

est. 1994

THE WINTER SPORTS SCHOOL

IN PARK CITY

TABLE OF CONTENTS

| | |
|--------|----------------------|
| Sec. 1 | CASE FOR SUPPORT |
| Sec. 2 | WAYS TO GIVE |
| Sec. 3 | NAMING OPPORTUNITIES |
| Sec. 4 | FUNDING REQUIREMENTS |
| Sec. 5 | FAQ |
| Sec. 6 | ARCHITECT & SITE |

THE WINTER SPORTS SCHOOL

| IN PARK CITY



CASE FOR SUPPORT



Sarah Hendrickson, Class of 2012

WSS GPA 3.9

2012 Overall World Cup Champion

2013 World Champion



It was really cool to be going to school with people that were kind of my peers... We always had a lot of top athletes our age who were really serious in our sport.

Andrew Weibrecht, Class of 2003

2010 Olympic Super-G Bronze Medalist

Uncompromised Academics for Dedicated Winter Sport Athletes

- The Winter Sports School has operated for 20 years as an independent college preparatory school for grades 9 through 12, with tremendous success.
- One third of our most recent graduating class scored in the 95th percentile or higher on the ACT.
- Recent graduates have matriculated at such institutions as Stanford, Dartmouth, Williams, and Middlebury.
- The Winter Sports School is in session from April through November, giving its students the opportunity to pursue their academics and their athletics separately, with "no compromises."
- Students and alums have combined to win Olympic, World Cup, World Championship, and National Championship medals in more winter sports disciplines than any other secondary school in the U.S.
- The Winter Sports School is now poised to become a public charter school, making it the very first public education opportunity of its kind in the history of the United States, and making our educational model available to all dedicated student athletes.
- **But we need your help!**

A RECENT SUCCESS STORY

At the age of 16, Sarah Hendrickson was a promising ski jumping athlete. She had reached the podium at several Continental Cup events, and placed 11th overall at the 2011 World Championships. Still, the young ski jumper and her family felt that she hadn't achieved her full athletic potential. They wanted her to benefit from a quality high school experience while performing to the best of her ability in academics and athletics.

So, in 2011, Sarah enrolled at the Winter Sports School in Park City (WSS) as an 11th grader, enabling her to attend a complete college preparatory program from April through November, and freeing her to pursue her athletics during the winter without having to juggle multiple responsibilities. The following winter, she won 9 World Cup events to clinch the overall World Cup title in Women's Ski Jumping. She then returned to WSS for her senior year, graduating in November 2012. In early 2013, Sarah won the Women's Ski Jumping World Championship. In addition to guidance from her coaches and her own hard work, Sarah and her parents credit The Winter Sports School with enabling her greatest athletic successes.

She also graduated with a 3.9 cumulative GPA.

WHO WE ARE

The Winter Sports School in Park City is currently in its twentieth year of operation as a college preparatory institution for grades 9 through 12. Recent graduates have gone on to attend such institutions as Stanford, Dartmouth, Williams, Middlebury, and many other top-tier colleges and universities. The Winter Sports School's college placement record is impressive, and feedback from those top-tier institutions indicates that our graduates arrive exceptionally well prepared for their undergraduate studies. As further evidence of our academic rigor, one third of our most recent graduating class scored a 30 or higher on the ACT, putting them at or above the 95th percentile in the nation.

OUR UNIQUE MISSION

The unique mission of The Winter Sports School, however, is to provide that level of college preparation and college acceptance to developing winter sports athletes who, in traditional high schools, find themselves forced to compromise between their academic and athletic ambitions. We solve that problem with an April through November calendar, leaving our students free to train and compete during the entire winter, with the coaches and teams of their choice.



It makes a lot more sense if you're a skier, or whoever, if you're a winter sports athlete, to come to school during the summertime... And the school quality of the Winter Sports School is pretty awesome... You feel like you learn a lot more and get a lot more out of your teachers and the time that you actually spend in school.

Ted Ligety, Class of 2002

The results are staggering. Alongside our academic and college placement successes are a series of athletic results that are unparalleled among secondary schools in the United States. Our small pool of approximately 300 alumni collectively account for multiple World Cup titles, World Championships, and Olympic Medals. At the 2013 FIS World Championships, the United States won a total of 19 medals. Winter Sports School alums accounted for 6 of them. No other secondary school in the nation comes close.

OUR UNIQUE MODEL EXPANDED

As proud as we are of our students' successes, we always strive to improve. We recently completed a strong push to attract athletes from emerging winter sports disciplines. The school started in 1994 and continued for over a decade with a student body primarily comprised of alpine skiers. Today, we still have a strong alpine contingent, but we have added students and distinguished alums in such disciplines as Nordic Skiing, Freestyle Skiing, Snowboarding, Ski Jumping, Luge, Skeleton, and Bobsled.

But it is not enough. Having broadened the base with respect to athletic disciplines, our next step is to broaden it further by ensuring the opportunity to attend our academic program is available to every deserving student athlete. Doing so will enrich the lives of many students and their families and boost the image of our community - at the city, county, state, and national levels - on the international athletic stage.

WINTER SPORTS SCHOOL:

~300 ALUMS

140 World Cup Podiums

56 World Cup Titles

9 Overall World Cup Titles

19 World Championship Medals

6 Olympic Medals



THE CHALLENGE & FINANCIAL BARRIER

As an independent, private school, the annual tuition to attend our program has been in excess of \$17,000. While we have offered over \$100,000 each year in need-based financial aid, most families still find themselves priced out of the opportunity to attend The Winter Sports School.

The Park City winter athletic consortium, the Youth Winter Sports Alliance, recently provided demographics for our prospective student market. They identified over 150 athletes in their local programs who are seriously dedicated to both their athletics and academics. These are not hobbyists. They are not indifferent students. They are **precisely** the students we are designed to help.

We also know from recruitment experience that an additional 50 to 100 student athletes are searching for a program like ours from other Utah winter sports regions including Salt Lake City, Snowbird, Soldier Hollow, and from such out-of-state locales as Jackson Hole, Bozeman, etc.

And yet, enrollment at our school in recent years has hovered between 40 and 50 students. The difference between the level of serious interest and our enrollment history is driven by tuition expense - we cannot provide enough dollars in need-based financial aid to allow all dedicated student athletes to attend our school.

WSS ALUM

Ted Ligety, Class of 2002

Combined Gold Medalist, Winter Olympics, 2006

Giant Slalom World Cup Champion, 2008

Giant Slalom World Cup Champion, 2010

Giant Slalom World Champion, 2011

Giant Slalom World Cup Champion, 2011

Super G World Champion, 2013

Combined World Champion, 2013

Giant Slalom World Champion, 2013

Giant Slalom World Cup Champion, 2013

THE WINTER SPORTS SCHOOL



RENDERING, FACILITY UNDER CONTRACT



The schedule and really the relief from stress that the WSS provided was extremely beneficial to my focus on skiing and making it a career.

Alex Schlopy, Class of 2009

WSS - As a private school

TUITION ENROLLMENT
\$17,000.+ ~50

WSS - As a charter school

TUITION ENROLLMENT
\$0 200+

THE SOLUTION -

THE PINNACLE OF WINTER SPORTS SECONDARY EDUCATION

The answer to meeting this challenge requires more than an expansion of sports disciplines or a new approach to financial aid. It requires an innovative solution. In early 2013 the Winter Sports School Board of Trustees and Head of School applied to the Utah State Office of Education to become a State Charter School while retaining our unique calendar and curriculum; the first public institution of its kind. We were unanimously approved in April, 2013 to open our doors in April, 2014 to 100 students funded by the State of Utah.

Furthermore, the approved state-funded student population will grow annually by 25 student increments until we reach 200. Our program, curriculum, and calendar will become available to all Utah residents free of charge, as well as to out-of-state tuition-paying students. The model and charter school status will yield the absolute pinnacle of winter athlete education and development in the nation, perhaps in the world. When we complete the approved transition, we will make history in the field of public education in the United States.



WSS ALUM

Alex Schlopy, Class of 2009

1st Place, Slopestyle, 2010 Dumont Cup

Skiing Big Air Gold Medalist, 2011 ESPN Winter X Games

Slopestyle Gold Medalist, 2011 FIS Freestyle Skiing World Championships

COLLEGE MATRICULATIONS: SOME RECENT WSS ALUMS

Kelly Marren, WSS Class of 2009 (pictured)

Stanford University, Class of 2014

Katie Bernhard, WSS Class of 2010

Dartmouth College, Class of 2015

Kieran Adams, WSS Class of 2011

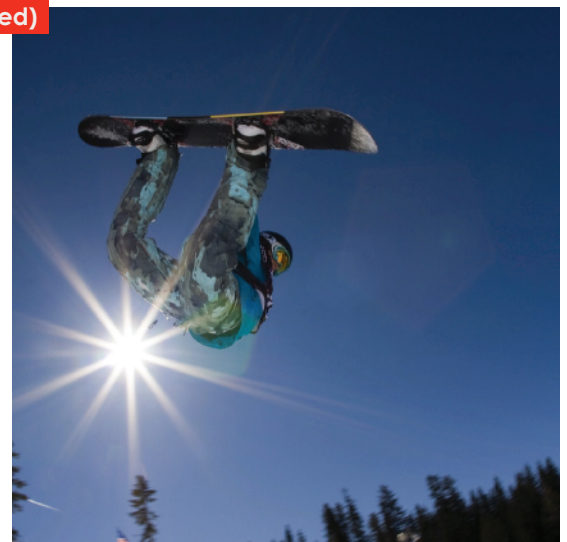
Colby College, Class of 2017

Katy Greene, WSS Class of 2012

Middlebury College, Class of 2017

Riley Peek, WSS Class of 2012

Williams College, Class of 2017



YOU CAN HELP US MAKE THE SCHOOL A REALITY

In order to succeed, we need your help and support. Our current physical plant simply will not support a growth path to 200 students. In order to complete our vision, we need to relocate from the trailers at the Olympic Sports Park to a permanent facility which will support a world class center for winter athlete education and development. In fact, our charter school status requires an upgraded facility. The ideal location has been identified and placed under contract, at 1585 W. Old Ranch Road in Park City, UT. It is just under 4 acres, with very easy access to all residents of Park City, Summit and Wasatch Counties, and Salt Lake City. Two recreational parks, Willow Creek and Matt Knoop Memorial, are within walking distance. The property is adjacent to the Park City and Snyderville Basin trail system, and there are two bus stops within 100 yards. Canyons Resort is less than a mile away, the Utah Olympic Park is less than 4 miles away, and Park City Mountain Resort and Deer Valley Resort are within 6 miles.

We can make it all happen here.

We need your financial support to acquire and renovate the property such that we can open a renovated school in April of 2014. This planned multi-phased project will require a total of \$4 million over three years. Please review the attached architectural plans, finance plans, and ways to give to this project. We will have many naming opportunities and we hope to acknowledge our WSS athletes and their families on many of those plaques.

We are excited for the future of the Winter Sports School in Park City and the opportunity it will bring to our children. It will be a testament to our community's support of their athletic dreams and academic pursuits.



THE WINTER SPORTS SCHOOL CAMPUS, 2013



You can't find the opportunity anywhere else where you can train all winter long and still have the high quality academics in the summer.

Megan McJames, Class of 2005

2010 Alpine Skiing Olympian

WSS ALUM

Steven Holcomb, Class of 1997

2009 Four-Man Bobsled World Champion

2010 Four-Man Bobsled World Cup Champion

2012 Two-Man Bobsled World Champion

2012 Four-Man Bobsled World Champion

Four-Man Bobsled Gold Medalist - Vancouver Winter Olympics



Steve Holcomb prepares to pilot the USA "Night Train" Bobsled to victory at the 2010 Vancouver Olympics.



WAYS TO GIVE

The way in which you choose to support The Winter Sports School is entirely up to you. You may designate your gift for any purpose that contributes to the education mission of the organization, and that is acceptable to the Board of Trustees. Among the most useful gifts, however, are those designated "wherever the need is greatest". These unrestricted gifts offer much-needed flexibility to an otherwise rigid budget. They allow the Board of Directors to take advantage of unexpected opportunities and meet challenges that arise. Donors who make unrestricted gifts can be confident that their gifts will be put to the best possible use.

OUTRIGHT GIFTS

• GIFTS OF CASH

Features & Benefits:

Simple and quick
Charitable income tax deduction
Immediate use of your gift
Estate tax and probate savings (in some cases)

• GIFTS OF APPRECIATED PROPERTY

Features & Benefits:

Opportunity to make a substantial gift
Charitable income tax deduction
Make immediate use of your gift
Avoid capital gains tax
Estate tax and probate savings (in some cases)

• GIFTS OF TANGIBLE PERSONAL PROPERTY

Features & Benefits:

Opportunity to make a unique and substantial gift
Charitable income tax deduction
Make immediate use of your gift
Avoid capital gains tax
Estate tax and probate savings (in some cases)

• GIFTS OF CLOSELY HELD STOCK

Features & Benefits:

Opportunity to make a substantial gift
Charitable income tax deduction
Avoid capital gains tax
Positive impact on cash flow
Estate tax and probate savings (in some cases)
Excellent estate planning opportunity for yourself and your heirs.

OTHER PLANNED GIFT ARRANGEMENTS

Life income plans are not the only kind of planned gift. Many others exist that offer particular advantages for specific circumstances. The most popular are listed below.

- Charitable Lead Trusts
- Gifts of real Property Subject to Life Estate
- Wealth Replacement with Life Insurance
- Charitable Gift Annuities

WILLS & ESTATE PLANS

A carefully prepared will or estate plan is the best way to ensure that your loved ones are provided for after your death, and that your preferred charities are supported as you intend. They allow you to retain full use of your assets during your lifetime and still make a significant gift. They are technical documents that should therefore be drafted by an attorney, but they may be revised and updated whenever you like, as your wishes and circumstances change.

LIFE INCOME PLANS

You can make a substantial gift while still earning income from the donated assets. These life income plans are some of the most flexible and fruitful options available to donors. They allow you to provide income for yourself, your heirs, or both; avoid significant capital gains and estate taxes; and satisfy your wish to make a substantial gift to the campaign.

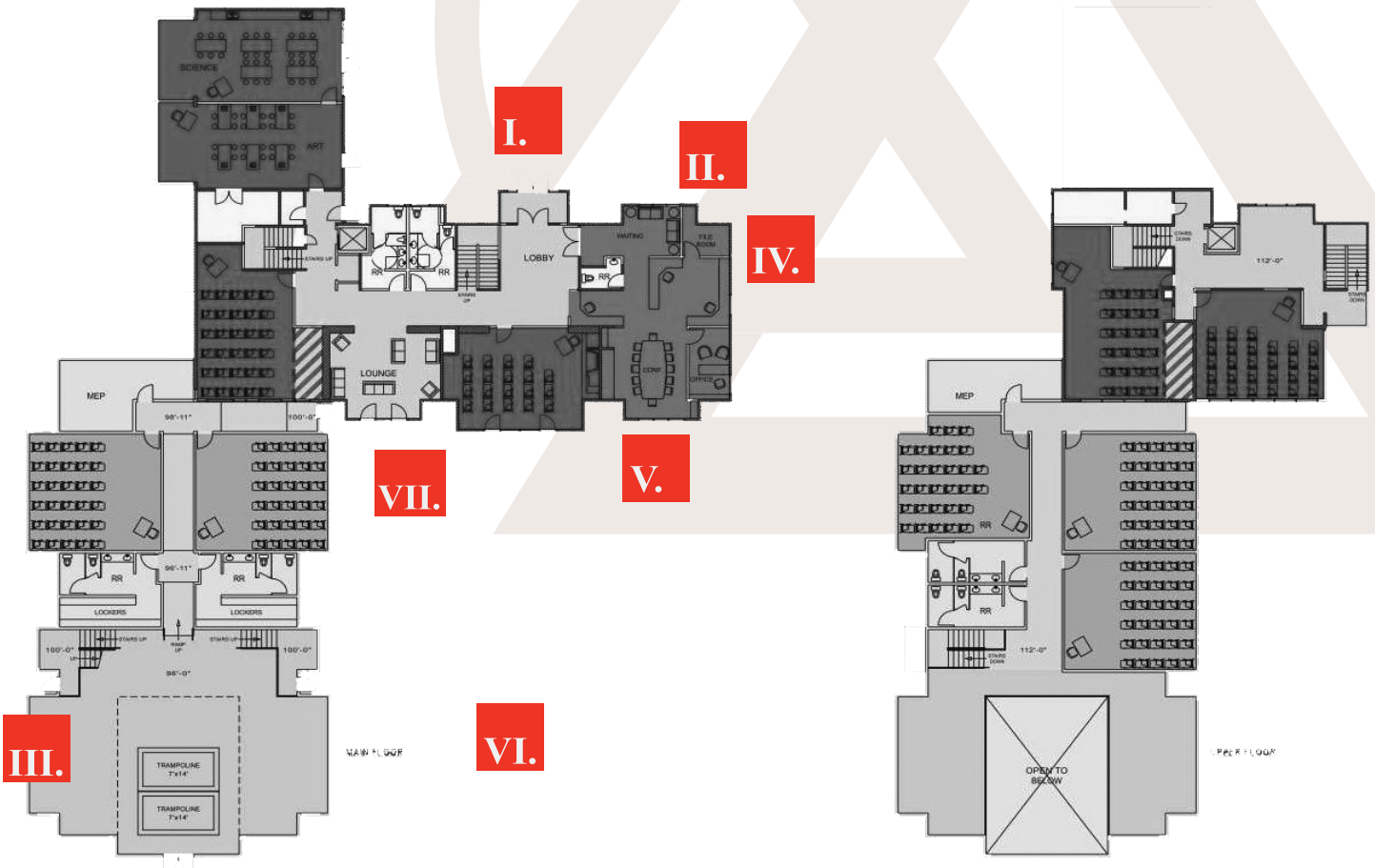
- Annuity Trusts
- Unitrusts
- Pooled Income Funds
- Charitable Gift Annuities

THE WINTER SPORTS SCHOOL | IN PARK CITY



NAMING OPPORTUNITIES

- | | | |
|------|--------------------|-------------|
| I. | CAMPUS | \$1,000,000 |
| II. | ADMIN WING | \$ 400,000 |
| III. | ATHLETIC CENTER | \$ 400,000 |
| IV. | FACULTY LOUNGE | \$ 200,000 |
| V. | BOARD ROOM | \$ 200,000 |
| VI. | RECREATIONAL FIELD | \$ 200,000 |
| VII. | STUDENT LOUNGE | \$ 200,000 |





FUNDING REQUIREMENTS

FACILITY ACQUISITION

| | |
|---------------------------|---------------|
| Phase 1 CASH BASIS - | |
| Site Acquisition | \$1.4M |
| Modular Unit Installation | \$200K |
| TOTAL | \$1.6M |

| | |
|---------------------------|---------------|
| Phase 1 WITH FINANCING - | |
| Site Acquisition | \$350K |
| Modular Unit Installation | \$200K |
| TOTAL | \$550K |

With strong early fundraising results; Phase 1 may be altered to include Facility Acquisition only, Phases 1 and 2 may be completed together, and \$200K in Modular Unit installation costs saved.

FACILITY ACQUISITION & EXISTING 1ST FLOOR RENOVATIONS

| | |
|-----------------------|---------------|
| Phase 2 CASH BASIS - | |
| Renovation | \$700K |
| Equipment Acquisition | \$200K |
| TOTAL | \$900K |

| | |
|--------------------------|---------------|
| Phase 2 WITH FINANCING - | |
| Renovation | \$175K |
| Equipment Acquisition | \$200K |
| TOTAL | \$375K |

EXISTING 2ND FLOOR RENOVATIONS

| | |
|-----------------------|---------------|
| Phase 3 CASH BASIS - | |
| Renovation | \$400K |
| Equipment Acquisition | \$ 62K |
| TOTAL | \$462K |

| | |
|--------------------------|---------------|
| Phase 3 WITH FINANCING - | |
| Renovation | \$100K |
| Equipment Acquisition | \$ 62K |
| TOTAL | \$162K |

WHAT IS THE WINTER SPORTS SCHOOL?

The Winter Sports School is a college preparatory school for dedicated winter sports athletes in grades 9 through 12.

WHAT DOES THE WINTER SPORTS SCHOOL DO DIFFERENTLY THAN OTHER COLLEGE PREP PROGRAMS?

We run our curriculum from April through mid-November, giving our students complete freedom from academics during the winter months to train and compete. We also set very high academic expectations during our school year while continuing to support our students' athletic ambitions.

WHAT SUBJECTS ARE TAUGHT AT THE WINTER SPORTS SCHOOL?

English, Math, Science, Foreign Language, History, Art, and Physical Education.

WHAT ACADEMIC SUCCESSSES HAVE YOU HAD?

We have a notable track record of success in placing our graduates at the college or university of their choice. Recent graduates have attended such institutions as Stanford, Dartmouth, Williams, Middlebury, Colby, Bates, and many more. We also prepare our students for their studies at such top-tier schools extremely well. Out of our most recent graduating class, one third earned a composite score of 30 or better on the ACT, putting them in the 95th percentile in the country.

WHAT ATHLETIC SUCCESSSES HAVE YOU HAD?

Almost too many to count. In addition to the graduates who have gone on to compete successfully in the NCAA and USCSA, we count among our alumni an impressive array of National and World champions, World Cup title holders, and Olympic medalists. Notable alums include Steve Holcomb '97 (Bobsled), Julia Mancuso '00 (Alpine Skiing), Ted Ligety '02 (Alpine Skiing), Andrew Weibrecht '03 (Alpine Skiing), Bryan Fletcher '04 (Nordic Combined), Alex Schlopy '09 (Freestyle Skiing), and Sarah Hendrickson '12 (Ski Jumping).

WHICH WINTER SPORTS DISCIPLINES DO YOU SUPPORT?

All. Unlike most athletically-oriented schools, we do not have in-house athletic teams. Students are therefore free to work with coaches and athletic organizations of their choice, and we are free to support all winter athletic ambitions.

GIVEN YOUR DIFFERENT CALENDAR, HOW DO STUDENTS TRANSITION INTO YOUR PROGRAM?

The preferred transition is for students to start with us in the 9th grade. That way they can join us in April without worrying about completing their 8th grade credits, as 8th grade results are not evaluated by colleges for admissions purposes. In fact, if a student is sufficiently prepared for 9th grade work as of their 8th grade mid-year break, he or she can withdraw from the 8th grade at that time and enjoy an early winter to focus on athletics (we provide a letter to incoming students to address potential truancy issues). Students may also transfer into our program later in their high school careers, but certain partial credits may need to be made up.

WHAT DOES IT COST TO ATTEND YOUR PROGRAM?

Tuition and fees for 2013 are \$17,400. We are doing all we can, however, to make our program tuition-free for Utah State residents, starting in 2014, by becoming a State Charter School.

WHAT INCREMENTAL GROWTH DO YOU EXPECT AS A POTENTIAL STATE CHARTER SCHOOL?

For the last several years as an independent school, our enrollment has averaged about 50 students yet, according to the Youth Winter Sports Alliance, there are over 150 high school students participating on Park City based athletic teams who, according to their coaches, are serious about their academics and athletics and would benefit from our program. The discrepancy suggests that many students and their families simply cannot afford our current tuition level, despite the six figures worth of need-based financial aid we award each year. As a Charter School, we expect enrollment to grow significantly as more students become able to take advantage of the opportunities afforded by our program. The Utah State Office of Education has unanimously approved us to receive funding for 100 students in 2014, 125 in 2015, 150 in 2016, 175 in 2017, and 200 in 2018 and beyond. We expect full demand for those numbers to materialize across the communities of Park City, greater Summit and Wasatch Counties, and the Salt Lake Valley.

HOW FAR ALONG ARE YOU IN YOUR PROCESS OF BECOMING A UTAH STATE CHARTER SCHOOL?

We have received all the necessary approvals from the State of Utah. We are officially a chartered entity. Our next required step is to purchase or construct a new facility capable of handling our anticipated growth in enrollment. Our current facility can handle less than 100 students.

WHAT CAN I DO TO HELP?

Please reach out to our Head of School, Dave Kaufman, or our fundraising consultant, Phyllis Hockett of Pathway Associates. They will be delighted to speak with you about whatever help you can offer, whether it is money, equipment and supplies, other in-kind donations, or contacts to other individuals or entities which may be able to offer their help. The Winter Sports School is a 501(c)3 and donations to its charter school effort are tax deductible. Thank you very much in advance!

DAVE KAUFMAN
THE WINTER SPORTS SCHOOL
Head of School
435-649-8760
dkaufman@wintersportsschool.org

PHYLLIS HOCKETT
PATHWAY ASSOCIATES, LLC
Principal Consultant and Co-Founder
801-450-9801
phyllis@pathwayassoc.com

THE WINTER SPORTS SCHOOL



| IN PARK CITY

ARCHITECT PROFILE



RALPH STANISLAW AIA LEED BD+C ARCHIPLEX GROUP *Principal*

FACTOID

Ralph proudly became an American citizen just over 2 years ago.

Ralph Stanislaw was born in Toronto and with his family moved to Woodland Hills, California as a teenager. As a youth he was a competitive swimmer and attended Yale University where he swam on the varsity team for a couple of years. Some of his early High School records still hold to this day, but he was always beaten in the open state events by a guy named Mark Spitz. After graduating from Yale with honors in architecture, he attended UCLA's School of Architecture for graduate school where he received his master's degree.

For 16 years he worked for the architectural firm of Johnson, Fain and Pereira Associates. Among the projects he worked on while there was Fox Plaza in Century City, better known as Nakatomi Plaza in the movie "Die Hard", the Opus One Winery in Napa for Robert Mondavi and the Baroness Rothschild and the studio for "The Tonight Show with Jay Leno". In his spare time, he designed and general contracted two houses for his growing family in the Hollywood Hills.

In 1994 he relocated his family to Park City, Utah for the quality of life Utah offered (designing his third home for his family along the way.) When the word got out amongst his Los Angeles co-workers of the impending move, Ralph was asked to become senior project manager and lead local architect for DMJM (now AECOM), an international architecture firm with an office in Salt Lake. Among the projects which Ralph spearheaded while at DMJM were Watson Pharmaceutical Labs in University Research Park, the Salt Lake County Adult Detention facility; the Salt Lake County Equestrian Facility and the master plan expansion for the Ghantoot Polo Fields in Abu Dhabi.

In 2004, Ralph started Archiplex Group, a small firm (averaging 14 employees over the history of the firm) located in South Salt Lake City. Ralph is a LEED Accredited Professional and licensed architect in 28 states. The firm does a variety of work, from custom homes in Park City to the \$30 million dollar Jordan River Service Center, a remodel of the old ZCMI Warehouse into a repair center for TRAX trains (including tracks that now run in and out of the building). Other projects include 20 UDOT Maintenance Stations throughout the state (including the newest Kamas facility); the Park City Habitat for Humanity houses (the first of which achieved LEED Platinum certification); the Idaho Science and Technology School in Blackfoot, Idaho; Concordia Lutheran Academy in Riverton, Utah; the Associated General Contractors LEED Gold Certified office building and the recently completed \$3M remodel to Salt Lake City's Engineering Building.

Ralph's wife, Nancy Sherman, worked in television production for 25 years but gave that up to work alongside Ralph as his business manager when he started Archiplex Group. He has 3 adult daughters: the oldest owns an event planning business in Park City; the middle one is in grad school in London studying Sustainable Heritage (prior to this she served in the Peace Corps and before that taught English in China); and the youngest, Abby, is a Winter Sports School graduate and 2007 student body president. Abby just graduated from the U with a degree in Exercise and Sports Science and a minor in nutrition. For the past 5 years she has continued her Winter School schedule of never going to school from December through April and has been an alpine coach for Team Summit in Colorado, Sun Valley Ski Education Foundation in Idaho, Park City Ski Education Foundation and Summit Ski team both in Park City. She's enjoying this summer in Alaska working for Holland America/Princess on their train tours and is considering relocating to the 49th state.

THE WINTER SPORTS SCHOOL
| IN PARK CITY



1585
W. OLD RANCH RD



THE WINTER SPORTS SCHOOL



| IN PARK CITY

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