



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: January 24, 2020
Re: Info Update

YEP, IT'S BUSY. YOU'RE WELCOME.

Reviewing our annual lodging occupancy reports, 2019 was yet another stellar year. Last winter, Snowmass had our best winter ever in occupancy. We also recorded our second busiest summer ever, trailing only to 2018's record setting year. Here in the Village we set new occupancy records for 9 out of 12 months in 2019: January, February, March, April, May, July, August, October and November. Not only did we set "personal records", but Snowmass also lead the industry in occupancy in January, February and March last year. And the people keep on coming. This year in January, February, March, and April occupancy rates on the books in the Village are higher than Aspen and the other 16 comparable communities we use as benchmarks in Destimetrics. So, the question becomes... how are we crushing it so well? Besides the obvious answers of great skiing, fantastic service from the Town and private sector, new amenities, and the hard work of everyone in the Village, one might look at the average daily rates being charged in Aspen as compared to us. In December, Aspen's daily rate was about 35% higher than ours. As a small-town bureaucrat, I am probably unqualified to make this observation, but it seems to me that a superior product at a lower price appears to be a good business model. Thanks to everyone that makes it happen.

SAVING THE WORLD

It's 2020 and we have a 3% reduction to go. The Town Council has a stated goal to reduce our carbon footprint by 20% by the end of this year. Since the goal was set, due in large part to our partners at Holy Cross greening their grid, we have been able to achieve a 17% reduction through 2017. As the EAB and staff continue to work through this issue, it is becoming obvious that most of the low hanging fruit has been picked. Along with our solar project and hydro-electric projects coming online this year, we still need to find innovative ways to reduce the community's carbon impacts. We are currently working to develop a program that will incentivize commercial users of electricity to switch to renewables sources. Of course, the Town government made this switch to 100% renewables for electricity last year. We are now working to develop a program whereby more Holy Cross commercial accounts have a strong incentive to switch to renewable energy. As other commercial accounts continue to increase their use of renewables, then the demand for renewables increases which clearly signals to Holy Cross our community desire to reach this goal. We are confident that if the major users of electricity in the Village switch to a renewable source, that we can meet the community's carbon reduction goal. Lots of work to come; stand by.

SENIOR HOUSING

The Town Council has clearly made the increased provision of housing a high priority; not just workforce housing, but also Senior Housing. The Town has met a couple of times with

representatives from Pitkin County in order to get a housing initiative for seniors launched. We have a strong example from a project in Eagle County we are trying to use as a model. The Eagle County model was a multi-partnered public/private effort we would like to replicate. One of the first steps is to make sure a market exists for a similar project here. We will be developing an RFP for the Council to discuss and consider as a possible path to continue forward with this initiative.

TID BITS

- X games in on this weekend. In addition to our contribution to the event through the EOTC and our direct contribution from the marketing tax, we also contribute a significant amount of staff time to the event as well. We have about 7 officers staffing about 21 shifts this weekend. But don't worry, we still have strong public safety coverage here in the Village.
- Speaking of public safety, we have had a rash of 911 hang up calls coming from a local hotel. We are working to get this issue resolved utilizing a variety of tools. Don't forget, if you accidentally call 9-1-1 please don't just hang up-- let the dispatcher know it was an accident; otherwise an officer will be dispatched to the location.
- We are working to develop a contract with several firms to develop our housing location (tuck in) study. We are tentatively planning to give the Council an update on the project in early February.
- Coffey Place is making progress. We are digging holes, installing utilities and constructing retaining walls.
- We are close to executing an agreement with We-cycle so that we can have stations installed this summer at Town Park Station and Club Commons. Essentially, we paid half of the capital costs and RFTA paid the other half. Operating costs are largely coming from existing sources.
- The POSTR Board met this week and is recommending that options 3 and 5 continue forward. The hope is to continue the design on both concepts and get solid pricing in order to help determine the preferred design. An update to the Council is scheduled for February.
- The Public Works Department is excited to welcome Devin Mills to the Team. Devin will be working in the Solid Waste Division starting on Monday. Please give him a big wave or hello when you see him out and about.
- In conjunction with our local regulations, the Federal Government is requiring retailers to remove all flavored e-cigarette cartridges from their shelves by February 6, 2020.
- This year we transitioned the processing of parking tickets from the PD to Transportation. At the risk of jinxing anything; so far so good. We think combining the issuance of permits in the same place as processing the tickets has created a much-improved process. Congrats and thanks to the PD and Transportation on the successful transition. Stayed tuned for on-going improvements.
- Speaking of change, our new property management software in Housing is proving beneficial too. We are better able to track rental payments and the many other issues Housing tracks in our rental units.

CC: Department Directors