



*Mount Washington Resort Culture
and
Community Involvement*

The Mount Washington Resort

The Holistic Approach to Resort Management

The Mount Washington Way



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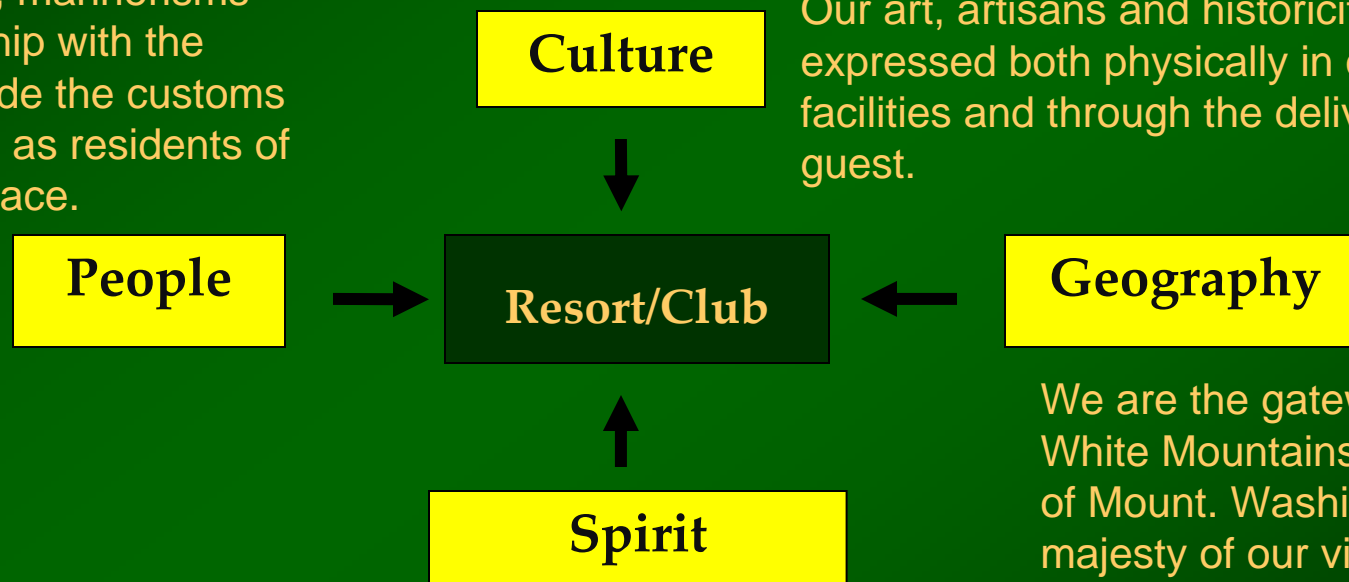


The Holistic Approach to Resort Management

This approach has the resort at its core which is influenced and defined by 4 differentiators; **People, Culture, Geography and Spirit**. It is the antithesis of a homogenized culture.

The expression of who we are, natural not artificial. In our greetings, mannerisms and relationship with the guest we exude the customs that define us as residents of this special place.

Our resort is unique in the world. Our guests come to us seeking the true expression of New England. Our art, artisans and historicity is expressed both physically in our facilities and through the delivery our guest.

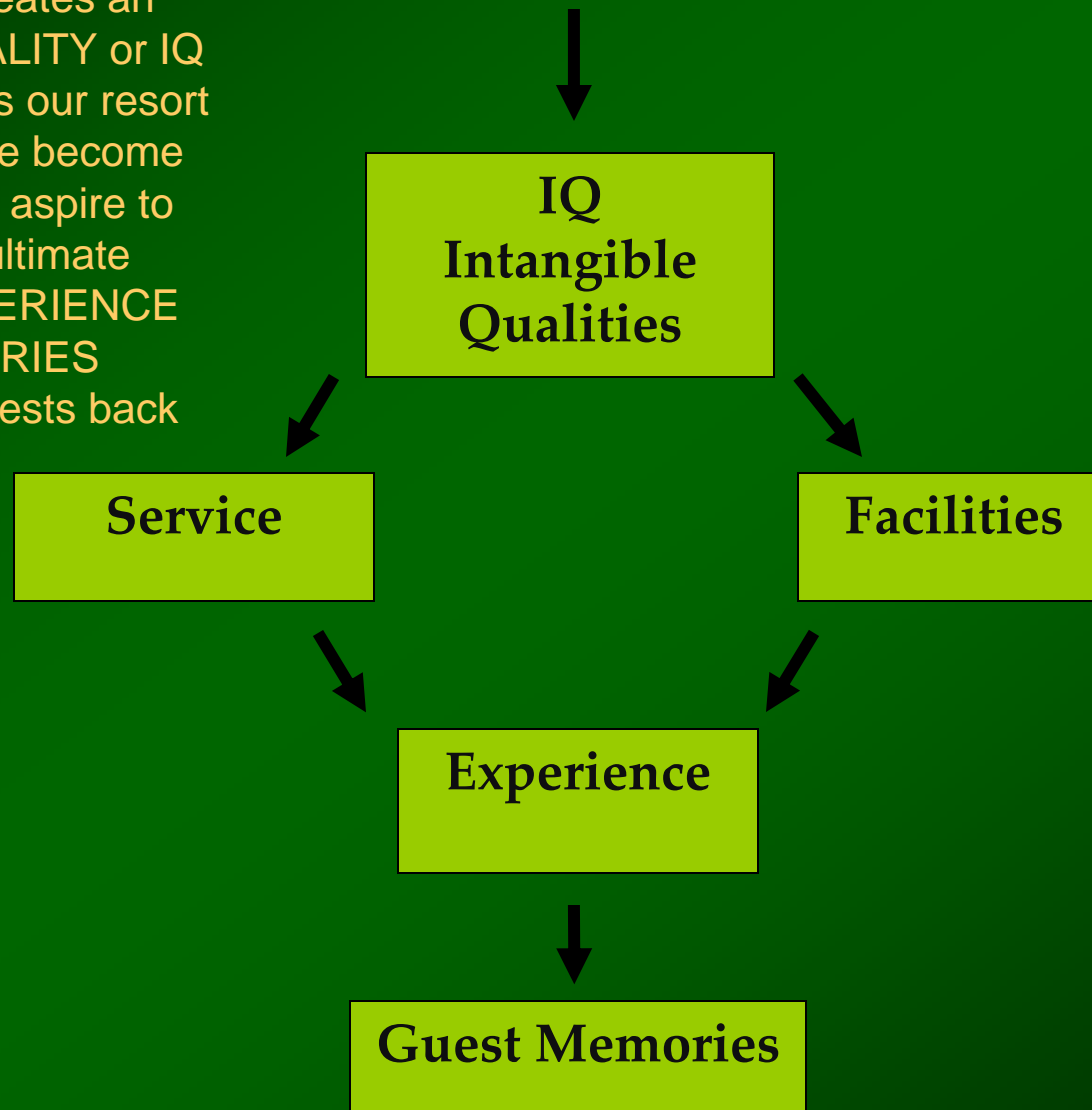


Those who have gone before us and their traditions are a lasting legacy. Families gather here and create stories to be told and retold, generation to generation becoming the very fabric of their family histories.

We are the gateway to the White Mountains, the home of Mount. Washington. The majesty of our vistas; the sense of civilization at the brink of wilderness awes and inspires all who have visited this destination. "...the artificial man falls off".

The Holistic Approach to Resort Management

All of the above creates an **INTANGIBLE QUALITY** or **IQ** which differentiates our resort from all others. We become a place our guests aspire to visit because our ultimate product is an **EXPERIENCE** resulting in **MEMORIES** which bring our guests back again and again.



Economic Impact Analysis & Community and Regional Benefits



Fiscal Impact Analysis

Ross Gittell

James R. Carter Professor and Professor of Management

Whittemore School of Business and Economics at the University of
New Hampshire

The economic impact research is meant to provide an independent detailed assessment of the economic cost and benefits and net contributions to employment and the NH state and local economy of the Mount Washington Resort and Properties -- both the current status and with planned investment and development.



Fiscal Impact Analysis

The analysis and final report will provide information on Mount Washington Resort and Property's contribution (current and with planned investment and development) to the state of New Hampshire and the Local Area (Coos and neighboring Counties) economies and detail on the following:

- Employment, Total and in Different Employment Sectors
- Real Estate Market, Values and Sales
- Tourist Visits and Expenditures
- Vendor Contracts and Sales
- Rooms and Meals Expenditures
- New Hampshire State Rooms and Meals Tax Revenue
- Local Property and Other Taxes
- Municipal and other Services Used (Costs)

Workforce/Attainable Housing

- Interested in being part of a Workforce/Attainable Housing Initiative for the region
- Have had conversations with AHEAD
- Have contacted and met with NH Housing
- Have had conversations with Private Developers



Village Opportunities

- Economic Opportunities – Business Development and Employment
- Health Care Component
- Education/Higher Learning Components
- Dining & Entertainment Opportunities
- Adventure Opportunities
- Increased and enhanced Activities, Events, Culture, Tradition and Arts



Community Building

- Acknowledge there is a “gap” between Bretton Woods and Twin Mountain
- Offering our assistance conceptual site planning for the police station, library/history building, and remote fire station
- Committed \$4,000 to Chamber for Beautification Project
- Heard from the public that building relationships and a holistic community approach between the two entities is important. What was said as being valuable:
 - “Bretton Woods is a part of the town of Carroll”
 - “A close knit community”
 - “Build relationship and shared vision between Twin Mountain and Bretton Woods”
 - “Unification of Carroll (Twin Mountain and Bretton Woods)”

Donations, Contributions, Volunteer & Networking



Significant Donations

- Old Man of the Mountain Fund - \$250K
- North Country Boys & Girls Club:
 - Fall Food & wine Festival - \$15 per ticket
 - Sugar Shack Sales to NCB&GC
 - Jan. 2008 – Ski Day for the NCB&GC
- Littleton Chamber of Commerce Annual Dinner
- Up to \$10k to the Children's Center in Franconia
- Bretton Woods Adaptive Program



Special Fundraising Events

- January 12 - Diana Golden Series Adaptive Race
- March 13-15 - Wounded Warrior Project
- July 1, 2007 - Independence Day Celebration
- January 26, 2008 - Brain Injury Association of NH - Hosting Ski-a-thon
- February 2, 2008 - Special Olympics Regional Qualifier - Hosting event
- September 6, 2008 - Step Forward to Fight Breast Cancer - Hosting fundraiser/walk



Other Donations

- Free Ski Day for the Lisbon Regional High School for Senior Trip
- Annual Giving Tree
- Spring, 2008 Serry Hayward Winter Sports Fund
- Host local events such as Halloween & Easter parties open to all SAU 36 school district. - Food drive conducted at each event to support local food pantry
- Donation of \$200 to the Twin Mountain Recreation Program
- Annual donations to local schools and churches for events and yearbook/program ads
- Valley Pride Day – Spring, 2005-2007 - Community clean up day



Amenity Package Donations for Fundraising Events



Donations – Includes Schools, Medical Groups, Chambers, Rotaries, Fire & Police and Other Charitable Events and Organizations

- **2006 – Over 170 donations totaling \$44,781 in value**
- **2007 – Over 95 to date totaling \$36,849 in value**

Organization Participation

- Littleton Area Chamber of Commerce Board
- The Mt. Washington Observatory Board
- The Business and Industry Association of New Hampshire (State chamber of commerce)
- The Board of Governors of New Hampshire Public TV
- The New Hampshire Restaurant and Lodging Association
- Twin Mountain Chamber of Commerce Board



The Foundation



Foundation

Definition

A foundation is a legal categorization of nonprofit organizations. Foundations may also and often have charitable purposes. This type of nonprofit organization may either donate funds and support to other organizations, or provide the sole source of funding for their own charitable activities.



A basis upon which something stands or is supported

Project Foundations

- Celebration Foundation – Celebration, Florida
- Springs Close Foundation – Clear Springs, South Carolina
- Virginia Hot Springs Preservation Trust – Hot Springs, Virginia
 - All are 501 (c) 3 private foundations
 - All established missions, goals, and bylaws
 - All provide community events and programs as well as support organizations programs that meet the vision of the foundation

Virginia Hot Springs Preservation Trust

- VHS Preservation Trust was established in 2006 in Bath County, Virginia for the residents of the Homestead Preserve
- VHS Preservation Trust is founded through the sale of homes at the Homestead Preserve and through private donations
- The general mission of the Trust is to:
 - *Ensure and enhance the preservation and protection of the place and culture inhabited by the Homestead Preserve
 - *Encourage and enable owners in the Homestead Preserve and members of the larger community to become stewards of this place and culture



Virginia Hot Springs Preservation Trust

The Trust accomplishes the mission by providing educational programs and research opportunities, coordinating land management and conservation activities, and providing other services and funding which create benefit to the property owners and residents of Bath County.



Virginia Hot Springs Preservation Trust

Programs & Projects Supported:

- Renovation of Old Dairy Barn
- Environmental Education Programs: internal and supported external programs
- Establishing trails and gardens
- Preservation forums
- Naturalist programs and environmental projects at various schools
- Supported town events & activities such as Virginia Blues & Jazz Festival



Bretton Woods Community Foundation

- 2% of all gross real estate sales; based on our Concept Plan for the MWR development, this totals \$4.6 million dollars
- Currently researching and preparing for IRS filing as a 501 (c) 3 private foundation
- Initial thoughts for mission of foundation
 - Strong environmental programming
 - Celebrating culture, arts and tradition
 - Community & Regional connections
- Will support community programming, events & activities and small grants that are aligned with the mission of the foundation
- Building strategic partnerships
- Estimated start date – Summer/Fall 2008



Break-Out Groups

- 1. How would you recommend building better connections between Bretton Woods, Twin Mountain and the rest of the region?**
- 2. What activities and programming would you like to see the foundation support?**
- 3. Have the public workshops been helpful? Would you like the resort to hold more of them? If so, on what particular subjects?**

