

# Bridal Veil Mountain Resort

Proposal Summary



## TERRITORY ACKNOWLEDGMENT

The Proponent, Bridal Veil Mountain Resort Ltd., and the proposed Project, the Bridal Veil Mountain Resort, do hereby acknowledge, that the Proponent and proposed Project, are located in S'ólh Téméxw, the traditional and unceded lands of the Stó:lō people, since time immemorial

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## Introducing Bridal Veil Mountain Resort

Bridal Veil Mountain Resort is proposed as an all-season mountain resort that has the potential to equal B.C.'s premiere destination resorts. It will be built on the principles of meaningful participation by the Stó:lō Communities, the highest environmental standards, First Nations land stewardship values, and an unparalleled four-season guest experience that collectively will strengthen and elevate the region's recreation and tourism offerings. The project area is proposed for the mountains east of the City of Chilliwack, wholly within S'ólh Téméxw, the traditional and unceded lands of the Stó:lō people

Bridal Veil Mountain Resort Ltd. is a collaboration between Mr. Norm Gaukel and Mr. Robert Wilson, local businessmen that are passionate about outdoor recreation and tourism and are supported by a strong team of financial backers led by Mr. Mike Lalonde. To understand why we are pursuing this project and what we hope it will bring to the First Nations, the local community, the region, and the Province of British Columbia, please visit our website [www.bridalveilmountainresort.ca](http://www.bridalveilmountainresort.ca).

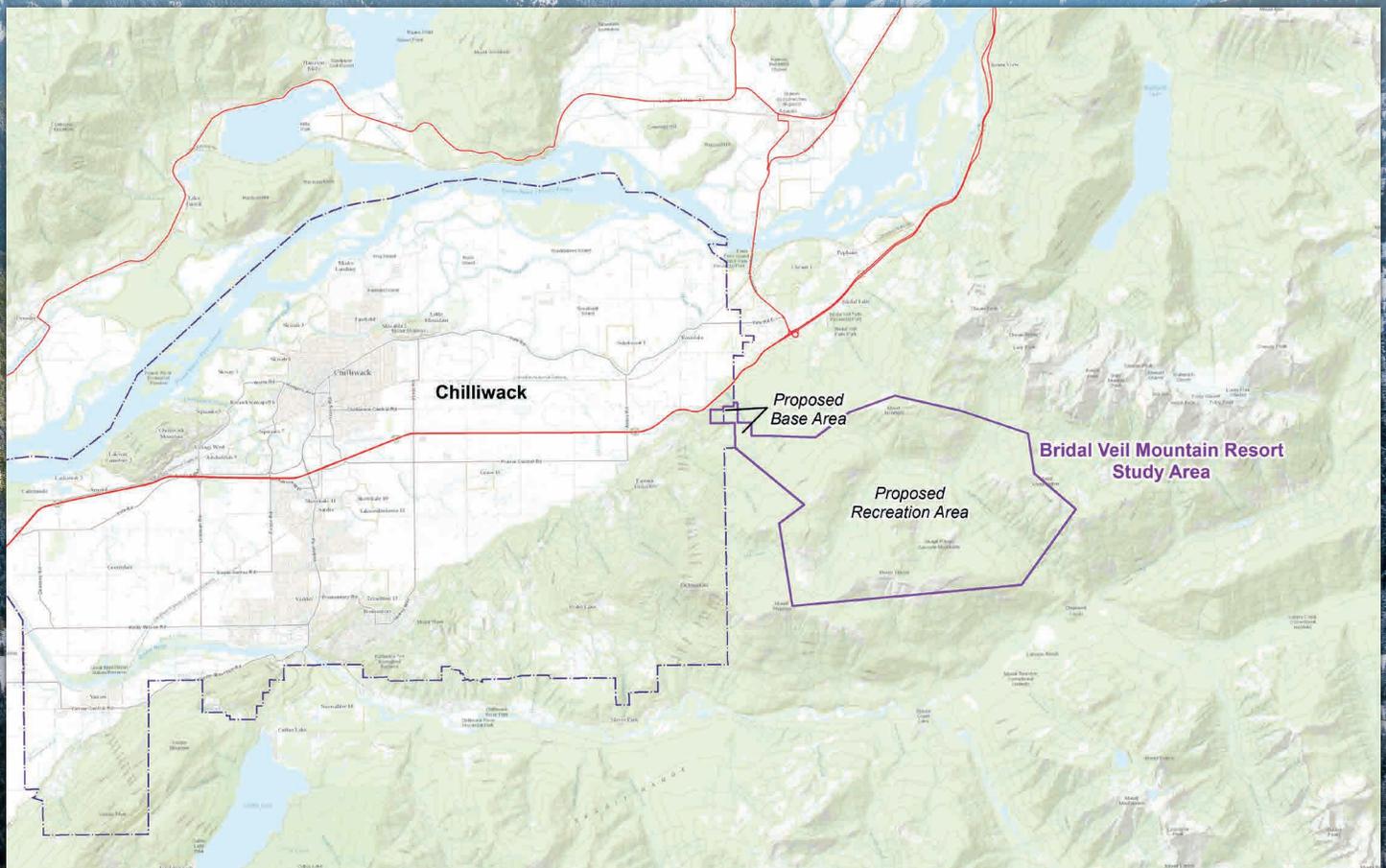
## Values and Principles

Two core values guide our thinking and planning for Bridal Veil Mountain Resort.

- First, it is our intention to develop Bridal Veil Mountain Resort through a full and meaningful participation and ownership partnership with the Stó:lō Communities in S'ólh Téméxw. This we believe would be the first such jointly developed four-season mountain resort in Canada.

The details of this participation and partnership will be developed through full and respectful compliance with all consultation protocols and processes of the Stó:lō Communities, addressing all issues raised.

- Second, given the opportunity, Bridal Veil Mountain Resort will meet or exceed the highest environmental standards and best design practices. It will be built as a sustainable community, responding to the realities of climate change, and incorporating local First Nations traditional, cultural, and land stewardship values, developed in partnership with local First Nations communities



## The Preliminary Resort Concept: A World-Class, Four-season Destination Resort

In concept, upon arriving at Bridal Veil Mountain Resort, guests will travel by one of two sightseeing gondolas from the floor of the Fraser Valley to a vehicle-free, mountain recreation area, 3,300 feet above. In winter, guests will be able to ski or snowboard, backcountry tour, cross-country ski, skate, snowshoe, go tubing or sightsee. In summer, they will be able to hike, camp, sightsee or go downhill or cross-country mountain biking. Ecological and Indigenous cultural programs and sightseeing will be available year-round. While these facilities, programs and activities remain to be planned and designed in detail, they will all be effectively separated and hidden from the valley floor, offering guests a remote mountain recreation experience with spectacular views of the Fraser River and the Cascade Mountain Range. The physical potential of the site suggests that visitation could equal that of B.C.'s premiere resort destinations, but final guest capacity will be determined in consultation with Stó:lō Communities and engagement with local communities.

Bridal Veil Mountain Resort's attractions and year-round recreation activities will be complemented by two base-area villages, one in the valley and another in the alpine. Both will be developed in consultation with the Stó:lō people to reflect the culture and history of the local Stó:lō Communities. These villages will provide accommodation for overnight guests in a diverse range of resort and residential housing. The Valley Village will feature a town centre, with a range of retail and dining experiences, and services such as a grocery store, pharmacy, and medical centre. The Alpine Village, which is approximately 1,000 feet higher than Whistler Village, will be more tourism and recreation oriented with hotels and unique restaurants, retail, galleries, and spas.

## All-Season Resort Viability

There are three critical factors to consider when assessing the viability of an all-season resort: Terrain, Climate, and Market. The proposed Bridal Veil Mountain Resort ranks as exceptional in all three.

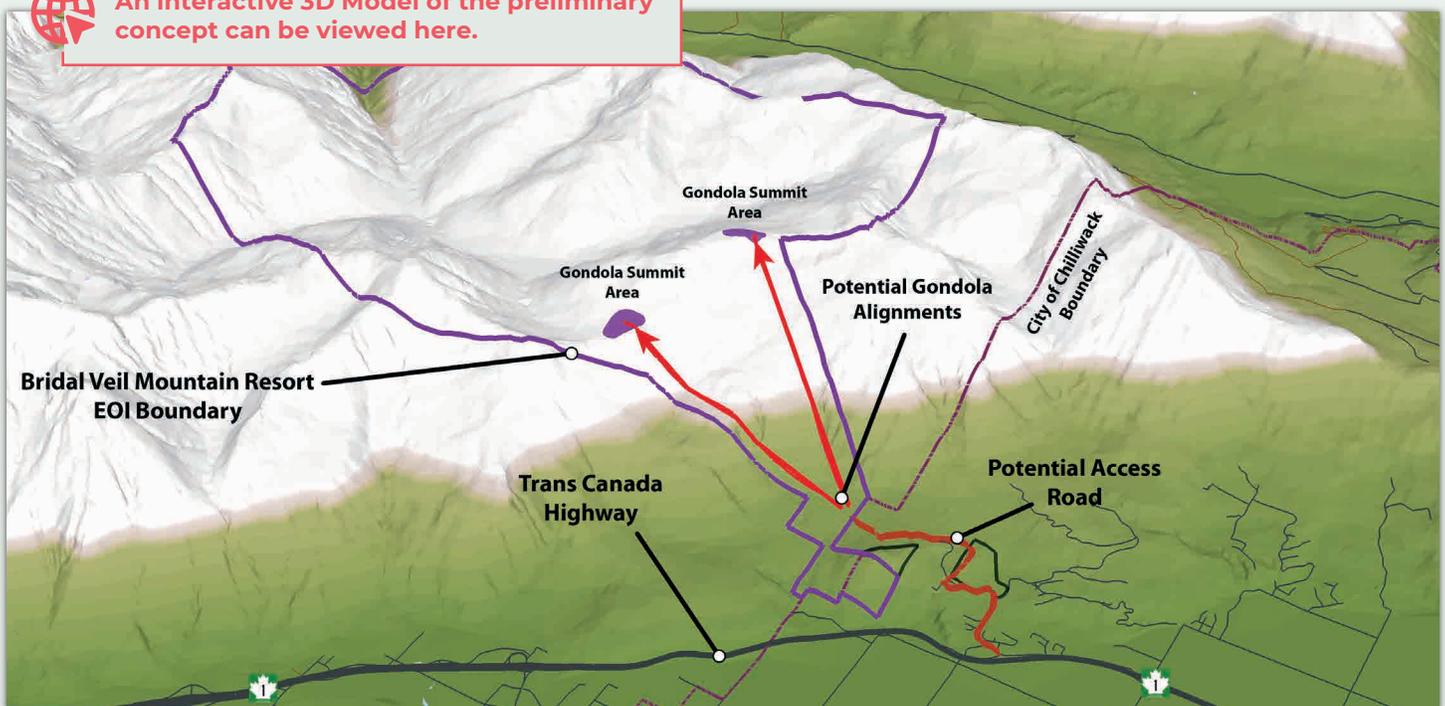
**TERRAIN** With a potential operating area of 11,500 acres, ski runs averaging 2,300 feet of skiable vertical, and terrain to suit every skill and experience level, Bridal Veil Mountain Resort has the potential to physically match the size and capacity of Big White, Silver Star, Sun Peaks, Fernie, and Revelstoke.

**CLIMATE** While detailed winter climate studies remain to be completed, records show that natural snowfall is significant, and temperatures are suitable for snowmaking, thus enabling a ski season that could extend from December to April each year. Summers are cool and dry, perfect for summer mountain adventures.

**MARKET** Locally, the Fraser Valley is one of the fastest growing regions in Canada, with an undersubscribed and untapped skier marketplace. If skiing participation rates match those found in Metro Vancouver, ski trips from Fraser Valley residents would grow by 260%. Internationally, Bridal Veil Mountain Resort could benefit from and strengthen B.C.'s strong reputation as a mountain resort destination. At less than a two and a half hours drive from Seattle, an hour and a half drive from Vancouver International Airport, and 35 minutes from Abbotsford International Airport, the site is well-linked to national and international markets. Further, unique within B.C., the proposed Resort is only a two-minute drive from the TransCanada Highway with no need to cross a mountain pass or high alpine road, providing easy access for all guests. This location also grants the Resort incredible exposure to the more than 9 million vehicles and 1.5 million tourists that already visit the Fraser Valley every year.



An interactive 3D Model of the preliminary concept can be viewed here.



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## Benefits and Opportunities

If realized, Bridal Veil Mountain Resort would create significant benefits and opportunities for the Stó:lō Communities, the City of Chilliwack, Fraser Valley and the Province of British Columbia.

To achieve this, Bridal Veil Mountain Resort will

- Engage in a full and respectful consultation process structured by the Stó:lō Communities.
- Provide the Stó:lō Communities with opportunities for direct meaningful participation in the planning, development, construction, operations, and joint equity ownership of the Resort;
- Be a regional, national, and international four-season tourist and recreation attraction, significantly increasing day-use and destination visitation to the Fraser Valley and Chilliwack;
- Create thousands of direct and indirect jobs as well as opportunities for training, education and new long-term careers throughout the planning, development and ongoing operation of the Resort;
- Have a multiplier effect acting as the catalyst for growth in a wide variety of industries including construction, tourism and hospitality, recreation management, arts and culture, and business management;
- Provide opportunities for Indigenous cultural and traditional facilities as businesses that will create a unique cultural tourism appeal;
- Support existing community businesses and encourage new businesses through local sourcing and procurement. This would include food and beverage, landscaping, building maintenance, retail, rentals, leasing and maintenance;
- Spur additional residential growth and development in the surrounding communities; and
- Significantly increase local and provincial tax streams.

A preliminary financial, economic, and market analysis projects the Resort will create more than 1,850 jobs (FTEs) with revenue exceeding \$250 million annually and total taxes paid exceeding \$35 million annually at resort buildout. This preliminary analysis and full review of the potential benefits and opportunities created by Bridal Veil Mountain Resort is available on our website and will be updated as new data becomes available.

Given the substantial recreational potential, multiple economic opportunities that could be realized, and significant investment that will be made in the region, Bridal Veil Mountain Resort would become a major new, year-round economic and tourism driver for the local communities, the region, and the Province.

## The Resort Planning Process

The structure of the Province's all-season resort planning process includes multiple formal opportunities for involvement and feedback from First Nations, local governments, stakeholders, and the general public. Complementing this provincial process is our commitment to complete the consultation processes required by the Stó:lō Communities, in full and respectful compliance with all protocols.

At this stage, we are not presenting a finished product for approval. Instead, we are presenting an exciting concept we look forward to exploring and developing with all First Nations in S'ólh Téméxw, the City of Chilliwack, and the Fraser Valley Regional District. Refining the resort concept through this collaborative process will ensure the end result respects and responds to their collective values and objectives.

Bridal Veil Mountain Resort is still in the early stages of planning and design process, and we are looking for your individual and collective input and insight as we move forward. If you would like to discuss any aspect of the resort and the planning process, we look forward to hearing from you.



**An overview of the Province's All-Season Resort Review Process is available here.**

## An All-Season Mountain Resort for the Future of the Fraser Valley

Rooted in its core values and principles, supported by the site's physical potential, and driven by the opportunity to create a unique world-class guest experience, we believe that Bridal Veil Mountain Resort could become one of the Province's premiere mountain resort destinations.

Such a resort, located in S'ólh Téméxw, jointly developed and owned by the Stó:lō Communities, on the doorstep of the City of Chilliwack is the highest and best use of the study area lands. We believe it could provide sustainable and unmatched economic, social, cultural and environmental stewardship benefits and opportunities to the Stó:lō Communities and the City of Chilliwack. We have the financial capability to deliver, and with government support, our project can be implemented quickly. Finally, we are very excited by the prospect of working with the Stó:lō Communities and City of Chilliwack, as well as other proponents, to realize the project's fullest potential and deliver these benefits to Stó:lō Communities, the City of Chilliwack, the Regional District, and the Province.

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