



KAABOO-VAIL
MUSIC & LIFESTYLE
MIXPERIENCE

VISION & STRATEGIC PLAN

K A A
B O O

presented by:

THE VAIL VALLEY FOUNDATION



SUMMARY

KAABOO-VAIL is a music and lifestyle experience like nothing else. KAABOO-VAIL will bring thousands of affluent consumers to Vail for three days of live music, comedy, art, mountain lifestyle activities, premium dining, wines, spirits, craft breweries and more. This document shall outline the vision, goals and objectives of the proposed KAABOO-VAIL music experience. We will outline the tactical next steps needed to operationally plan for and execute the KAABOO-VAIL experience over the next 15 months; the legal contract process for select Vail community organizational stakeholders; the PR and public outreach communication plan and estimated timelines of critical benchmarks to ensure a successful KAABOO-VAIL August 2017. The KAABOO-VAIL experience will include approximately 50+ musical artists, high quality art displays and live art exhibitions, comedy, late night dance experiences, premium dining, spirits, craft breweries and boutique wineries, and consumer-facing interactive sponsor activations featuring multiple premium brands like Nordstrom and Mercedes, a spa, lounge areas and a salon.



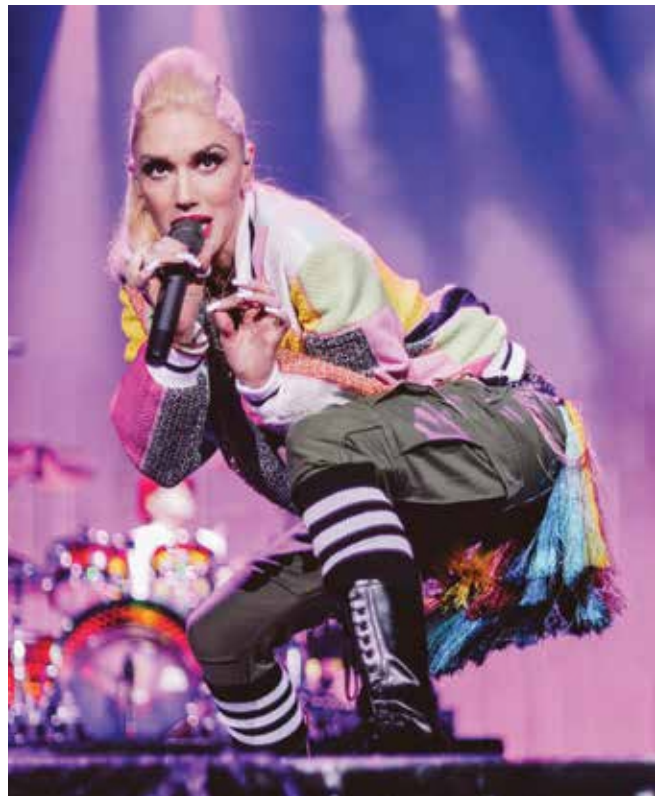
VISION

To create and sustain in Vail the most unique and successful music, art, comedy and culinary active-entertainment experience in the Rocky Mountain region.

The Vail Valley Foundation is no stranger to new, large and complex active-entertainment and athletic events. The Vail Valley Foundation has been working on KAABOO-VAIL since September 2015 and we firmly believe KAABOO-VAIL is the right alignment for Vail, for the mission of the Vail Valley Foundation and for our community. The Vail Valley Foundation is confident KAABOO-VAIL will arguably become one of the most financially beneficial events for Vail and our community in the history of our organization. The Vail Valley Foundation and KAABOO-VAIL are committed to long-term partnerships to ensure KAABOO-VAIL remains an iconic, annual experience in Vail for many years to come.

GOALS & OBJECTIVES

- Launch inaugural KAABOO-VAIL August 18-20, 2017.
- Plan for a minimum 20+ year life of the project in Vail.
- Communicate, collaborate and support key community stakeholders impacted by KAABOO-VAIL.
- Provide open and consistent communication with key stakeholders and the Vail community.
- Drive substantial economic impact from year one for Vail.
- Host KAABOO-VAIL during dates that are a true need period for Vail summer.
- Work primarily with local restaurants and chefs for the KAABOO-VAIL culinary experience.
- Create substantial national and international marketing exposure for Vail through KAABOO.
- Ensure KAABOO-VAIL aligns with the Vail brand and is programmed to attract Vail's target demographic of active lifestyle, affluent, discerning and professional men and women.
- Introduce the next generation of consumers, real estate buyers and loyalists to Vail.
- Work closely with local police and fire departments to develop an action plan to safely and effectively execute the KAABOO-VAIL event.



FACTS & FIGURES

- KAABOO-VAIL will be the second KAABOO project in the world. The first KAABOO launched in Del Mar, California in September 2015. KAABOO-VAIL will be scaled to the Vail community, with a year one target attendance of approximately 15,000 people/day and a year five (2021) goal of reaching 30,000+ people/day.
- The Vail Valley Foundation is in partnership with KAABOO-VAIL to act as a local organizing committee and operational partner for infrastructure, permitting, sponsorship support, liquor license management, local marketing, community outreach and public relations. The Vail Valley Foundation will have an equity position within the KAABOO-VAIL entity structure but the Vail Valley Foundation is not responsible for the financial risk of the project.



- Estimated multi-million dollar local economic impact for year one.
- KAABOO-VAIL is a paid-ticket event experience ranging from three-day passes starting at approximately \$200 each to customized VIP experience packages starting at approximately \$700 each.
- KAABOO-VAIL does not promote or market single-performance tickets although a limited amount of single day ticket offerings may be offered for the 2017 event.
- The primary organizational players for KAABOO-VAIL are The Madison Companies (Bryan Gordon, Founder & CEO and Seth Wolfov, President), LEO Events (Kent Underwood, COO), Vail Valley Foundation (Scott Bluhm, Dave Dressman, Mac Garnsey, Duncan Horner, Bob Ford and Mike Imhof) and Madison Entertainment, Nashville, Tennessee (Roger LeBlanc).

FREQUENTLY ASKED QUESTIONS



Q. Is a music festival appropriate for Vail?

A. KAABOO is a high-end music experience, not a music festival. The Town of Vail, along with multiple other community stakeholders like the Vail Local Marketing District and the Vail Economic Advisory Council, have been searching for an appropriate live music experience that matches our target demographics for many years. KAABOO's unique structure and boutique approach, ensures that guests who attend KAABOO are the likely future consumers, real estate buyers and enthusiasts of Vail.



Q. Why would the Vail community want to attract the type of consumers that attend live music festivals?

A. The KAABOO-VAIL target audience is 25-65 year olds with an average age of 37-39, discerning, affluent (average HHI of \$100k+), professional men and women who lead active lives. In addition, KAABOO-VAIL limits the number of EDM, rap, hip hop and heavy metal artists.

Q. Won't a music festival or music experience that attracts this many people ruin the athletic fields and the clay tennis courts and damage the Betty Ford Alpine Gardens?

A. KAABOO and the Vail Valley Foundation have provided a guarantee to the Vail Recreation District to provide a full, protective covering that will ensure by contract, installation of a proven, sophisticated turf protection system which covers all fields and protects from high-traffic vehicle, equipment and foot damage. The system allows the grass to grow and remain vital while covered. In addition, KAABOO-Vail also has contracted a turf consultant and specialist company named Le Grows, Inc., owned by Steve LeGros, who is an expert in management of highly sensitive fields used for event purposes as well as an expert in turf/grass recovery methods and the complexities tied to high altitude environments and short-growing seasons. KAABOO-VAIL has also provided a guarantee to the Vail Recreation District to ensure protection by contract of the Ford Park tennis courts, which would be part of the KAABOO-VAIL event footprint. The clay tennis courts will be covered with a protective lay-down system. KAABOO-VAIL will be working with the clay court system designer/installer to ensure the integrity of the courts and that the associated watering system is not compromised. KAABOO-VAIL is working with the Betty Ford Alpine Gardens for the best possible solution that allows the gardens to remain open to the public for as long as possible and then is closed and fenced to protect the gardens from any damage.

Q. Isn't a project like KAABOO, which will bring so many people to Vail, too big for our community?

A. KAABOO will scale to the size appropriate for Vail. Vail and the Vail Valley have more than enough bed-base to accommodate the project, and since the ticket strategy is a weekend pass program, the vast majority of all guests will stay multiple days in Vail and walk to and from the event venues, lessening parking issues. The majority of all guests staying down valley and attending KAABOO-VAIL will not be driving personal vehicles into Vail. Mass transit bus service will transport guests into and out of Vail. KAABOO-VAIL will be considerably smaller than KAABOO-DEL MAR. Year one attendance for KAABOO-VAIL is estimated at approximately 15,000 people per day and our year five attendance goal is approximately 30,000 people per day. At maximum attendance (30,000+ people/day), we are still far less than the Fourth of July. Years one through three attendance would be considerably smaller numbers than what Vail sees on peak winter ski days, and for the sake of example, peak days for GoPro Mountain Games in Vail yield over 20,000 people per day. In years three and four and beyond, if we reach our goal attendance, it will be slightly more than what Mountain Games sees on peak days but still materially less people than what Vail sees on Fourth of July which is estimated at over 40,000 people.

Q. Is August the right time period for a project like this in Vail?

A. Yes. There are peak times each summer where Vail is fortunately full. The dates planned for KAABOO-VAIL 2017 do not represent full periods. August 18-20, 2017 is a need period for our community and lodging at best, operates around 50 percent occupancy with select properties seeing spikes up to 60 percent occupancy on weekends. KAABOO-VAIL will move occupancy to 95+ percent in Vail and drive increased lodging occupancy down valley. August is also a time of year with reliable and pleasant weather.

Q. I heard that this project will effectively shut down all of Ford Park for three weeks. Is that true?

A. KAABOO-VAIL will not shut down Ford Park for three weeks. The event will impact the Ford Park area with a phased approach. Load-in and load-out will include rolling closures allowing for coexistence of set up for KAABOO-VAIL and ongoing, existing activities and events taking place on the softball fields, tennis courts, Betty Ford Alpine Gardens, Gerald R. Ford Amphitheater and the rugby field. A detailed event load-in phased-maps are attached to this document.

Q. If it is not possible to make a final decision by June 10, 2016 to proceed with KAABOO-VAIL in August 2017, can a final decision be made in August or September 2016? Is there the option for KAABOO-VAIL in 2018?

A. No. The KAABOO-VAIL experience needs 15 months of planning, operational and artist management in order to execute year one of the experience (August 2017), at the highest level. Also, because of a personal connection the Vail Valley Foundation has to the ownership group of KAABOO, The Vail Valley Foundation and the Vail community currently have an exclusive opportunity today, to ensure that KAABOO is a reality in Vail for the next 20 years. If we cannot receive a documented approval to proceed with KAABOO-VAIL for August 2017, although KAABOO ownership may consider Vail as an option in 2018, we will no longer be an exclusive consideration for the host resort and the KAABOO opportunity could likely go to a competitor of Vail.

REQUEST FOR APPROVAL

An event experience like KAABOO-VAIL requires a great deal of planning and operational management. KAABOO-VAIL and the Vail Valley Foundation respectfully request the documented approval of the Town of Vail Town Council and staff, Vail Recreation District Board of Directors and Betty Ford Alpine Gardens Board of Directors and staff, by June 10, to proceed with the long-term execution of the August 2017 KAABOO-VAIL and future years. We do understand that the Town of Vail funding support needs to be voted on annually. If the Vail Valley Foundation and KAABOO-VAIL can receive written commitment to proceed from the Town of Vail, Vail Recreation District and Betty Ford Alpine Gardens for KAABOO-VAIL August 2017 and beyond by June 10, 2016, this will allow us enough time to ensure event excellence for year one.



KAABOO-VAIL AND VAIL VALLEY FOUNDATION 90-DAY ACTION PLAN

The Vail Valley Foundation will present to the Vail Recreation District Board of Directors May 12, 2016. This meeting/presentation to the Vail Recreation District Board will include final plans for field turf protection; worst-case scenario corrective action plans specific to turf; load-in and load-out schedule plans for KAABOO-VAIL and impact, if any, on other events or uses of Vail Recreation District facilities during such timeframe; use of the tennis courts; protection of the integrity of the clay courts and specific schedule of load-in, event use and load-out dates, specific to the fields and tennis courts.

May 12, 2016

The Vail Valley Foundation will again present to the Vail Town Council with public comment on May 17, 2016.

May 17, 2016

By May 30, 2016, the Vail Valley Foundation will have met with all community organizations and Boards that may be impacted by KAABOO-VAIL.

May 30, 2016

The Vail Valley Foundation will enter into a legal contract with the Betty Ford Alpine Gardens by June 10, 2016 to ensure protection of the gardens during the KAABOO-VAIL event and financial compensation, as may be needed by the Betty Ford Gardens tied to lost revenue plus insurance, indemnification and release of liability, etc.

June 10, 2016

The Vail Valley Foundation will enter into a long-term legal contract with the Vail Recreation District by June 10, 2016 specific to use of its facilities and land, required bond obligations of the Vail Valley Foundation/KAABOO, financial compensation to the Vail Recreation District for use of its facilities, indemnification, insurance, release of liability and long-term lease of the Vail Recreation District facilities specific to the KAABOO-VAIL event dates. The Vail Valley Foundation and KAABOO understand that the Vail Recreation District will require termination rights should the Vail Valley Foundation/KAABOO breach the representation and warranties required by the Vail Recreation District.

June 10, 2016

The Vail Valley Foundation and KAABOO will continue to work closely with the Vail Recreation District regarding turf protection at the athletic fields along with the Vail Recreation District tennis courts.

Ongoing

KAABOO-VAIL AND VAIL VALLEY FOUNDATION 90-DAY ACTION PLAN (cont.)

The Vail Valley Foundation will address the concerns of access to Vail residents living in close proximity to the Vail athletic fields (Northwoods Condominiums, Pinos Del Norte Condominiums) and will present to the Vail Homeowners Association at their July 7, 2016 meeting.

July 7, 2016

The Vail Valley Foundation PR department will send a direct mail informational letter to all homeowners and hoteliers in close proximity to the currently defined KAABOO-VAIL event venues.

July 2016

The Vail Valley Foundation PR department will work with local media outlets to encourage clear and open public communications regarding the event, its benefits and its impact via multiple mediums and multiple outlets.

July 2016

Between July 2016 and August 2017, the Vail Valley Foundation shall host no less than three town hall meetings in Vail allowing community stakeholders and constituents to learn more about KAABOO-VAIL, ask questions, express concerns and better understand event load-in and load-out impacts, traffic management, transportation flow and homeowner ingress and egress to properties during event dates, etc.

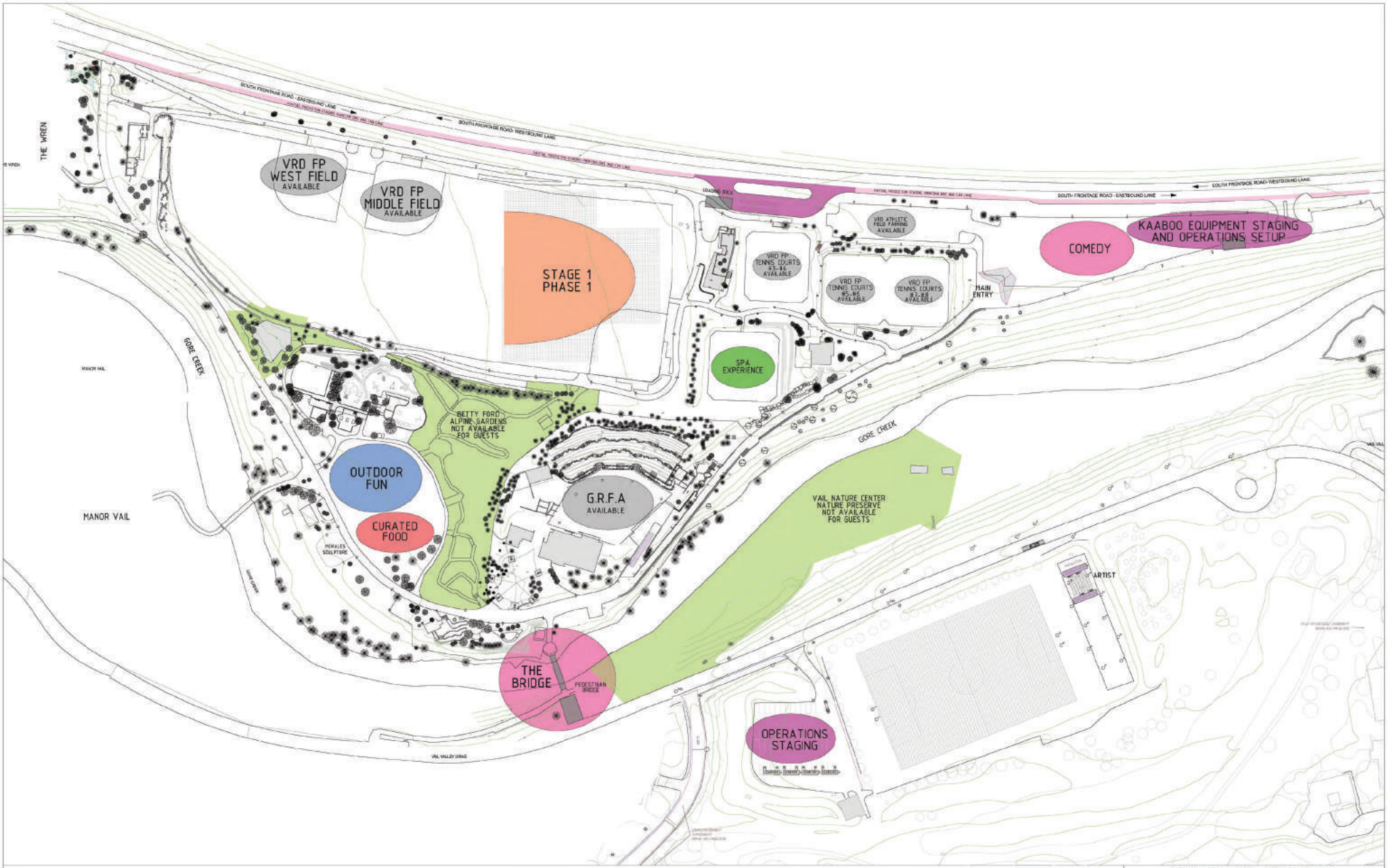
July 2016 -
August 2017

The Vail Valley Foundation and KAABOO will work closely and consistently with Town of Vail staff, Vail Recreation District staff and Betty Ford Alpine Gardens staff on all aspects of event planning.

July 2016 -
August 2017

INFRASTRUCTURES AND VENUES

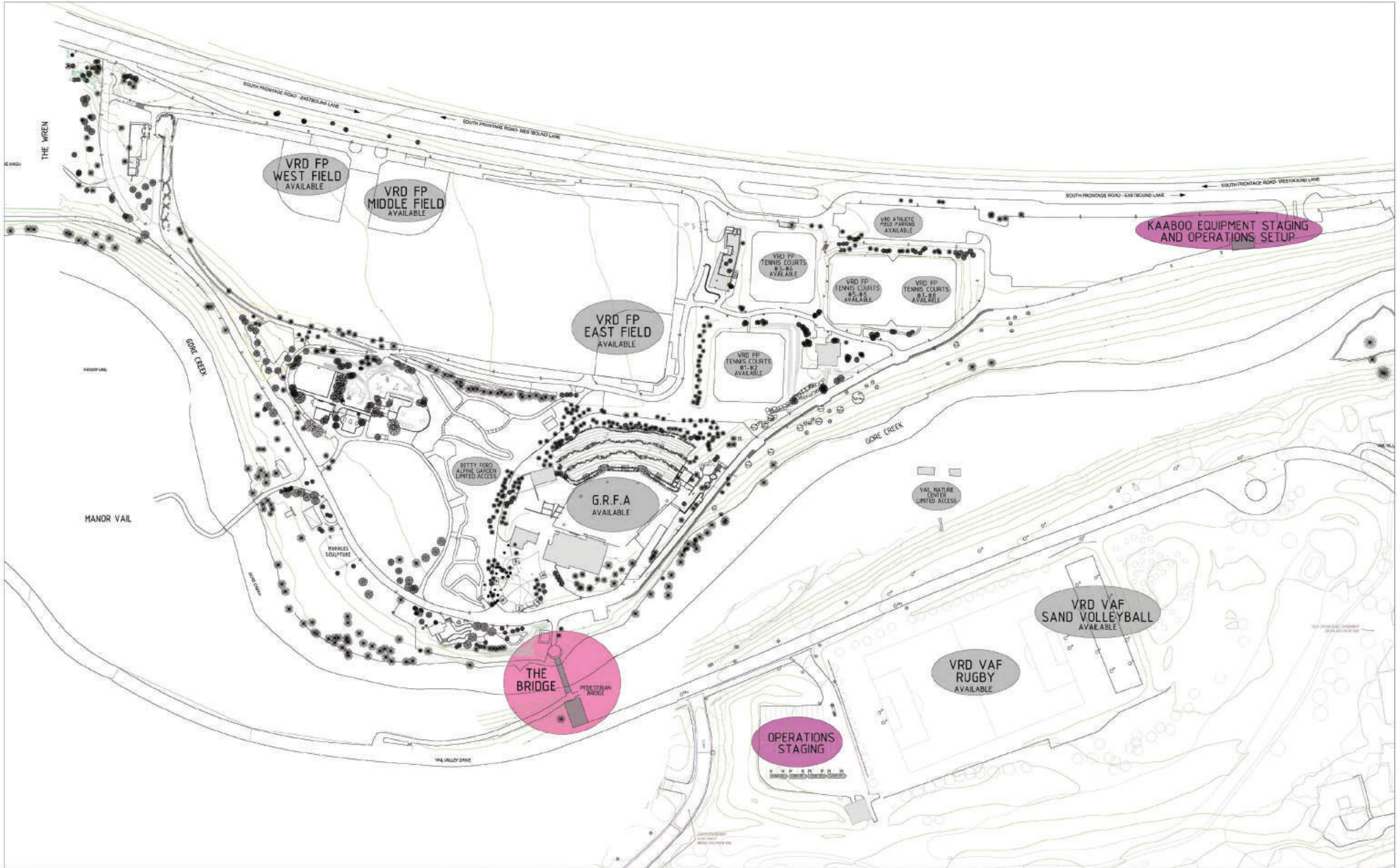
Attached are venue maps which help define construction staging areas for load-in and load-out, event perimeters, phased construction schedule and impact on other Town of Vail events. The official venues include concert stages, comedy venue, art and curated area, food areas, ticket/gate entry areas, spa, salon and the late night dance experience.



KAABOO VAIL PHASED STRIKE 8/21-8/23

PRELIMINARY SITE PLAN

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KAABOO VAIL PHASED STRIKE 8/24-8/27

PRELIMINARY SITE PLAN

August 2017 KAABOO: VAIL

Town of Vail Events Calendar

All TOV scheduled events are based on 2016 Calendar of Events

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30 Vail Farmers Market & Art Show Vail Jazz @ the Market	31 Bravo! Vail: Eagle Public Library BFAG: Yoga in the Gardens/Tour VRD FP: Soccer Camp/Softball	1 VIDF Performance Bravo! Vail: Donovan VRD FP: Soccer Camp/Softball VRD VAF: Rugby Practice/Sand VB	2 Bravo! Vail: Donovan BFAG: Yoga in the Gardens VRD FP: Soccer Camp/Softball VRD VAF: Rugby Practice/Sand VB	3 Bravo! Vail: Donovan BFAG: Chefs in the Gardens/Tour VRD FP: Soccer Camp/Softball VRD VAF: Rugby Practice/Sand VB	4 VIDF Performance Bravo! Vail: Minturn VRD TENNIS: Tournament BFAG: Yoga in the Gardens	5 VIDF Performance Vail Family Fun Fest Colorado Cyclist Copper Triangle VRD TENNIS: Tournament BFAG: Garden Tour VRD FP: Rugby Ski Town VRD VAF: Rugby Ski Town
6 Vail Farmers Market & Art Show Vail Jazz @ the Market VRD TENNIS: Tournament VRD FP: Rugby Ski Town VRD VAF: Rugby Ski Town	7 VIDF Performance BFAG: Garden Tour VRD FP: Softball	8 VIDF Performance VRD FP: Softball VRD VAF: Rugby Practice/Sand VB	9 Kids Adventure Games VRD FP: Softball	10 VIDF Performance Kids Adventure Games BFAG: Chefs in the Gardens/Tour VRD FP: Softball VRD VAF: Rugby Practice/Sand VB	11 VIDF Performance Vail Farmers Market Farm to Table Kids Adventure Games	12 VIDF Performance Kids Adventure Games BFAG: Garden Tour VRD FP: Rugby Game VRD VAF: Transrockies Camping
13 Vail Farmers Market & Art Show Vail Jazz @ the Market Kids Adventure Games VRD FP: VRD VAF: Transrockies Camping	14 BFAG: Garden Tour VRD FP: Softball	15 VRD FP: Softball VRD VAF: Rugby Practice/Sand VB	16 VRD FP: Softball	17 BFAG: Garden Tour VRD FP: Softball VRD VAF: Rugby Practice/Sand VB	KAABOO :: SHOW DAYS	
20 KAABOO :: SHOW DAY	21 BFAG: Garden Tour VRD FP: Softball/Yth Soccer	22 Hot Summer Nights VRD FP: Softball/Yth Soccer	23 VRD FP: Softball/Yth Soccer	24 BFAG: Garden Tour VRD FP: Softball/Yth Soccer	25 	26 BFAG: Garden Tour VRD FP: Yth Soccer Games
27 Vail Farmers Market & Art Show Vail Jazz @ the Market	28 BFAG: Garden Tour VRD FP: Softball/Yth Soccer	29 Hot Summer Nights VRD FP: Softball/Yth Soccer	30 VRD FP: Softball/Yth Soccer	31 BFAG: Garden Tour VRD FP: Softball/Yth Soccer	1 	2 BFAG: Garden Tour VRD FP: Yth Soccer Games

* FP = Ford Park - VAF = Vail Athletic Fields - BFAG = Betty Ford Alpine Gardens
 ** All TOV scheduled events are based on 2016 Calendar of Events



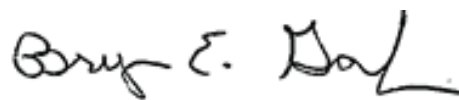
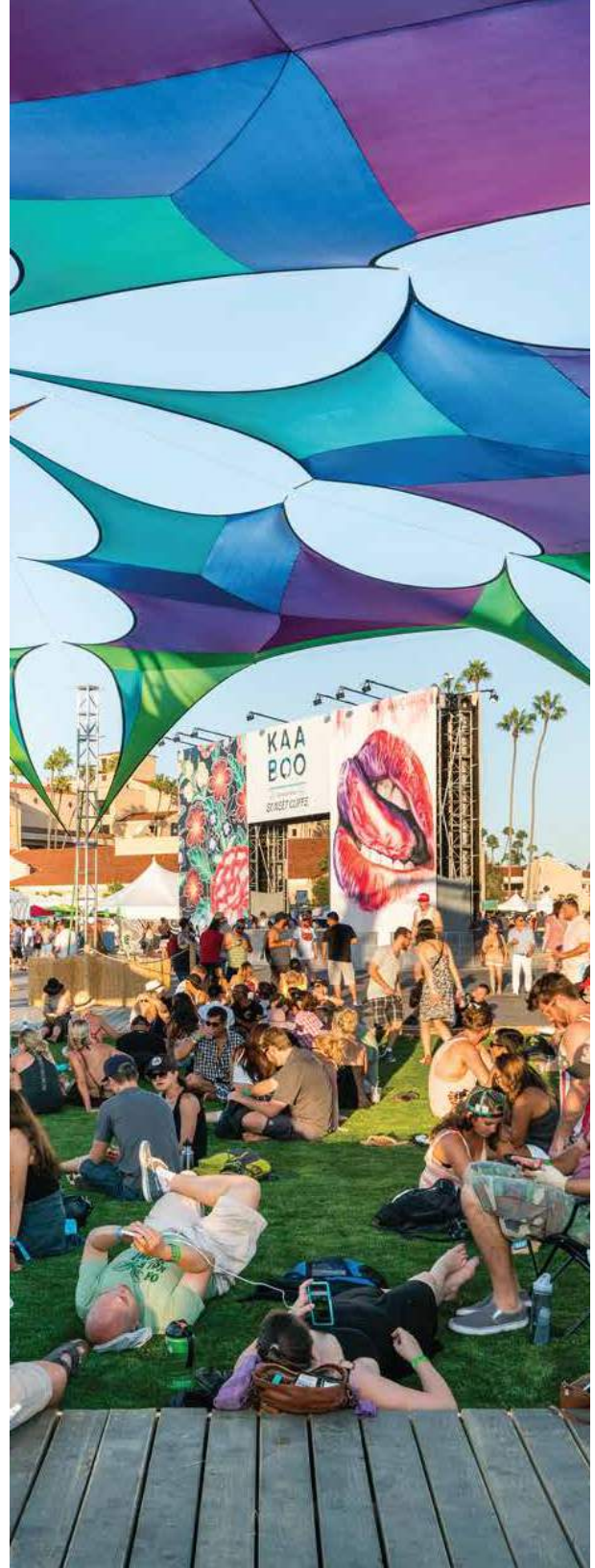
TOWN OF VAIL FUNDING

The Vail Valley Foundation shall submit a request for both cash and value-in-kind support to the Town of Vail for the KAABOO-VAIL August 2017 event. The Vail Valley Foundation shall submit such funding request in writing and per the required guidelines of the Town of Vail by June 30, 2016. KAABOO-VAIL and the Vail Valley Foundation understand that funding, either cash and or value-in-kind from the Town of Vail is not a guarantee and such funding decisions will not be made by the Town of Vail until Fall 2016. KAABOO-VAIL August 2017 is not contingent upon Town of Vail funding.

Thank you and sincerely,



Michael Imhof
President & CEO
Vail Valley Foundation



Bryan Gordon
Founder & CEO
The Madison Companies & KAABOO