



**Tourism Board
Thursday, February 12, 2026
9:00 AM
130 Kearns Road
Council Chambers
Snowmass Village, CO 81615**

Agenda

- 1. Roll Call**
- 2. Council Items**
 - 2.A. Vote on Appointment of Board Chair
 - 2.B. Welcome New Board Member
- 3. Approval of Minutes**
 - 3.A. Approval of 12.18.25 Minutes
- 4. Public Non-Agenda Items**
(Limit 3 Minutes Each)
 - 4.A. December 2025 Monthly Research Review [CLICK HERE](#)
- 5. Programs for Review, Approval and/or Heads Up**
 - 5.A. Budget Performance Report 2025
 - 5.B. New Creative Campaign Overview - Presented by Genesis
 - 5.C. Board Member Roundtable Discussion
- 6. Other Matters Arising**
- 7. Adjournment**



Tourism Board
Thursday, December 18, 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

Deric Gunshor
John Kenny
Wendy Harris
Tim McMahon - **absent**
Guion Stewart-Moore
Mary Blankenau
Andy Gunion
Joanna Graczynski Mallory
Jami Downs
Britta Gustafson

2. Approval of Minutes

2.A. Minutes Final 10.30.2025

John Kenny
Deric Guion second

3. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

4.A. 12.5.25 Budget Performance Report

4.B. Blueroom Research: Monthly Tourism Research Update October 2025, Steve Halasz Founder & CEO

Presented by Steve Halasz - Founder/CEO Blueroom Research

US Market Insights

Discretionary income varies: the bottom 20% has limited spending ability, while the top 20% (average Snowmass customer) has significantly more.

Consumer confidence is low due to inflation and unemployment concerns, leading to hesitation in travel bookings.

Despite challenges, consumer desire to travel remains strong.

International travel is down by about 7%, notably impacted by a decline from Canada.

Aspen Airport Metrics

Passenger Volume Pacing: total passengers pacing YTD is ahead in 2025 compared to 2024

Construction impacts are being monitored.

DestiMetrics Highlights

October Performance:

Supply: Up 3.7%

Demand: Up 9.9%

Revenue: Up 6.3%

Year-over-year performance shows stability in Snowmass

Occupancy: On a six-month rolling average, down 3% compared to last year.

Average Daily Rate (ADR): Up on a six-month rolling average compared to last year.

This Occupancy/ADR mix is keeping Snowmass flat in Revenue

Competitive Landscape

Occupancy: Pacing ahead for January and February in the competitive set.

ADR Performance: 2nd place compared to Aspen; showing growth over the next six months.

Airbnb & Vrbo Updates

October Performance

Listing Growth: Active listings up 10.8%, affecting revenue against occ/adr

Occupancy Growth: 10.6%

ADR Decline: 26%

Consumer Sentiment

Travel Intent: 93% of American travelers have plans in the next six months, with 59% maintaining similar travel volumes compared to last year.

4.C. Snowmass Tourism Team Updates

Marketing Updates

New visitor maps & guidebooks for 2025/2026 are here

Launching new campaigns and website rebuild in Q3/Q4

Snowmass Superstart: Nominations for December

Special Events Overview

Upcoming seasonal events include Santa's Village, Music on the Mall, Torch Light Parade

Summer event planning in full swing: music is booked, new events planned

Group Sales Performance

Room Nights: 28500 actualized as of this week for 2025, positioning for a strong year compared to previous benchmarks

Big focus on attracting higher-priced group bookings based on group planning confidence decline

Pending hosted opportunities for 2026/2027

5. Other Matters Arising

Mary question for Clint Kenny:

STR budget increase — by policy the budget is going towards workforce housing

Zero limitation on STR applications

6. Adjournment

John Kenny - All in favor of adjournment



Budget Performance Report

Date Range 01/01/25 - 12/31/25

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
Fund 009 - Tourism Fund									
REVENUE									
407001	Interest Income	602,964.00	.00	602,964.00	84,034.86	.00	1,064,140.31	(461,176.31)	176
407003	Miscellaneous Income	.00	.00	.00	688.93	.00	866.07	(866.07)	+++
413001									
413001-04	Lease proceeds	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0
413001 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%
REVENUE TOTALS		\$627,964.00	\$0.00	\$627,964.00	\$84,723.79	\$0.00	\$1,065,006.38	(\$437,042.38)	170%
EXPENSE									
501001									
501001-01	Payroll - Regular	1,875,503.00	.00	1,875,503.00	263,810.00	.00	1,790,138.36	85,364.64	95
501001 - Totals		\$1,875,503.00	\$0.00	\$1,875,503.00	\$263,810.00	\$0.00	\$1,790,138.36	\$85,364.64	95%
501002									
501002-01	Payroll Overtime Regular	15,000.00	.00	15,000.00	477.22	.00	6,932.98	8,067.02	46
501002 - Totals		\$15,000.00	\$0.00	\$15,000.00	\$477.22	\$0.00	\$6,932.98	\$8,067.02	46%
501003									
501003-01	Payroll Benefits - Recreation Benefit	33,600.00	.00	33,600.00	8,031.41	.00	30,498.78	3,101.22	91
501003-06	Payroll Benefits - Retirement	199,836.00	.00	199,836.00	15,533.98	.00	191,726.75	8,109.25	96
501003-08	Payroll Benefits - Medicare	25,997.00	.00	25,997.00	2,305.54	.00	26,438.85	(441.85)	102
501003-09	Payroll Benefits - Fica	7,464.00	.00	7,464.00	674.66	.00	6,735.95	728.05	90
501003-10	Payroll Benefits - Health Insurance	648,292.00	.00	648,292.00	45,257.29	.00	555,569.06	92,722.94	86
501003-13	Payroll Benefits - Dental Insurance	8,792.00	.00	8,792.00	1,412.30	.00	16,406.35	(7,614.35)	187
501003-14	Payroll Benefits - Vision Insurance	3,181.00	.00	3,181.00	355.02	.00	4,067.78	(886.78)	128
501003-15	Payroll Benefits - Standard - Life / AD& D	10,827.00	.00	10,827.00	870.73	.00	9,920.96	906.04	92
501003-17	Payroll Benefits - Dependant Life	161.00	.00	161.00	12.80	.00	144.00	17.00	89
501003-18	Payroll Benefits - Long Term Disability	14,163.00	.00	14,163.00	1,113.85	.00	12,728.10	1,434.90	90
501003-19	Payroll Benefits - Unemployment Insurance	3,781.00	.00	3,781.00	316.98	.00	3,634.27	146.73	96
501003-20	Payroll Benefits - Workmans Comp	14,653.00	.00	14,653.00	1,116.60	.00	14,293.39	359.61	98
501003-22	Payroll Benefits - Health Insurance HSA/HDHP	.00	.00	.00	2,531.85	.00	12,668.90	(12,668.90)	+++
501003 - Totals		\$970,747.00	\$0.00	\$970,747.00	\$79,533.01	\$0.00	\$884,833.14	\$85,913.86	91%
501004	Training/ Registrations	17,500.00	.00	17,500.00	2,570.00	.00	13,705.45	3,794.55	78
501005									
501005-01	Travel & Meeting Expenses - Marketing	40,000.00	.00	40,000.00	5,381.46	.00	37,516.18	2,483.82	94
501005-02	Travel & Meeting Expenses - Groups	100,000.00	.00	100,000.00	19,366.57	.00	93,422.14	6,577.86	93
501005-03	Travel & Meeting Expenses - Special Events	5,000.00	.00	5,000.00	238.25	.00	1,371.96	3,628.04	27
501005 - Totals		\$145,000.00	\$0.00	\$145,000.00	\$24,986.28	\$0.00	\$132,310.28	\$12,689.72	91%
502003	Contract Service	28,500.00	(8,900.00)	19,600.00	3,930.05	.00	9,402.30	10,197.70	48
502004	Telephone	14,000.00	.00	14,000.00	1,000.00	.00	11,457.96	2,542.04	82
502007									
502007-01	Maintenance Agreements - Copier	3,000.00	.00	3,000.00	5.46	.00	412.45	2,587.55	14
502007 - Totals		\$3,000.00	\$0.00	\$3,000.00	\$5.46	\$0.00	\$412.45	\$2,587.55	14%



Budget Performance Report

Date Range 01/01/25 - 12/31/25

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
Fund 009 - Tourism Fund									
EXPENSE									
502008									
502008-01	Repairs - Equipment	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0
502008 - Totals		\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0%
502009									
502009-01	Mailing - Postage	2,500.00	.00	2,500.00	25.50	.00	1,872.16	627.84	75
502009-03	Mailing - Tradeshows	1,500.00	.00	1,500.00	796.72	.00	3,431.41	(1,931.41)	229
502009 - Totals		\$4,000.00	\$0.00	\$4,000.00	\$822.22	\$0.00	\$5,303.57	(\$1,303.57)	133%
502010									
502010-03	Utilities - Electric	1,000.00	.00	1,000.00	208.35	.00	989.63	10.37	99
502010 - Totals		\$1,000.00	\$0.00	\$1,000.00	\$208.35	\$0.00	\$989.63	\$10.37	99%
502013									
502013-01	Leased Equipment - Copier	5,000.00	.00	5,000.00	.00	.00	2,918.49	2,081.51	58
502013 - Totals		\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$2,918.49	\$2,081.51	58%
502017	Audit	10,616.00	.00	10,616.00	.00	.00	10,616.00	.00	100
502019	Software Licensing	75,200.00	.00	75,200.00	962.40	.00	67,331.27	7,868.73	90
502029	Accounting & Administrative Fee	38,835.00	.00	38,835.00	.00	.00	38,835.00	.00	100
503002	Dues, Memberships, Subscriptions	22,525.00	.00	22,525.00	3,592.34	.00	20,214.53	2,310.47	90
503003	Miscellaneous	16,000.00	.00	16,000.00	106.99	.00	10,372.63	5,627.37	65
503005									
503005-01	Supplies - Office	10,000.00	.00	10,000.00	1,786.56	.00	7,770.76	2,229.24	78
503005-30	Supplies - Events	40,000.00	.00	40,000.00	.00	.00	16,439.94	23,560.06	41
503005 - Totals		\$50,000.00	\$0.00	\$50,000.00	\$1,786.56	\$0.00	\$24,210.70	\$25,789.30	48%
503007									
503007-01	Building Lease Payments - Rent	9,100.00	.00	9,100.00	771.36	.00	8,995.52	104.48	99
503007-02	Building Lease Payments - CAMS	9,100.00	.00	9,100.00	727.03	.00	9,115.24	(15.24)	100
503007-06	Building Lease Payments - Town Hall	125,683.00	.00	125,683.00	10,473.58	.00	125,682.96	.04	100
503007 - Totals		\$143,883.00	\$0.00	\$143,883.00	\$11,971.97	\$0.00	\$143,793.72	\$89.28	100%
503008									
503008-01	Insurance - Building	99.00	.00	99.00	.00	.00	105.87	(6.87)	107
503008-02	Insurance - Vehicle	725.00	.00	725.00	63.00	.00	707.30	17.70	98
503008 - Totals		\$824.00	\$0.00	\$824.00	\$63.00	\$0.00	\$813.17	\$10.83	99%
503009									
503009-01	Vehicle Expenses - Fuel	1,500.00	.00	1,500.00	62.38	.00	445.10	1,054.90	30
503009-03	Vehicle Expenses - Parts & Supplies	5,000.00	.00	5,000.00	.00	.00	525.07	4,474.93	11
503009-06	Vehicle Expenses - Labor	4,000.00	.00	4,000.00	.00	.00	.00	4,000.00	0
503009 - Totals		\$10,500.00	\$0.00	\$10,500.00	\$62.38	\$0.00	\$970.17	\$9,529.83	9%
503027	Office Equipment	10,000.00	.00	10,000.00	.00	.00	9,900.85	99.15	99
503028	Sky Cab/Skittles	70,000.00	.00	70,000.00	687.50	.00	47,339.01	22,660.99	68



Budget Performance Report

Date Range 01/01/25 - 12/31/25

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
Fund 009 - Tourism Fund									
EXPENSE									
507020									
507020-01	Capital Other - Leases	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0
507020 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%
510001	Transfer Out to General	.00	.00	.00	429,314.02	.00	429,314.02	(429,314.02)	+++
510055									
510055	Transfer Out to CIP	900,000.00	.00	900,000.00	.00	.00	900,000.00	.00	100
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
510055 - Totals		\$4,250,000.00	\$850,000.00	\$5,100,000.00	\$0.00	\$0.00	\$5,100,000.00	\$0.00	100%
510065	Debt Service Draw Site	3,000,000.00	.00	3,000,000.00	.00	.00	.00	3,000,000.00	0
510066	Debt Service Snowmass Center	750,000.00	20,000.00	770,000.00	.00	.00	.00	770,000.00	0
550001	Airline Support	50,000.00	.00	50,000.00	.00	.00	33,599.14	16,400.86	67
550002	Signage	30,000.00	.00	30,000.00	8,281.86	.00	24,415.30	5,584.70	81
550003	Premiums	85,000.00	8,900.00	93,900.00	9,932.25	.00	93,861.39	38.61	100
550004									
550004-01	Summer Marketing - Collateral	100,000.00	.00	100,000.00	.00	.00	97,722.59	2,277.41	98
550004-02	Summer Marketing - Advertising	854,000.00	29,500.00	883,500.00	.00	.00	883,471.89	28.11	100
550004-03	Summer Marketing - Photography	79,500.00	.00	79,500.00	21,807.50	.00	59,720.00	19,780.00	75
550004 - Totals		\$1,033,500.00	\$29,500.00	\$1,063,000.00	\$21,807.50	\$0.00	\$1,040,914.48	\$22,085.52	98%
550005									
550005-01	Winter Marketing - Collateral	70,655.00	.00	70,655.00	16,332.04	.00	47,152.92	23,502.08	67
550005-02	Winter Marketing - Advertising	920,000.00	(29,500.00)	890,500.00	592,733.55	.00	888,433.86	2,066.14	100
550005-03	Winter Marketing - Photography	80,500.00	.00	80,500.00	6,625.00	.00	26,750.00	53,750.00	33
550005 - Totals		\$1,071,155.00	(\$29,500.00)	\$1,041,655.00	\$615,690.59	\$0.00	\$962,336.78	\$79,318.22	92%
550006									
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	3,555.00	.00	29,835.50	10,164.50	75
550006-02	Online - Social Media	47,000.00	.00	47,000.00	11,619.70	.00	45,917.08	1,082.92	98
550006-03	Online - Search Engine Optimization & Marketing	122,000.00	.00	122,000.00	33,435.45	.00	126,210.18	(4,210.18)	103
550006-04	Online - E-mail & Content Marketing	3,500.00	.00	3,500.00	.00	.00	.00	3,500.00	0
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	44.38	.00	639.14	1,860.86	26
550006 - Totals		\$215,000.00	\$0.00	\$215,000.00	\$48,654.53	\$0.00	\$202,601.90	\$12,398.10	94%
550008	Sponsorship Tool	10,000.00	.00	10,000.00	.00	.00	6,880.42	3,119.58	69
550009	Competitive Analysis	50,000.00	.00	50,000.00	.00	.00	17,750.66	32,249.34	36
550010									
550010	Summer Events	1,197,590.00	24,000.00	1,221,590.00	94,277.43	.00	1,384,371.06	(162,781.06)	113
550010-01	Town Services	150,000.00	.00	150,000.00	150,000.00	.00	150,000.00	.00	100
550010 - Totals		\$1,347,590.00	\$24,000.00	\$1,371,590.00	\$244,277.43	\$0.00	\$1,534,371.06	(\$162,781.06)	112%
550011	Winter Events	641,000.00	.00	641,000.00	112,945.42	.00	563,413.04	77,586.96	88
550012	DMP Initiatives/Ice Age	50,000.00	131,567.00	181,567.00	19,096.48	.00	49,291.60	132,275.40	27
550013	Research Survey	45,000.00	.00	45,000.00	7,416.66	.00	38,666.66	6,333.34	86



Budget Performance Report

Date Range 01/01/25 - 12/31/25

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
Fund 009 - Tourism Fund									
EXPENSE									
550014									
550014-01	Marketing - Collateral	5,000.00	.00	5,000.00	.00	.00	.00	5,000.00	0
550014-02	Marketing - Group Sales Advertising	106,000.00	.00	106,000.00	14,079.96	.00	86,376.96	19,623.04	81
550014-03	Marketing - Group Sales Partnerships	95,000.00	.00	95,000.00	.00	.00	93,188.60	1,811.40	98
550014 - Totals		\$206,000.00	\$0.00	\$206,000.00	\$14,079.96	\$0.00	\$179,565.56	\$26,434.44	87%
550015									
550015-01	Direct Sales - Tradeshow	110,350.00	37,000.00	147,350.00	3,119.47	.00	147,353.17	(3.17)	100
550015-03	Direct Sales - Client Entertainment	40,000.00	(14,000.00)	26,000.00	1,675.04	.00	24,153.66	1,846.34	93
550015-04	Direct Sales - FAM	157,000.00	45,500.00	202,500.00	34,728.07	.00	221,611.82	(19,111.82)	109
550015 - Totals		\$307,350.00	\$68,500.00	\$375,850.00	\$39,522.58	\$0.00	\$393,118.65	(\$17,268.65)	105%
550016	Support for Groups	290,000.00	(68,500.00)	221,500.00	32,804.70	.00	223,408.74	(1,908.74)	101
560001	Public Relations	170,025.00	.00	170,025.00	37,209.04	.00	160,919.30	9,105.70	95
560002	Rebate	80,000.00	.00	80,000.00	.00	.00	67,500.00	12,500.00	84
560004	Industry Relations	130,000.00	.00	130,000.00	11,791.99	.00	73,372.23	56,627.77	56
560005	Guest Services	89,600.00	.00	89,600.00	19,585.03	.00	87,718.35	1,881.65	98
EXPENSE TOTALS		\$17,455,853.00	\$1,025,567.00	\$18,481,420.00	\$2,068,985.77	\$0.00	\$14,515,820.94	\$3,965,599.06	79%
Fund 009 - Tourism Fund Totals									
REVENUE TOTALS		627,964.00	.00	627,964.00	84,723.79	.00	1,065,006.38	(437,042.38)	170%
EXPENSE TOTALS		17,455,853.00	1,025,567.00	18,481,420.00	2,068,985.77	.00	14,515,820.94	3,965,599.06	79%
Fund 009 - Tourism Fund Totals		(\$16,827,889.00)	(\$1,025,567.00)	(\$17,853,456.00)	(\$1,984,261.98)	\$0.00	(\$13,450,814.56)	(\$4,402,641.44)	
Grand Totals									
REVENUE TOTALS		627,964.00	.00	627,964.00	84,723.79	.00	1,065,006.38	(437,042.38)	170%
EXPENSE TOTALS		17,455,853.00	1,025,567.00	18,481,420.00	2,068,985.77	.00	14,515,820.94	3,965,599.06	79%
Grand Totals		(\$16,827,889.00)	(\$1,025,567.00)	(\$17,853,456.00)	(\$1,984,261.98)	\$0.00	(\$13,450,814.56)	(\$4,402,641.44)	