



To: Mayor and Town Council
From: Clint Kinney, Town Manager
Date: August 21, 2021
Re: Info Update

SPECIAL SATURDAY EDITION

ONE FOR THE RECORD BOOKS

The sales tax receipts from June appear to be an all-time record for the month. Sales taxes were up 111% from last year's paltry number. Year to date, sales tax revenue is now up 3% for the year. Considering how bad January 2021 and February 2021 numbers were (down 44% and 31% respectively), the fact that our year-to-date is ahead of last year is great news. Lodging tax was up almost 300% in June, but is still down 10% for the year. With July's paid occupancy at about 75%, yet another record, we should expect July's sales tax numbers to be in the same record breaking range. August and September occupancy rates are also keeping the busy trend going.

MORE EXCITING NUMBERS

Preliminary data was released from the CENSUS recently. The 2020 census shows that our population increased slightly to 3,096 residents, and that we have a total of 2,601 housing units, 53% of which the census considers occupied. We are reviewing the data to see how accurate we think it is. As you remember, we partnered with communities up and down the Valley to make sure we had as close to a complete count as possible. You can find a lot of different breakdowns by following the link below:

<https://demography.dola.colorado.gov/census-acs/2020-census-data/#census-data-for-colorado-2020>

MORE EXCITING NEWS

The Town of Snowmass Village Softball Team brought home the league championship this week!

LET'S LEARN

The Colorado Municipal League is holding its annual conference in Westminster September 22-24. As you will recall, the conference was supposed to be here in the Village in June, but with the Westin closed, they obviously couldn't make it happen. Anyhow, this is a great training opportunity for elected officials. If you have any interest and ability to attend, please let me know and we will take care of all the necessary arrangements. If you can't make Westminster happen, CML is holding their district meeting (a couple of hours in the afternoon) in Aspen on October 14. If you are able to attend the District meeting, please let me know so we can get you signed up.

TID BITS

- As a requirement of the most recent Public Health Order, Recreation Center staff that lead any of our indoor kids programs will start wearing masks next week. Of course, our Transit Staff has never stopped wearing masks while they are on the job. We will continue to work with the Health Department to follow their guidance on these and other COVID related issues.
- The large bridge on the North Rim Trail received a little love and some new stain last week.
- We received only one response from a contractor to help with pricing, planning and to undertake the Town Park project.
- 30 year veteran Transit Supervisor Dave Harris has announced he will be retiring in October. Parking Manager Sam Guarino will be jumping on board to fill the large shoes Dave is leaving behind. So we are currently advertising to fill the Parking Manager position.
- Labor Day weekend is coming and JAS planning is hot and heavy. We are also planning for the Balloon Festival, Cedar Mass and a new event on September 2 we are calling Mall Jam—details are still evolving but the event will be something like two stages on the Mall with 4 bands and a ton of energy and fun.
- We are out to bid for a new advertising agency. A committee of Tourism Board members and other volunteers has been formed to review the responses. We are hoping to have the new firm on board by October and have a new campaign ready to go for the summer of 2022.
- The repairs on Little Red are almost completely finished.
- The Recreation Center pool maintenance project is scheduled to start September 12 and last until the 24. But in order to let the plaster “dry” correctly to meet warranty requirements, the heat will need to stay off for 5 more days. Soooo, get your September pool time in early.
- Coffey Place received its final Certificates of Occupancy this week.
- The next tourism talk is scheduled for August 26.
- Supports and concrete slab were poured last week next to Town Park Station for the eventual installation of the Ice Cube Art. It is the intent of the artist to make it look nice but uninviting to touch so the grades will be steeper to discourage people from walking up to it. Conduit was installed in the base of the sculpture to run electric to the sculpture if we ever decide to light the piece. The artist is still having difficulty acquiring the materials for the actual art piece. So at this point, we are anticipating an Ice Cube delivery some time in November.

CC: Department Directors