

Grand Lake Wellness: A Year-Round Lakeside Destination

Proposed Partnership for a Sauna and Cold Plunge Experience



CEDAR
SAUNA
HOUSE

Elevating the Grand Lake Experience



The Goal

To establish Grand Lake as the premier destination for the growing social sauna and cold plunge movement in the Rockies



The Strategy

Utilizing a mobile, high-end sauna unit to provide a unique, low-impact, year-round amenity on the lakefront.



The Connection

Bridging the gap between Grand Lake's iconic summer season and its untapped winter potential.

Proven Demand: Inaugural Season at Snow Mountain Ranch



Guest Excitement

550+ visitors December
through February

77 five star reviews
★★★★★ on Google



Engaging Community

High retention of local
residents from Fraser Valley
and Granby




The Pull


Successfully drew tourists
specifically for the Nordic
experience during the coldest
months of the year.


SEO drew visitors from the
front range and from all over
Grand County.

Operational Excellence & Professional Standards


Operations


 **Facilities:** Dedicated, heated onsite changing area for guest comfort along with warming hut for greeting guests and storage


 **Safety Protocols:** Mandatory safety briefings and waivers for every guest regarding thermal exposure

 **Fully Staffed and Insured:** Active \$1M/\$2M Commercial General Liability and Umbrella Liability. Full time employee ensuring guest safety.

Sanitation Practices

 **High Heat Cycles:** Daily bake-out sessions to maintain wood hygiene

 **Eco Friendly Cleaning:** Daily use of non-toxic, biodegradable solutions for all surfaces.

 **Towel Utilization:** Towels are provided and required when in the sauna to ensure a clean environment.

Regional Success



Lakeside Sauna Club in Steamboat, Foundry Saunas on Horsetooth Reservoir and Fire and Ice in Boulder have proven that such that Coloradans are actively seeking outdoor thermal wellness year round

Municipal Adoption



Cities like Minnetonka, MN and Duluth, MN have successfully integrated mobile saunas onto public beaches, creating a high value community amenity with zero permanent footprint.

The Iconic Opportunity



Grand lake offers the most iconic cold plunge backdrop in the Rockies. We aren't just following a trend; we are establishing the state's crown jewel for wellness.

Community First Approach Serving Grand Lake

Target Audience



General Public & Local Residents: As an inclusive community asset, our lakeside presence ensures that the waterfront wellness experience is accessible to every resident and visitor alike.



The Wellness Tourist: Drawing high value visitors from the Front Range and beyond who are specifically seeking the unique combination of an alpine environment and thermal therapy.



Strategic Partners: Collaborating with local businesses to keep visitors in town longer, increasing the economic halo effect.

Driving Vitality During the Coldest Months

Primary Destination Draw



Cedar Sauna House creates a compelling, specific reason for visitors to drive to Grand Lake during the quietest months of the year.

Proven Winter Performance



Our inaugural season at Snow Mountain Ranch saw 550+ visitors between December and February, proving that demand for this experience is high, even when weather is cold.

Targeted Tourism Pull



We attract guests from the Front Range and neighboring valleys who might otherwise bypass Grand Lake in the winter.

Economic Catalyst and Partner



Sauna guests are active consumers. A session at our facility leads to morning coffee, post-plunge meals and additional spending at retail locations in town. We also contribute to the pull of existing town events.

Partnership Model & Site Integration



Financial Partnership

- An agreed upon revenue share model and/or permitting fees to guarantee a return for Grand Lake
- Town provides a site and CSH provides all infrastructure



Tactical Site Integration

- Seeking high visibility, low impact location
- Near lakefront to maximize accessibility



Year-Round Operations



Summer: Providing wellness alternative to lake activities

Winter: Acting as contributing anchor during cold months



Flexible Footprint

- Mobile nature of Cedar Sauna House allows flexibility
- Adjustments can be made for events or seasonal needs
- No permanent utility hookups required; zero impact on existing town infrastructure

Timeline



Let's Bring Wellness to the Waterfront



Proposed Next Steps

Sauna Visit: I am happy to bring the Sauna to Grand Lake for you to experience.

Site Selection/Partnership Agreement: Discuss locations for summer and winter season and determine what a partnership agreement looks like for both parties.

Summer 2026 Pilot: Aiming for a seasonal launch to establish presence and community feedback

Warming Hut and Trailer Footprint



Entrance to Warming Hut



Interior of Warming Hut



Changing Room in Sauna Trailer



Sauna Portion of Trailer

