
on the

HOMEFRONT

DECEMBER 2006

Welcome to the first in a series of informational newsletters from *Homewood Mountain Resort*. The goal of these reports is to keep all interested parties updated on the exciting changes underway at Homewood as it moves forward under new ownership. The theme of this issue is to provide an overview of what's planned and to discuss in brief the new master plan; subsequent issues will deal with specific elements of the plan in greater depth.



We believe that Homewood is a very special place. Not only is it a magnificent natural resource, with its signature “peak-to-shore” views and runs, but a lot of families have special memories of their times at Homewood, memories that span generations. While we are committed to improving the property, including updating its aging infrastructure and financial viability – and, in so doing, making it a leader in environmental consciousness – we are equally committed to preserving Homewood’s basic personality as a small, no-crowds-on-the-slopes, family-friendly enclave for those who love skiing.

As many of you know, Homewood has initiated a new master planning effort that will include hospitality and base improvements.

A central goal of that plan is simple and straightforward: to restore Homewood to its place at the center of the West Shore, and to maintain its heritage as

a ski resort that can be enjoyed equally by local residents and visitors alike. A central element of that plan is to minimize impact to traffic on the West Shore – if necessary, by limiting the number of ski tickets that are sold on any given day.

While all elements of the new plan are important, none is more so than the way we address the environmental issues. Unlike some resort operators, we do not view environmentalists and their concerns as the natural enemies of ski resorts. Rather, we think that skiing and those who love the sport are the natural allies of the environment, and that every run down the slope is a celebration of all that is grand and beautiful in nature. Our new master plan includes a commitment of millions of dollars to state-of-the-art programs of reforestation, hydrology, and biomass energy conversion – programs that far exceed the requirements of environmental regulations.

We have already put in place the beginnings of watershed protection and water treatment improvements at a cost in excess of \$600,000 to insure that water runoff never comes close to Lake Tahoe. Working with Michael Hogan and his well-respected company, Integrated Environmental Restoration Services, we have also initiated new demonstration projects that focus on the re-vegetation of the mountain as yet another way to control run-off, and have begun research and monitoring of treatment areas using simulated rainfall to directly measure the benefits of treatment as compared to



www.tahoeconomy.com

background and to other types of treated and untreated areas.

Many of these costly water quality treatment initiatives around the existing base areas will ultimately be dismantled as the new resort takes shape. But we believe that our commitment to this type of ground-breaking research will provide us with the solid data necessary to do our very best to reduce the environmental impact on the mountain, and, ultimately, to keep Lake Tahoe blue.

As we start our approval process, a community input program is being implemented in conjunction with a new Web site, the purpose of which is to allow local and other concerned citizens to keep abreast of new developments and provide suggestions and comments as the process unfolds. These avenues of communication will be augmented by open-forum town hall meetings. Homewood has always been about the local community, and we wish never to lose sight of the

thoughts and concerns of those most dedicated to Homewood's well-being. While much of what we're hoping to accomplish is subject to acceptance of our master plan, there are a couple of developments that we can share right now. One is our overall design theme for the new village. In keeping with what Homewood has meant to so many of us over the generations, the design theme is "Old Homewood," which will find expression in the future architecture and design.

And then there are the new children's programs. Already in place are the new ski carousel imported from Europe and "critter canyon," a ski run for children. Coming soon are a new mid-mountain lodge for children, an array of new family offerings, and a cutting-edge, state-of-the-art children's ski program that will be unrivaled anywhere in the Western U.S.

That's it for this edition. Happy Holidays from Homewood!



skihomewood.com

530.525.2992 P.O. Box 165, HOMWOOD, CA 96141