



A Washington wine country & wellness-themed resort & community





The Vision

Wine brings people together – it is the elixir for stirring the soul, a celebration of a life well lived.

Yes the resort is set in the vineyards, but the vision goes beyond wine, to a rich landscape and lifestyle — private residences set in and around the vineyard blocks, of course a tasting room, and amenities to support a boutique destination resort. Our owners and guests will enjoy the beauty of this region, the experience of wine-making firsthand, and the rewards of an intimate and vibrant resort.



The investment opportunity is for a new resort and residential community located on 515 acres in the Washington wine country, 2.5 hours east of the Seattle MSA.

The essentials include a collection of 50 estate homesites, 16 cottages, 230 in village residences and a wellness spa. The cottages are part of a resort core which will include restaurants, a market, wine-tasting facility and perhaps artisan boutiques. An important element is an indoor/outdoor venue to support social gatherings and corporate meeting markets. The overall concept includes specific amenities created for owners and guests, as well as activity programming, seasonal and cultural events.

The vineyards are a beautiful centerpiece of the resort, however, they are not part of the investment, they are independently owned and managed by RKP Vineyard.

The development agreement, along with necessary entitlements and water rights, is in place. The vineyards are already producing award-winning wines from local vintners.



The Opportunity: Satisfying Under-Served Vacation & Group Market Demand & Enthusiast Audiences

The concept of a ground-up resort and residential community in the Washington State wine country must begin with a bird's eye view of the market and general conditions.



Looks like rain... again.

As you read this document, there is an 84% chance it is cloudy in Seattle, the primary target market for the program at hand. No other major U.S. city so craves the sun. On these days, it's raining half of the time. Our target market is craving vitamin D.



Where to?

The discussion of a getaway resort naturally includes the competition for the prospective visitors, guests and owners. The options for those in and around the Seattle MSA are few. It's cold and raining at the coast and all points north and south. To the east, the family-oriented Suncadia Resort is a generational, but aging landmark with a devoted clientele. Importantly, there is no resort community with the personality or target market as the envisioned vineyards resort.



The Washington Wine Country

Washington wines have a well-established reputation, and the industry is thriving. Beyond wine, the envisioned resort sits in one of America's largest and most productive agricultural areas, including vineyards, hops and tree fruits. A natural, authentic farm-to-table ethos informs the vision for the resort. **Significantly, and of importance for the investment, is that in stark contrast to Napa, Sonoma, Monterey and Santa Barbara (all home to vibrant tourism and resort markets), the resort scene in Washington's wine country is absent of a destination resort.** No one has capitalized on the opportunity to offer a destination resort and lifestyle experience.



The Target Market

To achieve the projected ROI the program targets a wide audience. At the core of this is the professional community in the Seattle MSA, characterized generally by affluence and sophistication. This market is defined less by age than by lifestyle, for there are multiple revenue streams in the resort/community model. These include:

- Estate homeowners, especially families, who wish to live in a vineyard community with the vibrancy of a sunny, fully-amenitized resort community
- Food, wine and wellness getaways for weekends tasting/touring and sunning in the countryside
- Short-term rentals of cottages and a variety of homes in the rental pool
- Day visitors to the region's tasting rooms coming for wine, culinary and cultural/seasonal offerings
- Wedding and social gatherings, supported by the cottages, spa and catering services
- Professional meetings and events, targeted to the rich Seattle metro area corporations

The New Work / Play Paradigm & the Importance of a Drive Market

The ability to work from home has created a sea change in resort and second home real estate. Working remotely was not a short-term event, but a new paradigm. This has accelerated the desire for couples and families to dual-locate. The movement is already entrenched, with resort communities across the country reporting double and sometimes triple digit annual increases in real estate sales since 2020. Demand for, and construction of, homes with offices are a primary characteristic of this movement.



Significant in this movement is the importance of resorts within a three-hour radius of major population hubs that also offer high speed internet. In each of the examples below, this movement is measured in billions of dollars:

- San Francisco to Lake Tahoe, Sonoma, Napa, Monterey/Carmel
- Atlanta and Charlotte to the Carolina shore
- New York to the Hamptons and Hudson River Valley



Visionaries

As important as the vision, vineyards and the abundant sunshine, so is the team behind the endeavor of considerable consequence. Beyond ownership and architects, a number of key contributors bring invaluable experience and insight to the program – all with 30+ years of diverse hospitality, master-planned resort and real estate experience in operating and senior management roles.

Paul Schweibinz/Compass Marketing

Beyond branding and lead generation, Paul has played a key role envisioning the hospitality and real estate models for the resort. Relevant client experience includes a founding role at Exclusive Resorts, agency brand and marketing management for 16 Timbers boutique resorts, Miraval Resort & Spa, Palmetto Bluff, The Cliffs, Hyatt, Marriott and Steve Case's Revolution Places.

Dan Kelleher/Consulting

Senior Leadership, Marriott Hotels & Resorts

Dan has played a foundational role in resort visioning and financial models.

Bob Burke/Ovation

Chairman/CEO/Senior Management in pioneering roles in the U.S. restaurant industry, including numerous top ten venues, as well as Auberge Resorts, Gordon Biersh, Guide Dogs for the Blind.



The Vineyard Today...

The vineyard component of the resort is a reality today. The foundation of the enterprise is RKP Vineyard (RKPVineyard.com) and the farming of 95+ acres of grapes is creating wines of consequence. For the resort investor, the importance of the elements that contribute to great wines are the same as those that appeal to guests and owners — elevation, water, the breeze, and especially, abundant day-long sunshine.

In Washington State there are 16 AVAs. The vineyard is located in a protected bowl, on the east side of the Konnowac Pass. Its AVA is the most colorfully named — Rattlesnake Hills. The 15 varietals at the resort feature Rhone, Bordeaux, Italian and Spanish grapes. They include blocks of Barbera, Cabernet Sauvignon, Chardonnay, Grenache, Malbec, Negro Amaro, Sauvignon Blanc, Sangiovese and Syrah.



The Resort of Tomorrow

Beyond vineyards, the larger vision is a destination for sharing a lifestyle infused with equal parts wine, farm-to-table cuisine, wellness, adventure and nature. The resort will be a welcoming getaway that is a nuanced collection of experiences for those who wish to live and celebrate among the vineyards — full time or for a getaway — as well as guests on excursions to the Yakima Valley. The vision, like the resort is dimensional, with multiple interrelated components, each relying and enriching the others.

Creating wines of consequence — our vineyards and wine membership, already underway

Experiences to match — a boutique resort with hospitality, culinary, wellness and cultural offerings

A lifestyle to celebrate — a collection of homes and homesites





The Mix / Revenue Streams

THE RESORT CORE | WELLNESS & SPA | RESTAURANTS | TASTING ROOM | SOCIAL & CORPORATE VENUES | HOME BUILDING | PROPERTY RENTALS | ESTATE HOMESITES | ACTIVITY & EVENT PROGRAMMING

While the vision for the resort has been thoughtfully and prudently developed, the components that make up the program are diverse and interdependent — the goal being a rich and vibrant experiential lifestyle for guests and owners alike — and one that provides multiple revenue streams.

Considerations for scale and seasonality are carefully addressed, as are developmental and operational aspects. Each aspect of the program, from infrastructure to the fee home building and estate homesite program, from the cottage and spa models to wedding and meeting business, has been developed by industry experts, and informed by metrics from similar and competing resorts.

The Resort Core



The resort core will be the social hub of the resort, set on a knoll with views across the vineyards and valley to Mt. Adams and Mt. Rainier. The design will be intimate, providing a comfortable setting in off-peak shoulder weeks, but also expansive enough to host significant regional festivals and special events.



The resort core is home to the cottage product, as well as the wellness spa. Prominent in the plan will be a significant restaurant and outdoor dining areas, and an artisan market. A piazza will lead to a gathering barn for events, such as weddings, wine tastings and corporate retreats.

The resort core will also be home to a fitness facility and swimming complex that will serve resort guests and owners.

The design of the resort core will be developed to include green spaces, pocket parks and playground, and a performance amphitheater. The streets will be designed to be converted to pedestrian-only allowing for festivals, seasonal events and activities.

The Cottages & Residences

It is anticipated that an experienced hospitality operator will deliver not only the lodging experience, but likely also the management of the restaurant, catering, wellness spa and resort-wide housekeeping. The envisioned product is a full-service model supporting all aspects of a premium hospitality experience.

The investment model includes a mix of cottages and rentals of residences that, along with the spa and restaurant, are the anchors of the rental income stream. The model presents carefully developed occupancy and rate assumptions. These models include local and national data from similar projects that share the resort's key characteristics — seasonality, distance from a primary market of 2-3 hours, room count and target market demographic/psychographic makeup.



Wellness Spa



The many comparative resort models studied were selected for characteristics shared with the envisioned resort — a hotel component, estate home community, and social and corporate events. In all cases, the target markets are also aligned — a primarily adult target with young or grown children, high disposable net worth, and a strong influence of both culinary and activity programming. In all cases a spa is a central component.

In addition to massage treatments and services, these models expand to include specialized programming that focuses on physical conditioning, group and individual exercise and movement, yoga and pilates, nutrition, and so on. In addition, a shared characteristic is to inform and inspire the entire program with the natural elements of the region — in the case at hand an organic, agrarian orientation.

Restaurants & Marketplace

Several models are envisioned for the food and beverage offerings at the resort. Again, extensive research combined with consultation from renowned restaurateurs and hospitality operators point to vibrant, multi-use venues designed to optimize operations throughout the four seasons. Key elements will include expansive indoor/outdoor areas capable of hosting weekend visitors, and kitchen facilities able to scale for peak and off-season demand, to cater social and corporate gatherings, and to service guests staying in rental cottages and homes.





Additional considerations include designs for spaces to feature a pizza oven garden, space to allow food truck pop-ups during harvest, holiday and special events, and to expand wine offerings to feature craft brews – as the Yakima Valley grows a considerable portion of the nation’s hops.

An artisanal marketplace and grill will provide casual dining for breakfast, lunch and dinner along with a grab-and-go “picnic” menu. The market will carry sundry provisions for owners and guests along with wine and spirits, and retail offerings. Again, excellent models exist at Sonoma’s Carneros Inn and at Palmetto Bluff, in South Carolina.



Tasting Room

A wine-tasting facility will be established as a venue for owners, resort guests, day-trippers to the region, as well as to host weddings, and social and corporate events. In addition to the estate's own varietals, pairings will feature neighboring wineries and offerings from the valley's artisan farmers. This new model, a single, centralized tasting room featuring multiple wineries, is a trend firmly established throughout California.

Social & Corporate Venues Cultural Events

Group business, both social and corporate, is a major component of the financial model, and the Seattle MSA is underserved in both categories.

The natural inspiration for a group venue is a barn — albeit updated and fitted to accommodate a wide range of gatherings, technologies, and provisioned to adapt easily for different size groups, from intimate weddings to regional cultural events. The facility will be in the core of the resort.



An aerial rendering of a large-scale residential development. The foreground shows several large, modern estate homes with multiple stories and gabled roofs, surrounded by lush green lawns and mature trees. A winding path or road cuts through the property. In the background, a dense cluster of smaller, more uniform houses is visible, followed by rolling hills and a distant mountain range under a clear sky.

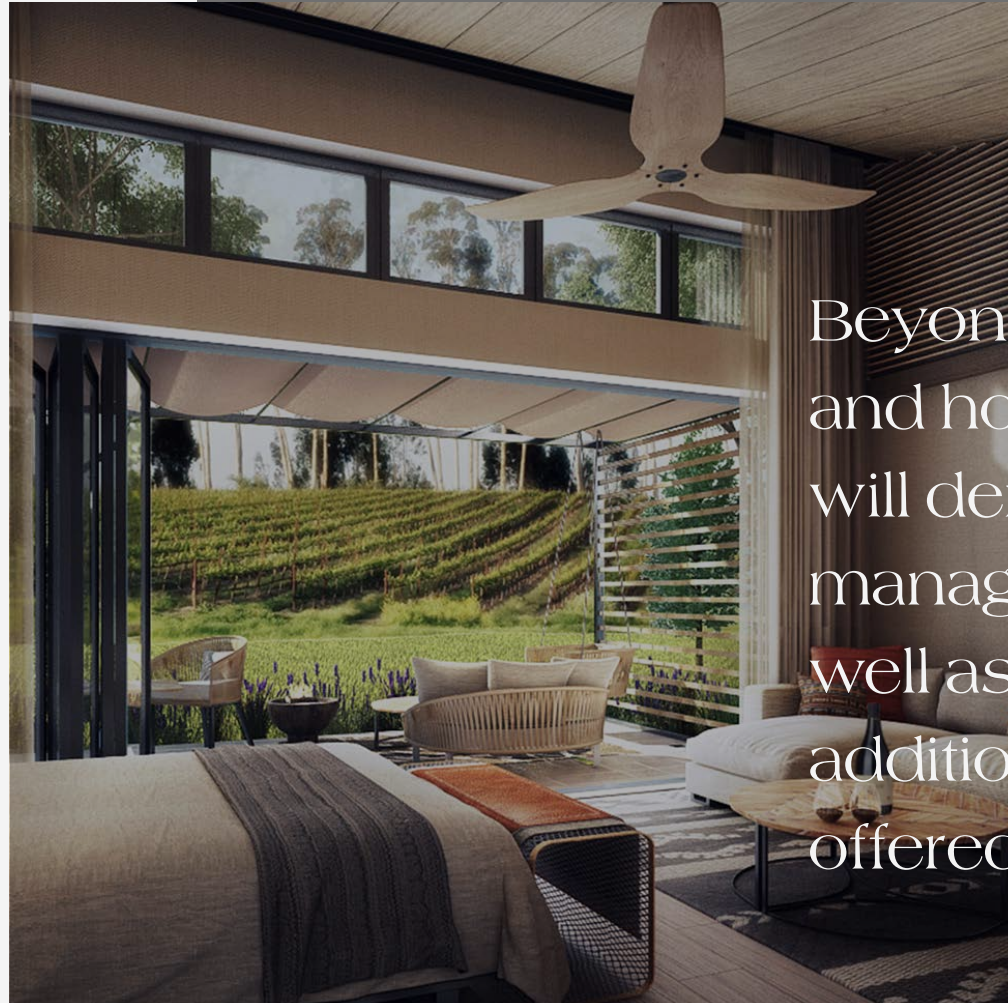
Estate Homesites



A core element of the model, from financial, experiential and architectural standpoints, are the estate homesites. These properties are on larger half to full-acre-plus parcels for custom residences. The homesites planned are agriculturally oriented estates primarily following the eastern edge of the resort, offering peaceful vistas, and easy access via roads and trails to the resort core. A founder's program marketed to wine aficionados in the Seattle market is envisioned.

The Rental Component

Along with single family homes in the villages, rentals of the cottages and estate homes will be an important revenue stream. Privately owned homes will qualify for the resort rental program when they are furnished with approved décor and appliance packages. Home rentals will serve families and groups on vacation, as well as those gathering for weddings and seasonal events.



Beyond revenues from land and home sales, the developer will derive rental and property management revenues as well as revenues from a host of additional value-add services offered by the resort.



Rentals of all properties will be via the resort’s property management program. These homes, as well as private homes not in the rental pool, would be serviced by the resort’s housekeeping team. Separate revenue streams include:

- Revenue share on rental income
- Cleaning fees
- Property management including ongoing maintenance and repair fees (required for rental properties)
- Concierge services fees including pre-arrival groceries
- Fees from construction management and related services

Fee Building & Custom Construction Programs

VILLAGE HOME FEE BUILDING PROGRAM

The developer will finance and manage a fee building program by engaging a select team of regional builders to leverage their local tradesmen and suppliers to best facilitate and control the building of the resort’s signature array of village homes.

ESTATE CUSTOM HOME CONSTRUCTION PROGRAM

The developer will identify a guild of architects, contractors, and interior decorators as part of an organized design/build program for the custom homes on the estate homesites. This will ease and expedite custom construction for those building from afar.



Both programs will include specifications for properties whose owners envision entering their homes in the resort rental pool.

Adventuresome Amenities

The ethos of the resort is grounded in an appreciation of natural health and wellness, consistent with its agrarian roots as well as the mindset of the target market. Throughout the 515-acre property there will be developed trails for hiking, biking and horseback riding, pop-up parks, perhaps treehouses and playgrounds.



Biking



Hiking



Equestrian

All trails lead eventually to the resort core, where a small amphitheater offers guests and homeowners the opportunity to enjoy small concerts, movies, plays and other events.

Programming, Cultural & Seasonal Events

Creative programming built around the amenities and resort at large is much of the reason people visit and buy. Programming, and the stories that bring it to life, are great opportunities for the eventual brand storyline.



The rich agricultural, farm-to-table nature of the region is the foundation, accentuated by the wine country and the resort vineyards themselves. Beyond wine, craft brewers and the contributions of artisan farmers all help to enrich the atmosphere. One can imagine the resort hosting regional fairs almost year-round, with additional contributions from cultural and holiday events.

The result is that by playing “host,” the resort becomes the region’s primary “destination.”

In addition to events of significant size, this programming can be scaled for resort guests and estate homeowners. These more private affairs can be centered around spa and wellness weekends, fitness training, all things wine, as well as culinary programs. A cultural calendar might include special-interest events utilizing personalities from the region: poets, historians, musicians, brewers and distillers, chefs, naturalists, scientists, etc. All this creates energy, and elevates the resort to a higher ground.

In the longer view, the resort plan would be developed to facilitate road and mountain biking, horseback riding and sporting pursuits.



Architectural and Landscape Design

The resort conceptual plans have been designed by DTJ Design based in Boulder, Colorado. In addition to early models, the planners have been instrumental in the approvals obtained from Yakima County for the current vision and a 15-year Development Agreement.

The vision for the resort is a collection of both contemporary and regional design characteristics, all rooted in the location, aimed at ensuring a natural, soothing experience. Lessons from deeply resonating architectural characteristics from other regions, especially Napa/Sonoma, will further inform the program. Design elements not made to imitate another location or a “concept,” but to synthesize a unique and memorable combination for this place in the wine country region of Central Washington.

Architecture of the residential, commercial and community will be intended to evoke a rustic sense of place within the region, its geology and flora, creating a sense of permanence while also supporting an intimate experience throughout the resort. Homes will be well designed with sensible layouts, mindful uses of daylight and year-round use. Featured exterior materials will include elements of the native lava stone found on the property, rustic metals, stucco, and painted cement boarding engaging regional color palettes. All of which will support a Fire-Wise Designed community. The landscape design will incorporate shade from deciduous trees with emphasis on low-water and low-maintenance plants and surfaces for water infiltration. Landscape designs will create lush, natural experiences to create beautiful and memorable places.

Investment Summary



DEVELOPMENT DESCRIPTION:

The development program is a wine-and wellness-inspired resort and residential community located in the Rattlesnake Hills AVA, southeast of Yakima, Washington, 2.5 hours from Seattle. The heart of the resort is set on the southwest tip of the resort core, overlooking 95+ acres of prime vineyards and two snow-covered mountains. Residents and guests will enjoy the marketplace-style restaurant and wine cave, a tasting room, a boutique market, a spa/wellness/fitness center, a pool and a gathering venue for events, weddings, and business retreats.

The primary revenue stream for investors will be through the sale of homes and homesites. A fee building program will be managed by the Developer to build the in-village homes. The estate homesites will be sold to individuals and builders to design and build custom crafted estate properties. All home designs will be reviewed and managed via architectural guidelines to protect the integrity and value of the resort.

Additional revenue streams will be generated from resort operations. This will include the resort-owned cottages, rental income from the privately-owned homes managed by the resort's on-site property management company, events, food and beverage sales, and spa and wellness center income.

A private utility company will provide both the water and sewer services for the homes, commercial operations and the resort's amenities. Lumen will be the telecommunications/internet provider and Pacific Power will provide electricity. The development of the utility company will be funded by a loan from the development group, which will be repaid via connection fees, monthly fees or charges (you pick), as homes and commercial buildings are constructed.

The resort will be a stand-alone LLC with the goal of contracting with an established and proven third party operator to manage the day-to-day operations of the Resort.

Competitive & Informative Models

Market research was undertaken regarding the type of resort that is economically viable and what type of homeowner/guest makes up that model. The findings demonstrate significant demand for a wine-and wellness-centered resort based on the rental model previously described. The research reviewed comparable sized and scaled resorts. The results showed that the provision of a substantial rental pool of homes, cottages and hotel rooms in a walkable setting, with appropriate amenities offering a variety of experiences is a sufficient draw upon which to base a destination resort.

The types of housing for both homeowners and guests were defined in the research. The most appealing types of housing for buyers and guests in the rental pool includes cottages, townhomes, single-family homes (under 3,000 square feet) and the larger estate homes.

The success of several world-class destination resorts' focus on wellness and the richness of the natural setting was important to the development. These resorts include Seabrook; The Carneros Inn, Sonoma, CA; Canyon Ranch and Miraval in Tucson, AZ; The Sanctuary on Camelback Mountain near Scottsdale, AZ and Red Mountain Resort in St. George, UT. These resorts have proven resort hotel and residential models.

Market and Buyer Demographics

All of these attributes are key to the short-term hotel guest and short-term rental audience. In terms of ownership, the resort will capitalize on the Puget Sound's business employment expansion and strong real estate market. Fundamentally both young professional and boomer segments are seeking to deploy their buying power for a second, sometimes primary home within a 3-hour commute of Seattle, and/or to capitalize on the rental earning power to offset the expense of ownership.



- They're generally like-minded individualists. Confident.
- Yes, emotional, but thoughtful and rational
- High disposable income
- Singles, couples, multi-generational families
- Healthful, fit, adventuresome
- Passion for food, wine, and the arts

Drive Times from Major Markets

(at 3pm on Friday)

Seattle, WA MSA – 2.5 hours
Spokane, WA – 3.25 hours
Portland, OR – 3.5 hours
Vancouver, BC – 5.5 hours

The Vineyards Resort is located 2.5 hours from the Seattle MSA based on a 3:00 pm Friday afternoon departure via I-90 over Snoqualmie Pass and the newly completed improvements on the east side of the pass. The entire trip is on major interstates and state highways until the last ~4 miles which are on well-maintained county arterials, thus, making the trips scenic and predictable year-round.



The 2.5-hour drive time to The Vineyards Resort from the Seattle MSA (the #1 source market) provides a significant competitive advantage to other successful resorts such as Seabrook (Pacific Beach, WA) at 3.75 hours and The Lookout (Chelan, WA) at 3.5 hours (based on the same 3 pm Friday departure).

Housing Component Metrics

The market opportunity and strategy is to target the \$600,000 to \$1,100,000 price range for the 230 in-village homes. All product offerings (cottages, townhome and single family) are anticipated to be priced in line or below the weighted average of competing communities in Washington to target the broader market seeking more affordable primary and resort housing options. The target price range is also in relationship or concert with the local Yakima Valley vs. being an anomaly, which will draw Yakima Valley buyers to purchase homes in the resort. A major underlying draw is the amenity package offered in the community.

Entitlement and Permit Schedule

The Approved Master Development was completed in April 2019. Five development phases can be built over a 9 - 12 year period, well within the 15 year Development Agreement.

95 acres of vineyards have been planted and are being harvested.

Phasing Plan

The current proposal, as outlined in the Master Phasing Development Plan, is for a phased approach to development. A build-out ranging from 9-12 years is anticipated. As described below, an initial phasing plan consistent with the design objectives described previously is proposed. In order to facilitate an orderly development process while allowing for sufficient flexibility to respond to market demand, Vineyard Partners anticipates that individual preliminary plat applications would be submitted in conjunction with one or more phases.

Subsequent plat applications for later phases will be submitted, not necessarily in the numerical order of the Master Development Plan phases. Each plat will be consistent with the number of resort units and square footage of commercial uses proposed with amenity spaces and infrastructure commensurate with the anticipated demands of each phase.

Private Utilities

All water rights are secured by Vineyard Partners.

A private utility company will be created to manage the water and sewer needs of the resort and residences. Domestic water will be delivered through a gravity-fed reservoir system. The source of the water is a well that will deliver water to the reservoirs after being filtered in a water treatment facility. The private utility will also operate a small sewage treatment facility. The primary sources of revenue for the utility are:

- Water and sewer connection fees for homes, buildings and amenities
- Water and sewer monthly fees for homes, buildings and amenities.

Area Recreation

The Yakima Greenway

The Yakima Greenway stretches from the Selah Gap to Union Gap and west along the Naches River. Over 20 miles of paved pathway connect parks, river access landings, nature trails, fishing lakes and protected natural areas. The Greenway paths are great places for walking, running, biking, roller blading — all while enjoying the flora and fauna that makes the Yakima Valley unique.

Hiking

The Vineyards Resort is expected to become part of a larger Yakima trail system that wanders throughout Moxee and the Yakima areas. The Cowiche Canyon Conservancy and the Snow Mountain Ranch, just west of Yakima, offer several hiking trails and cross-country skiing opportunities. Farther west, the Naches Ranger District encompasses approximately 518,000 acres and extends from near the town of Naches to the crest of the Cascades in the William O. Douglas, Norse Peak, Goat Rocks Wilderness and White Pass areas. It is bordered by the Cle Elum Ranger District to the north along the Manastash Ridge divide, and by the Yakima Nation to the south, and Mount Rainer National Park to the west. This part of the Cascade Mountain Range offers an abundance of hiking trails. Yakima's Cascadian Climbing Club offers excellent information for hiking in this area. Go to www.cascadians.org.

Fishing

The Yakima River Canyon is within a one-hour drive and is a world-class fly-fishing destination and is Washington state's only Blue-Ribbon Trout Stream. Many other fishing options are available, ranging from alpine lakes to mountain streams, such as the Naches River on Highway 12 and the Tieton River on Highway 10, which are great spots for hooking rainbow trout.

Skiing

Some of the state's best skiing is close by with the White Pass Ski Area only a 90-minute drive.

Bike Trails

The bike trails at the resort are expected to connect to the bike trail system that meanders down through Moxee and back to Yakima. And bike tours to local wineries will be an integral part of the bike experience.

Golf

Several golf courses are within a 20-minute drive from the resort.

Area Wineries and Breweries

Rodney Ryan

FOUNDER

Rod Ryan's love of rural settings, agriculture, wine and resorts came together in 2013 when he purchased what was originally, a golf resort. After much thought, and work with DTJ Design, the plan was modified to a wine and wellness themed, destination resort in the Rattlesnake Hills AVA of Washington State. The cornerstone is an 80-acre vineyard, planted in 2019. The vineyard surrounds a central core and collections of estate homes, cottages and lodging product. In the core of the resort a piazza, shops, restaurant, tasting room/cafe, wellness center, gathering barn, pool and pocket parks are planned. Hiking and biking trails, a nature park and amphitheater finish out the amenities.

Rod is a native of Wisconsin, with family roots in farming. He brought his mid-western work ethic to education, completing a law degree, passing the bar, and helping to create LINK conferencing, a leading provider of audio and web conferencing for clients across the United States including Accenture, Costco and Stanford. Since that time Rod has been active in developing real estate in the greater Seattle market.

Scott Cameron

LAND ADVISORS ORGANIZATION

Scott leverages 35 years in the residential real estate industry to analyze, assess and execute land opportunities to achieve their highest and best uses. He is an enthusiastic believer in the power of teamwork in business and life.

Scott began his real estate career with East West Partners in 1986 which was followed by leadership roles in two other firms before launching his own companies in 2003 focused on entitlement, consulting, brokerage and building. These have transitioned into partnership roles in both Etisk Real Estate and Land Advisors Organization as well as other project specific companies.

Scott is a graduate of the University of Notre Dame and an active supporter of several community non-profits.

Wes Falkenberg

LAND ADVISORS ORGANIZATION

Wes draws on a decade of experience and market knowledge, research and business modeling analytics to identify the highest and best use for residential land opportunities. Evaluating and questioning different use case scenarios, running various models and designs, and analyzing comparative target markets prior to and throughout the process help ensure the highest and best use is achieved.

Being involved in creating a community that comes to life and meets the needs of residents gives him the utmost fulfillment as a professional.

Wes is a current member of the Urban Land Institute and actively involved with the Master Builders Association of King and Snohomish counties. A longtime Washingtonian, Wes earned his bachelor's degree from Washington State University where he played for the Cougars baseball team.

Compass Marketing

RESORT ENVISIONING, BRANDING, MARKETING

Paul Schweibinz and Compass have been instrumental in developing the vision for Vineyards, one shaped by 30 years experience with the leading brands in both hospitality and real estate development. Noteworthy brand experience from development to sell out and ongoing operations includes Exclusive Resorts, Miraval Resorts, and sixteen boutique resorts under the Timbers umbrella. While international in scope, Compass has specific experience in the Northwest with mixed use projects in the Seattle metro as well as with Suncadia Resort.

Real Estate Marketing

TIMBERS RESORTS
EXCLUSIVE RESORTS
CASTELLO DI CASOLE Tuscany
THE CLIFFS Carolinas
CLEAR CREEK Lake Tahoe
HAPUNA BEACH RESIDENCES Hawaii
TIMBERS KIAWAH ISLAND
MIRAVAL RESORT & SPA Arizona
MONTEREY BAY AQUARIUM
DESTINATION MONTEREY, Monterey
DESTINATION RESORTS, Hawaii
ONE STEAMBOAT PLACE Colorado
THE SEBASTIAN Vail
DANCING BEAR Aspen
ESPERANZA Cabo San Lucas
BOTANY BAY USVI
NAKOMA RESORT Tahoe
RANCHO VALENCIA Rancho Santa Fe
MAYACAMA Sonoma
THE CARNEROS INN Napa
BIGHORN Palm Desert
TOSCANA Indian Wells
MARYL DEVELOPMENT Hawaii
ROCO KI Dominican Republic
PALMETTO BLUFF South Carolina
EPOCH Sarasota
TUMBLE CREEK AT SUNCADIA, Washington
CORNERSTONE Colorado
LAKE KEOWEE South Carolina
LAKE JAMES North Carolina
CACIQUE Costa Rica

Real Estate Services

COLDWELL BANKER Aspen
COLDWELL BANKER Hawaii
DEPOSITGUARD
THE CATALYST GROUP
FARMSTEAD Woodinville
CHAFFIN LIGHT REAL ESTATE Aspen
MAGUIRE REAL ESTATE San Francisco
WILBOW Texas

Hospitality

THE SEBASTIAN Vail
CASTELLO DI CASOLE Tuscany
THE LODGE AT NAKOMA Tahoe
HOTEL MADELINE Telluride
INN AT LOST CREEK Telluride
WESTIN CENTURY PLAZA L.A.
MIRAVAL Arizona
HYATT California

Private Clubs

BIGHORN Palm Desert
CLEAR CREEK Lake Tahoe
CORNERSTONE Colorado
GREEN GABLES Denver
MAYACAMA Sonoma
MORGAN CREEK Roseville
SANTA LUCIA PRESERVE Carmel
THE CLIFFS Carolinas
TOSCANA Indian Wells
VAQUERO Dallas

Charitable Pro Bono

ANDRE AGASSI FOUNDATION
CONTRA COSTA INTERFAITH HOUSING
FESTIVAL NAPA VALLEY Napa

Dan Kelleher

RESORT ENVISIONING + HOSPITALITY METRICS

Dan is among the most experienced senior managerial talents in the hospitality industry and had played a foundational role in the vision, execution and financial models for the Vineyards Resort component.
30+ Years with Marriott International, including:

- Area Vice President Select Brands, 2016 – August 2020
- Area Vice President & Market General Manager, San Francisco Marriott Marquis, direct oversight for four additional Marriott Properties in San Francisco. 2006 – 2014
- Area General Manager | Santa Clara Marriott, Fremont, SF Downtown 2004 – 2006
- General Manager | Santa Clara Marriott & Fremont Marriott 2001 – 2004
- General Manager / Director of Sales & Marketing, multiple responsibilities for 14 properties 1991 – 2001

Dan has been instrumental in the overall visioning of the resort as well as detailed financial projections for all aspects of the hospitality components.

DTJ Design

DESIGN TEAM

An experienced, creative and award-winning firm specializing in design and architecture for resorts and master planned communities around the world. DTJ designed the project, assisted with the entitlements and continues to provide valuable guidance.

Bob Burke

RESTAURANT & RESORT CONSULTING

A recognized food and hospitality industry leader, Bob is known for creating a collection of America’s most notable, and profitable restaurant brands and hospitality experiences. Prior to Ovation, Bob was responsible for developing properties for some of the most well-regarded industry-leading companies in the U.S. He was President & CEO of Pat Kuleto Restaurants and President of Piatti Restaurant Group and Real American Restaurants. He was President of Gordon Biersch Brewing Company and successfully engineered the sale to an investor group in Las Vegas, NV.

Bob has partnered with numerous celebrity chefs including the famed Chef Michael Chiarello to take successful restaurant concepts to new markets. Coming from a background in investment banking, Bob is a considerable talent in financial and real estate negotiations. Additionally, Bob works with landlords and developers in creating dynamic tenant mixes.

JUB Engineering

ENGINEERING

Providing engineering services for the infrastructure of the project including the water and sewer system that will be part of a private utility. JUB is an award-winning, experienced engineering firm, dating back to 1954, that works in the areas of land development, transportation, water services and other specialties.

Thank you

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