Marketing, Group Sales and Special Events Board
Thursday, December 15, 2022
8:30 AM
130 Kearns Road
Council Chambers
Agenda

1. Roll Call

2. Public Non-Agenda Items
- *(Limit 3 Minutes Each)*

3. Approval of Meeting Minutes from Previous Meetings

3.1. Approval of Previous Meeting Minutes 8.8.22
MGSSE Board Minutes 8.18.22

4. Programs for Review, Approval and/or Heads Up

4.1. Primary Dashboards
Primary Dashboards

4.2. Marketing Dashboards
Marketing Dashboard
Digital Marketing Dashboard
Public Relations Dashboard

4.3. Group Sales Dashboard
Group Sales Report

4.4. Budget
Budget Report
Sales Tax Dashboard

5. Other Matters Arising

5.1. List of 2023 Meetings
Upcoming 2023 Board Meeting Dates.docx

5.2. Transient Inventory Study Overview
Transient Inventory Study Nov 2022

5.3. Snowmass Transit Center - Sam Guarino
Snowmass Transit Center

6. Ajournment

Marketing, Group Sales and Special Events Board

MEETING MINUTES

Friday, August 26, 2022
9:00 AM
130 Kearns Road
Council Chambers

Roll Call
Present: Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore, Vince Vito,

Absent: Andy Gunion, Tim McMahon, Rachel Falk, Jami Downs

1. Roll Call

2. Public Non-Agenda Items

- (Limit 3 Minutes Each)

3. Programs for Review, Approval and/or Heads Up

Discussion around being able to allocate any unspent funds (any of the 80% that Tourism does not spend in a given budget year) into a fund balance to be saved for future spending. MGS&SE Board Members will attend the Town Council meeting on 9/6/22 to discuss the viability of this with Council.

Motion Text: The MGS&SE Board strongly recommends to Town of Snowmass Village Town Council that it include language in the Ballot Question that states that TOSV will allocate no less than 80% of the expected revenues to Tourism (Marketing, Group Sales

and Special Events), and that the remaining funds and any fund balance in excess of a reserve can be contributed to workforce housing.

Guion Stewart-Moore
Seconder: Jo Mallory-Graczynski
Moved To: Approve
For: 5 - Mary Blankenau, Wendy Harris, John Kenny, Deric Gunshor, Vince Vito,
Absent: 3 - Tim McMahon, Rachel Falk, Jami Downs,
Motion Result: Passed

3.1. Discussion/approval of proposed motion regarding Ballot Question. AUTHORIZING THE USE OF REVENUES FROM THE EXISTING TOWN LODGING TAX AND 2.5% OF THE EXISTING TOWN SALES TAX TO ALSO BE USED FOR WORKFORCE HOUSING PURPOSES IN ADDITION TO MARKETING, SPECIAL EVENTS AND GROUP SALES PURPOSES.

The MGS&SE Board strongly recommends to Town of Snowmass Village Town Council that it include language in the Ballot Question that states that TOSV will allocate no less than 80% of the expected revenues to Tourism (Marketing, Group Sales and Special Events) and that the remaining funds can be contributed to workforce housing.

4. Other Matters Arising

5. Adjournment

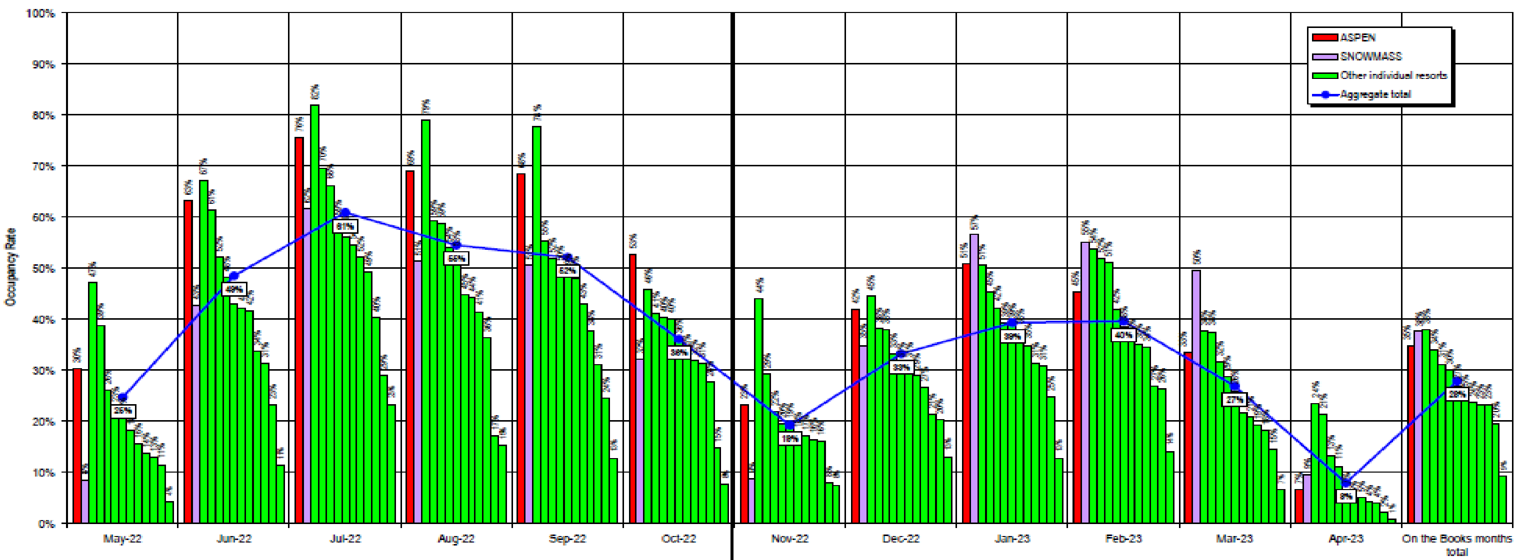
Wendy Harris
For: 7 - Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore, Vince Vito,
Absent: 3 - Tim McMahon, Rachel Falk, Jami Downs,

Snowmass Tourism

Primary Dashboard

Goal 1: maintain or improve rank in Winter and improve rank in Summer

12th 7th 5th 7th 5th 8th 11th 5th 1st 1st 1st 5th



Historic On the books

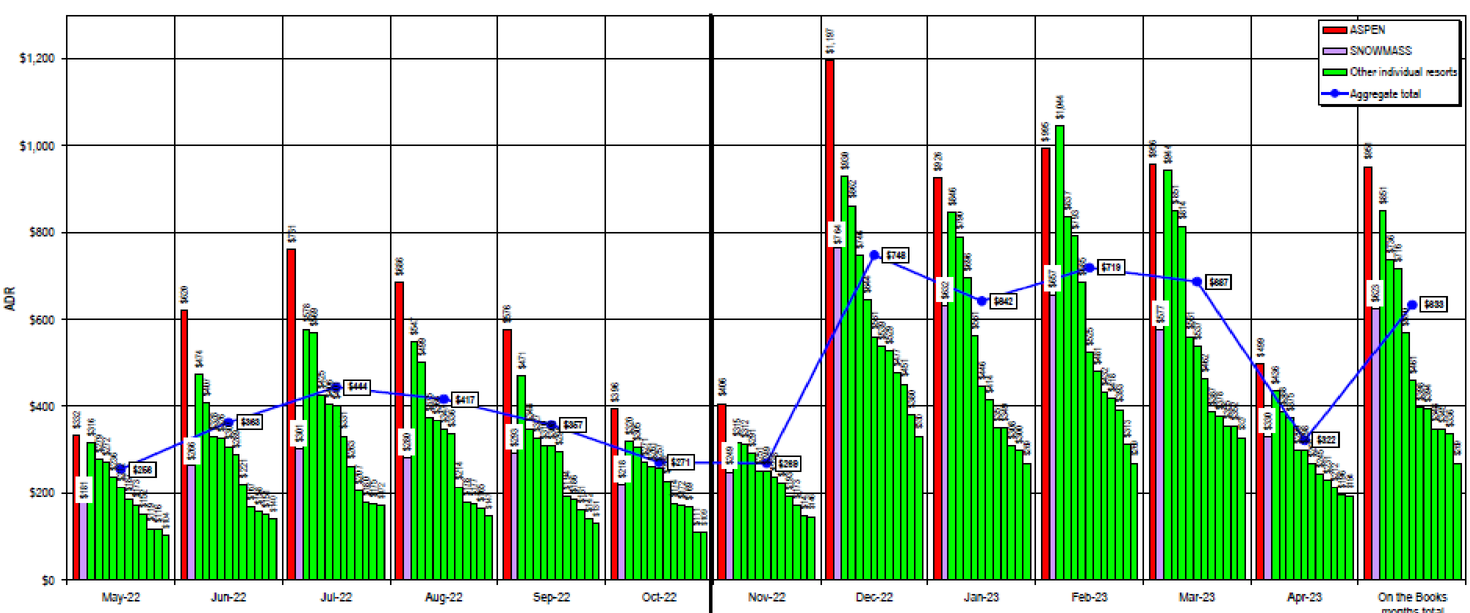
Occupancy

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	1st	4th	9th	4th	3rd
# Dest	17	17	17	13	13
Summer	**2018**	**2019**	**2020**	**2021**	**2022**
Rank	6th	7th	9th	4th	7th
# Dest	16	17	17	17	13

ADR

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	6th	6th	6th	6th	5th
# Dest	17	17	17	13	13
Summer	**2018**	**2019**	**2020**	**2021**	**2022**
Rank	10th	10th	9th	8th	8th
# Dest	16	17	17	17	13

10th 8th 8th 8th 8th 8th 6th 4th 5th 5th 5th 5th

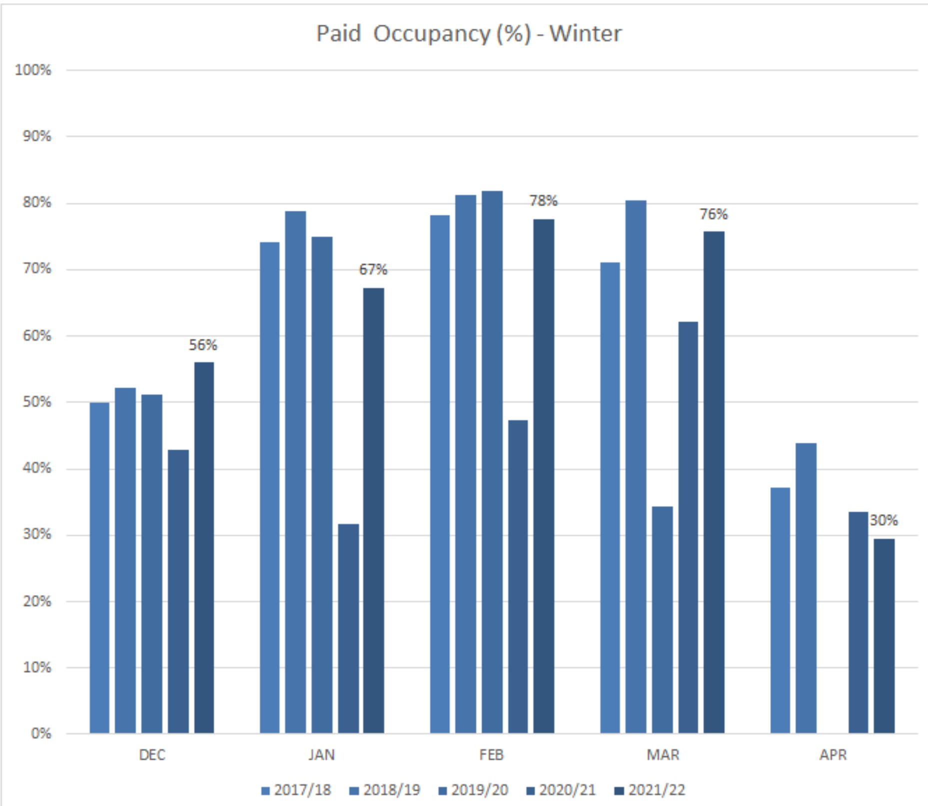


Historic On the books

Source: *DestiMetrics (10/31/22)*

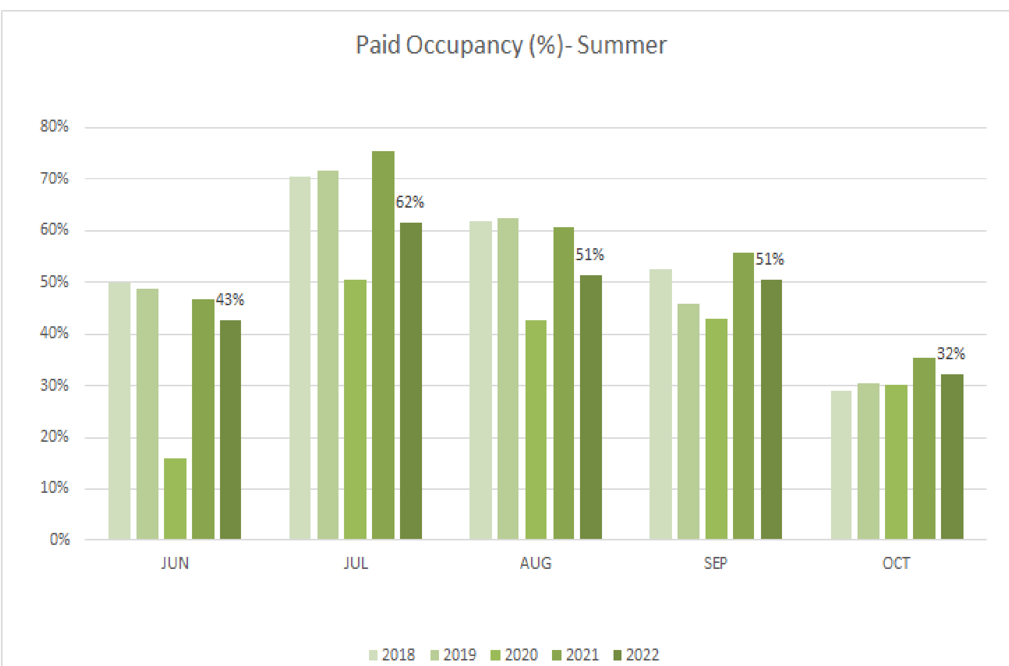
Goal 2: *Increase annual total demand for overnight visitation*

Increase Occupancy & Lodging Tax by 10% in Summer, 4% in Winter



Lodging Occupancy %

WINTER	Occupancy	
2017/18	62%	↓0.4%
2018/19	67%	↑8.3%
2019/20	49%	↓28.0%
2020/21	44%	↓10.3%
2021/22	62%	↑40.8%



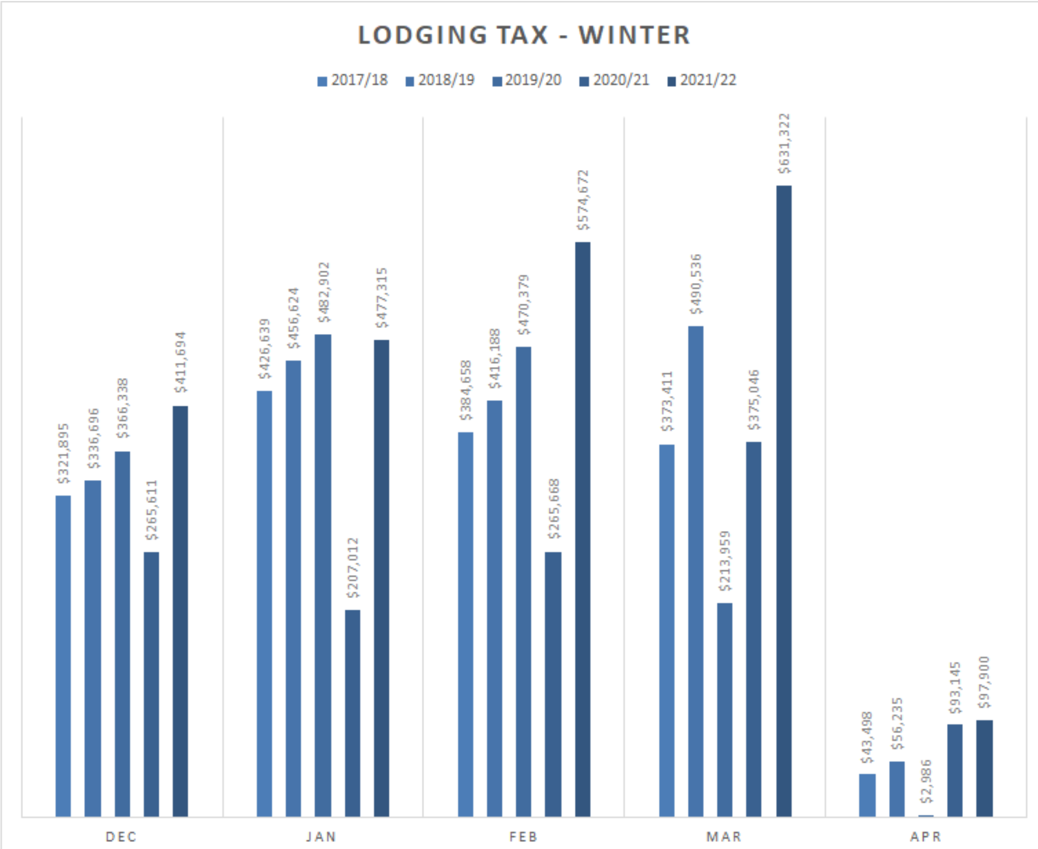
SUMMER	Occupancy	
2018	53%	↑9.3%
2019	52%	↓1.7
2020	36%	↓29.7%
2021	55%	↑50.3%
2022	48%	↓13.0%

Source: *TOSV, DestiMetrics, Snowmass Tourism*

Month	Current Year rooms sold	Prior Year rooms sold	Percent Change
21-Dec	*16,249*	*15,239*	*6.63%*
22-Jan	*24,689*	*11,301*	*118.47%*
22-Feb	*28,541*	*15,424*	*85.04%*
22-Mar	*29,206*	*21,850*	*33.67%*
22-Apr	*8,925*	*7,389*	*20.79%*
22-May	*1,960*	*1,904*	*2.94%*
22-Jun	*15,652*	*11,544*	*35.59%*
22-Jul	*23,501*	*19,427*	*20.97%*
22-Aug	*19,591*	*15,723*	*24.60%*
22-Sep	*18,553*	*13,930*	*33.19%*
22-Oct	*9,878*	*7,349*	*34.41%*
22-Nov	2,245	2,401	-6.50%
22-Dec	12,942	13,475	-3.96%
23-Jan	22,173	16,869	31.44%
23-Feb	19,317	19,158	0.83%
23-Mar	19,070	15,860	20.24%
23-Apr	3,182	3,253	-2.18%
TOTAL	259,425	212,096	22.31%

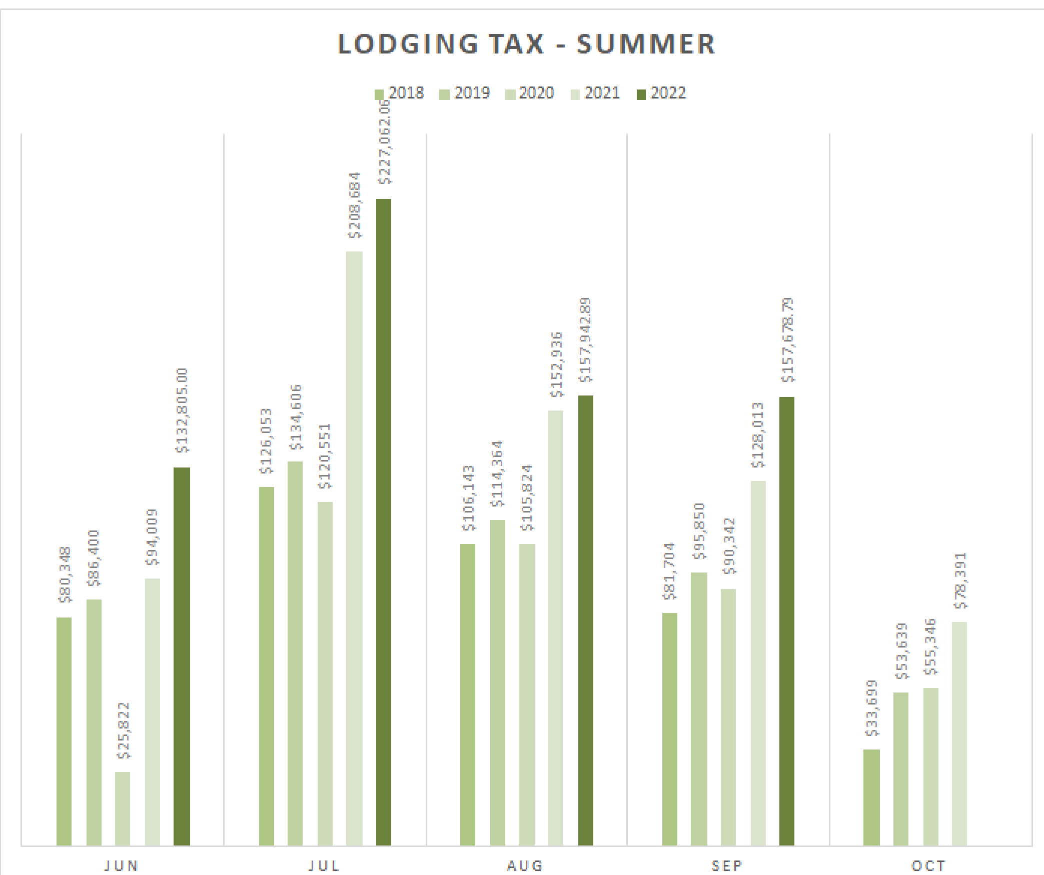
as of 10/31/2022

Lodging Tax ($)



WINTER	TOTAL $ Nov-April	
2017/18	$1,550,102	↑0.8%
2018/19	$1,756,279	↑13.3%
2019/20	$1,536,564	↓12.5%
2020/21	$1,206,482	↓21.5%
2021/22	$2,240,393	↑85.7%

YTD Status Jan- Sept	
Year	Lodging Tax
2020	$1,514,685
2021	$1,553,679
2022	**$2,484,307**

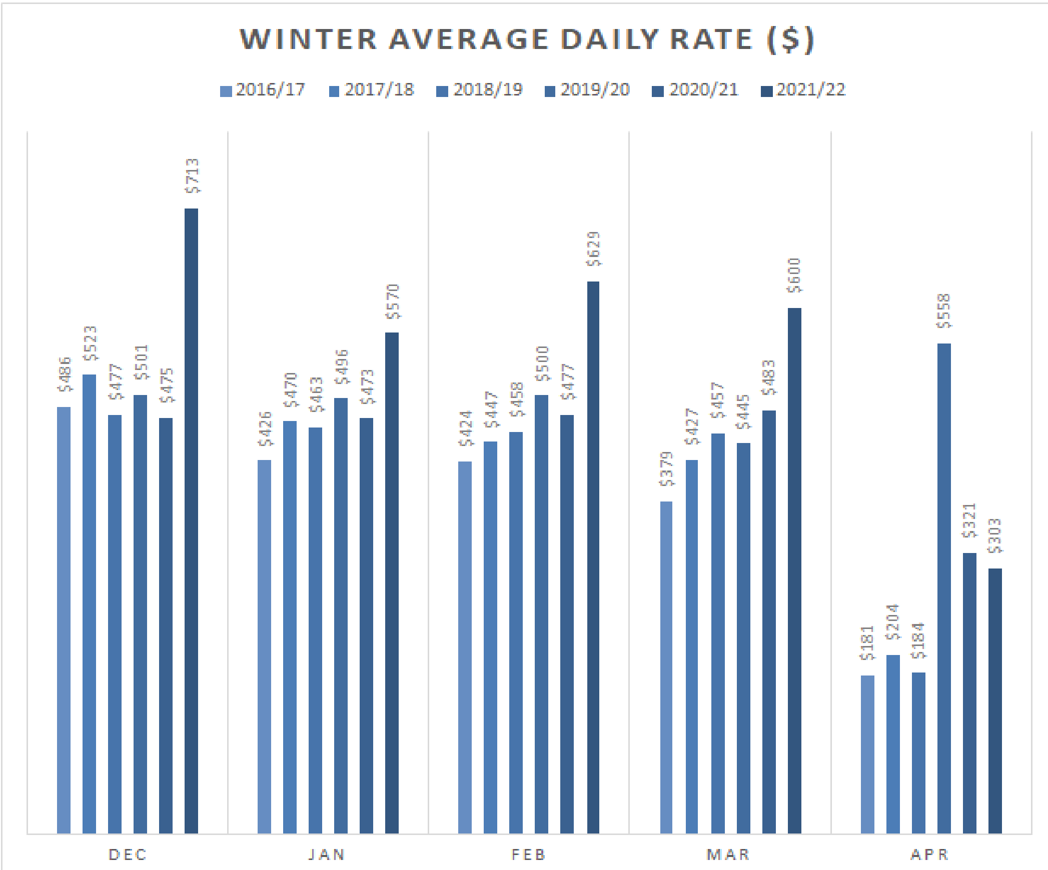


SUMMER	TOTAL $ Jun-Oct	
2018	$427,946	↑10.4%
2019	$484,858	↑13.3%
2020	$397,885	↓17.9%
2021	$666,995	↑67.64%
2022	$675,489*	↑2.03%*

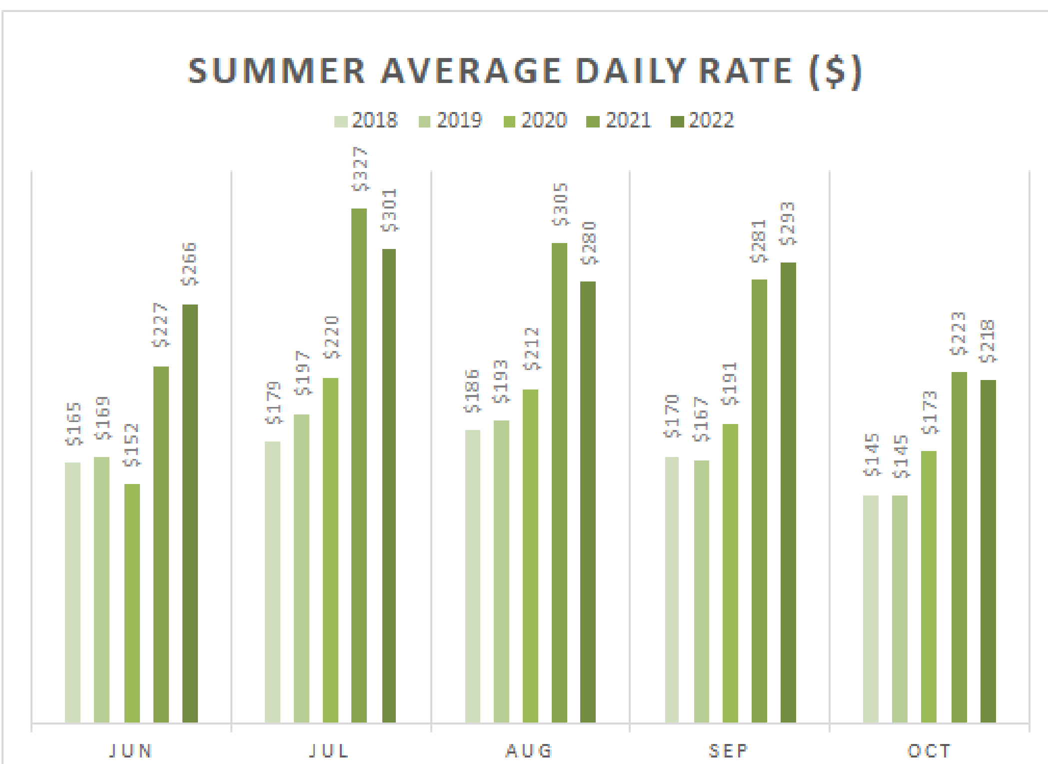
*Data from June-Sept ONLY

Source: ***TOSV***

Average Daily Rate ($)



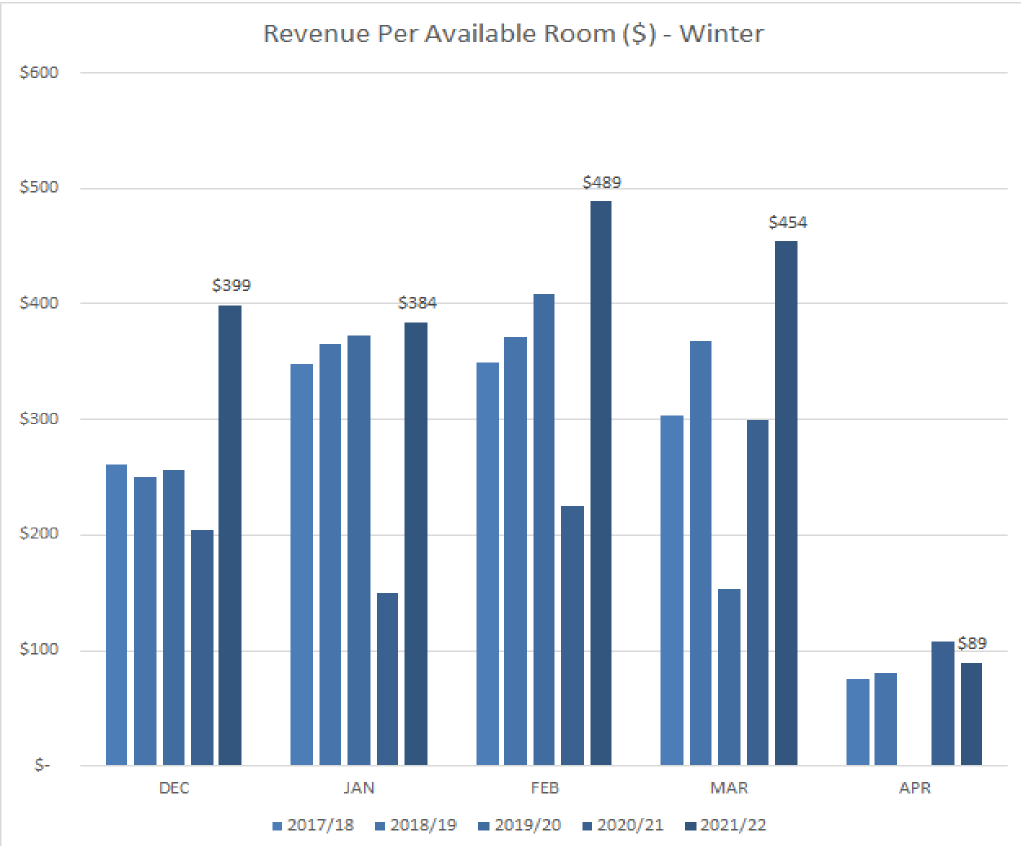
WINTER	ADR AVG $ Dec- April	
2017/18	$447	↑5.3%
2018/19	$458	↑2.4%
2019/20	$500	↑9.18%
2020/21	$475	↓5.0
2021/22	$600	↑26.4%



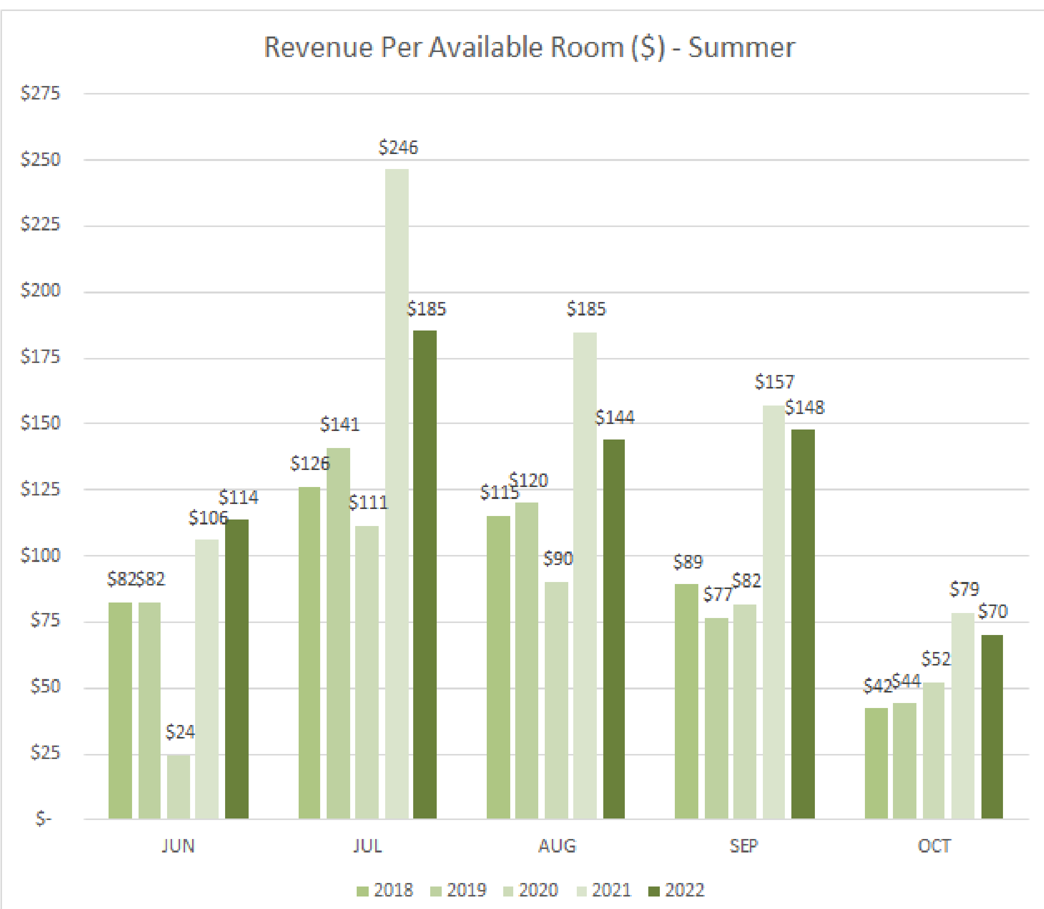
SUMMER	ADR $ Jun-Oct	
2018	$169	↑3.8
2019	$174	↑2.9
2020	$190	↑8.9%
2021	$272	↑43.7%
2022	$272	↓0.03%

Source: TOSV, *DestiMetrics, Snowmass Tourism*

Revenue Per Available Room ($)



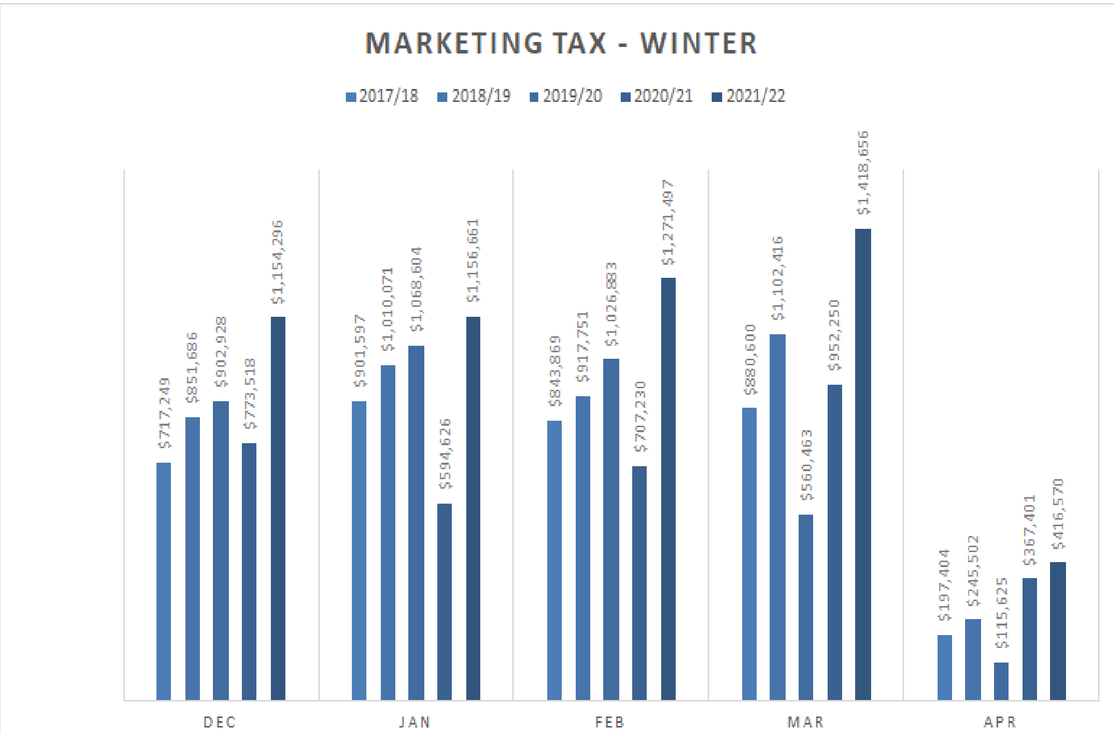
WINTER	RevPAR AVG Dec-April	
2017/18	$268	↑7.3%
2018/19	$287	↑7.2%
2019/20	$238	↓17.0%
2020/21	$197	↓17.1%
2021/22	$363	↑84.0%

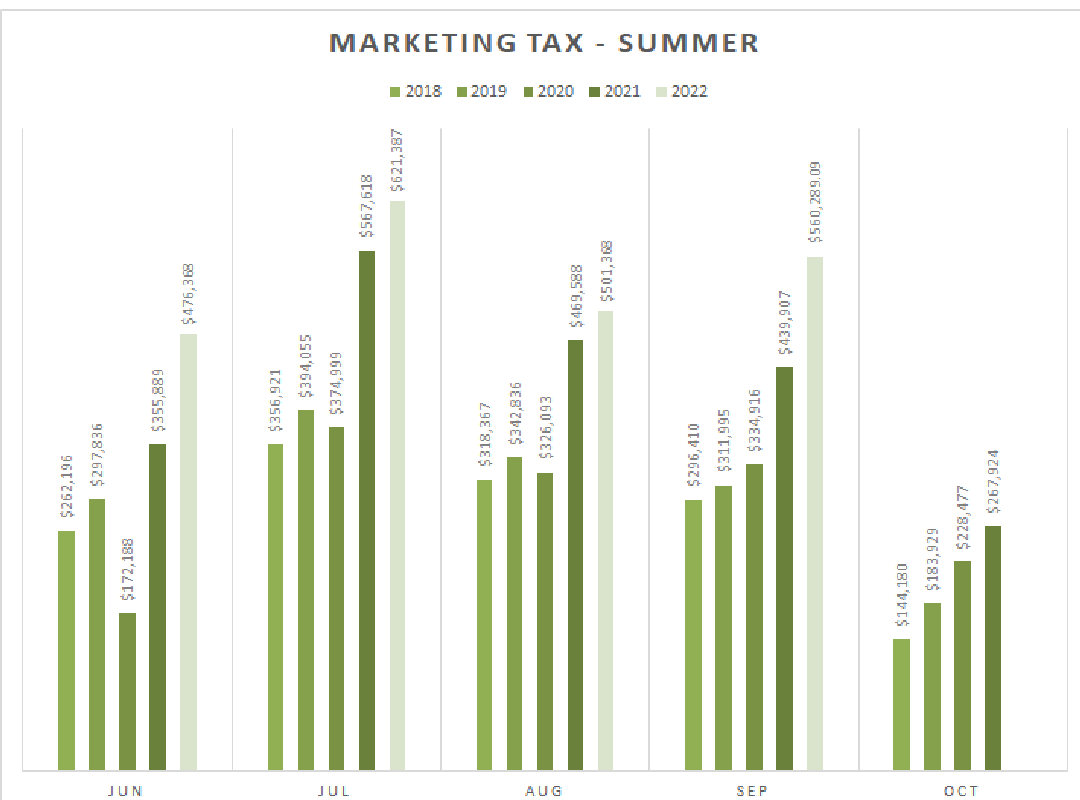


SUMMER	RevPAR AVG Jun- Oct	
2018	$91	↑12.7%
2019	$93	↑2.0%
2020	$72	↓22.5%
2021	$155	↑115%
2022	$132	↓14.5%

Snowmass Tourism
Primary Dashboard

Goal 3: Support and promote the Retail, Food & Beverage sectors with an increase of +5% Winter and +10% Summer, year over year





Source: *TOSV*

Marketing Sales Tax

WINTER	TOTAL $ Dec-April	
2017/18	$3,540,719	↑1.8%
2018/19	$4,127,426	↑16.6%
2019/20	$3,674,503	↓11.0%
2020/21	$3,395,024	↓7.6%
2021/22	$5,418,363	↑59.6%

YTD Status (JAN-SEPT	
Year	**Revenue**
2020	$4,097,950
2021	$4,628,307
2022	$6,636,278

SUMMER	TOTAL Jun- Sep	
2018	$1,378,073	↑15.2%
2019	$1,530,652	↑11.1%
2020	$1,436,674	↓6.1%
2021	$2,100,927	↑46.2%
2022	$2,159,412*	↑2.78%*

***Data Jun-Sept ONLY**

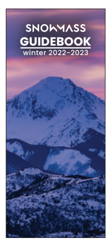
OCTOBER + NOVEMBER 2022

PRINT COLLATERAL

This Week In Snowmass Ad
Half page in the Aspen Times, Aspen Daily News, & Snowmass Sun
Run dates: 4x weekly, November 24 - April 16

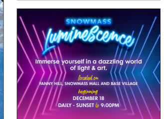
Weekly Events Flyer
Distributed to Aspen and Snowmass concierges
Distributed weekly November 24 - April 16

Winter Guidebook
12,000 pieces printed and distributed locally and regionally
Launch date: November 24



Winter Kiosks
Full panel artwork in four ASC kiosks in Aspen and Snowmass
Launch date: November 28

Winter Info Tower Panels
Large and small info tower panels
Launch date: November 28



Work + Play in Snowmass Village
Full page ad & Poster
Launch date: November 28

Event Marketing
Quarter page ads in local/regional newspapers; posters distributed Aspen to Glenwood. Event banners on Woodbridge.
Versions: Thanksgiving Community Potluck, S'mores,
Run dates: November

PRINT ADS

Texas Monthly
Ad versions: Wonder
Flight Dates: Issue on Sale September 14

Texas Monthly
Ad versions: Bliss
Flight Dates: Issue on Sale October 12

Ski Magazine
Ad versions: Freshies
Flight Dates: Issue on Sale November 11

Outside Magazine
Ad versions: Freshies
Flight Dates: Issue on Sale November 22

INTERACTIVE

Programmatic Display Banner Ads (Winter)

TheTradedesk: Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 - March 31

Programmatic Retargeting Display Ads (Winter)

Colorado.com Display: Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 - March 31

Standard Display Ads (Winter)

Texas Monthly Display: Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 - March 31

Standard Display Ads (Winter)

Expedia Display: Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 - March 31

Standard Display Ads (Winter)

Outside Online: Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

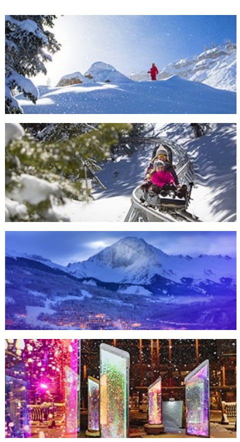
Flight Dates:
August 15 - March 31

Native Banners and Sponsored Content

Colorado.com: Native Banner Ad

Ad versions: Skiing, Coaster, Town

Flight Dates:
October 3 - March 31



Digital Direct (Winter)

Geo-Targeted High-Impact Ad Units - Inline Video

Ad versions: Family

Flight Dates:
October 3 - February 28

Digital Direct (Winter)

Outside Online: 15 Pre-Roll

Ad versions: Family (:15)

Flight Dates:
August 25 - March 31

Programmatic Display (Winter)

Trade Desk/Gum Gum: High Impact Display Ad

Ad Version: N/A

Flight Dates:
September 1 - February 28

Podcast (Winter)

Wondery: Dynamic Pre-Produced Spot

Ad versions: N/A

Flight Dates:
September 1 - December 31

no image

Self Service Digital Video (Winter)

MTN CTV: Video Ads

Ad versions: Family (:15, :30)

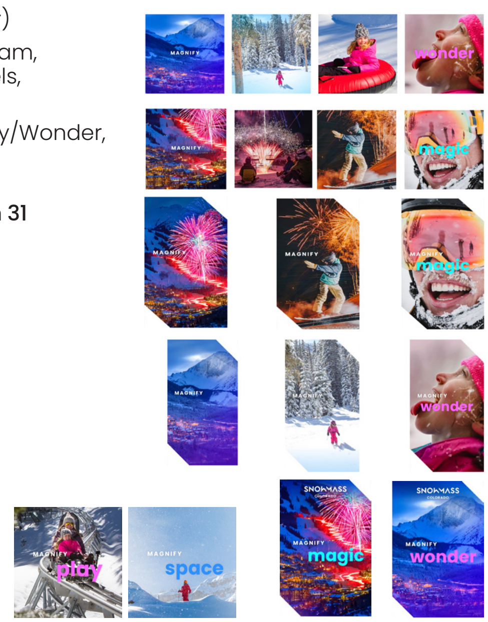
Flight Dates:
August 15 - December 12

Social Ads (Winter)

Facebook, Instagram, Pinterest: Carousels, Single Image Ads

Ad versions: Family/Wonder, Active/Magic

Flight Dates:
August 15 - March 31



INTERACTIVE CONTINUED...

Social Ads (Winter)

Facebook, Instagram,
Pinterest: Video ads

Ad versions: Family (:15, :30)

Flight Dates:
August 25 - March 31

Social Ads (Winter)

LinkedIn: Video/Single Image Ad -
Promoted Pins

Ad versions: Magnify Wonder

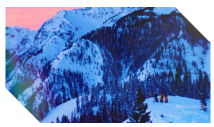
Flight Dates:
August 25 - March 31

Social Ads (Winter)

Pinterest: Video Ads – Promoted Pins

Ad versions: Adrenaline (:15, :30)

Flight Dates:
October 20 - March 31



Social Ads (Winter)

YouTube: Trueview for
Action Video Campaign

Ad versions: Family (:15, :30)

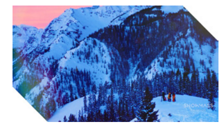
Flight Dates:
August 25 - March 31

Social Ads (Winter)

YouTube: Trueview for
Action Video Campaign

Ad versions: Adrenaline (:15, :30)

Flight Dates:
October 20 - March 31



Social Ads (Winter)

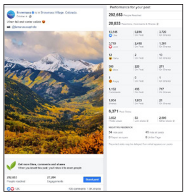
Texas Monthly Sponsored Instagram/
Facebook Posts: Video Ads

Ad versions: Magnify Wonder

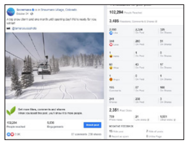
Flight Dates:
November 11 (Instagram) and
November 18 (Facebook)

TOP FACEBOOK POSTS

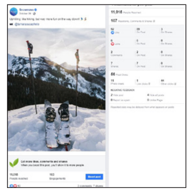
October 4



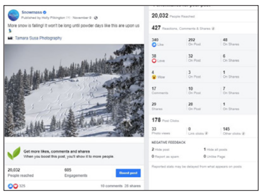
October 24



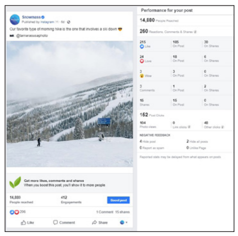
October 29



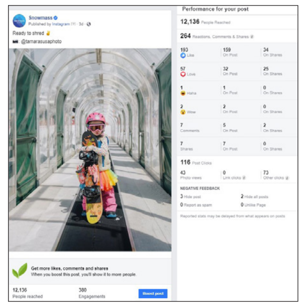
November 9



November 25

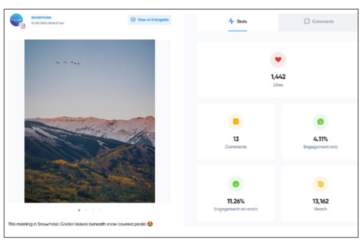


November 28

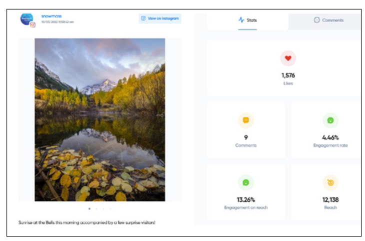


TOP INSTA POSTS

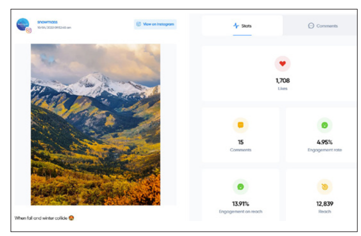
October 1



October 3

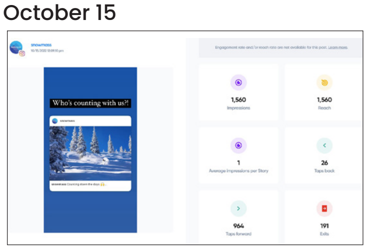


October 4

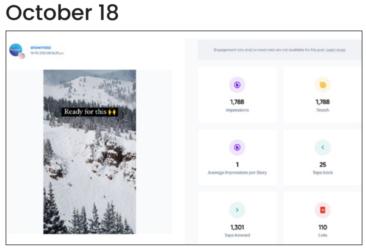


TOP INSTA STORIES

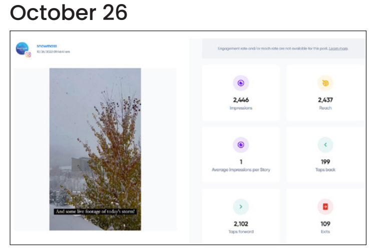
October 15



October 18



October 26



ATTACHMENT B

Snowmass Tourism Online Dashboard

General Observations

As of 11/30/22

Website Sessions: Broadly speaking, we were down about 30% in October and slightly less than that in November in terms of quantity of website traffic. This decline is across all sources, paid and organic. Since organic traffic is down by similar amounts to the paid, it shows that it's a broader softness versus a specific decline in paid marketing. Note: all sources of traffic are seeing a higher quality guest than previous years. This was an improvement that we made when we switched agencies in the spring and has been consistent since then.

Outbound Referrals: Continued new highs in outbound referrals for both months. We continue to direct traffic to stakeholders and partners very well. This is especially encouraging in these months when our quantity of visitors has lagged YOY; it shows that we've retained and improved the quality of our website visitor.

Website Activity by Traffic Source: As I mentioned above, we saw a decline in overall traffic of about 30%. The majority of that is from reduced media source traffic and direct visit while search-related traffic was actually higher YOY. As you can see in the charts, all sources of traffic are seeing a higher quality guest (more time on site and more pages viewed) than previous years.

Website Audience Summary: Texas has pushed ahead of California due to increased ad spending in the Austin region. Generally speaking, our website traffic is more geographically dispersed from last year due to both a slight change/broadening in audience and the outperformance of search-related traffic which is not as geographically dependent.

Content Interest by Season: As per the trend these last couple of months, traffic is lighter than last year. That said, we consider October to be pretty tough to discern a true trend b/c of the significant seasonal softness in web visitation.

Social Media Summary: Hats off to our new Coordinator, Holly, who has increased our engagement on Instagram and Facebook. Of note, in October, we even had a post go relatively 'viral' with almost 300k impressions (usually, a good post gets ~12k).

Social Media Ad Summary: Our ads have been performing as expected within our social media platforms. They continue to deliver higher quality website traffic than last year. Especially within the realm of Instagram and Facebook, we are generally hitting the same person with our ads about 2x more frequently than last year.

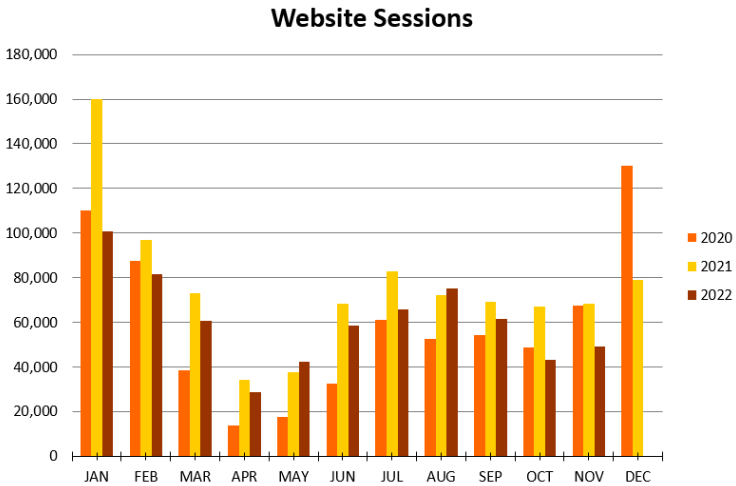
Social Media Video Ad Summary: Our social media video performance is in line with our spending.

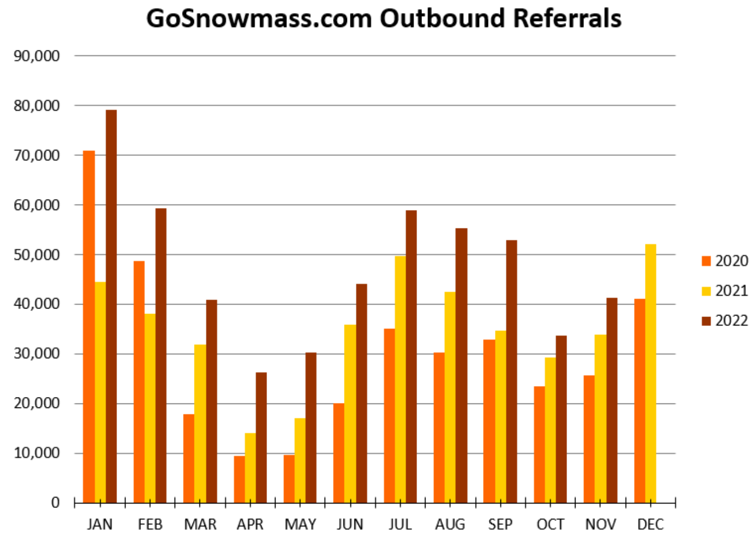
Paid Search: We continue to see a dramatic increase in YOY engagement. Our top keyword groups were searches that include the word Snowmass (or similar) and our group sales keywords.

Email Marketing Summary: Our primary driver of outgoing emails continues to be to stakeholders. That said, we are sending nurturing/follow-up emails to folks who use our favoriting tool. Currently, this number is small and appears to be more focused on the family visitor with most 'favorites' being related to family activities like s'mores and the coaster.

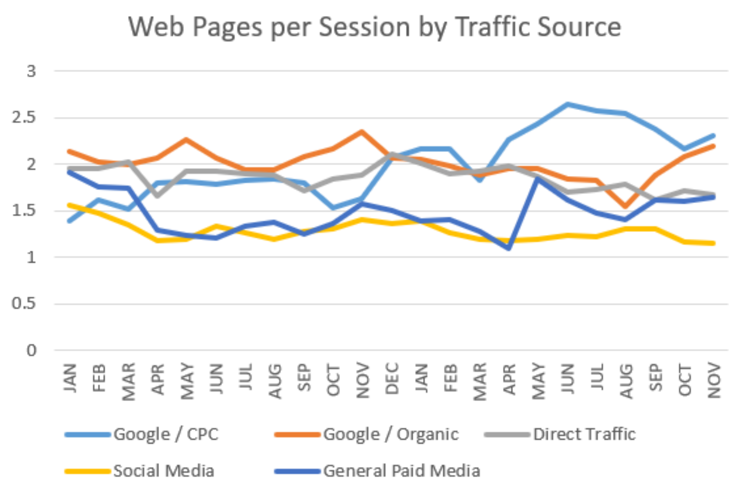
Snowmass Tourism Online Dashboard
As of 11/30/22

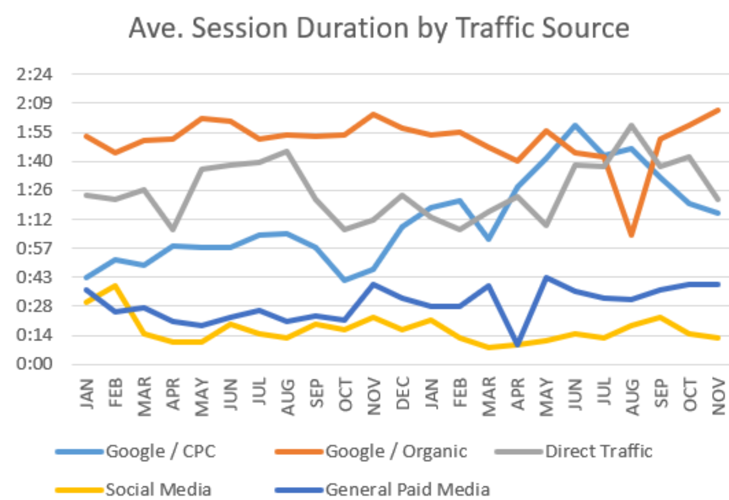
SNOWMASS
COLORADO

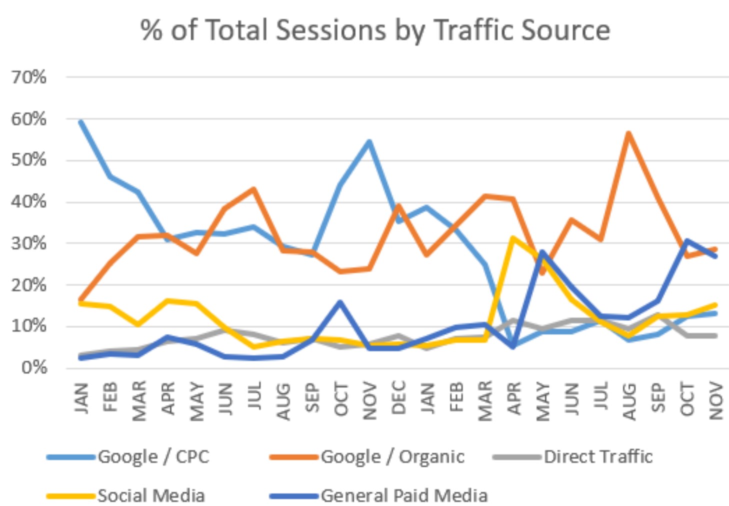




GoSnowmass.com Activity by Traffic Source







Google/CPC: Usually, this is our largest source of web traffic and our 2nd most engaged paid source behind Bing.

Google/Organic: Top two source of web traffic and engagement. Viewed as a culminating source that combines all of our marketing efforts including non-digital.

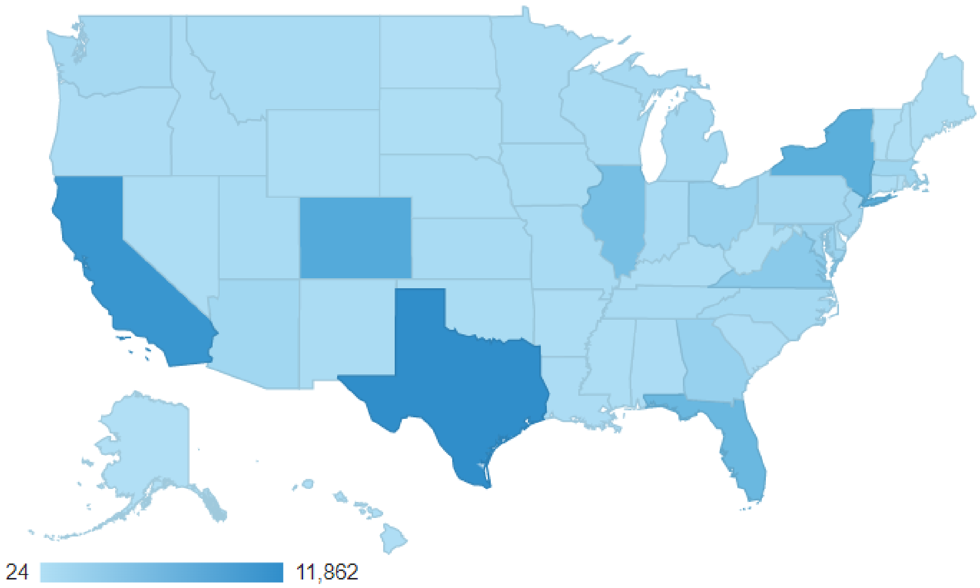
Direct Traffic: Viewed as web traffic from 'friends,' those whose web history is familiar with us already.

Social Media: On average, not a major source of web traffic or engagement. Web visitation tends to be more purposeful (i.e. event details, specific content piece, etc) with less broad engagement

General Paid Media: Primary focus is on impressions, majority of web traffic is viewed as icing on the cake.

All data in this report is sourced from Google Analytics unless otherwise noted.

GoSnowmass.com Audience (OCT & NOV)



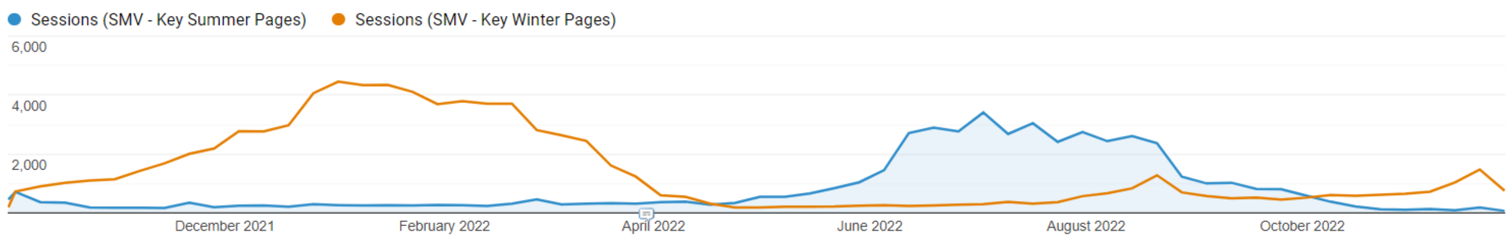
2022

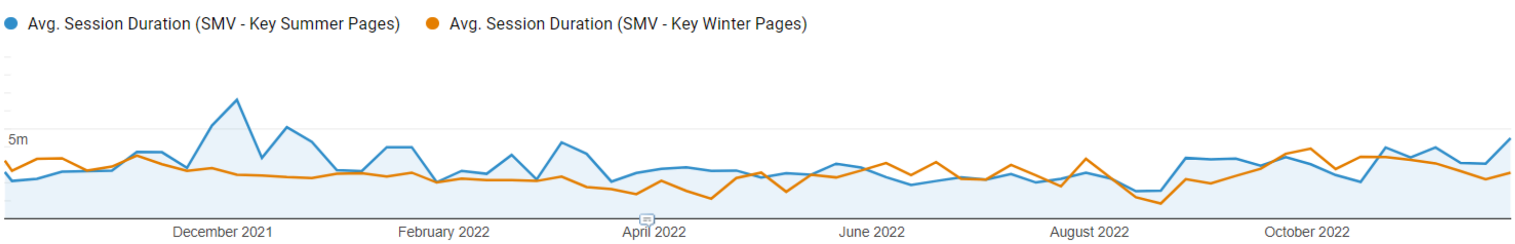
1.	Texas	11,862 (15.43%)
2.	California	10,501 (13.66%)
3.	Colorado	7,621 (9.91%)
4.	New York	6,952 (9.04%)
5.	Florida	5,717 (7.44%)

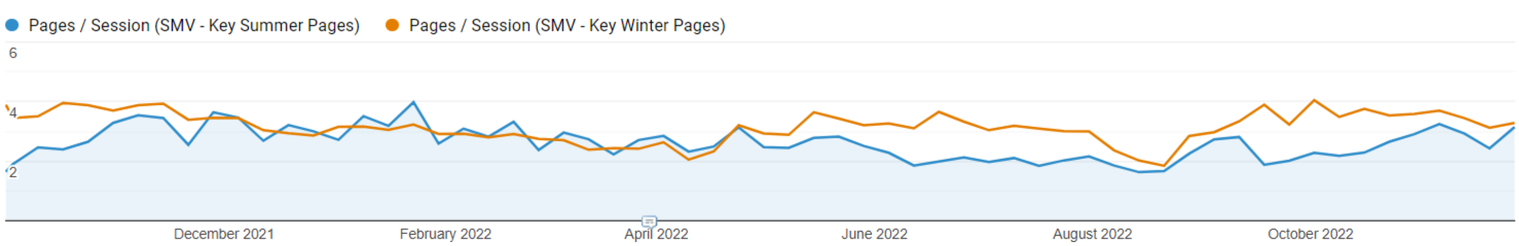
2021

1.	California	21,626 (19.71%)
2.	Texas	19,933 (18.17%)
3.	Colorado	14,132 (12.88%)
4.	Florida	8,403 (7.66%)
5.	Illinois	7,175 (6.54%)

GoSnowmass.com Content Interest by Season







All website-related data in this report is sourced from Google Analytics unless otherwise noted.

Social Media Summary

ATTACHMENT B

	INSTAGRAM			PINTEREST		FACEBOOK
	Followers	Stories Impressions	Post Likes	Video 95% Viewed	Non-Video Engagements	Post Engagement
Jun 21	30,600	32,300	5,500	9,100	12,700	2,040
Jul 21	30,800	38,300	6,300	14,200	5,500	5,440
Aug 21	30,900	17,800	4,500	14,300	6,000	2,710
Sep 21	31,200	17,900	7,600	12,200	8,400	35,650
Oct 21	31,570	2,950	3,000	4,600	7,400	1,390
Nov 21	31,960	4,100	4,000	5,000	4,800	2,800
Dec 21	32,705	22,800	9,700	4,780	6,060	3,730
Jan 22	33,410	12,300	6,600	10,490	8,190	1,810
Feb 22	33,958	24,200	5,700	6,100	3,900	2,250
Mar 22	34,300	14,000	4,100	1,960	2,400	1,820
Apr 22	34,340	8,200	2,100	18	2,200	440
May 22	34,284	4,100	780	8	7,600	380
Jun 22	34,292	8,760	676	127	4,900	1,690
Jul 22	35,303	5,489	801	81	5,380	2,040
Aug 22	35,692	10,603	1,628	10	4,300	2,430
Sep 22	36,149	28,251	7,859	10	3,250	2,110
Oct 22	36,299	31,950	9,986	15	3,730	4,400
Nov 22	36,608	Not Available	5,240	10	3,930	3,920

Social Media Video Performance	OCT	NOV
People Served:	299,166	302,849
Impressions:	1,688,506	2,106,085
Impressions per Person:	5.6	7.0
% of Views at 50%:	1%	3%
# of Viewers Who Watched 50%:	14,448	52,727
% of Views at 100%:	0%	1%
# of Viewers Who Watched 100%:	8,066	27,303

Social Media Ad Performance	OCT	NOV
Total People Served:	**299,166**	**302,849**
Total Impressions:	**1,688,506**	**2,106,085**
Impressions per Person:	**5.6**	**7.0**
% People Taking Action:	**2.35%**	**3.23%**
Ads with Website Click Goals		
% People Clicking to Website (CTR):	4.76%	6.99%
% People Engaging with Ad:	4.86%	7.08%
Ads with Impression Goals		
% People Engaging with Ad:	0.43%	0.56%
% People Clicking to Website (CTR):	0.39%	0.50%

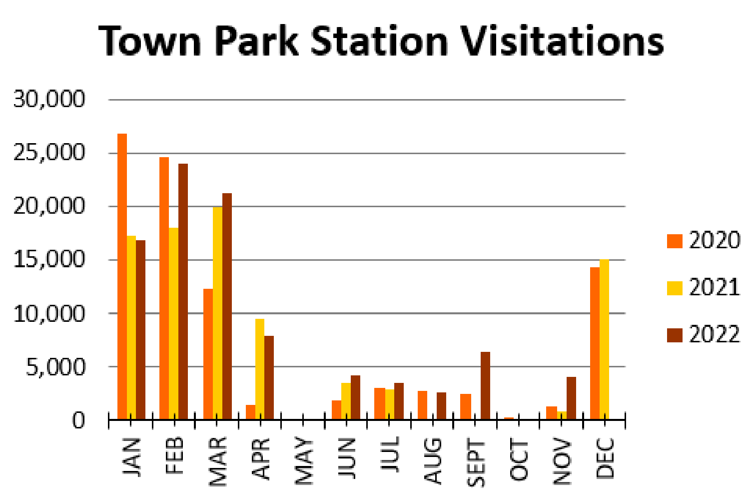
Paid Search Summary

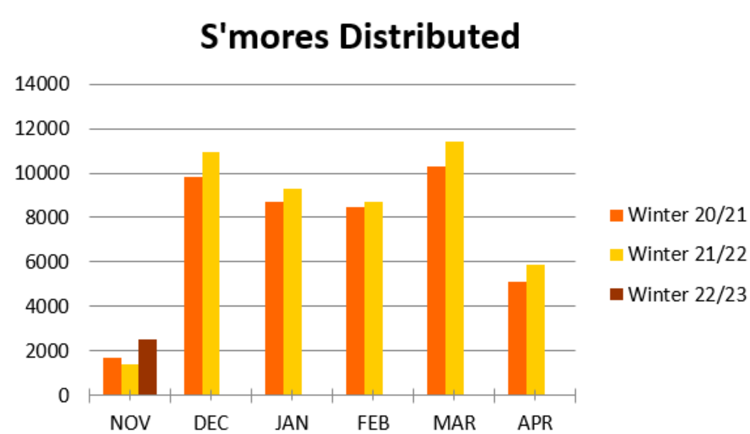
Paid Search (Google)	OCT	NOV
Search Campaigns		
Impressions	341,700	268,500
CTR	1.56%	2.28%

Email Marketing Summary

Email Marketing	AUG	SEP	OCT	NOV
Sent	3,935	3,711	492	3,671
Unique Opens	1,476	1,423	222	1,561
Open%	38%	38%	45%	43%
Unique Clicks	567	540	92	418
CTR on Open	38.4%	37.9%	41.4%	26.8%

Guest Services Summary





Source: *Guest Service Count*

Online Marketing Glossary

SNOWMASS COLORADO

SEASONS

Summer: Summer is defined as June, July, August, September and October of any given year.
Winter: Winter is defined as January, February, March and April of any given year and includes December of the previous year.

MARKETING

Average Session Duration: The average amount of time a user spends on gosnowmass.com.
Bounce Rate: The percentage of single-page sessions (i.e. visits in which the person left gosnowmass.com from the entrance page) to gosnowmass.com.
CTR: Click through rate, or the number of clicks relative to impressions.
CTR on Open: The number of clicks from an email marketing promotion relative to the number of opened emails (number of clicks divided by opens).
Engaged Users: The number of people who engaged with Snowmass Facebook page. Engagement includes any click or story created from a unique user.
Impressions: The total number of times an ad or other unit is displayed.
Open %: The percentage of users who open email marketing promotions out of all who are sent the email (opens divided by sends).
Outbound Referrals: Any click from a business listing, lodging special or and event page on gosnowmass.com that takes a user to an external lodging, dining, retail or event website (including clicks to Stay Aspen Snowmass).
Pages/session: The average number of pages a user viewed per session.
Sessions: The number of individual sessions initiated by all the users to gosnowmass.com. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. Any future sessions from the same user during the selected time period are counted as additional sessions, but not as additional users.
Town Park Station Visitation: The number of visitors passing through the welcome center at Town Park Station in a given month.

SNOWMASS TOURISM PUBLIC RELATIONS REPORT

October & November 2022

SNOWMASS TOURISM & B PUBLIC RELATIONS PR SUMMARY

In October & November 2022, Snowmass Tourism PR pitched Snowmass stories to local, regional, and national writers, focusing on winter news, including the new restaurant, Mawita, in Snowmass Base Village; new retail outlet Ro + Fern; new restaurant menus at Aurum; capital development groundbreaking news including Cirque X The Viceroy Residence and Aura; the debut of Electric Pass Lodge; new flights and transportation options to the Roaring Fork Valley; and more. Snowmass Tourism PR also gathered, distributed, and pitched holiday news and happenings for the 2022 holiday season. As well as hosting one journalist in Snowmass, in October & November 2022, Snowmass Tourism PR saw the completion of the Rocky Mountain Bride editorial photoshoot, over a year in the making. In addition, Snowmass Tourism PR went on the road to pitch media in various markets including New York City for a series of deskside appointments with B Public Relations and Aspen Skiing Company; Denver for the Colorado Tourism Office's Domestic Media Mixer; and in the United Kingdom and Ireland, part of the Colorado Tourism Office's international efforts. Snowmass Tourism PR also attended a virtual deskside day of appointments with media from around the United States, part of the Society of American Travel Writers Association. Finally, in conjunction with the Aspen Chamber Resort Association, Snowmass Tourism PR is restarting international PR campaigns, with a Summer 2023 focus. Target markets include the UK & Ireland, Australia, and Mexico. In October & November 2022 Snowmass Tourism PR set up calls with ACRA and each agency to kick off contract conversations and scope of work negotiations. Media engagement in October & November 2022 includes 29 pitched stories to national, regional, and local publications, resulting in interest from *405 Magazine, Aspen Daily News, Aspen Magazine, Aspen Public Radio, Aspen Times, Colorado Meetings & Events, Conde Nast Traveler, Fodor's Travel Guide, Forbes, Luxe Magazine, Mountain Parent, PEAK, Wall Street Journal,* and more.

In October & November 2022, B Public Relations pitched Snowmass stories to local, regional, and national writers, focusing on the destination for holiday and winter travel, including events and happenings, such as the Light Up the Night tree lighting ceremony, The Collective's Santa's Village and Winter Market, Snowmass Luminescence, the Torchlight Parade and Fireworks, and more. In addition, B Public Relations pitched a variety of Snowmass stories, positioning Snowmass as a world-class mountain destination for winter getaways and holiday vacations and highlighting its abundance of seasonal recreational activities and experiences. In October 2022, BPR worked with Snowmass Tourism on a New York City media desksides trip consisting of in-person meetings with six journalists who contribute to publications including the *BRIDES*, *Forbes*, *New York Post*, *Town & Country*, *Travel + Leisure*, *Wall Street Journal*, and more. The meetings resulted in several media interested in Snowmass for editorial coverage consideration and two to-be-confirmed upcoming hostings. Media outreach and engagement resulted in coverage in top national publications such as Territory Supply, The Travel, *Veranda* and more. Finally, BPR and Snowmass Tourism scheduled a strategy meeting to discuss and brainstorm opportunities for the upcoming winter season and beyond.

MEDIA HOSTING & OUTREACH

In October 2022, Snowmass Tourism PR hosted and co-hosted one journalist in Snowmass Village on an individual visit. Snowmass Tourism coordinated transportation, lodging, and itineraries, in addition to hosting the journalist for meals and activities.

- Snowmass Tourism Individual Visits
    - Fodor's Travel Guide Whitney Bryen

In addition, Snowmass Tourism PR hosted the editorial team from Rocky Mountain Bride for a two day photoshoot in October 2022, highlighting Snowmass Village as a destination and as an ideal place to get married in the fall. The shoot also encompassed offerings from The Viewline Resort Snowmass, Limelight Hotel Snowmass, and Viceroy Snowmass. Editorial coverage is slated to run in the Fall/Winter 2023 edition of the print magazine, with social media content to continue in 2023.

In October 2022, Snowmass Tourism PR, in conjunction with B Public Relations and Aspen Skiing Company, flew to New York City for a series of media deskside appointments. Engaged journalists included:

- Freelance (Brides, Pure Wow, T+L, Insider, Forbes, CNT) Dan Koday
- Freelance (Forbes, Shondaland, USA Today, TheTravel.com) Michele Herrmann
- Freelance (Forbes, Town & Country) Caroline Tell
- Freelance (The Boston Globe, USA Today, Everrett Potter's Travel Report) Iseult Devlin
- New York Post Jennifer Gould
- Wall Street Journal Jessica Flint

Additionally in October 2022, Snowmass Tourism PR took part in the Colorado Tourism Office's Denver Media Mixer. Snowmass Tourism PR engaged with *5280 Magazine, 303 Magazine, ABC News, Denver Business Journal, GoWorldTravel, Matador Networks, Modern Luxury, MountainTown Magazine, Denver Post, Thrillist, Travel Weekly, and Westword,* along with 24 freelance journalists.

In October & November 2022, Snowmass Tourism PR attended the Colorado Tourism Office's UK Media in Ireland and the United Kingdom. The CTO UK Media Mission coincided with a larger effort by the Denver International Airport, Colorado Tourism, and Colorado State Office of Economic Development to drive international awareness of Colorado to the UK and Ireland, Colorado's largest international market. Over the course of the mission, Snowmass Tourism met with 23 members of the Scottish, Irish, and British press, as well as hosted 10 one-on-one training sessions with prominent travel trade media and operators. Snowmass Tourism also educated over 40 travel agents during a series of roundtable events and happy hours.

Finally, in November 2022, Snowmass Tourism PR attended the Society of American Travel Writers Virtual Marketplace, meeting virtually with eleven members of domestic media.

- AdventureMom Nedra McDaniel
- Freelance (Ebony, Popsugar) Leaura Luciano
- Freelance (Barefoot Theory, Portland Family Magazine) Ariel Frager
- Freelance (LA Times, Napa Valley Register) Diane Covington
- Freelance (The Family Handyman, Gear Junkie) Karuna Eberl
- Getting On Travel Hilary Nagle
- OnTravel Media Elizabeth Lasley
- PlayStayEat Scott Kendall
- Stuffed Suitcase Kim Tate
- The Down Lo Lauren Monitz
- The Spring Break Family Montoya Hudson

PRESS RELEASES DISTRIBUTED

Three news release were distributed to national, regional, and local media

- November 23 Winter 2022/2023 Events & Activities in Snowmass Village, CO
- November 18 Celebrate Season's Greetings in Snowmass, Colorado
- November 8 The John Bemis Community Potluck is Back

PR RESULTS

Total PR Stories in October & November 2022 – Approximately 330 stories

- Equaling approximately 873.7 million media impressions
- Equaling approximately $552.3 in ad value

MEDIA HIGHLIGHTS

Media coverage highlights from October & November 2022 include:

- Fatherly: Limelight Snowmass Hotel Is A Family Ski Resort Like No Other
- Territory Supply: 10 Adventurous Things To Do in Colorado in the Fall
- The Girlfriend: Are You Part Of A Family Of Skiers At All Levels?
- The Travel: 10 Charming Christmas Towns In The US That Are As Festive As They Look
- The Travel: Looking For The Perfect Snow Day? These 10 States See The Most Each Year
- Travel + Leisure: 20 Best Mountain Resorts Around the U.S.
- Travel + Leisure India: 11 Best Places To Travel Internationally In November 2022
- Veranda: Here's Where You Should Go on Your Next Vacation, Based on Your Zodiac Sign

SNOWMASS TOURISM & B PUBLIC RELATIONS INFLUENCER CAMPAIGN

Snowmass Tourism, with support from BPR, will execute a winter influencer program in 2023. This program will drive key messaging and highlight Snowmass as a top winter destination for audiences in top target markets including Austin, New York, Los Angles, and San Francisco, and more.

SNOWMASS

COLORADO

Group Sales Update

Group Sales Dashboard Q3 2022

	2022 Q3 Goal	2022 Q3 Production	Production % Q3 Goal	2021 Q3 Production	2022 Annual Goal	2022 YTD Production (Includes variance)	Production % Annual Goal
Total Leads	163	145	89%	120	652	416	64%
Leads Rebooked		0		0		0	
New Leads	163	145	89%	120		416	
Prospecting	980	1,077	110%	1,014	3,920	3,236	83%
Site Visits		9		11	-	31	-
IDSS New Accounts	190	158	83%	174	760	500	66%
Sales Trips (In-Person/Virtual)		7		5	-	25	-
Fams/Events		2		1	-	4	-
Room Nights Contracted	9,252	4,845	52%	1,972	37,010	15,676	42%
Variance In Rooms In Quarter		666		729		-4,063	
Room Night Cancels		0		0		-236	
Net Quarterly Definite Room Nights		5,511		2,701			
Total Actualized Variance + Cancels						-4,299	
Year To Date Actual					37,010	11,377	31%
% of New Room Nights - Qtr and YTD	35%	49%	141%		35%	54%	155%

SNOWMASS COLORADO

Rollover Production

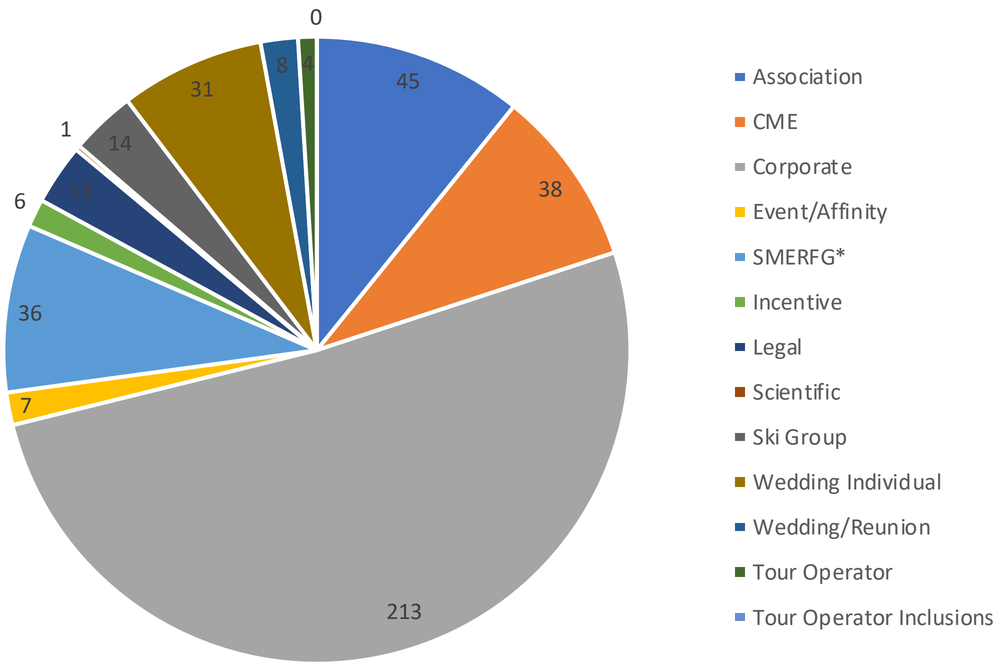
Conversion	2016 Rollover Production	2016 % Leads	2018 Rollover Production	2018 % Leads	2019 Rollover Production	2019 % Leads	2020 Rollover Production	2020 % Leads	2021 Rollover Production	2021 % Leads
Prospect	2/2	100%	1/1	100%	0/2	0%	6/14	43%	36/169	21%
Tentative	0/2	0%	0/1	0%	1/2	50%	0/14	0%	2/169	1%
Definite	0/2	0%	0/1	0%	0/2	0%	1/14	7%	9/169	5%
Definite Non-Contract					0/2	0%	0/14	0%	2/169	1%
Lost Business	0/2	0%	0/1	0%	1/2	50%	7/14	50%	120/169	71%

Conversion	2022 YTD Production	2022 % Leads
Prospect	271/416	65%
Tentative	6/416	1%
Definite	22/416	5%
Definite Non-Contract	15/416	4%
Lost Business	102/416	25%

SNOWMASS COLORADO

Leads by Market Segment Q3 2022

Leads by Market Segment



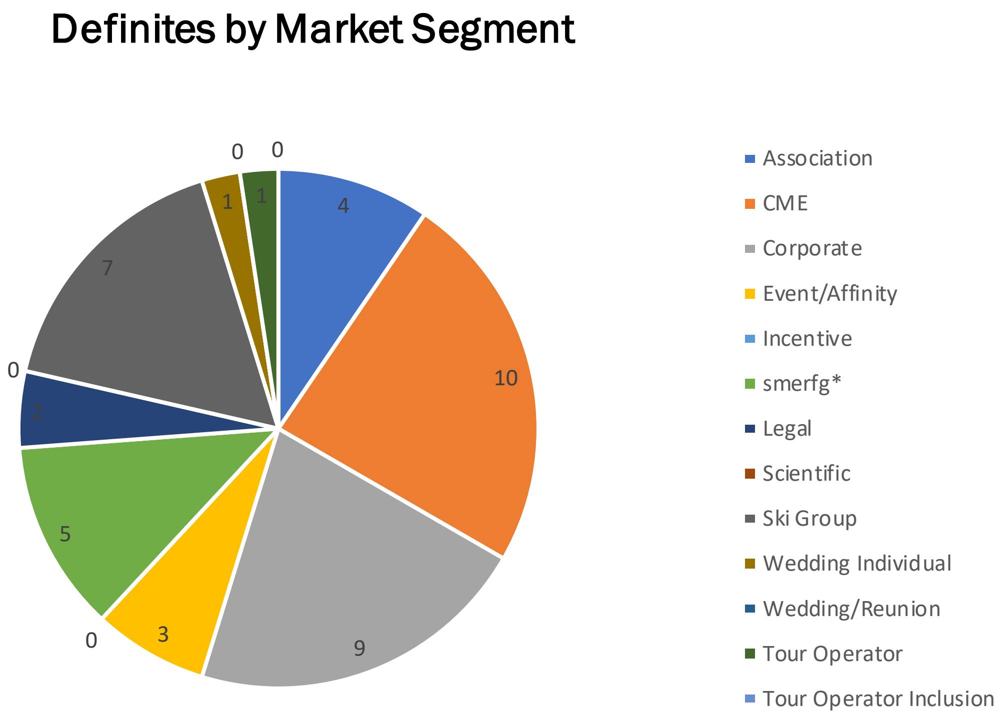
416 YTD Total Leads

Year	# Leads
2022	164
2023	200
2024	38
2025	9
2026	1
2027	1
2028	1
2029	1
2030	1

*Associations:
25 In-State
20 Out of State

SNOWMASS COLORADO

Definites by Market Segment Q3 2022



42 YTD Total Definites

Year	# Leads
2022	25
2023	13
2024	3
2025	1

*Associations:
4 In-State
0 Out of State

30 New from 2022
1 Rollover from 2020
8 Rollover from 2021
1 Rollover cancel 2022
2 Rollover cancel 2021

SNOWMASS COLORADO

2022 Definite Analysis Group Room Nights on the Books (by arrival date)

	Q1	Q2	Q3	Q4	
2017	**14,239**	**3,827**	**5,573**	**1,444**	25,083
2018	**13,345**	**2,449**	**8,219**	**1,498**	25,511
2019	**12,409**	**9,777**	**5,514**	**1,830**	29,530
2020	**11,381**	**47**	**86**	**293**	11,807
2021	**1,813**	**788**	**1,780**	**1,933**	6,314
2022	**14,597**	**4,223**	**10,972**	2,292	32,084
2023	9,952	1,356	2,137	885	14,330
2024	2,965	195	1,332	0	4,492
2025	1,114	0	474	0	1,588

Groups on the Books arrivals starting 10/1/2022

ROOM NIGHTS	NUMBER OF GROUPS
Over 1,000	2
750 – 999	0
500 - 745	14
200 - 499	22
1 - 199	11
0	3 (contracts w/o def room nights)
TOTAL	52

SNOWMASS
COLORADO

Budget Performance Report

Date Range 01/01/22 - 12/02/22

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund **009 - Marketing & Special Events Fund**									
REVENUE									
402005	Grants	.00	10,000.00	10,000.00	.00	.00	10,000.00	.00	100
404071									
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	3,500.00	(3,500.00)	+++
	404071 - Totals	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00	($3,500.00)	+++
407001	Interest Income	3,967.00	.00	3,967.00	.00	.00	98,154.84	(94,187.84)	2474
407003	Miscellaneous Income	.00	.00	.00	.00	.00	5,560.00	(5,560.00)	+++
407018									
407018-02	Co-op Reimbursement - Marketing	12,500.00	.00	12,500.00	.00	.00	.00	12,500.00	0
	407018 - Totals	$12,500.00	$0.00	$12,500.00	$0.00	$0.00	$0.00	$12,500.00	0%
	REVENUE TOTALS	$16,467.00	$10,000.00	$26,467.00	$0.00	$0.00	$117,214.84	($90,747.84)	443%
EXPENSE									
501001									
501001-01	Payroll - Regular	814,422.00	42,745.00	857,167.00	.00	.00	715,542.19	141,624.81	83
	501001 - Totals	$814,422.00	$42,745.00	$857,167.00	$0.00	$0.00	$715,542.19	$141,624.81	83%
501002									
501002-01	Payroll Overtime Regular	10,000.00	.00	10,000.00	.00	.00	6,222.59	3,777.41	62
	501002 - Totals	$10,000.00	$0.00	$10,000.00	$0.00	$0.00	$6,222.59	$3,777.41	62%
501003									
501003-01	Payroll Benefits - Recreation Benefit	18,036.00	.00	18,036.00	.00	.00	12,582.18	5,453.82	70
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	27,500.00	2,500.00	92
501003-06	Payroll Benefits - Retirement	72,583.00	3,574.00	76,157.00	.00	.00	67,666.42	8,490.58	89
501003-08	Payroll Benefits - Medicare	10,970.00	.00	10,970.00	.00	.00	11,506.77	(536.77)	105
501003-09	Payroll Benefits - Fica	5,194.00	.00	5,194.00	.00	.00	5,629.42	(435.42)	108
501003-10	Payroll Benefits - Health Insurance	292,386.00	.00	292,386.00	.00	.00	226,214.01	66,171.99	77
501003-13	Payroll Benefits - Dental Insurance	3,542.00	.00	3,542.00	.00	.00	6,484.80	(2,942.80)	183
501003-14	Payroll Benefits - Vision Insurance	1,690.00	.00	1,690.00	.00	.00	2,098.96	(408.96)	124
501003-15	Payroll Benefits - Standard - Life / AD& D	4,719.00	.00	4,719.00	.00	.00	4,163.24	555.76	88
501003-17	Payroll Benefits - Dependant Life	82.00	.00	82.00	.00	.00	72.40	9.60	88
501003-18	Payroll Benefits - Long Term Disability	6,173.00	.00	6,173.00	.00	.00	5,360.63	812.37	87
501003-19	Payroll Benefits - Unemployment Insurance	2,473.00	.00	2,473.00	.00	.00	1,580.32	892.68	64
501003-20	Payroll Benefits - Workmans Comp	711.00	.00	711.00	.00	.00	3,192.23	(2,481.23)	449
	501003 - Totals	$448,559.00	$3,574.00	$452,133.00	$0.00	$0.00	$374,051.38	$78,081.62	83%
501004	Training/ Registrations	10,000.00	.00	10,000.00	.00	.00	2,162.00	7,838.00	22
501005	Travel & Meeting Expenses	42,000.00	.00	42,000.00	.00	.00	38,458.46	3,541.54	92
502003	Contract Service	25,000.00	.00	25,000.00	.00	.00	12,411.11	12,588.89	50
502004	Telephone	9,000.00	.00	9,000.00	500.00	.00	7,542.31	1,457.69	84
502007									
502007-01	Maintenance Agreements - Copier	2,500.00	.00	2,500.00	7.25	.00	310.20	2,189.80	12
	502007 - Totals	$2,500.00	$0.00	$2,500.00	$7.25	$0.00	$310.20	$2,189.80	12%

Account	Account Description		Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund	**009 - Marketing & Special Events Fund**									
EXPENSE										
502008										
502008-01	Repairs - Equipment		1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0
		502008 - Totals	$1,000.00	$0.00	$1,000.00	$0.00	$0.00	$0.00	$1,000.00	0%
502009										
502009-01	Mailing - Postage		1,500.00	.00	1,500.00	.00	.00	26.69	1,473.31	2
		502009 - Totals	$1,500.00	$0.00	$1,500.00	$0.00	$0.00	$26.69	$1,473.31	2%
502010										
502010-03	Utilities - Electric		1,000.00	.00	1,000.00	.00	.00	847.60	152.40	85
		502010 - Totals	$1,000.00	$0.00	$1,000.00	$0.00	$0.00	$847.60	$152.40	85%
502013										
502013-01	Leased Equipment - Copier		2,000.00	.00	2,000.00	162.15	.00	2,220.10	(220.10)	111
		502013 - Totals	$2,000.00	$0.00	$2,000.00	$162.15	$0.00	$2,220.10	($220.10)	111%
502017	Audit		5,300.00	.00	5,300.00	.00	.00	5,300.00	.00	100
502029	Accounting & Administrative Fee		22,799.00	.00	22,799.00	.00	.00	22,799.00	.00	100
503002	Dues, Memberships, Subscriptions		7,725.00	.00	7,725.00	.00	.00	6,001.36	1,723.64	78
503003	Miscellaneous		34,000.00	.00	34,000.00	1,024.00	.00	48,992.41	(14,992.41)	144
503005										
503005-01	Supplies - Office		7,000.00	.00	7,000.00	.00	.00	2,492.03	4,507.97	36
503005-30	Supplies - Events		45,000.00	.00	45,000.00	4,186.59	.00	44,119.13	880.87	98
		503005 - Totals	$52,000.00	$0.00	$52,000.00	$4,186.59	$0.00	$46,611.16	$5,388.84	90%
503007										
503007-01	Building Lease Payments - Rent		63,000.00	.00	63,000.00	685.79	.00	55,827.08	7,172.92	89
503007-02	Building Lease Payments - CAMS		7,782.00	.00	7,782.00	848.82	.00	7,217.21	564.79	93
		503007 - Totals	$70,782.00	$0.00	$70,782.00	$1,534.61	$0.00	$63,044.29	$7,737.71	89%
503008										
503008-01	Insurance - Building		237.00	.00	237.00	.00	.00	78.00	159.00	33
503008-02	Insurance - Vehicle		360.00	.00	360.00	.00	.00	230.00	130.00	64
		503008 - Totals	$597.00	$0.00	$597.00	$0.00	$0.00	$308.00	$289.00	52%
503009										
503009-01	Vehicle Expenses - Fuel		375.00	.00	375.00	.00	.00	1,721.95	(1,346.95)	459
503009-03	Vehicle Expenses - Parts & Supplies		1,247.00	.00	1,247.00	.00	.00	2,847.10	(1,600.10)	228
503009-06	Vehicle Expenses - Labor		1,637.00	.00	1,637.00	.00	.00	2,996.25	(1,359.25)	183
		503009 - Totals	$3,259.00	$0.00	$3,259.00	$0.00	$0.00	$7,565.30	($4,306.30)	232%
503027	Office Equipment		4,000.00	.00	4,000.00	.00	.00	277.19	3,722.81	7
510055	Transfer Out to CIP		350,000.00	.00	350,000.00	.00	.00	350,000.00	.00	100
550001	Airline Support		20,000.00	.00	20,000.00	.00	.00	15,277.50	4,722.50	76
550002	Signage		34,000.00	.00	34,000.00	.00	.00	31,651.98	2,348.02	93
550003	Premiums		35,000.00	.00	35,000.00	.00	.00	32,945.62	2,054.38	94

Town of SNOWMASS Village

Budget Performance Report

Date Range 01/01/22 - 12/02/22

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund **009 - Marketing & Special Events Fund**									
EXPENSE									
550004									
550004-01	Summer Marketing - Collateral	115,000.00	.00	115,000.00	.00	.00	100,192.41	14,807.59	87
550004-02	Summer Marketing - Advertising	670,000.00	.00	670,000.00	.00	.00	605,140.63	64,859.37	90
550004-03	Summer Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	64,203.70	(4,203.70)	107
	550004 - Totals	$845,000.00	$0.00	$845,000.00	$0.00	$0.00	$769,536.74	$75,463.26	91%
550005									
550005-01	Winter Marketing - Collateral	120,000.00	.00	120,000.00	.00	.00	50,366.79	69,633.21	42
550005-02	Winter Marketing - Advertising	782,000.00	.00	782,000.00	.00	.00	570,562.90	211,437.10	73
550005-03	Winter Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	28,808.04	31,191.96	48
	550005 - Totals	$962,000.00	$0.00	$962,000.00	$0.00	$0.00	$649,737.73	$312,262.27	68%
550006									
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	.00	.00	17,549.86	22,450.14	44
550006-02	Online - Social Media	60,000.00	.00	60,000.00	.00	.00	38,272.32	21,727.68	64
550006-03	Online - Search Engine Optimization & Marketing	85,000.00	.00	85,000.00	.00	.00	98,146.68	(13,146.68)	115
550006-04	Online - E-mail & Content Marketing	25,000.00	.00	25,000.00	.00	.00	5,541.94	19,458.06	22
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	.00	.00	.00	2,500.00	0
	550006 - Totals	$212,500.00	$0.00	$212,500.00	$0.00	$0.00	$159,510.80	$52,989.20	75%
550008	Sponsorship Tool	13,000.00	.00	13,000.00	.00	.00	3,835.53	9,164.47	30
550009	Competitive Analysis	33,000.00	.00	33,000.00	14,365.00	.00	35,411.50	(2,411.50)	107
550010									
550010	Summer Events	1,150,000.00	.00	1,150,000.00	55,350.00	.00	931,968.31	218,031.69	81
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	150,000.00	.00	100
	550010 - Totals	$1,300,000.00	$0.00	$1,300,000.00	$55,350.00	$0.00	$1,081,968.31	$218,031.69	83%
550011	Winter Events	746,750.00	249,000.00	995,750.00	24,157.00	.00	385,721.15	610,028.85	39
550013	Research Survey	15,000.00	.00	15,000.00	5,999.33	.00	5,999.33	9,000.67	40
560001	Public Relations	152,000.00	.00	152,000.00	.00	.00	88,241.91	63,758.09	58
560002	Rebate	55,000.00	.00	55,000.00	.00	.00	51,650.00	3,350.00	94
	EXPENSE TOTALS	$6,340,693.00	$295,319.00	$6,636,012.00	$107,285.93	$0.00	$5,022,181.44	$1,613,830.56	76%
	Fund **009 - Marketing & Special Events Fund** Totals								
	REVENUE TOTALS	16,467.00	10,000.00	26,467.00	.00	.00	117,214.84	(90,747.84)	443%
	EXPENSE TOTALS	6,340,693.00	295,319.00	6,636,012.00	107,285.93	.00	5,022,181.44	1,613,830.56	76%
	Fund **009 - Marketing & Special Events Fund** Totals	($6,324,226.00)	($285,319.00)	($6,609,545.00)	($107,285.93)	$0.00	($4,904,966.60)	($1,704,578.40)	
Fund **010 - Group Sales Fund**									
REVENUE									
407001	Interest Income	2,445.00	.00	2,445.00	.00	.00	52,892.28	(50,447.28)	2163
407003	Miscellaneous Income	.00	.00	.00	.00	.00	313.10	(313.10)	+++
407056	Support for Groups	20,000.00	.00	20,000.00	.00	.00	15,535.61	4,464.39	78
	REVENUE TOTALS	$22,445.00	$0.00	$22,445.00	$0.00	$0.00	$68,740.99	($46,295.99)	306%

Budget Performance Report

Date Range 01/01/22 - 12/02/22

Include Rollup Account and Rollup to Account

Town of SNOWMASS Village

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund **010 - Group Sales Fund**									
EXPENSE									
501001									
501001-01	Payroll - Regular	739,738.00	24,534.00	764,272.00	.00	.00	595,406.07	168,865.93	78
	501001 - Totals	$739,738.00	$24,534.00	$764,272.00	$0.00	$0.00	$595,406.07	$168,865.93	78%
501002									
501002-01	Payroll Overtime Regular	5,000.00	.00	5,000.00	.00	.00	2,289.76	2,710.24	46
	501002 - Totals	$5,000.00	$0.00	$5,000.00	$0.00	$0.00	$2,289.76	$2,710.24	46%
501003									
501003-01	Payroll Benefits - Recreation Benefit	10,020.00	.00	10,020.00	.00	.00	8,638.55	1,381.45	86
501003-06	Payroll Benefits - Retirement	66,438.00	2,054.00	68,492.00	.00	.00	61,278.48	7,213.52	89
501003-08	Payroll Benefits - Medicare	10,799.00	.00	10,799.00	.00	.00	9,395.73	1,403.27	87
501003-09	Payroll Benefits - Fica	.00	.00	.00	.00	.00	502.04	(502.04)	+++
501003-10	Payroll Benefits - Health Insurance	244,409.00	.00	244,409.00	.00	.00	207,183.32	37,225.68	85
501003-13	Payroll Benefits - Dental Insurance	3,125.00	.00	3,125.00	.00	.00	5,810.62	(2,685.62)	186
501003-14	Payroll Benefits - Vision Insurance	1,491.00	.00	1,491.00	.00	.00	1,605.02	(114.02)	108
501003-15	Payroll Benefits - Standard - Life / AD& D	4,320.00	.00	4,320.00	.00	.00	3,887.91	432.09	90
501003-17	Payroll Benefits - Dependant Life	72.00	.00	72.00	.00	.00	64.40	7.60	89
501003-18	Payroll Benefits - Long Term Disability	5,651.00	.00	5,651.00	.00	.00	4,939.65	711.35	87
501003-19	Payroll Benefits - Unemployment Insurance	2,234.00	.00	2,234.00	.00	.00	1,286.55	947.45	58
501003-20	Payroll Benefits - Workmans Comp	642.00	.00	642.00	.00	.00	997.89	(355.89)	155
	501003 - Totals	$349,201.00	$2,054.00	$351,255.00	$0.00	$0.00	$305,590.16	$45,664.84	87%
501004	Training/ Registrations	16,000.00	.00	16,000.00	.00	.00	17,095.18	(1,095.18)	107
501005	Travel & Meeting Expenses	70,000.00	.00	70,000.00	.00	.00	51,680.12	18,319.88	74
502003	Contract Service	61,400.00	.00	61,400.00	.00	.00	56,561.46	4,838.54	92
502004	Telephone	6,200.00	.00	6,200.00	400.00	.00	4,700.00	1,500.00	76
502007									
502007-01	Maintenance Agreements - Copier	2,500.00	.00	2,500.00	7.25	.00	310.20	2,189.80	12
	502007 - Totals	$2,500.00	$0.00	$2,500.00	$7.25	$0.00	$310.20	$2,189.80	12%
502008									
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0
	502008 - Totals	$1,000.00	$0.00	$1,000.00	$0.00	$0.00	$0.00	$1,000.00	0%
502009									
502009-01	Mailing - Postage	2,000.00	.00	2,000.00	151.49	.00	340.29	1,659.71	17
502009-03	Mailing - Tradeshows	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0
	502009 - Totals	$4,000.00	$0.00	$4,000.00	$151.49	$0.00	$340.29	$3,659.71	9%
502013									
502013-01	Leased Equipment - Copier	2,000.00	.00	2,000.00	162.15	.00	2,220.19	(220.19)	111
	502013 - Totals	$2,000.00	$0.00	$2,000.00	$162.15	$0.00	$2,220.19	($220.19)	111%
502017	Audit	2,692.00	.00	2,692.00	.00	.00	2,692.00	.00	100
502029	Accounting & Administrative Fee	11,400.00	.00	11,400.00	.00	.00	11,400.00	.00	100

Town of SNOWMASS Village

Budget Performance Report

Date Range 01/01/22 - 12/02/22

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund **010 - Group Sales Fund**									
EXPENSE									
503002	Dues, Memberships, Subscriptions	9,500.00	.00	9,500.00	.00	.00	9,901.74	(401.74)	104
503003	Miscellaneous	62,000.00	.00	62,000.00	1,185.44	.00	12,867.16	49,132.84	21
503005									
503005-01	Supplies - Office	5,000.00	.00	5,000.00	.00	.00	2,402.90	2,597.10	48
	503005 - Totals	$5,000.00	$0.00	$5,000.00	$0.00	$0.00	$2,402.90	$2,597.10	48%
503007									
503007-01	Building Lease Payments - Rent	57,000.00	.00	57,000.00	.00	.00	47,924.20	9,075.80	84
	503007 - Totals	$57,000.00	$0.00	$57,000.00	$0.00	$0.00	$47,924.20	$9,075.80	84%
503009									
503009-01	Vehicle Expenses - Fuel	375.00	.00	375.00	.00	.00	.00	375.00	0
503009-03	Vehicle Expenses - Parts & Supplies	1,246.00	.00	1,246.00	.00	.00	.00	1,246.00	0
503009-06	Vehicle Expenses - Labor	1,637.00	.00	1,637.00	.00	.00	.00	1,637.00	0
	503009 - Totals	$3,258.00	$0.00	$3,258.00	$0.00	$0.00	$0.00	$3,258.00	0%
503027	Office Equipment	4,000.00	.00	4,000.00	.00	.00	650.15	3,349.85	16
510055	Transfer Out to CIP	200,000.00	.00	200,000.00	.00	.00	200,000.00	.00	100
550001	Airline Support	20,000.00	.00	20,000.00	.00	.00	15,277.50	4,722.50	76
550014									
550014-01	Marketing - Collateral	4,500.00	.00	4,500.00	1,500.00	.00	3,787.78	712.22	84
550014-02	Marketing - Industry Print Ads	80,000.00	.00	80,000.00	.00	.00	40,753.82	39,246.18	51
550014-03	Marketing - Online	26,000.00	.00	26,000.00	.00	.00	37,600.55	(11,600.55)	145
	550014 - Totals	$110,500.00	$0.00	$110,500.00	$1,500.00	$0.00	$82,142.15	$28,357.85	74%
550015									
550015-01	Direct Sales - Tradeshows	54,000.00	.00	54,000.00	.00	.00	33,235.64	20,764.36	62
550015-02	Direct Sales - Client Amenities/Premiums	35,000.00	.00	35,000.00	.00	.00	30,764.96	4,235.04	88
550015-03	Direct Sales - Client Entertainment	40,000.00	.00	40,000.00	.00	.00	20,362.74	19,637.26	51
550015-04	Direct Sales - FAM	88,000.00	.00	88,000.00	.00	.00	54,975.55	33,024.45	62
	550015 - Totals	$217,000.00	$0.00	$217,000.00	$0.00	$0.00	$139,338.89	$77,661.11	64%
550016	Support for Groups	210,000.00	80,000.00	290,000.00	.00	.00	183,194.71	106,805.29	63
	EXPENSE TOTALS	$2,169,389.00	$106,588.00	$2,275,977.00	$3,406.33	$0.00	$1,743,984.83	$531,992.17	77%
	Fund **010 - Group Sales Fund** Totals								
	REVENUE TOTALS	22,445.00	.00	22,445.00	.00	.00	68,740.99	(46,295.99)	306%
	EXPENSE TOTALS	2,169,389.00	106,588.00	2,275,977.00	3,406.33	.00	1,743,984.83	531,992.17	77%
	Fund **010 - Group Sales Fund** Totals	($2,146,944.00)	($106,588.00)	($2,253,532.00)	($3,406.33)	$0.00	($1,675,243.84)	($578,288.16)	
	Grand Totals								
	REVENUE TOTALS	38,912.00	10,000.00	48,912.00	.00	.00	185,955.83	(137,043.83)	380%
	EXPENSE TOTALS	8,510,082.00	401,907.00	8,911,989.00	110,692.26	.00	6,766,166.27	2,145,822.73	76%
	Grand Totals	($8,471,170.00)	($391,907.00)	($8,863,077.00)	($110,692.26)	$0.00	($6,580,210.44)	($2,282,866.56)	

TOWN OF SNOWMASS VILLAGE
TOWN SALES TAX

HISTORICAL SUMMARY

MONTH GENERATED PER SALES TAX PROGRAM GENERAL FUND	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2022 VARIANCE $	2022 VARIANCE %
January	$ 362,493.08	$ 360,638.81	$ 404,028.31	$ 427,441.55	$ 237,850.40	$ 462,787.05	$ 224,936.65	94.57%
February	$ 319,930.71	$ 337,547.54	$ 367,100.21	$ 410,752.99	$ 282,893.84	$ 508,661.55	$ 225,767.71	79.81%
March	$ 334,633.61	$ 352,239.78	$ 440,966.45	$ 224,185.24	$ 380,903.15	$ 567,508.25	$ 186,605.10	48.99%
April	$ 76,268.15	$ 78,961.47	$ 98,200.56	$ 46,249.98	$ 146,994.42	$ 166,669.59	$ 19,675.17	13.38%
May	$ 36,665.01	$ 41,084.62	$ 51,199.78	$ 47,271.05	$ 69,599.69	$ 85,120.45	$ 15,520.76	22.30%
June	$ 96,360.04	$ 104,878.31	$ 119,134.32	$ 68,874.98	$ 142,424.91	$ 190,547.04	$ 48,122.13	33.79%
July	$ 126,139.70	$ 142,768.21	$ 157,622.00	$ 149,999.66	$ 227,075.21	$ 248,554.58	$ 21,479.37	9.46%
August	$ 101,608.64	$ 127,346.45	$ 137,134.34	$ 130,437.20	$ 187,834.96	$ 200,547.06	$ 12,712.10	6.77%
September	$ 108,996.59	$ 118,563.66	$ 124,797.83	$ 133,966.61	$ 175,997.85	$ 224,115.54	$ 48,117.69	27.34%
October	$ 45,587.43	$ 57,671.88	$ 73,571.71	$ 91,393.55	$ 107,172.76			
November	$ 56,002.02	$ 76,238.11	$ 87,731.79	$ 106,486.94	$ 113,129.46			
December	$ 286,899.73	$ 340,559.83	$ 361,170.95	$ 309,406.92	$ 461,718.36			
TOTAL	$ 1,951,584.71	$ 2,138,498.67	$ 2,422,658.25	$ 2,146,466.67	$ 2,533,595.01	$ 2,654,511.11	$ 802,936.68	43.37%

MONTH GENERATED PER SALES TAX PROGRAM MARKETING FUND	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2022 VARIANCE $	2022 VARIANCE %
January	$ 906,232.98	$ 901,597.12	$ 1,010,070.87	$ 1,068,604.07	$ 594,626.34	$ 1,156,967.73	$ 562,341.39	94.57%
February	$ 799,826.81	$ 843,868.95	$ 917,750.53	$ 1,026,882.67	$ 707,234.46	$ 1,271,653.86	$ 564,419.40	79.81%
March	$ 836,584.01	$ 880,599.75	$ 1,102,416.47	$ 560,463.25	$ 952,258.09	$ 1,418,770.69	$ 466,512.60	48.99%
April	$ 190,670.38	$ 197,403.83	$ 245,501.51	$ 115,624.99	$ 367,486.29	$ 416,674.13	$ 49,187.84	13.38%
May	$ 91,661.14	$ 102,711.74	$ 127,999.58	$ 118,177.65	$ 173,999.59	$ 212,801.16	$ 38,801.57	22.30%
June	$ 240,898.95	$ 262,196.04	$ 297,836.25	$ 172,187.69	$ 356,058.93	$ 476,367.94	$ 120,309.01	33.79%
July	$ 315,349.27	$ 356,920.57	$ 394,055.27	$ 374,999.37	$ 567,688.45	$ 621,386.53	$ 53,698.08	9.46%
August	$ 254,021.72	$ 318,366.53	$ 342,835.94	$ 326,093.15	$ 469,587.79	$ 501,367.94	$ 31,780.15	6.77%
September	$ 272,491.55	$ 296,409.54	$ 311,994.78	$ 334,916.34	$ 439,995.13	$ 560,289.09	$ 120,293.96	27.34%
October	$ 113,968.50	$ 144,179.84	$ 183,929.48	$ 228,477.00	$ 267,924.46			
November	$ 140,005.14	$ 190,595.38	$ 219,329.52	$ 266,217.39	$ 282,824.29			
December	$ 717,249.45	$ 851,686.48	$ 902,927.88	$ 773,517.76	$ 1,154,296.49			
TOTALS	$ 4,878,959.90	$ 5,346,535.77	$ 6,056,648.08	$ 5,366,161.33	$ 6,333,980.31	$ 6,636,279.07	$ 2,007,344.00	43.37%

Upcoming 2023 Snowmass Tourism Meeting Dates *

Thurs, Feb 16, 2023	Marketing, Group Sales & Special Events Board – 8:30am Town Hall
Thurs, Apr 13, 2023	Marketing, Group Sales & Special Events Board – 8:30am Town Hall
Thurs, Jun 15, 2023	Marketing, Group Sales & Special Events Board – 8:30am Town Hall
Thurs, Aug 17, 2023	Marketing, Group Sales & Special Events Board – TBD
Thurs, Oct 26, 2023	Marketing, Group Sales & Special Events Board – 8:30am Town Hall
Thurs, Dec 14, 2023	Marketing, Group Sales & Special Events Board – 8:30am Town Hall

Fri, Jan 27, 2023	Group Sales Advisory Committee – 8:30am Virtual
Fri, March 24, 2023	Group Sales Advisory Committee – 8:30am Virtual
Fri, May 26, 2023	Group Sales Advisory Committee – 8:30am Virtual
Fri, July 28, 2023	Group Sales Advisory Committee – 8:30am Virtual
Fri, Sept 29, 2023	Group Sales Advisory Committee – 8:30am Virtual
Fri, Nov 17, 2023	Group Sales Advisory Committee – 8:30am Virtual

Mon, Feb 6, 2023	Marketing Advisory Committee – 1:00pm - Virtual
Mon, Apr 10, 2023	Marketing Advisory Committee – 1:00pm - Virtual
Mon, June 5, 2023	Marketing Advisory Committee – 1:00pm - Virtual
Mon, Aug 7, 2023	Marketing Advisory Committee – 1:00pm - Virtual
Mon, Oct 9, 2023	Marketing Advisory Committee – 1:00pm - Virtual
Mon, Dec 4, 2023	Marketing Advisory Committee – 1:00pm - Virtual

Dates as of 12/5/22* dates are subject to change

SNOWMASS
COLORADO

Transient Inventory Study + RBO

Presented to Town Council
November 2022

Transient Inventory Study

- Cooperative between Aspen Skiing Company, ACRA & Snowmass Tourism
- Destimetrics, every three or so years since 2009
- Last done in 2018. In 2018, we added a look at Basalt + Carbondale
- In 2022, we added a separate RBO (rent by owner survey of Airbnb and VRBO) study
- 53 property management companies responded representing variety of property types, including 1 Bed and Breakfast, 40 Hotel/Lodge, 133 Condominium Properties and 316 Private Homes.

SNOWMASS COLORADO

Traditional Market 2022

41%

Unit and Pillows by Location	Aspen	Snowmass	Basalt	Carbondale	All
Units by Location	2,137	1,811	180	244	4,372
Pillows by Location	10,349	9,223	578	1,089	21,239

43%

SNOWMASS
COLORADO

Traditional Market 2022 vs 2018

2022

Unit and Pillows by Location	Aspen	Snowmass	Basalt	Carbondale	All
	+5.8%	+6.6%	+57.9%	+43.5%	+9.2%
Units by Location	2,137	1,811	180	244	4,372
Pillows by Location	10,349	9,223	578	1,089	21,239
	+7.0%	+18.8%	+26.8%	+63.0%	+14.4%

2018

Unit and Pillows by Location	Aspen	Snowmass	Basalt	Carbondale	All
Units by Location	2,020	1,699	114	170	4,003
Pillows by Location	9,673	7,761	456	668	18,558

SNOWMASS COLORADO

Traditional Market 2022

Unit and Pillows by Location	Aspen	Snowmass	Basalt	Carbondale	All
Units by Location	2,137	1,811	180	244	4,372
Pillows by Location	10,349	9,223	578	1,089	21,239

Units by Location and Type 2022	Hotel/Lodge	Condominium	Private Home	Bed & Breakfast	All
Aspen	1,003	923	189	22	2,137
Snowmass	835	885	91	0	1,811
Basalt	173	5	2	0	180
Carbondale	204	6	34	0	244
Total	2,215	1,819	316	22	4,372

SNOWMASS
COLORADO

Traditional Market 2022

Snowmass - Units by Type Comparison	Hotel/Lodge	Condominium	Private Home	Bed & Breakfast	All
2009	621	966	64	0	1,651
2012	826	914	82	0	1,822
2015	824	889	65	0	1,778
2018	880	735	84	0	1,699
2022	835	885	91	0	1,811
% Change '12 v '09	33.01%	-5.38%	28.13%	0.00%	10.36%
% Change '15 v '12	-0.24%	-2.74%	-20.73%	0.00%	-2.41%
% Change '18 v '15	6.80%	-17.32%	29.23%	0.00%	-4.44%
% Change '22 v '18	-5.11%	20.41%	8.33%	100.00%	6.59%
% Change Trend					
Absolute Trend					

SNOWMASS
COLORADO

Traditional Market – Year Built

Units by Construction and Location	Aspen	Snowmass	Basalt	Carbondale	All
Pre 1954	100	0	0	0	100
1954-1965	114	0	0	0	114
1966-1975	363	914	0	0	1,277
1976-1985	13	139	0	0	152
1986-1995	204	2	0	76	282
1996-2005	125	0	0	0	125
2006-2015	2	162	113	5	282
2016-2025	94	152	0	0	246

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Key Take Aways

- Moderate growth in Snowmass and Aspen inventory. Big growth in Down Valley inventory.
- Snowmass Village has lost ‘hotel’ beds in favor of workforce housing.
- 150 gain in condo units in Snowmass. Some due to new construction. Some net additions.
- No real insights on private homes.

SNOWMASS COLORADO

Rent By Owner Study 2022

- Scrubbed data from VRBO + Airbnb based on property ID
- Data available from Jan 1, 2015 through May 31, 2022
- Platforms grew exponentially in time frame

Airbnb annual listings 2013 to 2021 (mm)

Year	Listings (mm)
2013	0.3
2014	0.8
2015	1.2
2016	2.1
2017	4
2018	6
2019	7
2020	5.6
2021	6

SNOWMASS COLORADO

Rent By Owner Study 2022

Airbnb & Vrbo Combined - Average Number of Properties/Units and Percent of Total						
		Aspen	Snowmass	Basalt	Carbondale	Total
2021 Yearly Average	Units	2,423	1,586	200	519	4,728
2022* Yearly Average	Units	2,197	1,535	182	478	4,392
2021 % of Total	Units	51.2%	33.5%	4.2%	11.0%	100%
2022 % of Total	Units	50.0%	34.9%	4.1%	10.9%	100%

**Each unique property/unit is accounted for once.

*2022 consists of January - May.

SNOWMASS COLORADO

Rent By Owner Study 2022

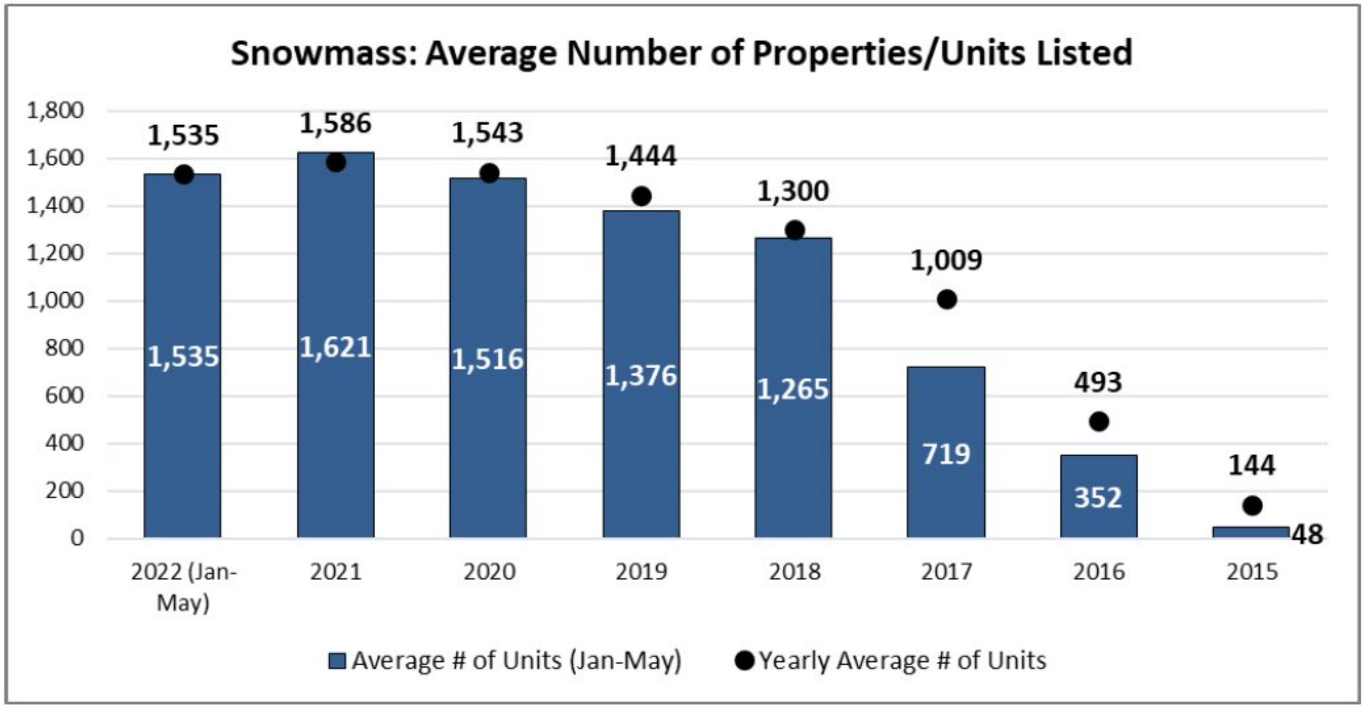
Airbnb & Vrbo Combined - Average Number of Pillows and Percent of Total							
		Aspen	Snowmass	Basalt	Carbondale	Total
2021 Yearly Average	Pillows	15,123	10,121	1,038	2,947	29,229
2022* Yearly Average	Pillows	13,478	9,798	935	2,745	26,955
2021 % of Total	Pillows	51.7%	34.6%	3.6%	10.1%	100%
2022 % of Total	Pillows	50.0%	36.3%	3.5%	10.2%	100%

**Each unique property/unit is accounted for once.

*2022 consists of January - May.

SNOWMASS COLORADO

Rent By Owner Study 2022



SNOWMASS
COLORADO

Rent By Owner Study 2022

Manager Type - Average Number of Properties/Units and Percent of Total						
		Aspen	Snowmass	Basalt	Carbondale	Total
2022*	Owner Managed	754	241	120	268	1,383
	Professionally Managed	1,443	1,293	62	210	3,008
	Location Total	2,197	1,535	182	478	4,392
2022 % of Manager Total	Owner Managed	54.5%	17.4%	8.7%	19.4%	100%
	Professionally Managed	48.0%	43.0%	2.1%	7.0%	100%

**Each unique property/unit is accounted for once.

*2022 consists of January - May.

SNOWMASS COLORADO

Rent By Owner Study 2022

By Manager - Units								
Snowmass	2022 (Jan-May)	2021	2020	2019	2018	2017	2016	2015
Owner Managed	241	256	249	229	215	140	69	35
Professoinally Managed	1,293	1,330	1,294	1,214	1,085	869	424	109
Total Units	1,535	1,586	1,543	1,444	1,300	1,009	493	144

By Manager - Percent of Total Units								
Snowmass	2022 (Jan-May)	2021	2020	2019	2018	2017	2016	2015
Owner Managed	15.7%	16.1%	16.1%	15.9%	16.5%	13.9%	14.0%	24.3%
Professoinally Managed	84.3%	83.9%	83.9%	84.1%	83.5%	86.1%	86.0%	75.7%
Total	100%	100%	100%	100%	100%	100%	100%	100%

By Manager - Year over Year % Variance							
Snowmass	2022 vs 2021	2021 vs 2020	2020 vs 2019	2019 vs 2018	2018 vs 2017	2017 vs 2016	2016 vs 2015
Owner Managed	-2.3%	-0.2%	1.6%	-3.9%	20.2%	-1.5%	-42.6%
Professoinally Managed	0.4%	0.0%	-0.3%	0.8%	-3.2%	0.2%	13.7%

**This data has had duplications removed to provide accurate quantification of Owner Managed RBO units versus Professionally Managed units.

SNOWMASS COLORADO

Rent By Owner Study 2022

Snowmass: Number of Units by Property Type				
Snowmass	Apartment / Condominium / Townhome	House	Other	Total
2022 (Jan-May)	1,083	299	153	1,535
2021	1,106	319	161	1,586
2020	986	404	153	1,543
2019	959	350	134	1,444
2018	894	275	131	1,300
2017	759	142	108	1,009
2016	395	37	61	493
2015	108	18	18	144

Rent By Owner Study 2022

Snowmass: Percent of Units by Property Type				
Snowmass	Apartment / Condominium / Townhome	House	Other	Total
2022 (Jan-May)	70.6%	19.5%	10.0%	100%
2021	69.7%	20.1%	10.1%	100%
2020	63.9%	26.1%	9.9%	100%
2019	66.5%	24.2%	9.3%	100%
2018	68.8%	21.1%	10.1%	100%
2017	75.2%	14.1%	10.7%	100%
2016	80.2%	7.5%	12.4%	100%
2015	74.8%	12.6%	12.5%	100%
% Change '22 v '21	1.2%	-3.4%	-1.4%	
% Change '21 v '20	9.1%	-23.0%	2.0%	
% Change '20 v '19	-3.8%	7.9%	6.6%	
% Change '19 v '18	-3.4%	14.7%	-7.7%	
% Change '18 v '17	-8.6%	50.1%	-5.7%	
% Change '17 v '16	-6.2%	88.2%	-13.4%	
% Change '16 v '15	7.1%	-40.8%	-1.2%	

SNOWMASS
COLORADO

Transient Inventory Study + RBO 2022

Owner Managed (RBO) vs Traditional Market and Percent of Total per Location						
		Aspen	Snowmass	Basalt	Carbondale	Total
Units	Owner Managed (RBO)	754	241	120	268	1,383
	Traditional Market	2,137	1,811	180	244	4,372
	Location Total	2,891	2,052	300	512	5,755
2022 % of Location Total	Owner Managed (RBO)	26.1%	11.7%	40.0%	52.3%	24.0%
	Traditional Market	73.9%	88.3%	60.0%	47.7%	76.0%
	Total	100%	100%	100%	100%	100%

SNOWMASS
COLORADO

Transient Inventory Study + RBO 2022

Owner Managed (RBO) vs Traditional Market and Percent of Total per Location						
		Aspen	Snowmass	Basalt	Carbondale	Total
Pillows	Owner Managed (RBO)	4,544	1,493	590	1,461	8,088
	Traditional Market	10,349	9,223	578	1,089	21,239
	Location Total	14,893	10,716	1,168	2,550	29,327
2022 % of Location Total	Owner Managed (RBO)	30.5%	13.9%	50.5%	57.3%	27.6%
	Traditional Market	69.5%	86.1%	49.5%	42.7%	72.4%
	Total	100%	100%	100%	100%	100%

Key Take Aways

- Total units in Snowmass about 2,050 units and 10,700 pillows
- Most of Snowmass inventory (85%-ish) is professionally managed
- About 80-85% of what’s on RBO sites are condos vs private homes, etc.

SNOWMASS COLORADO

Questions?

SNOWMASS
COLORADO

TOWN OF SNOWMASS VILLAGE

SNOWMASS MALL TRANSIT CENTER

NOVEMBER 23, 2022

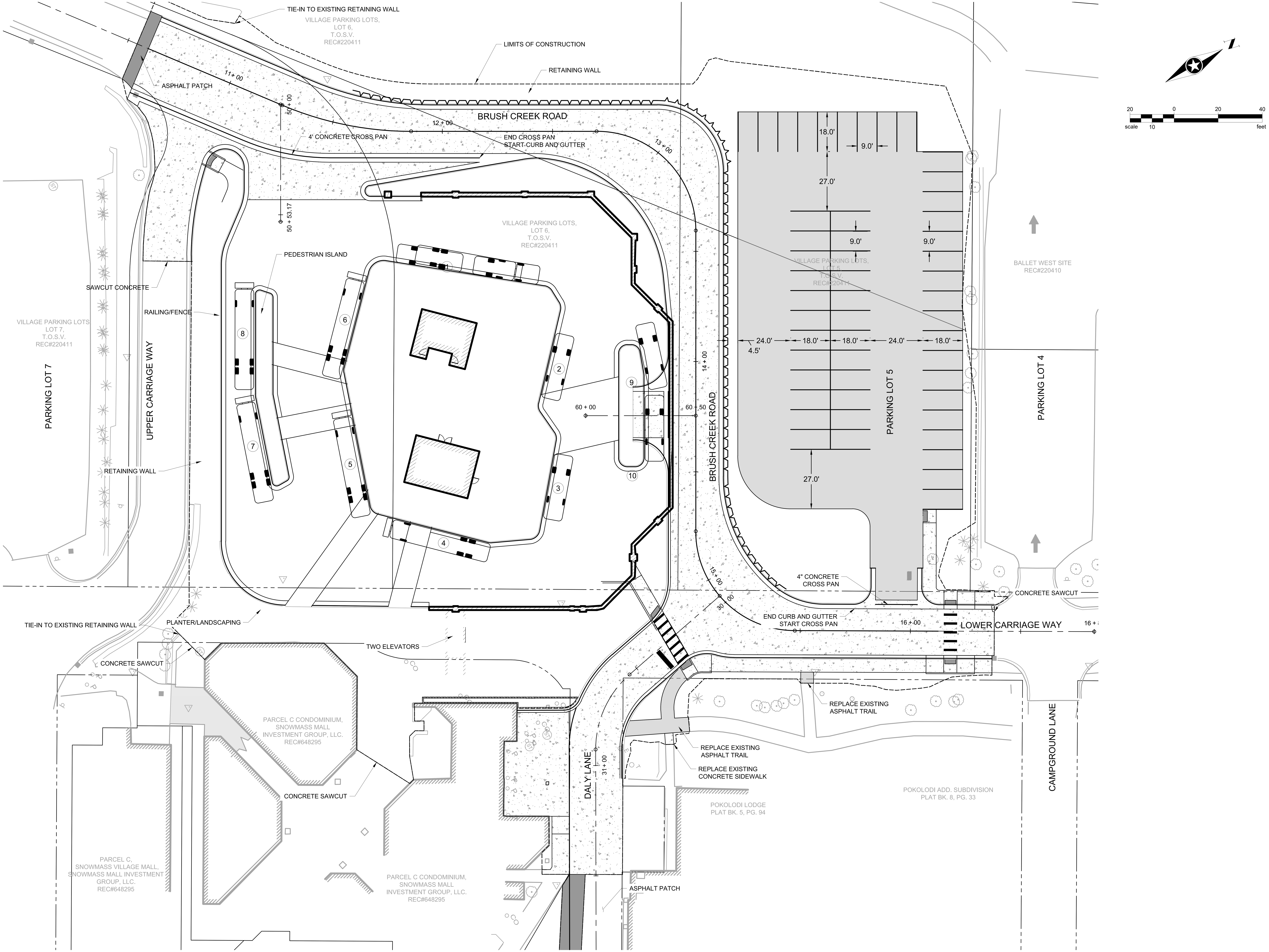
SEH

CURRENT RFTA & VILLAGE SHUTTLE DEPOTS

Project Need and Description

TOSV, in consultation with RFTA, has determined the need to renovate its current transit facilities based on several objectives:

- To meet anticipated increased demand for transit services in the town and region TOSV needs to improve and expand its current mall transit terminals.
- Update aging facilities that are already at capacity during the Winter season. The regional “RFTA” Depot was constructed in 1969 and the Local “Village Shuttle Depot” in 1987.
- Improve the operational efficiency and safety of the existing sites by centralizing Snowmass Village transit operations into one easily accessible location.
- Improve ADA accessibility and pedestrian experience when entering and exiting the Snowmass Mall
- Provide necessary infrastructure for a diversified fleet of buses and cars, including electric charging infrastructure.



SEH

NOT FOR CONSTRUCTION

PROJECT OWNER
TOWN OF SNOWMASS VILLAGE
130 KEARNS ROAD
SNOWMASS VILLAGE, CO. 81615
970.923.3777

ARCHITECT
SHORT ELLIOTT HENDRICKSON INC.
2000 SOUTH COLORADO BLVD.
TOWER ONE, SUITE 6000
DENVER, CO. 80222
720.540.6800

CIVIL / MECH / ELEC / PLUMB
SHORT ELLIOTT HENDRICKSON INC.
2000 SOUTH COLORADO BLVD.
TOWER ONE, SUITE 6000
DENVER, CO. 80222
720.540.6800

STRUCTURAL
MARTIN/MARTIN
77 METCALF ROAD, SUITE 301
AVON, CO 81620
970.926.6007

ACOUSTICAL / LOW VOLTAGE
K2 ACOUSTICAL
5777 CENTRAL AVE., SUITE 225
BOULDER, CO. 80301
303.865.5500

LANDSCAPE
DHM DESIGN CORPORATION
311 MAIN STREET #102
CARBONDALE, CO. 81623
970.963.6520

TOWN OF SNOWMASS VILLAGE
VILLAGE INTERMODAL TRANSIT CENTER
53A ELBERT LANE,
SNOWMASS VILLAGE, CO. 81615

SEH Project	159090
Checked By	T. NUETZEL
Drawn By	J. JONES

Project Status	**Issue Date**
50% DESIGN DEVELOPMENT	6.09.22

REVISION SCHEDULE

REV. #	DESCRIPTION	DATE

UPPER LEVEL SITE PLAN

C102

APPROACH FROM
GENE TAYLOR SPORTS

MALL VIEW FROM MAIN CROSSING

VIEW FROM LOWER CARRIAGE WAY

VIEW FROM
DALY LANE