GM UPDATE

February 26, 2021

LODGE AT DOWNHILL SKI UPDATE
BUSINESS PLAN AND CONEPTUAL DESIGN

LODGE AT DOWNHILL SKI UPDATE – BUSINESS PLAN

ANALYZING ASSUMPTIONS FOR FOUR SEASON USE

- Four season community adventure/sport facility
- Enhanced trail access/trailheads
- Mountain bike park
- Dining / expanded food service
- Event Site
- Youth Programs

LODGE AT DOWNHILL SKI UPDATE – BUSINESS PLAN

BUSINESS PLAN NEXT STEPS

- Establish baseline of operating metrics
  - Includes skier participation rates and revenue separated by user type (Member, guest, public)
- Determine operational impacts of moving from current lodge size to lodge not exceeding 26,000 sf
- Analyze 4 season assumptions based on capital costs, operating costs, revenue potential
- Work with BSA to determine additional capital costs to lodge to accommodate year-round options
- Finalize work and draft business plan

LODGE AT DOWNHILL SKI UPDATE – CONCEPTUAL DESIGN

Selected Bull Stockwell Allen (BSA) to move forward with conceptual design
- Best understanding of project
- Most prominent experience with ski lodges
- Excellent understanding of shared use of spaces and maximizing SQFT
- Best team-oriented approach
- Best fit with management

LODGE AT DOWNHILL SKI UPDATE – CONCEPTUAL DESIGN

- Held two full day workshops to kickoff conceptual design
  - Project goals and objectives
  - Current industry trends best practices
  - Brainstorming building layout, flow, character
  - Programming analysis:
    - Guest service experience
    - Kids, rental, summer programming
    - New world of food and beverage

LODGE AT DOWNHILL SKI UPDATE – CONCEPTUAL DESIGN

CONCEPTUAL DESIGN NEXT STEPS:
- Reviewing information obtained at workshop
- Refining programmatic study to reflect best practices including:
  - Consolidation of spaces
  - Multi-purpose use of spaces
  - Indoor/outdoor relationships
  - Flow of spaces and multi level relationships
  - Current industry ideas
- Develop and evaluate conceptual idea/flow sketches for review

THANK YOU