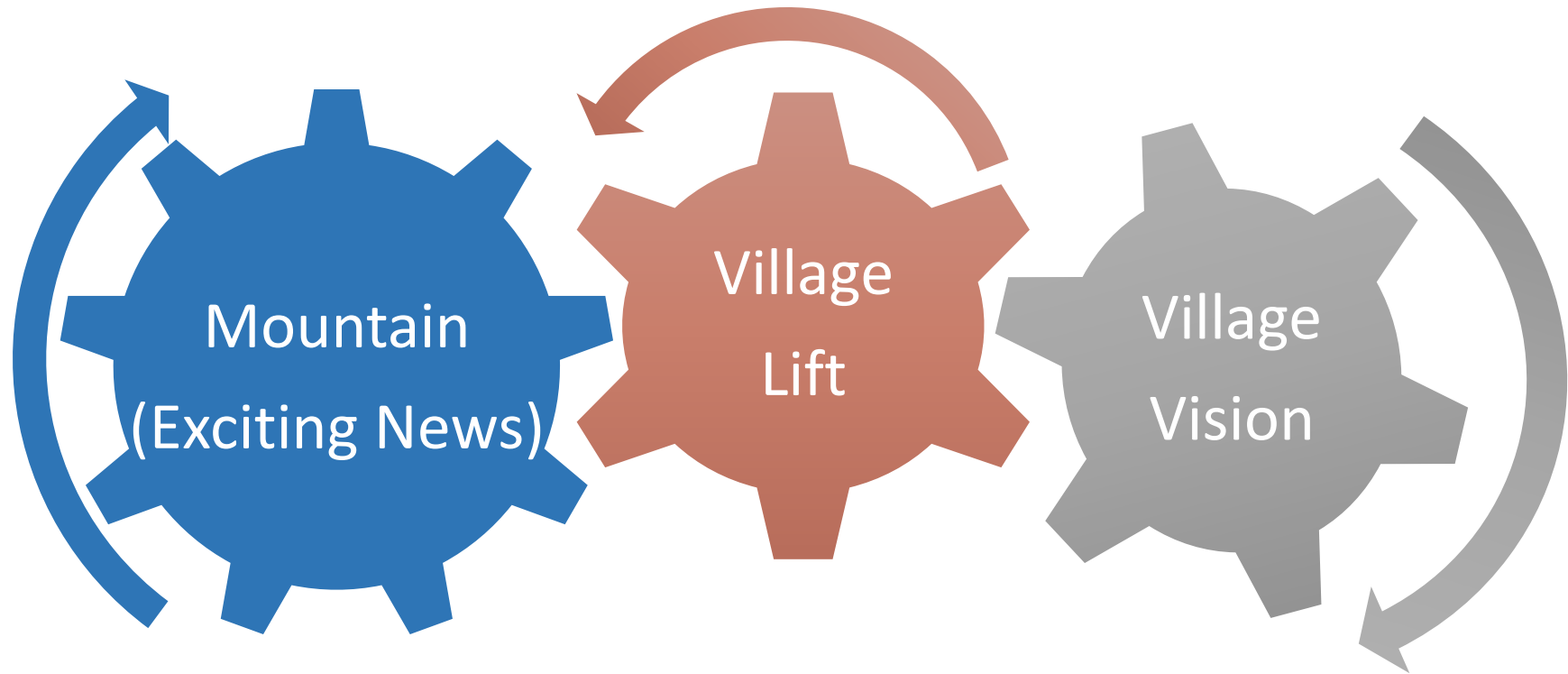


Bear Valley Community Ownership Town Hall II

2/16/14

Agenda



Thanks to our involved community

Bear Valley Community Members				
Randy Mancini	Ron Rossi	Gordon Ritter	Gay Callan	Larry Johnson
Mark Phillips	Kimi Johnson	Joel Barnett	Susi Lewis	Eric Jung
Leah Read	John Boyle	Phil Davis	Erin Johnson	Ellen Hoffman
Steve Troyer	Martin Wegenstein	Jesse Markham	Paul Petersen	Mike Wallenfels
Rosie Sundell	Mattly Trent	Jim Gentling	Kevin Compton	Denise White
Ann Porteus	Terry Woodrow	Margie Zywicz	BVRI	BVBA



930+ members

Other Individuals & Organizations			
Mad River Glen		Deri Meir(First Chairman) Eric Johnson(Mkt Director)	
Sugar Bowl		Rob Kautz(GM)	
Bridger Bowl		Doug Wales(Mkt Director)	
Bogus Basin		Alan Moore(Mkt Director)	
Mt High & Stevens Pass		Karl Kapuscinski(GM)	
Mountain Riders Alliance		Jaime Schectman(CEO)	
Off-Piste Magazine		Dave Waag(Editor in Chief)	
Patagonia		Casey Sheehan(ex CEO)	
Montana State University		Jerry Johnson (Prof)	
Marty Collins	Van Baldwin	Jim Moss	Peter Palmedo
Chris Palmedo	Lynn Renn	Steph Spencer	Susan Doyle-Steffens

Announcing:



Why coop instead of non-profit?

- Broad community ownership
- Speed to raise capital
- Begin negotiations ASAP
- Future transfer of ownership



Mission and Vision

Mission: Preserve the unique characteristics of Bear Valley Mountain through community leadership and ownership.

The cooperative believes that Bear Valley Mountain Resort is inextricably linked to the economic vitality of Bear Valley Village and the surrounding communities.

Vision: Provide safe and enjoyable year round recreation in many modes to enthusiasts and their families.

- Winter – Skiing (alpine, telemark, touring, XC); snowboarding, snowmobile
- Summer - Mountain biking, hiking, road cycling, camps, tennis

Requirements to fulfill the mission

Capital investments	Benefits
Deferred maintenance	Bring mountain infrastructure and services up to optimal level and reduce operating expenses
Improvements in services and infrastructure	Attract more families and tomorrow's future skiers
Marketing of the full Bear Valley experience (winter and summer)	Increased economic vitality in the village by attracting more individuals who bring others for diverse activities
Employee housing	Increased economic vitality in the village; reduced traffic
Reserve capital for poor seasons	Reduced borrowing expenses; greater profitability

Membership goal: up to 4000 members: \$10M in capital

Preliminary membership costs and possible benefits*

Every member is an owner and a portion of every dollar invested comes back to you in benefits and strengthens the vitality of the coop and the community

Investment or benefit	Amount	Comments
Individual membership**	~\$2500	Foundation capital to purchase
Annual spend commitment per membership	~\$299	Roughly an adult season pass purchased early. Drives cash flow.
Lift pass discounts	~15%	Member benefit
Merchandise discounts	~15%	Member benefit and convenience
Membership may be sold back to coop for value of purchase	Nominal charge	Member benefit and flexibility
Corporate membership	~\$2500	Businesses may show their support
Corporate benefits	TBD discounted tickets	Employee benefit or reward

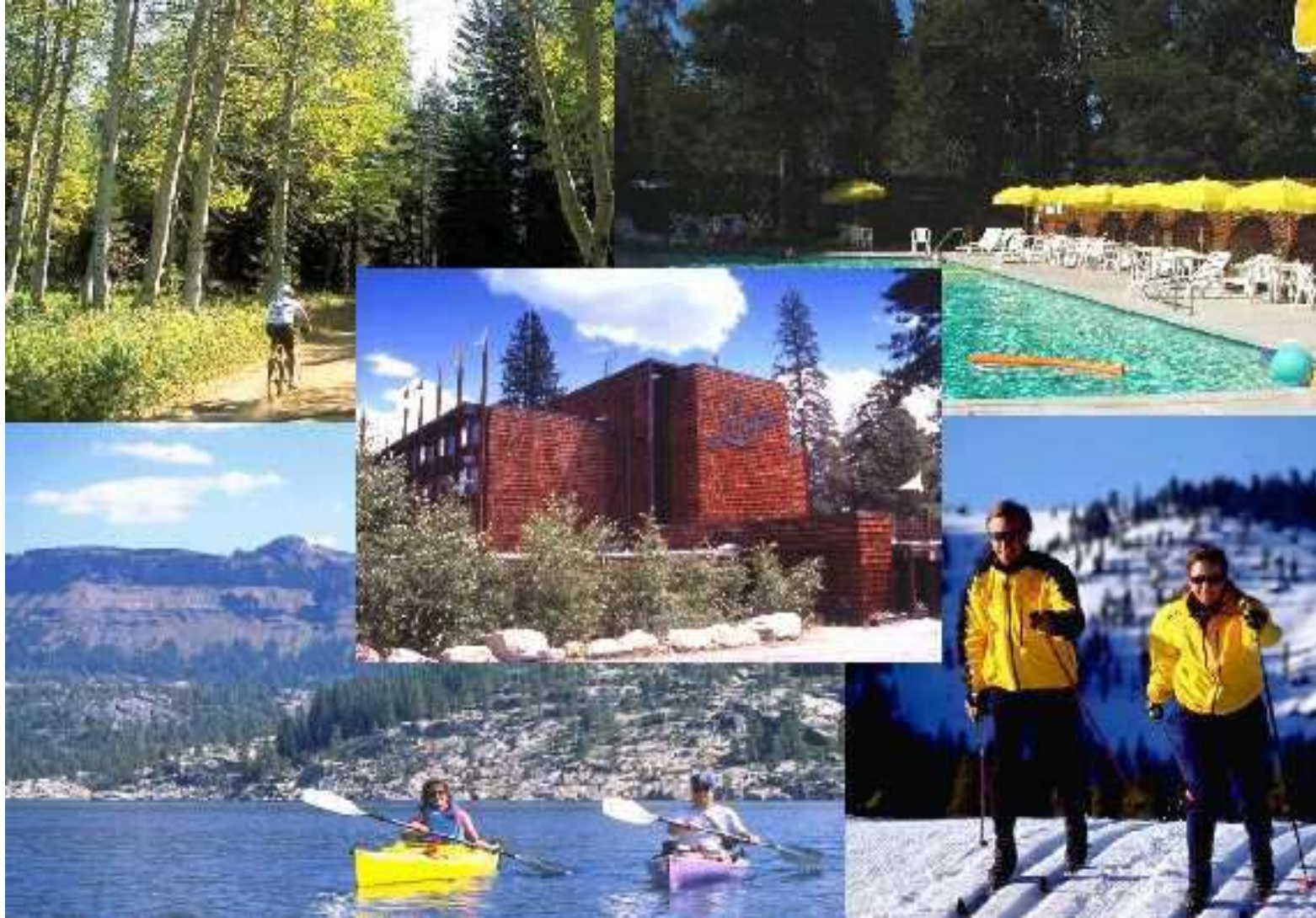
Startup budget, seed capital and leadership

Startup Expense	Seed Capital
Coop Legal fees: \$16,125	BVRI Donation: \$2500
Website : \$500	Exploratory Committee Donation: \$2500
Logo'd merchandise: \$8500	Additional Donations(not tax deductible):TBD
	Profit from sale of logo merchandise: TBD
	In kind donations(e.g. Leah Read logo and graphics)
Total Startup Expenses: \$25,125	Total Seed Capital: \$5000 Variance: \$20,125

Interim Leadership Board:

Jesse Markham, Mike Wallenfels, Kimi Johnson, Erin Carter, Steve Troyer, Paul Petersen, Martin Wegenstein

Bear Valley Village



Bear Valley Village of the future is....

Cohesively connected to Bear Valley Mountain Resort: lodging, marketing, services, and a village that is at the center piece.

Committed to sustainability: A regard for nature that is imprinted in all that we do.

It is driven by locally owned and operated businesses: They are thriving and are an integral part of the community.

Providing excellent services and facilities: there is pride in the Bear Valley experience and aesthetic.



Bear Valley Village of the future is....

Widely known as a recreation destination: Supports a variety of year round activities with access for all skill levels.

Family friendly, safe, and excites: People come to visit but return again and again.

A uniquely Bear Experience:

- More mellow than Incline Village
- Less country club than Tahoe Donner
- Not as exclusive as Deer Valley
- And not as “cookie cutter” as Northstar



The Village Lift – Next Steps

Bear Valley Residents, Inc (BVRI) is reviewing lift options and has formed a Village Lift Exploratory group (Randy Mancini, Gordon Ritter, and Ron Rossi) that will provide insight and the recommendations of their homeowner members.

To be explored:

What type of lift would be required to deliver on the village vision

If having summer and winter access to the mountain is critical

If it should begin at village center for connectivity to Mountain and visitor experience

Options for funding the lift



BVMCOOP next steps

- BVMCOOP.ORG is the one stop shop:
 - Join the community! Sign up for contact list.
 - Information (Bylaws, FAQ's, background on coops, news and PR, etc...)
 - Buy merchandise or make seed donations
 - Purchase memberships (1-2 months)
- Volunteer to help offset startup expenses throughout the campaign to recruit initial memberships(many opportunities for all backgrounds.)
- Begin negotiations
- Contract and due diligence to validate assumptions
- Develop financial, strategic, and operating plan
- Membership nominates board members, approves bylaws, fiscal planning, and final purchase agreement.