VAI L RESORTS / HEAVENLY
2002

ROBUST ECONOMY
HEAVENLY VILLAGE
DIAMOND IN THE ROUGH = OPPORTUNITY
EXTRAORDINARY RESORTS
EXCEPTIONAL EXPERIENCES

ICONIC LAKE TAHOE
OUR RESOURCES AND FOCUS
A SUSTAINABLE COMMUNITY

- A HEALTHY ECONOMY
- A HEALTHY COMMUNITY
- A HEALTHY ENVIRONMENT
CAPITAL INVESTMENT

MILLIONS INVESTED

- UPGRADE FACILITIES
- 4 NEW LIFTS
- SNOWMAKING
- TUBING / SUMMER ACTIVITY
- SKI SCHOOL CENTER
- NEW GONDOLA LODGE
IMPACT

EMPLOYMENT

- 158 FULL TIME STAFF
- 350 SUMMER STAFF
- 1400 WINTER STAFF

GUEST VISITATION
COMMUNITY INVESTMENT

- ECHO – GIVING THAT RESONATES
  CASH AND IN KIND

- SCHOLARSHIP PROGRAM
  5 STUDENTS FOR 4 YEARS

- NATIONAL FOREST FOUNDATION
  $56,000 AVAILABLE FOR RESTORATION & CONSERVATION

- VOLUNTEER DAYS
  ANGORA FIRE / NEIGHBORHOOD CLEAN UP / BREAD&BROTH
ENVIRONMENTAL INVESTMENT

MILLIONS INVESTED

- PART OF NEW PROJECTS
- REGULATORY
- CORRECTIONS
- ENHANCEMENTS
ENVIRONMENTAL INVESTMENT

- CAL PARKING LOT BMP’s / FILTERS
- BOULDER LOT BMP’s
- EDGEWOOD CREEK SEZ RESTORATION
  10 ACRES
- UPPER SHOP BMP’s AND SEZ RESTORATION
- HEAVENLY VALLEY CREEK WATERSHED SKI RUN RESTORATION PROJECTS
- MAINTENANCE ROAD BMP’s
ENVIRONMENTAL INVESTMENT

- BIJ OU PARK CREEK WATERSHED RESTORATION
- EDGEWOOD CREEK WATERSHED RESTORATION
- HIGH MEADOWS OLD GROWTH STAND ENHANCEMENT
- HEAVENLY TRANSIT
CONCERNS

- WHERE IS IT GOING? FUTURE INVESTMENT?
- THE WHOLE IS GREATER THAN SUM OF ITS PARTS
- LACK OF COMMUNITY INVESTMENT AND IMPROVEMENT / BUSINESS HEALTH
- THE SPEED OF BUSINESS
- COMPETITIVE SET - CAPITAL INVESTMENT
A WAY FORWARD

- REFOCUS THE TAHOE EXPERIENCE RECREATION / DIFFERENTIATING ATTRIBUTES
- FUTURE INVESTMENT AND A HEALTHIER COMMUNITY
A WAY FORWARD

- ENVISION THE TAHOE FUTURE REALITY
- CORRECTIVE
  IDENTIFY WHAT YOU WANT TO FIX
- PROGRESSIVE
  IDENTIFY WHAT YOU WANT TO SEE

INCENTIVIZE AND SUPPORT THOSE
A WAY FORWARD

- A THOROUGH BUT EFFICIENT PROCESS
- A CLEAR PATH TO A DECISION
- REALISTIC PROCESS COSTS
- REALISTIC PROJECT COSTS
- INCENTIVIZE GOOD DEVELOPMENT AND IMPROVEMENTS