



## New World-Class Base Area Planned at Deer Valley Resort

Investment Will Complete the Resort's Visionary 40-Year Master Plan,  
Set New Industry Standard for Guest Experience & Complement Community Values

FOR IMMEDIATE RELEASE

**DEER VALLEY RESORT; PARK CITY, UTAH (April 12, 2021)** – Known as America's premier mountain resort and leader in ski area hospitality and guest experience, Deer Valley Resort will further raise industry standards with a reimagining of 15 acres of surface parking lots at Snow Park Lodge into a modern and convenient world-class base area.

"The Snow Park Lodge has been an iconic entry point for Deer Valley skiers since the resort opened in 1981, serving as the gateway to a renowned skiing experience," said Deer Valley President, Jeremy Levitt. "A lot has changed since then and an updated vision for the Snow Park base area will cement Deer Valley's storied legacy for decades to come, further elevating the guest experience and responding to the evolving needs of both our guests and the local community we're proud to be part of."

Deer Valley's master plan, approved by Park City officials in 1978, envisioned development of the Snow Park base area. Over the past year, the resort has been considering ideas that meet the resort's needs and honor the previous entitlement approvals and community sentiment. Deer Valley intends to remain within previously approved provisions, such as height limits and allowable square footage, as it moves forward with permit applications for specific elements. The first conditional use permit (CUP) application seeks approval to begin work on utilities and parking structures that will serve as the base for buildings, amenities, and a signature plaza that will create a seamless flow from arrival to mountainside.

"We've spent a great deal of time assessing our guests' needs and how best to meet them, while considering how to balance this with the interests of the local community," said Snow Park Project Manager, Rich Wagner. "Our conceptual plans for Snow Park are designed to be consistent with Park City's vision and values and respectful of our neighbors and the local community. We've begun reaching out to share our concepts and preliminary designs and gain valuable community feedback, and we'll continue doing that throughout the City's review and approval process."

Additional details about Snow Park plans will be available soon.

### SNOW PARK PLANS IN BRIEF

The Snow Park Lodge and base area will see a complete revision to create a premier base area experience for guests arriving at Deer Valley. The new base area will provide additional accommodations and skier services, new contemporary food and beverage and après options, plus an expansive ski



beach. A new integrated transportation and mobility hub with multiple access points from new parking facilities will dramatically improve the current guest arrival and mountain access experience.

Snow Park will feature architecture and design inspired by the mountains, allowing the natural setting to flow through the new plaza, offering an array of activities and mountain views.

Pending local government review and approval, Snow Park is projected to break ground in 2022.

### **ABOUT DEER VALLEY RESORT**

Deer Valley Resort located in Park City, Utah, revolutionized the ski industry by providing the first-class service one would receive at a five-star hotel. The ski-only resort offers 21 chairlifts, 103 ski runs, six bowls, 300 annual inches of powder, 2,026 acres of alpine skiing, limited lift ticket sales, 14 restaurants, three elegant day lodges, and hundreds of Deer Valley managed luxury accommodations. Deer Valley was named the Best Ski Resort in North America in Condé Nast Traveler's 2020 Reader's Choice Awards, the United States' Best Ski Resort by the World Ski Awards for an eighth consecutive year (2013-2020), and the Best Local Resort and a Best Seafood Restaurant finalist in the 2020 Park City's Best Awards.

### **ABOUT ALTERRA MOUNTAIN COMPANY**

Alterra Mountain Company is a family of 15 iconic year-round mountain destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the globe's newest season pass that invites skiers and riders to seek the unique of each mountain. The company owns and operates a range of recreation, hospitality, real estate development, food and beverage, retail and service businesses. Headquartered in Denver, Colorado, with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans six U.S. states and three Canadian provinces: Steamboat and Winter Park in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton and Sugarbush Resort in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Crystal Mountain in Washington; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. Also included in the portfolio is Alpine Aerotech, a worldwide helicopter support and maintenance service center in British Columbia, Canada. Alterra Mountain Company honors each destination's unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information, please visit [www.alterramtnco.com](http://www.alterramtnco.com)

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