



#ApexMountain  
ApexResort.com

## WELCOME TO A NEW ERA FOR APEX

Dear Owners at Apex Mountain,

As most of the owners of resort properties are likely aware, the ownership of Apex Mountain Resort changed hands this spring. I wanted to take an opportunity to introduce myself as the Managing Partner of this new group. My personal background is in senior leadership positions at Silver Star Mountain Resort, Sun Peaks Resort, top Resorts in Whistler and the board of Tourism of British Columbia. I'm very much looking forward to the opportunity to support this new group to maximize the future potential for Apex Mountain Resort. Change can often lead to concern and speculation about what might happen in the future, so I thought this would be a good chance to highlight some of the initiatives currently happening and the direction our new group would like to see for the resort.

### **Envisioning**

When our group purchased Apex Resort, we had some ideas on how the resort's long-term potential could be achieved. However, we are certain that the best direction for the Resort will be attained through a shared vision with all stakeholders. Over the next few months, we look forward to hearing your thoughts on the issues important to you, and how the resort might look in the future.

Concurrent with this, we have officially notified the Mountains Resorts Branch of our intent to seek a new Master Development Agreement with the BC Government which will allow for future ski area and resort expansion. As well, we will soon be meeting with First Nations peoples and getting their input on direction and requesting their support for this endeavor. Collectively, we feel Apex Mountain Resort can be a truly special place.

### **Preparing for the New Season**

The one area that we wanted to focus on this summer was the improvement of existing public spaces of the resort. We're currently hard at work tidying them up and making improvements in many areas. It's a work in progress and we plan to continue to work on

Apex Mountain Resort Ltd

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these areas to completion. We also feel a more vibrant village experience is a must to attract guests for more than an overnight stay. We look forward to sharing announcements on these new projects in the coming weeks.

### **Ticket Pricing**

You should already have a flyer outlining season pass prices for the 2017 /18 ski season and you'll see that this years' season pass prices are identical to last year's. We have increased day ticket prices slightly but held season pass prices at 2016 / 17 levels.

### **New Website!**

We're also modifying the marketing, sales and communication systems for the resort, the first evidence of that will be a new website this fall. Our plan is to showcase everything the resort has to offer through modern social mediums. It will also allow all owners and guests the opportunity to let us know how we're doing.

### **Welcome to Apex Places**

Lastly, a real challenge for Apex Resort has been the inability to package accommodations and lift tickets to offer a complete "Stay & Play" experience to guests. This has been a significant disadvantage, resulting in marketing funds being directed primarily at lifts, lessons and rentals as the promotion of accommodations hasn't been cost-effective for the resort.

Because our new team also specializes in resort accommodation and vacation rental management, we felt that introducing a new rental management division at the resort makes a lot of sense. Therefore, we are very pleased to announce our new vacation rental company, APEX PLACES. Beginning this fall, this new company will help position the resort and its accommodations in new and existing tourism markets.

With a much broader reach to consumers, this proven, professional management group will help to generate a stronger return on your Apex investment. To support this, Apex Places and the homes it represents will be showcased from our current and new website. As well, we have agreements in place with the main Global Distribution Systems (GDS) such Booking.com and Expedia as well as leading winter travel specialists.

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If you're looking for new opportunities to create better yield from your rental property or are considering placing your vacation home for rent on a periodic basis we would be happy to hear from you. Our rental management agreement is available from the website or call our office for further information.

*See You on the Mountain Soonest!*

Yours Sincerely,

A handwritten signature in black ink that reads "Mike Duggan". The signature is written in a cursive, flowing style.

Mike Duggan  
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