



**Town Council
Monday, May 4, 2026
4:00 PM**

**Regular Meeting
130 Kearns Road
Town Council Chambers
Snowmass Village, CO 81615**

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

Agenda

1. Call to Order

2. Roll Call

3. Proclamations and Presentations

3.A. Citizen proposal RE transition from gas-powered lawn maintenance equipment

4. Public Comment

This section is set aside for the Town Council to LISTEN to comments by the public regarding items that do not otherwise appear on this agenda. Generally, the Town Council will not discuss the issue and will not take an official action under this section of the agenda. (Five Minute Time Limit)

5. Consent Agenda

These are items where all conditions or requirements have been agreed to or met prior to the time they come before the Council for final action. A Single Public Hearing will be opened for all items on the Consent Agenda. These items will be approved by a single motion of the Council. The Mayor will ask if there is anyone present who has objection to such procedure as to certain items. Members of the Council may also ask that an item be removed from the consent section and fully discussed. All items not removed from the consent section will then be approved. A member of the Council may vote no on specific items without asking that they be removed from the consent section for full discussion. Any item that is removed from the consent agenda will be placed on the regular agenda.

5.A. 2026 Draft Agendas

5.B. Application & Resolution RE new SAAB member

6. Public Hearings - Quasi-Judicial Hearings

Public Hearings are the formal opportunity for the Town Council to LISTEN to the public regarding the issue at hand. For land use hearings the Council is required to act in a quasi-judicial capacity. When acting as a quasi-judicial body, the Council is acting in much the same capacity as a judge would act in a court of law. Under these circumstances, the judicial or quasi-judicial must limit its consideration to matters which are placed into evidence and are part of the public record. The Council must base their decision on the law and the evidence presented at the hearing.

7. Policy/Legislative Public Hearings

7.A. Emergency Ordinance No. 09 regarding appropriating funds to acquire a Mountain View Unit

7.B. Ordinance No. 08, 2026 RE temporary and limited area e-bike permissions

8. Administrative Reports

8.A. 2025 Tourism wrap book and 2026 Tourism Outlook

9. Town Council Reports and Actions

Reports and Updates

10. Executive Session

10.A. Executive Session RE Property Negotiation

11. Adjournment

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING:

May 5, 2026

AGENDA ITEM:

Proposal to transition from gas-powered lawn maintenance equipment to electric alternatives

PRESENTED BY:

John Wilkinson

BACKGROUND:

John Wilkinson will present his proposal for a transition from gas-powered lawn maintenance equipment to electric alternatives within the Town of Snowmass Village to address noise pollution, public health and environmental concerns.

Wilkinson attended an EAB meeting in July 2025 and presented the same petition that he sent to Town Council in January of 2026 (attached). EAB incorporated this proposal into their recommendation matrix which was presented to Council in January 2026 (attached).

Wilkinson submitted a draft petition regarding this to Town Clerk Boucher on March 26, 2026 (attached). Wilkinson and Town Attorney Jeff Conklin discussed options and the recommendation was to present to Council his general proposal and withdraw the petition. Wilkinson withdrew the petition on April 10, 2026.

ATTACHMENTS:

1. Withdrawn draft petition from 03-26-26
2. 01-11-26 Wilkinson Email RE Petition to ban gas powered leaf blowers
3. 01-11-26 Wilkinson Email attachment – petition
4. EAB 2026 Project Recommendation List presented to Council 01-12-26

Petition for a Citizen-Initiated Ordinance: Town of Snowmass Village

TITLE: AN ORDINANCE BANNING THE OPERATION OF GAS-POWERED LAWN MAINTENANCE EQUIPMENT WITHIN THE TOWN OF SNOWMASS VILLAGE TO PROTECT PUBLIC HEALTH, REDUCE NOISE POLLUTION, AND LOWER CARBON EMISSIONS.

I. Statement of Purpose

The inhabitants of the Town of Snowmass Village find that the operation of gas-powered lawn maintenance equipment, specifically leaf blowers and string trimmers, produces excessive noise that disrupts the quiet enjoyment of residential neighborhoods and emits high levels of pollutants including carbon monoxide, nitrogen oxides, and volatile organic compounds. This ordinance aims to transition the Town to quieter, cleaner electric alternatives.

II. Proposed Ordinance Text

Section 1. Prohibition. No person shall operate gas-powered leaf blowers or other gas-powered handheld lawn maintenance equipment within the municipal limits of Snowmass Village.

Section 2. Implementation Timeline. * **Phase 1:** Effective immediately upon passage, the Town of Snowmass Village and all town-contracted vendors shall cease the use of gas-powered equipment.

- **Phase 2:** Effective August 1, 2026 all commercial landscaping entities and Homeowners Associations must transition to electric equipment.
- **Phase 3:** Effective August 1, 2027, the ban shall apply to all private residents.

Section 3. Penalties. Violations of this ordinance shall be subject to a fine of \$250 for a first offense, increasing for subsequent offenses as determined by the Municipal Court.

III. Petition Signature Table

WARNING: IT IS AGAINST THE LAW: For anyone to sign this petition with any name other than one's own, or to knowingly sign one's name more than once, or to sign when not a registered elector of the Town of Snowmass Village.

Printed Name	Signature	Residence Address	Date Signed

1.			
2.			
3.			

From: [John Wilkinson](#)
To: council@tosv.com
Subject: Petition to ban gas powered leaf blowers
Date: Sunday, January 11, 2026 7:05:10 PM
Attachments: [Petition to Require Electric-Powered Lawn Equipment for Commercial Use in the Town of Snowmass Village.pdf](#)

You don't often get email from snowjohn5154@gmail.com. [Learn why this is important](#)

After researching the issues surrounding the use of gas powered leaf blowers that are used in Snowmass Village during much of the spring, summer and fall, I created a petition in June, 2025 that asks for the implementation of a ban on these devices.

Some of the main detractors of using the blowers include:

Extreme Air Pollution

The primary argument involves the two-stroke engine, which is notoriously inefficient. Unlike car engines, these tools lack catalytic converters and burn a mixture of gas and oil.

- **"The 1,100-Mile Rule":** According to data from the California Air Resources Board, operating a commercial gas leaf blower for just one hour emits as much smog-forming pollution as driving a midsize car for 1,100 miles (roughly the distance from Snowmass Village to Los Angeles).
- **Inefficient Combustion:** Roughly 30% of the fuel is never fully combusted; it is instead spewed into the air as an aerosol of raw gasoline and oil.
- **Toxic Components:** Exhaust contains carcinogens and irritants, including benzene, formaldehyde, and carbon monoxide.

Harmful Noise Levels

Gas blowers are significantly louder than electric models and produce a different *kind* of noise.

- **Decibel Levels:** Most GPLBs operate at 90–100 decibels (dB). For the operator, this is equivalent to a jet taking off nearby. Even at 50 feet away, levels often exceed the World Health Organization recommended limit of 55 dB.
- **Frequency and Penetration:** Gas engines produce low-frequency noise, which has long wavelengths that travel through solid objects. This is why you can hear a

neighbor's leaf blower inside your house even with the windows closed.

- **Health Links:** Constant exposure is linked to increased stress hormones, hypertension, and hearing loss, especially in young children and pets.

Dust and Particulate Matter

Beyond the exhaust, the high-velocity air (often reaching 200 mph) creates a "cloud" of ground-level toxins.

- **Aerosolized Hazards:** Blowers kick up fine particulate matter which can include animal feces, pesticides, mold, pollen, and heavy metals from road dust.
- **Lingering Particles:** These particles are small enough to be inhaled deep into the lungs and can stay suspended in the air for hours or even days after the work is finished.

I presented the petition to the Snowmass Village Environmental Advisory board in August, 2025. They asked me to help complete the matrix for the town council's review which I completed that month.

Wondering about the status of the petition request, I attended the January 7th, 2026 EAB meeting. I noticed that the matrix for the gas powered leaf blowers was no longer on the spreadsheet. After questioning why, I was advised that the council had not taken the issue up and I would need to present the petition to the town council during public comment at the next scheduled meeting.

As I believe a change in the code for Snowmass Village to ban these devices prior to the spring, summer and fall season is necessary and time is of the essence, I am submitting this request to the council through email.

Over 200 communities in the United States have adopted this ban including Portland, OR, Miami Beach, FL., Washington DC, and Seattle, Wa, to name a few.

In just a few days in June, 2025 I was able to gather the following signatures on my petition. I recognize that the petition is out of date at this time. I would be willing to circulate another petition supporting this ban on gas powered leaf blowers if necessary.

Audrey Pena
Cory Hill
Diane Martinez Sandoval

Hanneke Klein

Andrea Chisari

Gabriela Massender

Olivia Mahony
Dean Derosier
Jeff Tippet
Monica Montany
Emily Vautrin

Jim Paussa

Pam Stern

Patrick Severy
Erica Berens

Elizabeth Stewart-Severy
Jeremy Assalone

shari havourd
Ellen Dube

Matthew Dubé

John Wilkinson

Lisa Wilkinson

Dawn Wilkinson

Lindsey Patterson

I urge the Snowmass Village town council to move forward with a code change for the banning of gas powered leaf blowers as soon as practical.

Sincerely,

John Wilkinson
255 Meadow Road
Snowmass Village, Co.

Cell 970-379-4310

Petition to Require Electric-Powered Lawn Equipment for Commercial Use in the Town of Snowmass Village

To: Town Council and Environmental Advisory Board
Town of Snowmass Village, Colorado

Subject: A Call to Transition Commercial Lawn Equipment to Electric or Battery Power for a Cleaner, Quieter Snowmass Village

We, the undersigned residents, property owners, and stakeholders of the Town of Snowmass Village, respectfully petition the Town Council and relevant departments to enact a local ordinance that requires all **commercial landscaping and lawn maintenance companies** operating within the Town to use **only electric- or battery-powered equipment**, including:

- Lawn mowers
 - Leaf blowers
 - String trimmers
 - Chainsaws
 - Edgers and other handheld landscape tools
-

Why This Matters

1. Air Quality & Climate Impact

Gas-powered small engines emit large amounts of **particulate matter, nitrogen oxides**, and **greenhouse gases**. One gas-powered leaf blower can emit as much smog-forming pollution in an hour as a car driving 1,100 miles.

2. Noise Pollution

The noise from gas-powered lawn equipment disrupts daily life, especially for those working from home, families with young children, and the elderly. Typically the noise exceeds the Snowmass Village decibel limit of 60. Electric alternatives are **significantly quieter**.

3. Leadership in Sustainability

Snowmass Village has long prioritized environmental responsibility. A transition to electric tools aligns with the Town's **Environmental Sustainability Plan** and climate goals.

4. Health & Worker Safety

Switching to cleaner equipment reduces exposure to toxic fumes and harmful noise levels for landscape workers and residents alike.

What We Request

We respectfully ask the Town of Snowmass Village to:

1. Pass a **phased ordinance** requiring all **commercial lawn and landscape maintenance equipment** be **electric or battery-powered** by **May 1, 2026**.
 2. Provide a **grace period** of at least 6 - 12 months to allow companies time to transition.
 3. Create or promote **rebates or grant programs** to assist small contractors in making the switch.
 4. Ensure **enforcement** through business licenses or compliance checks.
-

			Assumptions:	2026 Proposed Amount	Number of Homes	Chipper + Removing	Electrification Sum of 20% increase in funding YoY using 2025's CORE's funding of \$300k			
					1,250	\$500	https://docs.google.com/spre			
Topic Area	Staffing Need	Pilot Idea		Proposed 2026 Amount	Pilot Cost	Timeline	Big Picture Cost	Open Questions	Council Next Steps:	
Fire	Partnership with Roaring Fork Fire District and Wildfire Collaborative (+ EAB or other volunteer board)	Create Fire Free Five plus, (ie: up to 30 ft) defensible spaces around all structures in Snowmass Village including private residences. Begin with curbside assessment and communications, along with a voluntary chipping program. Incentives for private mitigation matched 50% with max of \$3500 match per property. Change code for future development/redevelopment, and create ordinance for existing structures to meet fire wise guidelines in 3-5 years.		Funding in Wildfire Mitigation Fund	Curbside Assessments of all properties: \$50,000 including communication with each owner. Chipper program: \$50k per year x 3 years (voluntary). Grant/incentive program for private mitigation (voluntary): \$100k per year x 3 years. Robust communications program: \$25k per year x 3 years = \$75k spread over 3 years	3 years	After code and ordinance creation: 150K per year for compliance, enforcement, communications, 50k per year for chipping, plus continuing work on public-owned lands as is happening currently.	Who is going to do curbside assessments? Who is going to pay for that? If we are going to do bi-weekly chipper, we need to buy a chipper and staff it?	we could maybe blend phases 1and 2, understanding more about chipping, what that entails, will it be utilized	
Building Efficiency & Electrification	CORE / Holy Cross Partnership	Achieve verifiable and community-focused reductions of carbon emissions by increasing energy efficiency and electrification/fuel switching projects by 20% through 2030		\$115,000	\$2.68M	5 years	\$126M for total TOSV conversion based on historic cost of investment in metric ton of GHG emission	impact of cost natural gas vs electricity on monthly utility bills	can it be paid offr by holy cross? do we require new homes to be electrified? not sure if it will be mandated but it is in 2021 code	
Water	Partnership with the Snowmass Water District	Conduct water assessments on all Town owned properties, convert non-functional turf in public spaces to low water use alternatives. Consider code changes to limit cool season turf in future development re-development. SWSD will continue to directly address high water users in the District.		\$25,000	\$25k rough estimate for town property irrigation assessments, \$50K for irrigation system upgrades. Progressive conversion of public non-functional turf areas: \$25K per year provided by SWSD. (grant funding may be available)	2 years for irrigation assessments. Turf conversion = ongoing	\$25k to \$50k per year for irrigation monitoring/management.	SWSD budget?	DARRELL - PLEASE SEND FOLLOW UP EMAIL TO COUNCIL: What is town doing right now? What can be improved upon? Do you know that without doing an assessment - or what can you tell us we can incrementally do without doing an assessment?	Morgan sent email to Darrell
Compost	Existing staff for pilot, ideally have a staff member for full roll out	Ask for up to 10 volunteering restaurants to join program. Give a years worth of composting materials to restaurants. Pending results, scale to a commercial composting for all of the Village for commerical and residential units by adding a 3 bin system across the village		\$25,000	\$60,000 pilot cost + \$50,000 for labor and staffing (haulers, town staff time, etc) \$25,000 for consultant/feasibility study	1 year	50,000	Do the restaurants need to bring it somewhere or can they have at the Village pick up? Is a 3 bin systems available for Snowmass Village? Are we doing organics only or commerial composting userware as well? Will the Town hire a hauler? City of Aspen does not pay for the hauler - it's up to the individual resident and business.	MORGAN TO FOLLOW UP: is there adequate space at the base village locations? could it fit the commercial restaurants or do we have to increase supply? Jordan Sarick would need to require it for the center -- Find the restaurants that want to volunteer = who does that? it should come from the town, not the eab; get materials from Ainsley and modify those; also tourism and marketing - speak to them, look at residential possibly?	
Demolition and Construction	Someone to manage pilot and full program. Pitkin County will give some staffing to start, but we need to eventually hire our own person	Select 5 residences undergoing construction and have them enroll in a diversion program for waste. Collect data. Implement to all new home builds and remodels. For the initial 5 residential remodels, have a preferred permit for building if they are in the program. We could also monitor the Little Red School house construction project which would run about a year and doesn't require incentives to be built in. RA Nelson, who is the project coordinator is already planning to utilize Green Halo. **And Draw Site		\$15,000	\$15,000	1 year	Headcount, Cost of Green Halo	What is the cost of the program itself? Would Pitkin County possibly help us with that and the quantification? What data is coming back from the county and who is doing the enforcement?	Do we need a pilot? Maybe we can move forward with it. Have county come to explain how it works . Could foregone deposits help Morgan to find out how much compliance is there in Aspen? Is it working as intended? If we get started tomorrow without a pilot, what should we do? Where do deposits go? Also reach out to Pitkin County Waste to see if they would speak with City of Aspen and also get info on how many permits we have per year?	Morgan emailed
Sustainable Transloading Facility	TBD	Kick off a meeting between 106 West, East West Partners, and Town of Snowmass on whether or not we can have 106 West operations at Base Village, Intercept lot, or somewhere else				1 year - Ongoing	\$500,000 per year		would require a lot	
Sustainability Coordinator	Yes	Hire someone :)		\$100,000	\$150,000		150,000 per year	Contract/IGA with City of Aspen for contracting existing CoA staff.	looking at this within the budget	
Lawnmowers and Blowers Pesticides, Herbicides, and Chemicals	Enforcement	Pay for 3 landscapers who do Town landscaping to use electric blowers and gather data. Require all landscapers in Snowmass to utilize electric landmowers and blowers.			\$60,000	One year	Enforcement staff if there is a complaint or we ask the caller what the license plate of the truck and the name of the company that staff can send a letter	What enforcement opportunities do we have? Can APSA give an estimate for how much it will cost? What education can we do for the workers?	City of Aspen - have them comment, how successful, compliance	Morgan emailed
Fungi as Firefighting tool ebike rebate		Non-Toxic Environment - Nonprofit			\$10,000					
Total				\$280,000 -\$20,000	\$360,000					

2026 DRAFT Agenda Overview

- Regular Meetings begin at 4:00 p.m. unless otherwise noted
- Work Sessions begin at 4:00 p.m. and aim to end at 6:00 p.m.
- The dates on which agenda items are listed are only a best approximation. Agenda items are added to this list as they arise. Agenda items may well be moved to different meeting dates. Agendas are generally not finalized until the Thursday prior to the meeting.
- In addition to agenda items, this document also lists expected absences of Town Council members. In compliance with section 2-49 of the municipal code, once the consent agenda is approved, the absences noted will be considered to have received the prior approval necessary of the majority of the Council for members to be absent from meetings.

Topic to incorporate:

- Add spring clean up/annual trash pickup to a future workshop agenda.
- Discussion RE gas vs electric mowers and leaf blowers
- E-Bikes safety issues
- POST Office Update—Next steps, opportunities for improvement?

Thursday April 23rd - EOTC Meeting – 3-6pm or Retreat – In Aspen

Monday May 4 – Regular Meeting

- Summer event overview
- Community picnic timing/ format
- Application & Reso for new SAAB member (consent)
- Electric leaf blower ban
- Ord – E-Bike 2nd reading
- Exec Session Property Negotiation (Cavern Springs)
- Emergency Ord appropriating funds to acquire a Mountain View Unit (for resale)

Monday May 11 – Work Session CANCELED

Monday May 18– Regular Meeting

- Willows Reconstruction- Ord – PH – 1st Reading
- Update from Anderson Ranch
- 2026 Community Survey

Monday June 1 – Regular Meeting

- Holy Cross Update
- Exec Session – personnel – performance reviews
- November Election discussion
- Willows Reconstruction- Ord – PH – 2nd Reading

Monday June 8 – Work Session (Marolt Out)

-

Monday June 15 – Regular Meeting

- Exec Session – personnel – Performance reviews

Monday July 6 – Regular Meeting

2026 DRAFT Agenda Overview

- Election Reso Auth to participate & IGA with Pitkin -or July 20 (has to be 100 days before election)

-

Monday July 13 – Work Session

Thursday July 23 – EOTC Regular Meeting – 4-6pm - Aspen

Monday July 20 – Regular Meeting

Monday Aug 3 – Regular Meeting

- Town Attorney Update
- Election Resolution – Ballot Language or Aug 17th

Monday Aug 10 – Work Session

Monday Aug 17 – Regular Meeting

- EOTC Budget/work plan – Linda DuPriest

Tuesday Sept 8 – Regular Meeting

- Reso in support of – ballot

-

Monday Sept 14 – Work Session

Monday Sept 21 – Regular Meeting (Yom Kipper) Move

Tues Sept 22 – Regular Meeting

-

Monday Oct 5 – Regular Meeting

- Budget
- Town Attorney Update
- B & C application & appointment procedure update
-

Monday Oct 12 – Work Session

- Budget

Monday Oct 19 – Regular Meeting

- Budget – Comments from FAB

Thursday Oct. 22nd – 4-6pm EOTC Budget Meeting - Pitkin

Wednesday Nov 4 – Regular Meeting – due to election day

- GID Meeting - Adopting the GID Budget
- Budget Adoption
-

Tuesday Nov 9 – Work Session

2026 DRAFT Agenda Overview

Monday Nov 16 – Regular Meeting

- Swear in New TC members and Mayor
- B & C Applications

Monday Dec 7– Regular Meeting

- Reso RE 2025 Meeting Dates
- Reso on Delinquent Solid Waste / Trash
- B & C Interviews

Monday Dec 14 – Special Meeting

- **GID Meeting – set Mill Levy**
- B & C Interviews/Discussion

Monday Dec 21 – Regular Meeting

- B & C Resolution appointing new Members

Topics for Work Sessions or Other Meetings Requested by Town Council Members

- Schedule Updates will all of the Town Boards to review priorities and current initiatives.
 - EAB
 - FAB
 - PTRAB
 - POSTR
 - Tourism – quarterly updates
 - Grants – Recent Awards; Review of Criteria; Purpose, etc.
 - SAAB
 - Planning

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING:

May 5, 2026

AGENDA ITEM:

The Snowmass Village Arts Advisory Board (SAAB) Board Application

PRESENTED BY:

Megan Harris Boucher, Town Clerk

BACKGROUND:

Section 8.3 of the Home Rule Charter states that members of all boards and commissions shall be appointed by the Town Council. The vacancies were publicly posted, advertised in the Aspen Times and posted on social media from October 3rd to November 3rd.

The Snowmass Village Arts Advisory Board (SAAB) shall consist of not less than five (5) nor more than fifteen (15) members, who shall serve overlapping terms of two (2) years each. Newly appointed Anderson Ranch employee Katie Sanders has resigned from her term. SAAB Bylaws adopted 06-13-29 and amended 04-05-22, states:

Article III. Members

Section 1: Each member of the Board shall be a resident of, second homeowner in, or employed within the Town of Snowmass Village. Representation from the Aspen Skiing Company and Anderson Ranch is encouraged.

SAAB Board has 12 members currently. Staff Liaison and Chair expressed interest in adding this applicant to the board to help represent Anderson Ranch on SAAB.

COUNCIL OPTIONS:

Approve, modify or Deny Resolution

ATTACHMENTS:

1. Resolution No. 13, 2026
2. Alwin Application

1 TOWN OF SNOWMASS VILLAGE
2 TOWN COUNCIL

3
4 RESOLUTION NO. 13
5 SERIES OF 2026

6
7 A RESOLUTION APPOINTING MEMBER TO THE SNOWMASS ARTS
8 ADVISORY BOARD.
9

10 WHEREAS, Section 8.3 of the Home Rule Charter states that members of
11 all boards and commissions shall be appointed by the Town Council; and
12

13 WHEREAS, the Anderson Ranch traditionally has a staff member
14 appointed to the SAAB; and
15

16 WHEREAS, vacancies have been publicly posted and published in
17 accordance with the terms and conditions of the Home Rule Charter; and
18

19 WHEREAS, the following citizen has submitted an application expressing
20 a desire to be appointed:
21

22 NOW, THEREFORE BE IT RESOLVED by the Town Council of the Town of
23 Snowmass Village, Colorado:
24

25 That the following citizen is hereby appointed to serve as follows:
26

27 **Snowmass Arts Advisory Board**
28

29 Betsy Alwin
30 remainder of a 2yr term – Expires 12/27
31

32 INTRODUCED, READ AND ADOPTED, the Town Council of the Town of
33 Snowmass Village, Colorado, on the 5th day of May 2026 with a motion made
34 by Council Member _____ and seconded by Council Member _____
35 and by a vote of ___ in favor to ___ opposed.
36

37
38 TOWN OF SNOWMASS VILLAGE
39

40
41 _____
42 Alyssa Shenk, Mayor

43 ATTEST:
44

45
46 _____
47 Megan Harris Boucher, Town Clerk
48

Apply for a Board or Commission

Thank you for your interest in one of our Boards or Commissions! Please select which board you are applying for and complete the form below.



Please select the Board or Commission you are Applying For: *

- ☐ Board of Appeals & Examiners
- ☐ Citizens Grant Review Board
- ☐ Environmental Advisory Board
- ☐ Financial Advisory Board
- ☐ Marketing, Group Sales, & Special Events Board
- ☐ Parks, Open Space, Trails, & Recreation (POSTR) Board
- ☐ Part-Time Residents Advisory Board
- ☐ Planning Commission
- ☒ Snowmass Arts Advisory Board

First Name *

Betsy

Last Name *

Alwin

Phone Number *

[REDACTED]

Secondary Phone Number

[REDACTED]

Email *

[REDACTED]

Address

Street Address

Post Office Box

[REDACTED]

Address Line 2

City

Snowmass Village

State/Province/Region

Colorado

Postal/Zip Code

81615

Country

US

Is your Mailing Address different than the Address Above? *

- ☐ Yes ☒ No

Are you a permanent resident?

- ☒ Yes
☐ No

Are you registered to vote in Snowmass Village?

- ☒ Yes
☐ No

Please list your experience and/or education that qualifies your for this position. *

Please exclude any previous experience on this board in this answer

Education:

BFA Sculpture, Minnesota State University, Mankato, MN

MFA Sculpture, Illinois State University, Normal, IL

Employment:

2023 - present: Artistic Director of Ceramics and Expanded Media at Anderson Ranch Arts Center

2015 - 2023: Assistant Professor of Art, Minneapolis College of Arts and Design, Minneapolis, MN

2001 - 2015: Adjunct Faculty and Technician, The Cooper Union for the Advancement of Science and Art

Related Artistic Experience in the creation of public work:

2020: Selected Artist: Created a public outdoor work for Silverwood Park, St. Anthony, MN

<https://storymaps.arcgis.com/stories/29fc3f7d4fe5445fb4f37c9b68bb7c>

2019: Jerome Fellow: Franconia Sculpture Park; created and installed a permanent work on the grounds

<https://www.franconia.org/betsy-alwin/>

2012: Governor's Island Summer Sculptural Mini Golf Range. Developed a sculpture for the range.

20

2005: Public Sculpture Commission: Onoden Elementary School, Musashino-shi, Tokyo, Japan

Why do you wish to be appointed to this position? *

My experience as an artist and educator will be an asset to the Snowmass Art Advisory Board. While at MCAD, I regularly taught a public art class in which students made a work for the college grounds to last 2 years. In addition to teaching the history of public art, famous problems and successes, I taught students how to design, write proposals, manage budgets, and fabricate their work. Throughout my career as an artist, I have been involved in creating public sculpture in different capacities with varying budgets and constraints. I have experience in working with engineers on the installation of short and long-term public works. As an artist and administrator, I am sensitive to place, environment, and local outreach. I am connected to many artists locally and nationally. I wish to lend this expertise to the Town of Snowmass in the service of creating awareness of public art within the community, and to participate in the enhancement of arts and culture.

Signature *

Date

I acknowledge that I am familiar with the qualifications, duties, and responsibilities of the position for which I am applying and, if appointed, I am ready, willing, and able to take an oath as well as accept the responsibilities and duties.

3/31/2026

Betsy Alwin

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING:

May 4, 2026

AGENDA ITEM:

Consideration of ORDINANCE NO. 09, SERIES OF 2026-**AN EMERGENCY ORDINANCE OF THE TOWN COUNCIL REVISING AND AMENDING THE EXCISE TAX FUND BUDGET OF THE TOWN OF SNOWMASS VILLAGE TO PROVIDE FUNDING TOWARDS THE PURCHASE OF A MOUNTAIN VIEW CONDOMINIUM AND APPROPRIATING FUNDS IN 2026 FOR THE IMMEDIATE PRESERVATION OF PUBLIC PROPERTY, HEALTH AND, WELFARE.**

PRESENTED BY:

Clint Kinney, Town Manager
Kevin Rayes, Housing Director
Marianne Rakowski, Finance Director

BACKGROUND:

The attached emergency ordinance proposes approving a budget amendment to purchase Mountain View unit #1124, a deed restricted unit.

In normal circumstances, the owner would be responsible for taking the unit through the towns' process to sell the unit via the lottery process thereby meeting Town regulations. However, the current owner has been diagnosed with a terminal illness and has relocated out of the area. They are interested in settling their affairs expeditiously. Because the Town has a right of first refusal to purchase deed restricted units, the Housing Department staff supports purchasing the unit to assist the owner and to avoid a scenario that could result in probate.

After the Town acquires the unit, it will be resold through the standard lottery process to a qualified buyer.

The budget amendment will be for \$250K, to include the purchase price of \$226K plus \$24K for any additional costs, if needed. The funds to purchase the unit and the corresponding resale revenues will be accounted for in the Excise Tax Fund.

FINANCIAL IMPACT:

Ordinance No. 09, Series of 2026, revises the 2026 adopted budget and appropriates these funds for spending.

The impact on the Excise Tax Fund is \$250,000.

APPLICABILITY TO COUNCIL GOALS & OBJECTIVES:

Workforce housing remains one of the main strategic initiatives of the Town Council. The budget is one of the keystone policy documents the Town Council adopts. It is the primary tool to pay for and implement Town Council goals. Revising the 2026 budget will ensure the Council's goals and objectives can continue to be met.

COUNCIL OPTIONS:

1. Approve, Modify or Deny Ordinance No. 09, Series of 2026

STAFF RECOMMENDATION:

It is the recommendation of the Town Staff that the Council, by motion, approve the Emergency Ordinance No. 09, Series of 2026 revising the 2026 budget.

ATTACHMENTS:

- A. Ordinance No. 09, Series of 2026

1 TOWN OF SNOWMASS VILLAGE
2 TOWN COUNCIL

3
4 ORDINANCE NO. 09
5 SERIES OF 2026
6

7
8 AN EMERGENCY ORDINANCE OF THE TOWN COUNCIL REVISING AND
9 AMENDING THE EXCISE TAX FUND BUDGET OF THE TOWN OF SNOWMASS
10 VILLAGE TO PROVIDE FUNDING TOWARDS THE PURCHASE OF A MOUNTAIN
11 VIEW CONDOMINIUM AND APPROPRIATING FUNDS IN 2026 FOR THE
12 IMMEDIATE PRESERVATION OF PUBLIC PROPERTY, HEALTH AND, WELFARE
13

14 WHEREAS, Clint Kinney, Town Manager, has prepared and submitted a request
15 to change the 2026 Budget; and
16

17 WHEREAS, the proposed 2026 amendment includes a change to the Excise Tax
18 Fund; and
19

20 WHEREAS, the Excise Tax Fund is revised to include an additional expenditure
21 for the funding to purchase a Mountain View unit and for the revenues from the
22 sale of the unit; and
23

24 WHEREAS, the Town of Snowmass Village Home Rule Charter requires
25 adjustments to the budget when circumstances change relating to the budget;
26 and
27

28 WHEREAS, the Town was given minimal notice by the owner of the urgency to
29 sell this unit, necessitating this additional appropriation and expenditure; and

30 WHEREAS, this expenditure is needed to ensure that the unit is purchased by the
31 Town and remain available for resale to a qualified buyer thereby necessitating
32 adopting this ordinance by the emergency ordinance procedures set forth in the
33 Home Rule Charter.

34 NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of
35 Snowmass Village, Colorado:
36

37
38 **Section One: Revised Budget**

39 That the Town of Snowmass Village 2026 budget for the Excise Tax Fund
40 be adjusted to include the below amendment.
41
42
43
44
45

Section Two: Appropriation

That the below 2026 revised expenditure is hereby appropriated for immediate expenditure during the 2026 budget year.

**Town of Snowmass Village
Budget Changes - 2026**

	2026	2026
	<u>Revenues</u>	<u>Expenditures</u>
Excise Tax Fund	\$ 250,000	\$ 250,000
TOTAL	\$ 250,000	\$ 250,000

Section Three: Emergency Declaration

Because the Council has determined that a public emergency is declared to exist, this ordinance is declared to be necessary for the immediate preservation of the public property, health, and welfare, it is advisable to proceed to fund the \$250,000 for the purchase of a Mountain View condominium unit to provide for its availability to a qualified person, and therefore, this ordinance shall be in full force and effect immediately upon final passage and adoption at a single meeting upon Council approval as required by Section 4.10 of the Charter.

Section Four: Effective Date

This ordinance shall be in full force and effect immediately upon final passage and adoption by the Council as required by the Charter. This ordinance upon such final passage shall be published by title and summary thereof in a newspaper of general circulation in the Town within 10 days after adoption.

Such notice shall be in substantially the following form:

"OFFICIAL NOTICE IS HEREBY GIVEN that on May 4, 2026, the Town Council approved as an emergency measure an ordinance titled as follows:

***AN EMERGENCY ORDINANCE OF THE TOWN COUNCIL REVISING AND AMENDING
THE EXCISE TAX FUND BUDGET OF THE TOWN OF SNOWMASS VILLAGE TO
PROVIDE FUNDING TOWARDS THE PURCHASE OF A MOUNTAIN VIEW
CONDOMINIUM AND APPROPRIATING FUNDS IN 2026 FOR THE IMMEDIATE
PRESERVATION OF PUBLIC PROPERTY, HEALTH, AND WELFARE.***

The proposed Ordinance provides for the Town's budget amendment to the 2026 Adopted Budget to provide funding towards the purchase of a Mountain View condominium. The Ordinance has been adopted as an emergency measure and, in accordance with the Town Charter, has become effective upon passage.

85 *IN TESTIMONY WHEREOF, the Town Council of the Town of Snowmass Village, Colorado has*
86 *caused this notice to be dated this May 4, 2026.*

87 *(SEAL)*

88 */s/ Megan Boucher*
89 *Town Clerk*
90 *Snowmass Village, Colorado”*

91
92
93
94 (End of Form of Notice)
95

96 INTRODUCED PASSED AND ADOPTED this May 4, 2026 as an emergency
97 measure upon a motion made by Council Member _____, the second of
98 Council Member _____ with a roll call vote __ in favor and __ opposed.

99
100
101 _____
102 Alyssa Shenk, Mayor
103

104 Attest:

105
106
107 _____
108 Megan Harris Boucher, Town Clerk
109
110
111
112

Whereupon it was duly moved and seconded that the foregoing ordinance be now passed and adopted as an emergency measure. The question being upon the adoption of said motion and the approval of the ordinance as an emergency measure, the roll was called with the following result:

Those Voting Yes:

Those Voting No:

Those Absent:

The presiding officer thereupon declared that there having been an affirmative vote of at least three members of the Council, the ordinance was duly adopted as an emergency ordinance.

Alyssa Shenk, Mayor

(SEAL)

Attest:

Megan Boucher, Town Clerk

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING:

May 4, 2026

AGENDA ITEM:

Second Reading of Ordinance 8-2026

AN ORDINANCE TEMPORARILY SUSPENDING ENFORCEMENT OF SECTION 10-31(A) OF THE TOWN OF SNOWMASS VILLAGE MUNICIPAL CODE TO ALLOW CLASS 1 E-BIKE USE ON DESIGNATED TRAILS

Designed to implement the E-bike Management Plan Trial Period.

PRESENTED BY:

Andy Worline *Parks, Recreation & Trails Director*

Jeff Conklin, Town Attorney

BACKGROUND:

TOSV Municipal Code Section 10-31(a) currently states:

“It is unlawful for any person to operate any Class 1 Electrical Assisted Bicycle, as defined in Colorado Revised Statutes Section 42-1-102(28.5)(a), on any unpaved bike or pedestrian path or trail in the Town of Snowmass Village.”

Following the passage of House Bill 17-1151 the Snowmass Village Town Council adopted an emergency ordinance on July 17, 2017, prohibiting the operation of all classes of e-bikes on all paths and trails within Town limits. This action was taken for two primary reasons:

Many local paths and trails, or portions thereof, are located on easements granted by private property owners for “non-motorized use only.”

Staff recommended a coordinated, regional approach to trail regulation among jurisdictions in the Upper Roaring Fork Valley to promote consistency, clarity, and safety across interconnected trail systems.

In 2018, Ordinance No. 5 amended the Municipal Code to align with Pitkin County, allowing Class 1 e-bikes on paved bike and pedestrian paths consisting of asphalt or concrete surfaces. However, in the following years, the popularity and use of e-bikes continued to rise, and many residents began inquiring about potential regulation changes to ride where other user groups are allowed.

In early 2023, a group of residents requested the Town consider establishing a designated e-bike loop on Town-managed singletrack trails. Their primary concerns included the pace of regulatory change at the federal and county levels, and the desire to provide aging residents with accessible riding opportunities closer to home.

In response, Town staff met with these residents and engaged with regional partners, including the U.S. Forest Service and Pitkin County, to assess interest and feasibility. These discussions confirmed that independent action by a single entity could create conflicts across jurisdictions, and any changes would be most effective if pursued collaboratively.

On December 11, 2023, the Parks, Open Space, Trails, and Recreation (POSTR) Advisory Board met jointly with Town Council and recommended maintaining existing regulations while continuing coordination with regional partners. The Board emphasized that a consistent, valley-wide approach is critical to ensuring long-term sustainability, safety, and quality user experience across the trail network.

In an effort to find a compromise between demands of residents (those both for and against the existing law), the growing e-bike interest, and keeping impact to a minimum for regional partners, Town Council subsequently directed the POSTR Advisory Board to work with Aspen Skiing Company (ASC) to explore a potential site where an e-bike management framework on Snowmass Mountain might be effectively implemented. Over the following two years, the Board participated in extensive discussions and reviewed a draft e-Bike Management Plan prepared by ASC.

Based on this work, the POSTR Advisory Board determined that, contingent upon ASC's agreement to a defined set of Conditions of Approval and adherence to the Management Plan, it would support advancing a recommendation to Town Council. This recommendation includes a proposed modification to the Municipal Code to allow limited e-bike to use within a controlled, trial framework.

The proposed trial period would run from June 21, 2026, through September 6, 2026, and would apply only to designated trails and service roads within the boundaries identified in the E-Bike Management Plan. The Conditions of Approval are intended to ensure enforceability, clearly define responsibilities, and establish an objective basis for evaluating the outcomes of the trial. ASC agrees to fulfill their obligations listed within the Management Plan and will continue communicating and evaluating this trial with the Town, Regional Partners, and be receptive to any feedback while the trial is in place.

FINANCIAL IMPACT:

None at this time.

APPLICABILITY TO COUNCIL GOALS & OBJECTIVES:

The Town Council will:

Focus on improving access and safety to make Snowmass Village more walkable and bikeable.

COUNCIL OPTIONS:

Approve, modify or Deny Ordinance

STAFF RECOMMENDATION:

It is the recommendation of Staff, that the Council, by motion,
Approve Ordinance No. 8-2026 on this second reading on May 4, 2026

ATTACHMENTS:

Ordinance No. 8 - 2026

ASC E-Bike Management Plan

Conditions of Approval Notes

1 TOWN OF SNOWMASS VILLAGE
2 TOWN COUNCIL

3
4 ORDINANCE NO. 8
5 SERIES OF 2026
6

7 AN ORDINANCE TEMPORARILY SUSPENDING ENFORCEMENT OF SECTION 10-
8 31(A) OF THE TOWN OF SNOWMASS VILLAGE MUNICIPAL CODE TO ALLOW
9 CLASS 1 E-BIKE USE ON DESIGNATED TRAILS
10

11 WHEREAS, The Town of Snowmass Village ("TOSV" or the "Town") is a home-
12 rule municipality, duly organized and existing under the TOSV's Charter adopted pursuant
13 to Article XX of the Constitution of the State of Colorado; and
14

15 WHEREAS, Section 3.3 of the TOSV's Charter confers upon Town Council the
16 power to adopt ordinances as it deems proper; and
17

18 WHEREAS, Section 10-31(a) of the Town of Snowmass Village Municipal Code
19 (the "Code") prohibits the use of Class 1 Electrical Assisted Bicycles ("E-bikes"), as
20 defined in C.R.S. § 42-1-102(28.5)(a)(I), on any unpaved bike or pedestrian path or trail
21 in the Town; and
22

23 WHEREAS, the Town wishes to enact a temporary suspension of Code Section
24 10-31(a) to authorize E-bike use from June 21, 2026 through September 6, 2026 (the
25 "Trial Period") on designated trails as shown on the map in the Snowmass Mountain Trial
26 E-Bike Management Plan (the "Designated Trails"), attached hereto as **Exhibit A**; and
27

28 WHEREAS, Town Council finds and determines that adoption of this Ordinance is
29 in the best interest of the public health, safety, and welfare of the citizens of the TOSV.
30

31 NOW, THEREFORE, BE IT ORDAINED, by the Town Council of the Town of
32 Snowmass Village, as follows:
33

- 34 1. Recitals. The foregoing recitals are incorporated herein as findings of the Town
35 Council.
36
- 37 2. Temporary Suspension of Code. **Section 10-31(a)** of the Code is hereby
38 temporarily suspended with respect to the Designated Trails as shown on
39 **Exhibit A** during the Trial Period, and the Town Council hereby authorizes E-
40 bike use on the Designated Trails during the Trial Period. At the conclusion of
41 the Trial Period, this Ordinance shall automatically terminate.
42
- 43 3. Severability. If any provision of this Ordinance or application hereof to any
44 person or circumstance is held invalid, the invalidity shall not affect any other
45 provision or application of this Ordinance which can be given effect without the

invalid provision or application, and, to this end, the provisions of this Ordinance are severable.

4. Effective Date. This Ordinance shall be effective commencing June 21, 2026.

READ, APPROVED AND ADOPTED by the Town Council of the Town of Snowmass Village on First Reading on April 20, 2026, upon a motion by Council Member Fridstein, the second of Council Member Marolt, and upon a roll vote of 5 in favor and 0 against.

READ, APPROVED AND ADOPTED as amended, by the Town Council of the Town of Snowmass Village on Second Reading on May 4, 2026, upon a motion by Council Member _____, seconded by Council Member _____, and upon a roll call vote of ____ in favor and ____ against.

TOWN OF SNOWMASS VILLAGE

Alyssa Shenk, Mayor

ATTEST:

Megan Harris Boucher, Town Clerk

APPROVED AS TO FORM:

Jeff Conklin, Town Attorney

81
82

EXHIBIT A
Snowmass Mountain Trial E-Bike Management Plan



Snowmass Mountain Trial E-Bike Management Plan

March 2, 2026

This document presents a proposed trial modification to Town of Snowmass Village (TOSV) Municipal Code Section 10-31(a) to allow limited use of Class 1 of Electrical Assisted Bicycles on limited, privately-owned Aspen Skiing Company, LLC ("ASC") land on Snowmass Mountain through a comprehensive E-Bike Management Plan.

Town of Snowmass Village Municipal Code

E-bikes are changing the way people enjoy mountain biking. As use trends change with time and new technologies, the way we manage lands to ensure their long-term health and resilience must change as well. ASC recognizes the need to expand access to recreation opportunities in ways that meet user needs while continuing to protect environmental resources.

For purposes of clarity, the term "E-bikes" shall from here on out mean Class 1 electrical assisted bicycle as defined in Colorado Revised Statutes Section 42-1-102 (28.5) (a). The Town of Snowmass Village (TOSV) Municipal Code Section 10-31(a) currently states:

"It is unlawful for any person to operate any Class 1 of Electrical Assisted Bicycles, as such Electrical Assisted Bicycles are defined in Colorado Revised Statutes Section 42-1-102 (28.5) (a), on any unpaved bike or pedestrian path or trail in the Town of Snowmass Village."

The TOSV Town Council has directed the Parks, Open Space, Trails, and Recreation (POSTR) Advisory Board to engage in discussions with ASC to determine the position on allowing e-bikes on TOSV-managed trails and to explore a potential trial period for e-bikes, provided it could occur on existing trails within the trail network on Snowmass Mountain.

With the submittal of this plan to the POSTR Board, ASC requests that you support our plan and that POSTR Board and ASC jointly present this plan to the TOSV Town Council with the intention to request a temporary suspension of the prohibition of Class 1 e-bikes in TOSV Municipal Code Section 10-31 (a) for the duration of the trial period. The proposed trial period would be from **June 21st, 2026 – September 6th, 2026.**

Proposed E-Bike Management Plan

This E-Bike Management Plan outlines the permitted use, restrictions, enforcement, and communication strategy for e-bikes on Snowmass Mountain's summer trail system. The goal is to support responsible recreation while protecting natural resources and maintaining the integrity of non-motorized trail experiences.

All e-bike use would occur only on designated trails located within the E-Bike Boundary shown in Appendix A and listed in Table 1. These trails have been selected based on their alignment, grade, and ability to accommodate E-bike traffic in as isolated a space as possible within the existing trail system network.

Table 1. Proposed E-Bike Trails, Types, and Lengths

Trail Name	Type	Approximate Length (mi)
Discovery	Uphill	2.4
Village Bound	Downhill	1.9
Luge	Downhill	0.9
Fanny Hill	Downhill	0.5
Thornton Road	Road (Multi-Directional)	1.1
Dawdler Road	Road (Multi-Directional)	1.1
Total:		7.9

Shared-Use Policy

ASC proposes to keep all existing approved User groups that currently have access to these trails and simply to add E-bikes as an additional User group.

Existing user groups allowed on Village Bound, Discovery, Fanny Hill, Luge, Thornton Road, and Dawdler Road:

- Traditional mountain bikers
- Hikers and trail runners
- Dogs on leash
- Motorized Vehicles on Thornton Road, Fanny Hill Road and Dawdler Road

Proposed user groups allowed on Village Bound, Discovery, Fanny Hill, & Luge:

- Traditional mountain bikers

- Hikers and trail runners
- E-bikers
- Motorized Vehicles on Thornton Road, Fanny Hill Road and Dawdler Road

All users are expected to follow standard trail etiquette, yield appropriately, and recreate responsibly to ensure a safe and enjoyable experience for all trail users.

Prohibited Areas

E-bikes are **not permitted** on any other trails or roads at Snowmass Mountain unless explicitly included in this plan.

Trail Signage and Wayfinding

To ensure user awareness and compliance, the following signage strategy will be implemented:

- Permitted Trails: Trailhead and mid-trail signage along Village Bound, Discovery, Fanny Hill, Luge, Thornton Road, Fanny Hill Road and Dawdler Road
- Restricted Access Points: "No E-Bikes Allowed Beyond This Point" signs at intersections with Government Trail and work roads
- Base Areas and access points: Informational signage in Snowmass Mall and Base Village as well as the access points on Wood Rd, Dawdler Road, and Thornton Road to direct e-bike traffic

Signage placement will generally follow the layout and design provided in the attached figure and associated exhibits in Appendix A. Signage shall be designed to complement the existing town-managed signs on Village Bound, Fanny Hill Loop, Discovery, Luge, Thornton Road, and Dawdler Road. Additional signage shall be installed on an as needed basis once e-bike use is permitted.

Enforcement and Monitoring

Enforcement of e-bikes on trails is something that will require collaboration between all the stakeholders. ASC will commit to having the Snowmass Summer Bike Patrol monitor the area at least once per day, every day that ASC is open for summer operations.

To further support enforcement, game cameras will be installed at key points along the perimeter of the e-bike trail network, as shown in the attached figure. These cameras will help document unauthorized e-bike use outside the permitted area. Captured images will be reviewed by ASC every 48 hours to identify violators and inform enforcement actions. Images will only be shared in the event of an offense requiring enforcement action.

Communications and Outreach

ASC will coordinate with ASC and TOSV Marketing and Communications teams to develop outreach materials that educate the public about the trial e-bike policy at Snowmass. Efforts will include:

- Digital messaging via websites, social media, and newsletters
- Educational information at ticketing, guest services, and retail/rental shops
- Community partnerships with bike shops and guiding organizations

In addition to the above, ASC will increase education efforts which will include discussions with all bike shops that rent e-bikes within the TOSV so that everyone that rents an e-bike knows the rules before they leave the rental shop.

Trail Maintenance and Modifications

Trails designated for e-bike use will undergo routine maintenance and periodic modifications as needed to accommodate heavier or faster use. Improvements may include:

- Trail surfacing and compaction
- Enhanced drainage
- Trail widening or realignment in areas of high use or erosion risk

The trails currently proposed for e-bike use are in need of maintenance. ASC proposes that, through this process, the TOSV work with ASC to update the existing Access and Facility License Agreement (FLA) dated October 13, 2016, within a mutually agreed-upon timeframe to formally define and memorialize trail maintenance roles and responsibilities. While the current FLA addresses maintenance responsibilities for certain trails on the west side of the ski area, an update would provide clarity and alignment for the trails included in the proposed e-bike network.

Trail Etiquette

Trail etiquette is the same for e-bikes as it is for traditional bikes. Etiquette practices are based on respect for others, shared-use responsibility, and protection of natural resources. Key principles include:

- Follow all posted trail rules, including directional travel, and yield signage.
- Avoid using trails during wet or muddy conditions to protect tread and minimize erosion.
- Communicate clearly and calmly with other trail users, using voice or non-obtrusive bells.
- Wear helmets and keep personal audio devices at a volume that allows you to hear other users and wildlife.
- Pass others respectfully, without sudden moves or actions that contribute to trail widening.

Data Collection

During the trial period, ASC will collect data through online surveys, field surveys, and game cameras to inform management decisions for the proposed e-bike trail network. E-bike signage and ASC Marketing and Communications materials will include QR codes linking users to an

optional online survey. This survey will gather feedback on guest experience, trail quality, user interactions and safety, potential future improvements, and general user information. A draft survey is included in Appendix C. In addition, ASC will conduct field surveys during the summer of 2026. These surveys will include on-site interviews with trail users, field observations, and brief questionnaires to better understand public use patterns and perceptions. Lastly, as noted previously, game cameras will be installed along the perimeter of the e-bike trail network to document unauthorized e-bike use outside the designated area.

Adaptive Management

This plan is designed to evolve over time through an adaptive management approach. Once the e-bike trail system is implemented and monitored, ASC will evaluate outcomes and adjust policies, signage, and maintenance practices as needed. As standards, user behavior, and e-bike technology continue to advance, this plan will be updated to reflect best practices and changing conditions.

E-bikes represent a significant advancement in adaptive cycling, offering increased access and independence for many riders. Their unique value should be thoughtfully considered in all future decisions regarding trail system updates and modifications.

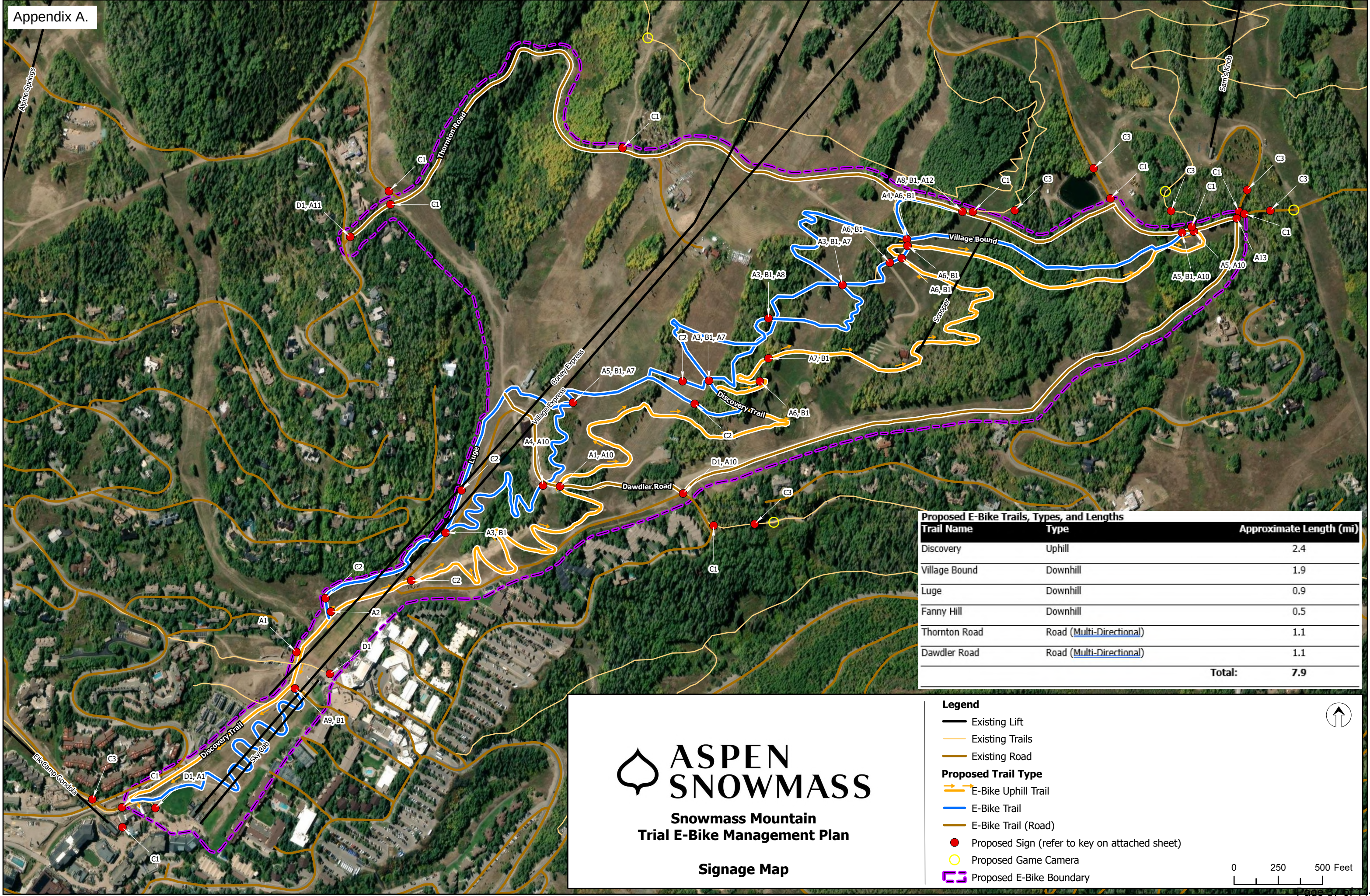
Ongoing collaboration with land managers, user groups, and community stakeholders will help ensure the trail system remains safe, sustainable, and responsive to the needs of all users.

A letter of support from Challenge Aspen expressing their support for this plan is shown in Appendix B.

Review and Updates

This Trial E-Bike Management Plan will be reviewed after the 2026 biking season with the POSTR Board and updated as needed based on:

- Trail usage data and guest feedback
- Coordination with local and federal land managers
- Emerging technologies and best practices in recreation management



Proposed E-Bike Trails, Types, and Lengths		
Trail Name	Type	Approximate Length (mi)
Discovery	Uphill	2.4
Village Bound	Downhill	1.9
Luge	Downhill	0.9
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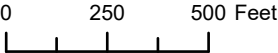
ASPEN SNOWMASS

**Snowmass Mountain
Trial E-Bike Management Plan**

Signage Map

Legend

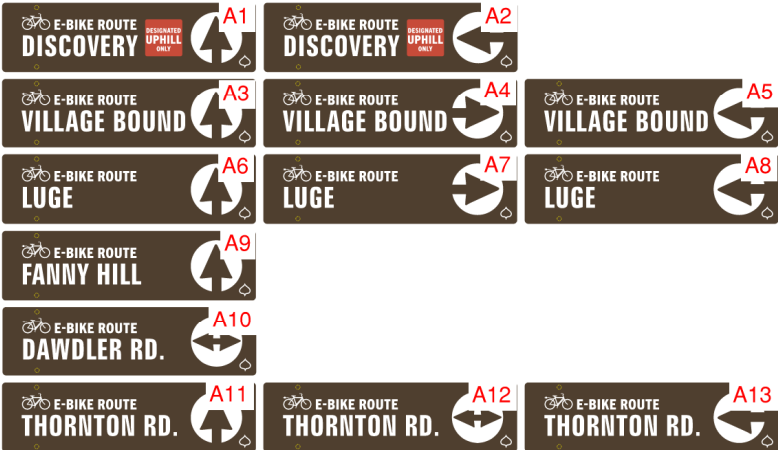
- Existing Lift
- Existing Trails
- Existing Road
- Proposed Trail Type**
 - E-Bike Uphill Trail
 - E-Bike Trail
 - E-Bike Trail (Road)
- Proposed Sign (refer to key on attached sheet)
- Proposed Game Camera
- Proposed E-Bike Boundary



Red Text = Key for Signage Map (left to right, top to bottom)

TRAIL NAMES/DIRECTIONALS

11" WIDE x 3" HIGH - ON ROUTE



ROUTE DESIGNATIONS

3" WIDE x 3" HIGH - ON ROUTE



USE DESIGNATIONS

12" WIDE x 12" HIGH - CRITICAL DECISION POINTS



ROUTE ID & MAP D1

31" WIDE x 12" HIGH (ADAPTABLE) - CRITICAL ENTRY POINTS



Appendix B



CHALLENGE ASPEN

July 2, 2025

Snowmass Village, CO 81615

Dear Town of Snowmass Village Representatives,

On behalf of Challenge Aspen, I am writing to express our support for the initial allowance of Class 1 electric-assist bicycles (e-bikes) on mountain bike trails managed, owned, and operated by the Aspen Skiing Company. As an organization committed to making recreation and outdoor adventure accessible to individuals with physical, cognitive, and emotional disabilities, we believe that e-bike access is a critical component of equitable and inclusive outdoor recreation. Currently, Challenge Aspen must guide guests who are unable to mountain bike using typical equipment in Glenwood Springs, Coal Basin, or CMC Spring Valley trails to utilize adaptive seated, and standard e-assist mountain bikes on trails that welcome e-assist equipment.

By supporting e-bike access, Aspen Skiing Company demonstrates a strong commitment to creating a welcoming environment for aspiring athletes of all abilities. This action aligns with our shared values of inclusivity, community connection, and appreciation for nature. It is also in alignment with the spirit of the Americans with Disabilities Act (ADA), which promotes equal access to recreational opportunities.

Thank you for your commitment to making Snowmass a leader in creating an inclusive and welcoming destination. We are proud to support these efforts and look forward to working together to break down barriers and open up the outdoors to everyone.

A handwritten signature in black ink that reads "Lindsay Cagley". The signature is fluid and cursive. Below the signature, the name "Cagley" is printed in a small, sans-serif font.

Sincerely,

Lindsay

CEO

Challenge Aspen

Snowmass Village Mall #309

Snowmass Village, CO 81615

lcagley@challengeaspen.org

970-923-0578

Appendix C. DRAFT Snowmass Mountain E-Bike Trail Network – Trial Program Survey

Thank you for taking the time to share your feedback on the Snowmass Mountain e-bike trail network.

Your input will help us evaluate the trial program and guide future improvements.

This survey should take about **5 minutes** to complete.

Section 1: Your Experience

1. What type of trail user are you?
☐ Hiker ☐ Mountain biker ☐ E-biker ☐ Disc golfer ☐ Other _____
2. How many times have you ridden an e-bike on Snowmass Mountain this season?
☐ This is my first time ☐ 2–5 times ☐ 6–10 times ☐ More than 10 times
☐ Never

If you selected "Never" or are not an e-biker, please skip to Question 4.

3. How would you rate your overall e-bike trail experience at Snowmass Mountain?
(1 = Very poor, 5 = Excellent)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
4. What did you enjoy most about your trail experience?
(Short answer)

Section 2: Trail Network and Quality

5. How would you rate the overall quality and maintenance of the trails?
☐ 1 Very poor ☐ 2 ☐ 3 Average ☐ 4 ☐ 5 Excellent
6. How would you rate the variety and number of trails available for e-biking?
☐ Not enough trails ☐ About the right amount ☐ Too many trails
7. How clear were the signs indicating where e-bikes are allowed?
☐ Very unclear ☐ Somewhat unclear ☐ Neutral ☐ Clear ☐ Very clear

Section 3: Trail Interactions and Safety

8. Did you encounter other trail users (mountain bikers, e-bikers, hikers, disc golfers, etc.) during your ride?
☐ Yes ☐ No

If Yes, please answer Questions 9–10.

9. How would you describe those interactions?
☐ Very positive ☐ Generally positive ☐ Neutral ☐ Some conflict ☐ Significant conflict

10. Please describe any specific conflicts or safety concerns you experienced.
(Paragraph response)

Section 4: Future Improvements

11. Would you support adding more e-bike trails at Snowmass Mountain?
☐ Yes ☐ No ☐ Unsure
12. If yes, what types of trails or locations would you like to see added?
(Paragraph response)
13. What additional features would improve your experience?
(Select all that apply)
- ☐ More signage and wayfinding
☐ More trails
☐ Increased trail maintenance
☐ Other (please specify) _____
14. Do you have any other feedback or suggestions for improving the Snowmass Mountain e-bike program?
(Paragraph response)

Section 5: About You (Optional)

15. Are you a:
☐ Local resident ☐ Visitor
16. How did you hear about the e-bike trail network?
☐ Word of mouth ☐ Resort communications or signage ☐ Social media ☐ Bike shop or rental location ☐ Other (please specify) _____
17. Did you own, rent, or borrow the e-bike you used?
☐ Own ☐ Rent ☐ Borrowed / Other

Thank you for participating!

Your feedback helps us refine e-bike access and ensure Snowmass Mountain's trails remain safe, fun, and sustainable for all users.

Conditions for Approval

Class 1 E-Bike Trial – Aspen Skiing Company Management Plan

The POSTR Advisory Board recommends that the Town Council approve a temporary suspension of Town of Snowmass Village Municipal Code Section 10-31(a) for the duration of the trial period on the proposed trails within the study to allow limited Class 1 (Only) e-bike trial on designated trails from **June 21 through September 6**, subject to adoption and full incorporation of the Conditions of Approval as presented.

1. Trail Definition and Mapping

- 1.1. The uphill access route from Base Village shall be clearly identified in both narrative and mapping.
- 1.2. All approved maps (Appendix A) shall include directional arrows indicating uphill and downhill travel.
- 1.3. Trail names, alignments, and lengths shall be verified and consistent across all tables, maps, and written materials, including correction of the Luge alignment.

2. Permitted and Prohibited Use

- 2.1. E-bike use is permitted only on trails explicitly listed and mapped in the approved plan.
- 2.2. The following trails shall be clearly identified as prohibited, at minimum:
 - Campground Connector
 - Sleighride
 - Nature Trail
 - Government Trail
 - Bonsai DH
 - Cross Mountain
 - Ditch Trail
- 2.3. All signage and communications shall state that E-bike use on any other unpaved or singletrack trail in Snowmass Village is prohibited unless expressly authorized.

3. Dogs on Leash Clarification

- 3.1. The plan shall remove “Dogs on Leash” as a permitted user group.
- 3.2. Only Fanny Hill shall be identified as a leash-required area, consistent with existing Town code.
- 3.3. No expansion of leash requirements is authorized under this approval.

4. Signage and Education

- 4.1. ASC shall be fully responsible for the production, installation, maintenance, and replacement of all E-bike-related signage.
- 4.2. ASC shall supply approved signage and educational materials to all local rental shops.
- 4.3. Required signage shall include:

- Permitted trail markers
- Boundary and “No E-Bikes Beyond This Point” signage
- Updated signage at Base Village and the Mall
- Speed limit signage (15 mph), once enforcement methods are finalized

4.4. Signage shall be coordinated with the Town to align with a Town-wide E-Bike Sign and Education Plan.

5. Speed Limit and Enforcement

5.1. A maximum speed limit of 15 mph shall apply on all approved E-bike routes unless otherwise specified

5.2. Prior to trial commencement, ASC shall submit a clear enforcement framework identifying:

- Monitoring and documentation methods
- ASC enforcement responsibilities
- Any Town involvement

5.3. The TOSV Police Department shall not serve as the primary enforcement agency within the trial area.

5.4. Any civil penalty or administrative enforcement mechanism shall be proposed by ASC and requires separate Town approval

6. Staffing, Monitoring, and Compliance

6.1. ASC shall provide two dedicated trail ambassadors or bike rangers for the duration of the trial.

6.2. Duties shall include daily on-trail presence, user education, incident response, violation documentation, camera review, and data reporting.

6.3. Game cameras shall be installed at boundary intersections and known poaching corridors.

6.4. Camera footage shall be reviewed at least every 48 hours.

6.5. Compliance and enforcement data shall be shared weekly with Town staff

7. Coordination and Review

7.1. ASC and Town staff shall conduct monthly coordination meetings to review data, compliance, and operational issues.

7.2. Meeting frequency may be increased if warranted by observed trends or issues.

8. Contingency and Termination

8.1. The plan shall include measurable compliance thresholds that may trigger corrective actions or early termination of the trial.

8.2. The Town reserves the right to suspend or terminate the trial at any time if safety, compliance, or resource protection standards are not met.

9. Communications and Outreach

- 9.1. ASC, the Town, and rental operators shall use standardized maps, messaging, and educational materials.
- 9.2. Outreach shall occur at all primary access points and through digital platforms, including QR codes and updated maps.

10. Trail Maintenance and Agreements

- 10.1. The updated Facilities License Agreement (FLA) shall be finalized and executed by both parties within an agreed-upon timeframe to formally memorialize maintenance roles.

11. Data Collection and Adaptive Management

- 11.1. ASC shall provide full data sharing with TOSV, Pitkin County, USFS, and designated partners.
- 11.2. Data shall include camera counts, user observations, enforcement actions, and field reports, with weekly review.
- 11.3. Mid-season or end-of-season modifications shall require joint approval by ASC, TOSV, and the POSTR Advisory Board.

12. Final Evaluation

- 12.1. The final trial evaluation shall address trail use, enforcement outcomes, user conflicts, environmental impacts, and broader system implications.
- 12.2. Results shall inform any future consideration of permanent code changes.

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING: April 28, 2026

AGENDA ITEM: 2025 Tourism wrap book and 2026 Tourism Outlook

PRESENTED BY: Julia Theisen, Tourism Director
Virginia McNellis, Marketing Director
Drew Welsheimer, Group Sales Director
Shane Vetter, Sr Events Producer

BACKGROUND:

Snowmass Tourism will present the 2025 Wrap Book, summarizing key performance indicators, market trends, and major initiatives from the past year. This includes highlights across marketing, group sales, events, and visitor services, demonstrating how tourism continues to support the local economy and community vitality.

Staff will also provide a forward-looking outlook for summer 2026, including booking pace, visitation trends, and strategic priorities. The presentation will outline key initiatives across destination marketing and management, special events, and group sales, with a focus on sustaining demand, enhancing the guest experience, and aligning tourism efforts with broader community values.

FINANCIAL IMPACT:

No financial request

APPLICABILITY TO COUNCIL GOALS & OBJECTIVES:

1) Preserve, protect, and retain locally owned and locally serving businesses

Tourism plays a critical role in supporting local businesses by driving visitation, increasing customer demand, and promoting Snowmass as a vibrant and welcoming destination.

2) Increase community engagement to foster emotional connectivity

Tourism initiatives, events, and storytelling efforts are designed to strengthen connections between the community and visitors, fostering a shared sense of place and pride.

3) Ensure public spaces and facilities reflect our community's unique character

Programs and activations—such as Ice Age Discovery, history and heritage storytelling, and accessibility initiatives—enhance public spaces while reinforcing Snowmass's identity and community character.

COUNCIL OPTIONS:

For informational purposes; no formal action is required.

STAFF RECOMMENDATION:

For informational purposes; no formal action is required.

ATTACHMENTS:

1. Snowmass Tourism 2025 Wrap Book
2. Snowmass Tourism Outlook 2026 presentation attached

An aerial photograph of a snowy mountain resort town. In the background, a large mountain with ski runs and evergreen trees is visible under a clear blue sky. The middle ground shows a dense cluster of resort buildings, including hotels and lodges, interspersed with snow-covered evergreen trees. The foreground shows more buildings and trees, with the town's layout clearly visible.

2025

SNOWMASS TOURISM ANNUAL REPORT

SNOWMASS
COLORADO



SNOWMASS TOURISM 2025 RECAP

In November 2025, Snowmass Town Council approved the first-ever Destination Management Plan (DMP). The DMP was developed through a ninth-month process, incorporating feedback from over 200 stakeholders, including residents, tourism partners, and community organizations. This participatory approach included surveys, listening sessions, workshops and one on one interviews.

The DMP aligns with the Town of Snowmass Village’s goals to be a thriving, sustainable, and inclusive mountain destination. The plan will serve as a roadmap beyond traditional tourism functions to embrace a broader commitment to community well-being, workforce support and responsible tourism.

2025 KEY INITIATIVES

- In 2025, Snowmass Tourism advanced several key initiatives outlined in the DMP. This work is ongoing and aims to strengthen both the visitor experience and quality of life for those that live, work and play here.
- **Formation of an Inclusivity Coalition**, convening local partners around a shared goal of making Snowmass a more welcoming and accessible place for residents, workforce and visitors.
- **Expanded Spanish-language translation initiatives**, improving access to information and enhancing inclusivity across our community.
- **Launch of the Snowmass Superstars program**, recognizing and celebrating the vital contributions of our local workforce.
- **Participation in the Climate Champions program through the Colorado Tourism Office**, reinforcing a commitment to environmental stewardship.
- **Launched a new Data Report**, providing robust metrics to guide balanced decision-making and communicate the impact of tourism.

These efforts reflect our continued evolution from destination marketing to destination management — aligning tourism with community values, supporting our workforce, and protecting the long-term vitality of Snowmass.



DESTINATION MANAGEMENT PLAN

Overview

The implementation of the first Destination Management Plan (DMP) for the Town of Snowmass Village represents a pivotal opportunity to ensure tourism supports our unique character, natural beauty and the well-being of our community. This community first approach recognizes that the long-term success of Snowmass depends on the people who live, work and play here. This shift towards a more holistic view of tourism emphasizes quality of life, preserving local character and community while supporting a vibrant visitor economy and experience.



Pillars, Goals & Strategies

The Destination Management Plan guides Snowmass Tourism through sustainable tourism principles — considering social, environmental, and economic impacts. This defines our purpose and “why.” Our “how” involves building capacity across tourism management functions. Each pillar contains goals and strategies, with many strategies overlapping across multiple pillars.

PILLAR 1: People

Goal: Foster a thriving community that enhances quality of life for those that live, work, and play here through balanced destination management.

- 1.1 Monitor and Message the Impact of Tourism Within the Community
- 1.2 Preserve Local Identity
- 1.3 Advance Inclusivity in Tourism
- 1.4 Express and celebrate community values through Tourism initiatives

PILLAR 3: Prosperity

Goal: Cultivate a thriving local economy to enhance community well-being.

- 3.1 Stimulate Economic Vitality
- 3.2 Collaborate on Workforce Housing Solutions
- 3.3 Enhance Employee Retention
- 3.4 Grow Tourism Industry Resources for Partners
- 3.5 Develop Green Business and Climate Adaptation Initiatives

PILLAR 2: Place

Goal: Deliver exceptional experiences that deepen connection to Snowmass while protecting our natural beauty, environment, unique character, and community culture.

- 2.1 Develop Signature Experiences
- 2.2 Promote Accessible Tourism For All
- 2.3 Develop Sustainable Tourism and Responsible Travel Experiences

PILLAR 4: Process

Goal: Advance Snowmass Tourism’s impact as a destination management organization by championing the core pillars of people, place and prosperity.

- 4.1 Enhance Destination Management Capacity and Knowledge
- 4.2 Strengthen Stakeholder Collaboration
- 4.3 Improve Data-Driven Decision Making

The Path Forward

This plan organizes our work into four essential pillars to support our tourism department, each responding to critical opportunities and challenges identified through extensive community engagement.

- Pillar 1: People
- Pillar 2: Place
- Pillar 3: Prosperity
- Pillar 4: Process

You'll find actionable strategies within each pillar that bridge our marketing strengths with new management responsibilities. From enhancing workforce retention programs to developing sustainable tourism initiatives, to preserving local identity and improving data-driven decision making, every strategy represents our commitment to thoughtful, balanced management of tourism.

The Rim Trail's Spiral Point symbolizes the balance we seek—between visitors and residents, growth and preservation, marketing and management. Like this favorite local landmark, our approach must find harmony between seemingly opposing forces.

Our success depends on robust collaboration with partners. We aim to position Snowmass Village as a model for destination management where tourism enriches rather than burdens, where natural resources are preserved, and where residents and visitors exist in harmony.

Purpose Statement, Vision, Mission, Values

SNOWMASS TOURISM DMP PURPOSE STATEMENT

With this plan as its blueprint, providing the direction and actionable steps, Snowmass Tourism will advance and evolve in its functions to be stewards of the destination and manage tourism on behalf of the host community.



MISSION

Snowmass Tourism’s mission is to support our mountain community by enriching the lives of those who live, work, and visit here through sustainable economic vitality.



VISION

A vibrant mountain destination where nature, community, and the economy thrive as one.



VALUES

Community
Environment
Wellbeing
Partnership
Stewardship
Inclusion

A group of people, mostly in winter gear, are sitting on outdoor furniture under a black canopy. In the background, there's a building with a sign that says 'SUNCLUB' and a tall evergreen tree. The scene appears to be a festival or event in a mountainous area.

A scenic view of a mountain valley. In the foreground, several colorful hot air balloons are floating. The valley is filled with green fields and small towns. In the background, there are large, snow-capped mountains under a blue sky with some clouds.

| 4 |

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THE DESTINATION ASSESSMENT, COMPILED TO UNDERSTAND STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

Strengths	Strengths include Snowmass’s unique mountain location and beauty, an abundance of outdoor recreation, varied lodging offerings, community and cultural heritage, and a positive resident sentiment towards tourism.
Weaknesses	Weaknesses include seasonal occupancy challenges, high cost of living affecting workforce retention, and limited visitor experience data.
Opportunities	Opportunities for destination management lie in enhancing seasonal appeal, brand identity, summer tourism, and workforce housing initiatives.
Threats	Threats such as climate change, competition from other mountain resorts, transportation limitations, and other external issues pose risks that must be managed strategically.

Destination Recommendations

1. Foster collaboration with community and partners
2. Honor and communicate Snowmass’s unique identity
3. Support local businesses for a sustainable tourism economy
4. Celebrate and support our local workforce
5. Strengthen the seasonal appeal by diversifying tourism offerings
6. Expand KPIs beyond economic metrics
7. Transition to a broader destination management role





TOURISM TAX OVERVIEW

2025 tax results when compared to 2024 reflect the expected seasonality of a destination-driven economy. Strong gains in peak periods—particularly January, May, and August—along with summer lodging growth, underscore the continued strength of visitor demand during high-impact months.

Shoulder-season softness and fall declines are consistent with historical patterns and reflect normal end-of-season dynamics rather than underlying market concerns.

Overall, the destination delivered modest year-over-year growth (sales +1.48%, lodging +0.25%), demonstrating stability and resilience. This performance reinforces the opportunity to strategically align marketing, events, and destination management efforts to support more consistent economic activity throughout the year

Key Metrics: Percentage Change in Sales Tax Revenue 2025 over 2024

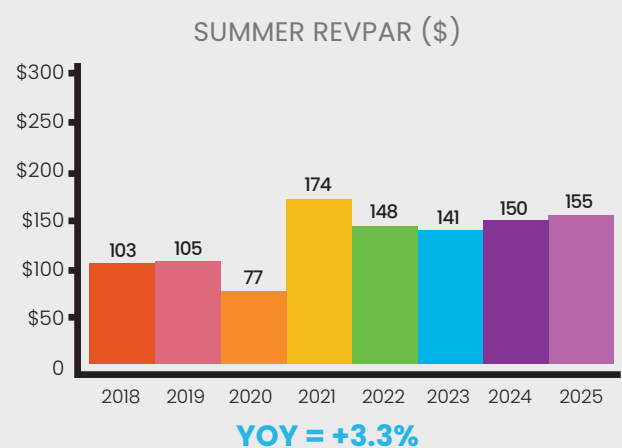
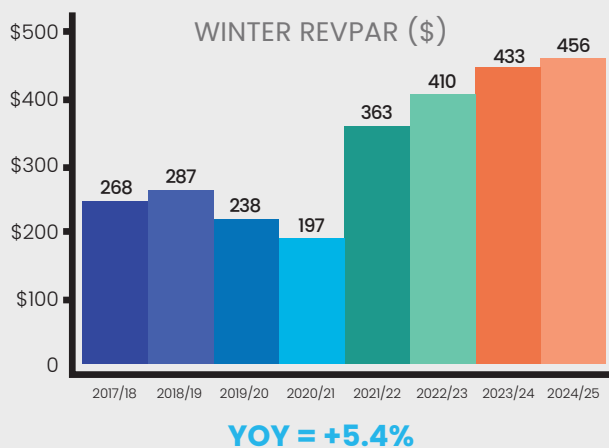
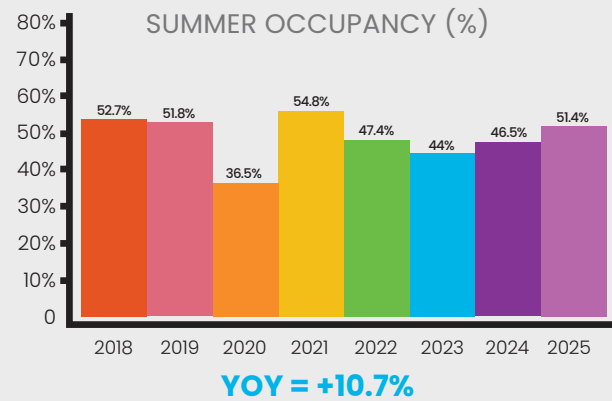
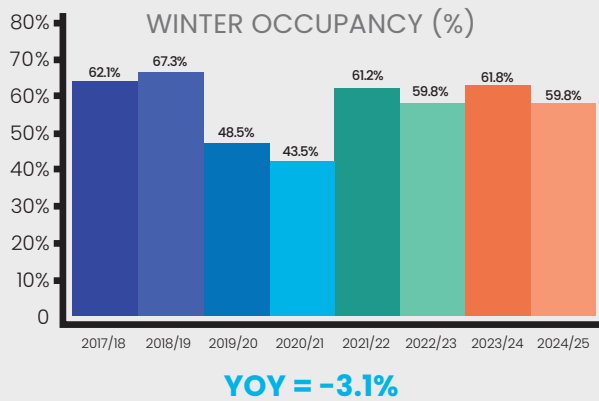
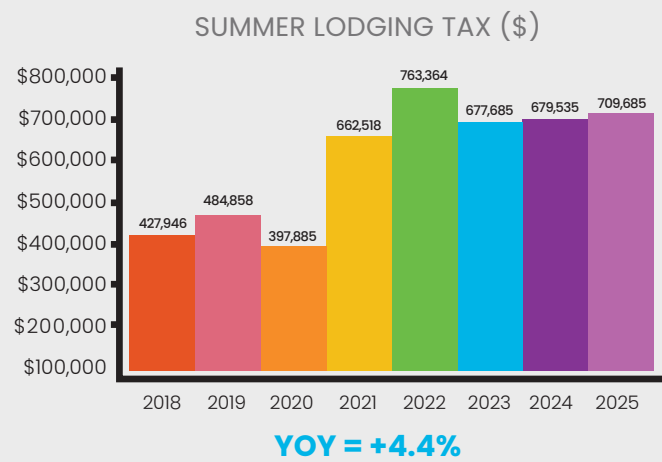
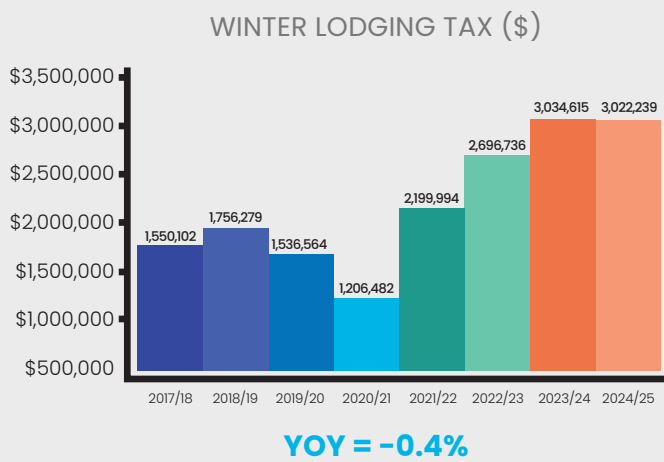
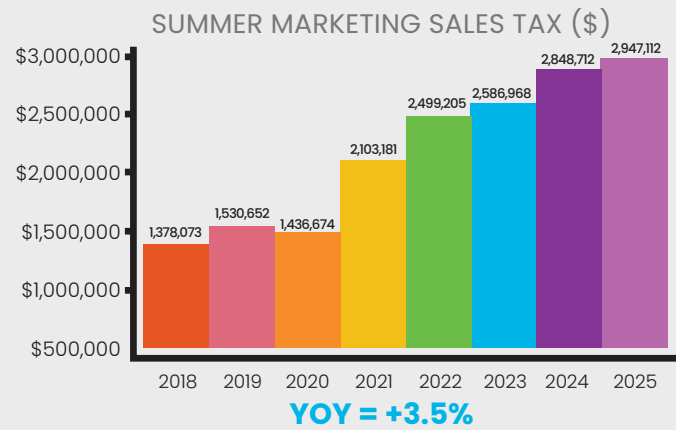
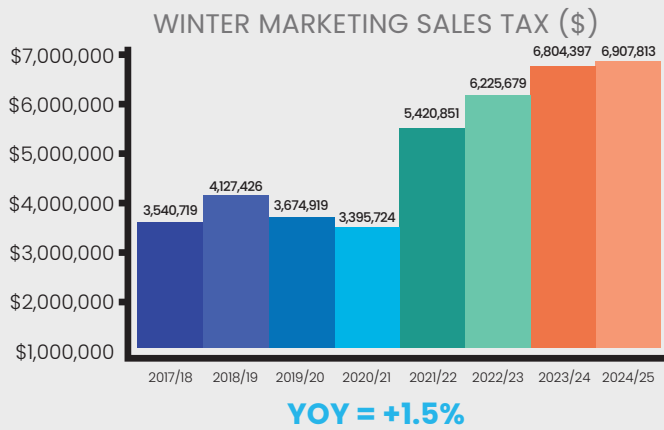
JAN	+8.7%	AUG	+17%
FEB	-2.8%	SEPT	-13.9%
MAR	+1.4%	OCT	+4.8%
APR	+0.4%	NOV	-24.5%
MAY	+11.8%	DEC	-0.4%
JUN	+5.2%	YOY	+1.5%
JUL	+6.8%		

Key Metrics: Percentage Change in Lodging Tax Revenue 2025 over 2024

JAN	+3%	AUG	+16.1%
FEB	-2.4%	SEPT	+3%
MAR	+1.0%	OCT	+8.3%
APR	-3.7%	NOV	-1.7%
MAY	-1.1%	DEC	-5.6%
JUN	-8.5%	YOY	+0.3%
JUL	+1.7%		

HISTORICAL TAX DATA

(YOY = 2023/2024 VS 2025)



POSITIONING AND BRAND PROMISE

Our Brand Promise:

The vast, awe-inspiring, and accessible beauty of Snowmass inspires soulful connections, nourishes self-discovery, and magnifies what really matters.

OUR BRAND PERSONALITY

Our brand personality guides our desired behaviors and marketing voice. In expressing this we hope to connect with all who respect and value what our wonderful Snowmass Village community offers. **Snowmass is:**

Welcoming

Extending a warm embrace to all who share a passion, curiosity and respect for our mountain and community.

Spacious

A feeling of spaciousness and comfort that slows time, magnifies what's most important to each of us and beckons us to return.

Effortless

Keeping it simple: easy-to-share moments meet easy-to-access experiences.

Open

Inviting people of all backgrounds and interests regardless of age, ability, or adrenaline threshold.

Playful

Bringing the power of play to spark moments of joy and light-heartedness.

ADVERTISING

TACTICAL OVERVIEW

Seasonal national and regional marketing efforts are implemented year-round to build brand awareness among highly targeted audiences and to inspire prospective visitors to choose Snowmass.

Winter 2024–2025 Campaign: Active from August 2024 through March 2025, tapering toward the end of the season. The media strategy emphasized programmatic display, online video, Connected TV, paid social media, podcast audio advertising, and paid search. Digital partnerships with Expedia, Outside, Texas Monthly, 5280, Colorado.com, and OnTheSnow targeted travelers aligned with the Snowmass brand. A Flash Sale conducted in March 2025 in partnership with Aspen Skiing Company and Aspen Chamber Resort Association generated more than \$500,000 in revenue, with 83% of bookings secured at Snowmass lodging properties and an average length of stay of 9.8 nights.

Summer 2025 Campaign: Active from April through late September 2025, targeting core audiences with a strong emphasis on regional drive markets. Media placements combined digital advertising with publishers such as Expedia, Outside, 5280, and Texas Monthly, alongside high-visibility out-of-home placements on airport video boards in key nonstop flight markets, including Dallas, Houston, and Austin. Dedicated funding supported promotion of signature events, including the Snowmass Rodeo, Snowmass Free Concert Series, Ice Age Discovery, and Snowmass Balloon Festival.

Winter 2025–2026 Campaign: Launched in August 2025 and continuing through March 2026, again focused on ski-oriented audiences. The media strategy emphasizes programmatic display, digital partnerships, online video, Connected TV, paid social media, and podcast audio advertising.

Campaign and Messages

The “Magnify” creative platform remained the foundation of marketing efforts in 2025, with multiple executions developed to resonate with distinct audience segments. Creative variations aligned with four primary themes: Family, Adrenaline, Scenic Beauty, and Vibrant Village. During 2025, Snowmass Tourism also expanded investment in organic-style paid social content delivered to national audiences, capitalizing on the format’s strong engagement rates and ability to drive authentic interaction.

Group Sales Marketing

Group-focused marketing initiatives were implemented year-round to engage key decision-makers such as third-party meeting planners, administrative professionals, and event coordinators. These efforts relied primarily on digital channels, with a strong emphasis on programmatic display advertising and paid search to reach audiences actively researching venues and destinations. Creative executions aligned with the broader “Magnify” platform while incorporating tailored messaging designed specifically for meeting and wedding planners. Target markets included Texas, Chicago, California, Colorado, and major population centers across the Northeast corridor from Washington, DC to New York City.

AUDIENCE

Target Markets

- Austin
- Atlanta – introduced Summer 2025
- Chicago
- Dallas
- Denver
- Houston
- Miami
- San Francisco
- San Diego
- Los Angeles
- New York state

PRIZM Segments

- Upper Crust
- Networked Neighbors
- Movers & Shakers
- Young Digerati

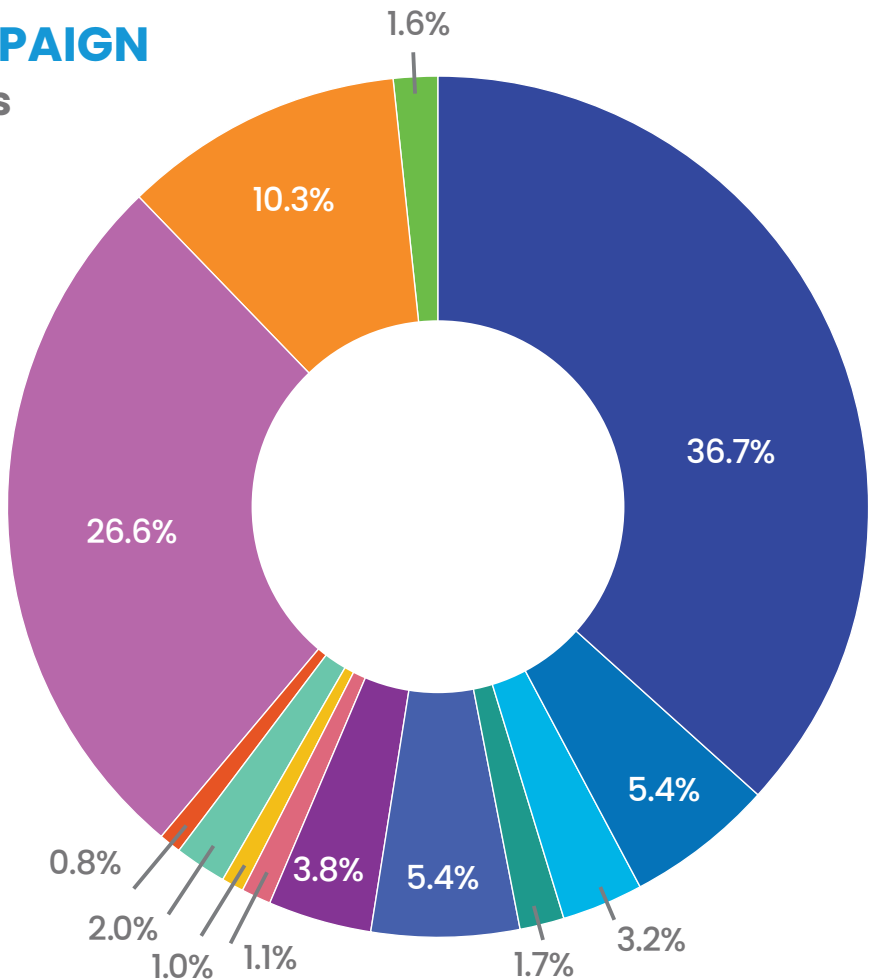


WINTER 2024/2025 CAMPAIGN

101,385,913 Total Impressions

Impressions by Channel

- Meta
- YouTube
- TTD (Display)
- Kargo
- MNTN
- Spotify
- Texas Monthly
- Outside Online
- Colorado.com
- Expedia
- OOH
- Props
- On the Snow

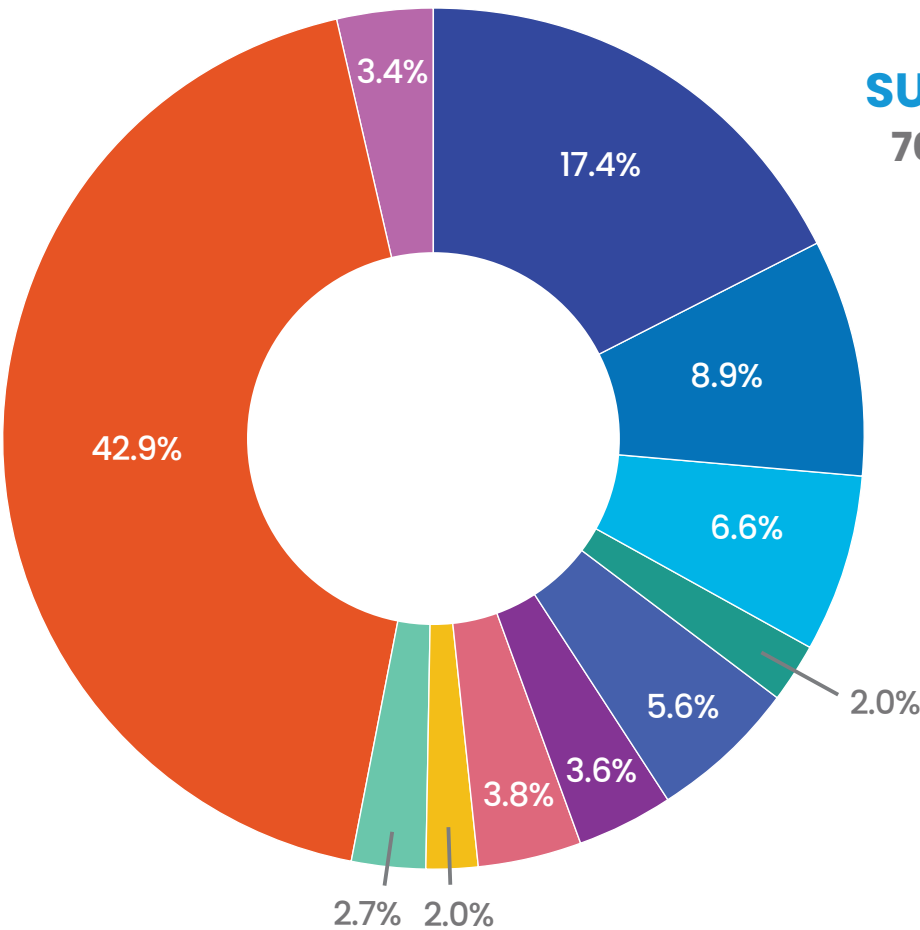


SUMMER 2025 CAMPAIGN

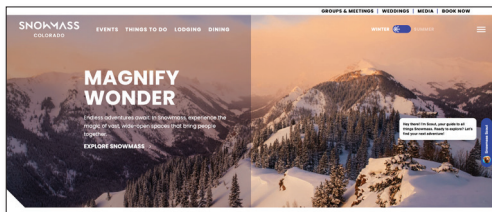
70,373,026 Total Impressions

Impressions by Channel

- Meta
- YouTube
- TTD (Display)
- Kargo
- MNTN
- Spotify
- Reddit
- Outside Online
- Colorado.com
- OOH
- Props



WEBSITE



GOSNOWMASS.COM

- Website traffic remained steady in 2025 and showed an overall increase of 2.3% YOY.
- Web sessions were up 5.81% YOY
- Newsletter signups went up 148% YOY
- Total engaged site sessions declined 14.3%, due to changing search environment. As search continues to evolve through AI overviews, zero-click results, and widespread LLM usage, our approach has adapted accordingly. Rather than focusing solely on driving clicks or sessions onto our site, we began creating comprehensive, bot-optimized content designed to establish Snowmass as the authoritative source across key topics, capturing visibility in the new environment.
- Website upgrades included new mega event pages for signature marquee events, a new "Local Community Events" highlight menu on the Event Calendar, functionality improvements to Events page, and Forms repairs.
- NEW! Scout AI Chat Bot was integrated on GoSnowmass and Snowmass Social Media accounts. Scout provides instant personalized answers to any Snowmass travel questions. Scout is trained with our website's data to help visitors with itineraries, ski/non-ski recommendations, activities, dining, arts & culture, and more.



OTHER DOMAINS

HikeSnowmass & BikeSnowmass: Trail maps for all hiking trails in Snowmass Village & notable Roaring Fork Valley trails. Inspiration 'guides' that help users find the right hike or bike for them based on their goals. Website usage remained steady for both with slight decreases in overall traffic.

SnowmassIceAge: The static educational website serves as a storytelling hub for the 2010 Ice Age fossil discovery at Ziegler Reservoir. Website usage remained steady year over year.

MARKETING

Snowmass Tourism's key marketing objectives are to provide inspiration and information to visitors and residents. Marketing functions in 2025 included local advertising and promotions, content development and marketing, collateral development and distribution, stakeholder support, website development and SEO, and photography/videography.

SNOWMASS ICE AGE DISCOVERY

Snowmass Tourism acts as the steward of the Snowmass Ice Age Discovery message. Snowmass Tourism maintains 12 art pieces and informational exhibits around the Village, as well as an educational website, an Ice Age Passport that serves as a DIY visitor experience, and weekly guided Explorer Tours hosted by the Aspen Science Center in summer and winter high seasons.



2024/25 MARKETING PRINT COLLATERAL

Campaign Creative



Print Collateral



SOCIAL MEDIA



Focus continues to be on video, with static imagery a secondary priority. We have shifted away from a larger content creator program to producing more authentic storytelling videos in-house. This has significantly increased our engagement and reach, and we continue to see steady audience growth through reels, static images, and carousel posts. Content highlights scenic imagery and video, trip planning & itineraries, lifestyle, event promotion, and community character. Our main goal with Instagram is brand awareness and reach.

50,108 followers

as of February 20, 2026

5.2 million views

Profile visits **23.4** YOY

Reach **56.1%** YOY

Content Interactions **100%** YOY



Using platform for video and sharing press hits from our public relations efforts, in conjunction with original content and partnership content. LinkedIn is primarily a group sales-focused initiative.

525,427
impressions



Focus continues to be on quality posts and video content. The majority of Snowmass' messages are amplified beyond our immediate followers via ad targeting. We do not focus on follower count/ growth as the Facebook platform is primarily 'pay to play'. With this in mind, we focus on our reach and brand trust.

106,260 followers

as of February 20, 2026

39.7 million views

Page visits **41.3%** YOY

Link clicks **33.1%** YOY

Content Interactions **147.8%** YOY



Content creation was aimed to both showcase the beauty of Snowmass and promote events and activities. Top performing videos are "Family Time, Perfected in Snowmass" and "A Love Letter to Snowmass." "A Love Letter to Snowmass" highlights the essence of Snowmass with videography featuring lifestyle, scenic views, activities, and b-roll from Snowmass events.

6.4 million views

49,0000
impressions

SPECIAL EVENTS

Snowmass Tourism's events team continues to collaborate closely with key partners to deliver memorable experiences for guests and locals alike. These partners include Aspen Skiing Company, the City of Aspen, East West Partners, Pitkin County, The Romero Group, and the USFS. With a focus on bringing increased vitality to the community, the events team is continuing to identify new opportunities within the village to enhance activity, engagement, and connection among visitors and residents. The Snowmass Free Concert Series continues to grow in both attendance and impact, attracting larger crowds and featuring an increasingly high-caliber lineup of nationally recognized artists. In addition, new events such as Bull Riding and the Mountainside Music Festival are expanding the event lineup, offering fresh and exciting new experiences that further enrich Snowmass as a vibrant, year-round destination.

New Summer Activations

Mountainside Music Festival
Bull Riding

Annual Summer Events

Snowmass Free Concert Series (11 concerts)
Ragnar Trail Colorado
Snowmass Rodeo
The Mall Block Party
Independence Day Community Celebration and Concert
Snowmass Rendezvous
Snowmass 50 MTB Race
Audi Power of Four Run (10K, 25K, 50K)
Heritage Fire
Snowmass Plein Air
Snowmass Tree-O
Cidermass
Comedy Fest
JAS Aspen Snowmass Labor Day Experience
Balloon Festival + Night Glow
Golden Leaf Half Marathon
Snowmass Wine Festival
Triple Crown World Series (group)
Oktoberfest

Summer Daily & Weekly Activations

Ice Age Explorer Tours
Music on the Mall
Movies Under the Stars
Sunset Tuesdays at Elk Camp
ACES Naturalist Walks

Winter Activations & Events

Ice Age Explorer Tours
Bud Light HiFi Concerts
X Games
Mother of All Ascensions Uphill
Holiday Celebrations – Hanukkah, Santa & Carolers
Ice Sculptures and Live Demos
Music on the Mall
Bud Light Game of Stones
Wintersköl
New Year's Eve Fireworks & Torchlight Parade
Bud Light Mountain Games
Jr Freeride Series
Spring Jam NASTAR Nationals
Snowmass S'mores
Free Ice Skating
Audi Power of Four SkiMo Race

GUEST SERVICES

Guest Services operated two visitor information centers in 2025, at Town Park Station (open daily in the winter and summer seasons), and on the Snowmass Mall (open daily in the summer season). Guest Services staff provide local tips, maps, brochures, and insider recommendations while helping visitors navigate Snowmass Village.



Snowmass S'mores

The Snowmass S'mores program is managed through our Guest Services department, providing free s'mores to visitors every winter afternoon from branded S'mores carts in Base Village and on the Snowmass Mall, to delight skiers and entice them to stay in Snowmass after the end of their ski day.

Total s'mores served in 2025

60,157

Total S'mores since start of the program in Winter 2017/2018

477,221

PUBLIC RELATIONS

Snowmass Tourism hosted a total of 84 domestic and international media in 2025, some in partnership with the Aspen Chamber Resort Association, Aspen One, B Public Relations, Colorado Tourism Office, and Viceroy Snowmass. In 2025, Snowmass Tourism and ACRA continued their joint summer international PR programs, working with representatives in the United Kingdom (Black Diamond) and Mexico (Travel Pie) for summer season contracts, promoting Aspen and Snowmass. In April, ACRA, Aspen One, and Snowmass Tourism hosted a series of in-market events in the UK with Black Diamond. The representatives also co-hosted two FAMs, one from each market, in July in Aspen and Snowmass. To support ongoing international PR initiatives with the Colorado Tourism Office and Aspen One throughout 2025, Snowmass Tourism hosted media FAMs from markets including Argentina, Mexico, the UK, Canada, Australia, Ireland, Switzerland, and France. In-market travel included trips to Mexico City, Guadalajara, Monterrey, the United Kingdom, Toronto, and Vancouver to promote Snowmass and Colorado's year-round messaging to media, travel trade, and tour operators in those markets. Snowmass Tourism attended three public relations focused conferences with media in attendance in April, June, and October, as well as attended two Colorado Tourism Media Mixers in Denver in April & October. Additionally, in June & November, Snowmass Tourism partnered with Aspen One and ACRA to host over 20 local media at two different kick-off dinners, promoting news for the upcoming winter and summer seasons. Snowmass Tourism PR also participated in monthly calls for and attended the MICHELIN Guide event in Denver in September.

MEDIA COVERAGE 2025 HIGHLIGHTS

3,900

Stories mentioning Snowmass

22.7 billion
UVM/Views

\$13.6 million
in Publicity Value

2025 MEDIA CLIP HIGHLIGHTS

360 West: A slow-ski escape to Snowmass: Where laid-back luxury meets high-alpine adventure

Business Insider: Step aside, Aspen. There's a new town aiming to be Colorado's luxury hot spot

Business Insider: Wealthy Americans are buying second homes in this small ski town where slopeside property is quickly disappearing

Conde Nast Traveler: The 31 Most Beautiful Towns in America

Denver Post: Your ultimate guide to more than 80 summer festivals in Colorado

Express UK: I went to US state with 125 billionaires — I've never seen so many private jets

Fast Company Magazine (MEX): Aspen Wants to Be Everyone's Home

Fodor's Travel: The 15 Most Colorful Small Towns in America

Good Morning America: Tips to book spring break travel, deals and destinations from Caribbean beaches to Colorado ski slopes

Houston Chronicle: Colorado's stunning Snowmass offers a trip back to Ice Age

InsideHook: Hack the Tourist Traps With These Small-Town Alternatives

InsideHook: The Healing Power of Divorce Travel

New York Times: I Get Bored at the Beach. Where Should I Go This Summer?

Outside Magazine: Your Ultimate Guide to Winter Adventure in Colorado's Top Mountain Towns

PEAK Magazine: The Resurgence of Cowboy Culture in Modern America

The Manuel: Inside Snowmass: The Colorado gem mixing alpine thrills with laid-back luxury

Time Out: Here are the 10 most popular ice rinks in all of the U.S.

Travel & Leisure: We Asked 6 Travel Experts the Best U.S. Ski Spots—and They Picked These 2 Destinations

Travel + Leisure: 19 Charming U.S. Towns Where Fall Foliage Is Absolutely Magical

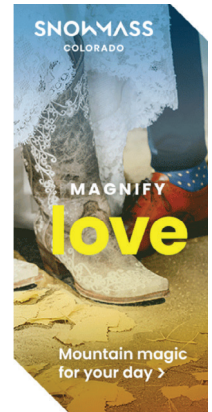
Travel + Leisure: 20 Best Places to Travel in July

Travel + Leisure: 2025 World's Best Awards – Top 10 favorite Resorts in Colorado: Limelight Snowmass and Viceroy Snowmass



GROUP SALES

In 2025, lodging tax revenues were \$13.9M. A 8% increase over 2024. Group business and booking pace (business closed for 2025 and beyond) slowed substantially in 2025 due to a number of economic and outside factors. Q1 produced roughly flat to a banner 2024 year and then followed the downturn in the industry with the announcement of tariffs and the beginnings of uncertainty in the economy. Booked room nights dipped to just over 18,000 in 2025, which is just over 50% of the production we saw in 2024. Group actualized bookings (bookings that came to fruition and stayed in Snowmass in 2025) showed a substantial increase due to some larger scale events on the books. Some existing groups, such as DAV, also saw increased pickup compared to their past bookings. Actualized group room nights in 2025 climbed to the second highest year ever at a total of 30,320. This was aided by a stronger crossover (2025 bookings already on the books at the end of 2024) which was closer to crossover we noted going into 2024 of roughly 17,000. Outlook for 2026 is mixed with a smaller crossover number of 14,000 but with an increase in business sourcing and signing agreements projected early in Q1. In 2025, the Group Sales team added more hosted events in town to bring large blocks of meeting planners and travel professionals to the destination. MTS, MIC's Board Retreat, and Destination Colorado CAE were three larger event additions to the year to help increase ROI from our customer base. Due to the success of these events and hosted opportunities, such as our summer FAM schedule, we have committed to adding Retreats Resources, Helmsbriscoe, and other large-scale events for 2026. 2026 will see an increase in expenditures from the group support portions of the tourism budget. These will go toward closing short term 2026 business opportunities, 2027 business opportunities during airport closure, and building a stronger overall customer base to diversify market segments.



GROUP SALES DASHBOARD (2025 FINAL)

2025 PRODUCTION			
Quarter	Total Leads Created	Total Groups Booked	Room Night Production
Total Q1	228	80	10,746
Total Q2	123	15	1,505
Total Q3	130	18	3,098
Total Q4	135	25	2,915
Annual	616	138	18,264

YOY VARIANCE (2025-2024)			
Quarter	Total Leads Created	Total Groups Booked	Room Night Production
Total Q1	75	30	2,647
Total Q2	4	-9	-5,950
Total Q3	12	-12	-8,998
Total Q4	11	-4	-2,647
Annual	102	2	-14,948

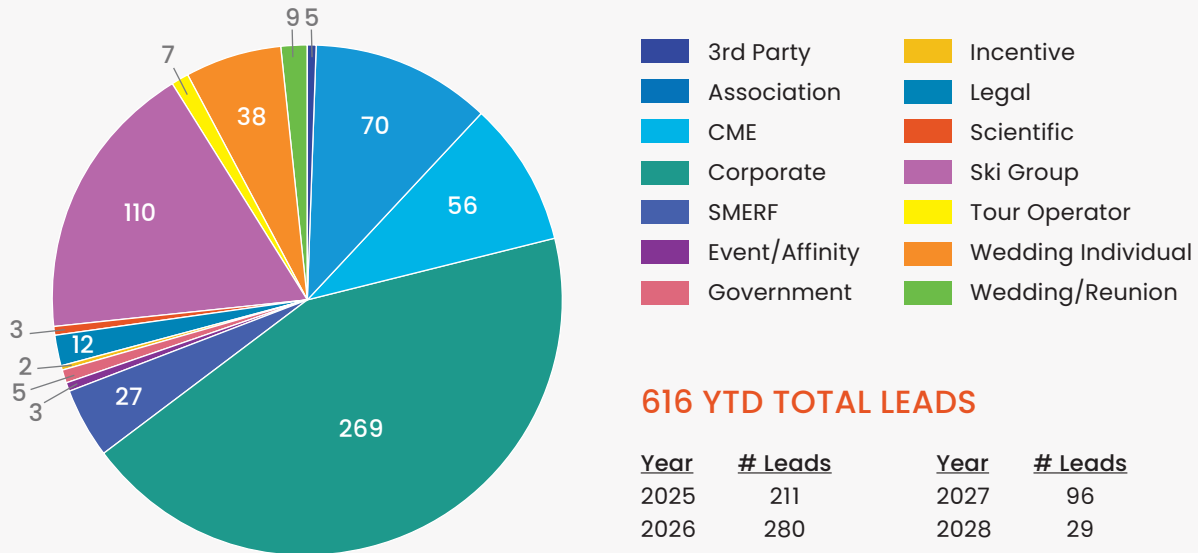
2025 GROUP ROOM NIGHTS ON THE BOOKS (BY ARRIVAL DATE)

Year	Q1	Q2	Q3	Q4	Annual RN's	Annual Group Count
2017	14,239	3,827	5,450	1,430	24,946	158
2018	13,093	2,557	7,969	1,498	25,117	134
2019	12,409	9,777	5,514	1,830	29,530	112
2020	11,381	47	86	293	11,807	73
2021	1,813	788	1,780	1,933	6,314	58
2022	14,597	4,223	10,972	2,790	32,582	131
2023	13,094	3,219	5,718	3,183	25,214	118
2024	8,400	5,719	7,829	2,074	24,022	123
2025	17,308	4,980	5,893	2,139	30,320	156
2026	7,149	3,601	2,807	676	14,233	54
2027	6,236	460	0	0	6,696	9
2028	529	0	0	0	529	1

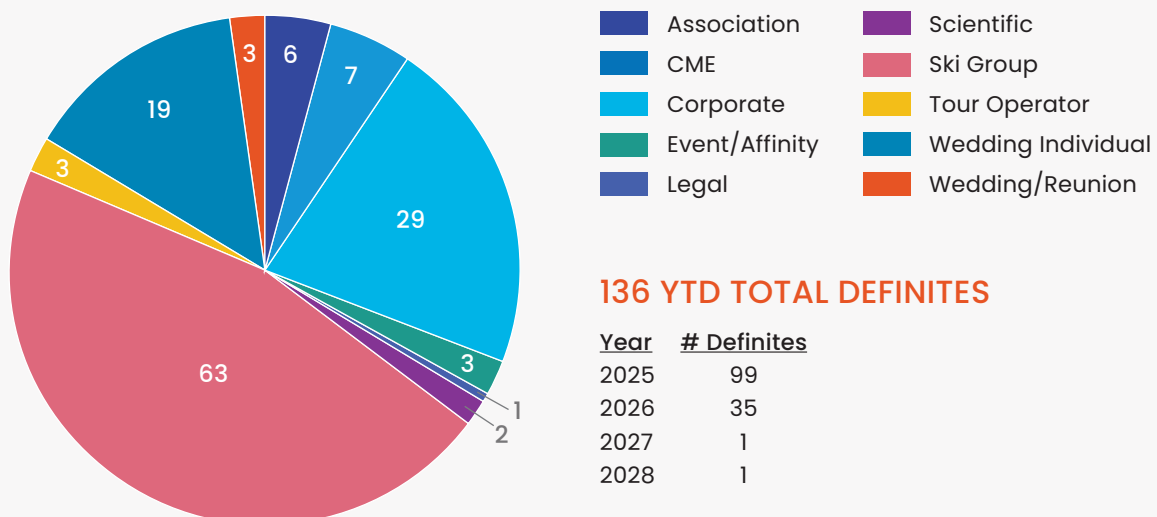
GROUPS ON THE BOOKS (ARRIVAL STARTING ON 1/1/2026)

Room Nights	Number of Groups
Over 1,000	1
750 - 999	1
500 - 745	8
200 - 499	16
1 - 199	14
0	14 (contracts w/o def room nights)
TOTAL	54

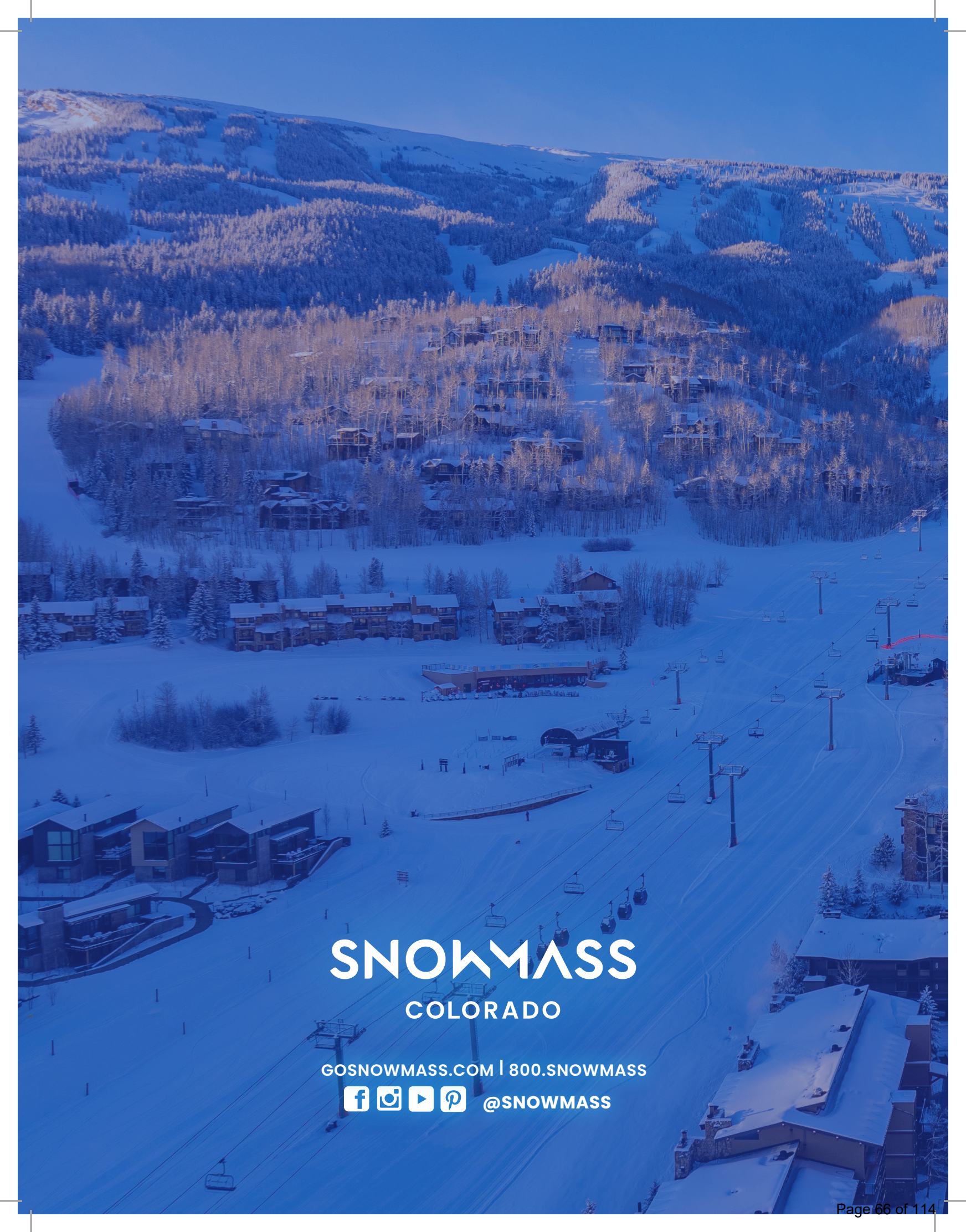
LEADS BY MARKET SEGMENT (2025 FINAL)



DEFINITES BY MARKET SEGMENT (2025 FINAL)





An aerial photograph of the Snowmass ski resort in Colorado, showing a snowy mountain landscape with numerous ski runs, ski lifts, and resort buildings. The scene is captured in a blue-tinted, high-angle shot, emphasizing the vastness of the mountain and the density of the ski infrastructure. The resort buildings are clustered in the lower-left and center, while the ski runs and lifts extend across the mountain slopes. The background shows more snow-covered peaks and dense evergreen forests.

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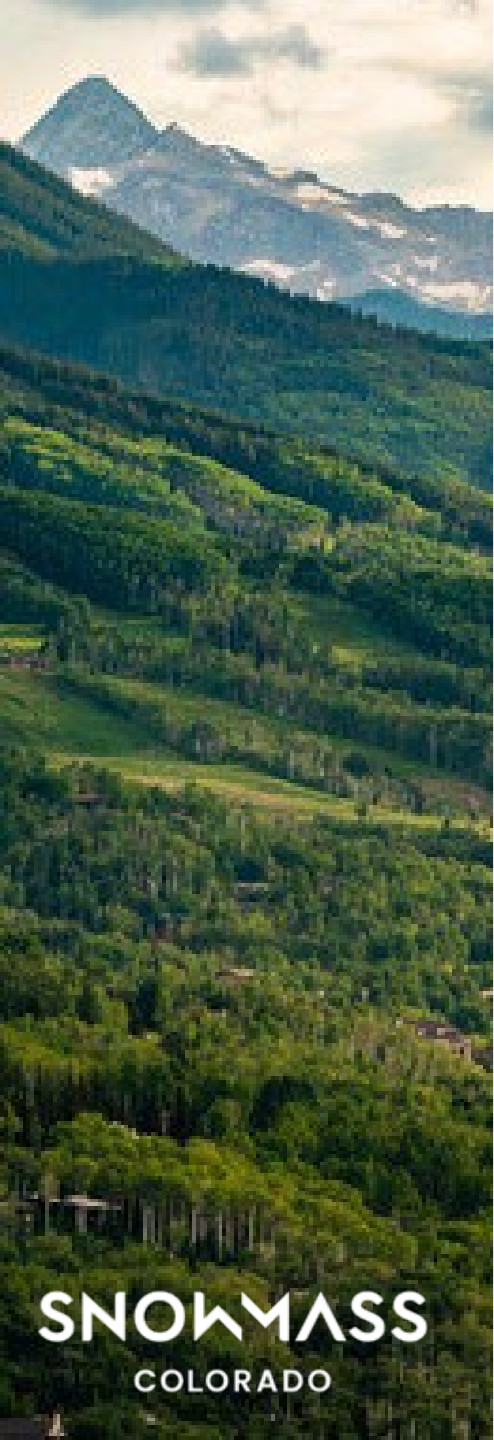
The background of the slide is a scenic photograph of a mountain valley. In the foreground, there are lush green hillsides covered in dense evergreen forests. A small town or village is visible in the middle ground, nestled in a valley. In the background, majestic snow-capped mountain peaks rise against a sky filled with soft, white clouds. The overall atmosphere is serene and picturesque.

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Town Council: Snowmass Tourism Outlook

May 4, 2026



Agenda

Snowmass Tourism Updates

Julia Theisen Business Outlook, DMP

Virginia McNellis – Summer Marketing

Shane Vetter – Summer Events

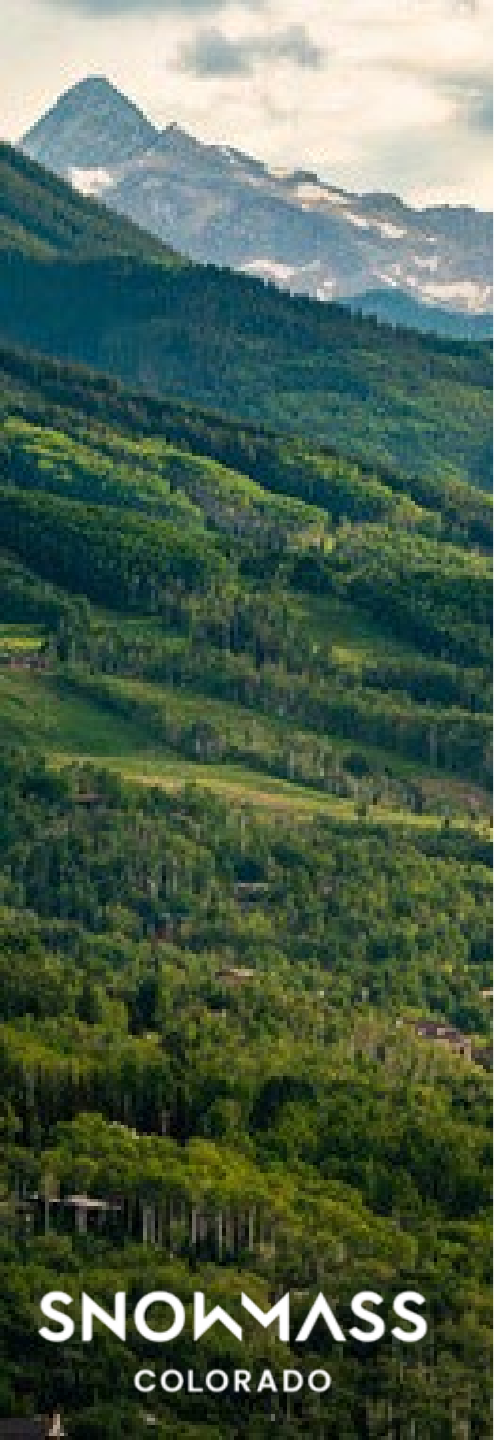
Drew Welsheimer – Group Sales Outlook

Uncertainty in 2026

- Political and economic volatility
- Global conflicts
- Fuel prices – affecting both air travel and road trips
- Government Shut down / ICE at airports
- International perception of US



- Shorter booking windows
- Shorter length of stay
- Drive vs Fly
- Domestic vs International trips
- Lower spend



Longwoods Study– American Travel Sentiment (April 8)

Fuel Prices

1/3 of American travelers report that higher gas prices are impacting travel plans.

41% are planning vacations closer to home

36% are reducing number of trips

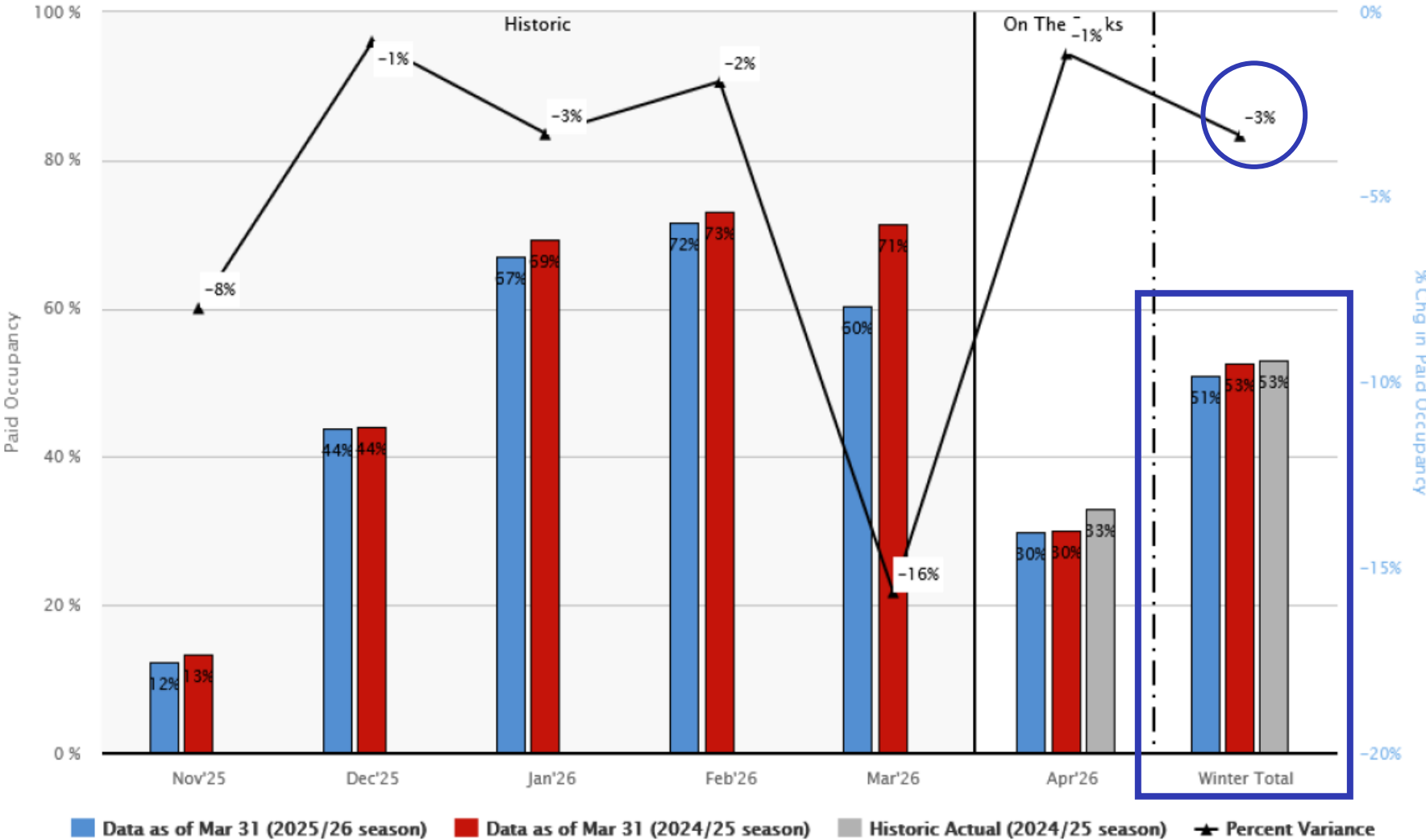
Travelers are reducing spending on entertainment and recreation (35%) retail purchases (33%) and F&B (29%)



INNTOPIA DestiMetrics

2025/2026 Snowmass Winter to Date – Occupancy

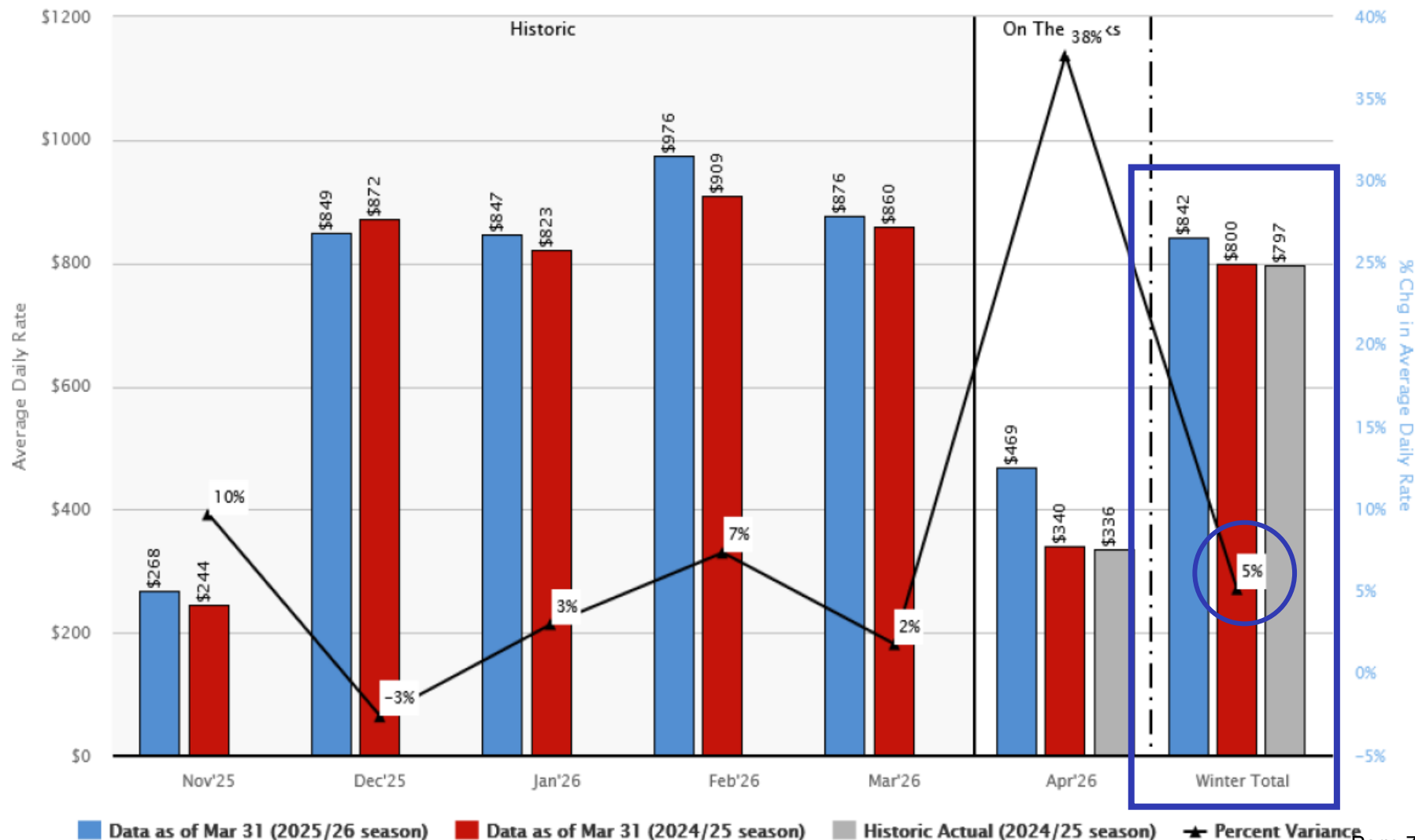
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INNTOPIA DestiMetrics

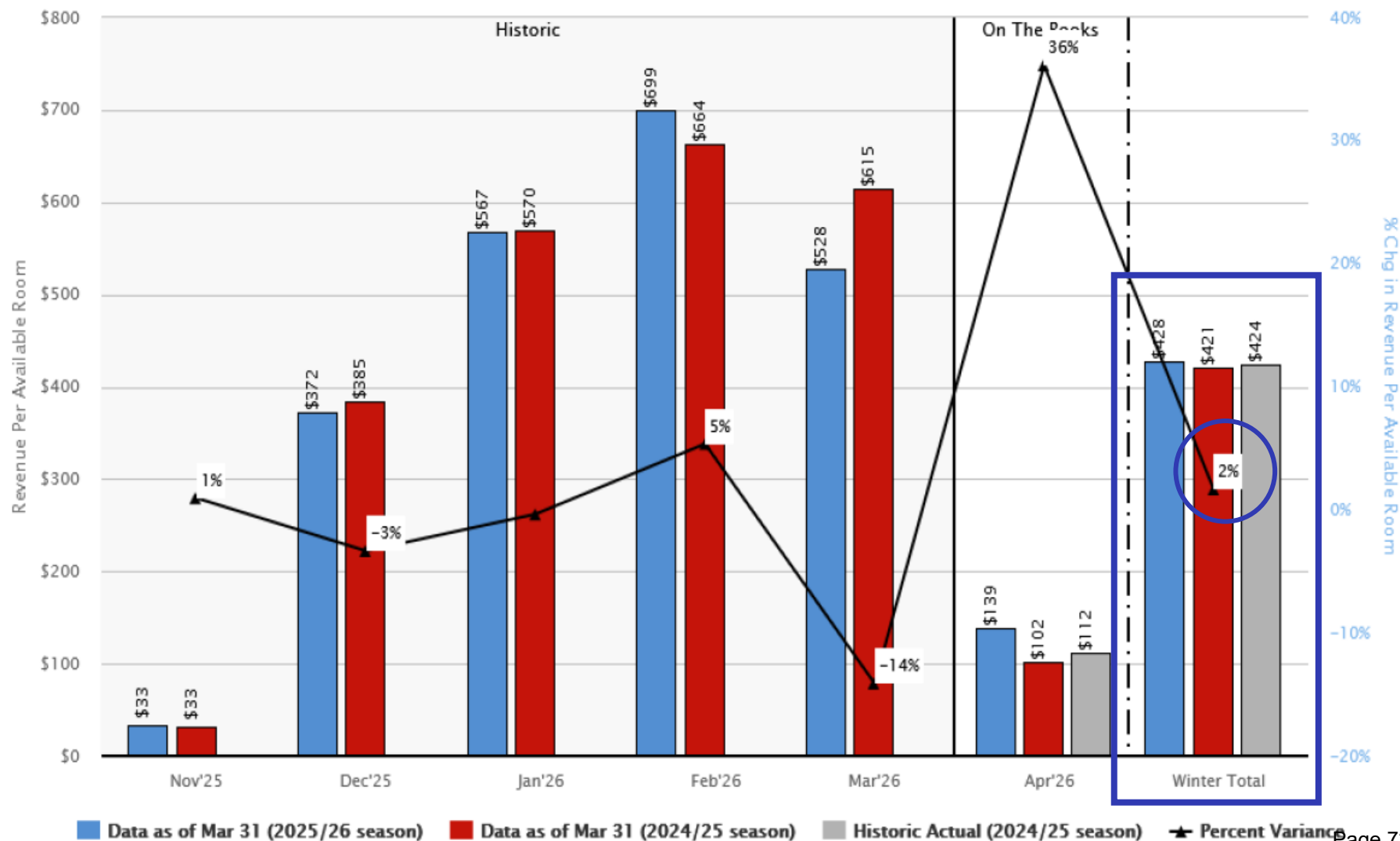
2025/2026
Snowmass
Winter to
Date – ADR

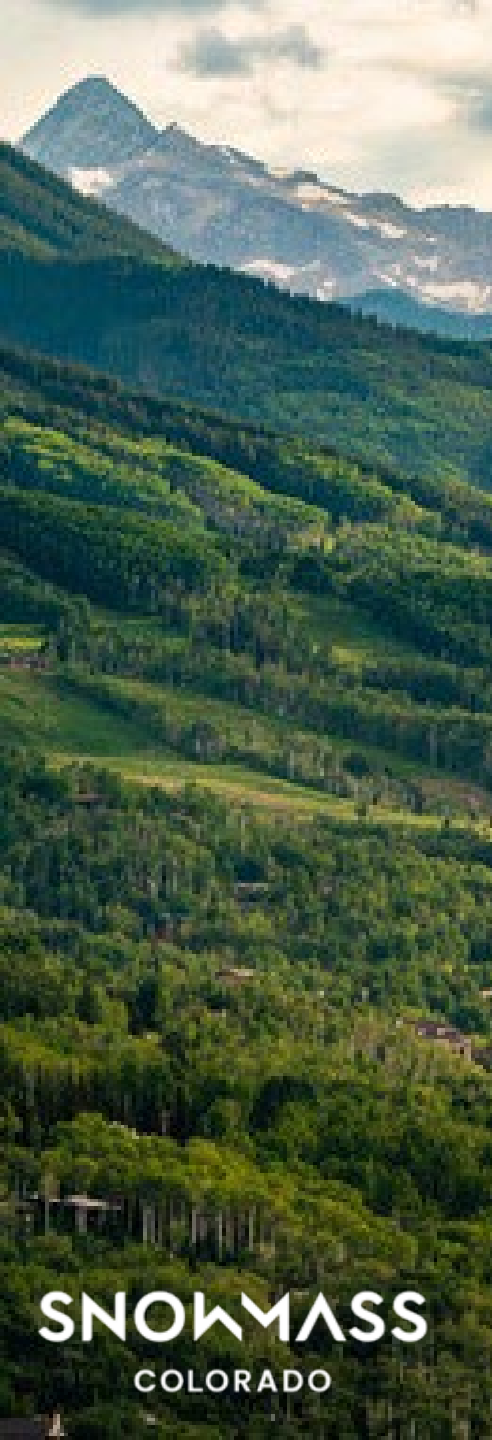
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2025/2026 Snowmass Winter to Date – RevPAR

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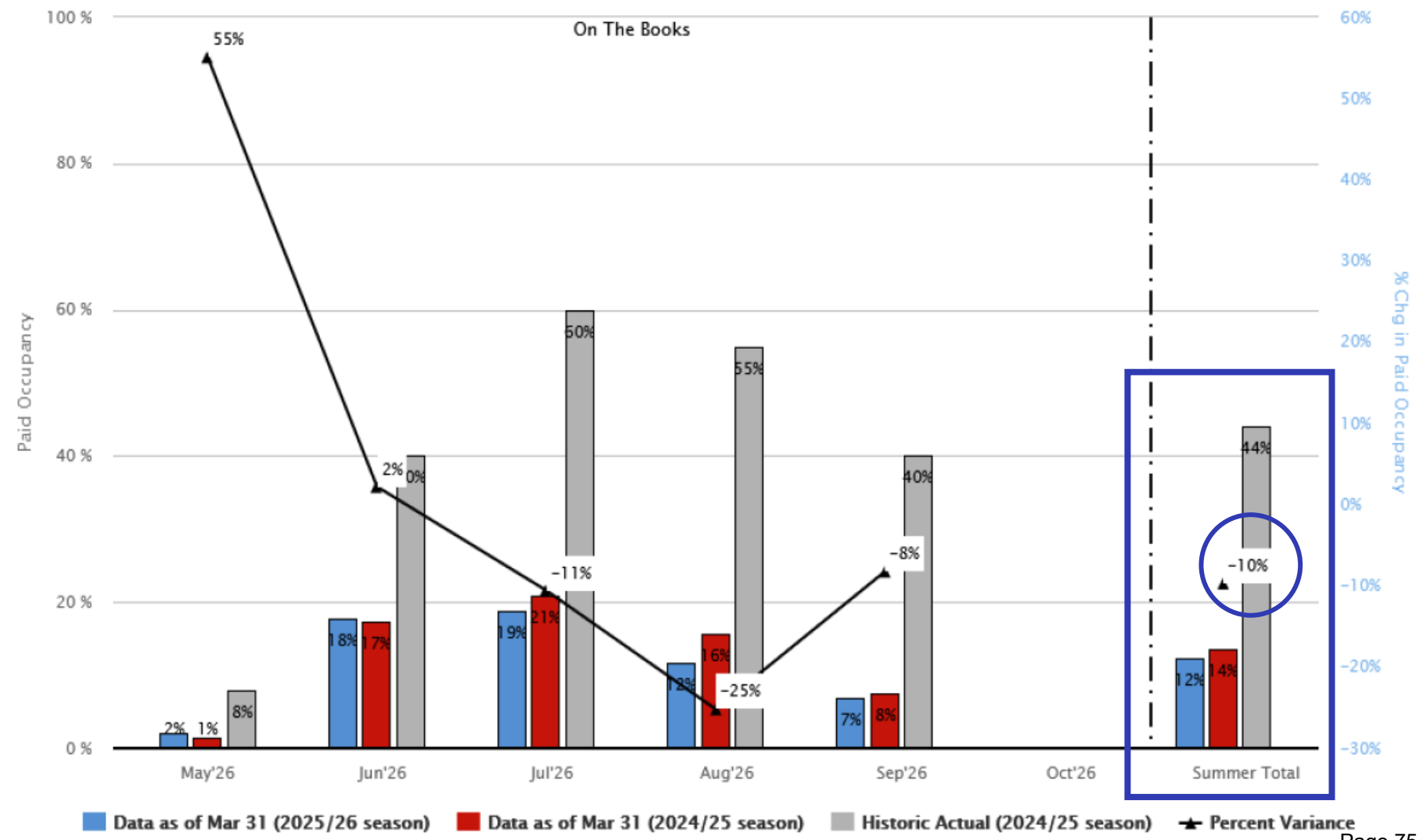




Tourism Outlook

Winter Season Recap

Winter Season to Date (Nov-April)			
	2025/2026	2024/2025	YOY % Diff
Paid Occupancy	50.9%	52.7%	-3.3%
ADR	\$842	\$800	5.2%
RevPAR	\$428	\$421	1.7%



INNTOPIA DestiMetrics

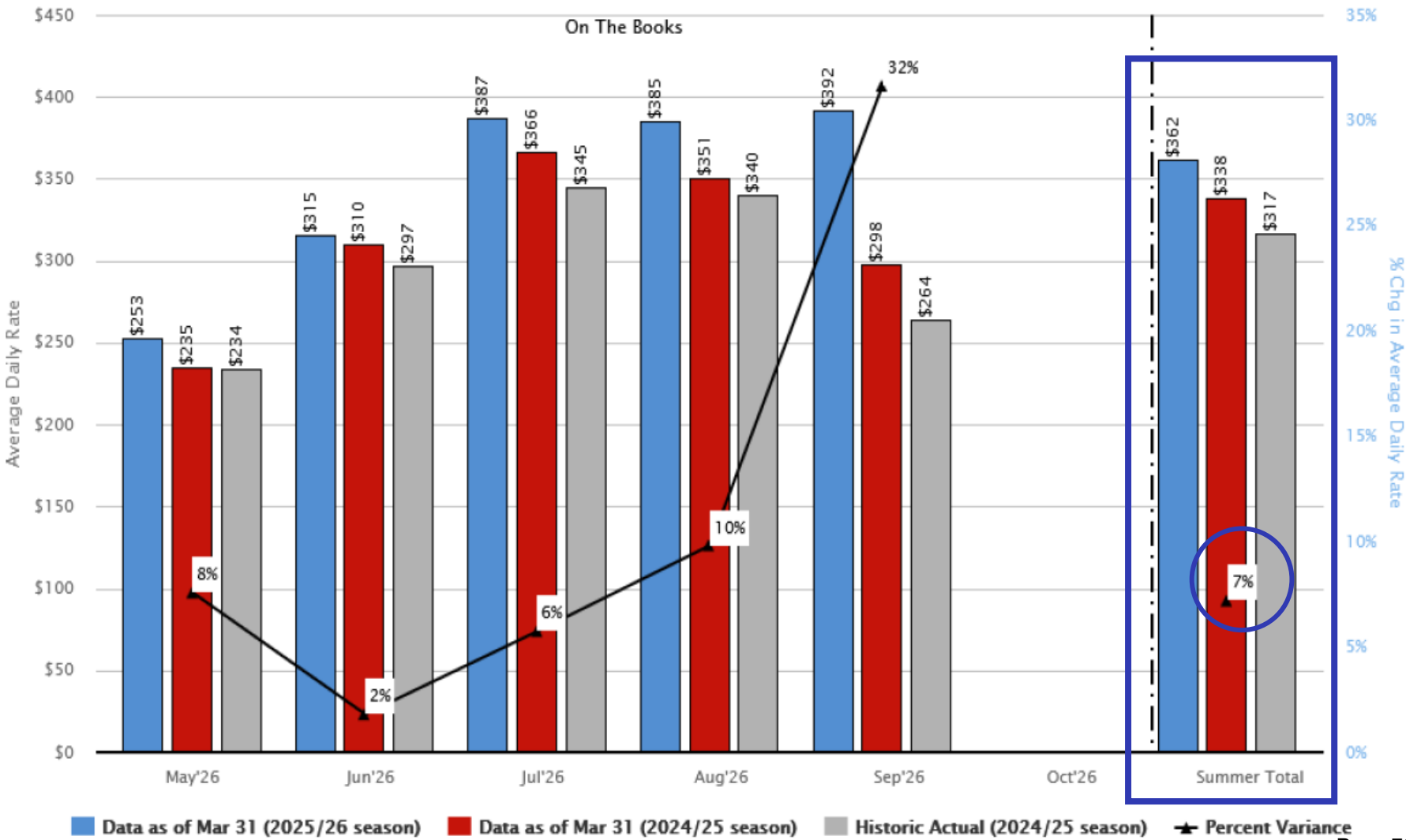
2026
Snowmass
Summer to
Date –
Occupancy

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INNTOPIA DestiMetrics

2026
Snowmass
Summer to
Date – ADR

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INNTOPIA DestiMetrics

2026 Snowmass Summer to Date – RevPAR

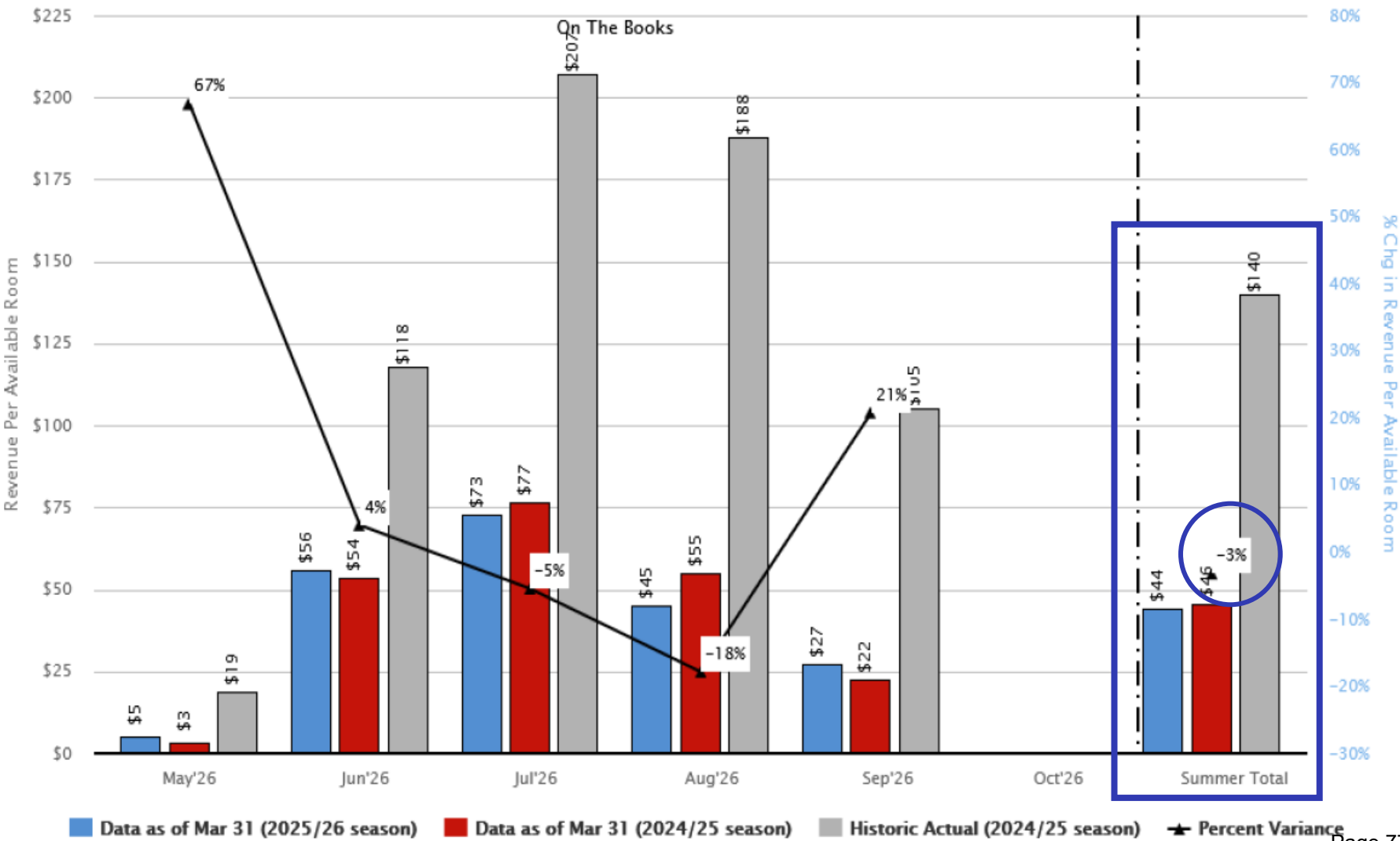
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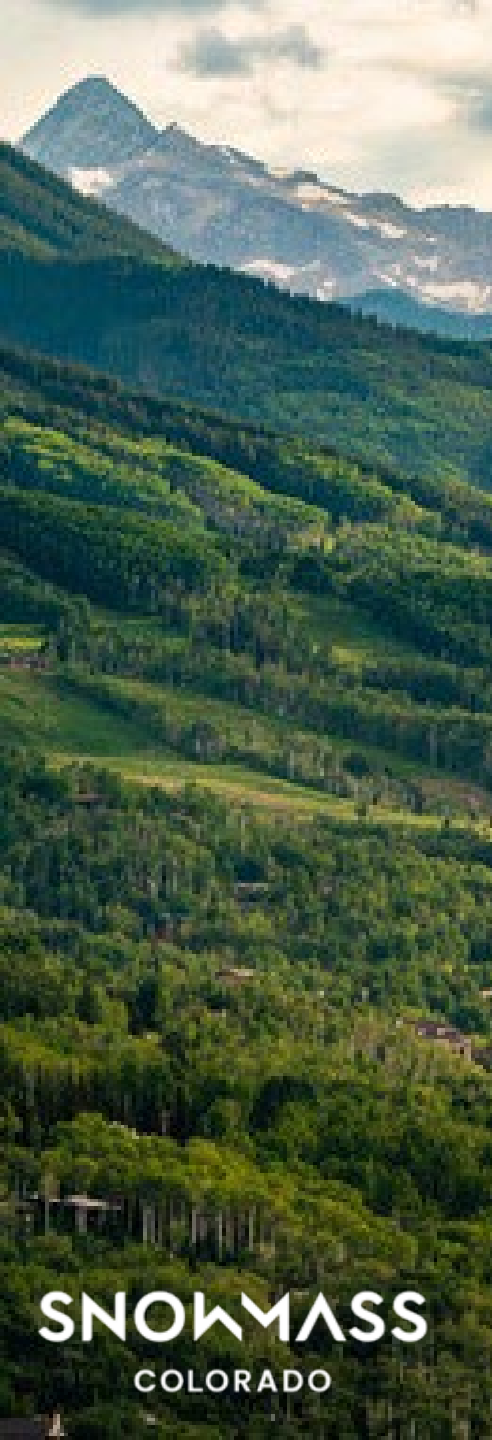
INNTOPIA

DestiMetrics

Snowmass Custom RAO Revenue Per Available Room (Summer-to-date)

Res Activity Outlook as of Mar 31, 2026





Tourism Outlook

Summer Season Recap

Summer Season to Date (May-Sept)			
	2025/2026	2024/2025	YOY % Diff
Paid Occupancy	12.2%	13.5%	-9.7%
ADR	\$362	\$338	7.2%
RevPAR	\$44	\$46	-3.2%

Destination Management Plan



Pillars, Goals & Strategies

The Destination Management Plan guides Snowmass Tourism through sustainable tourism principles — considering social, environmental, and economic impacts. This defines our purpose and “why.” Our “how” involves building capacity across tourism management functions. Each pillar contains goals and strategies, with many strategies overlapping across multiple pillars.

PILLAR 1: People

Goal: Foster a thriving community that enhances quality of life for those that live, work, and play here through balanced destination management.

- 1.1 Monitor and Message the Impact of Tourism Within the Community
- 1.2 Preserve Local Identity
- 1.3 Advance Inclusivity in Tourism
- 1.4 Express and celebrate community values through tourism initiatives

PILLAR 2: Place

Goal: Deliver exceptional experiences that deepen connection to Snowmass while protecting our natural beauty, environment, unique character, and community culture.

- 2.1 Develop Signature Experiences
- 2.2 Promote Accessible Tourism For All
- 2.3 Develop Sustainable Tourism and Responsible Travel Experiences

PILLAR 3: Prosperity

Goal: Cultivate a thriving local economy to enhance community well-being.

- 3.1 Stimulate Economic Vitality Through Ongoing Initiatives
- 3.2 Collaborate on Workforce Housing Solutions
- 3.3 Enhance Employee Retention
- 3.4 Grow Tourism Industry Resources for Partners
- 3.5 Develop Green Business and Climate Adaptation Initiatives

PILLAR 4: Process

Goal: Advance Snowmass Tourism’s impact as a destination management organization by championing the core pillars of people, place and prosperity.

- 4.1 Enhance Destination Management Capacity and Knowledge
- 4.2 Strengthen Stakeholder Collaboration
- 4.3 Improve Data-Driven Decision Making



- Inclusivity Committee
- Accessible Travel Project
- Responsible Visitor Campaign
- Ice Age Story
- History & Heritage

Inclusivity Coalition

Mission - Make Snowmass more welcoming to all with 3 working groups to provide "welcome mats"

Latinx Community

- Ads, event collateral and signage translated to Spanish
- Spanish Speaking influencers
- Ambassador Program
- Spanish-language programming (Ice Age Discovery Tours, ACES nature hikes/snowshoe tours, Latino Bike Day)

LGBTQ+ Community

- Expanded youth programming (Building on Youth Hike)
- Adult social activities (Hikes, bikes with AspenOUT)
- Family-friendly summer programming
- Enhanced Pride Week Celebration around Thursday night concert (June 25)

Universal Access

- Accessible Travel Project (Wheel the World and CTO)
- Front line training on hidden disabilities
- ASL Interpreters
- Building on existing programs and partnerships



- 25 sites are now mapped across Aspen-Snowmass, an additional 10 sites will be mapped this summer including Maroon Bells
- Snowmass will be "Destination Certified" this June with an active listing on Wheel the World
- Aspen Snowmass will be cross-promoted on Colorado.com and Wheel the World platform – reaching an audience of 180k active travelers
- This project provides visitors with disabilities the critical information they need to plan a trip
- It also provides participating businesses with information on their accessibility and recommendations to improve accessibility

SNOWMASS PARTICIPATING BUSINESSES

- Snowmass Recreation Center
- The Collective Snowmass
- Viceroy Snowmass
- Limelight Snowmass
- Kenichi Snowmass
- JUS
- Crepe Therapy
- Venga Venga
- Ranger Station
- Elk Camp Gondola and Restaurant
- Transit Center

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NEW BELGIUM  RANGER STATION
KENICHI
SNOWMASS

THE **COLLECTIVE**
SNOWMASS

LIMELIGHT
SNOWMASS

VICEROY
SNOWMASS

 **ASPEN**
SKIING COMPANY
BY  ASPEN ONE

 **VILLAGE**
SHUTTLE


CREPE THERAPY CAFÉ

VENGA VENGA
BY CHEF RICHARD SANDOVAL


TOWN OF
SNOWMASS VILLAGE
PARKS, RECREATION & TRAILS

Economic Impact of Accessible Tourism

- 23% of Colorado Travel parties include a member with accessibility needs – significantly higher than the U.S. average of 18%
- People with disabilities make up 15% of world's population
- Accessible travel is rarely solo – groups typically include 1-3 companions
- Accessible travel is increasingly important as baby boomers age - the prevalence of disability over age 65 is over 50%



Ice Age Story

- Educational Event in 2026 partnering with Aspen Science Center
- Potential Dig in 2027 – leveraging the unique story for Snowmass. Partnering with DMNS.



A scenic landscape photograph of a mountain valley. In the foreground, a lush green forested hillside slopes down towards a small town nestled in a valley. The town features several buildings, including a prominent multi-story structure. In the background, majestic snow-capped mountain peaks rise against a sky filled with soft, white clouds. The overall scene is vibrant and picturesque, capturing the natural beauty of the Colorado Rockies.

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Marketing

Virginia McNellis

Long Love Winter Flash Sale

Book March 2-12, stay Winter 2026/2027

- Total lodging revenue booked: \$448K
- 77% lodging revenue in Snowmass
- 65% new guests
- 35% Australia, 28% US, 20% Brazil
- AVG length of stay 10 nights, ADR \$813.84

2025 Results:

\$511k lodging sales

Avg length of stay 9.8 nights

\$843 ADR



Summer 2026 Campaign Strategy

- Focus on **Family** and **Adventure** audiences
- Target **fly** and **drive** markets uniquely
- Media launches between **April 1-May 1**
- **Fall promo** begins August 15
- Targeted campaigns for **marquis events**
- Building content and audiences now for 2027 airport closure



Summer Marketing FYIs

- Summer lodging promotion: book 3+ nights, receive a \$100 gas card
- New website build
- SEO/GEO (feed the bots)
- Social videos, authentic content
- New Summer 2026 Visitor Maps
- NEW Snowmass Nature Guide
- Boosted local event marketing
- Balloon Festival Poster Design Contest



2026 SUMMER EVENTS IN SNOWMASS

EVERY DAY

Elk Camp Gondola, Lost Forest and Snowmass Bike Park
(Daily: June 21 - Sept 7; Fri-Sun: Sept 11 - Oct 4)
Game Lounge @ The Collective
Free ACES Guided Hikes (Daily June 13 - Sept 7; Sat-Sun,
Sept 12-27)

WEEKLY EVENTS

TUESDAYS

Sunset Tuesdays & Bonus Bike Nights (June 30 - Aug 4)

WEDNESDAYS

Snowmass Rodeo (June 17 - Aug 19)

THURSDAYS

Snowmass Free Concert Series (June 18 - Aug 27)

FRIDAYS

Snowmass Ice Age Explorer Tours (June 12 - Sept 25)

Rock Garden Concert Series (July 3-31)

Music on the Mall - Locals (June 26 - Sept 25)

SATURDAYS

Music on the Mall - Students (July 4 - Aug 22)

Check out
what's happening
in Snowmass
this week.

Scan the QR code
or visit
[GoSnowmass.com/](https://gosnowmass.com/)
Today



JUNE

5-6 Ragnar Trail Colorado
11-13 Mountainside Music Festival
19-21 FOOD & WINE Classic (Aspen)
20 Snowmass Summer Block Party
27 Snowmass Rendezvous
27 Aspen Gran Fondo

JULY

2 Community Ice Cream Social
4 4th of July Celebration
10-12 Snowmass Comedy Fest
14-19 Triple Crown World Series
18 Anderson Ranch Art Auction
18 Audi Power of Four Trail Run
19 Community Dog Wash
25 Audi Snowmass 50 MTB Race

FIND MORE FUN AT [GOSNOWMASS.COM](https://gosnowmass.com)

AUGUST

1 Heritage Fire
7-8 Snowmass Tree-O
7-8 Up in the Sky
8-9 Plain Air Festival & Art Sale
14 Community Ice Cream Social
15 Cidermass
21-22 Tough Draw Tour: Bull Riding
23 The Mane Event

SEPTEMBER

4-6 Jazz Aspen Snowmass Labor Day
Experience feat. Benson Boone, Tim
McGraw, Red Clay Strays, Shaboozey & more
11 Axes & Arms Walk
19 Snowmass Wine Festival
19 Mad Hatter Tea Party
25-27 Snowmass Balloon Festival
26-27 Snowmass Oktoberfest
26 Golden Leaf Half Marathon



SNOWMASS



FREE CONCERT SERIES

FANNY HILL THURSDAYS

DOORS 5:30 PM **SHOW 6:30 PM**

****FEATURING****

- 6.18 **FLOAT LIKE A BUFFALO** - STARFISH ENTERPRISE
- 6.25 **LOW CUT CONNIE** - CARLAND DUKTON
- 7.2 **TEXAS GENTLEMEN** - CARP
- 7.9 **NORTH MISSISSIPPI ALLSTARS** - ME LIKE BEES
- 7.16 **THE DROPTINES** - MARK NUSSMEIER
- 7.23 **KOLTON MOORE & THE CLEVER FEW** - TRISTAN TRINGADO
- 7.30 **CLAY ST. UNIT** - KENNY WAYNE & THE COMPANIONS
- 8.6 **BLACK PISTOL FIRE** - VAN BELLMAN
- 8.13 **HEAVY DIAMOND RING** - WILD FLIGHT
- 8.20 **ABRAHAM ALEXANDER** - JILL GORN
- 8.27 **TYPICAL GHOST** - JAMES FREEBORN

PRESENTED BY



SNOWMASS

gosnowmass.com





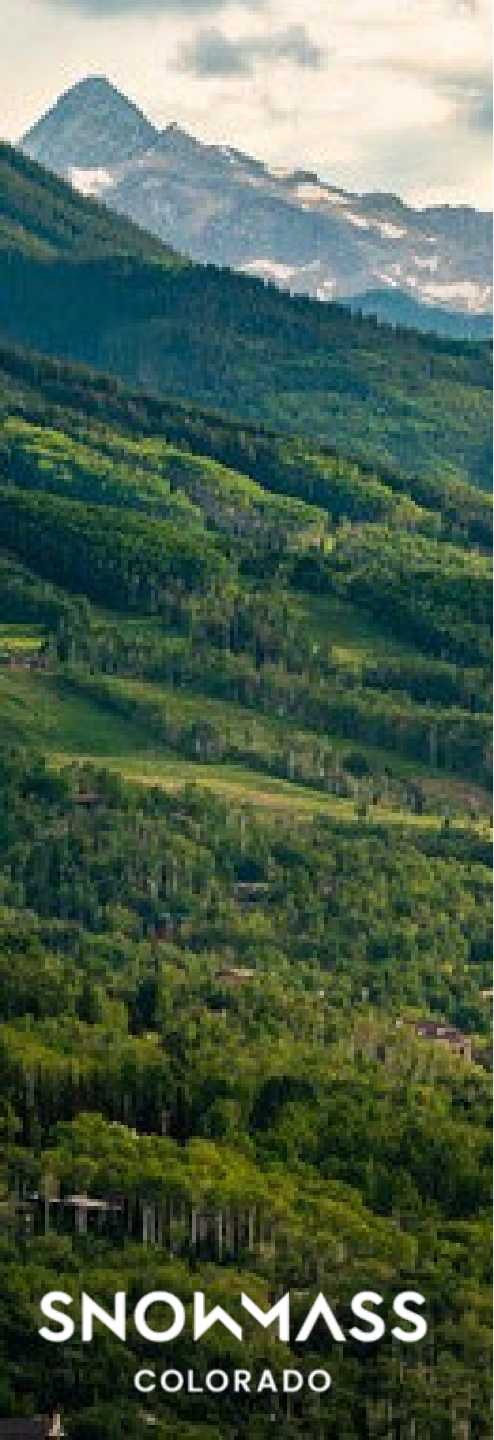
BELLY UP **B** ASPEN
STRATOS
 RESIDENTIAL COLLECTION

THE CRESTWOOD
SIX
 PRODUCTIONS

viewline
 RESORT SNOWMASS
 AUTOGRAPH COLLECTION
 HOTELS

SNOWMASS
 COLORADO





Love Snowmass Back

A **responsible tourism** campaign to give locals something to be proud of and visitors something to act on.

Messaging that celebrates what makes Snowmass extraordinary and guides guests to experience it responsibly.

Channels: Website, Social, Point of Sale, Swag



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LET SCOUT THE DOG SHARE
TAIL-WAGGING TIPS, SUSTAINABLE
SECRETS, & FRIENDLY ADVICE
FOR HOW TO TREAD SOFTLY
ON THE WORLD'S BEST AND
BIGGEST BACKYARD.

[GOSNOWMASS.COM/LOVE](https://gosnowmass.com/love)

LOVE ADVENTURE

LOVE NATURE

LOVE COMMUNITY

Please Vote and Share

USA Today's 2026 10Best Readers' Choice Awards

- Snowmass Rodeo - "Best Rodeo!"

Condé Nast Traveler 2026 Readers' Choice Awards

- "Best Ski Resort" Category
 - Snowmass
- "Resorts" category
 - Viceroy Snowmass
 - Viewline Resort Snowmass
 - Wildwood Snowmass
- "Hotels" category
 - Limelight Hotel Snowmass
 - Stonebridge Inn







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Special Events Summer 2026

Shane Vetter

New Summer Kick Off Event

Mountainside Music Festival

June 11-13, 2026

FREE

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June

June 5-6 | [Ragnar Relay](#)

June 11-13 | [Mountainside Music Festival](#)

June 19-21 | [Aspen Food + Wine Classic](#)

June 20 | [Summer Block Party](#)

June 21 | [Gondola Opens](#)

June 27 | [Snowmass Rendezvous](#)

June 27 | [Gran Fondo](#)



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July

July 2 | [Community Ice Cream Social](#)

July 4th | [4th of July Celebration](#)

June 10-12 | [Snowmass Comedy Festival](#)

July 14-19 | [Triple Crown World Series](#)

July 18 | [Anderson Ranch Picnic & Auction](#)

July 18 | [Audi Power of Four](#)

July 19 | [Community Dog Wash](#)

July 26 | [Snowmass 50](#)



August

Aug 1 | [Heritage Fire](#)

Aug 3-9 | [Plein Air Arts Festival](#)

Aug 7 & 8 | [Snowmass Tree-O](#)

Aug 14 | [Community Ice Cream Social](#)

Aug 15 | [Cidermass](#)

Aug 21 & 22 | [Tough Draw Tour](#)

Aug 23 | [The Mane Event](#)



September

Sept 4-6 | [JAS Labor Day Experience](#)

Sept 11 | [Axes & Arms Walk](#)

Sept 19 | [Snowmass Wine Festival](#)

Sept 19 | [Mad Hatter Community Tea Party](#)

Sept 25-27 | [Snowmass Balloon Festival](#)

Sept 26 & 27 | [Snowmass Oktoberfest](#)

Sept 26 | [Golden Leaf Half Marathon](#)

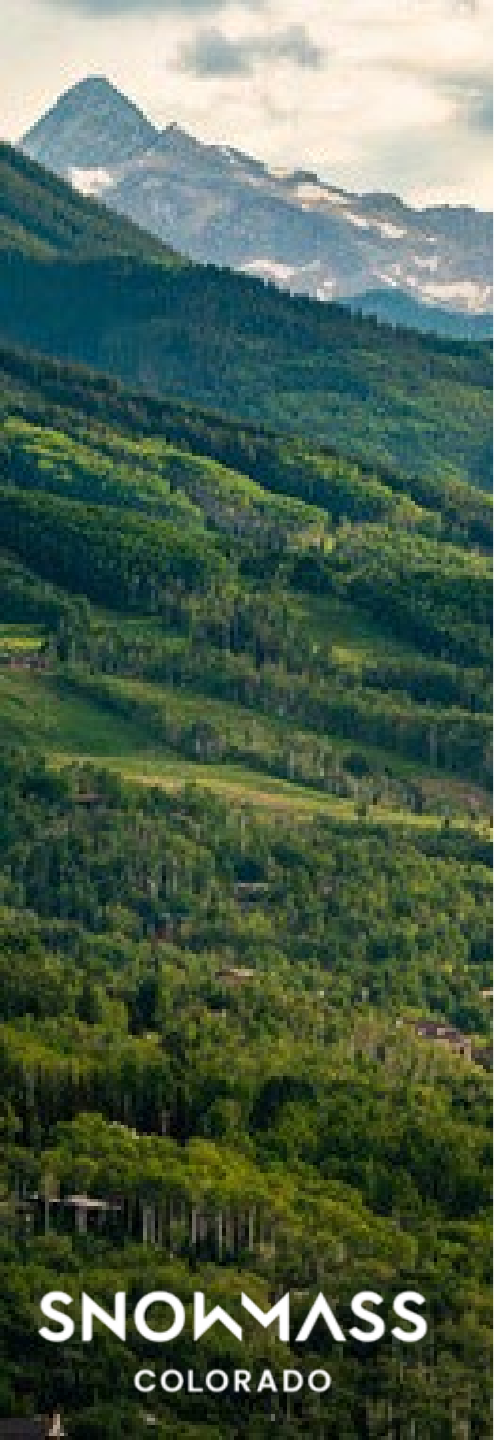


October

- Oct 3 | [Snowmass Community Picnic](#)



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2025 Thursday Night Concert Sustainability Report

Resource Impacts

- 43,518 pounds of materials through recycling and composting
- 60% of discards

Energy & Climate Impacts

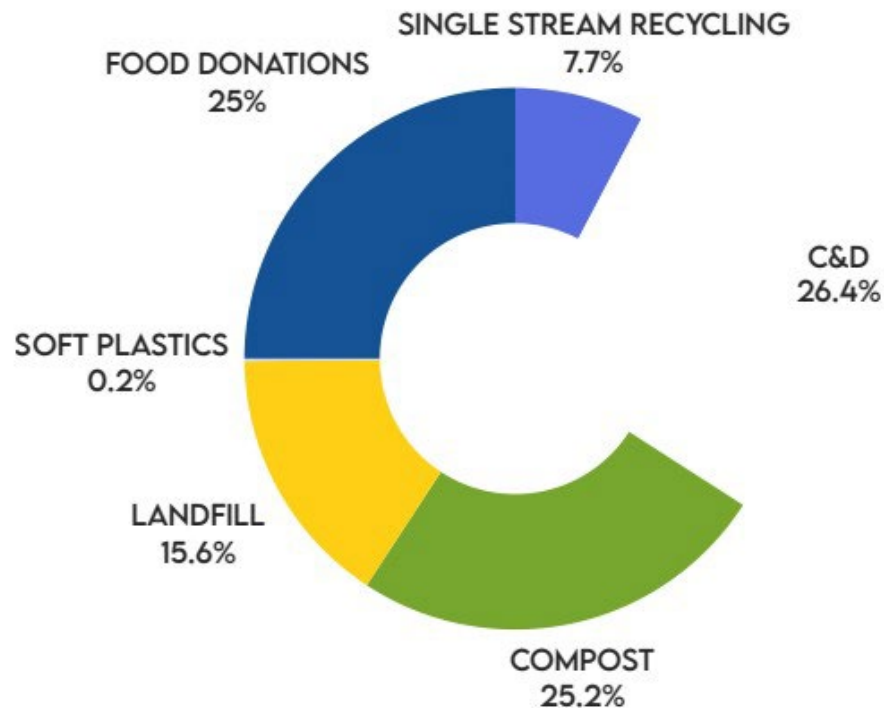
- 3,359 gallons of gasoline in energy savings
- 91,662 pounds of greenhouse gas emissions

Community Health Impacts

- 460 pounds of air pollution
- 50 pounds of water pollution
- 102 pounds of toxic herbicides
- 41,192 pounds of substances that threaten human health

2025 Heritage Fire Sustainability Report

STREAMS COLLECTED



- 8,460 servings of food donated to Roaring Fork Valley residents
- 2,600 pounds of cinderblocks reused
- 84.4% diversion of all waste created
 - 8,320 pounds of waste prevented from Pitkin County Landfill

For Full Calendar



www.gosnowmass.com/events

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Group Sales Outlook

Drew Welsheimer

Q1 2026 Production

2026

Production YTD				
Total Leads	Groups Booked	Contracted RNs	Variance in PU	NET Production RNs
56	23	1345	959	2304
64	33	1905	1678	3583
77	34	4500	1432	5932
197	90	7750	4069	11819

2025

Production YTD				
Total Leads	Groups Booked	Contracted RNs	Variance in PU	NET Production RNs
84	31	37	2127	2164
84	23	1283	1126	2409
60	26	2539	3634	6173
228	80	3859	6887	10746

- Q1 production in 2026 was stronger than 2025.
 - Pace was ahead of 2025 production by just over 1,000 room nights
 - Production had stronger contribution from new bookings than pickup on non-contract 7,750 in new bookings vs. 3,859 in 2025
 - This result tells us we are booking programs out into other months and years to drive production, rather than relying on gains in pickup to drive production

Q1 2026 Actualization & 2026 Pace

YTD RN Actuals						
Year	Q1	Q2	Q3	Q4	Annual RNs	Annual Group Count
2017	14,239	3,827	5,450	1,430	24,946	158
2018	13,093	2,557	7,969	1,498	25,117	134
2019	12,409	9,777	5,514	1,830	29,530	112
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2025	17,308	4,980	5,893	2,139	30,320	156
2026	11,396	5,449	4,040	796	21,681	131
2027	8,299	1,086	738		10,123	20
2028	2,407				2,407	4
2029	529				529	1
2030					0	

- Actuals in Q1 are in line with annual averages, despite low snow & shift of DAV to April
- Drop in production from 2025 directly correlates with DAV falling in April and FL Ski Council as a non-repeat in 2026
- Pacing is slightly ahead vs 2025 for the remainder of the year
- Assuming pickup is flat and ITYFTY bookings are also flat, we will likely see actuals at the average since 2017 or slightly ahead

Hosted Group Events & Targets Through 2028

Exposure through hosted events in 2026 & 2027



Retreats Resources Summit in September 2028 in conjunction with ACRA to showcase the valley to 40+ planners over a 3-day period



HelmsBriscoe Regional Conference in December for their Colorado Front Range associates and customers. We anticipate around 60 attendees for this with most of them being on the direct customer side



SITE ISA in April 2027, where we anticipate 130 attendees. About 50% of this group will be customers from the incentive market both from North America and Internationally



Our traditional hosted programs will continue in Denver for our CO Rockies Game Client Event in June, our Customer Appreciation Holiday Event in Denver, and our Holiday Showcase Event in Chicago

Hosted Group Events & Targets Through 2028



Meetings Made Easy Annual Meeting - '27/'28 The MME Experience is a three-day, exclusive industry gathering designed to connect clients, partners, and MME team members in an engaging, educational environment. It's not a typical trade show — it's a curated networking and learning event featuring 40 of MME's top pre-qualified clients and over 15 MME team members



IRF Leadership Insights Forum - '27/'28 is targeted to executive-level third party and end user decision-makers with responsibilities for engagement and motivation programs. During the two-day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions.

Hosted Group Events & Targets Through 2028

Brightspot Annual Meeting - '27/'28 is the sales kick off event for Brightspot's 3rd party planning team as well as their top customer base.



Prestige Client Summit - '27/'28 offers opportunity to connect with event planners and Prestige sales leaders based in the West, Midwest, and East. Each summit delivers two days of comprehensive education and networking. These exclusive, regional events are limited in size to encourage more meaningful interactions and in-depth discussions.





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THANK YOU!

Town of Snowmass Village

Agenda Item Summary

DATE OF MEETING:

May 4, 2026

AGENDA ITEM:

Executive Session

PRESENTED BY:

Clint Kinney, Town Manager

BACKGROUND:

The Town Council has reason to convene in Executive Session. To convene in executive session, the Colorado Open Meetings Law requires that the Town announce the topics for discussion with specific statutory citation and to identify the particular matter(s) to be discussed in as much detail as possible without compromising the purpose for which the executive session is authorized. A motion to enter executive session for the announced purposes must be passed by 2/3 of the quorum voting in the affirmative for said motion.

FINANCIAL IMPACT:

N/A

APPLICABILITY TO COUNCIL GOALS & OBJECTIVES:

N/A

COUNCIL OPTIONS:

Convene in Executive Session
Choose not to convene in Executive Session

STAFF RECOMMENDATION:

Town Council will now meet in Executive Session pursuant to C.R.S. 24-6-402(4) and Snowmass Village Municipal Code Section 2-45(c) for the following purpose:

- a) For determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators pursuant to C.R.S. 24-6-402(4)(e) and Snowmass Village Municipal Code Section 2-45(c)(5), more specifically related to: property negotiation RE Cavern Springs Mobile Home Park.

Provided, there is an affirmative vote of two-thirds of the quorum present at this meeting to hold an Executive Session and for the purpose of considering item (a) above.

Provided further, that no adoption of any proposed policy, position, resolution, regulation, or formal action shall occur at this Executive Session.

ATTACHMENTS:

N/A