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# Founders Place: A New Era of Luxury in Deer Valley



by AIMEE L. COOK

**A** new luxury community is taking shape at Deer Valley Resort, designed in tandem with the mountain's largest-ever expansion. Founders Place, a collection of ski-in, ski-out residences, offers mountain living by integrating modern design and premium amenities directly into the fabric of the newly expanded terrain. Managed by East West Hospitality, the property aims to blend thoughtful service with the independence of a private residence.

“What really sets Founders Place apart is that it was planned alongside Deer Valley's expansion rather than being adapted into an existing footprint,” says Eric Walz, Vice President of Operations at East West Hospitality. “That timing allowed the community to be designed around how guests and owners actually use and experience the mountain today.”

### DISTINCTIVE RESIDENCES AND CENTRALIZED AMENITIES

Founders Place features several residential offerings tailored to different needs. The first phase includes the Edgar East and West buildings, which house 32 residences with two- to four-bedroom layouts and penthouse suites. The second offering, The Helen, provides 19 slope-side homes located directly across from the Mountaineer Express lift. A future building, The Otto, is planned to feature more spacious floor plans.

Central to the guest experience is The Polly, the main amenities building. It serves as a gathering place for residents to unwind after a day on the mountain. The design philosophy was to create a cohesive environment well-suited for extended stays, where every detail supports both ski days and off-mountain relaxation. Beyond winter, the approach offers year-round appeal, with views of the Jordanelle

Reservoir and immediate access to outdoor recreation.

“Founders Place is well-suited for guests who appreciate space, design, and convenience such as families, multi-generational groups, and repeat Deer Valley visitors,” Walz explains.

### ACCESS TO EXPANDED TERRAIN

Location was a key driver for the project. Situated in the Deer Crest neighborhood, Founders Place offers direct, slope-side access across from the Mountaineer Express lift. This prime position connects guests seamlessly to Deer Valley’s new skiable terrain.

The proximity simplifies the mountain experience, making it easy to head out for first tracks or return home at the end of the day. The goal was to provide an efficient and intuitive flow for guests, enhancing their time on and off the mountain.





#### SERVICE WITH LOCAL EXPERTISE

East West Hospitality is implementing a high-end service model that ensures the concierge, housekeeping, and guest services teams work together to provide support from pre-arrival planning through departure.

“Service is a cornerstone of how we operate,” Walz says. “Founders Place is supported by a dedicated, locally based team managed out of East West Hospitality’s regional office in Deer Valley. That local presence allows us to stay closely connected to day-to-day operations and guest needs.”

This hands-on, behind-the-scenes approach enables the team to deliver the elevated experience Deer Valley is known for while respecting guest privacy and independence. The focus is on providing thoughtful, detailed service that feels welcoming without being overly formal.

#### A DESTINATION FOR DISCERNING VISITORS

Founders Place is designed for guests who value space, design, and convenience. The variety of residences ensures the community can accommodate different types of stays while maintaining a consistent standard of quality.

While strong demand is expected during the peak ski season and the property’s first full season, Founders Place is positioned to attract visitors year-round as Park City solidifies its reputation as a four-season destination.

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