

October 6, 2020

Dear Business Owner/Manager,

As another ski season approaches, it is time to roll out our Chamber Pass Program for the 2020-21 season. As I am sure most of you have heard by now, we made some significant changes to our pass program this year. As you all know, this season will be like nothing we have seen before and it is going to take all of us working together to keep the season alive through April. The new Valley Weekday Pass offers great value for those with flexible schedules, and the Valley 7-Pack is the perfect option for the occasional skiers and riders. Combining those two products provides tremendous value and flexibility. The Chamber Premier Pass is also available, and for the second year, it includes a complimentary Ikon Base Pass.

While our ticket offices remain open, we have introduced new technology to allow you to complete your Chamber Pass purchase without visiting a ticket office. Use this link to complete an [online order form](#). Instructions for providing payment for online purchases are included on the order form.

The attached guidelines should be helpful in planning your winter, but as always do not hesitate to go onto [aspensnowmass.com](http://aspensnowmass.com) for more information or to call us at 877-872-7702. We appreciate your continued support of this discount program.

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

### **New Big Burn Chairlift at Snowmass**

This summer, we replaced the Big Burn lift on Snowmass with a new six-passenger, high-speed chairlift as the old lift had reached its 'operational lifetime. The new \$10.8 million chairlift will have a ride time of almost seven minutes and is another substantial investment on the long list of recent improvements that have taken place at Snowmass in recent years.

### **Expanded Snowmaking on Top of Aspen Mountain and at Snowmass**

We installed new snowmaking at the top of Aspen Mountain and on Snowmass this summer. The new systems will allow for top-to-bottom skiing on a man-made surface on Aspen Mountain and more reliable early season skiing and riding in the Alpine Springs zone on Snowmass.

### **Aspen Snowmass App**

New technology will allow many transactions across all of our business units that previously took place in-person to be handled electronically. Be sure to [download the Aspen Snowmass App](#) to view vouchers, order meals, and more.

### **Winter Safety**

New safety protocols will be instituted across every aspect of the business and will include distancing protocols, face-coverings, limits in buildings and all recommended health and safety measures from County and State agencies. In addition, redesigned operating procedures will be introduced in ski school, lift lines, on-mountain dining and in rental and retail stores. [Learn more.](#)

### **Reservations**

Reservations may be required based on prevailing state and local Covid-19 metrics as determined by health and government agencies. Should these metrics show an increased rate of community spread that initiates additional restrictions and regulations, we may implement a reservations system across all products. If this happens we cannot guarantee that every passholder will be able to obtain a reservation on the days they want. The system can flex based on changing metrics.

### **Chamber Pass Voucher Redemption**

For convenience, once your business has purchased discount chamber pass vouchers, your employees may redeem them over the phone ([877-872-7702](tel:877-872-7702)).

Our scheduled opening for Aspen Mountain and Snowmass is November 26, 2020, Aspen Highlands is scheduled for December 12, 2020, and Buttermilk is scheduled for December 18, 2020. As always, we are hoping for a cold and snowy fall so we can get things going early. But we'll be ready no matter what the weather brings. I look forward to seeing you out on the slopes this season!

Sincerely,

Jodi Reardon  
VP, Product Sales & Services  
Aspen Skiing Company