Pendry

PARK CITY, UTAH

Contents

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01

Executive
Summary

Executive Summary

Pendry Residences Park City, born into the lineage of Montage Hotels & Resorts, values flawless service and unrivaled experiences. Pendry elevates design and service for the new luxury traveler. With captivating destinations, artful environments and attentive service, Pendry ushers in a new era of luxury hospitality.

Pendry Park City is the ideal base for outdoor adventures throughout every season. The property is located only 30 minutes from Salt Lake City International Airport and will be at the forefront of the larger Canyons Village master plan. The prime ski-in/ski-out location offers 7,300 acres of exceptional terrain paired with all of the services of a luxury resort. Services include ski valet, Spa Pendry, gourmet dining and a rooftop pool and bar. During the warmer months, hiking, mountain biking and outdoor concerts are equally enticing.

A modernist take on a traditional alpine lodge, the resort features 153 residences representing 242 keys, along with fully serviced Pendry Residences ranging in size from studios to four-bedroom homes. Bringing artistic influence, thoughtful service, and inspired design to Canyons Village, Pendry Park City will become the heart of the new Canyons Village.

Canyons Village

PRIMARY TARGET DEMOGRAPHIC

– Parents with young kids / teens

– Engaged grandparents

– Couples actively connected to friends / family

– Affluent, "Stealth Wealth" HHI > $360k
  - Younger wealth
  - Increase in price-per-foot here in Canyons Village is leading to higher net worth guest

– Want a world-class experience with comfort, accessibility, ease, entertainment, innovation and fulfillment

– Have an adventurous spirit, want authentic mountain experience

– Wellness / mind and body

– Experiential / inspirational / passionate

– Want to create lasting memories and emotional connections

– Value culture and arts

– Wide range of professionals and education

VILLAGE BRAND + GUEST PERSONA

– Refreshing and distinctively modern, yet comfortably alpine

– High-end but not opulent, the epitome of understated luxury

– Contemporary, with a hint of traditional mountain surroundings

– Upscale, but humble

– Sophisticated

– Understated, yet inspiring and aspirational

– Progressively relaxed (without being overbearing, nor laid back)

– Quick-witted, intelligent, conversational

– Confident

– Relaxed, but with a sense of confidence and purpose

– Spirited, vigor for life, curious, ambitious, grounded

– Vibrant, authentic, charismatic, inviting, respectful, intentional

– Seeking a vibrant destination with buzz

– Evolution, embraces change

– Unlimited opportunity, shared experiences, perpetual explorers

– Fitting within the natural alpine setting, organically artsy

– Environmentally conscious / appreciative

– NOT: Bold, exclusive, competitive, laid back, animated, boisterous

Canyons Village
Current Lodging Data

2,437
TOTAL UNITS

3,249
TOTAL DOORS-TO-HALL

NEIGHBORING RESIDENTIAL COMMUNITIES

– Frostwood Village. This area within Canyons SPA includes
  - Waldorf Astoria
  - Club Wyndham
  - WorldMark Park City / Raintree's The Miners Club
  - Fairway Springs
  - Juniper Landing
  - Frostwood Ski & Golf Villas
  - Canyon Residences
  - Viridian – coming soon
  - The Ascent – coming soon

– Lower Village. This area within Canyons SPA includes
  - Residences at Blackstone
  - White Pine Canyon Village

– The Colony. This is area is within Canyons SPA, but not a CVMA member

– Residential communities within or adjacent to Canyons Village but that are not part of the SPA include
  - Hidden Creek
  - Red Pine Condominiums
  - Sun Peak
  - Park West Condominiums

– Additional residential communities in close proximity
  - Kimball Junction / Newpark
  - Bear Hollow
  - Silver Springs
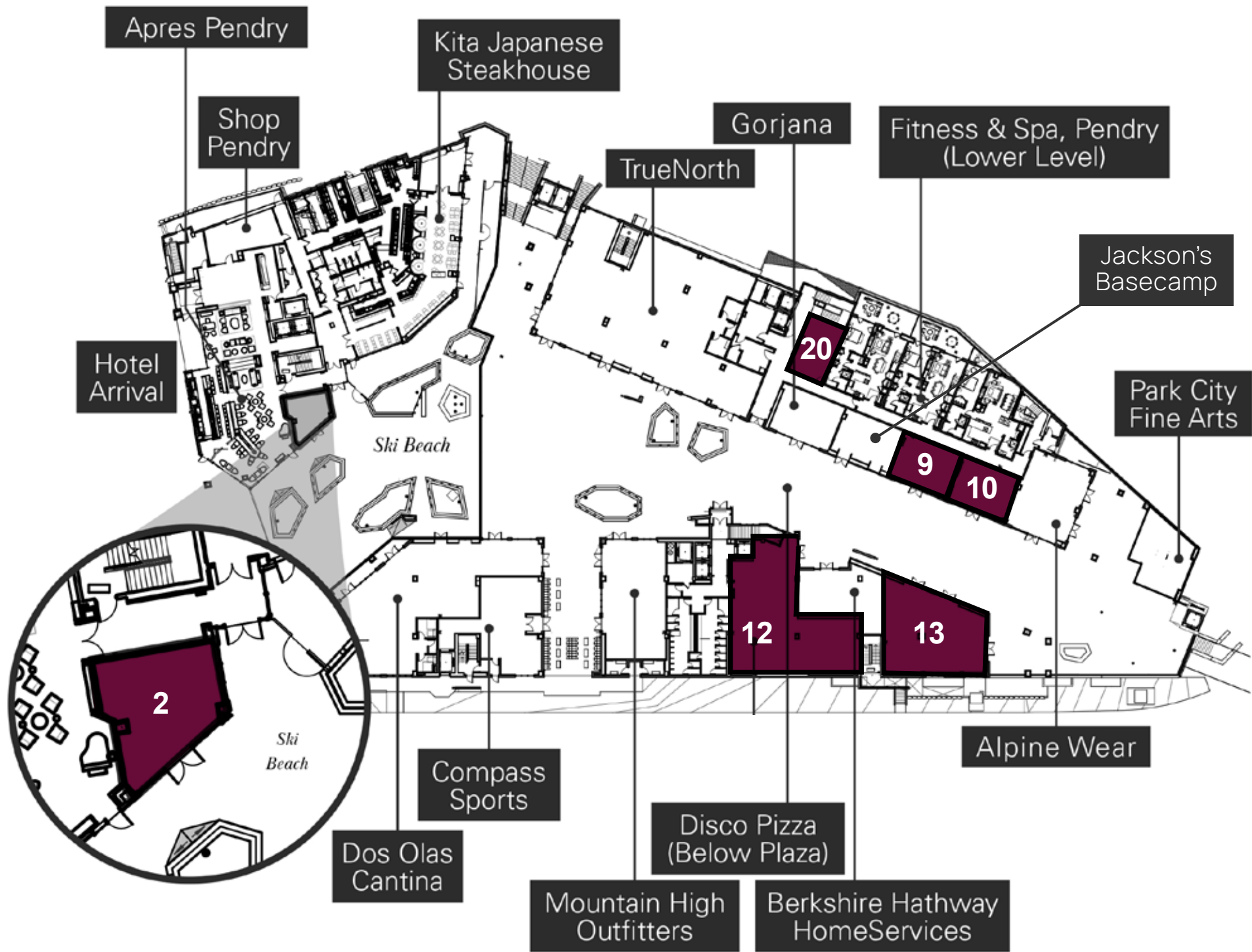 - Park City Municipal city limit is only 1 mile from Canyons Village entrance

PENDRY

DRIVE TIME TO:

Downtown Salt Lake City	30 Min
SLC Intl Airport ✈	30 Min
Downtown Provo	55 Min

02

Available Spaces

Main Level Floor Plan

For Lease
$35.00 - $250.00
CAM: $21.68

Apres Pendry

Shop Pendry

Kita Japanese Steakhouse

TrueNorth

Gorjana

Fitness & Spa, Pendry (Lower Level)

Jackson's Basecamp

Hotel Arrival

Ski Beach

Park City Fine Arts

20

9

10

12

13

2

Ski Beach

Compass Sports

Dos Olas Cantina

Disco Pizza (Below Plaza)

Alpine Wear

Mountain High Outfitters

Berkshire Hathway HomeServices

Available Spaces

20

9

10

13

Reception

2

Ski

Suite	SF	PRICING
2	SIGNATURE RETAIL 395 SF	$250/SF
9	730 SF	$65/SF
10	735 SF	$65/SF
12	2,566 SF	$54/SF
13	1,903 SF	$54/SF
20	485 SF (interior Suite)	$35/SF

Pendry Plaza Amenities

OUTDOOR FEATURES

····· **Sunrise Gondola**
  10 person – 6,500 ft – Winter 2025

> https://www.parkcitymountain.com/the-mountain/about-the-mountain/sunrise-gondola-project.aspx

····· **Underground Parking**
  Full level of underground parking available for retail users. Free during summer months and free after 3pm during winter months.

····· **Ski-In/Ski-Out Access**
  Direct access to Park City's renowned ski slopes.

····· **Heated Courtyard**
  Year-round outdoor gathering spaces with fire pits and cozy seating.

····· **Alpine Views**
  Breathtaking vistas of Park City's mountain landscapes.

····· **Outdoor Entertainment**
  Spaces for seasonal events like live music, art installations, and festivals.

RETAIL AND DINING

····· **Retail Options**
  Boutiques, specialty shops, rentals and demos.

····· **Dining**
  Restaurants and coffee shop

WELLNESS AND RECREATION

····· **Spa and Relaxation**
  Access to world-class spa services at the Pendry

····· **Close Proximity to Recreation**
  Walking distance to trails, free bus route, Canyon's Golf Course

03

Market
Overview

Area Overview

Park City in Summit County, Utah, is part of the Wasatch Back. The city is 32 miles southeast of downtown Salt Lake City and 20 miles from Salt Lake City's east edge of Sugar House along Interstate 80. On average, the tourist population greatly exceeds the number of permanent residents.

The city brings in a yearly average of $529.8 million to the Utah Economy as a tourist hot spot, $80 million of which is attributed to the Sundance Film Festival. The city has two major ski resorts: Park City Mountain Resort and Deer Valley Resort. Both ski resorts were the major locations for ski and snowboarding events at the 2002 Winter Olympics.

Deer Valley Resort® has been rated #1 ski resort in the country many times and in 2015, Park City Ski Resort and Canyons resorts merged, creating the largest ski area in the U.S. In all, the resort boasts 330 trails, 43 lifts, and 6 terrain parks.

The city is the main location of the United States' largest independent film festival, the Sundance Film Festival, home of the United States Ski Team, training center for members of the Australian Freestyle Ski Team, the largest collection of factory outlet stores in northern Utah, the 2002 Olympic bobsled/skeleton/luge track at the Utah Olympic Park, and golf courses. Outdoor-oriented businesses such as backcountry.com, Rossignol USA, and Skullcandy have their headquarters in Park City. The city has many retailers, clubs, bars, and restaurants, and has nearby reservoirs, hot springs, forests, snowmobiling, hiking and biking trails.

Source: Wikipedia

Summit County

43,913 Residents	**16,378** Households	**38,251** Daytime Population
$191,228 Average Income	**40.0** Median Age	**56.9%** Bachelor's Degree

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Demographics

| Population				Summit County	
Estimated Population (2023)	0 T	0 T	0 T	43,913	
Projected Population (2028)	0 T	0 T	0 T	46,062	
Census Population (2020)	0 T	0 T	0 T	42,357	
Census Population (2010)	0 T	0 T	0 T	36,327	
Projected Annual Growth (2023-2028)	-	-	-	2,149	1.0%
Historical Annual Growth (2020-2023)	-	-	-	1,556	1.2%
Historical Annual Growth (2010-2020)	-	-	-	6,030	1.7%
Estimated Population Density (2023)	- psm	- psm	- psm	23	psm
Trade Area Size	0 T sq mi	0 T sq mi	0 T sq mi	1,879.4	sq mi
Households					
Estimated Households (2023)	0 T	0 T	0 T	16,378	
Projected Households (2028)	0 T	0 T	0 T	18,013	
Census Households (2020)	0 T	0 T	0 T	15,688	
Census Households (2010)	0 T	0 T	0 T	12,991	
Projected Annual Growth (2023-2028)	-	-	-	1,635	2.0%
Historical Annual Change (2010-2023)	-	-	-	3,387	2.0%
Average Household Income					
Estimated Average Household Income (2023)	$0 T	$0 T	$0 T	$191,228	
Projected Average Household Income (2028)	$0 T	$0 T	$0 T	$187,150	
Census Average Household Income (2010)	$0 T	$0 T	$0 T	$101,602	
Census Average Household Income (2000)	$0 T	$0 T	$0 T	$95,236	
Projected Annual Change (2023-2028)	-	-	-	-$4,078	-0.4%
Historical Annual Change (2000-2023)	-	-	-	$95,992	4.4%
Median Household Income					
Estimated Median Household Income (2023)	$0 T	$0 T	$0 T	$147,869	
Projected Median Household Income (2028)	$0 T	$0 T	$0 T	$151,262	
Census Median Household Income (2010)	$0 T	$0 T	$0 T	$73,356	
Census Median Household Income (2000)	$0 T	$0 T	$0 T	$65,757	
Projected Annual Change (2023-2028)	-	-	-	$3,393	0.5%
Historical Annual Change (2000-2023)	-	-	-	$82,112	5.4%
Per Capita Income					
Estimated Per Capita Income (2023)	$0 T	$0 T	$0 T	$71,363	
Projected Per Capita Income (2028)	$0 T	$0 T	$0 T	$73,227	
Census Per Capita Income (2010)	$0 T	$0 T	$0 T	$36,334	
Census Per Capita Income (2000)	$0 T	$0 T	$0 T	$33,223	
Projected Annual Change (2023-2028)	-	-	-	$1,864	0.5%
Historical Annual Change (2000-2023)	-	-	-	$38,140	5.0%
Estimated Average Household Net Worth (2023)	$0 T	$0 T	$0 T	$2.26 M	

Winter in Park City

GREATEST SNOW ON EARTH

Winter in Park City is unparalleled. Home to the Sundance Film Festival, Woodward Park City, and location of two of the country's top rated ski resorts, Park City Mountain and Deer Valley Resort. Not only did the resorts host many of the 2002 Winter Olympic events, they also offer sleigh rides, mountain side dining, and shopping. Each resort received over 600" of snow fall in the 2022-2023 season. In addition to alpine skiing and snowboarding, Park City offers world class backcountry skiing, cross country skiing on the many miles of groomed trails, snowshoeing, snowmobiling, ice skating, sledding, and dining opportunities.

PARK CITY MOUNTAIN - 2022-2023 Snow Total: 636"

DEER VALLEY RESORT - 2022-2023 Snow Total: 606"

Snow total source: www.skiutah.com
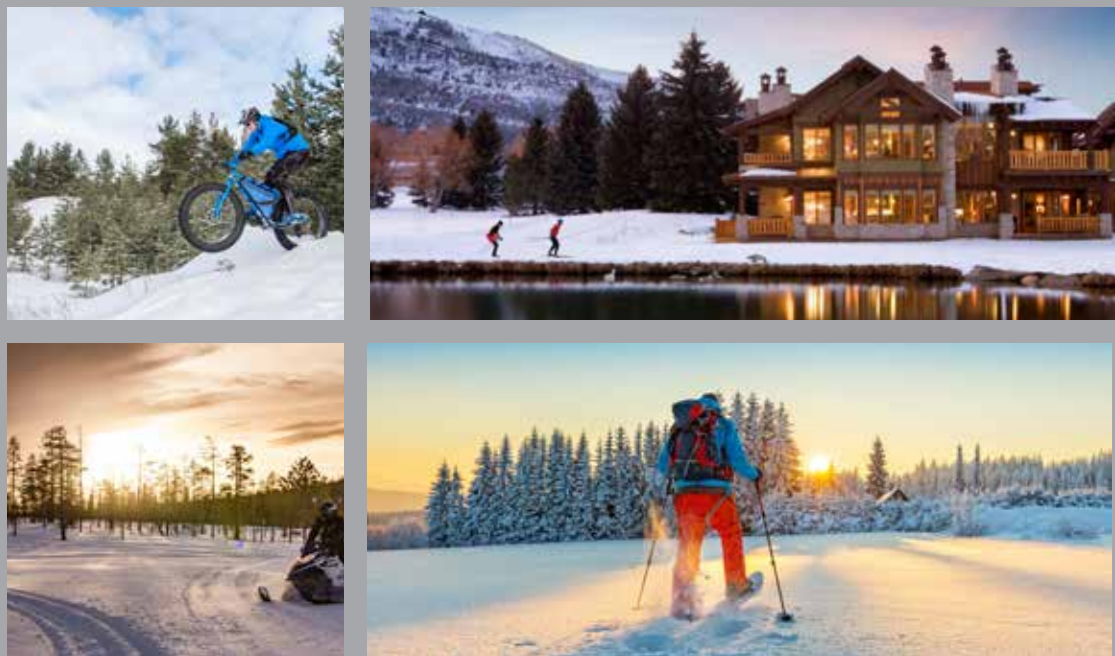
Summer in Park City

COME FOR THE WINTER, STAY FOR THE SUMMER

With so much to do during the summer, more and more people visit Park City specifically for the hiking, mountain biking, golf, and water sports on the Jordanelle Reservoir. In the summer, Park City features more than 400 continuous miles of trails which span over two resorts and 7,300 acres with an additional 8,000 acres of preserved open space and has been awarded the International Mountain Biking Association's highest Gold-Level Ride Center designation. This trail system provides the ideal setting for hiking, mountain biking, and trail running.

Situated just east of Park City and north of the Heber Valley, the Jordanelle Reservoir boasts some of the best boating, hiking, mountain biking, camping, wakeboarding, water skiing, stand up paddleboarding, and fishing in the state. Whether you plan on spending a day, weekend, or more, the Jordanelle and Deer Creek Reservoirs offers adventures and recreations for everyone.
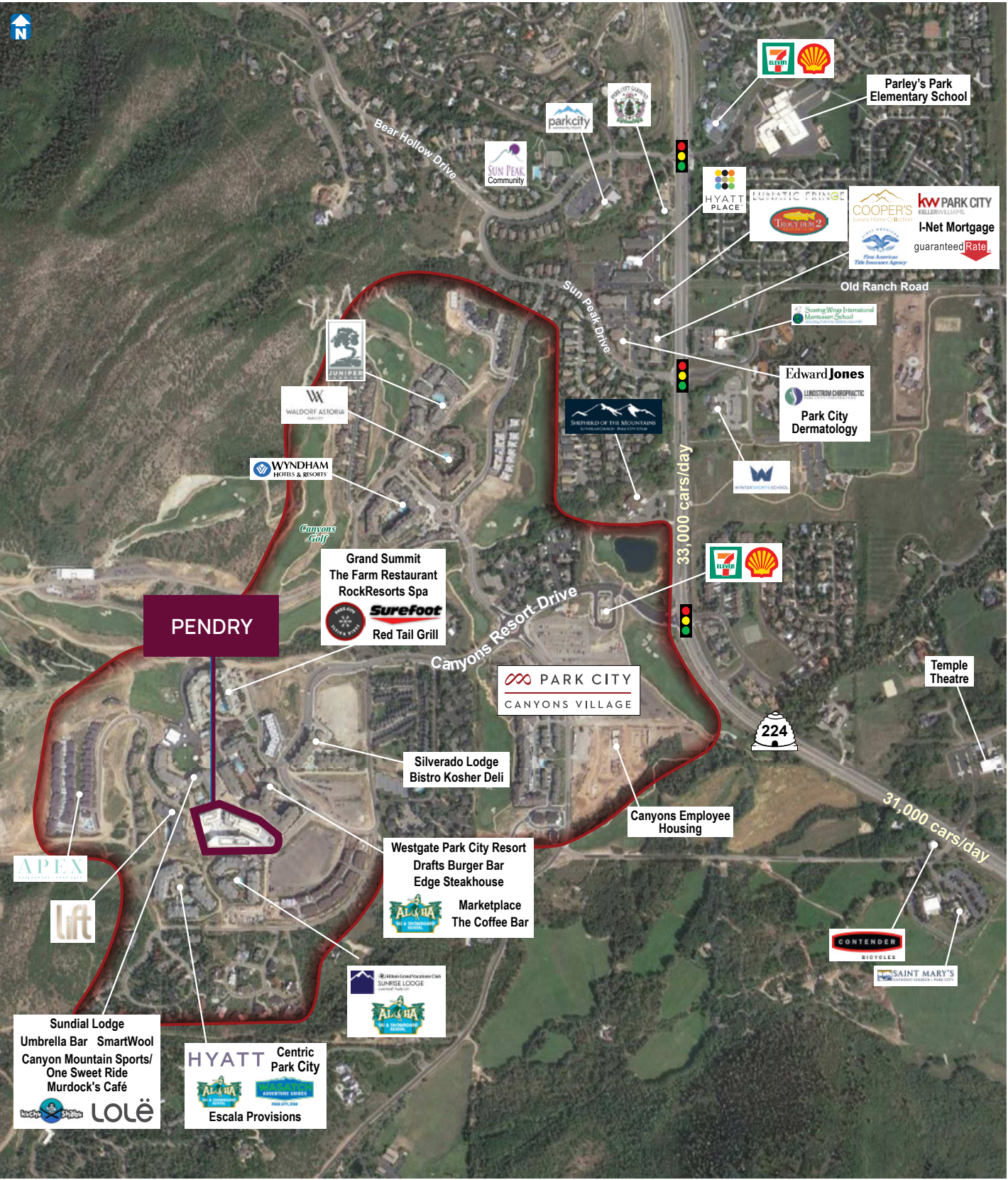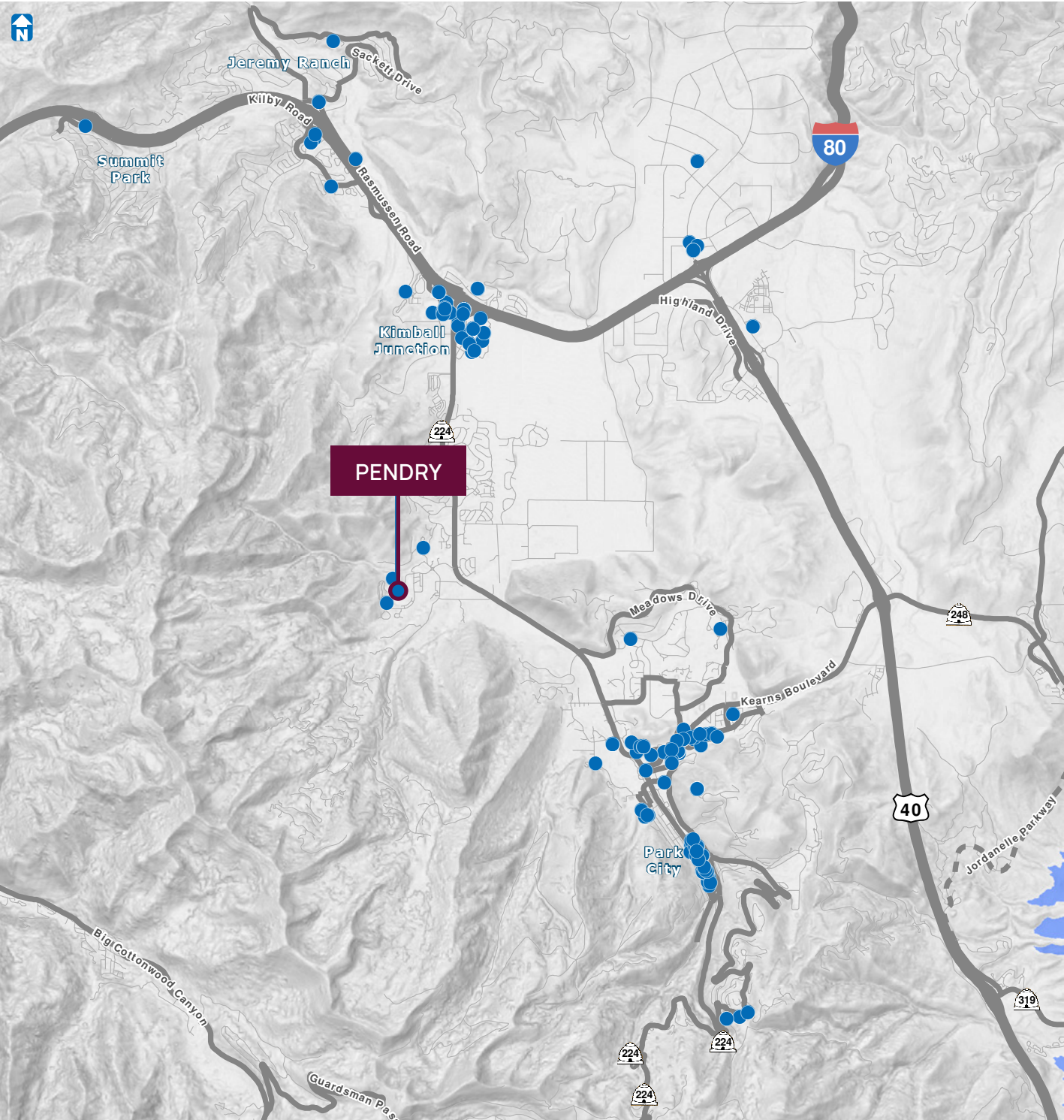
Vail

Vail is currently working on a development plan with Park City Municipal and the community to approve a 10 acre mixed-use project which includes the following:

– Full-service hotel & spa

– Residential and commercial units

– Dining and retail space

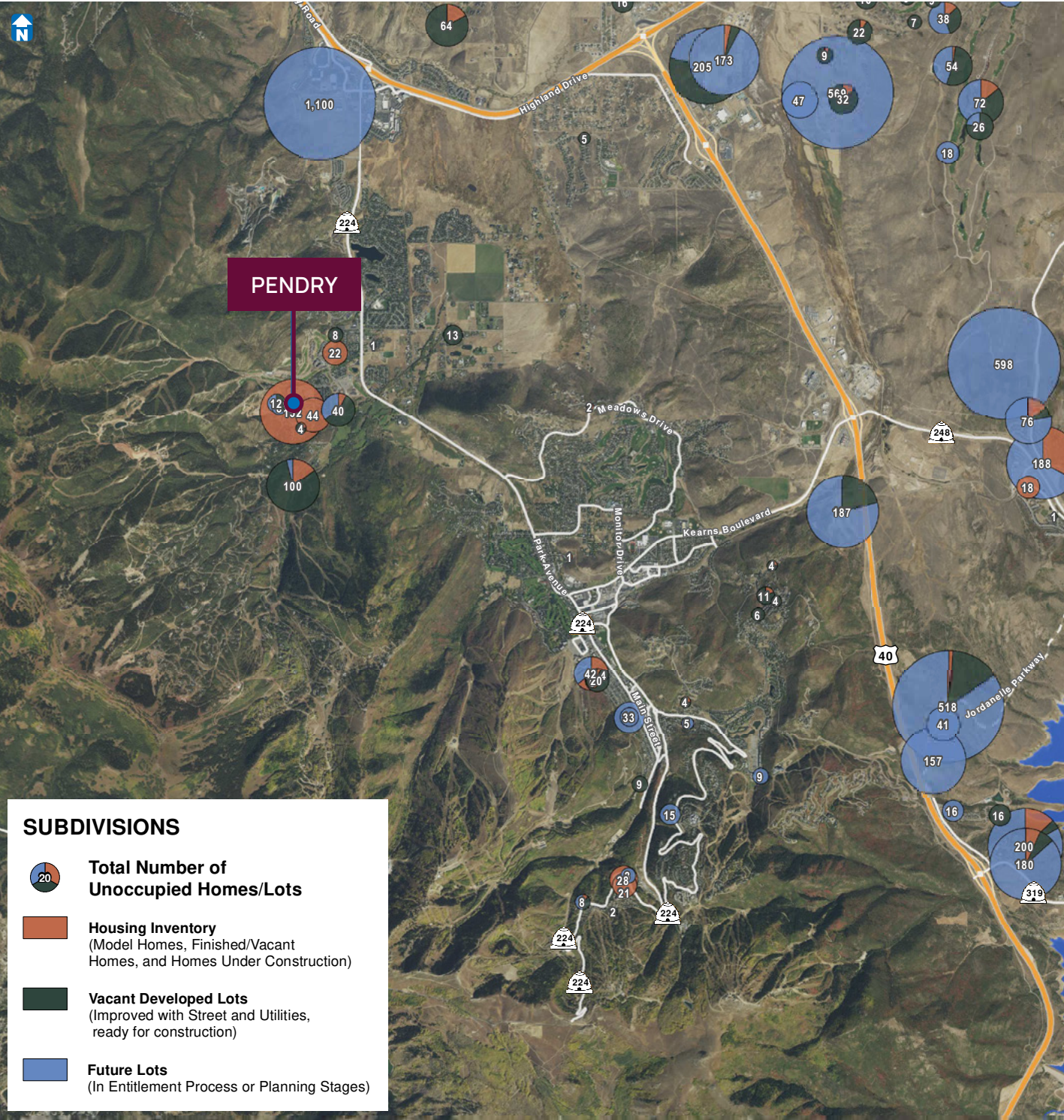– Skier service offices

– Parking garage

While they continue to be experts in development, their priority is that of their community. Vail continues to give the utmost consideration to concerns of public parking, traffic/transit, and workforce housing in the area.

Parley's Park
Elementary School

Old Ranch Road

Edward Jones
Park City
Dermatology

33,000 cars/day

PENDRY

Grand Summit
The Farm Restaurant
RockResorts Spa
Surefoot
Red Tail Grill

Temple
Theatre

PARK CITY
CANYONS VILLAGE

Silverado Lodge
Bistro Kosher Deli

224

Canyons Employee
Housing

Westgate Park City Resort
Drafts Burger Bar
Edge Steakhouse
Marketplace
The Coffee Bar

31,000 cars/day

APEX

lift

CONTENDER
SAINT MARY'S

Sundial Lodge
Umbrella Bar   SmartWool
Canyon Mountain Sports/
One Sweet Ride
Murdock's Café

HYATT   Centric
Park City

LOLË

Escala Provisions

Restaurants

PENDRY

New Housing

PENDRY

SUBDIVISIONS

**Total Number of
Unoccupied Homes/Lots**

Housing Inventory
(Model Homes, Finished/Vacant
Homes, and Homes Under Construction)

Vacant Developed Lots
(Improved with Street and Utilities,
ready for construction)

Future Lots
(In Entitlement Process or Planning Stages)

KATIE WILKING CCIM, MRED
Senior Managing Director Commercial Division

Based in the breathtaking landscape of Park City, Utah, Katie Wilking is a seasoned expert in the commercial real estate market. A Park City native, she brings a deep-rooted understanding of the local market's history and dynamics, expertly guiding clients towards informed and strategic decisions for present and future.

In her role as Senior Managing Director at Berkshire Hathaway Utah Properties, Katie is dedicated to ensuring that clients benefit from the full range of capabilities and resources available through BHHS. From comprehensive needs assessments and market evaluations to innovative negotiations, her commitment to delivering exceptional decision support and analysis is unwavering. Katie prides herself on fostering collaboration, empowering clients to navigate the complexities of real estate transactions with confidence.

With dual undergraduate degrees in Psychology and Economics, alongside a Master's in Real Estate Development (MRED) and the prestigious Certified Commercial Investment Member (CCIM) designation, Katie possesses a unique blend of analytical and interpersonal skills. This expertise enables her to guide clients seamlessly through the intricacies of acquiring or disposing of commercial properties.

Katie's client base spans a diverse spectrum, from local startups and non-profits to national corporations, reflecting her adaptability and comprehensive understanding of various industries. Before rejoining BHHS, she gained valuable experience with Cushman & Wakefield and Newmark, further enhancing her industry insight.

Professional Affiliations
• CCIM: Board of Directors, 2023 Utah Chapter President, 2024 1st RVP
• Mountainlands Community Housing Trust: Board of Trustees, Executive Committee
• Mountain Trails Foundation: Board of Directors, 2024 Board Chair
• Prospector Square Property Owners Association: Board of Directors, Executive Committee, 2025 Board President
• Park City Rotary Club

Education
• CCIM (Certified Commercial Investment Member)
• MRED (Master of Real Estate Development) - University of Utah
• BS Economics, BS Psychology - Fort Lewis College

Katie Wilking is not just a real estate professional; she is a trusted partner in her clients' journeys, ensuring their comfort and success every step of the way.

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JILL CAMPBELL
REALTOR®

Jill Campbell is a dynamic and detail-oriented professional with a strong computer financing, leasing, and accounting background, complemented by extensive construction industry experience. With over two decades of professional expertise, she has developed a reputation for exceptional time and project management skills, a customer-focused approach, and the ability to maintain professionalism and integrity in every aspect of her work.

Jill has successfully balanced her professional pursuits while raising four children and being active in the community. She is a proud member of the Elk's Club of Park City. She has built extensive relationships with small retailers in the fashion and home decor industries and the restaurant sector. Her networking skills, combined with a natural ability to connect with people, have proven instrumental in her ability to secure new opportunities through cold calling and building meaningful professional relationships.

Jill has been a project manager in the construction industry, overseeing residential and commercial remodels, working closely with subcontractors, and handling budgets, permits, and inspections. Her design and selection facilitator role has allowed her to support clients in bringing their vision to life and managing projects from concept to completion.

Throughout her career, Jill has excelled in roles ranging from bookkeeping and accounting to real estate sales and property management. Her entrepreneurial mindset, paired with her communication and presentation skills, allows her to thrive in high-pressure environments, always meeting deadlines and exceeding sales targets. With a deep understanding of the nuances of commercial real estate and a passion for helping businesses find the right spaces, Jill brings a unique blend of experience and enthusiasm to every project.

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WILKING CAMPBELL Commercial

BERKSHIRE HATHAWAY HOMESERVICES | UTAH PROPERTIES
COMMERCIAL DIVISION

Pendry

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