Johnson
President



Chelsea Judy
Marketing Director & Controller



Megan Keating
Operations Director

ENTERPRISE MANAGEMENT



Peter Johnson
General Manager
Anthony Lakes Mountain Resort



Nic Carman
General Manager
Quail Ridge Golf Course



Kyle Stertz
General Manager
Anthony Lakes Campgrounds



Ian Warner
Mountain Manager
Anthony Lakes Mountain Resort

BOARD OF DIRECTORS

John Wilson (Board Chair) | North Powder
Brent Kerns (Board Secretary) | Haines
Cliff Schoeningh (Board Treasurer) | Baker City

Courtney Warner Crowell | Baker City
Kelly McNeil | La Grande
Jon Woolard | Baker City

OPERATIONS AT A GLANCE

ALORA: a year in review

Camping Season: May 15, 2025 - October 15, 2025

The consistent snowfall of the 2025 winter brought full reservoirs, running rivers, and green forests on the Wallowa Whitman National Forest. Combined with mild temperatures, this created the perfect recipe for a stellar camping season in Eastern Oregon. The Union Creek Complex facilities surrounding Phillips Reservoir opened on schedule in mid-May, followed by the Anthony Lakes Campground area in late June. With an increase in visitors to campground facilities, staff were busy keeping up with cleaning, maintenance, improvement projects and talking with guests from near and far.



Pizza Season: July 5, 2025 - September 7, 2025

The Summer at the Starbottle opened 4th of July weekend, marking its 11th season in operation. With the increased demand for high mountain, wood-fired pizza, the Starbottle team added a second wood-fired oven to the mix. This oven paid for itself in the first season of operation, allowing the crew to serve more folks, faster, without losing quality.



Golf Season: March 1, 2025 - October 31, 2025

The wet spring led to a slow start to the golf season. Once the weather changed, Quail Ridge was at capacity during most peak days. The new irrigation system has proven to be a huge success and course management worked to get the system dialed in. The golf season ended with some of the best and healthiest course conditions to date.

Quail Ridge continues to grow youth programming, tournaments, and more family-friendly events like Taco Tuesdays and Quail Fest, making it an excellent spot for locals and visitors to gather, golfers or not.

Creston's at Quail Ridge continues to offer a fresh and unique menu. Combined with outdoor seating, this restaurant venue continues to gain popularity during the summer operating months.



ALORA: a year in review

Winter Ski Season: December 20, 2025 - April 5, 2026

The 2026 ski season proved challenging, not only for Anthony Lakes, but the West in general. With a late start and the lowest snowfall over the past 15 years, Anthony Lakes saw a 26% decrease in overall visitation. While a decline in visits resulted in a decrease in revenue, ALORA has positioned itself to be able to absorb a low snow year and still serve its mission of providing affordable outdoor recreation and taking care of the people that make it all happen.

Despite a less than ideal winter season, morale at Anthony Lakes remained high. The area's youth programs finished strong with over 650 students served from over 20 regional schools. Locals and visitors enjoyed live music events, Veterans Appreciation Ski Day, and the area saw one of the highest attended Taste of Nordic events to date.

Over 73 operating days, Anthony Lakes' Mountain Operations team worked tirelessly to keep snow on the mountain and managed to keep alpine trails 100% groomed all season. While the area didn't see its typical number of stellar Elkhorn powder days, skiers and riders, passholders and visitors, all enjoyed favorable on-piste conditions throughout the season. Overall, Anthony Lakes achieved a net positive finish to the 2026 season.



- **73 operating days**
- **141" total snowfall**
- **24,485 skier visits**

ALORA is positioned to absorb a low-snow year and continue to serve its mission of providing affordable recreation for the community.

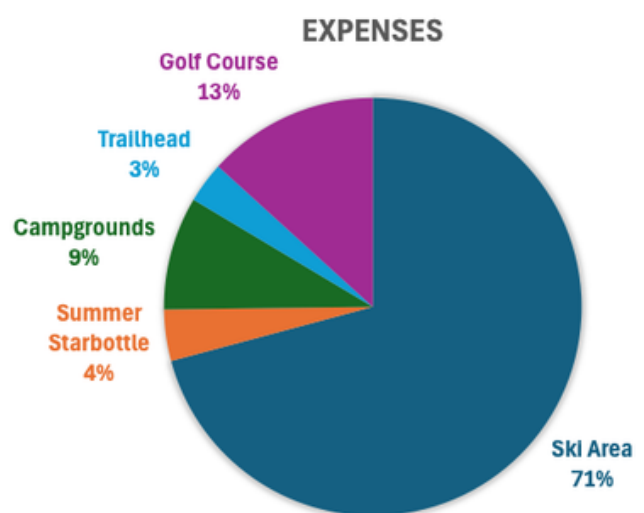
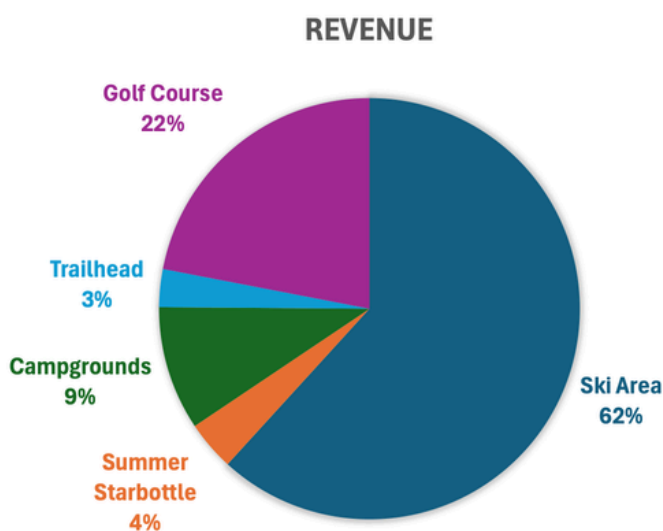
Financial Health

As a non-profit organization, ALORA is dedicated to reinvesting in the community, its people and infrastructure. **Our people are what make ALORA successful. Our infrastructure is imperative to operate. Our community is what makes the whole thing work.**

No investors, groups, or owners are benefiting from ALORA’s success. **ALORA invested almost \$3m this year to our local communities in the form of wages, services, and purchases.** And, for the first time, ALORA is able to offer healthcare benefits to year-round staff. This has been years in the making and we are proud to finally offer this important benefit.

ALORA is committed to maintaining enough reserve funds to survive two “no snow years” or non-operating winters. These reserves would allow us to keep the lights on and also maintain year-round management.

With the Rental Shop building project, ALORA has obtained significant grant awards, and community donations. As of April 2026, ALORA is working to secure a USDA Rural Economic Development Loan. This is the first time under ALORA’s ownership that the ski area has applied for a loan product. By securing these funds, ALORA can use operating capital to continue operations providing low to no cost youth programs, maintaining affordable outdoor recreation experiences, and paying our people.



Supporting our community

As our mission states, ALORA is dedicated to providing affordable, year-round outdoor recreation opportunities to its communities, especially local youth. ALORA remains committed to being an active regional partner in outdoor recreation initiatives and getting people outside.

Between the ski area, campgrounds, and golf course, **ALORA draws close to 50,000 visitors each year, engages 750 youth, and partners with over 20 regional schools and youth groups.**

30 ski program scholarships were awarded to local students in 2026

GOLF YOUTH PROGRAMMING

- **Golf for the Health of It (4th -8th grade)**
 - 79 local students participated in the 8-week, 12-day program
 - 65% of the students were new to the game of golf
 - 5 golf program scholarships awarded
- **K-3 golf Camp**
 - 49 local youth participated in the 4 day program
 - 55% new to golf
 - 6 scholarships were awarded

SKI YOUTH PROGRAMMING

- **Ski for the Health of It**
 - 650 students from 20 regional schools
 - Total of 3,365 lessons taught
 - Over 60% brand new to the life long sport of skiing/snowboarding
- **5th & 6th Grade Free Sundays**
 - Average 50 students each Sunday during the 8-week program
 - 143 discounted “companion” tickets purchased (accompanying adult)

Supporting our community



Ken Anderson, a local WWII vet (98 years young) rode up to the top in the front seat of Ladybug during Veterans Day at Anthony Lakes. Photo Credit: Heather Cross.

ALORA High School Scholarships

ALORA offers up to \$2,500 for local high school seniors who are planning to attend college to study outdoor recreation. For 2026, ALORA awarded \$2,500 to a Pendleton student who will study computer science and outdoor recreation to combine his two passions.

Veterans Appreciation Ski Day

Anthony Lakes ski area hosted the 13th annual Veterans Appreciation Ski Day. Over 160 local veterans and their families took to Anthony Lakes this year enjoying free lift tickets, rentals, lessons, and lunch. Many nonskiing veterans join as well, making for a great day celebrating those who serve and have served our county.

Veterans Appreciation Golf Day

Quail Ridge Golf Course hosted the 6th annual Veterans Appreciation Golf Day and saw about 15 veterans and their families who enjoyed free golf and lunch. ALORA will work to increase participation for 2026.

Local Economic Impact

In 2025, ALORA invested \$2.7m in expenses in the form of wages, services, and purchases:



TOURISM IMPACT

In 2025, ALORA brought \$300k to the local community in overnight stays and local expenses.

- \$250k from skiers (Dec-Mar)
- \$50k from golfers (Mar - Oct)*

Anthony Lakes' skiers bring visitors to Northeast Oregon during the slower winter months.

**ALORA is working to increase shoulder season golfer visitation to help bolster regional tourism through golf. See Project Updates page for the Northeast Oregon Golf Trail.*



LOCAL PEOPLE

ALORA is dedicated to hiring individuals with a passion for the outdoors and who are knowledgeable about the area we live in.

- 11, fulltime, year-round positions in 2025
- Summer: 35, fulltime, seasonal positions
- Winter: 75, full and part-time seasonal positions

Regional Recreation Initiatives

We're building a new rental shop!

In November 2025, we launched a capital fundraising campaign to raise 1.7 million dollars to replace the rental shop at Anthony Lakes Mountain Resort. Thanks to the generosity of over 200 local donors, Travel Oregon, the Leo Adler Foundation, and the Wilson Family Foundation, we were able to raise about half of the project cost. We have applied for a 0% USDA loan to finance the rest of the project, and are thrilled to be starting the project in April 2026 with completion scheduled for fall of 2026 and in time for next ski season.

The Trailhead Stewardship project returns in Summer 2026

We are excited to once again be working on trail maintenance in the Elkhorns this season. Keep an eye out for our trail stewards clearing down trees, trimming brush, and repairing bridges on Forest Service trails near Anthony Lakes this season.

Announcing the Northeast Oregon Golf Trail

As part of our goal to promote sustainable year-round outdoor recreation tourism, we recently launched the Northeast Oregon Golf Trail. Featuring five remarkable courses – John Day Golf Course, Quail Ridge Golf Course in Baker City, Buffalo Peak in Union, and Alpine Meadows in Enterprise – this trail promises an unforgettable golfing adventure.

Pine Creek Nature School

ALORA recently became a fiscal sponsor of Pine Creek Nature Preschool (PCNP) as we share an interest in providing educational outdoor opportunities to Baker County youth of all ages. We are pleased to announce that this sponsorship allowed PCNP to receive a \$400,000 grant from Business Oregon to expand their operation and open up more childcare slots.



CONNECT WITH US

(541) 856-3277

1828 Main St
Baker City, OR 97814

info@anthonylakesora.org

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Subscribe to our Gunsight (un)social feed!



Anthony Lakes operates in partnership with the Wallowa–Whitman National Forest under a special use permit, and is an equal opportunity provider.

