Webinar

ULI British Columbia: Ski Resort Planning & Design with Adam Schroyen, Principal at Ecosign (Whistler)

Date: October 13, 2022

00:00:05 --> 00:00:08: Hey, good morning, all. Thanks for sticking around in the
00:00:08 --> 00:00:10: waiting room for a couple minutes, Sir. As we let
00:00:11 --> 00:00:13: people trickle in, I think we're a couple minutes past
00:00:13 --> 00:00:15: eight. So I think all of, if you can get
00:00:15 --> 00:00:18: us started imminently, let's, let's get her going.
00:00:19 --> 00:00:23: Well, thanks, Chris. I appreciate it. Umm, so thank you
00:00:23 --> 00:00:27: all for joining us for another edition of coffee and
00:00:27 --> 00:00:31: conversations hosted by the Urban Land Institute. My name is
00:00:31 --> 00:00:35: Oliver tenant with a ULIBC's young leaders group and I'm
00:00:35 --> 00:00:38: joined by my team members, Chris and Randolph. And I
00:00:38 --> 00:00:42: would just like to give a special thanks to Shannon
00:00:42 --> 00:00:46: and the ULIBC Young leader group for their continued support
00:00:46 --> 00:00:47: and guidance.
00:00:48 --> 00:00:51: Now for any newcomers joining us this morning, coffee and
00:00:51 --> 00:00:55: conversation is you alize monthly early morning speaker event where
00:00:55 --> 00:00:59: students and professionals can drop in to meet other like
00:00:59 --> 00:01:02: minded colleagues and hear new thoughts and ideas surrounding real
00:01:03 --> 00:01:06: estate development. We'll be more moving towards a hybrid style
00:01:06 --> 00:01:09: of in person and virtual coffee and conversation events.
00:01:11 --> 00:01:14: There are two ULI events I do want to highlight
00:01:15 --> 00:01:19: that are upcoming. We'll be having a cocktails and conversation
00:01:19 --> 00:01:24: with Roz McQueen of Nicola Wealth on Thursday, October 27th
00:01:24 --> 00:01:28: from 5:30 to 7:00 at the Spark office in Yaletown.

00:01:29 --> 00:01:32: And then we'll be having a ULI fall happy hour

00:01:32 --> 00:01:36: on Thursday, November 3rd at 5:30 at Mahoney's downtown. And

00:01:36 --> 00:01:39: you can find out about more of these events on

00:01:40 --> 00:01:41: the ULIBC website.

00:01:42 --> 00:01:46: Now some housekeeping. Please keep your microphones muted.

00:01:47 --> 00:01:49: The use of your web camera is optional.

00:01:50 --> 00:01:53: There will be a Q&A session towards the end of

00:01:53 --> 00:01:55: the talk, so feel free to send a message to

00:01:55 --> 00:01:59: myself or send a message to Randolph with any questions

00:01:59 --> 00:02:02: you may have for the our speaker today and we'll

00:02:02 --> 00:02:05: select them in the order they are received and then

00:02:06 --> 00:02:09: unmute you at around 84845 to ask your question.

00:02:10 --> 00:02:14: Now As for our speaker, we are very fortunate to

00:02:14 --> 00:02:18: have Adam Schroen join us today. Adam is the principal

00:02:19 --> 00:02:25: at Echosign Mountain resort planners and international ski resort planning

00:02:25 --> 00:02:28: and design firm that's been around since 1975.

00:02:29 --> 00:02:33: Echosign has been involved in the creation of of many

00:02:33 --> 00:02:36: of BC's greatest hills in communities, some of which include

00:02:36 --> 00:02:39: Whistler, Sun Peaks and Revel Stoke.

00:02:39 --> 00:02:42: They've also expanded internationally in a big way.

00:02:43 --> 00:02:46: And they're part of China's push to develop new winter

00:02:46 --> 00:02:50: and four season resorts, starting with the 2022 Olympic Games

00:02:50 --> 00:02:54: in Beijing and branching off to other projects like Taiwu

00:02:54 --> 00:02:59: International Ski Resort and Genting Secret Garden Resort. And these

00:02:59 --> 00:03:02: resorts are massive, some of which will see about 7000

00:03:02 --> 00:03:03: skiers a day.

00:03:04 --> 00:03:08: Adam joined Echosign and 2007 and with his degree in

00:03:08 --> 00:03:12: architecture from the University of Wellington in New Zealand, he

00:03:12 --> 00:03:15: brings his knowledge of site and building design to their

00:03:15 --> 00:03:18: growing national and international portfolio.

00:03:19 --> 00:03:23: Interviewing Adam today will be my colleague Chris Cuno. He's

00:03:23 --> 00:03:28: currently a senior consultant of Urban Planning and placemaking at

00:03:28 --> 00:03:28: Colliers.

00:03:29 --> 00:03:31: Chris and Adam, the floor is yours and thank you

00:03:32 --> 00:03:33: everybody for joining.

00:03:34 --> 00:03:37: Thanks very much. I'll have thanks for that introduction.

Really
00:03:37 --> 00:03:38: looking forward to the discussion today.
00:03:39 --> 00:03:42: Yeah, Adam, thank you so much for joining us. We,
00:03:42 --> 00:03:45: we had a really interesting chat before when we were
00:03:45 --> 00:03:48: talking about you know, bringing it on to this and
00:03:48 --> 00:03:51: and also a brief but short and interesting chat this
00:03:51 --> 00:03:55: morning. So yeah, Oliver spoke a bit more about echosign
00:03:55 --> 00:03:57: and and what the firm does, but like can you
00:03:57 --> 00:04:00: go in a bit more detail about you know what
00:04:00 --> 00:04:03: the firm is, what it's kind of key principles are
00:04:03 --> 00:04:04: and what you do there?
00:04:05 --> 00:04:09: Yeah, sure. Right. So I've been working for Eco Sign
00:04:09 --> 00:04:13: Resort mountain planners since 2007, so 15 years and the
00:04:13 --> 00:04:18: the founder, principal Paul Matthew started in the mid 70s.
00:04:18 --> 00:04:22: Since then he's we've been involved in 500 plus master
00:04:22 --> 00:04:26: plans around the world. He's really made a name for
00:04:26 --> 00:04:28: himself across the industry.
00:04:29 --> 00:04:34: And are working in north-south America, Asia, Russia, Eastern Europe
00:04:34 --> 00:04:37: and Europe. And so yeah, so we primarily our services
00:04:37 --> 00:04:42: include you know assessing the terrain, going to sometimes completely
00:04:42 --> 00:04:46: new sites that haven't got any development at all. Paul's
00:04:46 --> 00:04:51: flown so many different countries via helicopter just looking out
00:04:51 --> 00:04:55: the window and trying to assess all the different mountain
00:04:55 --> 00:04:59: ranges for the best location to develop the ski resort
00:04:59 --> 00:04:59: and so.
00:04:59 --> 00:05:02: You know there's been a lot of new projects that
00:05:03 --> 00:05:06: way but we also look at existing ski resorts and
00:05:06 --> 00:05:10: their expansion plans have been involved in Whistler Black Homes,
00:05:10 --> 00:05:13: Mount Future, future master plans for for a long period
00:05:13 --> 00:05:16: of time. And so I'm just looking out what's the
00:05:16 --> 00:05:19: next plans for 1020 years into the future. But we
00:05:19 --> 00:05:23: we don't just do ski ski resort design. Our company
00:05:23 --> 00:05:26: has been you know looking at expanding that over the
00:05:26 --> 00:05:29: last many years. You know skiing is just one component
00:05:29 --> 00:05:31: of a mountain resort.
00:05:31 --> 00:05:34: Um, of course in the winter for this it's primary
00:05:34 --> 00:05:37: goal, but throughout the rest of the year it's really
00:05:37 --> 00:05:41: important that they develop other activities to keep their visitation

00:05:41 --> 00:05:45: going throughout the year. So we look, we, we designed
00:05:45 --> 00:05:49: golf courses, golf course Resorts, Mountain Biking's been a big
00:05:49 --> 00:05:52: thing through the summer and it's a really good use
00:05:52 --> 00:05:55: of the ski infrastructure. You can reuse that in summer.
00:05:55 --> 00:05:58: And so, yeah, so we, we get into all types
00:05:58 --> 00:06:01: of different recreational planning and expanding.
00:06:01 --> 00:06:02: Services that way.
00:06:03 --> 00:06:04: Yeah.
00:06:05 --> 00:06:08: Umm, so you have an architecture degree from the University
00:06:08 --> 00:06:11: of Washington, and you know from the accent and everything
00:06:11 --> 00:06:13: else, you know your your Kiwi. So how do you
00:06:13 --> 00:06:16: find yourself working at a firm in Whistler? What? What
00:06:16 --> 00:06:16: happened there?
00:06:17 --> 00:06:20: Well, yeah, I think it is a pretty common story
00:06:20 --> 00:06:23: for people that end up in Whistler and that's you
00:06:23 --> 00:06:25: come out here just as a as a ski bum
00:06:25 --> 00:06:28: to enjoy the powder and you just want to get
00:06:28 --> 00:06:32: away from everything. So I'm halfway through my architecture degree.
00:06:32 --> 00:06:34: I took a year out, came out to Whistler and
00:06:34 --> 00:06:37: yeah, it was just a ski bum for a few
00:06:37 --> 00:06:39: for a couple seasons. You know, have a bit of
00:06:39 --> 00:06:42: a reset from all the stresses of of getting an
00:06:42 --> 00:06:46: architecture degree. Went back, did a few more years, completed
00:06:46 --> 00:06:47: my degree and then I worked.
00:06:47 --> 00:06:51: And a small firm in Wellington that was an architecture
00:06:51 --> 00:06:56: firm designing primarily educational projects and sort of campus planning.
00:06:56 --> 00:06:59: And that was my introduction into, you know, not just
00:06:59 --> 00:07:04: architecture, but the spaces between the architecture, you know, how
00:07:04 --> 00:07:08: people move between buildings and circulation. And there's actually a
00:07:08 --> 00:07:12: lot of similarities with schools and campuses to resort villages.
00:07:13 --> 00:07:16: Everyone's kind of on foot and you want to make
00:07:16 --> 00:07:18: sure that you can see where you're going.
00:07:19 --> 00:07:22: You, you plan gathering areas and things like that. So
00:07:22 --> 00:07:26: that was a little introduction to that side of things
00:07:26 --> 00:07:26: but.
00:07:27 --> 00:07:29: After a few years there, I had to draw to

00:07:29 --> 00:07:32: come back to Whistler and I I redid the ski
00:07:32 --> 00:07:35: bum thing for one season. But then I knew I
00:07:35 --> 00:07:37: had to get a little serious and I kind of
00:07:37 --> 00:07:41: just got lucky. Echosign was hiring an entry level position
00:07:41 --> 00:07:43: and so I sort of looked at what they did
00:07:43 --> 00:07:46: and it just sounded great. And I didn't even know
00:07:46 --> 00:07:49: that was a thing, probably like many of the people
00:07:49 --> 00:07:52: on the call here. So I took the opportunity and
00:07:52 --> 00:07:55: I started at the bottom. Really. I was a 3D
00:07:55 --> 00:07:57: visualization technician helping out.
00:07:57 --> 00:08:00: With the rendering and that kind of thing, but with
00:08:00 --> 00:08:03: my background and everything, I was able to just put
00:08:04 --> 00:08:06: my head down and work and learn, just absorb all
00:08:07 --> 00:08:11: this information from everyone. There's this. There's not really a
00:08:11 --> 00:08:14: typical educational path for ski resort design as you can
00:08:14 --> 00:08:18: imagine. So it's really, it's really just important to absorb
00:08:18 --> 00:08:22: the information from from the experts who have learned over
00:08:22 --> 00:08:25: many years as well and working with Paul and some
00:08:25 --> 00:08:27: of the other colleagues at the office.
00:08:28 --> 00:08:30: I was just yeah, able to move up and I
00:08:30 --> 00:08:34: recently became principal and and shareholder of the company. So
00:08:34 --> 00:08:37: that's kind of how it's all coming to pass.
00:08:38 --> 00:08:41: From from tech to tech to principal and part owner,
00:08:41 --> 00:08:43: that's that's a big rise to the ranks.
00:08:46 --> 00:08:49: So of your work at Echosign, understanding is that the
00:08:49 --> 00:08:52: market you work most in now is is Asia and
00:08:52 --> 00:08:56: particularly in emerging ski markets in China, Central Asia. How
00:08:56 --> 00:09:00: did you find yourself in this world, at least in
00:09:00 --> 00:09:02: Asia? How do you become an expert in this, in
00:09:03 --> 00:09:03: this field?
00:09:04 --> 00:09:09: Yeah. So I think, you know, frankly just going there
00:09:09 --> 00:09:09: a lot.
00:09:11 --> 00:09:14: I started going there maybe in 2010 and you know,
00:09:14 --> 00:09:17: the sort of the sort of joke is that, you
00:09:17 --> 00:09:20: know, send the young lovers out to to these kind
00:09:20 --> 00:09:23: of places because often it's a lot of like meeting
00:09:23 --> 00:09:27: people and there's a lot of like frankly just drinking
00:09:27 --> 00:09:31: and socializing with all these all these developers and government
00:09:31 --> 00:09:35: officials and everything. So it's a, it's a, it's a

00:09:35 --> 00:09:38: very exhausting kind of trip to do and and so
00:09:38 --> 00:09:41: they send out the young, the young guys at the
00:09:41 --> 00:09:41: time.
00:09:41 --> 00:09:44: I was younger and just to sort of survive those
00:09:45 --> 00:09:47: traps and so I just went out and over 10
00:09:48 --> 00:09:51: years just got three or four times a year. I
00:09:51 --> 00:09:55: would travel around and see all these other ski resorts,
00:09:55 --> 00:09:59: see what's running, see what's working well and you know
00:09:59 --> 00:10:03: it's quite early in there in their industry. So these
00:10:03 --> 00:10:06: skiers were very basic, but we have a lot of,
00:10:06 --> 00:10:11: we have a lot of methodologies and and experience working
00:10:11 --> 00:10:11: on all.
00:10:11 --> 00:10:14: All places of the world. So we're able to apply
00:10:14 --> 00:10:17: that to to a country like China and then tweak
00:10:18 --> 00:10:21: the numbers based on what we are experiencing there. And
00:10:21 --> 00:10:25: we have really good partnership and representative in China that
00:10:26 --> 00:10:29: helps with all the bureaucratic side of things. So we
00:10:29 --> 00:10:32: can just focus on the design part and then we
00:10:32 --> 00:10:36: can task him with getting getting metrics and data from
00:10:36 --> 00:10:38: all the ski areas. So we put that all in
00:10:38 --> 00:10:41: and generate our own set of standards and.
00:10:41 --> 00:10:43: And principles for working within China.
00:10:45 --> 00:10:48: That's OK. So speak not maybe not speaking directly to
00:10:48 --> 00:10:51: that one, but speaking to, you know, other projects you've
00:10:51 --> 00:10:54: undertaken. Some of them are definitely interesting. And when you
00:10:54 --> 00:10:57: and I were chatting, you definitely had some interesting stories.
00:10:57 --> 00:10:59: So could you tell us, you know, one or two
00:10:59 --> 00:11:02: stories or interesting experiences working abroad? I I just think
00:11:02 --> 00:11:05: I remember you mentioning something along lines of meeting a
00:11:05 --> 00:11:08: military general and a senior politician to make sure interpret
00:11:08 --> 00:11:10: you as a spy, something of the sort.
00:11:12 --> 00:11:15: Well, yeah, we, we've traveled to, yeah, to all these
00:11:15 --> 00:11:19: different places and often you're meeting all, all, all types
00:11:19 --> 00:11:23: of levels of government. And so usually it's unprepared. So
00:11:23 --> 00:11:26: you really have to get good at just leaving your
00:11:26 --> 00:11:29: hotel in the morning, at in the morning, you know,
00:11:30 --> 00:11:31: prepared for any eventuality.
00:11:33 --> 00:11:35: I have a, I guess one story is going to

00:11:35 --> 00:11:39: Altai Mountains, which is a small region in the northwest
00:11:39 --> 00:11:42: of China between there's a part of the country between
00:11:42 --> 00:11:46: Mongolia and Kazakhstan and Russia, actually a little wedge there.
00:11:46 --> 00:11:49: And the client picked us up, you know, in the
00:11:49 --> 00:11:52: morning and what felt like a pretty decent truck. It
00:11:52 --> 00:11:56: was a Toyota Tundra or something and just thinking that
00:11:56 --> 00:11:58: we're just going to do a quick trip a little
00:11:59 --> 00:12:01: bit up into the mountains. But it was a nice
00:12:01 --> 00:12:02: sunny day, so.
00:12:03 --> 00:12:06: You know, we started off and then, uh, pretty quickly
00:12:06 --> 00:12:08: the road just started getting rougher and rougher and the
00:12:08 --> 00:12:11: snow started to fall and all the other people in
00:12:11 --> 00:12:13: the in the vehicle, the clients were just, they didn't
00:12:13 --> 00:12:16: have any equipment really. They were in dress shoes and
00:12:16 --> 00:12:18: no gloves and no hat or anything like that.
00:12:19 --> 00:12:23: And eventually the truck just got absolutely stuck and we
00:12:23 --> 00:12:27: were probably at about 1500 metres elevation at that point.
00:12:28 --> 00:12:31: Completely. It wasn't going to go anywhere. So actually I
00:12:31 --> 00:12:32: have a photo of this, but.
00:12:34 --> 00:12:37: So one of the, one of the, one of the
00:12:37 --> 00:12:40: gentlemen disappeared over the hill into the snow with his
00:12:40 --> 00:12:43: dress shoes on and came back with this this big
00:12:43 --> 00:12:45: front loader thing to try to tell us out. I
00:12:45 --> 00:12:49: don't know where they stored this thing. He wasn't going
00:12:49 --> 00:12:51: for that long. He just happens to know where it
00:12:51 --> 00:12:54: was. And so he tried to pull this this truck
00:12:54 --> 00:12:57: out but it wasn't going anywhere. So you know, rather
00:12:57 --> 00:13:00: than turn around, we just all jumped onto this front
00:13:00 --> 00:13:03: loader, all five of us hanging off the side and
00:13:03 --> 00:13:04: continued up the mountain.
00:13:04 --> 00:13:08: Out for another couple of hours and again it just
00:13:08 --> 00:13:12: started getting muddier and muddier and snowier and snowier until
00:13:12 --> 00:13:16: this vehicle got stuck. Completely stuck. It was buried up
00:13:16 --> 00:13:18: to its axle and mud.
00:13:19 --> 00:13:22: And I'm getting a little concerned because I'm the only
00:13:22 --> 00:13:25: one that has actual suitable equipment, like a puffer in
00:13:25 --> 00:13:27: your head and all that kind of stuff.
00:13:28 --> 00:13:30: But sure enough, the gentleman disappeared off over the hill
00:13:30 --> 00:13:32: again and came back with a snowmobile.
00:13:33 --> 00:13:36: Again, it was just been a bunch of snowmobiles buried

00:13:36 --> 00:13:38: under the snow under a tarp and shuttled us to
00:13:38 --> 00:13:41: a group of snowmobiles and we headed off up the
00:13:41 --> 00:13:43: mountain for another hour or two.
00:13:44 --> 00:13:47: I can't believe these people are riding the snowmobiles without
00:13:47 --> 00:13:50: gloves. Pretty Hardy. You can see this guy here, he
00:13:50 --> 00:13:53: doesn't have anything on and we get to the final,
00:13:53 --> 00:13:56: we get to the top and it's complete whiteout, so
00:13:56 --> 00:13:58: you can't see a thing. So it's been four or
00:13:58 --> 00:14:02: five hours of trip and absolutely pointless. So we turned
00:14:02 --> 00:14:05: around and repeated that whole exercise, managed to get home
00:14:05 --> 00:14:08: and called it a day but you know for a
00:14:08 --> 00:14:10: long trip to get to that location and then not
00:14:10 --> 00:14:14: even see anything as and go through that whole experience.
00:14:14 --> 00:14:15: That happens.
00:14:17 --> 00:14:20: And then another this is another trip that I took
00:14:20 --> 00:14:23: in Canton Chuka, which is a peninsula.
00:14:24 --> 00:14:27: Russia on the Far East coast, it's what Sarah Palin
00:14:28 --> 00:14:31: would probably say that she could see when she looks
00:14:31 --> 00:14:34: out her window and Alaska. So it's like pretty close
00:14:34 --> 00:14:37: to Canada but you have to fly a very long
00:14:37 --> 00:14:40: way to get there and it's just a stunning area.
00:14:40 --> 00:14:43: It's got filled with volcanoes. It's by the coast. You
00:14:43 --> 00:14:47: can actually there's a little bit of ocean just sticking
00:14:47 --> 00:14:50: out here and so we traveled by helicopter to just
00:14:50 --> 00:14:53: view it all these all these volcanoes which they heliski
00:14:53 --> 00:14:54: on. So it's just.
00:14:54 --> 00:14:58: Fantastic terrain. All of this is just beautiful skiing. You
00:14:59 --> 00:15:02: have to have decent ski guides because you know, it's
00:15:02 --> 00:15:05: a bit of an avalanche risk, but just just a
00:15:05 --> 00:15:07: really beautiful zone.
00:15:08 --> 00:15:11: And then you know the conversation as as we went
00:15:11 --> 00:15:14: on I was talking about if there was any surf
00:15:14 --> 00:15:17: over at the coast and it just so happened that
00:15:17 --> 00:15:20: the operator had he ran a little surf club here
00:15:20 --> 00:15:23: so he dropped me off. You can see the volcanoes
00:15:23 --> 00:15:26: and the distance here. So it just dropped me off
00:15:27 --> 00:15:29: and they had they had equipment for me and I
00:15:29 --> 00:15:33: went out surfing on the coast of Kinchaku. So that
00:15:33 --> 00:15:34: was a pretty amazing day.
00:15:35 --> 00:15:38: And then a week later there's I don't know if
00:15:38 --> 00:15:41: anyone was reading the news a couple years ago, but

00:15:41 --> 00:15:44: there was a big ecological disaster along the coastline there.
00:15:44 --> 00:15:47: There's some sort of massive algae balloon thing. So I
00:15:47 --> 00:15:49: was right in that zone, and it was great when
00:15:49 --> 00:15:52: I was there, but I'm not really sure what happened
00:15:52 --> 00:15:54: there. But a whole bunch of sea life ended up
00:15:54 --> 00:15:55: on the beach.
00:15:56 --> 00:15:58: So yeah, couple of.
00:15:59 --> 00:16:01: Couple of stories they've planned.
00:16:01 --> 00:16:03: A typical day in the office said.
00:16:03 --> 00:16:04: Exactly.
00:16:06 --> 00:16:08: As I say, Speaking of of, you know, sharing your
00:16:08 --> 00:16:09: screen, I think you had a couple of projects you
00:16:09 --> 00:16:12: wanted to highlight if if they're still in that project
00:16:12 --> 00:16:14: folder. Otherwise I've got some other questions for.
00:16:15 --> 00:16:17: Yeah, sure I can. Yeah. Let me put up a
00:16:17 --> 00:16:18: couple of these ones.
00:16:18 --> 00:16:20: Here I should mentioned before you closed.
00:16:20 --> 00:16:21: It.
00:16:25 --> 00:16:29: Yeah, so obviously, you know, we made our name working
00:16:29 --> 00:16:33: with, with, with the Black home and we were instrumental
00:16:33 --> 00:16:33: in the.
00:16:34 --> 00:16:36: You see the screen there? Yeah.
00:16:37 --> 00:16:38: I still don't think.
00:16:38 --> 00:16:39: Yeah, sorry, one second.
00:16:41 --> 00:16:41: OK.
00:16:46 --> 00:16:46: Yeah, so.
00:16:48 --> 00:16:51: So Whistler Blackcomb will be worked on the 2010 Winter
00:16:51 --> 00:16:54: Olympics and and our company has worked with quite a
00:16:55 --> 00:16:58: few different Olympic Games throughout. I think the first one
00:16:58 --> 00:17:02: was maybe Calgary 87 or sometime around then 88 I
00:17:02 --> 00:17:03: guess it was.
00:17:04 --> 00:17:08: And then the 2010 Winter Olympics, we did the.
00:17:08 --> 00:17:12: The Nordic facility did some stuff on the downhill going
00:17:12 --> 00:17:15: back and so, you know, we're working on the Winter
00:17:15 --> 00:17:18: Olympics has always been pretty interesting. We, we, we did
00:17:18 --> 00:17:21: the slopestyle courses on the halfpipe and things like that
00:17:22 --> 00:17:24: for the latest Beijing Winter Games.
00:17:24 --> 00:17:26: And before that, in Seoul, we did a bunch of
00:17:26 --> 00:17:27: planning in there as well.
00:17:30 --> 00:17:33: And so here's what a typical master plan kind of
00:17:33 --> 00:17:35: looks like. So this is so we we lay out
00:17:35 --> 00:17:38: the ski trails, the ski lifts and a better land

00:17:38 --> 00:17:41: use planning at the bottom. Often our sites are you
00:17:41 --> 00:17:45: know, there's just not a lot of infrastructure already there.
00:17:45 --> 00:17:48: There there might be a small mountain village and we
00:17:48 --> 00:17:53: certainly have taken inspiration from the mountain villages within Europe.
00:17:53 --> 00:17:56: But this place, this is maybe in Russia, I see
00:17:56 --> 00:17:57: by the by the.
00:17:59 --> 00:18:03: By the language there, Kazakhstan, you know, here's another project
00:18:03 --> 00:18:06: where we just moving right up into the high elevation
00:18:06 --> 00:18:10: mountains, small resort village on whatever available land you have.
00:18:10 --> 00:18:14: It's pretty pretty hard sometimes with these steep steep slopes.
00:18:14 --> 00:18:17: So you know really compact design. Getting Rd access up
00:18:17 --> 00:18:19: there is always a challenge but you know you can
00:18:19 --> 00:18:23: have sometimes of transportation left that brings a lot of
00:18:23 --> 00:18:23: people up.
00:18:25 --> 00:18:27: And you know design this is kind of a very
00:18:28 --> 00:18:30: small village but to give you an example of like
00:18:30 --> 00:18:33: the kind of density and and a scale these little
00:18:33 --> 00:18:37: Alpine villages integrate fully into the ski trails and that's
00:18:37 --> 00:18:40: where we, you know that's where our design comes, that's
00:18:41 --> 00:18:44: where our niche really is is given that that interface
00:18:44 --> 00:18:46: between the village planning.
00:18:46 --> 00:18:49: And the recreation planning were there. In this case, it's
00:18:49 --> 00:18:51: ski trails. Make sure that all of that works together
00:18:51 --> 00:18:52: really, really well.
00:18:54 --> 00:18:57: And sometimes here's an existing resort in Mountain Village in
00:18:57 --> 00:19:00: Telluride, and these other buildings are infilling and amongst us,
00:19:01 --> 00:19:02: so we worked on that project too.
00:19:04 --> 00:19:04: Yeah.
00:19:05 --> 00:19:08: When you were, you're mentioning that the project in Kazakhstan
00:19:08 --> 00:19:10: with quite steep topography and, you know, little area to
00:19:10 --> 00:19:11: build a village.
00:19:12 --> 00:19:13: How?
00:19:14 --> 00:19:16: Are how would our sites chosen often? Is it kind
00:19:16 --> 00:19:19: of like grassroots as people? How is skiing and then
00:19:19 --> 00:19:21: there's an investor who wants to build a ski resort
00:19:21 --> 00:19:24: and that area, how, how generally is that chosen?
00:19:25 --> 00:19:29: Yeah, yeah, there's, there's probably a couple. There's a

couple
00:19:29 --> 00:19:32: ways. You know, if a developer owns a section of
00:19:32 --> 00:19:35: land and they're sort of limited by that, but what
00:19:35 --> 00:19:38: what often happens is that they may have picked.
00:19:39 --> 00:19:42: You know the wrong, the wrong mountain peak because they
00:19:42 --> 00:19:45: sort of what what tends to happen is they they
00:19:45 --> 00:19:48: see really steep slopes and you know that's what you
00:19:48 --> 00:19:51: see in all the magazines and the videos and so
00:19:51 --> 00:19:54: you think great like that that's gonna be an incredibly
00:19:54 --> 00:19:57: extreme fantastic resort. But what really is the the money
00:19:57 --> 00:20:00: maker terrain for a ski resort is the novice. The
00:20:00 --> 00:20:04: low intermediate terrain which is flatter and but that's where
00:20:04 --> 00:20:07: the big that's where the majority of skiers exist right.
00:20:07 --> 00:20:09: That's where the biggest market segment.
00:20:09 --> 00:20:10: And so.
00:20:11 --> 00:20:14: You know if we can we'll tell them to increase
00:20:14 --> 00:20:18: their study area and you know that that they they
00:20:18 --> 00:20:22: they might be able to and negotiate with the government
00:20:22 --> 00:20:25: to to to switch to to switch focus points or
00:20:25 --> 00:20:28: or that sort of thing or hired sort of at
00:20:28 --> 00:20:32: a higher level like what Paul's done where there's like
00:20:32 --> 00:20:36: the the the tourism part of the the government will
00:20:36 --> 00:20:40: hire us to assess the whole mountain range and identify
00:20:40 --> 00:20:41: particular zones.
00:20:41 --> 00:20:44: It could be really good. So we you know we'll
00:20:44 --> 00:20:48: we'll do first we'll get satellite mapping so we'll source
00:20:48 --> 00:20:51: that and then we'll run through it our analysis to
00:20:52 --> 00:20:54: find out you know we look at all the the
00:20:54 --> 00:20:58: slopes, the solar angles, the aspect analysis and all of
00:20:58 --> 00:21:01: those and we can combine them to find these kind
00:21:01 --> 00:21:05: of like these targets that we like. OK that that's
00:21:05 --> 00:21:08: that area it seems to tick all the boxes not
00:21:08 --> 00:21:11: just the ski train but you also need good.
00:21:11 --> 00:21:14: Reliable land for the for the base area as well
00:21:14 --> 00:21:16: and you need to be able to get there. If
00:21:16 --> 00:21:19: it's like buried way in the mountain range it can
00:21:19 --> 00:21:22: cost you, so it can just be impossible to get
00:21:22 --> 00:21:25: a road there without spending all the money. So you
00:21:25 --> 00:21:28: combine all that things and then he'll go and fly
00:21:28 --> 00:21:31: those targets with a helicopter and you can really see
00:21:31 --> 00:21:34: a lot just, you know, once you're in a helicopter.
00:21:34 --> 00:21:37: So there's a few countries where he's spent. He's spent

00:21:37 --> 00:21:40: a long, he's spent days up in a helicopter flying
00:21:40 --> 00:21:41: these different zones.
00:21:41 --> 00:21:42: Yeah.
00:21:43 --> 00:21:45: So you also don't have a fear of heights at
00:21:45 --> 00:21:45: this point.
00:21:47 --> 00:21:49: Uh, no. But seems to be getting seems to be
00:21:49 --> 00:21:52: getting worse. As I get older I sometimes I find
00:21:52 --> 00:21:55: myself skiing into some pretty sketchy areas, so I didn't
00:21:55 --> 00:21:58: used to be so worried about maybe it's having kids
00:21:58 --> 00:22:01: or something that sort of held back a little bit.
00:22:01 --> 00:22:02: That seems fair.
00:22:04 --> 00:22:07: So, you know in emerging markets or maybe the challenges
00:22:07 --> 00:22:09: are here, what's what do you think the some of
00:22:09 --> 00:22:12: the biggest challenges you've had to overcome either as in
00:22:12 --> 00:22:15: your career or or while working on projects?
00:22:16 --> 00:22:20: Yeah, yeah. So, you know, depending on their market, you
00:22:20 --> 00:22:23: know, some areas really don't have much of a historical
00:22:23 --> 00:22:27: skier ski culture and so you're working with maybe developers
00:22:27 --> 00:22:30: that, you know, may have not skied at all. And
00:22:31 --> 00:22:34: so there's just a lot of education that has to
00:22:34 --> 00:22:37: happen. You know, we have all these kind of principles
00:22:37 --> 00:22:40: and the company. And so when we're laying out these
00:22:41 --> 00:22:44: villages and real estate and things like that, it might
00:22:44 --> 00:22:46: be we need to educate the clients.
00:22:46 --> 00:22:50: A lot more improved just to approve out what we're
00:22:50 --> 00:22:52: doing there and to give you some examples.
00:22:53 --> 00:22:56: You know, and often a big one is, is zoning
00:22:56 --> 00:23:00: things, zoning development right around the ski terrain, ski lifts
00:23:01 --> 00:23:03: and the bottom of the ski trails to be a
00:23:03 --> 00:23:07: hotbed model. So you know, whether it's whether those units
00:23:07 --> 00:23:11: are sold privately, that's fine. But they have to have
00:23:11 --> 00:23:14: a covenant on them that ensures that when the owners
00:23:14 --> 00:23:18: aren't using the units that they're put into a rental
00:23:18 --> 00:23:21: pool. And so that, you know, so it's just so
00:23:21 --> 00:23:23: incredibly important that that's done.
00:23:23 --> 00:23:26: Because Whistler does a really good job of it if
00:23:26 --> 00:23:28: you come here, you know, peak season.
00:23:29 --> 00:23:33: The village is just absolutely buzzing with people and all
00:23:33 --> 00:23:36: the units and that main core area are full and
00:23:36 --> 00:23:39: it just gives the village such a lively feel and
00:23:40 --> 00:23:43: it keeps the commercial space going and it but you

00:23:43 --> 00:23:46: go into other places and actually have to you know
00:23:46 --> 00:23:50: mention in the states they they can't really put those
00:23:50 --> 00:23:53: covenants on properties at all. And So what happens in
00:23:54 --> 00:23:57: some of these really great ski resorts is these units
00:23:57 --> 00:24:00: that are right there in the middle of.
00:24:00 --> 00:24:02: The village St area and right on the snow front,
00:24:02 --> 00:24:05: the assault and those people use them two weeks a
00:24:05 --> 00:24:07: season and the rest of the time they're empty. And
00:24:07 --> 00:24:10: so it's really hard to get that vibrancy and get
00:24:10 --> 00:24:13: that action. And that's what really attracts people to these
00:24:13 --> 00:24:16: spaces, you know, and there's you go to Whistler and
00:24:16 --> 00:24:19: there's just tons of people walking through the street and
00:24:19 --> 00:24:22: people just come for that experience. They're not even, they're
00:24:22 --> 00:24:25: not even skiing now. They're just coming up for the
00:24:25 --> 00:24:28: whole resort, you know, being in nature, being in this
00:24:28 --> 00:24:30: mountain village, that kind of experience, so.
00:24:31 --> 00:24:33: One thing we in order to get that sort of
00:24:33 --> 00:24:36: if if we're if we're struggling with the client and
00:24:36 --> 00:24:39: they're not sort of applying these kind of like really
00:24:39 --> 00:24:43: key principles then we'll bring them to Whistler. So we'll
00:24:43 --> 00:24:46: you know we'll bring them out and with their with
00:24:46 --> 00:24:48: their group and we'll do a tour with solar. We'll
00:24:49 --> 00:24:52: walk them through and we'll point out all these elements
00:24:52 --> 00:24:55: that are working really well and we take them to
00:24:55 --> 00:24:57: sun peaks usually as well because the sun peaks is
00:24:58 --> 00:25:00: a it's it's it's a perfect example of ecoscience.
00:25:00 --> 00:25:03: Plan we, we we took the full master plan and
00:25:03 --> 00:25:06: it's built very close to to our our original vision
00:25:06 --> 00:25:08: and so and the scale is a lot better you
00:25:08 --> 00:25:11: know Whistler is one of the largest ski resorts in
00:25:11 --> 00:25:13: the world so it's kind of unfair to show that
00:25:13 --> 00:25:16: to and it's one of the most successful. So it's
00:25:16 --> 00:25:18: you know you get that side of it but then
00:25:18 --> 00:25:21: go into Sun Peaks is really really useful because the
00:25:21 --> 00:25:24: scale is just a bit more manageable and they can
00:25:24 --> 00:25:27: see how that operates and it's it's there's a lot
00:25:27 --> 00:25:30: of similar principles there so bringing them out you can
00:25:30 --> 00:25:31: actually see.
00:25:31 --> 00:25:34: The light bulb go on in the head, they really
00:25:34 --> 00:25:37: get it after that and that's that's proven to be
00:25:37 --> 00:25:41: a really good strategy to bring their project to continue

00:25:41 --> 00:25:42: it on forward.
00:25:44 --> 00:25:46: I'm just curious is that was that covenant kind of
00:25:46 --> 00:25:49: founded in Whistler and then kind of starting to be
00:25:49 --> 00:25:51: applied elsewhere now or do you happen to?
00:25:51 --> 00:25:54: Know the history I don't know the history of it
00:25:54 --> 00:25:58: but it's it really works really well. I'm sure it
00:25:58 --> 00:26:01: exists elsewhere in the world and and and other places
00:26:01 --> 00:26:05: it it's it's not that difficult to implement but in
00:26:05 --> 00:26:08: in places like the states it's just we have been
00:26:08 --> 00:26:11: trying to do that and and they get it too.
00:26:11 --> 00:26:13: They do understand but it's just.
00:26:14 --> 00:26:17: It's just for whatever reason, legally they're not, they're not
00:26:17 --> 00:26:19: able to do it and the market really doesn't seem
00:26:19 --> 00:26:22: to. The people there, they want to own their place,
00:26:22 --> 00:26:24: they don't want to, they don't want to rent it
00:26:25 --> 00:26:27: out and you can't, you just can't force them through
00:26:27 --> 00:26:30: covenant steps for some reason. So it's a shame because
00:26:30 --> 00:26:33: yeah, like I said, somebody's family is really great resource.
00:26:35 --> 00:26:38: Just it's really challenged to keep them running through the
00:26:38 --> 00:26:40: through the offseason and keep staff there and keep the
00:26:40 --> 00:26:42: commercial space open and things like that.
00:26:43 --> 00:26:45: How, how important is staff housing in in kind of
00:26:46 --> 00:26:49: designing and planning these communities? I know like what's there's
00:26:49 --> 00:26:52: got always you know, a shortage of staff housing. That's
00:26:52 --> 00:26:56: always been a constant discussion. But for the smaller resorts
00:26:56 --> 00:26:58: is that is much of a need, is there kind
00:26:58 --> 00:27:00: of enough staffing at all these places or is that
00:27:00 --> 00:27:01: also a challenge?
00:27:02 --> 00:27:04: Yeah, it's it's definitely a challenge.
00:27:05 --> 00:27:08: Um, you know, for developer, it's kind of the least.
00:27:09 --> 00:27:11: Desirable thing. They want to build, they want to build
00:27:11 --> 00:27:14: the, you know, the more valuable real estate and sell
00:27:14 --> 00:27:17: that. So you know, they they do understand. Obviously you
00:27:17 --> 00:27:20: need to have staff to operate your resort, otherwise there's
00:27:20 --> 00:27:22: nothing there at all. But it is.
00:27:23 --> 00:27:27: I'm sorry, it's something popped up, but there is, there
00:27:27 --> 00:27:29: is ways. You know, we we do, we do plan
00:27:29 --> 00:27:33: for that and thinking about good locations where that can
00:27:33 --> 00:27:37: go. Now ideally it's not, it's not too remote, it's
00:27:37 --> 00:27:40: hard to get it too close because that's where the

00:27:40 --> 00:27:43: most valuable land is and it all depends on the
00:27:43 --> 00:27:46: location of the resort. Maybe if it's not that far
00:27:46 --> 00:27:49: from a town hub or a city, you know, then
00:27:49 --> 00:27:53: people are just coming in from there getting shuttled in.
00:27:53 --> 00:27:56: You know, some of the local mountains and in Whistler
00:27:56 --> 00:27:59: graphs and Cyprus and things, I'm sure all their stuff
00:27:59 --> 00:28:02: is just coming in off site by the vehicle or
00:28:02 --> 00:28:05: or shuttle bus or something like that. So that can
00:28:05 --> 00:28:08: that can be how it works too in China. There.
00:28:08 --> 00:28:11: Yeah they'll just, they'll just build, build you know, cheap
00:28:11 --> 00:28:14: cheaper housing for everybody. But to that, to that end,
00:28:14 --> 00:28:18: actually another thing that Whistler is doing really, really well
00:28:18 --> 00:28:22: because they have this, it's called the Whistler Housing Authority
00:28:22 --> 00:28:23: and they implement.
00:28:23 --> 00:28:27: Or they ensure that every developer has to have a
00:28:27 --> 00:28:31: certain amount of their housing built for this this pool
00:28:31 --> 00:28:33: of affordable housing.
00:28:34 --> 00:28:37: And I I'm living in one, actually right now. So
00:28:37 --> 00:28:39: that you have to be, you have to be an
00:28:39 --> 00:28:42: employee of Whistler. And I'm sorry, you have to be
00:28:42 --> 00:28:43: employed in Whistler.
00:28:44 --> 00:28:46: And as long as that you meet that requirement, then
00:28:46 --> 00:28:49: you can buy into these more affordable housing and maybe
00:28:49 --> 00:28:52: they're great. You know they, they can be townhouses. You
00:28:52 --> 00:28:55: know they've got the full range of single family housing
00:28:55 --> 00:28:58: within their inventory. There's a long list. But right now
00:28:58 --> 00:29:01: if you had to buy into the general market housing
00:29:01 --> 00:29:04: if you're, if you're not a millionaire you know if
00:29:04 --> 00:29:07: you're not independently wealthy it's just not an option so
00:29:07 --> 00:29:09: for people that are working here.
00:29:10 --> 00:29:11: It's a life saver really.
00:29:13 --> 00:29:14: Yeah.
00:29:14 --> 00:29:17: One final question before we get to some Q&A.
00:29:19 --> 00:29:22: If you can kind of choose one thing, what's the
00:29:22 --> 00:29:25: most interesting thing you've worked on? What's the most the
00:29:25 --> 00:29:28: coolest experience you've ever had in your in your career
00:29:28 --> 00:29:30: at echosign, you could choose one.
00:29:33 --> 00:29:37: Well, yeah. So in in China it's really interesting because
00:29:37 --> 00:29:40: things you know as a designer of these you know
00:29:40 --> 00:29:43: quite big master plans, China's a place that actually you
00:29:44 --> 00:29:47: can see things belt within a very short period of

00:29:47 --> 00:29:50: time and then you can go there. One project that
00:29:50 --> 00:29:52: we worked on it was it was one year of
00:29:52 --> 00:29:56: planning and two years of construction and then it was
00:29:56 --> 00:29:59: open and operating. And so we went there and we
00:29:59 --> 00:30:02: can stay at stay in these hotels that we helped
00:30:02 --> 00:30:03: design.
00:30:03 --> 00:30:06: You know right there on the snow front so that
00:30:06 --> 00:30:09: that's pretty magical to be able to you know, after
00:30:09 --> 00:30:12: all that time planning it, you can go and stay
00:30:12 --> 00:30:15: in in this hotel. But I do have the other.
00:30:15 --> 00:30:17: The other example, if I can do too was this
00:30:17 --> 00:30:21: self Britannia project, which is just down the highway here
00:30:21 --> 00:30:23: between Squamish and Vancouver.
00:30:24 --> 00:30:27: That was pretty near and dear to my heart because
00:30:27 --> 00:30:31: it's a it's a real estate development, but it is
00:30:31 --> 00:30:34: anchored centrally by a a wave per park. So there's
00:30:34 --> 00:30:38: this new and I'll show a picture because it's kind
00:30:38 --> 00:30:40: of the best way to explain it.
00:30:44 --> 00:30:45: So this one here.
00:30:50 --> 00:30:51: Yeah, so.
00:30:52 --> 00:30:55: You know, this is on the sea to Sky Highway.
00:30:55 --> 00:30:57: This is the highway coming down. I don't know if
00:30:58 --> 00:31:01: people know this area very well, but, but Britannia, the
00:31:01 --> 00:31:04: mind museum and everything is just just off the page
00:31:04 --> 00:31:07: here. But there's a plan here for 1000 units and
00:31:07 --> 00:31:10: then it's centrally the central anchor is this, this dynamic
00:31:10 --> 00:31:14: wave park, which is pretty new technology. It's only sort
00:31:14 --> 00:31:17: of coming on in the last three or four years.
00:31:17 --> 00:31:20: There's a few constructed around the world. This would be
00:31:20 --> 00:31:22: the first in Canada and it's really.
00:31:22 --> 00:31:25: Deciding. I grew up surfing, you know, I love skiing
00:31:25 --> 00:31:28: and everything of course, but to bring surfing into the
00:31:28 --> 00:31:32: mountains is just a combination of all sorts of passions
00:31:32 --> 00:31:34: of mine. I travel, you know, far to go surfing.
00:31:34 --> 00:31:38: So having something like this in the backyard and being
00:31:38 --> 00:31:40: able to get my kids in it to to learn
00:31:40 --> 00:31:43: to surf just here would just be incredible. And the
00:31:43 --> 00:31:46: the technology is just really exciting. It's the most sort
00:31:46 --> 00:31:49: of closest to ocean surfing that you can get. They're
00:31:49 --> 00:31:51: really breaking waves and.
00:31:53 --> 00:31:56: Yeah, so there's a commercial village and as part of
00:31:56 --> 00:31:59: this plan as well and other recreational uses as pump

00:31:59 --> 00:32:02: tracks and skate parks and things like that, but.
00:32:03 --> 00:32:06: Yeah, it's, it's going through the permitting process right now.
00:32:06 --> 00:32:10: It's passed, it passed the first reading with unanimous support
00:32:10 --> 00:32:12: and it's going into the second reading and I think
00:32:12 --> 00:32:16: there's some modifications, but generally the overall vision seems to
00:32:16 --> 00:32:16: be.
00:32:17 --> 00:32:21: Still intact, as long as they work through some other
00:32:21 --> 00:32:25: particular issues, then she'd keep going. So I'm excited about
00:32:25 --> 00:32:25: this one.
00:32:27 --> 00:32:28: That's super exciting.
00:32:29 --> 00:32:32: On that, I think we've got some questions from the
00:32:32 --> 00:32:35: audience. So, um, an interest of time maybe we all
00:32:35 --> 00:32:38: run off. We kind of start being the gatekeepers a
00:32:38 --> 00:32:41: lot. Adam, thank you so much by the way.
00:32:44 --> 00:32:45: Yeah, of course.
00:32:45 --> 00:32:48: You bet, Chris. No problem at all. We did get
00:32:48 --> 00:32:50: a question from Kelly that came in just at the
00:32:50 --> 00:32:53: chat. So I'm just going to unmute her and Kelly,
00:32:53 --> 00:32:54: you can ask a question.
00:32:58 --> 00:33:02: Hi, wasn't expecting though to be on mute, but my
00:33:02 --> 00:33:05: question is if you can share some of the the
00:33:05 --> 00:33:09: the the design process such as terrain selection or rezoning
00:33:09 --> 00:33:12: this is maybe if you can share maybe one or
00:33:12 --> 00:33:16: two location that you remember in Sequoia memorable?
00:33:18 --> 00:33:18: Hmm.
00:33:20 --> 00:33:25: Yeah, yeah. So yeah, site selection, you know, critically important.
00:33:25 --> 00:33:28: You have to find a site that really meets because
00:33:28 --> 00:33:31: you're dealing with the natural.
00:33:31 --> 00:33:35: You know, natural climate and things you have to really
00:33:35 --> 00:33:39: work around what's what's there. And so, you know, we
00:33:39 --> 00:33:42: do a lot of assessment of the site, we look
00:33:42 --> 00:33:45: at the the aspect of the slope avalanche, you know,
00:33:45 --> 00:33:49: threats and things like that and we'll map that all
00:33:49 --> 00:33:52: out and then we identify what's suitable. So we'll draw
00:33:53 --> 00:33:56: out you know, all the all the terrain that would
00:33:56 --> 00:33:59: be suitable for the skiing and then all the terrain
00:33:59 --> 00:34:02: that's suitable for for the base.
00:34:02 --> 00:34:06: Area for the for the, Steve, villages and real estate
00:34:06 --> 00:34:09: and then before we go too far, we'll take that
00:34:09 --> 00:34:13: suitability and assess it in terms of the balance for

00:34:13 --> 00:34:18: the different ski levels. So in different countries there is
00:34:18 --> 00:34:22: a different split according to skier ability.
00:34:22 --> 00:34:27: So in North America and Europe, you know steerability skews
00:34:27 --> 00:34:32: more to the advanced, higher intermediate and expert and then
00:34:32 --> 00:34:32: in.
00:34:34 --> 00:34:37: And then in other other regions like China and elsewhere,
00:34:37 --> 00:34:40: it's a more of an emerging market and it skews
00:34:40 --> 00:34:44: towards the beginner, beginner skills. So it's really important that
00:34:44 --> 00:34:47: even at that early stage we're seeing you know, what
00:34:47 --> 00:34:50: would be the overall balance on the terrain and then
00:34:50 --> 00:34:53: make sure that that matches what the skier ability level
00:34:53 --> 00:34:56: in that country is because you don't want to just
00:34:56 --> 00:34:59: develop a mountain that has 80% advanced terrain and no
00:34:59 --> 00:35:02: one's going to be able to ski and you're spending
00:35:02 --> 00:35:03: a lot of money.
00:35:03 --> 00:35:05: To develop it and just just gonna be going to
00:35:05 --> 00:35:07: be totally underutilized.
00:35:08 --> 00:35:12: So you know that's really important as far as the
00:35:12 --> 00:35:15: like the zoning and everything goes, you know we do
00:35:15 --> 00:35:20: work with sometimes local consultants to help us through that.
00:35:20 --> 00:35:24: But really at master plan level we we specify what
00:35:24 --> 00:35:27: is best for the project and then we give that
00:35:27 --> 00:35:30: to them and it's up to them to take that
00:35:30 --> 00:35:34: and go through the next stages of rezoning and everything.
00:35:34 --> 00:35:37: So we want to give them what you know we
00:35:37 --> 00:35:38: want to show.
00:35:39 --> 00:35:41: What their site is best capable of and and show
00:35:41 --> 00:35:44: them fully what what what it could be given. You
00:35:44 --> 00:35:47: know given every everything that they can do so and
00:35:47 --> 00:35:50: it's up to them to try to do the hard
00:35:50 --> 00:35:53: work and and go through all that process. So fortunately
00:35:53 --> 00:35:56: that doesn't bog us down too much because that can
00:35:56 --> 00:36:00: take many years and working in different countries that just
00:36:00 --> 00:36:03: requires people on the ground there to know their local
00:36:03 --> 00:36:05: bureaucracy to go through it. Yeah.
00:36:07 --> 00:36:11: Thanks for your question, Kelly. Appreciate it. We got another
00:36:11 --> 00:36:14: question that came in from Dugon. It says on the
00:36:14 --> 00:36:18: screen here. I'm just going to unmute you and you

00:36:18 --> 00:36:19: can ask your question.
00:36:20 --> 00:36:24: Hey there and Dugan from Smith and Anderson. Hi Adam.
00:36:24 --> 00:36:27: I'm just curious if you could touch on how your
00:36:27 --> 00:36:31: or how ecosystems processes have changed in the last maybe
00:36:31 --> 00:36:35: say decade as climate change is becoming more relevant for
00:36:35 --> 00:36:39: the winter seasons and and maybe how you factor in
00:36:39 --> 00:36:42: artificial snow making into your consulting advice?
00:36:43 --> 00:36:47: Yeah, thanks. Yeah. So certainly climate change is going to
00:36:47 --> 00:36:50: affect us all and you know but everybody still wants
00:36:50 --> 00:36:53: to go into the mountains and recreate. So we, we
00:36:54 --> 00:36:58: definitely are highly, we consider this very strongly. And so
00:36:58 --> 00:37:02: we have developed some new assessment techniques of the terrain.
00:37:02 --> 00:37:05: You know when I was talking about the slope and
00:37:05 --> 00:37:09: the aspect, we also do solar radiation analysis. So it's
00:37:09 --> 00:37:12: really important that whatever we design also is on the
00:37:13 --> 00:37:13: most.
00:37:13 --> 00:37:16: Optimal terrain to with with to to hold the snow
00:37:16 --> 00:37:17: the longest.
00:37:17 --> 00:37:21: Umm, so, you know, aspect is a factor of that,
00:37:21 --> 00:37:24: slope is a factor of that and shading and things
00:37:24 --> 00:37:27: like that. So we want to make sure that we
00:37:27 --> 00:37:30: never develop terrain on, on land that is going to
00:37:30 --> 00:37:34: just not hold the snow. So that's that's that's one
00:37:34 --> 00:37:37: that's kind of a passive way of looking at it.
00:37:37 --> 00:37:42: And then yeah, certainly snowmaking is super important. Every ski
00:37:42 --> 00:37:45: resort out there now has major snowmaking to just you
00:37:45 --> 00:37:48: know, just to just to get a base.
00:37:48 --> 00:37:50: Level of snow as the season begins and just get
00:37:50 --> 00:37:52: through any of those sort of.
00:37:53 --> 00:37:57: Warmer periods to just keep their season going super important.
00:37:57 --> 00:38:00: And so yeah what are you search is always a
00:38:00 --> 00:38:06: concern. There are a lot of technology, technological, technological advancements
00:38:06 --> 00:38:10: within snowmaking that uses less water, less energy, things like
00:38:10 --> 00:38:13: that. And then we can also we use some computer
00:38:14 --> 00:38:17: analysis that can project the change of the snow line
00:38:17 --> 00:38:22: depending on a certain threshold of temperature increase. And so
00:38:22 --> 00:38:23: we may even.

00:38:23 --> 00:38:26: Develop like if we're doing a a ski village location,
00:38:26 --> 00:38:29: we'll consider that because you certainly don't want to.
00:38:30 --> 00:38:33: Invest in a whole ski village, you know where you
00:38:33 --> 00:38:35: think the snow line is and then 10 years from
00:38:35 --> 00:38:38: now it's going to be 100 meters further up the
00:38:38 --> 00:38:40: mountain. So you know, we can project that and see
00:38:40 --> 00:38:43: how it's going to look and keep that in mind
00:38:43 --> 00:38:46: going forward. And then you know, the whole mountain recreational
00:38:46 --> 00:38:49: experience, you've got to look beyond just skiing. So we
00:38:49 --> 00:38:52: get into all sorts of different four season planning and
00:38:52 --> 00:38:54: there's a ton of other activities and there's a lot
00:38:55 --> 00:38:58: of advancement in those activities. Some of them operate year
00:38:58 --> 00:39:00: round, so you can run them through the winter as
00:39:00 --> 00:39:01: well.
00:39:01 --> 00:39:05: And then and then, yeah, looking at offseason and summer
00:39:05 --> 00:39:09: and recreational uses as well, so that these places aren't
00:39:09 --> 00:39:10: fully dependent on.
00:39:11 --> 00:39:12: On skiing, yeah.
00:39:13 --> 00:39:14: Thanks.
00:39:16 --> 00:39:19: Awesome. That's a great question. Thank you for asking it
00:39:19 --> 00:39:22: and thanks for answer. Adam, we have another question that
00:39:22 --> 00:39:25: came in from Alex. Alex, I'm going to unmute you
00:39:25 --> 00:39:26: and you can ask your question.
00:39:28 --> 00:39:31: Hi Adam, Alex here. Thanks for the presentation. I have
00:39:31 --> 00:39:35: a question for you about timelines. I understand you work
00:39:35 --> 00:39:40: in different countries, but maybe particularly in you know North
00:39:40 --> 00:39:43: American market. How long does it take from concept or
00:39:43 --> 00:39:47: feasibility study to all the way to completion of the
00:39:47 --> 00:39:51: ski resort or the recreation resort? Maybe just describe briefly
00:39:51 --> 00:39:54: like what what durations can we look at?
00:39:55 --> 00:39:57: Yeah. Thanks for the question.
00:39:58 --> 00:40:01: Yeah. And in North America, it's a much longer timeline
00:40:01 --> 00:40:04: than it is elsewhere. And you know that's fine. That's
00:40:05 --> 00:40:07: really important. Like I do appreciate the.
00:40:08 --> 00:40:11: Or the consideration for the different levels it needs to,
00:40:11 --> 00:40:15: you know, it needs to go through environmental assessments and
00:40:15 --> 00:40:18: and all that sort of thing. So, you know, in
00:40:18 --> 00:40:22: North America, especially in the states, there's the forestry service

00:40:22 --> 00:40:25: there. I think the permitting process just to go through
00:40:25 --> 00:40:28: the initial phase with the forestry services.
00:40:29 --> 00:40:33: At least two years before that gets approved and then
00:40:33 --> 00:40:38: construction, construction can take you know depending on the scale
00:40:38 --> 00:40:41: of the project and we we do lots of you
00:40:41 --> 00:40:44: know putting in a ski left, just one left can
00:40:44 --> 00:40:49: be done within within one summer construction. Right now there's
00:40:49 --> 00:40:52: a long delay with the supply chain issues and steel
00:40:52 --> 00:40:56: and things like that. So I think the left manufacturers
00:40:57 --> 00:41:00: it's, it's it's getting pretty challenging.
00:41:00 --> 00:41:03: To to get that through one season, but that was
00:41:03 --> 00:41:07: what typically it would take, but a whole ski village,
00:41:07 --> 00:41:10: yeah, it can take 510 more years to build that
00:41:10 --> 00:41:13: out, but it's all phased. You start small, you start
00:41:13 --> 00:41:17: with just the day lodge and a couple of buildings
00:41:17 --> 00:41:20: and the parking lots and we do phased plans over
00:41:20 --> 00:41:24: ten, 20-30 years that the resort master plan for Whistler
00:41:24 --> 00:41:27: Mountain. I think the timeline is a 30 year timeline.
00:41:27 --> 00:41:30: So it's not something that they have to do.
00:41:30 --> 00:41:33: Right away and they can look at the the full
00:41:33 --> 00:41:35: picture and just pick off little projects and and and
00:41:36 --> 00:41:38: get and start with those to make it more manageable.
00:41:38 --> 00:41:41: But yeah the permitting process here is, is a lot
00:41:41 --> 00:41:43: longer and and then you've got you know all sorts
00:41:44 --> 00:41:46: of things with crown land and First Nations land and
00:41:46 --> 00:41:49: things like that you have to work through so.
00:41:50 --> 00:41:54: Sometimes in other countries, it's just not. It's just not
00:41:54 --> 00:41:57: as as laborious as it is here, yeah.
00:41:59 --> 00:42:00: Thank you.
00:42:04 --> 00:42:07: Older Randolph, I don't know how many other questions we
00:42:07 --> 00:42:10: have. Adam, we're recognizing that we're kind of approaching the
00:42:10 --> 00:42:12: end of your time here. Do you have a couple
00:42:12 --> 00:42:14: more minutes if needed for for one or two more
00:42:14 --> 00:42:14: questions?
00:42:15 --> 00:42:17: Yeah, yeah, absolutely. There's more.
00:42:20 --> 00:42:23: Great. Yeah, we have a question from Norm that came
00:42:23 --> 00:42:26: in through the through the chat here. And Norm, I
00:42:26 --> 00:42:29: see you're unmuted, so feel free to ask your question.
00:42:30 --> 00:42:34: Adam, just wondering what your take is. There's a big
00:42:34 --> 00:42:35: green movement.

00:42:35 --> 00:42:39: There's been a lot written about ecological and environmental damage
00:42:39 --> 00:42:43: caused by creating ski runs with drainage and specifically in
00:42:44 --> 00:42:46: BC as it relates to the fisheries and.
00:42:46 --> 00:42:47: The rivers.
00:42:47 --> 00:42:50: Flowing to the ocean and that whole ecosystem, what's the
00:42:50 --> 00:42:54: likelihood that we will see new ski resorts developed in
00:42:54 --> 00:42:57: British Columbia and or Canada in general from your perspective?
00:42:59 --> 00:43:02: Yeah, this, there is actually a lot happening in north,
00:43:02 --> 00:43:04: in North America and in Canada.
00:43:06 --> 00:43:09: You know, we're, we're as a master planner. You know,
00:43:09 --> 00:43:12: we do get hired by developers. They just want to
00:43:12 --> 00:43:16: see what's, what the potential of their site is. So,
00:43:16 --> 00:43:19: you know, that's what we do. We'll show them exactly
00:43:19 --> 00:43:22: what is, what they could achieve, you know, if they
00:43:22 --> 00:43:26: fully develop. Whether or not they can take that and
00:43:26 --> 00:43:29: actually make it happen is, is the big question. But
00:43:29 --> 00:43:32: there are, yeah, there are a lot of ski areas
00:43:32 --> 00:43:35: on the books, on the plans across BC and across
00:43:35 --> 00:43:36: Canada.
00:43:37 --> 00:43:40: And I I think there will be there. There was
00:43:40 --> 00:43:43: a big increase in in visitation across the across the
00:43:43 --> 00:43:46: market in the last few years. You know with the
00:43:46 --> 00:43:49: pandemic and outdoor recreation is just a lot of people
00:43:49 --> 00:43:53: wanting to come out into nature and experience that you
00:43:53 --> 00:43:56: know whether it's skiing or or or else or or
00:43:56 --> 00:43:59: something else that's one thing. But with that kind of
00:43:59 --> 00:44:02: demand I think there will be you know and it
00:44:02 --> 00:44:05: was in the real estate market as well people wanted
00:44:05 --> 00:44:06: to move out of this.
00:44:06 --> 00:44:09: And centers, so we're seeing also just developments just for
00:44:09 --> 00:44:11: real estate and some of these more.
00:44:12 --> 00:44:15: You know other other smaller towns or even remote areas
00:44:15 --> 00:44:18: with a kind of recreational component. So I think that.
00:44:19 --> 00:44:22: Yeah, there will be, there will be more development and
00:44:22 --> 00:44:25: there is always going to be the challenge about how
00:44:25 --> 00:44:28: to do it in the most sensitive way. But I
00:44:28 --> 00:44:30: do think the process here is, is in the North
00:44:30 --> 00:44:33: America is really good. It's very important that we go
00:44:33 --> 00:44:36: that we have to prove it all out and satisfy
00:44:36 --> 00:44:37: all the requirements so.

00:44:38 --> 00:44:40: Yeah. Now as long as it's done in a in
00:44:40 --> 00:44:43: a careful manner and sensitive manner, then then I think
00:44:43 --> 00:44:46: it's, I think it's a good thing to get people
00:44:46 --> 00:44:49: out into nature because I think the more people that
00:44:49 --> 00:44:51: come out and experience it and get out of those
00:44:51 --> 00:44:54: urban centers, you know, hopefully they can connect more with
00:44:54 --> 00:44:58: nature and it becomes more forefront and their lifestyle and
00:44:58 --> 00:45:00: they want to preserve it more as well.
00:45:03 --> 00:45:06: Cool. Thanks for your question, norm. We appreciate that. We
00:45:06 --> 00:45:09: have one final question from Andrew. Andrew, I'll unmute you
00:45:09 --> 00:45:11: and you can ask your question.
00:45:14 --> 00:45:17: Hi, everyone. Thanks for your time. Adam, my question is
00:45:17 --> 00:45:20: around limitations that you would have to consider for the
00:45:20 --> 00:45:23: site selection of ski resorts. So an example I gave
00:45:23 --> 00:45:26: is a sourcing food of any limitations that you think
00:45:26 --> 00:45:27: would exist.
00:45:27 --> 00:45:27: Great.
00:45:28 --> 00:45:29: Hmm.
00:45:29 --> 00:45:33: Yeah, yeah. These days with the with snowmaking is such
00:45:33 --> 00:45:37: an important part of of having a good operational season
00:45:37 --> 00:45:40: length for a ski resort, then water is you know,
00:45:40 --> 00:45:43: probably one of the most important things that you need
00:45:43 --> 00:45:46: to ensure you have adequate supply of.
00:45:47 --> 00:45:49: So that's that's a limiting factor.
00:45:51 --> 00:45:53: And then there's things like market, I mean, if you
00:45:53 --> 00:45:55: are really far from population centers.
00:45:56 --> 00:46:00: You know, going forward, like these destination resorts that people
00:46:00 --> 00:46:05: are flying, that they're solely surviving on people flying internationally
00:46:05 --> 00:46:08: to visit, that's going to be a very big limiting
00:46:08 --> 00:46:10: factor I think maybe the price of.
00:46:12 --> 00:46:14: Line is maybe going to go up and that's just
00:46:14 --> 00:46:18: and people are becoming more aware that they don't really
00:46:18 --> 00:46:21: wanna do that too much because of the carbon footprint
00:46:21 --> 00:46:24: part of it. So you know through the pandemic, you
00:46:24 --> 00:46:27: know, a good example is that a lot of these
00:46:27 --> 00:46:30: places did pivot to really target local markets and so.
00:46:31 --> 00:46:34: That sort of proved out that that's really possible. You
00:46:35 --> 00:46:37: can run your your ski area or whatever it is
00:46:37 --> 00:46:41: recreational activity with local market if you can tap into

00:46:41 --> 00:46:45: that. So that's a limiting factor. You don't want to
00:46:45 --> 00:46:48: build out so remotely that you're just relying on on
00:46:48 --> 00:46:52: visitation coming from outside there, outside the country or even
00:46:52 --> 00:46:56: outside the region. So scale of projects needs to consider
00:46:56 --> 00:46:56: that.
00:46:58 --> 00:46:59: Yeah, so water.
00:47:00 --> 00:47:02: I think those are kind of the two big things
00:47:02 --> 00:47:04: that come to mind immediately. Yeah, thanks.
00:47:06 --> 00:47:09: On, on that I think we're at about time. So
00:47:09 --> 00:47:11: Adam on behalf of everyone at UCI and back for
00:47:11 --> 00:47:14: everyone both here today and who registered and we'll be
00:47:15 --> 00:47:17: watching this later on. You know thank you so much
00:47:17 --> 00:47:20: for for coming. Thank you so much for giving your
00:47:20 --> 00:47:23: time to join us today. It's been super interesting, super
00:47:23 --> 00:47:27: insightful and I know you've got so many experiences and
00:47:27 --> 00:47:30: stories and in your head that we could elaborate on,
00:47:30 --> 00:47:30: but.
00:47:32 --> 00:47:35: You know, the ones that you touched today, amazing. Thank
00:47:35 --> 00:47:38: you so much. If people in the audience or people
00:47:38 --> 00:47:40: listening in are are keen to get in touch with
00:47:40 --> 00:47:42: you or or reach out with more questions or or
00:47:43 --> 00:47:45: chat about anything else, what would be the best way
00:47:45 --> 00:47:46: to reach you?
00:47:47 --> 00:47:51: Yeah, you can. You can find my contact information on
00:47:51 --> 00:47:56: our website www.echosign.com. It's probably the easiest way. Just just
00:47:56 --> 00:47:59: e-mail our info line there and and I'll get that.
00:48:01 --> 00:48:03: Perfect. All right. Well, on behalf of the coffee and
00:48:04 --> 00:48:07: conversations team, this is my last one. I'll be transitioning
00:48:07 --> 00:48:09: off to a different country here, but it's been a
00:48:09 --> 00:48:12: pleasure hosting these events over the past couple of years
00:48:12 --> 00:48:15: and and all of our Randolph will be will be
00:48:15 --> 00:48:16: taking the reins here, so.
00:48:17 --> 00:48:18: Thank you so much and hope everyone has a great
00:48:19 --> 00:48:19: day.
00:48:19 --> 00:48:20: Thanks everyone.
00:48:21 --> 00:48:22: Thank.
00:48:22 --> 00:48:23: You Adam. That's fantastic.
00:48:24 --> 00:48:26: Alright, thanks a lot.
00:48:26 --> 00:48:27: Bye.

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