

CREATIVE DESIGN FOR WORLD CLASS RESORTS

Ecosign Mountain Resort Planners Ltd. | Whistler, Canada | 1 604 932 5976 | ecosign.com

ECOSIGN INTRODUCTION

Ecosign Mountain Resort Planners is the world's most experienced mountain resort planning firm.

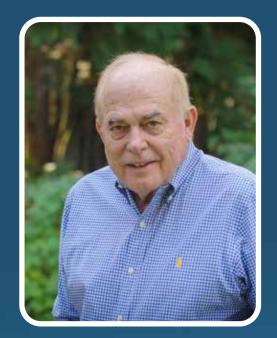
Since 1975, Ecosign has established itself as a leader in the design of successful, award winning and profitable mountain resorts completing over 450 resort development projects in 47 countries spanning 6 continents.

Ecosign's extensive expertise includes the design of competition venues for 6 Olympic Winter Games and several Alpine World Ski Championships.



TEAM MEMBERS AND VALUES

Ecosign (ECOlogical deSIGN) was founded by Mr. Paul Mathews in Whistler, British Columbia, Canada in 1975 with a single corporate mission: design the most efficient, humanly pleasing mountain resorts in the world.



PAUL MATHEWSEcosign Founder
Chairman/CEO



RYLEY THIESSEN

President

Senior Planner



Vice President
Senior Mountain Planner



Principal Senior Planner



Principal Senior Designer



SERVICES

We believe in an iterative design process that allows the client to provide feedback at all key stages ensuring that the Master Plan is feasible, successful and grounded in the local customs and culture or the region.

Our primary services include:

- RESORT AND SKI AREA MASTER PLANS
- RESORT VILLAGE DESIGN
- SITE PLANNING AND GRADING
- REAL ESTATE DEVELOPMENT CONCEPTS

- REGIONAL TOURISM PLANNING
- FOUR SEASON RECREATIONAL PLANNING
- RESORT BUSINESS CONSULTING, FINANCIAL
 AND FEASIBILITY ANALYSIS
- TRANSPORTATION STUDIES
- COMPETITIVE SNOW FACILITIES DESIGN
- PROJECT MANAGEMENT, CONSTRUCTION INSPECTIONS AND FIELD LAYOUT



PROJECT HISTORY

Our extensive portfolio of local, national and international projects sets Ecosign apart from other resort planning companies around the world.

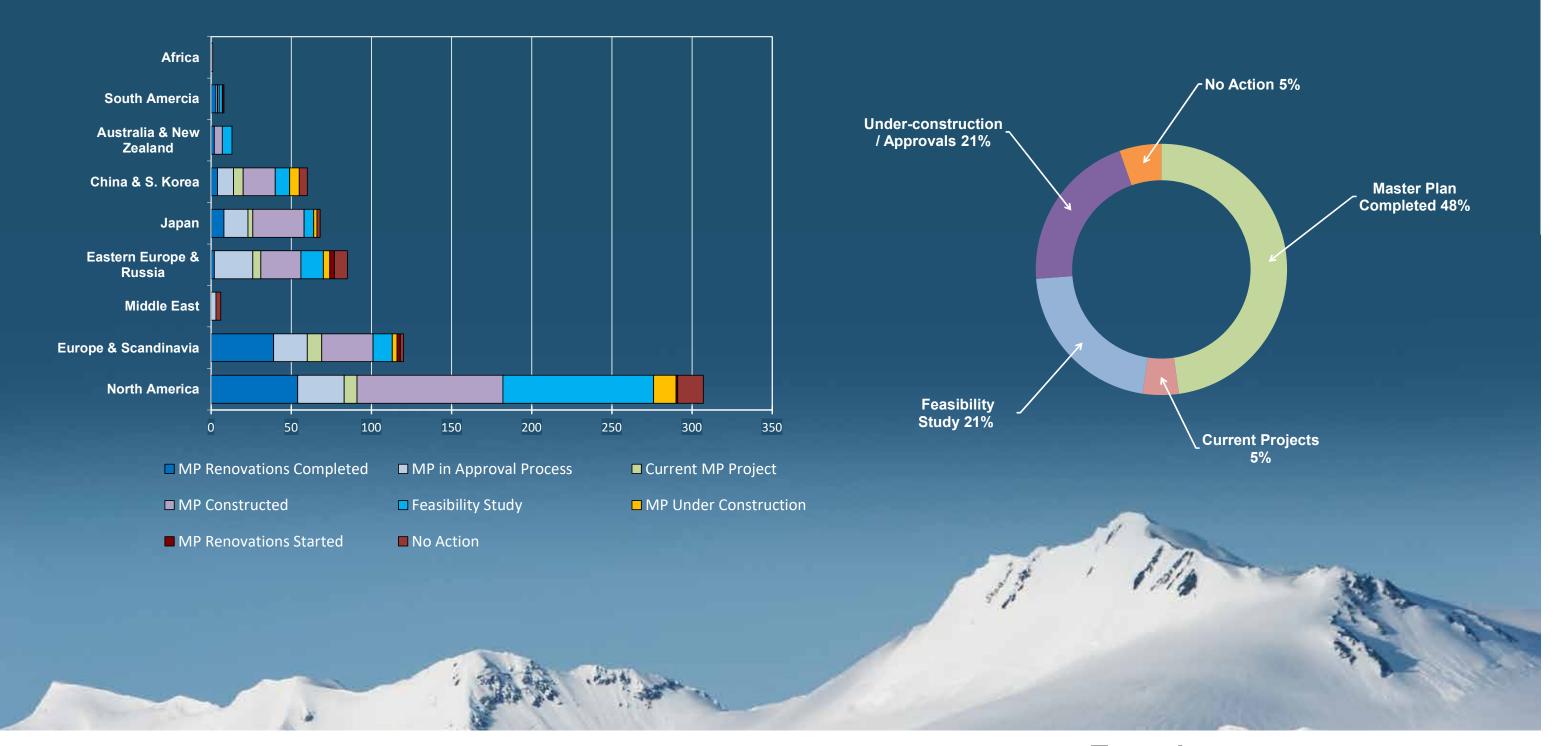
450+ Master Plans

40+ Countries 47+ Years



PROJECT HISTORY

Ecosign's worldwide experience, specialist knowledge of mountain resort planning and our extensive industry network has positioned Ecosign as a leader in our field.



CLIENTS







VAL THORENS



















Mammoth.







GRAND

VALIRA











Flims Laax Falera









CAMELBACK

RESORT



ASPEN SNOWMASS
THE DIFFERENCE IS NIGHT & DAY







Whistler Blackcomb

BRITISH COLUMBIA, CANADA

Ecosign has largely been responsible for the master planning work on both mountains since 1978. For the past 35 years, Ecosign has updated the Resort Master Plan and watched as the resort grew into an internationally recognized success story.

Ecosign's services to Whistler Blackcomb included:

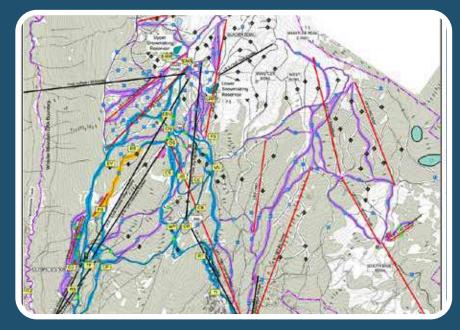
- Whistler Mountain Master Plans 1986, 1997,2003, 2013
- Blackcomb Mountain Master Plan 1986, 1989, 2010, 2013
- Feasibility study for the Peak 2 Peak Gondola
- Planning and integrating the Whistler MountainBike Park with Gravity Logic
- Assisting in planning for the ever-expanding summer recreation and sightseeing offerings



Peak 2 Peak Master Plan



Blackcomb Gondola Planning 2018



Mountain Master Plan 2013



Detailed planning for Olympic Alpine Skiing Course

Sun Peaks Ski Resort BRITISH COLUMBIA, CANADA

Completed and updated the Sun Peaks Resort Master Plan over the last 28 years.

- Resort master Plans 1993, 1999, 2006, 2013,2020
- Established resort wide design guidelines
- Ongoing consultation and planning for special capital projects
- Prepared site plans and building massing for several tourist accommodation and residential projects.
- Advised on resort management, destination marketing organization and local governance structures.



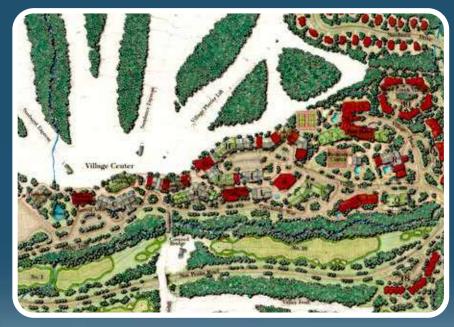
Village Design



Real Estate Development Plans



Resort Design, Ski Area, Village and Golf Course



Hotel Site Planning



Changbaishan International Ski Resort

Complete Four Season Master Plan completed for Wanda Commercial Properties Co. Ltd. The USD \$3.2 billion resort welcomes more then 7,000 skiers per day.

Services included:

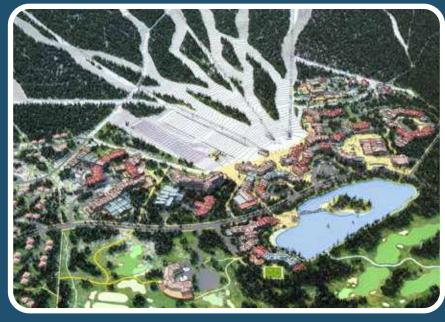
- Routing plans for Jack Nicklaus Championship and two Robert Trent Jones Championship 18hole golf courses
- Resort Village planning including six flagship hotels, commercial space, spa, performing arts theater and pubic gathering areas
- Full Resort Master Plan for ski area including four season recreation planning
- Site planning for 600 villas



Village Design



Resort Opening in 2012



Resort Design, Ski Area, Village and Golf Course



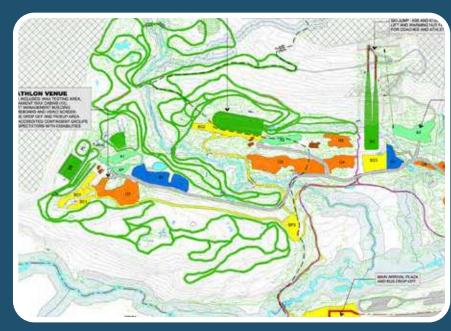
Hotel Site Planning and Programming

Olympic Planning WORLD WIDE

Ecosign has a long history of working with IOC and FIS among others to prepare competition overlays, site planning for venues and other competitive and special event planning.

- 1988 XV OlympicWinter Games NakiskaResort, Alberta, Canada
- 2002 XIX OlympicWinter GamesSnowbasin Resort, Utah,USA
- 2010 XXI Olympic
 Winter Games. Bid
 Book and Nordic
 Centre Master Plan
 Alpine Ski Events
 Technical Plans Whistler, B.C., Canada

- 2014 XXII OlympicWinter Games Sochi,Russia
- 2018 XXIII OlympicWinter GamesFreestyle EventsPyeongchang, SouthKorea
- 2022 XXIV Olympic
 Winter Games.
 Freestyle/ Snowboard
 Events and Alpine
 Venue, Beijing, China



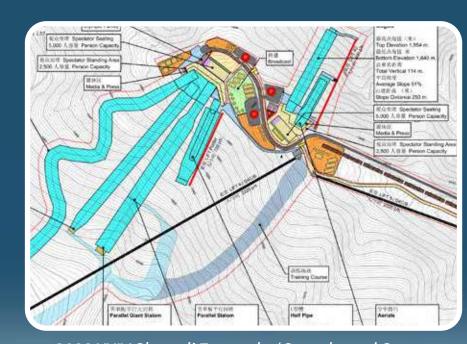
2010 XXI Whistler Nordic Venue Planning



2018 XXIII Pyeongchang Freestyle Events



2014 XXII - Sochi Resort Master Plan



2022 XXIV Chongli Freestyle / Snowboard Course

South Britannia

BC, CANADA

- Development Master Plan for public Surf Park and recreational development.
- Site Planning for 1000+ residential units, hotel, brew pub, commercial center, oceanside lodge and cabins as well as other recreational activities.



Overall Master Plan



Visioning and Site Programming

Revelstoke

BC, CANADA

- Resort Village and Base Area Master Plan update 2019.
- Site Planning for Resort Village, Hotel, Real Estate, & Staff Housing
- Golf Course Real Estate Site Planning.



Resort Base Area Design and Planning



Hotel Site Planning

Le Massif de Charlevoix QUEBEC, CANADA

- Ski Area and Resort Village Master Plan
- Detailed planning for parking lot expansion,
 beginners zone and site planning for a new
 Learning Centre
- Detailed grading plans for lift location and beginner area ski terrain.
- Site Planning of the new Club Med Hotel.
- Real Estate and Employee Housing Site Planning

Ruka KUUSAMO, FINLAND

- Expansion of alpine skiing, accommodation and base area facilities completed in 2002.
- Working with local municipality to adopt a strategy to facilitate development.
- Since the MP adoption visits at Ruka Ski Center have grown from 274,000 in 1999/2000 to 405,000 in 2017/2018.



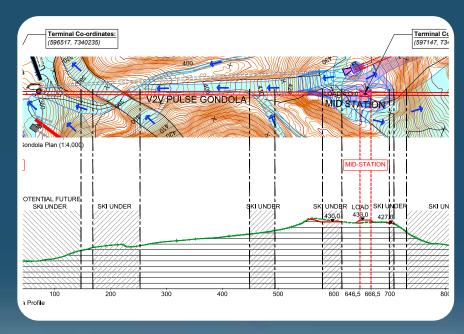
Resort Master Plan



Base Area Expansion



Club Med Hotel Site Planning



Gondola Specifications Documents

ROLE OF THE MASTER PLAN

Our Master Plans are a key step in the development process and allow developers to understand the potential of their site at an early stage. A Master Plan is a blueprint for coordinated improvements to services, facilities and future development in response to:

- CHANGING MARKET EXPECTATION
- THE NEED FOR ENVIRONMENTAL, SOCIAL & FINANCIAL SUSTAINABILITY
- LIMITED LAND AVAILABILITY
- MEETING THE CHALLENGES OF CLIMATE CHANGE

The benefits of a Master Plan include calculating "orderof-magnitude" estimates to inform feasibility analysis and help prioritize capital projects.

A good Master Plan will identify key issues, offer solutions and ensure that the resort offers the best experience for users and members.

By working together with the client, the Master Plan is used to communicate the developers vision to local approval bodies, potential investors, club members and the general public.



GOALS OF THE HOLIMONT MASTER PLAN

Specific HoliMont Goals

- Make recommendations to increase memberships, grow revenue stream, and limit member attrition
- Assess the existing financial health of the resort and identify the key items that should be considered first to ensure long term financial sustainability
- Provide a phased approach for future development and priorities for the next 10 years and beyond
- Assess the existing summer recreation offers and provide any recommendations to improve the operation or create new amenities
- Analyze the existing circulation flows and provide recommendations to create a better arrival experience.

- Analyze the existing guest services to determine bottlenecks, inefficiencies and thereafter provide concepts for improvements
- Analyze the ski facilities to determine comfortable carrying capacity to compare against actual visitation levels and provide recommendations for possible improvements, terrain expansions or other optimizations
- Provide recommendations that can increase annual revenue and enable capital replacement / improvements, offset increased operating expenses, and continue to enhance guest service levels

Overall MP Goals

- Understand the existing operations, members and guests and what makes this resort unique.
- Assess the sites Strengths, Weaknesses,Opportunities, Threats
- Propose solutions and optimizations to improve operations and guest experience
- Develop concepts to present to the ownership



HOLIMONT MASTER PLAN PROCESS



MEMBERSHIP & FINANCIAL **ANALYSIS**



TECHNICAL ASSESSMENT



ESTABLISH TARGETS



BASE AREA CONCEPT

- Kick off meeting
- Review goals
- Distribute forms and list of required data
- Existing membership analysis and trends
- Demographics
- Visitation estimation
- Establish normalized business levels (peak day, top10)
- Analysis of historic financial performance

- compare against
- Calculate existing base capacity
- Facility balance statement to identify issues, bottlenecks and excesses

Record parking, local residents & other lodging

INVENTORY

- Record ski lift, ski trail, snowmaking, grooming machine specs
- Record skier services, industry standards for private ski clubs
- mountain scc and
- existing site Record zoning, slope, constraints, solar shading, circulation and

other site qualities

Technical

assessment

to understand

opportunities

and constraints of

Terrain capacity analysis for future lift / trail expansion or optimization

SUITABILITY

- Base development suitability
- Recreation suitability
- Circulation analysis

- Establish target membership & public levels
- Establish recommended planning standards
- Preliminary ski concept
- Ski lift and trail capacity calculations
- Other onmountain recreational activities
- Preliminary land use plan
- Preliminary primary base area concept
- Guest service spatial plans and programming
- Parking potential
- Base area capacity

OVERALL PREFERRED CONCEPT

- Preferred ski area improvements
- Preferred primary base area improvements
- Four season recreational activities plan
- Overall landuse plan

PHASING

- Identify and prioritize items within the mp
- Recommended schedule for improvements

ORDER OF MAGNITUDE CAPITAL BUDGET

- Key master plan items will be assessed to determine their "order-ofmagnitude" capital costs
- Matrix of key improvements scored with collaboration with client

IMMEDIATE ACTION PLAN

- Preferred base area concept immediate action plan schematic
- Preferred trail and base grading immediate action plan

FINAL MASTER PLAN DOCUMENT

- Stage i and stage iii work is compiled into the final master plan document
- 8.5 X 11 format report with 11x17 foldouts of key figures
- Pdf version
- Final presentation

LEGEND





ON-SITE VISIT / VIRTUAL PRESENTATION



STAGE I - ANALYSIS, INVENTORY AND TECHNICAL ASSESSMENT



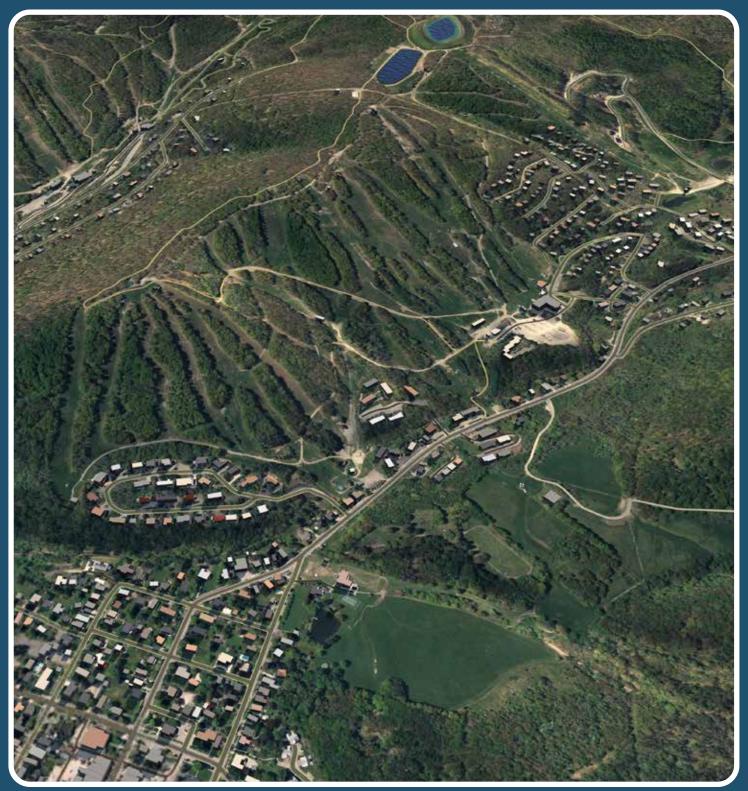
STAGE II - PRELIMINARY CONCEPT



STAGE III - PREFERRED CONCEPT

SITE

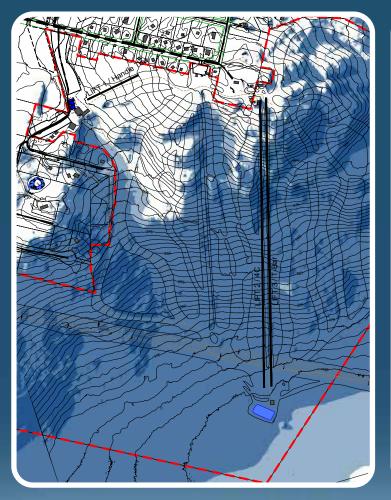


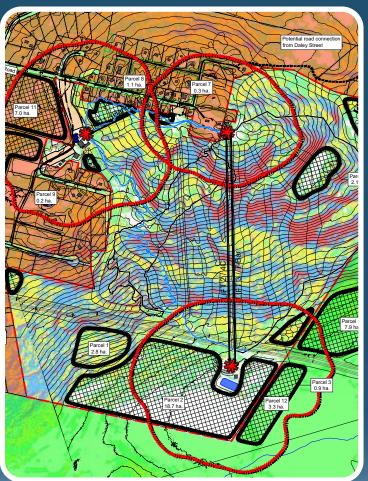


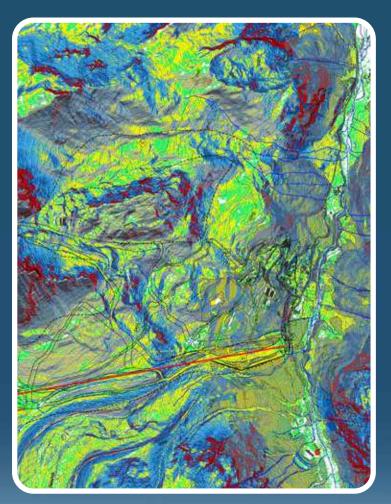
WORK EXAMPLES - STAGE 1

INVENTORY

TECHNICAL ASSESSMENT **DEVELOPMENT SUITABILITY**









Solar Analysis

Development Suitability Plan

Mountain Slope Analysis

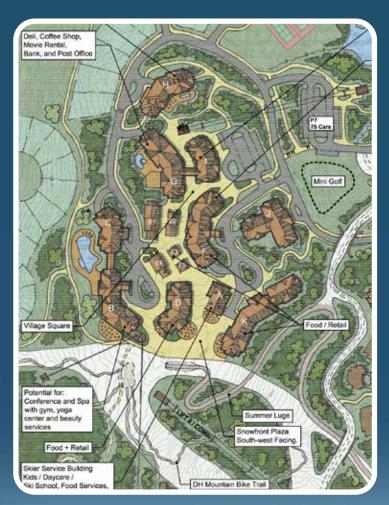
Existing Facilities

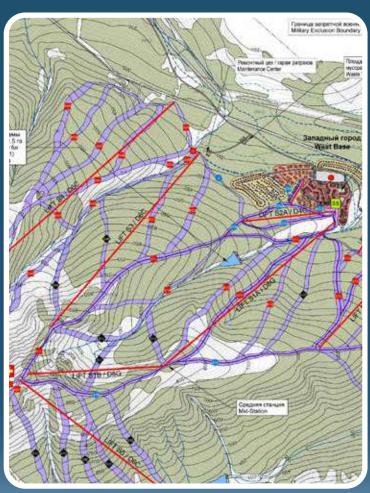
WORK EXAMPLES - STAGE 2

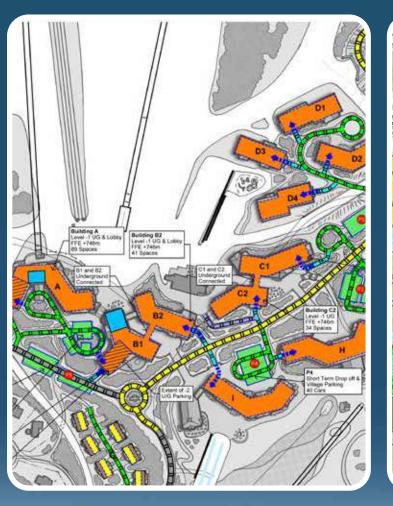
ESTABLISH TARGETS

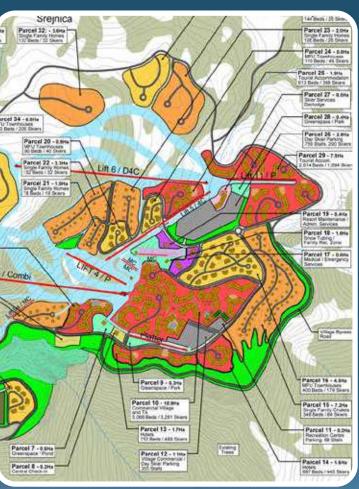
SKI AREA CONCEPT

BASE AREA CONCEPT









Base Area Sketch Concept

Ski Area Concept

Parking and Circulation Concept

Land Use Plans

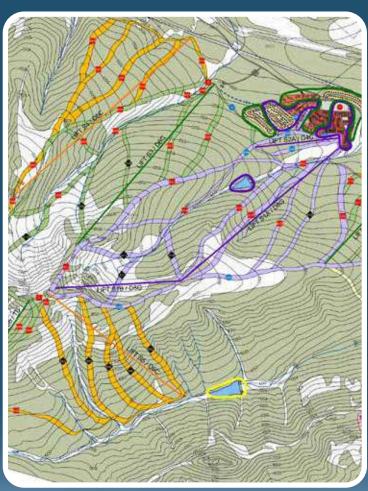
WORK EXAMPLES - STAGE 3

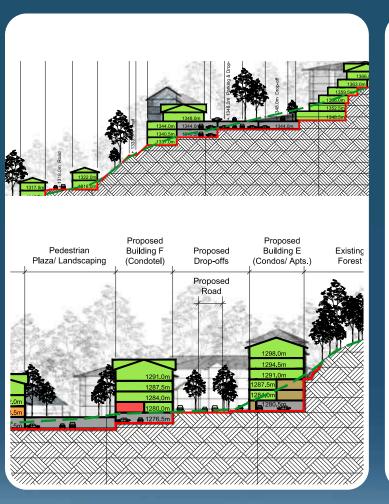
OVERALL
PREFERRED
CONCEPT

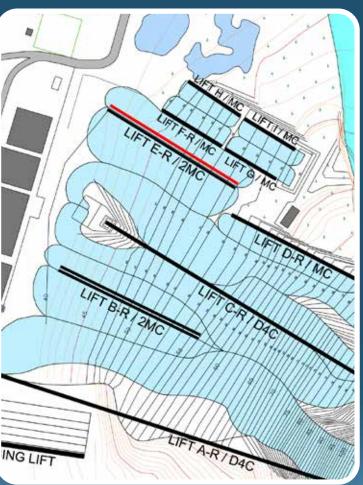
PHASING

IMMEDIATE
ACTION PLAN









Preferred Illustrative

Phasing Plan

Section Plans

Site Grading Plans

