



Marketing, Group Sales and Special Events Board
Thursday, February 15, 2024

8:30 AM

130 Kearns Road
Council Chambers

Agenda

- 1. Roll Call**
- 2. Swear in Board Members**
- 3. Elect Chair & Vice Chair**
- 4. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 5. Approval of Meeting Minutes from Previous Meetings**
 - 5.1. Approval of Meeting Minutes from Previous Meeting**
[MGSSE Minutes 10.26.23](#)
- 6. Programs for Review, Approval and/or Heads Up**
 - 6.1. Primary Dashboards**
[Primary Dashboards](#)
[Budget Performance Report of 2023](#)
 - 6.2. Marketing Dashboards**
[Public Relations Report](#)
[Digital Marketing Dashboard](#)
[Marketing Dashboard](#)
 - 6.3. Group Sales Dashboards**
[Group Sales Dashboard](#)
 - 6.4. Wrap Book 2023**
- 7. Other Matters Arising**
 - 7.1. Council Goal for Local Business, Clint Kinney**
[FAB Business Support Summary Memo](#)
[2023 Business Survey Results](#)

[2023 Town Council Goal Statement](#)
[Locally Serving Businesses Survey Release](#)
[Share A Drink with Council November 2023](#)
[TOSV Business Survey Flyer](#)

7.2. Summer 2024 Events, Shane Vetter
[Summer 2024 Events](#)

8. Ajournment



Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, October 26, 2023
8:30 AM
130 Kearns Road
Council Chambers

1. Roll Call

Present: Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore, Jami Downs, Vince Vito, Tim McMahon
Absent: Andy Gunion

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

3. Approval of Meeting Minutes from Previous Meetings

3.1 Previous meeting on August 17th was the Board Retreat, no meeting minutes for approval.

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

4.1 Primary Dashboards

[Primary Dashboards](#)

Abello provided an overview of occupancy and rates in Snowmass versus other resorts. Marketing and Lodging taxes are up. Down for August, but up for the year.

4.2 Marketing Dashboards

[Marketing Dashboard Digital](#)

[Marketing Dashboard Public](#)

[Relations Dashboard](#)

McNellis provided an update on Ice Age Discovery: Discovery trail signs have been installed, Tower Mural is complete, Viewfinder medallions are being installed Friday, and TPS project in the works for Ice Age Discovery installations. Abello & McNellis explained the 2024 budget is scheduled to be approved which would include large scale Ice Age Sculptures. McNellis noted Tourism will work with SAAB to identify artists and develop idea for large scale sculpture.

4.3 Group Sales Dashboard

[Group Sales Dashboard](#)

4.4 Budget Performance Report

[Budget Performance Report](#)

4.5 2024 Business Plan

2024 Business Plan

Updated Business Plan is being drafted.

5. Other Matters Arising

Abello provided various updates including: Luminescence not returning, s'mores to continue this winter with new local vendor, JAS in Snowmass at least 2 more years.

5.1 December Board Meeting

December Board meeting, cancelled. Board members encouraged to take part in the new Tourism Director interviews in lieu of the meeting.

5.2 Committee to Interview Tourism Director Candidates

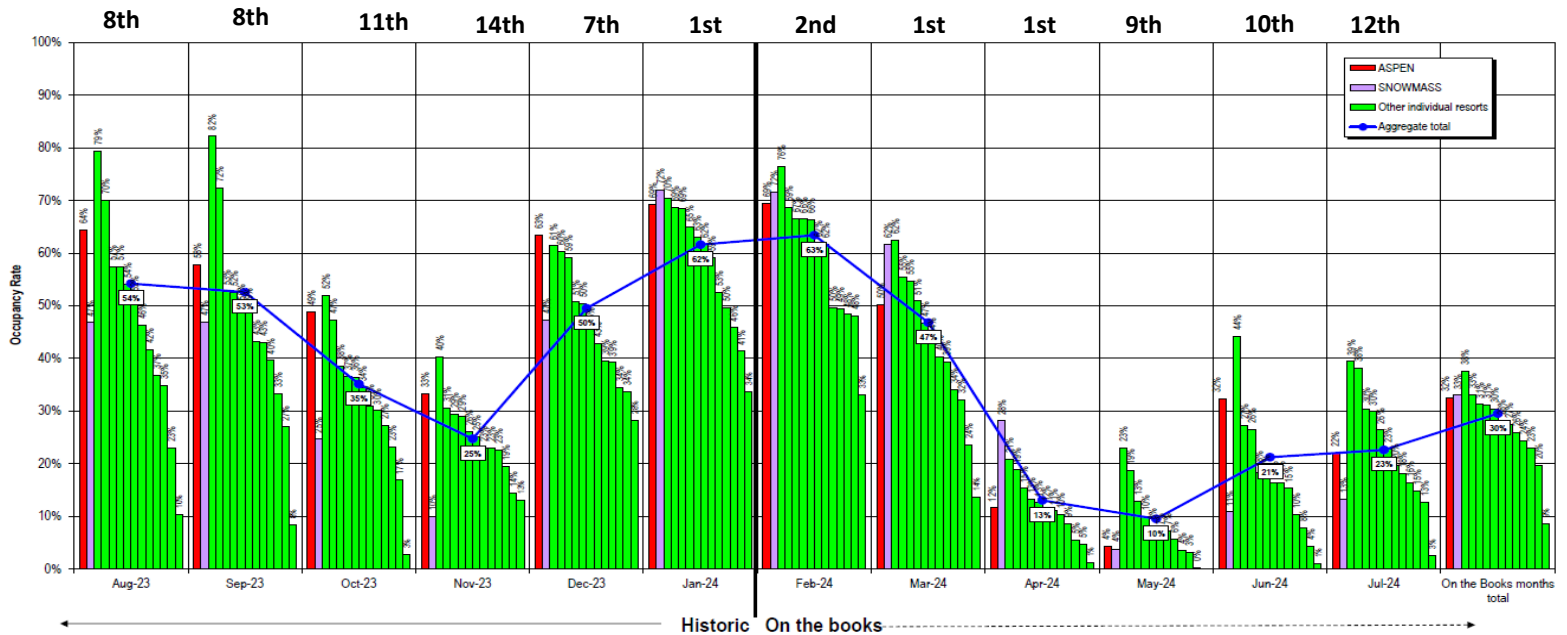
Abello updated the Board about the open position for Tourism Director and explained finalists would take part in three panel interviews. The interviews will include three panels: MGSSE board, department heads, and group of tourism staff. Request that MGSSE group be present for every interview.

6. Adjournment

Snowmass Tourism

Primary Dashboard

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

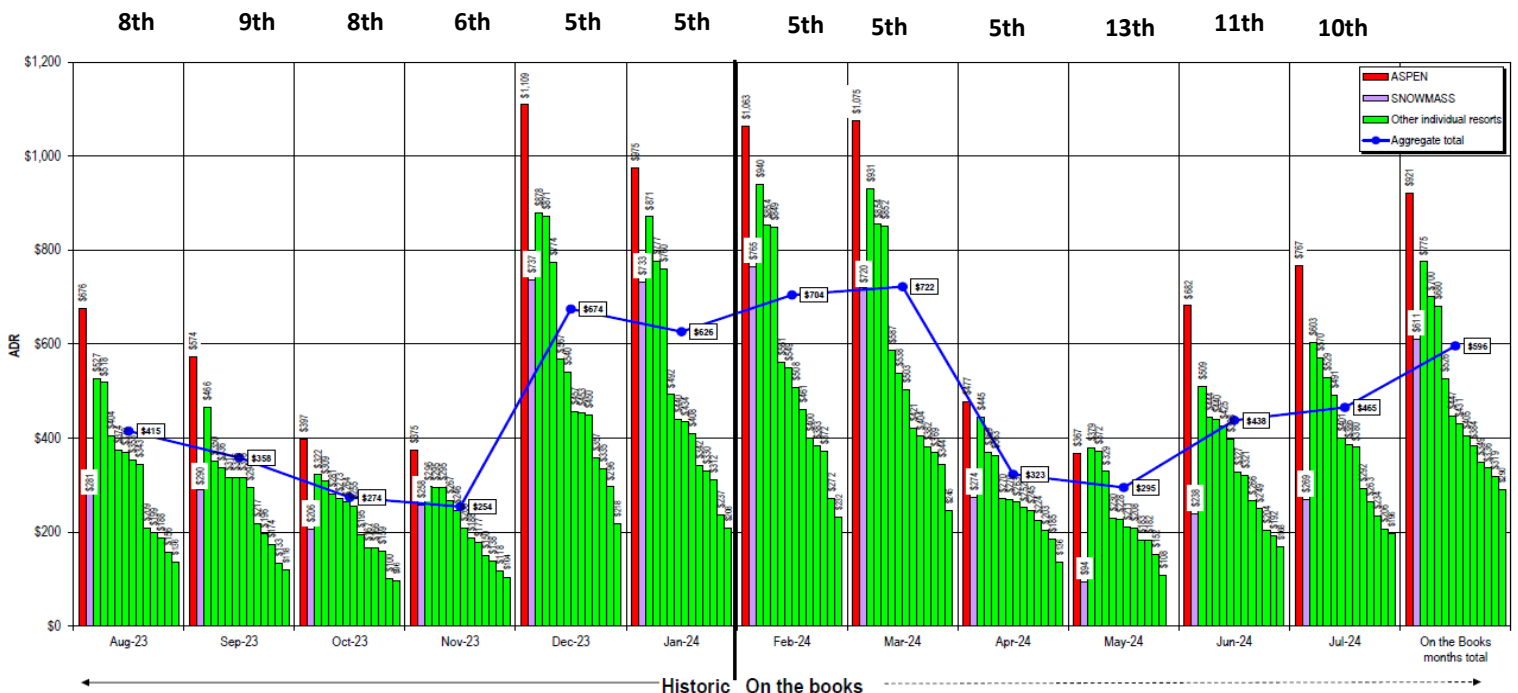


Occupancy

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	1st	4th	9th	4th	7th
# Dest	17	17	17	13	13
Summer	2019	2020	2021	2022	2023
Rank	7th	9th	4th	7th	7th
# Dest	17	17	17	13	13

ADR

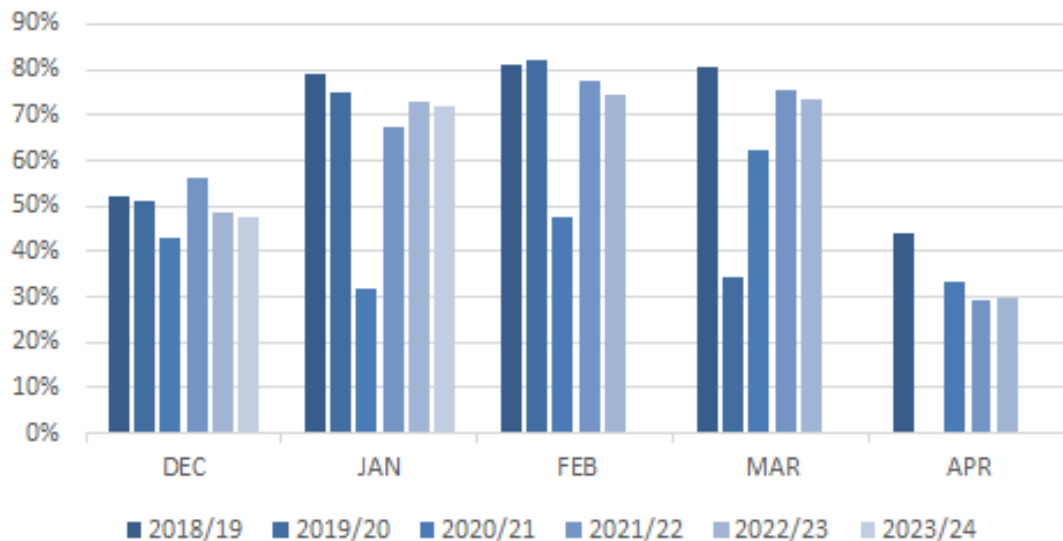
	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	6th	6th	6th	6th	5th
# Dest	17	17	17	13	13
Summer	2019	2020	2021	2022	2023
Rank	10th	9th	8th	8th	8th
# Dest	17	17	17	13	13



Goal 2: Increase annual total demand for overnight visitation

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

Paid Occupancy (%) Winter

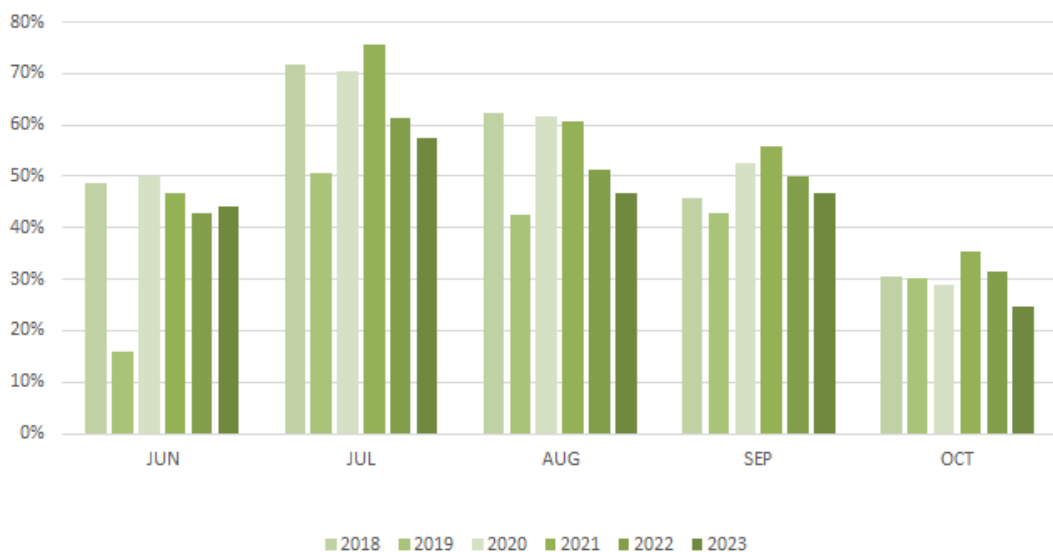


Lodging Occupancy %

WINTER	Occupancy AVG Jun-Oct	
2019/20	49%	↓28.0%
2020/21	44%	↓10.31
2021/22	62%	↑40.8%
2022/23	60%	↓2.4%
2023/24	60%*	↓0.25%*

*Data Dec & Jan Only

Paid Occupancy (%) - Summer



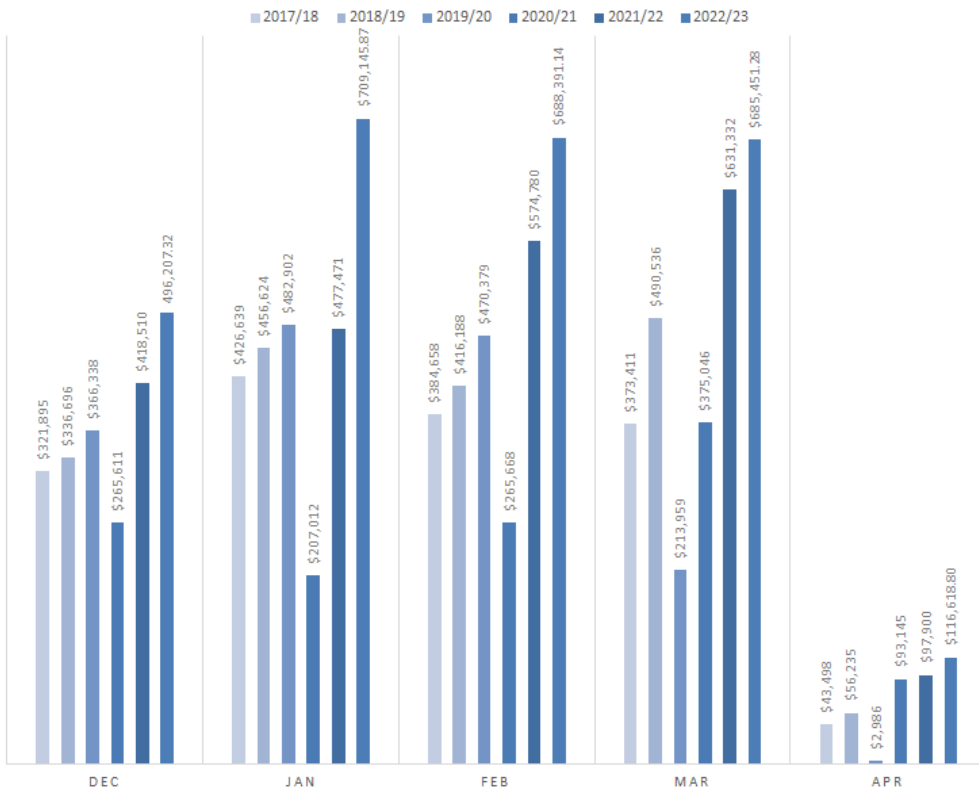
SUMMER	Occupancy AVG Jun-Oct	
2019	52%	↓1.7
2020	36%	↓29.7%
2021	55%	↑50.3%
2022	47%	↓13.0%
2023	44%	↓7.2

Month	Current Year Rooms Sold	Previous Year Rooms Sold	% Change
JULY 2023	23,826	25,034	-4.83%
AUGUST 2023	19,359	20,573	-5.90%
SEPT 2023	18,949	19,736	-3.99%
OCT 2023	7,947	9,775	-18.70%
NOV 2023	2,979	3,129	-4.79%
DEC 2023	20,246	19,274	5.04%
JAN 2024	25,895	26,727	-3.11%
FEB 2024	24,750	23,156	6.88%
MARCH 2024	20,619	23,271	-11.40%
APR 2024	7,850	4,177	87.93%
MAY 2024	942	244	286.07%
JUNE 2024	3,350	4,167	-19.61%
Total	176,712	179,263	-1.42%

Source: Destimetrics 12/31/23

Lodging Tax (\$)

LODGING TAX - WINTER

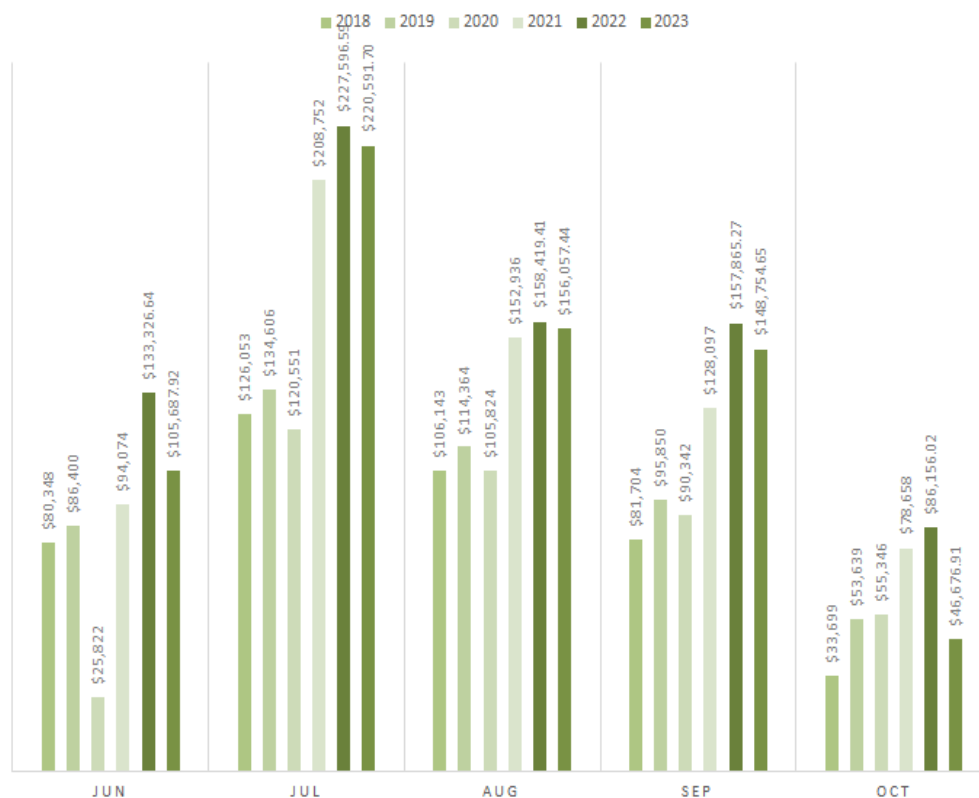


WINTER	TOTAL \$ Dec-April	
2018/19	\$1,756,279	↑13.3%
2019/20	\$1,536,564	↓12.5%
2020/21	\$1,206,482	↓21.5%
2021/22	\$2,199,994	↑82.4%
2022/23	\$2,696,333	↑22.6%

Lodging Tax Totals Jan-Nov

Year	Lodging Tax
2021	\$1,680,236
2022	\$2,633,315
2023	\$2,916,572

LODGING TAX - SUMMER

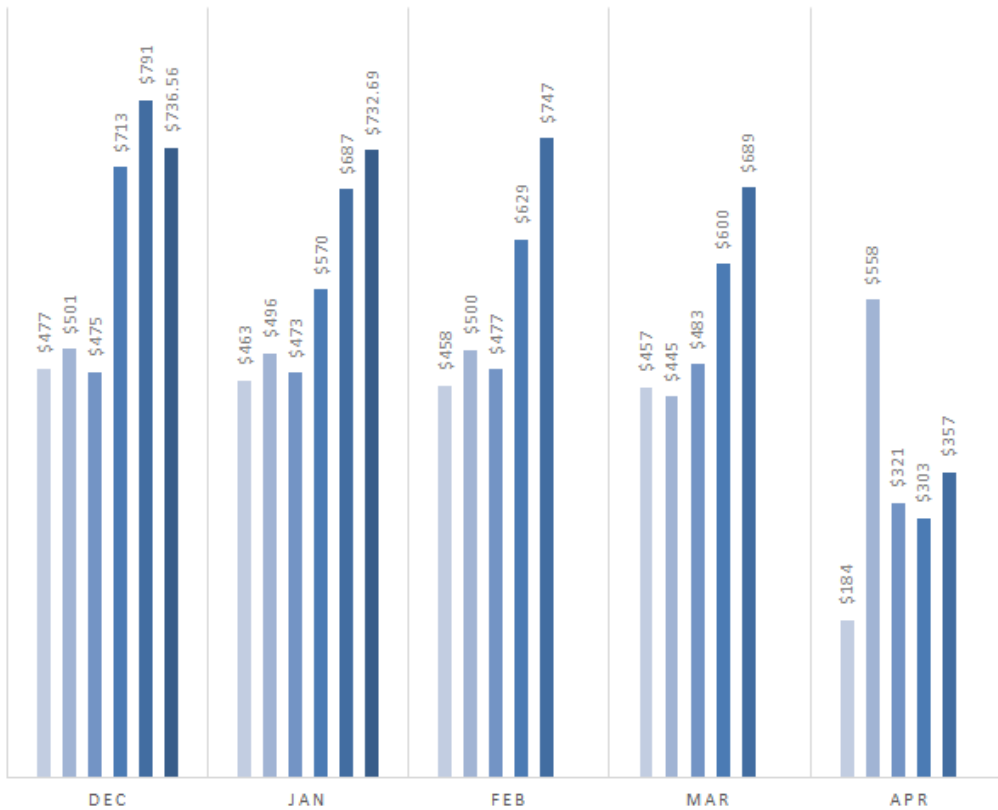


SUMMER	TOTAL \$ Jun-Oct	
2019	\$484,858	↑13.3%
2020	\$397,885	↓17.9%
2021	\$662,518	↑66.5%
2022	\$763,021	↑15.2%
2023	\$677,769	↓11.2%

Average Daily Rate (\$)

WINTER AVERAGE DAILY RATE (\$)

■ 2018/19 ■ 2019/20 ■ 2020/21 ■ 2021/22 ■ 2022/23 ■ 2023/24

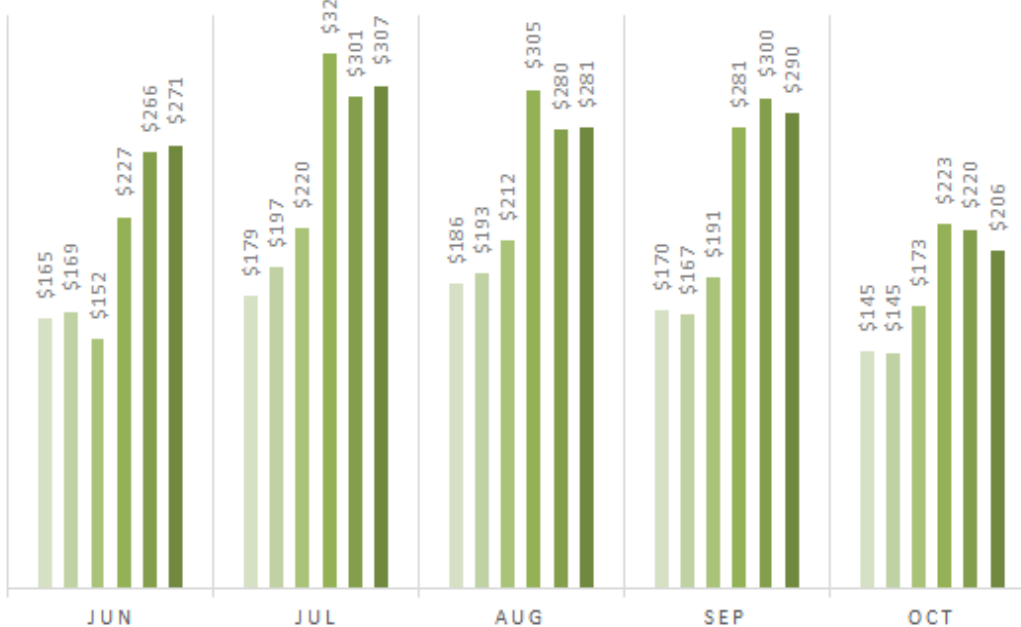


WINTER	ADR AVG \$ Dec- April	
201/20	\$500	↑9.18%
2020/21	\$475	↓5.0%
2021/22	\$600	↑26.4%
2022/23	\$689	↑14.9%
2023/24	\$735*	↑6.6%*

*Data Dec & Jan ONLY

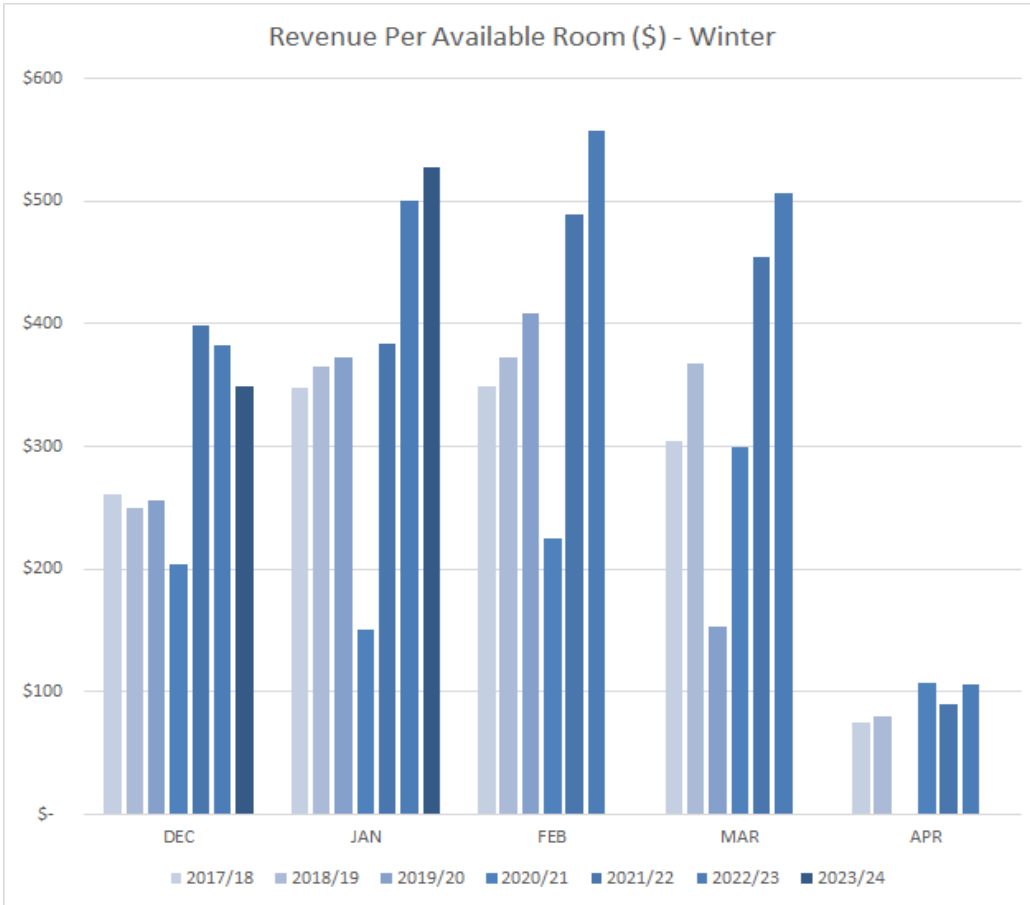
SUMMER AVERAGE DAILY RATE (\$)

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



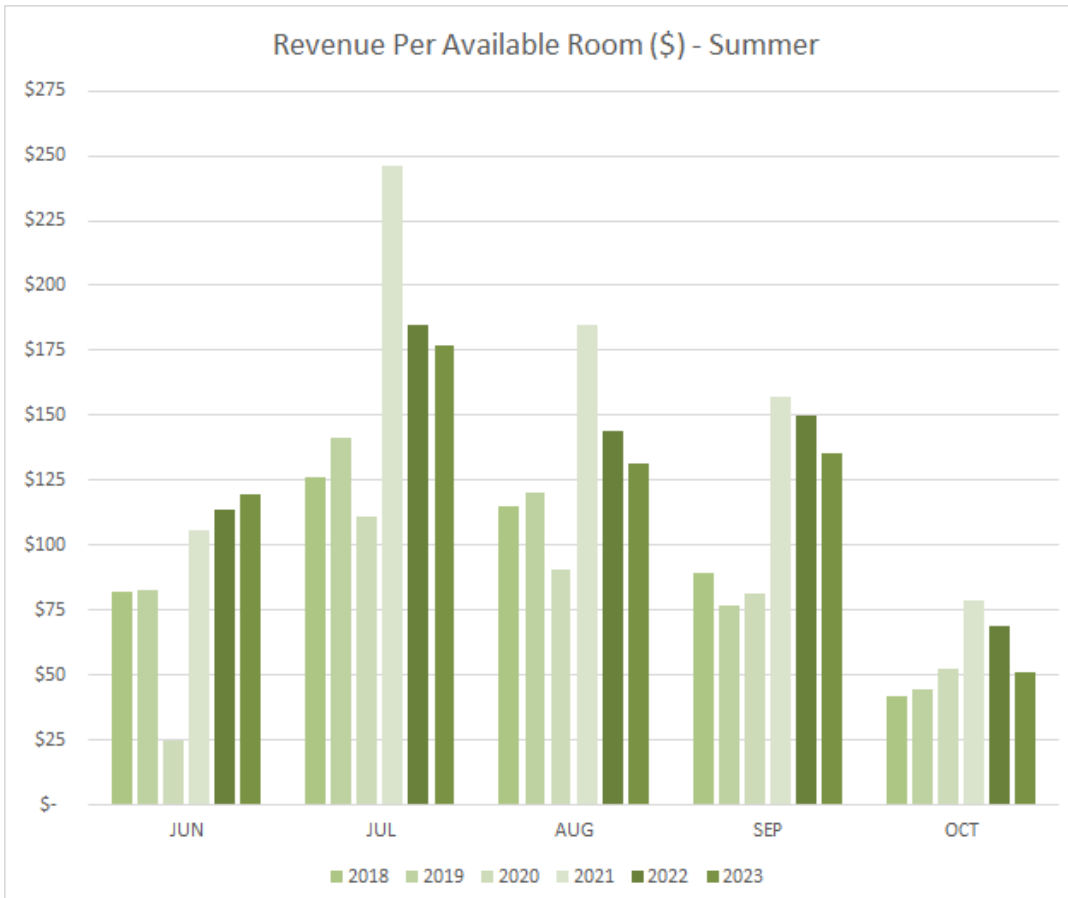
SUMMER	ADR \$ Jun-Oct	
2019	\$174	↑2.9
2020	\$190	↑8.9%
2021	\$272	↑43.7%
2022	\$273	↑0.3%
2023	\$271	↓0.8%

Revenue Per Available Room (\$)



WINTER	RevPAR AVG Dec-April	
2019/20	\$238	↓17.0%
2020/21	\$197	↓17.1%
2021/22	\$363	↑84.0%
2022/23	\$410	↑13.1%
2023/24	\$438*	↑6.7%*

*Data for Dec & Jan ONLY



SUMMER	RevPAR AVG Jun- Oct	
2019	\$93	↑2.0%
2020	\$72	↓22.5%
2021	\$155	↑115%
2022	\$132	↓14.5%
2023	\$123	↓6.7%

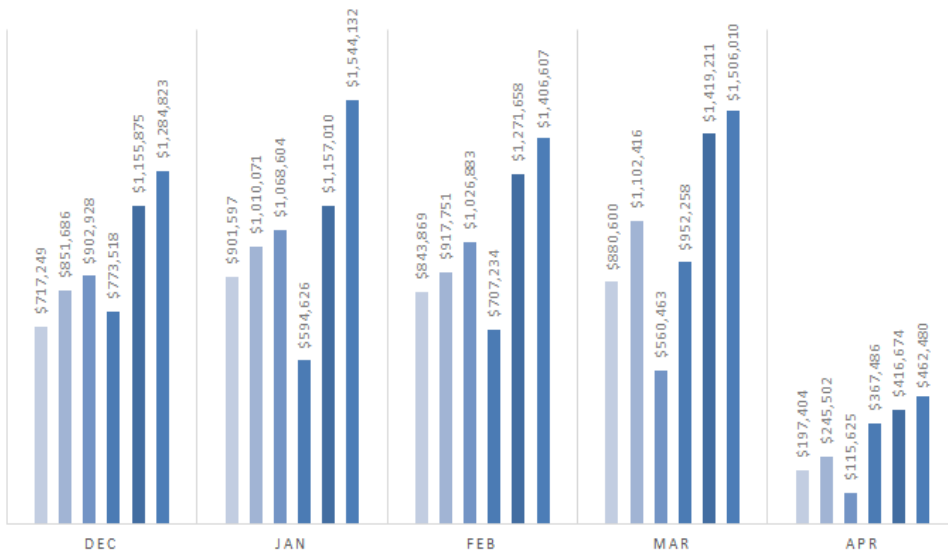
Snowmass Tourism

Primary Dashboard

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

MARKETING TAX - WINTER

■ 2017/18 ■ 2018/19 ■ 2019/20 ■ 2020/21 ■ 2021/22 ■ 2022/2023



Marketing Sales Tax

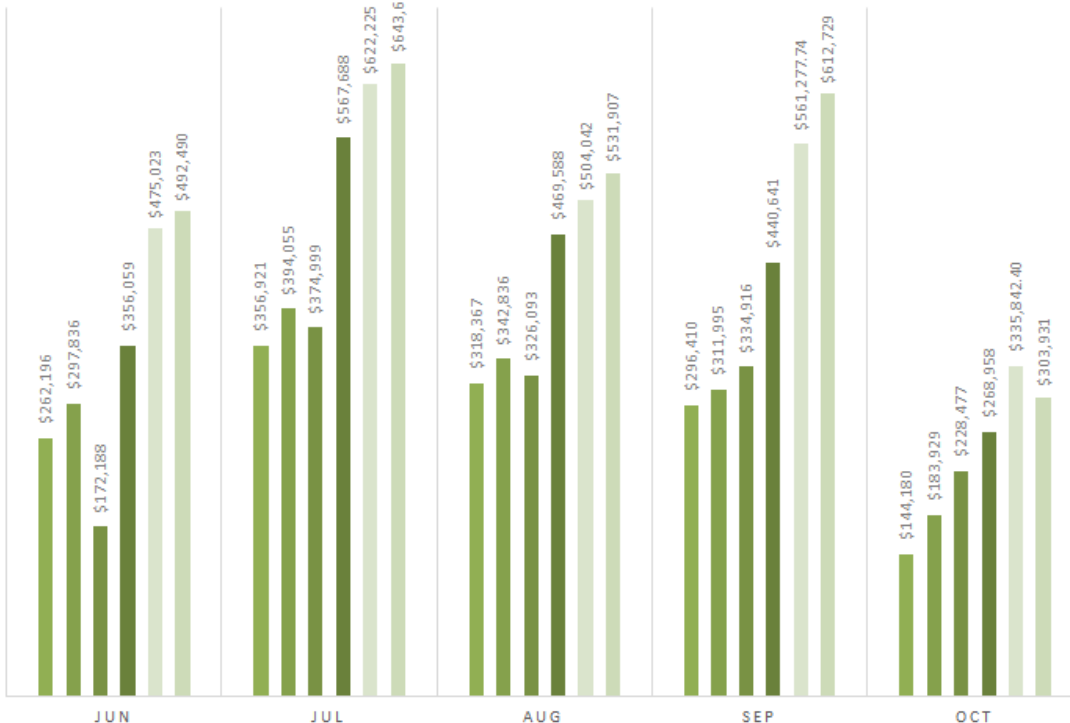
WINTER	TOTAL \$ Dec-April	
2018/19	\$4,127,426	↑16.6%
2019/20	\$3,674,5033	↓11.0%
2020/21	\$3,395,1234	↓7.6%
2021/22	\$5,420,4283	↑59.6%
2022/23	\$6,204,638	↑14%

Marketing Tax Totals Jan-Nov

Year	Revenue
2021	\$5,181,394
2022	\$7,304,873
2023	\$8,059,898

MARKETING TAX - SUMMER

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



SUMMER	TOTAL Jun- Oct	
2019	\$1,530,652	↑11.1%
2020	\$1,436,674	↓6.14%
2021	\$2,102,934	↑46.4%
2022	\$2,494,440	↑18.6%
2023	\$2,584,722	↑3.5%



Budget Performance Report

Date Range 01/01/23 - 12/31/23

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 - Tourism Fund									
REVENUE									
402005	Grants	10,000.00	.00	10,000.00	.00	.00	.00	10,000.00	0
407001	Interest Income	88,024.00	47,299.00	135,323.00	97,178.47	.00	977,118.58	(841,795.58)	722
407003	Miscellaneous Income	.00	.00	.00	.00	.00	1,736.13	(1,736.13)	+++
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%
407056	Support for Groups	.00	20,000.00	20,000.00	.00	.00	.00	20,000.00	0
REVENUE TOTALS		\$110,524.00	\$67,299.00	\$177,823.00	\$97,178.47	\$0.00	\$978,854.71	(\$801,031.71)	550%
EXPENSE									
501001									
501001-01	Payroll - Regular	928,096.00	824,518.00	1,752,614.00	125,768.09	.00	1,558,843.39	193,770.61	89
501001 - Totals		\$928,096.00	\$824,518.00	\$1,752,614.00	\$125,768.09	\$0.00	\$1,558,843.39	\$193,770.61	89%
501002									
501002-01	Payroll Overtime Regular	10,000.00	5,000.00	15,000.00	1,987.06	.00	13,085.74	1,914.26	87
501002 - Totals		\$10,000.00	\$5,000.00	\$15,000.00	\$1,987.06	\$0.00	\$13,085.74	\$1,914.26	87%
501003									
501003-01	Payroll Benefits - Recreation Benefit	18,765.00	10,425.00	29,190.00	4,170.00	.00	30,906.00	(1,716.00)	106
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	2,500.00	.00	30,000.00	.00	100
501003-06	Payroll Benefits - Retirement	80,641.00	73,528.00	154,169.00	11,813.44	.00	151,781.23	2,387.77	98
501003-08	Payroll Benefits - Medicare	12,362.00	12,028.00	24,390.00	2,107.63	.00	25,322.36	(932.36)	104
501003-09	Payroll Benefits - Fica	6,547.00	.00	6,547.00	656.53	.00	6,488.03	58.97	99
501003-10	Payroll Benefits - Health Insurance	318,441.00	257,488.00	575,929.00	44,157.49	.00	500,634.58	75,294.42	87
501003-13	Payroll Benefits - Dental Insurance	4,082.00	3,602.00	7,684.00	1,270.90	.00	14,408.95	(6,724.95)	188
501003-14	Payroll Benefits - Vision Insurance	1,771.00	1,562.00	3,333.00	363.70	.00	4,180.60	(847.60)	125
501003-15	Payroll Benefits - Standard - Life / AD& D	5,493.00	5,008.00	10,501.00	817.35	.00	9,385.54	1,115.46	89
501003-17	Payroll Benefits - Dependant Life	90.00	79.00	169.00	12.80	.00	151.20	17.80	89
501003-18	Payroll Benefits - Long Term Disability	7,185.00	6,551.00	13,736.00	1,050.58	.00	12,072.43	1,663.57	88
501003-19	Payroll Benefits - Unemployment Insurance	1,876.00	1,659.00	3,535.00	289.85	.00	3,481.28	53.72	98
501003-20	Payroll Benefits - Workmans Comp	841.00	743.00	1,584.00	255.32	.00	6,102.78	(4,518.78)	385
501003 - Totals		\$488,094.00	\$372,673.00	\$860,767.00	\$69,465.59	\$0.00	\$794,914.98	\$65,852.02	92%
501004	Training/ Registrations	12,350.00	18,000.00	30,350.00	130.00	.00	21,786.13	8,563.87	72
501005									
501005	Travel & Meeting Expenses	45,000.00	(45,000.00)	.00	(4.00)	.00	.00	.00	+++
501005-01	Travel & Meeting Expenses - Marketing	.00	37,500.00	37,500.00	2,907.97	.00	25,667.69	11,832.31	68
501005-02	Travel & Meeting Expenses - Groups	.00	89,000.00	89,000.00	10,171.79	.00	76,532.10	12,467.90	86
501005-03	Travel & Meeting Expenses - Special Events	.00	7,500.00	7,500.00	311.50	.00	2,602.20	4,897.80	35
501005 - Totals		\$45,000.00	\$89,000.00	\$134,000.00	\$13,387.26	\$0.00	\$104,801.99	\$29,198.01	78%
502003	Contract Service	25,000.00	12,000.00	37,000.00	948.50	.00	5,924.55	31,075.45	16
502004	Telephone	9,120.00	5,600.00	14,720.00	320.82	.00	12,615.47	2,104.53	86



Budget Performance Report

Date Range 01/01/23 - 12/31/23

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 - Tourism Fund									
EXPENSE									
502007									
502007-01	Maintenance Agreements - Copier	2,500.00	2,500.00	5,000.00	95.43	.00	520.12	4,479.88	10
502007 - Totals		\$2,500.00	\$2,500.00	\$5,000.00	\$95.43	\$0.00	\$520.12	\$4,479.88	10%
502008									
502008-01	Repairs - Equipment	1,000.00	1,000.00	2,000.00	.00	.00	.00	2,000.00	0
502008 - Totals		\$1,000.00	\$1,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0%
502009									
502009-01	Mailing - Postage	1,500.00	2,000.00	3,500.00	337.16	.00	851.90	2,648.10	24
502009-03	Mailing - Tradeshow	.00	2,000.00	2,000.00	.00	.00	320.74	1,679.26	16
502009 - Totals		\$1,500.00	\$4,000.00	\$5,500.00	\$337.16	\$0.00	\$1,172.64	\$4,327.36	21%
502010									
502010-03	Utilities - Electric	1,000.00	.00	1,000.00	91.70	.00	803.83	196.17	80
502010 - Totals		\$1,000.00	\$0.00	\$1,000.00	\$91.70	\$0.00	\$803.83	\$196.17	80%
502013									
502013-01	Leased Equipment - Copier	3,000.00	3,000.00	6,000.00	648.56	.00	4,251.79	1,748.21	71
502013 - Totals		\$3,000.00	\$3,000.00	\$6,000.00	\$648.56	\$0.00	\$4,251.79	\$1,748.21	71%
502017	Audit	6,095.00	3,096.00	9,191.00	.00	.00	9,191.00	.00	100
502019	Software Licensing	41,200.00	19,000.00	60,200.00	2,807.97	.00	50,336.00	9,864.00	84
502029	Accounting & Administrative Fee	23,482.00	11,742.00	35,224.00	.00	.00	35,224.00	.00	100
503002	Dues, Memberships, Subscriptions	7,725.00	11,700.00	19,425.00	977.96	.00	19,031.17	393.83	98
503003	Miscellaneous	54,000.00	(38,000.00)	16,000.00	2,798.26	.00	26,178.44	(10,178.44)	164
503005									
503005-01	Supplies - Office	7,000.00	5,000.00	12,000.00	1,217.93	.00	5,861.61	6,138.39	49
503005-30	Supplies - Events	20,000.00	.00	20,000.00	76.15	.00	18,519.34	1,480.66	93
503005 - Totals		\$27,000.00	\$5,000.00	\$32,000.00	\$1,294.08	\$0.00	\$24,380.95	\$7,619.05	76%
503007									
503007-01	Building Lease Payments - Rent	64,890.00	58,710.00	123,600.00	.00	.00	8,298.06	115,301.94	7
503007-02	Building Lease Payments - CAMS	8,015.00	.00	8,015.00	.00	.00	5,730.82	2,284.18	72
503007-06	Building Lease Payments - Town Hall	.00	.00	.00	9,872.42	.00	118,469.04	(118,469.04)	+++
503007 - Totals		\$72,905.00	\$58,710.00	\$131,615.00	\$9,872.42	\$0.00	\$132,497.92	(\$882.92)	101%
503008									
503008-01	Insurance - Building	272.00	.00	272.00	.00	.00	87.02	184.98	32
503008-02	Insurance - Vehicle	360.00	.00	360.00	112.00	.00	672.00	(312.00)	187
503008 - Totals		\$632.00	\$0.00	\$632.00	\$112.00	\$0.00	\$759.02	(\$127.02)	120%
503009									
503009-01	Vehicle Expenses - Fuel	1,400.00	1,400.00	2,800.00	32.97	.00	1,053.41	1,746.59	38
503009-03	Vehicle Expenses - Parts & Supplies	495.00	495.00	990.00	100.71	.00	3,680.77	(2,690.77)	372
503009-06	Vehicle Expenses - Labor	1,750.00	1,750.00	3,500.00	.00	.00	.00	3,500.00	0
503009 - Totals		\$3,645.00	\$3,645.00	\$7,290.00	\$133.68	\$0.00	\$4,734.18	\$2,555.82	65%



Budget Performance Report

Date Range 01/01/23 - 12/31/23

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 - Tourism Fund									
EXPENSE									
503027	Office Equipment	5,000.00	5,000.00	10,000.00	.00	.00	959.99	9,040.01	10
503028	Sky Cab/Skittles	.00	54,000.00	54,000.00	5,270.25	.00	40,975.41	13,024.59	76
510055									
510055	Transfer Out to CIP	375,000.00	200,000.00	575,000.00	.00	.00	575,000.00	.00	100
510055-03	Transfer Out CIP - Housing	.00	4,600,000.00	4,600,000.00	4,600,000.00	.00	4,600,000.00	.00	100
510055 - Totals		\$375,000.00	\$4,800,000.00	\$5,175,000.00	\$4,600,000.00	\$0.00	\$5,175,000.00	\$0.00	100%
550001	Airline Support	20,000.00	20,000.00	40,000.00	4,212.00	.00	41,837.28	(1,837.28)	105
550002	Signage	30,000.00	10,000.00	40,000.00	4,152.02	.00	23,384.88	16,615.12	58
550003	Premiums	35,000.00	35,000.00	70,000.00	7,787.33	.00	63,903.57	6,096.43	91
550004									
550004-01	Summer Marketing - Collateral	100,000.00	.00	100,000.00	.00	.00	87,053.43	12,946.57	87
550004-02	Summer Marketing - Advertising	740,000.00	.00	740,000.00	(124,049.54)	.00	704,204.04	35,795.96	95
550004-03	Summer Marketing - Photography	63,000.00	.00	63,000.00	.00	.00	56,157.66	6,842.34	89
550004 - Totals		\$903,000.00	\$0.00	\$903,000.00	(\$124,049.54)	\$0.00	\$847,415.13	\$55,584.87	94%
550005									
550005-01	Winter Marketing - Collateral	90,000.00	.00	90,000.00	26,274.88	.00	48,052.41	41,947.59	53
550005-02	Winter Marketing - Advertising	820,000.00	.00	820,000.00	369,394.84	.00	831,457.69	(11,457.69)	101
550005-03	Winter Marketing - Photography	63,000.00	.00	63,000.00	19,625.00	.00	80,418.44	(17,418.44)	128
550005 - Totals		\$973,000.00	\$0.00	\$973,000.00	\$415,294.72	\$0.00	\$959,928.54	\$13,071.46	99%
550006									
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	22,246.87	.00	37,830.71	2,169.29	95
550006-02	Online - Social Media	65,000.00	.00	65,000.00	3,100.87	.00	38,254.53	26,745.47	59
550006-03	Online - Search Engine Optimization & Marketing	117,000.00	.00	117,000.00	86,174.45	.00	108,176.18	8,823.82	92
550006-04	Online - E-mail & Content Marketing	17,000.00	.00	17,000.00	.00	.00	4,709.20	12,290.80	28
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	.00	.00	.00	2,500.00	0
550006 - Totals		\$241,500.00	\$0.00	\$241,500.00	\$111,522.19	\$0.00	\$188,970.62	\$52,529.38	78%
550008	Sponsorship Tool	13,000.00	.00	13,000.00	830.41	.00	4,780.19	8,219.81	37
550009	Competitive Analysis	29,000.00	.00	29,000.00	.00	.00	28,062.00	938.00	97
550010									
550010	Summer Events	1,160,000.00	70,000.00	1,230,000.00	8,956.47	.00	1,048,378.79	181,621.21	85
550010-01	Town Services	150,000.00	.00	150,000.00	(91.25)	.00	150,000.00	.00	100
550010 - Totals		\$1,310,000.00	\$70,000.00	\$1,380,000.00	\$8,865.22	\$0.00	\$1,198,378.79	\$181,621.21	87%
550011	Winter Events	770,000.00	75,000.00	845,000.00	112,865.67	.00	632,183.41	212,816.59	75
550012	Ice Age Discovery Center	225,000.00	.00	225,000.00	(35,657.54)	.00	110,815.66	114,184.34	49
550013	Research Survey	15,000.00	.00	15,000.00	.00	.00	10,000.00	5,000.00	67
550014									
550014-01	Marketing - Collateral	.00	5,000.00	5,000.00	301.81	.00	301.81	4,698.19	6
550014-02	Marketing - Industry Print Ads	.00	106,000.00	106,000.00	34,566.29	.00	97,095.14	8,904.86	92
550014-03	Marketing - Online	.00	78,500.00	78,500.00	12,040.58	.00	85,521.89	(7,021.89)	109

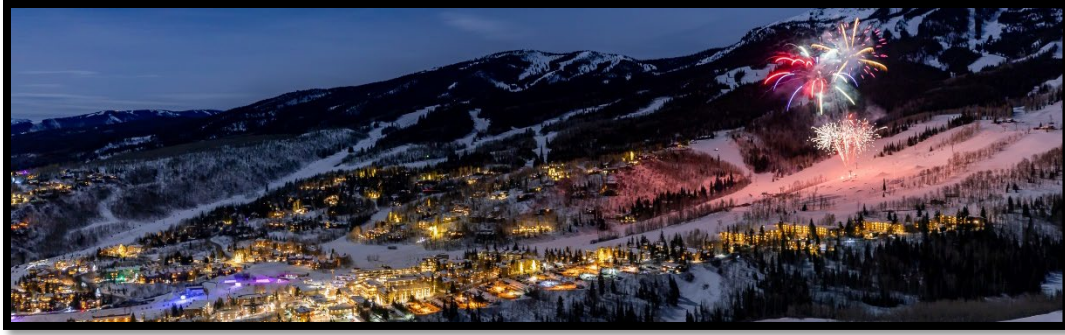


Budget Performance Report

Date Range 01/01/23 - 12/31/23

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 - Tourism Fund									
EXPENSE									
550014 - Totals		\$0.00	\$189,500.00	\$189,500.00	\$46,908.68	\$0.00	\$182,918.84	\$6,581.16	97%
550015									
550015-01	Direct Sales - Tradeshow	.00	72,800.00	72,800.00	14,750.00	.00	106,010.07	(33,210.07)	146
550015-03	Direct Sales - Client Entertainment	.00	40,000.00	40,000.00	4,570.03	.00	29,354.66	10,645.34	73
550015-04	Direct Sales - FAM	.00	116,000.00	116,000.00	31,538.16	.00	97,284.76	18,715.24	84
550015 - Totals		\$0.00	\$228,800.00	\$228,800.00	\$50,858.19	\$0.00	\$232,649.49	(\$3,849.49)	102%
550016	Support for Groups	.00	139,000.00	139,000.00	5,678.00	.00	58,999.07	80,000.93	42
550017	One Time Expenses	7,500.00	7,500.00	15,000.00	.00	.00	.00	15,000.00	0
560001	Public Relations	153,000.00	.00	153,000.00	9,305.37	.00	139,401.42	13,598.58	91
560002	Rebate	55,000.00	.00	55,000.00	.00	.00	49,450.00	5,550.00	90
EXPENSE TOTALS		\$6,923,344.00	\$7,045,984.00	\$13,969,328.00	\$5,455,019.51	\$0.00	\$12,811,067.60	\$1,158,260.40	92%
Fund 009 - Tourism Fund Totals									
REVENUE TOTALS		110,524.00	67,299.00	177,823.00	97,178.47	.00	978,854.71	(801,031.71)	550%
EXPENSE TOTALS		6,923,344.00	7,045,984.00	13,969,328.00	5,455,019.51	.00	12,811,067.60	1,158,260.40	92%
Fund 009 - Tourism Fund Totals		(\$6,812,820.00)	(\$6,978,685.00)	(\$13,791,505.00)	(\$5,357,841.04)	\$0.00	(\$11,832,212.89)	(\$1,959,292.11)	
Fund 055 - Capital Improvement Program									
EXPENSE									
Department 79 - Other CIP									
Division 70 - Snowmass Tourism									
579300	Snowmass Tourism Product Enhancement	400,000.00	.00	400,000.00	(51,512.09)	.00	.00	400,000.00	0
579302	Fanny Hill Improvements	175,000.00	18,757.00	193,757.00	.00	.00	.00	193,757.00	0
579303	Discovery, Next Phase	.00	.00	.00	100,513.09	.00	100,513.09	(100,513.09)	+++
Division 70 - Snowmass Tourism Totals		\$575,000.00	\$18,757.00	\$593,757.00	\$49,001.00	\$0.00	\$100,513.09	\$493,243.91	17%
Department 79 - Other CIP Totals		\$575,000.00	\$18,757.00	\$593,757.00	\$49,001.00	\$0.00	\$100,513.09	\$493,243.91	17%
EXPENSE TOTALS		\$575,000.00	\$18,757.00	\$593,757.00	\$49,001.00	\$0.00	\$100,513.09	\$493,243.91	17%
Fund 055 - Capital Improvement Program Totals									
REVENUE TOTALS		.00	.00	.00	.00	.00	.00	.00	+++
EXPENSE TOTALS		575,000.00	18,757.00	593,757.00	49,001.00	.00	100,513.09	493,243.91	17%
Fund 055 - Capital Improvement Program Totals		(\$575,000.00)	(\$18,757.00)	(\$593,757.00)	(\$49,001.00)	\$0.00	(\$100,513.09)	(\$493,243.91)	
Grand Totals									
REVENUE TOTALS		110,524.00	67,299.00	177,823.00	97,178.47	.00	978,854.71	(801,031.71)	550%
EXPENSE TOTALS		7,498,344.00	7,064,741.00	14,563,085.00	5,504,020.51	.00	12,911,580.69	1,651,504.31	89%
Grand Totals		(\$7,387,820.00)	(\$6,997,442.00)	(\$14,385,262.00)	(\$5,406,842.04)	\$0.00	(\$11,932,725.98)	(\$2,452,536.02)	



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

December 2023 & January 2024

SNOWMASS TOURISM & B PUBLIC RELATIONS PR SUMMARY

In December 2023 & January 2024, Snowmass Tourism PR pitched Snowmass stories to local, regional, and national writers, focusing on winter news including the Snowmass Ice Age Discovery, the MICHELIN Guide's debut in Colorado and the Roaring Fork Valley, new winter restaurant and retail openings, and capital developments. Additionally, Snowmass Tourism PR kickstarted the 2024 summer international campaign in conjunction with ACRA, finalizing contracts with PR reps in the UK and Mexico. Snowmass Tourism PR also assisted with ACRA's PR agency search, supporting with RFP finalization and agency interviews. In December 2023, Snowmass Tourism PR attended the Group Sales Denver Client Event, while in January 2024, Snowmass Tourism PR participated in the Agency Summit in Snowmass. Snowmass Tourism PR hosted 12 journalists in Snowmass Village over December 2023 & January 2024. Media engagement in December 2023 & January 2024 included 22 pitched stories to national, regional, and local publications, resulting in interest and stories from *5280 Magazine*, *AARP*, *Aspen Daily News*, *Aspen Times*, *Denver Post*, *OutTraveler*, *Snowmass Sun*, *The Meetings Magazine* and more.

In December 2023 & January 2024, B Public Relations pitched multiple stories to regional and national writers, highlighting Snowmass' holiday and New Years Eve happenings, the Mardi Gras celebration, the many slopeside-dining options available for traveling foodies, and the Ice Age Discovery initiative, all while positioning the destination as the ideal place to enjoy an anti-romantic getaway. Additionally, BPR executed hostings for a Matador Network editor as well as a freelance writer who contributes to *DuJour Magazine*. BPR also began planning a Texas media mission for February 2024 including meetings with writers in Dallas and Austin. BPR also attended the agency summit in Snowmass at the end of January 2024. Media outreach and engagement resulted in coverage in top national and regional publications such as the *Chicago Tribune*, *Colorado Expression*, *DuJour*, *Forbes*, *SheBuysTravel*, *The Denver Gazette*, *The Denver Post* and more.

MEDIA HOSTING & OUTREACH

In December 2023 & January 2024, Snowmass Tourism PR hosted and co-hosted 12 journalists in Snowmass Village. Snowmass Tourism coordinated transportation, lodging, and itineraries, in addition to hosting meals and activities. Snowmass Tourism PR worked with several stakeholders in partnership for hosting.

- **Aspen Skiing Company & Snowmass Tourism Individual Visits**
 - **Daily Telegraph UK** Gaby Le Breton
 - **Freelance (Wall Street Journal)** Jen Murphy

- **Powder Magazine** Melissa McGibbon
- **Aspen Skiing Company Mexico FAM**
 - **Aire Mexico** Natalia Chavez
 - **BrandsTravel** Fernanda Oses
 - **CHIC** Ana Lucia Garza Martinez
 - **Esquire MX** Monica Perez
- **B Public Relations & Snowmass Tourism Individual Visits**
 - **Freelance (New York Magazine, Boston Globe, DuJour)** Alyssa Gicobbe
 - **Matador Network** Tim Wenger
- **Limelight Hotels & Snowmass Tourism Individual Visits**
 - **CNN Brazil** Lucas Wilches
 - **MSN Brazil** Paulo Basso
- **Viceroy Snowmass & Snowmass Tourism Individual Visit**
 - **Chicago WGN** Catie Keogn

PRESS RELEASES DISTRIBUTED

One release was distributed to national, regional, and local media

- January 11 Snowmass Tourism & Aspen Science Center Launch Snowmass Ice Age Discovery Talk & Tour

PR RESULTS

Total PR Stories in December 2023 & January 2024 – Approximately 836 stories

- Equaling approximately 3.7 billion media impressions
- Equaling approximately \$2.3 million in ad value

MEDIA HIGHLIGHTS

Media coverage highlights from December 2023 & January 2024 include:

- **Aspen Times:** Snowmass Downhill Costume Contest Vues For 6th Championship At AGSW
- **Chicago Tribune:** Taking The Kids: 15+ Fun Ways For Fun In The Snow Off The Slopes
- **Colorado Expression:** Five New Year's Eve Parties To Celebrate The 2024 Year
- **DuJour:** Where To Ski This Winter
- **Forbes:** From Freestyle Competitions To Mardi Gras Events, Ski Resorts Rock
- **Forbes:** 10 Greatest Ice Skating Rinks
- **Shebuysttravel:** 12 Best Colorado Road Trips For Families In 2024
- **Ski Magazine:** LGBTQ Inclusive Ski Resorts In North America
- **The Denver Gazette:** Weekend Things To Do Around Denver And Beyond.
- **The Denver Post:** These 6 Colorado Ski Areas Are Great For Doing Remote Work
- **The Denver Post:** Where To See New Year's Eve 2023 Fireworks In Colorado

General Observations

As of 1/31/24



General Update: In October, our Google Analytics database fully switched over to “GA4.” This significant, and much anticipated overhaul, materially transformed not only the way we interact with our website analytics but also the way the data was collected. As such, we’ve done the best we can to multiply previous stats by relevant percentages based on 9-months of data overlap such that we are looking at data as close to ‘apples to apples’ as we can.

Additionally, we will refrain from making all but the most obvious conclusions given that most are likely caused by nuanced changes within the Google ecosystem versus the way users are engaging with us. As we get 2024 going, we anticipate being able to lean on year-over-year data in a more significant way.

Website Sessions: Website sessions are (likely) marginally higher than last year with the biggest change coming in the early season months as we front-loaded our ad-spend to match the interest cadence of our audience.

Outbound Referrals: We now have a much more clear view of our outbound engagement and saw slightly more activity than last year.

Website Activity by Traffic Source: We now have a new way to visualize our website activity based on how the user arrived at our website. Per usual, our most engaged sessions were those based on paid/organic search.

Website Audience Summary: We also have a new way to visualize our audience geography. Per usual, our most engaged sessions were those based on paid/organic search. All regions saw a lift in late November/early December due to our Secret Stash promotion we ran during that period.

Social Media Summary: Sustained solid social media engagement fueled by a viral post of an elk on the snow in front of golden Aspen foliage that reached an audience of 1.1mm, far exceeding our usual reach of 5,000.

Social Media Ad Summary: Strong performance, in particular by our late November/early December push on the Secret Stash promotion. Our video ads perform exceptionally well, while our family creative consistently outperforms. We’re also seeing an increase in website traffic from our social media ads helped by an elevated focus of pushing more native-to-social styles of content within each platform.

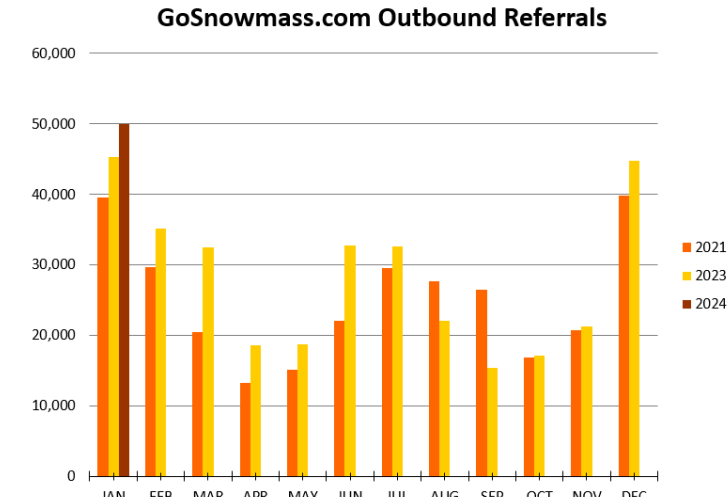
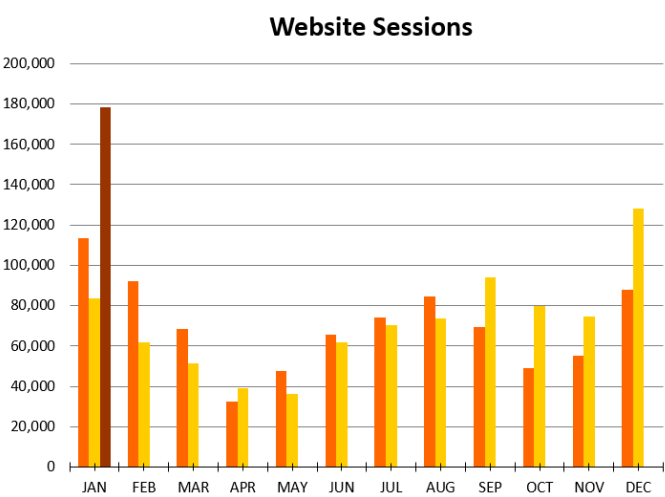
Social Media Video Ad Summary: Our video views show a deceptive significant weakness due to a longer than usual video that we are leaning on and is performing well by absolute metrics, like watch time. Our average watch time was 8 seconds, which is actually quite good though the percentage viewed is not. Usually, our videos are in the 15 second area, so we tend to generate a solid percentage of 50% and even 100% viewership..

Paid Search: October and November had some softness in our paid search performance as we saw a slight delay in the timing of search demand with revived itself as the season commenced.

Email Marketing Summary: Consistent email marketing statistics.

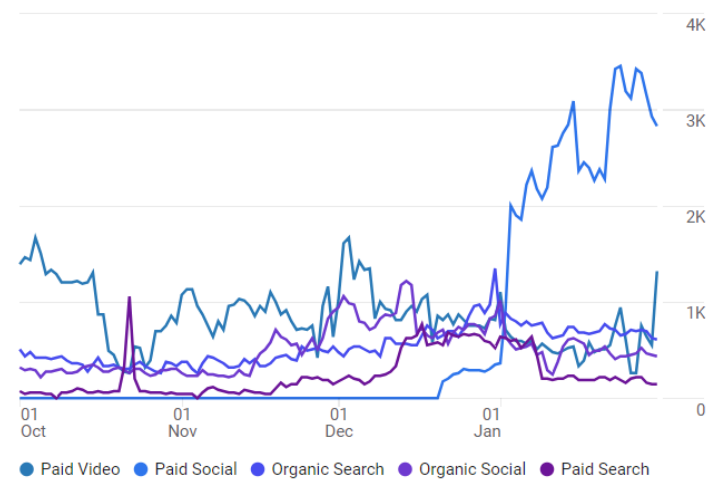
Snowmass Tourism Online Dashboard

As of 1/31/24

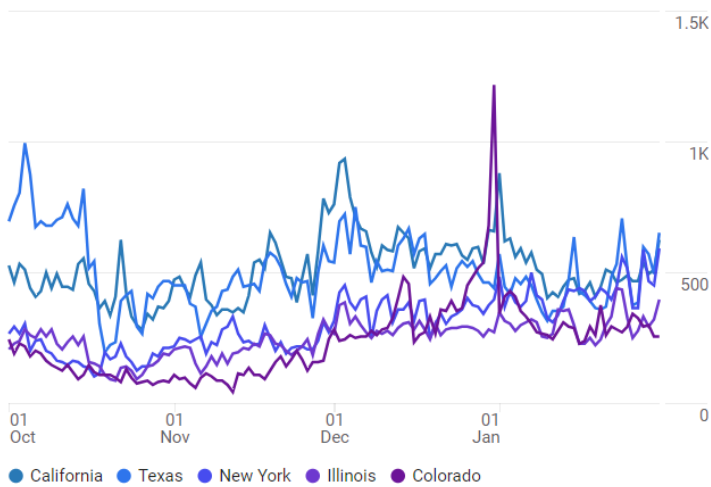


GoSnowmass.com Activity by Traffic Source & State

Users by Session primary channel group (Default Channel Group) over time



Users by Region over time



Session primary...Channel Group) ▾ +		↓ Sessions	Average engagement time per session	Engagement rate	Events per session
		453,769 100% of total	24s Avg 0%	33.88% Avg 0%	4.75 Avg 0%
1	Paid Video	121,905	22s	35.63%	3.98
2	Paid Social	92,636	1s	4.4%	2.92
3	Organic Search	80,759	54s	69.02%	7.10
4	Organic Social	67,300	4s	18.21%	3.41
5	Paid Search	34,552	55s	71.44%	8.56
6	Display	29,168	1s	3.36%	3.13
7	Direct	23,106	26s	39.02%	5.00

Region ▾ +		↓ Sessions	Engagement rate	Average engagement time
		450,707 100% of total	33.67% Avg 0%	28s Avg 0%
1	Texas	72,722	36.31%	31s
2	California	71,720	28.51%	19s
3	New York	42,099	30.25%	19s
4	Colorado	38,040	54.34%	54s
5	Illinois	35,246	33.24%	22s
6	Florida	25,356	38.16%	35s

Social Media Summary

ATTACHMENT B

	INSTAGRAM			FACEBOOK
	Followers	Stories Impressions	Post Likes	Page Reach
Aug 22	35,692	10,603	1,628	551,705
Sep 22	36,149	28,251	7,859	596,571
Oct 22	36,299	31,950	9,986	661,388
Nov 22	36,608	Not Available	5,240	289,997
Dec 22	37,080	35,970	9,307	278,778
Jan 23	37,481	35,212	6,972	405,868
Feb 23	37,843	41,727	4,089	417,653
Mar 23	38,536	16,100	7,519	668,416
Apr 23	38,723	19,045	4,744	1,946,813
May 23	38,708	10,705	2,317	849,478
Jun 23	39,494	46,198	2,415	Not available
Jul 23	39,555	31,887	1,941	2,629,713
Aug 23	39,554	40,361	4,249	5,272, 155
Sep 23	39,646	42,705	4,330	3,108,352
Oct 23	39,777	26,585	11,530	5,471,979
Nov 23	39,949	17,932	3,396	2,656,049
Dec 23	40,271	40,819	5,392	3,436,323
Jan 24	40,654	22,415	5,459	2,870,623

Social Media Ad Performance	DEC	JAN
Total People Served:	2,189,063	1,903,643
Total Impressions:	4,313,564	3,595,456
Impressions per Person:	2.0	1.9
% People Taking Action:	4.72%	1.20%
Ads with Website Click Goals		
% People Clicking to Website (CTR):	3.26%	2.82%
% People Engaging with Ad:	12.28%	5.76%
Ads with Impression Goals		
% People Engaging with Ad:	0.30%	2.18%
% People Clicking to Website (CTR):	0.14%	0.20%

Social Media Video Performance	DEC	JAN
People Served:	2,189,063	1,903,643
Impressions:	4,313,564	3,595,456
Impressions per Person:	2.0	1.9
% of Views at 50%:	2%	0%
# of Viewers Who Watched 50%:	51,188	4,101
% of Views at 100%:	1%	0%
# of Viewers Who Watched 100%:	24,397	1,642

Paid Search Summary

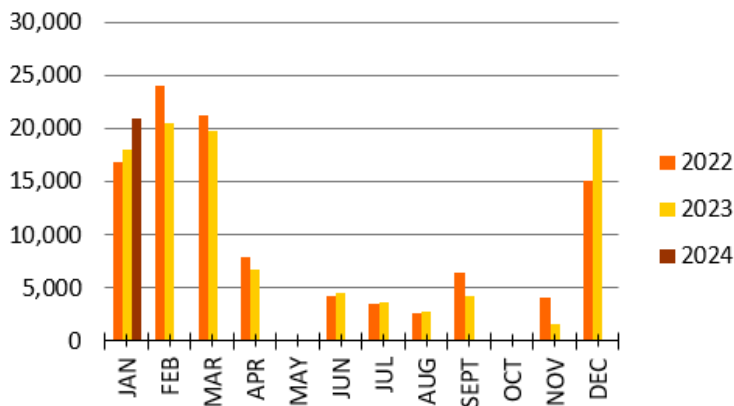
Paid Search (Google)	OCT	NOV	DEC	JAN
Search Campaigns				
Impressions	25,308	36,440	137,072	90,411
CTR	8.94%	10.00%	11.92%	11.31%

Email Marketing Summary

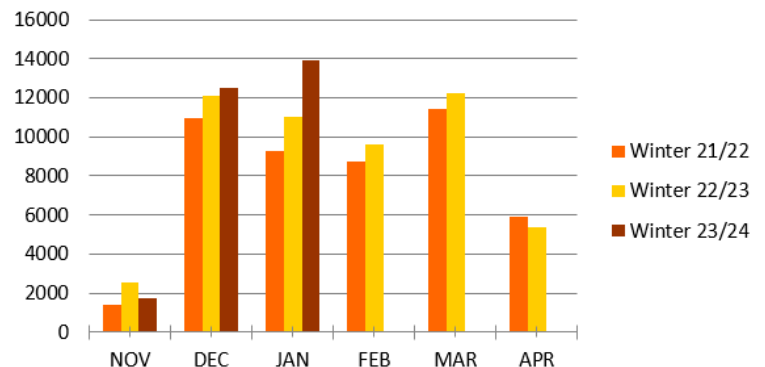
Email Marketing	OCT	NOV	DEC	JAN
Sent	1,638	3,679	4,384	4,066
Unique Opens	711	1,714	2,181	1,932
Open%	43%	47%	50%	48%
Unique Clicks	353	247	375	274
CTR on Open	49.6%	14.4%	17.2%	14.2%

Guest Services Summary

Town Park Station Visitations



S'mores Distributed



Online Marketing

Glossary

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.

Reach: the total number of people who view our content on a particular channel

Town Park Station Visitation: The number of visitors passing through the welcome center at Town Park Station in a given month.

OCTOBER 2023 – JANUARY 2024

PRINT COLLATERAL

This Week In Snowmass Ad

Half page in the Aspen Times, Aspen Daily News, & Snowmass Sun
Run dates: 4x weekly, Nov 20 – April 20

**ASC Kiosks**

One panel on four kiosks in Snowmass and Aspen
Run dates: November 20 - April 20

**Weekly Events Flyer**

Distributed to Aspen and Snowmass concierges
Distributed weekly, Nov 20 – April 20

**Info Towers**

Four signs at Snowmass Mall, Base Village, Snowmass Center and Town Park Station
Run dates: November 20 - April 20

**Winter Guidebook**

Distributed to Aspen and Snowmass concierges
Run dates: December 1 – April 20

**Event Marketing**

Quarter page ads in local/regional newspapers; posters distributed Aspen to Glenwood, event banners on Woodbridge and event signage.

Versions: Jobs Campaign, Community Potluck, Holiday Activities, New Year's Eve, Ice Age Talk & Tour
Run dates: November - January

**Restaurant/Retail Guide & Visitor Map**

Distributed to Aspen and Snowmass concierges
Run dates: December 1 – April 20

**Ice Age Passport**

Distributed to Aspen and Snowmass concierges
Distributed weekly, June 1 - Sept. 30



PRINT ADS

Texas Monthly Magazine

Full page ad

Ad versions: Mini-Me

November issue out 10/19



Colorado Official State Vacation Guide

Ad versions: Time

2024 Issue out 12/31

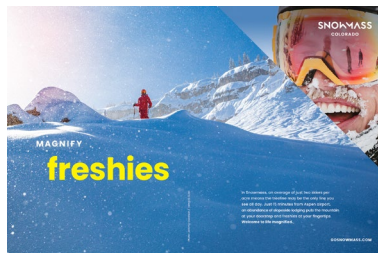


Outside Magazine

Two-page spread

Ad versions: Freshies

Nov/Dec issue out 10/31



Aspen Winter Guides:

Winter Guide to Aspen

Snowmass; Authentic

Magazine

Ad versions: Time

Flight Dates: Issues out 12/1



Texas Monthly

Sponsored Content: New/Next Section

Custom Content

December Issue out 11/20



In Snowmass, fun is at your doorstep

Plenty of slopeside lodging and a vibrant village means fun for the whole family. With daily nonstop flights to Aspen Airport from three Texas hubs, and just 15 minutes from gate to gondola, you can be enjoying family time in no time.

INTERACTIVE

The Tradedesk: Cross-Device Banners

Lodging Promo

Ad versions: Sweet, Bliss, Space (\$150 CTA)

Flight Dates: November 29 – December 16, 2023



INTERACTIVE (CONTINUED)

Tactic: Programmatic Display Banner Ads

The Tradedesk: Cross-Device Banners

Ad versions: Space, Après, Giggles, Bliss

Flight Dates: August 15, 2023 – March 31, 2024

Tactic: Programmatic Display Banner Ads

The Tradedesk: Cross-Device Banners

Ad versions: Wags, Sweet

Flight Dates: November 1, 2023 – March 31, 2024

Tactic: Standard Display Banner Ads

Expedia (VRBO + Hotels.com): Cross-Device Banners

Ad versions: Space, Après, Giggles, Play

Flight Dates: September 1, 2023 – February 29, 2024

Tactic: Programmatic Retargeting

Colorado.com Display Banner Ads

Ad versions: Play, Bliss

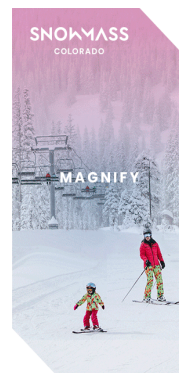
Flight Dates: October 2, 2023 – February 29, 2024

Tactic: Standard Display Banner Ads

Outside Online: ROS Cross-Device Banners (Outside & Ski)

Ad versions: Magic, Space

Flight Dates: September 1, 2023 – February 29, 2024



INTERACTIVE (CONTINUED)

Tactic: Native Banners, Display Banner and Sponsored Content

Colorado.com: City Page

Ad versions: Town, Coaster, Skiing, Bliss (display ad)

Flight Dates: October 1, 2023 – March 31, 2024



Magnify Freshies

With an average of two skiers per acre, the treeline may be the only line you see all day.

Freshies abound >



Magnify Wonder

Nature just outside your door. Here the welcome mats face the mountain.

Winter fun at your door >



Magnify Play

Wide-open spaces bring the free-range family closer together.

Let the adventures begin >



Magnify Après

From free slopeside s'mores to soulful music and more – après your way.

Off the slopes fun awaits >

Tactic: Colorado.com Banner Ad

Colorado.com: City Page

Ad versions: Magnify Space

Flight Dates: December 19, 2023 – March 30, 2024



Tactic: Colorado.com Carousel

Colorado.com: City Page

Ad versions: summer/winter photos

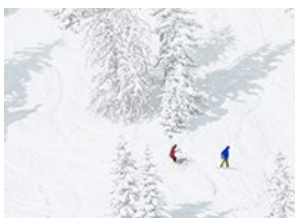
Flight Dates: October 1, 2023 – March 30, 2024



INTERACTIVE (CONTINUED)

Tactic: eBlast

Colorado.com: eNewsletter
Ad version: Magnify Moments
Flight Dates: October 10, 2023



Magnify Moments in Snowmass

The uncrowded slopes of Snowmass, Colorado's second-largest ski area, have an average of just two skiers per acre. This means more time making lines and less time standing in them. Endless powder stashes, double blacks, and wide-open slopes are right at your doorstep, thanks to an abundance of slopeside lodging. And with endless activities from comedy shows to snowshoeing, your winter getaway is just as fun off the slopes.

Welcome to life magnified.

BOOK NOW

Tactic: eBlast

Outside Online Digital
Custom eBlast
Ad version: Freshies
Flight Dates: October 18, 2023

Geo-Targeted Custom eBlast
Ad version: Freshies
Flight Dates: October 23, 2023



In Snowmass, the treeline may be the only line you see all day.

The uncrowded slopes of Snowmass have an average of just two skiers per acre. This means more time making lines and less time standing in them. Endless powder stashes, double blacks and wide open slopes are right at your doorstep, thanks to an abundance of slopeside lodging. And with Aspen Airport just 15 minutes away, you can get from gate to gondola in no time. Welcome to life magnified.

CTA: Freshies Await

URL: <https://www.gosnowmass.com>

Tactic: eBlast

Out of Bounds: Custom eBlast
Ad versions: Custom content, Secret Stash
Flight Dates: October 31, December 1 and December 9, 2023



Secret Stash of Savings

Experience the uncrowded slopes of Snowmass with stays for \$150/night in Snowmass and Aspen this winter!

With an average of two skiers per acre in Snowmass, the treeline may be the only line you see amidst the breathtaking double-black diamond terrain and endless powder stashes. Just 15 minutes from Aspen airport, an abundance of slopeside lodging puts the mountain at your doorstep and freshies at your fingertips.

Welcome to life magnified.

Tactic: eBlast

Outside Online Digital: Custom eBlast
Ad versions: #1 Resort
Flight Dates: January 10, 2023



In Snowmass, an award-winning mountain is at your doorstep.

Snowmass was voted the #1 ski area in the U.S. in Condé Nast Readers' Choice Awards in 2023. The most expansive of Aspen Snowmass's four mountains also hosts the most lift-served vertical feet of terrain in the U.S. With an average of two skiers per acre, the treeline may be the only line you see amidst the breathtaking double-black diamond terrain and endless powder stashes. Just 15 minutes from Aspen airport, an abundance of slopeside lodging puts the mountain at your doorstep and freshies at your fingertips.

A World-Class Mountain Awaits

INTERACTIVE (CONTINUED)

Tactic: Programmatic Display

Trade Desk/Gum Gum: High Impact Display Ad

Ad versions: Magnify responsive

Flight Dates: October 1, 2023 – February 28, 2024

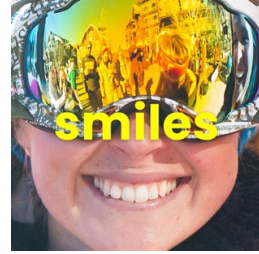


Tactic: Social Media

Facebook/Instagram: Carousel (and stories) Ad

Ad versions: Smile

Flight Dates: November 1, 2023 – March 31, 2024



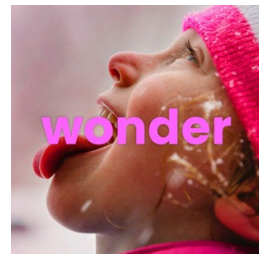
In Snowmass, with over 95% slopeside lodging, ski and play without the schlep. Slopeside makes for big smiles.

Tactic: Social Media

Facebook/Instagram: Carousel (and stories) Ad

Ad versions: Wonder

Flight Dates: August 15, 2023 – March 31, 2024



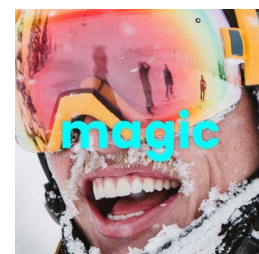
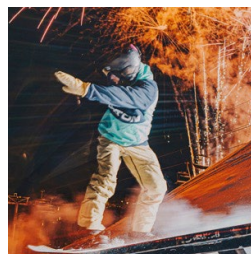
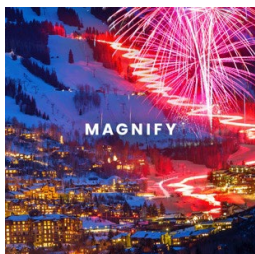
Slopeside access to activities on and off the slopes makes it easy-peasy to pack in the fun. A home base for discovery.

Tactic: Social Media

Facebook/Instagram: Carousel (and stories) Ad

Ad versions: Magic

Flight Dates: August 15, 2023 – March 31, 2024



From morning to night, endless adventures on or off the slopes await your crew. Hibernation is for Bears.

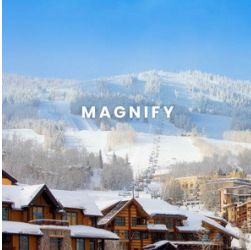
INTERACTIVE (CONTINUED)

Tactic: Social Media

Facebook/Instagram: Carousel (and stories) Ad

Ad versions: Ease

Flight Dates: November 1, 2023 – March 31, 2024



In Snowmass, experience the magic of vast, wide-open spaces that bring people together.
Endless adventures await.

Tactic: Social Media

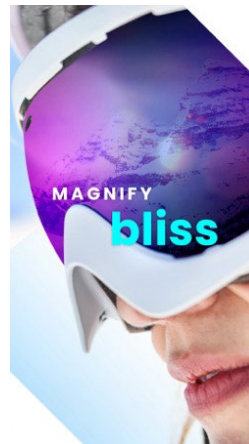
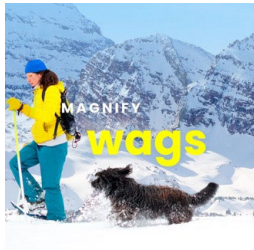
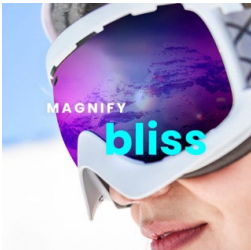
Facebook/Instagram Single Image Ads & Story Ads

Ad versions: Play, Wags, Space, Play

Flight Dates: August 15, 2023 – March 31, 2024

Ad versions: Lodging Promo

Flight Dates: November 29 – December 15, 2023



INTERACTIVE (CONTINUED)

Tactic: Social Media

Out of Bounds: Instagram Posts and Stories

Ad versions: Adrenaline Video, Freshies, Custom

Flight Dates: October 16, November 10, December 16

Ad version: Lodging Promo

Flight Dates: December 6



Ski where the treeline is the only kind of line you'll find, on the wide-open slopes of Snowmass.



Endless Adventures Await
In Snowmass, explore nature's beauty and reconnect with what truly matters.



Experience the uncrowded slopes of Snowmass this winter and find a secret stash of savings with stays for \$150/night before December 20.

Tactic: Social Media

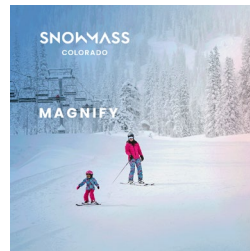
Texas Monthly: Sponsored Facebook Post

Ad versions: Mini-Me

Flight Dates: October 17, 2023

Ad versions: Love Letter video

Flight dates: December 8, 2023



Unleash the fun for your family with endless slopeside activities in nature's playground. Winter wonder starts in Snowmass.

INTERACTIVE (CONTINUED)

Tactic: Social Media

Facebook/Instagram : Video Ad

Ad versions: Family (:15), Adrenaline (:15)

Flight Dates: August 15, 2023 – March 31, 2024

Ad versions: Love Letter (:15, :30)

Flight dates: November 3, 2023 – March 31, 2024

Tactic: Social Media

YouTube: Trueview for Action Video Campaign

Ad versions: Family (:15), Adrenaline (:15)

Flight Dates: August 15, 2023 – March 31, 2024

Ad versions: Love Letter (:15, :30)

Flight dates: November 1, 2023 – March 31, 2024

Tactic: Connected TV

MTN CTV: Video

Ad versions: Family (:15), Adrenaline (:15)

Flight Dates: August 15 – November 15, 2023

Ad versions: Love Letter (:15, :30)

Flight dates: November 1-15, 2023

Tactic: High-Impact Inline Video Unit (SKI)

Outside Online: Video Unit

Ad versions: Ski Hype

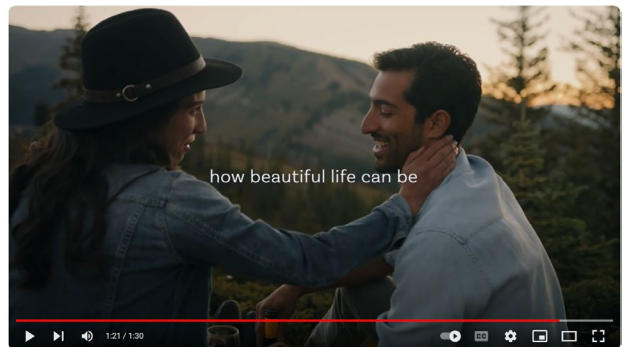
Flight Dates: January 1 – February 29, 2024



Primary Text: A vibrant village, tucked in among pristine mountain peaks, puts ski slopes and outdoor adventures right at your doorstep. Experience life magnified.

Headline: Winter wonder starts here.

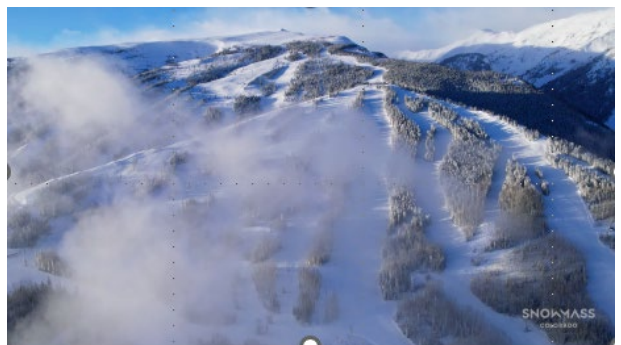
Description: Winter in Snowmass



Primary Text: Unleash the fun for your family with endless slopeside activities in nature's playground.

Headline: Winter wonder starts here.

Description: Winter in Snowmass



INTERACTIVE (CONTINUED)

Tactic: Pre-Roll/Mid-Roll Video

Outside Online: Video

Ad versions: Adrenaline (:30), Adrenaline (:15)

Flight Dates: September 1, 2023 – February 29, 2024



Tactic: Podcast Ad

Wondery: Pre-Produced Spot

Ad versions: Magnify Winter

Flight Dates: September 1 – November 30, 2023



Tactic: Podcast Ad

Out of Bounds: Host-Read Spot

Ad versions: N/A

Flight Dates: September 1 – December 31, 2023



Tactic: Blog, Paid and Organic social

PROPS: Sponsored Content

Ad versions: 5 Reasons, Powder Paradise

Flight Dates: December 15, 2023 – January 31, 2024



Oct 27, 2023

Five Reasons Why Your Next Family Ski Trip Should Be at Snowmass

Alexis Tchuisse

Travel Sports

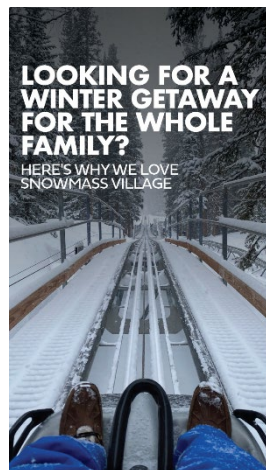


Oct 27, 2023

Powder Paradise: How to Best Enjoy Snowmass Village This Winter

Sierra Schlag

Travel Sports



SNOWMASS

COLORADO

Group Sales Update

GROUP SALES DASHBOARD 2023 FINAL

	2023 Q4 Goal	2023 Q4 Production	Production % Q4 Goal	2022 Q4 Production	2023 Annual Goal	2023 YTD Production (Includes variance)	Production % Annual Goal
Total Leads	150	109	73%	137	600	547	91%
Prospecting	660	639	97%	960	2,640	2,644	100%
Site Visits		11		9	-	56	-
IDSS New Accounts	190	167	88%	149	760	710	93%
Sales Trips (In-Person/Virtual)		12		13	-	43	-
Fams/Events		3		2	-	8	-
Room Nights Contracted	8,250	3,650	44%	9,838	33,000	17,052	52%
Variance In Rooms In Quarter		1,569		238		5,586	
Room Night Cancellations		-250		0		-250	
Net Quarterly Definite Room Nights		4,969	60%	10,076			
Total Actualized Variance + Cancellations						5,336	
Year To Date Actual					33,000	22,388	68%
% of New Room Nights - Qtr and YTD	35%	45%	127%		35%	33%	93%

Rollover Production

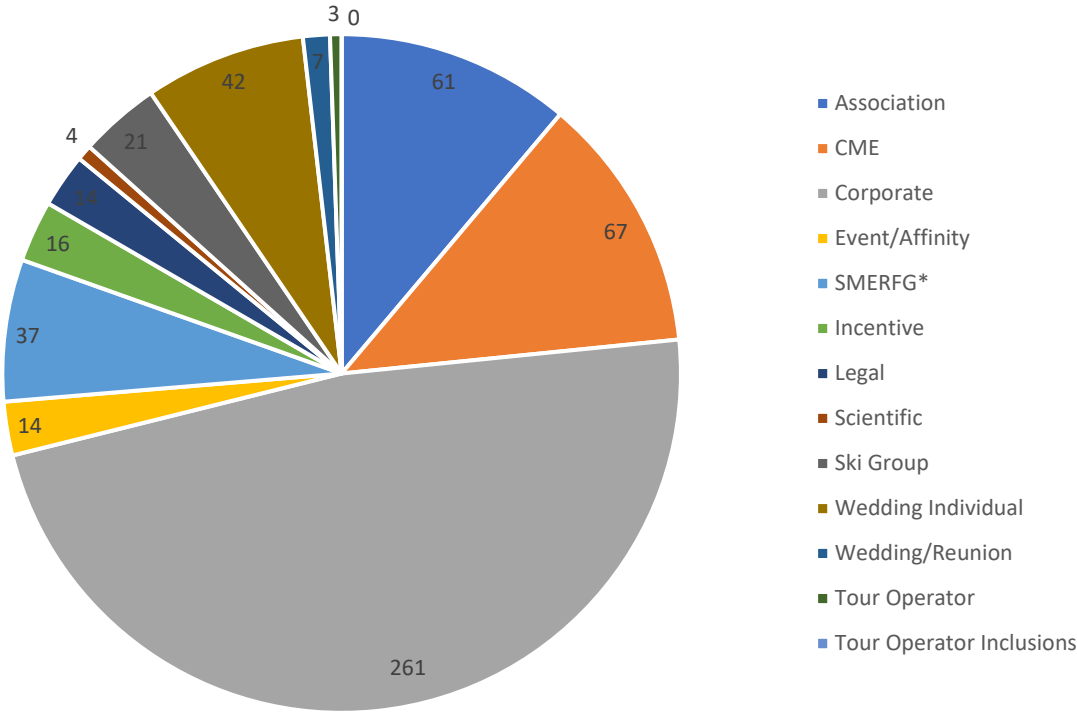
PREVIOUS PROSPECTS AND TENATIVES THAT CARRY OVER TO 2024

Conversion	2019 Rollover Production	2019 % Leads	2020 Rollover Production	2020 % Leads	2021 Rollover Production	2021 % Leads	2022 Rollover Production	2022 % Leads
Prospect	0/1	0%	1/4	25%	0/22	0%	18/178	10%
Tentative	0/1	0%	0/4	0%	0/22	0%	0/178	0%
Definite	1/1	100%	0/4	0%	2/22	9%	11/178	6%
Definite Non-Contract	0/1	0%	0/4	0%	1/22	5%	18/178	10%
Lost Business	0/1	0%	3/4	75%	19/22	86%	131/178	74%

Conversion	2023 YTD Production	2023 % Leads
Prospect	323/547	59%
Tentative	19/547	3%
Definite	23/547	4%
Definite Non-Contract	27/547	5%
Lost Business	155/547	28%

LEADS BY MARKET SEGMENT 2023 FINAL

Leads by Market Segment



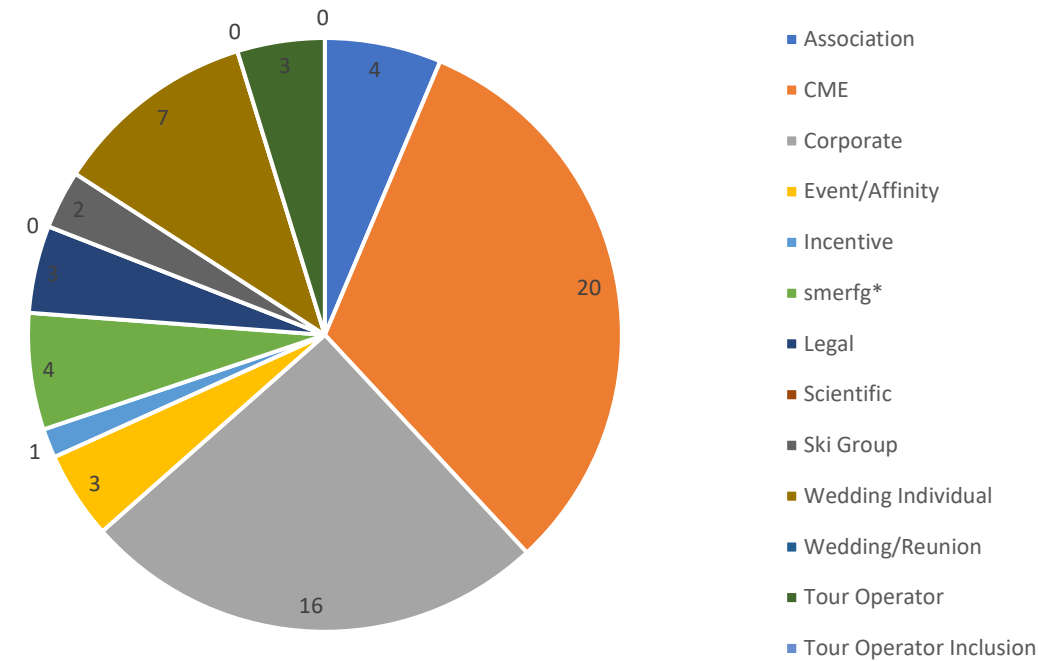
547 YTD Total Leads

Year	# Leads
2023	180
2024	254
2025	87
2026	20
2027	4
2028	2

*Associations:
39 In-State
22 Out of State

DEFINITES BY MARKET SEGMENT 2023 FINAL

Definites by Market Segment



63 YTD Total Definites

Year	# Leads
2023	22
2024	28
2025	10
2026	3

*Associations:
2 In-State
2 Out of State

50 New from 2023
2 Rollover from 2021
10 Rollover from 2022
1 Rollover from 2019

2023 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	2,790	32,582
2023	13,094	3,219	5,718	3,183	25,214
2024	8,914	1,460	4,930	0	15,304
2025	7,760	255	474	0	8,489
2026	1,392	0	140	0	1,532

GROUPS ON THE BOOKS (ARRIVALS STARTING 1/1/2024)

ROOM NIGHTS	NUMBER OF GROUPS
Over 1,000	3
750 - 999	2
500 - 745	14
200 - 499	23
1 - 199	17
0	15 (contracts w/o def room nights)
TOTAL	74

Memorandum

TO: Tourism Board
FROM: Clint Kinney, Town Manager
DATE: February 15, 2024
SUBJECT: Support for Locally-Serving Businesses

In early 2023, the Town Council adopted an updated goals statement. The second stated strategic goal of this Town Council is to Preserve, Protect and Retain Locally Owned AND Locally Serving Businesses. This goal also states:

The Council recognizes that the Village is a tourist economy and that locally owned and locally serving businesses need support. The Council firmly believes that such businesses build community through relationships, creating places and reasons for people to gather, and are critical to the community's character. The Council will work to prioritize and incentivize the needs of our local business community and will safeguard a high-quality visitor experience while focusing efforts to serve local residents first and foremost. If it is good for local residents, then it also benefits our guests.

The Town Council began soliciting feedback from locally-serving businesses in the latter part of 2023 to gather information that would help the Council make informed decisions with respect to this strategic goal. On November 27, an opportunity to provide feedback to the Council was provided to the business community. This event was attended by approximately 25 business representatives who shared their ideas with the Town Council and staff. Those who attended reported that the event was valuable and that they felt heard by the Town. A copy of the media release and advertisement is attached.

For approximately one month, a survey was conducted of locally serving businesses to gather additional information. The survey was provided in an open format, online using the SurveyMonkey platform. The survey consisted of 20 questions based on input from the Council. Questions aimed to gather information about a business' experience in Snowmass Village, which includes questions regarding challenges and support needed from the Town.

The survey resulted in 17 responses, a summary of which is attached. The majority of responses were from restaurants and retail stores within town. Most respondents reported that their business is open year-round within the Base Village, Snowmass Mall and Snowmass Center commercial areas.

Staffing and property costs (rent) were reported as the greatest challenges to running a business in Snowmass Village. These two reasons were also cited as the reason a business would choose to leave Snowmass Village. Workforce housing was identified as the most desired form of support. Another issue that was identified by respondents included a lack of volume or customer traffic, which was also cited as a reason for not operating in the off season. Most businesses reported serving daytime visitors and tourists as opposed to true locals. Special events and other support from the Tourism Department were identified as helpful to businesses.

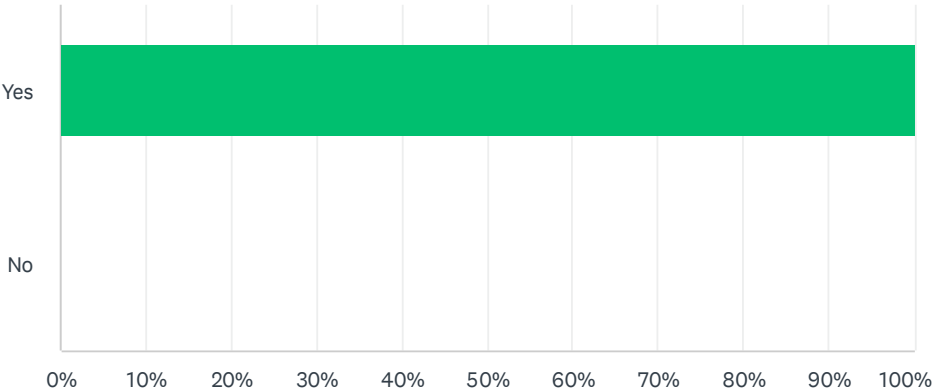
The Town intends to continue its current level of support for locally-serving businesses while the Council identifies ways to provide further support. Should the FAB wish to advise the Town Council on additional strategies to support locally-serving businesses, a recommendation could be made.

Attachments:

- 2023 Council Goals Statement
- Media Release & Poster for November 27, 2023 meeting
- 2023 Business Survey Summary

Q1 Do you own or operate a business within the Town of Snowmass Village? [Select One]

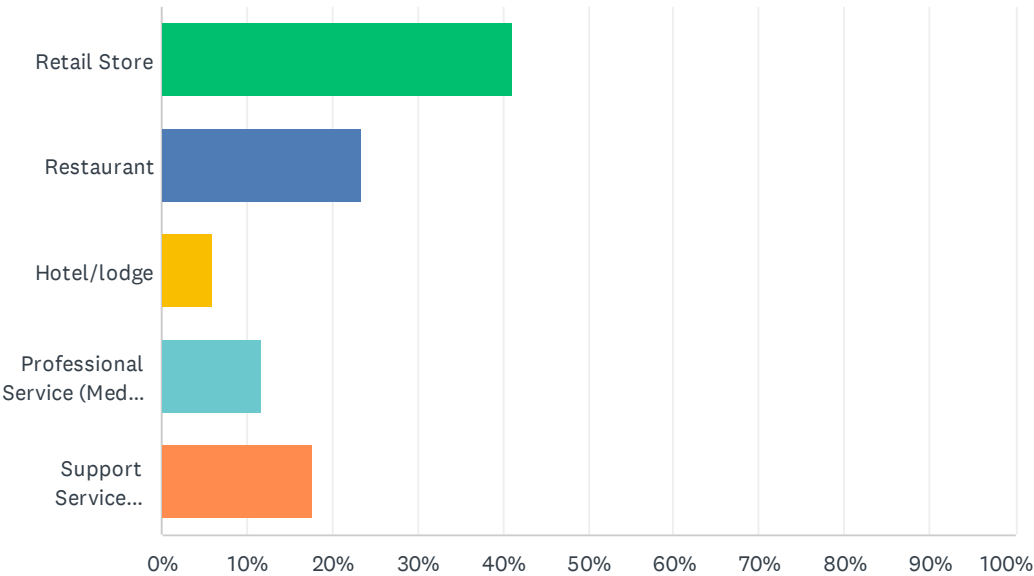
Answered: 17 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		100.00%	17
No		0.00%	0
TOTAL			17

Q2 What type of business are you? [Select One]

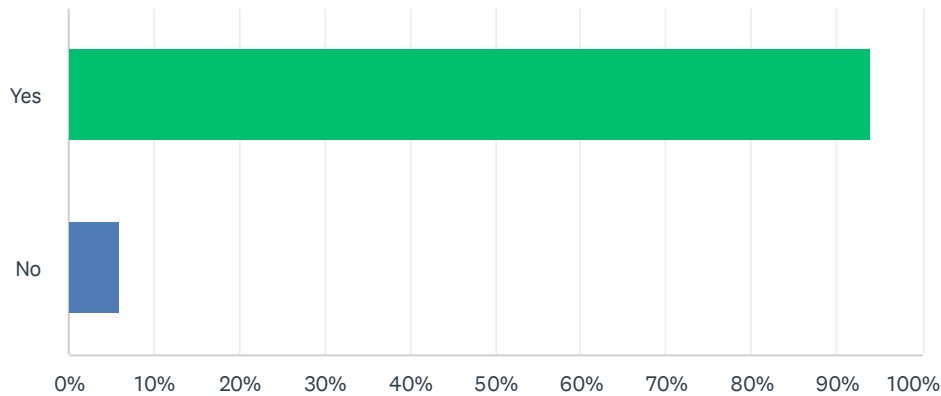
Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retail Store	41.18%	7
Restaurant	23.53%	4
Hotel/lodge	5.88%	1
Professional Service (Medial Office, Real Estate, Legal Services, Coworking Space, etc.)	11.76%	2
Support Service (Property Management, Trade Services, Animal Care, Landscape Management, Other Services)	17.65%	3
TOTAL		17

Q3 Does your business have a physical presence in Snowmass Village?
(i.e., brick & mortar/storefront) [Select One]

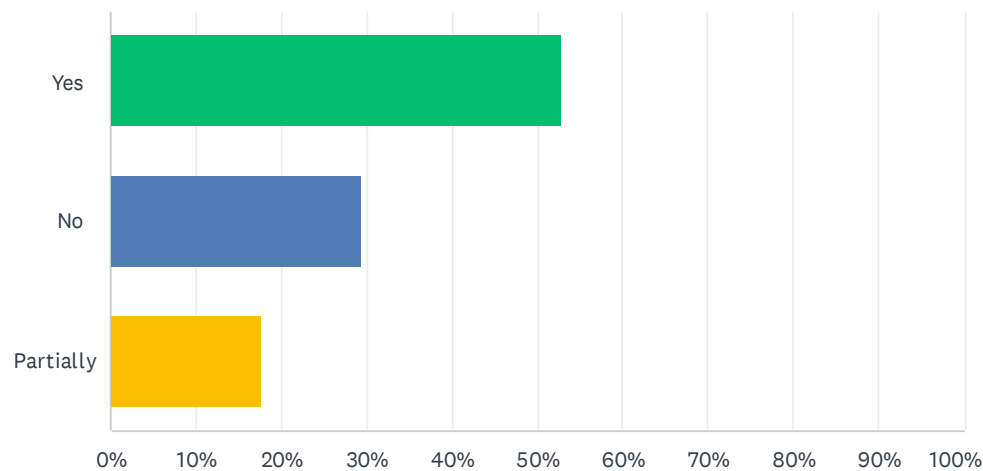
Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	94.12%	16
No	5.88%	1
TOTAL		17

Q4 Does your business operate in the offseason? [Select One]

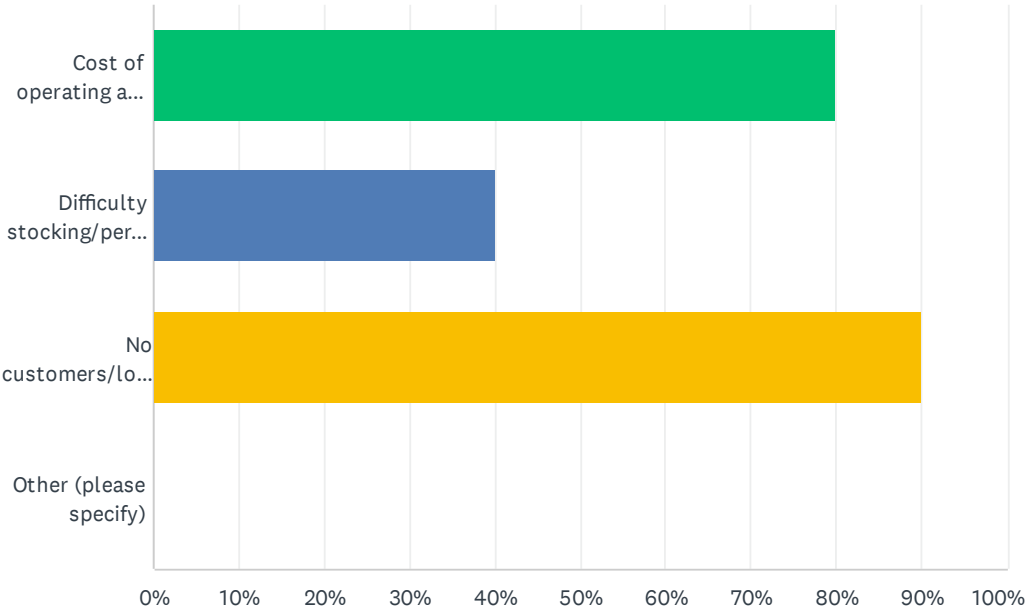
Answered: 17 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		52.94%	9
No		29.41%	5
Partially		17.65%	3
TOTAL			17

Q5 If your business does not operate in the offseason, why? [Select All That Apply]

Answered: 10 Skipped: 7

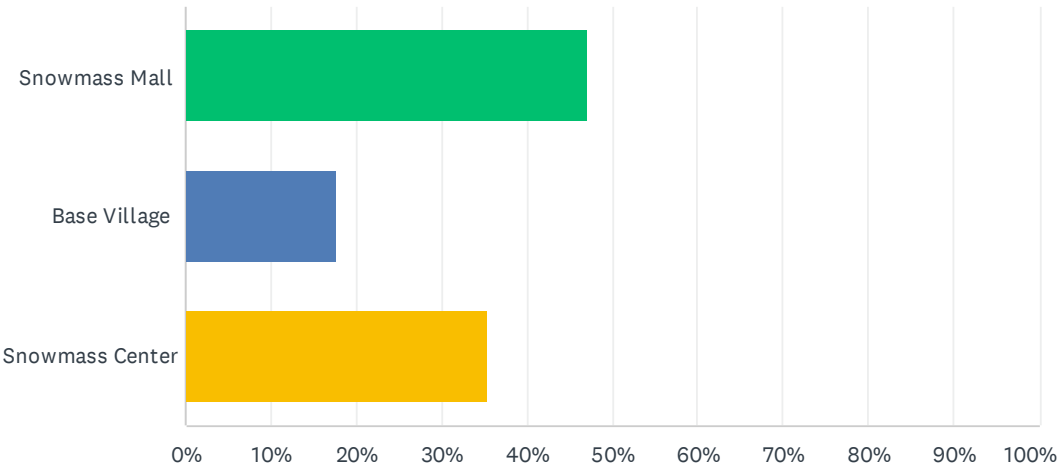


ANSWER CHOICES	RESPONSES	
Cost of operating a business (rent, staffing, etc.)	80.00%	8
Difficulty stocking/perishable inventory	40.00%	4
No customers/low volume	90.00%	9
Other (please specify)	0.00%	0
Total Respondents: 10		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q6 Where is your business located? [Select One]

Answered: 17 Skipped: 0

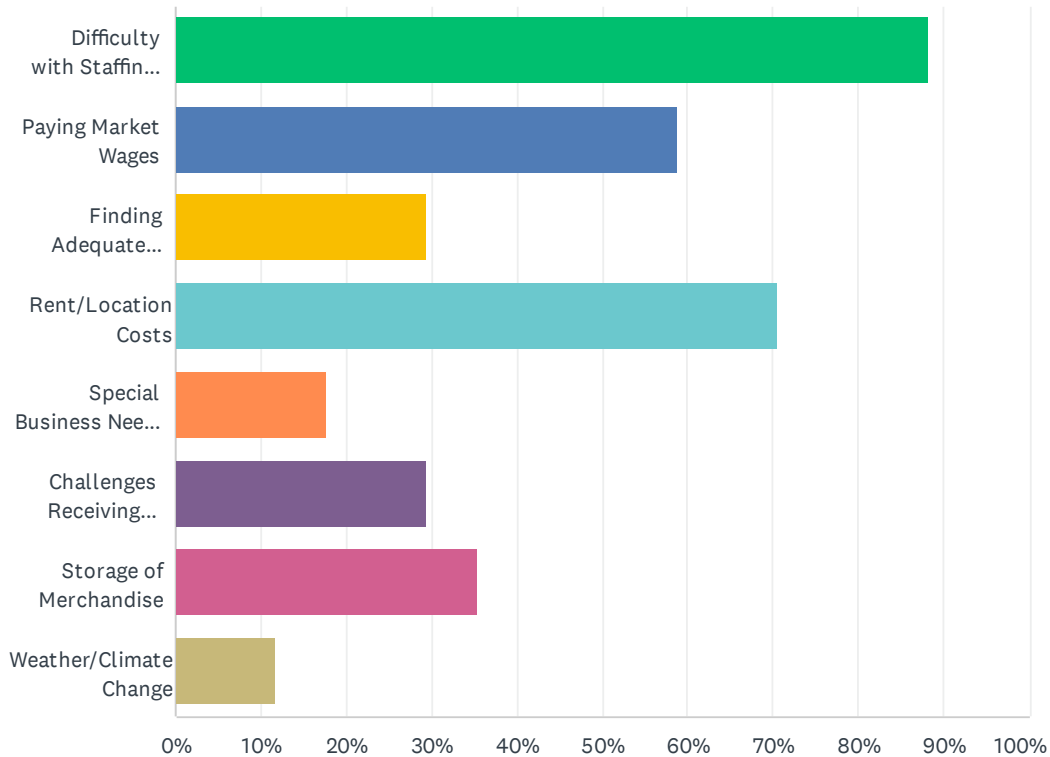


ANSWER CHOICES		RESPONSES
Snowmass Mall		47.06% 8
Base Village		17.65% 3
Snowmass Center		35.29% 6
TOTAL		17

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q7 What challenges do you face running a business in Snowmass Village? [Select All That Apply]

Answered: 17 Skipped: 0

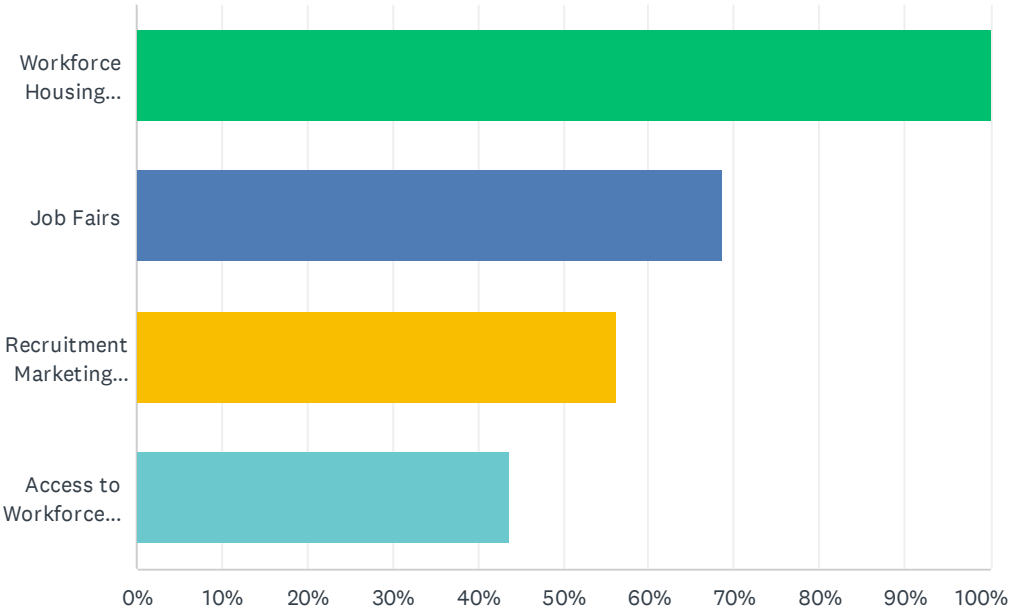


ANSWER CHOICES	RESPONSES	
Difficulty with Staffing (Recruitment, Retention, Finding Qualified Staff, etc.)	88.24%	15
Paying Market Wages	58.82%	10
Finding Adequate Commercial Space	29.41%	5
Rent/Location Costs	70.59%	12
Special Business Needs (Internet Access, Specialized Equipment, etc.)	17.65%	3
Challenges Receiving Deliveries/Inventory	29.41%	5
Storage of Merchandise	35.29%	6
Weather/Climate Change	11.76%	2
Total Respondents: 17		

#	OTHER (PLEASE SPECIFY)	DATE
1	TOSV Marketing campaigns, promotional events, and overall budgets appear to be overly concentrated on the Collective and BV. TOSV fails to recognize that the Mall and the Center is where their constituency spends lots of their time and money. Not BV. More focus and priority should be made to support these longstanding commerce centers.	11/20/2023 10:47 AM

Q8 If staffing is a challenge to your business, how can the Town support your business? [Select All That Apply]

Answered: 16 Skipped: 1

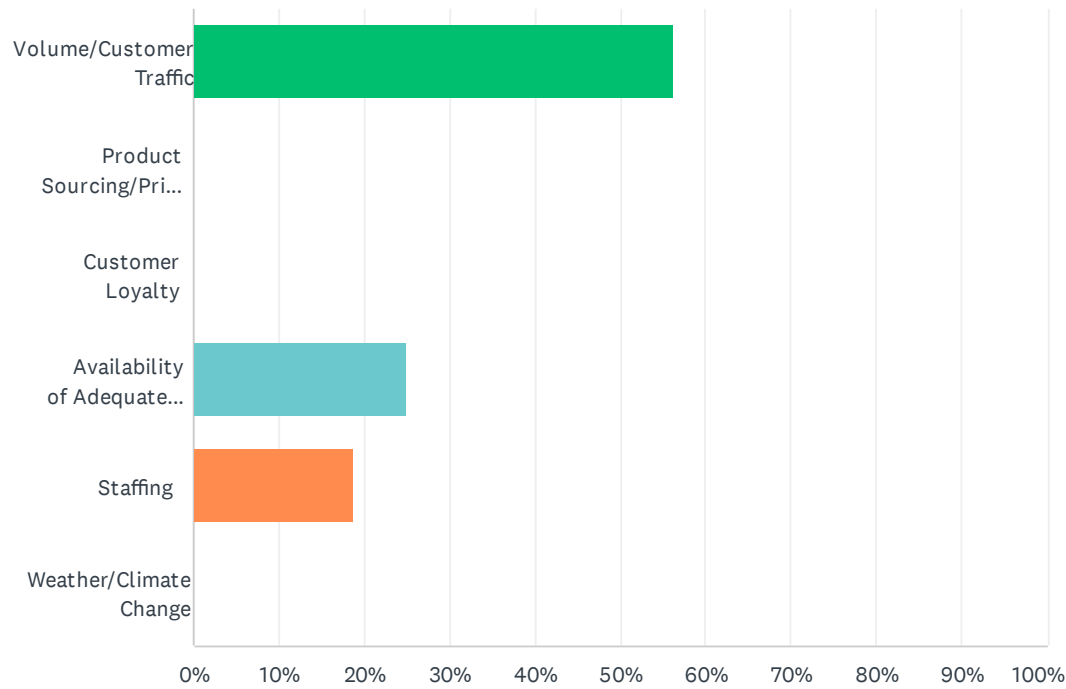


ANSWER CHOICES		RESPONSES	
Workforce Housing Assistance		100.00%	16
Job Fairs		68.75%	11
Recruitment Marketing Support		56.25%	9
Access to Workforce Childcare		43.75%	7
Total Respondents: 16			

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q9 What is the greatest impediment to your business’s bottom line?
[Select One]

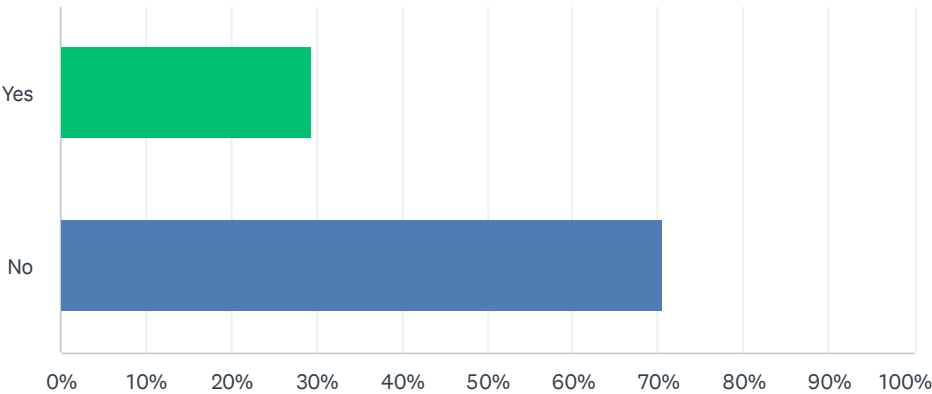
Answered: 16 Skipped: 1



ANSWER CHOICES	RESPONSES	
Volume/Customer Traffic	56.25%	9
Product Sourcing/Price Sensitivity	0.00%	0
Customer Loyalty	0.00%	0
Availability of Adequate Commercial Space	25.00%	4
Staffing	18.75%	3
Weather/Climate Change	0.00%	0
TOTAL		16

Q10 Does your business receive enough volume/traffic? [Select One]

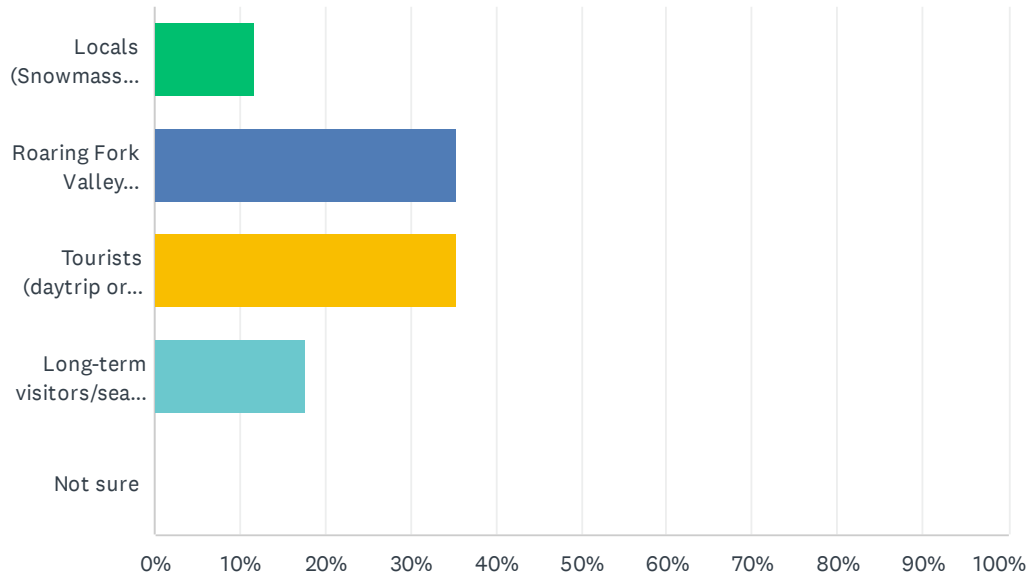
Answered: 17 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		29.41%	5
No		70.59%	12
TOTAL			17

Q11 Which demographic makes up the majority of your business's customer base? [Select One]

Answered: 17 Skipped: 0

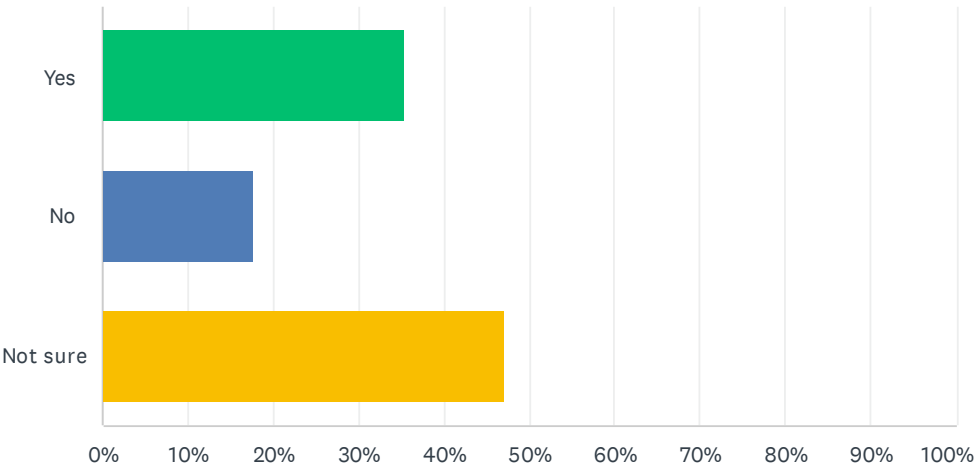


ANSWER CHOICES	RESPONSES	
Locals (Snowmass Village)	11.76%	2
Roaring Fork Valley Residents	35.29%	6
Tourists (daytrip or weekend traffic)	35.29%	6
Long-term visitors/seasonal residents	17.65%	3
Not sure	0.00%	0
TOTAL		17

#	OTHER (PLEASE SPECIFY)	DATE
1	We rely heavily on our winter skier traffic. Summer traffic is much different and we do not get the volume. We also compete with fanny hill liquor sales and free rich, dessert giveaways on the mall during happy hour in winter. tourism events should support business and not compete. and then to get business back, put out an rfp to supply the goods to guest services. its spending dollars in the wrong direction.	11/28/2023 5:00 PM
2	And tourists	11/27/2023 6:53 PM

Q12 Thinking of your customer base, do you have enough returning customers? [Select One]

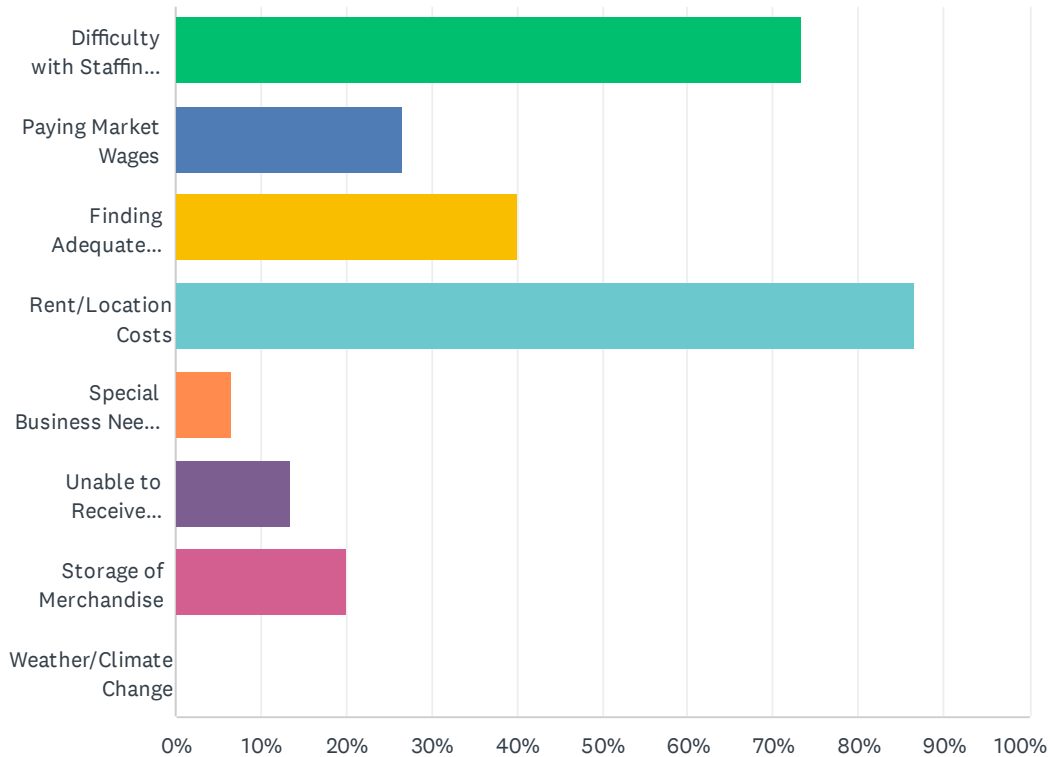
Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	35.29%	6
No	17.65%	3
Not sure	47.06%	8
TOTAL		17

Q13 For what reasons would you consider moving your business outside of Snowmass Village? [Select All That Apply]

Answered: 15 Skipped: 2

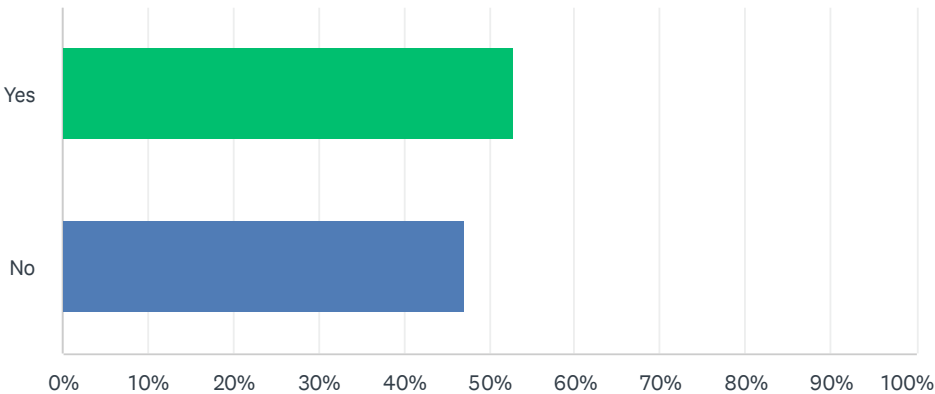


ANSWER CHOICES	RESPONSES	
Difficulty with Staffing (Recruitment, Retention, Finding Qualified Staff, etc.)	73.33%	11
Paying Market Wages	26.67%	4
Finding Adequate Commercial Space	40.00%	6
Rent/Location Costs	86.67%	13
Special Business Needs (Internet Access, Specialized Equipment, etc.)	6.67%	1
Unable to Receive Deliveries/Inventory	13.33%	2
Storage of Merchandise	20.00%	3
Weather/Climate Change	0.00%	0
Total Respondents: 15		

#	OTHER (PLEASE SPECIFY)	DATE
1	the major obstacle is volume. we have about 5 months to carry us through running a business for 12 months	11/28/2023 5:00 PM
2	Amount of tourists visiting and staying in are. Aspen is much more preferable for most. Not enough infrastructure, ie, restuarants in the area.	11/18/2023 2:55 PM

Q14 Are you familiar with the business support resources provided by the Tourism Department? (e.g., photography services, website support, marketing opportunities, etc.) [Select One]

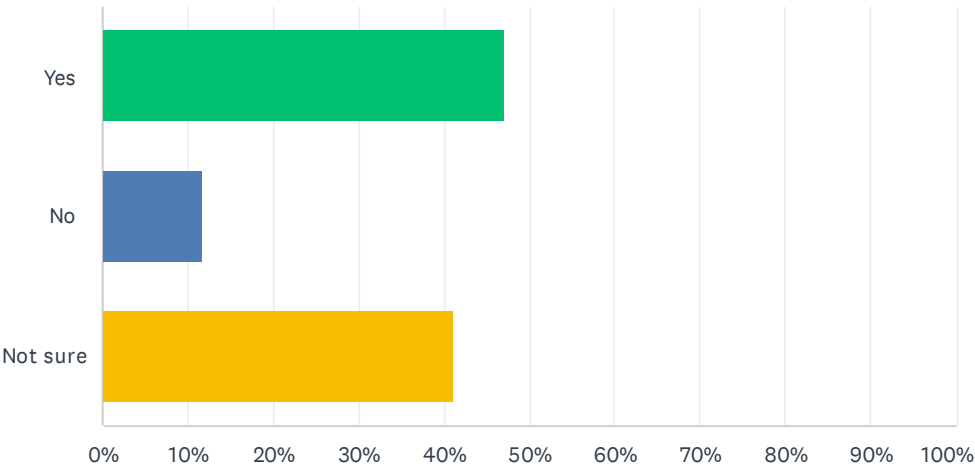
Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	52.94%	9
No	47.06%	8
TOTAL		17

Q15 Do the special events held within the Town of Snowmass Village drive customers to your business? [Select One]

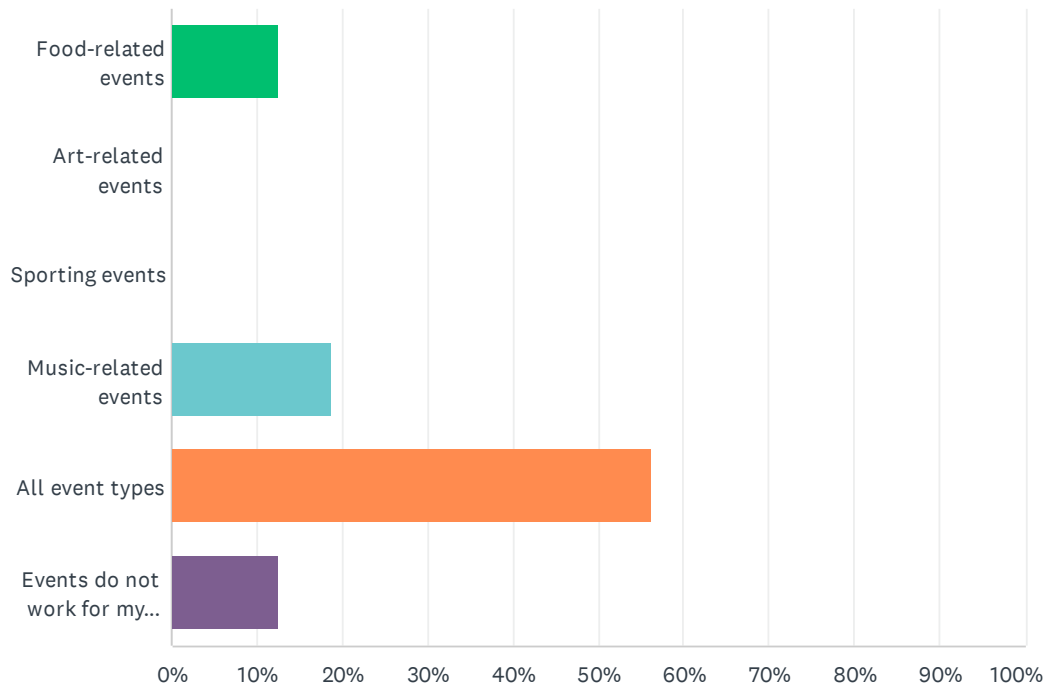
Answered: 17 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		47.06%	8
No		11.76%	2
Not sure		41.18%	7
TOTAL			17

Q16 Which special event type works for your business?

Answered: 16 Skipped: 1

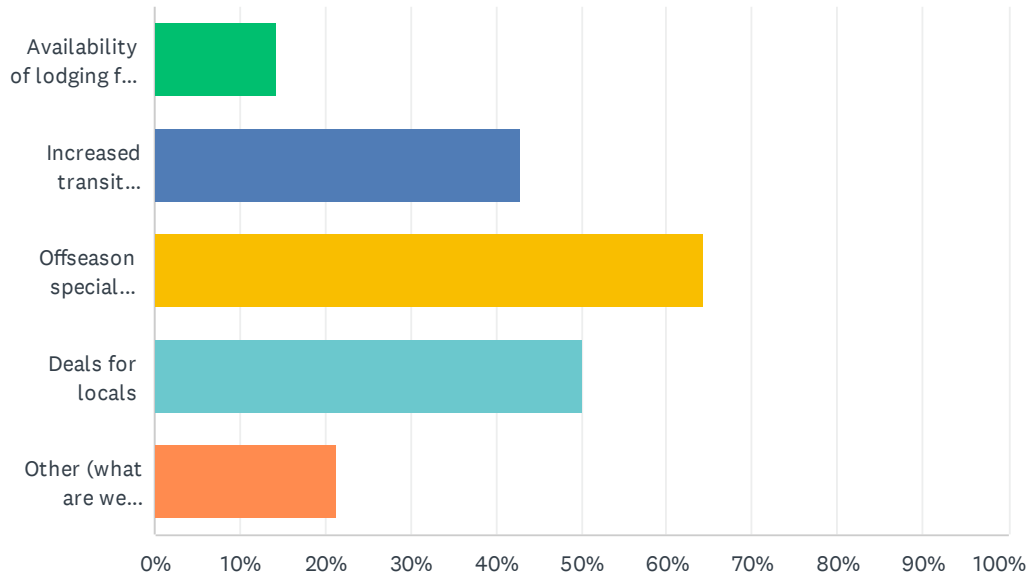


ANSWER CHOICES	RESPONSES	
Food-related events	12.50%	2
Art-related events	0.00%	0
Sporting events	0.00%	0
Music-related events	18.75%	3
All event types	56.25%	9
Events do not work for my business	12.50%	2
TOTAL		16

#	OTHER (PLEASE SPECIFY)	DATE
1	Really it's just anything that generates more traffic. The primary driver for our business is ski season and bike season. We sell gear that caters to those sports, so other events etc are really just a bonus (they don't hurt!)	11/27/2023 6:53 PM
2	Sport mountain related activities	11/18/2023 2:55 PM

Q17 Which type of offseason support would help your business? [Select All That Apply]

Answered: 14 Skipped: 3

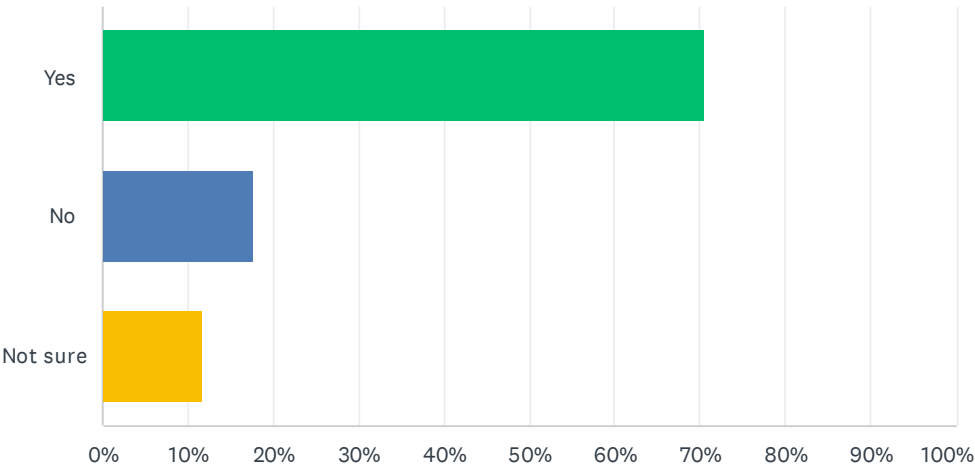


ANSWER CHOICES	RESPONSES	
Availability of lodging for customers	14.29%	2
Increased transit services (Increased SkyCab operation, more frequent busses, etc.)	42.86%	6
Offseason special events/programming	64.29%	9
Deals for locals	50.00%	7
Other (what are we missing?)	21.43%	3
Total Respondents: 14		

#	OTHER (WHAT ARE WE MISSING?)	DATE
1	More Tourists , locals do not shop our business especially in the off season	11/30/2023 5:33 PM
2	It has gotten better since 2015 with foot traffic in September and events the weekends.	11/28/2023 5:00 PM
3	I'm not totally sure how to answer this one. Rent subsidies during off-season would be a good short term solution. Long term: creating a community in snowmass that harbors and employs locals all year round. We need locals to support our businesses in the off-season(s) if tourist traffic remains null during those times.	11/27/2023 6:53 PM

Q18 Does the Thursday night concert add value to your business? [Select One]

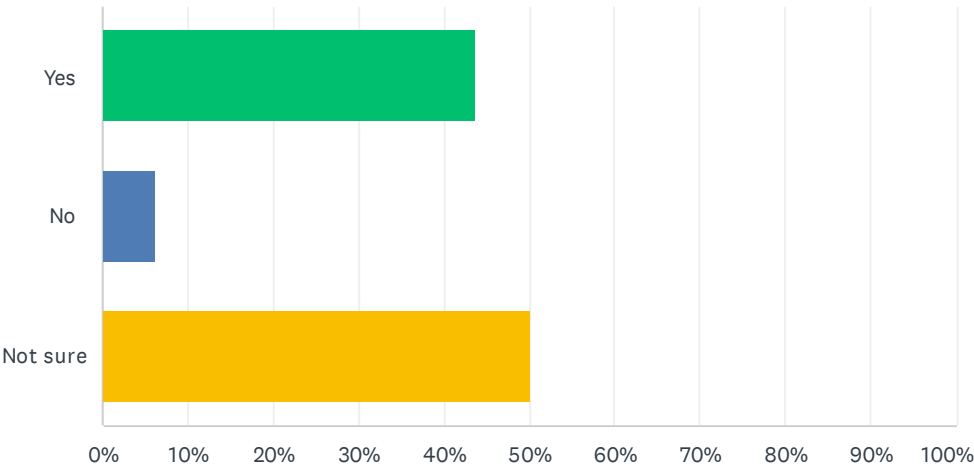
Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	70.59%	12
No	17.65%	3
Not sure	11.76%	2
TOTAL		17

Q19 Would regularly scheduled winter events (e.g., Thursday night concerts) help your business? [Select One]

Answered: 16 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	43.75%	7
No	6.25%	1
Not sure	50.00%	8
TOTAL		16

Q20 Anything you want us to know?

Answered: 7 Skipped: 10

#	RESPONSES	DATE
1	More housing!	12/13/2023 4:30 PM
2	Employee housing is always a primary concern for us	12/10/2023 3:55 PM
3	Snowmass is built on many things. 2 things that stand out are music & art. From John Denver to Lukas Nelson on Fanny Hill...we have rich musical roots. Keep bringing big names to fanny hill and the crowds will follow.	11/28/2023 5:00 PM
4	We want to serve locals more but our off-seasons are too slow and scare locals away.	11/28/2023 10:29 AM
5	We're thankful for the opportunity to meet and discuss these things with you guys 🙏	11/27/2023 6:53 PM
6	Employee housing is desperately needed in SMV. Not large SF homes but more seasonal/workforce housing products. At or near the commercial nodes (Mall, Center) of SMV.	11/20/2023 10:47 AM
7	Need more infrastructure, restaurants and retail to keep visitors in Snowmass.	11/18/2023 2:55 PM

**SNOWMASS VILLAGE
TOWN COUNCIL
GOAL STATEMENT
ADOPTED MARCH 20, 2023**

The Town Council remains firmly committed to the Aspiration Statement, Guiding Principles, Just Big Enough economic analysis, Plan Framework, and Strategic Initiatives found in the 2018 Comprehensive Plan.

GUIDING PRINCIPLES

Stewardship Vibrant Genuine Active & Healthy Balanced
 Connected Inclusive

STRATEGIC INITIATIVES OF SNOWMASS VILLAGE

- Preserve and protect open spaces and our environment to ensure that nature is and remains the dominate feature on the landscape.
- Promote environmental and economic sustainability and resiliency.
- Focus on improved access and safety to make Snowmass Village more walkable and bikeable.
- Continue to improve the multi-modal connections between Base Village, the Mall, and the Center.
- Manage parking and transit to encourage efficient, effective, and sustainable mobility choices.
- Focus new development and/or redevelopment within the identified CPAs.
- Encourage the update and renovation of older buildings Village-wide.
- Strengthen local economic opportunities to assure vibrancy.
- Continue to support a viable workforce and our commitment to workforce housing by exploring opportunities that best balance the character and resources of the Town.

These initiatives are of the utmost importance to the Town Council and, as such, the Council remains committed to moving them forward. Safety, Connectivity, Transit, Environmental Activism, Resiliency, Regionalism, Risk Taking and Recruiting & Retaining high quality staff all remain critical components to the Village’s success.

The overarching priority for this Town Council is:

Passionately Protecting the Community Character of the Village by Promoting Balance and Emotional Connectivity

The Town Council will focus on this priority by looking for creative solutions to address the many opportunities before us. The Town Council continues to recognize that we are not a traditional town, but rather a unique welcoming Village. We are Villagers, and we strive to bond and connect at a community level. The Village’s community character is based on a fundamental connection to and respect for nature, an excitement to explore the outdoors, and a focus on emotional connectivity to each other and to place. Snowmass Villagers are gritty, thrive on authentic experiences, adventure, and curiosity. Our Village character continues to be defined as: fun, community-focused, family-friendly, thriving, charming, resilient, safe, emotionally connected, accessible, nimble, adaptable, balanced, and unique.

To protect the unique character of the Village and to enhance emotional and physical connections to the community, this Town Council has identified four areas of emphasis:

1) Identify & Provide More Affordable, Community, Workforce Housing

Providing more affordable workforce housing options within the Village enables community members to contribute to the local economy AND helps to build a strong, emotionally connected and engaged community. Town Council remains committed to implementing the 2021 Housing Master Plan.

Understanding that Village residents are served by local governmental organizations that are physically outside of the town, TOSV will work closely with those partner entities to create a more inclusive workforce housing framework that will integrate additional people/positions/organizations into our housing program. TOSV will endeavor to

leverage additional financial resources from these partners to help meet our respective housing needs.

2) Preserve, Protect and Retain Locally Owned AND Locally Serving Businesses

The Council recognizes that the Village is a tourist economy and that locally owned and locally serving businesses need support. The Council firmly believes that such businesses build community through relationships, creating places and reasons for people to gather, and are critical to the community's character. The Council will work to prioritize and incentivize the needs of our local business community and will safeguard a high-quality visitor experience while focusing efforts to serve local residents first and foremost. If it is good for local residents, then it also benefits our guests.

3) Increase Community Engagement to Foster Emotional Connectivity

The Council will strive to increase effective community engagement to foster relationships, emotional connectivity and to protect community character. The Council will protect the community's character by ensuring that public amenities, events, facilities, and services enhance and meet local community needs and interests.

A sense of community is created through meaningful connections and a welcoming atmosphere. These types of connections are critical. Knowing that a variety of issues (especially increased housing costs) are negatively impacting the community, the Council will find ways to have all residents and guests be more committed and emotionally connected to the Village and our community. The Council desires to build community among all long-time residents, new residents, part-time residents, and guests with the goal of everyone feeling comfortable, welcome, and engaged in the Village.

This Town Council is focused on offering a variety of opportunities to receive feedback, create connections, and listen. It is imperative to expand citizen access to the Council thus elevating community conversation, collaboration, and emotional connection to the Village.

The Council desires to maintain high quality communications with its citizen Boards and Commissions. The Council will do this by asking for guidance and feedback from them. The Council will explore a change to the Town Charter to allow Councilors to serve as *ex-officio* members of Boards and Commissions.

4) Ensure Public Spaces and Facilities Meet Our Community's Unique Character

The Town Council will strive to create and improve public spaces and facilities that promote health, safety, education, happiness, and enhance community character and connectivity. Understanding there are many needs and opportunities within the community, this Town Council remains open to them and is committed to focusing on the following projects. These are places where emotional connectivity "happen" and grow:

- 1) Implement the approved enhancements to Town Park.
- 2) Continue to evaluate the need for childcare options and plan for the expansion of the Little Red Schoolhouse. Town Council will also continue to explore other resources for expanding childcare and early childhood learning.
- 3) Reinvigorate the Ice Age Discovery as a source of pride for the community.
- 4) Encourage transit ridership by providing a Mall Transit experience that balances improved levels of service, safety and functionality with high quality aesthetics that satisfies community needs and meets our rural Village character.
- 5) Partner with Pitkin County to expand library services in the Village, including building a library facility adjacent to, or connected to the Recreation Center.
- 6) Expand recreational opportunities for our trail network, including Nordic skiing.
- 7) Commit to maintaining, renewing, identifying, and developing spaces for local community members to connect.



November 17, 2023

-- FOR IMMEDIATE RELEASE --

Snowmass Village, Colorado – Calling all Snowmass Village business owners! The Town Council wants feedback on the business environment in Snowmass Village. Join the Town Council on Monday, November 27 from 4:30 – 6:00 p.m. at Base Camp (located in Base Village) for an opportunity to share your feedback.

In early 2023, the Town Council adopted its updated strategic initiatives document, which included a goal to "Preserve, Protect and Retain Locally Owned AND Locally Serving Businesses". Acting on this goal, the Council is now soliciting input from local business owners to explore how the Town can support locally serving businesses.

The Council recognizes that the Village is a tourist economy and that locally owned and locally serving businesses need support. The Council firmly believes that such businesses build community through relationships, creating places and reasons for people to gather, and are critical to the community's character. The Council will work to prioritize and incentivize the needs of our local business community and will safeguard a high-quality visitor experience while focusing efforts to serve residents first and foremost. The Council believes that if it is good for residents, then it also benefits our guests.

Read more at tosv.com/402/Strategic-Goals

A survey is also available at surveymonkey.com/r/2023TOSVBusiness



*Calling
All Local
Businesses!*

SHARE A DRINK WITH COUNCIL

Base Camp Bar & Grill
(in Base Village)
4:30-6:00 PM

*Town Council wants to hear
from the local business
community! Join us to engage
with your Town Council!*

For more information contact council@tosv.com

WE WANT YOUR FEEDBACK!

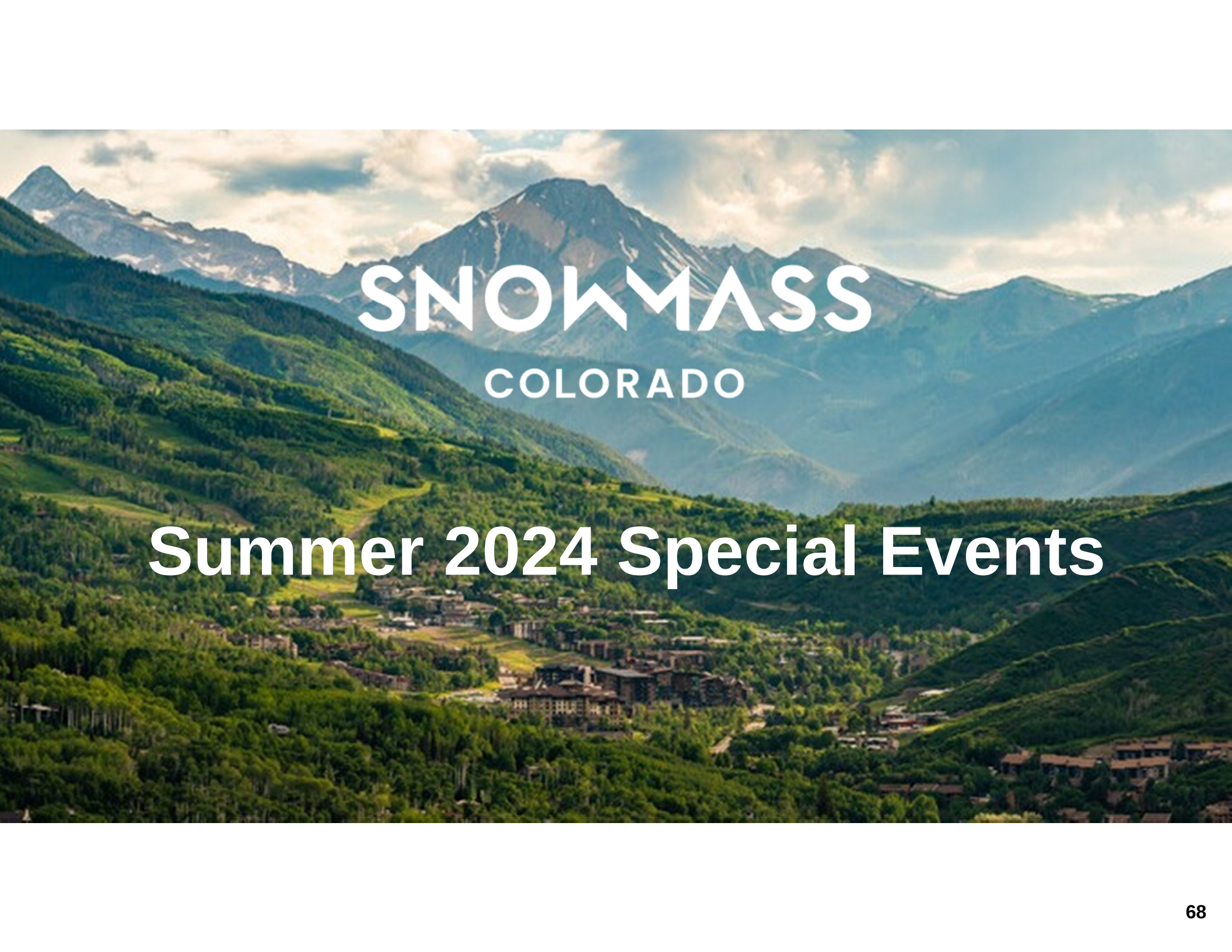


The Town of Snowmass Village wants to hear from its business community! Please complete the survey at the link provided below.

SCAN HERE!

The TOSV Business Community Survey is available online: **[SURVEYMONKEY.COM/R/2023TOSVBUSINESS](https://www.surveymonkey.com/r/2023TOSVBUSINESS)**





SNOWMASS

COLORADO

Summer 2024 Special Events



June

June 7-9 | [Ragnar Race](#)

June 8 | [Rendezvous](#)

June 14-16 | [Food & Wine in Aspen](#)

June 21 | [Gondola Opens](#)

June 27-30 | [Doubles Volleyball](#)



July

July 4th | [Community Celebration @ Fanny Hill Stage](#)

July 17-21 | [Triple Crown](#)

July 19-20 | [Tree-O Beer Run](#)

July 20 | [Power of Four](#)

July 27 | [Heritage Fire](#)



August

- Aug 3 | [Snowmass 50](#)
- Aug 17 | [Cidermass](#)
- Aug 30-1 | [JAS](#)



Sept & Oct

Sept 7 | [Déjà vu](#)

Sept 13-15 | [Balloon Fest](#)

Sept 14 | [Wine Fest](#)

Sept 21 | [Festival del Rancho @ Anderson Ranch](#)

Sept 28 | [Golden Leaf Marathon](#)

Oct 6 | [Community Picnic @ The Rec Center](#)



Other events/ideas

- Discovery Days (July or Aug)
- Download for the Upload
- TOSV Community Rodeo
- TOSV Community Day at the Collective
- [Community Ice Cream Social](#) @ Town Park Gazebo
first Fridays- July, Aug, and Sept
- [Events Lawn Games and activities](#) Wed-Sun
- [Friday night Corn Hole](#) @ The Mall
- [Dog Day Afternoon](#) – once in June, July & Aug with free
dog wash, treats, nail trims, and fun dog activities



Weekly Returning Events

June 13 – Aug 22 | [Fanny Hill Concerts](#)

June 19 – Aug 14 | [Snowmass Rodeo – 50th Anniversary](#)

June – Sept | [Music on the Mall](#)

June -- Sept | [Ice Age Passport Walk](#)

June- Sept | [The Collective Weekly programming](#)



New Summer Activations

- Added Music on the Mall days- Wed-Sat
- Thursday Night Pre Show DJ @ The Events Lawn
- Saturday Blue Grass Concert series @ The Mall - 4 concerts July 20 & 27 and Aug 3 & 10
- Sundays Jazz on the Lawn @ The Events Lawn



Weekly Glance

July

2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
Lawn Games All Day (Events Lawn) Free Dog Day 10-2pm (Events Lawn) Jazz on the Lawn 2-4pm (Events Lawn)			Lawn Games All Day (Events Lawn) Music on the Mall 3-5pm (Tower Stage) Snowmass Rodeo 5-9pm	FOURTH OF JULY Lawn Games All Day (Events Lawn) Music on the Mall 3-5pm (Tower Stage) Pre-Show Concert 3:30-5:30pm (Events Lawn) Summer Concert Series 5:30-8:30pm (Fanny Hill)	Lawn Games All Day (Events Lawn) Music on the Mall 3-5pm (Tower Stage) Community Ice Cream Social 3:30-5:30pm (Town Park)	Lawn Games All Day (Events Lawn) Gran Fondo 8-5pm (Town Park) Music on the Mall 3-5pm (Tower Stage)