



August 12, 2016

Dear Business Owner/Manager,

Thank you for making our expanded discount pass program a success last season. Because of you, we will once again include owner and employee spouses in the discounted pass program for members of the Roaring Fork Valley Chambers of Commerce.

We are working hard this summer to improve your experience at Aspen Snowmass and are excited for the winter season ahead. See below for a few highlights.

### **WHAT'S HAPPENING AT ASPEN SNOWMASS**

**2017 Audi FIS Ski World Cup Finals** - Aspen will host the 2017 Audi FIS Ski World Cup Finals March 15-19 marking the first time the event has been held in the U.S. in 20 years. The races will feature the best men's and ladies' alpine skiing athletes in the world competing in downhill, super-G, giant slalom, slalom and the nation's team event. Watch as the athletes take on the steep and challenging faces of Aspen Mountain and return to the historic site of America's Downhill.

**On-mountain improvements continue at Snowmass** - Snowmass, and more specifically the High Alpine zone, was the focus of a variety of on-mountain improvements last season including a new High Alpine chairlift, trail work and glading as well as the installation of new snowmaking equipment. The improvements continue this season with a **complete remodel of Gwyn's High Alpine restaurant** located mid-mountain at Snowmass.

**Expanded down valley sale locations** - Our Four Mountain Sports store in Orchard Plaza (right next to the City Market in El Jebel) was a huge success last year so we will open for the super early pass deadline week, September 5 - 9, (11 am - 7 pm). (Please note, we only have 2 sale stations at this location so please do not wait until the last day to purchase your discounted pass vouchers or you may be waiting in a long line. See complete list of ticket office hours on the following page.)

We are **expanding our ticket office hours** and will be open this fall at the Aspen Mountain and Two Creeks at Snowmass ticket offices 7 days a week. (See complete list of ticket office hours on the following page.)

Once the business has purchased discount chamber pass vouchers from an Aspen Snowmass ticket office, the employees may redeem their discount pass voucher over the phone if they had a season pass in a previous season and wish to use their existing Aspen (radio-frequency) Card.

Our scheduled opening is November 24, 2016 for Aspen Mountain and Snowmass while Aspen Highlands and Buttermilk are scheduled to open December 10, 2016. See you on the slopes soon.

Sincerely,

David Perry  
VP, Chief Operating Officer  
Aspen Skiing Company

## CHAMBER PASS PROGRAM GUIDELINES AND BENEFITS:

Business Qualifications: To purchase Chamber passes a business must be located and operated in the Roaring Fork Valley and must be a current member of the Chamber of Commerce in the community in which the business is operating. The business needs to provide local mailing and physical addresses.

Owner/Manager/Employee Qualifications: 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, 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.

Spouse Qualifications: Only spouses of owners, managers and employees living in the Roaring Fork Valley (as their primary residence) are eligible. The owner, manager and employee must meet the qualifications above in order for the spouse to qualify. To verify eligibility spouses must be able to provide legal documentation such as a Marriage Certificate, Common Law Affidavit or Civil Union Certificate if audited. \*\*\*See audit requirements for more details regarding compliance.

Where to Purchase: 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 Requirements: Payment to Aspen Skiing Company for all Chamber pass vouchers 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 business owner whose name appears on the Chamber of Commerce voucher. Personal checks and cash will not be accepted.

Pass Upgrades: Chamber passes may be upgraded by the employee/spouse at the time of voucher redemption. The cost of the upgraded 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.

Pass Transfers: Chamber passes may be **permanently** transferred from one employee/spouse of the business to another for a fee of \$50. Once transferred, a pass may NOT be transferred back to the same employee/spouse. If a business needs to revoke a pass from an employee/spouse, the business must first inform the employee/spouse that their pass is no longer valid and then contact Aspen Skiing Company (970-925-1220) so access for that pass can be blocked. The business must deliver the season pass to a ticket office or provide the season pass number over the phone or a \$20 fee will be assessed. Passes that are not blocked expose the business to a noncompliant audit.

Voucher Refunds: Unused 2016-2017 Chamber pass vouchers may be returned to Aspen Skiing Company for full refunds through March 31, 2017. Refunds will NOT be provided after March 31, 2017. **Once a voucher has been turned into a pass it becomes nonrefundable even if the pass is never used.** Chamber pass vouchers should be treated like cash and should be kept in a safe place until redeemed.

How Employees Redeem Discount Pass Vouchers: Owners, managers, employees and spouses of the business may redeem their Chamber voucher at any ticket office or by phone if they had a season pass in a previous season and wish to use their existing Aspen (radio-frequency) Card. They must provide the voucher number over the phone. Once the voucher is redeemed over the phone, that voucher number is inactivated and the voucher should be thrown away to eliminate confusion.

Season Pass Insurance: Season passes are nonrefundable for any reason. Travel Guard's Mutli Event Insurance plan can provide coverage for events that happen beyond your control. It can help cover your ski pass investment if you need to cancel your season pass for covered reasons prior to the beginning of the ski season or if other covered unforeseen circumstances arise during the ski season. The insurance may be purchased by either the business or the individual but must be purchased under the passholder's name. Since Chamber passes are the property of the business all reimbursements from covered claims will go to the business.

## CHAMBER PASS AUDIT

Each Chamber 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 and spouses.

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 and spouse and notify Aspen Skiing Company. Revoked passes are not eligible for refunds but may be transferred to another employee/spouse.

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 will incur a fine. Each noncompliant pass must be upgraded to an individual pass at the regular pricing season (which could be a charge of \$860 for the Premier Pass). Businesses could also 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 USTR-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 chosen to be part of the audit you will need to provide one of the following documents as verification for each spouse in question in the time frame indicated by the Chamber of Commerce:

- Marriage License
- Civil Union License
- State of Colorado Affidavit of Common Law Marriage that is registered with the county

### Helpful Hints for the audit process:

Documentation: Make sure that you can provide the correct documentation for your employees and spouses before you issue them a discount Chamber pass voucher.

Keep track of your vouchers: It is the responsibility of the business to keep a record of recipient of the Chamber discount pass vouchers. We suggest that you keep a spreadsheet of all the voucher numbers and the coinciding name of the employee or spouse.

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

## 2016-2017 ASPEN SNOWMASS SEASON PASS PRICING

|                            | Purchase by Friday<br>9/9/16<br><b>SUPER EARLY DEADLINE</b> |           | Purchase by Friday<br>11/11/16<br><b>EARLY DEADLINE</b> |           | Purchase after Friday<br>11/11/16<br><b>REGULAR PRICE</b> |           |
|----------------------------|---|-----------|---|-----------|---|-----------|
|                            | Pass Price  | Insurance | Pass Price  | Insurance | Pass Price  | Insurance |
| <b>Premier Chamber</b>     | \$1,299   | \$91      | \$1,729   | \$122     | \$1,899   | \$133     |
| Premier                    | \$1,799   | \$126     | \$2,119   | \$149     | \$2,159   | \$152     |
| <i>Chamber Savings</i>     | \$500   |           | \$390   |           | \$260   |           |
| <b>Double Flex Chamber</b> | \$1,149   | \$81      | \$1,479   | \$104     | \$1,709   | \$120     |
| Double Flex                | \$1,449   | \$102     | \$1,769   | \$124     | \$1,919   | \$135     |
| <i>Chamber Savings</i>     | \$300   |           | \$290   |           | \$210   |           |
| <b>Flex Chamber</b>        | \$849   | \$60      | \$919   | \$65      | \$969   | \$68      |
| Flex                       | \$989   | \$70      | \$1,089   | \$77      | \$1,139   | \$80      |
| <i>Chamber Savings</i>     | \$140   |           | \$170   |           | \$170   |           |

**BEAT THE LINES AND COME IN BEFORE THE SEPTEMBER 9 SUPER EARLY DEADLINE!**

### 2016 SUMMER/FALL TICKET OFFICE HOURS

| ASPEN MOUNTAIN TICKET OFFICE - *OPEN FOR SUPER EARLY DEADLINE                   |                   |                   |
|---|-------------------|-------------------|
| August 15 - October 2   | Daily             | 10 am - 4 pm      |
| October 3 - November 11   | Daily             | 8:15 am - 4:45 pm |
| SNOWMASS TWO CREEKS TICKET OFFICE - *OPEN FOR SUPER EARLY DEADLINE              |                   |                   |
| September 6 - 30  | Monday - Friday   | 8:15 am - 4:45 pm |
| October 3 - November 11   | Daily             | 8:15 am - 4:45 pm |
| FOUR MOUNTAIN SPORTS - ORCHARD PLAZA, EL JEBEL - *OPEN FOR SUPER EARLY DEADLINE |                   |                   |
| September 6 - 9   | Tuesday - Friday  | 11 am - 7 pm      |
| October 3 - November 11   | Daily             | 11 am - 7 pm      |
| SNOWMASS FOUR MOUNTAIN SPORTS - BASE VILLAGE                                    |                   |                   |
| August 15 - September 5   | Daily             | 9 am - 5 pm       |
| September 10 - October 2  | Saturday - Sunday | 9 am - 5 pm       |