

PPEA PROPOSAL

# FAIRFAX PEAK

Sports Entertainment and Active Lifestyle Community







# Contents

Statement of Intent.....	5
Executive Summary .....	9
Executive Summary.....	10
The Development Team .....	11
Confidentiality and Letters of Support .....	13
Confidentiality Statement .....	14
Letters of Support.....	15
Qualifications and Experience.....	17
Design/Architecture.....	19
Engineering/Construction .....	22
Marketing.....	23
Feasibility Studies.....	23
Legal.....	24
Operations.....	25
Potential Development/Construction Partners .....	25
Table of Contacts.....	26
Board of Advisors .....	26
Alpine-X Team Bios .....	29
SnowWorld Netherlands Bios.....	36
Project Characteristics .....	43
Sample Renderings and Conceptual Designs .....	50
Project Financing.....	71
Project Benefit and Compatibilities .....	73
Conclusion.....	79



Appendices .....	83
Appendix 1 - Sports Tourism Task Force - 11/8/2018 Subcommittee Report .....	84
Confidential Material .....	95
Letters of Support.....	96
Table of Contacts.....	103
SnowWorld Netherlands - Future Developments .....	107
Confidential Appendix 2 - MOU - NOVA Parks and Alpine-X.....	109
Confidential Appendix 3 - Horwath Report .....	112



# Statement of Intent



Cathy Muse, Chief Procurement Officer  
Director, Department of Procurement and Material Management  
Fairfax County, Virginia  
12000 Government Center Parkway, Suite 427  
Fairfax, VA 22043-0013

December 21, 2018

Re: PPEA Proposal from Alpine-X LLC for the Lorton Area Development

Dear Ms. Muse,

Alpine-X LLC, (a Virginia-based Limited Liability Company) is pleased to submit this proposal for an exciting, comprehensive recreational facility in Lorton, VA with the working title of Fairfax Peak. This proposal highlights our intent and interest in developing the property currently owned by Fairfax County in Lorton, VA which is home to the I-95 Landfill Complex in Lorton, VA. The current site is a total of 489 acres of which a portion is currently an active landfill, while certain portions of the landfill are no longer active. Alpine-X LLC proposes to develop different portions of this landfill, with a focus on recreational activities with the anchor facility being an indoor skiing facility and luxury hotel. Concurrent and future development opportunities include a wave/surf pool, ropes courses, zip lines, a mountain coaster, mountain biking trails, opportunities for interconnectivity, and other mixed-use facilities which can provide much needed recreation opportunities to the residents of Fairfax County, Virginia, as well as tourists and other nearby residents and groups. Alpine-X LLC is representing the U.S. interest in the company SnowWorld USA which has enlisted SnowWorld International B.V., a Netherlands-based company as its development partner.

Alpine-X was established with the purpose of partnering with experienced and successful partners to develop indoor skiing facilities throughout the U.S., and the Lorton, VA site is expected to be the first facility of its kind in the U.S., and to serve as the flagship facility for Alpine-X and SnowWorld USA, as well as representing the pinnacle of development for similarly sized indoor ski resorts in the world.

This proposal envisions the development of an approximately 450,000 sq. ft. – 500,000 sq. ft. facility with a 1,500+ ft. ski slope at an approximately 20 degree angle, a sky bar and event facility at the summit, a 100+ room hotel at the base, and multiple dining and drinking establishments, a fun park for skiers and snowboarders to perform tricks, a tubing slope, and a snow field where visitors can build snowmen, play in snow, and engage in other snow activities. Outside of the skiing facility, Alpine-X intends to build a wave/surf park, and other outdoor recreation facilities and activities. The phased development is subject to change based on a variety of factors, but the goal is for establishing a recreational reuse for the landfill areas that have been, or are nearly being capped, while still allowing the landfill, the nearby Covanta power plant, and other ongoing operations to continue relatively unimpeded.

Alpine-X serves as a 50% owner of SnowWorld USA which has an exclusive development relationship with SnowWorld International B.V. provides the U.S. company with the expertise of the 20+ years of developing, operating, and consulting on indoor snow sports and recreational facilities with hotels and dining establishments. SnowWorld International B.V. is the only company in the world to successfully operate multiple facilities of its

kind, while providing consulting on a number of privately developed facilities. The company provides experience, knowledge, and resources to ensure that this operation in the U.S. can be successful. The U.S. team has dedicated resources and personnel to this development, and brings experienced entrepreneurs, visionaries, and ski industry professionals to this development. Through its development partnership, Alpine-X, through SnowWorld USA, has access to SnowWorld International B.V.'s track-record of success in indoor recreational facility development, while it is also able to leverage its internal knowledge of the local and national market, and the U.S. snow sports industry, is the best suited company to partner with Fairfax County to develop this area of Lorton, VA. Alpine-X will work closely and collaboratively with the local community, county officials, and other stakeholders to ensure that a comprehensive recreational development is implemented in this part of Fairfax County that will provide numerous recreational opportunities suitable to a range of residents, tourists, and other visitors.

In advance of considering this proposal, Alpine-X extends its greatest appreciation for consideration, and looks forward to working closely with Fairfax County to undertake this initiative in a collaborative manner that focuses on a comprehensive vision for this area of the county.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Niels ten Berge', with a horizontal line underneath.

Niels ten Berge

CEO | Alpine-X LLC





# Executive Summary

# Executive Summary

Alpine-X LLC (a Virginia-based Limited Liability Company) is a company focused on property development, specifically focusing on recreational facilities in the U.S., and is a 50% owner of SnowWorld USA, Inc., (“SnowWorld USA”) is a Delaware-corporation. SnowWorld International B.V., (a Netherlands based corporation) has afforded its knowledge resources, professional network, and development experience to Alpine-X through SnowWorld USA.

Alpine-X is pleased to submit this proposal under the Public Private Education and Infrastructure Act of 2002, Virginia Code Ann. § 56.575.1 et seq. (the “PPEA”) to secure a master lease, or other mutually agreed upon arrangement, for development and redevelopment of multiple portions of the I-95 Landfill Complex located at 9850 Furnace Road, Lorton, VA, 22079. The total site which is approximately 489 acres currently serves as an operational and functional landfill with parts that are no longer active. This proposal envisions the development of primarily closed portions of the landfill with any work done on operational portions of the landfill being done in close collaboration with the Department of Public Works, the landfill operator, and Fairfax County, Virginia, to ensure that any impact to landfill operations is minimized.

Alpine-X’s proposal traces its roots to discussions beginning in 2016 with representatives through the county, followed by an intensive undertaking to select a location. Several locations in the Washington, D.C. metropolitan area have been evaluated and considered, with the Lorton site presenting some key benefits that have made this the top location of choice for Alpine-X. The development initially focused on an indoor snow sports facility and hotel through SnowWorld USA, but as broader recreational needs were identified by county representatives and officials, and opportunities arose with a range of development partners, including SnowWorld International B.V. commencing the development of wave/surf pools in Europe, a broader vision for the South County area of Fairfax County came to fruition where residents and visitors can ski, surf, ride a mountain coaster, go biking, and use other area facilities such as the nearby Workhouse Arts Center, Laurel Hill Golf Course, and NOVA Parks’ Occoquan Regional Park and its various offerings such as The River View at the Jean R. Packard Center, the Brickmakers Café, the improved waterfront plaza and boardwalk, an open large group pavilion, and a 5K loop trail. As Alpine-X engaged in discussions with local officials, a need for connectivity and community came to light that the company has decided to execute on through this broader development that can help to redefine Lorton which is currently associated with the former prison facility, and the landfills and quarries, to a destination that represents the peak of Fairfax County.

Alpine-X will be serving as the developer of the larger recreational project, while SnowWorld USA will be the owner and operator of the snow sports facility, the hotel, and other components of the project. Alpine-X is exploring partnerships for other facilities with groups such as NOVA Parks which currently operates several Fairfax County water parks, bringing in local restaurateurs to operate dining and drinking establishments, and forging other partnerships with local businesses to promote the local economy, and providing opportunities to others in the community such as having rotating art from artists at the Workhouse Arts Center presented in the SnowWorld facility. Alpine-X is also forging relationships with other businesses in the skiing and snow sports industry to lend expertise and experience to the U.S. operation. SnowWorld International B.V.’s 20+ years’ experience in the industry will prove invaluable in identifying management and leadership to operate the facility ensuring that the proper knowledge and experience is charged with operating the Fairfax County facility successfully.

Alpine-X recognizes the need and associated challenges with re-zoning the property, currently in the R-C zoning district to a commercial or industrial zoning district also obtaining a special exemption or special permit. This submission assumes that the property can be successfully re-zoned and that any required permits and special exemptions can be achieved. Development as a design level will be performed while necessary entitlements are secured; once completed, construction documentation will be completed, and non-equity financing will be secured, if it has not already been secured. At this time, construction will commence on the initial development which is expected to take approximately 12 to 18 months.

## The Development Team

### Alpine-X LLC

Alpine-X LLC is a Virginia based limited liability company that serves as the holding company of the U.S.-based owners and developers of SnowWorld USA, and will operate in a developmental capacity, providing support to the U.S. development company. The principals of Alpine-X include a team experienced with the development of large assets, real estate development, entrepreneurship, and more. The team includes Mr. Niels ten Berge, the CEO of Alpine-X and CEO of SnowWorld USA, Mr. Jeffrey Hokenson, the Chief Marketing Office (CMO) of Alpine-X and SnowWorld USA, Mr. Tom Arehart, the Chief Development Officer (CDO) of Alpine-X and SnowWorld USA, Mr. Bradley Ryan, the SVP, Business Development of Alpine-X and SnowWorld USA, and Mr. Hank Issac, the Chief Brand Officer of Alpine-X and SnowWorld USA.

Alpine-X is serving as the lead developer on this project, representing SnowWorld USA, and is submitting the PPEA for the development of the broader Lorton landfill area.



### SnowWorld USA, Inc.

SnowWorld USA, Inc., is a Delaware company that represents a development partnership between Alpine-X and SnowWorld International B.V. SnowWorld USA will leverage the resources, experience, and personnel of its partner companies, at the initial stages of development, while on boarding its own personnel that will handle the oversight and development of facilities in the U.S. SnowWorld USA plans to develop the indoor skiing component of the Fairfax County facility as the flagship location, with a goal to expand to 20+ facilities throughout North America over the next ten years.



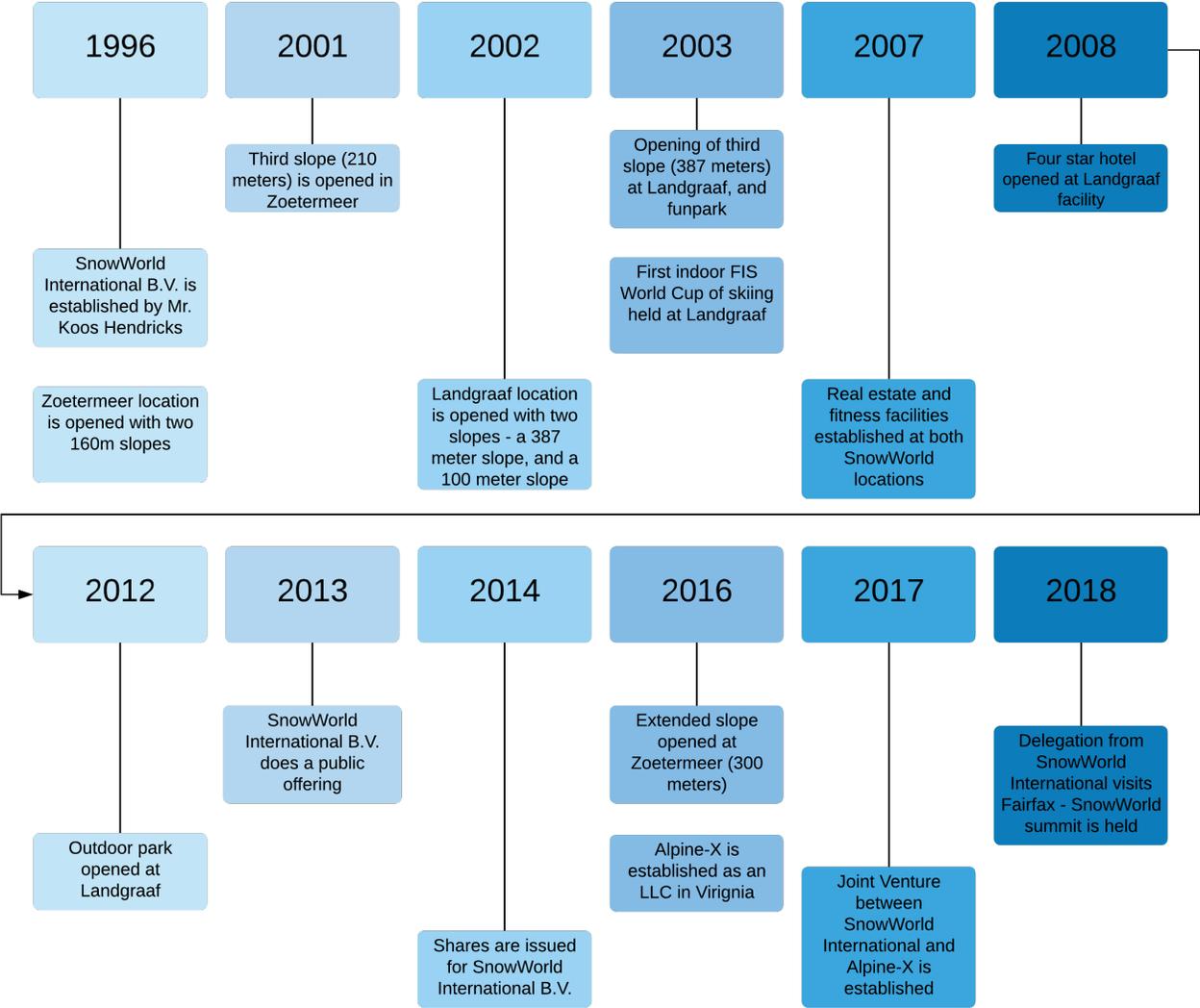
### SnowWorld International B.V.

SnowWorld International B.V. is a Netherlands-based company that has developed, built, and operated indoor snow sports facilities for 20+ years. Currently, SnowWorld International B.V. has two facilities that it owns and operates in Europe including one in Landgraaf and one in Zoetermeer – collectively, these two facilities have a total snow surface of approximately 51,000 m<sup>2</sup> or nearly 550,000 sq. ft. In addition to the various ski slopes, both ski resorts feature a selection of food and beverage facilities and meeting rooms. Winter sports stores and health clubs also form part of the SnowWorld concept. The ski resort in Landgraaf furthermore comprises a four-star hotel with 100 rooms and an Outdoor Park. The ski resort in Zoetermeer was expanded in October 2016 by lengthening one of the existing slopes to 300 meters. SnowWorld has achieved rapid growth in the



Netherlands since its incorporation in 1996. In addition to the further optimization of the two current ski resorts, the company's strategy is to further roll out this proven successful concept throughout the world. SnowWorld has 247 employees (FTE) and achieved revenue of more than € 27 million and net operating profit of € 3.1 million in the 2016/2017 reporting year.

SnowWorld International B.V. is currently in the planning and development phases of facilities in Milan, Barcelona, Paris, and other locations that are not yet publicly named. SnowWorld International B.V. has consulted on numerous developments throughout Europe and the world.





SECTION I

# Confidentiality and Letters of Support

## Confidentiality Statement

Pursuant to the Public Private Education Facilities and Infrastructure Act of 2002, Virginia Code Ann. §§ 56-575.1 et seq. the following unsolicited proposal contains certain confidential information which is being identified as such herein.

All sections or materials that have been deemed to be confidential are included in the confidential section of this document.

## Letters of Support

Alpine-X has received letters of support from multiple entities who have indicated their willingness to support the project, as well as noting what they perceive to be a range of public benefits as a result of this development.

*See Confidential Section - Executive Summary*





SECTION II

# Qualifications and Experience

## Qualifications and Experience

- a. **Identify the legal structure of the firm or consortium of firms making the proposal. Identify the organizational structure for the project, the management approach and how each partner and major subcontractor in the structure fits into the overall team.**

Alpine-X LLC, represents the developmental lead for Fairfax Peak. The company has secured the exclusive rights to the likeness, knowledge, and experience of SnowWorld International B.V., a Netherlands-based company. Alpine-X LLC and SnowWorld International, have formed SnowWorld USA, Inc., which is serving as the developer of the indoor snow sports and hotel component, as well as the wave/surf pool, and other major components of the broader recreational facility.

The legal entity for SnowWorld USA, Inc., is a Delaware corporation. Alpine-X LLC is a limited liability company established in 2016 and based in Virginia, and SnowWorld International is a Netherlands based company that owns, operates, and consults on indoor ski resorts around the world. Alpine-X may be soliciting new partners who may take an ownership interest in SnowWorld USA.

- b. **Describe the experience of the firm or consortium of firms making the proposal and the key principals involved in the proposed project including experience with projects of comparable size and complexity. Describe the length of time in business, business experience, public sector experience and other engagements of the firm or consortium of firms. Describe the past safety performance record and current safety capabilities of the firm. Describe the past technical performance history on recent projects of comparable size and complexity, including disclosure of any legal claims of the firm. Include the identity of any firms that will provide design, construction and completion guarantees and warranties and a description of such guarantees and warranties. Provide resumes of the key individuals who will be involved in the project.**

Alpine-X LLC is the lead development partner on this project. The company is a co-owner of SnowWorld USA. Alpine-X's team, further detailed later in this proposal, consists of real estate professionals, marketing professionals, ski industry professionals, visionaries, entrepreneurs, and strategic development professionals.

SnowWorld USA, Inc., is the developer behind the indoor skiing and snow sports facility, the luxury hotel, wave/surf pool, and other major components of the project. SnowWorld USA is co-owned by Alpine-X LLC and SnowWorld International B.V. The company has secured access to the knowledge, information, and likeness of SnowWorld International B.V., and will serve as the operator of the indoor snow sports facility.

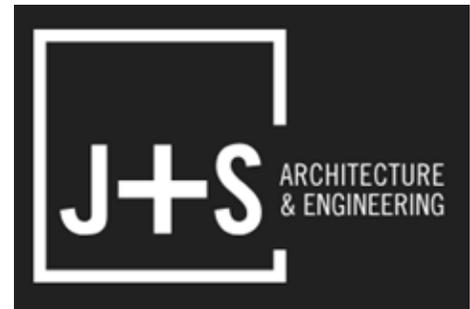
SnowWorld International B.V. will be serving as the development partner of Alpine-X for SnowWorld USA. SnowWorld International B.V. is the leading developer of indoor snow sports facilities in Europe and the world. Currently, SnowWorld International B.V. has two operational facilities in the Netherlands that it owns and operates, and several others under development in Europe including one in Barcelona, Milan, Paris, and other undisclosed locations. SnowWorld International is a publicly traded company.

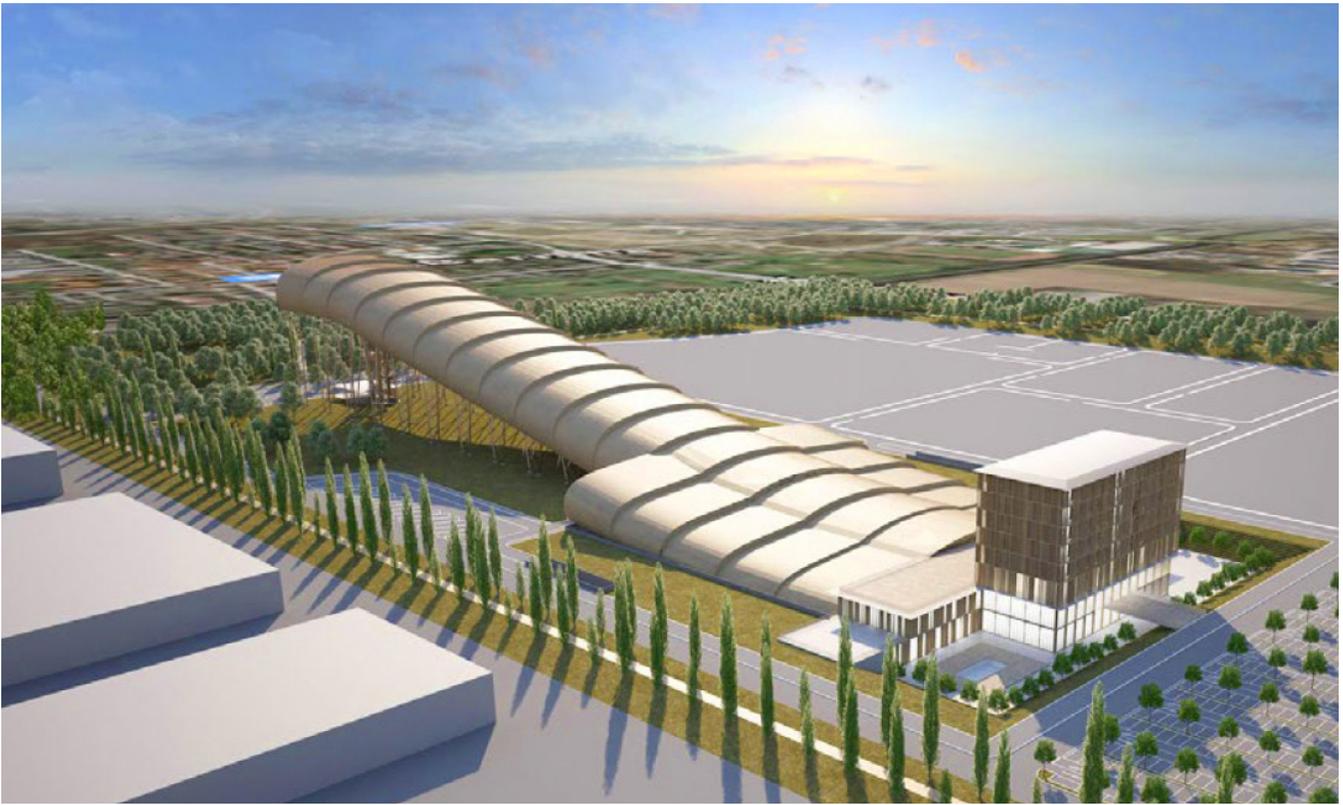
- c. **For each firm or major contractor (\$1 million or more) that will be utilized in the project, provide a statement listing all of the firm's prior projects and clients for the past 3 years with contact information for such clients (names/addresses/ telephone numbers). If a firm has worked on more than ten projects during this period, it may limit prior project list to ten, but shall first include all projects similar in scope and size to the proposed project, and second, it shall include as many of its most recent projects as possible. Each firm or major subcontractor shall be required to submit all performance evaluation reports or other documents in its possession evaluating the firm's performance during the preceding three years in terms of cost, quality, schedule, safety and other matters relevant to the successful project development, operation, and completion.**

## Design/Architecture

**J+S ARCHITECTURE & ENGINEERING** is an architecture and engineering Company established in Milan and having over 25 years of expertise as a result of a merger between SERING srl and JPS engineering srl in December 2015. J+S has approximately fifty professionals including engineers, architects and departments experts that work on both national and international levels. The design architect at J+S who is leading the Alpine-X project is Mr. Federico Pella, a Partner of the firm, and their firm's chief architect.

Mr. Federico Pella graduated in 1995 from the Blue Springs South High School in Kansas City, Missouri (USA). Following his study in the U.S., he attended the Universidade Lusitana de Lisboa (Portugal) and graduated from the School of Architecture at the Polytechnic of Milan in 2002. He has worked with national and international architectural firms, including SHA (Steven Holl Architects - NY) and Simone Giostra & Partners - NY for the drafting of one of the top ten finalist projects of the international competitions including: l'Altra Sede in the Lombardy Region in Milan; the Caputo Partnership - Milan for the competition of the new civic library of Legnano (Mi); Boeri Studio – Milan for the proposed urban plan Il Parco delle Ecologie in Bollate (Mi); for the competition of the new institutional headquarters of the Chamber of Commerce of Monza e of Brianza; Studio Matteo Nunziati - Milan for the development of a residential tower in Dubai and residential master plan of 760 villas in Jeddah (Saudi Arabia); the Carmassi Architecture Studio - Florence for conservative recovery of Villa Borromeo d'Adda in Arcore (MB) and other design competitions. He has been working on the urban development and master plan of a strategic development in Monza and aMDL - arch michele De Lucchi for the design of the first indoor skidome in Italy. His experience includes working with SERING srl where he became a partner after four years of work, finally leaving in 2009 to found JPS engineering srl. In 2011, in tandem with working at JPS, he founded the first level enterprise network with four other entrepreneurs to focus on infrastructure development and sustainability by researching and experimenting with new technologies, construction forms, unconventional building processes, renewable energy and materials, and more. In 2015, JPS merged with SERING to create J+S srl where Mr. Pella serves as a Partner, the Chief Architect, and Technical Director. Currently, Mr. Pella is involved in the design of SnowWorld International's facilities in Milan and other future developments, as well as the design and development of wave/surf pools, and other indoor water park facilities. He has designed stadiums and other recreational facilities.





Ski dome rendering for SnowWorld, Milan, Italy  
Designed by J+S Architecture and Engineering



ACQUAWORLD wellness & waterpark  
Concorezzo, Monza e Brianza, Italia  
Designed by J+S Architecture and Engineering

**MTFA Architecture** is an architecture firm based in Arlington, Virginia. This firm is expected to serve as the Architect of Record for the development project, collaborating with J+S. The team at MTFA that will be working with J+S includes Michael Foster, a Principal of the firm, James Clark, a Principal of the firm, and Phillippe Jentsch, an Associate at MTFA. As an architect and urban planner, Michael Foster has produced projects receiving local and national awards for design excellence and innovations in mixed-use planning. His work has been published in *Progressive Architecture*, *Learning by Design*, *American School and University*, *Faith & Form*, *Hospitality Design Magazine*, as well as numerous other trade and professional journals. Over the past 30 years, Michael has led hundreds of diverse design and development projects through his professional practice and his civic service as a member of the Economic Development Commission and past chair of the Arlington Planning Commission. Michael's work addresses not only his clients' programmatic and financial requirements, but also the transformative influences of beauty in the built environment, catalyst in the marketplace and on our culture.

James Clark leads a respected career as an architect devoted to excellence. His leadership empowers collaborative connections that harness the collective knowledge and talents of others. His work has ranged from educational environments such as child development centers, schools, universities, museums and churches to complex projects for the federal government. Much of his work has included the preservation of historic properties. His personal contributions to projects have been recognized with multiple design awards. James is the past president to both the Virginia Society AIA and the AIA Northern Virginia Chapter. He has been honored with the distinguished VSAIA Award of Achievement – an achievement of Virginians who have made creating, preserving and enhancing Virginia's communities an important life commitment.

Philippe Jentsch possesses both skills and drive essential to bring projects to life from concept to completion. From quick feasibility studies and long-range master plans to vibrant mixed-use urban infills, he unlocks potentials with a precise yet poetic outlook of the built environment.



architecture - interiors - planning



1500 Westbranch – The Stratford  
Tysons Corner  
Designed by MTFA Architecture



## Engineering/Construction

**christopher consultants, ltd.**, was established in 1982 and has been providing multi-disciplinary consulting services and project management expertise to clients in Virginia, Maryland, DC and across the Mid-Atlantic Region for over 35 years, as well as working on projects across the U.S. and around the world. With a primary focus on civil engineering, surveying, land planning, urban design and landscape architecture, christopher consultant's team has been fortunate to have been involved in many high-profile and award-winning projects. The company's expansive portfolio includes land development engineering, innovative new communities, mixed-use development, park and public open spaces, and site-specific design for commercial, institutional and recreational uses. christopher consultants strives to provide innovative, high-quality and cost-efficient design solutions that will harmonize with the existing environment while best serving the needs and wishes of its clients.

This firm has been engaged by Alpine-X and has been performing work beginning in 2017 related to site selection and planning. Additionally, this firm has already engaged in meeting with county officials and has an open and working dialogue concerning development of the site.



**Triad Engineering** is a dynamic employee-owned firm of engineers, surveyors, and scientists who take pride in providing practical solutions to meet project needs and exceed its clients' expectations. Since 1975, Triad has grown from a small geotechnical firm to a multi-disciplinary regional firm with a wealth of resources and technology while keeping the relationship driven approach of its founders. The company's success is the result of talented, dedicated employees who listen to the needs of its clients, design practical solutions and deliver results. Triad has offices throughout the mid-Atlantic and works on projects from conception to completion.

This firm has been in discussions with Alpine-X and has done site visits and evaluations at the Lorton Landfill in the summer of 2018. This firm has already engaged in meeting with county officials and has an open and working dialogue concerning development of the site. Alpine-X intends to formally engage with Triad Engineering in the near future.

## Marketing

**495 Digital, LLC** is a boutique digital marketing firm based in McLean, Virginia. 495 Digital represents a consortium of marketing talent, with its team bringing a diverse set of marketing expertise together. With a focus on design, market research, branding, and public relations, 495 Digital will be providing comprehensive marketing efforts, both in the pre-development, development, and post-development phases of the project. 495 Digital has worked with clients in multiple industries include technology, legal, consulting/ government contracting, defense, and more.



## Feasibility Studies

Horwath HTL is a firm that focuses solely on hotel, tourism and leisure consulting. The company's services cover every aspect of hotel real estate, tourism and leisure development. Horwath has a reputation for impartial advice that will often mean the difference between failure and success. The company has 100-year+ history, 45 offices around the world, and experience that includes over 20,000 assignments for private and public clients. As a part of the Crowe Horwath network, a top 10 accounting and financial services network, Horwath is the number one choice for companies and financial institutions looking to invest and develop in the industry.



This firm has been engaged by Alpine-X and has conducted feasibility/market research study for the indoor ski and snow sports facility which is submitted as an attachment to this proposal.

## Legal

Note: Alpine-X have engaged several of these firms, while others have not yet been formally engaged, but have had discussions with Alpine-X. Alpine-X intends to formally engage these firms, but in the event that a different law firm is used, this section will be updated appropriately.

**Cooley LLP** is an American international law firm that Alpine-X anticipates engaging for wide ranging and comprehensive work related to this project. The firm is headquartered in Palo Alto, California, but has offices in Palo Alto, San Francisco, Los Angeles, New York, Boston, Washington, D.C., San Diego, Seattle, Colorado, Virginia, London, Beijing, and Shanghai. The firm's practice areas include corporate, litigation, intellectual property, fund formation, public markets, employment, life sciences, clean technology, real estate, financial services, retail, regulatory and energy.

The firm has consistently been ranked as an elite law firm for technology and life sciences companies, startups and emerging growth companies, and venture capital firms. It is ranked as one of the 50 largest law firms in the world and is one of the most prestigious and selective law firms according to American Lawyer magazine.

**Walsh, Colucci, Lubeley & Walsh, P.C.** is a law firm Alpine-X has held discussions with concerning Land Use issues in Fairfax County. The firm may be engaged to handle land use issues related to the project. The point of contact for Alpine-X at this firm is Lynne J. Strobel. She is experienced in all phases of the land use and development process in Fairfax County and surrounding jurisdictions including Fairfax City, Falls Church, and the Towns of Vienna and Herndon. Lynne specializes in land use and zoning issues for commercial, residential, and mixed-use development and has extensive experience with special permit, special exception, and variance applications.

**Millen, White, Zelano & Branigan, P.C.** is an intellectual property firm that has been engaged by Alpine-X and SnowWorld USA to file trademarks and other intellectual property protection with the USPTO.

Other firms are expected to be engaged by Alpine-X in the near future, and this proposal will be updated as additional firms are engaged.

## Operations

**NOVA Parks** is a non-profit entity that serves as the only regional park authority in the state of Virginia with three counties and three cities as member jurisdictions. NOVA Parks is a public sector government agency that derives 86.9% of its operating revenue from enterprise operations, and only 13.1% from tax dollars. NOVA Parks will be working closely with Alpine-X in operating and possibly owning ancillary components of the recreational facility contemplated in this PPEA Submission. Alpine-X and NOVA Parks have executed a Memorandum of Understanding (MOU) to collaborate on this development, as well as future operations. (See Confidential Appendix 2)

NOVA Parks operates a total of five waterparks with differing sizes and features. These include Atlantis Waterpark at Bull Run Regional Park (Centreville), Great Waves Waterpark at Cameron Run Regional Park (Alexandria), Pirate's Cove Waterpark at Pohick Bay Regional Park (Lorton, VA), Ocean Dunes Waterpark at Upton Hill Regional Park (Arlington) and Volcano Island Waterpark at Algonkian Regional Park (Sterling, VA). NOVA Parks owns three 18-hole golf courses, including Algonkian, Brambleton and Pohick Bay. Each has a different layout and is Audubon International certified.

NOVA Parks does the following throughout parks in Northern Virginia:

- » Acquire, preserve and protect regionally significant areas of exceptional natural, environmental, historic, cultural, recreational or aesthetic value;
- » Provide a diverse system of regional park lands and recreational facilities that meets the needs of a dynamic and growing population and enhances leisure time opportunities for Northern Virginians;
- » Provide leadership in the planning and coordination of regionally significant park and recreation projects;
- » Balance the development of recreational amenities and opportunities with the preservation of natural, scenic, historic, cultural and other environmentally sensitive resources;
- » Maintain the integrity and quality of park and recreation facilities through continued careful development, operation and maintenance;
- » Strive for continued sound fiscal management so as to provide for long-term financial stability and solvency.

**Ski Center Ltd.** is a retail store that sells ski equipment and accessories. Mr. Brian Beaumont, an owner of Ski Center, Ltd., has been in discussions with the principals of Alpine-X to operate the retail and rental facility for skiing and snowboarding equipment. Brian, from the former Ski Shoppe, launched The Ski Center to bring the Maryland, Washington and Virginia areas the latest technology, newest gear, current fashion and greatest value for enthusiasts of snow sports. Brian has long been known as a highly regarded boot fitter and equipment expert in the region. He is CPED certified, which is the pinnacle certification in the boot fitting community.

## Potential Development/Construction Partners

Alpine-X is currently in discussions with potential development partners. This list will be supplemented as development partners are formally engaged. Provide a current or most recently audited financial statement of the firm or firms and each partner with an equity interest of twenty percent or greater.

## Board of Advisors

**Note: Not all agreements executed yet. These are anticipated advisors or individuals who have expressed a willingness to serve as advisors. Additional advisers are likely to be added in the coming weeks and months.**

Alpine-X has assembled a board of advisors that includes the following individuals:

### **Mr. Eric Mungai - Blue Knob Ski Resorts**

Mr. Eric Mungai serves as In-House Counsel at HWI Global, Inc., and is the Owner of Avanti Promotionals, LLC. Through Sustainable Hospitality & Development LP, a limited partnership that purchased Blue Knob All Seasons Resort in Pennsylvania which is the highest skiable mountain resort in the state.

Mr. Mungai is a graduate of Saint Vincent College where he studied Business Management, as well as the University of Pittsburgh School of Law where he obtained his JD.

### **Mr. Eric Olsen - Chairman, Learning Without Tears**

Mr. Eric Olsen currently serves as the Chairman of Learning Without Tears. He is a Fulbright Scholar, a Partner at the Kalorama Consultant Group, and is an avid skier and sports enthusiast. Eric is a life-long mid-Atlantic skier and supporter of skiing in Maryland, Virginia, DC and Pennsylvania. Eric skied and coached with the Ski Liberty Race Team from 1982 until 1994. After some years distracted from skiing as a Jenrette Fellow at the University of North Carolina Business School and a Fulbright Scholar in Mexico in the late 90s, Eric returned to the DC area to help his mom develop her business, Learning Without Tears. Each year, Learning Without Tears helps over 3 million children in elementary schools develop their communications skills. As Eric's children grew to skiing age (3 years old), he returned to his passion of developing people's love of skiing. Eric has been a board member of the Whitetail Ski and Education Foundation since 2012 and renewed his USSA coaching certification at that time. Learning Without Tears has been an active sponsor in the PARA (Pennsylvania Alpine Racing Association) community since 2014. Eric has extended his love of skiing across continents by opening a 13 room lodge in La Grave, France – a freerider's paradise. Eric's children are eager racers competing at the regional and national level. Eric is inspired to aggressively support the skiing community throughout the mid-Atlantic region.

## Table of Contacts

*See Confidential Section II*

- d. Provide a current or most recently audited financial statement of the firm or firms and each partner with an equity interest of twenty percent or greater.

Alpine-X and SnowWorld USA have no activity in the U.S., thus no financial statements are available. SnowWorld International B.V. is a publicly traded company, and the company's most recent annual report is attached to this proposal. A truncated P&L follows in this section. Updated financials from SnowWorld International B.V. are available at: <https://www.snowworld.com/corporate/en/corporate>

(in € x 1,000)	2016/2017			2015/2016			Difference gross margin
	Revenue	Costs of revenue	Gross margin	Revenue	Costs of revenue	Gross margin	
Ski	14,875	766	14,109	13,543	693	12,850	1,259
Hospitality	7,666	2,548	5,118	7,191	2,409	4,782	336
Fitness	1,564	12	1,552	1,600	7	1,593	-41
Hotel	1,978	87	1,891	1,984	85	1,899	-8
Outdoor	492	-	492	455	-	455	37
Other	708	-	708	743	-	743	-35
<b>Gross profit</b>	<b>27,283</b>	<b>3,413</b>	<b>23,870</b>	<b>25,516</b>	<b>3,194</b>	<b>22,322</b>	<b>1,548</b>
Other operating income			746			725	21
<b>Gross margin</b>			<b>24,616</b>			<b>23,047</b>	<b>1,569</b>
Zoetermeer	11,591	1,395	10,196	9,637	1,282	8,355	1,841
Landgraaf	15,692	2,018	13,674	15,879	1,912	13,967	-293
<b>Gross profit</b>	<b>27,283</b>	<b>3,413</b>	<b>23,870</b>	<b>25,516</b>	<b>3,194</b>	<b>22,322</b>	<b>1,548</b>
Other operating income			746			725	21
<b>Gross margin</b>			<b>24,616</b>			<b>23,047</b>	<b>1,569</b>

Publicly Available Financials from SnowWorld B.V.'s  
2016 - 2017 Annual Report

- e. Identify any persons known to the private entity who would be obligated to disqualify themselves from participation in any transaction arising from or in connection to the project pursuant to The Virginia State and Local Government Conflict of Interest Act, Chapter 31 (§ 2.2-3100 et seq.) of Title 2.2.

N/A

- f. Identify proposed plan for obtaining sufficient numbers of qualified workers in all trades or crafts required for the project.

To be provided at a later date.

- g. Provide information on any training programs, including but not limited to apprenticeship programs registered with the U.S. Department of Labor or a State Apprenticeship Council, in place for employees of the firm and employees of any member of a consortium of firms.

Currently, no training plans are in place or formulated, but prior to opening, Alpine-X anticipates having training plans for Ski Patrol and First Aid, Ski Instructors, Lift Operation, Equipment Operation, Snow Grooming, Snow Making, SafeServe in all restaurants and bars, Water Sanitation and Analysis training, mountain coaster operation safety.

- h. Provide information on the level of commitment by the firm to using small, women-owned, or minority businesses in developing and implementing the project.

N/A

- i. For each firm or major subcontractor that will perform construction and/or design activities, provide a sworn certification by an authorized representative of the firm attesting to the fact that the firm is not currently debarred or suspended by any federal, state or local government entity.

To be provided at a later date.

- j. Describe worker safety training programs, job-site safety programs, accident prevention programs, written safety and health plans, including incident investigation and reporting procedures.

Any programs related to this implemented during construction and development will be provided by the chosen developers. Final programs for the operational facility will be provided at a later date.

- k. Virginia Code 22.1-296.1C provides: "Prior to awarding a contract for the provision of services that require the contractor or his employees to have direct contact with students, the school board shall require the contractor and, when relevant, any employee who will have direct contact with students, to provide certification that (i) he has not been convicted of a felony or any offense involving the sexual molestation or physical or sexual abuse or rape of a child; and (ii) whether he has been convicted of a crime of moral turpitude." Identify the proposed plan for complying with the intent of Va. Code §22.1-296.1C if the contractor or its employees or subcontractors, will have direct contact with students.

Background checks of all personnel can be performed and provided as a part of this proposal.

# Alpine-X Team Bios



## Niels ten Berge

### Chief Executive Officer

#### Current Responsibilities

As the CEO and as a founder of Alpine-X, Mr. Niels ten Berge has been pivotal in developing the business from the ground up, identifying the potential relationship with the Netherlands-based SnowWorld International B.V., Fairfax County and other stakeholders. Mr. ten Berge has worked closely with all of the team members and stakeholders in this project, setting the company's strategy, developing financial models, identifying the company's growth strategy, and serving as the face of the organization.

*"I believe that this project brings an exciting combination of entertainment and sports to the Washington DC area."*

#### Core Competencies

- Strategy
- Executive Leadership
- Management
- Project Development

#### Background

Niels is an entrepreneur with ten plus years of development, marketing, negotiating, analyzing and consulting experience in worldwide energy, entertainment and business development ventures. Throughout his career, he has supported startups in a wide variety of capacities. His vision is to bring a success story from Europe to the U.S.

Niels is an energy-industry expert with several years of sales, marketing, negotiating, analyzing and consulting experience in world-wide energy and commodity activities.

As an independent consultant, Niels advises international companies and organizations, including the World Bank on developing energy assets, e.g. storages, LNG terminals and power plants, as well as natural gas and oil trading. With TransGen Energy, Niels managed LNG and CNG development projects in West Africa, South America and Europe. He worked with LNG project development companies to provide marketing strategy and LNG pricing advice.

Prior to TransGen Energy, Niels worked as a natural gas portfolio manager and structured gas trader within RWE, one of the largest utility companies in Europe. He developed, optimized and enhanced an asset and merchant based portfolio in most European natural gas markets. In these jobs, he was responsible for the execution of trades and optimization of structured products, including gas storages, gas transport, LNG, oil and virtual products. Moreover, he was responsible for marketing and origination of the structured deals.

Niels speaks Dutch, English, German and French. He currently resides in Vienna, Virginia.

#### Education

Niels graduated with a Bachelor and Master of Science in International Business from Tilburg University in the Netherlands.

## Jeffrey Hokenson

### Chief Marketing Officer

#### Current Responsibilities

As the Chief Marketing Officer (CMO) and as a founder of Alpine-X, Jeffrey (Jeff) Hokenson has been critical in establishing our brands, identifying market opportunities in the U.S. and North America, and developing relationships with a myriad of stakeholders and other relevant parties. Mr. Hokenson has also been spearheading major components of the financing for the U.S.-based project, and has been providing insights and leadership for developing the company's go-to-market strategy, as well as its growth strategy.

#### Background

Jeff is the founder and CEO of the Hokenson Group Inc., a Washington DC area Holding and Investment Company. Hokenson Group creates, invests in, works with, and grows portfolio companies in multiple sectors, including Technology (Software and Digital Media), Finance and Investment, Clean/Green Technologies, and Entertainment/Recreation. Under Jeff's leadership, the Hokenson Group has developed a proprietary, multi-phased process for establishing and growing portfolio companies by utilizing proven methodologies.

Prior to founding the Hokenson Group, Jeff developed his career in both marketing management and investment advisory. Jeff worked with Judy Diamond Associates in Washington DC and was an Investment Advisor with Sullivan, Bruyette, Speros & Blayney, Inc., an investment management firm with over \$1.5 billion in assets. Later, Jeff co-founded Next Solutions, LLC, which provided e-Commerce and web-applications development solutions to organizations in the private sector.

#### Education

Jeff is a graduate of the College of William and Mary in Williamsburg Virginia. He has over 20 years of overseas living experience in such countries as Taiwan, Indonesia, the Philippines, Australia, Italy and the U.K. Jeff has traveled extensively throughout South East Asia, Europe, Australia/New Zealand and North America. He is married with two young children, and currently resides in McLean, Virginia.



*"I believe that the Alpine-X project will create a number of exciting active-lifestyle opportunities for the residents of Fairfax County, the DC area, and the entire East Coast!"*

#### Core Competencies

- Marketing
- Strategy
- Business Development
- Finance
- Strategic Partnerships



## Bradley Ryan

### *SVP, Business Development*

#### **Current Responsibilities**

As the SVP Business Development, and as a founder of Alpine-X, Mr. Bradley Ryan has been engaged in establishing strategy for growing the company, building financial projections, performing market research, and generating written content for the company. He has worked on developing strategic partnerships, engaged in fundraising activities, and managed the PPEA process. His background in business consulting and strategy has proven to be incredibly valuable to Alpine-X and planning the development of the project.

#### **Background**

Bradley is an experienced entrepreneur who has operated across several different industries throughout his career. Bradley has been involved in starting and managing business operations in technology and entertainment as well as consulting with a diverse set of businesses worldwide in fields ranging from solar power, textile imports, restaurant management, oil rig fire suppression and the development and launch of mobile applications.

His experience includes work in the following industries: legal, professional consulting, marketing, non-profits, technology and entertainment. He regularly consults with EB-5, L-1, and E-2 investors who are bringing their businesses to the U.S.

Bradley is a member of the Montgomery County, Maryland Parks and Recreation Advisory Board which advises Montgomery County's Parks and Recreation departments on a variety of issues. This county's Recreation Department has an \$80 million+ budget, and its Parks Operations, through M-NCPPC has a \$135 million+ budget. Bradley has extensive experience in working with foreign investors. He has previously served on the Alumni Board for the Bullis School.

#### **Education**

Bradley attended the University of Maryland here he obtained a bachelor's degree in Philosophy with a minor in Rhetoric. Bradley was a student-athlete during his senior year of school, a member of the Terrapin Club, and a member of the Terrapin Ski Club.

*"I believe in this project because it brings accessibility to a wide range of sports and activities to the region."*

#### **Core Competencies**

- Strategy
- Proposal and Business Plan Writing
- Financial Modeling
- Marketing
- Business Development

## Tom Arehart

### Chief Development Officer

#### Current Responsibilities

As the Chief Development Officer, Mr. Tom Arehart has been leading the development of many critical partnership with stakeholders in the private sector, as well as in the county. Tom's vast experience in real estate development and entrepreneurship is providing Alpine-X with the ability to expand the scope of its development from a single-use recreational facility, to a broader destination.

#### Background

Tom is a seasoned entrepreneur who continues to blaze trails in real estate sales, residential and commercial development, sports ventures, as well as marketing and promotion.

Since 2002, Tom has owned a thriving real estate company, The Tom Team LLC. Exceptionally successful in a highly competitive market, The Tom Team generates on average more than \$50 million in sales each year. Tom's real estate background also includes residential and commercial development. He has partnered with prominent builders and developers on an array of projects, from single-family homes and condos to commercial buildings. Since the company's inception, Tom has completed sales and development projects of over \$700 million. Several of his real estate projects have been featured on HGTV's #1 show, House Hunters, with whom he shares a continued working relationship with the show's producers and production company, Pie Town Productions.

An accomplished skier and snowboarder, Tom has channeled his passion for athletics into a variety of sports projects. In the early 1990s, one of the companies Tom owns partnered with the Fairfax County Park Authority (FPA) to launch Action Sports. Which provided year-round in-line skating and hockey camps and instructions for children and adults, drawing thousands of participants each year. Tom's company also served as a contractor for similar projects in Arlington County in Virginia and Howard County and Montgomery County in Maryland. Tom has also been contracted to produce in-line skate half-pipe shows at music festivals, including the Warped Tour - the longest-running touring music festival in the U.S. Tom also enjoyed a 12-year business relationship with Burton Snowboards, the industry's worldwide leading snowboard company.

#### Education

Tom has a B.A. in Marketing from Virginia Commonwealth University where he was also a Division I Athlete.



*"I am committed to making winter sports available, affordable, and fun for everyone—every age, every income, every season."*

#### Core Competencies

- Strategy
- Real Estate Development
- Financial Modeling
- Marketing
- Business Development



## Mr. Hank Isaac

### Chief Branding Officer

#### Current Responsibilities

As the Chief Branding Officer, Mr. Hank Isaac provides a broad range of expertise and inputs for establishing and maintaining the brand and creative strategy for the organization. He provides insight and assistance in developing creative and design strategies in all facets of the project, as well as the development of marketing collateral, messaging, advertising, and merchandise. He also oversees the organization's Web presence and digital marketing activities.

#### Background

Hank Isaac is an award-winning branding and marketing communications professional focused on building brands that resonate with the target audience across all media. He has been a C-suite creative professional in the Washington DC area for more than 20 years, leading teams at companies such as River Rock Creative, Reston Design Group, and 495 Digital. He has experience in all communications media, including print, cross-channel advertising, direct mail, digital marketing, Website design and development, App design and development, and tradeshow exhibit design. Past clients have included the Smithsonian Institute, The World Bank, Audi USA, The US Department of Transportation, and many others.

Hank has traveled extensively throughout the world, and enjoys staying active with a passion for golf, skiing, running, and tennis. He grew up in Manassas, VA, and currently resides in Bethesda, MD with his wife and two daughters.

#### Education

Hank holds a degree in Communication Arts & Design from Virginia Commonwealth University (VCU) in Richmond, VA.

*"Our project will break barriers and provide entertainment experiences that would otherwise not be very accessible to some people. I'm excited to see families from all walks of life experience the joy and thrill of winter sports."*

#### Core Competencies

- Creative and Message Strategy
- Brand Strategy and Stewardship
- Marketing Communications
- Public Relations
- Environmental Design
- Marketing and Advertising
- Vendor Management



# SnowWorld Netherlands Bios

## SnowWorld Netherlands Leadership and Board Members in SnowWorld USA

### Mr. Koos Hendricks

*Board Member and Advisor to SnowWorld USA*

#### **Current Responsibilities**

Mr. Hendricks served as the initial founder of SnowWorld in the Netherlands, and as the CEO from 1996 until 2018 when he stepped down from the role, and is now serving in an advisory capacity, providing his ongoing vision to the growth of the company. Before SnowWorld he owned multiple sports stores in the Netherlands. SnowWorld not only develops ski resorts to operate itself at its own risk, but also provide its experience and knowledge for other projects. SnowWorld, with its indoor skiing facilities, is one of the leading companies in the industry worldwide. It owns and operates indoor ski resorts in the Netherlands and rest of Europe.



### Mr. Wim Moerman

*Chief Financial Officer- SnowWorld Netherlands  
Advisor to SnowWorld USA*

#### **Current Responsibilities**

Mr. W.A. Moerman has fulfilled the position of CFO at SnowWorld since November 2007. Before SnowWorld he worked as Senior Manager within Ernst & Young, a widely respected global accounting firm. Mr. Moerman serves on the Board of Directors for Vendu Notarishuis. He attended the Nyenrode Business University, and is as substantial experience in Leisure Management and Finance.



### Mr. Wim Hubrechtsen

*Present CEO - SnowWorld Netherlands*

#### **Current Responsibilities**

Mr. Wim Hubrechtsen began serving as the CEO of SnowWorld Netherlands on October 1 2018. Mr. Hubrechtsen has extensive experience in the media and entertainment sector. Until recently he was CEO of Comics Station and previously he worked at Studio 100 and the Flemish Media Company.



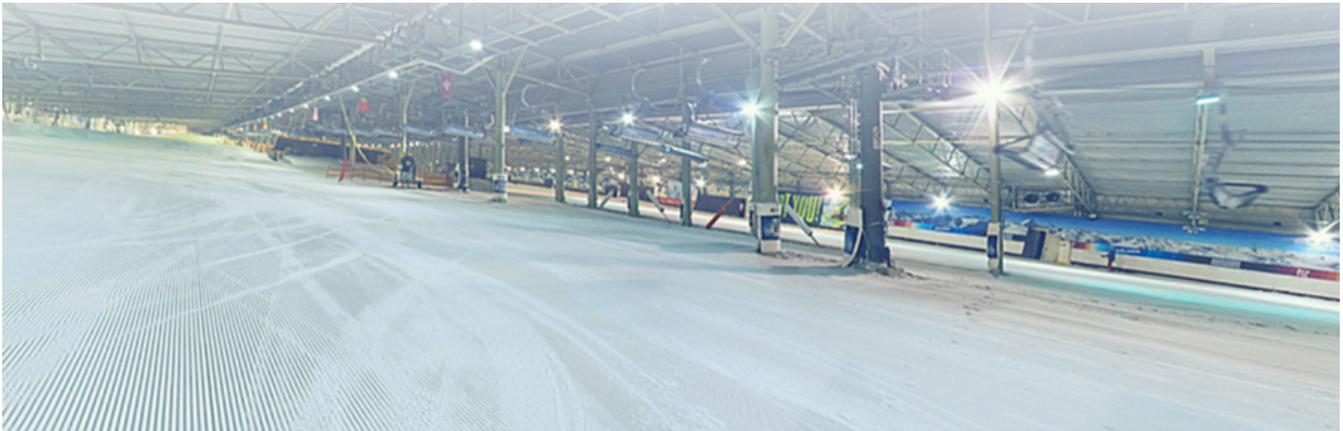
## SnowWorld Landgraaf

The SnowWorld facility at Landgraaf consists of a selection of food and beverage facilities and meeting rooms, winter sports stores and health clubs, a four-star hotel with 100 rooms and an outdoor park that includes a ropes course and a mountain coaster. Landgraaf has four runs – a 387-meter slope, a 100 meter slope, a fun park, and an additional 387 meter slope. This facility has hosted the first FIS (Fédération Internationale de Ski) World Cup competition at an indoor facility. The restaurants include a fondue restaurant, a bistro, a self-service restaurant, and various bars. Following the SnowWorld location at Zoetermeer, the Landgraaf location was recently ranked the #2 Indoor Ski Facility by Snowplaza.



The SnowWorld facility at Landgraaf has seven lifts, nine hospitality facilities, and 420 hotel beds. Additional photos from the SnowWorld facility in Landgraaf include the slope, the check-in area, and some of the bars and restaurants.

SnowWorld Landgraaf has seen an annual increase in visitors, with a >7% increase since opening the outdoor recreational facilities which include the very popular mountain coaster. A mountain coaster or alpine coaster is a gravity-driven amusement ride with bobsled-like cars on tracks installed on a mountain. It is similar to alpine slides where a low-wheeled sled is used to navigate the track, but instead of running over smooth concave tracks like the alpine slide, alpine coasters run on rails with up-stop wheels like roller coasters. Alpine coasters are undoubtedly slower than an alpine slide since alpine coasters have speed regulated carts that prevent a rider from experiencing the track at full speed. Tracks are usually tubular rails, like a steel roller coaster, while some have



monorail-type tracks. Unlike a traditional roller coaster, the rider has the capability to control the car's speed with its rider-controlled brake system. Alpine coasters can also operate year-round, even during light rain and snow. Each sled accommodates one or two passengers and is controlled by a hand brake located on both sides of the car, or a single brake lever in the middle of the car. Alpine coasters are unique among amusement park rides in that the rider has complete control over his or her speed and ride experience. Riders can opt for slower leisurely run or with minimal or no braking for faster thrilling rides. The outdoor recreation park also includes a ropes course, and other outdoor activities.



## SnowWorld Zoetermeer

SnowWorld Zoetermeer is the first SnowWorld facility that was developed and opened in 1996 with two slopes, both of which are 160 meters in length. A third slope was added in 2001 that was 210 meters long, and an extension was completed in 2016 which extended the third slope to 300 meters. Zoetermeer's facility is about ½ the size of the Landgraaf facility with a 16,800 m<sup>2</sup> (approximately 180,800 sq. ft.) snow surface, compared to the 34,130 m<sup>2</sup> snow surface at Landgraaf. There are five lifts at Zoetermeer, five hospitality facilities, and a health club.



**SnowWorld Netherlands - Future Developments**  
*See Confidential Section II*



SECTION III

# Project Characteristics

- a. **Provide a description of the project, including the conceptual design. Describe the proposed project in sufficient detail so that type and intent of the project, the location, and the communities that may be affected are clearly identified.**

Alpine-X has established a broad master plan that it anticipates completing in phases. The plan envisions the broad development of the landfill and Lorton area. Each phase is identified and detailed throughout Section III of this proposal. Depending on market needs, public sentiment, and other unforeseen circumstances, the master plan may deviate in execution, but will maintain an overall adherence to the development of recreation facilities in the Lorton area. The major goals and key achievements of the master plan in this proposal include:

- » Indoor snow sports facility with a high-end, luxury hotel (see below), restaurants, bars, and event facilities, as well as retail shops
- » Wave/surf pool
- » Outdoor recreational facilities such as a ropes course, mountain coaster, biking and hiking trails, and more
- » Outdoor water recreational facility, with the possibility of NOVA Parks serving as a development and/or operational partner, and utilizing parts of Occoquan Regional Park
- » Paths and roads for interconnectivity between all recreational facilities and nearby facilities such as the Workhouse Arts Center, Occoquan Regional Park, and more
- » Luxury hotel that serves visitors to Fairfax Peak and its facilities as well as other visitors in the region such as those utilizing the nearby facilities such as the Riverfront at Occoquan Regional Park
- » Gondola or other similar transport method between the Alpine-X facilities, and a base station at Occoquan Regional Park
- » Feature artwork developed at the Workhouse Arts Center on display at events and general common space in the Alpine-X facilities
- » Future Alpine Village with year-round retail, entertainment, and potential accommodations

Note: The following facilities and developments are being built contingent upon certain factors such as approval from the DEQ, assurance that environmental impact is minimized, and the ability of the ground of the landfill to support these developments. Prior to submitting the PPEA submission, engineering analysis and required studies will not have been performed. Once these are performed and results are analyzed, it may be necessary to adjust the orientation or plans for these facilities. Adherence to the plan laid out in this PPEA Submission is contingent upon a range of factors – for example, if the ground under a proposed development site is not settled enough, reorienting buildings or changing development plans will be necessary. Accordingly, development may change based upon a variety of factors. Thus, an ask of this PPEA Submission is that, for the purposes of development outside of landfill and public works use, the capped and closed portions of the landfill be made available for recreational development to Alpine-X. In the event other developers seek to engage in similar, complementary, or other types of development, Alpine-X be consulted and be able to consent to this development to ensure that the master recreational plan is not hindered.

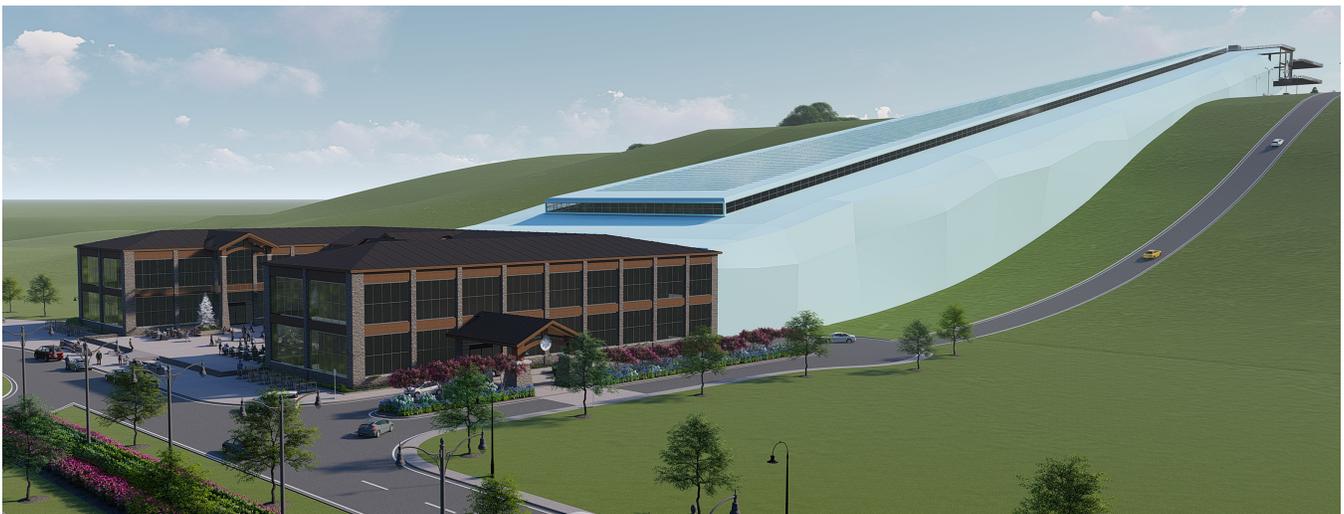
## Snow Sports Facility

The proposed Snow Sports facility is expected to be approximately 450,000 sq. ft., with multiple slopes, the longest of which should be 1,700 ft. in length. Additionally, the facility will have a terrain/fun park, snow tubing runs, a “bunny slope” for new skiers, or for training, a ski shop, multiple restaurants and bars, a sky-bar and event space, an outdoor courtyard, a ski shop, and rental facility, and more. The hotel is noted as a separate facility below.

The anticipated facility has multiple potential orientations. The preferred orientation has a northern apex of the facility, with a south-southwest run, culminating with the base facility and hotel at the western-most part of the landfill facility, adjacent to Ox Road.

The second-choice location has a southern apex, with a northern base facility, oriented on the active “ash” portion of the landfill, occupying the northwest corner of the facility. The base of the facility would be located just southeast of the Workhouse Arts Center.

SnowWorld USA is expected to be the developer and operator of this project, however, other development partners may be engaged in the snow sports and recreational industries to create the best possible experience for visitors.





## Hotel

The proposed hotel will be a major component of the indoor ski facility providing guests direct access to the main base area of the indoor ski facility, as well as access to the outdoors via its own entrance. Currently, the proposed hotel will be 100+ luxury rooms, with a standardized layout for most rooms, as well as having a small number of larger/premier suites. Alpine-X is investigating an expansion of the hotel facility to accommodate more guests which can provide a benefit to the NOVA Parks Riverfront event space, the Workhouse Arts Center, and other nearby attractions and facilities. Additionally, the hotel may be able to serve business travelers from around the country visiting the South County area of Fairfax County.



## Mountain Coaster

An outdoor mountain coaster is included as a part of this proposal. Mountain coasters have grown in popularity and provide a less expensive, but equally as enjoyable ride to guests. The mountain coaster location will depend on a variety of factors, but the primary location of choice will lead from the summit of the landfill, into the NOVA Parks managed area between the landfill and Riverfront, taking advantage of the terrain which is unsuitable for traditional building, but conducive to installing a track that provides riders with an experience in the heavily wooded area south of the landfill.

Currently, the longest mountain coaster in the U.S. is located in Steamboat Springs, Colorado. Known as the Outlaw Mountain Coaster, it features over 400 vertical feet of descent, at a length of 6,280 linear feet. Tickets for the Steamboat Spring Outlaw Mountain Coaster are \$20 for the first ride and \$15 for a second ride on the same day. Similar mountain coasters have cost approximately \$2 million to develop.



## Wave/Surf Pool

The Wave/Surf pool is a large pool with artificially generated waves for surfing, board activities, and swimming for all ages and abilities. The proposed Wave/Surf Pool is potentially to be located on the southeast portion of the landfill. This is a capped, flat area at a somewhat low elevation, and adjacent to the existing USAR (Urban Search and Rescue) site. The dimensions are expected to be approximately 1,082 ft x 459 ft, with the pool capable of producing 6 inch to 8 foot waves.



## Gondola

Alpine-X is exploring the inclusion of a gondola between its snow sports facility's base, the peak of the snow sports facility, and Occoquan Regional Park. This component is expected to bring interconnectivity between all major components of Fairfax Peak, as well as surrounding area.

## Ropes Course

Alpine-X is proposing a ropes course to be included as a part of the recreational activities that will be included in the landfill location. There are several potential locations for the ropes course, but likely, it will be placed in walking distance to the base facility, allowing for ease of ingress/egress for customers, and making it an ideal destination for corporate retreats, and the like. Alpine-X is giving consideration to a "Gravity Ropes Course" which is an updated take on the traditional ropes course, providing more activities on the same footprint as a traditional ropes course.



## Zip Line

A zip line is an inexpensive yet thrilling addition to the recreational facility. There is not a specific proposed location for a zip line, however, potentials include the summit of the ski facility to the base, the summit to the area south of the Landfill operated by NOVA Parks, or a range of other options that promote interconnectivity and recreational engagement of users.



## Biking and Hiking Trails

Alpine-X plans to take advantage of the existing infrastructure in the biking and hiking trails in the area by providing trail head facilities, rentals for bikes, and more. Given the broad nature of the trails, these activities may undertaken in conjunction with NOVA Parks. The introduction of bike repair stops, recovery shelters and more can make hiking and biking trails stand out above the rest.



## Water Park

Developing a water park in conjunction with the wave/surf pool is a logical step to utilizing the area for outdoor recreational uses. NOVA Parks, in conjunction with Alpine-X, may be operating these facilities which could be located either on the landfill, in Occoquan Regional Park, or utilizing land from facilities.



## Radio Control Plane Flying

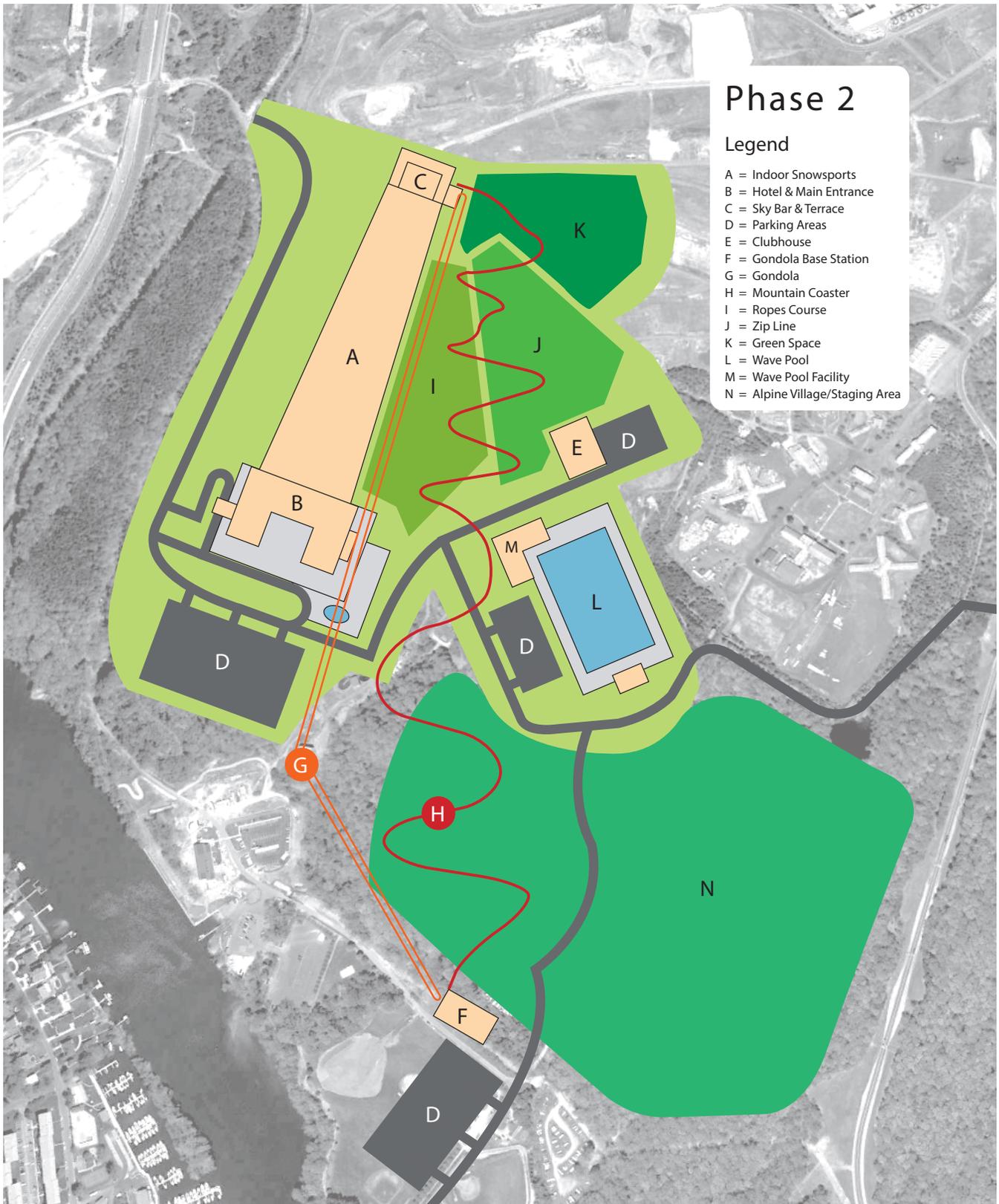
Currently, the Lorton Landfill has an FAA approved runway for radio control planes. The users of the R/C planes are avid enthusiasts and regularly utilize the runway facility for flying planes. Alpine-X seeks to either replace this runway with one of equal utility and quality, or to install and develop an upgraded option for the users of this facility, perhaps providing covered shelter and other amenities .

## Passive Recreation

The overall development is expected to have significant areas of passive recreation outdoors. This will include open areas for gathering, egress/ingress for mountain biking and hiking trails, and more. The area between the Snow Sports facility and the Wave/Surf Pool facility can largely be utilized for this passive recreation.

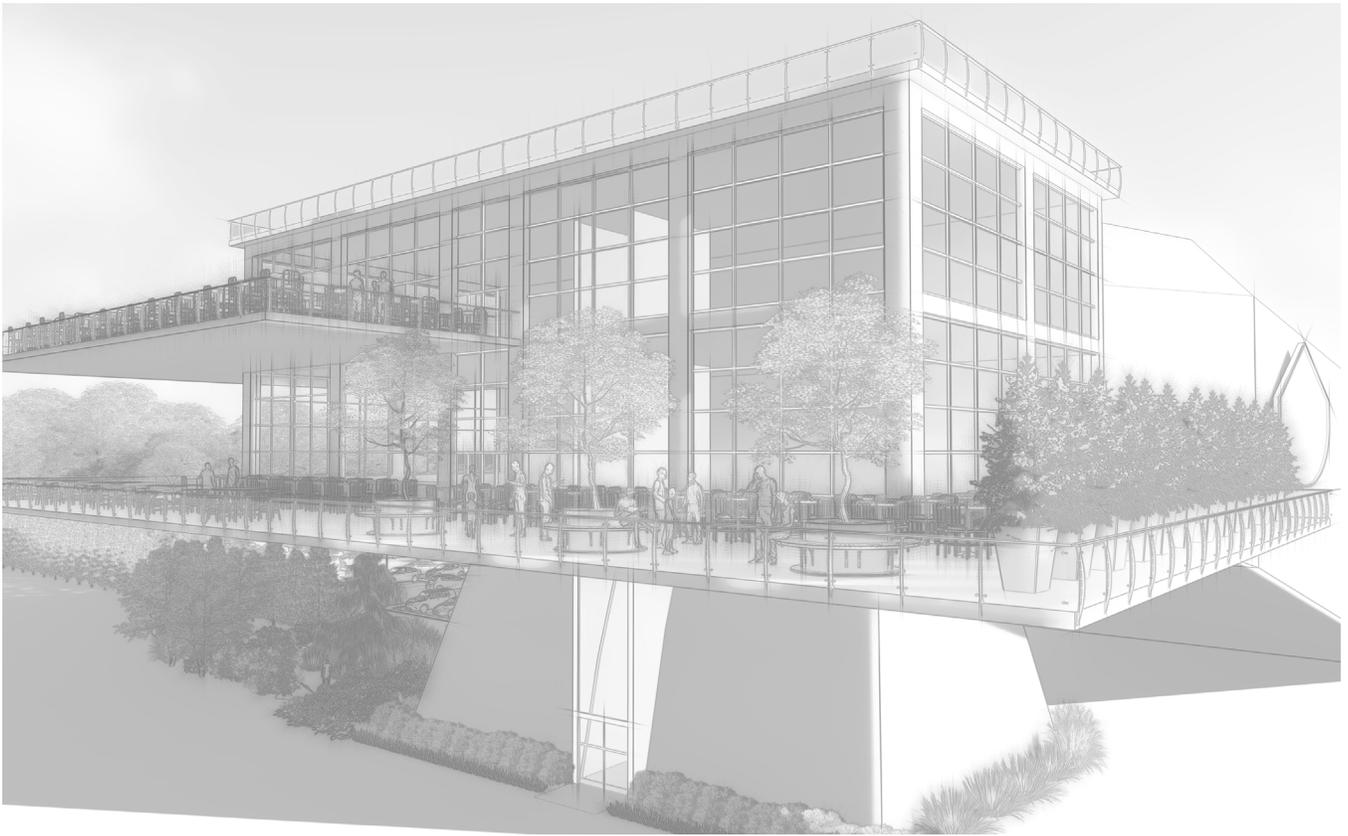


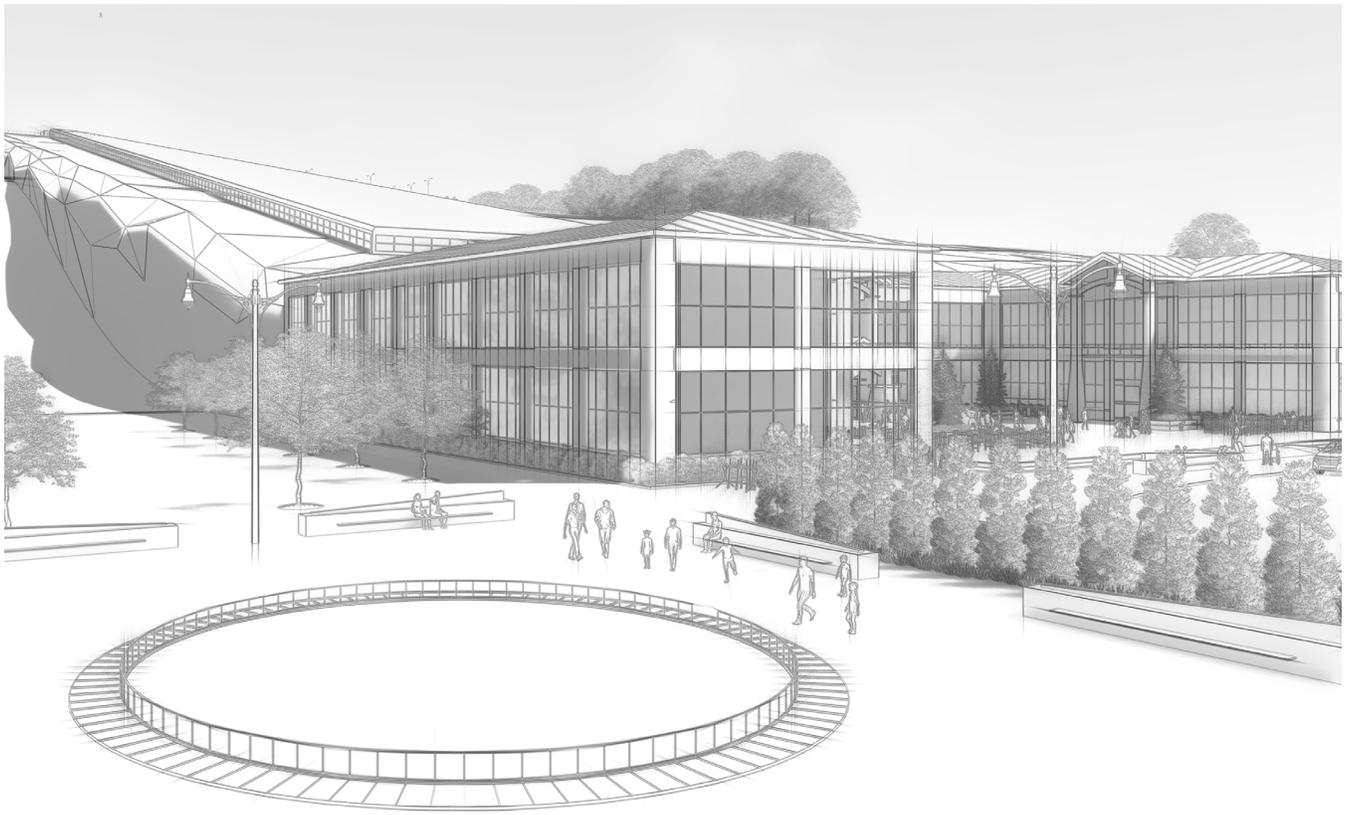
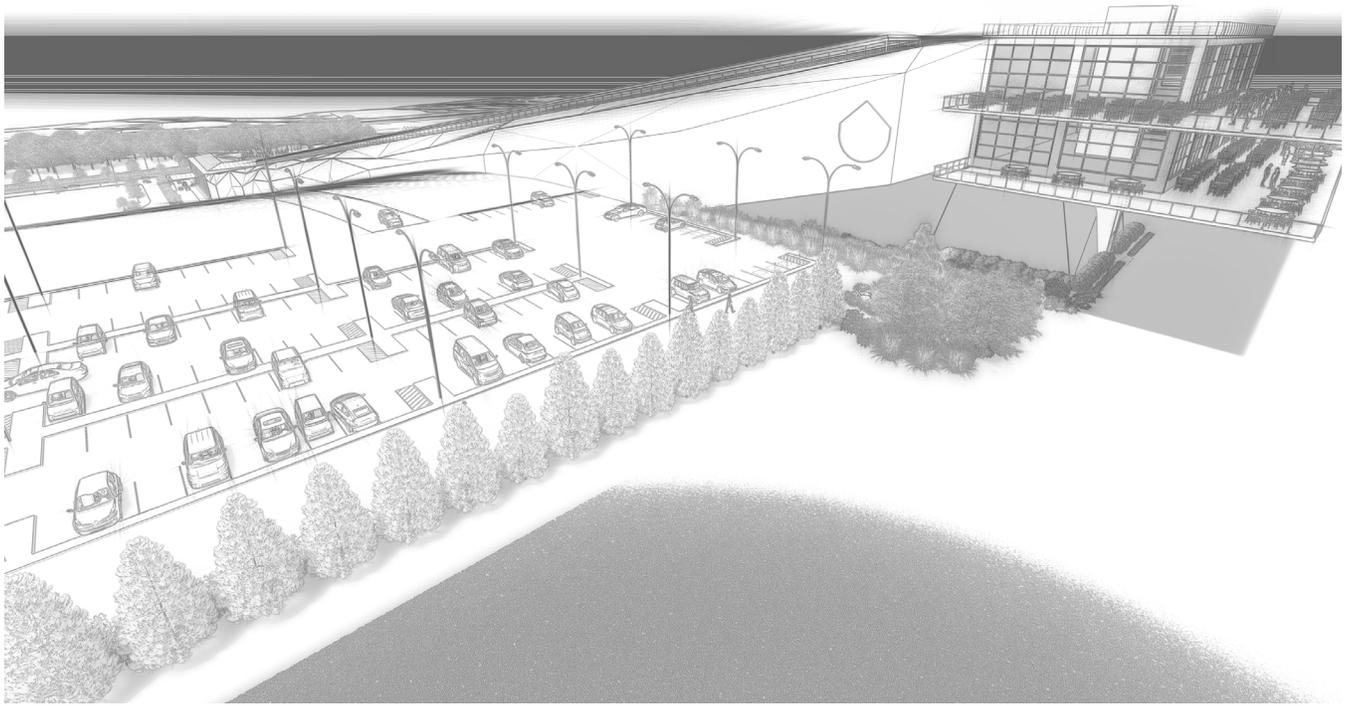
The planned development is subject to many changes depending on identified needs and requirements of the county, its residents, and other stakeholders such as NOVA Parks. The following map highlights the anticipated developmental layout of the project, but is subject to change:



The planned development is subject to many changes depending on identified needs and requirements of the county, its residents, and other stakeholders such as NOVA Parks. The following map highlights the anticipated developmental layout of the project, but is subject to change:

# Sample Renderings and Conceptual Designs







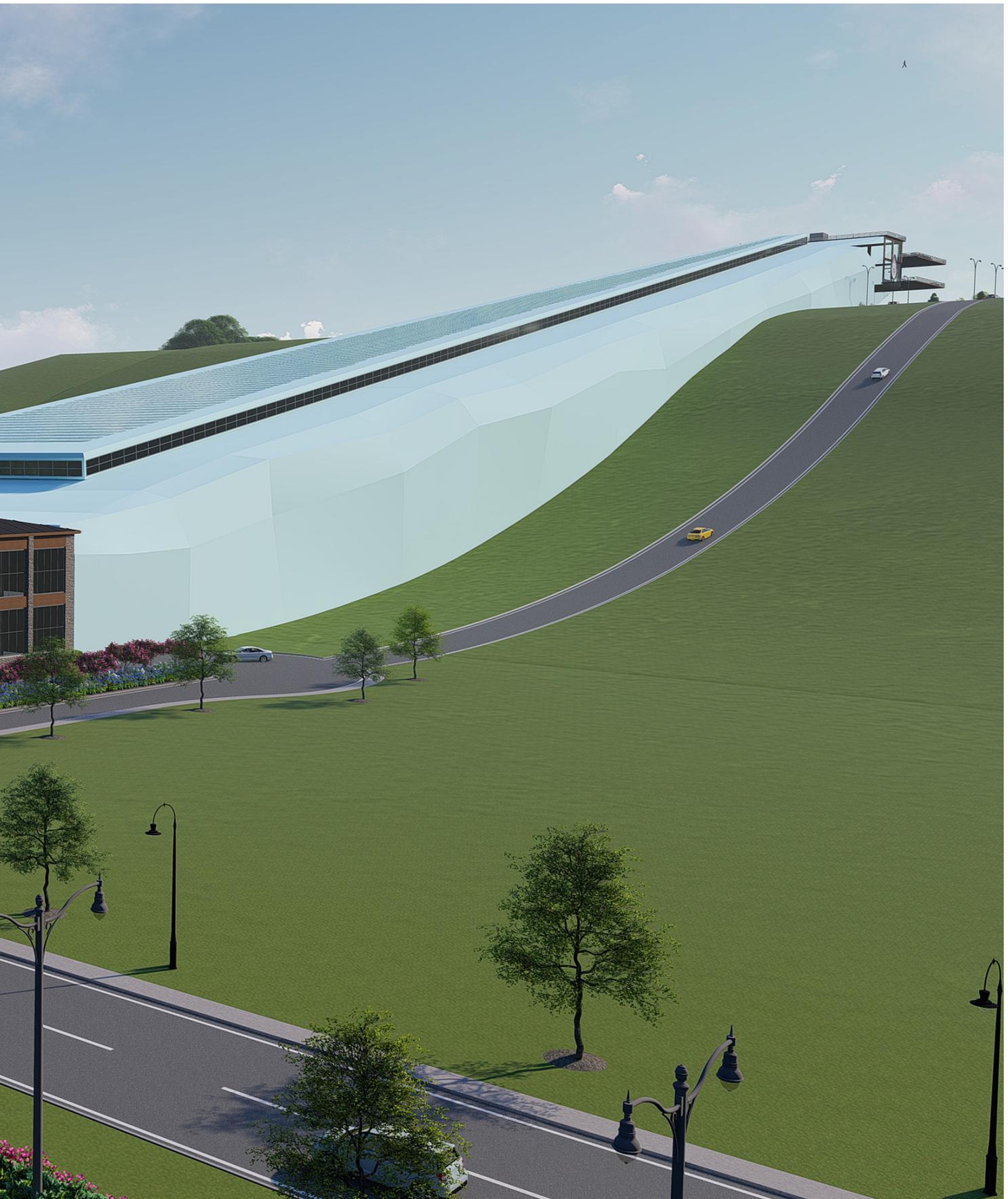






















**b. Identify and fully describe any work to be performed by the County or any of public entity.**

Alpine-X has been involved in in-depth talks with multiple county stakeholders concerning potential work that would need to be done. Alpine-X anticipates the following:

- » Re-allocation of pilings of ash on the landfill to form the terrain accordingly. This has been deemed feasible by the Department of Public Works.
- » Collaboration with NOVA Parks is expected for development of parts and connectivity with Occoquan Regional Park.
- » Improve access road to the facility via Mordor Drive, as well as other ingress and egress.
- » Providing improvements to nearby infrastructure.
- » Provide support and access regarding the landfill.
- » Keep maintaining the landfill as currently operated.
- » Maintain environmental liability for the landfill.

No other physical construction work is expected to be performed by the County or any other public entity.

**c. Include a list of federal, state and local permits and approvals required for the project and a schedule for obtaining such permits and approvals.**

Alpine-X, and any other development partners will follow all required zoning and approval processes as required to obtain the necessary approvals to build the proposed project and all of its components, including, but not limited to: Comprehensive Plan Amendment, re-zoning, site plan approval, building permit approval, road construction and entrance permits (as required from the Virginia Department of Transportation), and other city, county or state permits deemed necessary to build the project.

The Subject Property, which includes two parcels of land that total approximately 907.57 acres zoned to the R-C and R-1 Districts, is owned by the Fairfax County Board of Supervisors (the "Board") and is currently developed with the I-95 Landfill and a former youth correctional facility. The Subject Property is located in the Mount Vernon Magisterial District of Fairfax County. In order to establish these uses set forth in this PPEA proposal, it will be necessary to rezone a portion of the Subject Property to a different zoning classification, such as commercial or industrial. Once the concept is more refined, including the mix and intensity of the proposed uses, the most appropriate zoning district as defined by the Fairfax County Zoning Ordinance (the "Ordinance") will be determined. In addition to a rezoning application, it will likely be necessary to submit one or more applications for a special exception and/or special permit.

**d. Identify any anticipated adverse social, economic and environmental impacts of the project. Specify the strategies or actions to mitigate known impacts of the project. Indicate if environmental and archaeological assessments have been completed. Such social and economic impacts should include but are not limited to community benefits, including the economic impact the project will have on the local community in terms of the amount of additional tax revenue to be generated for the County, the number of jobs generated for County residents and level of pay and fringe benefits of such jobs, the training opportunities for apprenticeships and other training programs for County residents generated by the project, and the number and value of subcontracts generated for County subcontractors.**

Subject to an environmental impact study, no major impacts are anticipated negatively in any of these categories. All positive impacts are addressed below.

**e. Identify the projected positive social, economic and environmental impacts of the project.**

**Social Impacts**

The Alpine-X recreational development is expected to bring about tremendous social benefit for those in the immediate vicinity, the broader county community, the DC metropolitan area, and a broad range of smaller groups throughout the country.

Visitors will be provided with access to what is expected to be one of the top recreational facilities in the country. This, in turn, can improve social engagement, providing a significant amount of recreational opportunities, and provide health, fitness focused activities. Additionally, engagement with the outdoors will be promoted through the large amount of recreational opportunities at Alpine-X.

Schools in the Greater Washington Area will be able to add ski teams to their sports offerings. This can help promote skiing as a local sport and improve the cadre of potential skiers from the area. It is worth noting that SnowWorld in the Netherlands was the training facility of choice for a Winter Olympic athlete, Nicolien Sauerbreij, a Dutch snowboarder. Nicolien has visited SnowWorld on a regular basis and has trained on the FIS compliant slopes throughout his career.

Alpine-X also plans to engage in philanthropic activities such as offering skiing for wounded veterans, the disabled, or for underprivileged individuals who may otherwise never have the opportunity to ski.

Alpine-X is also evaluating making its facilities available for cold-weather/snow training for law enforcement, military, and others in the off-season and off-hours.

<b>Individuals</b>	Skiing and snowboarding amateurs and enthusiasts
	Professional athletes for off-season training and drills
	Families with children
	Private events and parties
	Camps and group activities
<b>Businesses</b>	Team Building
	Off-Site Activities
	Meetings and Seminars
	Medical and Military training exercises
<b>Associations</b>	Local Schools
	Area ski teams and ski clubs
	Competitions
	Philanthropic and non-profit events
	Meetings and Seminars

## Economic Impacts

Alpine-X has commissioned a feasibility study which highlights the internal impact to investors and stakeholders. This study does not do an in depth analysis on the broader economic impact. Fairfax County has convened a Sports Tourism Task Force which released a draft report in January 2018 that found:

The U.S. alone has over 14 million active skiers and 8 million snowboarders. It is anticipated the opportunity will be highly cash flow positive to the county. The county and state investments are anticipated to be limited to some road improvements and the costs associated with negotiating the P3 agreement. It is anticipated the county will see positive fiscal impacts from the following areas:

- » Visit Fairfax (The Fairfax County agency focused on tourism) conservatively estimates the facility would generate \$750K annually in sales and hotel taxes alone based on the preliminary attendance projections provided by SnowWorld. It is estimated to generate \$25M in direct economic impact with an additional \$40 million on indirect impact. Please see the assumptions and detailed projections in Appendix 1 for a breakdown of this data.
  - The project will also generate lease revenue from the lease of the land at the county-owned Lorton landfill site and to NOVA Parks for the Occoquan Regional Park. It is too early to project these revenues.
  - The EDA is working on estimates for the real estate, BPOL, and property taxes.
  - General positive economic impact to restaurants, hotels and businesses in the area .
  - Synergies with the other public facilities in the area (Workhouse Arts Center, Laurel Hill Golf Course and NOVA Parks banquet facilities) by improving their cash flow and reducing taxpayer burdens.
  - Job creation at all salary levels.

**Source: Fairfax County Sports Tourism Task Force, Subcommittee Report: Indoor Ski and Snow Sports Facilities, dated November 8, 2018** (Attached as Appendix 1)

In addition to the Fairfax County Sports Tourism Task Force report noted above, Visit Fairfax has performed an analysis using an EIC model which estimates that the facility will generate 15,306 total jobs (direct and indirect), direct and indirect tax revenue of over \$866,000 on a local level, nearly \$1.8 million at a local level, and over \$4.0 million on a federal level. This report is enclosed as an Appendix to this proposal.

Alpine-X has contracted with Horwath HTL who has performed a feasibility study which highlights certain financial benefits to the region, however, Alpine-X intends to commission a third-party, economic feasibility study for the entire recreational development at a later date. The report is attached as Confidential Appendix 3

## Environmental Impacts

Alpine-X plans to operate as a vanguard for environmentally friendly and sustainable building technologies. Some of the proposed plans include collaboration with the Covanta Waste to Energy plant to capture and re-use steam, use of gray water, use of solar power, and using next generation equipment throughout the facility to minimize waste. In an effort to serve as a community member and environmental steward, Alpine-X plans to open its doors to local research universities and colleges seeking to test new technologies related to solar, insulation, and more.

- f. Identify the proposed schedule for the work on the project, including the estimated time for completion. Identify the projected positive social, economic and environmental impacts of the project.**

The expected construction time is 18 to 20 months for the initial phase of the project. The execution of the development time line is dependent on the zoning, entitlement, and other approval processes. In total, the initial phases of the project will take between 36 and 48 months subject to number of variables.

The social, economic, and environmental impacts of the project are noted in the section above.

- g. Identify contingency plans for addressing public needs in the event that all or some of the project is not completed according to projected schedule.**

The proposed project is being planned in phases with some of the components being quick additions (i.e., the zip line), and others requiring a much heavier lift (i.e., the indoor snow sports facility or surf pool). The phasing of the project will ensure that delays or components that are not completed immediately can still be a part of a viable and useful project. The primary component, the indoor snow sports facility, will serve as the hub of the operation. In the event that any ancillary component is delayed, there will be no impact to the area, and other development plans can move forward as each aspect of the project will serve to benefit the community.

- h. Propose allocation of risk and liability for work completed beyond the agreement's completion date, and assurances for timely completion of the project.**

Delays should have minimum to no impact, however, Alpine-X will strive to mitigate any delays that may arise.

- i. State assumptions related to ownership, legal liability, law enforcement and operation of the project and the existence of any restrictions on the public entity's use of the project.**

Alpine-X, as it stands, intends to serve as the owner of the overall project. SnowWorld USA will own and operate the indoor snow sports facility, the hotel, the wave/surf pool, and other major components of the project. Discussions are underway with NOVA Parks to operate components of the broader recreational development.

- j. Provide information relative to phased or partial openings of the proposed project prior to completion of the entire work.**

The phasing of the project is subject to change and detailed as follows:

DEVELOPMENT PHASES		
<i>Phase 1 (Y1 – Y4)</i>	<i>Phase 2 (Y3 – Y6)</i>	<i>Phase 3 (Y5 – Y7)</i>
Indoor Snow Sports Facility	Occoquan Water Park	Splash Park
Luxury Hotel	Zero Gravity Ropes Course	Skate Park
Wave Pool	Outdoor Greenspace	Family Play Areas
Mountain Coaster	Picnic Areas	Alpine Village (former staging area)
Zip Line	Passive Recreation	
Biking and Hiking Trails	Water Slides	
Gondola	Staging Area	

**k. Describe any architectural, building, engineering, or other applicable standards that the proposed project will meet.**

The indoor ski run will have at least one FIS compliant slope, ensuring that competitions can take place. Additionally, all construction will be built in compliance with, or meeting/exceeding the standards set forth by: (1) Virginia Statewide Fire Prevention Code; (2) the Virginia Energy Conservation Code; (3) the Virginia Mechanical Code; (4) the Virginia Plumbing Code; (5) the Virginia Building and Fire Regulations; (6) the Virginia Construction Code; and (7) International Building Code 2012 (IBC 2012).

**l. List any other assumptions relied on for the project to be successful.**

The assumptions required for the success of the project include:

- » Fairfax County retains the environmental liability for the landfill.
- » Fairfax County maintains the landfill for existing operations.
- » A lease agreement with potential buyout option is offered by the Board of Supervisors and Fairfax County, VA, or other such arrangement as noted in the property use matrix.
- » Support for infrastructure development, such as roads for ingress and egress is provided. The cost for this will be verified during the Engineering and Design phase of the project, and the cost sharing can be the subject of a discussion with the county.

**m. List any contingencies that must occur for the project to be successful.**

The following contingencies must occur for the project to be successful:

- » A ground lease with Fairfax County is for a sufficiently long period of time (e.g., 99 years), and at a reasonable rate as to warrant the development of this project.
- » Fairfax County maintains environmental liability for the landfill and its contents.





SECTION IV

# Project Financing

*See Confidential Section 4*



SECTION V

# Project Benefit and Compatibilities

- n. Describe the anticipated benefits to the community, region or state, including anticipated benefits to the economic condition of the County, and identify who will benefit from the project and how they will benefit. Such social and economic impacts should include but are not limited to community benefits, including the economic impact the project will have on the local community in terms of the amount of additional tax revenue to be generated for the County, the number of jobs generated for County residents and level of pay and fringe benefits of such jobs, the training opportunities for apprenticeships and other training programs for County residents generated by the project, and the number and value of subcontracts generated for County subcontractors.

The benefits of the project to the community, region, and state are multifaceted and plentiful. There are inherent social, health, and community benefits to having a major recreational facility that offers “something for everybody”. Families will be able to congregate and engage in a wide range of different healthy and positive recreational activities that can improve physical and mental well-being, promote bonding among family and friends, and build a broad sense of community that all of Fairfax County, but especially the Lorton-area, can rally behind. Economically, this project is expected to be a major job creator, both directly and indirectly. When fully developed, this will be a one-of-a-kind destination for visitors from throughout the country and abroad. The Lorton area will be able to have unprecedented positive exposure as a community that is characterized as a recreational hub for the region. As the Lorton site previously served as a correctional facility and prison, it is only fitting that a rehabilitative opportunity be provided to the Lorton area. Alpine-X, in conjunction with its local and international partners, will be able to transform this former prison site and current landfill, into a modern and unparalleled destination for visitors and residents alike that can provide a unique, exciting, and rewarding experience.

- o. Identify any anticipated public support or opposition, as well as any anticipated government support or opposition, for the project.

A number of letters of support have been included with this filing. In addition to those letters, support has been expressed by the following entities:

- » NOVA Parks
- » Visit Fairfax
- » FCEDA
- » South County Federation
- » Workhouse Arts Center

No existing opposition has been noted, however, the potential for opposition always exists and should be anticipated. Alpine-X plans to address any opposition by meeting with relevant parties and stakeholders to determine ways that can ameliorate and assuage any potential problems.

- p. Explain the strategy and plans that will be carried out to involve and inform the general public, business community, and governmental agencies in areas affected by the project.

The project is quite unique, and likely to essentially promote itself once underway. However, Alpine-X has engaged the marketing services of a local agency that is going to be handling the marketing and promotion for the facility leading up to and following the development. A component of this marketing plan is a pre-development marketing strategy which will serve to build in-roads in the local community to address concerns and answer questions. To accomplish this, a combination of press releases, public postings, forums, mailers, and more will be aggressively pushed into the public sphere to inform potentially impacted parties of the development.

Regular electronic communications will be sent to interested parties in the public where Alpine-X will solicit feedback and input.

**q. Describe the compatibility of the project with local, regional, and state economic development efforts.**

The project is being designed with the economic development of local, regional, and state residents and stakeholders in mind. The project is expected to be not only compatible with broader economic development plans, but to serve purely as an economic driver for Lorton, Fairfax County, the Commonwealth of Virginia, and the broader Washington, D.C. metropolitan area.

The Sports Tourism Task Force report enclosed as Appendix 1 further highlights the compatibility of the project. This report includes job creation estimates which notes that as many as 14,000 jobs may be supported by this development.

**r. Explain the compatibility with the County's comprehensive plan, infrastructure development plans, capital improvements budget, or other government spending plan.**

The Subject Property is located in Land Unit 6 within the LPI-Laurel Hill Community Planning Sector of the Lower Potomac Planning District in the Area IV Plan. Specifically, the Plan recommends that the portion of the I-95 Landfill currently under closure procedures should be considered for adaptive reuse for active and passive recreational purposes and should be part of the long-term expansion of the Fairfax County park system or of the Occoquan Regional Park to further serve the needs of the Northern Virginia area. In addition, the Plan states that the former youth correctional facility is planned for public park use by the Fairfax County Park Authority.

The following text is from the 2017 Edition of the Comprehensive Plan – Lower Potomac Planning District. Emphasis has been added for components of the project that fit into the broader master plan.

The Laurel Hill Community Planning Sector is located west of Interstate 95 (I-95) and north of the Occoquan River, generally bounded on the north by a portion of Laurel Hill Park, to the east by Pohick Road and Furnace Road, to the west by Hooes Road, and to the south by the Occoquan River. This community planning sector contains the former D.C. Department of Corrections property.

Most of the land in this planning sector is planned and utilized for park and related uses, public facilities and open space. North of the I-95 Landfill, uses include residential development, three schools, and Laurel Hill Park which includes a public golf course. The southern area of the planning sector contains the I-95 Landfill, the I-95 Energy Resource Recovery Facility, an active rock quarry (Vulcan Quarry), the Frederick P. Griffith Jr. Water Treatment Plant and the Occoquan Regional Park.

The Laurel Hill Community Planning Sector (LP1) is defined in the Concept for Future Development as a Suburban Neighborhood and a Large Institutional Land Area. This area is planned for primarily public ownership, with two notable exceptions: the area north of Silverbrook Road, which includes land that has been developed for residential use and the northwestern portion of the former Central Facility (the Redevelopment Area), which includes land that has been approved for housing for active adults and independent seniors. The remaining area is planned primarily for park uses with some land reserved for other public facilities, such as a fire station and public schools. The former Workhouse is identified for adaptive reuse, as is the former Reformatory and Penitentiary site (also part of the former Central Facility).

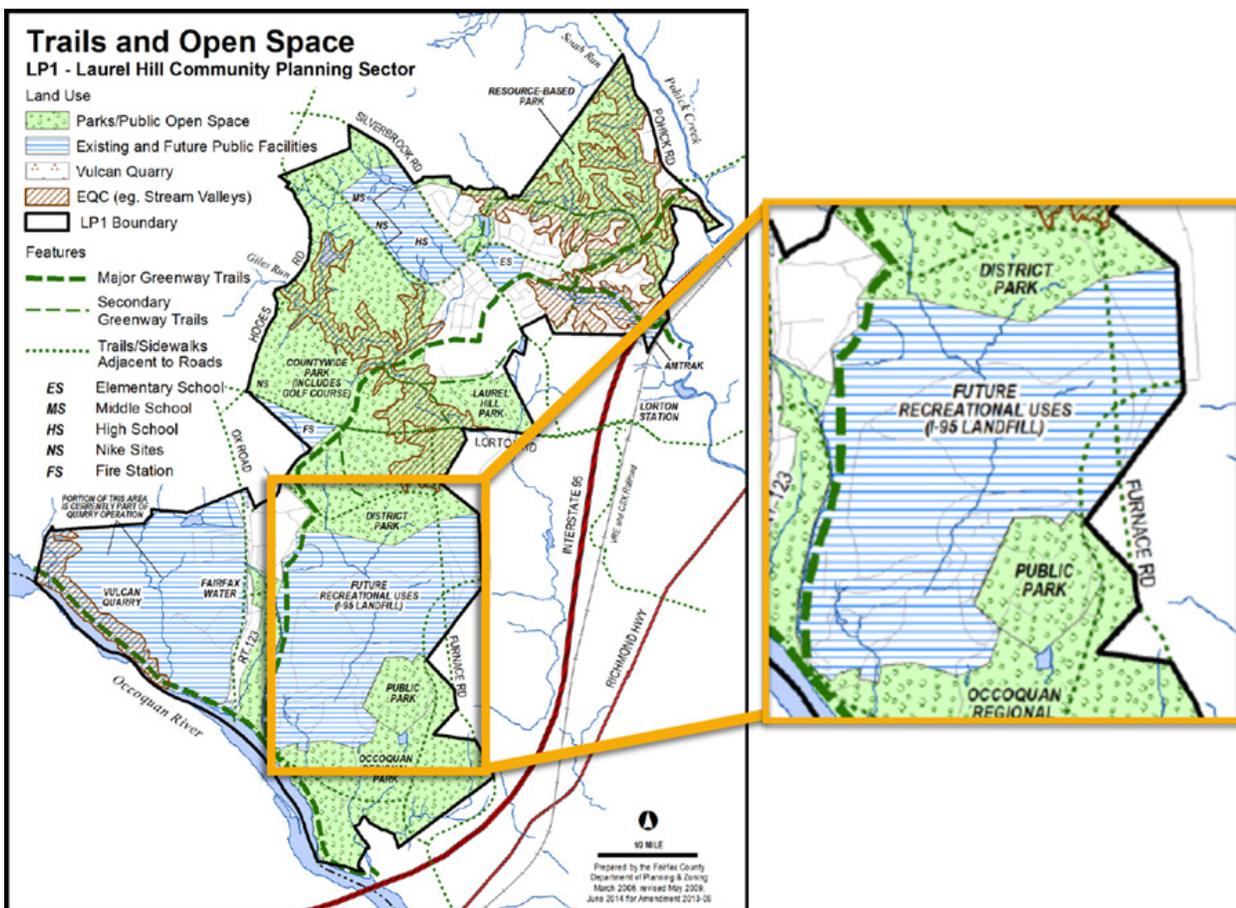
The LP1 Planning Sector has several major countywide public facilities other than parks. These include the I-95 Landfill, the I-95 Resource/Recovery Facility and the Fairfax Water Facility. These public facilities will remain with the redevelopment of the former Corrections Property.

The majority of the former Corrections Property is to be used for park and active recreation uses and public facilities. There is also the potential for residential and other uses in the adaptive reuse areas. Development

should be in general conformance with the Area-Wide and Land Unit Recommendations in terms of location, character and extent. In addition, the development of public infrastructure, public facilities and institutional uses may be appropriate if in general conformance with the Area-Wide Recommendations in terms of location, character and extent. These uses include:

- arterial roadways,
- major greenway trails system,
- public facilities needed to serve the surrounding community, such as a fire station, an elementary school, a middle school, and a high school,
- land to support existing countywide facilities, such as the landfill and energy resource recovery facilities and the water treatment plant; and
- other recreational, cultural and higher educational facilities.

The southern portion of LP1 (approximately 1,400 acres) is dominated by the I-95 Landfill, the I-95 Energy/Resource Recovery Facility, the Frederick P. Griffith Jr. Water Treatment Plant and the Occoquan Regional Park, all of which are planned to be retained for the long term. The Vulcan Quarry (an active rock quarry) is also located in the sector. It is planned to be mined and considered for reconfiguration and conversion in phases to facilitate the creation of a long term water supply storage facility owned by Fairfax Water. The area is planned accordingly for governmental and institutional uses, public park, and public facilities. Other uses, such as a landfill, are not planned for the quarry.



As noted in the above map, the I-95 landfill is intended for future recreational uses. The Alpine-X recreational facility fits into this re-use category.

The Occoquan Regional Park is anticipated to expand northward to the southern boundary of the I-95 Landfill excluding the area of the former Youth Correctional Facility, which is planned for park use by the Fairfax County Park Authority.

Land Use and Design Recommendations and Guidelines: The following is provided to implement the land use concept.

- All planned development should be designed to take advantage of the many EQCs as an important development amenity; to enhance vistas to heritage resources; to work with the site topography; and to create a cohesive design that will contribute towards a sense of place.
- A pedestrian and bicycle circulation system (i.e., trails and sidewalks) should be provided adjacent to all arterial and collector roads within the property (i.e., Silverbrook Road, Hooes Road, Lorton Road, Ox Road and Furnace Road). This system of trails and sidewalks should provide linkages between residential areas and the Trail System
- Within the redevelopment area at the former Central Facility a housing development for active adults and independent seniors has been approved and developed in order to take advantage of the recreational and cultural uses planned for this general area.
- The Occoquan Facility is encouraged to be adaptively reused for educational purposes, an arts center or a museum for heritage and cultural preservation.
- Historic buildings and sites should be either incorporated into public parks or adaptively reused where appropriate to ensure that these resources are adequately conserved and protected.
- Due to the high potential for archaeological resources in this Sector, a Phase I archaeological survey should be performed prior to any development. Based on the findings from the Phase I survey, a Phase II and, if needed, a Phase III with mitigation/conservation plans should be developed, which may result in recommendations for historic districts and/or landmark designations.
- Development should occur in conjunction with the provision of planned and programmed transportation and public facilities sufficient to serve the proposed development. Additional guidance is provided in the Transportation and the Public Facilities Sections.
- The EQC areas and associated stream valleys should be preserved as open space with clearing and grading on abutting areas done in a manner to minimize the negative impacts of erosion and siltation on adjacent EQCs and the associated streams.

Ultimately, it is clear that a major goal of the county is to redevelop this part of the county, introducing more activities, improving the quality of life for residents, creating appeal for new residents, and revitalizing the region. The development proposed by Alpine-X supports this broader goal.

- s. **Provide a statement setting forth participation efforts to be undertaken in connection with this project with regard to the following types of businesses: (i) minority-owned businesses, (ii) woman-owned businesses, and (iii) small businesses.**

Alpine-X will evaluate all vendors and service providers, and give special consideration to minority-owned businesses, woman-owned business, and small businesses.





# Conclusion

Alpine-X is pleased to submit this proposal for the development Fairfax Peak which includes the I-95 Landfill and surrounding areas located in Lorton, Virginia. As we have met with many officials and stakeholders throughout the county over the past several years, we have come to believe wholeheartedly that the proposal will serve to greatly benefit the local community, the county, the state, and the DC Metropolitan Area as a whole. Three out of five of the core team members of Alpine-X are residents of Fairfax County, and look forward to bringing this development to fruition. Our focus is on developing the facilities and opportunities for a broad range of recreational activities with the anchor being an indoor skiing facility and luxury hotel. Concurrent and future development opportunities include a wave/surf pool, ropes courses, zip lines, a mountain coaster, mountain biking trails, developing broad interconnectivity, and other mixed-use facilities which can provide much needed recreational options to the residents of Fairfax County, Virginia, as well as tourists and other nearby residents and groups.

The excitement of potential stakeholders throughout Fairfax County, the Commonwealth of Virginia, and the D.C. metropolitan area has served not only as validation of the concept, but also as a driving force both locally, regionally, and internationally. As a team, we are excited to provide the Lorton area with this unique and first-of-its-kind recreational development.

The Alpine-X team is ready to deliver an exciting recreational opportunity to the Lorton Area, Fairfax County, The Commonwealth of Virginia and a broader national and international audience creating an incredible demand for this transformative one of a kind recreation destination.







# Appendices

# FAIRFAX COUNTY

## SPORTS TOURISM TASK FORCE

---

### Subcommittee Reports



November 8, 2018  
Fairfax County, Virginia

## TABLE OF CONTENTS

---

The Task Force formed a number of Subcommittees to evaluate sports tourism opportunities that were identified by Task Force members. Copies of these reports are in order below:

- I. Indoor Ski & Snow Facilities:**
- II. Mountain Biking**
- III. Rectangle Field Complex**
- IV. Diamond Field Complex**
- V. Aquatic Competition Facility**
- VI. Field House/Indoor Track**
- VII. ESports**
- VIII. Tennis Complex**
- IX. Potential to Increase Current Tourism Opportunities**

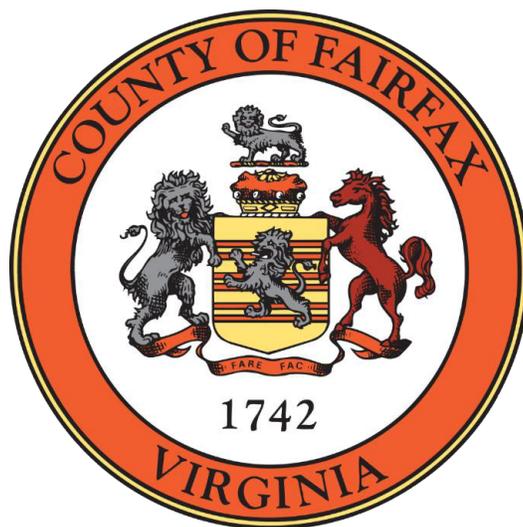
\*Copies of these reports may be found at <https://www.fairfaxcounty.gov/springfield/>

# FAIRFAX COUNTY

## SPORTS TOURISM TASK FORCE

---

### Subcommittee Report: *Indoor Ski and Snow Sports Facilities*



November 8, 2018  
Fairfax County, Virginia

SUBCOMMITTEE MEMBERS

---

**Pat Herrity, Chair***Fairfax County Board of Supervisors***Dave Foreman***Chief of Staff, Supervisor Pat Herrity***Jeffrey Hokenson***Alpine – X***Christine Morin***Chief of Staff, Supervisor Dan Storck***Tom Arehart***Alpine – X***Scott Sizer***Director, Office of the County Executive***Barry Biggar***CEO, Visit Fairfax***Chase Suddith***Analyst, Office of the County Executive***Paul Gilbert***Director, Nova Regional Parks***John Kellas***Director, Fairfax Waste Management***Rodney Lusk***Director, Fairfax County Economic  
Development Authority***Bill McCabe***Legislative Aide, Supervisor Pat Herrity*

The subcommittee on Indoor Ski and Snow Sports Facilities was established by the Sports Tourism Task Force to review and develop an opportunity to partner with SnowWorld USA to build an indoor ski and snow sports facility in Fairfax County. The subcommittee was tasked with identifying the needs of the facility, the estimated fiscal impacts, revenues and capital requirements, and how the facility would benefit our community at large.

SnowWorld USA is affiliated with SnowWorld which operates successful indoor ski and snow sports facilities throughout the world. There are currently no similar indoor facilities in North or South America. SnowWorld USA is looking to build up to 10 facilities in the US. Fairfax County is in the running to be one of the first locations in North America.

### **The Opportunity**

SnowWorld USA is looking to partner with Fairfax County in the development of the first indoor ski and snow sports facility in North America. It is anticipated that the facility would utilize the elevation of the county-owned landfill in Lorton and land in the Occoquan Regional Park, adjacent to the Workhouse Arts Center. In addition to downhill skiing, a half pipe is being considered to help achieve the goal of establishing a high performance year round training center. It is also anticipated that the facility would include a 100 room hotel and restaurant(s). The size, design and engineering details are still in the early stages, and SnowWorld is in the process of a detailed marketing study. Construction is expected to take 18 to 24 months.

As discussed in detail in later sections of this report, this sports tourism opportunity ranks high in a number of characteristics including:

- Minimal financial/facility requirements by the county and would provide an additional revenue stream from the lease of the county land.
- The facility would provide positive economic impacts for the county, state, local businesses and hotels, as well as benefit other public facilities in the area.
- The facility would provide county residents a sports opportunity not available anywhere else in the U.S.
- Similar to the facility in Dubai this facility is likely to attract national and international attention and further the county's economic development objectives.
- The facility would provide the ability to host nationally televised competitions, provide training for military and ski patrols, and provide year round training for national athletes.

The subcommittee believes this is an opportunity that Fairfax County should pursue. SnowWorld has been meeting with the community, Fairfax County and NOVA Parks staff, and other stakeholders with positive results to date. To keep the project in Fairfax County, the opportunity will likely need an expedited Public-Private-Partnership (P3) agreement, zoning and permitting process. Due to its significant projected positive cash flow, economic and sports benefits, the task force recommends that Fairfax County staff develop an aggressive timeline for reviewing the opportunity.

### **Facilities Requirements**

Unlike most of the other sports tourism opportunities being reviewed, this opportunity would not require significant financial investment by Fairfax County. The facility would be developed through a P3 agreement and be privately built and funded. The project may require some road improvements.

### **Fiscal Impacts**

It is too early in the process to fully estimate the fiscal impact of the SnowWorld opportunity. The U.S. alone has over 14 million active skiers and 8 million snowboarders. It is anticipated the opportunity will be highly cash flow positive to the county. The county and state investments are anticipated to be limited to some road improvements and the costs associated with negotiating the P3 agreement. It is anticipated the county will see positive fiscal impacts from the following areas:

- Visit Fairfax (The Fairfax County agency focused on tourism) conservatively estimates the facility would generate **\$750K annually in sales and hotel taxes alone** based on the preliminary attendance projections provided by SnowWorld. It is estimated to generate \$25M in direct economic impact with an additional \$40 million on indirect impact. Please see the assumptions and detailed projections in Appendix A for a breakdown of this data.
- The project will also generate **lease revenue from the lease of the land** at the county-owned Lorton landfill site and to NOVA Parks for the Occoquan Regional Park. It is too early to project these revenues.
- The EDA is working on estimates for the **real estate, BPOL, and property taxes**.
- General positive economic impact to restaurants, hotels and businesses in the area .
- **Synergies with the other public facilities in the area** (Workhouse Arts Center, Laurel Hill Golf Course and NOVA Parks banquet facilities) by improving their cash flow and reducing taxpayer burdens.
- **Job creation at all salary levels.**

### **Capital Requirements**

There are no anticipated capital requirements for the County other than potential road improvements.

### **Estimated One-Time Expenses**

At this time, there are no identified one-time expenses with the exception of the costs to review and negotiate the P3 agreement.

### **Estimated Recurring Expenses**

At this time, there are no identified recurring expenses.

### **Community Benefits**

In addition to the economic benefits to the region, SnowWorld USA would bring a wide range of additional benefits to our community:

- Similar to the (Ski Dubai) facility in Dubai, this facility is likely to attract national and international attention and further the county's overall economic development objectives.
- The facility would provide the ability to host nationally televised competitions increasing Fairfax County's exposure.
- A training facility for the military and ski patrols.
- Attracting and providing year round training for national athletes, trainers and coaches.
- Local middle schools, high schools, colleges and universities would have the opportunity to establish ski and snowboarding clubs, teams and leagues, providing our students with a unique year round experience that currently cannot be had anywhere else in the country.
- Jobs at all salary levels.
- The Workhouse Arts Center will see increased exposure and tourism revenues.
- Laurel Hill Golf Course could also benefit from partnerships with SnowWorld with golf and ski packages.
- NOVA Parks would gain access to hotel rooms close to its new banquet facilities at Occoquan Regional Park.
- Access to this facility could bolster the recruiting efforts of our local businesses, colleges, and universities.
- Providing Fairfax County residents with a unique recreational and family friendly sports option improving the overall quality of life in the county.
- SnowWorld USA would also be a less expensive option than the distant ski resorts currently available, saving families money and shortening their commutes.
- SnowWorld has done some community outreach and the feedback has been positive.

### **Conclusion and Recommendations**

The fiscal and community benefits of this opportunity are numerous. Due to its significant positive cash flow, economic and sports benefits, the Task Force recommends county staff develop an aggressive timeline for reviewing this opportunity so it does not go elsewhere. The subcommittee recommends that the county and NOVA Parks continue work towards a negotiated P3 agreement and investigate ways to run the P3 negotiation in conjunction with a zoning process. SnowWorld is currently conducting an Independent Market Feasibility study, the production of a video and visual rendering, and engineering and design studies. The subcommittee recommends that this opportunity be one of the opportunities included in the final task force report.

## Appendix A

### Visit Fairfax Assumptions:

- 350,000-400,000 estimated annual visitors to SnowWorld (assume 375,000)
- 75% of visitors from DMV area (262,500 locals; omit from EIC calculation)
- 10% of visitors from Baltimore/Richmond areas (37,500 day day-trippers)
- 15% of visitors from outside DMV area (56,250 visitors; assume 20% are staying in
  - DMV with friends and family = 11,250 people – omit from EIC calculation; assume
  - 80% visitors staying at Fairfax County hotels = 45,000 visitors)
- Hotel Room Rate: \$100
- Number of Room Nights Per Visitor: 1.5
- Number of People Per Room: 2
- 45,000 visitors per Year x 1.5 Room Nights = 67,500 Room Nights = 45,000 Room Nights on Friday; 22,500 Room Nights on Saturday)
- Total attendees: 37,500 Baltimore/Richmond day-trippers + 45,000 visitors = 82,500
- EIC Calculation Categories: Sports; Adult Amateur



### Event Impact Calculator Detail - SnowWorld DC - 01/03/2018

#### Event Summary

Key Parameters		Key Metrics	
Event Name:	SnowWorld DC	Business Sales (Direct):	\$25,830,517
Organization:	Estimated Economic Impact Account	Business Sales (Indirect):	\$15,105,253
Event Type:	Sports: Adult Amateur	Business Sales (Total):	\$40,935,770
Start Date:	03/02/2018	Jobs Supported (Direct):	12,663
End Date:	03/04/2018	Jobs Supported (Indirect):	1,346
Overnight Attendees:	45000	Jobs Supported (Total):	14,009
Day Attendees:	37500	Local Tax:	\$852,652
:		Net Direct Local Tax ROI:	\$750,610
:		Est. Room Nights Demand:	67,500

#### Direct Business Sales

##### Sales by Source

Attendees Spending:	\$25,738,763	Exhibitor Spending:	\$5,425
Organizer Spending:	\$86,329	Total Event Spending:	\$25,830,517

##### Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$6,750,000	\$0*	\$0	\$6,750,000
Transportation	\$1,086,666	\$73,116*	\$3,468	\$1,163,250
Food & Beverage	\$6,978,365	\$0	\$0	\$6,978,365
Retail	\$7,809,816	\$0	\$0	\$7,809,816
Recreation	\$3,113,916	\$0	\$0	\$3,113,916
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$13,213	\$1,957	\$15,170
Totals	\$25,738,763	\$86,329	\$5,425	\$25,830,517

\* Indicates that the calculator's model defaults were used

#### Economic Impact Details

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	<b>\$25,830,517</b>	<b>\$15,105,253</b>	<b>\$40,935,770</b>
<b>Personal Income</b>	<b>\$8,880,339</b>	<b>\$4,671,302</b>	<b>\$13,551,640</b>
<b>Jobs Supported</b>			
Persons	12,663	1,346	14,009
Annual FTEs	264	28	292
<b>Taxes And Assessments</b>			
<b>Federal Total</b>	<b>\$2,363,295</b>	<b>\$1,322,533</b>	<b>\$3,685,828</b>

<b>State Total</b>	<b>\$1,388,859</b>	<b>\$273,725</b>	<b>\$1,662,584</b>
Sales	\$1,051,967	\$162,382	\$1,214,349
Income	\$114,356	\$60,154	\$174,511
Bed	\$135,000		\$135,000
Other	\$87,535	\$51,189	\$138,725
<b>Local Total</b>	<b>\$750,610</b>	<b>\$102,042</b>	<b>\$852,652</b>
Sales	\$415,894	\$64,197	\$480,091
Income	\$0	\$0	\$0
Bed	\$270,000		\$270,000
Per Room Charge	\$0		\$0
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$64,716	\$37,845	\$102,560
Property Tax	\$436,054	\$178,214	\$614,268

**Event Return On Investment (ROI)**

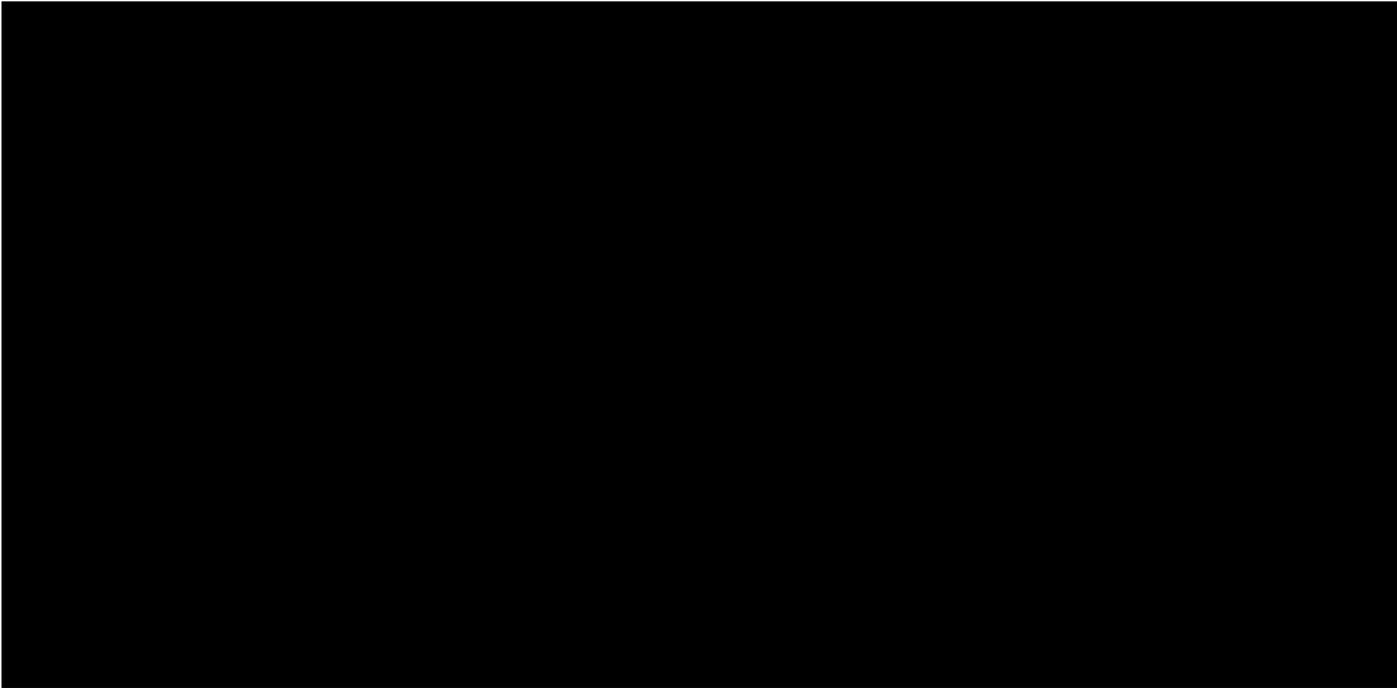
<b>Direct</b>	
Direct Tax Receipts	\$750,610
DMO Hosting Costs	\$0
Direct ROI	\$750,610
Net Present Value	\$750,610
Direct ROI (%)	0
<b>Total</b>	
Total Local Tax Receipts	\$852,652
Total ROI	\$852,652
Net Present Value	\$852,652
Total ROI (%)	0

**Estimated Room Demand Metrics**

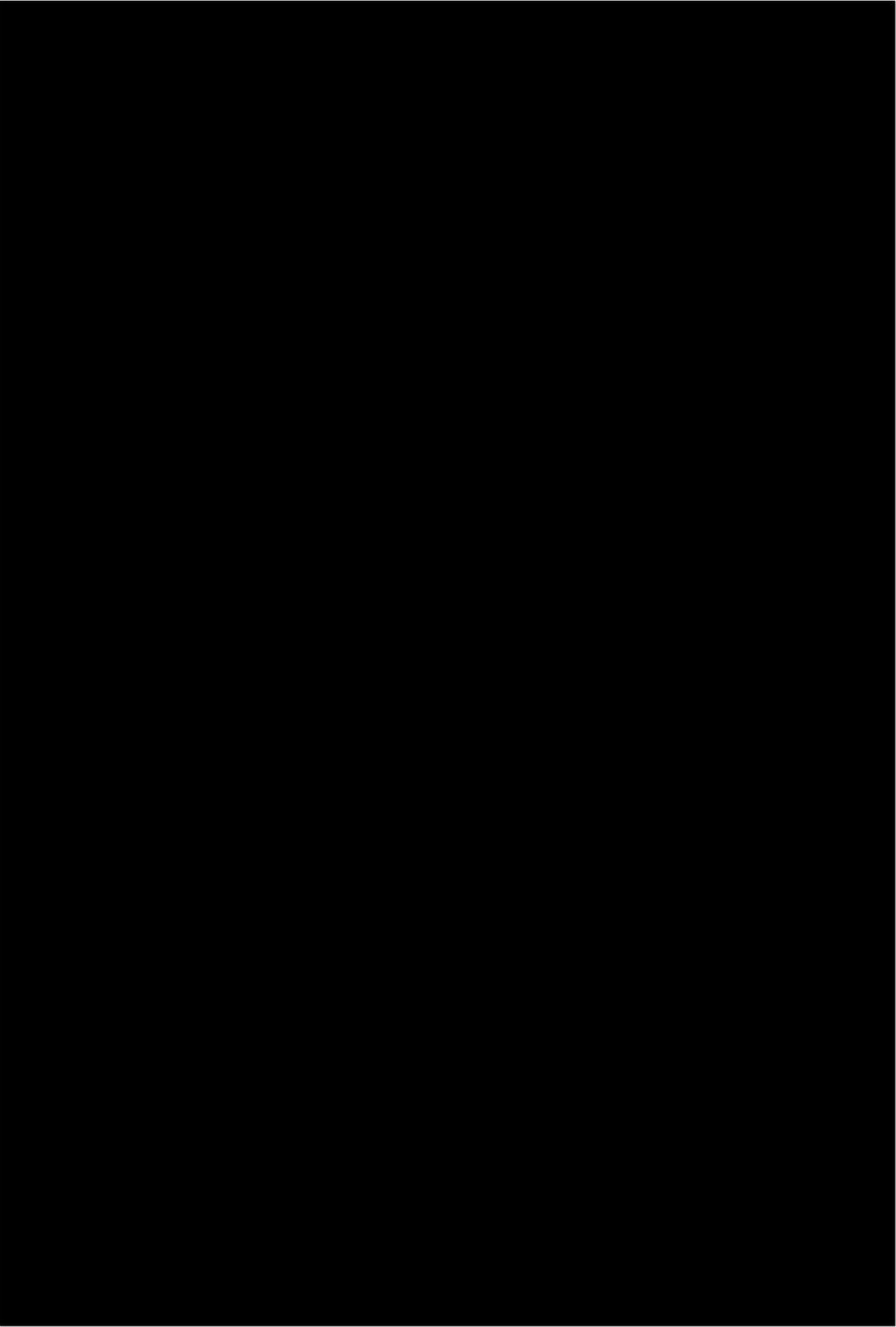
Room Nights Sold:	67,500	:	
Room Pickup (block only):	67,500	:	
Peak Room Nights:	22,500	:	
Total Visitor Days:	163,125	:	

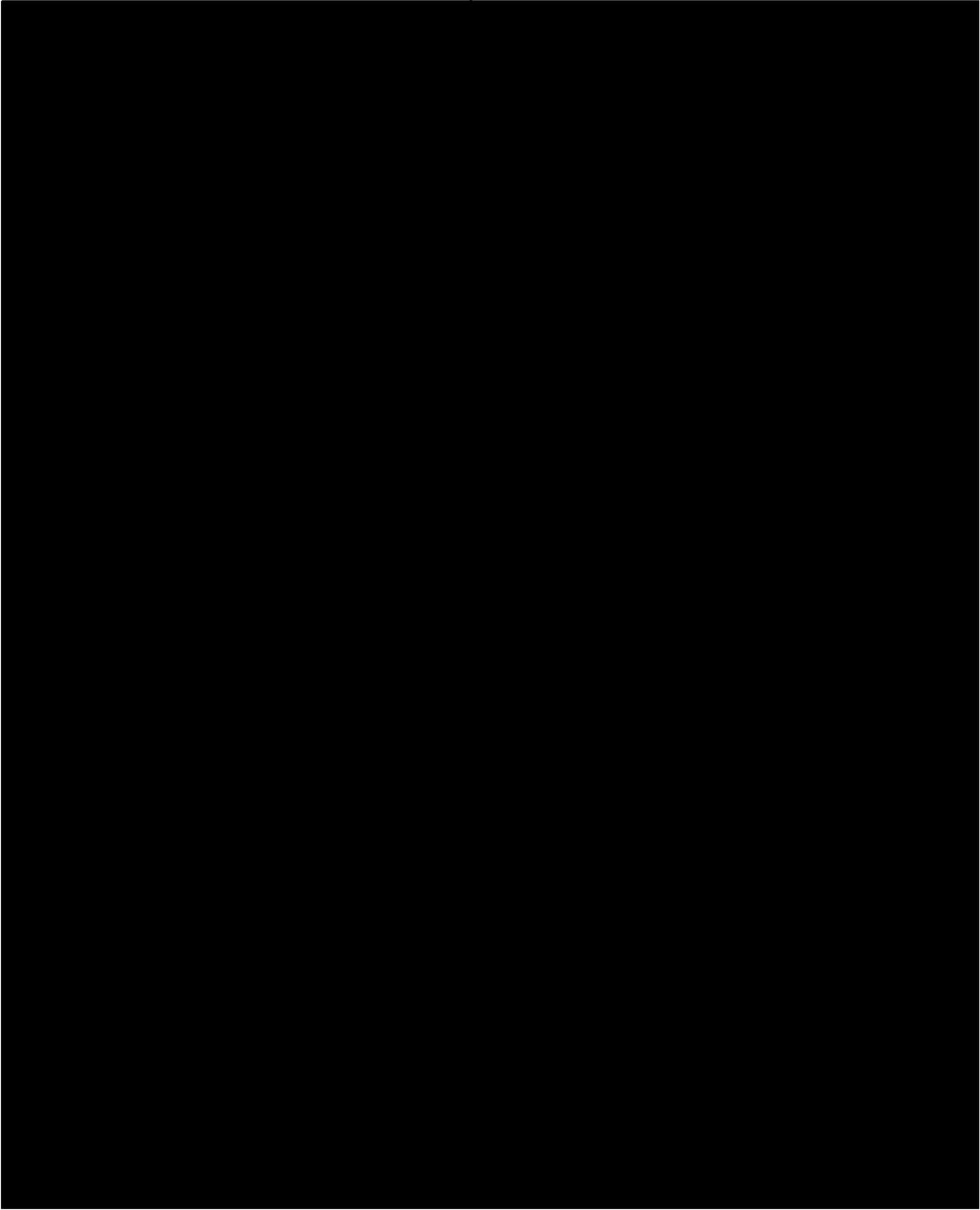


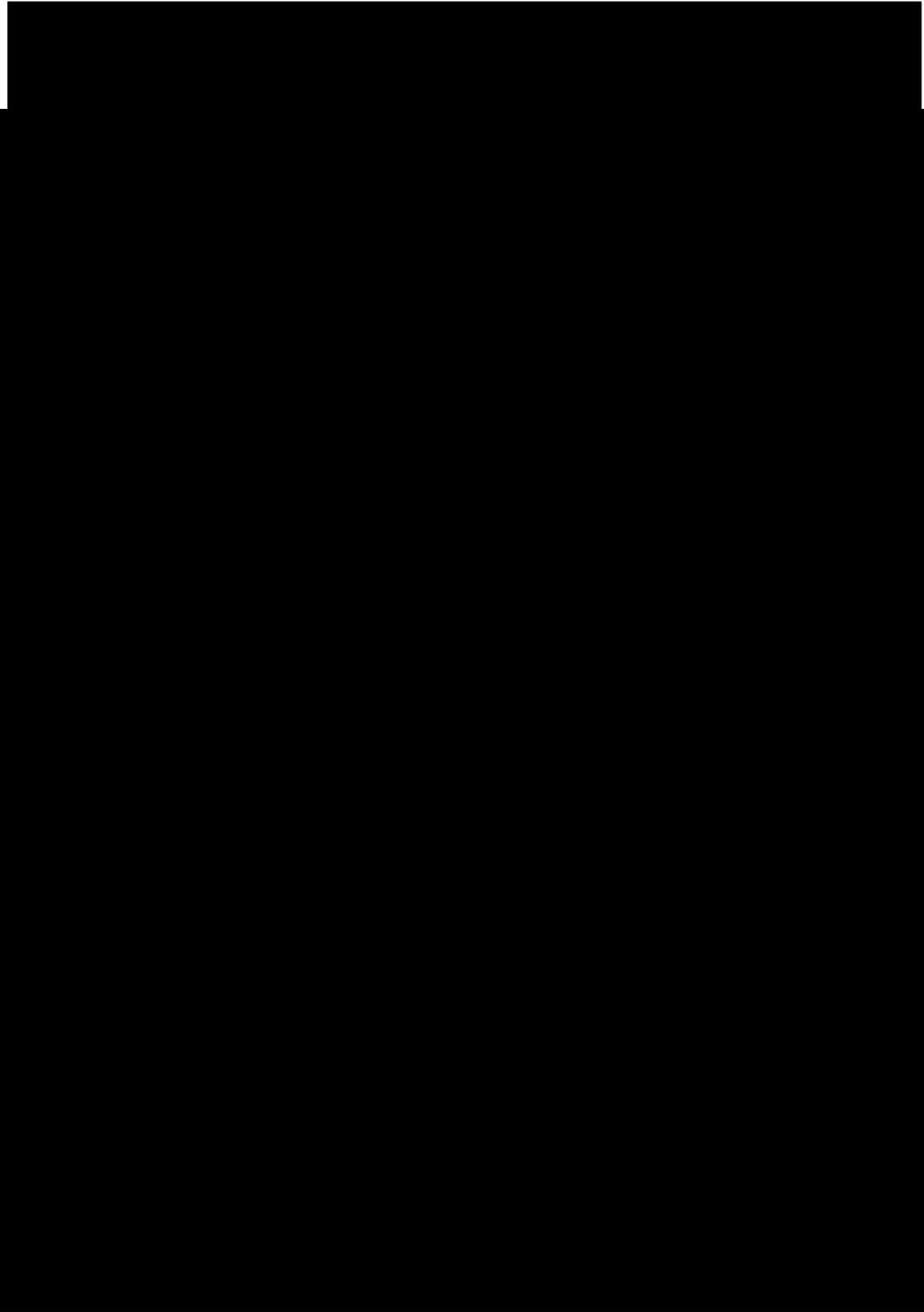
Confidential Material

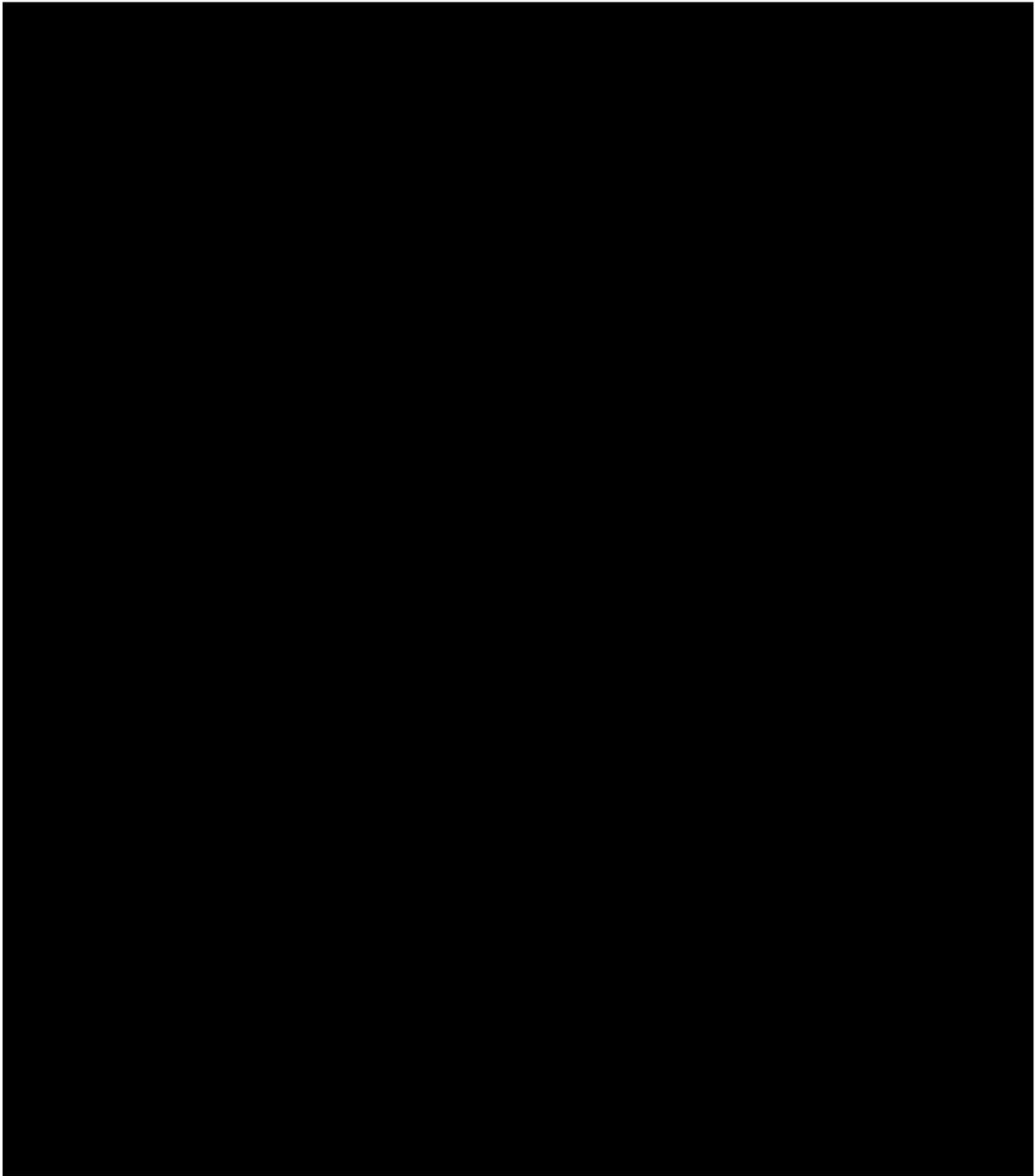


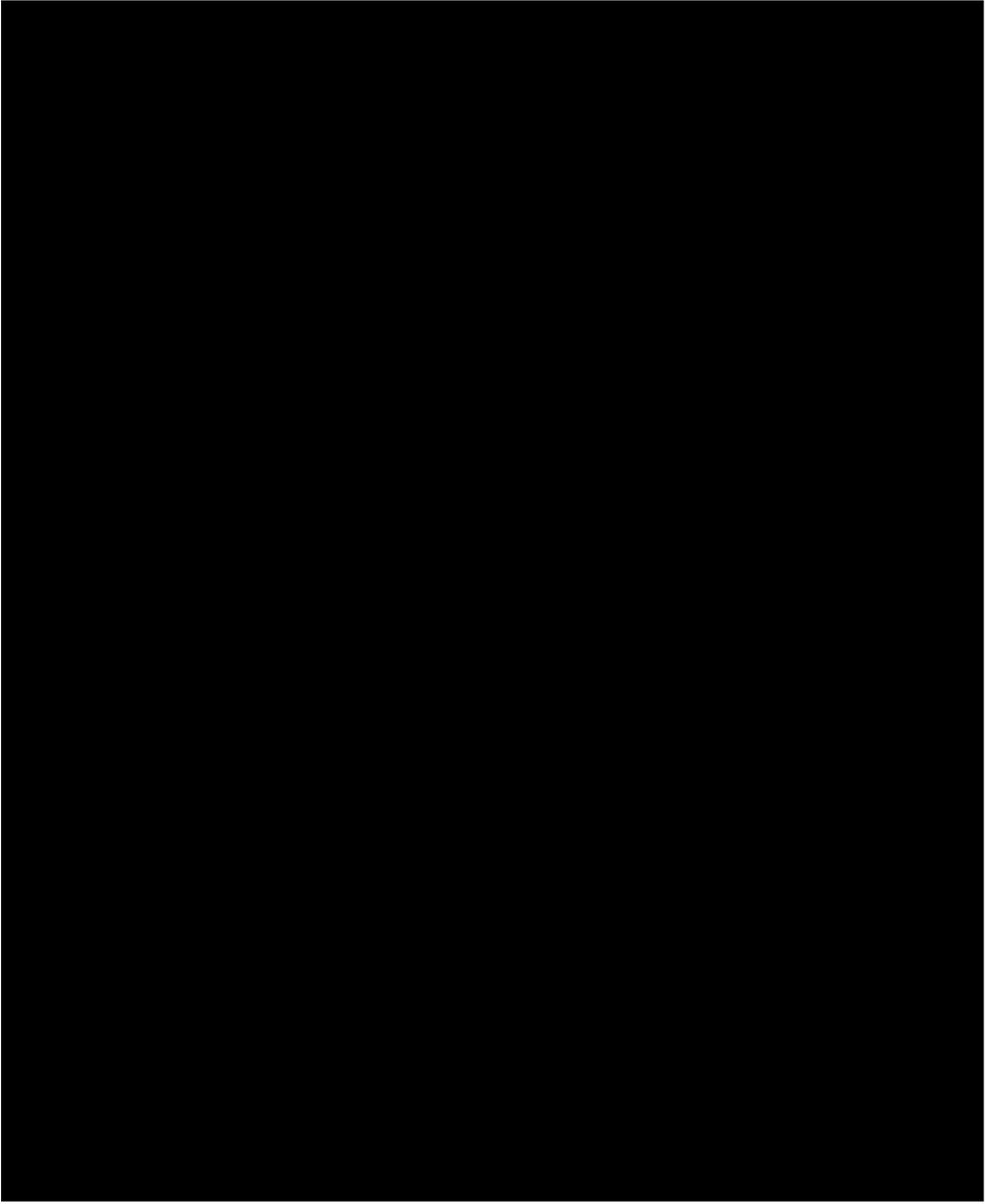




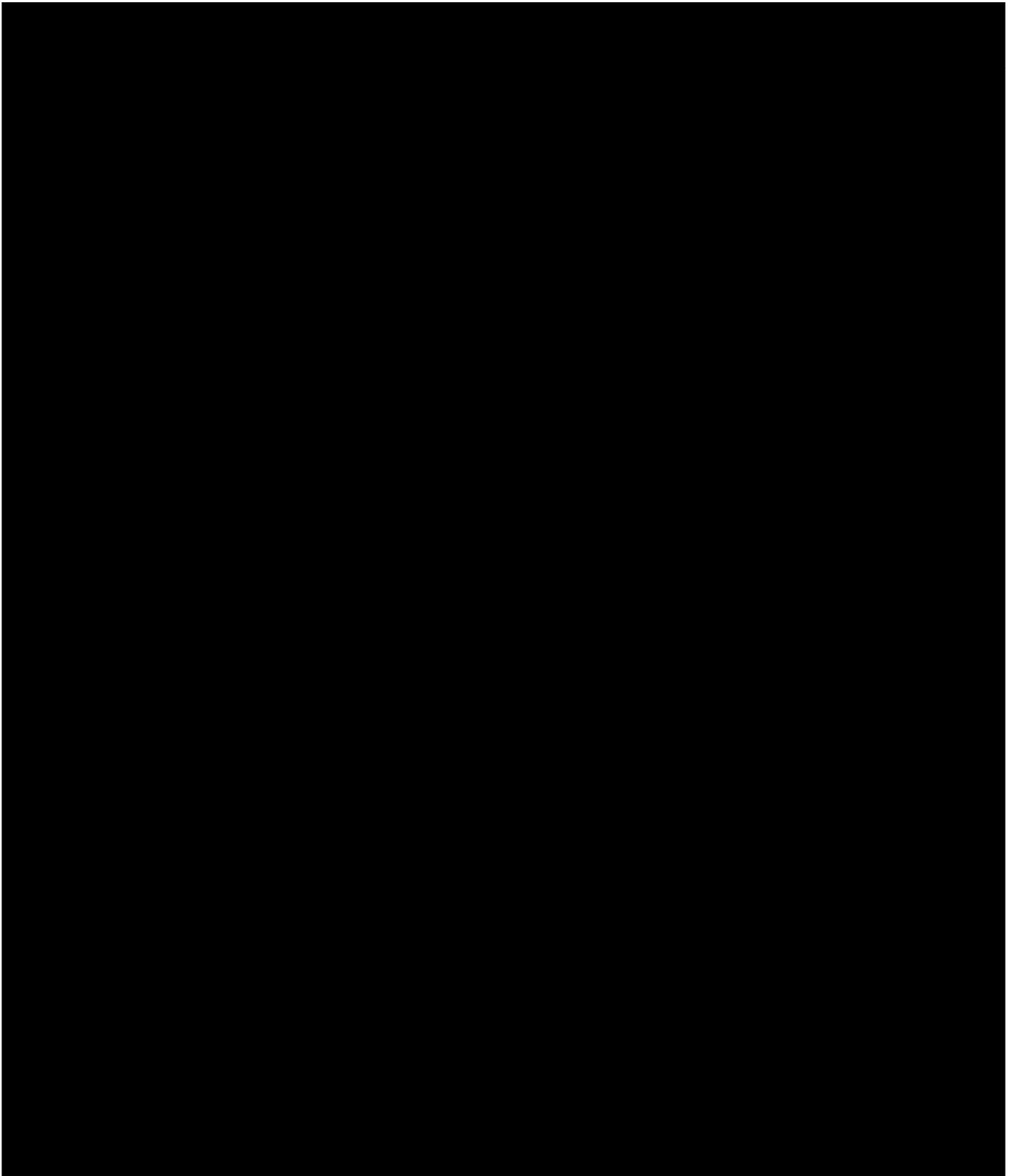
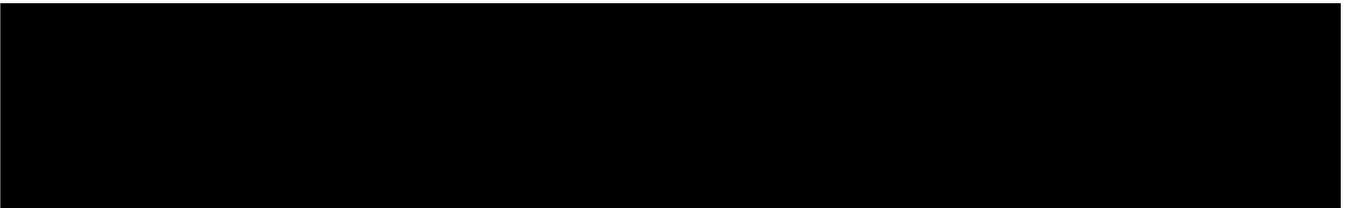


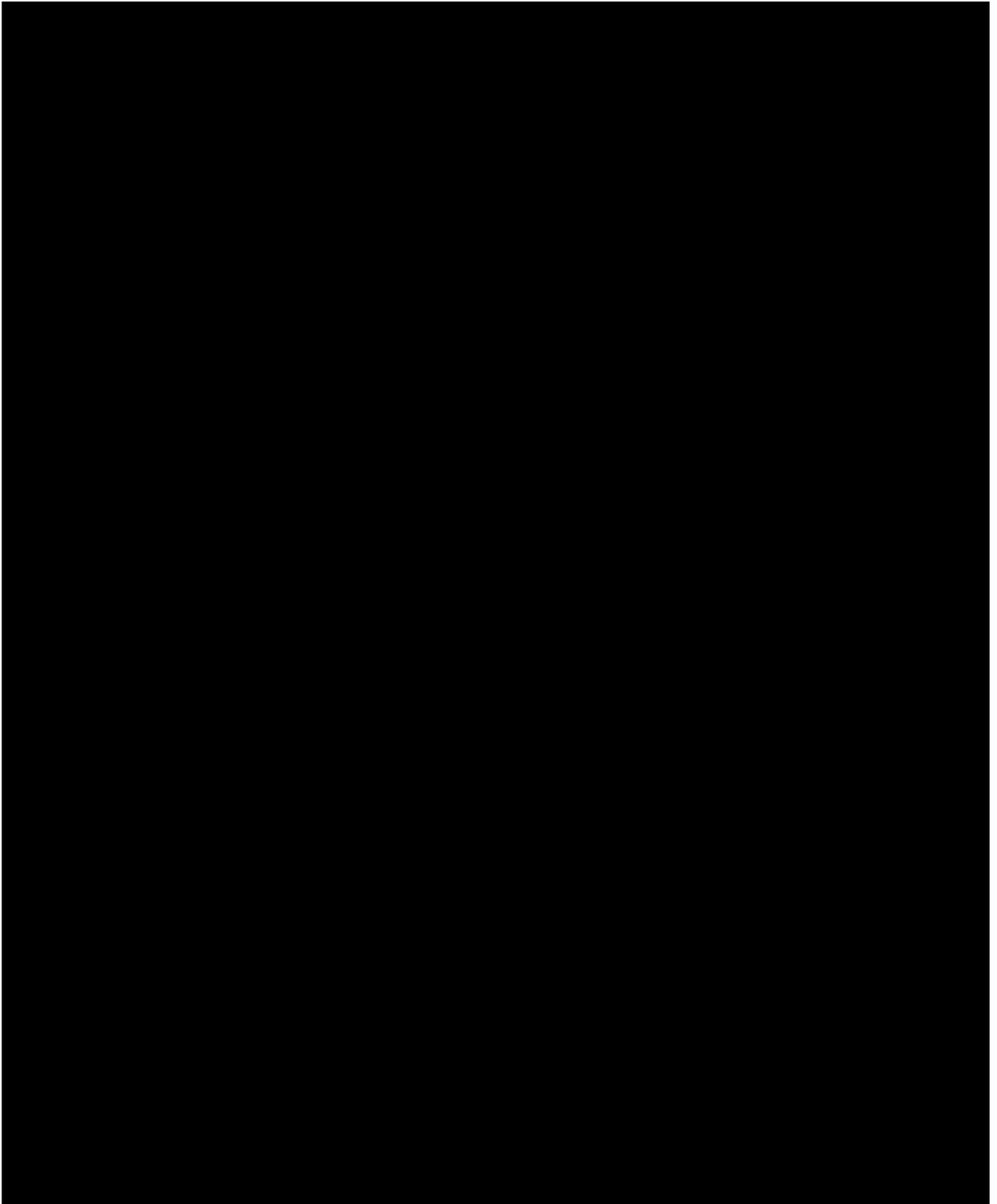






[REDACTED]



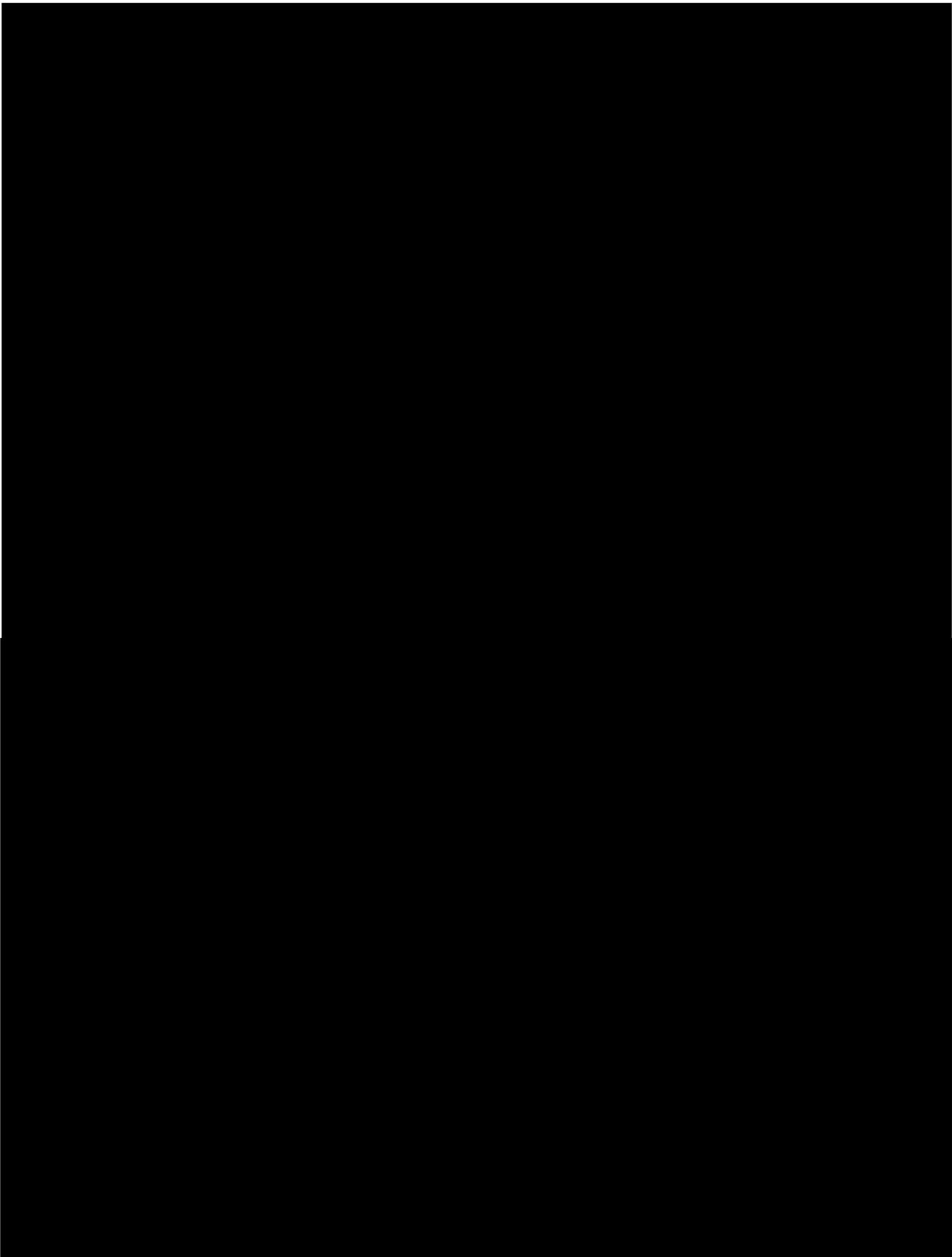


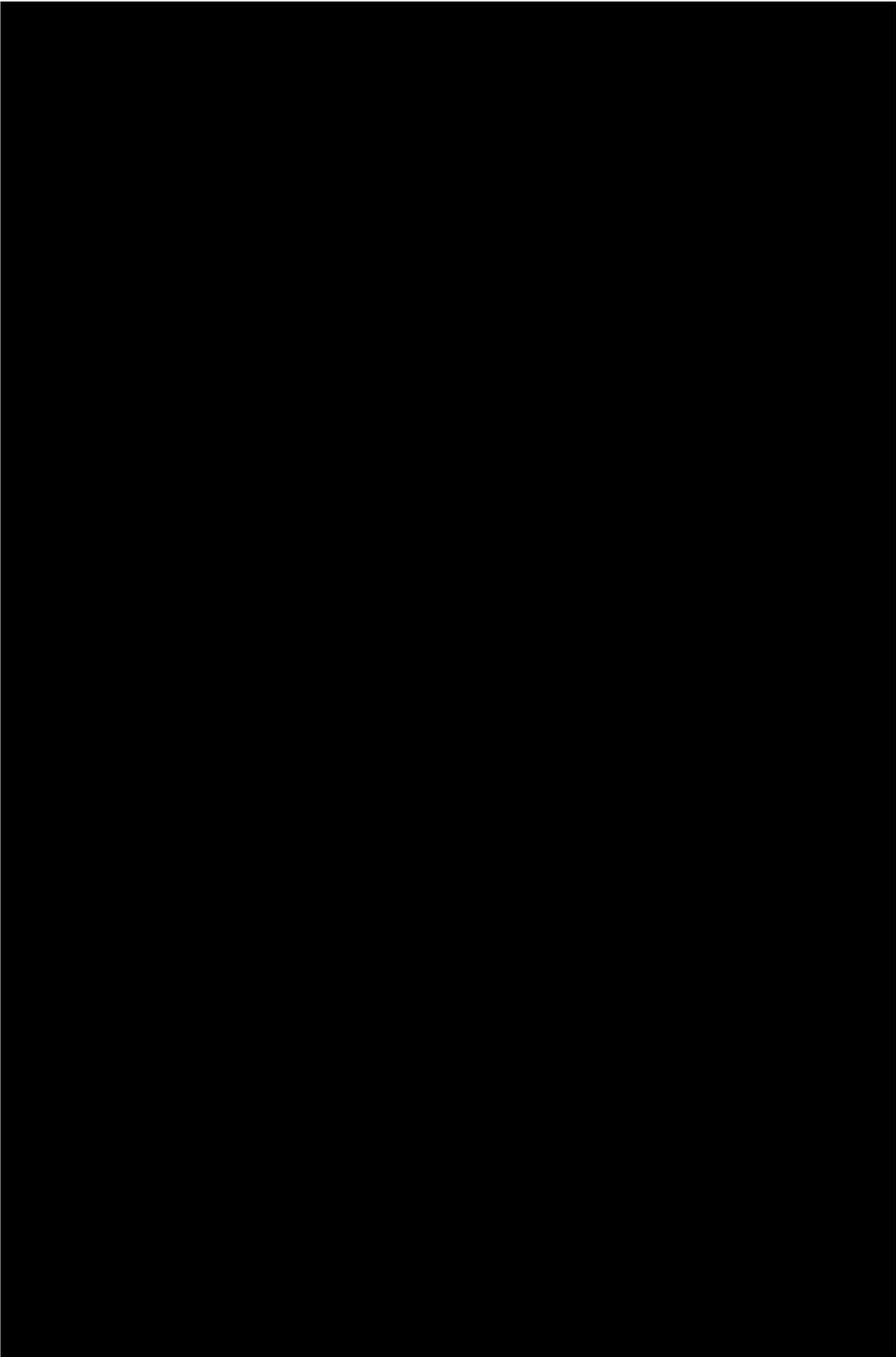


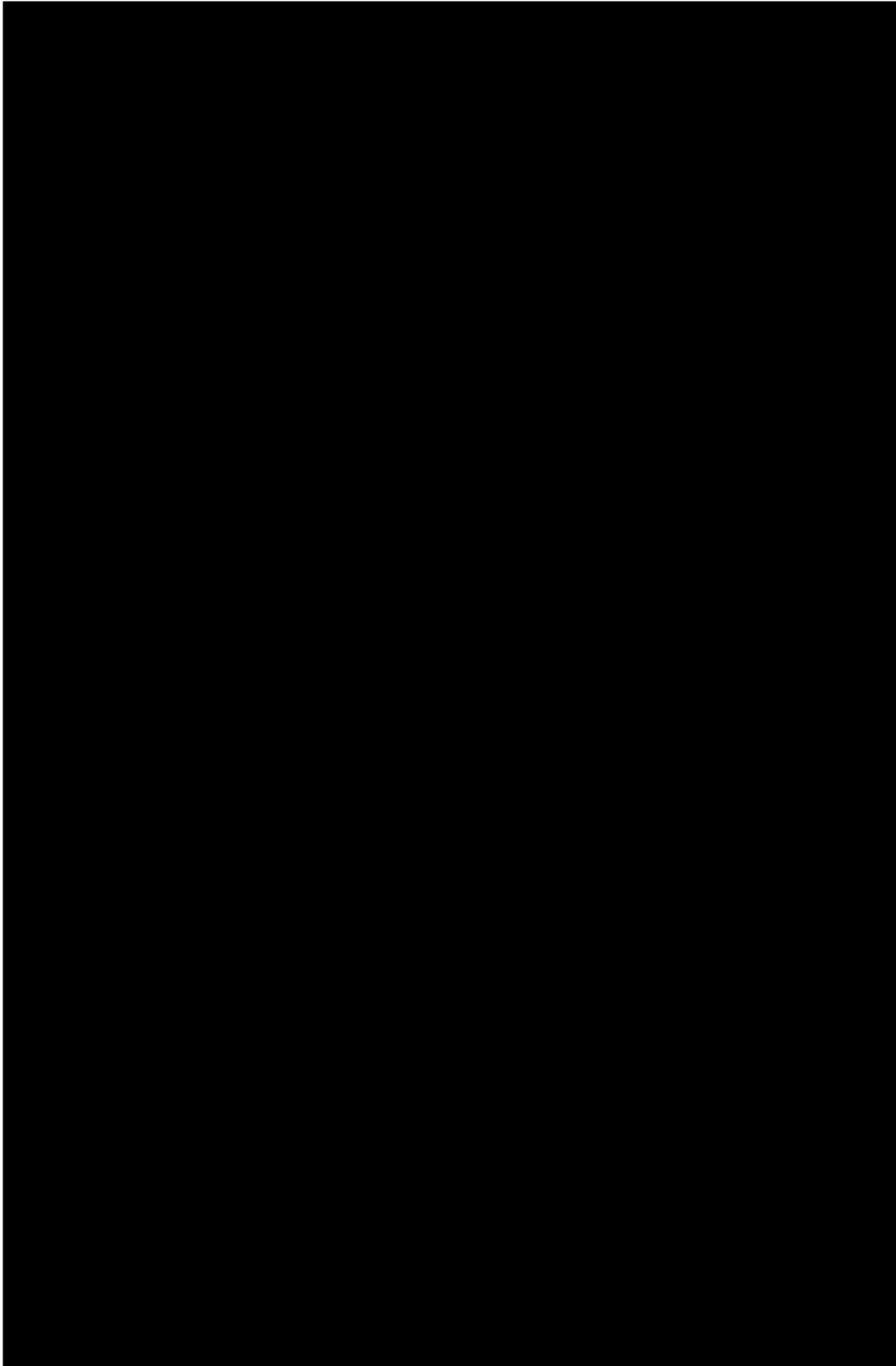
[Redacted]

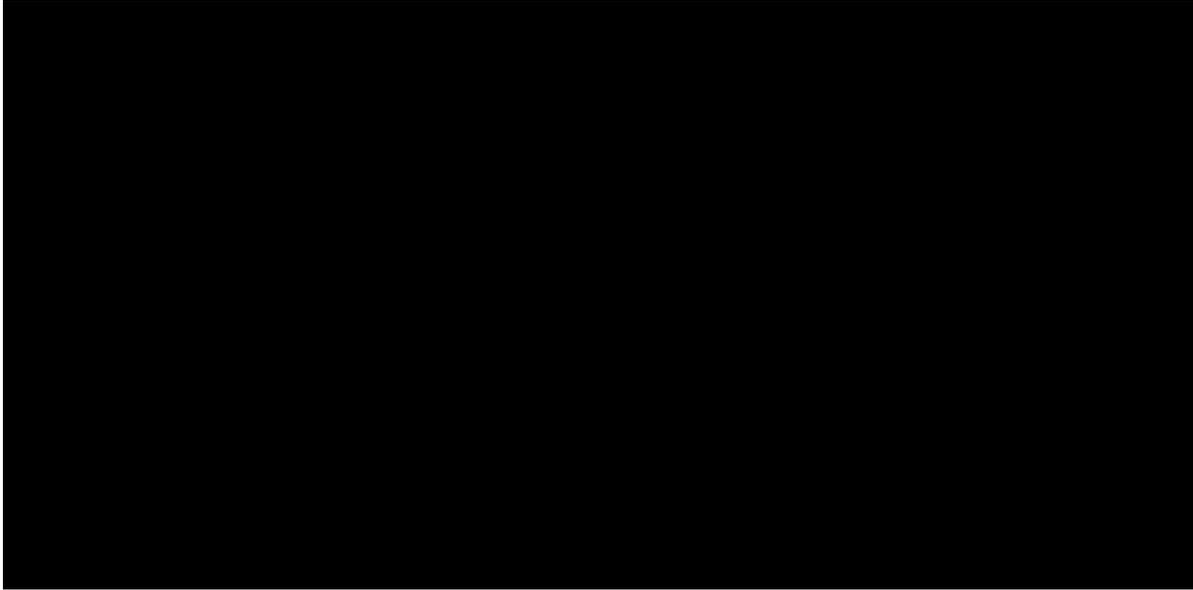
[Redacted]

[Redacted]









[Redacted]

[Redacted]

1

[Redacted]

2



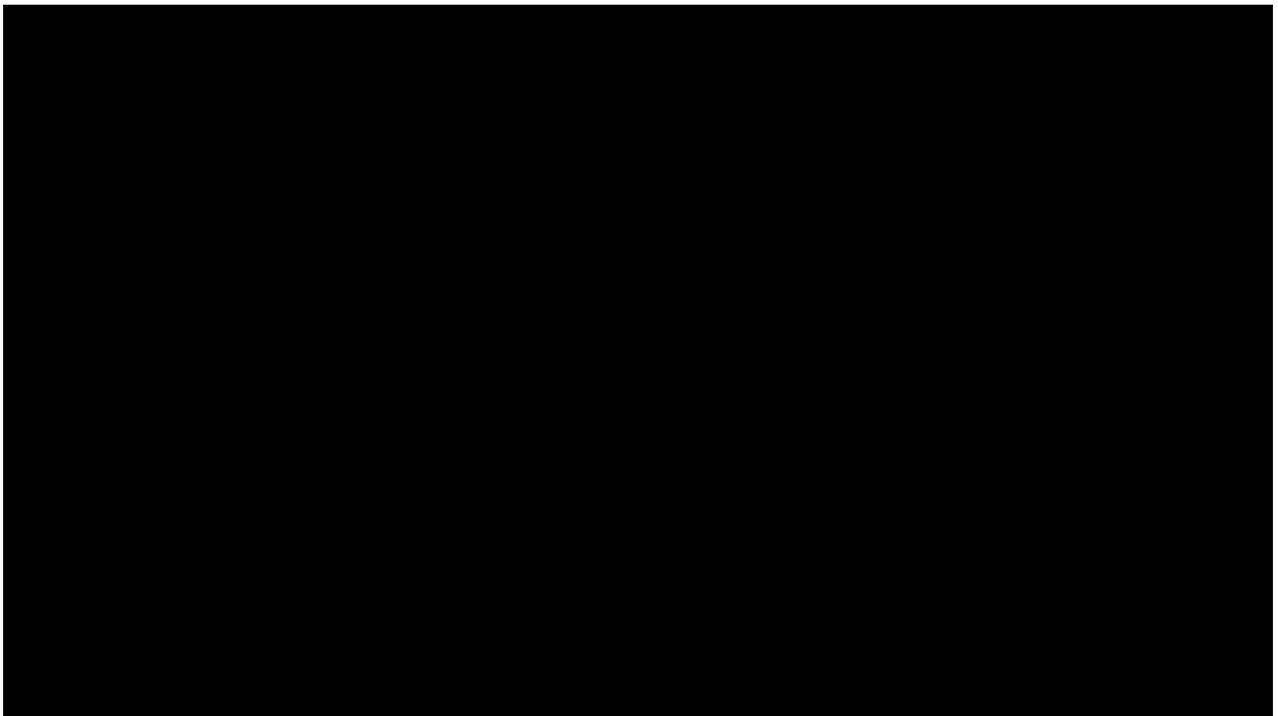
3



4



5



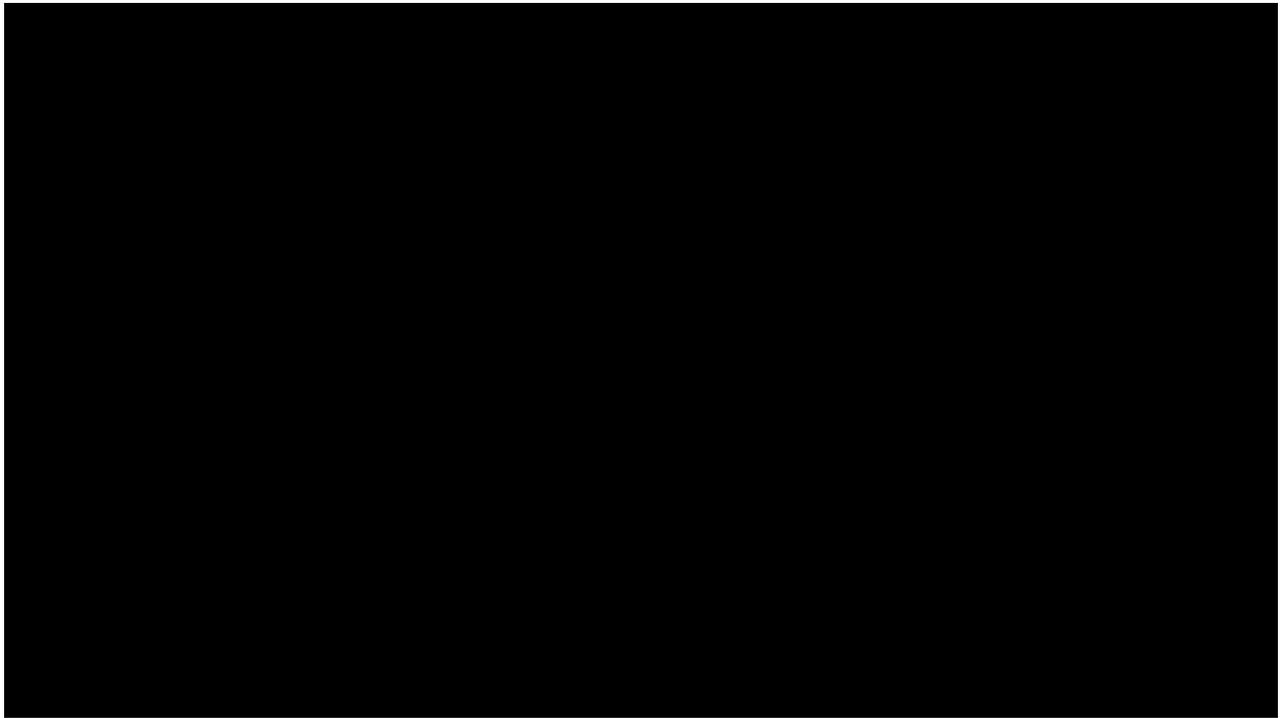
6



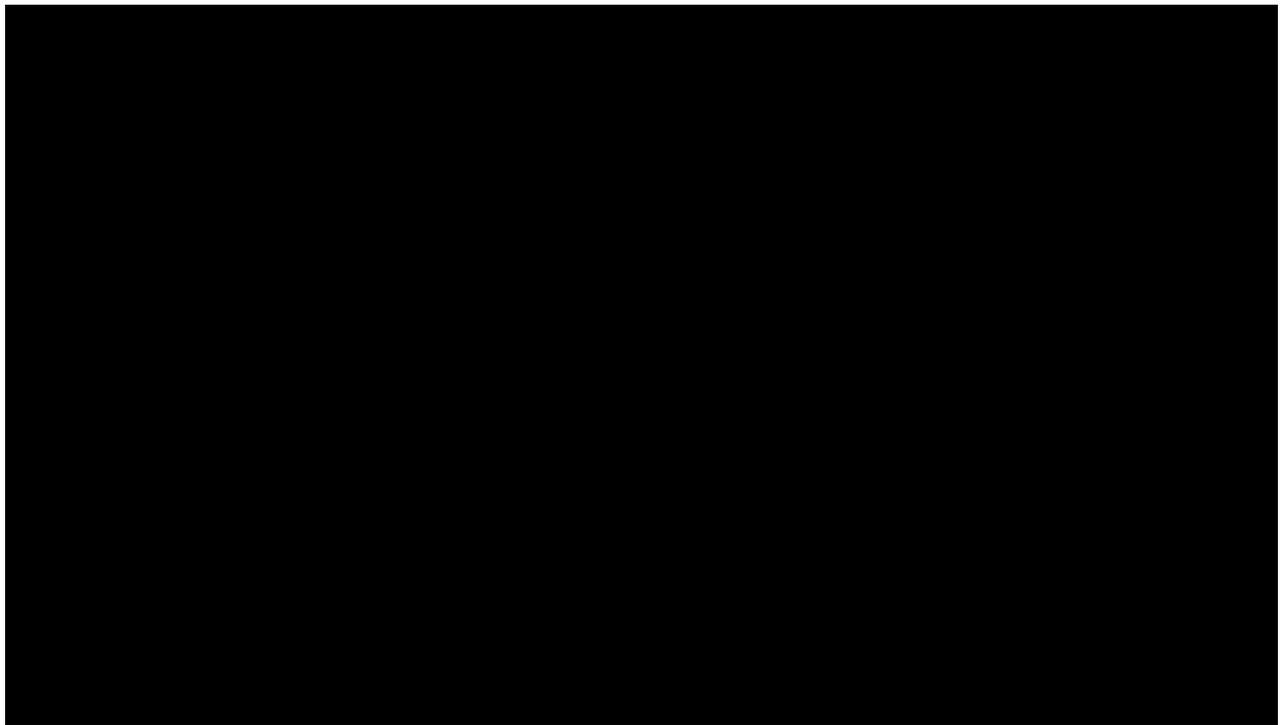
7



8



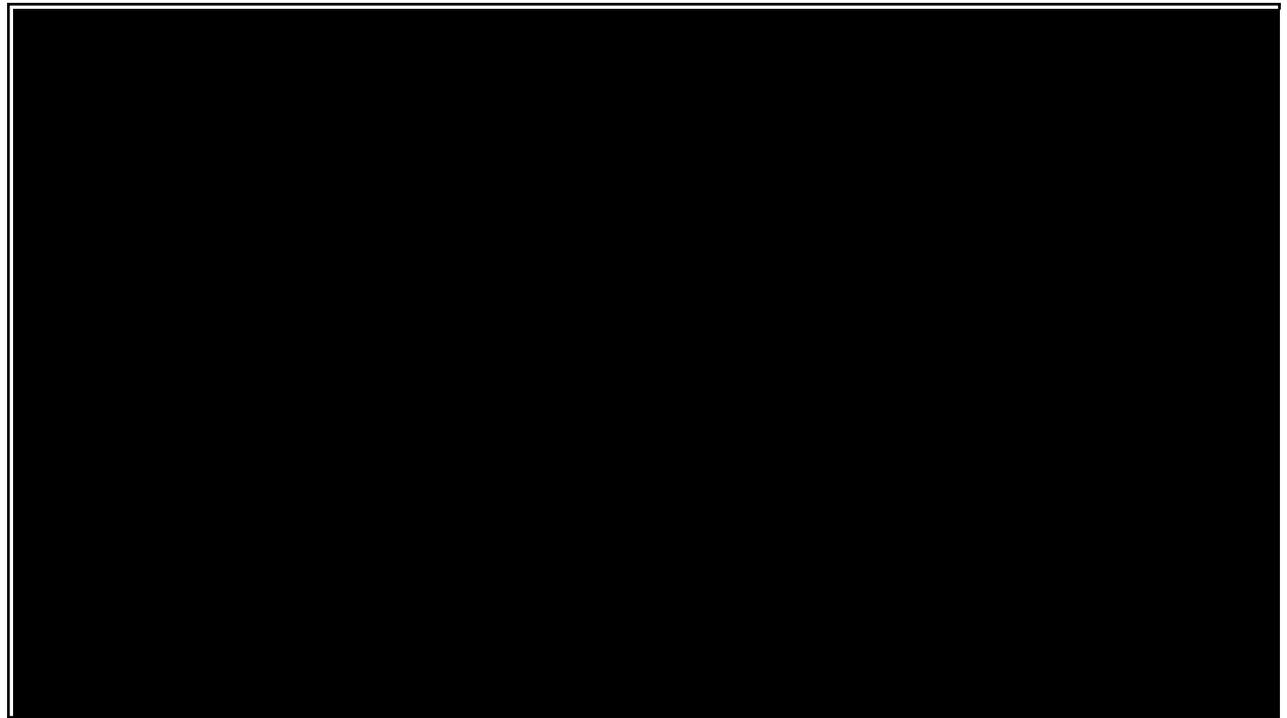
9



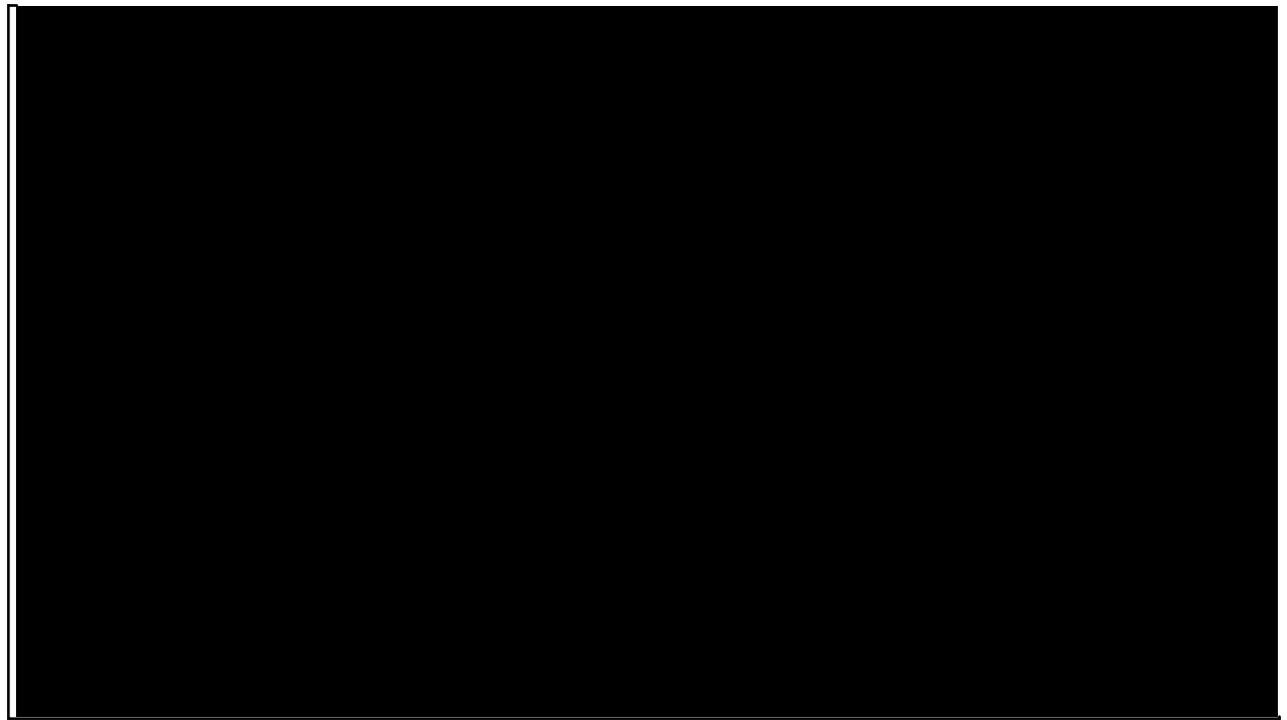
10



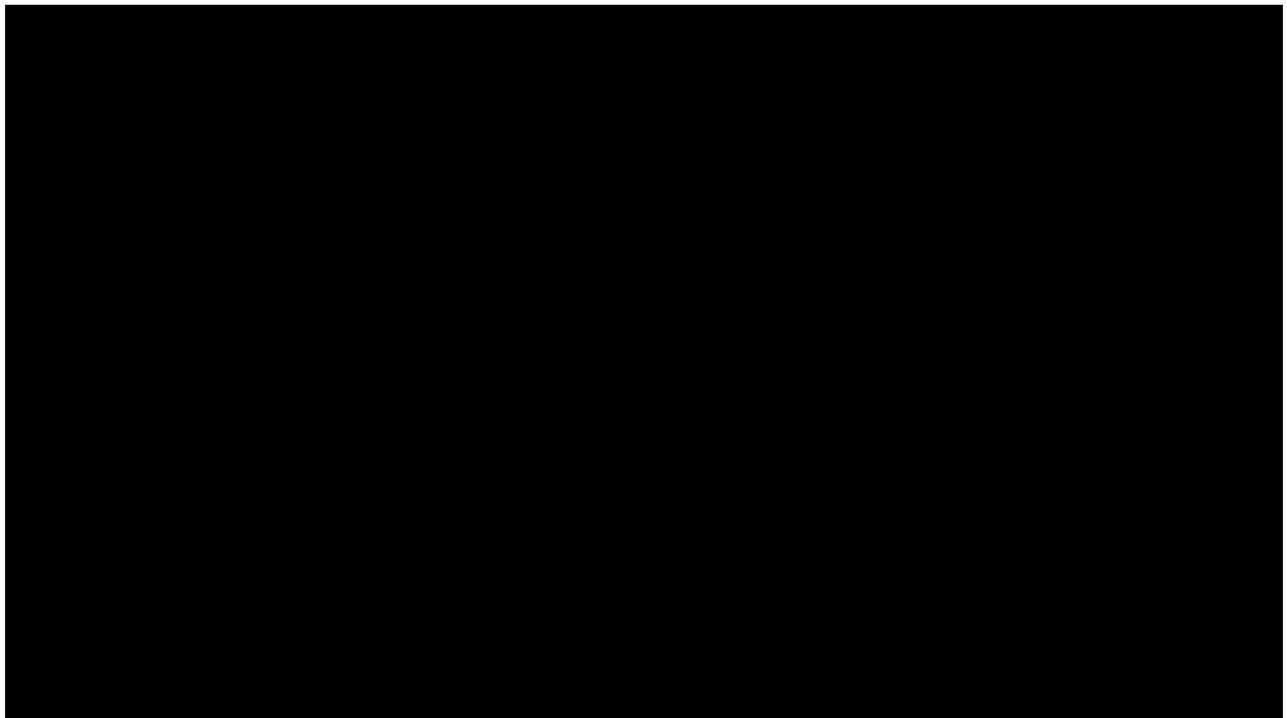
11



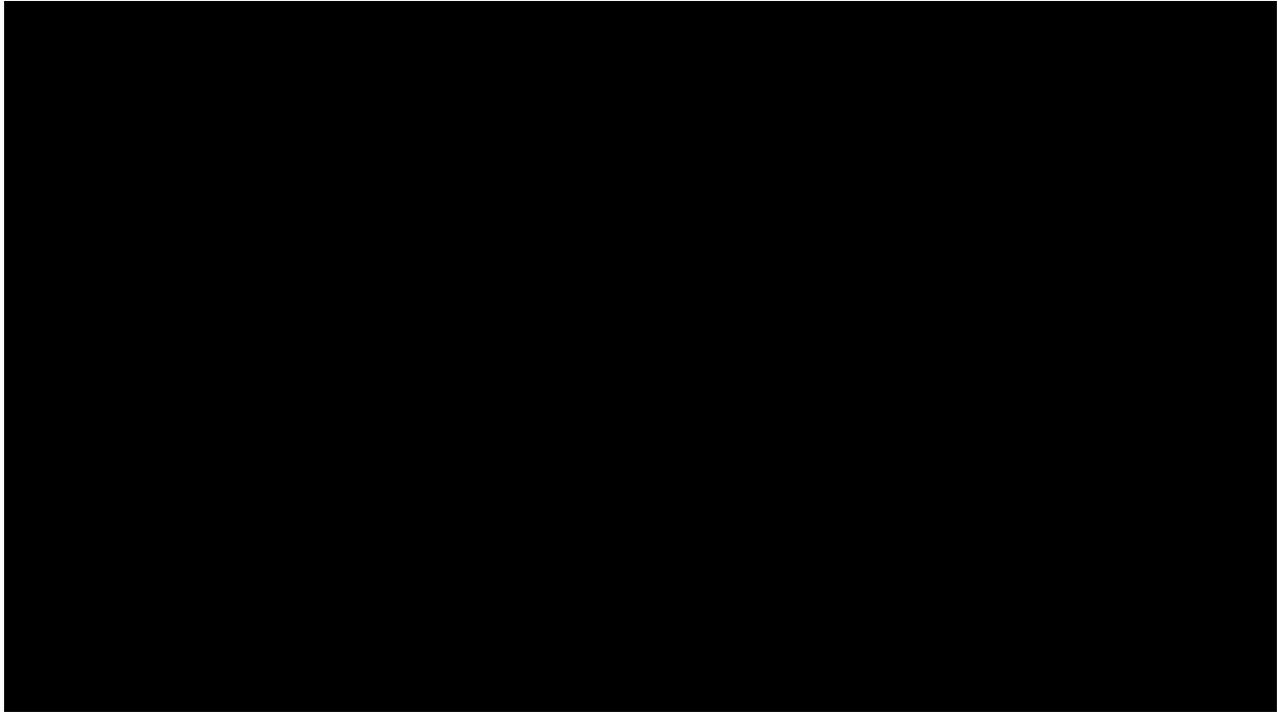
12



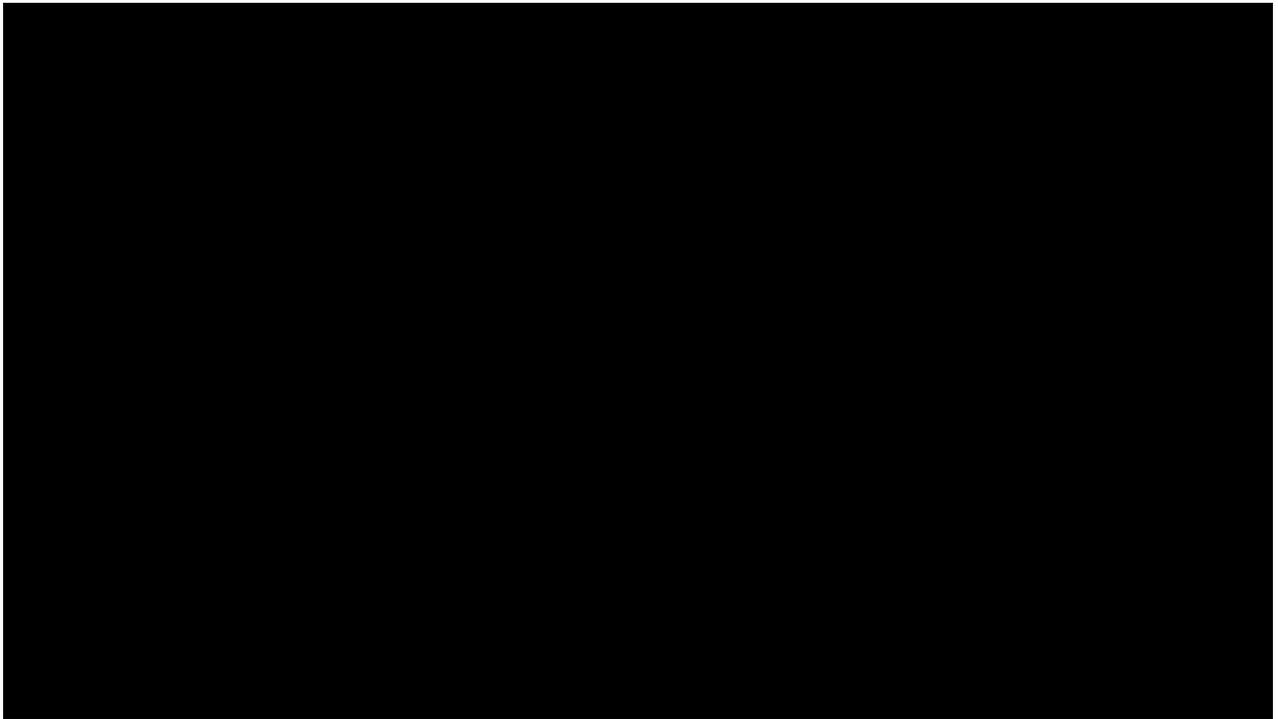
13



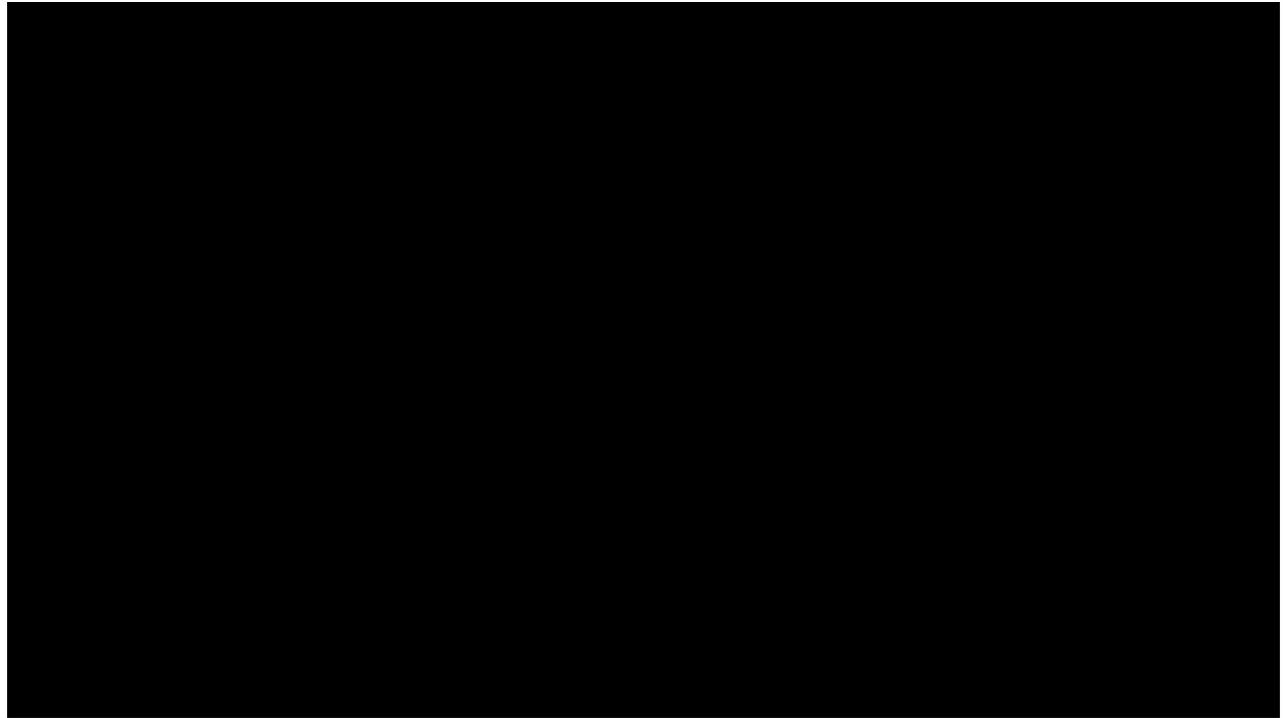
14



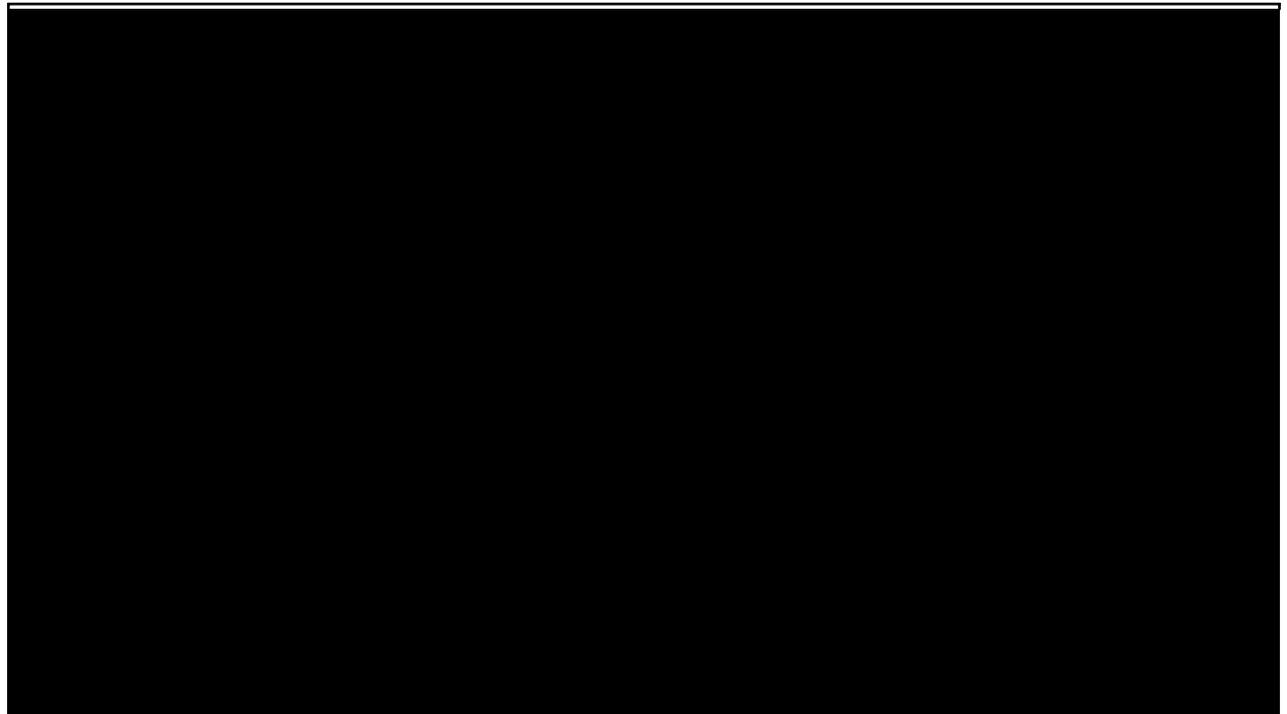
15



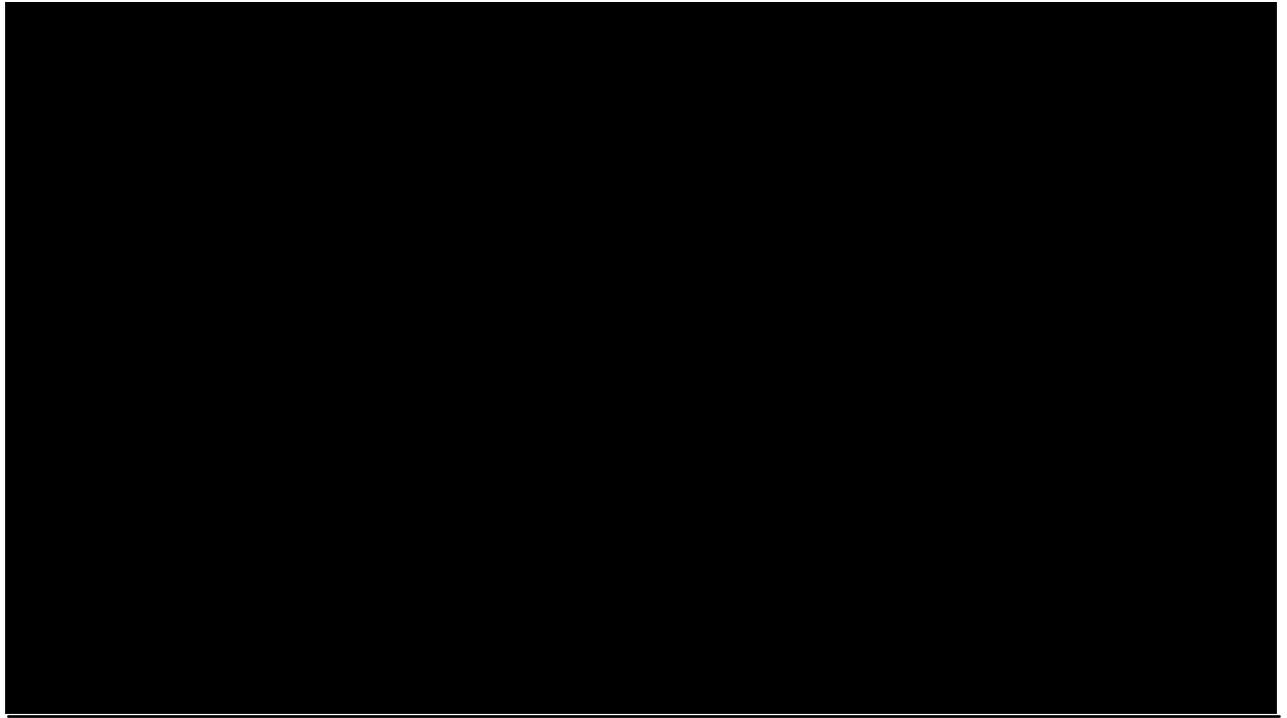
16



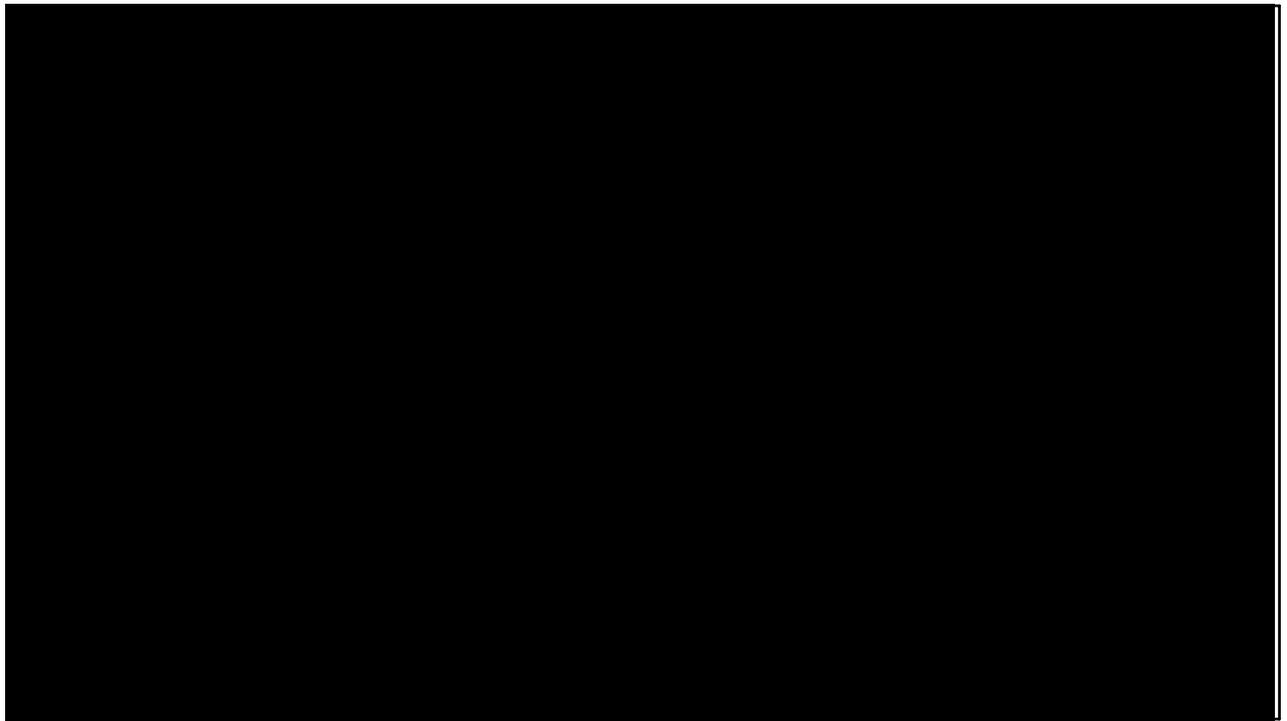
17



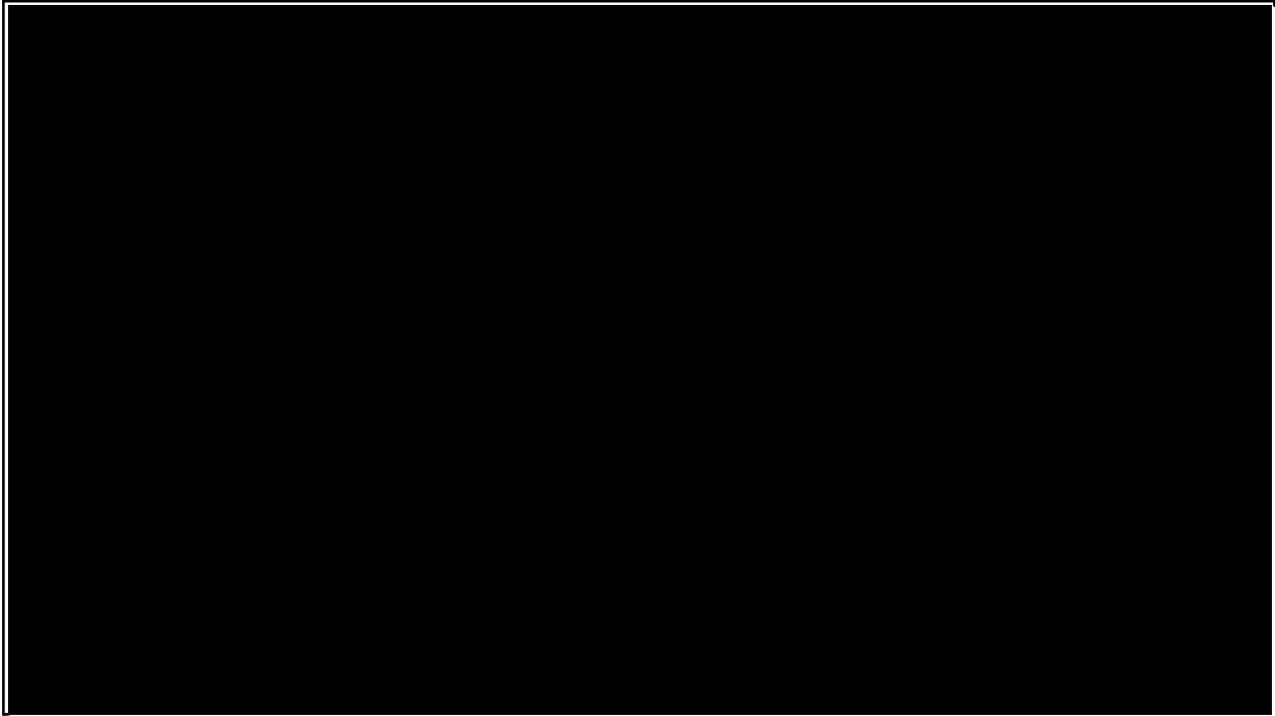
18



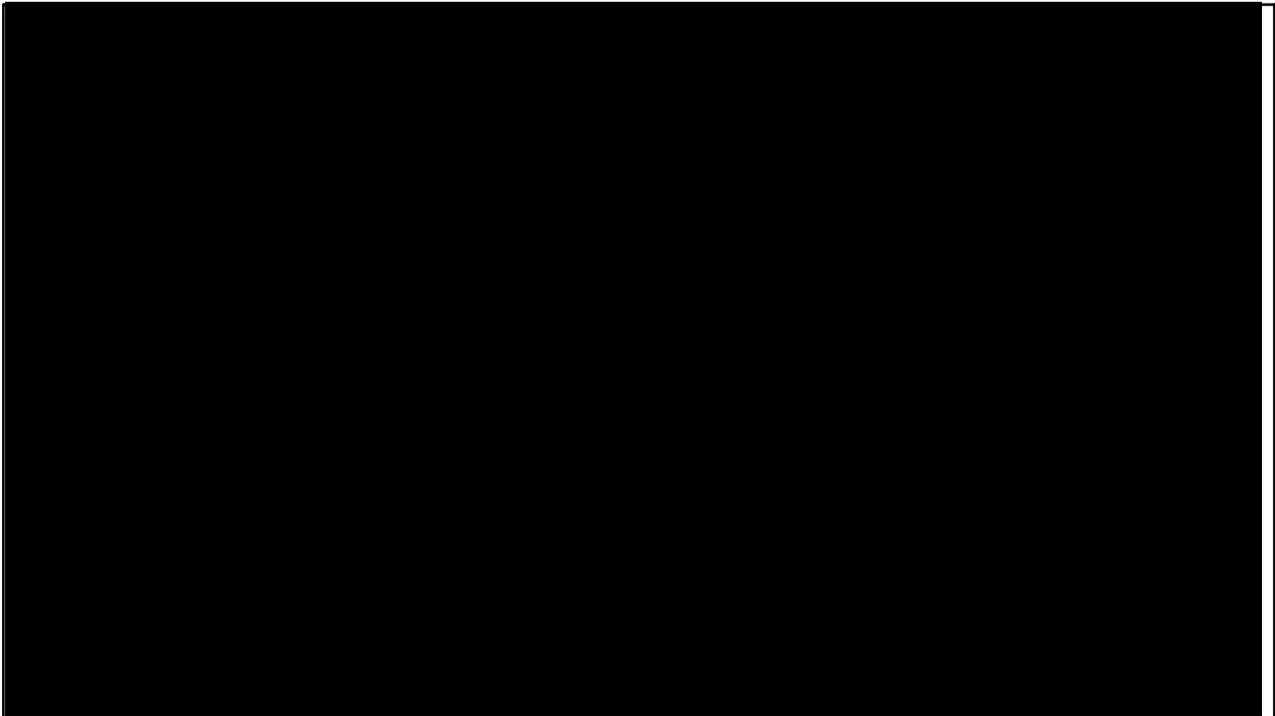
19



20



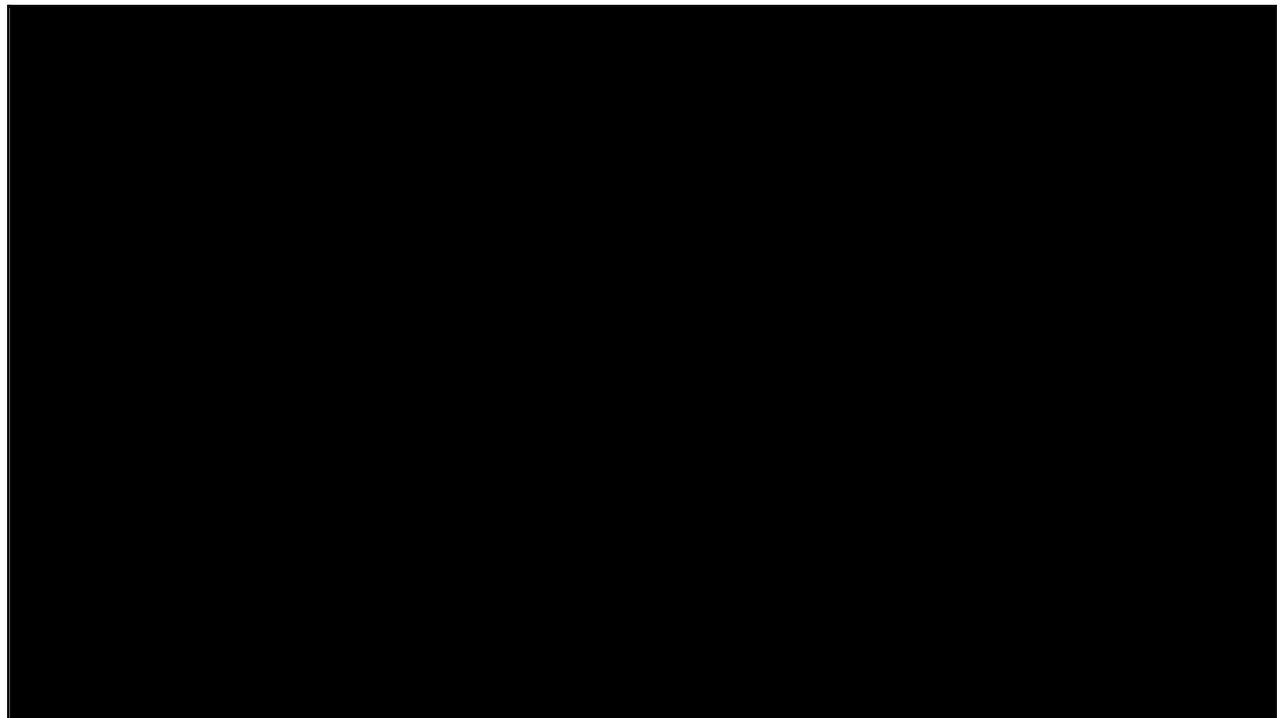
21



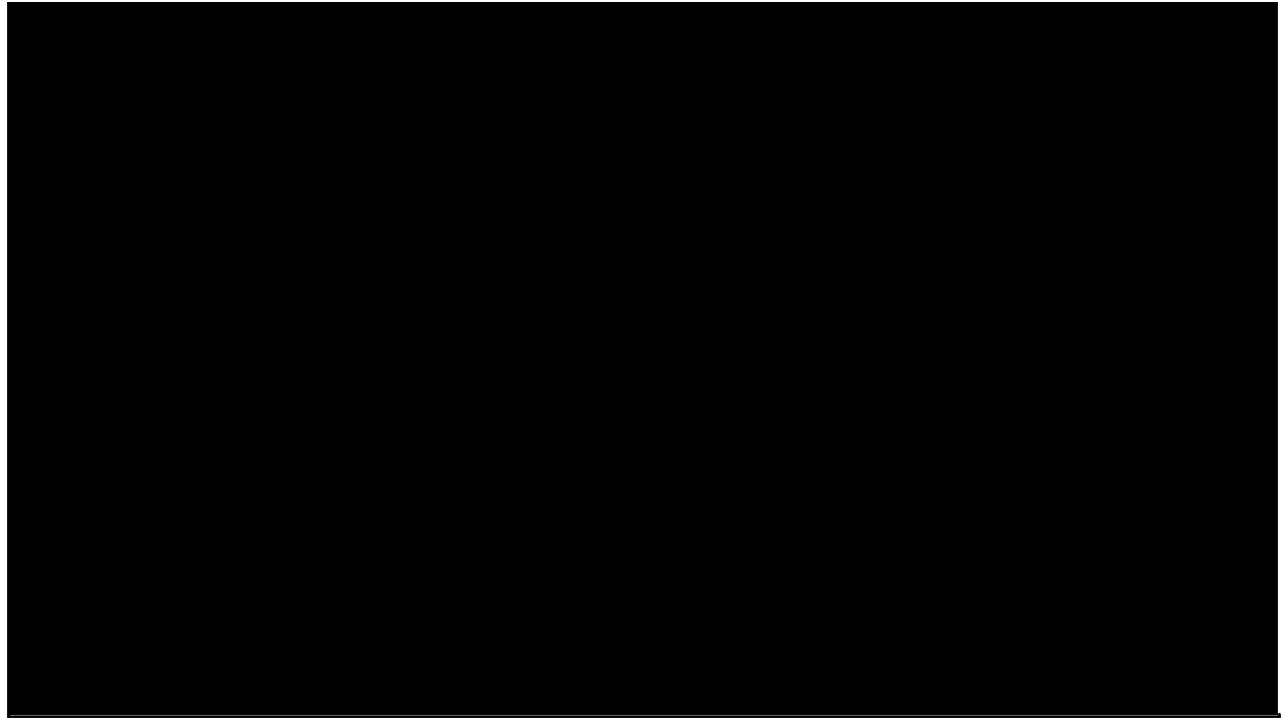
22



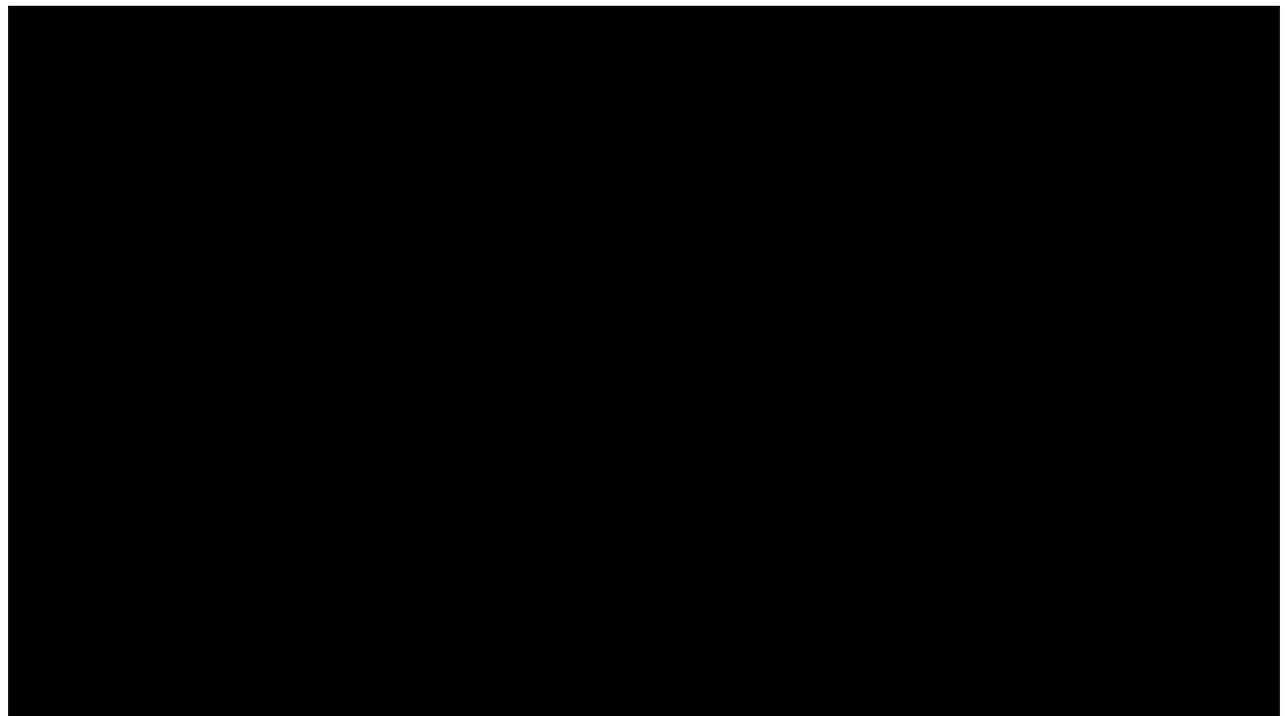
23



24



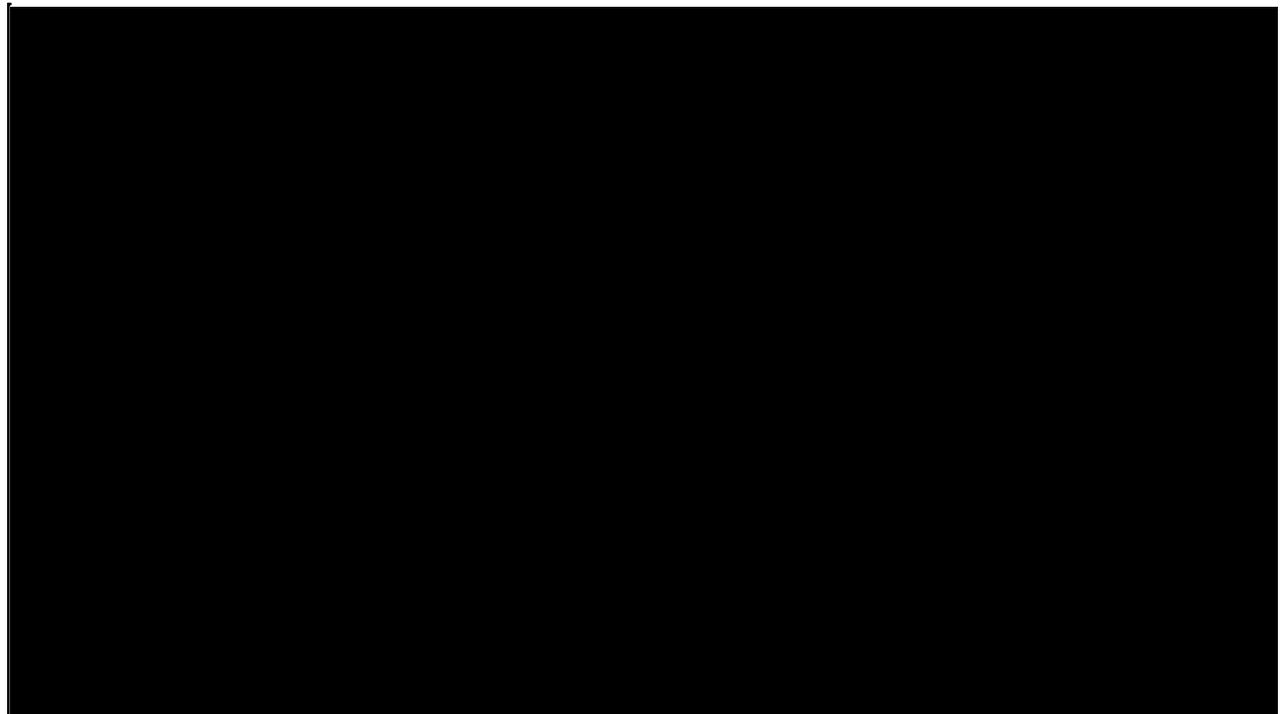
25



26



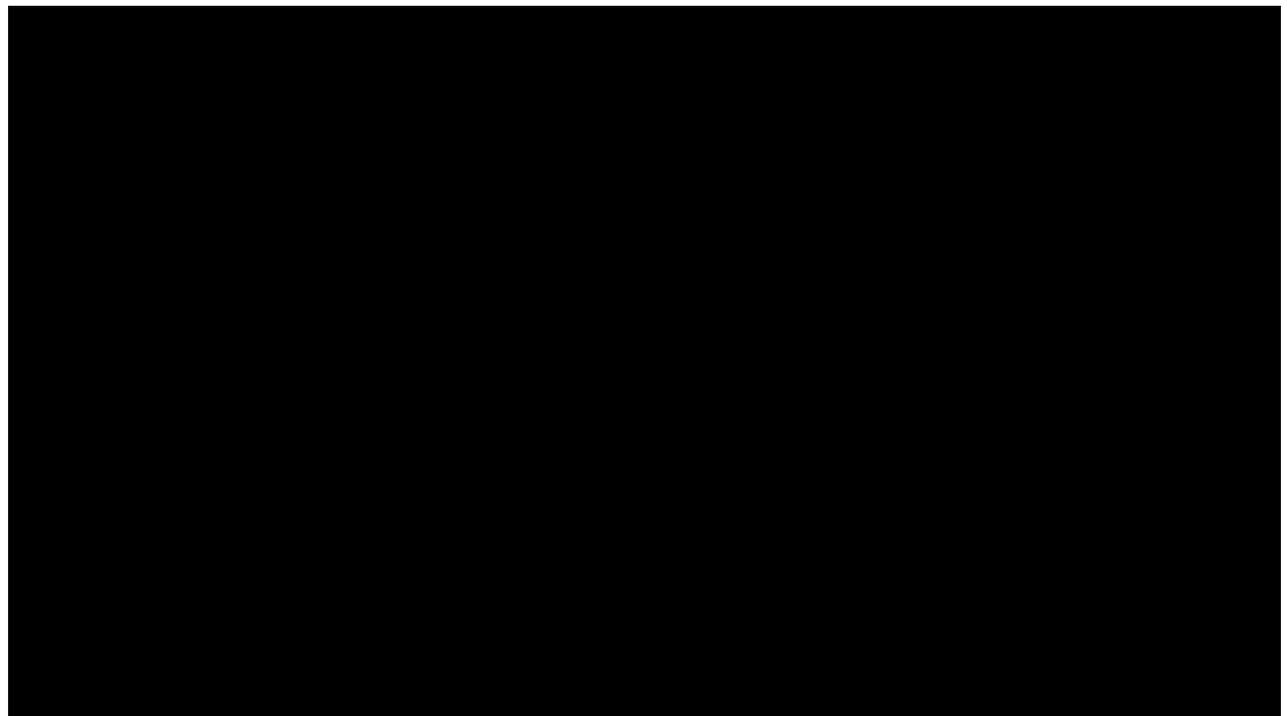
27



28



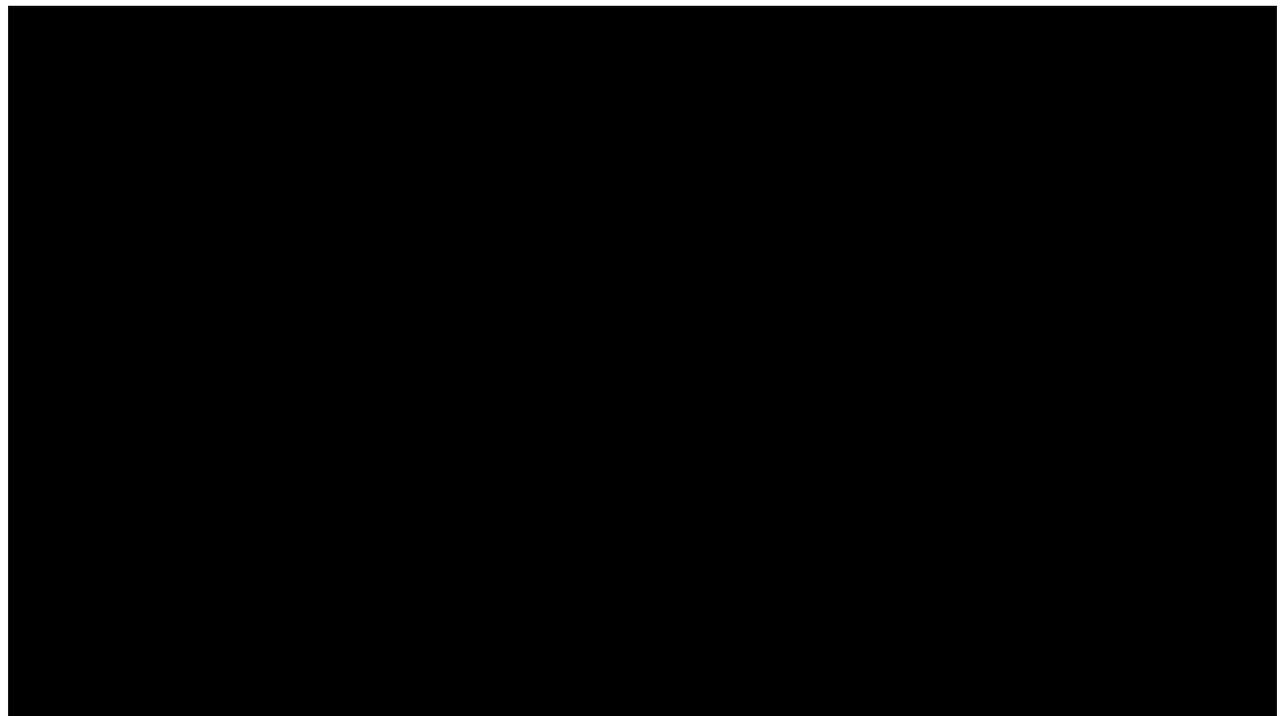
29



30



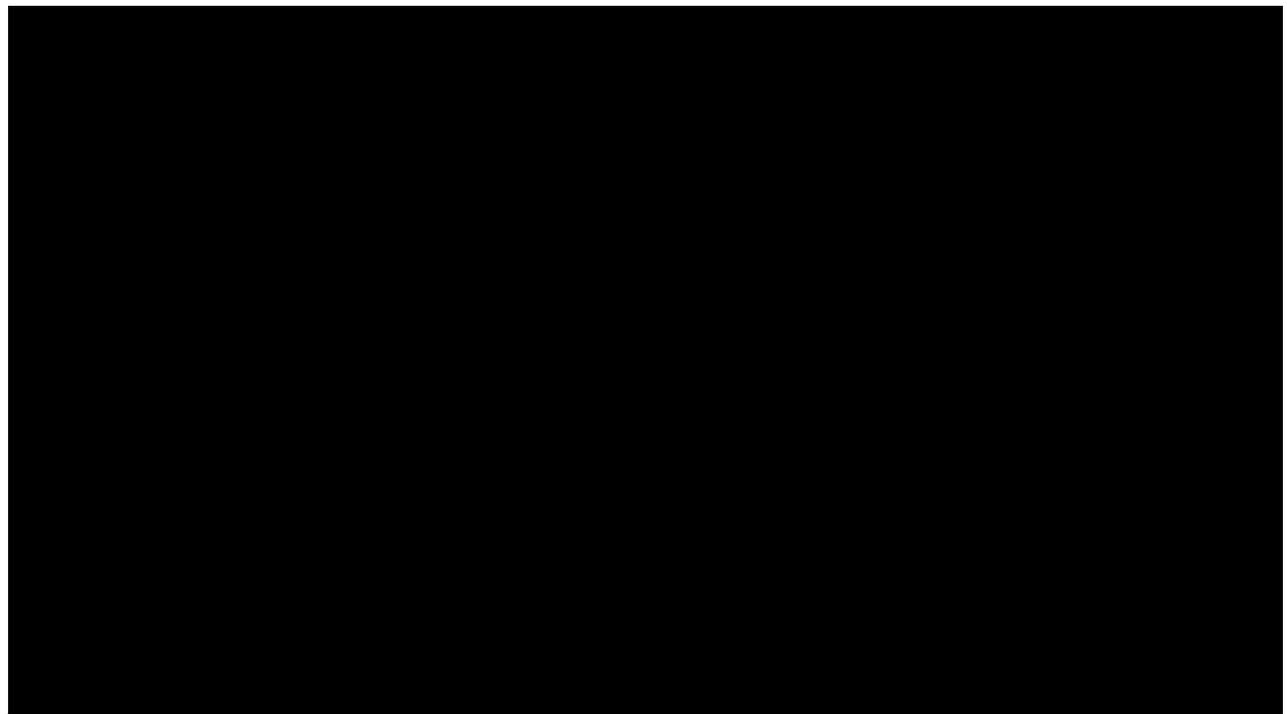
31



32



33



34



35



36



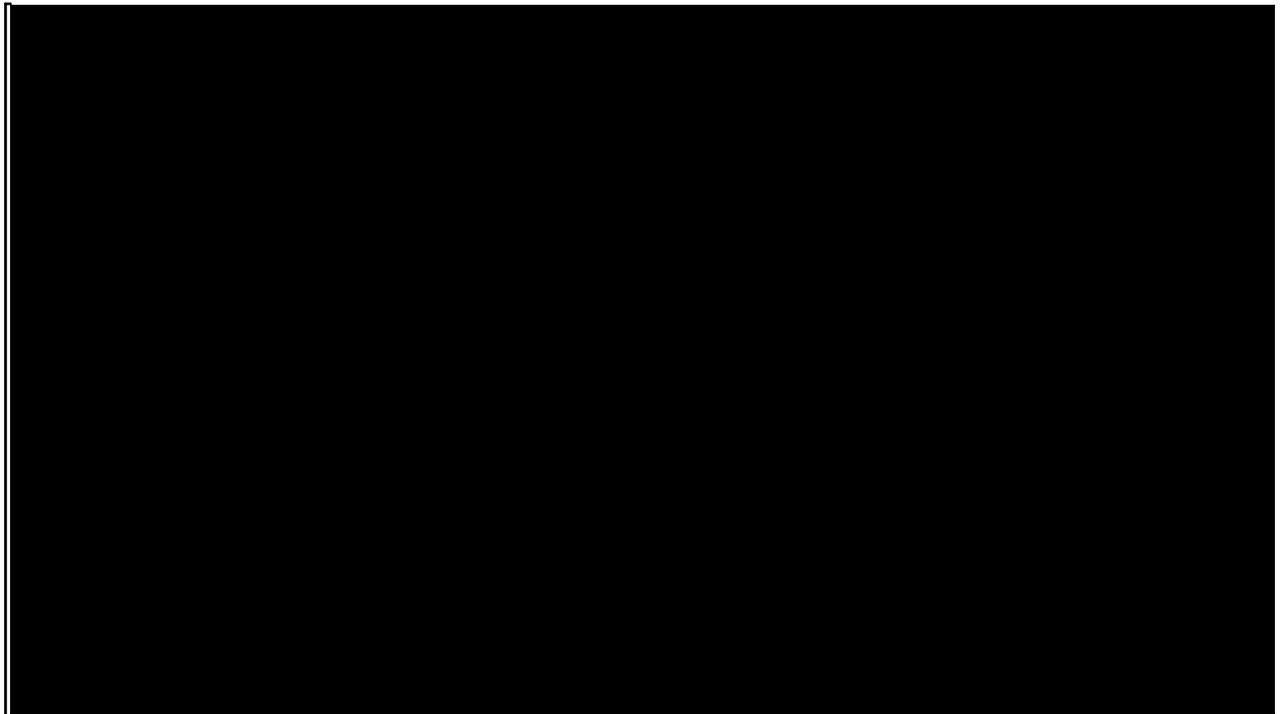
37



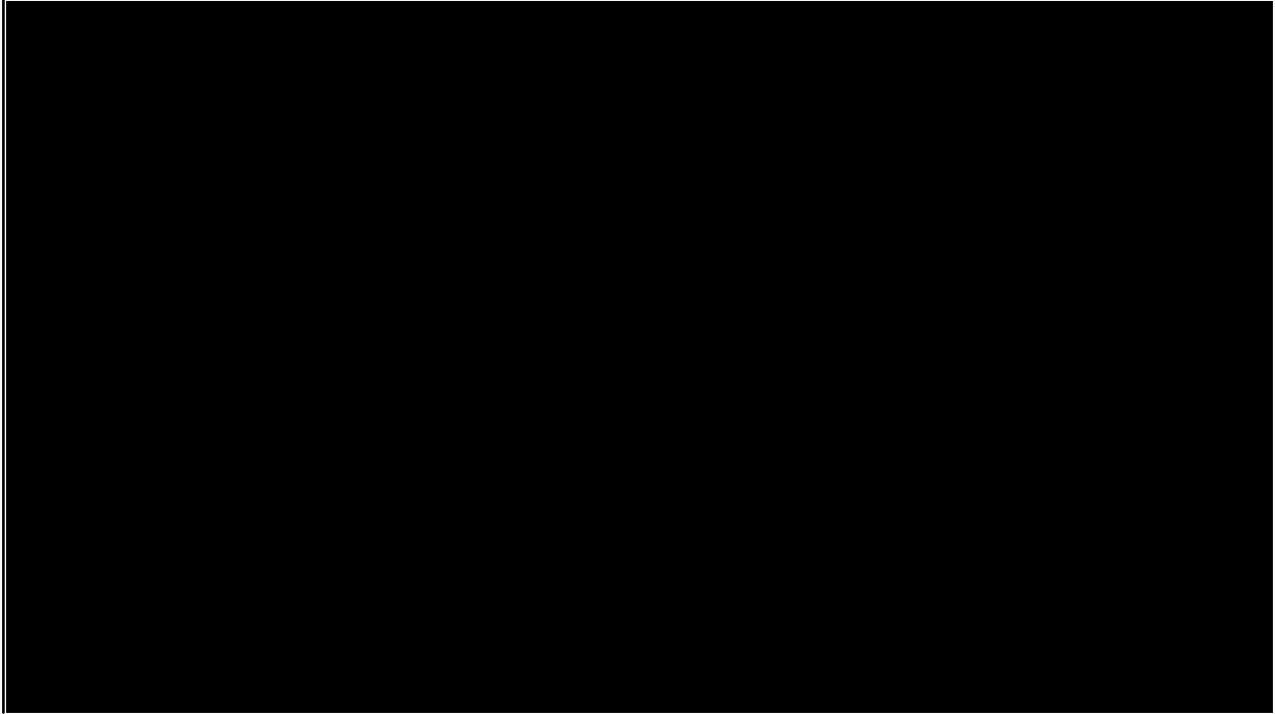
38



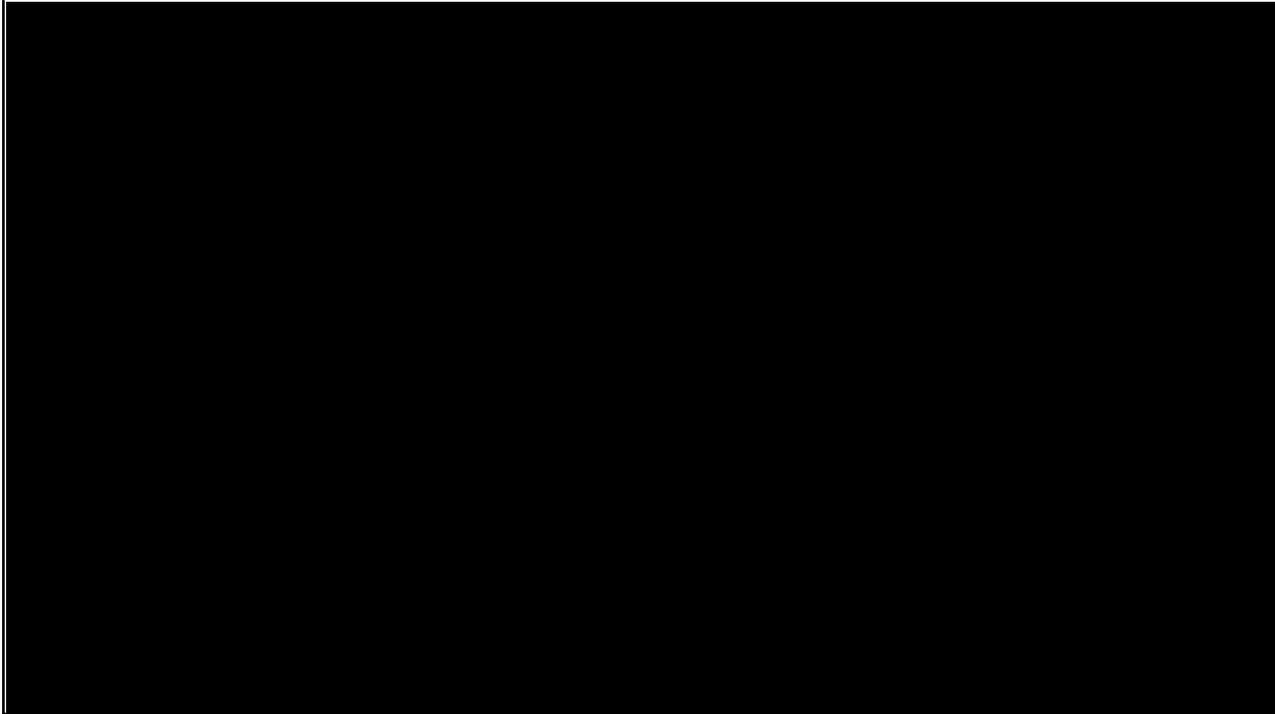
39



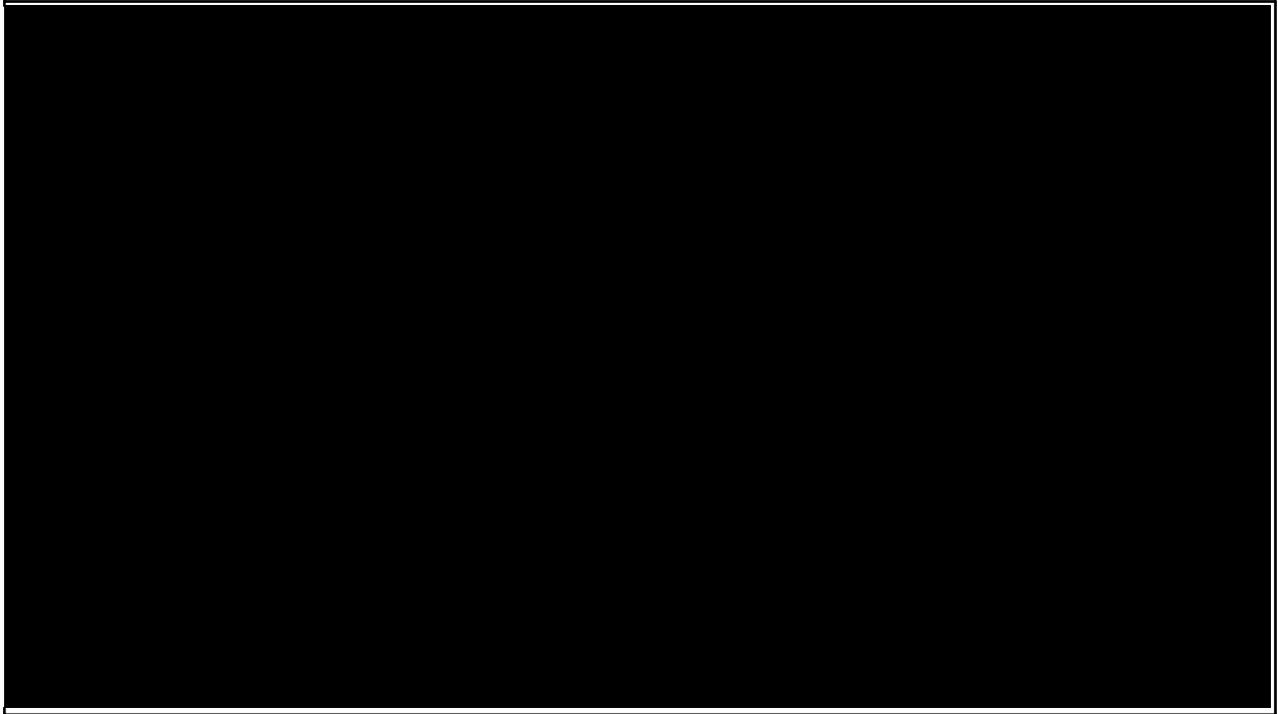
40



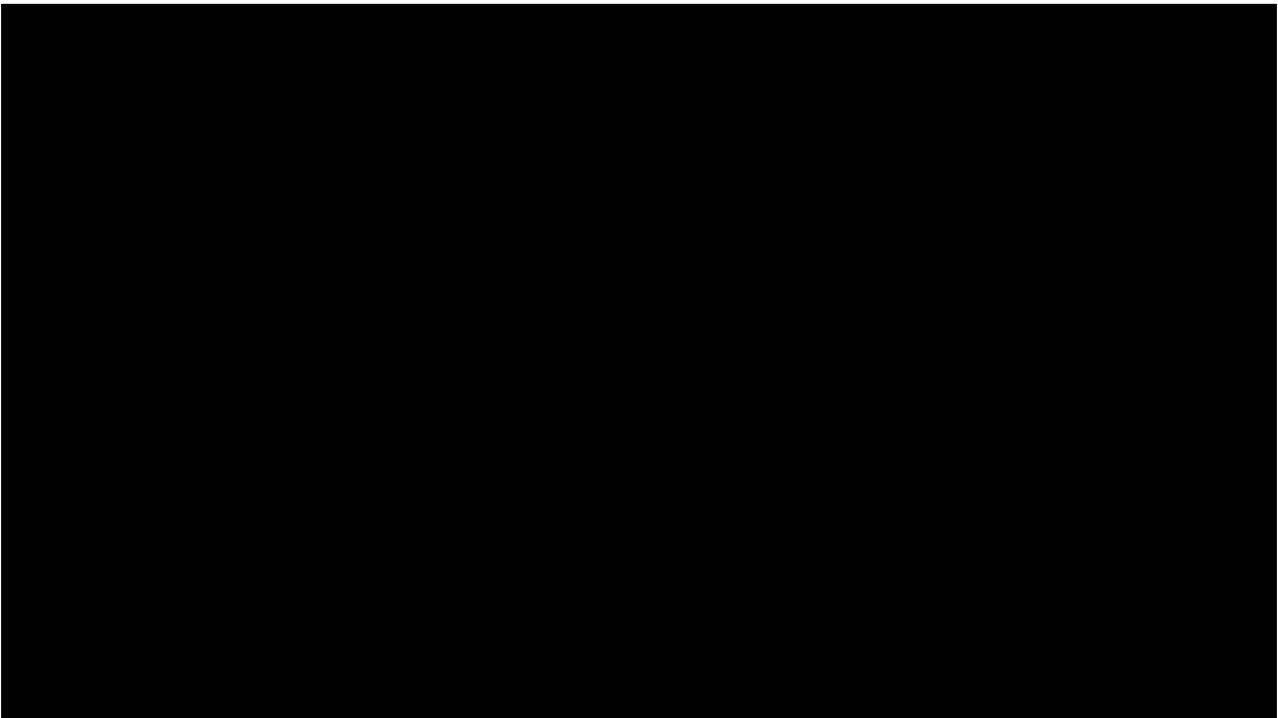
41



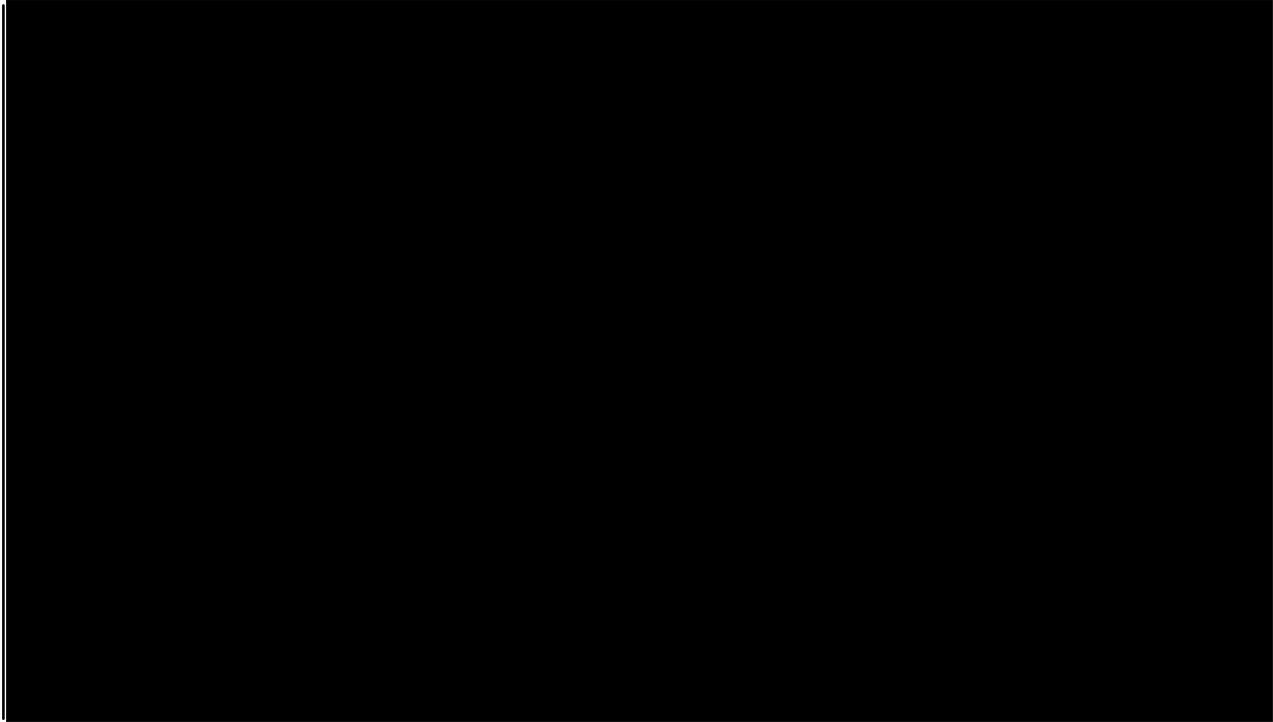
42



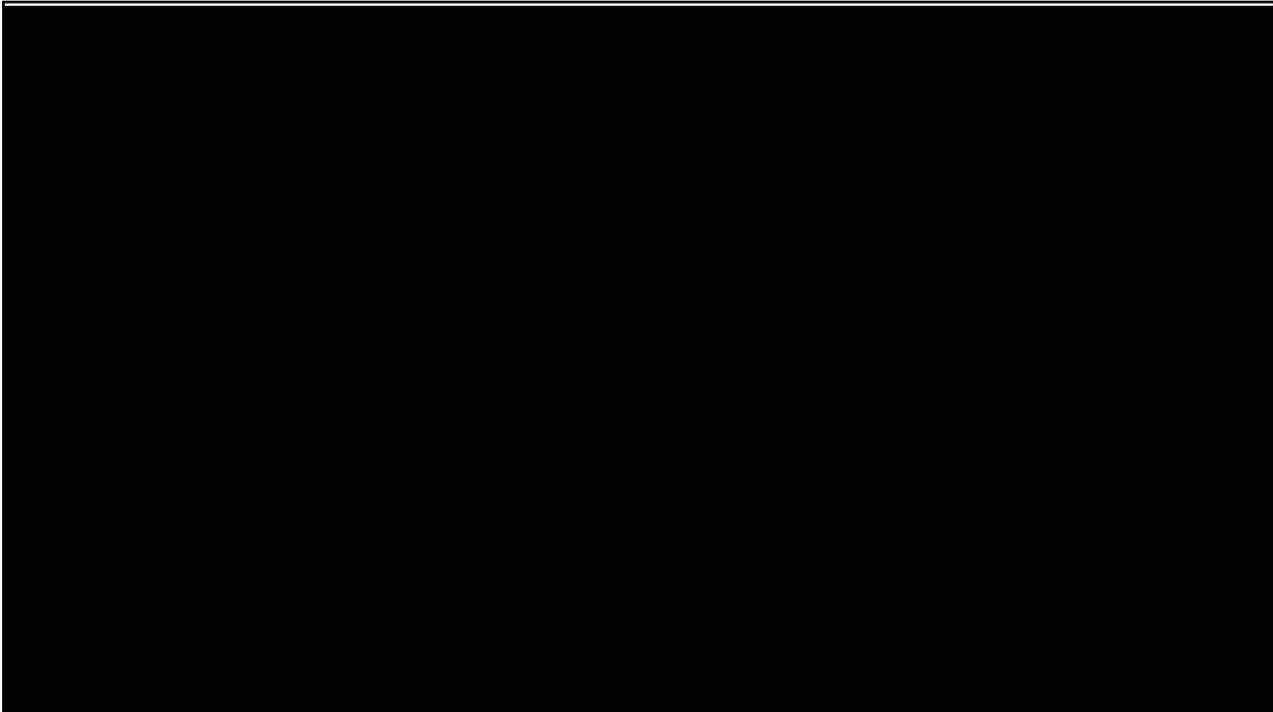
43



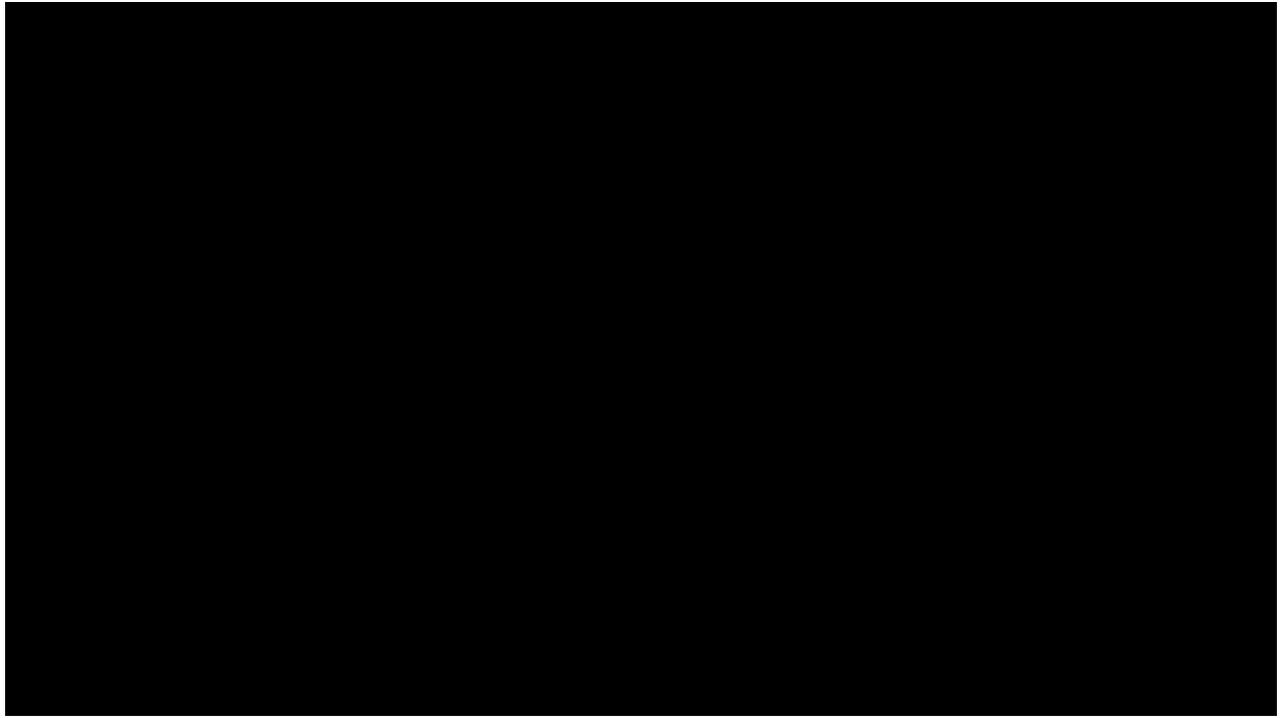
44



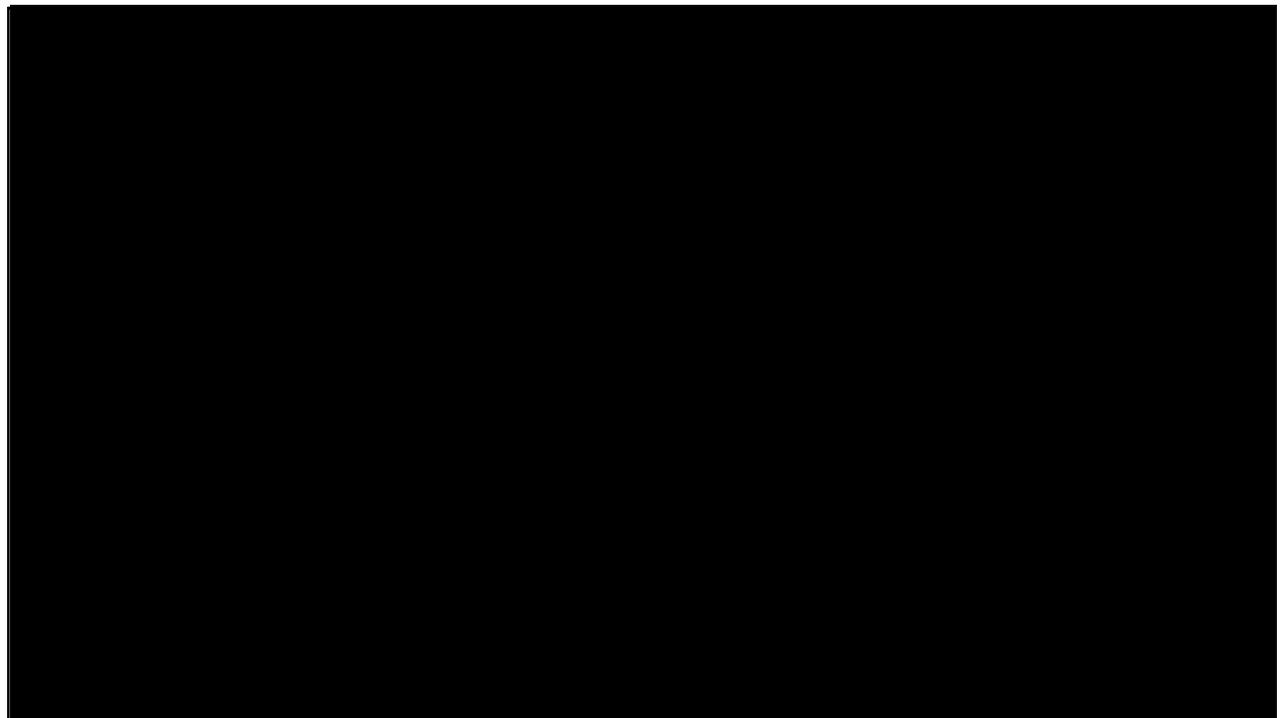
45



46



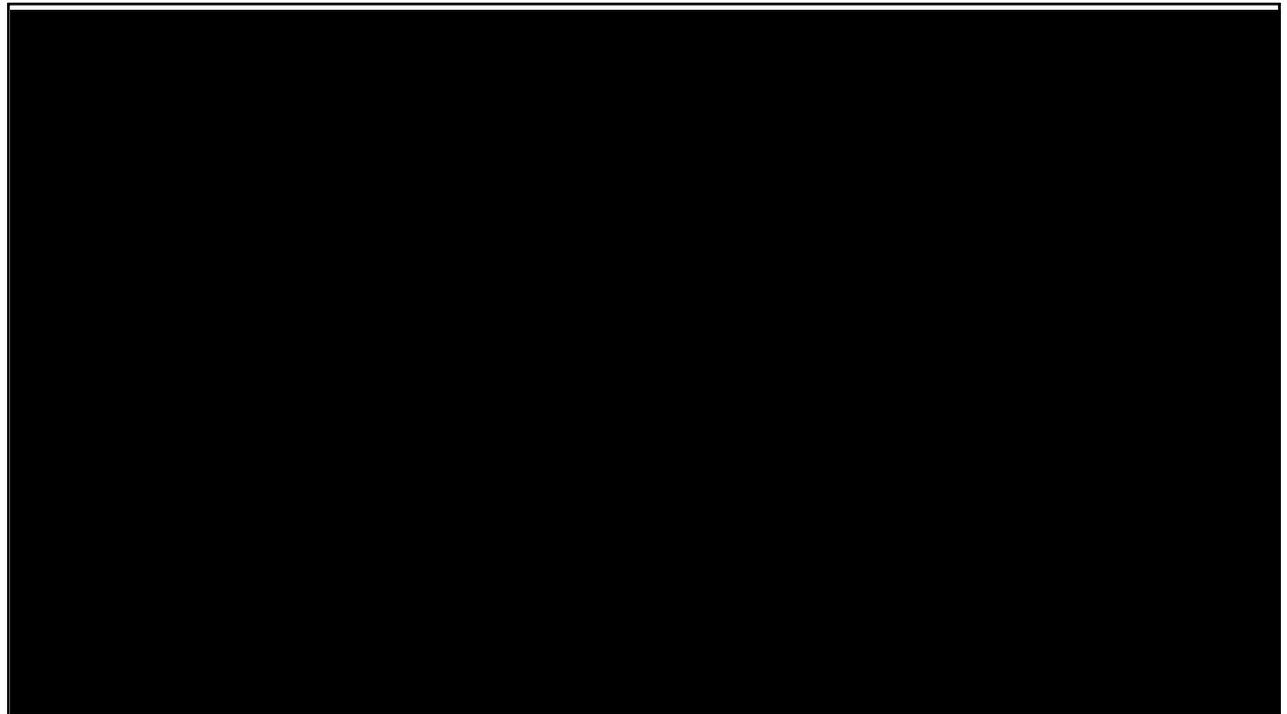
47



48



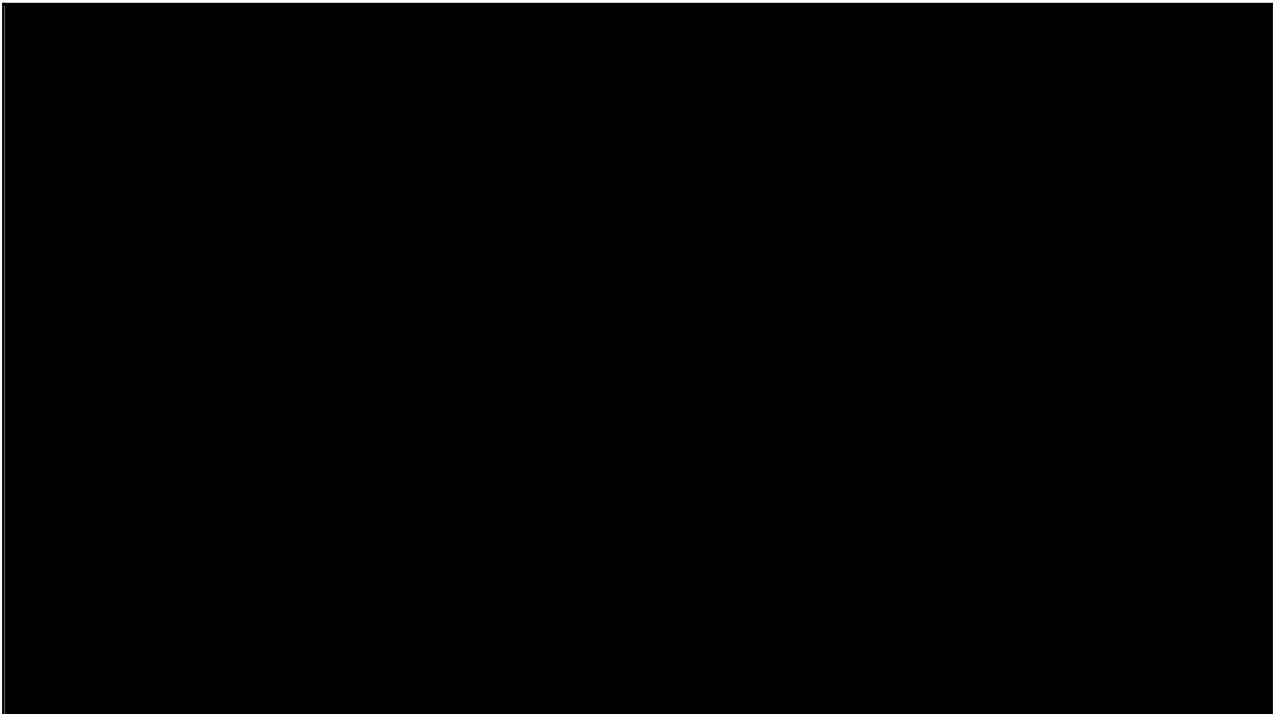
49



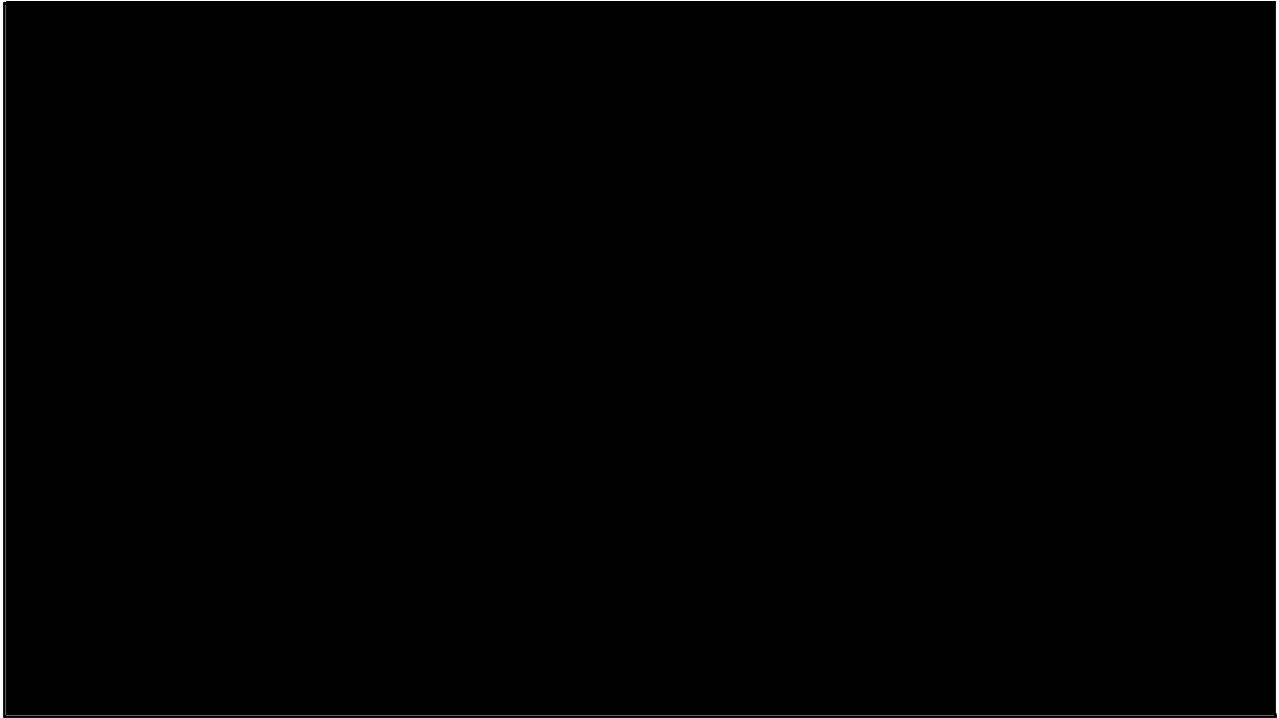
50



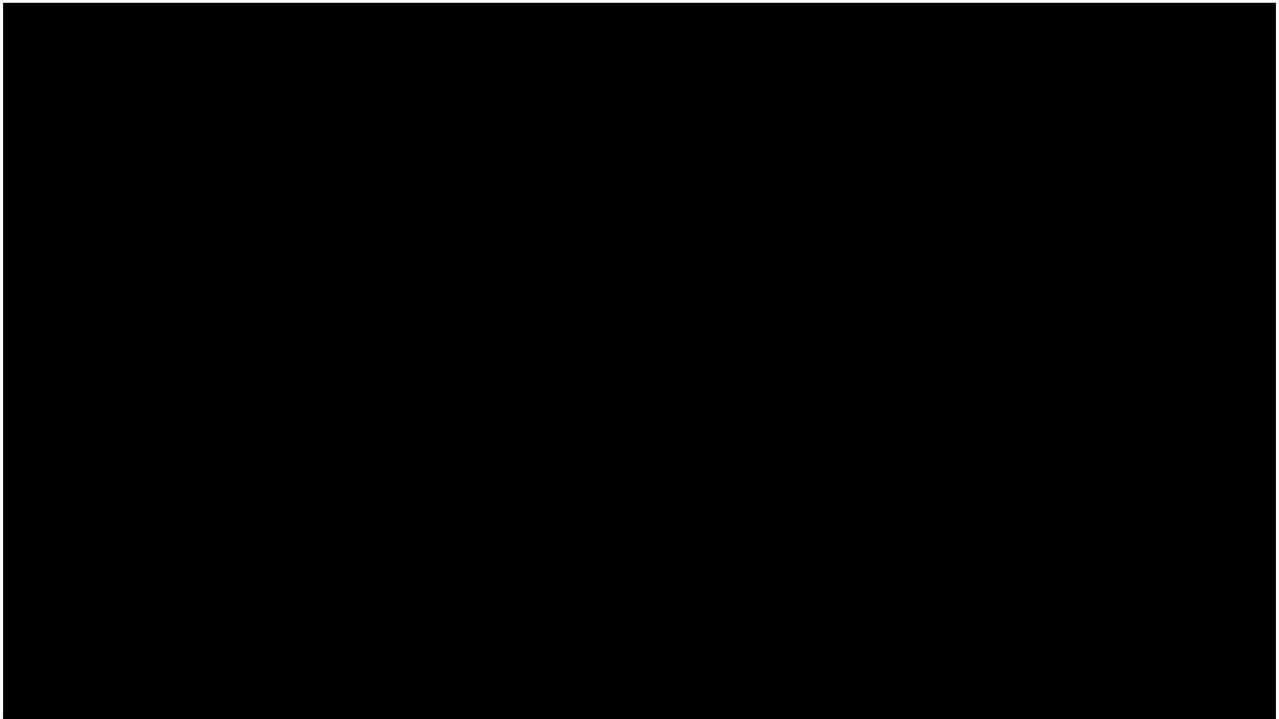
51



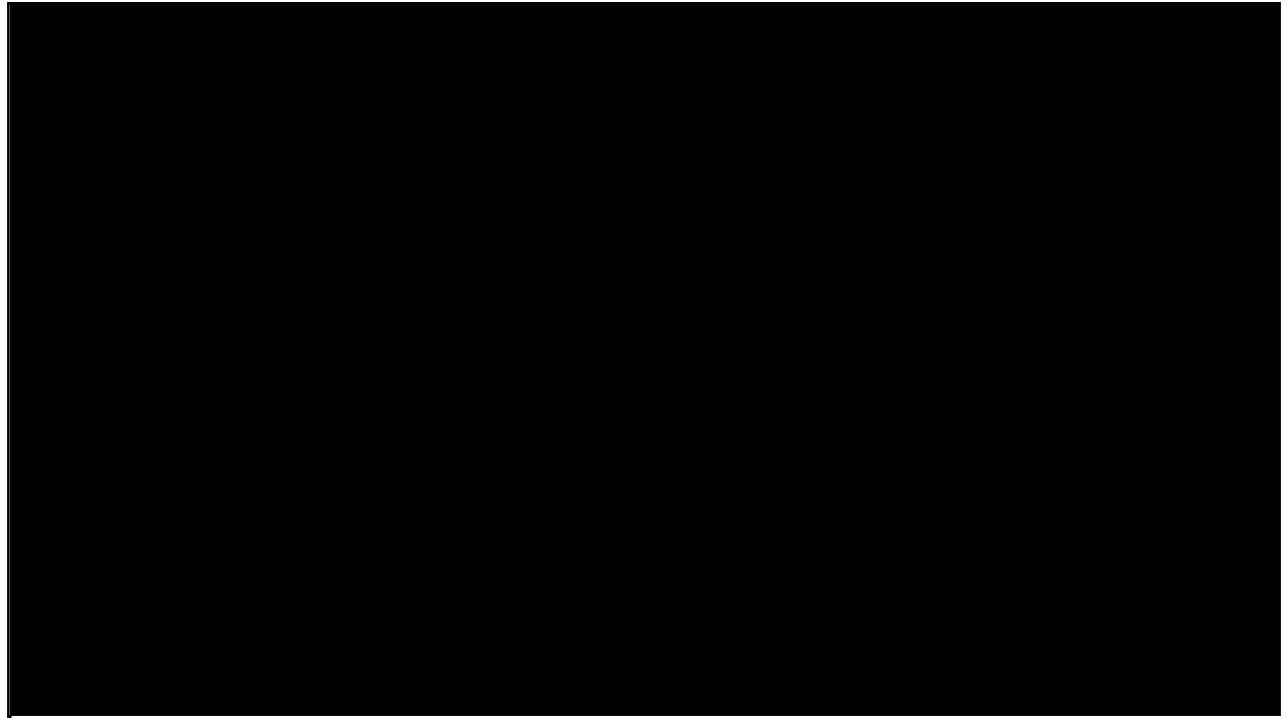
52



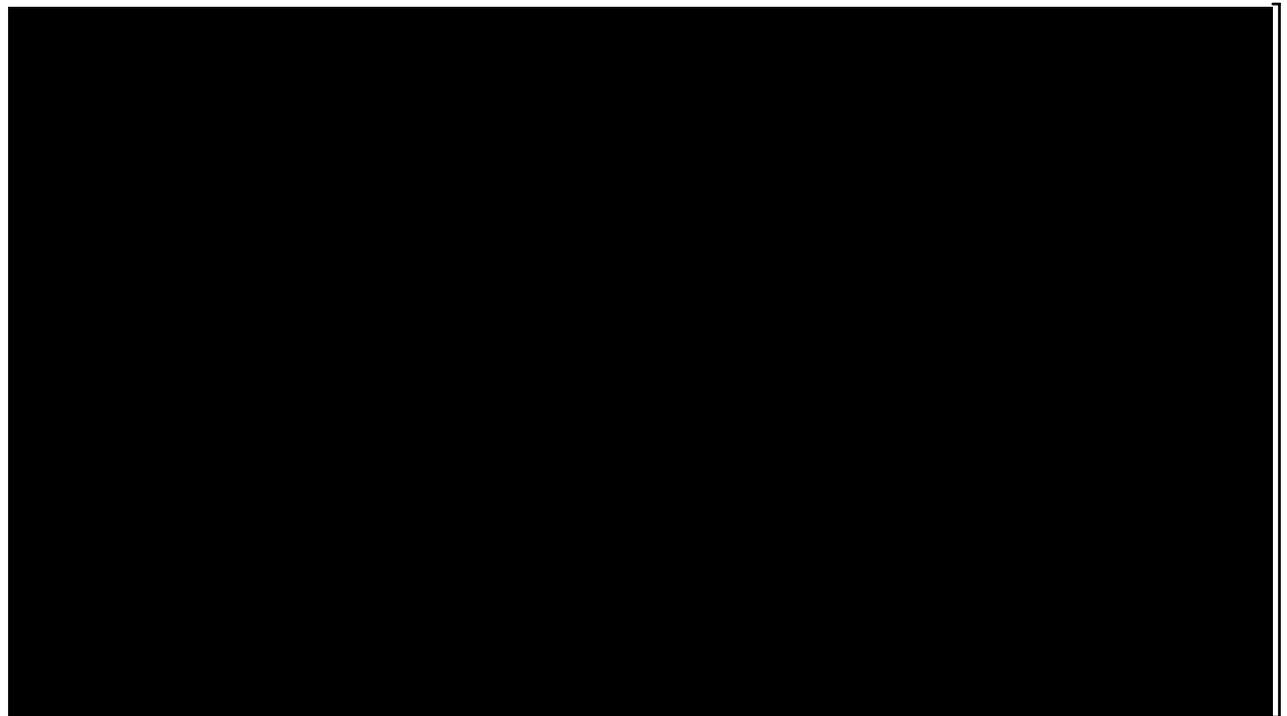
53



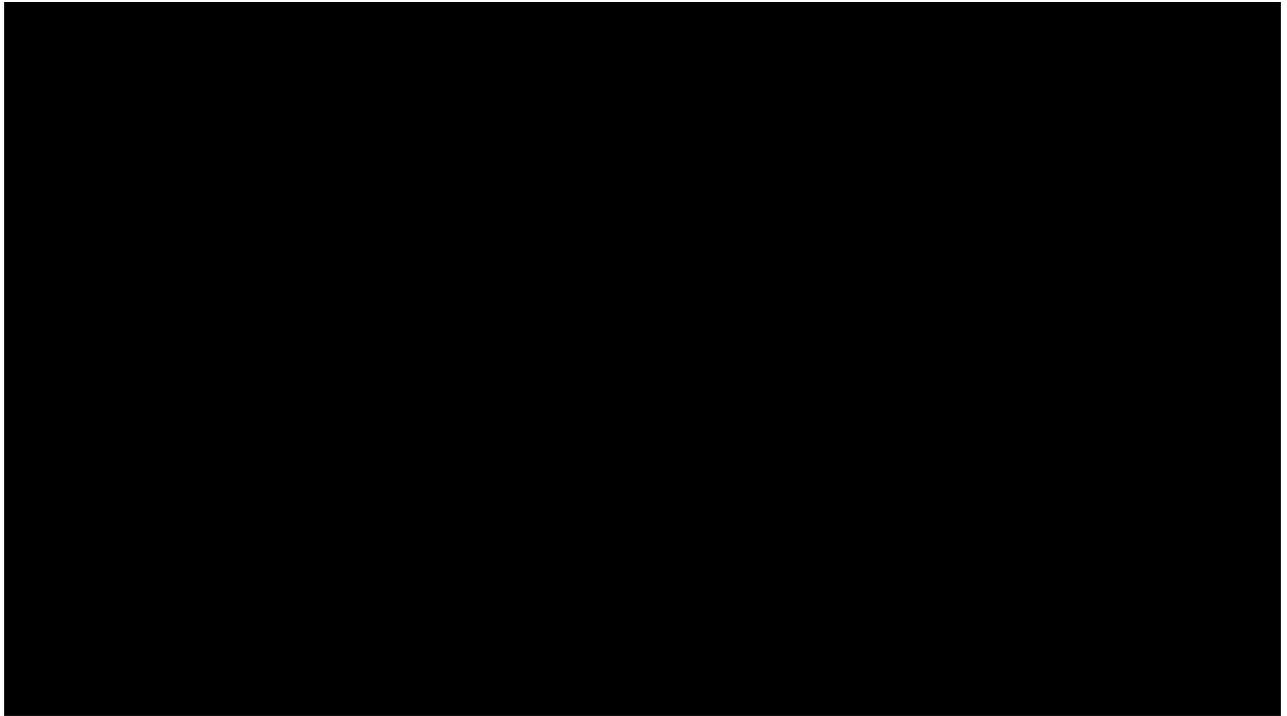
54



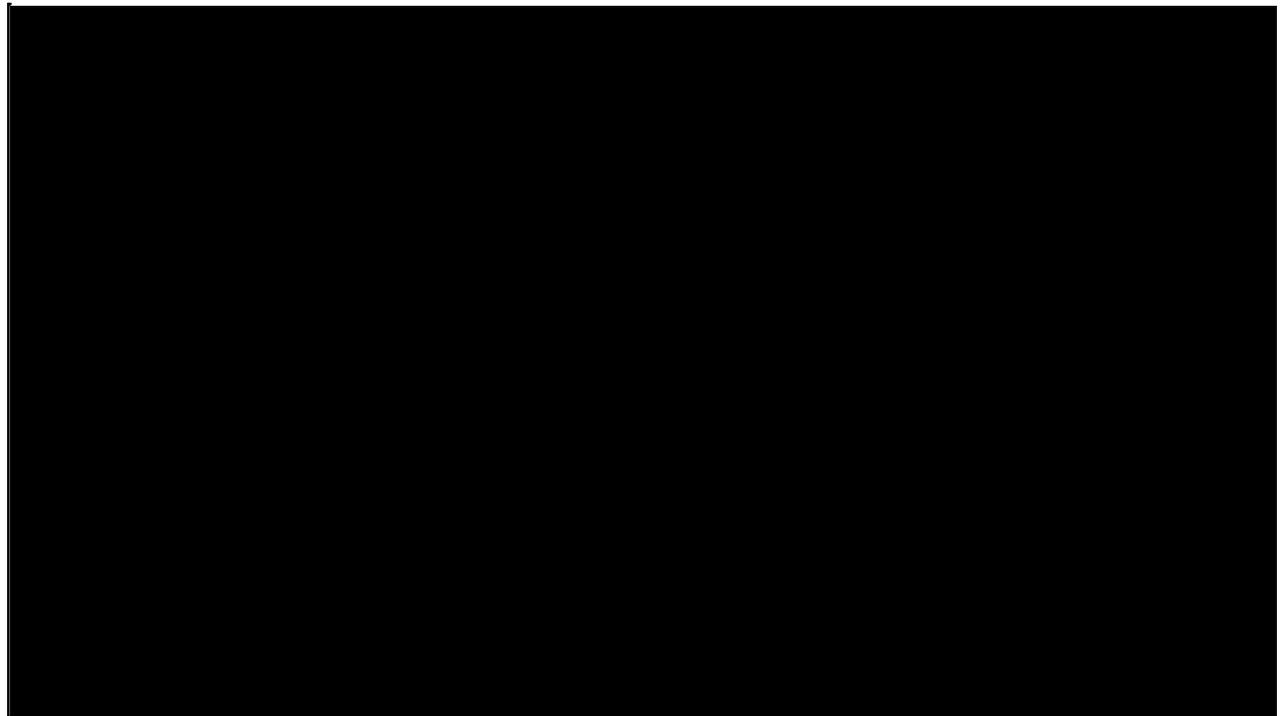
55



56



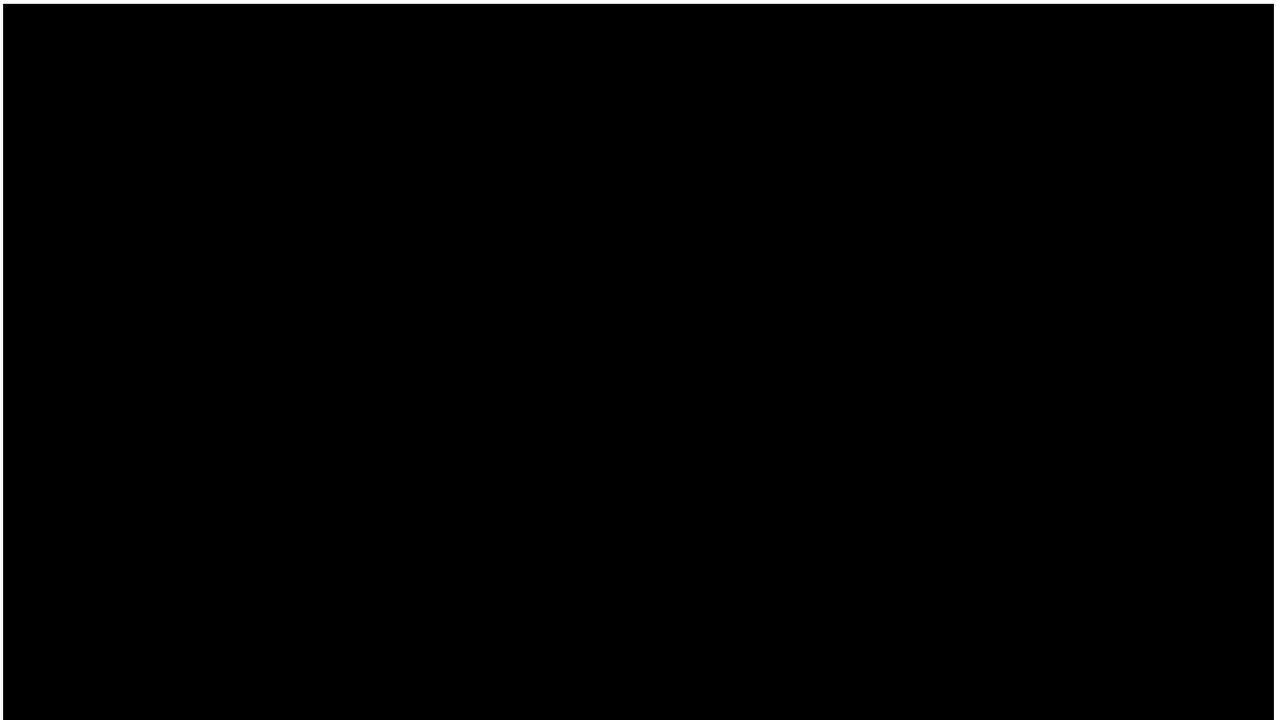
57



58



59



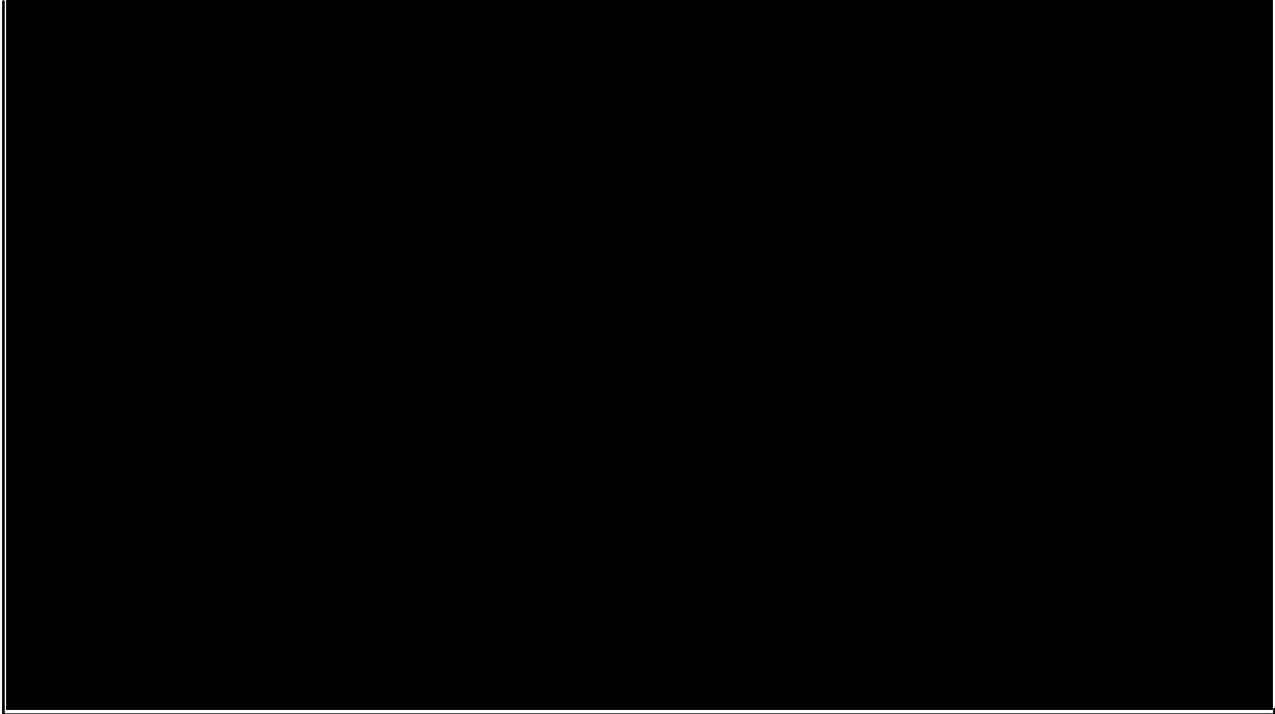
60



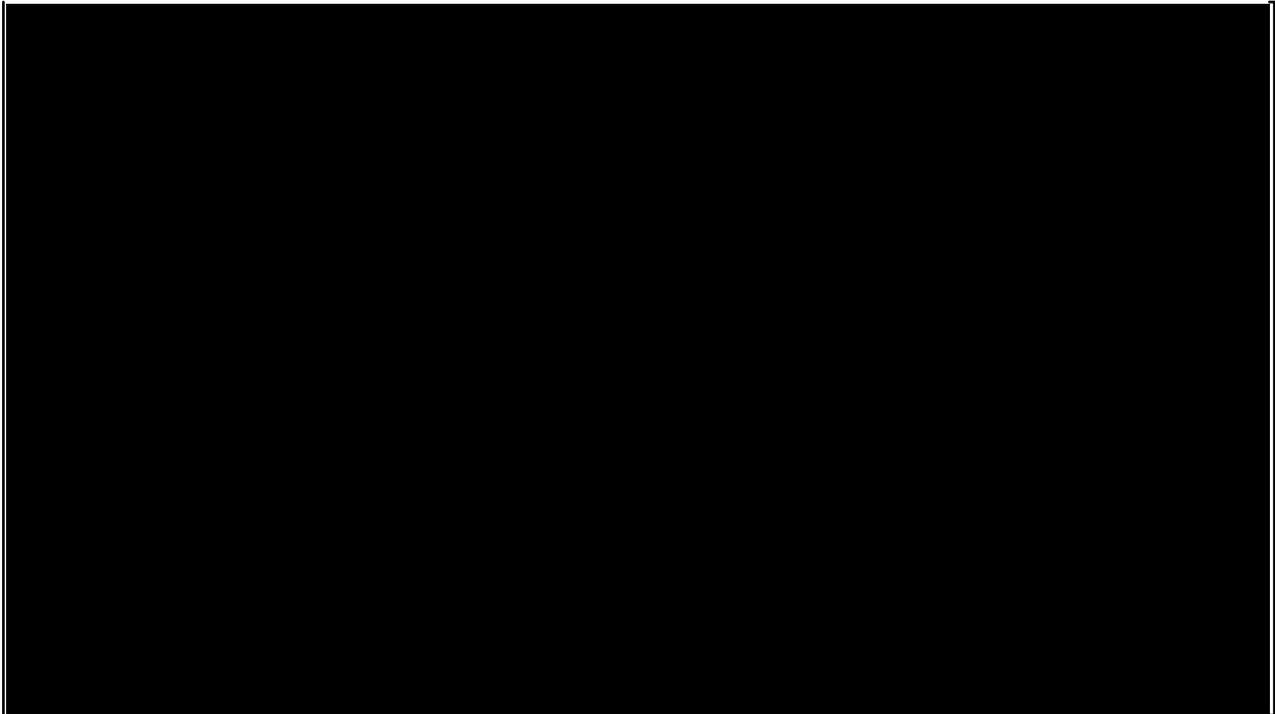
61



62



63



64



65



66



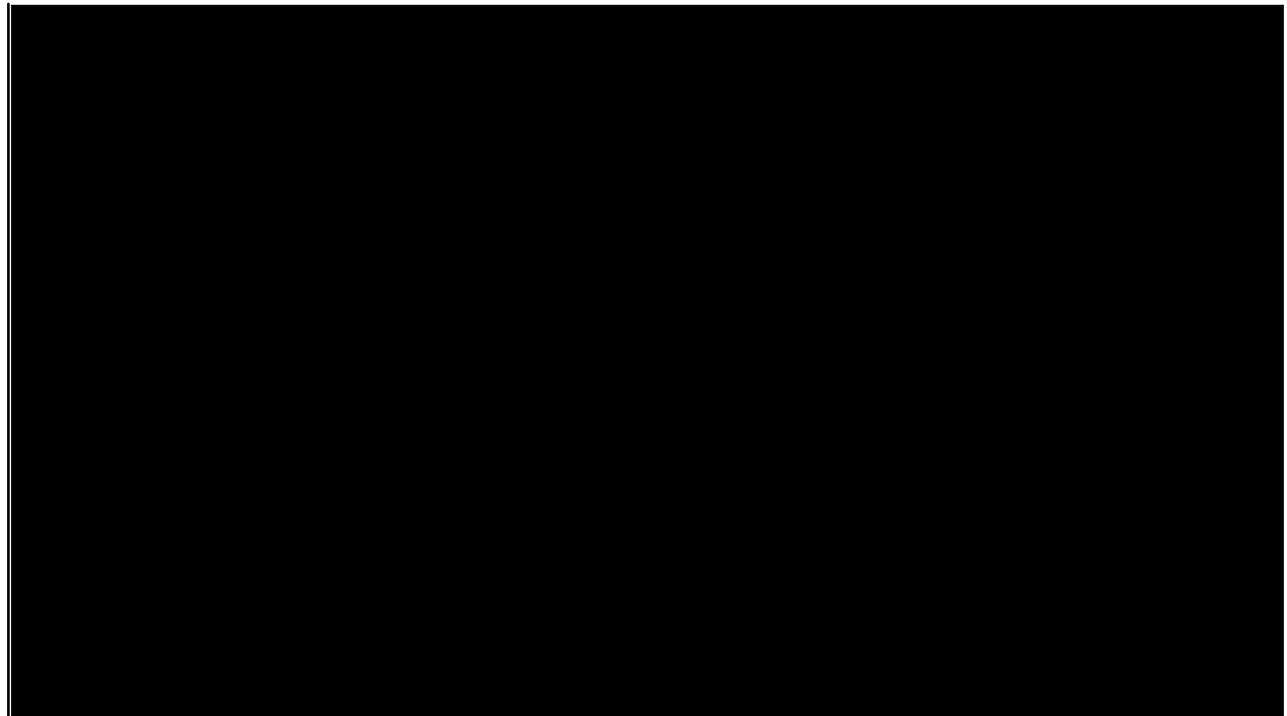
67



68



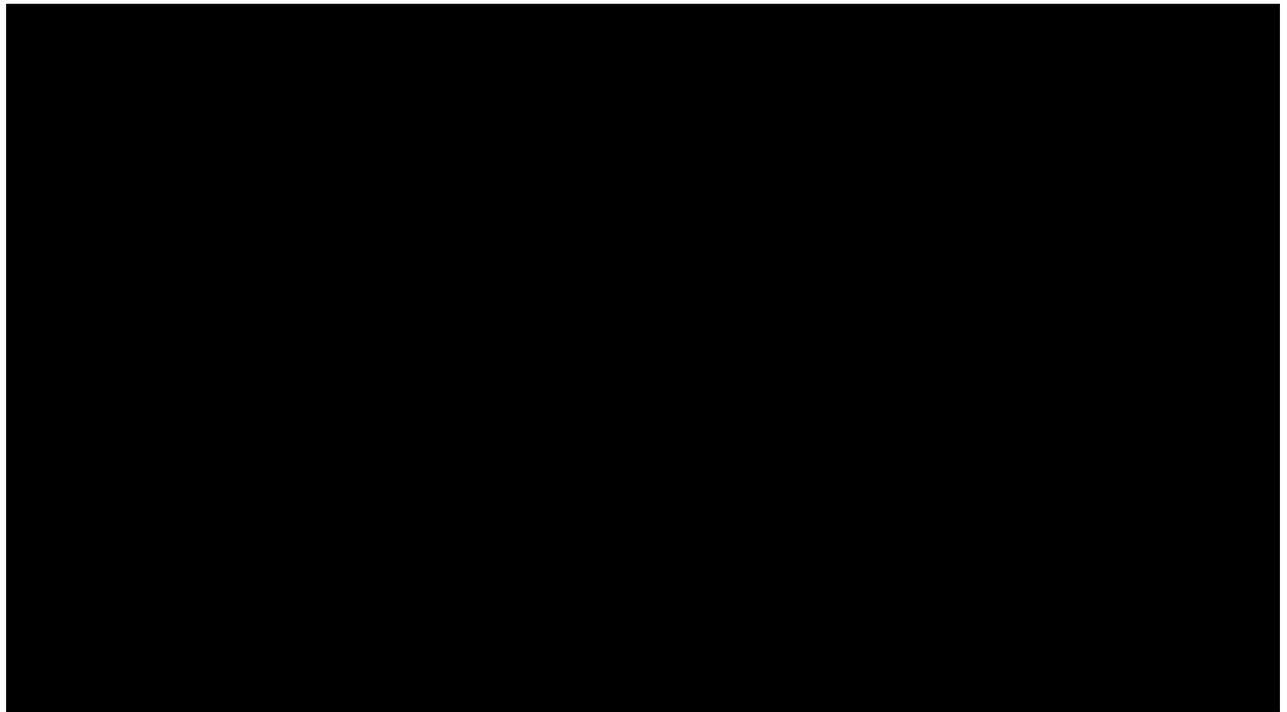
69



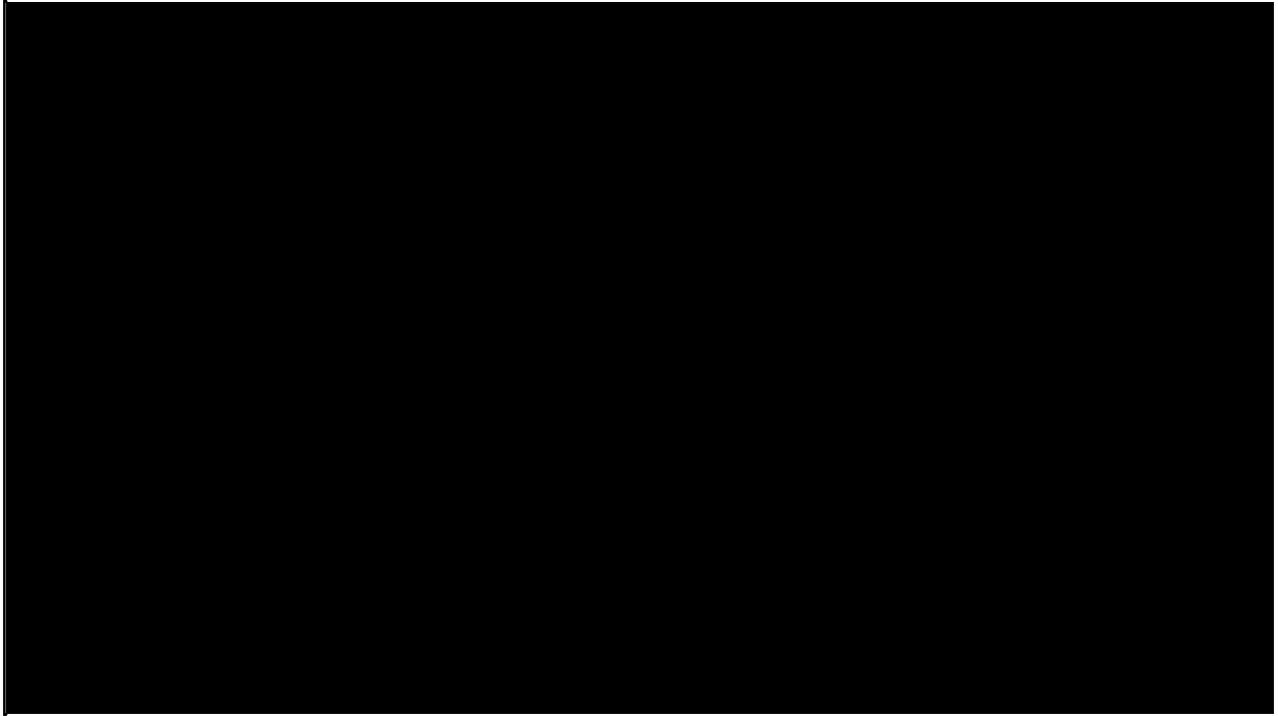
70



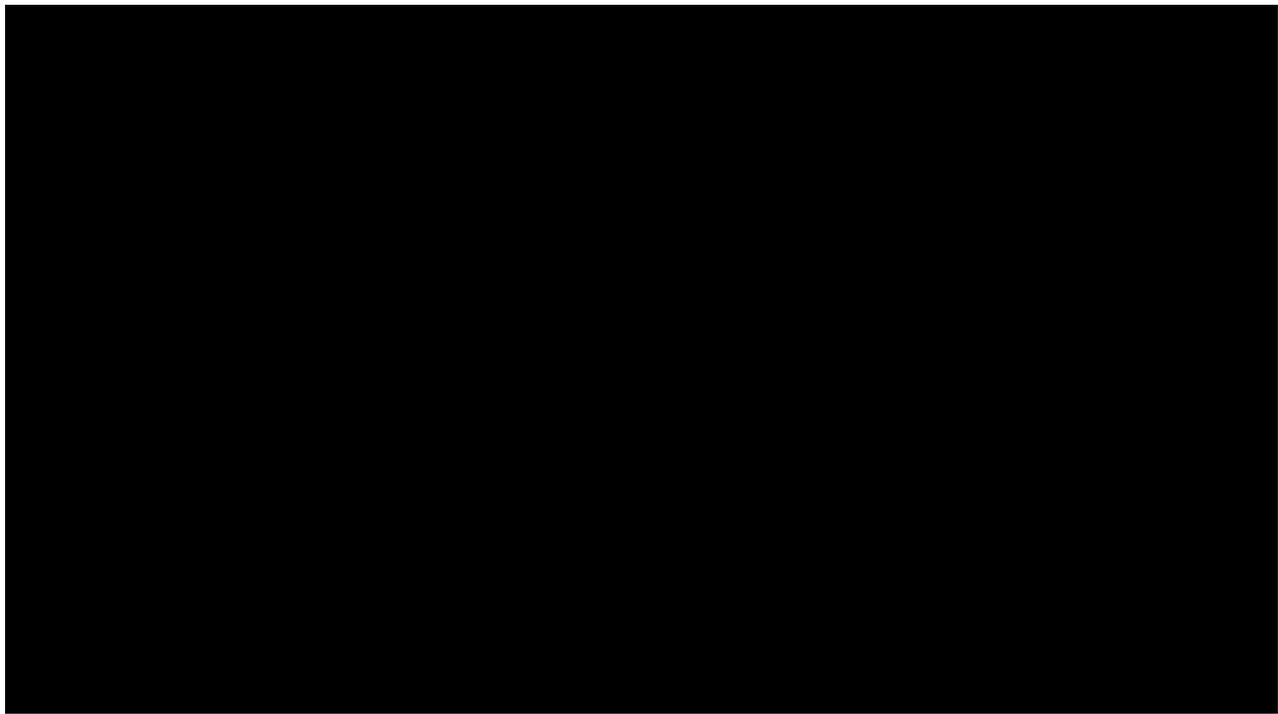
71



72



73



74



75



**Alpine-X LLC**

Contact us at: [info@alpine-x.com](mailto:info@alpine-x.com)

Visit us at: [www.alpine-x.com](http://www.alpine-x.com)