



**Tourism Board
Thursday, October 30, 2025
9:00 AM
130 Kearns Road
Council Chambers
Snowmass Village, CO 81615**

Agenda

- 1. Roll Call**
- 2. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 3. Approval of Minutes**
3.A. Meeting Minutes 8.21.25
- 4. Programs for Review, Approval and/or Heads Up**
4.A. Marketing and Group Sales Update
4.B. Airport Closure & Air Service, Bill Tomcich and Diane Jackson
- 5. Other Matters Arising**
- 6. Adjournment**



Tourism Board
Thursday, August 21, 2025
9:00 AM

130 Kearns Road
Council Chambers
Snowmass Village, CO 81615

You can watch the meeting live online on our website at tosv.com.

Minutes

1. Roll Call

- Andy Gunion - **absent**
- Mary Blankenau - here
- Tim McMahon - **absent**
- Jo Mallory-Graczynski - here
- Wendy Harris - here
- John Kenny – here
- Deric Gunshor - here
- Guion Moore - here
- Jami Downs - here
- Vince Vito - **absent**

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

3.A. Update on DMP & Budget

Overview of Occupancy & ADR: August is strong, increases YoY in occupancy in ADR. September is down. Likely due to factors like Labor Day weekend timing and fewer groups in town over the Balloon Festival. Less last-minute booking due to fires. Encouraged to see that our department is pushing September.

Update on DMP: Council provided feedback this week for some edits. Tourism is working on a final plan and a shorter-form plan for the public. Town Council requested final approval of the plan.

Overview of the Budget: Keeping the budget relatively flat. Theisen provided an overview of Revenue 2026, Expense 2026, Marketing & Lodging Tax Projections 2026, Housing Transfer, and Reserve Fund 2026. One piece in 2026-27 will be a Skittles replacement (in partnership with SkiCo).

Vote to recommend Council to approve the budget as presented. Motion to Approve: Deric. Second: Mary. All in Favor.

3.B. Group Sales Dashboard

Behind on room nights from last year, the majority of this shortfall is the contracting for MTS as an anomaly. Lead volume has recovered a bit since March and showed as flat you and up overall through the first half of the year. Efforts shifting to host FAMs and client events, getting folks here often leads to more bookings.

3.C. Primary Dashboards

3.D. Marketing Dashboards

Marketing Budget: Flat Year over Year with two exceptions: New Website & Web Design & Maintenance Agency. The budget will support the development of a new campaign to launch in August 2026.

Summer Highlights: DMP Initiatives (Snowmass Superstars, AspenOut Youth Hike, Balloon Festival Spanish Language Support, LGBTQ+ Guide), Sauce Boss, & Social Content & Digital Presence.

Winter Planning: Community Wide Flash Sale to help with winter business (runs Sept. 15-25), new non-stop from Charlotte (working on targeting that market specifically), and winter campaign launched August 15 (longer leads).

Marketing Plan Goals: Drive Awareness & Consideration of Snowmass (increase in Occupancy, ADR, & Rev Par). This upcoming winter working to prioritize January visitation.

Winter Media Plan: Online Publishers, Digital, Connected TV, Spotify, Social, and Out of Home (airport boards).

Overview of partnerships and community-focused events from Shane Vetter (free concerts, balloon fest, dog washing, mane event, Oktoberfest). The events team continues to work to fill need periods and times (to support local business & stakeholders) as well as sponsor stakeholder events.

4. Approval of Minutes

4.A. Previous Meeting Minutes 7.22.25

Mary B. motion to approve, Jami to second. All in favor.

5. Other Matters Arising

Reminders:

- Tourism Talk in person on Sept 4 10-11:30 at The Collective
- Skittles Fall Schedule: Fall operations Sept. 6 - 29: 9am -9pm Fridays & Saturdays 9am - 6pm Sundays (closed Monday - Thurs)
- Oktoberfest event on Sept. 27-28

6. Adjournment

Adjourned at 10:20am.

SNOWMASS

COLORADO

Snowmass Tourism Board

Marketing Report

August/September 2025

Destination Marketing/National Advertising

- **Summer/fall campaign:** the summer campaign converted in mid-August to fall messaging, with targeted placements optimizing across selected channels.
 - **Audiences:** Highly targeted audiences are slightly expanded from winter audiences to be more inclusive of HHI ranges. Target markets: Denver, San Francisco, Austin, Dallas, Houston, Chicago, San Diego, Los Angeles, Miami, NY State, Atlanta, and Colorado.
 - **Channels:** Airport Video Boards (Dallas, Houston, Austin), Expedia, Colorado.com, Props (Social), Outside Online, 5280, Texas Monthly, Spotify, Connected TV, Meta, YouTube, and Programmatic Display.
- **Winter campaign:** the winter campaign launched August 15, with targeted placements optimizing across selected channels.
 - **Audiences:** Highly targeted audiences of winter travelers in key markets: Denver/Boulder, San Francisco, Austin, Dallas, Chicago, Miami, Houston, Los Angeles, San Diego, NY State, Atlanta, Charlotte
 - **Channels:**
 - Online Publishers: Outside Online, Texas Monthly, Denver Post, On the Snow
 - Digital Display: Expedia, Colorado.com, Programmatic
 - Video: Connected TV, YouTube
 - Audio: Spotify
 - Social: YouTube, Meta, TikTok, Reddit
 - Out of Home: Airport video boards in Austin, Dallas, Houston, Charlotte (launch in October)
- [Full August/September Campaign Report >](#)

Collateral & Promotions

- **Local Advertising:** This Week in Snowmass ads continued running in local papers through September 2025. September Highlights in Snowmass full page ad in JAS Labor Day program & on 5 WeCycle stations in Snowmass and Aspen. Radio ads on KSPN for Snowmass Balloon Festival 50th Anniversary and inaugural Snowmass Oktoberfest + an interview with Manuela Horn, the Oktoberfest Queen. Reached further for Oktoberfest print ads to include Carbondale, Glenwood Springs, Steamboat Springs & Vail.
- **Collateral:** September Highlights in Snowmass messaging. Posters, banners and signage for: Heritage Fire, Americana Concert, Plein Air Festival, Snowmass Tree-O, Cidermass, The Mane Event, Snowmass Balloon Festival 50th Anniversary, Snowmass Wine Festival, Mad Hatter Community Party, Snowmass Oktoberfest & Snowmass Community Picnic. Commemorative pins, trading cards, playing cards, and expanded Pilot Piece in English & Spanish for Snowmass Balloon Festival 50th Anniversary. Commemorative pins for inaugural Oktoberfest.
- **Photo/Video:** We have captured fall foliage, fly fishing, The Mane Event, Snowmass Balloon Festival, trail running, mountain biking (adrenaline & family-friendly), Oktoberfest, wildlife, lifestyle on the Mall and Base Village, the Skittles, local outdoor dining, kids and dogs. Captured footage for our upcoming September Love Letter video.

Digital Marketing: End of August – Mid October

- **Website Sessions:** The website recorded 114K sessions (-10% YoY), driven by 110K new users and 108K active users during the end of August through mid-October.
- **Website Audience Summary:** The leading regions for website traffic were California, Texas, New York, Illinois, Georgia and Florida.
- **SEO Performance:** Organic Google Search generated 28K users (-14% YoY), with leading searches including *snowmass balloon festival*, *snowmass village*, *snowmass oktoberfest*, *snowmass hot air balloon*, and *snowmass colorado*. The average click-through rate declined from 2.6% from 2.1%, while average ranking position improved substantially to 12.5 in 2025 from 21 in 2024. Despite achieving better average rankings, the site experienced year over year declines in traffic. The reduced CTR across the competition signals that this is likely an industry-wide issue, triggered by the reduction in CTR resulting from AI Overviews.
- **Website Activity by Traffic Source:** The top traffic sources were Organic Social 50K which is up 42% YoY, Organic Search 28K, Direct Search 20k, Paid Search 12K, and Display 9K.
- **Overall Engagement:** The site logged 199K page views (-18% YoY) and 619K total event interactions. Top-viewed pages included *Winter | GoSnowmass*, *Plan Your Summer Vacation*, and *Snowmass Lodging*.

- **Email Marketing Summary:** Email marketing results remained strong, with our click rate significantly surpassing the industry average of 1.4%, reaching 13.8%. Our open rates also exceeded industry benchmarks, hitting 54.5%.

Social Media Summary (IG/FB) End of August – Mid October

- **Instagram and Facebook (Organic):** The end of August to mid-October continue to show high reach, views & engagement rates on Instagram and Facebook. Our team worked to promote the end of summer events (Balloon Festival and Oktoberfest) as well as beautiful fall content.
 - Instagram
 - Reach: 21.6K
 - Views: 196.9K
 - Link Clicks: 126
 - New Followers: 724
 - Facebook
 - Reach: 25K
 - Views: 75.9K
 - Link Clicks: 829
 - New Followers: 48
- **Top Instagram Performers:** Collaborative posts and reels (especially with Aspen Snowmass); Conde Nast award post, and scenic fall beauty in the Snowmass area.
- **Top Facebook Performers:** Beautiful, scenic photos of the resort and surrounding mountains from library photographers.
- **Looking Ahead:** Heading into Winter, we will continue to showcase the incredible offerings in Snowmass including but not limited to the new Elk Camp 6-pack, new Cirque T-bar, skiing and snowboarding, ACES Snowshoeing, beautiful scenic footage, Snowmass lifestyle and more.

Public Relations

August & September 2025 Board Report

Media coverage highlights from August & September 2025 include:

- **5280 Magazine:** 9 Oktoberfest Celebrations In Denver And Beyond For Every Kind Of Reveler
- **5280 Magazine:** Up, Up & Away
- **9news:** 9 Things To Do In Colorado This Labor Day Weekend
- **Aspen Daily News:** Snowmass Bids Summer Adieu With Inaugural Oktoberfest
- **Axios Denver:** 1 Big Thing: It's Lederhosen Season And What's Happening This Weekend
- **Colorado Expression:** 10 Fresh Ideas To Celebrate The Fall Season
- **Colorado Homes & Lifestyles:** Culinary Creativity Is Celebrated At The 2025 Heritage Fire Tour

- **Denverite:** Things To Do In Denver This Weekend, Sept. 12-14
- **England Times (UK):** I Went To A US State With 125 Billionaires – It Was Like South Of France With Cowboys
- **Fast Company Magazine (MEX):** Aspen Wants To Be Everyone's Home
- **Fodor's Travel:** The 15 Most Colorful Small Towns In America
- **Heiditown.Com:** Secret Snowmass: A Guide To Three Affordable Eating Options
- **In Good Taste Denver:** What's In Good Taste In September
- **Insidehook:** Hack The Tourist Traps With These Small-town Alternatives
- **The Manuel:** Inside Snowmass: The Colorado Gem Mixing Alpine Thrills With Laid-back Luxury
- **Travel +Leisure:** 19 Charming U.S. Towns Where Fall Foliage Is Absolutely Magical
- **Travel + Leisure:** World's Best Awards
- **Travel + Leisure:** We Asked 9 Travel Experts Their Favorite Ski Destinations In The U.S.—And They All Picked The Same Place

Group Sales Marketing

- **Campaign:** groups advertising continued through August and September, with multi-seasonal messaging running to targeted audiences of meeting planners, corporate professionals and wedding planners, in select markets.

DMP/Community Initiatives

- Snowmass Superstars: in August and September, we continued Snowmass Superstars, a community-wide employee recognition program. Stakeholders were encouraged to nominate Snowmass Village staff who “go above and beyond to make Snowmass a welcoming community, a vibrant village, and a memorable mountain destination.”
 - August Superstars:
 - Christopher McNeal, Aspen Skiing Company Snowmass Village
 - Bailey Patrick, TOSV Housing
 - Vince Nichols, Blazing Adventures
 - Lynn Wernert, Viewline
 - Romy Ancona, Base Village/Run-n-Rave
 - Todd Kachik, Timberline Condominiums
 - Elmer "Josue" Paz, Timberline Condominiums
 - September Superstars:
 - Dave Heivly, Snowmass PD
 - Chris Hare, Daly Bottle Shop
 - Betsy Detrick, 81615 T-Shirt & Gift
 - Trini, JUS Snowmass

Todd Heintz, Coraltree Properties
Chris Cawley, Timberline Condominiums
Dana Kotz, Timberline Condominiums
Sara Boultin, Timberline Condominiums
Ashley Gyder, Ranger Station
John Baker, The Snowmass Club
Dulce Minaudo, Snowmass Nannies

- Inclusivity:
 - For Balloon Festival we hired a translator to facilitate a more inclusive experience for the Spanish speaking attendees. Efforts included a translated Pilot Piece (both in print & digital), a translated event page, an on-site interpreter all 3 days, and translations on day-of event signage.



Budget Performance Report

Fiscal Year to Date 10/23/25

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	Prior Year Total
Fund 009 - Tourism Fund										
REVENUE										
407001	Interest Income	602,964.00	.00	602,964.00	.00	.00	806,848.08	(203,884.08)	134	1,288,183.16
407003	Miscellaneous Income	.00	.00	.00	.00	.00	177.14	(177.14)	+++	230.06
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++	7,543.81
413001										
413001-04	Lease proceeds	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0	32,774.28
413001 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%	\$32,774.28
REVENUE TOTALS		\$627,964.00	\$0.00	\$627,964.00	\$0.00	\$0.00	\$807,025.22	(\$179,061.22)	129%	\$1,328,731.31
EXPENSE										
501001										
501001-01	Payroll - Regular	1,875,503.00	.00	1,875,503.00	66,172.11	.00	1,323,662.41	551,840.59	71	1,757,500.79
501001 - Totals		\$1,875,503.00	\$0.00	\$1,875,503.00	\$66,172.11	\$0.00	\$1,323,662.41	\$551,840.59	71%	\$1,757,500.79
501002										
501002-01	Payroll Overtime Regular	15,000.00	.00	15,000.00	.00	.00	4,955.12	10,044.88	33	11,633.87
501002 - Totals		\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$4,955.12	\$10,044.88	33%	\$11,633.87
501003										
501003-01	Payroll Benefits - Recreation Benefit	33,600.00	.00	33,600.00	.00	.00	21,997.87	11,602.13	65	32,190.50
501003-04	Payroll Benefits - Housing Allowance	.00	.00	.00	.00	.00	.00	.00	+++	7,500.00
501003-06	Payroll Benefits - Retirement	199,836.00	.00	199,836.00	7,488.59	.00	153,031.00	46,805.00	77	176,274.93
501003-08	Payroll Benefits - Medicare	25,997.00	.00	25,997.00	959.52	.00	21,060.37	4,936.63	81	26,574.12
501003-09	Payroll Benefits - Fica	7,464.00	.00	7,464.00	233.58	.00	6,061.29	1,402.71	81	6,396.52
501003-10	Payroll Benefits - Health Insurance	648,292.00	.00	648,292.00	.00	.00	419,797.19	228,494.81	65	541,802.62
501003-11	Payroll Benefits - Seasonal Health Insurance	.00	.00	.00	.00	.00	.00	.00	+++	2,553.66
501003-13	Payroll Benefits - Dental Insurance	8,792.00	.00	8,792.00	.00	.00	12,169.45	(3,377.45)	138	16,796.11
501003-14	Payroll Benefits - Vision Insurance	3,181.00	.00	3,181.00	.00	.00	3,002.72	178.28	94	4,261.86
501003-15	Payroll Benefits - Standard - Life / AD& D	10,827.00	.00	10,827.00	.00	.00	7,339.99	3,487.01	68	9,948.69
501003-17	Payroll Benefits - Dependant Life	161.00	.00	161.00	.00	.00	106.40	54.60	66	151.20
501003-18	Payroll Benefits - Long Term Disability	14,163.00	.00	14,163.00	.00	.00	9,427.27	4,735.73	67	12,819.18
501003-19	Payroll Benefits - Unemployment Insurance	3,781.00	.00	3,781.00	132.33	.00	2,895.55	885.45	77	3,653.54
501003-20	Payroll Benefits - Workmans Comp	14,653.00	.00	14,653.00	553.37	.00	11,397.07	3,255.93	78	8,289.59
501003-22	Payroll Benefits - Health Insurance HSA/HDHP	.00	.00	.00	153.85	.00	5,227.20	(5,227.20)	+++	.00
501003 - Totals		\$970,747.00	\$0.00	\$970,747.00	\$9,521.24	\$0.00	\$673,513.37	\$297,233.63	69%	\$849,212.52
501004	Training/ Registrations	17,500.00	.00	17,500.00	125.00	.00	10,290.45	7,209.55	59	13,935.97
501005										
501005-01	Travel & Meeting Expenses - Marketing	40,000.00	.00	40,000.00	.00	.00	22,456.67	17,543.33	56	56,462.29
501005-02	Travel & Meeting Expenses - Groups	100,000.00	.00	100,000.00	1,478.82	.00	57,707.82	42,292.18	58	85,736.96
501005-03	Travel & Meeting Expenses - Special Events	5,000.00	.00	5,000.00	.00	.00	1,133.71	3,866.29	23	6,518.72
501005 - Totals		\$145,000.00	\$0.00	\$145,000.00	\$1,478.82	\$0.00	\$81,298.20	\$63,701.80	56%	\$148,717.97
502003	Contract Service	28,500.00	.00	28,500.00	194.60	.00	5,154.55	23,345.45	18	59,971.49
502004	Telephone	14,000.00	.00	14,000.00	950.00	.00	9,427.37	4,572.63	67	12,039.30



Budget Performance Report

Fiscal Year to Date 10/23/25

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	Prior Year Total
Fund 009 - Tourism Fund										
EXPENSE										
502007										
502007-01	Maintenance Agreements - Copier	3,000.00	.00	3,000.00	53.62	.00	406.99	2,593.01	14	560.92
502007 - Totals		\$3,000.00	\$0.00	\$3,000.00	\$53.62	\$0.00	\$406.99	\$2,593.01	14%	\$560.92
502008										
502008-01	Repairs - Equipment	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0	.00
502008 - Totals		\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0%	\$0.00
502009										
502009-01	Mailing - Postage	2,500.00	.00	2,500.00	.00	(20.70)	802.21	1,718.49	31	761.45
502009-03	Mailing - Tradeshow	1,500.00	.00	1,500.00	.00	.00	1,434.69	65.31	96	768.76
502009 - Totals		\$4,000.00	\$0.00	\$4,000.00	\$0.00	(\$20.70)	\$2,236.90	\$1,783.80	55%	\$1,530.21
502010										
502010-03	Utilities - Electric	1,000.00	.00	1,000.00	.00	.00	557.33	442.67	56	954.74
502010 - Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$557.33	\$442.67	56%	\$954.74
502013										
502013-01	Leased Equipment - Copier	5,000.00	.00	5,000.00	324.28	.00	2,918.49	2,081.51	58	3,891.36
502013 - Totals		\$5,000.00	\$0.00	\$5,000.00	\$324.28	\$0.00	\$2,918.49	\$2,081.51	58%	\$3,891.36
502017	Audit	10,616.00	.00	10,616.00	.00	.00	10,616.00	.00	100	10,110.00
502019										
502019	Software Licensing	75,200.00	.00	75,200.00	1,400.00	.00	64,306.47	10,893.53	86	44,959.00
502019-01	Software Licensing - Principal	.00	.00	.00	.00	.00	.00	.00	+++	19,421.83
502019-02	Software Licensing - Interest	.00	.00	.00	.00	.00	.00	.00	+++	226.17
502019 - Totals		\$75,200.00	\$0.00	\$75,200.00	\$1,400.00	\$0.00	\$64,306.47	\$10,893.53	86%	\$64,607.00
502029	Accounting & Administrative Fee	38,835.00	.00	38,835.00	.00	.00	38,835.00	.00	100	36,985.00
503002	Dues, Memberships, Subscriptions	22,525.00	.00	22,525.00	.00	.00	14,556.89	7,968.11	65	17,687.25
503003	Miscellaneous	16,000.00	.00	16,000.00	207.50	.00	10,097.64	5,902.36	63	26,179.86
503005										
503005-01	Supplies - Office	10,000.00	.00	10,000.00	.00	.00	4,582.10	5,417.90	46	8,080.53
503005-30	Supplies - Events	40,000.00	.00	40,000.00	.00	.00	7,261.00	32,739.00	18	32,118.43
503005 - Totals		\$50,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$11,843.10	\$38,156.90	24%	\$40,198.96
503007										
503007-01	Building Lease Payments - Rent	9,100.00	.00	9,100.00	745.28	.00	7,452.80	1,647.20	82	950.80
503007-02	Building Lease Payments - CAMS	9,100.00	.00	9,100.00	727.03	.00	7,661.18	1,438.82	84	8,128.90
503007-06	Building Lease Payments - Town Hall	125,683.00	.00	125,683.00	.00	.00	94,262.22	31,420.78	75	122,022.96
503007-11	Building Lease Payments - Rent Interest	.00	.00	.00	.00	.00	.00	.00	+++	153.98
503007-12	Building Lease Payments - Rent principal	.00	.00	.00	.00	.00	.00	.00	+++	7,586.58
503007 - Totals		\$143,883.00	\$0.00	\$143,883.00	\$1,472.31	\$0.00	\$109,376.20	\$34,506.80	76%	\$138,843.22
503008										
503008-01	Insurance - Building	99.00	.00	99.00	.00	.00	105.87	(6.87)	107	94.40
503008-02	Insurance - Vehicle	725.00	.00	725.00	.00	.00	518.30	206.70	71	1,296.00



Budget Performance Report

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Fund 009 - Tourism Fund										
EXPENSE										
503008 - Totals		\$824.00	\$0.00	\$824.00	\$0.00	\$0.00	\$624.17	\$199.83	76%	\$1,390.40
503009										
503009-01	Vehicle Expenses - Fuel	1,500.00	.00	1,500.00	.00	.00	382.72	1,117.28	26	731.97
503009-03	Vehicle Expenses - Parts & Supplies	5,000.00	.00	5,000.00	.00	.00	525.07	4,474.93	11	1,979.93
503009-06	Vehicle Expenses - Labor	4,000.00	.00	4,000.00	.00	.00	.00	4,000.00	0	.00
503009 - Totals		\$10,500.00	\$0.00	\$10,500.00	\$0.00	\$0.00	\$907.79	\$9,592.21	9%	\$2,711.90
503027	Office Equipment	10,000.00	.00	10,000.00	.00	.00	9,900.85	99.15	99	.00
503028	Sky Cab/Skittles	70,000.00	.00	70,000.00	17,150.68	.00	46,651.51	23,348.49	67	47,515.08
507001										
507001-20	Cash Purchases - Other	.00	.00	.00	.00	.00	.00	.00	+++	8,074.00
507001 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$8,074.00
507020										
507020-01	Capital Other - Leases	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0	32,774.28
507020 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%	\$32,774.28
510055										
510055	Transfer Out to CIP	900,000.00	.00	900,000.00	.00	.00	900,000.00	.00	100	825,000.00
510055-03	Transfer Out CIP - Housing	3,350,000.00	850,000.00	4,200,000.00	.00	.00	4,200,000.00	.00	100	5,000,000.00
510055 - Totals		\$4,250,000.00	\$850,000.00	\$5,100,000.00	\$0.00	\$0.00	\$5,100,000.00	\$0.00	100%	\$5,825,000.00
510065	Debt Service Draw Site	3,000,000.00	.00	3,000,000.00	.00	.00	.00	3,000,000.00	0	.00
510066	Debt Service Snowmass Center	750,000.00	20,000.00	770,000.00	.00	.00	.00	770,000.00	0	.00
550001	Airline Support	50,000.00	.00	50,000.00	.00	.00	33,599.14	16,400.86	67	38,135.14
550002	Signage	30,000.00	.00	30,000.00	340.00	.00	15,888.85	14,111.15	53	23,586.51
550003	Premiums	85,000.00	.00	85,000.00	12,942.80	.00	82,930.61	2,069.39	98	75,345.08
550004										
550004-01	Summer Marketing - Collateral	100,000.00	.00	100,000.00	15,065.77	.00	92,849.71	7,150.29	93	73,835.66
550004-02	Summer Marketing - Advertising	854,000.00	.00	854,000.00	111,627.94	.00	877,396.89	(23,396.89)	103	830,183.63
550004-03	Summer Marketing - Photography	79,500.00	.00	79,500.00	9,000.00	.00	37,912.50	41,587.50	48	55,673.03
550004 - Totals		\$1,033,500.00	\$0.00	\$1,033,500.00	\$135,693.71	\$0.00	\$1,008,159.10	\$25,340.90	98%	\$959,692.32
550005										
550005-01	Winter Marketing - Collateral	70,655.00	.00	70,655.00	.00	.00	25,946.09	44,708.91	37	60,559.15
550005-02	Winter Marketing - Advertising	920,000.00	.00	920,000.00	43,750.00	.00	292,450.08	627,549.92	32	801,085.50
550005-03	Winter Marketing - Photography	80,500.00	.00	80,500.00	.00	(3,500.00)	20,125.00	63,875.00	21	104,227.30
550005 - Totals		\$1,071,155.00	\$0.00	\$1,071,155.00	\$43,750.00	(\$3,500.00)	\$338,521.17	\$736,133.83	31%	\$965,871.95
550006										
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	3,555.00	.00	22,725.50	17,274.50	57	34,633.55
550006-02	Online - Social Media	47,000.00	.00	47,000.00	1,500.00	.00	31,247.38	15,752.62	66	24,891.46
550006-03	Online - Search Engine Optimization & Marketing	122,000.00	.00	122,000.00	10,556.58	.00	92,774.73	29,225.27	76	113,091.50
550006-04	Online - E-mail & Content Marketing	3,500.00	.00	3,500.00	.00	.00	.00	3,500.00	0	.00
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	.00	.00	582.57	1,917.43	23	.00



Include Rollup Account and Rollup to Account

Run by Debbie Collins on 10/23/2025 02:01:02 PM

Lodging Tax					
	2021	2022	2023	2024	2025
JAN	\$ 207,012.22	\$ 477,471.33	\$ 709,145.87	\$ 771,015.34	\$ 793,902.19
FEB	\$ 265,668.27	\$ 574,779.74	\$ 688,679.14	\$ 814,750.77	\$ 795,360.98
MAR	\$ 375,045.97	\$ 631,331.94	\$ 686,084.88	\$ 810,276.89	\$ 818,641.71
APR	\$ 93,144.93	\$ 97,900.39	\$ 116,618.80	\$ 102,752.56	\$ 99,070.63
MAY	\$ 29,357.71	\$ 27,505.02	\$ 11,512.18	\$ 14,258.54	\$ 14,200.84
JUN	\$ 94,074.16	\$ 133,326.64	\$ 105,687.92	\$ 115,289.01	\$ 105,183.67
JUL	\$ 208,751.67	\$ 227,596.59	\$ 220,505.58	\$ 220,363.32	\$ 223,215.12
AUG	\$ 152,936.35	\$ 158,419.41	\$ 156,100.20	\$ 183,241.35	\$ 211,933.16
SEPT	\$ 128,097.24	\$ 157,865.27	\$ 148,885.04	\$ 106,235.60	
OCT	\$ 78,658.18	\$ 86,156.02	\$ 46,715.91	\$ 54,144.86	
NOV	\$ 47,489.37	\$ 60,963.21	\$ 27,010.34	\$ 27,055.88	
DEC	\$ 418,510.30	\$ 496,207.32	\$ 535,819.46	\$ 515,455.86	
TOTAL	\$ 2,098,746.37	\$ 3,129,522.88	\$ 3,452,765.32	\$ 3,734,839.98	\$ 3,061,508.30

Marketing Tax					
	2021	2022	2023	2024	2025
JAN	\$ 594,636.59	\$ 1,157,121.42	\$ 1,544,436.15	\$ 1,591,108.74	\$ 1,729,848.57
FEB	\$ 707,493.46	\$ 1,271,825.93	\$ 1,407,051.56	\$ 1,631,868.17	\$ 1,585,758.77
MAR	\$ 952,262.50	\$ 1,419,288.15	\$ 1,507,009.91	\$ 1,748,560.98	\$ 1,769,629.58
APR	\$ 367,486.29	\$ 416,757.79	\$ 462,597.72	\$ 431,290.12	\$ 433,109.52
MAY	\$ 174,045.22	\$ 213,263.48	\$ 255,406.38	\$ 224,183.30	\$ 250,780.47
JUN	\$ 356,087.15	\$ 475,097.76	\$ 493,059.71	\$ 518,356.41	\$ 545,024.51
JUL	\$ 567,719.40	\$ 622,337.34	\$ 644,023.98	\$ 698,193.09	\$ 740,490.13
AUG	\$ 469,695.62	\$ 504,442.56	\$ 532,175.78	\$ 628,120.70	\$ 728,328.55
SEPT	\$ 440,720.84	\$ 561,325.36	\$ 613,481.82	\$ 654,258.35	
OCT	\$ 269,124.37	\$ 336,002.37	\$ 304,226.82	\$ 349,329.69	
NOV	\$ 282,855.11	\$ 328,692.90	\$ 301,543.06	\$ 383,432.01	
DEC	\$ 1,155,874.69	\$ 1,304,583.94	\$ 1,401,568.94	\$ 1,389,267.16	
Total	\$ 6,338,001.24	\$ 8,610,739.00	\$ 9,466,581.83	\$10,247,968.72	\$ 7,782,970.10

Occupancy					
	2021	2022	2023	2024	2025
January	31.7%	67.30%	72.7%	72.0%	70.8%
February	47.3%	77.70%	74.7%	74.3%	74.4%
March	62.1%	75.70%	73.5%	72.7%	72.6%
April	33.5%	29.50%	29.6%	42.6%	35.9%
May	14.5%	8.50%	7.0%	10.7%	9.4%
June	46.7%	42.70%	44.2%	44.7%	43.4%
July	75.5%	61.50%	57.5%	63.6%	62.7%
August	60.6%	51.40%	46.8%	55.9%	57.2%
September	55.8%	50.00%	46.9%	42.2%	42.4%
October	35.3%	31.40%	24.6%	26.0%	
November	19.7%	11.90%	9.9%	13.6%	
December	56.0%	48.40%	47.3%	45.5%	

Winter Occupancy	2020-21	2021-22	2022-23	2023-24	2024-25
NOV	15.4%	19.7%	11.9%	9.9%	13.6%
DEC	42.9%	56.0%	48.4%	47.3%	45.5%
JAN	31.7%	67.3%	72.7%	72.0%	70.8%
FEB	47.3%	77.7%	74.7%	74.3%	74.4%
MAR	62.1%	75.7%	73.5%	72.7%	72.6%
APR	33.5%	29.5%	29.6%	42.6%	35.9%
AVERAGE (Dec-Apr)	43.5%	61.2%	59.8%	61.8%	59.8%
% INCREASE Y/Y		40.8%	-2.4%	3.3%	-3.1%

Summer Occupancy	2021	2022	2023	2024	2025
MAY	14.5%	8.5%	7.0%	10.7%	9.4%
JUN	46.7%	42.7%	44.2%	44.7%	43.4%
JUL	75.5%	61.5%	57.5%	63.6%	62.7%
AUG	60.6%	51.4%	46.8%	55.9%	57.2%
SEP	55.8%	50.0%	46.9%	42.2%	42.4%
OCT	35.3%	31.4%	24.6%	26.0%	
AVERAGE (June- Sept)	59.65%	51.40%	48.85%	51.60%	51.43%
% INCREASE Y/Y		-13.8%	-5.0%	5.6%	-0.3%

Average Daily Rate					
	2021	2022	2023	2024	2025
JAN	\$ 473.03	\$ 570.10	\$ 687.16	\$ 732.69	\$ 777.16
FEB	\$ 477.06	\$ 629.34	\$ 687.16	\$ 804.19	\$ 861.46
MAR	\$ 482.83	\$ 599.65	\$ 687.16	\$ 756.29	\$ 815.06
APR	\$ 320.94	\$ 303.08	\$ 687.16	\$ 326.07	\$ 321.46
MAY	\$ 178.34	\$ 180.84	\$ 196.81	\$ 206.78	\$ 225.04
JUN	\$ 227.03	\$ 266.24	\$ 270.93	\$ 267.81	\$ 277.55
JUL	\$ 326.54	\$ 300.88	\$ 307.20	\$ 310.42	\$ 327.67
AUG	\$ 304.88	\$ 280.37	\$ 281.38	\$ 297.20	\$ 324.91
SEPT	\$ 281.35	\$ 299.72	\$ 290.37	\$ 273.76	\$ 251.16
OCT	\$ 222.58	\$ 219.71	\$ 206.22	\$ 235.77	
NOV	\$ 235.42	\$ 238.32	\$ 258.09	\$ 247.35	
DEC	\$ 712.98	\$ 791.13	\$ 736.56	\$ 833.69	

Winter Occupancy	2020-21	2021-22	2022-23	2023-24	2024-25
NOV	\$ 192.59	\$ 235.42	\$ 238.32	\$ 258.09	\$ 247.35
DEC	\$ 474.54	\$ 712.98	\$ 791.13	\$ 736.56	\$ 833.69
JAN	\$ 473.03	\$ 570.10	\$ 687.16	\$ 732.69	\$ 777.16
FEB	\$ 477.06	\$ 629.34	\$ 687.16	\$ 804.19	\$ 861.46
MAR	\$ 482.83	\$ 599.65	\$ 687.16	\$ 756.29	\$ 815.06
APR	\$ 320.94	\$ 303.08	\$ 687.16	\$ 326.07	\$ 321.46
AVERAGE (Dec-Apr)	\$ 445.68	\$ 563.03	\$ 707.95	\$ 671.16	\$ 721.77
% INCREASE Y/Y		26.33%	25.74%	-5.20%	7.54%

Summer Occupancy	2021	2022	2023	2024	2025
MAY	\$ 178.34	\$ 180.84	\$ 196.81	\$ 206.78	\$ 225.04
JUN	\$ 227.03	\$ 266.24	\$ 270.93	\$ 267.81	\$ 277.55
JUL	\$ 326.54	\$ 300.88	\$ 307.20	\$ 310.42	\$ 327.67
AUG	\$ 304.88	\$ 280.37	\$ 281.38	\$ 297.20	\$ 324.91
SEP	\$ 281.35	\$ 299.72	\$ 290.37	\$ 273.76	\$ 251.16
OCT	\$ 222.58	\$ 219.71	\$ 206.22	\$ 235.77	
AVERAGE (June- Sept)	\$ 284.95	\$ 286.80	\$ 287.47	\$ 287.30	\$ 295.32
% INCREASE Y/Y		0.65%	0.23%	-0.06%	2.79%

Revenue Per Available Room

	2021	2022	2023	2024	2025
JAN	\$ 150.14	\$ 383.93	\$ 499.77	\$ 527.90	\$ 550.38
FEB	\$ 225.43	\$ 488.71	\$ 557.64	\$ 597.69	\$ 640.54
MAR	\$ 299.82	\$ 453.95	\$ 506.72	\$ 549.72	\$ 591.97
APR	\$ 107.37	\$ 89.48	\$ 105.71	\$ 138.86	\$ 115.35
MAY	\$ 25.78	\$ 15.31	\$ 13.85	\$ 22.14	\$ 21.26
JUN	\$ 106.06	\$ 113.68	\$ 119.68	\$ 119.84	\$ 120.43
JUL	\$ 246.42	\$ 185.11	\$ 176.79	\$ 197.33	\$ 205.39
AUG	\$ 184.79	\$ 144.01	\$ 131.66	\$ 513.37	\$ 185.84
SEPT	\$ 157.14	\$ 149.80	\$ 135.12	\$ 349.44	\$ 106.55
OCT	\$ 78.57	\$ 68.89	\$ 50.79	\$ 61.36	
NOV	\$ 46.45	\$ 28.45	\$ 25.60	\$ 33.64	
DEC	\$ 399.08	\$ 382.65	\$ 348.48	\$ 379.67	

Winter Occupancy	2020-21	2021-22	2022-23	2023-24	2024-25
NOV	\$ 29.75	\$ 46.45	\$ 28.45	\$ 25.60	\$ 33.64
DEC	\$ 203.66	\$ 399.08	\$ 382.65	\$ 348.48	\$ 379.67
JAN	\$ 150.14	\$ 383.93	\$ 499.77	\$ 527.90	\$ 550.38
FEB	\$ 225.43	\$ 488.71	\$ 557.64	\$ 597.69	\$ 640.54
MAR	\$ 299.82	\$ 453.95	\$ 506.72	\$ 549.72	\$ 591.97
APR	\$ 107.37	\$ 89.48	\$ 105.71	\$ 138.86	\$ 115.35
AVERAGE (Dec-Apr)	\$ 197.28	\$ 363.03	\$ 410.50	\$ 432.53	\$ 455.58
% INCREASE Y/Y		84.01%	13.08%	5.37%	5.33%

Summer Occupancy	2021	2022	2023	2024	2025
MAY	\$ 25.78	\$ 15.31	\$ 13.85	\$ 22.14	\$ 21.26
JUN	\$ 106.06	\$ 113.68	\$ 119.68	\$ 119.84	\$ 120.43
JUL	\$ 246.42	\$ 185.11	\$ 176.79	\$ 197.33	\$ 205.39
AUG	\$ 184.79	\$ 144.01	\$ 131.66	\$ 513.37	\$ 185.84
SEP	\$ 157.14	\$ 149.80	\$ 135.12	\$ 349.44	\$ 106.55
OCT	\$ 78.57	\$ 68.89	\$ 50.79	\$ 61.36	
AVERAGE (June- Sept)	\$ 173.60	\$ 148.15	\$ 140.81	\$ 295.00	\$ 154.55
% INCREASE Y/Y		-14.66%	-4.95%	109.49%	-47.61%

Occupancy: YTD 2025/26 VS. YTD 2024/25									
	Region: Snowmass Hotels			Snowmass Custom Hotel Comp Set			Index		
Month of Occupancy	OCC as of Aug 31, 2025	OCC as of Aug 31, 2024	OCC Percent Variance	OCC as of Aug 31, 2025	OCC as of Aug 31, 2024	OCC Percent Variance	OCC as of Aug 31, 2025	OCC as of Aug 31, 2024	OCC Percent Variance
Mar 25	73.7%	76.8%	-4.1%	69.4%	71.1%	-2.5%	106.2	107.9	-1.6%
Apr 25	47.0%	63.1%	-25.4%	33.8%	33.9%	-0.5%	139.3	185.8	-25.0%
May 25	19.3%	17.2%	12.2%	33.5%	35.4%	-5.3%	57.7	48.7	18.5%
Jun 25	51.0%	49.7%	2.7%	61.3%	60.7%	1.0%	83.3	81.8	1.8%
Jul 25	64.6%	68.7%	-6.0%	70.7%	69.2%	2.1%	91.4	99.3	-7.9%
Aug 25	61.7%	63.8%	-3.4%	67.1%	64.0%	4.9%	91.9	99.7	-7.9%
Sep 25	29.9%	33.8%	-11.6%	53.4%	53.6%	-0.3%	56.0	63.2	-11.4%
Oct 25	11.0%	13.2%	-16.7%	28.0%	28.2%	-0.6%	39.2	46.7	-16.2%
Nov 25	5.7%	8.2%	-31.3%	9.8%	10.6%	-7.9%	57.8	77.6	-25.4%
Dec 25	18.3%	23.9%	-23.5%	23.2%	19.8%	16.8%	78.8	120.4	-34.5%
Jan 26	29.0%	39.1%	-25.7%	27.5%	24.6%	11.9%	105.3	158.7	-33.6%
Feb 26	29.1%	43.4%	-32.8%	27.8%	28.3%	-1.6%	104.6	153.3	-31.8%
Grand Total	40.1%	44.8%	-10.4%	42.7%	41.9%	1.9%	94.1	107.0	-12.1%
Historical Months Total	59.0%	61.3%	-3.8%	56.7%	56.4%	0.6%	104.1	108.8	-4.4%
On the Books Total	22.6%	29.1%	-22.2%	28.4%	27.4%	3.5%	79.7	106.0	-24.8%

- Since the hotel meeting occupancy in Snowmass has recovered with September efforts. Pacing is still down YOY, but there were substantial gains
 - December occupancy has improved from 18.3% at the end of August to 25% by September 30th
 - Jan has improved from 29% to 41%
 - Feb has improved from 29% to 42%
 - Pace deficit has reduced to -5% Dec, and -14% in Jan/Feb

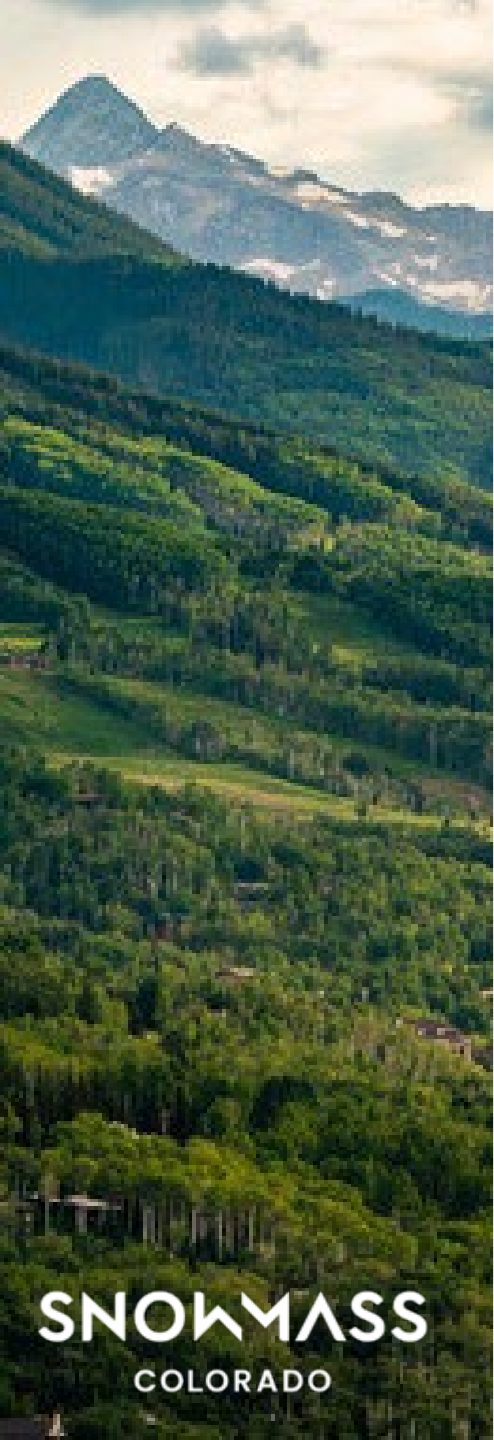
Average Daily Rate: YTD 2025/26 VS. YTD 2024/25									
	Region: Snowmass Hotels			Snowmass Custom Hotel Comp Set			Index		
Month of Occupancy	ADR as of Aug 31, 2025	ADR as of Aug 31, 2024	ADR Percent Variance	ADR as of Aug 31, 2025	ADR as of Aug 31, 2024	ADR Percent Variance	ADR as of Aug 31, 2025	ADR as of Aug 31, 2024	ADR Percent Variance
Mar 25	\$758.94	\$718.47	5.6%	\$712.07	\$720.15	-1.1%	\$106.58	\$99.77	6.8%
Apr 25	\$305.43	\$290.95	5.0%	\$327.17	\$307.97	6.2%	\$93.36	\$94.47	-1.2%
May 25	\$191.49	\$189.52	1.0%	\$278.51	\$276.32	0.8%	\$68.76	\$68.59	0.2%
Jun 25	\$268.99	\$255.52	5.3%	\$419.85	\$424.33	-1.1%	\$64.07	\$60.22	6.4%
Jul 25	\$314.49	\$287.31	9.5%	\$489.88	\$498.60	-1.7%	\$64.20	\$57.62	11.4%
Aug 25	\$316.84	\$281.22	12.7%	\$467.77	\$472.70	-1.0%	\$67.73	\$59.49	13.9%
Sep 25	\$233.56	\$275.10	-15.1%	\$413.53	\$401.28	3.1%	\$56.48	\$68.55	-17.6%
Oct 25	\$238.64	\$231.22	3.2%	\$342.10	\$307.95	11.1%	\$69.76	\$75.08	-7.1%
Nov 25	\$329.84	\$285.22	15.6%	\$317.30	\$309.95	2.4%	\$103.95	\$92.02	13.0%
Dec 25	\$778.47	\$660.87	17.8%	\$784.57	\$836.82	-6.2%	\$99.22	\$78.97	25.6%
Jan 26	\$691.17	\$586.40	17.9%	\$717.39	\$729.02	-1.6%	\$96.34	\$80.44	19.8%
Feb 26	\$808.01	\$622.94	29.7%	\$800.77	\$772.46	3.7%	\$100.90	\$80.64	25.1%
Grand Total	\$ 468	\$ 432	8.4%	\$ 509	\$ 506	0.6%	92	85	7.8%
Historical Months Total	\$ 424	\$ 392	8.1%	\$ 485	\$ 488	-0.6%	88	81	8.7%
On the Books Total	\$ 575	\$ 512	12.4%	\$ 558	\$ 544	2.7%	103	94	9.4%

- The gains in occupancy did show a step back in pacing for rate vs. Last year, but overall growth for Dec to Feb is still showing a gain of 6%, 10%, and 19% respectively.
 - Dec ADR gained to \$887
 - Jan gained to \$824
 - Feb gained to \$916

2025 OTB Numbers Through Q3

Year	Q1	Q2	Q3	Q4	Total
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	8,400	5,719	7,829	2,074	24,022
2025	12,211	9,057	4,226	275	25,769
2026	6,376	3,321	2,030	140	11,867
2027	6,236	460	0	0	6,696
2028	529	0	0	0	529

- Numbers are not yet complete for Q3, but we are projecting the following in OTB numbers for 2025 heading into the final three months of the year
 - Q3 should add 2,300+ actual room nights to the 4,226 noted above for a total of 6,600+
 - If this holds, Q3 will finish about 1,200 room nights down from last year.
 - Overall, we're still pacing to hit between 28,000 and 30,000 actualized room nights to beat 2024 in OTB numbers



Pending Hosted Opportunities

- HelmsBriscoe Client Summit – December 2026
- Confab Summit – April '26
- SITE Mountain West Summit – Fall '26
- Smart Meetings Multi-Day – September '26
- Retreats Resources Road Show – September '26
- Lux Week Snowmass – December '26
- SITE ISA – April '27