

Brian Head Business Spotlight for April 2019- Georg's Ski Shop

Brian Head business spotlight is for Georg's Ski Shop. They are a family owned and operated outlet here in Brian Head Utah. In 1964 the Hartlmaier's moved to southern Utah after meeting Bert Nichols in a Sporting Goods Shop. Bert Nichols offered the Hartlmaier's a pioneering adventure at Brian Head to get a Ski Resort open, and they accepted without ever visiting Brian Head first. Stephanie said they both spoke English already so that made it easier to accept the offer. In 1965 they finally were able to move to Brian Head after their Rental shop and home were built. The name for the outlet was chosen to be "Georg's Ski Shop" because that was their fathers name and he was the director of Ski School for 8 years, and no they did not forget the "e" on his name!

Georg's Ski Shop is not just a winter activity shop, they also do summer activities as well. Some of the services that they offer are: ski and snowboard rental, cross country ski rental, snowshoe rental, accessories/outer gear rental, helmet/ wrist guard rental, mountain bike rental, shuttle service for mountain biking, repairs and maintenance on all products, and they also do Lodging- nightly rentals. The possibilities are just endless once you walk into their rental shop!

The favorite Brian Head events for the Hartlmaier family are Octoberfest, (which they started in 1991) now known as R'Oktoberfest and ran for 3 years before letting the Town take over so everyone could help and participate! The other favorite event in Brian Head is the 4th Of July, the fireworks display is amazing and the whole town comes together for a great time in the beautiful weather.

The Hartlmaier's said that in 10 years they see Brian Head being in 2029 (haha) with continued growth and the town booming. They just hope that it doesn't grow too fast so that their retirement is still peaceful. Georg Jr. says he hopes the kids are working the shop more than him! They also want to thank John Grissinger (owner of Brian Head Resort) for the investment and growth he has brought to this beautiful place they call home.

Georg's Ski Shop is coming up on 55 years of operation, they say their first 50 years have been EPIC and they look forward to the next 50 years. Also they look forward to more hiking trails around the area. Stephanie Sr. would like to also add that she is so grateful for the Mormons in the surrounding area for such great help and continued support since her and her family have been in the area!



*Pictured: Georg Jr. and Robby Hartlmaier (1968) who still run Georg's Ski Shop today.