

Frost Fire Master Development Plan

Presented by: Angelle French









MASTER DEVELOPMENT PLAN TIMELINE



THE MASTER PLAN DEVELOPERS



The Pembina Gorge Foundation (PGF) hired the Destination Development Association (DDA) to develop the master plan for Frost Fire

The DDA has over 40 years of experience to help destinations in their efforts to be sustainable, successful places to live, work and visit while improving the quality of life for residents.

Specific resort experience includes:

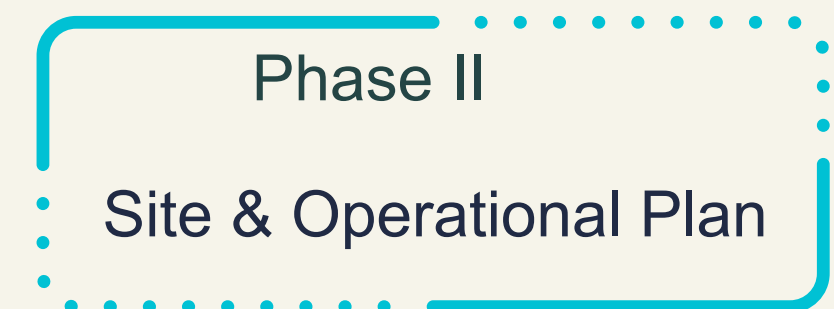
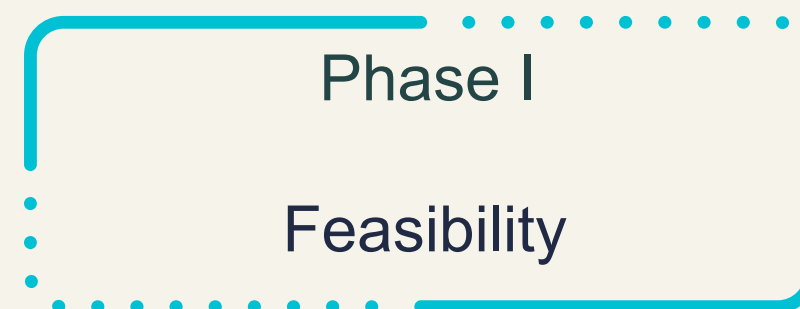
Harbour Town on Hilton Head Island, South Carolina

Copper Mountain Resort in Colorado

Sunriver Resort in Central Oregon

Whistler Resort in British Columbia

A Phased Approach



Phase I: Feasibility- from May to Nov 2023

Background Information

- Onsite research
 - Getting to know the property by walking the grounds
 - Deferred Maintenance at Frost Fire
- Current Efforts by ND Tourism Office
 - Marketing efforts
 - Gather statistical information
- Census data and demographical data
- Met with theater directors to determine their unique needs

Public Input

- Public Meetings
 - What would they like to see at Frost Fire?
 - Walhalla
 - Cavalier
 - Langdon
- Website Established
 - Frostfirefuture.com
- Met with local potential/current investors
- Met with city officials/emergency management discuss potential /current issues, specifically with more traffic



JOIN US FOR
PUBLIC MEETINGS

PRESENTED BY:
Pembina Gorge Foundation and Roger Brooks
from the Destination Development Association

LANGDON CITY HALL
July 10, 2023 from 3-5 pm
324 8th Ave, Langdon, ND 58249

CAVALIER CITY OFFICE
July 11, 2023 from 1:30-3:30 pm
301 Division Ave N, Cavalier, ND 5822

WALHALLA AMERICAN LEGION
July 13, 2023 from 4:30-6 pm
306 10th St, Walhalla, ND 58282

TOPIC OF DISCUSSION

The Pembina Gorge Foundation Board received a planning grant to develop a master plan for Frost Fire Park. We are seeking input from the public about what they see as the future for the park.

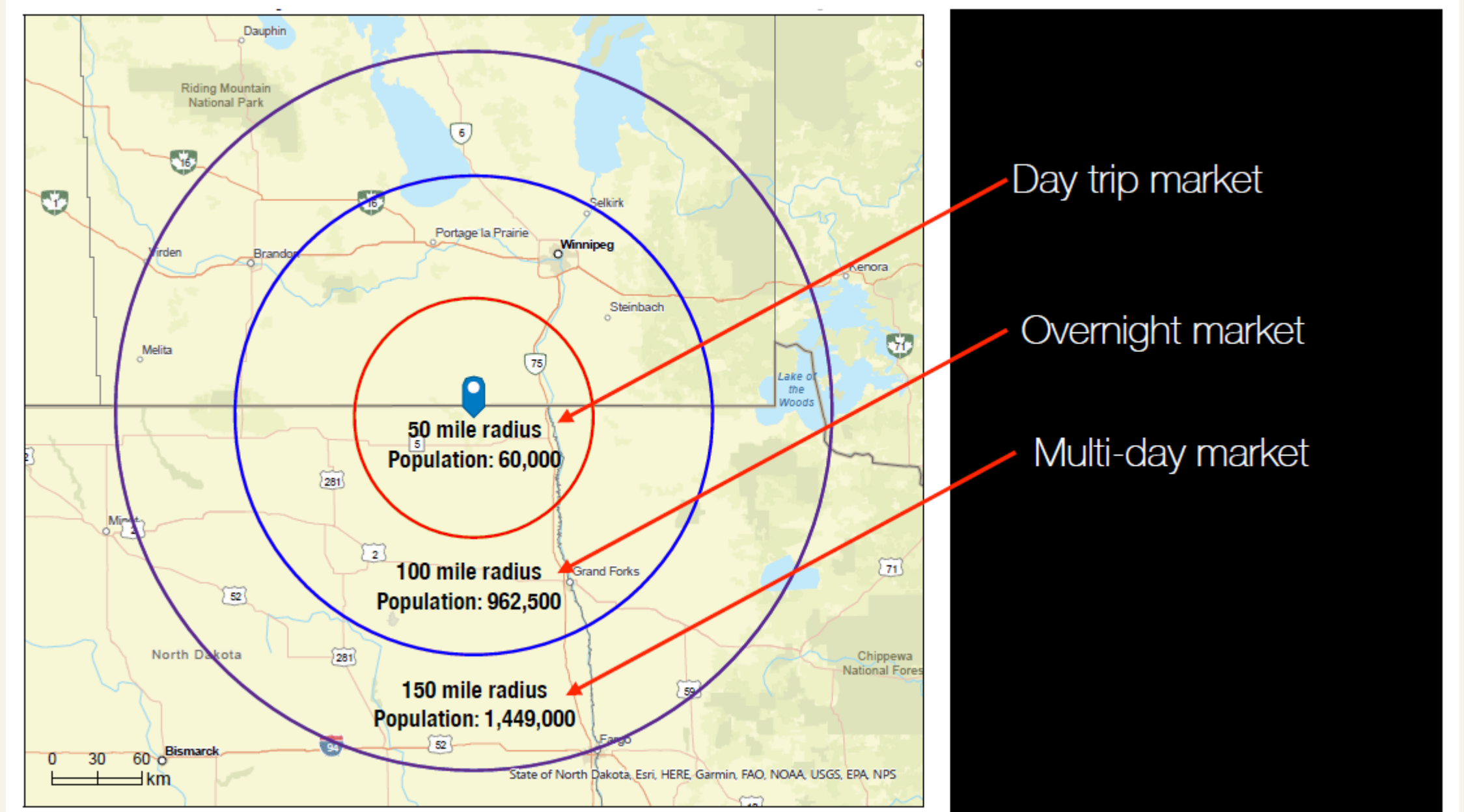
For more information and provide input:
frostfirefuture.com

Funding provided by ND Dept of Commerce - EDA Placemaking Grant

Phase I: Feasibility- from May to Nov 2023

Comparative Research

- Demographic research
 - within 50, 100, and 200 miles
 - Larger population areas
 - Twin Cities, Sioux Falls, Winnipeg, and others
 - This helped determine primary & secondary markets
- Competitive research
 - What could we build at Frost Fire that the people we're trying to attract can't get or do closer to home?
 - Looked at other attractions in surrounding states and Canada



Phase II: Site & Operational Plan from Dec 2023 - May 2024

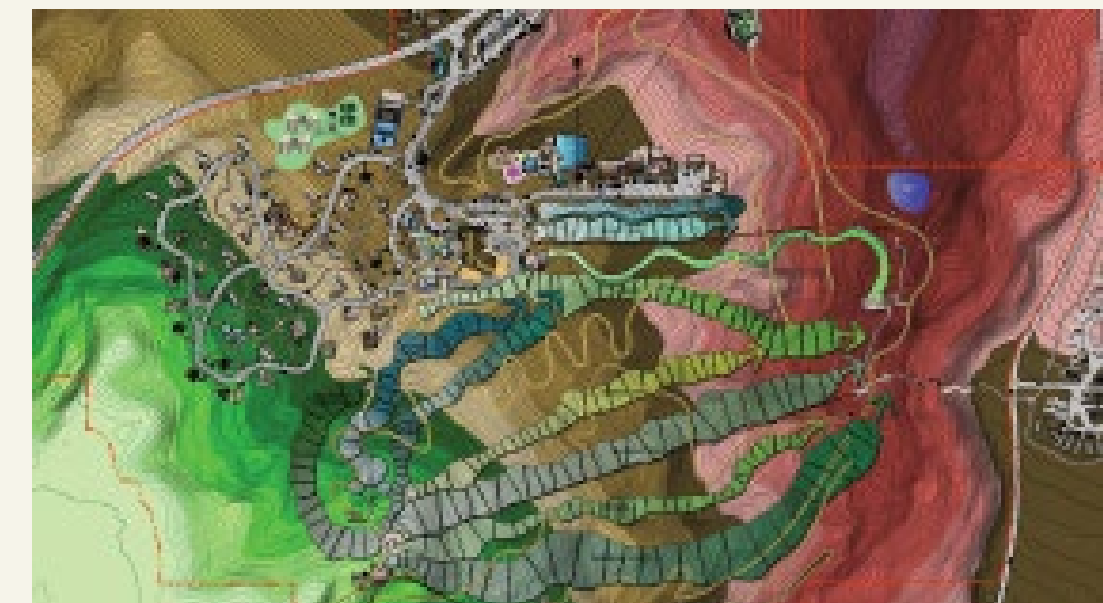
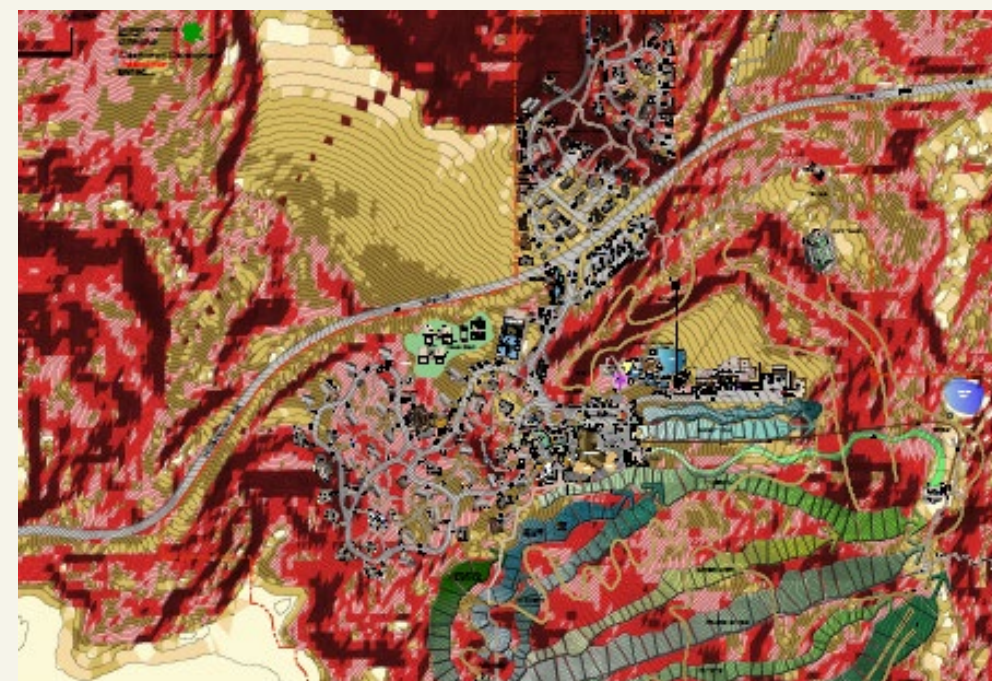
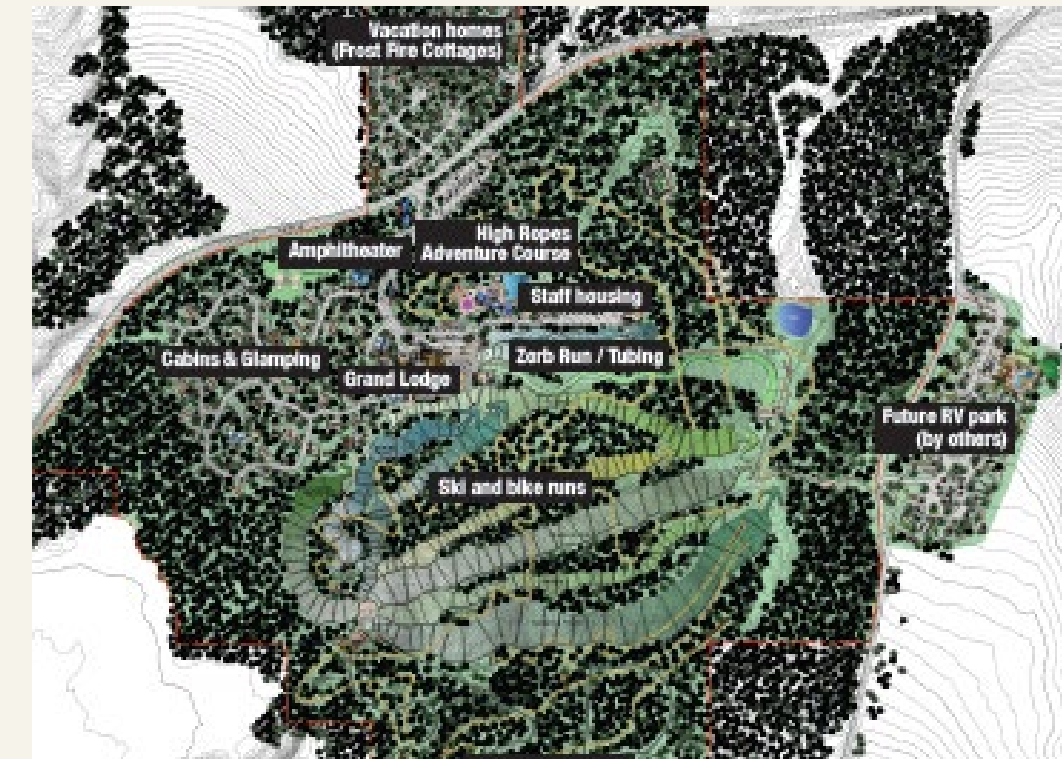
Develop base maps

these maps included:

- terrain
- elevation changes
- seasonal averages (snowfall, rain, sun, heat etc)
- current ski and mountain bike runs

Also included:

- access to portable water
- power needs
- septic system development
- roadway & parking
- emergency services
- etc.



Phase II: Site & Operational Plan from Dec 2023 - May 2024



Site Planning Process

Highest priority is making sure Frost Fire is financially self sustaining

- Top need is lodging (plan included 30 cabins, 10 glamping sites)
- Plan also calls for an 80-room full-service lodge

Goal: Make Frost Fire the “Team Building Events” Capital
A year -round destination for conferences, meetings, and reunions



Phase II: Site & Operational Plan from Dec 2023 - May 2024

Site Planning Process

Additional Attractions

- Adventure Course, Pump Track
- Zorb Run
- Mountain Coaster
- Family Plaza with free activities

Frost Fire will still focus on:

- Downhill mountain biking
- Downhill skiing & snowboarding



Phase II: Site & Operational Plan from Dec 2023 - May 2024

Site Planning Process

Additional Attractions

- Adventure Course, Pump Track
- Zorb Run
- Mountain Coaster
- Family Plaza with free activities

Frost Fire will still focus on:

- Downhill mountain biking
- Downhill skiing & snowboarding



Phase II: Site & Operational Plan from Dec 2023 - May 2024

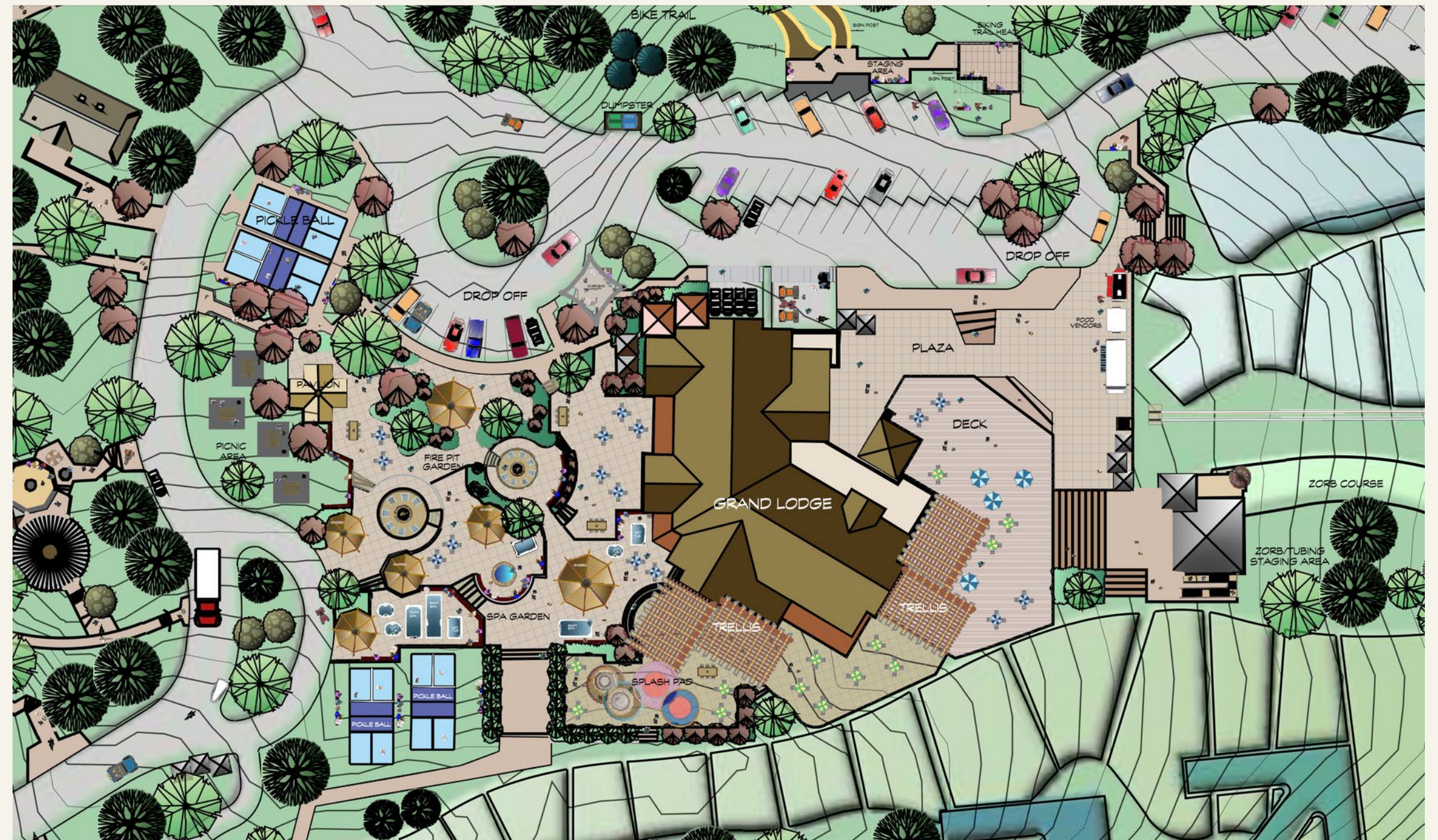
Site Planning Process

Additional Attractions

- Adventure Course, Pump Track
- Zorb Run
- Mountain Coaster
- Family Plaza with free activities

Frost Fire will still focus on:

- Downhill mountain biking
- Downhill skiing & snowboarding



Phase II: Site & Operational Plan- from Dec 2023 - May 2024

Site Planning Process

Additional Attractions

- Adventure Course, Pump Track
- Zorb Run
- Mountain Coaster
- Family Plaza with free activities

Frost Fire will still focus on:

- Downhill mountain biking
- Downhill skiing & snowboarding

Including rebuilding the outdoor theater



The Next Steps

Phase 1: 3-year plan

Build a New Theater

- Develop a 500-seat outdoor amphitheater (received destination development grant to help fund)
- Remove existing damaged theater

Lodge Improvements

Develop plaza in front of the lodge

- Open to the public, free of charge
- Program the space with different activities throughout the year
 - Vendor booths, fire pits, outdoor foosball, table tennis, large-scale chess and checker sets, tables, chairs, etc.

Remove damaged, unused buildings, improve existing buildings

Develop perimeter drains around maintenance shop

The Next Steps

Phase II

Find developers or self develop

- Construct and run the adventure course, zorb course, and the alpine coaster
- Potential develop the grand lounge

Continue to develop rest of master plan

- Try to safely develop downhill tubing (most requested after the theater)
- Create new ski run called “stage fright”
- Staff housing
- Prop Shop
- Vacation homes land improvements
- Transportation, grand entrance, additional parking, shuttle area, roadways

The Next Steps



2024

FROST FIRE PARK • WALHALLA, NORTH DAKOTA