



## VISION

The name 'Promontory' perfectly describes the point of high land that serves as grand overlook to nearby Park City and Deer Valley which are the crown jewels of the Wasatch mountain range in eastern Utah. It is where our founder stood in the late 1990's and envisioned both a unique place and a timeless promise.

Promontory was created as the place where our families come together, from around the country and around the world, in a legacy that continues from one generation to the next. It promises a lifestyle grounded in rejuvenating outdoor recreation, a true respect for nature and a genuine stewardship of the land. Promontory is the promise we make to ourselves: to rediscover who we are and to make a lasting connection with our families. Promontory enriches us and our families by providing unique and adventurous experiences and world-class amenities that truly take us away from the distractions of the world.

We enjoy Utah for its spectacular scenery, weather and accessibility. We enjoy Park City for its one-of-a-kind skiing, cultural attractions and small-town living. And we enjoy our wide-ranging, ten-square-mile parcel of land for its vistas, its topography, its suitability for exquisite golf courses and recreational pursuits, its wildlife and its ability to bring us closer to the earth while keeping the rest of the planet at a convenient distance.

This is the promise of Promontory. A promise you'll see reflected in every corner of the Promontory Conservancy, in the programming of the Promontory Club and in every detail of the Promontory Master Plan – including the very symbol of Promontory: generations coming together, both enjoying nature and celebrating life.

## CULTURE STATEMENT

Promontory is a community of **ACCOMPLISHED INDIVIDUALS** who have invested in Promontory as their family place, both for the lifestyle options available and for our proximity and inclusion into life in Park City, an idyllic Main Street town at the base of the spectacular Wasatch range. You will find your neighbors to be **GENEROUS** in spirit and in action as we raise money annually through our Promontory Foundation in order to grant funds to help Park City non-profits do their work for needy causes. We dedicate ourselves to **PRESERVE** our majestic untamed high country with more than half of Promontory forever protected as natural open space allowing a genuine stewardship of both our land and resident wildlife. We exhibit daily **GRATITUDE** for our surroundings of nature's grandeur, exquisite architecture, warm friendships, community gatherings and for the Promontory staff who lead with their hearts with exceptional, personal service. We celebrate the **DIVERSITY** of the families who come from all over the world, free to be our **AUTHENTIC** selves as we discover all the possibilities for lifelong memories to be made at Promontory. We **WELCOME** all to our community around these core values.