Summer Outlook Meeting – May 26, 2021
An Informational Overview for Local Businesses
Welcome and thank you for joining us.

We are excited for Summer 2021!

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Overview:

Tonight’s Agenda:
1. Welcome
2. Summer Travel Outlook
3. Summer Events
4. Open Container Info / Takeout Alcohol
5. Municipal Broadband
6. Town CIP Projects
7. Town Finances
8. Town Projects and Programs
9. Communication with Businesses
10. Q&A

Sarah Smith Hymes
Mayor
shymes@avon.org

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DestiMetrics for Avon, Colorado

- 10th year of program
- 7 Data Submitting Properties & 53% of professionally managed units
- Industry data includes 19 mountain/ski destinations including Beaver Creek & Vail
Summer Occupancy

End of Season 2020 vs. 2019
Avon = -25%
Industry = -31%

Pacing 2021 vs. 2020
Avon = +67%
Industry = +91%

Pacing 2021 vs. 2019
Avon = -9%
Industry = -5%

Avon Specific
Busiest Month = July @ 63%
Largest Growth = August
Average Summer Occupancy = 55%
Summer Average Daily Rate

End of Season 2020 vs. 2019
Avon = +5%
Industry = +7%

Pacing 2021 vs. 2020
Avon = +6%
Industry = +28%

Pacing 2021 vs. 2019
Avon = +17%
Industry = +32%

Increased rate during pandemic summer
Indicates that Increased Occupancy is Expected
One of the top performing destinations in May, June, Sept and Oct

Top 10 for July & Aug
Summer Rate Comparison

Historic

Average Daily Rate

Destination Avon  Other Individual Destinations  All Destination Average

Month

$174  $253  $290  $283  $235  $177

May 19  Jun 19  Jul 19  Aug 19  Sep 19  Oct 19
Summer Daily Occupancy 2019

Third of July

Memorial Day

Labor Day

Note: This is not a forecast of bookings. Data presented in the report represents occupancy on the books as of the report date.
Available through Vail Valley Partnership at https://vailvalleymeansbusiness.com/data-center/tourism-research/

- Memorial Day
- Third of July
- Labor Day

Summer Daily Occupancy ‘19 vs. ‘21
Summer Travel Outlook

Avon Daily Occupancy Report as of April 30, 2021
"RETAIL REPORT": 60-DAY ADVANCE VIEW

Report Date: 4/30/2021

Occupancy Rate

Tool for Planning
Avon Retail Report
Available through Vail Valley Partnership
https://vailvalleymeansbusiness.com/data-center/tourism-research/
A full Special Events Calendar:

1. SunsetLIVE! (14 Sundays; May 30 – Sept. 5)
2. AvonLIVE! (9 Wednesdays; June 23 – Sept. 1)
3. Pop Up Music (10 Saturdays; June 26 – Sept. 4)
4. Salute to the USA - Saturday, July 3
5. Lakeside Cinema (6 Fridays – July and August)
6. Weekly Art Expo (11 Wednesdays; June 23 – Sept. 1)
7. Three multi-day Art Festivals (July, Aug. and Sept.)
8. Dancing in the Park (Thursday, Aug. 5)
10. Vail Valley Brew-Au (Saturday, Aug. 21)
11. Summer’s End (Labor Day Weekend)
12. Man of the Cliff (Oct. 9-10)
13. Athletic Events including Vail Lacrosse (June), Xterra (July), Vail Valley Soccer (Oct)
Art Initiatives this summer

**Existing Art Initiatives**
- Bronze Sculptures
- 2015 FIS World Championship Mural on Lettuce Shed Lane
- Painted Benches - 6

**New Art Initiatives**:
- Bronze Art Walking Map
- Rec. Center Mural – Renowned Muralist Pat Milbery
- Art Around Avon – 9 New Sculptures

**Coming Soon**:
- Storm Drain Educational Art - 6
- Musical Instruments Playground - 4
- Historical Markers - 10
Art Around Avon

The inaugural Art Around Avon begins with a Walking Tour on Friday, June 11 at 6:00 pm. to 7:30 p.m.

Nine (9) new sculptures will be installed in the Town core in early June – May 2022

This temporary art installation program will rotate each spring/summer providing new installations.
The inaugural Art Around Avon begins with a Walking Tour on Friday June 11.

Nine sculptures around town,

Sculptures changing annually.

Other Art Pieces
Open Container Info

Open Containers are currently permitted in Harry A. Nottingham Park and in all of Avon’s pocket parks.

Council will reevaluate in October 2021

Take Out Alcohol:

Takeout and delivery of alcohol was permitted as a COVID-19 response, but this was intended as a temporary amendment to the law that is set to expire July 1, 2021. However, HB 21-1027 would remove the sunset and allow this practice to become permanent. HB 21-1027 was introduced in February. It has passed out of House and as well as the Senate Finance Committee, by a 7-0 vote – all good signs this bill will become law.

Paul Wisor
Town Attorney
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Avon’s Broadband Feasibility Study
Project Goals & Objectives

- React to pandemic changes in our lives
- Evaluate broadband availability and satisfaction levels
- Create a Vision for improved connectivity
- Study costs and financial feasibility of potential solutions
- Establish a path forward for Avon

COVID Impact on Remote Work

<table>
<thead>
<tr>
<th>Days of Respondents</th>
<th>Before COVID-19</th>
<th>After COVID-19</th>
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<tbody>
<tr>
<td>Never</td>
<td>34%</td>
<td>67%</td>
</tr>
<tr>
<td>&lt;1 day per week</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>1-2 days per week</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>3-4 days per week</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>5+ days per week</td>
<td>0%</td>
<td>17%</td>
</tr>
</tbody>
</table>

- No access
- Sometimes (for example, shared with another family member)
- Yes, always
A Regional Look

- Project Thor – Regional Network
- Peer Communities are Improving Broadband Service
  - Breckenridge
  - Estes Park
  - Aspen
Project Scope

• **Phase I: Public Outreach**
  • Community Needs Assessment
  • Current Market Assessment
  • Assess Private Resources
  • Peer Community Outreach
  • Inventory Community Owned Assets
  • Identify Smart City Synergies
  • Establish Broadband Vision for Avon
Project Scope - Continued

• **Phase II: Planning**
  - Conceptual Network Design
  - Financial Feasibility
  - Complete Broadband Master Plan

• **Phase III: Public Policy**
  - Review/Revise Colocation Policies
  - Develop Fiber/Conduit Specifications
Summer Projects:

- Pavilion Deck Replacement
- Harry A. Nottingham Park – Utility Project
- Former Town Hall Demolition
- Harry A. Nottingham Park – West Landscaping Project
- Nottingham Park – North Restroom Project
- Recreation Center Locker Room Remodel Project
- Avon Road/I-70 Pedestrian Project
- Buck Creek Road Repairs
- Digital Sign on Railroad Bridge
2020 Finances:

- After budget cuts in March 2020, sales tax revenues were strong and higher than expected over the summer.
- The Town was up 0.15% in sales tax revenues compared to 2019.

### 2020 Summer Financials June - August

<table>
<thead>
<tr>
<th>Month</th>
<th>2020 Amended Budget (May)</th>
<th>2020 Final Amended Budget</th>
<th>2020 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>$600,028</td>
<td>$708,950</td>
<td>$801,966</td>
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<tr>
<td>July</td>
<td>$604,238</td>
<td>$713,924</td>
<td>$700,497</td>
</tr>
<tr>
<td>August</td>
<td>$547,649</td>
<td>$647,064</td>
<td>$683,538</td>
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### 2019 v 2020 Year End Financials

- 2019: $9,085,682
- 2020: $9,099,245
2021 Finances:
- The Town sales tax revenue exceeds estimates for the first quarter of 2021.
- E-Commerce sales tax collections have increased dramatically with the implementation of the Sales & Use Tax system (SUTS) by the Department of Revenue.
Real Estate Transfer Tax (RETT):

- Avon’s RETT has played an important role in funding Avon’s public infrastructure and capital improvements for over 40 years.
- The Town of Avon imposes a Real Property Transfer Tax (“RETT”) in the amount of 2% of the consideration paid on the transfer of real estate property within the municipal limits.
- All RETT revenues are allocated to capital improvements with the exception that 10% may be deposited in the Community Housing Fund and Council may reallocate RETT for any municipal purpose upon a determination of an emergency.
- There are a variety of RETT Exemptions including primary residents
- Large Projects are a major source of RETT Revenues

A comprehensive overview of RETT was provided to the Finance Committee and to Council and will be made available on the website soon.
Use of Real Estate Transfer Tax

Real Estate Transfer Tax revenues pay for the majority of Capital Improvements in Avon, including improvements to Harry A. Nottingham Park, regional trails, street repaving, and debt payments for the Police Station, Avon Regional Transit Facility, and Fleet Maintenance Building.
Who Pays RETT?

Full-Time Residents paid 20% of RETT. 80% of RETT came from second home owners, investors and commercial transactions over the last three years.

Total RETT Collected 2018-2020 by Category

- Commercial RETT: $648,055.99 (7%)
- Non-Primary Residential: $2,021,271.09 (20%)
- Primary Residential: $7,294,030.47 (73%)

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### RETTs and RETAs in Eagle County

<table>
<thead>
<tr>
<th>Location</th>
<th>RETT/RETA</th>
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<tbody>
<tr>
<td>Avon</td>
<td>2%</td>
</tr>
<tr>
<td>Vail</td>
<td>1%</td>
</tr>
<tr>
<td>Minturn</td>
<td>1%</td>
</tr>
<tr>
<td>Arrowhead</td>
<td>1.5%</td>
</tr>
<tr>
<td>Bachelor Gulch</td>
<td>2%</td>
</tr>
<tr>
<td>Beaver Creek</td>
<td>2.375%</td>
</tr>
<tr>
<td>Brett Ranch</td>
<td>1%</td>
</tr>
<tr>
<td>Red Sky Ranch</td>
<td>2%</td>
</tr>
<tr>
<td>Gypsum</td>
<td>1%</td>
</tr>
<tr>
<td>Cordillera</td>
<td>2%</td>
</tr>
<tr>
<td>Colorow at Squaw</td>
<td>1%</td>
</tr>
<tr>
<td>Squaw Creek</td>
<td></td>
</tr>
<tr>
<td>Eagle Ranch</td>
<td>1%</td>
</tr>
<tr>
<td>Eagle Ranch</td>
<td>1%</td>
</tr>
<tr>
<td>Riverwalk</td>
<td>1%</td>
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<tr>
<td>Summer Outlook Meeting</td>
<td>2021</td>
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Town Projects & Programs

- **Transparency**
  - Community Survey – Engage Avon – ClearGov

- **Community Housing and ¡Mi Casa Avon!**

- **Regional Transit Optimization Plan Efforts**
  - Beaver Creek-Avon-Vail winter connection pilot project – Employee Transit Survey

- **Climate Action Strategies**
  - EV Charging Stations - Electric Buses - Transition Town of Avon vehicle fleet to electric vehicles
  - HB 21-1162 – State-Wide Plastic Bag and Polystyrene Bag

- **Remote Work Policies**

- **20 Year Vision** (community goals, opportunities and challenges, strategies, catchy name?)

- **Customer Service Training** (private sector approach for all Avon employees)
Recreation Center Update: Reservations and capacity limitations will be phased out by June 13! Avon Health & Recreation Committee is looking to the future and improvements to programs and facilities to serve both residents and visitors.

<table>
<thead>
<tr>
<th>Area</th>
<th>Status</th>
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<tbody>
<tr>
<td>Cardio Area</td>
<td>No reservations required.</td>
</tr>
<tr>
<td>Free Weights</td>
<td>Moving to Peak Time reservations only next week</td>
</tr>
<tr>
<td>Lap Swimming, Family Swim</td>
<td>reservations still required but gradually increasing area capacities over the next few weeks.</td>
</tr>
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Websites and Audiences

1. Avon.org
2. DiscoverAvon.org
3. Engage.Avon.org
4. Social Media
Communication with Businesses

Other Communication Channels

1. 2021 Avon Community Survey
2. Press Releases
3. Signs around Town
4. The Avon Heartbeat (Monthly E-newsletter)
5. Seasonal Marketing
6. Improvements?
Thank you!

Any Questions?  How can TOA support Avon Businesses?