

## Talking Points:

- On behalf of the Beaver Creek Resort Company, I'm pleased to share with you exciting new capital investment projects taking place this spring and summer that are intended to transform and energize the guest experience as part of the resort's Village Renaissance
- A number of key projects occurred over the past year, and several new, highly visible projects will happen this year
- We have been on a multi-year journey to implement the shared vision between mountain and community of: World's Best Luxury Family Resort
- Our three key multi-year areas of focus to live up to this vision are:
  - Village Renaissance
  - Modernize Guest and Owner Experience
  - Year-round Destination with Active Summers
- Several of our inaugural projects from **last year** that support the vision include:
  - Karin's: storefront upgrade and store expansion
  - Colorado Tasting Room: rebranding of The Metropolitan to focus on Colorado-specific wines
  - Maya Walker Jewels: new jewelry store
  - Beaver Creek Lodge: now part of The Kessler Collection, a Marriott Autograph Collection
  - Vilar: upgrades based on 20th anniversary
  - Gold Dust Rodeo Festival: pre-rodeo village activations
  - Zusammen: communal marketplace dining event
  - Digital sign boards throughout the village
  - Flower pots doubled and overflowing in the village
  - Village Connect: modernizing the guest transit experience through technology
  - Expansion of Hooked Restaurant
  - Young Colors store central village relocation
  - Events enhancements, such as Beaver Creek Extraordinaire
- As we enter the next phase of the Village Renaissance, and building upon the momentum, we are looking forward to completing the following renovation projects this spring and summer:
  - Covered Bridge arrival area renovation: transform guest arrival experience at an iconic entry to the village and enhance interaction with namesake waterway, Beaver Creek.
  - The Vilar Performing Arts Center is working to redesign the May Gallery patron lounge for the very first time since it opened. The goal is to create a comfortable and contemporary, mountain-luxury lounge which appeals to a broader range of generations and creates a more open floorplan for increased usage occasions (such as performances, meetings, conferences and private receptions).
  - Beaver Creek Children's Fountain at St. James: water animation upgrades and lighting enhancements
  - Beaver Creek Children's Ski School Remodel: streamlined check-in process and interior décor renovation
  - Base Mountain Sports, the Ice Rink rental shop, and Blue Moose will undergo a complete interior and exterior renovation, improving the overall guest experience
  - The Charter at Beaver Creek porte-cochère / entry remodel
  - Scheduled maintenance upgrades to infrastructure including escalators and general plaza areas
- Beaver Creek is investing in the future, and despite the construction dust in the Village this spring, Beaver Creek is still very much open for business this spring and summer.
  - We will provide brief, approved talking points addressing the Village Renaissance for merchants to reference for any inquiring guests.
- We are in the second phase of what we view as a multi-year journey for each of our key focus areas, from alignment and concept testing to planning and strategy to execution.
- We thank everyone for their patience and hope they have enjoyed the improvements that have already been made.