

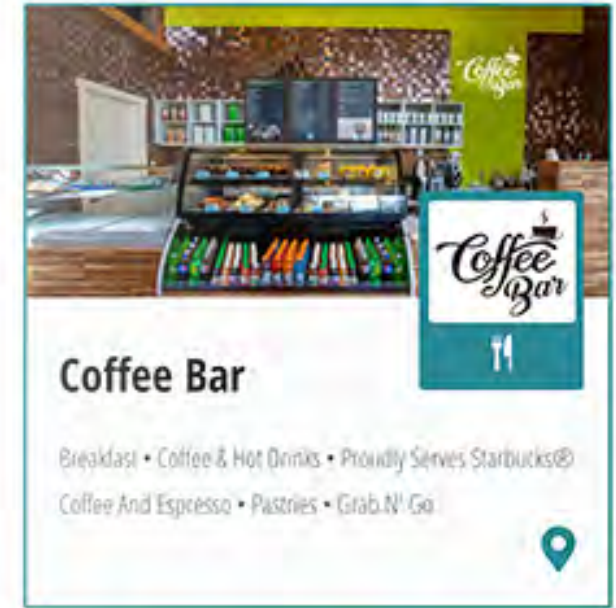
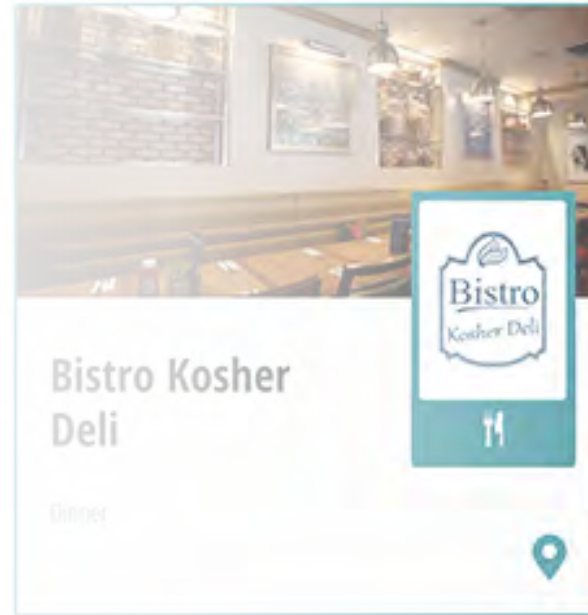


CVMA UPDATE // MARCH 2021
MARKETING + EVENTS

NEW CVMA WEBSITE ADDITIONS

NEW VILLAGE DIRECTORY + VILLAGE MAP:

- <https://cvma.com/village-directory/>
- <https://cvma.com/village-map/>
- Sort and Search functions by type for all members and establishments:
 - Dining, Shops / Services, Lodging, Coming Soon
- Village map includes Summer and Winter versions



VILLAGE BANNERS + CREATIVE

VILLAGE BANNERS:

- NEW winter imagery for village banners in resort core
- 12 NEW entry banners and light poles along Canyons Resort Drive; 11 more coming shortly at Lower Village roundabout

HOLIDAY DÉCOR:

- NEW 40" holiday tree and enhanced holiday décor
- 225 additional fresh holiday wreaths added to front façades of Westgate, Grand Summit, Silverado and YOTELPAD
 - Plus, existing wreaths on Sundial, Grand Summit, Westgate
- Holiday décor also added to 12 new light poles along Canyons Resort Drive



CANYONS GOLF

- 2021 Opening Day:
 - Friday, May 21 or Friday, May 28
- NEW golf cart fleet
- Transient demand remains strong
- Group business play is slowly coming back but still down immensely from 2019 pace
- CVMA member play discounts available



A background image showing a musician with a beard and a black cap, seen from the back, playing a guitar and singing into a microphone. He is wearing a black shirt and a black strap over his shoulder. In the background, a large crowd of people is gathered at an outdoor festival or concert. There are red umbrellas and a large white tent structure visible. The scene is brightly lit, suggesting daytime.

EVENTS CALENDAR

TENTATIVE 2021 SUMMER CALENDAR:

- July 3rd Celebration + Fireworks (July)
- Summer Concert Series (July + August) (14 concerts)
- NEW: XTERRA National Trail Running Championships (August)
- Oktoberfest (Labor Day Weekend)
- NEW: Park City Song Summit (September)
- Park City Wine Festival (October)
- Up to 25 total event activations
- Working with State, County and Vail Resorts on health and safety guidelines for all summer events and activities

THANK YOU



CVMA UPDATE // March 2021

TRANSPORTATION / DEVELOPMENT



TRANSPORTATION

CANYONS VILLAGE CONNECT:

- Back for year 3
- November 20, 2020 – April 11, 2021
- Daily, 7:00 a.m. – 10:00 p.m.
- Waldorf Astoria (Powder) and Hyatt Centric (Escala Provisions Company) on board as advertising partners
- YOTELPAD, White Pine Townhomes and The Ridge newly added this year

FEBRUARY RECAP:

- Passengers: 19,635 (down 17% YOY)*
 - 50,880 Season total so far (down 20% YOY)
- Avg. Rating: 4.94 (out of 5)
- Avg. Wait Time: 7:58
 - 6:20 Avg. wait on the season so far
- *CVMA forecasted decrease of 45% YOY

TRANSPORTATION

- **One Summit Campaign Sign**

- In partnership with Summit County, CVMA installed a “One Summit” sign near the Canyons Village Transit Hub to help spread the message “We're all in this together” and a reminder to wear face masks and wash hands frequently.

- **Summit County E-Bike Stations**

- Evaluating Summit County E-Bike stations within Canyons Village
- We are beginning to evaluate locations within the village and potential partnerships with developers and lodging partners.

- **Annual Traffic Counts**

- Completed yearly traffic counts and property surveys
- Data will be compiled, and report completed end of March



FORUM IMPROVEMENTS

FIRE PIT:

- New fire pit installed near the Umbrella Bar
- Firepit and seating constructed from boulders found within Canyons Village
- Guests are utilizing the space to warm up as well as photos



FORUM IMPROVEMENTS

CHAIRLIFT BENCHES:

- CVMA worked with a local metal fabricator, Uinta Metal Fab, to restore old ski lift chairs, some from PCMR, to turn into seating benches within the Forum
- The Park City at Canyons Village logo was installed on the top of each bench to create a photo opportunity for guests to share on social media
- The benches were placed along the pedestrian walkway between Sundial and Westgate to create a more vibrant atmosphere for our new retail members Kuchu Shabu and Lolë



VILLAGE IMPROVEMENTS

Light Poles, Banners, and Bollards:

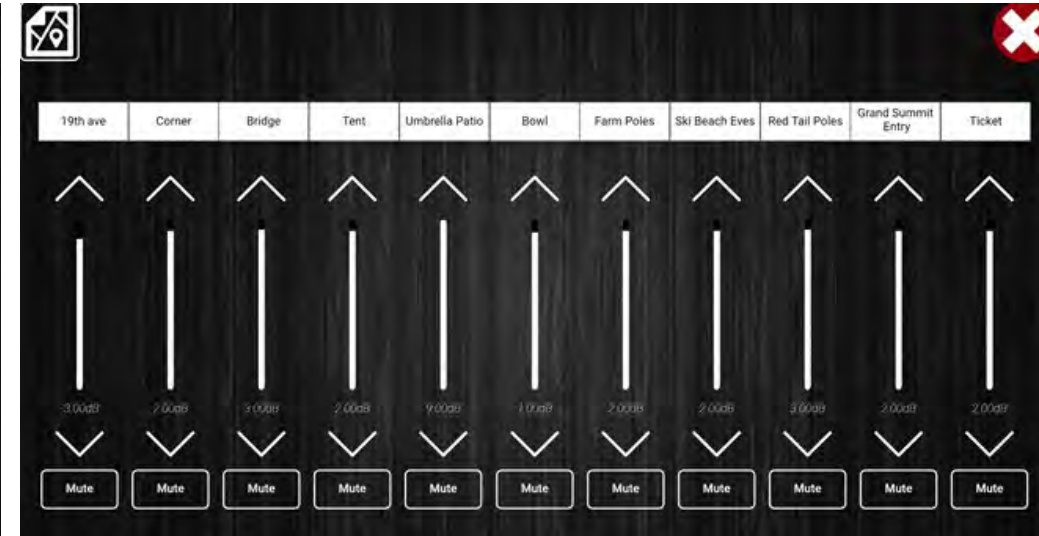
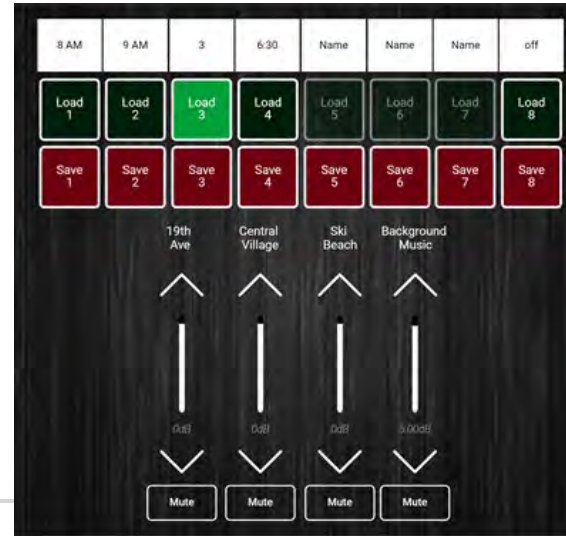
- New light poles are being installed along Canyons Resort Drive as part of the new road improvements completed by TCFC.
- 23 new light poles will be installed in total with banners flanking each side of the poles
- Hanging flower baskets with built in irrigation will be completed for the summer season
- New lighted bollards were installed along the pedestrian walkway between Silverado and Red Pine Road



VILLAGE IMPROVEMENTS

Audio System

- Audio system has been upgraded with a new music provider, curating tailored playlists for Canyons Village
- CVMA now has our own network set up in the Forum to have better control, oversight, and quicker service to maintain a more consistent experience for our members and guests
- Ability to remotely schedule automated start/stop times, volume levels, and announcements for any messaging needs
- 11 different speaker zones allow us to tailor the experience for any day, event, or season



VILLAGE IMPROVEMENTS

Winter Planters

- The summer planters were converted to a winter theme for the Holidays and placed throughout the Forum

New Holiday Tree Décor

- A new design was incorporate into the new Holiday Tree in the Forum using new lighting and ornaments

Additional Holiday Wreaths

- Additional Holiday Wreaths added to YotelPad, Silverado Lodge, Grand Summit and Westgate



VILLAGE IMPROVEMENTS

Holiday Lights

- Additional Holiday lights were added this winter season
 - Electrical was added to the south side of the village entrance at Hwy 224 this summer, which allowed us to bring lights to that side of the road this winter season
 - Additional trees were added in the Forum
 - Additional trees between Grand Summit and Westgate (under cabriolet)
 - 4 additional trees across from 7-11 along Canyons Resort Drive
- Currently reviewing holiday displays and ideas for next season



RESORT CORE // ACTIVE PROJECTS



A

RC17 – Pendry

- Framing out buildings 1 and 2
- Finishing concrete for building 3
- Plaza level under construction
- 155 of 155 units under contract

B

RC14 – YOTELPAD

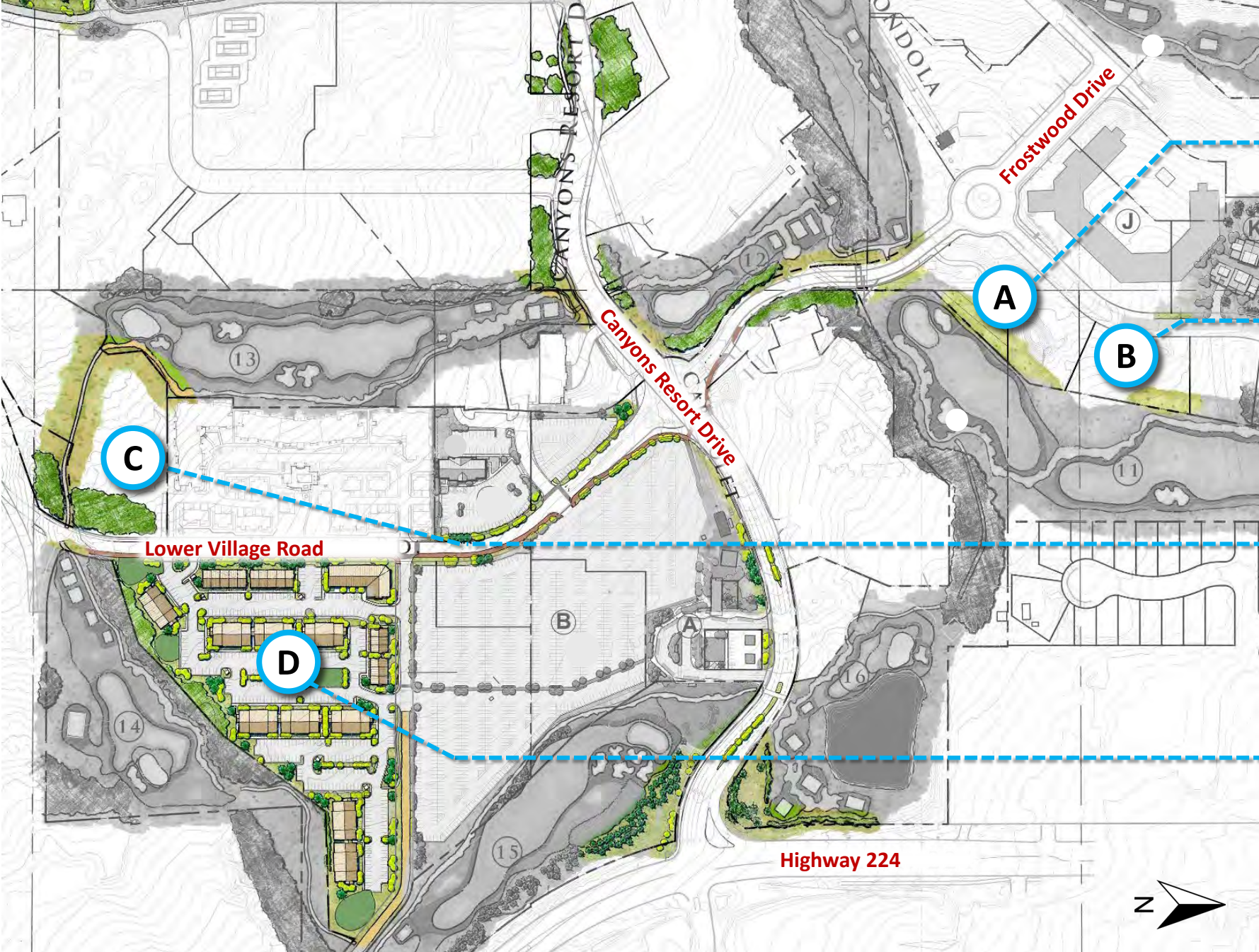
- Grand Opening December 16, 2020
- Landscaping to be finished this spring
- 115 of 144 units sold

C

RC16-B – The Ridge

- First two buildings have received C of O's this month
- 44 Townhomes
- 30 of 44 under contract or sold

LOWER VILLAGE // ACTIVE PROJECTS



A

F2-B – Ascent

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

B

F4 – Viridian

- 24 Townhomes
- First C of O's expected in April
- Completion summer 2021
- 24 of 24 units sold, Avg. \$697/sq. ft.

C

LV10 – White Pine Canyon Village

- Phase 1 under construction – 3 buildings
- Received CO's on first 2 buildings in July - (5 units)
- Third Building under construction
- 5 of 8 units sold

D

LV6 – Employee Housing

- Plans are under review for permitting at Summit County
- Anticipate construction start Spring 2021

DEVELOPMENT

Yotel Grand Opening – December 16th:

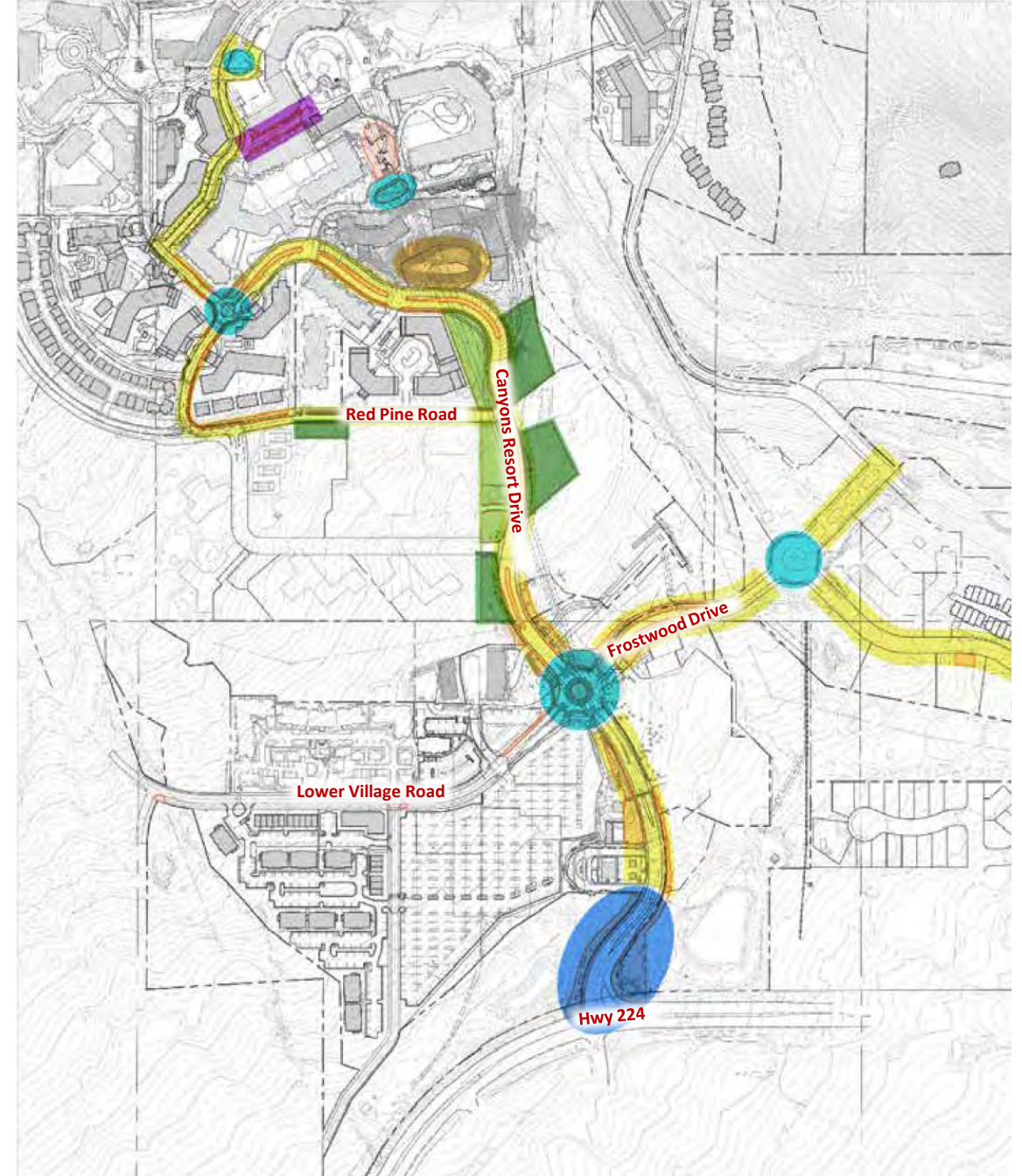
- 144 units
- 115 units sold (as of Feb. 26th 2021)
- Working through final punch list items
- Remaining landscaping will be installed in the Spring



Landscape Master Plan

Conceptual Planning:

- Looking at the village holistically from Hwy 224 to the village core, utilizing CVMA owned/operated space along the way
- Created concepts for two park spaces along Canyons Resort Drive along with updating landscaping throughout.
- Landscaping existing medians along Canyons Resort Drive is top priority to start this spring.
- Currently working on setting up new water meters along Canyons Resort Drive to operate the irrigation for new proposed landscaped areas.



Landscape Master Plan

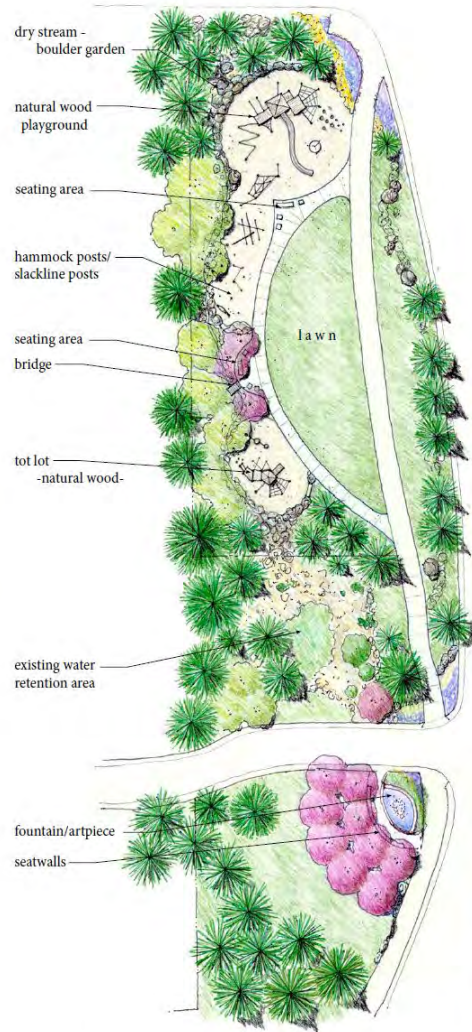
Park Concepts:

- Utilize spaces along Canyons Resort Drive to offer spaces for play, public art opportunities, reflection, and rest
- Create points of interest for members and guests to explore and connect the lower village with the resort core



park concept one:

nature adventure || boulders & timber

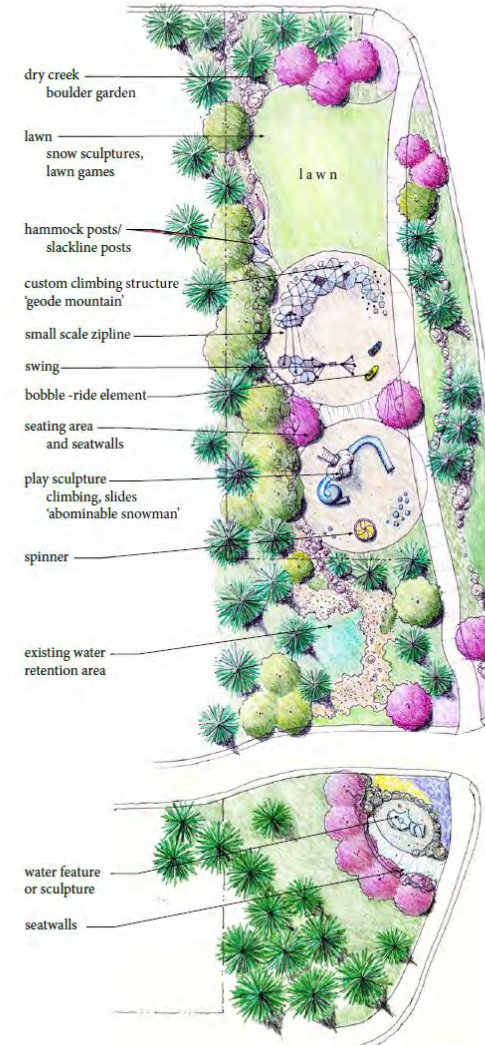


playground equipment:
Columbia Cascade /Timberform
Earthscapes



park concept two:

unique experience || custom thematic play sculptures



playground equipment:
Earthscapes
Monstrum
custom



Landscape Master Plan

Park Concepts: *Natural Park Area*

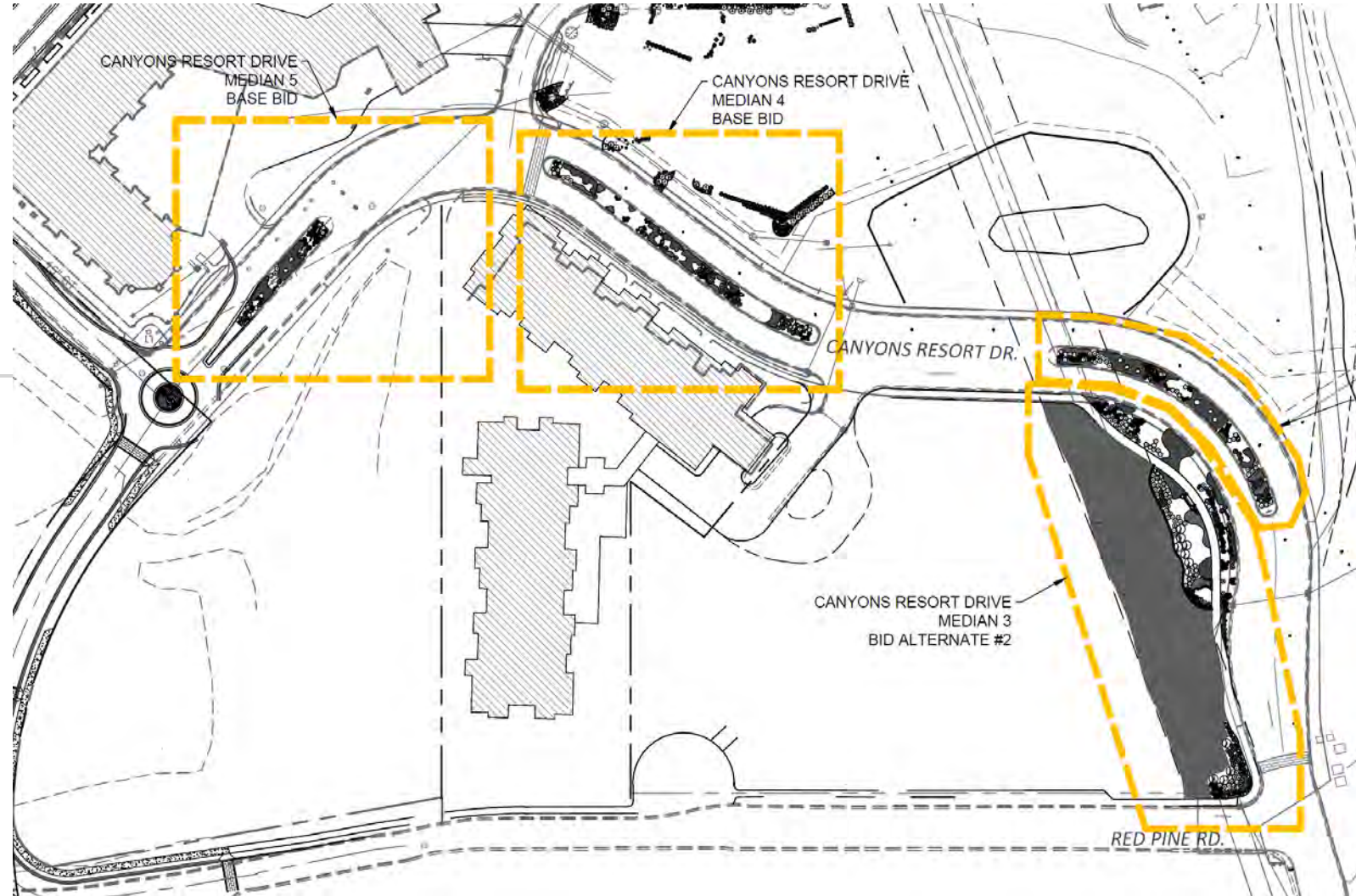
- Enhance existing space adjacent to Hidden Creek Condos by adding more plant material, additional seating opportunities and more clearly defined pathways
- Create a passive, beautiful space with an element of surprise including a public art piece with water feature and a pond overlook for members and guests to enjoy



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 for spring install
- These medians have yet to be planted, but with road work along Canyons Resort Drive completed, now is a great time to get this project started
- Currently working on getting water meters set up to prepare for irrigation install this spring



THANK YOU

