



May 14, 2009

Dear Chamber Member,

Being a part of *FLY STEAMBOAT* offers benefits to our entire community and is essential for nonstop winter air service from 9 major cities nationwide and year-round jet service on United Express from Denver. This program has extra benefits for participating Chamber members, including the **ALL NEW Merchant Pass Program**.

When the Steamboat Ski & Resort Corporation rolled out the Merchant Pass Program earlier this spring you responded by requesting Friends & Family passes. They heard you and knowing how important you are to our collective success, they responded by adding **2 Friends & Family \$50 tickets** for each season pass purchased by June 1st through the Merchant Pass Program.

***FLY STEAMBOAT* Benefits:**

ALL NEW Merchant Pass Program Highlights:

- Reduced Rate of \$879
- \$100 down payment due by June 1, 2009
- Deferred payment due January 2010
- 2 Friends & Family \$50 passes (non transferable)
- Rocky Mountain Ultimate Pass available for \$919 (includes Winter Park and Copper Mountain)
- 20 Day Super Value Pass available for \$819 with \$100 down payment

The Merchant Pass Program was developed by the Steamboat Ski and Resort Corporation, in coordination with the Chamber, to allow local businesses to lock-in SUPER early season rates on season passes for their winter employees. This program allows businesses to retain and recruit employees by offering the incentive of early season pass pricing coupled with deferred payment. The ski area and the Chamber recognize that a successful season is dependent on your business and your employees who help provide the best experience possible for our guests.

The Merchant Pass Program is an exclusive offer for Chamber members that contribute to the *FLY STEAMBOAT* program. Purchase your merchant passes by June 1st with a down payment of \$100 per pass and receive the new, reduced rate of \$879, plus 2 Friends & Family \$50 passes with no blackout dates and the added benefit of deferred payment through January 2010. **This special Merchant Pass Program offer is only available with a down payment by June 1, 2009.**

After June 1, 2009 Chamber members participating in the *FLY STEAMBOAT* program can purchase merchant passes for \$999, with a down payment of \$100 if purchased by August 14, 2009. The Rocky Mountain Ultimate Pass will also be available for \$1059 and the 20 Day SUPER VALUE Pass can be purchased for \$819 with a \$100 deposit.

All other terms and conditions of the Merchant Season Pass program apply. You should have already received your Merchant Pass packet. If not, please contact the Steamboat Ticket Office at 871-5252 for more information on this program.

***FLY STEAMBOAT* Air Program Contribution Guidelines**

- a. Companies can participate in the *FLY STEAMBOAT* Air Program with a **minimum contribution of 1% of sales for lodging properties and .25% of sales for all other businesses****. Contributions will be due in full by February 1, 2010. Any business contributing in excess of \$5,000 must pay half by March 1, 2010 with the remainder due in full by September 30, 2010 or have an acceptable payment plan approved in advance. Please call Marion at the Steamboat Springs Chamber Resort Association at 875-7008 for more information.
- b. **** .25% of \$1,200,000 = \$3,000; .25% of \$800,000 = \$2,000; .25% of \$400,000 = \$1,000; .25% of \$200,000 = \$500, etc.** Not-for-profit organizations or businesses facing other circumstances may obtain a minimum by calling Marion at the Chamber at 875-7008.
- c. **Lodging properties in the Local Marketing District** do **NOT** need to contribute and are automatically on the Merchant Pass list and are able to access all the benefits listed below.
- d. **Lodging properties outside the LMD** must contribute to the *FLY STEAMBOAT* Air Program to be able to access the Merchant Pass discounts and other benefits listed below.

ADDITIONAL *FLY STEAMBOAT* BENEFITS:

- **Enterprise Zone Tax Credit**
With a completed form, businesses can take a 25% credit on their state income tax forms for any contribution to the *FLY STEAMBOAT* Air Program made during a January calendar year.
- **Advertising / Listings**
Lists of participating businesses will be updated regularly and distributed to lodging properties, restaurants and all other participating businesses. Participating businesses pledging prior to October 1 are also listed in the winter Dining Guide.

We hope that you will join us and do what you can to help us reach our goals. Everyone wins with *FLY STEAMBOAT* and year round competitive air service – the customers, the businesses, our employees and the City with sales tax revenues. Please complete the enclosed commitment form today and return it to the Chamber (**P.O. Box 774408, fax 879-2543**) at your earliest convenience so that you won't miss out on any benefits. If you have any questions, please contact Marion Ayer, finance director, at 875-7008 or marion@steamboatchamber.com.

Sincerely,

The Steamboat Springs Chamber Resort Association
Board of Directors