



**PROCLAMATION NO. 2, SERIES OF 2018  
IN RECOGNITION OF VAIL'S TRAILBLAZER AWARD RECIPIENTS  
SHEIKA AND PEPI GRAMSHAMMER**

**WHEREAS**, the Town of Vail celebrated its 50<sup>th</sup> birthday of incorporation as a municipality on August 23, 2016 with numerous festivities taking place, including the debut of the Vail Trailblazer Award Program, a civic recognition whereby the Vail Town Council acknowledges an individual/s that exemplifies the spirit and fortitude in making Vail a great community through selfless contributions of time and talent which have made a lasting impact; and;

**WHEREAS**, Austrian-born Sheika and Pepi Gramshammer's legacy in Vail began with their arrival in the early 1960s, Pepi as a world-renowned professional ski racer, who met Sheika Moser at a race in Aspen, only to be married within weeks in 1964, they settled their home in Vail with the prospects of helping build a ski resort, opening their signature hotel at the corner of Bridge Street and Gore Creek Drive, and for more than 50 years, their colorful personalities have delighted guests of their Hotel Gasthof Gramshammer with many becoming loyal friends who return year after year, and;

**WHEREAS**, Sheika and Pepi's enthusiastic and charismatic style and international relationships helped build Vail's reputation for ski racing with the introduction of the 1967 World Cup races; their active involvement as Vail's ambassadors continued through the decades as they traveled around the world to meet with officials from Championships in 1989, 1999 and 2015, the Gramshammer's ongoing philanthropic support serving as the hosts of Vail's annual Crystal Ball black-tie fundraiser event from 1982-1998, which was the predecessor of today's Black Diamond Ball sponsored by the Vail Valley Foundation, a Crystal Ball event that generated over \$2 million for ski-related organizations and programs, including the 1989 and 1999 World Championships bid, the U.S. Ski Team, Ski and Snowboard Club Vail and Vail Resorts' adaptive ski program, and;

**WHEREAS**, the Gramshammers raised their daughters Kira and Sheika in Vail, who are also involved in helping to run the family business which includes the inn, restaurant, bar and Pepi's Sports retail store, a Vail Village legacy property which underwent a significant remodel in 2016 that included expansion of the bar and renovation of the guest rooms; and the hotel's signature dining deck serves as one of Vail's most iconic settings where the ambiance of the village comes alive year-round, especially in the summer when Sheika's flower boxes are in full bloom, a tradition she began years ago that inspired the town and other businesses to take part, and;

**WHEREAS**, Pepi's devotion to inspire others to become passionate about skiing has included his Wedel Weeks ski training program introduced in 1985 which is now in its 33rd year, a program that pairs some of Vail's finest ski instructors with energetic skiers for a week of instruction in the Austrian tradition, and he was also instrumental in launching the Vail Valley Foundation's American Ski Classic in the 1980s; it was his idea to add ski legends to the event, and;

**WHEREAS**, the Gramshammer's unique and warm hospitality also extended to the White House as the Gramshammers became close friends with President Gerald R. Ford and his family, it was well known that Pepi eagerly joined the president for ski outings in Vail, while Sheika became an early supporter of the Betty Ford Alpine Gardens after the "Ford First Family" made Vail their part-time home in later years, the Gramshammer generosity continued to extend throughout the community, including the hospital, now Vail Health, and in the 1970s, Sheika organized a tennis tournament and other fundraisers which enabled the hospital to purchase an infant incubator and a defibrillator for Vail's growing population, and;

**WHEREAS**, the couple's commitment to advancing Vail's education, recreation and cultural pursuits have included their contributions as members of the Vail Valley Foundation's board of directors, Sheika's former service on the Vail Dance Festival Committee, her current role as a member of the Betty Ford Alpine Gardens Board of Directors, and their successes are noted by their distinguished honors which include Pepi's recognition as Citizen of the Year in 1989 by the Vail Foundation, Pepi's induction into the Colorado Snowsports Hall of Fame in 1990, while Sheika was presented with the Vail Centre's Torch Award for Lifetime Achievement in 2017, and;

**NOW, THEREFORE**, be it proclaimed to the community by the Vail Town Council, the third recipients of the Vail Trailblazer Award are Sheika and Pepi Gramshammer, two pioneers of early Vail who have demonstrated over the past 50 years their courage, leadership, vision and commitment to enhance Vail's social, recreational, cultural, educational and environmental values that define this community, this is our tribute to both of you as we extend our sincerest appreciation for your passion and contributions to the betterment of the Town of Vail and broader community.

**Dated this 6<sup>th</sup> day of March 2018.**

**Vail Town Council**

**Attest:**



\_\_\_\_\_  
Dave Chapin, Mayor



\_\_\_\_\_  
Patty McKenny, Town Clerk