

imagine **winter park** **UNLOCKED**

Imagine a thriving mountain town seamlessly connected to Denver, with effortless access to world class skiing and outdoor recreation, and a booming year-round local economy – that’s Winter Park.

Community Values and Vision

As Winter Park evolves, it’s our job, as locals, to define our values and priorities to ensure that improvements, changes, and projects protect and add benefit to our community.



GLOBAL AND LOCAL
CONNECTIVITY



CHARACTER
AND CULTURE



WORLD-CLASS OUTDOOR
RECREATION



HEALTHY AND THRIVING
ENVIRONMENT

Renewal through Partnership

Progress towards realizing this vision requires partnership among Winter Park Resort, the Town of Winter Park, the State of Colorado, and private entities – all are working together to create the Winter Park residents have envisioned with three catalytic projects:

Winter Park Unlocked

Winter Park Resort is starting to envision its next big adventure: unlocking what’s possible for a mountain resort of the future – a vision that honors local character and community, connects residents and visitors alike, respects and embraces the natural world around us and ultimately enhances the experience for everyone, both on and off the mountain.

Connect Winter Park

A gondola that does so much more than move skiers. A modern form of transportation that serves locals, visitors, bikers, skiers, and hikers – seamlessly connecting a booming downtown with a thriving ski village. New shops, restaurants, homes, and lodging at the base of the gondola bring more jobs, diverse housing, and opportunity.

Mountain Passenger Rail

Coloradans have long dreamed about new passenger rail lines to the mountains – and those dreams could become a reality. Colorado’s Department of Transportation is spearheading an initiative to develop a new rail service from Denver to Winter Park to Steamboat Springs and beyond.



IMAGINE WINTER PARK UNLOCKED: MESSAGING FRAMEWORK

imagine winter park UNLOCKED

Winter Park Resort is a special place. Its authentic Colorado vibe, vast wilderness, and awe-inspiring scenery all pull us in and captivate us. We all have different reasons for loving this place, but the fact that we all love it is what connects us and keeps us coming back (or keeping us here permanently). And like anywhere that calls to us and draws us in, it's worth preserving and enhancing for future generations.

Community Principles and Values

As Winter Park evolves, it's our job, as a community, to define our values and priorities to ensure that improvements, changes, and projects help make our community better. These values and vision statements guide decisions and investments.



GLOBAL AND LOCAL CONNECTIVITY

Winter Park is a community linked with majestic physical attributes, connected with state-of-the-art technology, integrated with safe, walkable places and diverse transportation linkages, and characterized by seamless connectivity to both the natural and technological environment.



CHARACTER AND CULTURE

We're a community with diverse cultures, economic opportunities, and architectural styles that foster a strong, unified, and forward-thinking community. We're maintaining and enhancing the experience of everyone here - locals, visitors, and everyone in between.



WORLD-CLASS OUTDOOR RECREATION

A recreation-based community anchored by a world-class ski and mountain bike resort that provides a wide range of unsurpassed outdoor activities for everyday enthusiasts to live, work, and play.



HEALTHY AND THRIVING ENVIRONMENT

An outdoor community physically linked to a healthy and thriving natural and human environment. It is our priority to steward our natural environment and the character of the resort and the town.



PROGRESS THROUGH PARTNERSHIP

Progress towards realizing this vision requires partnership among community members, local organizations and agencies, and state government. Winter Park Resort, the Town of Winter Park, the State of Colorado, and private entities are working together to create the Winter Park residents have envisioned through three catalytic projects:



Winter Park Unlocked: Winter Park Master Development Plan and Base Development

- ▶ Winter Park Resort has outlined an ambitious Master Plan that shows past progress and future plans.
- ▶ A project like the one we're imagining is complex and ever evolving. We're working with our partners and designers to be nimble, thoughtful, and sustainable in our approach – to make this already amazing place better, and to create a mountain resort and community like no other.
- ▶ **Base Area Development Plan** (currently Base Area Preliminary Development Plan (PDP)) – The Base Area PDP rethinks how people arrive, stay, and recreate at Winter Park Resort, creating a more seamless experience. The plan also includes a new gondola connection from Downtown to the Resort. The improved connectivity will complement the Downtown area by creating a new hub of activity in Winter Park, which will lead to new amenities and businesses surrounding it.
- ▶ The plan also includes a new gondola connection from Downtown to the Resort. The improved connectivity makes it easier to enjoy restaurants, shops, and businesses in both locations, while also providing an easy way for locals to commute back and forth.
- ▶ **Mountain Master Development Plan** (USFS MDP) – Winter Park Resort is well known for its diverse terrain across more than 3,095 acres. On-mountain plans are intended to enhance our current terrain, improve connectivity, and expand intermediate and advanced terrain to meet guest needs
- ▶ A key piece of Winter Park Resort's and the Town's redevelopment plans is connectivity. The resort's Base Area PDP and the USFS MDP both envision how to better connect Winter Park Resort to the downtown Winter Park and to other communities along the Front Range and across Colorado's northern mountains.



Connect Winter Park

- ▶ A new gondola going between Downtown and the Winter Park Resort will allow for a convenient, modern and enjoyable transportation option.
- ▶ It will be a new two-way connection between events, activities, and amenities in downtown and at the resort.
- ▶ When complete, the gondola will be a public amenity, likely to be owned by the Town of Winter Park but operated by the Resort.
- ▶ For locals, the project will make commuting to and from the Resort easier and help reduce traffic. It's also a catalyst for private investment which will bring more jobs, housing and opportunity.



Mountain Passenger Rail

- ▶ Passenger rail service from Denver through Winter Park and on to Steamboat Springs and Craig could be re-established thanks to a \$5 million investment to study the rail line.
- ▶ Funding for a service development plan is a critical step toward making this passenger rail expansion a reality.
- ▶ The passenger rail service would likely coordinate with and complement bus service in the mountains, including CDOT's own Bustang system and the Town's Lift transit system.
- ▶ Transitioning the existing rail line to passenger rail could help lower the cost of living, create new job opportunities, connect people with more affordable housing options, and grow our economy.



MAKING IT HAPPEN

Investing in Public Infrastructure

To facilitate these types of major investments, Colorado communities often turn to a tool called Urban Renewal Authorities (URA). URAs are public or quasi-public entities established to revitalize specific areas, promote economic development, and improve community infrastructure.

The Town of Winter Park is considering forming a URA to support public infrastructure investments throughout the entire community, including the Winter Park Unlocked area. The town government establishes a URA after an evaluation demonstrates that an area meets the legal criteria for “blight.”

Blight is simply a legal term that defines an area as prime for redevelopment.

One of the primary tools used by URAs is Tax Increment Financing (TIF). This mechanism allows the URA to capture the increased property tax revenues (the “increment”) that result from rising property values within the redevelopment area. These funds are then reinvested into further improvements and development projects.

