



# Miner's Base Camp

Minturn, Colorado



## OBJECTIVES:

- To build attainable homes for local, working-class families.
- To be part of the ongoing Renaissance of Minturn.
- To fill a much-needed gap in the local housing market.

## EXECUTIVE PRINCIPALS:

- Miners Base Camp LLC
- Gillman 101 Development LLC
- A single-purpose limited liability partnership formed specifically to develop Miner's Base Camp
- RC Builders LLC



# PROJECT SUMMARY:

- Location: South Minturn, Colorado, USA
- 30 single-family homes, each with approximately 2,400 square feet of living space & a two-car garage.
- Adjacent to National Forest land on south and west sides including views of Meadow Mountain. Outdoor areas & activities: Nordic ski trails, snow shoeing, snowmobiling, hiking trails, fly fishing, and Minturn's training gym — all within walking distance at Minturn's Maloit Park.
- Located between the world-class resorts of Vail and Beaver Creek also within a 15-minute drive of the Valley Core workforce.
- Target Market: Locals from Eagle County, young professionals looking to be with minutes of work, or those long time Vail Valley locals looking to down size to a small town community.

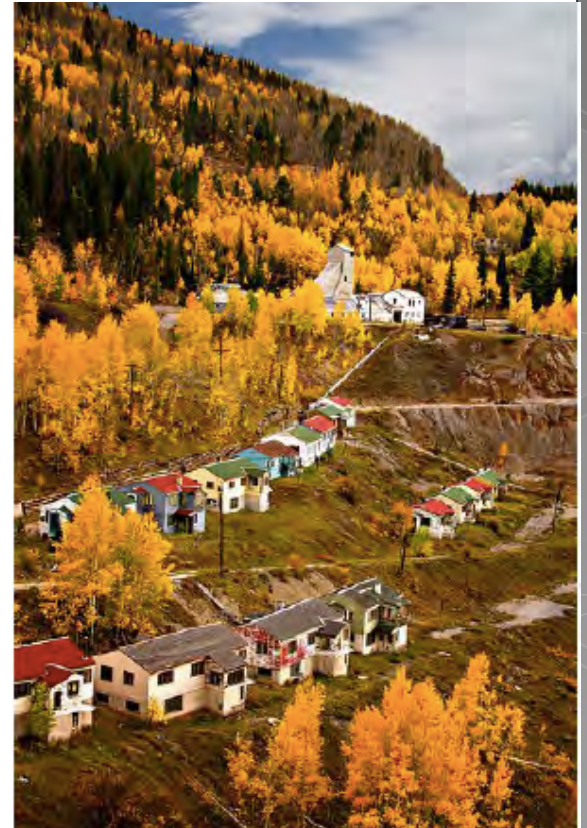


## PROJECT SNAPSHOT:

- Mid-Century Modern Architecture
- Owners: Miner's Base Camp LLC
- Sales Team: TBD
- Architect: Bill Reslock
- Planning Consultant: Jena Skinner, AICP
- Developer: Gillman 101 Development LLC
- Builder: RC Builders, LLC
- Launch: Summer 2019

# OPPORTUNITIES:

Located on treasured land that has been in the hands of true Minturn locals for more than 50 years, Miner's Base Camp will contain 30 mid-century modern homes. Each of which, will be a tribute to the colorful, former homes of Gilman (sometimes referred to as 'The Miner's Base Camp,' for the Eagle Mine).



## MINER'S BASE CAMP



Gilman, founded 1886; elevation 8,950

# HOME DESIGN:

Each home at Miners Base Camp will offer:

- Three bedrooms;
- Three and a half baths;
- A heated, two-car garage;
- An open floor plan with large windows on the main floor; a 300-square-foot, covered, heated deck with an outdoor fireplace; solar power capability; and
- Native landscaping and grass driveways that will collect and deposit rainwater and snowmelt into underground bladders for self-sufficient landscape irrigation.





## MARKET ANALYSIS:

- Minturn is located on U.S. Highway 6 & 24, 8-miles southwest of Vail and 10-miles southeast of the Beaver Creek, Bachelor Gulch and Arrowhead ski resorts where the average asking price of homes with the same criteria is \$493 per square foot.
- Throughout the remaining Vail Valley market, the average price per square foot for a home is \$467, with the average for homes currently under contract is \$309 per square foot at an average sales price of \$1,380,000.
- In 2017, only 60 single-family homes in the Miner's Base Camp category sold an average of \$338 per square foot.

MINER'S BASE CAMP

SITE  
AERIAL



## DIRECT COMPARISON:

- Recent statistics tell us buyers are looking for homes that don't exist the valley.
- Miner's Base Camp will help fill this market demand.
  - For example, of the previously mentioned 60 single-family homes, only 13 had a two-car garages, and none of them were located east of Eagle-Vail.
  - Finally, the average price for these homes was \$963,769, or \$328 per square foot.

# WHAT BUYERS WANT:

- Three Bedrooms; three en-suite bathrooms; a powder room
- An open-concept main living area with large windows
- In-floor, radiant heating
- A two-car, heated garage
- A respectful HOA with few rules, other than for common areas
- Location central to their jobs ... and ski resorts
- Proximity to exceptional schools
- Outdoor activities out their front door
- Access to local restaurants and community events

HOME DESIGN CONCEPTUAL



Circa, 1948-1969

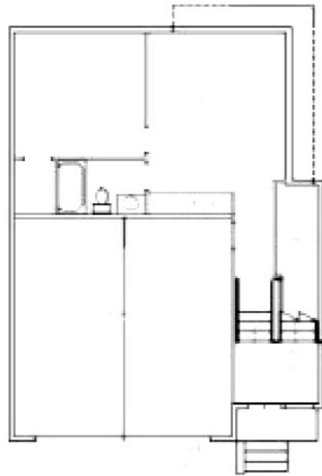
## HOME DESIGN (...Cont'd)

Miners Base Camp will be comprised of Mid-Century Modern homes, circa 1948-1969, with long roof lines and colorful exterior finishes, modern interior finishes, and all solar power ready.



# ARCHITECTURAL PLANS:

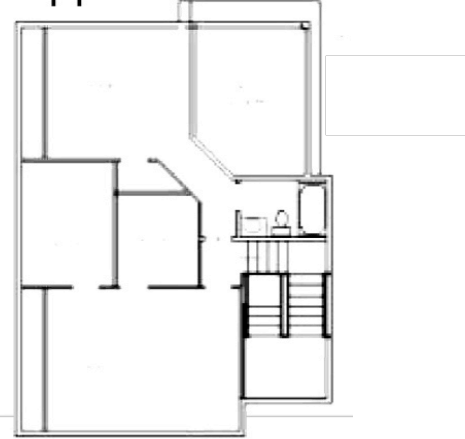
Basement



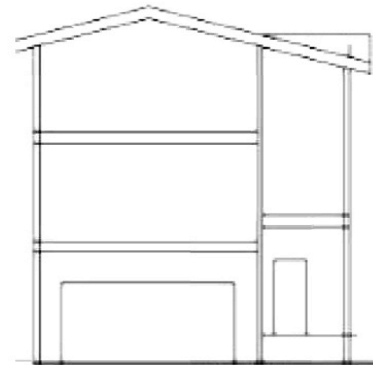
Main



Upper

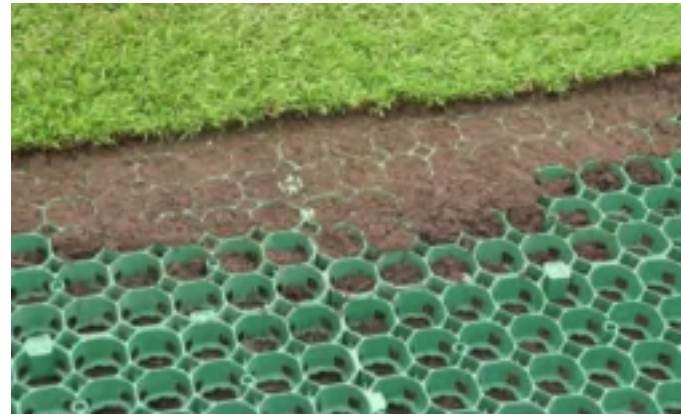
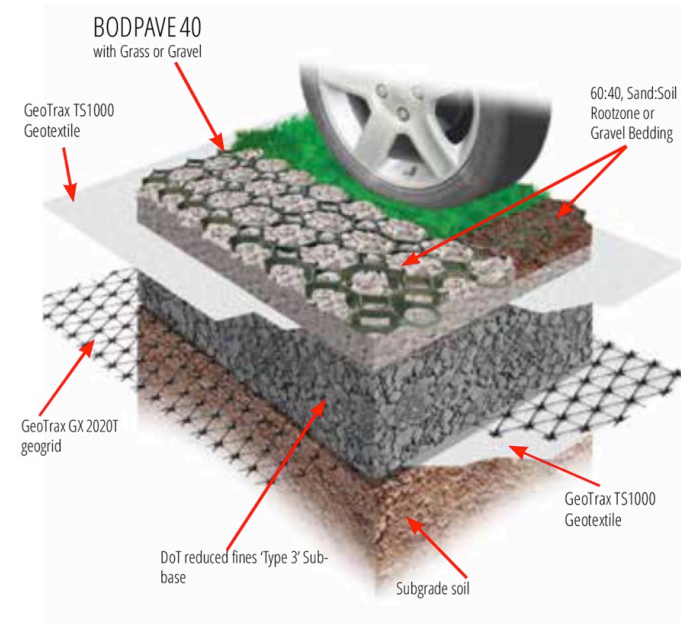


Side



## HOME DESIGN (...Cont'd)

Designed with historic Gilman mining charm to fit in with the natural landscape, earthen streets, driveways and sidewalks will be alive with green grass; a porous grid system will allow permeable drainage, with sub-drainage collected in water bladders, providing irrigation for self-sufficient landscaping in all common areas.





# INTERIOR DESIGN:

MID-CENTURY/ART DECO-INSPIRED FINISHES



# TARGET MARKET:

- Over the past few years, there has been a huge build up of health care facilities and personnel throughout Eagle County — especially the size of Vail Health. With all this growth has come jobs for health care professionals.
- Pre-construction sales are to be heavily marketed to Eagle County residents, reaching out specifically to HR departments at local health care companies to present Miner's Base Camp as a new housing opportunity for their employees.
- We also will be reaching out to HR leaders in the hospitality industry, Eagle County and other local law-enforcement agencies and local schools, including Colorado Mountain College.

# MINER'S BASE CAMP

## SITE LAYOUT



# PRE-CONSTRUCTION LAUNCH PARTY:

- The official Launch Party for Miners Base Camp — to be managed by an event planner and sponsored by a local brewery — will be held at Vail's Donovan Pavilion, date to be determined.
- Beforehand, in the Vail Daily newspaper, we'll run two half-page ads for two days, before going online to geo-target buyers with a media blast across all multimedia formats; then, we'll run one full-page ad the day before the Launch Party.
- Jena Skinner, AICP will manage all marketing materials, to include an on-site powerpoint presentation on all development highlights and include a drone video showing an eagle's eye view of the property.

# PRE-CONSTRUCTION LAUNCH PARTY: (Cont'd)

- Miners Base Camp LLC will provide a scaled development model, to include scaled homes and site plan landscaping.
- Architect Bill Reslock will provide architectural plans, including floor plans with elevations and proposed landscaping plan
- Planning Consultant Jena Skinner, AICP will present the planned development, then Q & A session.



# Miner's Base Camp

CONCEPT MARKETING

## CONCEPTUAL MARKETING: WEBSITE

- Every business has a website in 2017. It's simply impossible to build a reputable brand and connect with today's customers without some sort of online real estate.
- Clearing house for forms, contact information and contemplation. Many buyers like to research and take their time with their investmants.

The screenshot displays the website for Miner's Base Camp in Minturn, Colorado. At the top, the title "Miner's Base Camp" is followed by "MINTURN, COLORADO". A navigation menu includes "MARKETING PLAN", "FIND YOUR HOME", "ABOUT US", and "CONTACT US". Below the menu, there are three main content blocks: "Subdivision" (Find Your Home), "We Are Locals" (About Us), and "Style" (Architecture). The "About Us" section contains a paragraph of text and a contact form with fields for Name, Email, Age, and a text area for a message. A map shows the location of Miner's Base Camp in Minturn, Colorado. Social media icons for Facebook, Twitter, Google+, YouTube, Pinterest, and Instagram are at the bottom.

Miner's Base Camp  
MINTURN, COLORADO

MARKETING PLAN

FIND YOUR HOME

ABOUT US

CONTACT US

IMAGES CAN BE CHANGED

Subdivision  
Find Your Home

We Are Locals  
About Us

Style  
Architecture

About Us

Located on treasured land that has been in the hands of true Minturn locals for more than 50 years, Miner's Base Camp is a property that complements the town's historic past. For Miner's Base Camp LLC, it is an honor and a privilege to build 28 mid-century modern homes here- each a tribute to the colorful, abandoned homes of Gilman a.k.a "The Miner's Base Camp" for the Eagle Mine, which is located south of Minturn on U.S. Highway 24. The developers of MBC live in the Vail Valley, and have for 30 years.

Name  Email

Age

Write your answer here

Send

MINER'S BASE CAMP x

800 ft

Google

Map Report a map error

f t G+ y p i

# MARKETING PLAN:

Based on the premise that there will not be mass marketing (aimed at locals vs. out of valley and/or State buyers), there are three (3) elements of the marketing plan that will benefit the company, while providing valuable information to the public:

## A Must

- Webpage
- Brochure (print)
- Business cards (print)

## Social Media/Outreach

- Facebook
- Instagram
- Youtube (MBC Video)
- Targeted emails to select employers/employees

## Other

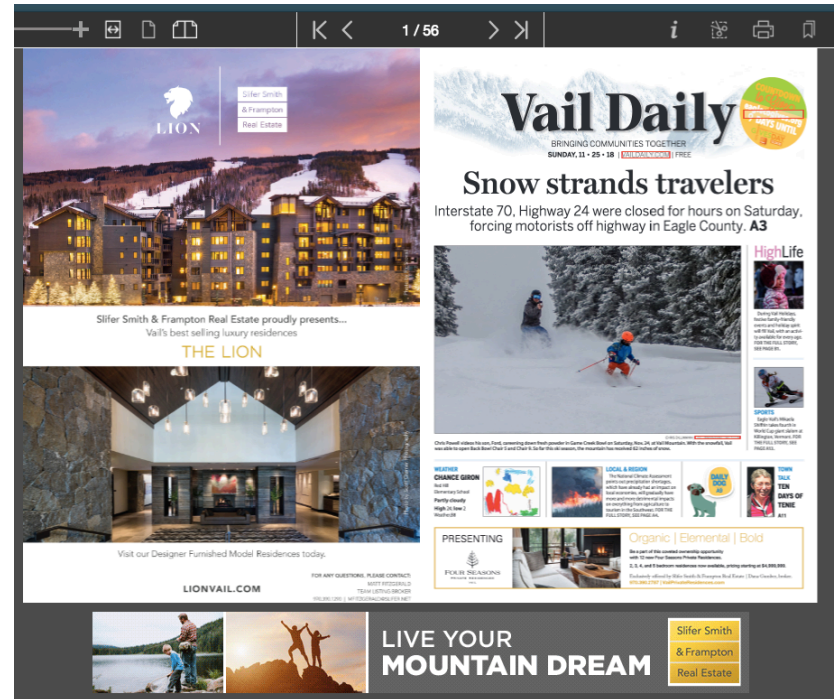
- Newspaper (Vail Daily) - realtor ads
- Realtor Media Outlets (classifieds)
- MBC Video



# CONCEPTUAL MARKETING: EXAMPLES



Brochure/Booklet



Print/Online Ad

# BRANDING:

New properties need a unique brand to attract buyers and establish a community identity. Through branding and creative strategy, we will be able to target audiences with our distinct development ideas.



With the digital age upon us, branding is an essential ingredient in any online marketing or traditional advertising campaign thus the real estate branding. No truer is this then when it comes to the fierce and competitive real estate development market. Even with real estate sales soaring across the globe, the business of building and selling properties can be tedious and challenging at best. With this in mind, a reputable and respected brand image can truly be a developer's most valuable asset. Not only does the right branding campaign showcase a company's unique values – it also helps establish credibility, recognition, and true professionalism across the board.

THANK YOU