



CVMA HOA UPDATE // JUNE 22, 2021
MARKETING + EVENTS



MARKETING + EVENTS AGENDA

- 2021 Summer Events
- Canyons Golf
- Resort Competitiveness Analysis
- Branding

2021 EVENTS CALENDAR

- **July 3rd Celebration:**
 - Fireworks cancelled per Summit County Fire
 - Park City's July 4th show also cancelled
 - Free event: 2 live bands, Park City + Summit County Arts Council live art activations, kids' games: 4:00 - 9:00 PM
- **Summer Concert Series, July 8 - August 28:**
 - 14 free concerts on select Thursdays and Saturdays at 6:00 PM
 - National and regional acts
 - KPCW underwriting in place, [3 KSL TV hits](#) from last week
- **Park City Wine Festival, September 30 - October 3:**
 - 4 Grand Tastings in Canyons Village on October 1 + October 2
 - Additional seminars, lunches and dinners coming soon

CANYONS VILLAGE Summer Concert Series

THURSDAYS AND SATURDAYS EVENINGS AT 6:00 PM*

FREE AND OPEN TO THE PUBLIC

JUL 8	THURSDAY	GARRETT LEBEAU W/ SUGAR TRIO
JUL 10	SATURDAY	RYAN MONTBLEAU
JUL 15	THURSDAY	WYATT PIKE
JUL 17	SATURDAY	FREDDY & FRANCINE
JUL 29	THURSDAY	KRIS LAGER BAND
JUL 31	SATURDAY	AIKO
AUG 5	THURSDAY	HOT BUTTERED RUM
AUG 7	SATURDAY	ERICA FALLS
AUG 12	THURSDAY	TAYLOR SCOTT BAND
AUG 14	SATURDAY	TURKUAZ
AUG 19	THURSDAY	LOS COAST
AUG 21	SATURDAY	FREDDY JONES BAND
AUG 26	THURSDAY	DANIELLE PONDER
AUG 28	SATURDAY	JEFF CROSBY

2022 EVENTS CALENDAR

Summer Events Pushed to 2022 Due to COVID-19:

- Tour of Utah:
 - Late July / Early August
- XTERRA National Trail Run Festival:
 - August
- Oktoberfest:
 - Labor Day Weekend
- Park City Song Summit:
 - September





CANYONS GOLF

- 2021 Opening Day - Friday, May 21
- Season pass sales have already surpassed all of last year
- Group business play coming back strong
- New golf cart fleet with GPS
- CVMA member play discounts available
- Stay and Play lodging package available

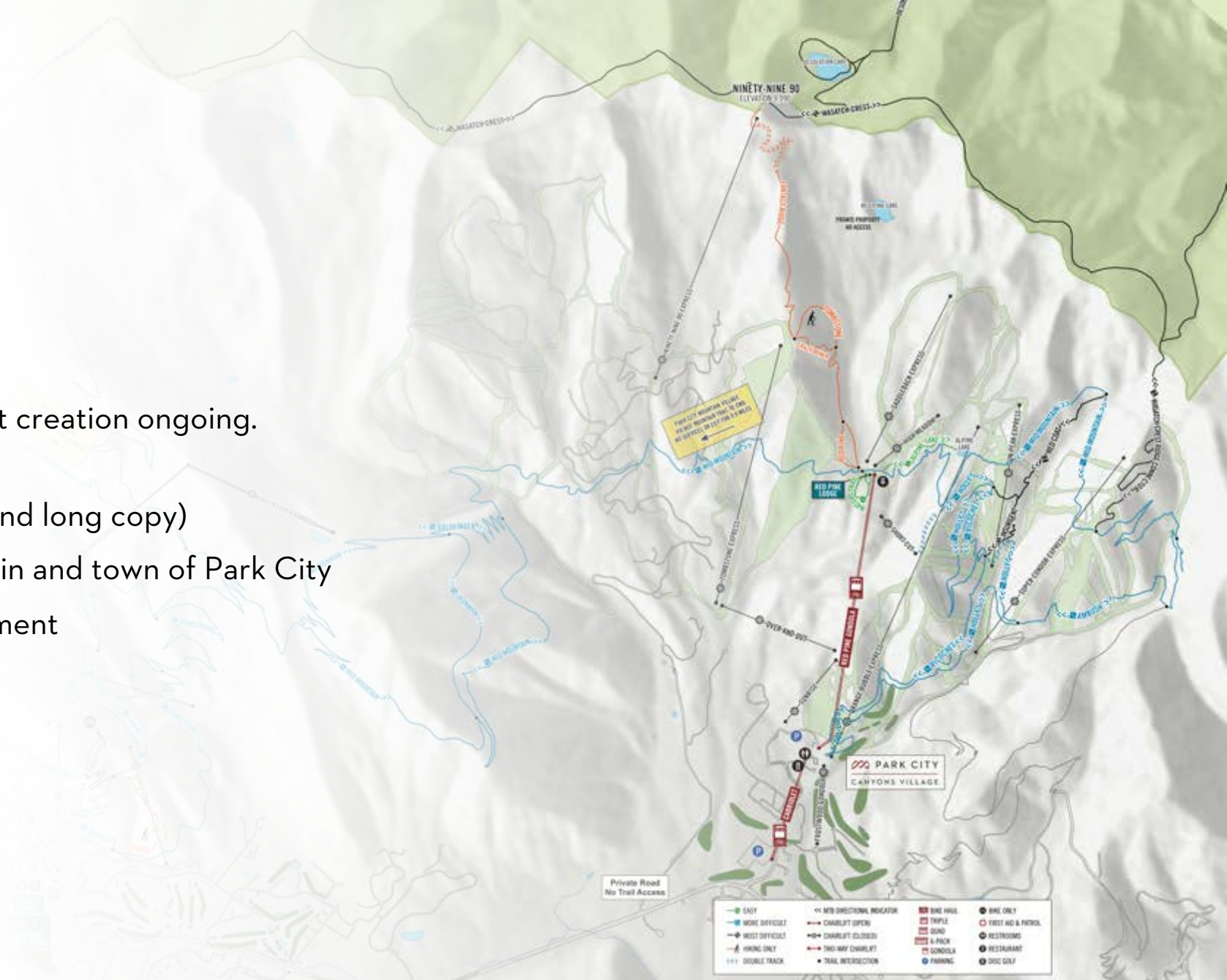


RESORT COMPETITIVENESS ANALYSIS

- Initial analysis underway with consultant. Scope to include:
 - Current Overview of Canyons Village
 - Master Plans
 - Landscaping / Public Art / Wayfinding
 - Lodging / Dining / Shopping / Amenities / Canyons Golf
 - Employee Housing
 - Transportation
 - Group / Conference / Conference Center
 - Signature Events
 - Marketing
 - Future 2030 or 2034 Olympic Bid
 - Funding Models
 - Comp Analysis: Aspen Snowmass, Sun Valley, Vail / Beaver Creek, Whistler Blackcomb, Jackson Hole

BRANDING

- CVMA brand development and content creation ongoing.
Key areas of focus:
 - Canyons Village overview (short and long copy)
 - Integration with Park City Mountain and town of Park City
 - Village Transformation + Development
 - Lodging
 - Dining, Retail
 - Canyons Golf
 - Events
 - Transportation
 - Meetings + Groups





CVMA HOA UPDATE // JUNE 22, 2021
DEVELOPMENT + OPERATIONS



DEVELOPMENT + OPERATIONS AGENDA

- Employee Housing
- Development
- Transportation
- Landscape Master Plan
- Public Art
- Village Improvements

EMPLOYEE HOUSING

- Groundbreaking on Monday, June 7, 2021:
 - Photos and available upon request
- [Press Release](#) Visibility Report:
 - Total potential audience: 143,385,632
 - 3,410 press release views and hits
 - 2,330 image and logo views
 - 163 clicks to CVMA webpages; 71 to CPD; 24 to Park City Mountain
 - Key National Pickups: [Yahoo! Finance](#), [MarketWatch](#), [Associated Press News](#), New York Times Digital, [PR Newswire](#), [Markets Insider](#), [Benzinga](#), [Morningstar](#)
 - Local Stories: [Park Record](#), [KPCW](#), [TownLift Media](#)



EMPLOYEE HOUSING / DEVELOPMENT SCHEDULE

- Groundbreaking: Monday, June 7
- Currently working on site work, grading, foundation work, utility connections
- Building Permit for Building 1 on track for this week. Remaining permits will be phased
- Phase 1 completion is anticipated for summer 2022
- Still targeting December 2023 for project completion



RESORT CORE // ACTIVE PROJECTS



A

RC17 - Pendry

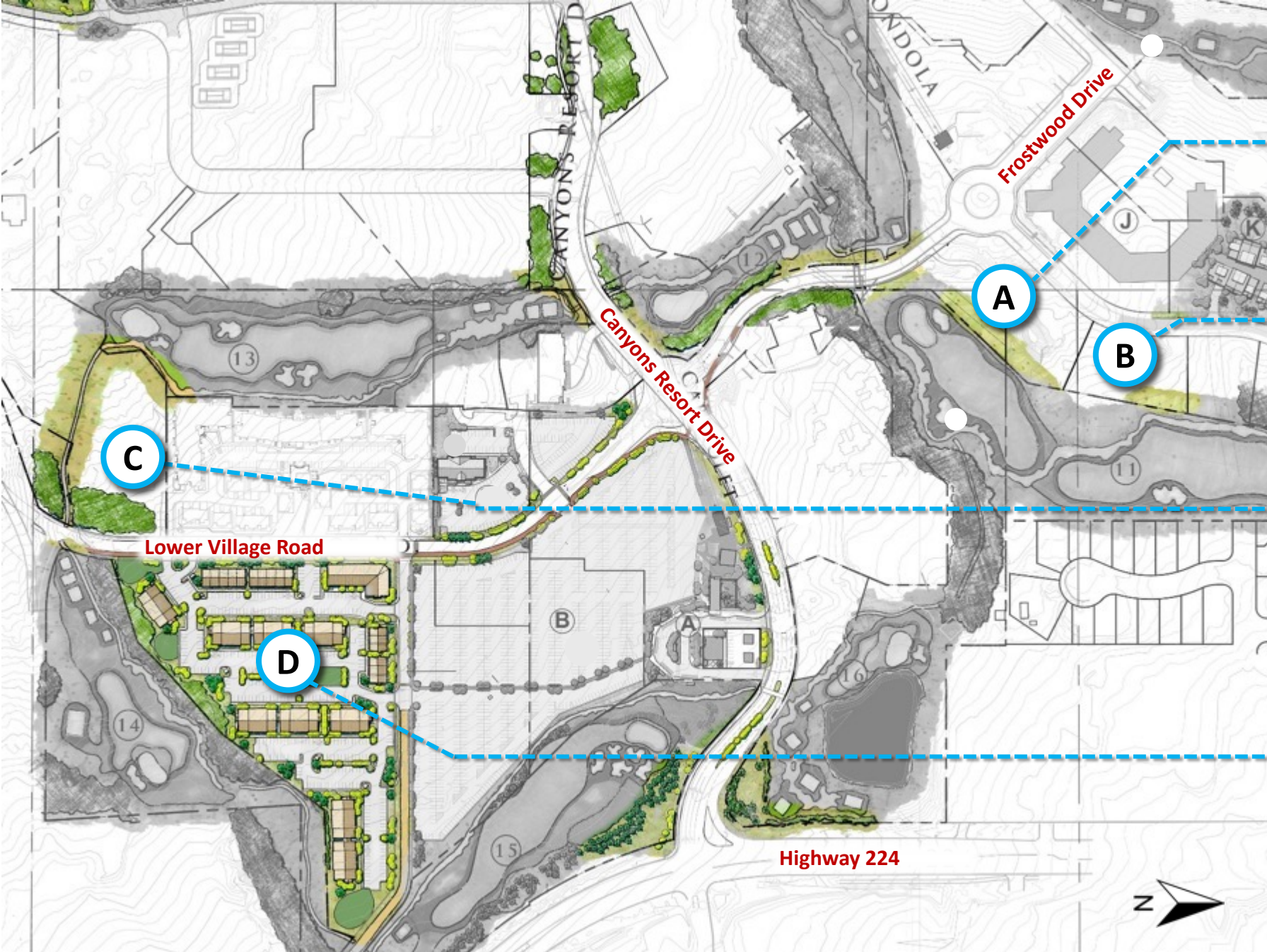
- Finishing Framing and exterior finishing
- Plaza level under construction
- Ski beach will start in the next two weeks
- 155 of 155 units under contract
- Average price/sq. ft. = \$1,100

B

RC16-B - The Ridge

- First two buildings have received C of O's this month
- 44 Townhomes
- 30 of 44 sold
- Average price/sq. ft. = \$800

LOWER VILLAGE // ACTIVE PROJECTS



A F2-B - Ascent

- Permits pending, construction start Summer 2021
- 68 of 121 units pre-sold

B F4 - Viridian

- 22 Townhomes
- First C of O's expected this month
- 22 of 22 units sold

C LV10 - White Pine Canyon Village

- Phase 1 under construction - 3 buildings
- Third Building under construction
- 5 of 8 units sold
- Phase 2 will begin later this summer

D LV6 - Employee Housing

- Construction has started with site work, grading and foundation work
- Working on bringing utility connections to the site

TRANSPORTATION

High Valley Transit:

- High Valley Transit (HVT) is Summit County's new transportation system, serving riders in the Wasatch Back.
- Launched new Micro service on May 17, 2021, and on July 1, 2021 it will launch the full system with bus service
- Micro vehicles are minivans that will be fitted with bike racks and ski racks
- All residents, workers, and visitors can book a free ride on-demand through the "High Valley Transit" mobile app or by calling their phone number for those without a smartphone
- HVT Micro vehicles and busses work together to provide the rider the most efficient route possible

TRANSPORTATION

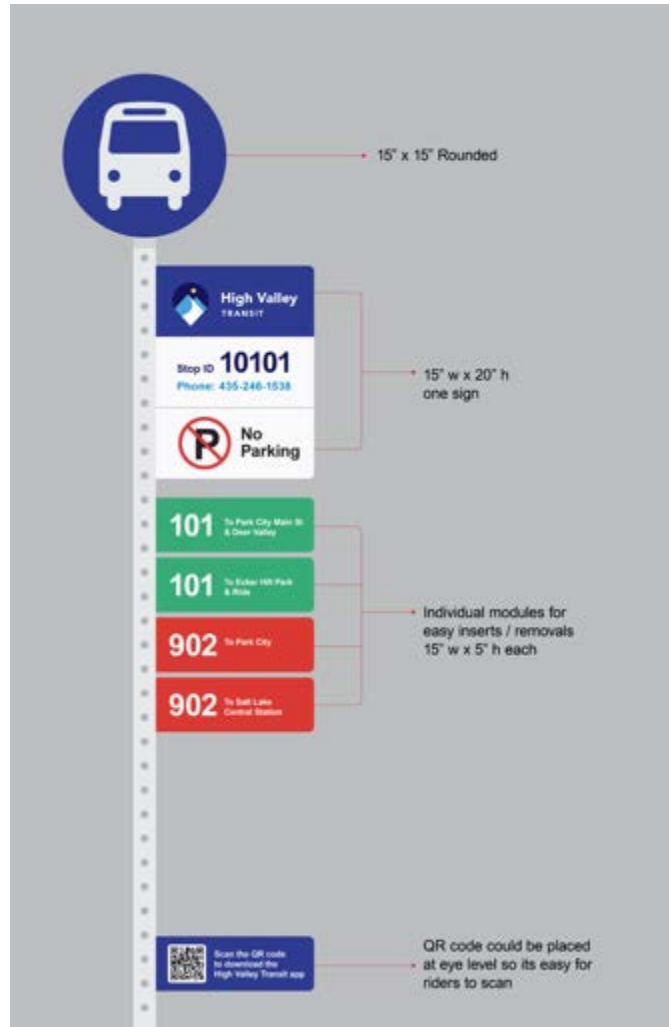
High Valley Transit:

- The #6 Lime Electric Express is now renamed to the “101 - Spiro/224 Local”
 - This service will now run every 15 minutes year round
- The #7 Pink that currently services the Grand Summit transit stop on a 30-minute interval is being removed from service
- In place of the Pink route, a new fixed route shuttle will be implemented for Canyons Village servicing Canyons Village Transit Hub, Frostwood Village, Silverado / Red Hawk Parking Lot, and Grand Summit transit stop
 - “Grand Summit” transit stop is being renamed as “Village Center”
- The new shuttle will be the “105 - Canyons Village Shuttle”
 - This shuttle will run on a 15-minute interval in the summer and 7.5-minute interval in the winter
- Canyons Village Connect will continue to operate next winter and will coordinate with the HVT shuttle



TRANSPORTATION

High Valley Transit: Sample Signs, Shuttle



TRANSPORTATION

Summit County E-Bike Stations:

- Coordinating with Summit County transportation planners and Bewegen operations specialist on primary locations within Canyons Village
 - Primary Locations - Employee Housing, Frostwood Village, Village Core (two locations)
 - Secondary locations to come later once primary locations are installed and user habits are identified
- Beginning to identify potential partnerships with developers and lodging partners
- Analyzing power options at each location
- Targeting Spring 2022 for first installation



VILLAGE IMPROVEMENTS

Light Poles, Banners, Hanging Baskets:

- 11 additional light poles installed with banners flanking each side of the poles
- Hanging flower baskets installed on all 23 light poles along Canyons Resort Drive and Pergola in the village
- Irrigation installation to the new light poles is currently under way
- New summer banners installed on all light poles as well



PUBLIC ART

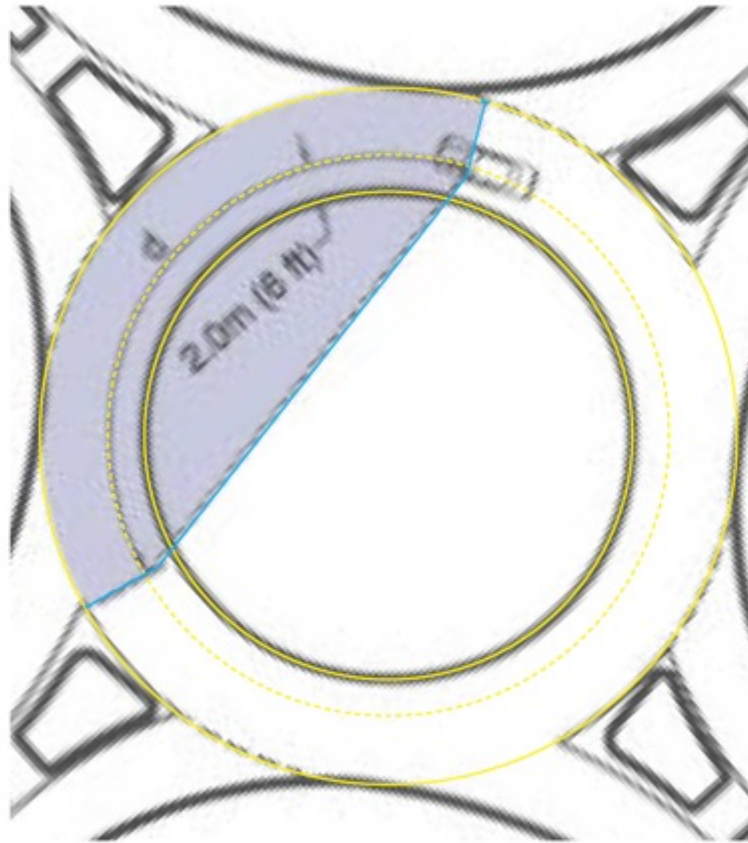
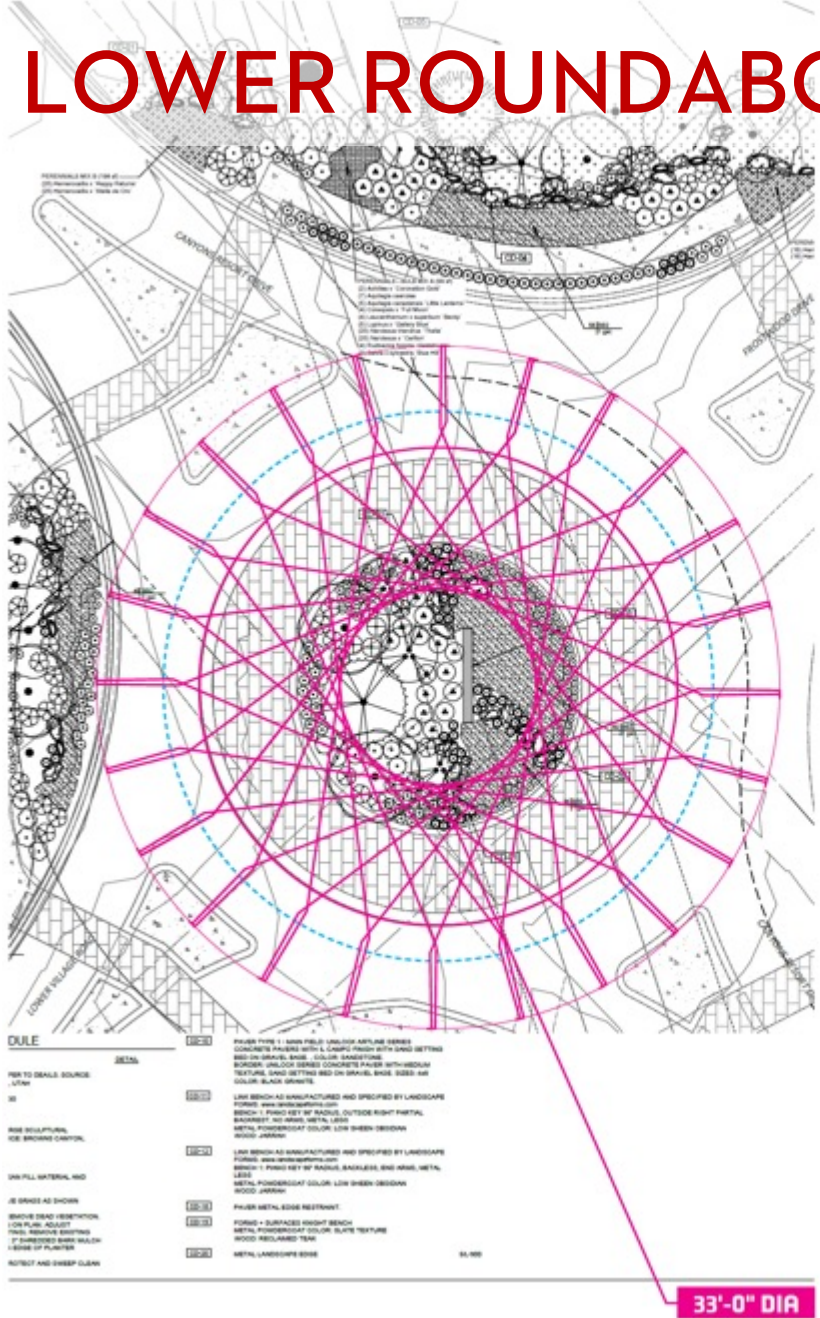
First Project Kick-Off:

- 2 locations CVMA is moving forward with: Lower Village Roundabout and Village Core
- We engaged Infinite Scale with their expertise in this area and their work with Pendry and CVMA signage programs
- Currently vetting conceptual options and considering next steps

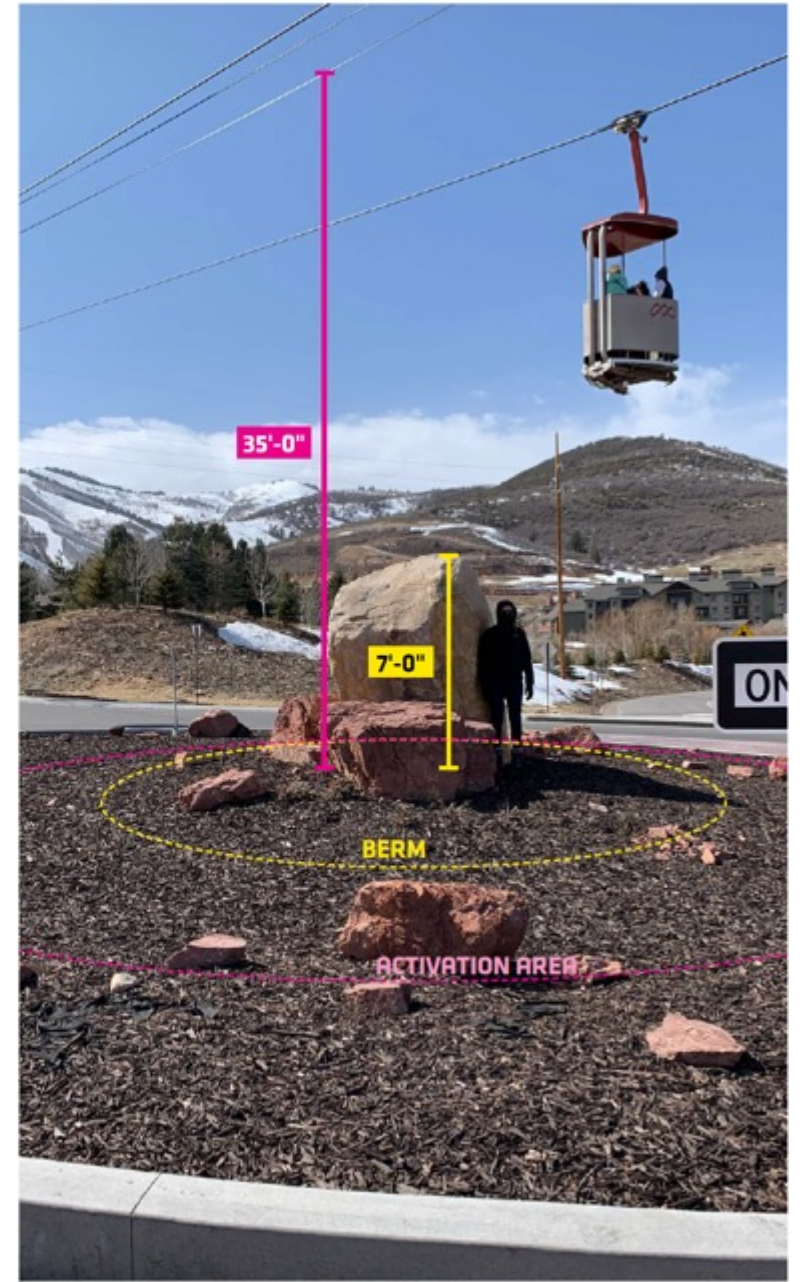


LOWER ROUNDABOUT LOCATION

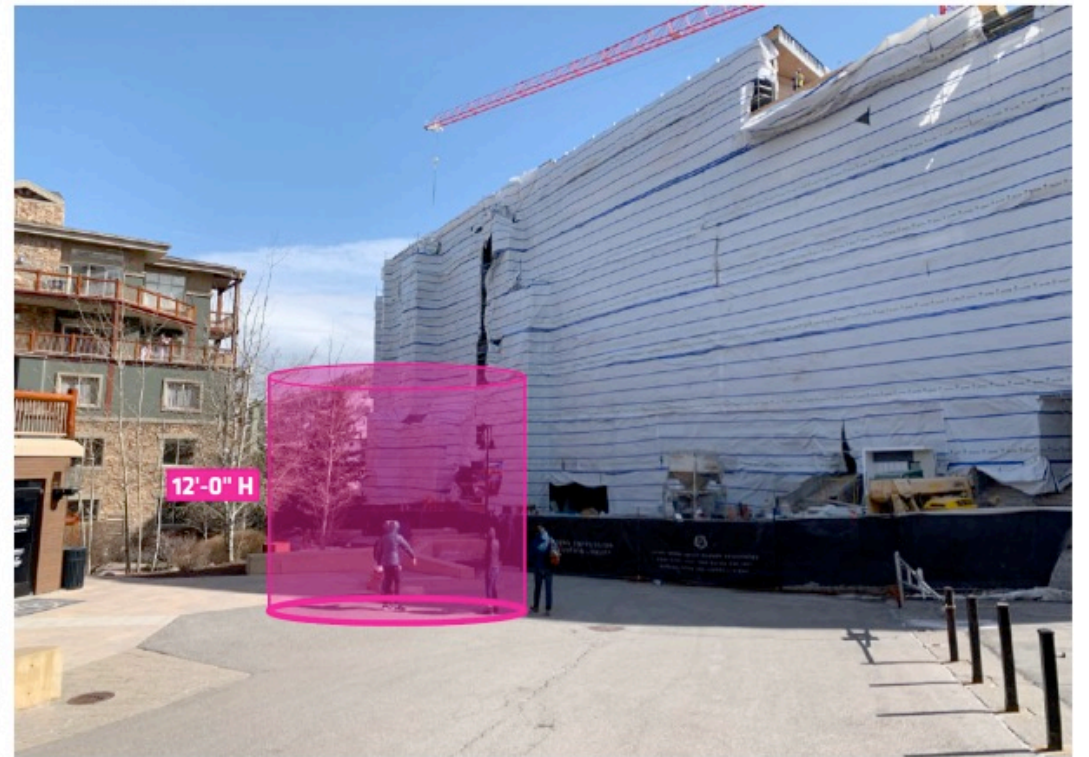
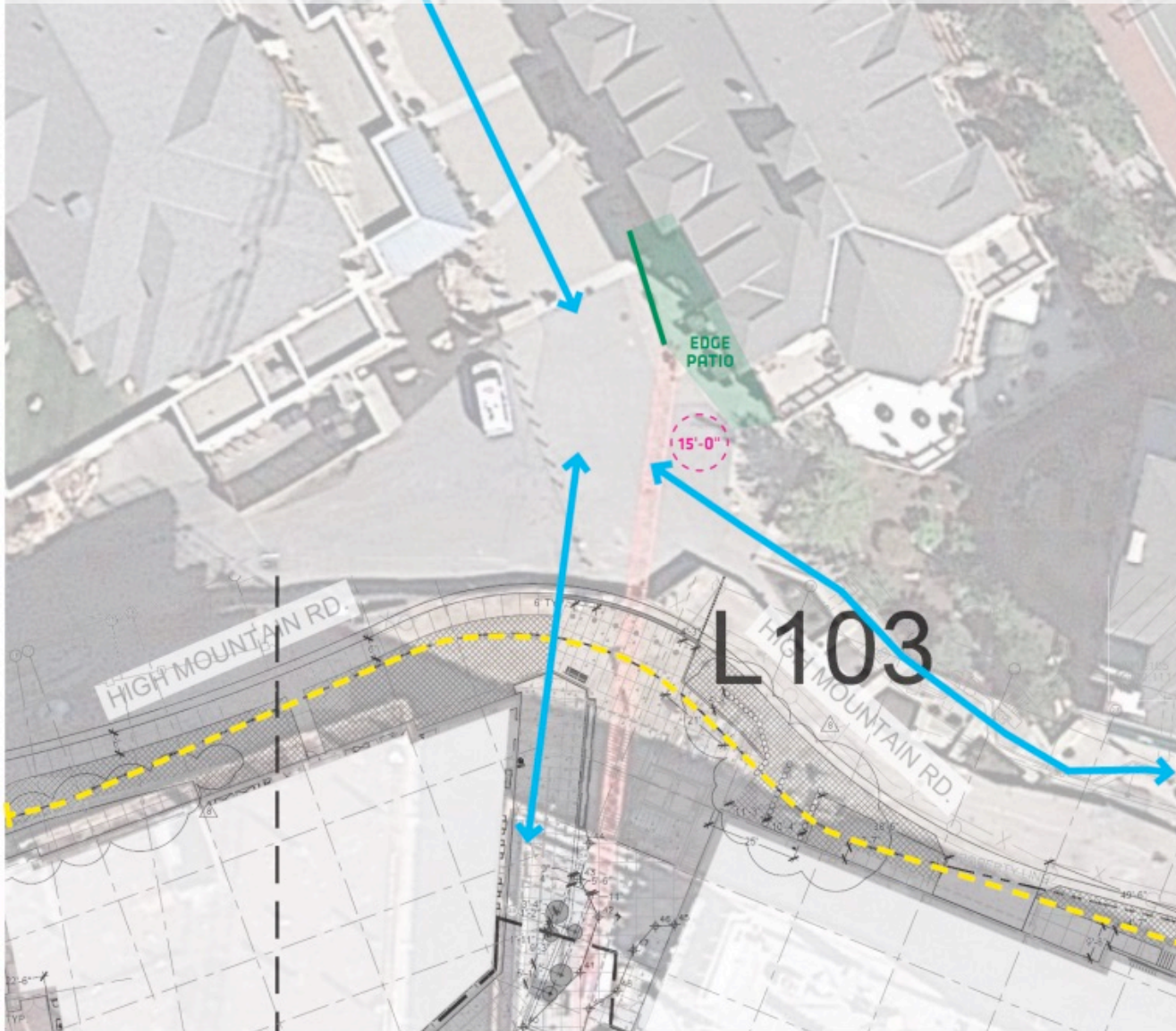
Exhibit 6-30. Sight distance on circulatory roadway



LEGEND
d Distance related to stopping sight distance and circulatory speed



PENDRY / FORUM LOCATION



VILLAGE IMPROVEMENTS

Transit Hub Improvements:

- Existing Transit Hub shelters have been refreshed with rust removed and new paint scheme to be more on brand with the resort
- Interior benches were refurbished
- Plexi-glass replaced to remove old graffiti and sketching etched into the glass



VILLAGE IMPROVEMENTS

Additional Flower Planters:

- Ten additional flower planters were added for this summer
- These planters are self-watering, and we hope they will save our maintenance team significant time and money



VILLAGE IMPROVEMENTS

Holiday Lights:

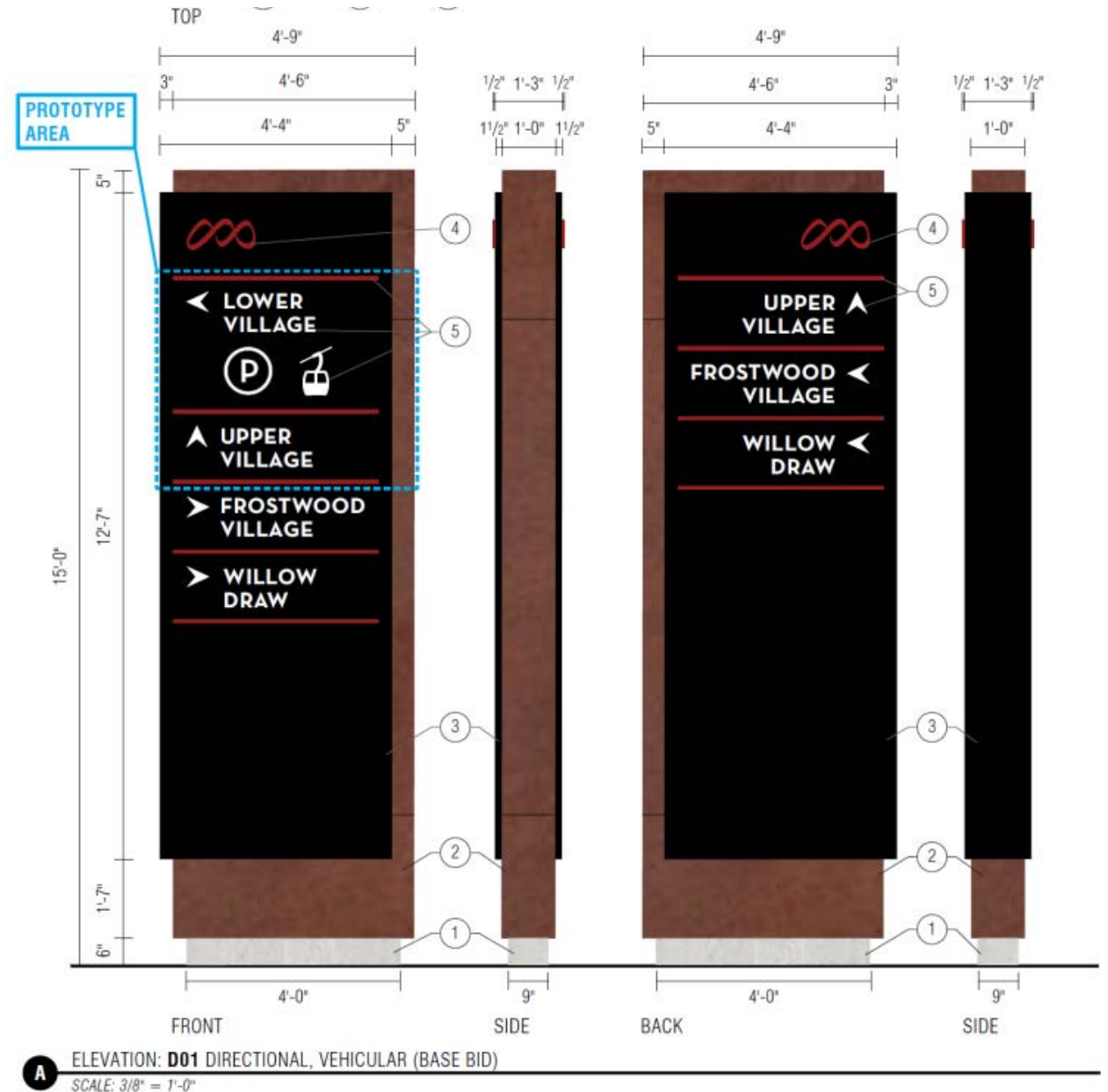
- **Moose Family Display:**
 - CVMA is currently working with BriteNites on creating a new holiday lighting display for next winter season
 - A moose family display with a “Dad, Mom and Baby” will be built with the largest being over 14 feet tall
 - Locations for the display are being finalized



VILLAGE IMPROVEMENTS

New Vehicular Directory Signs:

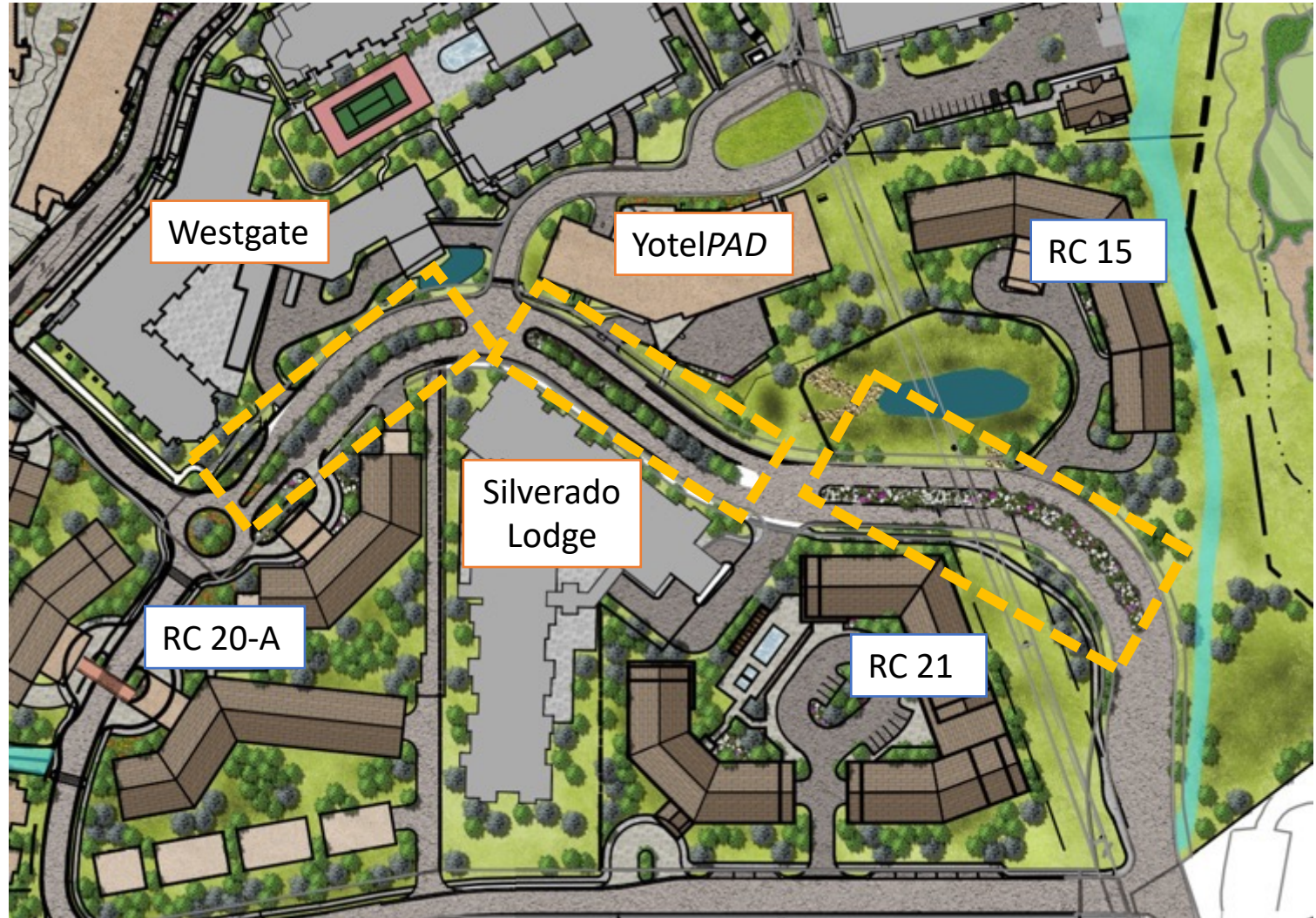
- CVMA currently working with Infinite Scale to create bid documents for the updated vehicular directory signs throughout the village
- Received bids and currently reviewing
- Next steps are to determine sign content and finalize locations along village roadway
- Targeting a fall install pending budget approval, contractor selection and material sourcing
- Currently vetting logo usage with the resort



LANDSCAPE MASTER PLAN

First Phase Project:

- The three medians along Canyons Resort Drive between Red Pine Road and High Mountain Road are the top priority
- Currently reviewing bids between contractors
- Currently working on getting water meters set up to prepare for the irrigation install needed
- Starting power pull and electrical install for holiday lighting



HIGH MOUNTAIN ROAD REALIGNMENT

- Work has begun with demolition, utility connections and rough grading
- Coordinating with adjacent property owners on impacts, timelines, finishing selections
- Working towards having a completed grading of the roadway to start allowing one-way traffic, which will allow Pendry to start on the much-anticipated “ski beach”
- Started the foundation work for the retaining wall
- CVMA has been reviewing specifications for the retaining wall, lighting, stamped and colored concrete, pavers, audio equipment and railings
- Anticipated completion date in late fall 2021





*Existing High Mountain Road

Sundial

Westgate

Lift

Pendry

Preferred Parking Lot

-  Existing Alignment
-  New Alignment

High Mountain Rd.

Canyons Resort Dr.

High Mountain Rd.

High Mountain Rd.

THANK YOU