



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: May 22, 2020
Re: Info Update

COMPLETE YOUR CENSUS FORM. NOW!

SHIFT HAPPENS

We had our second meeting of the Mayor's Economic Recovery Taskforce earlier today. We reported that Town Staff continues to monitor a number of leading indicators including both local and national data in order to predict future travel demand. Our Summer event strategy will be shifting from huge events to undertaking weekly activations (smaller than our traditional events). There will be more smaller activations and self-serving activations such as picnic tables, the Discovery Trail and an art walk; and new events like a drive in concert and a drive in movie. With the decline of the airline industry we (and everyone) will be focusing on the drive to market; this is as far away as Texas. In addition to these efforts, the Town is creating a robust program for visitor outreach and education so people know how to be safe in the Village and follow laws like the facemask requirements. As we move forward, we will continue to monitor our traditional summer marketing spend to make sure the investment is efficient and effective and has the opportunity to be increased or decreased as opportunities allow. While we have lost a considerable number of room nights this year, we have been able to reschedule a little less than half of them for future years. On another positive note, Group booking for ski season have not waived for next season. As a Town we are going to continue to find ways to bolster a shop local campaign, look to see if the summer season can be expanded, quickly process administrative requests to improve liquor licenses and other steps.

HAVE YOU DONE YOUR CENSUS YET?

MORE SALES TAX NUMBERS

County sales tax numbers have recently been reported. Remember, the County sales tax brings in almost twice as much revenue to the General Fund as does our own sales tax; it's a big deal. Anyhow, in January we were up 16%, February we were up 25%, March is down -48%. Year over year, the County sales tax revenue is down only 4.5%. We are seeing the benefits of the state tax policy change regarding use tax and sales tax. This tax change happened in June of last year, so we should see at least two more months of benefit for us this year. Cross your fingers.

HAVE YOU TOLD YOUR NEIGHBORS TO DO THEIR CENSUS?

TID BITS

- We are moving forward on the Snowmass Inn due diligence. The process is going to be very similar to the analysis we undertook about a year ago for Carriage Way.

- Coffey Place is starting to make some great progress. The large retaining walls for the duplexes are largely done, foundations are in, lumber is on the site and the construction loan is expected to close next week.
- The ground mount solar panels are going up at Town Hall. The roof mount panels will be next.
- Public Works Crews are filling road cracks. If you see them out and about, please slow down.
- Our PD is going to help lead a graduation parade for High School Seniors through the Village on May 29. We have about 23 or so Seniors from Snowmass graduating this year. Congrats to Kane and Anne Martens on parenting one of those seniors.
- In case you hadn't heard, the Rodeo cancelled their season this week.
- Huge PROPS go to our Mayor for fighting for Snowmass Village Lodging this week at the Board of Health meeting. She did everything she could to get the regulations in place that would be fair to all lodging and safe. While she wasn't 100% successful, she was instrumental in at least getting occupancy regulations increased to 50% (instead of the original 35% proposal). That may have been the single largest economic development success we have this month. Hotel occupancy is a leading indicator of the health of our businesses environment. Without people in hotels, restaurants and retail suffer. She fought a good fight on behalf of the community.
- Speaking of lodging, here is some shocking news; April occupancy really stunk. It was at 0%. Total for the season, occupancy was at 48%. Last season was record breaking at 63%.
- The Planning Commission started its review of the Base Village PUD amendment this week.
- We are lifting road weight restrictions starting on June 1. This will likely result in an uptick in construction activity.
- After much work on many fronts, we should be getting the Ice Cube Art project under contract in the very near future.
- Have a great weekend

COMPLETE YOUR CENSUS FORM

CC: Department Directors