



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: June 3, 2022
Re: Info Update

PILLOW COUNT

In the very near future, we will be working with our partners to kick-off our triennial update to the Aspen Snowmass Transient Inventory Study (or pillow count study). This study has been conducted about every three years since 2009, and was last updated in 2018. It is currently our best data showing how many rental units are available in the Village. Many changes have occurred since 2018 throughout both Aspen and Snowmass Village. Several hotels have closed, new projects are under construction, several property management companies have undergone name and even ownership changes while inventory has come and gone. So the time has come to conduct another update, which will once again be handled by Inntopia Business Intelligence / Destimetrics. The results of this study will not only create an updated baseline for their regular occupancy reports, but will also be part of the foundation of some other enhanced studies under consideration. Please [click here](#) to see the 2018 version of the study. For this particular study, we are reaching out to everyone who represents lodging inventory that is available to transient guests, regardless of whether or not they are current Destimetrics participants or active suppliers to Stay Aspen Snowmass, and whether they operate as traditional hotels, property management companies or fractional ownership clubs.

TID BITS:

- Our employee survey is out to the staff. This important opportunity to provide feedback closes on June 15.
- The plastic newspaper delivery boxes that were placed around town in various locations in Town right-of-way are being removed.
- The Krabloonik Best Practices Review Committee is meeting on site Monday on June 6.
- We will once again be working with C.O.R.E to develop baseline data assessing the community's carbon footprint.
- School gets out next week, so that means the start of summer camp at the Recreation Center. Knocking on wood, we are fortunate to have enough camp counselors and life guards hired to keep the Recreation Center running through the season.
- Shocking news! There are a lot of people here. As a result, we will be working on recreation capacity survey with Aspen, Pitkin County and the Forest Service. I don't have a lot of details yet, but we hope to gather data that will help make sure we don't lose our recreational resources to death.
- Yesterday's job fair was very successful. We had over 35 businesses participate.
- I'll be on vacation starting June 9 and returning June 20.

CC: Department Directors