



Town of
SNOWMASS Village

2024 COMMUNITY PROFILE

JANUARY 2024

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General Information - Town of Snowmass Village, Colorado

Governance

The Town of Snowmass Village is a home rule municipality located in Pitkin County, Colorado. The Town encompasses the Snowmass Ski Area, part of Aspen Snowmass. Snowmass Village offers many services to its citizens and guests.

Snowmass Village is governed by the Council-Manager form of government with a direct-elect Mayor. Members of Town Council serve alternating four-year terms and the Mayor is elected every two years.

The Town Council contemplates and enacts legislation affecting local issues, adopts the annual budget, and determines policy. The Town Council has three employees – Town Attorney, Town Manager, and Municipal Judge. The Town Attorney provides legal advice to the Town Council, departments and staff, and boards and commissions of the Town for the benefit of the organization and the citizenry. The Town Manager executes the laws and administers the Town government. The Municipal Judge presides over the Municipal Court.

The Town of Snowmass Village, which employs nearly 190 full-time, part-time, and seasonal employees, is comprised of 11 departments including Community Development, Finance, Housing, Human Resources, Parks, Recreation & Trails, Police, Public Works, Tourism, Transportation, Town Attorney's Office, and Town Manager's Office.

Town Hall

Town Hall is located at 130 Kearns Road, P.O. Box 5010, Snowmass Village, CO 81615. Town Hall may be reached by phone - (970) 923-3777.

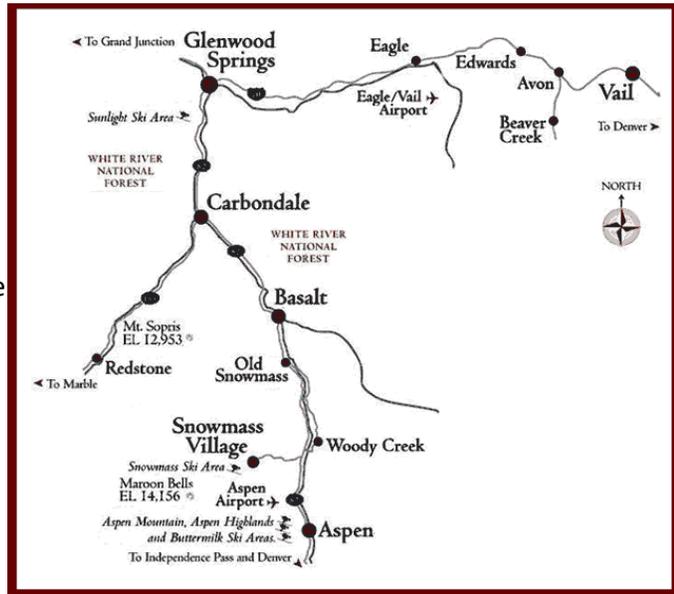




Location & Vicinity Map

The Town of Snowmass Village is located 9 miles northwest of Aspen in Pitkin County, Colorado.

Tucked high in the Brush Creek Valley, the Town of Snowmass Village has a medium density, mixed use, transit-oriented town core surrounded by suburban residential neighborhoods and open space. Within this 25-square-mile town are over 82 miles of maintained hiking and biking trails with beautiful mountain vistas. Surrounded by a spectacularly scenic wilderness area and National Forest, Snowmass Village offers plentiful on-mountain winter and summer



activities, including lift-served mountain bike trails and disc golf course as well as one of the best summer resort music scenes in the state. Guests and residents also enjoy IMBA Gold mountain bike trails, plentiful hiking, and an extensive events calendar in the summer months.

Snowmass Village is home to the second largest ski area in Colorado with the most vertical feet of terrain in the United States and over 150 miles of ski trails. The Town is also an integral part of the largest network of free, groomed Nordic trails in the country. It is no coincidence that part of its name is synonymous with “magnitude” and “substance.” The natural beauty surrounding the Town, enhances the experience of visitors.

History

Long before skiers and even settlers discovered Snowmass’ Brush Creek Valley, the Ute Indians hunted, fished, and gathered wild foods here in the summers. The first European/non-natives explored the Elk Mountains as early as 1853, during the Gunnison Survey, but it was not until the Hayden Survey in the 1870s, that the prominent peaks visible from Snowmass were named.

Mt. Daly is named after then-president of the National Geographic Society, Augustus Daly, while the triangular Capitol Peak paid tribute to the Washington, D.C. building.

By the 1880s, ranches running sheep and cattle came to occupy the Brush Creek Valley. One of the most prominent ranchers, Charles Hoaglund, and his family emigrated from Sweden to Aspen during the silver crash and was hired to close down Aspen’s Smuggler mine. They acquired land in the Brush Creek Valley to raise cattle, sheep, wheat, and hay. Today, several buildings from his ranch have been incorporated into the renowned Anderson Ranch Arts Center.



Hoaglund's daughter, Hildur, was raised on the ranch and attended the community's one-room schoolhouse, which today is known as The Little Red Schoolhouse. The schoolhouse celebrated its centennial in 1994, and still functions as an early childhood learning center today.

In 1958, Olympic skier Bill Janss began buying up ranches in the valley with an eye toward emulating the Aspen ski area's success. By 1961, he owned six ranches at the base of Baldy and Burnt mountains and planned to build a ski area similar to a European-style ski community on 3,300 acres. In

December of 1967, Snowmass-At-Aspen opened with five chairlifts, 50 miles of ski trails, seven hotels, and six restaurants. Lift tickets cost \$6.50. A decade later the Town of Snowmass Village was incorporated, and the rest, as they say, is history.



Figure 1. Snowmass-at-Aspen (1967)





Snowmass *by the Numbers*

Established 1977

Population 3,090

170 Employees

Elevation 8,606'

Land area 25.5 mi²

\$74 million Annual Budget

(\$38.2 million Capital Budget)

\$175k Charitable Grants to Non-Profits

50,000 (ish) total s'mores served in ski season

95% ski in, ski out lodging

Named #1 Ski Resort in North America by *Conde Nast* and 5th Best Resort by *Ski Magazine* in 2023

Parks, Recreation & Trails Maintains

3 Parks, 18 Bridges, 5 Trailheads, 4 Playgrounds, 8 Acres of turf, 4 acres of natural area, 1.5 acres of garden & 12 irrigation systems

82 Total Miles of Trails *within Town limits*

The Town maintains...

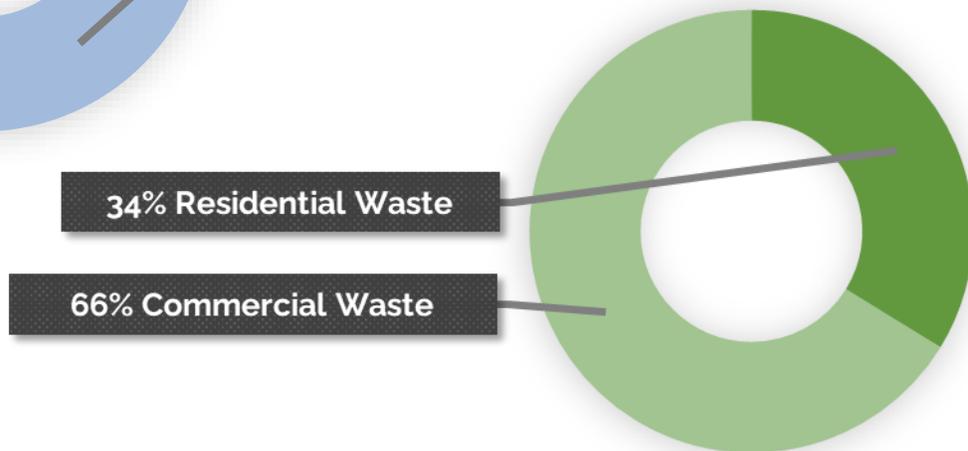
■ 0.56 Miles of Crusher Fine Trails

■ 0.61 Miles of Gravel Trails

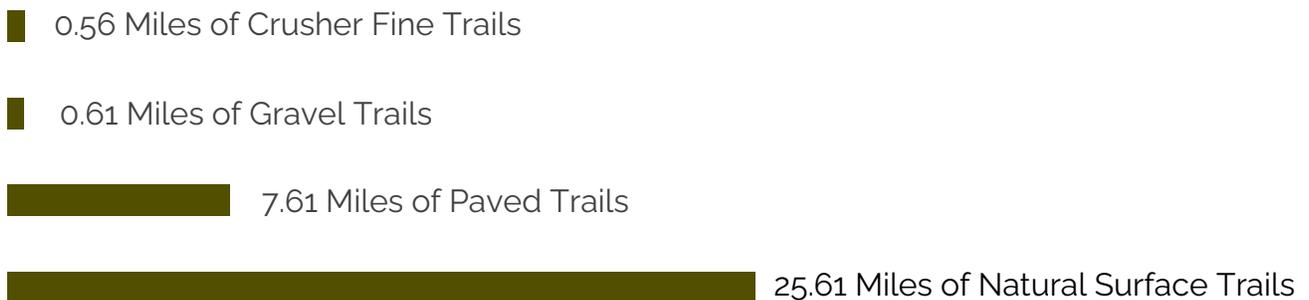
■ 7.61 Miles of Paved Trails

■ 25.61 Miles of Natural Surface Trails

Total Waste Stream - 4,440 tons



82 Total Miles of Trails *within Town limits* The Town maintains...



Snowmass *by the* Numbers

Recreation Center

5,000 participants in all programs

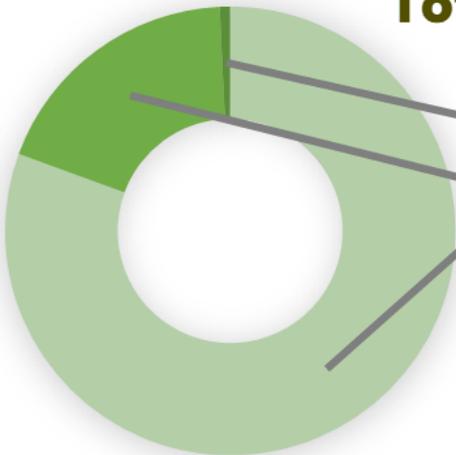
Body Pump & Cardio Shred are the top adult classes

33.5 miles of paved roads

Over 450 Workforce Housing Units

479,264 transit riders annually

Total Waste Stream - 4,440 tons



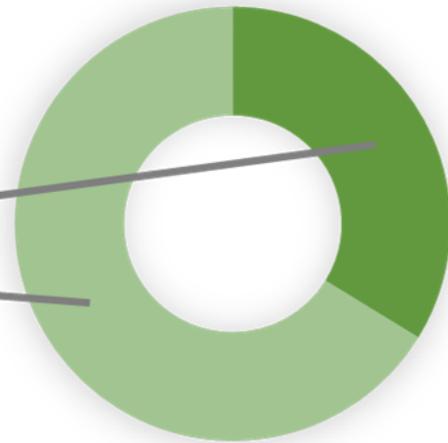
33 Tons of compost collected

829 Tons of recycling collected

3,578 Tons of trash collected

34% Residential Waste

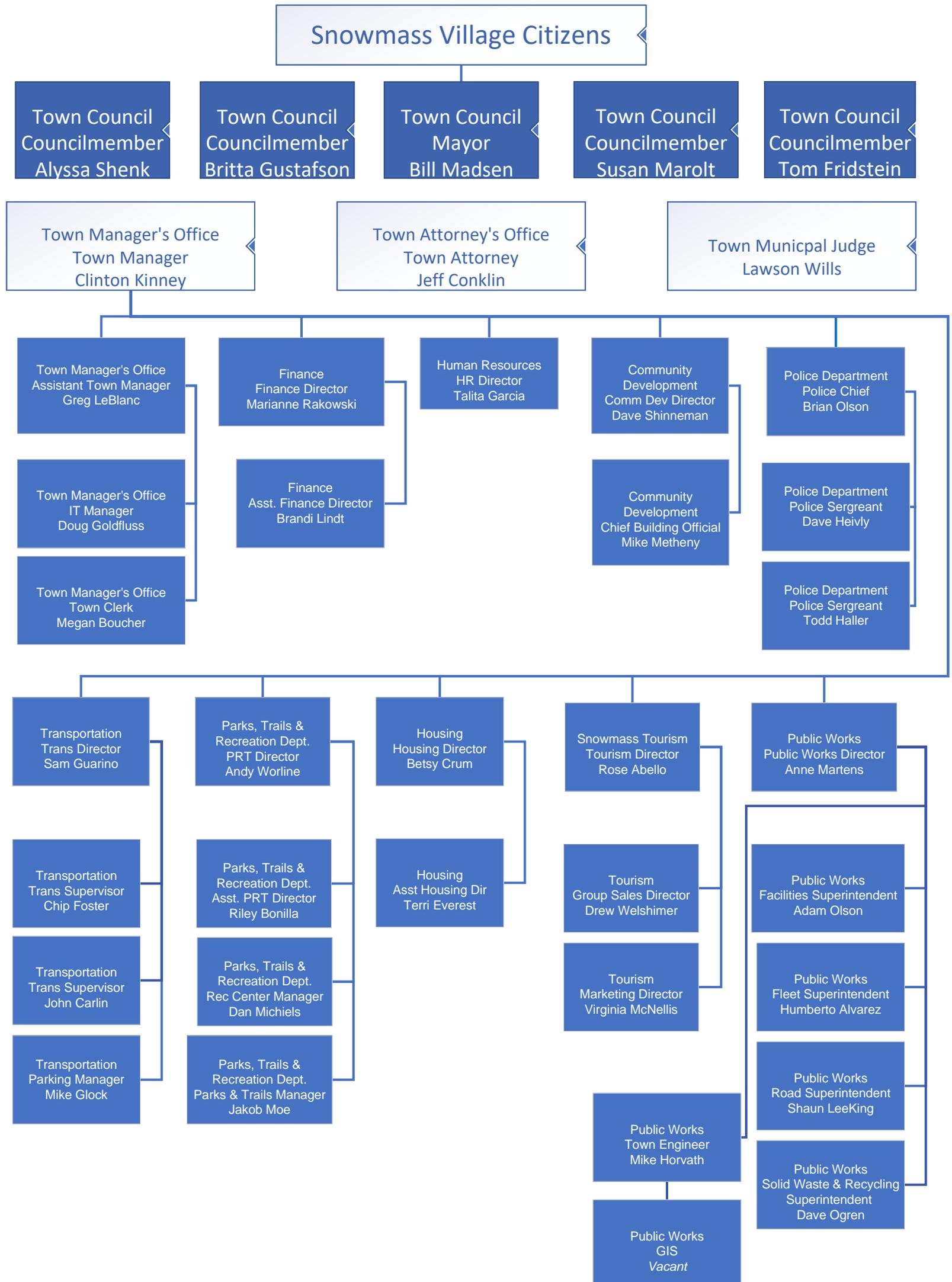
66% Commercial Waste



56 Volunteer Boards & Commission Members

11 Free Summer Concerts on Fanny Hill

ORGANIZATIONAL CHART





Demographics

Community Quick Facts

The Town is situated within the boundaries of Pitkin County, Colorado. The chart below shows basic statistics for the Town compared to Pitkin County and the State of Colorado.

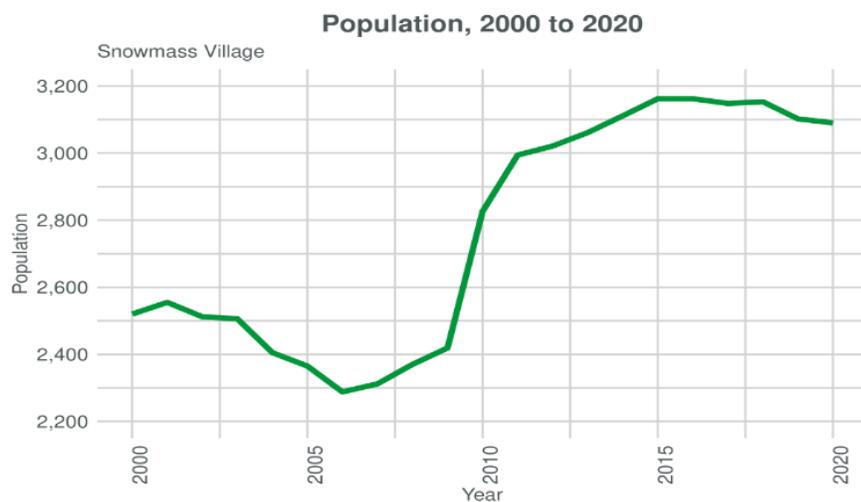
	Snowmass Village	Pitkin County	Colorado
Population (2020) *	3,090	17,363	5,782,914
Population Change (2010 to 2020) *	264	207	732,582
Total Employment (2020) *	2,070	19,713	3,318,059
Median Household Income ^	\$76,777	\$82,455	\$75,231
Median House Value ^	\$642,400	\$599,000	\$369,900
Percentage of Population with Incomes lower than the Poverty Line ^	0.5%	5.7%	9.8%
Percentage of Population Born in Colorado ^	18.0%	28.3%	42.3%

* State Demography Office || ^Source: U.S. Census Bureau, 2016-2020 American Community Survey, Print Date: 10/17/2022

Population Estimates and Forecasts for the resident population are produced by the State Demography Office. Snowmass Village saw population growth following the Great Recession in 2008. Population in town appear to equalize in recent years.

Population is expected to continue to grow through 2050, according to the State Demography Office.

Over the past five years, between 2016 and 2020, the population of Pitkin County has decreased by -338 people. The total natural increase (births - deaths) over this period was 492 and the total net migration (new



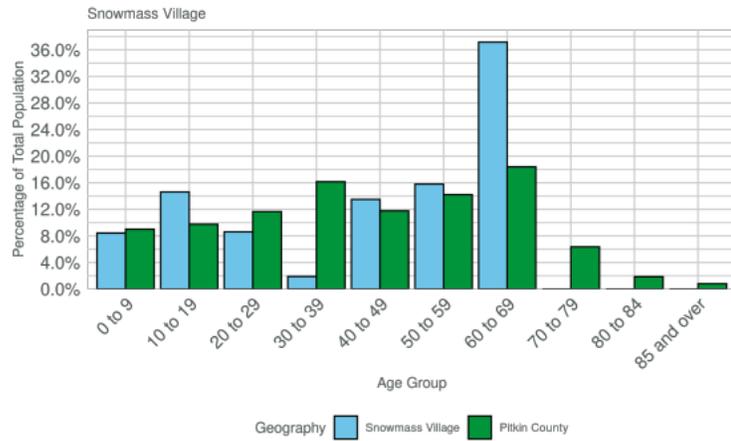
Source: State Demography Office, Print Date: 10/17/2022



residents who moved in minus those who moved out) was -650.

The median age of Snowmass Village, 53 ½, is not significantly different than the population of Pitkin County, although Snowmass Village residents are older on average. Colorado typically draws many young adults as migrants. Areas with colleges and resorts attract a number of 18- to 24-year-olds. Areas with a growing economy tend to account mostly 25- to 35-year-olds and areas attractive to retirees tend to draw both workers and older adults. Snowmass Village is attractive to both a younger workforce and older, retirement-aged individuals.

Population Distribution by Age for 2020



Source: U.S. Census Bureau, 2016-2020 American Community Survey, Print Date: 10/17/2022

Median household income in Snowmass Village is lower than in Pitkin County, but slightly higher than the State of Colorado average. Median House Value is higher than the rest of Pitkin County and nearly twice as high as the State of Colorado average. Very few (0.5%) people in Snowmass Village live below the poverty line.

Race Category	Snowmass Village			Pitkin County		
	Census 2000	Census 2010	ACS 2016-2020	Census 2000	Census 2010	ACS 2016-2020
Hispanic	2.6%	6.0%	14.4%	6.5%	9.1%	10.3%
Non-Hispanic	97.4%	94.0%	85.6%	93.5%	90.9%	89.7%
Non-Hispanic White	95.2%	92.1%	82.6%	90.6%	87.9%	84.5%
Non-Hispanic Black	0.2%	0.2%	0.5%	0.4%	0.5%	0.5%
Non-Hispanic Native American/Alaska Native	0.1%	0.1%	0.0%	0.2%	0.1%	0.0%
Non-Hispanic Asian	0.7%	0.7%	0.0%	1.1%	1.2%	2.3%
Non-Hispanic Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Non-Hispanic Other	0.3%	0.0%	2.6%	0.1%	0.1%	0.5%
Non-Hispanic, Two Races	1.0%	0.8%	0.0%	1.0%	1.1%	2.0%
Total Population	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Snowmass Village is less diverse than the state but is becoming more diverse over time. The diversity growth occurred primarily in the Hispanic population.

Snowmass Village has a much higher share of its population with a bachelor’s degree or higher compared to the state. More than 84% of Snowmass Village residents over 25 years of age have at least some college education.

School-aged children living in Snowmass Village attend the Aspen School District Elementary, Middle and High Schools.



Economic Activity

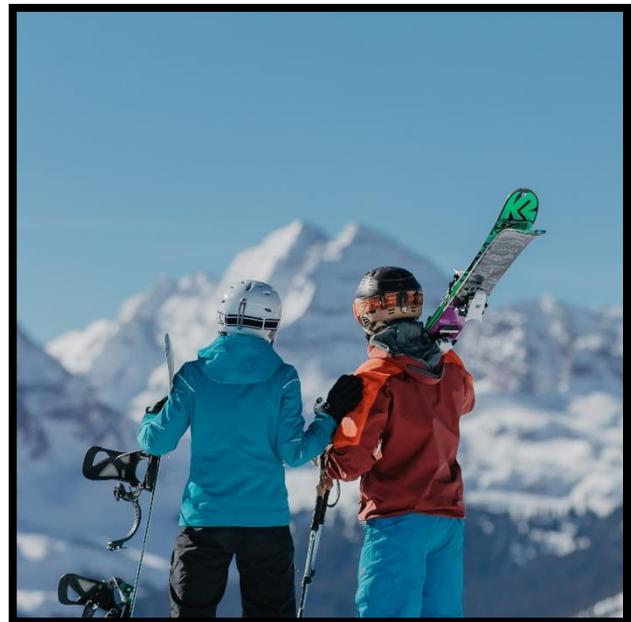
Tourism is the dominant economic engine in Snowmass Village. Snowmass Village is the second largest ski area in Colorado, comprising 3,342 acres. Summer also offers an array of activities that include hiking, jeeping, ballooning, horseback riding, and biking. The Aspen Skiing Company as well as the Town's Parks, Recreation & Trails Department have actively been expanding the on- and off-mountain trails for mountain biking in order to propel Snowmass Village to the forefront of this increasingly popular summer recreational activity.

Aspen Snowmass / the Roaring Fork Valley is the first and only IMBA Gold-Level Ride Center™ in Colorado. The IMBA Gold-Level Ride Center spans from Aspen and Snowmass to Basalt, Carbondale, and Glenwood Springs. The Aspen Snowmass / Roaring Fork IMBA Gold-Level Ride Center is the first Gold-Level Ride Center in Colorado, only the fifth in United States, and among seven in the world. With more than 300+ miles of high quality singletrack to explore, Snowmass and the Roaring Fork Valley provides an incredible breadth of experiences for both local and visiting riders seeking beauty and exhilaration.

Group business is a significant contributor to the Town's economy and includes ski groups, social events/gatherings, sports and specialty groups as well as meetings and conferences. Snowmass Village offers over 80,000 square feet of flexible meeting space in various conferences and unique facilities.

Snowmass Tourism has focused its efforts to specifically enhance the summer events to increase occupancy in Snowmass Village during the summer season. Flagship events such as the Snowmass Free Summer Concert Series, Snowmass Rodeo, Snowmass Wine & Balloon Festival and JAS Labor Day Festival have set precedence that Snowmass Village is a perfect host for special events.

Visit Snowmass Tourism's website at www.gosnowmass.com for a full list and additional information and upcoming events.

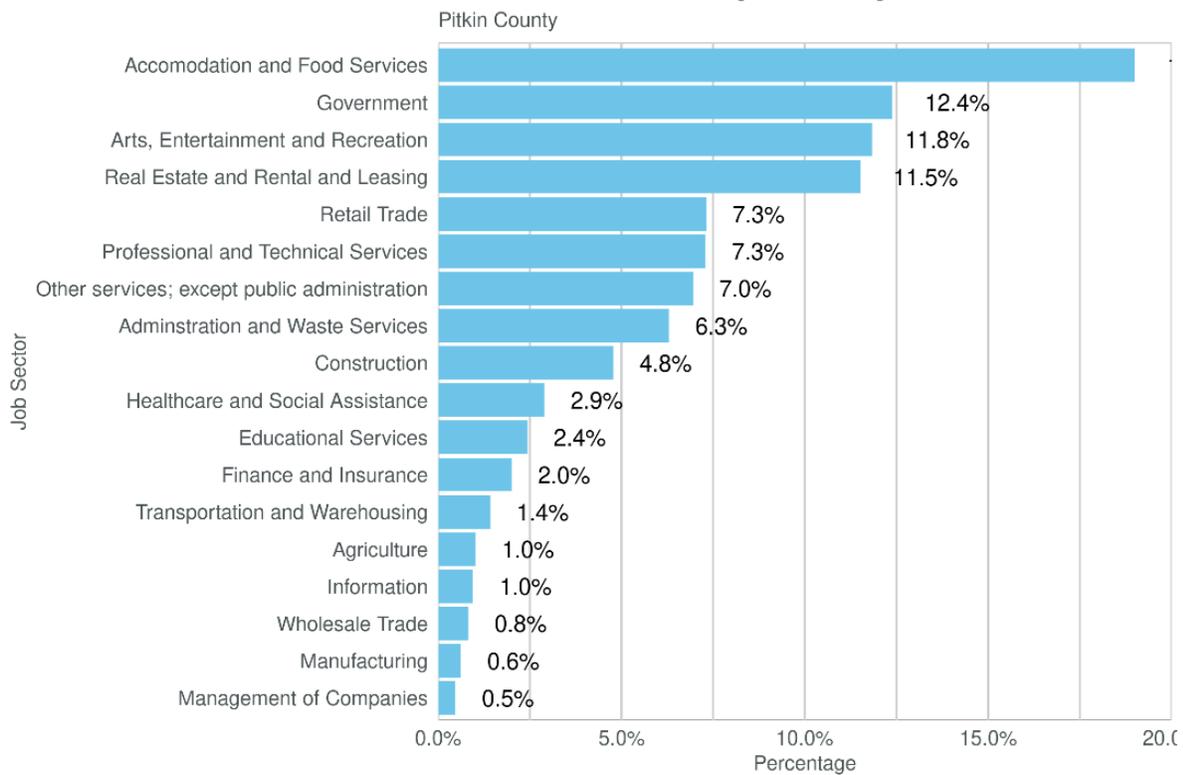




Other strong economic industries in Snowmass Village are *Government, Arts, Entertainment & Recreation, and Real Estate and Rental and Leasing*. *Tourism* not only includes traditional tourist services like accommodation and food, but also includes 2nd homes, property management and transportation of tourists by airlines, car rental, car sharing and shuttles.

Employment in Pitkin County totals approximately 20,450 jobs. For Snowmass Village, the employed population is approximately 2,021, according to the State Demographer’s Office.

2020 Share of Jobs by Industry



Source: State Demography Office, Print Date: 10/17/2022



Sales Tax & Annual Budget

The cumulative sales tax rate in Snowmass Village is 10.4%. This is a combination of local (3.5%), County (3.6%), State (2.9%) and special district (0.4%) taxes. A 2.4% lodging tax is also levied on lodging expenses in Snowmass Village. This revenue is used to promote tourism marketing, lodging and group sales, and workforce housing. Only 1% of the cumulative sales tax is used to fund core municipal services such as police, streets, and parks.

2024 Budget

Every year the Town Council, the Town Manager, and Town staff work together to develop an annual budget. The annual budget for the Town is the highest expression of the Town Council's policies and goals - it expresses the initiatives, investments, and services provided by and through elected officials and staff.

The budget serves as a guiding document for how money that comes into the Town should be spent to provide and improve services within the Town while aligning with the Town Council's priorities. The annual budget helps determine which objectives have the highest priority and will produce the greatest positive impact in the community.

The Town Council approved the 2024 Annual Budget at a regular meeting on November 6, 2023. Key expenditures in this budget include:

- An investment in employees through competitive wages and benefits. New positions were added in the Town Manager's Office (IT), Public Works, and Transportation.
- A continuation of the Ice Age Discovery program.
- Continued investment towards the Town's environmental goals including funding for building electrification & efficiency studies, feasibility of fleet electrification, wildfire mitigation, and waste diversion.
- Continued investment in preserving and maintaining public infrastructure such as roads, trails, walkways, culverts, and public facilities & buildings.
- Funding for several capital projects including Town Park, Mall Transit Plaza, fiber optic cable network, early childhood education, and housing.

The 2024 Budget totals \$74 million. The expenditures are higher than the revenues because the expenditure includes some significant one-time capital investments that are being paid with available fund balance.



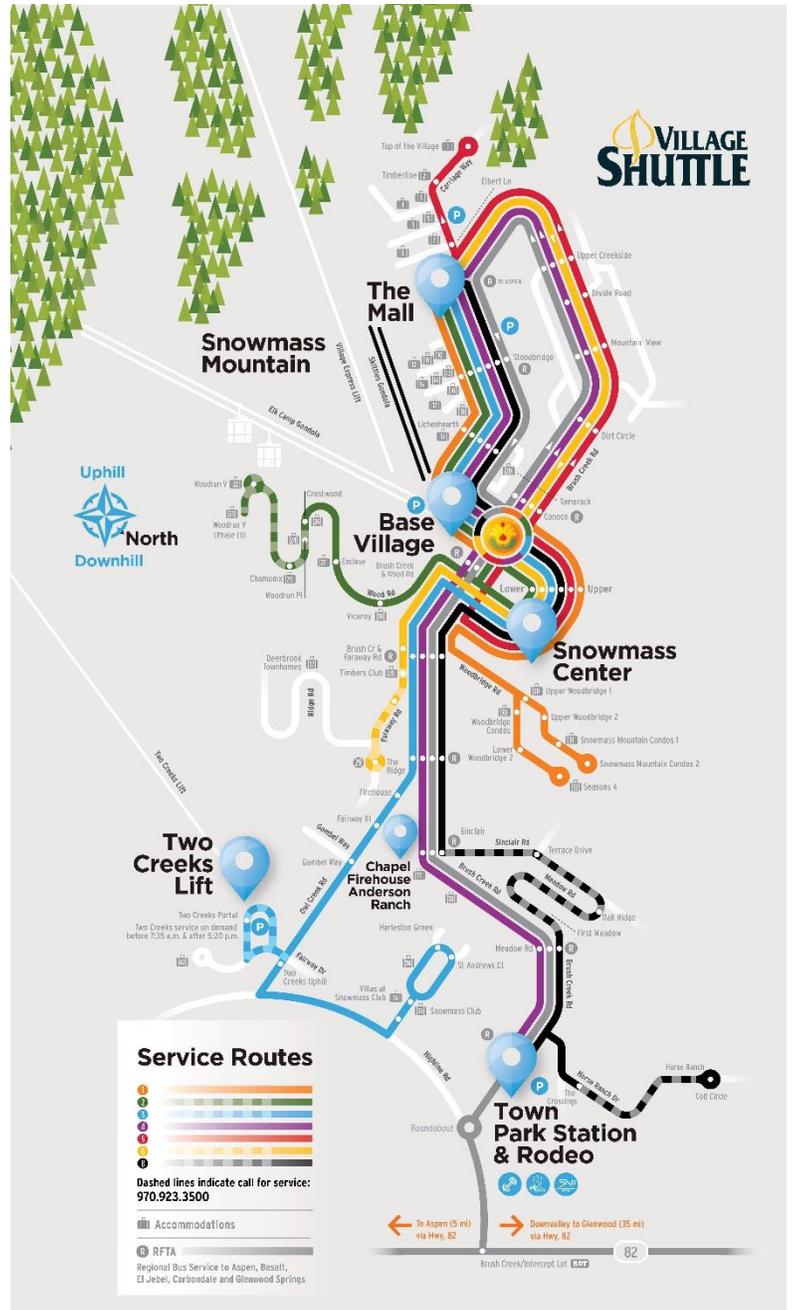
Transportation

Transportation networks within Snowmass Village are critical to maintaining a well-run resort town. The Town’s transportation network serves visitors, residents, and commuters. Commuting plays an important role in the local economy because not all workers live in Snowmass Village. Commuting impacts local job growth, access to employees, and transportation infrastructure.

The Town of Snowmass Village Transportation Department is responsible for providing safe, convenient, efficient, and environmentally friendly transportation options to the Snowmass Village community.

The department manages and operates the Village Shuttle, a free bus service in and around Snowmass Village, and a primary feeder to the regional bus service provided by the Roaring Fork Transportation Authority.

Additionally, the department manages parking and administers parking permits for town-owned lots.





Snowmass Shuttle Statistics

Roads - 39 miles of paved roads.

Vehicles - 10 Vans & 19 Small Buses

Ridership – 355,356 riders annually¹ with most ridership in winter months.

Routes - 7 fixed winter routes in the winter and 2 fixed summer routes. “On-request” and special event service supplements ridership in the Town.

Bus Stops - 60 designated stops, 49 signed bus stops, and 18 sheltered stops.



¹ Pre-pandemic ridership levels averaged 550,000 riders per year.



Housing

According to the Colorado State Demography Office, the total number of housing units (all housing types) in Snowmass Village is 2,602. The balance of the owner-occupied and rental/lodging units skews towards rentals/lodging due to the nature of the resort.

Short-term rentals (STRs) are prevalent in the community. The Town regulates STRs and all properties rented on a short-term basis require a permit. STRs are important to the resort economy, as visitors often see this type of lodging for their stay. Short-term rental regulations became effective on May 1, 2023. The rental market in Snowmass Village is strong due to the resort economy.

Workforce Housing

Workforce housing in Snowmass Village is provided by the Town of Snowmass Village Housing Department and the Aspen-Pitkin County Housing Authority (APCHA). The Housing Department manages and maintains 8 rental apartment complexes containing approximately 300 apartment units and administers the sale of approximately 150 deed-restricted units consisting of single-family homes, townhomes, and condominiums.

The 2021 Housing Needs Assessment outlines a strategy for achieving the goal of housing 60% of the workforce in town-controlled housing. With approximately 2,000 jobs in the community, nearly 1,200 housed workforce individuals would achieve that goal. Since the Town controls over 450 workforce housing units ranging from studios to multiple-bedroom homes, the Town currently houses approximately 1,000 employees.





Sources

- United States Census Bureau
- Census Bureau's American Community Survey Office
- Colorado Department of Local Affairs
- Pitkin County Tax Assessor
- Town of Snowmass Village Finance Department
- Town of Snowmass Village Housing Department
- Town of Snowmass Village Town Clerk