

TELLURIDE REPORT

Presidents' Week 2010

Exclusive Affiliate of
CHRISTIE'S
GREAT ESTATES

TELLURIDE
REAL ESTATE
CORPORATION

THE ART OF LIVING

"The Art of Living" is the theme of the new branding ad that debuted on the Wall Street Journal home page and the site's Real Estate home page last week. The presentation features a dynamic sampling of the most photographic estates enrolled in the Christie's Great Estates program in order to drive traffic to all the properties posted on www.christiesgreatesates.com. With a click-through rate above average for the site, the ad delivers more than 83,000 impressions each month.

CLOSE TO HOME: SANTA FE REAL ESTATE HEATS UP

From October 1st through November 30th, Christie's affiliate Santa Fe Properties closed 11 properties priced at more than US\$1 million including La Cueva Ranch, listed at US\$5.8 million. "Luxury sales in Santa Fe had slowed considerably in 2009 until recently, when we experienced a buying spree for homes priced over a million dollars," says Candy Brenton, Marketing Director. From January through mid-August, Santa Fe had a grand total of 33 sales over US\$1 million. By contrast, between mid-August and early November, there were 43 sales for the same price point.

HUGE!

MORE BIG NEWS (AND BIGGER AIR) FOR THE TELLURIDE SKI AREA

Here we go again with the ski area news articles. Or that's probably what those of you who regularly read this newsletter are thinking. It seems that in every winter edition of the TREC newsletter we have at least one article dedicated to the ski area. Ski area expansion, snowfall, snowmaking, competitions—it may seem at first glance like we have ski area overkill. That could be the case, but it's not. Instead, there truly is some sort of newsworthy ski area development just about every month. So much so, that we are utterly compelled to share the news, and this time around the news is pretty huge!

We'll start with December. As always, we had a magical holiday season with fluffy powder, twinkling lights, and delighted visitors. This year as 2009 waned, more skiers than ever before experienced our slopes. A new record was set on December 31st, with a total of 8,838 skiers schussing down the hill. But don't panic and envision crowds similar to those of Vail or Mammoth Mountain, as our 2,000+ acres of terrain and 14 ski lifts handled the demand without ever feeling crowded, and nary a long lift line!



A snowboarder launches out of the half pipe.

Next up in the news department is snow... (snow, snow, and more snow!) If you've turned on the news in the past month no matter where you live, you've likely heard of our huge recent storms. With giant batches of moisture rolling through Southern California one after another, we've been under one storm warning after another—and the skiing is epic! Recent storms have brought as much as 37" to Telluride within a single storm. The conditions are great and not to be missed if

you can find a way to be here!

Perhaps the biggest news of all is our new evening-lit terrain park...complete with a brand new superpipe (which is a giant half-pipe, for those of you who may not be familiar with ripping it up in the park), located on what was formerly the NASTAR course just above the Village Core. NASTAR fans, don't despair, as the race course is longer and better than ever before in its new home on the Butterfly ski trail, also serviced by the Village Express (#4) Lift. The new terrain park, including its jumps, rails, and superpipe will be open 7 days and 4 nights per week, with evening hours occurring from 4-8 p.m. Thursday – Sunday. Nighttime lift tickets for the terrain park are \$25, or a nighttime season pass is \$200 (or \$150 for those who already own a season pass). In addition to its popularity with the younger riders, the superpipe will allow local athletes to become adept in an additional on-mountain discipline, and also ushers in the possibility of bigger and better national and international competitions occurring here in Telluride.

If you want to be part of exciting news as it occurs, bookmark Telluride Ski Resort's webpage and visit Dave's blog (by Dave Riley, TelSki's CEO) on a regular basis. <http://blog.tellurideskiresort.com>.



An A.P. Government class meets at Telluride High School.

TELLURIDE HIGH SCHOOL RANKED AMONG NATION'S BEST

U.S. NEWS & WORLD REPORT AWARDS T.H.S. 'HONORABLE MENTION' IN ANNUAL REPORT

For the third consecutive year, Telluride High School is proud to have been ranked among the Nation's best High Schools, according to an annual report compiled by *U.S. News & World Report*. The report is based on the basic tenets of a high school education, including college preparedness, test scores, and the ability of schools to produce measurable academic outcomes and prepare students for the real world.

Of the over 21,000 schools considered nationwide, only 1,787 received awards, and Telluride High School was pleased to receive an honorable mention. It is likely that THS would have been the recipient of a bronze, silver, or gold medal had it been able to be compared apples-to-apples with other public schools in the state (the methods used to calculate rankings are complicated, and THS was unable to be measured in one of the predetermined 'steps').

This high overall ranking doesn't come as a shock, as in just the past two years, Telluride High School has been in the news time and time again with statewide honors. THS is home to both the 2008 Colorado Teacher of the Year, Mathematics teacher Seth Berg, and 2008 Superintendent of the Year, Mary Rubadeau. Topping off the list of statewide educational accolades, Telluride's Wilkinson Public Library is home to the 2007 Colorado Librarian of the Year, Barb Brattin.

For more information on the report, the methodology used to rate schools, or rankings, visit: <http://www.usnews.com/sections/education/high-schools/index.html>.

AS THE MARKET TURNS... A BRIEF 2009 MARKET WRAP-UP

In what has been an uncertain economic year Telluride, Mountain Village and San Miguel County fared quite well. In a year-by-year comparison from 2008 to 2009, real estate sales volume dropped only 3% throughout the entire County. We began to gain substantial improvement in the market in the fourth quarter. In October 2009 compared with October 2008, gross dollar volume was up by 20%. In November 2008 dollar volume was \$8.1 million compared with \$44 million in November 2009. December sales went from \$24 million in 2008 to \$49 million in 2009. The statistics for January 2010 show an increase in sales dollar volume of 68% and an increase in the number of sales of 138% over January 2009. Properties under contract for closing in February look very encouraging.

2009 saw many substantial improvements in our lodging base. In February the new Capella Hotel

opened to rave reviews. Capella is Telluride's first five star luxury hotel. The Peaks Resort & Spa was sold in November to a local group of investors who promise to return our anchor hotel to its former glory and it is now managed by the Grand Heritage Hotel Group. We therefore now have two major hotels operating in Mountain Village along with boutique hotels including the Inn at Lost Creek and Lumiere.

For the second year in a row, Telluride was ranked as the #2 ski resort in North America by *Condé Nast Traveler Magazine's* Reader's Poll. While this award is based on a myriad of criteria including everything from dining and ambience to lifts and terrain, our exceptionally high marks in 'Local Ambience' and 'Terrain and Lifts' are what put us over the top. In addition to our ranking as #2 overall by *Condé Nast*, Telluride also received the honor of being named #1 for Nightlife in the Rocky Mountains by visitors to On the Snow.com—the most visited winter sports website in the world with over 1.6 million visitors per month during the winter season. Other recent accolades include being ranked #10 overall in *Ski Magazine's* Readers' Survey, a ranking which was bolstered by our noteworthy placement at #2 for 'Overall Satisfaction' and #4 for 'Scenery'.

Although we have repeatedly mentioned the improvements to Telluride's airport it is worth repeating that it has become much safer and will accommodate a new 80 seat aircraft called the Q400 from Bombardier. See this link for more information. <http://www2.bombardier.com/q400/en/home.jsp>.

With new hotels, new ski terrain, vastly improved sales figures, and a new airport runway, Telluride is looking at a bright future in 2010.

NEW RESTAURANT: THE BUTCHER AND THE BAKER

Have you ever been fortunate enough to snag one of those insanely great cupcakes or a delicious loaf of bread from Cinda Simons' stand at the summer Farmer's Market? Or been to an event catered by local dynamo, Megan Langford Ossola? If you have, then you can imagine how truly special it is that the two have joined forces and created one of the most raved about new restaurants in town, The Butcher and the Baker.

What's so special about it? Imagine hand-carved meats and uber fresh produce on freshly baked artisan breads, delicious cinnamon rolls and pastries for breakfast, and even delicious pre-made dinners that are ready to be taken home and popped in the oven. And of course, I must mention the dreamy, delicious cupcakes.

The Butcher and the Baker is located in the old Maggie's spot at 217 West Colorado Avenue, and is open from 7am to 7pm, serving breakfast, lunch, and to-go dinners. 970.728.2899



STICKERS' BIG MOVE

THE PROSPECT PORCUPINE GETS A NEW PAD

After a couple of years of local fame, the Prospect Bowl porcupine, appropriately named Stickers, has been relocated to a new home.

Stickers had developed quite a following—which in the end is precisely the reason for his



The famous 'Stickers' greets an adoring fan in Prospect Bowl.

recently-mandated move. Friendly and cute, he had become well-known for waddling out to visit skiers on the beginner and intermediate trails of Prospect Bowl, and as time went on his popularity and his friendliness towards humans grew.

Few porcupines find themselves on Facebook and You Tube, yet the social Stickers has over 100 Facebook 'fans' and several popular You Tube videos in which he can be seen noshing on snacks, crawling up skiers' legs, and even being petted by his human pals. At the recent Telluride Comedy Fest, comedians even marched the street with comical signs that read, "Free Stickers!" and "ReLOCate? More Like ReNOcate!", once again illustrating the unusual popularity of the pleasant porcupine.

In early February, while calmly munching on granola and peanut butter, Stickers was relocated by the Department of Wildlife to the Woods Lake area on Wilson Mesa where he will hopefully replace his human friends with a new porcupine family. Though everyone is sad to see Stickers move Down Valley, it's ultimately for his own safety and well-being, as he had become far too friendly with humans and reliant on humans for food. Everyone wishes him the best in his new home, and he will most certainly be missed by everyone from Ski Patrol to visitors from across the world!

YOUR LISTING, IN MORE PLACES THAN EVER BEFORE

It goes without saying that one of the keys to selling a home is exposure. The more places your home appears, the more potential buyers will see it, and hopefully a contract and sale will follow. Recently, Telluride Real Estate Corp. has enrolled in a new service that feeds our active listings directly from the Telluride Multiple Listing Service to a number of popular real estate search websites, which enables us to offer our listings more exposure than ever before.

Our active listings now appear on the following real estate search websites:

- Google Maps
- Yahoo Real Estate
- AOL Real Estate
- Trulia
- Zillow
- HGTV's Front Door
- Cyber Homes
- Home Finder
- Hot Pads
- Homes.com
- PropBot
- Enormo
- RELO Home Search (Leading R.E. Companies of the World's website)
- Land Watch
- Resortscape
- eReal Investor
- Home Away Real Estate
- Property Shark
- Realty Trac
- Tweet Lister

FEBRUARY

- 12-14 Comedy Fest
- 13-14 USCSA College Ski Race on Milk Run
- 14 Valentine's Day
- 15 President's Day
- 16 Fat Tuesday Party, Sheridan Opera House
- 20 Butch Cassidy Nordic Ski Race
- Justin Townes concert, Sheridan Opera House
- 20-27 Gay Ski Week
- 25 Telluride AIDS Benefit Fashion Show Sneak Peek
- 27 Telluride AIDS Benefit Gala Fashion Show

MARCH

- 1 Telluride AIDS Benefit Trunk Show
- 2 Harlem Gospel Choir, Palm Theater
- 12 Stockholm Syndrome in concert, Conf. Center
- 13 F.E.A.S.T. Benefit Dinner. Conference Center
- 14 Telluride Rotary's 'Red Ball Express'
- 26-28 Garner Games / Smartwool Ski Race, Milk Run
- 27 Vienna Boys' Choir, Palm Theater
- 31 North American Airline's Ski Fed Race, Milk Run

APRIL

- 1 North American Airline's Ski Fed Race, Milk Run
- 4 Ski Area Closing Day / Ski with Easter Bunny

MAY

- 28-31 Mountainfilm Festival
- 31 Memorial Day

TREC ANNOUNCES NEW DIRECTOR, JON DWIGHT

Recently, Telluride Real Estate Corp. added a new member to the ranks of its 5-person management team by naming Jon Dwight as its newest Director. Dwight first joined Telluride Real Estate Corp. in 2002, and was named as one of TREC's Vice Presidents in 2006 prior to his most recent promotion to the role of Director.

Jon joins four other Directors including Buzz Fedorka, and founding members T.D. Smith, Steve Catsman, and Steve Hilbert, who comprise TREC's Board of Directors and share ownership of the company along with five Vice Presidents. "Jon was already my partner in our airplane so I obviously had a lot of respect for him", said Steve Hilbert. "He will be a great business partner for the same reasons he is a great plane partner. He is smart, talented, driven, and trustworthy."

"I am thankful to the ownership group for giving me this opportunity", said Jon of his new position. "We have all been faced with the most significant economic downturn of our business careers over the past two years. During this time, I have watched TREC only grow stronger as a company and adapt to the challenges we have faced in our industry. This is why I decided to take the opportunity to increase my ownership in the company and become a TREC Director."

Jon is no stranger to resort living, having grown up in ski towns including Bear Valley, CA, and Keystone and Aspen, CO. Prior to arriving in Telluride and joining the TREC team, he honed his skills in the fields of commercial real estate and development as the Business Development Director for Colorado First Construction Co., a

commercial contractor responsible for over \$60 million in construction within the state annually.

In the eight years since joining TREC, Dwight has carved out a niche for himself in the local market and proven to be an expert in his field, and his success extends well beyond the work front. Jon is the proud father of three beautiful children, including his daughter, Lauren, and sons Alex and Max. In addition to his career and family, he is an avid pilot and President of Helio Aircraft, LLC, and serves as a volunteer on the Telluride Regional Airport and Telluride Montrose Regional Air Organization Boards.

"TREC has provided me with the foundation to create a very successful real estate business for myself," stated Dwight. "This is my opportunity to give back to the company that has helped make me successful." Just as Jon credits the company for his success, TD Smith explained that "TREC would not be where we are today were it not for the strengths, talents, and leadership of agents like Jon."

ANDREW DOLESE NAMED VICE CHAIR OF TELLURIDE'S P & Z COMMISSION

TREC Broker Associate Andrew Dolese was recently appointed Vice Chair of the Telluride Planning and Zoning commission by a unanimous vote. When asked about continuing to serve P & Z in his new capacity, Dolese explains, "I enjoy working with the Town staff, local builders, and Town Council in helping to shape the future of Telluride... While this volunteer position is very challenging at times, challenges are not something I like to run from. It has been an honor for me to serve P & Z since 2007 and I look forward to the coming years."



The shell of the once-iconic Baked In Telluride smolders.

A SAD FAREWELL TO B.I.T.

As Tuesday night faded into Wednesday morning, Telluride's longest standing eatery, Baked in Telluride, lost its battle with fire. At 10:10pm on Tuesday, February 9th, Telluride, Mountain Village, and Placerville's Volunteer Fire Departments responded to the scene of the fire reported by after-hours cleaning crews who noticed smoke billowing from within the

crawl space near B.I.T.'s massive ovens. Over forty local firefighters responded to the call, but the heavily reinforced floor and rapidly escalating blaze proved too much to contain, and firefighters relegated themselves to controlling the fire as much as possible, and protecting neighboring buildings such as The Village Market (which escaped with only minor smoke and water damage).

Investigators have determined that the cause of the blaze was over twenty years of close proximity between an industrial-sized oven and the increasingly dry flooring beneath it, which had become an unnoticeable but mounting danger in the years and months leading up to the onset of the fateful fire.

While B.I.T.'s owner, Jerry Greene, is understandably wrought with grief over the loss of his business, he sees a silver lining amidst the rubble. Greene anticipates that his insurance will allow for the rebuilding of the iconic red bakery, and rather than dwelling on the negative, he's doing his best to look forward to the opportunities that rebuilding will afford, such as a newly designed layout with larger and more functional bakery, work, and seating areas.

NEW LISTINGS



TRAMONTANA #6

Outstanding finishes, fantastic location, floorplan for entertaining, fully furnished, and turn-key, this 3 bedroom / 4 bath second-floor Mountain Village Core residence has the feel of a penthouse and boasts Mt. Wilson and Ski Area views.

OFFERED AT \$2,495,000



LODGES ON SUNDANCE #6

3 bedroom / 3 bath log townhome located directly trailside with private ski access. Unit comes fully furnished with spectacular views and quality finishes. This unit has never been rented and is in excellent condition.

OFFERED AT \$1,595,000