



To: Mayor and Town Council  
From: Clint Kinney, Town Manager  
Date: February 15, 2018  
Re: Info Update

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#### THE NUMBERS ARE IN

December sales tax numbers are in and, not surprisingly, they look good. It is amazing what a decent snow year can do for the economy. December 2018 was up 15.5% over December 2017. Overall, 2018 compared to 2017, showed an 8.7% growth rate in sales tax collection. Lodging tax increased 1.1% in December and 4.1% year over year. Lodging continues to be the single largest contributor to sales tax followed by restaurants, then sporting equipment/clothing.

#### MORE NUMBERS

For those of you keeping score at home, here are some more numbers for 2018. For the year, we had record-breaking occupancy in nine out of 12 months (all except Jan, Mar & Apr), we had record-breaking average daily rate in nine out of 12 months (all except Jun, Sep & Dec), and we had record-breaking revenue per available room in 11 out of 12 months (all except Dec). All of this adds up to lodging tax revenues going up 4.1% last year. Looking forward, based on the comparison Destimetrics Report (which compares 16 other destinations) as of Jan 31<sup>st</sup>, Snowmass leads in occupancy on the books for March and April. We were number 2 in occupancy going into February. (We finished January with the highest occupancy among the competitive set)

#### TID BITS

- The Town Council and Planning Commission will begin their review of the Snowmass Center next week during a joint meeting on Tuesday. Staff is still reviewing the application and preparing the staff report. Please be cognizant that the Council (and Planning Commission) is in its quasi-judicial review capacity.
- We have lots of new stuff at the Recreation Center including new classes, new equipment and new staff. Welcome to Chloe, Sam, Sam and Brian.
- Speaking of new stuff, the HVAC equipment at the Recreation Center and the installation of the new boilers for Carriage Way (aka Snowmelt Road) are out to bid and expected back in early March.
- Planning for special events this summer is underway. At the request of several lodging entities, we have determined we need to change the initially proposed date for the Vintage Car Race. At this point, we are not sure we will be able to find a new date that works for the Town and the Race Organizers, but we are working on it now. We

are also working on attracting a new, large scale event for early August. Keep your fingers crossed for this one.

- There are certainly more people in Town this year than last year. Ridership on the Village Shuttle hit about 110,000 riders in January. That is up about 30% from the previous year. As part of this increase in ridership, we actually ran out of the new and improved paper route maps and needed to order more. What a great problem to have.
- Coffey Place is making progress. The 17-unit project is expected to be submitted for review this month.
- The Town is hosting our next Tourism Talk on 2/28 at 11:30 a.m. at the Limelight.
- Speaking of Tourism, at this week's Tourism Board meeting, it was mentioned that the Limelight, Viceroy, Wildwood, and Westin were all considering going to a year-round business model starting in 2020.
- For those of you that are interested in pickle ball, there will be a free clinic from 9 a.m.- 11 a.m. on the 20<sup>th</sup> and 25<sup>th</sup> at the recreation center.
- East West is continuing its design effort for the Collective Building (aka Building 6). Design of the restaurant and the flex space (all upstairs) is nearing completion and is looking great. Design of the "basement" is also underway. Because Discovery is going to need time to undertake their fund-raising efforts, the entire basement will initially be designed and programed as part of the "game room." This design won't preclude any advancement of the Discovery Concept but will ensure the entire basement area is fully utilized while fund raising is underway. East West is leading this effort and keeping the Town in the loop. They are looking at lots of cool, colorful ideas.

CC: Department Directors