



SNOWMASS · ASPEN MOUNTAIN · ASPEN HIGHLANDS · BUTTERMILK

August 12, 2019

Dear Business Owner/Manager,

Winter is just around the corner so it is time to kick-off our Chamber Pass Program for the 2019-2020 season. We greatly appreciate your support in making this discount pass program a success last season, and were glad to see you and your employees take advantage of the phenomenal conditions Mother Nature provided. New this season we are thrilled to provide an additional benefit with our Premier Chamber Pass – a complimentary Ikon Base Pass! 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](http://aspensnowmass.com) for more information or to call us at 877-872-7702.

## WHAT'S HAPPENING AT ASPEN SNOWMASS

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**New Sam's Restaurant on Snowmass** - Aspen Snowmass introduces a new Italian restaurant located at 10,620 ft. at the top of Sam's Knob on Snowmass. The new restaurant, named Sam's, is replacing Sam's Smokehouse with a modern Italian concept that will offer diners sweeping views of the Elk Mountains and a sophisticated but lively food experience. The \$2.5 million remodel aims to accentuate the natural landscape of the surrounding peaks while pulling in a light and bright modern feel with touch points such as an open bar area, live-action kitchen, fireplace with relaxed seating and a stylish deck. An added slipper room will greet diners with the option to remove ski boots and slip into a pair of comfy slippers. The sit-down lunch service will emphasize a shared dining experience that begins with antipasti platters such as prosciutto di parma and burrata with Sicilian caponata followed by pastas and entrees such as rigatoni bolognese and the can't miss rotating traditional grandma style pizza. Pasta will be made in-house daily as will the restaurant's artisanal bread and a flywheel prosciutto slicer will perfectly cut the restaurant's cured meats. Sam's mindfully purchased and purveyed food menu will be accompanied by a curated wine list and signature cocktails such as the Negroni Spritz. Quick-serve and grab-and-go breakfast options will be available daily beginning at 9 am from the Italian style coffee bar. The new restaurant will debut November 2019. [aspensnowmass.com/sams](http://aspensnowmass.com/sams)

**Ikon Pass** - One pass. Matchless access. Explore, shred, and après like you mean it with the Ikon Pass—your ticket to the planet's most iconic destinations. And new this year, all 2019-2020 Premier Adult, Chamber, Senior, and Parent Passes include a complimentary Ikon Base Pass! This is the winter of endless possibilities—time to ride. For a detailed list of Ikon Pass resorts as well as further information, [ikonpass.com](http://ikonpass.com).

**Aspen Snowmass App—Bigger Rewards** - The Aspen Snowmass App offers a convenient way for guests to access mountain conditions, tracked skier days, interactive mapping of a guest's movement, year-over-year stats for vertical feet and Highland Bowl laps, as well as information about activities, lift tickets, lessons and more. New this year, the App will offer bigger rewards. Updated app benefits include a \$15 food & beverage credit valid at on-mountain restaurants, \$10 credit at Four Mountain Sports, \$25 off Ski and Snowboard School lessons as well as exclusive access to all things Aspen Snowmass. [aspensnowmass.com/app](http://aspensnowmass.com/app)

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For convenience, once your business has purchased discount chamber pass vouchers from an Aspen Snowmass ticket office, your 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 28, 2019 and Aspen Highlands and Buttermilk are scheduled for December 7, 2019. As always we are hoping for 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 this season!

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. In the case of a Premier Pass, the Ikon Base Pass will also 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:** Unused 2019-2020 Chamber pass vouchers may be returned to Aspen Skiing Company for full refunds through February 15, 2020. Refunds will NOT be provided after February 15, 2020. 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 by 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 \$1,000 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.

## 2019-2020 ASPEN SNOWMASS SEASON PASS PRICING

	<b>SUPER EARLY</b> Purchase by 9/13/19		<b>EARLY</b> Purchase by 11/15/19		<b>REGULAR</b> Purchase after 11/15/19	
	<b>Pass Price</b>	<b>Insurance</b>	<b>Pass Price</b>	<b>Insurance</b>	<b>Pass Price</b>	<b>Insurance</b>
<b>Premier Chamber</b>	\$1,479	\$104	\$1,739	\$122	\$2,009	\$141
Premier	\$2,049	\$144	\$2,299	\$161	\$2,479	\$174
<i>Chamber Savings</i>	\$570		\$560		\$470	
<b>Double Flex Chamber</b>	\$1,299	\$91	\$1,524	\$107	\$1,784	\$125
Double Flex	\$1,599	\$112	\$1,779	\$125	\$1,919	\$135
<i>Chamber Savings</i>	\$300		\$255		\$135	
<b>Flex Chamber</b>	\$939	\$66	\$1,099	\$77	\$1,289	\$91
Flex	\$1,089	\$77	\$1,209	\$85	\$1,309	\$92
<i>Chamber Savings</i>	\$150		\$110		\$20	

## BEAT THE LINES AND COME IN BEFORE THE SEPTEMBER 13 SUPER EARLY DEADLINE!

### 2019 SUMMER/FALL CHAMBER PASS SALE HOURS & LOCATIONS

<b>ASPEN MOUNTAIN TICKET OFFICE</b>		
August 12 - September 2	7 days a week	9 am - 4:30 pm
September 3 - November 24	7 days a week	9 am - 4:45 pm
Beginning November 25	7 days a week	8:15 am - 4:45 pm
<b>SNOWMASS GONDOLA TICKET OFFICE</b>		
August 12 - November 24	7 days a week	8:30 am - 4:30 pm
<b>FOUR MOUNTAIN SPORTS - ORCHARD PLAZA, EL JEBEL</b>		
September 9-13	7 days a week	10 am - 6 pm
October 7 - November 15	7 days a week	10 am - 6 pm
<b>ASPEN HIGHLANDS TICKET OFFICE</b>		
August 12 - October 6	7 days a week	8 am - 5 pm