



SNOWMASS · ASPEN MOUNTAIN · ASPEN HIGHLANDS · BUTTERMILK

August 14, 2018

Dear Business Owner/Manager,

It's official, with the launch of 2018-2019 season pass sales, the winter season is upon us. Thank you for making our discount pass program a success last season and for making the most of the snow despite the late arrival of winter. While you never know what Mother Nature has planned for each season, we've been busy this summer ensuring we will have great skiing or riding no matter what happens. Below are some highlights of improvements and plans for the coming winter. This year we will once again include spouses in the discounted pass program for members of the Roaring Fork Valley Chambers of Commerce. New this year we are providing passholders with transferable vouchers redeemable for a \$39 lift ticket that can be used from opening day through December 14, 2018. Premier passholders receive four vouchers and Double Flex and Flex passholders receive two. Encourage your employees to redeem their vouchers early in order to take advantage of this new benefit.

The information below should be helpful in planning your winter, but as always don't hesitate to go onto aspensnowmass.com for more information or to call us at 877-872-7702.

WHAT'S HAPPENING AT ASPEN SNOWMASS

New Limelight Hotel Snowmass - Snowmass Base Village is getting its own Limelight Hotel, opening with the 2018-2019 winter season. Made up of 99 hotel rooms, and 11 residences, the hotel will also offer ski in/ski out access to Snowmass. Features include a new restaurant, a children's game area as well as a five-story climbing wall that will be open to the public and the largest of its kind in the state. The new hotel property will remain consistent with the Limelight brand featuring amenities and extras such as an expanded continental breakfast, après ski deals in the Lounge, live music, adventure activities such as First Tracks and Inside Tracks, a ski concierge as well as pet-friendly rooms.

Breathtaker Alpine Coaster - Aspen Snowmass's newest attraction, the Breathtaker Alpine Coaster, is back for its second winter. Riders will wind their way through over a mile of forest on an elevated track at speeds of up to 28mph. Located adjacent to the Elk Camp Restaurant, riders and passengers will be able to experience the thrilling ride during the day and also at night during Friday's Ullr Nights.

Snowmaking and Trail Enhancements - We learned a lot last year and we are not sitting still. We added snowmaking on Adams Avenue in Snowmass and increased pumping capacity there 25%. We also added snowmaking further up the Exhibition lift at Snowmass and up Lover's Lane at Buttermilk. In addition, we're installing snowfencing in exposed areas on Snowmass and Aspen Mountain and of course the new fleet of snowcats have arrived and the groomers have plans to make the most of every inch of snow that falls.

Download. Log in. Get Rewarded. - The Aspen Snowmass App lets you log your whole ski season in one place. PLUS beginning this fall we're introducing Aspen Snowmass Rewards! Simply log in to immediately earn rewards like food and beverage credits, discounts on logo wear and ski school lessons. Keep using the app to maintain exclusive access to all things Aspen Snowmass! If you're more into earning turns, check out our vertical feet and Highland Bowl lap tracking - including year-over-year stats available for the 2018-2019 season! aspensnowmass.com/app

For convenience, once your business has purchased discount chamber pass vouchers from an Aspen Snowmass ticket office, the employees may redeem their discount pass voucher over the phone (877-872-7702) if they had a season pass in a previous season, and can then use their existing Aspen Card to access the lifts.

Our scheduled opening for Aspen Mountain and Snowmass is November 22, 2018 and Aspen Highlands and Buttermilk are scheduled for December 8, 2018. It's been a hot, dry and fiery summer, and it's time to bring on a cold and snowy fall so we can get things going early. But we'll be ready no matter what the weather brings. I look forward to seeing you out on the slopes soon. Don't procrastinate, it's time to hit the gym, gather up your gear and look ahead, because winter is coming.

Sincerely,

A handwritten signature in black ink, appearing to read "Jodi Reardon".

Jodi Reardon
VP, Product Sales & Services
Aspen Skiing Company

CHAMBER PASS PROGRAM GUIDELINES AND BENEFITS

BUSINESS QUALIFICATIONS: To purchase Chamber passes a business must be located and operated in the Roaring Fork Valley and must be a current member of the Chamber of Commerce in the community in which the business is operating. The business needs to provide local mailing and physical addresses.

OWNER/MANAGER/EMPLOYEE QUALIFICATIONS: Only owners, managers, and employees living in the Roaring Fork Valley (as their primary residence) AND working a minimum of twenty (20) hours per week during the winter season are eligible for the discounted season pass. Non-working owners, friends, contract laborers and consultants are NOT eligible. Real estate agents and brokers affiliated with a registered brokerage firm are eligible. ***See audit requirements for more details regarding compliance.

SPOUSE QUALIFICATIONS: Only spouses of owners, managers and employees living in the Roaring Fork Valley (as their primary residence) are eligible. The owner, manager and employee must meet the qualifications above in order for the spouse to qualify. To verify eligibility spouses must be able to provide one of the following legal documents; a Marriage Certificate, Common Law Affidavit or Civil Union Certificate if audited. ***See audit requirements for more details regarding compliance.

WHERE TO PURCHASE: Chamber pass vouchers must be purchased in person at an Aspen Snowmass ticket office, and the appropriate Chamber of Commerce voucher must be presented at the time of purchase to verify eligibility.

PAYMENT REQUIREMENTS: Payment to Aspen Skiing Company for all Chamber pass vouchers must be made by company check or company credit card. There is a \$10,000 per business limit for credit card purchases per season. Personal credit cards will only be accepted from the business owner whose name appears on the Chamber of Commerce voucher. Personal checks and cash will not be accepted.

PASS UPGRADES: Chamber passes may be upgraded by the employee/spouse at the time of voucher redemption. The cost of the upgraded pass is determined by the pricing season in which the initial voucher was purchased. Upgraded passes remain the property of the business, regardless of who pays for the cost of the upgrade.

PASS TRANSFERS: Chamber passes may be permanently transferred from one employee/spouse of the business to another for a fee of \$50. Once transferred, a pass may NOT be transferred back to the same employee/spouse. If a business needs to revoke a pass from an employee/spouse, the business must first inform the employee/spouse that their pass is no longer valid, confiscate the actual pass and then contact Aspen Skiing Company (877-872-7702) so access for that pass can be blocked. The business must deliver the season pass to a ticket office or provide the season pass number over the phone or a \$20 fee will be assessed. Passes that are not blocked expose the business to a noncompliant audit.

VOUCHER REFUNDS: NEW Deadline! Unused 2018-2019 Chamber pass vouchers may be returned to Aspen Skiing Company for full refunds through February 15, 2019. Refunds will NOT be provided after February 15, 2019. **Once a voucher has been turned into a pass it becomes nonrefundable even if the pass is never used.** Chamber pass vouchers should be treated like cash and should be kept in a safe place until redeemed.

HOW EMPLOYEES REDEEM DISCOUNT PASS VOUCHERS: Owners, Managers, Employees and Spouses of the business may redeem their Chamber pass voucher at any ticket office, or over the phone if they had a season pass in a previous season and wish to use their existing Aspen Card. They must provide the voucher number over the phone. Once the voucher is redeemed over the phone, that voucher number is inactivated and the voucher should be thrown away to eliminate confusion.

SEASON PASS INSURANCE: Season passes are nonrefundable for any reason. Travel Guard's Multi-Event Insurance plan can provide coverage for events that happen beyond your control. It can help cover your ski pass investment if you need to cancel your season pass for covered reasons prior to the beginning of the ski season or if other covered unforeseen circumstances arise during the ski season. The insurance may be purchased by either the business or the individual but must be purchased under the passholder's name. Since Chamber passes are the property of the business all reimbursements from covered claims will go to the business unless specified differently from the business owner.

CHAMBER PASS AUDIT

Each Chamber pass is the property of the Chamber of Commerce business that purchased it and it is your responsibility to ensure that the passes purchased by your business are only being used by bona fide employees and spouses.

We define a bona fide employee as one who works a minimum of 20 hours a week during the winter season, receives a W2 and whose primary residence is in the Roaring Fork Valley. If an employee with a Chamber pass resigns, is terminated or works less than the minimum requirement during the ski season, it is your responsibility to revoke the pass from that individual (and spouse) and notify Aspen Skiing Company. Revoked passes are not eligible for refunds but may be transferred to another employee (or spouse).

A random audit of businesses will be performed each year to ensure compliance with the chamber pass program. Businesses that do not submit information at the request of the Chamber or are found to be in noncompliance will incur a fine. Each noncompliant pass must be upgraded to an individual pass at the regular pricing season (which could be a charge of \$895 for the Premier Pass). Businesses could also have all passes suspended for the duration of the season and/or be ineligible to participate in the chamber pass program in subsequent years. Businesses not in compliance will be audited again the following year.

If chosen to be part of the audit you will need to provide one of the following documents as verification for each employee in question in the time frame indicated by the Chamber of Commerce:

- A copy of the fourth quarter Colorado State Unemployment report: Form UITS-1.
- If you are a Partnership or S-Corporation: Provide schedule K and individual partners' schedule K-1 from the federal tax return, Form 1065.
- If you are a sole proprietor: Provide schedule C from your tax return, Form 1040.
- In lieu of a partnership K-1, S-Corporation or Individual Schedule C, a signed affidavit by an independent CPA including verification of compliance with the program guidelines listed above will be accepted for proprietors, partners or corporations only.

If chosen to be part of the audit you will need to provide one of the following documents as verification for each spouse in question in the time frame indicated by the Chamber of Commerce:

- Marriage License
- Civil Union License
- State of Colorado Affidavit of Common Law Marriage that is registered with the county

HELPFUL HINTS FOR THE AUDIT PROCESS:

Documentation: Make sure that you can provide the correct documentation for your employees and spouses before you issue them a discount chamber pass voucher.

Keep track of your vouchers: It is the responsibility of the business to keep a record of recipients of the chamber discount pass vouchers. We suggest you keep a spreadsheet of all the voucher numbers and the corresponding name of the employee or spouse.

▶ If you have any questions regarding the requirements stated above, please call Elizabeth McCann, Operations Director, Product Sales & Services at 970-300-7173.

2018-2019 ASPEN SNOWMASS SEASON PASS PRICING

| | Purchase by Friday 9/14/18 SUPER EARLY DEADLINE | | Purchase by Friday 11/16/18 EARLY DEADLINE | | Purchase after Friday 11/16/18 REGULAR PRICE | |
|----------------------------|--|-----------|---|-----------|---|-----------|
| | Pass Price | Insurance | Pass Price | Insurance | Pass Price | Insurance |
| Premier Chamber | \$1,389 | \$98 | \$1,839 | \$129 | \$2,019 | \$142 |
| Premier | \$1,899 | \$133 | \$2,244 | \$158 | \$2,284 | \$160 |
| <i>Chamber Savings</i> | \$510 | | \$405 | | \$265 | |
| Double Flex Chamber | \$1,239 | \$87 | \$1,569 | \$110 | \$1,814 | \$127 |
| Double Flex | \$1,539 | \$108 | \$1,874 | \$132 | \$2,039 | \$143 |
| <i>Chamber Savings</i> | \$300 | | \$305 | | \$225 | |
| Flex Chamber | \$904 | \$64 | \$979 | \$69 | \$1,029 | \$73 |
| Flex | \$1,049 | \$74 | \$1,159 | \$82 | \$1,209 | \$85 |
| <i>Chamber Savings</i> | \$145 | | \$180 | | \$180 | |

BEAT THE LINES AND COME IN BEFORE THE SEPTEMBER 14 SUPER EARLY DEADLINE!

2018 SUMMER/FALL CHAMBER PASS SALE HOURS & LOCATIONS

| | | |
|---|-----------------|-------------------|
| ASPEN MOUNTAIN TICKET OFFICE | | |
| August 14 – September 3 | Monday – Sunday | 9 am - 4:30 pm |
| September 4 – November 18 | Monday – Sunday | 9 am - 4:45 pm |
| Beginning November 19 | Monday – Sunday | 8:15 am - 4:45 pm |
| SNOWMASS GONDOLA TICKET OFFICE | | |
| August 14 – November 21 | Monday – Sunday | 9 am - 4:30 pm |
| FOUR MOUNTAIN SPORTS - ORCHARD PLAZA, EL JEBEL | | |
| September 10-14 | Monday – Friday | 11 am – 7 pm |
| October 8 – November 16 | Monday – Sunday | 11 am – 7 pm |
| ASPEN HIGHLANDS TICKET OFFICE | | |
| August 14 – October 7 | Monday – Sunday | 8 am – 5 pm |