

Bigfoot Recreation & Ski Area

Business Plan

Ski Area Planning

Bigfoot Recreation & Ski Area Ltd. presents an exciting full season family oriented resort located in the Lower Mainland of British Columbia. The resort will be located between Hope and Chilliwack, 6 miles off of the Trans Canada Highway in the Upper Fraser. The location is close to the popular recreation and tourist destinations of Harrison Hot Springs and Cultus Lake. In excess of 2.7 million people live within 2 hours of the proposed resort. *(15 minutes from Hope, 20 minutes from Chilliwack, 40 minutes from Abbotsford (International Airport), 90 minutes from Greater Vancouver, and less than 2.5 hours from the Okanagan and Seattle).*

Harrison Hot Springs (30 minutes) hosts an estimated 1.5 million visitors annually. Cultus Lake (40 minutes) hosts an estimated 1.0 million visitors annually. Approximately 7.0 million travelers/commuters drive this stretch of the Trans Canada Highway each year, offering unmatched exposure for the Bigfoot Recreation Area.

Unlike other mountain resorts, Bigfoot may be accessed easily, safely and literally within minutes from a major highway. Bigfoot will contribute to British Columbia's reputation as a world class recreation tourist area, and specifically enhance the tourist area and economy of the Upper Fraser Valley by offering full season recreation capability.

A year- round schedule of concerts, conferences and seminars, festivals, sport competitions, cultural events, children's festivities, and camps will provide summer and winter visitors with myriad opportunities to visit the Bigfoot Recreation Area.

The primary draw will be the exceptional ski and snowboard facilities. All levels of alpine skiers and snowboarders will enjoy the multiple runs, snowboard parks, night skiing, and cat-skiing. In addition, snow-shoeing, cross-country skiing, tubing, tobogganing, and ice-skating will

be available to cater to the varied interests of the whole family. In excess of 200 km of groomed cross-country trails will be developed around Jones Lake.

These trails will primarily encompass the areas surrounding Jones Lake. Bigfoot will have the largest network of groomed cross-country trails in the Southern half of British Columbia. In addition, there will be areas marked off specifically for show-shoeing. These areas will not be groomed, and will offer a pristine wilderness experience.

The elevation, terrain, and snow conditions of Bigfoot are vastly superior to all mountains within a 4 hour radius. During the summer months, a world class adventure golf facility and our own operating antique park train will be a huge draw for local residents, in addition to tourists. Mountain biking will be available on the cross-country trails, as well as throughout the back country. The gondola will increase accessibility for trail riders, offering a quick ride to the top of the mountain where unlimited adventure awaits. Wildlife viewing, nature viewing, and eco-tours will provide opportunities to capitalize on one of the fastest growing aspects of international tour packages. Furthermore, horseback trail rides and back country excursions will appeal to many summer time visitors.

The gondola will offer tourists and visitors alike an unforgettable summer excursion to the tea-house on top of the mountain. Breathtaking vistas await the traveler who can enjoy a nature walk or a sumptuous meal in the licensed restaurant.

We truly will be a four season recreation paradise.

The planned development areas will be situated east of the dam, rising along the Boulder Creek Watershed, to the basin situated between Mt. Barr and stretching along the ridge to Knight Peak. The ski villages, and adventure parks, will be situated in the Boulder Creek Valley and the valley along Flat Creek.

This will be a Regional Ski Area serving local and regional skiers, with an emphasis on catering to regional needs.

Bigfoot Recreation & Ski Area will be the most accessible ski area in southern British Columbia, situated only 6 miles off of Highway #1. Excellent highway access is a rarity in ski areas. The road into the ski area from the highway will be substantially up-graded, widened and paved.

Bigfoot Recreation & Ski Area will serve the 3.0 million residents of the Lower Mainland of B.C., as well as domestic and international markets.

This area of the Lower Mainland currently receives in excess of 2.5 million visitors per year to the Harrison Hot Springs area and Cultus Lake Park area. These tourist areas are primarily summer tourist areas with *little* to offer for the winter season.

The whole area would benefit from year round recreation use. Current hotels, motels, restaurants, and B & B's in the surrounding areas of Hope, Chilliwack, Rosedale, Agassiz, Bridal Falls, and Harrison Hot Springs would immediately benefit from the increased attraction to the ski area. This impact would immediately increase economic benefits to unrelated businesses in the vicinity.

In addition, the Bigfoot Recreation area will include year- round resort activities. The village will have an adventure golf facility, as well as an operating antique park train. A fishing resort complete with boat rentals will be established at the south end of Jones Lake. There will be a huge economic impact resulting from the development, with many full time jobs being created.

We intend to include the Cheam, Popkum, Peter's and Shxw' Ow Hamel First Nations as equity partners in the proposed Bigfoot Recreation & Ski Area. We will be looking to the First Nations for their valuable input during all phases of the project.

It is our intention to clean up Jones Lake and increase campground capacity. The original Jones Lake was 3.3 km long and 697 acres in

surface area with a maximum depth of 45 ft. The lake was barren of fish until it was stocked between 1926 and 1938 with rainbow trout and kokanee salmon. Through the 1930's and into the 1970's, the Jones Lake sport fishery was probably the most successful and most popular lake fishery in the Lower Mainland. Kokanee fishing was the big draw, but rainbow angling was also popular.

Jones Lake was flooded in 1952 when BC Electric constructed an 18m dam on the outlet of Jones Creek. The Jones Lake Reservoir, at full pool, is 2697 acres in surface area. This is almost twice as long and one and a half times the surface area of the original lake. Maximum depth is 89 ft.

It is our intention to create a wildlife preserve within our reserve area, protecting and managing the habitat and creating a no hunting area.

Recognized professionals will be contracted, as required, throughout the development process. Qualified local professionals will be employed during the development stage. Operation management of the resort will be handled by local personnel whenever possible.

The Ski Area

The Ski Area at Bigfoot consists of approximately 40,000 acres of Crown Land, and will have the potential to realize 10,000 acres of skiable terrain.

The lift areas will be capable of supporting 20,000-25,000 skiers-snowboarders per day.

In addition to the resort's capacity, Mt. Ling's 6623 foot elevation and its vertical drop of 4023 feet, and Mt. Foley's 7990 foot elevation and vertical drop of 5000 feet will make Bigfoot larger than any ski area in the lower mainland and second only to Whistler/Blackcomb.

Ron McHaffie contracted a helicopter during the 1980's taking photographs and videos of the area. Skiers were flown in to the mountains and asked their opinions on the proposed skiable areas.

It was decided that the mountains had remarkable potential to develop into a world class ski area. Eric Isaacson, Brian Smith, and Ron McHaffie first presented an application for an area license to operate as a ski area in 1988. Over the next fourteen years, the conditions for ski development wavered in B.C. and it did not seem appropriate to proceed with the application at that time.

Recent events in B.C. have once again brought the area forward as a potential ski area, and the application is in the process of being reinstated with the intention of proceeding to full development as a regional ski destination.

According to Snow Board Travel Guide 2002, statistics show that snowboarders account for over 40% of lift tickets sales. This group tends to start early and ride late into the season. This enthusiastic group ride more often than skiers ski. Moreover, the guide indicates that the top 10 ski resorts in North America attribute their rank according to the needs of snowboarders. To accommodate the fast growing demands of snowboarders, Bigfoot will have two snowboard terrain parks, complete with regulation half-pipes in an area designated solely for snowboarders.

Those who make up the cross-country skiing and snow-shoeing segment of the market will be delighted with the large areas designated for their respective activities. In addition, other winter activities such as sleigh-rides, ice-skating, tubing, and tobogganing will be available at or near the village center. The village center will accommodate winter visitors who are looking for a quick getaway - excellent fare served next to a cosy fireplace, a quick stroll around the shops, or a quick hot tub before retiring for the night. Whatever their desire, the winter wonderland of Bigfoot Recreation & Ski Area is sure to accommodate.

The superior elevation of the mountain and its distance from the Pacific

Coast's warm air currents contribute to B.C. interior type snow conditions. When compared to other local mountains, Bigfoot meets or exceeds all conditions and offerings.

The ski village adventure park area has been designed by Giggle Ridge Studios Ltd., an internationally recognized designer of adventure parks and attractions. Giggle Ridge Studios has already designed the preliminary layout for the Adventure Park and antique park train that will be located near the village area. Giggle Ridge specializes in family oriented themes.

Comparison with Other Local Ski Areas

	Bigfoot	Mt. Seymour	Grouse	Cypress
Base Elevation:	2600 ft.	3060 ft.	2500 ft.	3000 ft.
Summit:	7990 ft.	4125 ft.	4100 ft.	4750 ft.
Vertical Drop:	5390 ft.	1085 ft.	1600 ft.	1750 ft.
Skiable Area:	10,000+ ac.	600 ac.	212 ac.	1482 ac.
Capacity:	25,000+hr.	2500hr.	5500hr.	5134hr.

Skiing and Tourism

According to a report published by Tourism BC Canada, despite a decrease in tourism as a result of Sept. 11th, tourism in BC continues to be strong. Data from 2002 notes that; 22.5 million overnight visitors spent \$9.5 billion in B.C. B.C. residents represent 47.8% of tourists. However, those who contributed to this revenue generation did so as follows: Canada 29.9%, B.C. 26.1%, USA 25%, Asia/Pacific 10.4%, Europe 7.3%, other 1.3% (Tourism B.C. Canada 2002).

The British Columbia Ski Industry End of Season Review 1999/2000 Ski Season cites data that favours skiing and mountain resorts. Highlights of this report state; that the 1999/2000 ski season in B.C. experienced a growth of more than 6% and 5,656,000 skier visits.

Statistics show that the Canadian and American ski markets are huge: 2000/2001 statistics show that there were 57.3 million ski visits to 490 American ski areas and 1999/2000 data reveals that 17.3 million visits were to 283 Canadian ski areas.

It is evident that skiing continues to be popular, and that the increase of ski resorts and mountain/village capacity is necessary to accommodate the industry's continuing growth rate.

Vancouver Whistler/Blackcomb has been awarded the 2010 Winter Olympics. This spotlight on winter sports will have a dramatic effect on the profile of winter sports within the British Columbia/Canadian marketplace, leaving a lasting legacy of activities. The continued enthusiasm will generate an incredible awareness of the benefits of an active lifestyle with winter sports taking a pre-eminent role as British Columbia/Canada actively promotes the upcoming 2010 Winter Olympics.

Target Markets

a) Recreation enthusiasts.

Local, regional, domestic, US and International recreational enthusiasts, Families and people of all ages who enjoy recreation and sports - including skiers, snowboarders, mountain bikers, extreme games, hikers, campers, fishing and outdoor enthusiasts, ice-skaters, and horse back riders.

b) Tourists.

Tourists who currently visit the many attractions this area has to offer - Harrison Hot Springs, Sand Castle competitions, Tugboat Junction Adventure Golf, R.V. Parks, Cultus Lake, Giggle Ridge Adventure Golf, Cultus Lake Water-slides , Minter Gardens, Trans-Canada Water-slides, Dino Land, golf courses, Provincial campgrounds, Abbotsford Air-show, to name a few.

c) Drive by traffic.

Many people drive by the area on route to destinations in the Interior of B.C.: Big White, Sun Peaks, Silver Star, Apex, Mt. Baldy, and other ski destinations. Let's encourage them to stop at Hope - Gateway to Holiday Land!

d) Business Sector.

We will be promoting conferences and seminars to the Lower Mainland business community.

e) Families.

We wish to be a true family destination. Both winter and summer activities will be focused on family adventure and recreation.

f) Events.

We will actively promote children's festivals, concerts, holiday festivities, wine festivals, art shows, cultural events, drama festivals, school events, etc.

Estimated costs to develop the resort:

	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year	Total
<i>(In Millions)</i>						
Lifts: Gondola lift	\$14.0					\$14.0
Quad lift	4.0	Quad lift	6.5			10.5
Quad lift	8.5	12.5	Gondola			21.0
Quad lift	4.0					4.0
Quad lift	6.5					6.5
Lodge	2.5		1.5			4.0
Teahouse	2.0	1.0				3.0
Village & Parking	2.0	1.0	2.0		1.0	6.0
Utilities	4.0	0.5	2.5		1.0	8.0
Road up-grade	5.3	4.0	2.0			11.3
Ski & Board Equipment	0.6	0.2	0.2	0.2	0.2	1.4
Snow grooming Equip.	1.0	0.5	0.5			2.0
Contingency	2.5	1.5	0.5	0.5	0.5	5.5
Clean up Jones Lake	2.0	1.0	0.2	0.2	0.3	3.7
Management Costs	1.0	0.7	0.5	0.1	0.2	2.5
Equip. Storage	1.0	0.5				1.5
Fishing Lodge	1.4	0.2				1.6
Misc. Equipment	0.5	0.3	0.2			1.0
Boats, Equipment	0.5					0.5
R.V. Campground	1.0					1.0
Development Costs	<u>1.5</u>	<u>1.5</u>	<u>1.0</u>	<u>0.8</u>	<u>0.8</u>	<u>5.6</u>
Total	\$65.8	\$25.4	\$17.6	\$1.8	\$4.0	\$114.6