

Jepson Canyon  
*Resort*

**APPLE VALLEY, SOUTHERN UTAH**

March, 2019

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## **PROPERTY DESCRIPTION**

The **Jepson Canyon Resort** will be located on approximately 373 acres nestled within one of Southern Utah's picturesque red cliff canyons, located approximately 40 minutes northeast of St. George in beautiful Apple Valley, Utah. This resort project will have almost one mile of highway frontage on State Route 59, the main road connecting Los Angeles and Las Vegas with the North Rim of the Grand Canyon, Lake Powell and many other scenic vacation destinations.

This unique and beautiful canyon property will transform over the next few years into the **Jepson Canyon Resort**. Natural landscaping, meandering roadways and soothing water features will create a world-class, activity-oriented "boutique" resort community for travelers and buyers from throughout the country and beyond. Our goal at the Jepson Canyon Resort is to **Entertain, Inspire, Educate and Accommodate people of all ages**.

Recognizing the importance of, and the current national urgency for, changing the way we live and work in order to conserve our natural resources, the developers of The Jepson Canyon Resort have applied to the U.S. Green Building Council (USGBC) to become a LEED certified "Neighborhood Development." This means that the entire project will strive to use the latest technologies in the building and maintenance of all its facilities, including commercial, recreational and residential components.

## **DEVELOPMENT PHILOSOPHY**

Hank Isaksen, the original partner in the **Entrada at Snow Canyon** project, located in St. George, Utah, together with Johnny Miller, who designed the signature Entrada at Snow Canyon golf course, decided to take their combined talents and experience and develop another unique project.

After several years and several potential development locations that did not work out, the Jepson Canyon property was chosen as the location for this new world-class, activity-oriented, destination "boutique" resort community. This beautiful canyon property, surrounded on three sides by majestically beautiful cliffs, has been in the Jepson family since 1881, when they received it in a land grant signed by President Chester A. Arthur.

Hank and Johnny, together with Bill Jepson and many other passionate and dedicated development partners, expect the Jepson Canyon Resort project to be as iconic and wonderful as the Entrada at Snow Canyon development, but with some very special, additional amenities.

**Entrada Realty**, which has been marketing the Entrada at Snow Canyon project for over 20 years, will now press its proven marketing skills and exceptional sales agents to the task of finding clients for the Jepson Canyon Resort project.

## PROJECT SUMMARY

Located in an incredibly beautiful natural valley surrounded on three sides by steep cliffs, the **Jepson Canyon Resort** master-plan envisions a destination resort at its core, and will feature the following:

1. A Johnny Miller designed 9-Hole "Short Course";
2. The unique and exciting SouthWest Renaissance Center (SWRC), which will include a state-of-the-art Hansen Planetarium, an Observatory Complex, a Performing Arts Center, a Challenger Learning Center plus several exhibit halls (American Indian, Pioneer and Geological);
3. A 180 room Natural Log Lodge, which will be sold in 3-week fractional interests. This Lodge will also contain the spa, a restaurant, and the golf pro shop;
4. The Merrill Osmond "Serenity Wellness Center" spa and corporate retreat;
5. "Village of Many Nations", a Native American Cultural Experience;
6. The "World's Largest Bronze Stagecoach" (The feature exhibit at the Renaissance Museum);
7. An Aerial Tram, from the SWRC and Lodge, to the top of the cliff where the Observatory Complex and "The World's Largest Bronze Stagecoach" are located;
8. Over 8 acres of Highway Commercial establishments, and;
9. Approximately 442 housing units and homesites, of various sizes and price points.

Each housing neighborhood will be carefully planned to accommodate a discrete housing product, in terms of style and price point. Extreme care will be taken to protect each neighborhood's natural environment. Our builder has been selected because of his integrity and ability to deliver a quality product. "Green" building techniques and materials will be utilized in all homes and commercial buildings, wherever they are "life-cycle" cost effective. These include: solar and wind energy, ground-source heat pumps, enhanced insulation, recycled materials and other innovative applications.

A complete range of housing choices will be offered, including: custom homes, patio homes, condominiums and "fractional" units, in a wide range of home sizes and prices. Each neighborhood will offer a specific construction style and price range, with finished and landscaped homes expected to range from the mid-\$400,000's to over \$1,000,000 in price. Homesites will range from Patio Home "Pads" to homesites of up to several acres in size, with each neighborhood taking into consideration the natural terrain and setting in which it is located. Lodge "Fractional" units will be offered beginning at \$49,900.

Strict attention will be given to details such as low-impact architectural design, street signage, landscaping, and quality of construction. Street and home lighting will be planned and controlled to minimize the impact on the night sky. Colors and building materials will be required to blend with, rather than compete with, the natural setting.





The Jepson Canyon Resort project will be unique, in that its proximity to the many parks and recreation areas afford both project residents and visitors alike the opportunity to golf, star-gaze, swim, boat, water-ski, fish, sail, ride horses, ride ATV's, hike and mountain bike, all either within minutes or, at a maximum, an hour or two from their home or Lodge room.

### **PURCHASE AND DEVELOPMENT ENTITIES**

313 acres have already been deeded to Little Creek Land Company, LLC (LCLC). Another 60 acres has been designed into the project, subject to possible future purchase. After the master-plan is prepared and approved, the parcels to be developed (Golf Course, Lodge & Spa, Renaissance Center, Wellness Center, and various housing neighborhoods) will be sold to Jepson Canyon Resort Development CO., Inc. (JCRDC), which entity will proceed to develop the Golf Course, plus install the entire infrastructure required for the Lodge, Spa and Wellness Center, the Renaissance



Center and the various housing neighborhoods. All housing units will be designed, and constructed by, the Jepson Canyon Resort development team, together with carefully selected architects and builders. The land parcels that will be developed into the SouthWest Renaissance Center and the Village of Many Nations will be donated to these 501 (c) (3) non-profit entities.

## **SOUTHERN UTAH MARKET OVERVIEW**

The decades of 1990 and 2000 will be remembered as the years Southern Utah was “discovered.” Over these two decades there were numerous articles identifying the Southern Utah area as one of the top growth areas in the nation. It has also been identified as one of the premier and most desirable locations in the country for residency. During this time, Washington County maintained and even accentuated its position as the #1 growth area in Utah, and the primary commercial center for Southern Utah, Northwestern Arizona, and Southeastern Nevada and surrounding communities.



Because of the accelerated growth in Washington County, we have seen significant shifts in development activity to areas like Apple Valley and various other locations within Washington County. In addition, we have seen significant new development in Virgin (10 Miles North) and as far east as Kanab (40 miles East). We believe, because of the extraordinary quality of the Jepson Canyon Resort development and its proximity to these high growth areas, that the project pricing for lots and homes will be comparable to projects within St.

George, Hurricane, Dammeron Valley and Springdale.

Growth for the Washington County area experienced a 90% increase from 1970 to 1980, an 86.3% increase from 1980 to 1990 and an 86.1% increase from 1990 to 2000. The Utah State Department of Commerce has published statistics projecting a population increase from 148,000 (current) to approximately 473,000 by the year 2050. It is also important to point out that the true demographic region which supports the Southern Utah economy now exceeds 250,000 people and is expected to exceed published projections for growth and sales again in the future.

Obviously, the economic decline that began in 2008 will decrease the anticipated growth rate. However, all of the reasons (climate, quality of life, natural beauty, etc) that were the reasons for this area's spectacular growth from 1970 to 2008 are still in place, and as the economic recovery continues, we anticipate high demand, once again, for quality projects such as the Jepson Canyon Resort.

Recent data from the 2016 Washington County Economic Summit indicates the number of building permits for the 2016 calendar year was 1,598, up from 2007 at 1,422. Southern Utah Title Company reported the total number of sales for Washington County in 2016 was 8,259, which is up substantially 2007 sales at 5,459.

In June of 2014, the U.S. Council on Metro Economics released a report indicating the projected Average Annual Growth of U.S. Economies from 2013 to 2020. St. George, Utah ranked third in the nation at a 4.6% rate of growth. In short, Washington County is growing once again and is expected to grow at an aggressive and steady pace for many years to come.

As of July 1, 2016, Utah became the nation's fastest-growing state, and Washington County was the fastest-growing County in the State of Utah. Forbes Magazine named Utah as the 2016 "Best State for Business and Careers." Utah has been ranked #1 for "Economic Outlook" every year since 2008.



# JEPSON CANYON RESORT MASTER PLAN

# JEPSON CANYON RESORT PROJECT

<u>LAND USE IF TWO PHASES:</u>	<u>PHASE 1</u>	<u>PHASE 2</u>	<u>COMBINED</u>
Golf Course	35.00	.00	35.00
Highway Commercial	8.10	.00	8.10
Village of Many Nations	13.30	.00	13.30
Southwest Science Center	22.80	.00	22.80
World's Largest Bronze Stagecoach	14.30	.00	14.30
Observatory Complex	3.90	.00	3.90
180 Room Lodge/Spa/Restaurant	8.80	.00	8.80
Medium Density Housing (3.3 Homesites / Acre)	5.50	.00	5.50
High Density Housing (3.6 Homesites / Acre)	7.70	.00	7.70
High Density Housing (3.7 Homesites / Acre)	15.00	.00	15.00
High Density Housing (3.9 Homesites / Acre)	12.80	.00	12.80
Medium Density Housing (3.9 Homesites / Acre)	21.00	.00	21.00
High Density Housing (4.0 Homesites / Acre)	20.00	.00	20.00
Low Density Housing (1.9 Homesites / Acre)	10.00	13.00	23.00
Low Density Housing (1.36 Homesites / Acre)	17.70	.00	17.70
Low Density Housing (1.6 Homesites / Acre)	9.50	10.50	20.00
Very Low Density Housing (.09 Homesites / Acre)	6.20	29.30	35.50
“Foothills” Housing (1.8 Homesites / Acre)	11.40	.00	11.40
“Cliff” Top Estates (5 Homesites @ 4.25 Acre Avg)	21.70	.00	21.70
Circulation	12.50	3.00	15.50
Open Space	34.80	4.20	39.00
Water Tank	1.00	.00	1.00
<b>TOTAL ACRES</b>	<b>313.00</b>	<b>60.00</b>	<b>373.00</b>

## PROPOSED HOMESITES

Medium Density Housing (3.3 Homesites / Acre)	18	0	18
High Density Housing (3.6 Homesites / Acre)	28	0	28
High Density Housing (3.7 Homesites / Acre)	56	0	56
High Density Housing (3.9 Homesites / Acre)	49	0	49
Medium Density Housing (3.8 Homesites / Acre)	49	0	49
High Density Housing (4.0 Homesites / Acre)	80	0	80
Low Density Housing (1.9 Homesites / Acre)	19	25	44
Low Density Housing (1.9 Homesites / Acre)	26	0	26
Very Low Density Housing (.09 Homesites / Acre)	5	29	34
Low Density Housing (1.6 Homesites / Acre)	14	18	32
“Foothills” Housing (1.8 Homesites / Acre)	21	0	21
“Cliff” Top Estates (5 Homesites @ 4.25 Acre Avg)	5	0	5
<b>TOTALS</b>	<b>370</b>	<b>72</b>	<b>442</b>

## History of Jepson Canyon

James Jepson Senior and his wife, Lovenia Normington Jepson, first obtained this land from the United States General Land Office on 15<sup>th</sup> November 1881, under the Seal of the United States Land Office and the personal signature of President Chester A. Arthur. The original homestead was one hundred twenty (120) acres. This land grant was originally recorded in Kane County, as Washington County did not exist at that time. A copy of this Land Grant Deed will be displayed in the History Room of the South West Science Center.

A small A-Frame “Shanty” was built in the southeast corner of the property, up next to the cliff. This provided protection in the winter and was cooler in the summer because of the trees around and behind it. The shanty was a small, one-room house with a bed, a table and chairs, a stove, and a food cupboard nailed on the wall to keep the “critters” out of it.

The property was used to grow dryland grain, beans, and melons (if the coyotes didn’t get them) and a garden by the springs and water troughs. In fact, the land was called “The Troughs” at the time. It seems that the original road to Hurricane and Saint George ran through the property. This old road is still visible in spots, as is the “dug way” in the volcanic knoll south of the property. Travelers on this road would always stop and water their animals at the “troughs”. The mountain surrounding this little canyon is called Little Creek Mountain, as it used to have a “little creek” running down the canyon from it.

Dryland grain is usually wheat that is planted in the fall so it will grow about six inches before winter arrives. The winter snow would then cover the grain and soak into the ground. In the spring, the grain would start growing again. Unfortunately, so would the weeds and the rye. These would have to be pulled out by hand, to protect the wheat, and not let the weeds use the valuable water in the soil. By July the grain would be grown and the moisture gone, so the wheat would ripen and dry and be ready for harvesting.

All the plowing, at that time, was done with a horse-pulled, single-bottom sulky plow. This is a plow on wheels that only plows in one direction. Due to the size of the Jepson Canyon property, a single round took a while. However, the horse got used to the plowing routine pretty fast, so the same horse would always be in the furrow, and the same horse would always be up on the ground. You could tie the lines to the plow, start the team of horses, two horses side by side, and they would make the round by themselves. They would even stop to rest, periodically, so they did not get too tired. However, like all workers, sometimes they would like to stretch the rest time a little, and would have to be yelled at from across the field to get them going again.

The grain harvesting was initially done with a reaper and sheavers. A Mr. Stout owned the reaper and the families would go from field to field until everyone’s grain was reaped and bundled into sheaves. After the sheaves were dried, they would be loaded on a wagon and hauled to the stationary thrasher. The thrasher would separate the wheat from the chaff and the wheat would be bagged, loaded on a wagon and hauled home for storage. Later, the grain harvesting was done with a drag combine that was pulled behind a tractor. It was really “high tech” at the time, because it was mobile and would actually cut the wheat and then thrash it in the same process. The wheat was still bagged and hauled home on a truck. The “header”, or cutting area, on the early combine harvester, was six (6) feet wide. This was enormous for that time period. Today the header on a combine can be forty (40) feet wide!

Many summers were spent by the Jepson boys on this “Dry Farm”, as they called it. Because of the long distance from their home in Virgin and then eventually from Hurricane, even their milk cows were brought along for the stay. The father, Woodrow Jepson, used to tell his sons that the “cows fed on weeds, sage brush and the like, so it would ‘flavor’ the milk.” He said at first it was hard to drink, but by the end of the summer, after the harvesting was done, they would all return home and start feeding the cows on hay again. That would “un-flavor” the milk and make it “flat and tasteless.”

In the late 1950’s the Jepson’s pretty much quit farming the dry farm and just used it for a cattle ranch. They always had cattle there, but just a few. They would keep enough cattle to sell, in the fall, to pay the years bills, give them meat for the winter, and have a little left over to keep them until the next fall.

There used to be petrified wood all over the property, including some very large pieces. In fact, there was a full tree, roots and all, that was almost one hundred feet long, lying exposed on the ground. Since the Jepsons were no longer living on the dry farm, the property was more accessible to trespassers. Unfortunately, petrified rock hunters came and “stole” the entire tree, even using garden rakes to make sure they didn’t miss any pieces!

Various Indian artifacts have also been found by the Jepsons on this property, and many artifacts suffered the same fate as the petrified tree. Any artifacts that are found during construction of the Jepson Canyon Resort will be carefully documented, recovered, and placed in the South West Science Center.





## **JEPSON CANYON RESORT**

### **PROJECT MANAGEMENT TEAM PROFILES**

The Jepson Canyon Resort development and marketing team will include: Hank Isaksen, Bill Jepson and Pravin Bakrania (Master Planner), David Calder (Assistant Project Manager), Kent Ohlsen (Attorney), Brant Tuttle (Northern Engineering), Harold Patterson (Patterson Construction), David Zundel (Washington County Chairman of American Indian Services), Susan Jensen (Web Developer), Tamara Smith (Playwright), Art & Carol Letkey (Village of Many Nations), Elizabeth Hansen (Performing Arts Director), Marc Lemoine (Project Architect), plus Johnny Miller (Golf Course Designer) and Merrill Osmond (Entertainer and Serenity Wellness Center Director). Brenton Bennett, the founder of the SouthWest Science Center, passed away unexpectedly in July, 2015. His vision will continue to be an integral part of the Jepson Canyon Resort.

### **HENRY ISAKSEN, JR. a.k.a. "HANK" ISAKSEN**

Mr. Isaksen has been active in property management, real estate sales and real estate development for the past 45 years and is experienced in most phases of this diversified business. In 1971, he received a Bachelor of Science Degree from Brigham Young University, majoring in Business Management/Finance and minoring in Accounting. He also received his Utah Real Estate license in 1971. In 1976, he gained his Utah Real Estate Brokers license, which license is still active.

Mr. Isaksen has had a varied business experience, primarily centered on real estate management and development. He is currently President of Jepson Canyon Resort Development, Inc. and Associate Broker plus the majority owner of Entrada Realty, LLC. From 1972 through 1982, he was the President and Manager of A.I.D. Associates, Inc., a real estate management firm that managed over 1,500 tenants in 400 apartment units in five projects, located in both Utah and Idaho, and also managed several hundred resort condominiums in Park City, Utah. Mr. Isaksen achieved the designation of Certified

Property Manager (CPM) in 1975, and served as President of the Utah Chapter of the Institute of Real Estate Management (IREM) in 1978.

From 1976 through 1983 he was co-owner of Westgate Investments, a Utah general partnership engaged in the purchase and development of office buildings, commercial properties and residential lots. Also, during this period, Mr. Isaksen built and sold two luxury log homes, one in Brighton, Utah and one in Alta, Utah. Both of these ski resort properties were sold as "EquiShares" with "tenant-in-common" owners. Both projects sold out in less than four months.

In the spring of 1984, Mr. Isaksen began working on development projects in St. George, Utah. The most notable result of this work is **Entrada at Snow Canyon**, a development in which Mr. Isaksen continues to be involved, with others, as an owner and developer. The Entrada project is an 810-acre master-planned development whose feature amenity is a Johnny Miller signature golf course. The Entrada project has set new standards for quality of development in the St. George area, and has also set new standards for the sales price of developed lots and homes in the St. George area. The Entrada golf course was ranked 9<sup>th</sup> in North America, by Golf Digest, in 1997 in its "new, up-scale" golf course category. In 1999, Golf Digest ranked Entrada as the 2<sup>nd</sup> best golf course in the State of Utah. In 2007, Golf Inc. voted the Entrada Clubhouse as the "Private Clubhouse of the Year."

A article from CNN News named "*19 Epic Golf Courses You Have To Play Before You Die*". Apparently, CNN reached out to all their social media users and asked for submissions of their "bucket list" must play golf courses. The Entrada at Snow Canyon Country Club golf course was #6 on the list. <http://edition.cnn.com/2015/11/06/golf/golf-initiative-final-write/index.html>

Other projects, either fully developed or currently being developed by Mr. Isaksen and various investment partners in the St. George Area are: Millcreek Plaza, a 59,000 s.f. industrial warehouse, Lava Falls/Sand Point at Entrada, a 20-unit, gated twin home complex devoted to high-end nightly rentals; and Toroweap at Entrada, a 68-unit, gated "Patio Home" neighborhood. The **Jepson Canyon Resort** project will have the benefit of Mr. Isaksen's 45 years of hand's-on development experience.

### **DAVID CALDER**

Mr. Calder is a licensed Real Estate Agent in Utah and has been actively involved in professional real estate in Southern Utah since 2006. His emphasis has been in Start-Up business's and Development. Mr. Calder has earned respect and maintains high ethical standards in his relationships with investors and buyers. He helped start and expand a successful Property Management business as a result of his relationships with investors, clients and helped with all aspects of commercial and residential property management. Mr. Calder spent several years working on a development project in Diamond Valley, Utah handling investor relations, development and financial planning.

In addition to his work in Real Estate, Mr. Calder has worked full time as a Human Resource Manager and IT Manager for the past ten years. Prior to his Real Estate career and current employment, he spent 13 years in Social Services with an emphasis in Child Welfare / Abuse Neglect cases and Addiction Prevention. Mr. Calder attended the University of Utah in the Addiction Studies program graduating in August of 1993. Mr. Calder has spent most of his career in administration level positions identifying solutions to complex problems. He currently sits on the board of 2 - 501 (C) 3 - Non Profit Organizations.

## **KENT OHLSEN**

Mr. Ohlsen is an attorney located in St. George, Utah. His practice is focused primarily on real estate, general business law and estate planning. Prior to moving to St. George in 2012, Mr. Ohlsen was Vice President and General Counsel of Richmond Honan, a medical office building developer, owner and manager located in Atlanta, Georgia. While at Richmond Honan, Mr. Ohlsen was part of the executive team responsible for directing the strategic course of the company. Mr. Ohlsen also supervised all legal matters for Richmond Honan, including preparation for an initial public offering, private capital raises, medical office development, acquisition, financing and leasing, and the administration of over thirty different partnerships. Mr. Ohlsen began his legal career with Smith, Gambrell & Russell, a large Atlanta based law firm, where he assisted clients in the development, acquisition, financing, and leasing of a wide variety of commercial real estate projects, including multi-family, student housing, hospitality, office and industrial projects. Mr. Ohlsen received his J.D. degree, cum laude, and his B.A. in English from Brigham Young University. Mr. Ohlsen is licensed to practice law in Utah and Georgia.

## **PRAVIN BAKRANIA**

Mr. Bakrania has been involved in the field of land planning since his graduation in 1965. He holds a Bachelor of Architecture degree from Jaharaja Sayajirao University of Baroda, India. Prior to immigrating to the United States to pursue a higher education, Mr. Bakrania served for local municipalities where he was involved in preparing General Plans.

At the University of Minnesota he received a Master of Architecture degree in 1969, with a major in Land Planning. After graduating from Minnesota he moved to California and joined the firm of Gruen Associates where he was involved in the master planning of several large communities. Specifically, he worked on two new town projects: Rio Del Oro (30 Sq. miles) in New Mexico and Horizon City Estates (22 sq. miles) near El Paso, Texas. After spending two years in Southern California he moved to Las Vegas, Nevada in January 1971 where he was employed by the firm of Moffitt & McDaniel for a period of seven years. At this firm he received most of his experience in the field of commercial and institutional architecture. Some of the projects he was involved with included several buildings at the University of Nevada's Las Vegas campus.

In 1978 Mr. Bakrania joined the firm of Richardson, Nagy & Martin (RNM), a firm that specialized in production housing design and the master planning of residential communities. This is where he received most of his experience in the residential design field. At RNM Mr. Bakrania was responsible for Carmel Ranch, a 2,000-acre mixed-use project in the City of San Diego, California and Painted Desert, a 435-acre golf community in Las Vegas, Nevada. In 1986, he was employed by G.C. Wallace Engineering as head of the architecture and planning department where he was in charge of master planning Summerlin, a new 20,000-acre town in Las Vegas. Mr. Bakrania also designed Canyon Gate Country Club, a 600-acre golf community in Las Vegas.

Since 1988, Mr. Bakrania started his private practice at PBA. Since then, he has master planned several golf communities in the states of Nevada, Utah, and Texas. He was the primary architect and partner in the development of Entrada at Snow Canyon, an 810-acre gated golf community in the City of St. George, Utah. He has also worked in coordination with Taliesin West (a Frank Lloyd Wright firm) in master planning a golf community in the City of Lehi, Utah.

Mr. Bakrania has provided assistance to homeowner's associations for developing and monitoring architectural guidelines. His clients include Tournament Hills HOA and Eagle Hills HOA in Sumerlin, Painted Desert HOA, Diamond Bay HOA, and Desert Shores Ca. He has provided similar services to

the Entrada Property Owner's Association in St. George, Utah, and will also provide the same services for the **Jepson Canyon Resort** project.

Born on September 2, 1943, in Baroda, India, Mr. Bakrania holds a license as architect in the state of California since September 1981. He is a licensed residential designer in the state of Nevada since December 1995.

## **Northern Engineering**

### **General Information**

Northern Engineering Inc., formerly Hubble Engineering, began in March of 2003. From the time of its creation, Northern Engineering has been committed to providing superior consulting services along with excellent technical and conceptual services. Northern Engineering is the solution to the needs our clients have in Civil Engineering, Land Surveying, Landscape Architecture, and Land Planning.

Northern Engineering is well respected as a "fast track" engineering firm. Clients routinely compliment and recognize our firm's ability to meet critical design and construction schedules. Northern Engineering is recognized as a leading civil design firm with strong expertise in public works and land development design. We have performed work for all levels of government and numerous federal agencies and private land developers.



Our team brings together over 80 years of combined experience in master planning, designing, and construction administration services on a wide variety of public works projects, master planned communities, recreational and large commercial projects; which range in construction costs of \$10,000 to \$10,000,000.

Northern Engineering specializes in Civil Engineering and Land Development Services. We take pride in working closely with our clients on every aspect of a project, from the conceptual stages of planning through the completion of construction. We utilize the latest technology and software to better maximize efficiency. Our goal is to make your project a success. Let us use our highly trained employees to meet your goal. We look forward to being part of your team.

### **Key Individuals**

Our engineering teams are led by experienced Project Managers who have expertise for specific project requirements. Each team has a staff of licensed Professional Engineers, Engineers-In-Training and civil designers that serve the needs of the public and private sector in all aspects of civil engineering. Our Principals have a hands-on approach with each and every member of our staff. Over one-quarter of our employees hold professional licensure in either the engineering, landscape or surveying fields. This ratio of principal design staff to support staff helps us to ensure accurate, efficient and timely delivery of every project we complete.

## **Brant D. Tuttle, P.E.**

### **Senior Project Engineer**

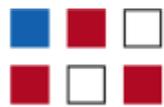
Brant has more than 34 years of experience in civil engineering services for both municipal and land development projects. He has had extensive experience in master planning, design and construction management. Mr. Tuttle began his career with a small consulting engineering firm, which allowed him to be actively involved in the design and construction phases. He attributes many valuable design skills from working with the contractors during the construction process. The greatest results from this experience have been a design that can be constructed very efficiently and economically.

Brant worked his way through engineering school as a draftsman for an architect and engineering firm. He has strongly felt that his experience as a draftsman has helped him visualize and communicate with others in the engineering processes. He received his Bachelor of Science degree from Brigham Young University and also performed Master of Engineering work at Brigham Young University. He received his Professional Engineers license from the State of Utah in 1982.

Brant has successfully designed and managed projects ranging in construction size from \$100,000 to \$10,000,000. He has been the design engineer for more than 18 culinary water tanks and several concrete lined secondary irrigation reservoirs ranging in size from 1.5 to 15 million gallons. He has performed many culinary and secondary irrigation water model analysis and system designs. His water system designs have included well and springs development, booster pump stations and pressure reducing stations. He has designed many sanitary sewer and storm drainage projects. He has worked very closely with State and Federal Agencies through many of these projects. He has been the design engineer on many commercial projects and assisted with the governmental approval processes.

## **Patterson Construction**

### **Exclusive Residential Builder for the Jepson Canyon Resort**



**PATTERSON  
ENTERPRISES, INC**

*Specializing in General Contracting  
& Roofing Construction Since 1958*

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### **OUR COMPANY**

Patterson Enterprises, Inc. is proud to offer construction services to the Southwestern United States. Patterson Enterprises, Inc. provides pre-construction planning and construction services through Construction Management, Design-Build, Program/Project Management and

Design/Bid/Build delivery methods. Patterson Enterprises, Inc. builds projects in both the public and private sectors throughout Arizona and its neighboring states. Patterson Enterprises, Inc. specializes in all aspects of residential work, commercial building and site development. Our Project Managers work closely with our Clients to ensure excellence in scheduling, budgeting and planning. Patterson Enterprises, Inc. has completed thousands of residential and commercial projects throughout the years.

#### KEY PERSONNEL

**Clayton Patterson** *CFO*  
**Harold Clinton Patterson** *CEO*  
**Ed Patterson** *Head of Project Management*  
**James Steinprice** *Project Manager*  
**Ron Lee** *Superintendent/Project Manager*  
**Don Lee** *General Superintendent*  
**Dell R. Munk** *Superintendent*  
**Douglas Patterson** *Superintendent*  
**Matt Poland** *Superintendent*  
**Travis Ethington** *Superintendent*  
**Rick Bruns** *Superintendent*  
**Collin Patterson** *Superintendent*

Patterson Enterprises and its management team have constructed over 2,000 homes for various communities, Indian tribes, and private owners; developed approximately 25 residential subdivisions, and completed over 150 commercial projects for private owners and Government agencies/municipalities throughout Arizona and its neighboring states.

### Stephen L. Christensen

#### **Resort Director**

- **ACCOMPLISHED SNF ADMINISTRATOR** – Turned an older, struggling nursing home around. Accomplished this by hiring the right people, holding them accountable, creating a strong culture, and being personally active in operations and marketing to the community. This year, for the first time in the SNF’s history, the facility received a ***Zero Deficiency Survey***.
- **AWARD WINNING GENERAL MANAGER** – over 15+ years. Successfully opened, trained, and operated Hilton franchised hotels (DoubleTree, Hilton Garden Inn, Hampton Inn & Suites) ranging in size from 130 rooms to 240 rooms. Excellent track record in motivating employees, improving guest scores, and increasing house profit. Awarded “***Select Service Hotel of the Year***” by the Hotel Association of Greater Dallas.
- **SUCCESSFUL DIRECTOR OF SALES & MARKETING** - 7+ years. Effectively lead sales team to meet and exceed financial and customer service objectives. Received “***Presidential Circle of Excellence Award***” from Wyndham International - an award given to the top 10% sales performers in the entire chain.
- **STRONG LEADERSHIP ABILITIES** - Experienced in guiding, directing, training, and motivating staff. Leadership abilities recognized by Hilton by receiving the “***Pinnacle of***

**Excellence Award**". This award is given to GMs who are in the top of the top 10% in guest satisfaction, quality control, room revenue, and market penetration.

- **FOOD & BEVERAGE EXPERIENCE** – Successfully opened restaurant and bar in hotel, kept food costs at or below 30% of revenue. Experienced in both the sales and operation end of catering and conventions with meeting space ranging from 2,000 to 17,000 sq. ft.
- **PROVEN TRACK RECORD OF IMPROVING REVENUE** - Able to manage room rates and occupancy so that optimum room revenue was obtained. Techniques include controlling guest types, rack rates, discounts, and length of stay policies etc. Achieved over 138% revenue market penetration for several hotels.
- **SUCCESSFUL BUDGETS AND MARKETING PLANS** – Achieved and wrote realistic budgets and marketing plans ranging from \$2.5 - \$32 million dollars. Budgets used for bank loans and performance evaluations. Achieved revenue goals by writing yearly company marketing and business plans and directing their implementation.
- **CERTIFIED HOSPITALITY INSTRUCTOR** – with the Education Institute of the Hotel & Motel Association. Taught classes such as: Hotel Management, Resort Sales and Marketing, Front Office Mgt, Housekeeping, Convention Mgt, etc...
- **KNOWN FOR COMMUNITY INVOLVEMENT** - Actively involved with the local hotel associations, chamber of commerce, and county government. This has generated good will and increased sales.

<b>WORK EXPERIENCE SNF</b>	<b>Carrollton Health &amp; Rehab –</b>	<b>11/12-5/14</b>
<b>Administrator</b>	Carrollton, TX	
<b>General Manager</b>	<b>Hyatt Place Hotel (130 Rms) –</b>	<b>2/10-11/12</b>
	Arlington, TX	
<b>General Manager</b>	<b>Doubletree Hotel (160 Rms) –</b>	<b>1/08-2/10</b>
	Dallas, TX	<b>3/05-5/07</b>
	<i>(was asked back to manage hotel again, thus two time periods)</i>	
<b>General Manager</b>	<b>Hilton Garden Inn (150 Rms)</b>	<b>5/07-12/08</b>
	– Allen, TX	
<b>Part Time Hospitality Instructor</b>	<b>Utah Valley University, Orem</b>	<b>1997-2003</b>
	Utah	<b>(Part Time)</b>
	<b>Provo College, Provo, Utah</b>	
<b>GM/ Sr. Sales Mgr III</b>	<b>Hilton Garden Inn (240 Rms)</b>	<b>2001-2004</b>
<i>(Crestline)</i>	Dallas, TX	
	<b>Wyndham Hotel, (387 Rms) –</b>	
	Salt Lake City, UT	
<b>General Manager</b>	<b>Hampton Inn &amp; Suites, (130 Rms) - Utah County</b>	<b>1997- 2002</b>
	<i>(opened hotel)</i>	
<b>Director Sales &amp; Marketing</b>	<b>Salt Lake Plaza Hotel, (227 Rms) SLC, Utah</b>	<b>1991-1997</b>
	<i>(Instrumental in changing hotel's brand and name)</i>	
<b>Sr. Market Analyst</b>	<b>Polynesian Cultural Center,</b>	<b>1988-1991</b>
	Oahu, Hawaii	
<b>Supervisor/Maitre d'</b>	<b>Willow Creek Country Club,</b>	<b>1984-1988</b>
	Sandy, Utah	

## **David Zundel**

### **Washington County Chairman of American Indian Services**

Dave Zundel was born and raised in Malad, Idaho (Shoshone country). He attended Idaho State University. Transferred to BYU after an LDS mission to the Central States Mission. He graduated from BYU in 1967 with a major in Psychology and minor in history/ Indian Studies. He did graduate work in counseling and guidance at the University of Florida, Brigham Young University, and Utah State University.

After working in Alaska in the aviation field, Dave moved to St. George, Utah and started working part time for Dixie State College. He eventually became an Academic Advisor and retired from DSC in 2009. During his experience at Dixie, he worked closely with Native American Students and served as the advisor to the Native American Club for a number of years.

Fifteen years ago Dave and Lena Judee (Coordinator of Native American Studies at Dixie State College) were instrumental in starting the highly successful Native American Golf Tournament at the spectacular golf course at Entrada in St. George Utah. Approximately \$750,000 has been raised for Native America scholarships during the life of this American Indian Services golf tournament.

David Zundel has worked with Native Americans for over fifty years and is dedicated to their educational advancement and the preservations of their rich culture.

## **Susan Jensen**

### **President, The Digital Ranch Inc.**

Upon completion of her Bachelors Degree in Instructional Media Design from Brigham Young University, Susan Jensen, interned with the Port Authority of New York and New Jersey, working on their multi-image, "I Love New York" traveling show. From 1985 to 1987 she worked as a Designer/Producer for The Church of Jesus Christ of Latter-day Saints developing a broad range of products from filmstrips to satellite broadcasts. In 1988, she helped develop a training curriculum for the Help-U-Sell Real Estate Corporation that included seminars, videos, workbooks and broadcasts.

In 1990, she joined Allen Communication, where as a Designer/Producer she developed courseware for clients such as the US Air Force, Thames Television, Union Pacific and AT&T. In the spring of 1995, Infobases Inc. hired her to create a multimedia department and produce an interactive animated children's CD. In October of 1995 she was promoted Vice President of Development and was responsible for all product lines of the company. Then in the spring of 1996, Susan and two other partners formed a Web/Media Development firm called The Digital Ranch. 16 years later the company has won many awards and has been recognized 4 years straight as one of the 10 Leading Web Design Firms in the West. As President of the company Susan has enjoyed working with clients in numerous industries around the world.

## The Digital Ranch



The Digital Ranch is an award winning web development firm with a focus on:

- Web Development
- Custom Software
- Managed Hosting

We specialize in all 3 because each is so interconnected and must be understood for optimal online performance.

We look forward to the opportunity to partner with the team at Jepson Canyon Resort for the development and management of their online presence. With 16+ years of experience developing successful websites and providing all the support services related to it, we stand ready to design and build a site that creates the vision of Jepson Canyon Resort and promotes it as a world class vacation destination.

Awards include:

- 5 ASTD Axioms
- New York Festivals Finalist
- Utah Business: Top Web Consultants/Designers
- Top 10 Leading Web Design Firms in the West ( 4 years straight)

## **Art and Carol Letkey**

### **Village of Many Nations**

Arthur (Thunder Bear) and Carol (Dancing Bear) Letkey, of Hurricane, Utah, helped set up a Native American Cultural Center in Kanab, Utah in 2000. This project was on Carol's family's 268-acre land. Art and Carol oversaw the marketing and operation of this project for five years, until Carol's family sold the property in September, 2005.

Art and Carol had grown to love working with the Native Americans, and dreamed of expanding this Cultural Center into a "Destination" Native American Cultural Center, with up to seven different "villages" where the Native American people could share their stories, culture, dances and crafts with visitors from all over the world.

In 2006 they were able to move their dream to the East Side of Zion National Park. In 2007 they set up a 501(c)(3) non-profit organization with the name "Village of Many Nations," with the mission statement of "sharing the future while preserving the past."

After moving their operation from East Zion to a property know as Cave Lakes, north of Kanab, Utah, their operation became very well known among tourists from as far away as Japan and Germany. Unfortunately, in October 2011, they, once again, lost their "home" and had to shut down -- but not forever!

In November of 2012 they were introduced to the Jepson Canyon Resort project. They quickly came to love this beautiful new location, which their Native American friends informed them was "sacred ground." Art and Carol feel its spirit and heartbeat, and are very excited that their "Village of Many Nations" has now found a new, and permanent, home.

## **Elizabeth Hansen**

### **Performing Arts Director**

Ms. Hansen is a Writers Guild Award winner and EMMY-nominated screenwriter and consultant who has had a varied writing, directing, and acting career, that has taken her from the bright lights of Broadway working with the likes of Tommy Tune and Harold Prince, to the newsrooms of the Los Angeles Times where she had her own "Byline," to the classrooms of Brigham Young University where she taught screenwriting from 1994-2000 as well as helped focus and define their Screenwriting Program.

As an actor she has appeared on Broadway, in National Tours with Carol Channing, Milton Berle, James Mason, and has worked with some of the greatest directors on record, as well as working at the Los Angeles Civic Light Opera, the Long Beach Civic Light Opera, two of the best Regional Theaters in the country of their time. She studied acting with the famed Utah Hagen as well as Charles Nelson-Reilly and voice with Marion Bell.

An experienced writer, she has written for nearly every film and video venue in the business: feature film, short film, television (long and short form), corporate video, documentary, as well as musicals and straight plays for the legitimate theatre, and is currently a free-lance writer/director.

She has spent numerous years as a script consultant, first with the Pasadena Playhouse, where she reviewed new and established scripts which were under consideration, as well as with Entertainment Business Group, an entertainment consulting company and is well acquainted with the campaign elements that make a film "commercially viable."

Also and experienced director, she began her film directing career in 2000 writing and producing a short film "The Sisters of Bethany," for a local PBS affiliate, and has written, produced, and directed her first feature film, "A Light in the Woods," scheduled to be released this fall. Ms. Hansen has recently turned to directing stage musicals and opera by directing "Big River" at the Sundance Resort, "Madama Butterfly," and "La Traviata" for Utah Lyric Opera. In the spring of 2013, she will direct "La Boheme" for ULO and "Enchanted April: a musical," for which she wrote the book and co-wrote the lyrics, for the Covey Center for the Arts in Provo, UT.

Ms. Hansen holds an MFA from the American Film Institute Center for Advanced Film and Television Studies, has won the prestigious Writers Guild of America Award, an EMMY nomination, and was a finalist for the Humanitas Prize for excellence in children's television

programming, and has been awarded two Crystal Awards for excellence in corporate video writing.  
(Note: Full resume available upon request.)

## HONORS AND AWARDS

Writers Guild Award	American Eyes - CBS Schoolbreak Special	1990
EMMY Award - Nominee	American Eyes - CBS Schoolbreak Special	1990
Humanitas Prize - Finalist	American Eyes - CBS Schoolbreak Special	1990
Telly Award	"Classroom" - Foundation for a Better Life	2006
2009 Page Screenwriting Comp	Quarter Finalist - THE LAST KILL	2009
Scriptapalooza Screenwriting Comp	Semifinalist - THE LAST KILL	2009
Scr(i)pt Magazine Open Door Comp. - Second Round Finalist - THE HIGH ROAD		2003
Texas Film Institute Inaugural Screenwriting Comp. - 1st Place - COMING HOME		1999
Writer's Digest Writing Competition - 4th Place - COMING HOME		1999
Crystal Award	BENEFITS: POSSIBLE - Video West Prod.	1998
Crystal Award	WHAT'S WRONG WITH BOB - Video West Prod.	1997
Mid-South Playwrights Comp, Tenn. 1st Runner-up - A PEARL OF GREAT PRICE		1982

## **Tamara Smith**

### **Musical Theatre Playwright**

Tamara grew up in Salt Lake City in a musical home. Her mother was a great influence, being in the Utah Civic Opera and the Tabernacle Choir. Tamara learned the piano as a child and was taught to write songs and how to play the guitar from her brothers. She always was active in school and community music and theatre production, usually in lead roles. She has played the piano and sang in many clubs, and for many functions, such as weddings, receptions, and programs. Although she got accepted at Julliard, she chose to attend the University of Utah studying Theater and Metallurgical Engineering. 2013 marks the 30<sup>th</sup> year of being married to her best friend. They have four beautiful and talented children who also sing, act, and write. Her tragic loss of her youngest brother inspired her to begin a spiritual quest resulting in the production of a musical that will be the premier presentation at the Performing Arts Center at the Jepson Canyon Resort. She not only created the unique and original plot, but also wrote the music, lyrics and script of the play.

## **Mark Lemoine**

### **Project Architect**

Marc Lemoine Architecture, LLC (MLA) is a full service architectural design firm based in ever evolving Las Vegas, Nevada. MLA is licensed in several western states, including California and Utah. From the firm's inception twenty years ago in 1996, Marc Lemoine's philosophy has been to provide the highest level of client service while designing unique and noteworthy buildings. Marc Lemoine is

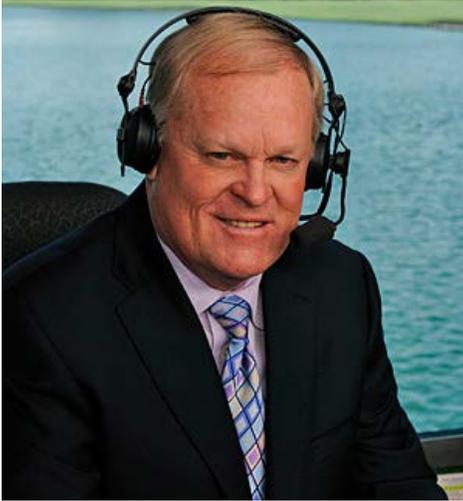
personally involved with each project. His personal involvement with each phase of the project results in heightened client participation and better anticipation of costs and project schedule. Each project has a team of specialized professionals addressing all aspects of a project. These professionals will range from landscape architecture to structural engineering to lighting design. Bringing their talents early into the design process helps ensure a project that meets budget and schedule goals and exemplary design. Marc Lemoine Architecture's portfolio of projects includes Las Vegas office buildings for the Donald W. Reynolds Headquarters and the Alexander & Co. Medical Office Building. Merchant residential projects include Anasazi Ridge paired homes in Utah and Stone Canyon loft homes in Las Vegas. Community projects include North Las Vegas Fire Station 57 and the Gardens Community Center in Summerlin. Marc Lemoine has designed one of a kind custom homes that optimize building sites and compliment owners' lifestyles in Nevada, California and Utah.

Education: Bachelor of Architecture, 1981, California Polytechnic State University, San Luis Obispo. Studies included a year of architectural study in Florence Italy through the California State University System.

Marc Lemoine's professional activities include membership in the American Institute of Architecture and a certificate holder with the National Council of Architectural Registration Boards.

# Johnny Miller Designed 9-Hole "Short Course"





## **Johnny Miller - Hall of Fame PGA Tour Golfer**

Johnny was one of the top players in the world during the mid-1970s. He was the first to shoot 63 in a major championship to win the 1973 US Open and he ranked second in the world in both 1974 and 1975 behind Jack Nicklaus. Miller won 25 PGA Tour events, including two majors. He was inducted into the World Golf Hall of Fame in 1998. He was the lead golf analyst for NBC Sports, a position he has held since January 1990. He is also an active

golf course architect.



The golf course to be located at the Jepson Canyon Resort project will be a Johnny Miller designed 9-Hole "Short Course." It will have one par-4 hole and eight par-3 holes, with all holes having multiple Tee-Boxes. This course will be geared to play faster than a typical golf course, and will easily accommodate players of all skill levels, families, women and children.

The cost will be based on how many holes are played. It is intended that a golfer can play a minimum of 3 holes, or 6 holes, or 9 holes. And with the multiple Tee-Boxes, can be played again for 12 holes, 15 holes, or 18 holes. The course will be open to the public, and surrounds a water-filled natural stream bed and pond. The course's Pro Shop will be located in the adjacent Log Lodge.

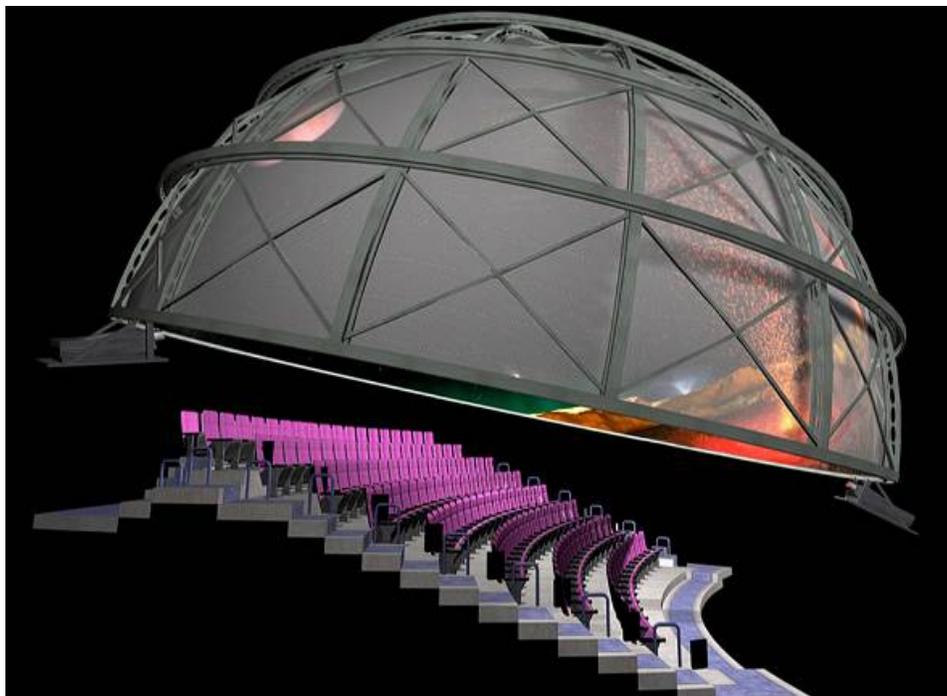
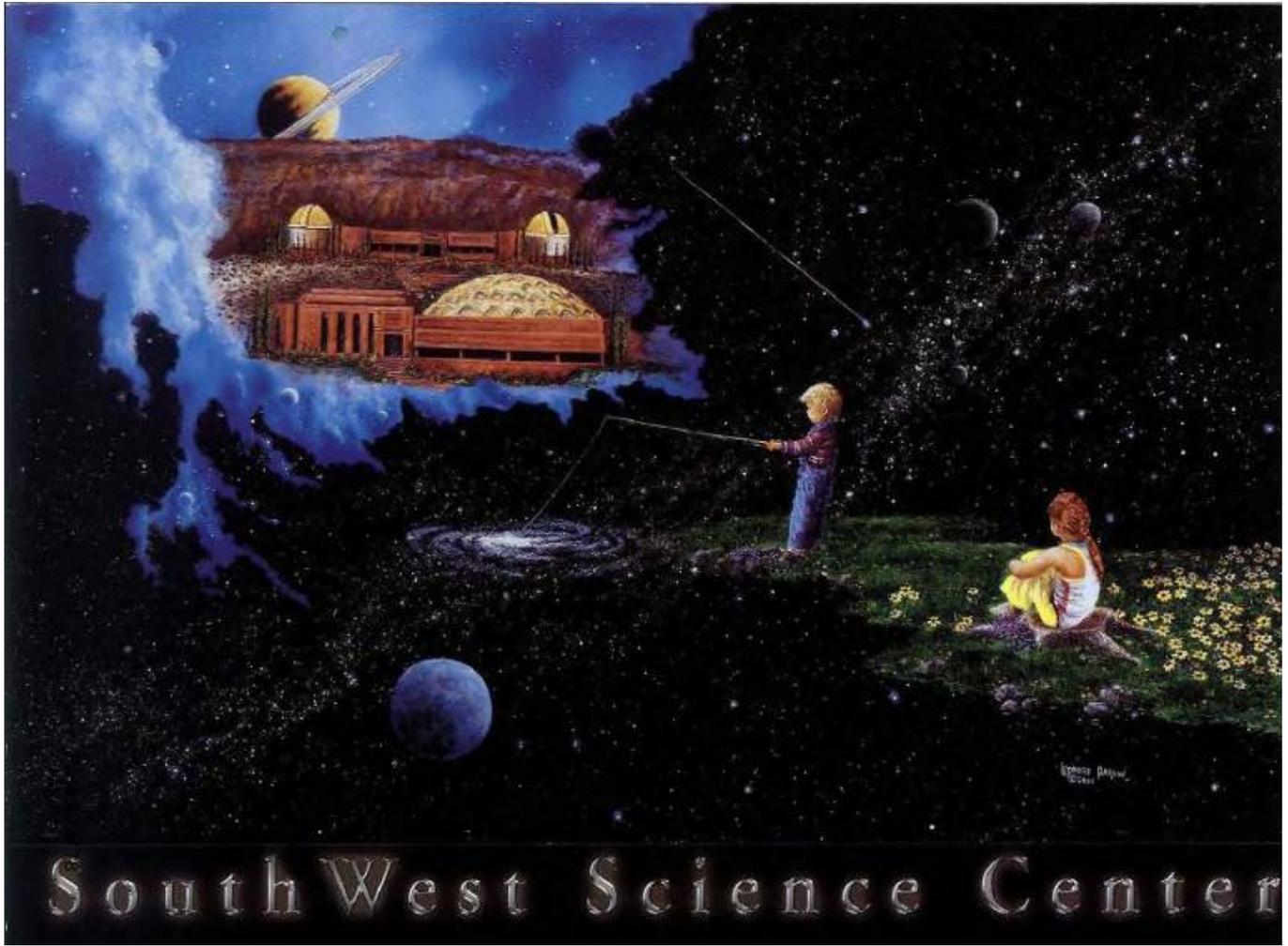
# THE SOUTHWEST RENAISSANCE CENTER



Consisting of the Seven following venues:

1. A Native American Exhibit Hall
2. A Mineralogy and Geological Exhibit Hall
3. A Pioneer Exhibit Hall
4. Topographic Tables, One showing the area from Cedar City on the North to the Hualapai Indian Reservation on the South, and the other one showing the Apple Valley area and the Jepson Canyon Resort, complete with scale models of all proposed buildings and amenities.
5. The Brent Bennett Memorial SouthWest Science Center, consisting of the following venues:
  - A. The "New" Hansen Planetarium and Performing Arts Center, with an 80-foot diameter Dome
  - B. A Challenger Learning Center
  - C. The ScienceQuest Children's Discovery Center
  - D. An Astronomical Observatory Complex
6. The Renaissance Museum, consisting of the following venues:
  - A. The "World's Largest Bronze Stagecoach, as its feature exhibit
  - B. A large enclosed building for Utah Artists, of all skills and disciplines, to demonstrate their talents and offer their products for sale.
7. An aerial Tram, with 4 cars, which will transport visitors from the parking lot of the SouthWest Renaissance Center to the top of the cliff, where the Observatory Complex and the Renaissance Museum are located.

**BRENT BENNETT MEMORIAL SOUTHWEST SCIENCE CENTER**



**JEPSON CANYON RESORT  
DEVELOPMENT COMPANY, INC**

February 8<sup>th</sup>, 2010

Mr. Brent Bennett  
Director  
SouthWest Science Center Foundation  
435 East Tabernacle, #303  
St. George, Utah 84770

Dear Mr. Bennett,

I am pleased to issue this Letter of Intent to the SouthWest Science Foundation ("SWSF"), inviting them to become a part of the Jepson Canyon Resort master-planned project, to be developed in Apple Valley, Utah. Jepson Canyon Resort Development Co., LLC ("JCRDC") is willing to donate approximately twenty-three (23) acres of land to the South West Science Center Foundation, subject to the following conditions and contingencies:

1. The site must be developed as an integral part of the Jepson Canyon Resort master-plan, with final approval by JCRDC as to site layout and exterior building design.
2. JCRDC will bring road access and stub all utilities to the SWSF site, and SWSF will grant utility and road easements through the SWSF site, as needed and requested by JCRDC. SWSF will be responsible for the costs of road, parking, and utility improvements on the SWSF site.
3. SWSF will comply with all City, State of Utah and JCRDC building codes, development guidelines and architectural design guidelines in the construction of any and all SWSF facilities.
4. SWSF will pay its prorata share of any and all future common area costs and charges associated with being part of the Jepson Canyon Resort project.
5. The donation of this site by JCRDC to SWSF, and also the timing of the donation, is contingent upon an opinion by JCRDC's CPA that the donation will qualify under IRS code 501 (C) 3, and that JCRDC will be able to receive the "market value" of its donation.
6. The donation of this site by JCRDC to SWSF is contingent upon the preliminary approval of SWSF's development plans by JCRDC, and final approval of JCRDC's development plan by the Town of Apple Valley.
7. Based on opinions from both our legal and tax advisors, JCRDC may lease this site to SWSF, for a minimal annual fee, until a future donation time has been decided upon by JCRDC.

8. From the time that the Jepson Canyon Resort master-plan has been finalized and approved by the City, SWSF must begin building its facilities within twelve (12) months. If construction does not begin within twelve months, JCRDC will have the option to rescind this donation offer.
9. JCRDC and SWSF agree to equally share the cost of preparing a formal legal document memorializing this Letter of Intent.

We look forward to what should be a mutually beneficial alliance.

Sincerely,



Hank Isaksen, Manager  
Jepson Canyon Resort Development Co., LLC



Bill Jepson, Land Owner  
Jepson Canyon Resort



## WASHINGTON COUNTY

197 East Tabernacle ♦ St. George, Utah 84770  
Telephone: (435) 634-5700 ♦ Fax: (435) 634-5753

*Employer of Choice*

### COMMISSION

JAMES J. EARDLEY  
Chairman  
jim.eardley@washco.utah.gov

ALAN D. GARDNER  
alan.gardner@washco.utah.gov

DENNIS DRAKE  
denny.drake@washco.utah.gov

February 23, 2010

As representatives of all the residents of Washington County, it is our pleasure to declare our strong support for the building of the SouthWest Science Center in Apple Valley.

The Science Center will provide long-term benefits to all of our citizens. It will be of special significance for both k-12 and college students because it will provide informal education benefits that do not now exist in Utah. The continuing education programs of the facility will have a long-lasting effect on all of our residents. We are especially pleased that this extensive educational and entertainment resource will be built in our county.

In addition to the educational benefits, this facility will have a great impact on our economy. It is anticipated that more than 200,000 visitors will be attracted to the SouthWest Science Center every year. We already have many attractions for visitors, but this facility will provide a significant increase in the number of visitors to Washington County each year. Their interest and attendance at the SouthWest Science Center will be an important addition to the economic growth of southern Utah.

We enthusiastically express our full support for this exciting and worthwhile addition to our community.

Sincerely,

WASHINGTON COUNTY COMMISSION

Handwritten signature of Alan D. Gardner.  
Alan D. Gardner  
Commissioner

Handwritten signature of James J. Eardley.  
James J. Eardley  
Chairman

Handwritten signature of Dennis Drake.  
Dennis Drake  
Commissioner



121 WEST TABERNACLE  
ST. GEORGE, UTAH 84770  
TELEPHONE: (435) 673-3553  
FAX: (435) 673-3216

SUPERINTENDENT MAX H. ROSE, PH.D.

January 15, 2010

Mr. Brenton Bennett, Director  
SouthWest Science Foundation  
P.O. Box 40  
Hurricane, UT 84737

Dear Brent,

It is a pleasure for me to express my support for the SouthWest Science Center at Jepson Canyon Resort.

The Science Center will be a tremendous asset for the District, our teachers, and our 23,000 students. Every program that is planned will be of significance in the education of our young people.

For example, the Challenger Learning Center, where older students will use engineering and scientific logic, communication skills, and hands-on skills in simulated space travel, will provide an educational experience of enormous value.

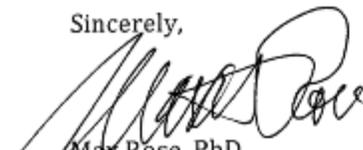
The ScienceQuest Discovery Center for Children will allow our youngest children the opportunity to understand that science can be fun and interesting. I am certain that the impact of such a center will be seen in a steady increase in students that will want to study science and engineering in the higher grades.

I believe that several years after these resources are established, we will look back and clearly picture the advantages our students have gained. The planetarium, which will provide entertaining programs on everything from astronomy to zoology, will be a center of continuing education for everyone in our community. The science camps and research observatory will be great attractions and will provide in-depth scientific experiences for thousands of students.

Recently, the State of Utah mandated an increase in educational programs in science and technology. The SouthWest Science Center in Apple Valley will provide a substantial increase of interest in these fields, and help immensely in designing and providing educational programs of the future.

The Washington County School District strongly supports this great project, and I am personally delighted to serve on your Advisory Board.

Sincerely,



Max Rose, PhD  
Superintendent

Marshall Topham, M.S.  
Assist. Supt. Secondary Ed.

Rex Wilkey, M.Ed.  
Assist. Supt. Elementary Ed.

Brent Bills, M.B.A.  
Business Administrator

Lyle Cox, M.B.A.  
Dir. Human Resources

Jim McKim, M.Ed.  
Dir. Special Ed.

Larry Stephenson, M.Ed.  
Dir. Career & Tech. Ed./Foundation

Brad Ferguson, Ph.D.  
Dir. Assessment

N. Craig Hammer, M.Ed.  
Dir. Physical Facilities

Richard Holmes, M.Ed.  
Dir. Professional Development

LuAnne Forrest, Ed.D.  
Dir. Student Services

**SENATOR E.J. "JAKE" GARN**

February 25, 2010

Brenton Bennett  
Executive Director  
SouthWest Science Foundation  
P.O. Box 40  
Hurricane, Utah 84737

Dear Mr. Bennett:

Thank you for keeping me informed on the recent progress of the SouthWest Science Center as the key feature for Jepson Canyon Resort in Apple Valley. The donation of a twenty-one acre parcel of land for the Science Center is a strong indicator of the interest that the people of Washington County have for this project. There is no question that such a facility will provide an inspirational and exciting experience in the world of science for residents of Utah and the southwestern United States and I applaud the Foundation's intent to excite and stimulate our young people about the wonders of the world in which we live. I have been privileged to witness more of them than the average person and it can forever be a life-changing experience.

The planned Next Generation Challenger Learning Center is wonderful. The importance of having this incredible facility as part of the Science Center cannot be underestimated. I have been an advocate of Challenger Learning Centers for many years and have been very disappointed that Utah has not had one.

In addition to the geology museum, the children's discovery center, the observatory complex and science camp facility, I am earnestly looking forward to the opening of the combination live theater and planetarium. Seeing that you are working with Merrill Osmond in the planning of this marvelous theater, I am certain that it will be a paramount attraction for visitors to Utah as well as all of our citizens.

Again, may I reiterate my support for your efforts, and I wish you every success in bringing the SouthWest Science Center to fruition.

Sincerely,



E. J. "Jake" Garn

October 3, 2013

### The Hansen Planetarium

I think it's fascinating to note the serendipitous nature of my being involved with this project. When I was brought into the Jepson Canyon development it was as a consultant for the new theatre that is planned. When I was told that the plans included a planetarium, I casually remarked, "You did know, didn't you, that I'm one of the 'Hansens' of the 'Hansen Planetarium?'" Indeed, it was my grandmother, Beatrice M. Hansen, who built the planetarium as a memorial for my grandfather, George T. Hansen. Jaws dropped. What then followed were wonderful stories of how influential and inspiring the Hansen Planetarium had been in people's lives.

The family was disappointed and devastated when Salt Lake County "sold" the name of the planetarium, and the name "Hansen" was unceremoniously erased from the facility. This wonderful place that found a home in the old Salt Lake Public Library and which my grandmother renovated to house the new state of the art planetarium in 1965, was no longer. During its operation, the Hansen Planetarium attracted 20% of the population of the city and had the highest per capita attendance of any planetarium in the nation.

Since then I have wanted to see the name of "Hansen" above the door of a planetarium again, and while I don't bring any "Star Theatre" expertise, what I can bring to the project is the name and brand presence of the "Hansen Planetarium." My brothers, George, Mark, and I would be pleased and thrilled to gift the name of "Hansen Planetarium" to this project.

Sincerely,

Elizabeth Hansen

# SOUTHWEST SCIENCE CENTER

To be located at the **Jepson Canyon Resort** in Apple Valley, Utah

## SUMMARY AND PROPOSED PHASES

### Site

Approximately 27 acres, to be leased for up to 10 years at \$1,000 per year, and then donated by the development to the South West Science Foundation a 501 (c) (3).

### Phase 1

The design and construction of the approximate 10,000 square foot **Challenger Learning Center**, which is an engineering training center for teachers and up to 36 students on simulated space flights or other scientific expeditions such as oceanography and geology.

### Phase 2

The "**New**" **Hansen Planetarium and Performing Arts Center** will be designed to provide science shows in astronomy, geology and virtually all of the sciences. The 90-foot dome, together with an audio-visual laser-projection system will produce "Star" shows as well as augment various live presentations. In addition, this multi-purpose theatre will include a full stage and orchestra area for live entertainment. Theater Artistic Director Elizabeth Hansen, assisted by Tamara Smith, will produce and direct plays and stage shows while Entertainer Merrill Osmond will produce "Serenity Wellness" presentations and "Branson" style entertainment. A Broadway-quality musical has been written for the theatre by the talented playwright, Tamara Smith. Upon hearing that the SWSC will include a 360-degree domed projection system with a stage, she has made the decision to have the world premier of her musical at the Jepson Canyon Resort Hansen Performing Arts Theatre in Apple Valley! Tamara Smith has said; "The presentation concept, with full dome digital laser projection over the audience and the stage, will give the audience the impression of being part of the scene. I have delayed launching in New York or Seattle, in favor of the opportunity to launch in this spectacular never-before-seen venue".

### Phase 3

The **ScienceQuest Children's Discovery Center** will be a science and engineering "learning and entertainment" facility for boys and girls, in ages K-12. This informal center will contain hundreds of exhibits. This facility will be modeled after Discovery Centers around the world, that teach children that science and engineering is both fun and interesting.

Three **Exhibit Halls** will also be constructed: one showing the pioneer history of the area; one showcasing mineralogy and mineral specimens; and one featuring Native American arts and crafts.

### Phase 4

The **Astronomical Observatory Complex** will be constructed on the cliff behind the buildings of the SWSC. Several buildings housing a variety of telescopes for visual, photographic and research exploration of the universe will be constructed. Students of all ages will have the opportunity to explore areas of interest from their homes and schools through the internet connections, as well as experiencing hands-on use of the observatory instruments. Cooperative ventures with Utah colleges and universities are included in the planning of the Astronomical Observatory Complex.

*Phases and completion of the above SouthWest Science Center will be determined by the Board of Trustees based on achievement of funding for each purpose.*

### Phase 5

**The Renaissance Museum**

### Phase 6

**An Aerial Tram**



## **SouthWest Science Foundation**

### **Executive Summary**

## **The Foundation**

### **Purpose**

The SouthWest Science Foundation is predicated on a belief that knowledge and appreciation of science can improve the quality of life for the individual, his community and our society. The purpose of the Foundation is to instruct and educate both children and adults in matters of science. Its objective is to cultivate an understanding of and stimulate an excitement for science that will lead to a lifelong interest in exploring the wonders and mysteries of the natural world. It seeks to facilitate instruction and foster research by presenting science as entertainment and informal educational programs.

### **History and Status**

The Foundation was incorporated as a Utah non-profit corporation in 2000, by seven publicly spirited citizens infused with a vision of a Center for the Sciences in Southwest Utah. They were compelled by the geologic grandeur of the region, the brilliance of the night sky, the vitality of the growing population of both youth and adults and the millions of tourists that pass through the area annually on their way to the "Grand Circle" of National Parks and the many special events in Iron and Washington County. They reasoned that by employing this available natural resource that is Southwest Utah as an opportunity for instruction and entertainment, they could entice young and old alike to a greater appreciation of science and its influence upon our lives. They envisioned a Science Center with a planetarium and an astronomical observatory; static and interactive exhibits related to astronomy, chemistry, physics, geology, meteorology and the life sciences, including a Children's Science Discovery Center and a Challenger Learning Center, research laboratories, a library, an auditorium, a teacher's resource center and an array of programs, workshops, lectures and Science Camps.

Since incorporation, the Foundation has attracted a large number of civic-minded volunteers who are donating their time and efforts to perform the multitude of tasks required to vitalize the vision. These volunteers have been organized into committees covering the necessary activities that must be accomplished. The developers of Jepson Canyon Resort, a new planned unit development, have committed to donate to the Foundation a 27 acre parcel, in their up-scale destination resort community in Apple Valley for construction of The Southwest Renaissance Center. This will assure that the Center will be located in the heart of Southern Utah's explosive growth.

Expressions of interest and support have been obtained from the City of St. George, UT, Cedar City, UT, Southern Utah University, Dixie State College, the Iron County and Washington County School Districts, the Clark

Planetarium and the Zion Natural History Association. To facilitate fund raising, the Foundation has been designated, for purposes of Federal income taxation, as a Section 501 (c) (3) organization under the Internal Revenue Code and classified as a publicly supported organization rather than a private foundation.

## **Business Model and Funding Strategy**

Our business model and funding strategy derive from our goal to stimulate interest, understanding and appreciation for science and its applications in human life. To accomplish this, the Foundation will design, build and operate a science oriented, state of the art entertainment, educational and research complex for use by the public.

Funding to design and build the Science Center facility will be obtained through donations from individuals and private foundations and grants or loans from governmental programs. This funding will be used for site development and design and construction of the facility as well as start-up expenses. To minimize operating expenses during this phase, maximum use will be made of volunteers. Only the minimum personnel required to coordinate and oversee this phase will be employed.

When the facility is operational, funding will be obtained through admission fees, grants and fund raising campaigns.

## **Features and Benefits**

### **Entertainment**

The centerpiece of the entertainment experience will be a world class Planetarium and Performing Arts Center to transport travelers through space. Back on earth travelers will be able to observe the waypoints on their travels in a user-friendly, public astronomical observatory. Entertaining programs and exhibits featuring astronomy, physics, chemistry, geology, etc., including fun science demonstrations and special programs featuring scientific subjects, especially space travel will be offered. Iwerks science and thrill ride attractions will be available. Shops will offer beverages, snacks, refreshments and sundries as well as science oriented gifts. Periodically, Science Camps will provide adventures in science for the entire family.

### **Instruction**

Popular lectures in science will be presented in the auditorium. Visits and field trips will be arranged and coordinated with local universities, colleges and school districts. Scientific seminars and workshops will be arranged. A teacher's resource center will be established. Collaborations for instruction using the Center's facilities will be developed with local universities, colleges and school districts. The Foundation has already produced and aired a two minute radio spot called "Science Quest"® to stimulate interest and educate the public. At the Center, visitors will be given the opportunity to participate in developing program material for this radio program. A lecture series has already provided educational instruction in coordination with Dixie State University.

### **Research**

The Foundation is developing a working relationship with Utah State University and Dixie State University to sponsor programs for undergraduate, graduate and scholar-level research. Close cooperative programs with the University of Utah are also anticipated. A research astronomical observatory will be built on the hill overlooking the other Science Center buildings to provide the dark-sky environment necessary for serious astronomical research. Other sciences will be pursued at various southern Utah locations (geology, life sciences, environmental sciences, etc.) A researcher-in-residence program, including individual scientists visiting Zion National Park, will allow Science Center visitors the opportunity to learn and even participate in specialized research programs. A year-round internship program will be an important part of the Science Center operation. This will include research studies in the various sciences, and participation in the operation of the Center itself.

# Market and Marketing Strategy

## The Market

The market is comprised of three principal groups: Visitors to the National Parks, Students and Regional Residents and Tourists.

## National Park Visitors

The Center will be a major attraction for tourists and other visitors to southern Utah each year. The location of the Center in Utah's western gateway to Zion National Park and the "Grand Circle of National Parks", will provide a consistent flow of visitors to the Center. Approximately 3 to 4 million visitors come to Zion National Park each year. We estimate that the Center will draw approximately 7% of the visitors to Zion Park. Assuming a visitation of 3.5 million in the first full year of operations, we expect to attract 245,000 visitors to the Center from Zion National Park visitations.

## Students

We expect to attract students from Washington, Iron, Beaver, Garfield and Kane Counties in Utah and part of eastern Clark County in Nevada. There are approximately 50,000 students in the K-12 grades in these counties. Enrollment is expected to grow each year. Washington and Iron School Districts have expressly endorsed and offered to support the Science Center. Based on conversations with administrators, class trips for middle and high school students, and 6<sup>th</sup> grade students with a core science curriculum can be expected at least once a year. Based again on conversations with school administrators, we project student visitations of 60% or 30,000 in our first full year of operation. We have not included the substantial student population in the Las Vegas School District nor the 19,000 students at Southern Utah University and Dixie State University.

## Regional Residents and Tourists

The SouthWest Science Center should attract visitors from the many special events in the region, including The Shakespearean Festival in Cedar City, Tuacahn in Ivins, the Huntsman World Senior Games and the St. George Marathon. In 2016 these special events attracted an estimated 20,000 tourists to the area. In addition to these visitors an active program of workshops, lectures, camps, science club meetings and special events will bring regional residents to the Science Center on a regular basis. There are 184,000 residents in Washington and Iron counties alone. Another 32,200 reside in neighboring counties and cities including Mesquite. The area population is expected to grow to approximately 200,000 by 2020. An influx of "snowbirds" (seasonal residents) swells this number by approximately 30,000 annually. Based on the experience of population areas comparable in size to Southwest Utah and the unique cultural aspects of the area, we estimate we will attract 30% of the residents and 5% of those attending special events or approximately 68,500 visitors annually. Although we have not included any factor in our visitation estimates, we expect the Science Center will provide alternative entertainment for Las Vegas residents, a population center of more than a million people, only two hours from the Science Center.

## Summary

Based on these estimates, we believe it is reasonable to expect at least 190,000 visitors annually in the first year, and over 300,000 within 5 years. An analysis by a management student at Southern Utah University identifies this estimate as "probable" and suggests a potential range of visitors, based on a variety of factors, principally the state of the global economy, between 130,000 and 500,000 visitors annually. Once operational, we intend to actively promote the use of the Science Center in southern Nevada.

## Unique Features

The location of the Science Center is itself unique. Located as it is amidst the magnificent geology of the region, the remnants of the Anasazi culture and the grandeur of Zion Canyon that inspire wonder and awe of the natural world, it will naturally attract both residents and the millions of visitors that see it each year. It also offers an accessible diversion from the glitter of Las Vegas to the millions who visit that city each year.

The combination Planetarium and Live Theater will be unique in the region. Coupled with the Observatory and the clarity of the night sky in the area it will offer an unparalleled experience in astronomy to those who are already engaged in a journey to experience the natural wonders of the area.

## **Competition**

Relying as it will for a significant portion of its revenue upon the discretionary, entertainment dollar, the Science Center's major competition will come from other leisure and entertainment alternatives.

Zion National Park and the other parks and monuments in the Grand Circle will be both benefactor and competitor. Las Vegas, likewise, will be both benefactor and competitor. Movies, theater, concerts and amusement parks in the surrounding cities and towns will be competitors.

## **Market Penetration Strategy**

### **Tourists and Residents**

The Foundation will promote the Science Center as an entertainment complex. The Planetarium and Observatory will be linked and promoted as a total space cruise without leaving earth. The Challenger Learning Center will provide a proven educational experience for students from both Utah and Nevada. The Space Arcade will dare visitors to challenge the very principles of science in the interactive, game-like exhibits. A science oriented movie series and a lecture series of adventures in science will be developed and presented. A campaign depicting science as "the alternative entertainment experience" will be developed.

Ads will be run in the cities and towns throughout Utah and southern Nevada. All the media – print, audio, visual and electronic – will be used. This will include: the internet, billboards, handbills in hotels, motels and restaurants and flyers and ads in the various Welcome Centers and the Cedar City, St. George, Mesquite and Las Vegas newspapers and magazines.

### **Students**

Although the affect of our advertising campaign will obviously spillover to students, we will focus on developing alliances, collaborations and partnerships with school administrators and educators. These will be designed to complement the instructional needs of the various levels from elementary to university. Planetarium and observatory activities will be designed for specific educational levels and curricula. Opportunities for research and exhibit design and construction will be offered. Student internships and full employment opportunities will be provided in science, engineering, commercial art, animation, and business. Benefits offered to students who are involved in the operation and entertainment programs of the science center will have a substantial impact on the growth and prestige of participating colleges and school districts.

## **Management and Personnel**

### **Organizational Structure**

The Organization is comprised of The Southwest Science Foundation, a Section 501(c)(3), Utah non-profit corporation and its operating subsidiary the Southwest Science Center. The Foundation is managed by a Board of Trustees with 8 members, responsible for managing the affairs of the Foundation as well as providing policy guidance and direction to the Center. Its members are drawn from business, industry and academia providing a broad base of expertise, skills and disciplines. A Chairman, Secretary and Treasurer comprise the officers of the Foundation.

The Center will be managed by an Executive Director, responsible for executing the direction of the Board and operating the Center. The Executive Director will be assisted by Managers for Programs, Facilities and Administration. The Manager of Programs will be responsible for exhibits, displays, attractions and educational and entertainment programs. The Manager of Facilities will be responsible for operation and maintenance of plant and equipment including facility support shops, housekeeping and security. The Manager of Administration will be responsible for accounting, purchasing and human resources, including volunteers.

### **Forging The Team**

The management team will consist of the Chairman of the Board, the Secretary and Treasurer of the Foundation, the Executive Director and the three Operating Managers of the Center. The Executive and Operating Manager positions will be filled upon completion of the first round of financing.

## Board of Trustees

### **Mike Kelly - President**

Currently a real estate broker in St. George, Utah. He has an associate of arts degree in Broadcasting and Communications. For over 30 years he was in the broadcasting industry as an on-the-air personality in markets from Cleveland to Los Angeles. He has also been the national sales manager for Bonneville Communications, Audio Tape Duplication Division, DMI Promark, and other companies. He is aseptic certified and has worked in the medical field instructing doctors in surgical techniques. He is the Voice and Production Manager for ScienceQuest, the Foundation's popular radio program on science.

### **Bruce T. Jensen - Vice President**

Mr. Jensen began his professional career in 1975 with Continental Illinois National Bank of Chicago, then the sixth largest bank in the U.S. Initially working in the bank's Personal Banking Department, he moved to the trust department, where he supervised the Short-Term Asset Management Group and \$3 billion in assets under management. In 1983, he joined the bank's international trust group, and relocated to London, England. Returning to the U.S., Mr. Jensen moved to Wells Fargo Bank in Southern California in 1987 where he co-founded the bank's liquidity management service and later directed all institutional and private asset management sales for non-California markets. In late 1991, Mr. Jensen rejoined Continental Illinois where he supervised institutional investment sales. Shortly thereafter, he relocated to St. George, Utah and commuted to Continental's Los Angeles office. After Bank of America acquired Continental, Mr. Jensen was assigned to coordinate and streamline the delivery of all bank-wide institutional and private investment services. In 1998, Mr. Jensen was hired by Zions Bank as a Senior Vice president to create and direct its Liquid Asset Management group where he built a portfolio of more than \$1 billion in assets under management in just over one year. Wells Fargo asked Mr. Jensen to return in late 2000 as a Managing Director of its Wells Capital Management subsidiary where he remained until accepting the position as Chairman of the Organizing Committee for Town & Country Bank in St. George. He is currently President/CEO of Town & Country, one of the top performing banks in the U.S. In 2015, Mr. Jensen was named "CEO of the Year" by Utah Business magazine, "Community Banker of the Year" by the Western Independent Bankers Association, and "Community Banker of the Year – Western Region" by Independent Community Bankers of America. Mr. Jensen received a B.A. from Brigham Young University in 1975, and subsequently studied for an M.B.A. at DePaul University in Chicago. He has resided in St. George, Utah for 23 years and is active in various civic, cultural and ecclesiastical affairs within the community.

### **Hank Isaksen - Treasurer**

Mr. Isaksen has been active in property management, real estate sales and real estate development for the past 43 years and is experienced in most phases of this diversified business. In 1971, he received a Bachelor of Science Degree from Brigham Young University, majoring in Business Management/Finance and minoring in Accounting. He also received his Utah Real Estate license in 1971. In 1976, he gained his Utah Real Estate Brokers license, which license is still active.

### **David Calder - Secretary**

A licensed Real Estate Agent in Utah, David has been actively involved in professional real estate in Southern Utah since 2006. David has earned respect and maintains high ethical standards in all his experiences with investors and buyers. He helped start and expand a successful Property Management business through River Realty. He was successful in helping obtain new investors, clients and helped with all aspects of commercial and residential property management. David has worked on a development project in Diamond Valley, Utah and created professional proforma's and investor presentation materials.

### **Ryan Christensen**

Ryan has a bachelor of science degree in mechanical engineering from the University of Utah. As a member of the United States Navy, he served as a weapons systems operator on jet aircraft based on aircraft carriers. He retired from the Navy as a Lieutenant Commander. Currently he is pursuing various real estate development opportunities, and performing in the role of fund raising for several humanitarian organizations. Ryan is intensely interested in both aircraft and spacecraft.

### **Phil Moore**

Known by many in Southern Utah for his work as a professional musician and entertainer, Phil is also a science instructor at Hurricane High School. He received a bachelor of science degree and teaching credential in the physical sciences, along with a separate degree in geology, from Southern Utah University. He is a member of the Dixie Geological Society, and was founding president of the Southern Utah Astronomical Society. Phil enjoys

geology field trips, and collecting rocks, minerals, and fossils. As president of the astronomical society, he organizes star parties for the general public and special youth groups. He has been active in Boy Scouts of America for many years, and is currently a councilor for the astronomy merit badge program.

### **Bruce Shaheen**

A science teacher at Snow Canyon High School, St. George Utah, Bruce is a graduate of Southern Utah University. He has bachelor's degrees in zoology and chemistry, and a master's degree in Secondary Education. An extremely popular instructor at the high school, he has taught physics, chemistry, earth science, and astronomy & space exploration. He is also faculty representative for the Astronomy Club at Snow Canyon High, and an assistant coach for several high school sports programs.

### **Manning Butterworth**

Ph.D. in astrophysics; University of Chicago. Area of research: rapidly rotating stars in general relativity. Also spent almost 30 years in information management including development of database management systems, automated conversion of software systems, metadata management, change management, object oriented knowledgebase development, business analysis, and requirements definition. As a volunteer, I have participated in many public astronomical outreach activities. Now retired, I enjoy imaging celestial objects and I am currently advising on the project's observatory.

### **Founder - Brenton Bennett**

Bachelor of arts degree in political science, California State College Northridge. His experience includes computer science and engineering positions for Walt Disney Productions and the NASA Jet Propulsion Laboratory. For NASA, he was the lead ground system engineer for the Galileo mission to Jupiter, and provided support for The Viking mission to Mars and Cassini mission to Saturn. He is the recipient of several NASA Achievement awards. As a public speaker, he represented JPL at schools and various service and professional organizations. Founded the SouthWest Science Foundation, the Southern Utah Astronomical Society, and the Utah chapter of the International Dark Sky Association. **Deceased July 2015.**

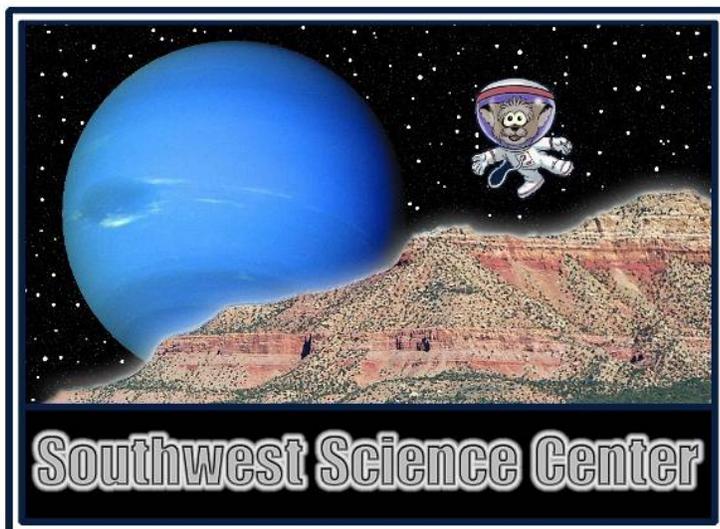
### **Personnel Needs**

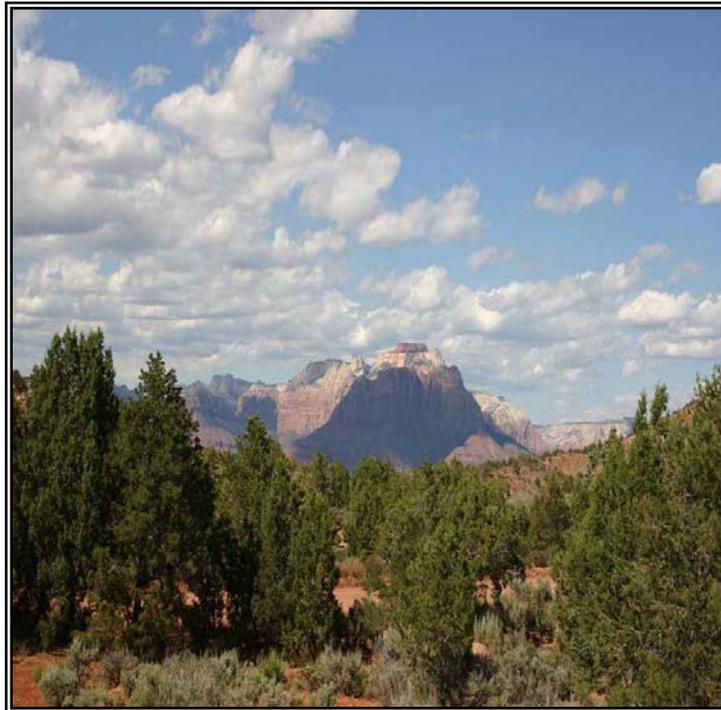
The Executive Director and the three Operating Managers will be required as soon as possible to assist in the planning and construction of the Center. It is anticipated that a Clerical Assistant, a Program Assistant to support program development and an Administrative Assistant to support administrative functions will be required as soon as construction is approved. A Facilities Assistant and an additional Administrative Assistant will be required as construction nears completion. Additional operating personnel will be employed as the needs arise.

## **Financial Summary**

The land donation of the 21 acres in Apple Valley has been secured by a written agreement.

Complete financial planning will occur in the planning stage for the facility. Extensive work with the architect and technical support engineers will create the necessary pro-forma.





## **JEPSON CANYON RESORT**

**“SERENITY” WELLNESS CENTER, SPA & CORPORATE RETREAT**



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Merrill Osmond

## The "SERENITY" Wellness Center, Spa and Corporate Retreat

### **"THE SERENITY EXPERIENCE", A journey for a peaceful Heart**

In this time that we are living, we are overwhelmed by information and exposed to many outside influences which remove us further and further from ourselves. We run around and focus more and more on external matters that frequently make us lose sight of the things that truly matter in life. As a result we get tired and frustrated or caught up in negative motions and ideas. How nice it would be if we could experience peace and love all the time, respective of what is happening in our lives.

**"THE SERENITY EXPERIENCE", A journey for a peaceful Heart**, is a healing journey to the truth of your inner self, where everybody's strength lies. When you open yourself up to others and the world around you, you can let energy flow. By consciously taking the time to make a connection with your inner self you will be able to rise above the chaos that surrounds you. Many answers to the problems you are looking for can be found by looking inside the wisdom of your true self.

I believe that the combination of Music, Art & Well being, with some Native American influences, knowledge and trial-sessions along with contemporary product lines, will help you to explore your inner self.

Albert Einstein said, **"No problem can be solved from the same level of consciousness that created it."**

Thank you for choosing to be a part of **"THE SERENITY EXPERIENCE", A journey for a peaceful Heart**, where I will be welcoming you personally.

Merrill Osmond

A stylized, handwritten signature in black ink that reads "Merrill Osmond".

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Merrill Osmond

November 19, 2010

Letter of Intent  
Re: Jepson Canyon Resort Development

Mr. Hank Isaksen

This document is to serve as a Letter of Intent for the involvement of me, Merrill Osmond, in the Jepson Canyon Resort and Golf Course development. Whereas a Serenity-, entertainment- and hotel facility is planned to be an integral part of the project, I intend to use my resources and contacts to provide quality in these areas and in the management to this facility.

I am currently performing in a variety of venues, including Branson, Missouri, Reno, Nevada, Las Vegas, Nevada, various cruise ships, the United Kingdom, The Netherlands and Belgium, among others. My contacts in these many locations, plus my fifty plus years in show business provide the perfect opportunity for me to bring, to this Serenity-, entertainment- and lodging facility at Jepson Canyon Resort, new break-throughs, many high-quality acts and performances on an ongoing and year-round basis.

My goal is to make the Jepson Canyon project my "home base", for my Serenity project, my own performances as well as for the performances of many entertainment friends and contacts. I also plan to create a full-service sound stage an TV studio, from which various high-quality shows an specials can originate.

I am very excited by the Jepson Canyon project and believe it will become the premier property, in and around the St. George area, because of its unique location and the many additional elements that will be included in the project.

I look forward to being an active part of the Jepson Canyon Resort, and will lend my name, my time and my resources to see that it succeeds.

Sincerely,



Merrill Osmond



[www.merrillosmond.com](http://www.merrillosmond.com)



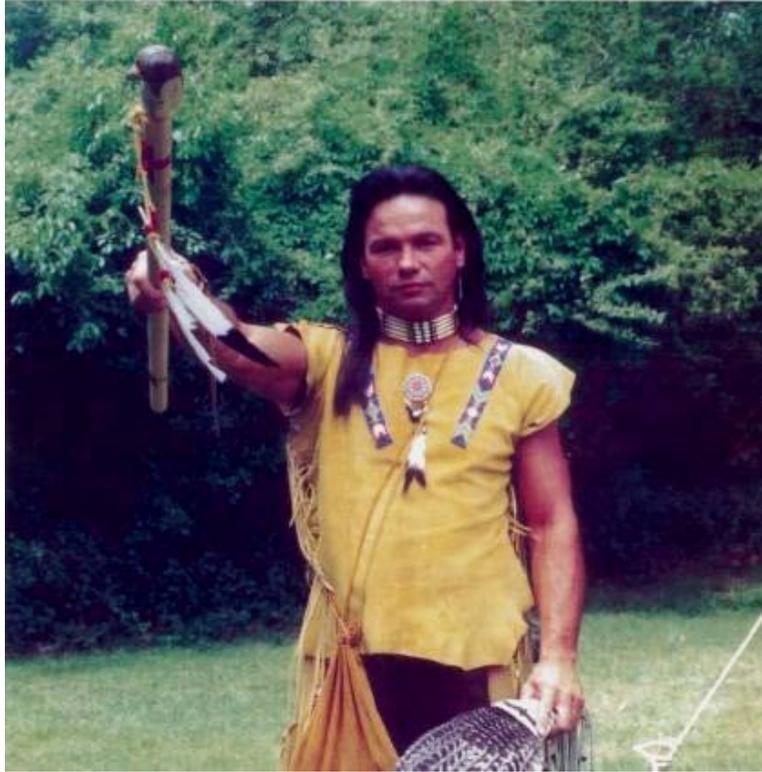
**“VILLAGE OF MANY NATIONS”**

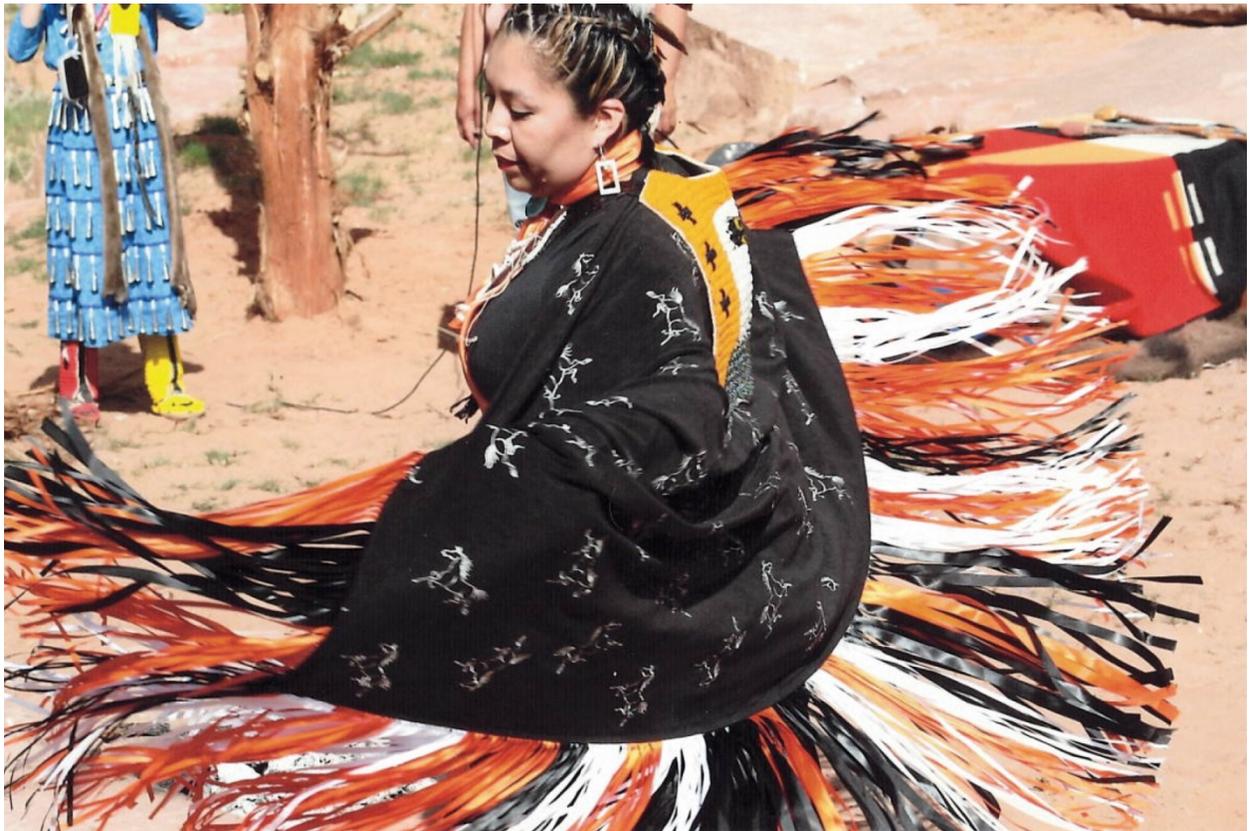
**A**

**NATIVE AMERICAN CULTURAL EXPERIENCE**

The “Village of Many Nations”, a Native American Cultural Experience, is a 501 (c) (3) charitable foundation, dedicated to educating and entertaining the public. Each guest will receive an insight into how various Native American tribes lived, worked and played. Each “Village” will be constructed from the same materials and with the same methods employed historically, and will re-create authentic living facilities, tools, arts, weapons, etc. Guests may take the opportunity to sleep in a Tipi or a Hogan, plus watch and listen to Native Americans dancing, drumming, and storytelling.









JTB USA, INC.

LAS VEGAS OFFICE  
4047 Ponderosa Way  
Las Vegas, NV 89118  
Phone: (702) 893-4040  
Fax: (702) 893-4041

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Jepson Canyon Resort Development

December 14, 2016

Mr. Bill Jepson  
C/O Jepson Canyon Resort Development  
P.O. Box 1026  
St. George, UT 84771

Dear Mr. Jepson,

I am pleased to issue this Letter of Support to Jepson Canyon Resort Development in bringing the "Village of Many Nations" from its current location to Jepson Canyon Resort in Apple Valley, UT.

JTB USA, Inc. brings visitors from Japan to various destinations in the United States, including the state of Utah for its popularity with National Parks, for the purpose of sightseeing, technical visits, group incentive, educational tours and we find that they are interested in the Native American culture. I believe the addition of "Village of Many Nations" will be a great addition to Jepson Canyon Resort and the venue would be enjoyed by all nationalities from around the world.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bob Terakawa', followed by a horizontal line.

Bob Terakawa  
JTB USA, Inc. (Las Vegas Office)



AMERICAN INDIAN SERVICES  
*scholarships for Native Americans*

October 28, 2016

Hank Isaksen, Director  
Village of Many Nations  
P.O. Box 1026  
St. George, UT 84771

Dear Hank:

It was with a great deal of pleasure that I learned that you are moving ahead with your project in Apple Valley. I'm familiar with that area and think it is an excellent site for programs such as the Village of Many Nations.

I was familiar with Art Letky's program, which was very successful, and a wonderful way to show others the true culture of the Native Americans, especially our local Native Americans here in the Western States.

We have appreciated the wonderful support you have given us with American Indian Services over the years when you helped us secure Entrada Golf course to assist with our fund-raising golf tournaments. This is the 31<sup>st</sup> year that Johnny has been assisting us so thanks a million for your support of AIS.

I certainly commend you and wish you well on your new project Jepson Canyon Resort. I like your advertisement and the information you have sent. I think it will be a wonderful place for people who are visiting the parks and scenic spots of Utah, to stop and see a live performance of the people, especially the Paiutes, Navajos and Hopis. I would be happy to help you. I like your dedicated spirit and your vision to see that as a showplace for the world. I go often to visit the Paiutes in Southern Utah and Arizona. I will be anxious to hear more of your project and would be happy to recommend you to other Native American tribes.

Thanks again for your friendship and support these past 30 years.

With Warmest Regards,

Dale Tingey  
Associate Director



# 3D Renderings





## **JEPSON CANYON RESORT**

**“HANDCRAFTED” NATURAL LOG LODGE/SPA/RESTAURANT**

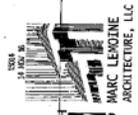
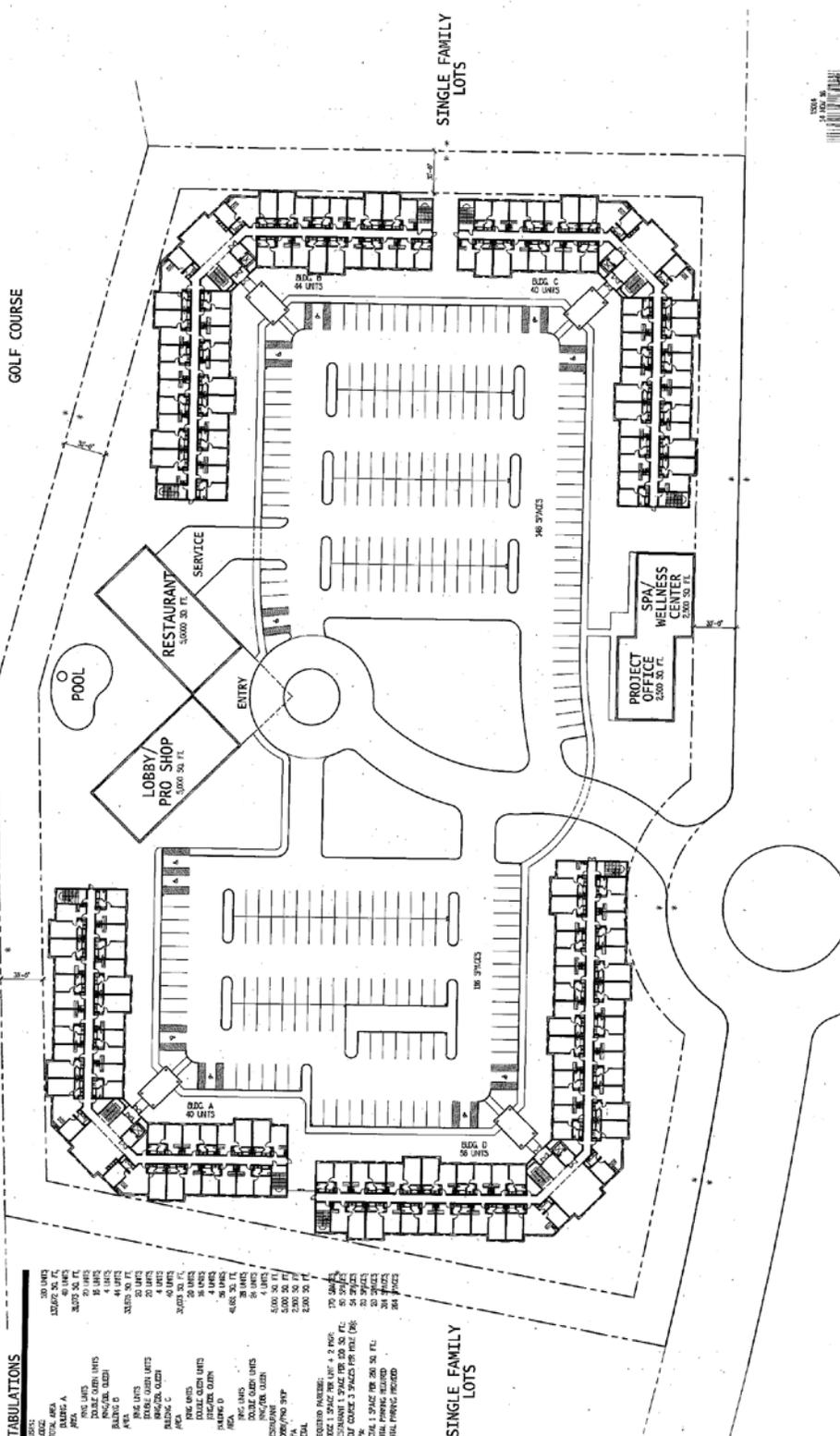


The Jepson Canyon Resort, in an effort to remain in harmony with the extraordinary project site and in keeping with its “Green Community” mandate, has elected to construct the proposed 180-room Lodge/Spa, and restaurant facility with the old-world craftsmanship and award-winning designs of Yellowstone Log Homes.

Yellowstone Log Homes has been handcrafting log

structures since 1962. Each structure is unique, and is constructed of beetle-killed timber that has been dried “on the stump” for at least 2 years. Each log is hand-peeled to reveal its unique beauty and character. The various photos on these pages are characteristic of the beauty and elegance of Yellowstone’s log structures. It is the intent of the Jepson Canyon Resort project to sell all, or part of these 180 Lodge suites as “Fractionals,” in three-week segments – one each in the Summer, Winter and Fall or Spring, so that each owner can enjoy the variety of the seasons.



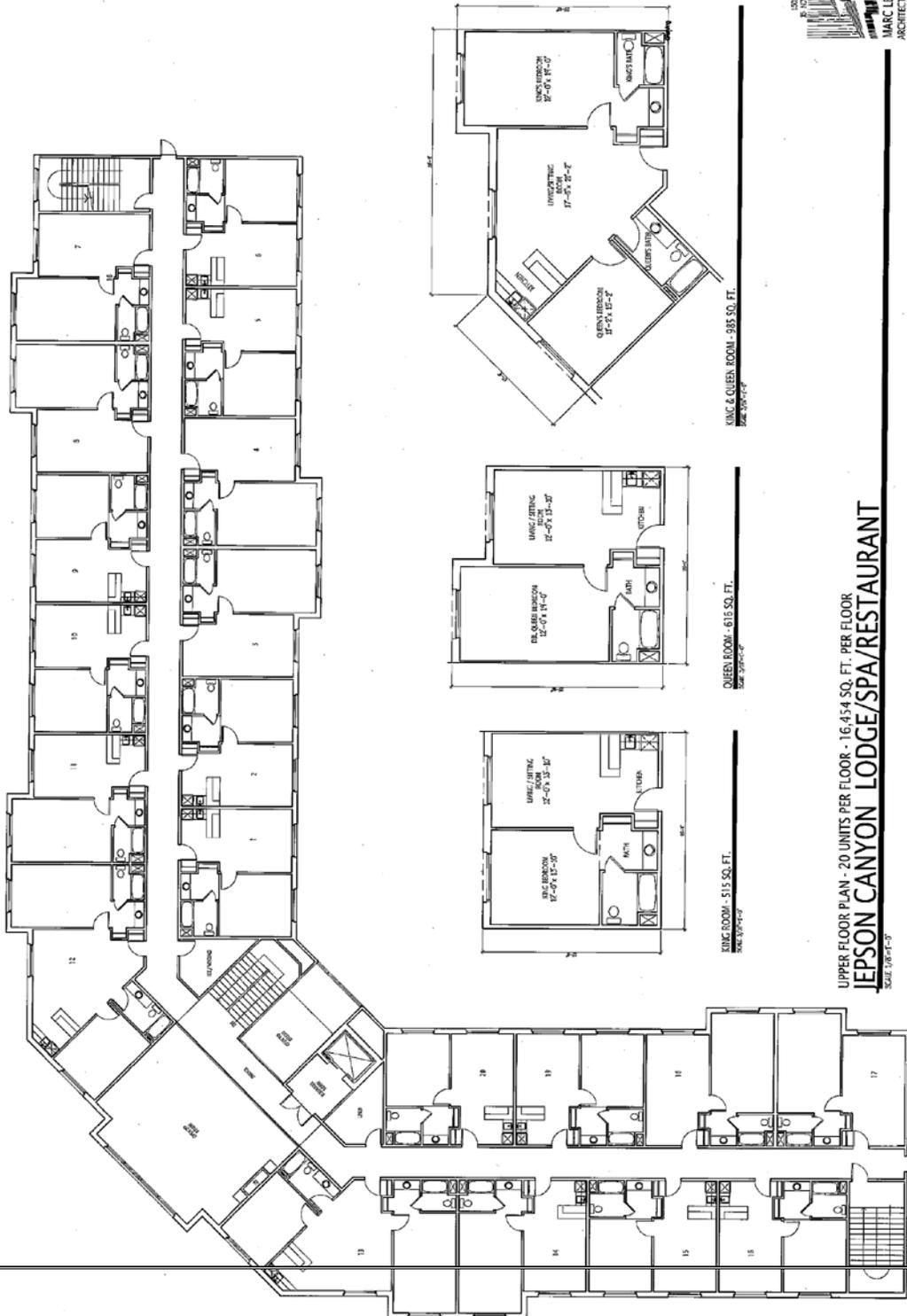


ARCHITECTURAL SITE PLAN - 9.05 ACRES  
**JEPSON CANYON LODGE/SPA/RESTAURANT**  
 SCALE 1"=30'-0"

**TABULATIONS**

WING A	60 UNITS
WING B	44 UNITS
WING C	40 UNITS
WING D	50 UNITS
POOL	1
RESTAURANT	5,000 SQ. FT.
LOBBY/PRO SHOP	3,000 SQ. FT.
SERVICE	1,000 SQ. FT.
ENTRY	1,000 SQ. FT.
PROJECT OFFICE	2,500 SQ. FT.
SPA/ WELLNESS CENTER	2,500 SQ. FT.
PARKING (CENTRAL)	148 SPACES
PARKING (LEFT)	138 SPACES
PARKING (RIGHT)	170 SPACES
REGULATED PARKING	170 SPACES
UNREGULATED PARKING	148 SPACES
TOTAL PARKING	318 SPACES

SINGLE FAMILY LOTS



UPPER FLOOR PLAN - 20 UNITS PER FLOOR - 16,454 SQ. FT. PER FLOOR  
**JEPSON CANYON LODGE/SPA/RESTAURANT**  
 SCALE: 1/8"=1'-0"





# **JEPSON CANYON RESORT**

**"WORLD'S LARGEST BRONZE STAGECOACH"  
BY JERRY AND RONNY ANDERSON**

**(The Feature Exhibit at the Renaissance Museum)**



The Renaissance Museum will be an exhibit location and also a teaching facility for artist, of all talents (sculptures, painters, ceramics, etc.), open to all of the very talented Utah artists who will exhibit their creations and also hold seminars to teach visitors their techniques.

The **"WORLD'S LARGEST BRONZE STAGECOACH"** is planned to be constructed and displayed at the Jepson Canyon Resort project, as the feature exhibit in the **Renaissance Museum**.

Renowned local artists and sculptors, brothers Jerry and Ronny Anderson, have spent the past several years collaborating on a 1/4-scale bronze sculpture of an authentic Wells Fargo stagecoach, endeavoring to "depict the west the way it was," Jerry said. "Through the mail we got the original blueprints of the original Concord Stage in the Washington archives, so that we would have it right." It's got to be perfect. For every hour that we spent in actual fabrication, we spent about 20 percent of it in research."

Perfecting their piece right down to the minutest detail, Jerry created horses to pull the stagecoach and people to sit inside it, and Ronny created "everything else," he said - including the coach itself and all the luggage and accessories. Though it was the first artistic piece the brothers had collaborated on, Jerry Anderson knew he had picked the right partner for the job.

"Ronny and I can work together," he said. "We don't have to tell each other anything - we just do it. He goes and does his thing, I do my thing, and we come together and put it together. It's like one man having four hands and two heads."

Using clay, wood and copper, Ronny Anderson built the stagecoach in complete accordance with the blueprints, slaving over each detail to make sure it was perfectly accurate, and Jerry Anderson gave the same attention to the horses and people in the piece.





The stagecoach, stretching 15 feet in length, was completed 18 months from the time the brothers began working on it.

"Each one of the horses has its own personality," he said. A lot of times when artists do a stagecoach or some other team, they'll take the same horse and cast it two or three times, but each one I tried to give a different personality so that people will see that."

Each brother worked on his own - Jerry at his studio in Leeds, Utah and Ronny at his home in Washington, Utah, before bringing their separate sculpture portions together. Molds were made of each finished piece and sent to a foundry to be cast in bronze. The pieces were then returned to the Anderson brothers, who welded them together to form the final sculpture; the piece in its entirety was then returned to the foundry once again for sandblasting and final finishing.

The Anderson brothers are now embarked on taking this 15 foot long sculpture and re-creating it as the "World's Largest Bronze Stagecoach," a double life-size monument that measures 120 feet long and 22 feet tall. This bronze will become a permanent showcase at the Jepson Canyon Resort in Apple Valley, Utah, and the feature exhibit at the Renaissance Museum.

The process to build this monument will take up to three years to complete. A temporary building, 120 feet long, 40 feet wide and 26 feet tall, will be erected at the entrance to the Jepson Canyon Resort project. As each horse and piece of the sculpture is completed, it will be rolled out of this building into the parking lot, where a heavy-lift helicopter will transport it to the permanent monument site on top of the 400 foot cliff at the rear of the Jepson Canyon Resort project. An aerial tram will be installed to deliver visitors from all over the world to the top of the cliff to view the "World's Largest Bronze Stagecoach" and other exhibits at the Renaissance Museum, plus visit an

Observatory Complex that is part of the SouthWest Science Center, also located at the Jepson Canyon Resort, plus other attractions that will be developed.

It is anticipated that one or more national TV stations will extensively cover the creation of the monument, as well as document the air-lift of the individual complete bronze pieces to the cliff top.





## **AERIAL TRAM FROM THE SWSC TO TOP OF CLIFF- OBSERVATORY AND "THE WORLDS LARGEST BRONZE STAGECOACH"**

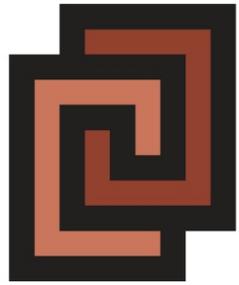
A four-car Aerial Tram, with each enclosed car capable of carrying 8 passengers, will be installed near the SouthWest Renaissance Center site, at the bottom of the cliff, and will terminate at the top of the cliff. This will enable visitors to the Jepson Canyon Resort to easily access the "World's Largest Bronze Stagecoach," the feature exhibit of the Renaissance Museum, plus Observatory Complex, both of which will be located on top of the cliff. A shuttle bus will transport visitors from the cliff top Tram Terminal to the Bronze Stagecoach and the Observatory Complex, and back again the Tram Terminal.

This Aerial Tram system is being constructed and supplied by LEITNER-POMA OF AMERICA, INC. located in Grand Junction, CO. [www.leitner-poma.com](http://www.leitner-poma.com)



The Grand Junction, CO facility specializes in the production of drive platforms for fixed grip lift installations, tower structures, terminal enclosures, chair production, as well as electrical control systems and hydraulic systems for detachable and fixed grip lift installations.

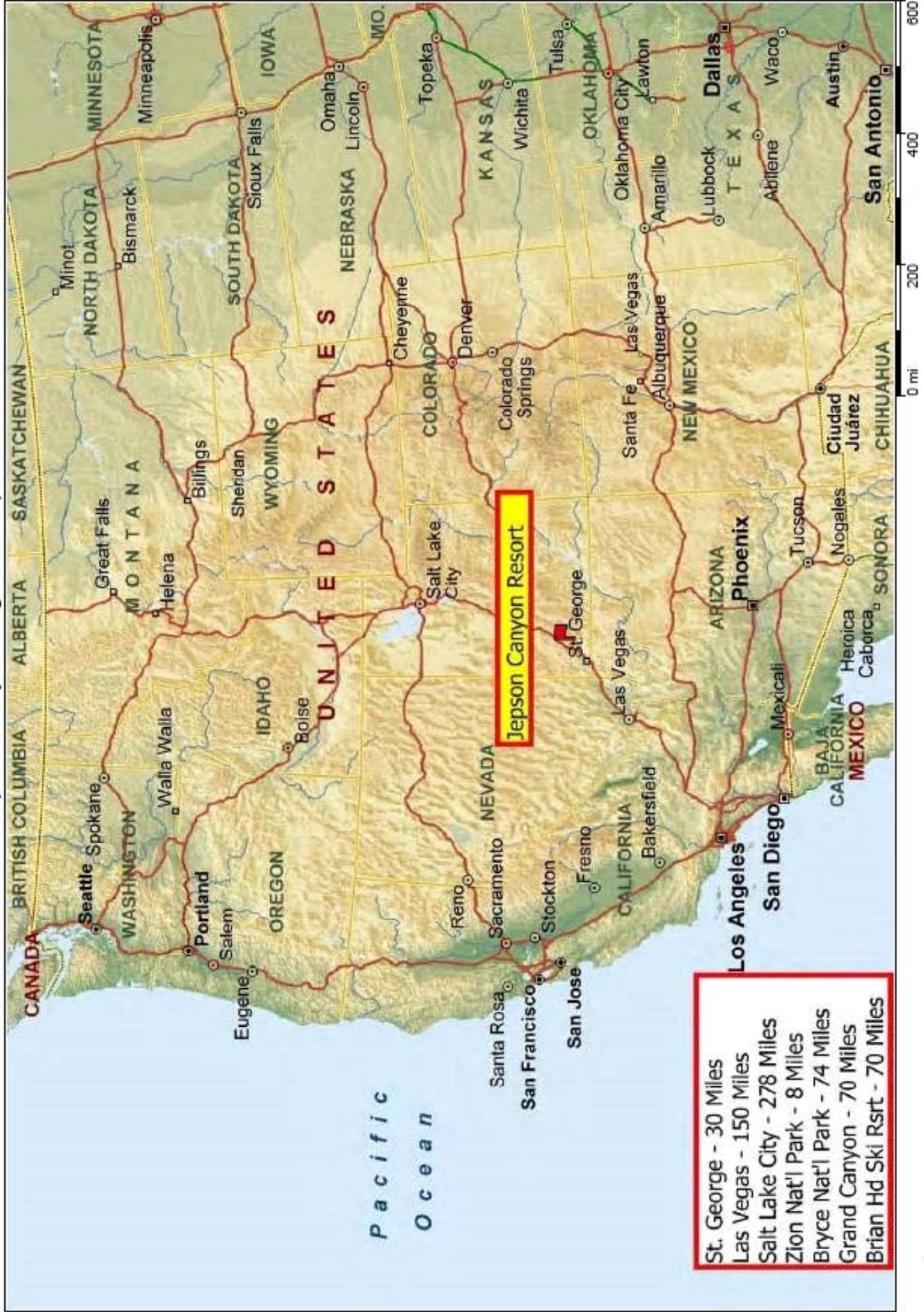




Jepson Canyon  
*Resort*

**MAPS AND PHOTOS**

# Jepson Canyon Regional Map





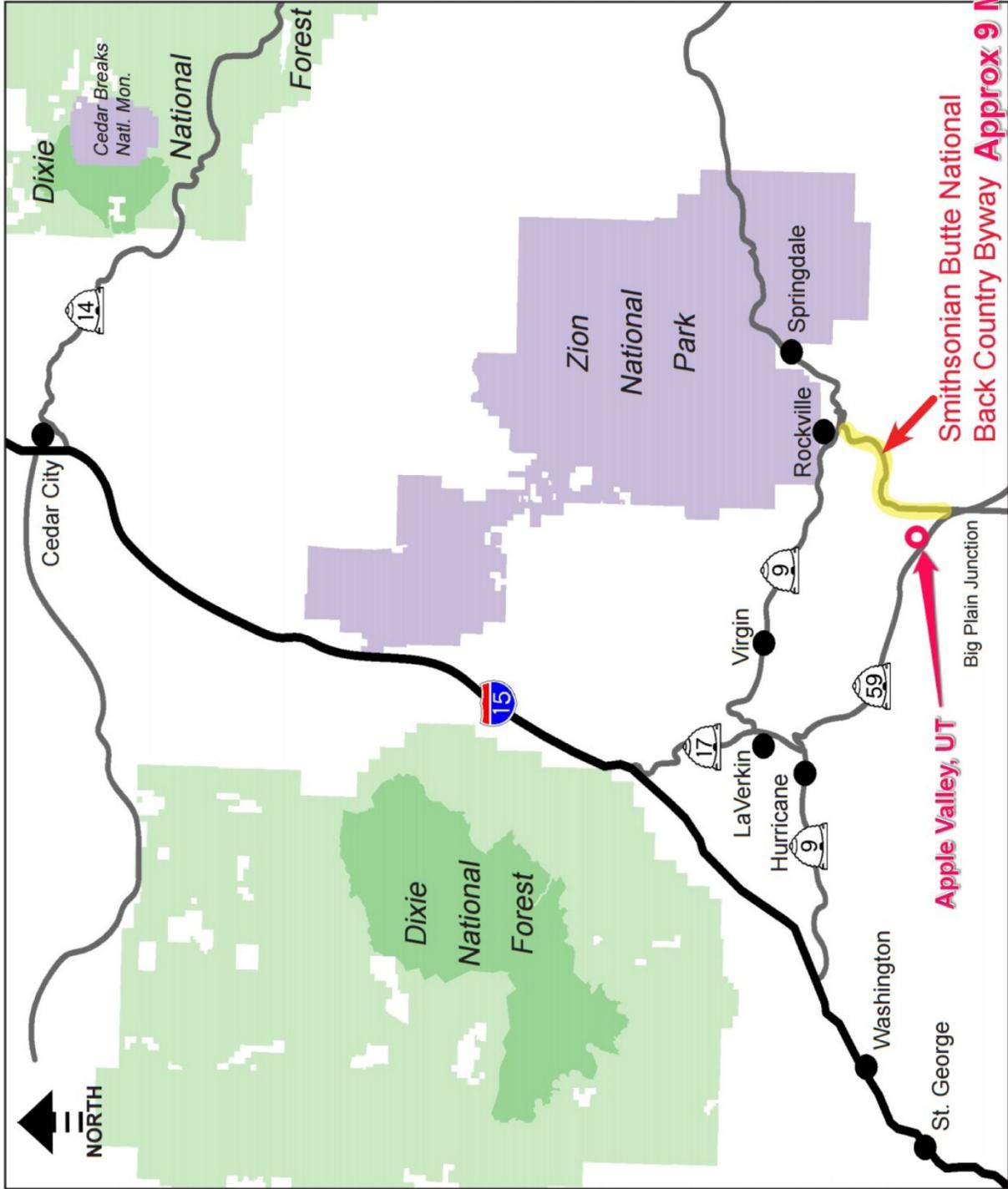
**Directions**

**From City of St. George**

Travel north on Interstate 15.  
Take exit 16 to Hurricane City.  
Turn right on Main Street.  
Take first left onto State Route 59. At approximately 14.4 miles, turn left on Smithsonian Butte National Back Country Byway.

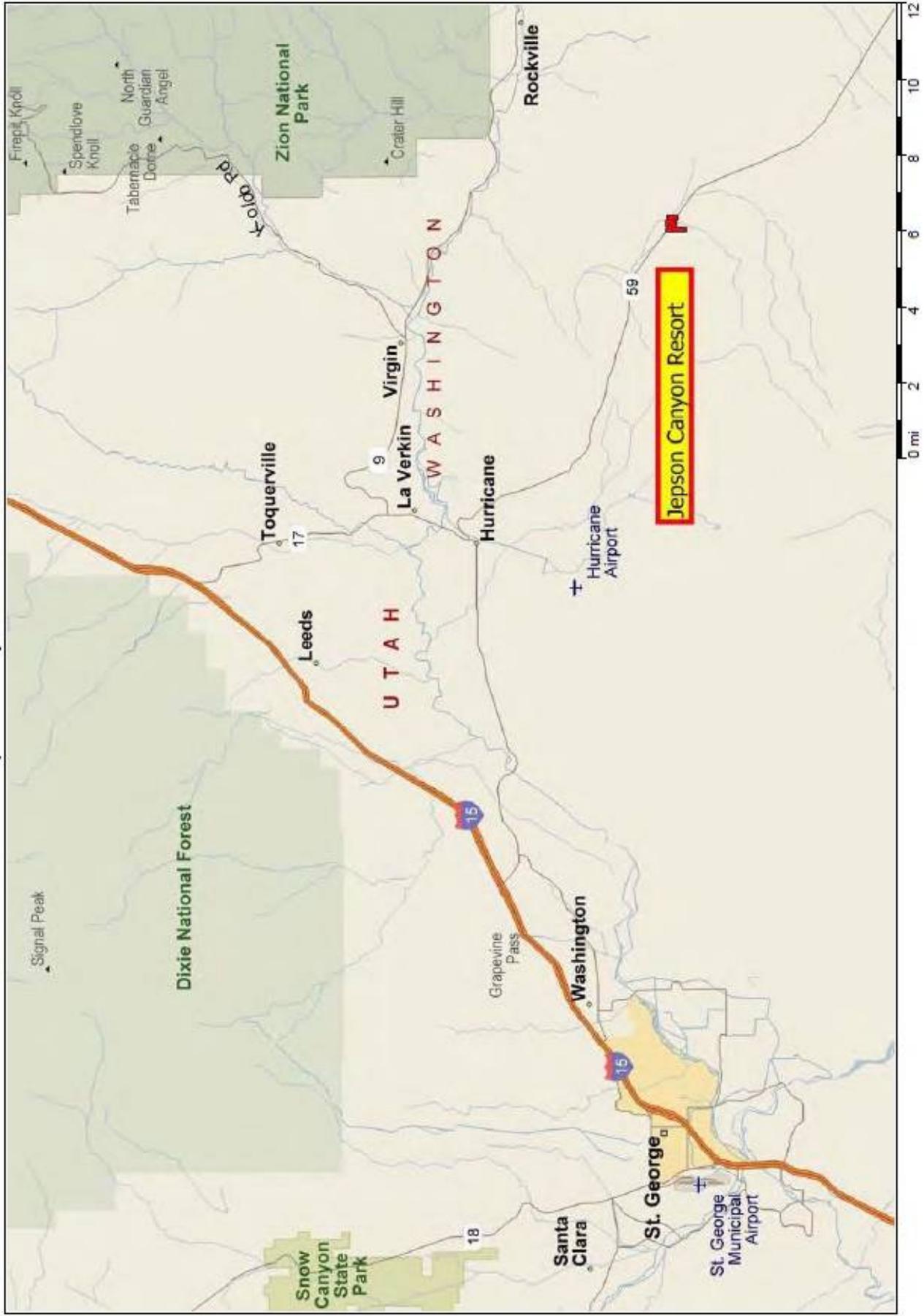
**From Springdale City**

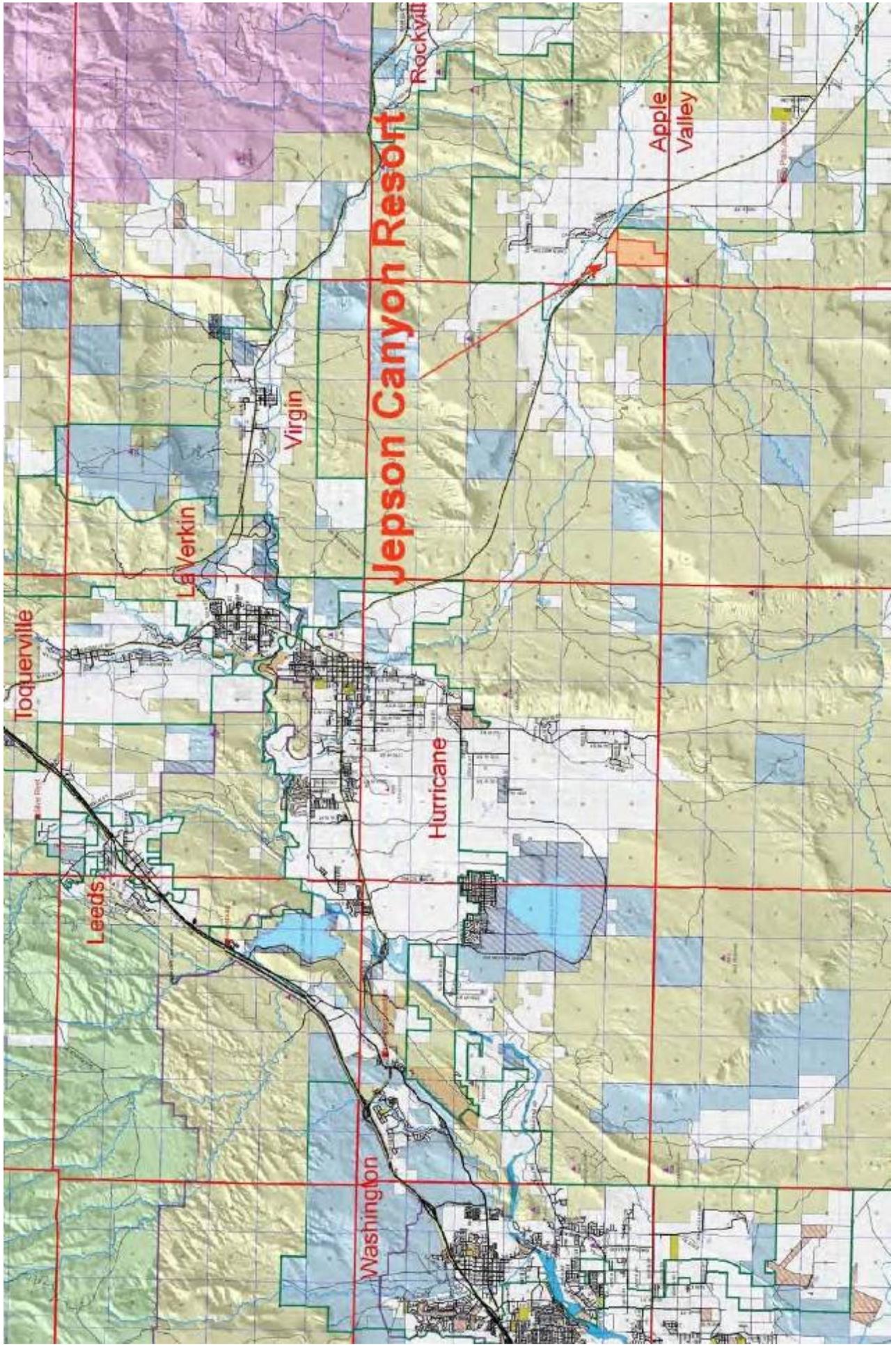
Travel west on State Route 9 for approximately 3.5 miles from downtown Springdale. Turn left on Smithsonian Butte National Back Country Byway.

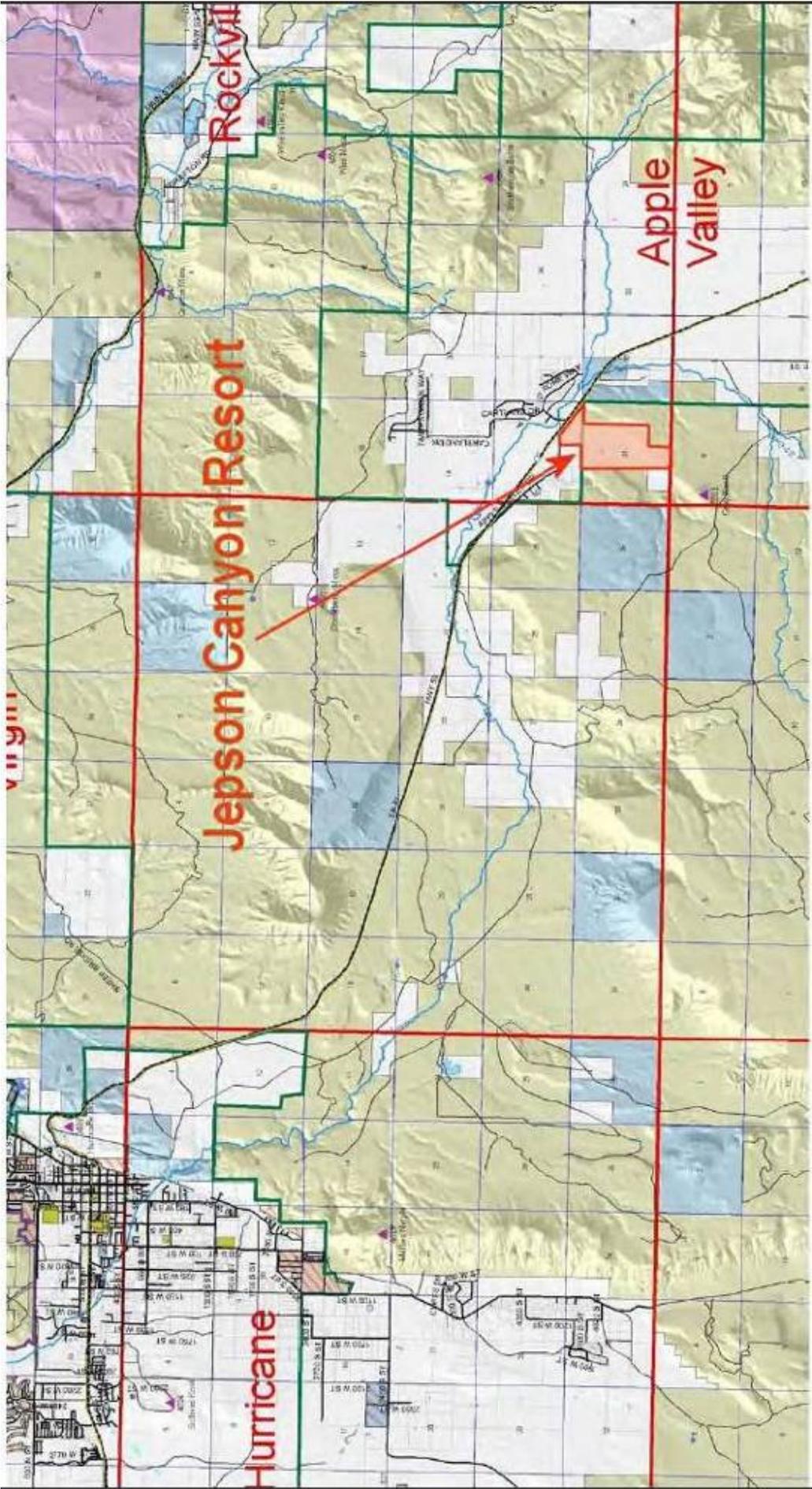


**Smithsonian Butte National Back Country Byway **Approx 9 Miles****

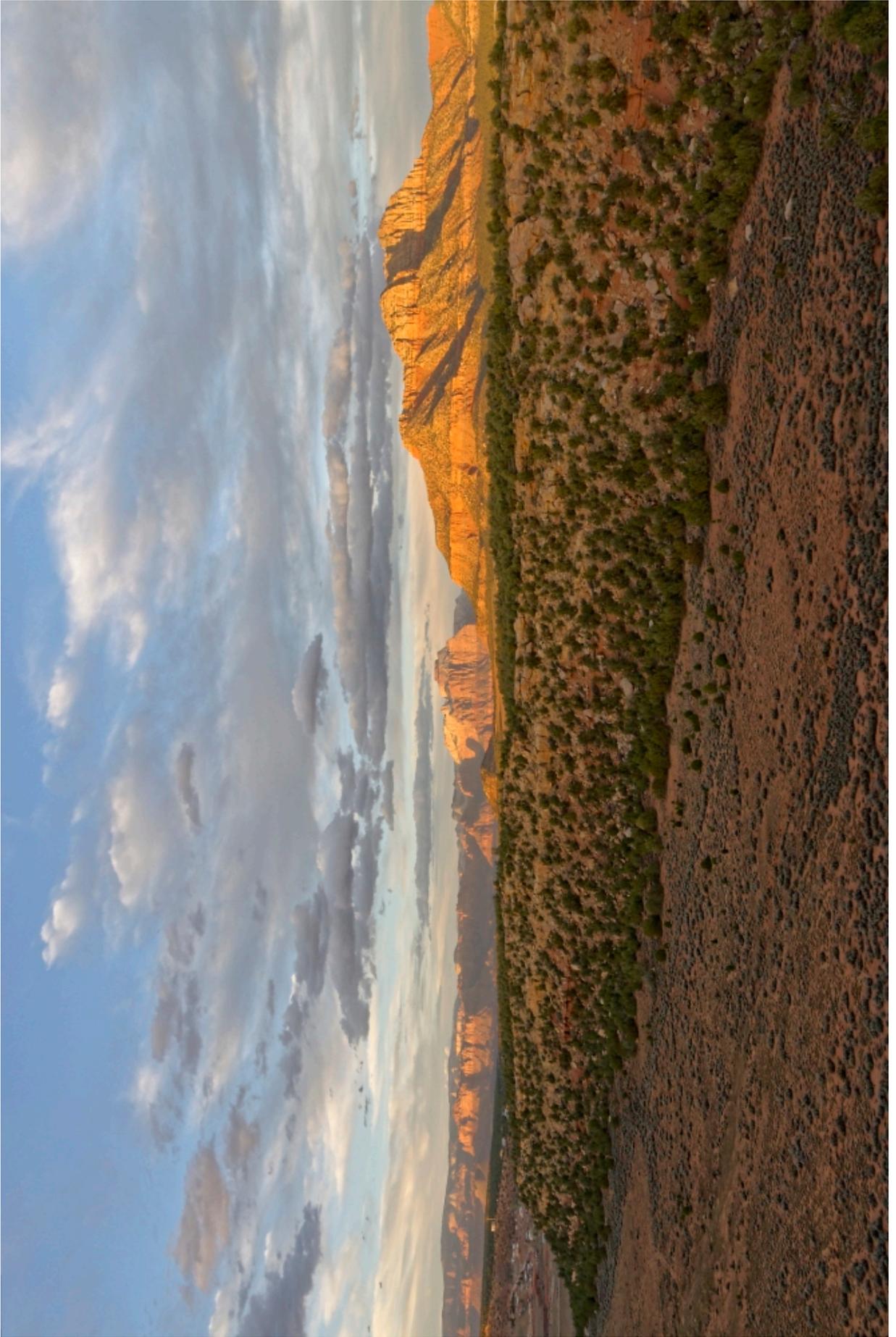
# Jepson Canyon Resort



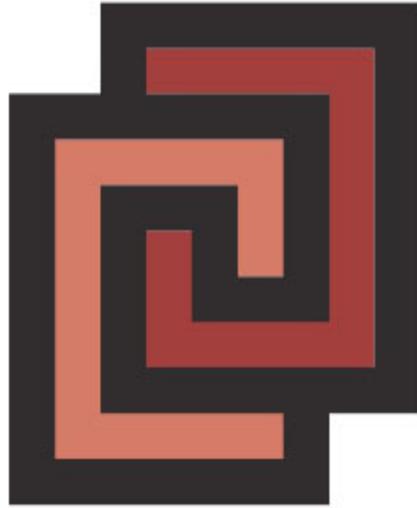












Jepson Canyon  
*Resort*