



Beaver Creek Inspire

Vision Action Plan 2022



Background - The Beaver Creek Resort Company



The Beaver Creek Resort Company (BCRC) is a combined property owner and resort association, designed to help Beaver Creek become and remain a unique resort community. BCRC provides certain functions for the common benefit of property owners, businesses and visitors, such as:

- **Marketing & Events.** BCRC provides marketing and advertising of the Village and resort, and produces signature events in addition to ongoing entertainment and activations in the Village.
- **Transportation.** BCRC partners with the Beaver Creek Metropolitan District (BCMD) to provide inter-village service and parking lot shuttle system.
- **Municipal Services.** BCRC provides maintenance of common areas such as parks and community malls, Public Safety Services and controlled resort access.
- **Community Quality.** BCRC monitors environmental quality and established a Design Review Board for architectural review and consistency of quality.

In addition to these functions, BCRC facilitates **capital projects and initiatives based on a strategic vision plan** to keep the Village and resort a truly world-class destination.



Background – Beaver Creek Vision Planning



In 2017, BCRC introduced a Vision Action Plan to support the resort's vision to become the *World's Best Luxury Family Resort*.

This plan, based on extensive survey data and analysis, set the foundation for significant improvements, including the following accomplishments:

- *Beaver Creek Wonder art installations*
- *Covered Bridge bus shelter and fire pit*
- *Four additional fire pits and gathering spaces*
- *Turfed summer ice rink games and activation*
- *Holiday pop-up artisanal retail offerings*
- *Invigorated events & programming*
- *Live music year-round*
- *Transportation and Village apps (Village Connect and Beaver Creek Village Guide)*
- *Vibrant and colorful new furniture and flowers*
- *Winter Village accent lighting*
- *Village-wide liquor license (CCA or Common Consumption Area)*
- *10G Village Wi-Fi*
- *Village-wide group business sales and marketing platform*
- *Enhanced landscaping along Village Road*



Background – Beaver Creek Vision Planning



In addition to the successful execution of many initiatives, there have been changes to the external environment since 2017 such as evolving guest expectations and attractive new developments at competitor resorts. **These factors warrant an updated Vision Plan for Beaver Creek.**

BCRC employed a sophisticated and data-driven approach to develop a refined strategic plan, called *Beaver Creek Inspire*, supported by third-party industry experts. Inputs to the new Vision Plan included:

- Surveys
- Focus Groups
- Demographic and Market Research
- Competitive Set Studies

All resort constituencies were represented in the development of the plan, including property owners, merchants, lodging operators, employees, guests, etc.



Beaver Creek Inspire - Vision Plan



During the strategic planning process, the following key differentiators and opportunities for Beaver Creek Village were identified and integrated into the *Beaver Creek Inspire* vision plan:

Top Differentiators for Beaver Creek Village:

- Integration of nature and the alpine environment with the Village development
- Strong sense of discovery and exploration throughout and around the Village
- Sense of seclusion and escape

Top Opportunities for Beaver Creek Village:

- Increase maintenance, attention to detail, and upgrades to facilities
- Introduce more family-focused offerings and features, such as engaging spaces, activities and family dining options
- Enhance evening Village experience and increase vibrancy



Beaver Creek Inspire - Vision Plan



Top priorities were identified to support the Vision, along with specific initiatives to address the priorities.

<u>Top Nine Priorities to Accomplish Vision Goals</u>	<u>Corresponding Initiatives</u>
Increased Maintenance and Attention to Detail	Improve and Formalize a Village Maintenance Process Hardscape Master Plan Attention-to-Detail Projects
Transformed Evening Experience	Comprehensive Village Lighting Enhancement Improved Village Sound System
Engaging Spaces, Especially for Families and Teens	Reimagine the Beaver Creek Sports Patio Dedicated Kids/Teen Space Back Lawn Activation Creekside Park Playground and Facilities
Camps and Enhanced Adventure Activities in Summer	Summer Activity Day Camps Introduce New Activities, Upgrade Existing Activities Activity Concierge and Third-Party Partnerships Multiday Destination Camps
Reimagined Relationship With Community of Vail	Transportation Route Between Beaver Creek and Vail
Optimize Dining Offerings	Ongoing Dialogue with Commercial Partners Events for Culinary Differentiation Food Truck and/or Food Cart Program
Retail Offerings and Use of Commercial Space	Ongoing Dialogue with Commercial Partners
Accessibility and ADA Compliance	Create and Publish ADA Access-Specific Village Map Construction and Resolution of Critical Access Areas
Skier Drop-Off and Parking Experience	Optimize Skier Drop-Off Flow and Process Enhanced Sense of Arrival at Parking Lots and Digital Signage

Beaver Creek Inspire - Vision Plan



The following preliminary timeline, subject to change, provides current thinking for implementation of projects and initiatives.

<u>Fiscal 2022</u>	<u>Fiscal 2023</u>	<u>Fiscal 2024</u>	<u>Fiscal 2025</u>
Lighting Phase I	→ Lighting Phase II	→ Lighting Phase III	Parking Experience
Beaver Creek Sports Deck	New/Upgrade Activities Phase I	→ New/Upgrade Activities Ph II	→ New/Upgrade Activities Phase III
ADA Phase I	→ ADA Phase II	→ ADA Phase III	
Sound System	Lawn Activation Phase I	→ Lawn Activation Phase II	
Multiday Destination Camps	Kids/Teen Space Phase I	→ Kids/Teen Space Ph II	
Creekside Park Phase I	→ Creekside Park Phase II	Food Trucks/Carts	
Activity Summer Camp Phase I	→ Activity Summer Camp Phase II	Transportation with Vail	
	Activity Concierge and Partnerships		
	Skier Drop Off		

Ongoing:

- Hardscape Replacement/Repair→
- Maintenance Surge, Attention-to-Detail Projects→
- Strategic Dialogue With Commercial Partners on Dining, Retail, Experience Spaces→



Participation and Partnership



There are four required steps to bring the *Beaver Creek Inspire Vision Plan* to life:

- 
- Four downward-pointing chevrons, each pointing to a corresponding step in the list.
- **Develop** the Vision Plan (*complete*)
 - **Communicate** with Stakeholders
 - **Implement** Initiatives and Projects
 - **Maintain** the Assets and Guest Experience

Vision Plan projects will require participation and involvement from all stakeholders to succeed.



Participation and Partnership



BCRC is asking for collaboration, partnership and participation from all stakeholders to bring the Vision to life. Here is how **each constituency is being asked to actively engage with the *Beaver Creek Inspire Vision Plan***:

<u>Roles</u>	<u>Communication</u>	<u>Implementation</u>	<u>Maintain</u>
BCRC	<ul style="list-style-type: none"> Communicate Vision Plan to gather feedback, drive momentum and describe benefits of participation. 	<ul style="list-style-type: none"> Significant investment in high-impact projects. Partnership and collaboration with other entities. Support centralized planning, coordination, design resources for certain broad-reaching projects. 	<ul style="list-style-type: none"> Build alignment among all stakeholders for increased maintenance and attention-to-detail. Consider role of rules & regulations to ensure initiatives are maintained.
Property Owners	<ul style="list-style-type: none"> Help spread the word, provide constructive feedback. Share thoughts and support with local Associations and Boards. 	<ul style="list-style-type: none"> Encourage local Associations to participate in specific and broad improvements consistent with the Vision Plan. 	<ul style="list-style-type: none"> Ensure property is maintained to world-class standards and consistent with Vision Plan initiatives. Support Association actions to maintain assets and exceptional resort experience.
Building Associations	<ul style="list-style-type: none"> Inform residents and businesses of potential projects and improvements. Provide constructive feedback. 	<ul style="list-style-type: none"> Participate in Vision Plan projects such as enhanced lighting, maintenance, and modernization. Leverage the centralized planning, coordination and design resources provided by BCRC. 	<ul style="list-style-type: none"> Ensure property is maintained to world-class standards and consistent with Vision Plan initiatives. Engage in discussions and provide feedback on improved resort-wide maintenance processes.
Business Community: Vail Resorts, Merchant & Lodging Operators	<ul style="list-style-type: none"> Help spread the word, provide constructive feedback. 	<ul style="list-style-type: none"> Encourage building Associations to participate in Vision Plan initiatives. Participate in Vision Plan storefront and building improvements such as lighting, maintenance and modernization. 	<ul style="list-style-type: none"> Ensure property is maintained to world-class standards and consistent with Vision Plan initiatives.
BCMD	<ul style="list-style-type: none"> Inform stakeholders of potential projects and improvements, provide constructive feedback. 	<ul style="list-style-type: none"> Participate in Vision Plan projects such as enhanced lighting, maintenance, and modernization. Leverage the centralized planning, coordination and design resources provided by BCRC. 	<ul style="list-style-type: none"> Ensure assets are maintained to world-class standards and consistent with Vision Plan initiatives. Engage in discussions and provide feedback on improved resort-wide maintenance processes.

Beaver Creek Inspire – Summary



A summary of the *Beaver Creek Inspire* Vision Plan:

1. Impactful changes to modernize the guest experience will continue to drive Beaver Creek to be the *World's Best Luxury Family Resort*. Improvements will also continue to differentiate Beaver Creek from new investments at competing mountain destination resorts.
2. This is the largest investment plan for Beaver Creek Village in decades, with potential for \$12 million of improvements from BCRC over the next several years and possibly twice that amount when including investments made by Vail Resorts, building associations/property owners, the merchant and lodging community, the Beaver Creek Metro District and other entities.
3. Projects include: renovations and upgrades to buildings and public areas; extraordinary resort lighting experiences; exciting new spaces for kids and teens; improved summer activities and camp offerings; enhanced parking and skier drop-off experiences, and more.
4. This cannot be accomplished without participation, partnership and collaboration among the entire Beaver Creek community of property/building owners, associations, and business owners/management.
5. In addition to improvements, renewed rigor towards maintenance and attention-to-detail is a critical element to future success.

