



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: January 22, 2022
Re: Info Update

LET'S EAT

To support restaurants during the last couple of weeks of red level restrictions, we created a Dining Guide to Snowmass that features all outdoor dining, takeout and delivery options. This is running as a full page ad 2-3 times/week in the Aspen Times and Aspen Daily News; as a promoted post on Facebook; and as the second page of our Weekly Event Flyer, which is emailed to all Snowmass and Aspen concierges and posted in the Skittles. We are running daily "Takeout Today" as Instagram stories, featuring a different restaurant every day. We will also be promoting restaurants in our weekly Aspen Daily News video segments called The Local Update. In addition to advertising, we are working closely with the County to implement the State's 5 Star Program that will eventually allow restaurants to have indoor dining while in Red.



Finally, we are working to distribute information regarding the County/Aspen Community Foundation grant program that will offer up to \$25,000 in grant proceeds to affected businesses. All this stated, with any luck, we expect the case numbers to continue to drop so that we can return to Orange Level restriction on the COVID dial next week.

TID BITS

- The Colorado Association of Ski Towns and Northwest Colorado Council of Governments are partnering on a research project titled **Mountain Migration – Are COVID Impacts on Housing and Services Here to Stay?** The objective is to understand observed COVID impacts on mountain communities from households relocating from primary homes elsewhere and part-time residents staying longer, and whether impacts may be lasting or if the trend is temporary. Impacts on the ownership market and rental inventory and prices will be included. The outcomes of this research will help communities understand the potential impact of COVID-driven changes and shifting service and infrastructure needs.
- The County's November sales tax revenue was down 22% year over year. But, the good news is that their sales tax revenue is still up 1% year to date.

- SEH is now under contract to begin the next phase of design for the Mall Transit Station
- Also under design are updates to the Transit web site. This update should be done in the Spring.
- The new ownership of the Westin plans to give the interior of the building some much needed love and attention. While the upgrade is appreciated, the magnitude of the upgrade means that both the Westing and Wildwood will likely be closed this summer. Combined, they are about 10% of our bed base, so if they close, this will have impacts on the Village. They currently have several thousand group room nights they will need to deal with and address if they close for the remodel. While nothing is in stone, the closure could be as soon as mid April and last until mid November. The Tourism Team is on top of the issue and doing everything we can to keep the affected business and guests here in the community.
- The Coffey Place lottery is done, but the work has just begun. Lottery winners are lining up to tour the property, sales contracts need to be developed, HOA docs created, and the construction needs to continue.
- We will have 3 bedroom Daly Townhome and a 3 bedroom Sinclair Townhome available in upcoming lotteries.
- X games is this weekend-- it's only a TV and Web event this year, so don't try to go stand on the half pipe. Even with the toned-down event, we expect to get something like 16 hours of live television coverage. The coverage is worth our investment.
- With occupancy rates about 50% of normal, our winter marketing efforts are continuing along with all our activations such as live music, Luminescence, s'mores and more. AND (btw), the skiing is still fun.
- We had architects and contractors on site this week as part of the Mountain View remodel project.
- Parents are starting to think about summer and the Park, Rec and Trails Team is working to determine the programming we can offer. With any luck, if the COVID rules don't change too much. At this point we are aiming to reach or break the record participation numbers we had last summer.
- Put on your seatbelts, with the building permits submitted, we are expecting Electric Pass Lodge and the Havens to start breaking ground as soon as March/April.

CC: Department Directors