



August 11, 2011

Dear Business Owner/Manager,

As members of a Roaring Fork Valley Chamber of Commerce you will again receive significant savings on your season passes from Aspen Skiing Company.

While everyone has been enjoying the summer that finally arrived in the Roaring Fork Valley, our crews have been hard at work improving your mountain experience for next season. You'll find the new Tiehack Express chair on Buttermilk, cutting the ride time from 18 to 7 minutes. And, step inside the Merry-Go-Round on Aspen Highlands to check out the new six million dollar remodel. We also started construction on the new Elk Camp Restaurant that will open for the winter 2012-2013 season.

Though we're still on our bikes and hikes we're fast approaching the ski season and we're pleased to offer a variety of season passes that enable everyone to customize their mountain experience. There are a number of different scenarios that might work for your employees and the specific needs of your company including giving employees the option to upgrade individually at the Chamber price. To find out what scenario might be right for your business please call one of our season pass specialists at 970-923-1227.

The popular **Premier Pass** is better than ever this year, offering unlimited skiing/riding on all four mountains as well as summer lift access and loaded with more than \$800 in added benefits including friends & family discounts on lift tickets, equipment rental and lessons, and food and beverage offers at select mountain restaurants. **Purchase by the Super Early Deadline for the best price.**

The **Flex Pass** includes one day of skiing/riding per week while the **Double Flex** includes two days of skiing/riding per week. Both Flex and Double Flex Passes offer the ability to add extension days any day of the season – no restrictions – for only \$52 per day. Flex and Double Flex Passholders also receive discounts on summer lift access. **Purchase by the Super Early Deadline for the best price.**

Although not available through the Chamber pass program, the **Escape Pass** offers pay-as-you-go, direct-to-lift access to all four Aspen/Snowmass mountains with a low daily rate and discounts on summer lift access. New this season the Escape Pass must be purchased at least 7 days in advance of first use and is available at the same price all season. Finally, the **Classic Pass** is back, once again offering either four or seven days of skiing or riding for less than \$50 per day, plus discounts on extension days and summer lift access.

Flex, Double Flex, Escape and Classic Passes can be conveniently attached to a credit card so passholders never have to go to the ticket office to add extensions/validations – just breeze through the automated hands-free access gates with direct-to-lift access.

Flex, Double Flex and Escape Passholders can upgrade to a Premier Pass at any time during the season. Flex Passholders can also choose to upgrade to a Double Flex Pass. The cost of the original pass plus any extension days purchased will be applied toward the cost of the upgraded pass. Passholders will also be required to pay the cost difference from the season in which they originally purchased a pass and the season in which they choose to upgrade. **Chamber vouchers may be upgraded based on the pricing season in which the voucher was initially purchased** if the upgrade is made when the voucher is redeemed for a pass. Season passes cannot be downgraded.

Season passes go on sale August 15. **Purchase by the Super Early Deadline, September 16, 2011, for the best deal. Please note, the only ticket offices open for the Super Early Deadline are Aspen Mountain and the Snowmass Elk Camp Gondola ticket office.**

Snowmass & Aspen Mountain open on November 24, and Aspen Highlands & Buttermilk open on December 10. With more than 5,300 acres across four distinctively different mountains, you won't want to miss a single day.

Sincerely,

David Perry  
Senior Vice President, Mountain Division  
Aspen Skiing Company

## 2011-2012 ASPEN/SNOWMASS SEASON PASS PRICING

	Purchase by Friday 9/16/11 <b>SUPER EARLY DEADLINE</b>		Purchase by Friday 11/11/11 <b>EARLY DEADLINE</b>		Purchase after Friday 11/11/11 <b>REGULAR PRICE</b>		<b>Flex Days</b>
	<b>Pass Price</b>	<b>Insurance</b>	<b>Pass Price</b>	<b>Insurance</b>	<b>Pass Price</b>	<b>Insurance</b>	
<b>Premier Chamber</b>	\$1,139	\$68.34	\$1,499	\$89.94	\$1,649	\$98.94	N/A
<b>Premier</b>	\$1,549	\$92.94	\$1,819	\$109.14	\$1,899	\$113.94	
<i>Chamber Savings</i>	\$410		\$320		\$250		
<b>Double Flex Chamber</b>	\$989	\$59.34	\$1,299	\$77.94	\$1,459	\$87.54	\$52
<b>Double Flex</b>	\$1,249	\$74.94	\$1,519	\$91.14	\$1,659	\$99.54	
<i>Chamber Savings</i>	\$260		\$220		\$200		
<b>Flex Chamber</b>	\$729	\$43.74	\$789	\$47.34	\$829	\$49.74	\$52
<b>Flex</b>	\$849	\$50.94	\$939	\$56.34	\$989	\$59.34	
<i>Chamber Savings</i>	\$120		\$150		\$160		

### Chamber Pass Purchase and Payment Policy

Chamber pass vouchers must be purchased in person at an Aspen/Snowmass ticket office, and the appropriate Chamber of Commerce voucher must be presented at the time of purchase to verify eligibility.

Payment to Aspen Skiing Company for all Chamber season passes must be made by **company check or company credit card**. There is a \$10,000 per business limit for credit card purchases per season. Personal credit cards will only be accepted from the owner whose name appears on the Chamber voucher. Personal checks and cash will not be accepted.

**Ticket Office Hours** - Beat the lines and come in before the September 16<sup>th</sup> Super Early Deadline!

<b>Aspen Mountain Ticket Office</b>		
August 1 – September 5	7 days/week	10:00 am – 4:00 pm
September 6 – November 18	Monday – Friday	9:00 am – 4:30 pm
September 10-11, 17-18, 24-25, Oct 1-2	Saturday – Sunday	10:00 am – 4:00 pm
November 19 – April 15	7 days/week	8:15 am – 4:45 pm
<b>Snowmass Gondola Ticket Office - FREE Parking in the garage through September 16 deadline</b>		
August 1 – September 5	7 days/week	9:45 am – 4:00 pm
September 6 – September 16	Monday – Friday	9:00 am – 4:30 pm
November 24 – April 15	7 days/week	8:15 am – 4:00 pm

### Chamber Pass Program Guidelines

- To purchase Chamber passes a business must be located and operated in the Roaring Fork Valley and must be a member of the Chamber of Commerce in the community in which the business is operating. The business needs to provide a local mailing address and a physical address.
- Only owners, managers, and employees living in the Roaring Fork Valley (as their primary residence) AND working a minimum of twenty (20) hours per week during the winter season are eligible for the discounted season passes. Non-working owners, spouses, friends, contract laborers and consultants are NOT eligible. Real estate agents and brokers affiliated with a registered brokerage firm are eligible. \*\*\*See audit requirements for more details regarding compliance.

- Chamber pass vouchers should be treated like cash and should be kept in a safe place until redeemed. Unused 2011-2012 Chamber pass vouchers may be returned to Aspen Skiing Company for full refunds through March 31, 2012. Refunds will NOT be provided after March 31, 2012. **Once a voucher has been turned into a pass it becomes nonrefundable even if the pass is never used.**
- Flex Pass Chamber vouchers may be upgraded to Double Flex Chamber passes and Double Flex and Flex Pass Chamber vouchers may be upgraded to Premier Chamber passes at the time of redemption by the employee. The cost of the Double Flex Chamber pass or Premier Chamber pass is determined by the pricing season in which the initial voucher was purchased. Upgraded passes remain the property of the business, regardless of who pays for the cost of the upgrade.
- Chamber passes may be transferred from one employee of the business to another. There is a \$50 fee to transfer a pass. If the original pass is not returned to Aspen Skiing Company when the pass is transferred, an additional \$50 deactivation fee will apply.
- Season passes are nonrefundable for any reason. Season pass insurance allows passholders to recoup the prorated cost of the pass for covered reasons such as illness or serious injury, care for a family member, death, jury duty, employer termination or work relocation that prevent passholders from using their pass for at least 30 consecutive days during the winter season. Restrictions apply. The cost is only 6% of the season pass price and may be purchased by either the business or the individual but must be purchased under the employee's name. Since Chamber passes are the property of the business all reimbursements from covered claims will go to the business.
- Anyone who had a 2009-2010 or 2010-2011 season pass can load their 2011-2012 pass onto their existing pass card when redeeming their Chamber voucher.

### **Chamber Pass Annual Audit**

Each season pass is the property of the Chamber of Commerce business that purchased it and it is your responsibility to ensure that the passes purchased by your business are only being used by bona fide employees. We define a bona fide employee as one who works a minimum of 20 hours a week during the winter season, receives a W2 and whose primary residence is in the Roaring Fork Valley. If an employee with a Chamber pass resigns, is terminated or works less than the minimum requirement during the ski season, it is your responsibility to revoke the pass from that individual. These passes are not eligible for refunds.

A random audit of businesses will be performed each year to ensure compliance with the chamber pass program. Businesses that do not submit information at the request of the Chamber or are found to be in noncompliance may incur a fine, have all passes suspended for the duration of the season and/or be ineligible to participate in the chamber pass program in subsequent years. Businesses not in compliance will be audited again the following year.

If chosen to be part of the audit you will need to provide one of the following documents as verification for each employee in question in the time frame indicated by the Chamber of Commerce:

- A copy of the fourth quarter Colorado State Unemployment report: Form UTR-1.
- If you are a Partnership or S-Corporation: Provide schedule K and individual partners' schedule K-1 from the federal tax return, Form 1065.
- If you are a sole proprietor: Provide schedule C from your tax return, Form 1040.
- In lieu of a partnership K-1, S-Corporation or Individual Schedule C, a signed affidavit by an independent CPA including verification of compliance with the program guidelines listed above will be accepted for proprietors, partners or corporations only

If you have any questions regarding the requirements stated above, please call Sarah Metcalf at 970-923-0417 or Wing Billeisen at 970-923-0571.