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For Immediate Release

Naming Rights Agreement Reached for New Hideaway Park Stage

New Amphitheater to be Named "The Rendezvous Event Center"

Winter Park, CO – During a Town Council meeting Tuesday night, the Town of Winter Park reached an agreement with Rendezvous Colorado, LLC for the company to receive naming rights for the new stage in Hideaway Park as well as an acquisition of Town-owned property currently occupied by the Winter Park/Fraser Chamber of Commerce. The total purchase price is \$3,500,000 with \$1,000,000 payable on September 1, 2017 and \$2,500,000 payable over 10 years with interest.

The terms of the agreement and rights given to Rendezvous include, but are not limited to:

- Naming rights to the new Rendezvous Events Center for 15 years, with mutual options to extend the term
- Signage recognition at Hideaway Park entrances and other strategic locations
- Enhanced marketing at Hideaway Park events and in promotional material
- Recognition as a major corporate sponsor
- Residential and commercial development rights while preserving the Visitor Center, Box Office, and Chamber of Commerce operations at their existing locations

Developed by Koelbel and Company, Rendezvous is a resort home community in Winter Park's adjacent Fraser Valley that rejuvenates body, soul and relationships through experience-based togetherness and outdoor fun: skiing, snowshoeing, fly fishing, mountain biking and nature walks, plus miles of trails to experience – for adventure or respite.

"We are very excited to work with Rendezvous and the Koelbel family in this new capacity," said Winter Park Mayor Jimmy Lahrman. "Rendezvous has always been a great partner in Winter Park, so I know this agreement will only further enhance our community. This agreement ensures that special events will continue in Winter Park into the future"

Mayor Lahrman continued, "Part of our commitment to the community is smart financial management, collaboration and partnership. This new agreement is one of the many ways we're getting more creative with how we deliver the services and infrastructure integral to a world-class resort community."



The new Rendezvous Event Center opened at Hideaway Park earlier this summer with a Ribbon Cutting event and special concert that took place on Thursday, June 22. The new entertainment complex will better accommodate summer events, year-round use and serve as a gathering place for community members and visitors.

"The Koelbel family has had roots in Fraser Valley for more than 65 years and created the Rendezvous community here because of our longstanding commitment to the land, lifestyle and the region," said Koelbel and Company President, Walter A. 'Buz' Koelbel, Jr.. "We are proud and honored to have "Rendezvous" as the name of this exceptional venue in Winter Park, as it reflects everything we have strived to create here...a gathering place for friends and family to connect and create lifelong memories."

"The Winter Park & Fraser Chamber is excited for this new opportunity for growth," commented the Chamber's Executive Director, Catherine Ross. "This partnership will open the door for creative thinking and a chance to serve the entire community more effectively. We look forward to working with Rendezvous Winter Park to enhance Special Events in the park as well as create a dynamic Information Center."

About Rendezvous Colorado

Developed by Koelbel and Company, Rendezvous is a resort home community that rejuvenates body, soul and relationships through togetherness and outdoor fun: skiing, snowshoeing, fly fishing, mountain biking and nature walks, plus miles of trails to experience – for adventure or respite. Located on border of Winter Park and Fraser, Denver's closest destination resort, Rendezvous is easy to get to, and to experience, with its laid-back vibe. Offering a menu of resort mountain homes designed to deliver options, from townhomes and paired cabins to cabins and custom homes, all designed for comfort and convenience with an emphasis on gathering, indoors and out, there's something for everyone. Rendezvous is the very best in mountain vacation home living, only better because it's in spectacular Grand County. Learn more at www.rendezvouscolorado.com.