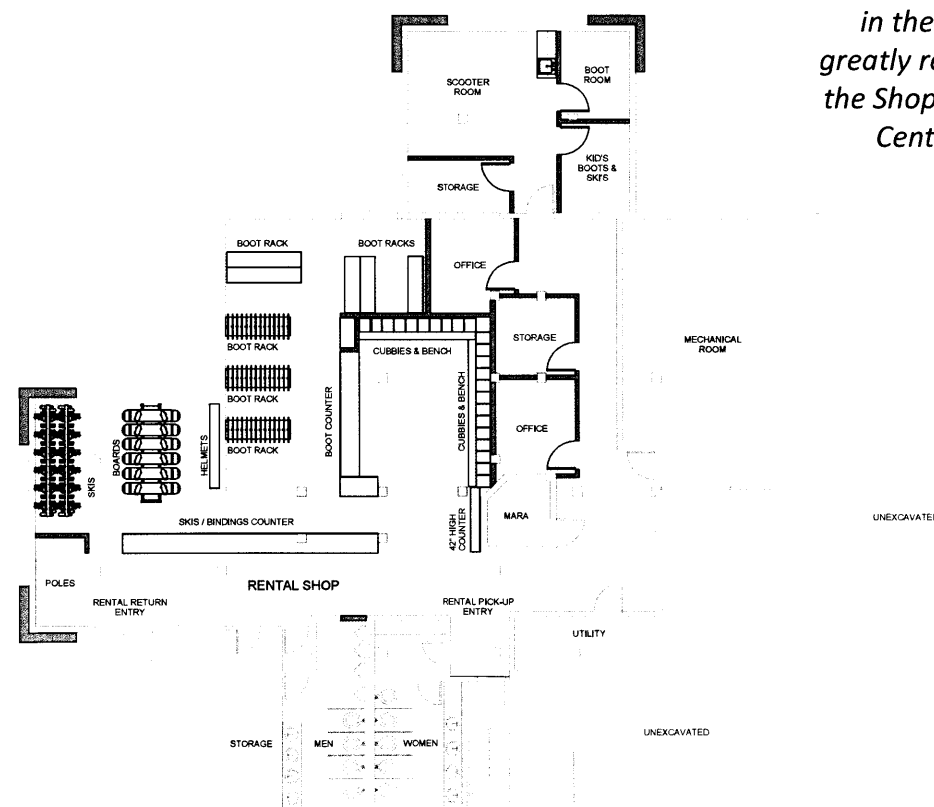


“Provide and promote a quality experience in an alpine environment.”

At its foundation, the Lodge Remodel project is grounded in Mt. Ashland’s commitment to introduce people to snow sports. With increased indoor space, we can accomodate more people - especially familes. Moving the Rental Shop to the Lodge basement will simplify and improve the beginner experience. Taken as a whole, these projects will help ensure Mt. Ashland will continue to serve skiers and riders for 50 more years. Our unforgettable and iconic Lodge will be improved to meet the challenges of weather at 6,500 feet high in the Siskiyou Mountains.

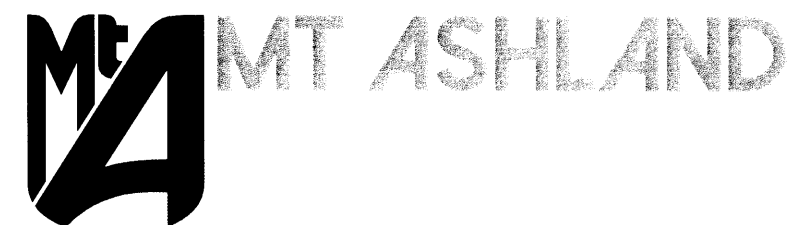


LODGE BASEMENT LEVEL

Once completed, a new Rental Shop in the basement of the Lodge will greatly reduce the distance between the Shop and the ski area’s Learning Center, which is just a few paces from the Lodge.



HISTORIC MT. ASHLAND LODGE REMODEL & IMPROVEMENT PROJECT

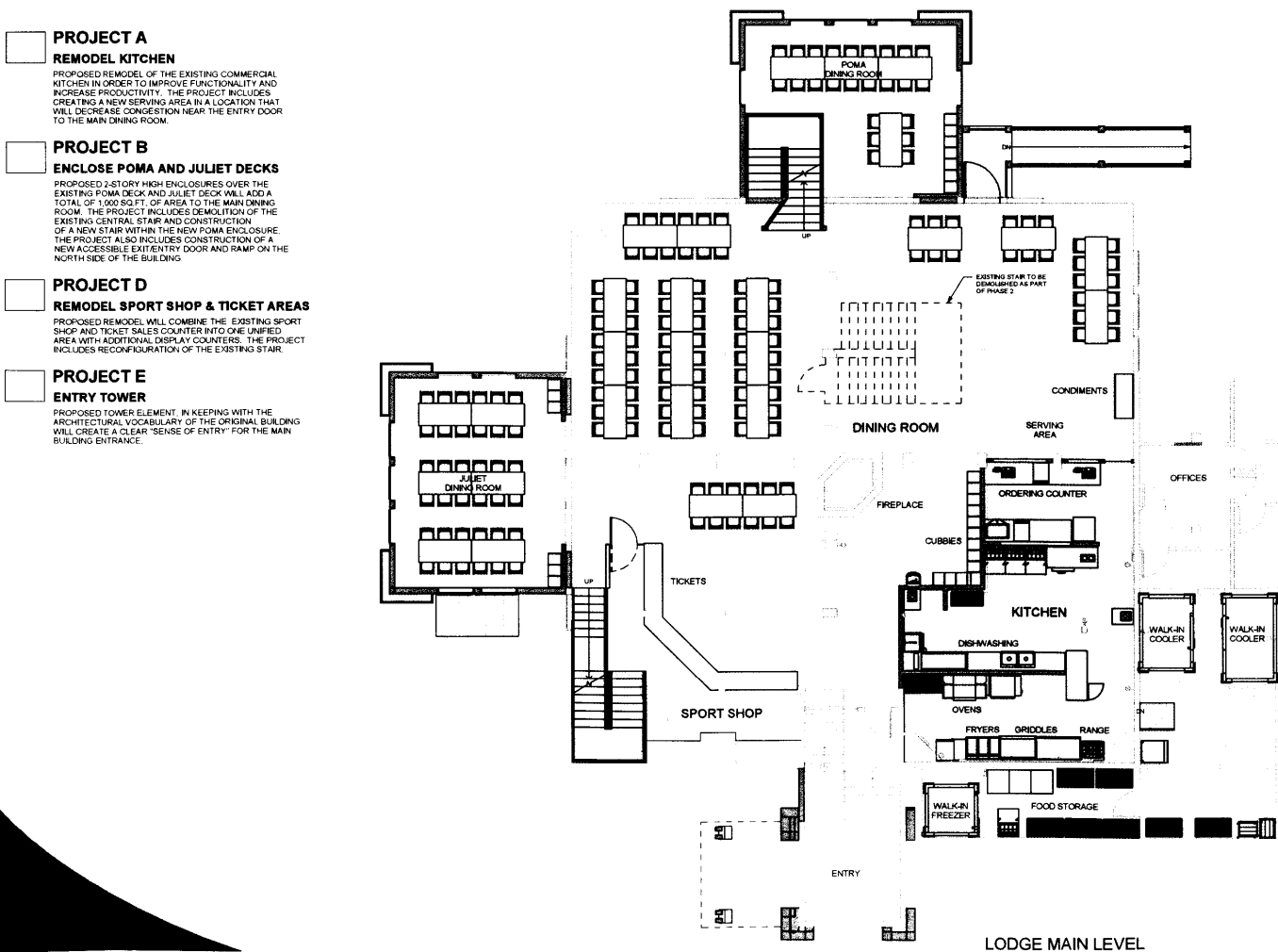


IMPROVING MT. ASHLAND'S HISTORIC LODGE

Mt. Ashland's Lodge is the heart and symbol of the Ski Area. Its iconic tudor style and large timber framing give it character and make it unique. It has good bones, but it needs some important updates to ensure it serves our skiers and riders another 50 years.

The Lodge Improvement Campaign will raise the \$1.4 million necessary to:

- revitalize the Lodge with a long-overdue renovation,
- provide ski area guests a more open, comfortable and accessible place to rest between ski runs,
- nurture the next generation of skiers and riders, and
- enable the ski area to accommodate more guests.



RENOVATION DETAILS

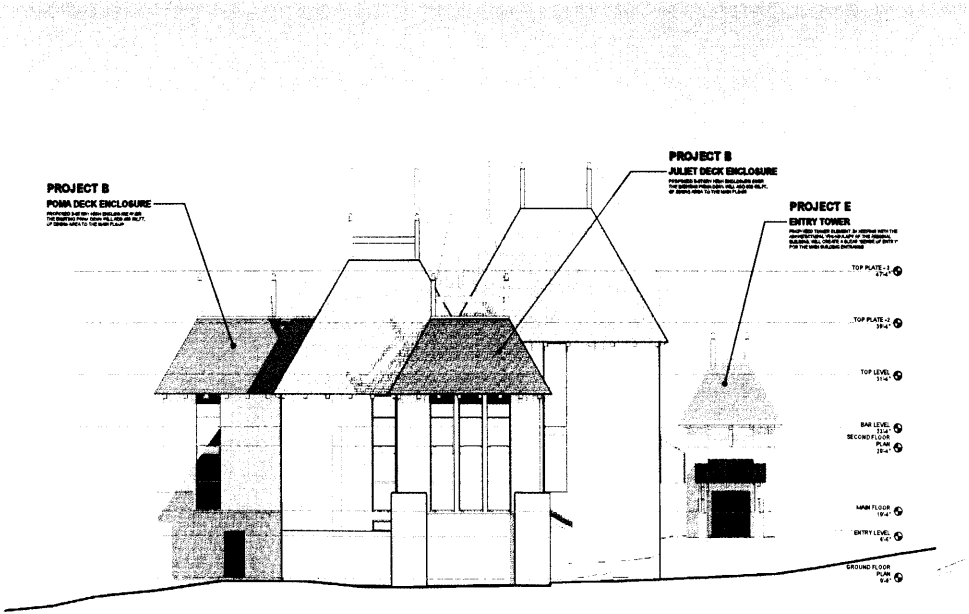


The current rental shop is located a long distance from the Learning Center and hauling rental gear back and forth creates a hassle for new skiers and riders. Locating the Rental Shop in the Lodge basement will centralize all services there.

- Working with our annual ski locker renters, we'll be designing a more comfortable and spacious ski-in ski-out locker room in the current rental shop;
- To create a more logical and better guest experience and to centralize all services, the rental shop will be moved to the lodge basement;
- Two currently-unused outdoor decks will be

covered and enclosed, adding more than 1,000 square feet of indoor heated space—with amazing views of Mt. Ashland and the surrounding landscape;

- To create a more open feel on the first floor and reduce crowding, the center interior staircase will be removed. A new staircase will be built in one of the newly-enclosed rooms, which is currently our "Lodge Poma" deck;
- The roof will be replaced; and
- The Café service counter will be moved to where the condiment counter is currently and the Café will be reoriented.



PROJECT A

REMODEL KITCHEN

PROPOSED REMODEL OF THE EXISTING COMMERCIAL KITCHEN IN ORDER TO IMPROVE FUNCTIONALITY AND INCREASE PRODUCTIVITY. THE PROJECT INCLUDES CREATING A NEW SERVING AREA IN A LOCATION THAT WILL DECREASE CONGESTION NEAR THE ENTRY DOOR TO THE MAIN DINING ROOM.

PROJECT B

ENCLOSE POMA AND JULIET DECKS

PROPOSED 2-STORY HIGH ENCLOSURES OVER THE EXISTING POMA DECK AND JULIET DECK WILL ADD A TOTAL OF 1,000 SQ. FT. OF AREA TO THE MAIN DINING ROOM. THE PROJECT INCLUDES DEMOLITION OF THE EXISTING CENTRAL STAIR AND CONSTRUCTION OF A NEW STAIR WITHIN THE NEW POMA ENCLOSURE. THE PROJECT ALSO INCLUDES CONSTRUCTION OF A NEW ACCESSIBLE EXT ENTRY DOOR AND RAMP ON THE NORTH SIDE OF THE BUILDING.

PROJECT D

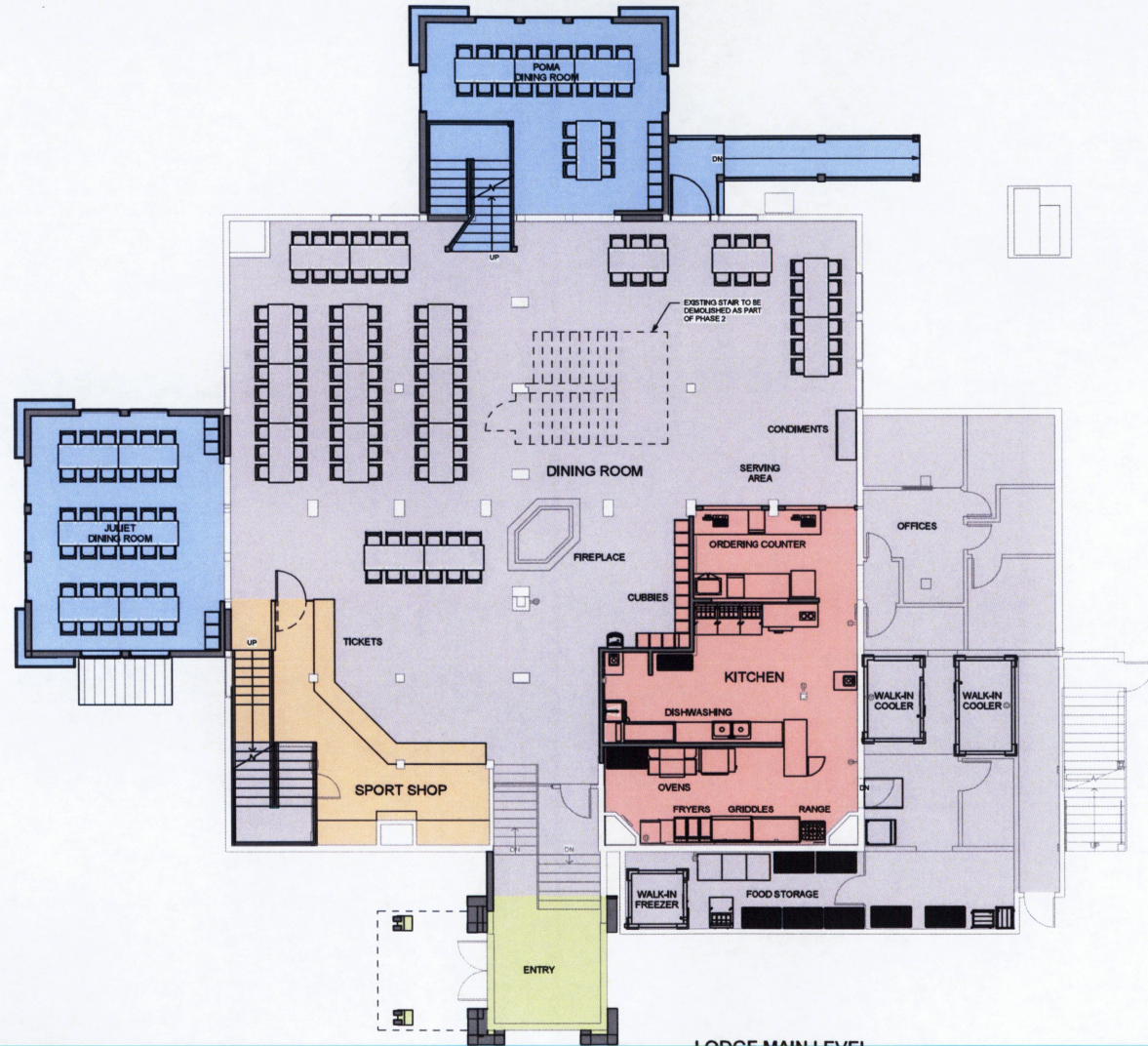
REMODEL SPORT SHOP & TICKET AREAS

PROPOSED REMODEL WILL COMBINE THE EXISTING SPORT SHOP AND TICKET SALES COUNTER INTO ONE UNIFIED AREA WITH ADDITIONAL DISPLAY COUNTERS. THE PROJECT INCLUDES RECONFIGURATION OF THE EXISTING STAIR.

PROJECT E

ENTRY TOWER

PROPOSED TOWER ELEMENT, IN KEEPING WITH THE ARCHITECTURAL VOCABULARY OF THE ORIGINAL BUILDING, WILL CREATE A CLEAR "SENSE OF ENTRY" FOR THE MAIN BUILDING ENTRANCE.



LODGE MAIN LEVEL