



The Jordan Grand Condominium Owners Association
Management Report

Annual Owners Meeting

October 3, 2026



Management Report Agenda



01 Sales & Marketing
Luc Burns, Vice President of Marketing

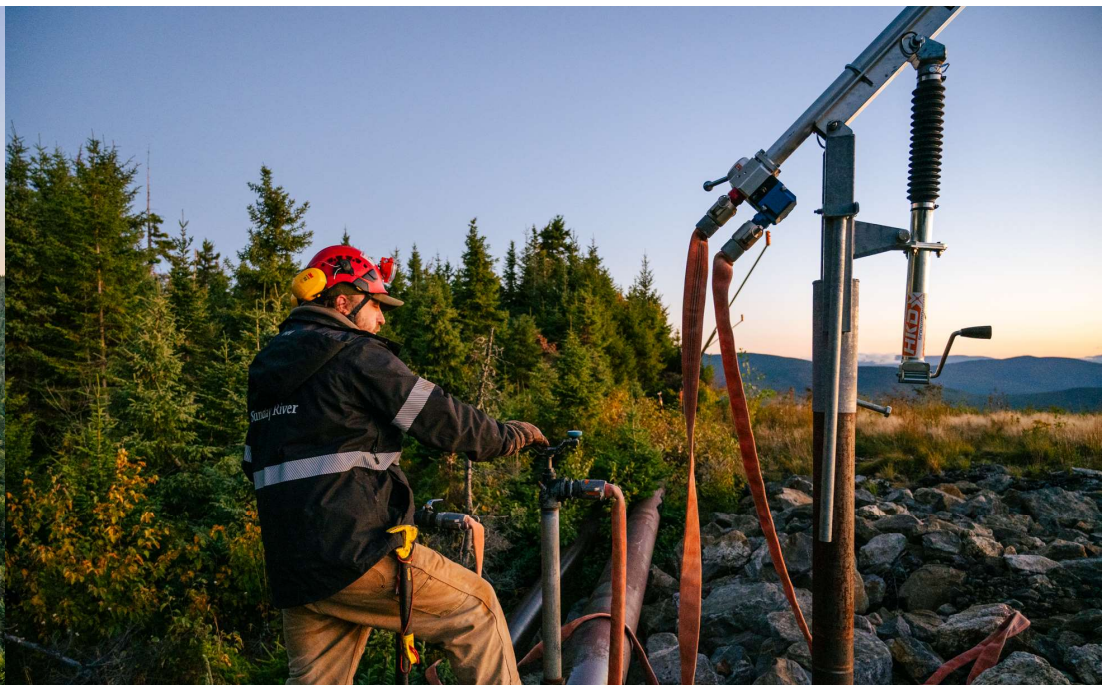
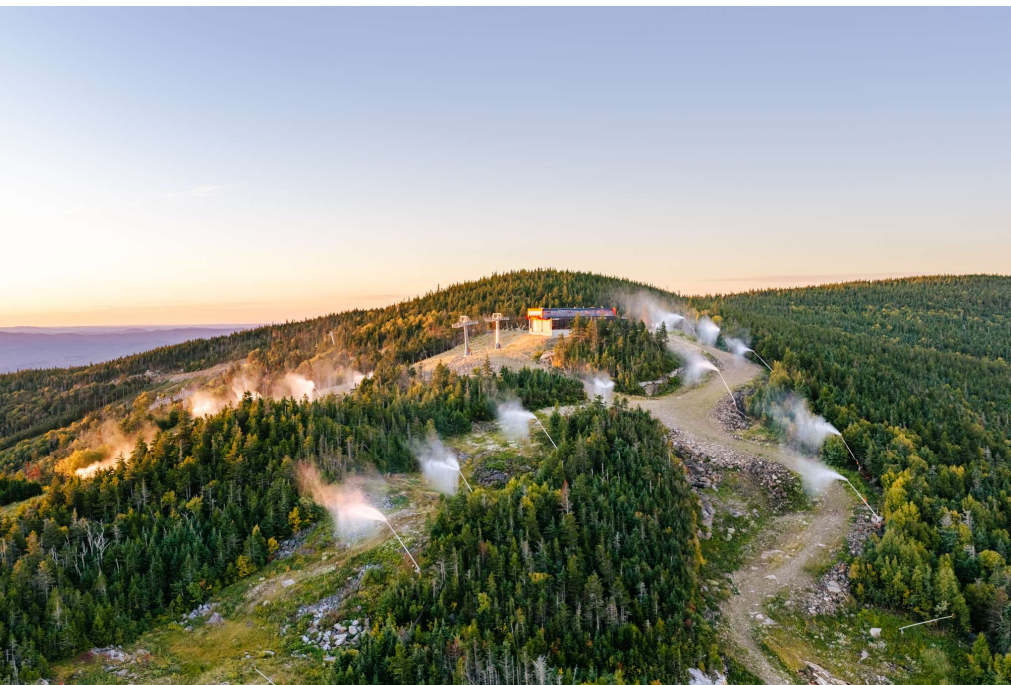
02 Revenue
Michael Anselmi, Vice President of Revenue Strategy, Boyne Resorts

03 Owner Services, Hotel Updates and The Future of The Jordan
Meredith Harrop, Vice President of Lodging

04 The Jordan Quarter-Share Awareness Project
Luc Burns, Vice President of Marketing



SALES & MARKETING





Summer Recap

1. Summer Events – Another amazing Tough Mountain Challenge
2. Sunday River Golf Club – Record Year
3. Capital Upgrades – Continued Maintenance
4. Sales Pacing Updates





Winter Look Ahead

1. Early Season Events
2. Rocking Chair Returns
3. The Iglu continues to WOW
4. Operational Readiness + Planning





REVENUE

Revenue Management

Summer 2026

- Strong GRC attendance
- Focus on promotion of events and activities
- New Veteran Revenue Manager and Restructure of Sales Team

Winter 2026-2027

- Volume-driven approach
- Driving price on weekends when demand is high

CURRENT ROOM NIGHT PACE

Group: +24%

Direct FIT: -4%

OTA: +27%

WINTER FORECAST

Group: +7%

Direct FIT: -21%

OTA: -28%

Year	FY / Season	Room Nights	Occupancy	RevPar	ADR
2025	FY	23,251	35%	\$53.88	\$152.94
2026	FY	25,078	38%	\$63.43	\$165.21



OWNER SERVICES



Owner Services

MEET YOUR TEAM



Joelle Varnum

Director of Owner Services



Autumn Abraham

Owner Services Specialist



GET IN TOUCH



ownerservices@sundayriver.com



207.824.5307



Book a time to meet with us



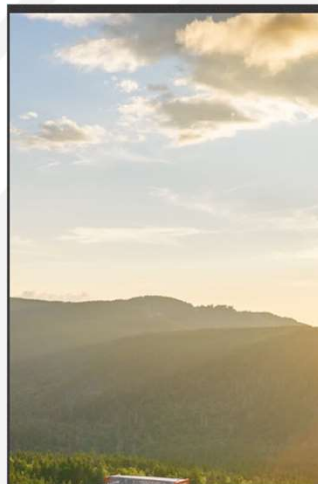
Now offering virtual meetings

Faster, more efficient scheduling for owners



Monthly Owner Services Newsletter

Updates, tips, and answers to what you've told us



AUGUST 2026

OWNER SERVICES NEWSLETTER

1

HELLO OWNERS!

First, a big thank you to everyone who took the time to complete our recent Owner Services Survey. We truly appreciate your thoughtful feedback and the opportunity to better understand what's working well, where questions come up, and where we can continue to improve.

We've taken your feedback to heart and are using this edition of the newsletter to address some of the topics and questions we heard most often. Inside, you'll find a reintroduction to the Owner Services team, a new way to schedule time with us, and helpful information about statements, Space Available, and more.

We hope you find this edition helpful, and please keep the feedback coming! We're

Owner Services Update

Jordan – Owner Services Survey Results

Survey closed August 10, 2026

46

Jordan owners
surveyed

4.56

out of 5 avg. satisfaction

91% rated a 4 or 5

What Owners Are Saying



Front Desk was the highest-rated category in the entire survey

4.64 / 5 average, zero owners reported dissatisfaction



Housekeeping and unit cleanliness scored strongly

Cleanliness averaged 4.59 / 5; Housekeeping averaged 4.41 / 5



Owners praised staff for accommodating individual requests

A recurring theme across open-ended comments

Action Items In Progress

1

Rolling out a more consistent response-time standard for Owner Services phone and email.

2

Continuing to prioritize maintenance follow-up so owners get status updates when requests are completed



HOTEL UPDATES

Guest Feedback

“

The hospitality at The Jordan was incredible! Greg at the front desk was so kind, funny, and super helpful! He was very accommodating with our early arrival for our room check in and he also provided many options for us for a late checkout. It was a fabulous stay!

”

“

I don't think words can properly explain how absolutely perfect my wedding weekend was. Every single person we encountered this weekend went above and beyond what I would have ever hoped for. Everyone was kind, and helpful and personable and you could feel that they genuinely enjoyed being there and wanted to help. 15/10 service from every single aspect.

”

Summer 2 years ago:



Summer last year:



Summer To Date:





Hotel Updates

- Grounds have been complimented by owners and guests all summer long!
- Deep cleaning and maintenance of rooms completed throughout summer season. Submit your Owner Maintenance Request Form!
- Sunday River investing in winter H2B workers for the winter season for Front Desk and Housekeeping.
- Continued focus on Unreasonable Hospitality, including more family friendly events this winter, more to come soon!

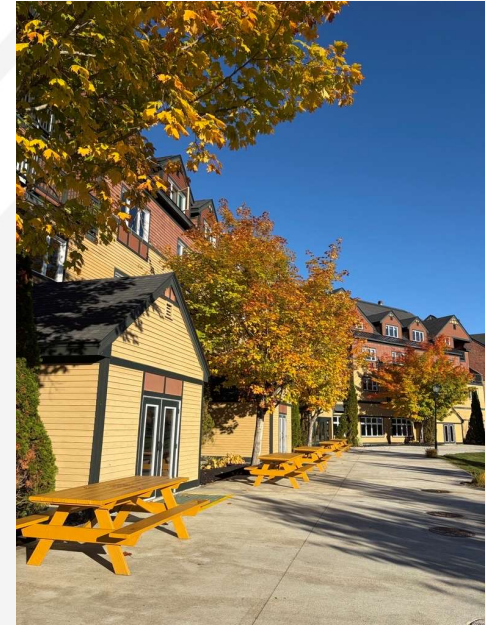


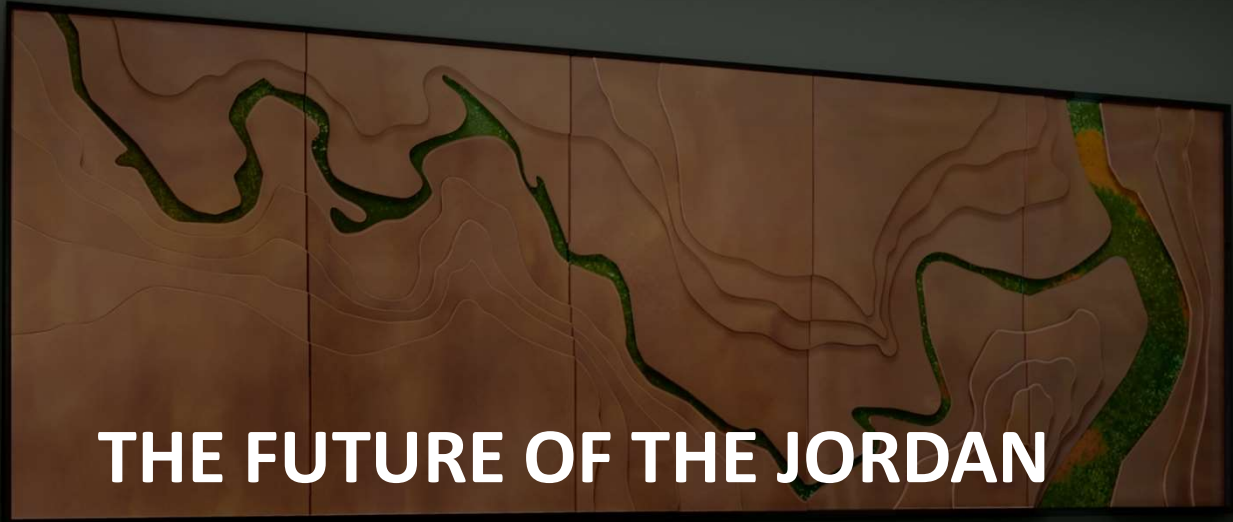
Capital Improvements

- Siding work continues on cedar shingles.
- Fire lane concrete project complete
- Pool furniture arrived and getting rave reviews!
- In Room Thermostat replacement complete
- Sonifi install scheduled for late October
- Roofing heat trace scheduled for mid October
- Reserve Study Completed

Sunday River Investments

- New Sliders carpet
- New conference room tables
- New commercial washing machine





THE FUTURE OF THE JORDAN





WHERE WE ARE WITH THE JORDAN

Planning	Execution		Close Out
	Phase I Lobbies, public restrooms, elevators, ground floor hallway	Phase II Guest hallways, guest rooms, Crown Club and entry vestibule	
✓ Preliminary Planning	✓ Design Vision ✓	Design of Model Room	Project Close Out
✓ Brand Development	✓ Full Project Costing ✓	Owner Survey	Renovated Hotel Brand Relaunch
✓ Owner Survey	✓ General Contractor Selection	Pre-construction of Model Room	
In Process → Communication Plan (<i>Updates Underway</i>)	✓ Project Funding Options	Construction of Model Room	
		Model Room Feedback & Associated Changes	
✓ Design Firm Selected	✓ Project Funding Owner Approval	Refine Costs	
✓ Project Manager Selection	✓ Refine Costs	Project Funding Options and Owner Approval	
	✓ Execute Phase I Construction and Installation	Execute Phase II Construction and Installation	



THE JORDAN AWARENESS PROJECT



The Jordan Awareness Project

- Focus on the quarter-share experience at The Jordan
- Video for Jordan 8
- Video for around the hotel
- Video for in rooms
- Verbiage and collateral about The Jordan quarter-share experience
- Email template for owners to share with potential owners

BONFIRE
COLLECTIVE

realestate@sundayriver.com | 207-824-5051 | sundayriverhotel.com/jordan-hotel

Don't just visit.
Own it.



MORE MOUNTAIN DAYS

Quarter-share ownership at The Jordan gives your family 13 weeks every year to ski, golf, explore, unwind, and enjoy time together at Sunday River.

HOTEL AMENITIES

- Dining
- Spa experiences
- Fitness centers
- Heated pool
- Hot tub
- Sauna & Steam room

OWNER AMENITIES & PERKS

365-Day Access to Owner & Hotel Amenities: Includes exclusive access to the Owner Lounge and Owner Locker Room.

Space-Available Hotel Access: Valid at The Jordan and Grand Summit Hotel at Sunday River, and the Sugarloaf Mountain Hotel.

Exchange & Vacation Club Affiliations: Enjoy benefits through Boyne Vacation Club, Interval International, and RCI.



EXPLORE
AVAILABLE
UNITS





THANK YOU

SUNDAY RIVER MANAGEMENT REPORT QUESTIONS AND ANSWERS

Please use the raise hand function or
post your questions in the chat.



Sunday River®

