



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: March 29, 2024
Re: Info Update

IT'S TOWN SKI DAY!

'Nuff said

A COOL, CREEPY, USEFUL BIG BROTHER

As part of our effort to better understand the tourists/guests that come to the Village, we are implementing a new software called Placer AI. It is a local intelligence and foot traffic data software that uses cell phone data to provide a significant amount of insight into everyone who spends at least a few minutes in Snowmass Village and our surrounding areas. It was originally designed to help commercial real estate companies understand who was shopping in the malls. We anticipate leveraging this powerful software in a variety of ways including: gaining insight into people's movement patterns, developing a better understanding of our events demographics, insight into point of interest activity, a better picture of visitor behavioral profiles, improved cognizance of the breakdown between local and guest behaviors and potentially a lot more. This tool will also serve as a resource for Transportation (and potentially other departments) to help supplement 3rd party findings of transportation node utilization. Generally speaking, this tool should be able to help us form a deeper understanding of how people are moving around the Village and insight into their personas.

SPEAKING OF LEARNING

The Design Team for the Little Red School House is busy reviewing and revising the proposed program to be a bit more realistic size-wise and budget-wise and to better meet the feedback we received. The updated design will meet minimum parking count, square footage requirements/regulations and will still have 4 classrooms. Importantly, it is expected to be much closer to budget. We are aiming to have a high-quality revision back to Council for review at the May 6 meeting.

TID BITS

- The Highline Road Project starts April 1. Highline Road uphill from the roundabout to Snowmass Club Circle will be closed.
- Shocking News!..... February was yet another record month for the airport in terms of total passenger traffic, exceeding the prior record set in 2020 just before the pandemic shut things down that year. There were 907 total commercial flights scheduled with 86,746 total deplanements and enplanements. The overall load factor was just over 76%. Don't forget, the

airport is scheduled to close from 8:00am, Monday May 6, reopening at 7:00pm on Thursday, May 23.

- We are taking steps to get ready for our TOSV Summer Camp at the Recreation Center. The State authorizes us to have between 24 to 32 kids (depending on their age) per day. We prefer to maintain a 6-1 teacher to kid ratio but can go as high as 8-1 depending on the age of the counselor age of the kid, etc. We aim to serve 5-10 year olds. Depending on how early a family registers in the program, we charge between \$50 - \$65 per day.
- We are planning a Spring gear swap to occur on April 10 at the Recreation Center from 5 to 7
- At the risk of jinxing anything, The Town Park project remains on time for a June 1 completion.
- After decades of loyal service, we plan to experiment with a new size transit bus later this year. We will likely be replacing two of our cutaway buses with 11 passenger (Federally compliant) vans. Unfortunately, there is not a viable electric van alternative yet, but the gas milage on the new vans is expected to be almost 300% better than the existing cutaway bus.
- We have closed public use of Parking Lot #11 to help accommodate the DAV. While this is a smart and appropriate accommodation to make, it doesn't help our already tight parking situation.
- The permits for Buildings 10 A and B in Base Village are nearing completion. As such, we can expect a couple of more cranes in our Base Village skyline later this spring.
- Because of the adopted methodology to determine the (required) County share back of County sales tax to TOSV, we are actually receiving less county sales tax revenue than we did last year. While January sales tax in TOSV was up 5%, the required County share back is down 10%. In real dollars, TOSV's 1% sales tax had an increased revenue of \$648K. The County share back was down by \$775K. NOT awesome; hence the reason for the projected change in revenue we discussed at the previous Council meeting.

CC: Department Directors