



Snowmass Tourism

September 29, 2016
(8:30am-10:30pm)

MGS&SE REGULAR BOARD MEETING AGENDA

- ◆ **Roll Call**
- ◆ **Approval of Meeting Minutes from September 29, 2016, *Attachment A***
- ◆ **Public Non-Agenda Items** (limit 3 minutes each)
- ◆ **Programs For Review, Approval and/or Heads Up**
 - **Review/General Updates:**
 - Primary Tourism Metrics, *Attachments B*
 - Primary Dashboards
 - Marketing Dashboard, Touchpoints Summary & PR Report
 - Group Sales Dashboard
 - YTD Budgets & TOSV Tax
 - Committee Updates
 - **Heads-Up/No Approval Requested:**
 - Miscellaneous Updates
 - 2016/17 Snowmass Tourism Meeting Dates, *Attachment C*
 - 2017 Summer Events Schedule, *Attachment D*
- ◆ **Skittles/Sky Cab Connectivity Discussion**
- ◆ **Other Matters Arising**
- ◆ **Adjournment**



Snowmass Tourism

Minutes

Regular Meeting of September 29, 2016

Marketing, Group Sales & Special Events (Snowmass Tourism) Board Chair Howard Gross called to order the Regular Meeting at 8:31A.M.

ROLL CALL

BOARD MEMBERS PRESENT: Howard Gross, Robert Sinko, David Dugan, Mary Harris, Reed Lewis, Mike Sura, John Quigley, Christian Knapp and Leticia Hanke.

BOARD MEMBERS ABSENT: Timothy McMahan

STAFF MEMBERS PRESENT: Rose Abello, Tourism Director; Virginia McNellis, Marketing Director; Maria Sechrist, Online Marketing Manager; Clint Kinney, Town Manager; Kiesha Techau, Group Coordinator; Sue Whittingham, Guest Services Manager.

PUBLIC PRESENT: Gwyn Knowles, Gwyn's High Alpine and other interested members of the public.

APPROVAL OF MEETING MINUTES from August 22, 2016, Attachment A: Gross noted a change to the verbiage in the following section: Review of Specific Departments, Guest Services. The change to Building 6 (instead of Building C/IADC) and adding "may" instead of "will" to the same sentence need to be corrected.

A motion to approve the August 22, 2016 minutes with the revisions noted above was made by Lewis and seconded by Sinko. The motion was approved by a vote of 8 in favor and 0 opposed.

PUBLIC NON-AGENDA ITEMS: None at this time.

OUTSTANDING ISSUES DISCUSSION: Abello pointed out that there were several suggestions made at the last retreat/meeting and provided updates on the progress of each of these: additional summer concerts, Fourth of July programming, paperless Board packets and locations of events. Gross noted that the Events Committee addressed both the additional programming and locations of events concerns. Abello noted that TOSV Finance Dept will be updating a report that tracks revenue received from the separate commercial nodes and if interested, can provide that for the Board when available. Quigley, Gross and others commented on the importance of considering the individual events' needs/what will work best for each individual event to come to Snowmass and to focus on bringing revenue into Snowmass as a whole, no matter where the actual event logistics land. Sinko noted that the Marketing Committee and staff addressed the request to have the new ad campaign incorporate more of a personal

feel. Sura complimented the 2016 Balloon Glow however, noted that there was some transportation and signage/communication confusion that can be improved for future.

PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP:

- **Review/General Updates:**
 - **Primary Tourism Metrics, Attachments B:** Abello proceeded to provide an overall update on the Primary Tourism Metrics.
 - **Committee Updates:**
 - **Special Events Committee:** Gross began by asking Abello to explain the results as presented on the events scorecard (attachment C in the packet) which she proceeded to do. Staff and board members discussed the results presented and Knapp asked that sample size also be added to the summary. Gross noted that an important question that was asked of stakeholders is missing from the data presented. Abello acknowledge the same and will look for the additional data, also noting that the amount of stakeholder responses were very low, which staff addressed at the last Tourism Talks (which are informational meetings for all stakeholders to attend, presented quarterly in different locations around the village). Another idea from the last Tourism Talks, of which several members of the Board supported as well, was a request for a Lodging Tour/Open House, available for all stakeholders to attend – staff will work to set this up in December. Rose showed a preview of the 2017 Summer Events schedule.
 - **Marketing Advisory Committee:** McNellis updated the Board on what was presented and discussed at the last MAC meeting: Winter campaigns, brand platforms and timelines of advertising launches and will follow up with stakeholders on access to available assets through Snowmass Tourism. Abello presented the new winter videos and McNellis explained the reasoning behind the differences and lengths of each. Abello & McNellis also presented the final winter print ads.
 - **Group Sales Advisory Committee:** Abello provided an update on the search for a new Group Sales Director.

- **Approval Requested:**
 - **2017 Marketing/Events & Group Sales Budgets, Attachment D:** Abello presented pie charts with breakdowns of the 2016R and 2017 budgets and highlight any significant changes within the different sections. She specifically noted an increase in the reserve fund, from 10% to 15% starting in 2017, as directed by the Town. Sinko asked for clarification on Fund Balance Designations/Reserves and Kinney explained. **A motion to approve the Marketing & Special Events and the Group Sales Budgets as presented was made by Sinko and seconded by Quigley. The motion was approved by a vote of 8 in favor and 0 opposed.**

 - **2017 Tourism Business Plan, Attachment E:** No discussion **A motion to approve the 2017 Business Plan as presented was made by Knapp and seconded by Dugan. The motion was approved by a vote of 8 in favor and 0 opposed.**

- **Heads Up/No Approval Requested:**
 - **Miscellaneous Updates:**
 - **2015/16 Snowmass Tourism Meeting Dates, Attachment F:** Abello communicated that at the last Tourism Talks, staff invited stakeholders to join the different Advisory

Committees in an effort for more collaboration so there may be some new members at the next meetings.

OTHER ARISING MATTERS:

Gross noted his observation that there have been a lot of visitors in town for the Fall colors.

Lewis asked the Board to consider a review of the Marketing Tax percentage and the Board agreed to discuss it at a future meeting. Dugan asked the Board to also consider a review of the Skittles/Sky Cab and Kinney mentioned that it is part of the CCP and would welcome input from the Snowmass Tourism Board. The Board asked for a copy of the most recent connectivity study and agreed to discuss at a future meeting. Quigley asked that both of these topics be addressed at separate meetings and the Board agreed that the Connectivity discussion should be first, at the next meeting.

The next Board Meeting will be December 15th.

Knapp noted that Pitkin County will be presenting the new Aspen Airport renderings as well as information on current issues and future development from 4-6PM at the Pitkin County Library, today. Knapp and Abello stressed the need for Snowmass Tourism, the Board and all Snowmass stakeholders to have the pertinent information and be involved in the discussions.

ADJOURNMENT

There being no further discussion, **Quigley made a motion to adjourn the Regular Meeting of the Snowmass Tourism Board, which was seconded by Lewis. The motion passed unanimously with 8 in favor and 0 opposed.** The Meeting adjourned at approximately 10:42A.M.

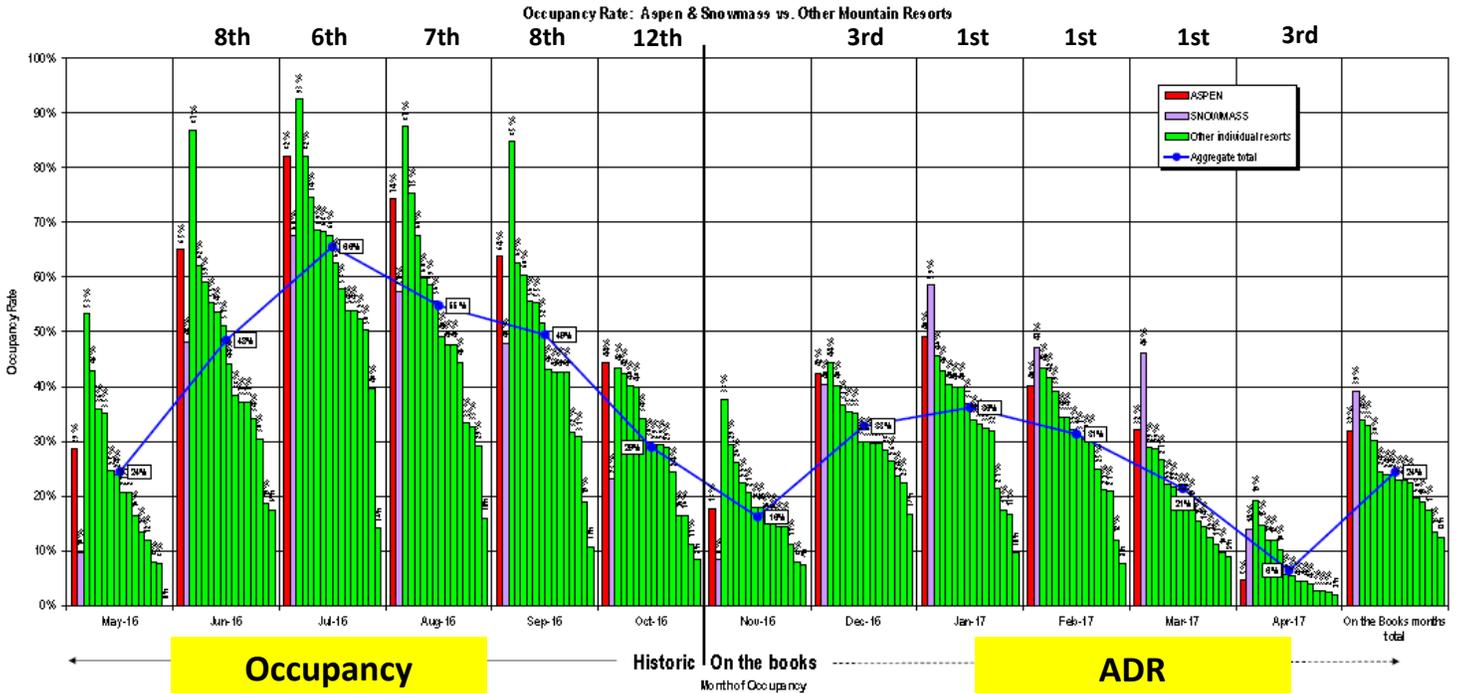
Respectfully submitted by:

Kiesha Techau

Snowmass Tourism Primary Dashboard

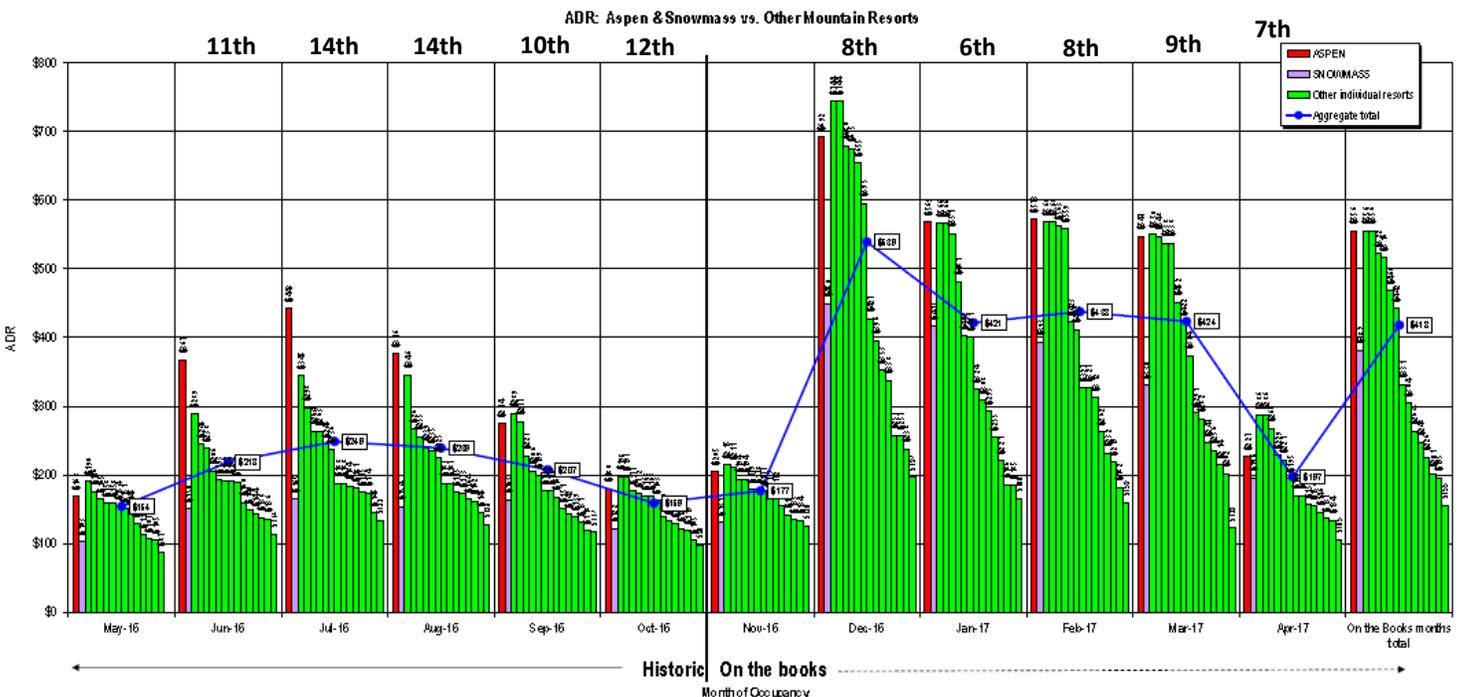


Goal 1: maintain or improve rank in Winter and improve rank in Summer



Winter	2011/12	2012/13	2013/14	2014/15	2015/16
Rank	7th	3rd	5th	4th	3rd
# Dest	15	16	17	17	16
Summer	2012	2013	2014	2015	2016
Rank	11th	11th	8th	7th	8th
# Dest	16	17	17	17	16

Winter	2011/12	2012/13	2013/14	2014/15	2015/16
Rank	5th	5th	5th	5th	5th
# Dest	15	16	17	17	16
Summer	2012	2013	2014	2015	2016
Rank	13th	11th	13th	13th	12th
# Dest	16	17	17	17	16



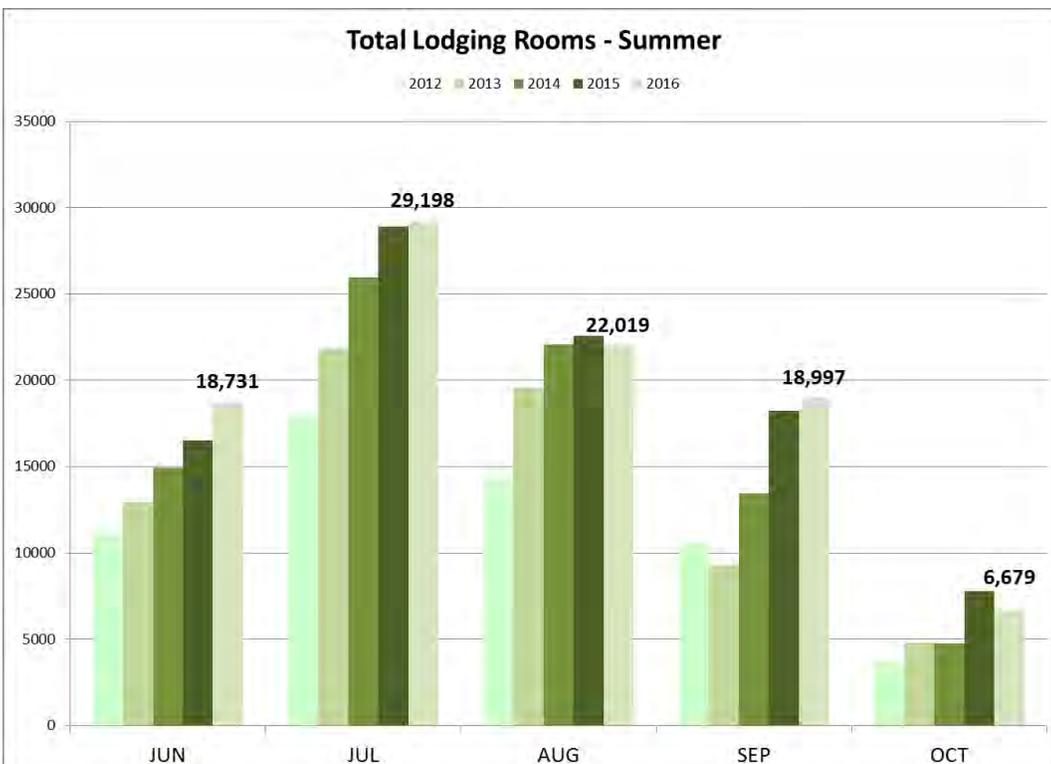
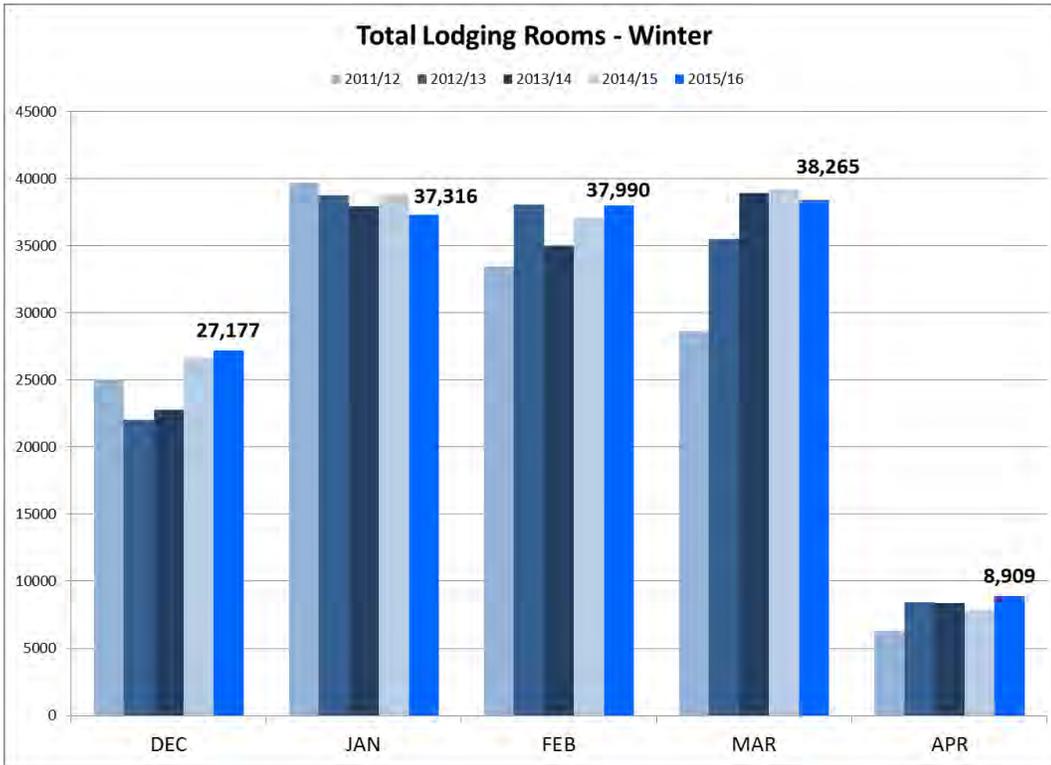
Snowmass Tourism

Primary Metrics



Goal 2: Increase annual total demand for overnight visitation

Increase Occupancy & Lodging Tax by 10% in Summer, 4% in Winter



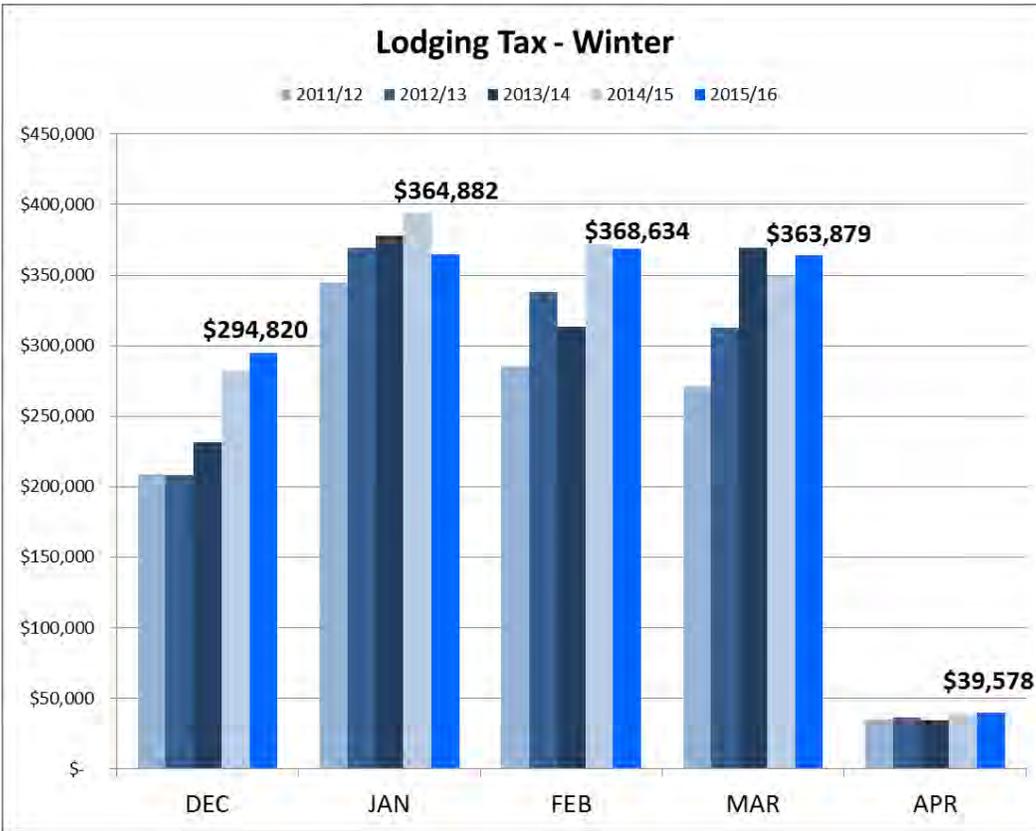
Total Lodging Rooms

WINTER	TOTAL	
2011/12	133,206	↑11.1%
2012/13	142,735	↑7.2%
2013/14	143,017	↑0.2%
2014/15	149,740	↑4.7%
2015/16	149,947	↑0.1%

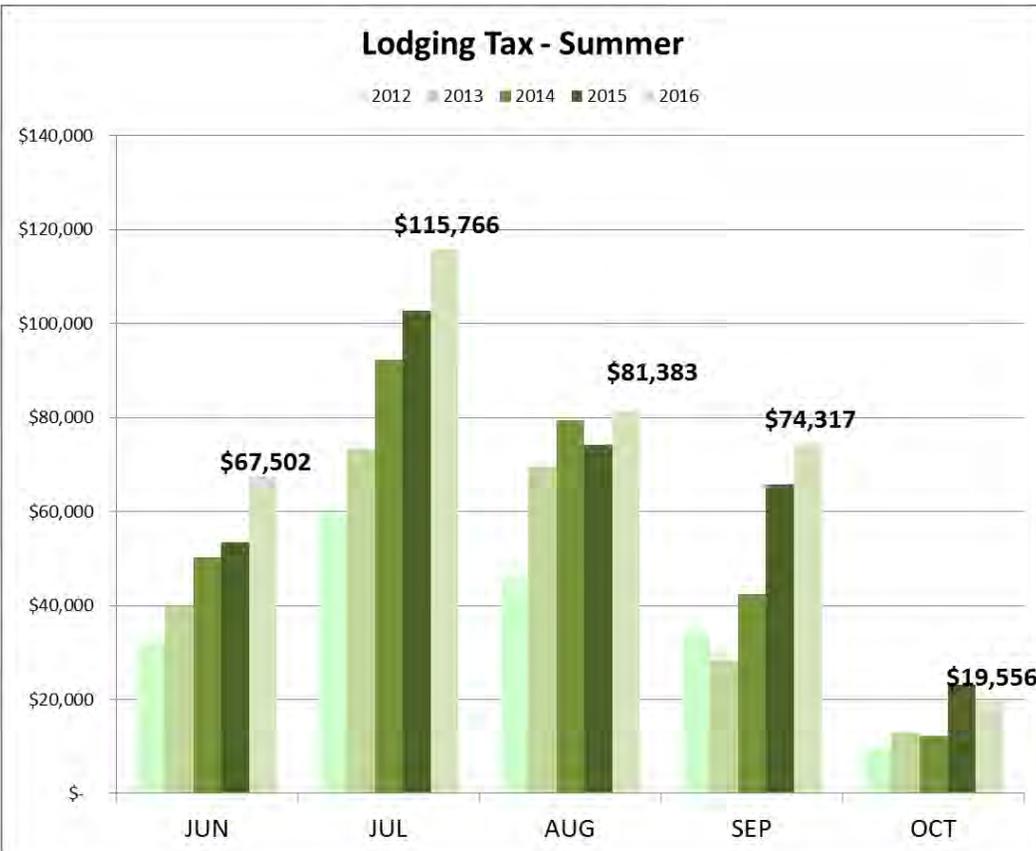
YTD Status (Oct 2016)	
Year	#Rms
2015	218,399
2016	220,490
↑0.96%	2,091

SUMMER	TOTAL	
2012	57,594	↓15.9%
2013	68,495	↑18.9%
2014	81,156	↑18.5%
2015	94,100	↑15.9%
2016	95,680	↑1.7%

Lodging Tax (\$)



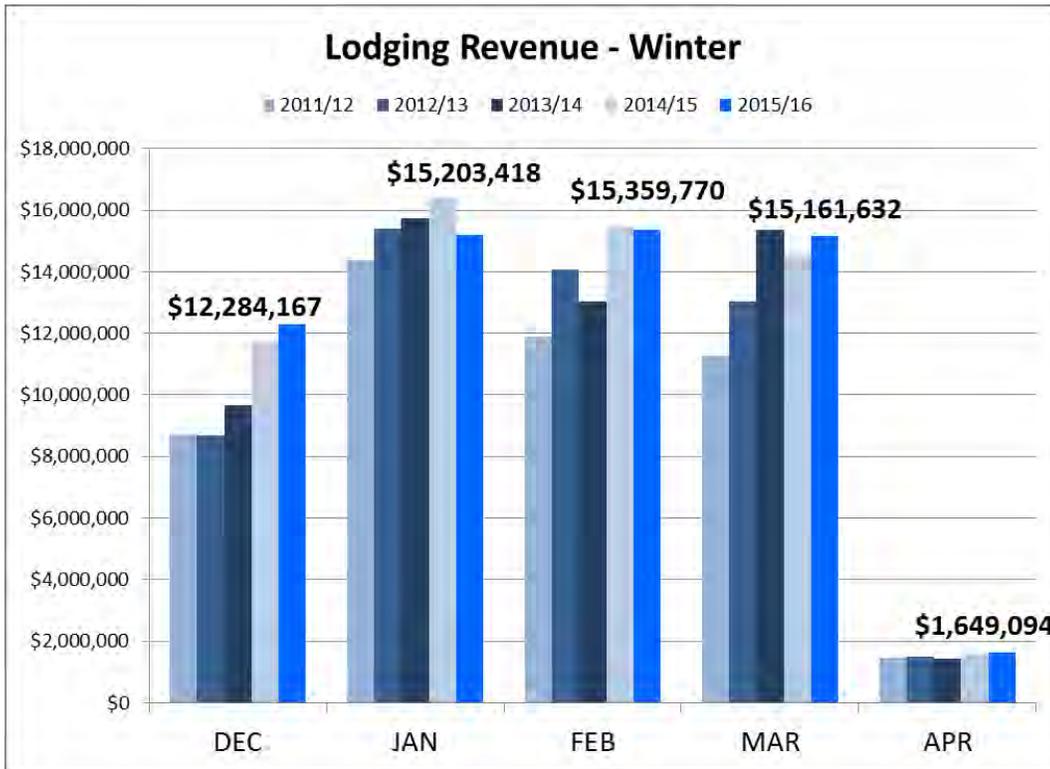
<u>WINTER</u>	<u>TOTAL \$</u>	
2011/12	\$1,144,666	↑11.5%
2012/13	\$1,264,399	↑10.5%
2013/14	\$1,326,285	↑4.9%
2014/15	\$1,434,879	↑8.2%
2015/16	\$1,431,794	↓0.2%



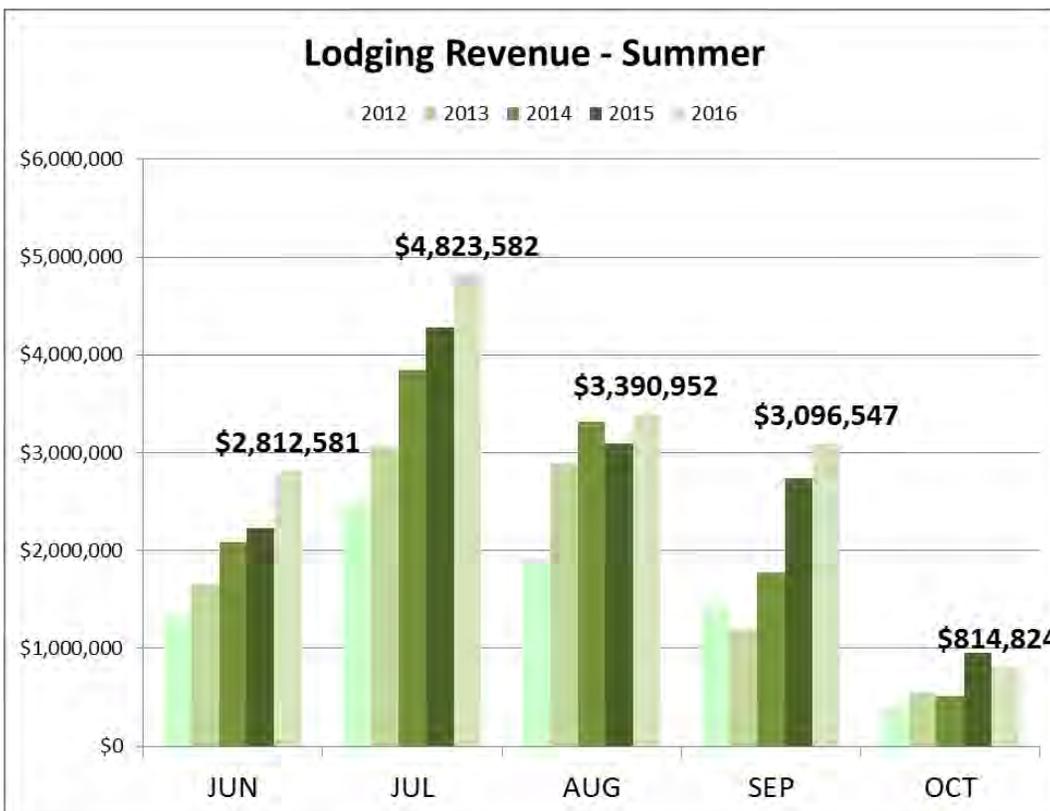
<u>YTD Status (Oct 2016)</u>	
<u>Year</u>	<u>Lodging Tax</u>
2015	\$1,475,060
2016	\$1,670,484
↑1.73%	\$25,483

<u>SUMMER</u>	<u>TOTAL \$</u>	
2012	\$180,891	↑2.0%
2013	\$224,277	↑24.0%
2014	\$276,736	↑23.4%
2015	\$319,311	↑15.4%
2016	\$358,524	↑12.3%

Lodging Revenue (\$)



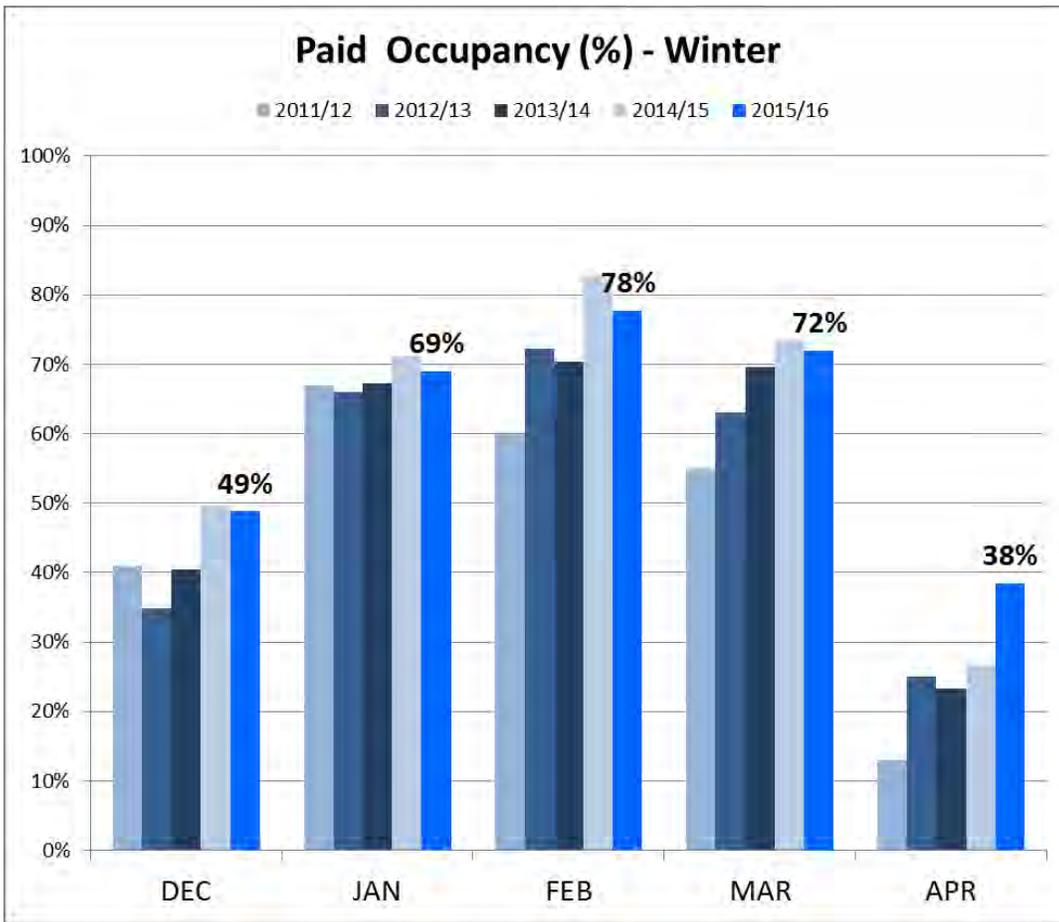
WINTER	TOTAL \$	
2011/12	\$47,694,418	↑11.5%
2012/13	\$52,683,301	↑10.5%
2013/14	\$55,261,862	↑4.9%
2014/15	\$59,786,636	↑8.2%
2015/16	\$59,658,080	↓0.2%



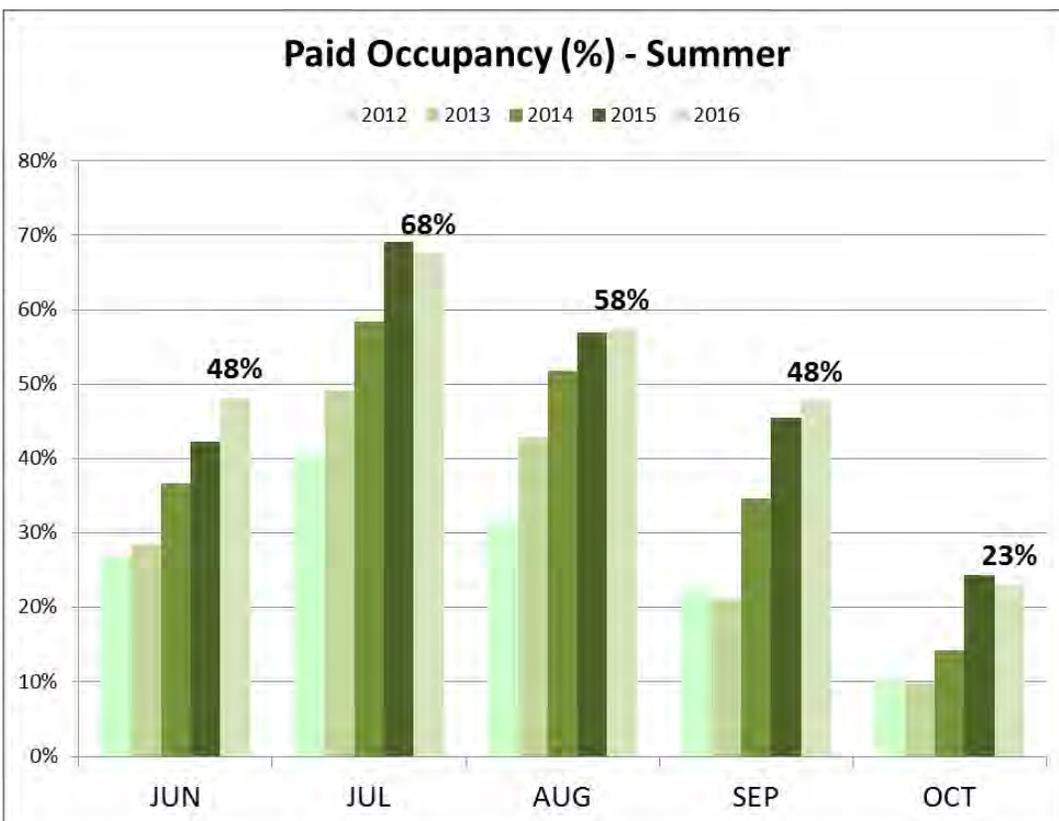
YTD Status (Oct 2016)	
Year	Lodging Rev
2015	\$61,460,813
2016	\$62,522,598
↑1.73%	\$1,061,785

SUMMER	TOTAL \$	
2012	\$7,537,143	↑2.0%
2013	\$9,344,865	↑24.0%
2014	\$11,530,666	↑23.4%
2015	\$13,304,612	↑15.4%
2016	\$14,938,486	↑12.3%

Lodging Occupancy (%)

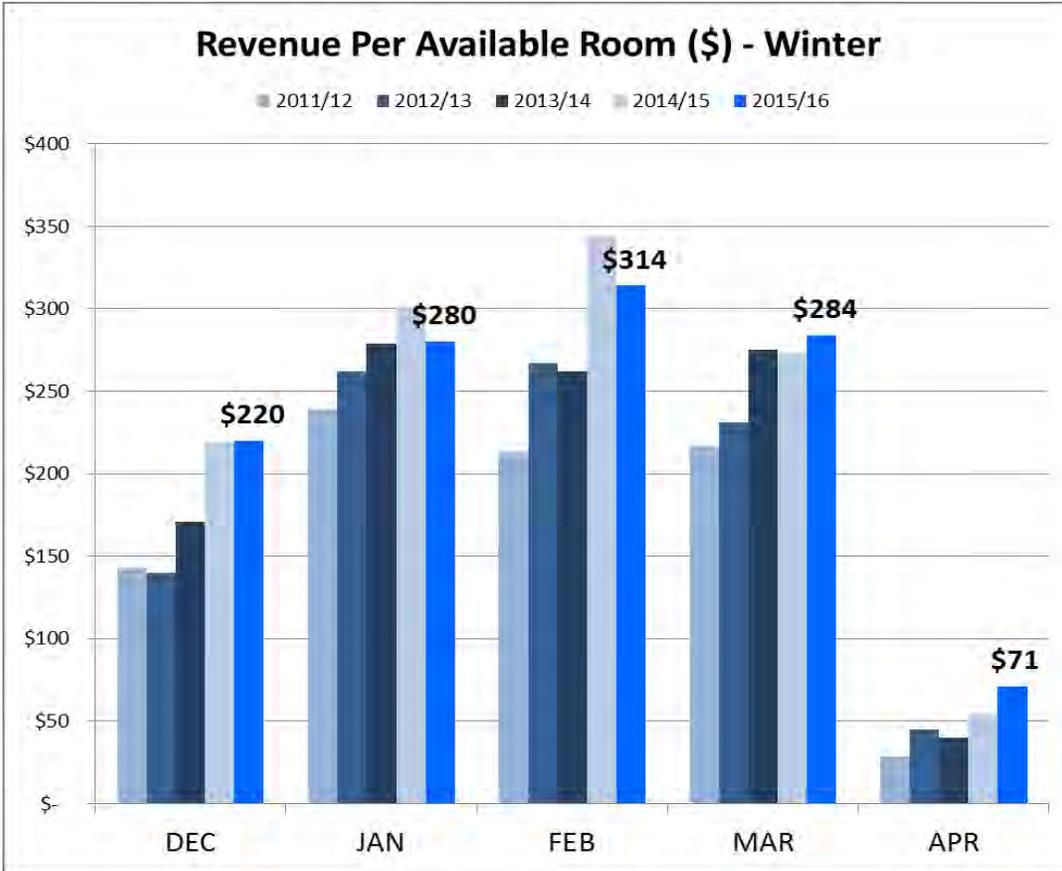


<u>WINTER</u>	<u>AVR %</u>	
2011/12	47%	↓0.4%
2012/13	52%	↑10.6%
2013/14	54%	↑3.8%
2014/15	61%	↑12.2%
2015/16	61%	↑0.6%

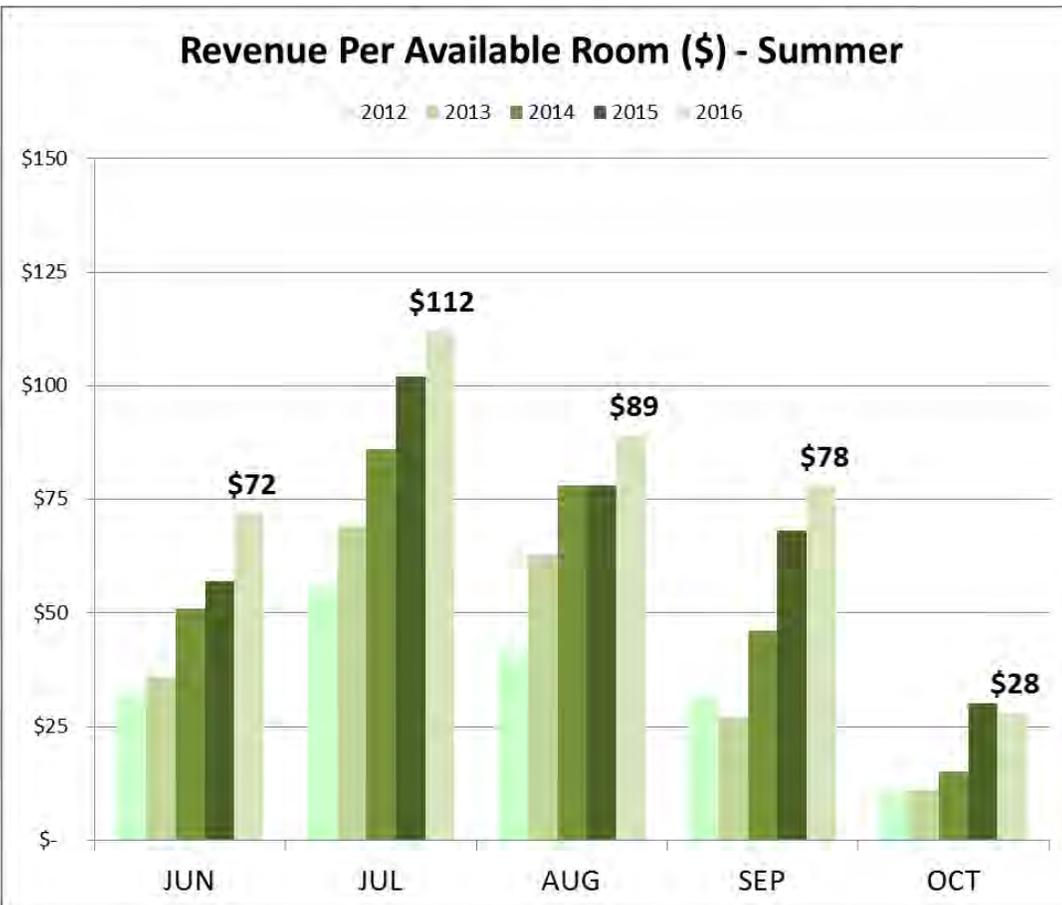


<u>SUMMER</u>	<u>AVR %</u>	
2012	26%	↓12.7%
2013	30%	↑14.9%
2014	39%	↑29.3%
2015	48%	↑21.6%
2016	49%	↑2.5%

Revenue Per Available Room (\$)



WINTER	TOTAL \$	
2011/12	\$168	↑5.7%
2012/13	\$189	↑12.4%
2013/14	\$205	↑8.7%
2014/15	\$238	↑16.0%
2015/16	\$234	↓1.8%



SUMMER	TOTAL \$	
2012	\$34	↑5.5%
2013	\$41	↑19.8%
2014	\$55	↑34.0%
2015	\$67	↑21.4%
2016	\$76	↑13.1%

Snowmass Tourism Primary Dashboard



Goal 3: Support and promote the Retail, Food & Beverage sectors with an increase of +5% Winter and +10% Summer, year over year



Marketing Sales Tax

WINTER	TOTAL	
2011/12	\$2,620,281	↑6.5%
2012/13	\$2,950,308	↑12.6%
2013/14	\$3,049,992	↑3.4%
2014/15	\$3,290,374	↑7.9%
2015/16	\$3,317,505	↑0.8%

YTD Status (Oct 2016)	
Year	Revenue
2015	\$3,688,845
2016	\$3,774,439
↑2.3%	\$85,593



SUMMER	TOTAL	
2012	\$705,884	↑7.3%
2013	\$749,544	↑6.2%
2014	\$882,960	↑17.8%
2015	\$1,011,850	↑14.6%
2016	\$1,075,788	↑6.3%

Snowmass Tourism Online Dashboard

General Observations

As of 11/30/16



Website Sessions: By starting our online marketing in October we were able to make a meaningful gain in sessions during that month. Meanwhile, November sessions barely outpaced last year in the battle between a slight increase in ad spend and the lack of organic traffic generated via social media due to lack of snow-related posts (aka due to weather).

Website Users: Correlated with website sessions.

Sessions by Device: For the first time since we've been tracking this data, mobile traffic outpaced desktop traffic in November. This is due to a combination of increased mobile-specific advertisements, the start of winter on-site guests and the continuing trend towards mobile usage.

Outbound Referrals: Our outbound referrals continue to outpace previous years. We are relatively lower than the summer traffic because we are no longer channeling people who we have specifically brought to our site specifically due to specific event ads to external event sites like Tough Mudder, Wanderlust, etc.

Website Audience Summary: For the first time, Colorado is not the primary source of domestic website traffic; Texas was in November. This is because we have shifted our strategy to increase our ad spend out of state. Our foreign website traffic continues to be very mild versus domestic. This is expected due to a lack of foreign targeting, I wouldn't be surprised to see this traffic continue to wane if the US dollar continues to strengthen.

Website Device Summary: Our campaign landing pages are dominating our landing page traffic due to the fact we are now in full gear for winter advertising.

Top Website Traffic Sources: The majority of our website traffic continues to be Google search; both organic and paid. Our paid audience from Bing.com is continues to be our most engaged paid audience with bounce rates in the mid-30s and average session duration over 2:20. This tends to be an older demographic.

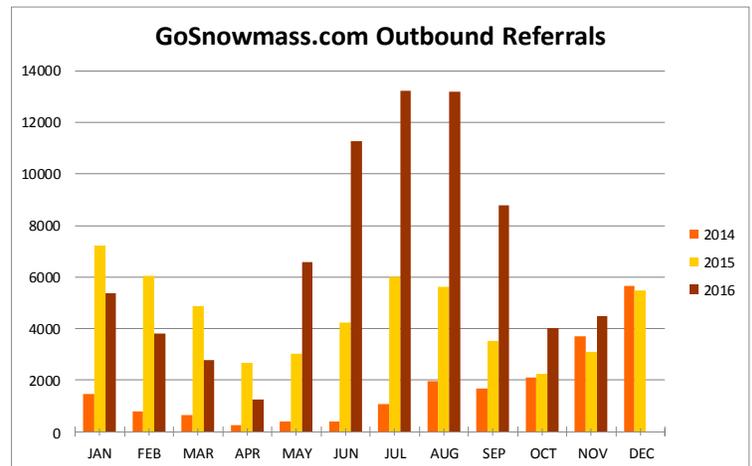
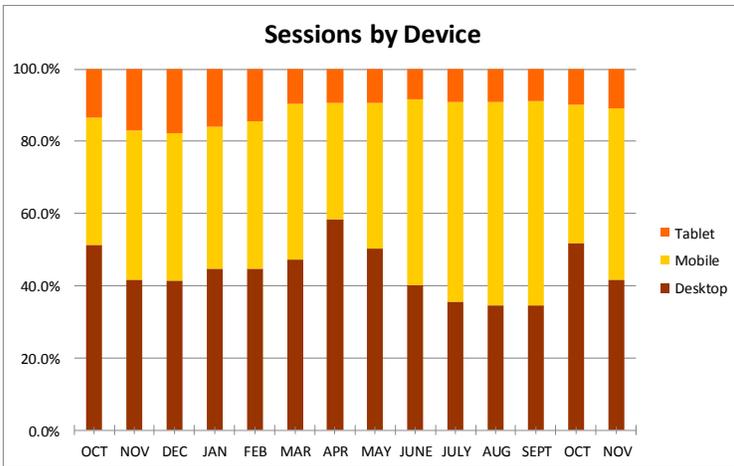
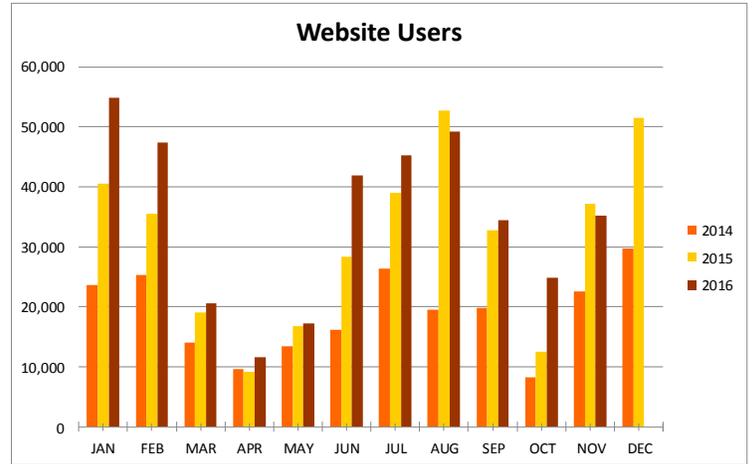
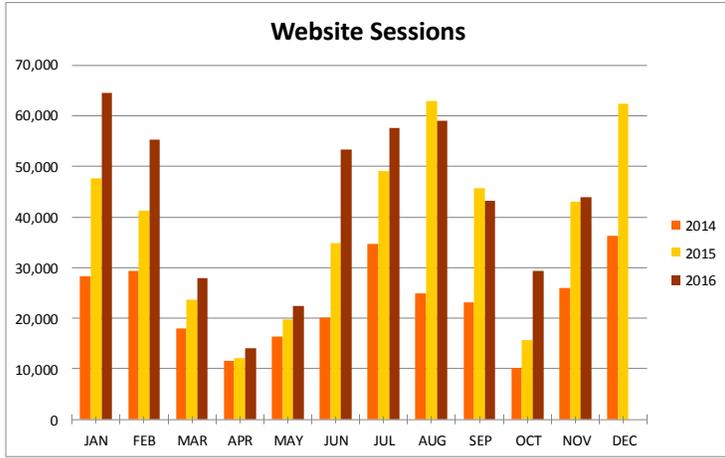
Paid Search: We continue to increase our YOY spending in paid search and, thus, impressions have followed as well as website traffic. Our traffic is down from summer spend due to spending on less specific terms (i.e. event-related terms vs. broader ski terms). Paid search will be a tool we continue to lean on a increasing amount given the balance of cost, engagement and sessions it generates.

Email Marketing Summary: We sent out twice the usual amount of emails in November to support the ASC Holiday Flash Sale. That email performed relatively well given the universally increased competition during the Thanksgiving holiday weekend.

Social Media Summary: We surpassed 100,000 fans on Facebook and continue to grow our audience organically. During the winter season we will look to grow our audience, as we did last year, via paid ads that specifically target people who are visiting guests to Snowmass. We continuously run Snowmass ads on Facebook and Instagram targeted to our direct-fly and main markets (NYC area, Miami area, etc) in addition to retargeting and lookalike audiences. Our Instagram performance continues to be strongest, growing to an average of over 500 engagements per day.

Snowmass Tourism Online Dashboard

As of 11/30/16



GoSnowmass.com Audience Summary

Top Referring Countries - OCTOBER & NOVEMBER 2016			
October	Sessions	November	Sessions
United States	26,400	United States	41,033
Australia	519	Australia	599
Brazil	244	Canada	239
Canada	229	Brazil	198
United Kingdom	139	United Kingdom	184
Total	29,338	Total	43,910

Top Referring States - OCTOBER & NOVEMBER 2016			
October	Sessions	November	Sessions
Colorado	4,819	Texas	6,007
Texas	3,699	Colorado	4,918
California	2,705	California	4,569
Florida	1,891	Florida	3,524
New York	1,620	New York	2,922
Illinois	1,337	Illinois	2,351
Georgia	1,056	Georgia	1,765
Virginia	774	Virginia	1,214
[Not Set]	749	Ohio	980
Oregon	543	Minnesota	920
Total	26,400	Total	41,033

Top 3 Landing Pages By Device - OCTOBER

Desktop	Sessions	Bounce Rate	Pages
[Home Page]	2862	31.55%	3.71
/campaign/terrain/	2728	75.77%	1.40
/specials/	1087	43.42%	2.85
Mobile			
[Home Page]	1671	52.30%	2.50
/campaign/ski-in-	1119	89.37%	1.21
/campaign/winter-	912	87.61%	1.21
Tablet			
[Home Page]	541	40.48%	2.92
/campaign/ski-in-	370	84.86%	1.29
/specials/	276	49.64%	2.49

Top 3 Landing Pages By Device - NOVEMBER

Desktop	Sessions	Bounce Rate	Pages
[Home Page]	3839	30.01%	3.87
/campaign/ski-in-ski-out-	2101	55.59%	2.00
/campaign/terrain/	1605	91.21%	1.12
Mobile			
/campaign/ski-in-ski-out-	3260	94.17%	1.10
/campaign/terrain/	2794	96.81%	1.04
[Home Page]	2577	55.65%	2.33
Tablet			
/campaign/terrain/	1063	96.43%	1.04
/campaign/ski-in-ski-out-	766	91.91%	1.16
[Home Page]	660	44.09%	3.03

GoSnowmass.com Acquisition Summary

OCTOBER

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	8,641	77.75%	6,718	53.98%	2.32	0:02:05
google / cpc	5,391	71.86%	3,874	64.31%	2.05	0:01:04
(direct) / (none)	3,110	84.60%	2,631	73.18%	1.82	0:01:28
centro_division / vj-media	2,675	89.05%	2,382	76.22%	1.37	0:00:26
viant / vj-media	2,169	94.14%	2,042	91.24%	1.17	0:00:17
gosnowmass.com / referral	1,352	78.40%	1,060	28.62%	3.79	0:04:38
onthesnow.com / vj-media	844	97.04%	819	81.04%	1.37	0:00:25
expedia / vj-media	801	92.13%	738	69.79%	1.79	0:00:42
bing / cpc	727	78.82%	573	35.76%	3.26	0:02:48
facebook / vj-social	698	94.27%	658	90.54%	1.20	0:00:22
Total	29,338	80.37%	23,579	63.77%	2.05	0:01:31

NOVEMBER

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / cpc	10,974	74.79%	8,207	71.83%	1.84	0:00:48
google / organic	8,786	75.54%	6,637	49.00%	2.54	0:02:21
viant / vj-media	7,017	90.04%	6,318	82.60%	1.35	0:00:10
facebook / vj-social	4,412	94.74%	4,180	94.90%	1.09	0:00:07
(direct) / (none)	2,788	83.57%	2,330	72.13%	1.94	0:01:34
gosnowmass.com / referral	1,475	77.83%	1,148	30.58%	3.83	0:04:25
bing / cpc	1,414	75.53%	1,068	37.06%	3.34	0:02:26
centro / vj-media	1,174	88.16%	1,035	87.90%	1.18	0:00:16
sharethrough / vj-media	1,071	97.11%	1,040	96.17%	1.07	0:00:04
onthesnow.com / vj-media	721	95.56%	689	81.41%	1.41	0:00:25
Total	43,910	80.29%	35,256	69.08%	1.93	0:01:11

Paid Search Summary

PPC (Google)	AUG	SEPT	OCT	NOV
CTR	0.52%	4.20%	1.06%	1.14%
Average Position	1.0	1.0	1.2	1.1
Bounce Rate	55.43%	67.95%	64.31%	71.83%

Source: Google AdWords

Email Marketing Summary

Email Marketing	AUG	SEPT	OCT	NOV
Sent	44,437	87,931	45,214	88,798
Opens	3,299	6,370	4,127	5,526
Open%	7.42%	7.24%	9.13%	6.22%
Clicks	587	652	324	383
CTR on Open	17.79%	10.24%	7.85%	6.93%
Active Contacts	49,039	49,600	50,496	50,675

Source: Silverpop Engage

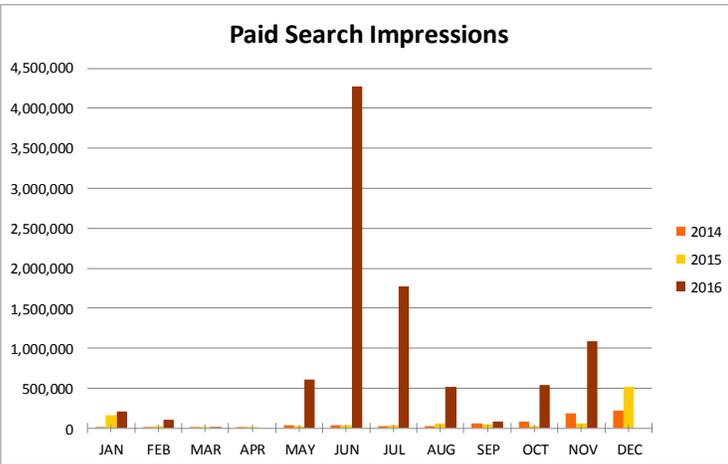
Social Media Summary

FACEBOOK	AUG	SEPT	OCT	NOV
Fans	100,450	100,618	100,703	101,007
Change in Fans	0.5%	0.2%	0.1%	0.3%
Ave. Reach	72110	35097	12108	30621
Reach %	71.8%	34.9%	12.0%	30.3%

TWITTER	AUG	SEPT	OCT	NOV
Followers	4,830	4,833	4,849	4,875
Change in Followers	0.1%	0.1%	0.3%	0.5%
Impressions	39.6k	36.5k	24.2k	21.5k

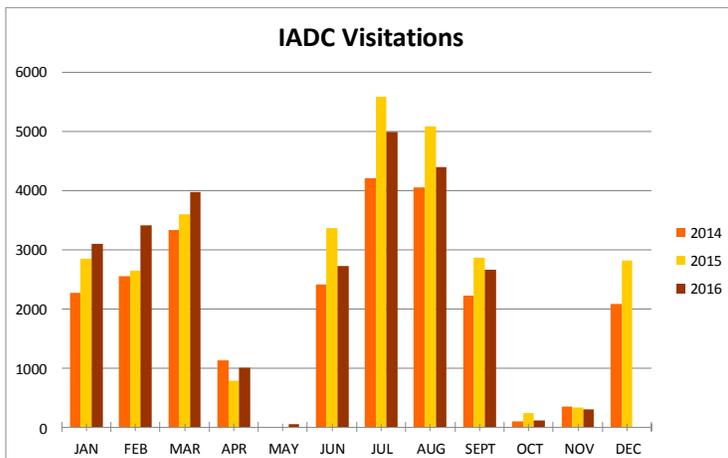
INSTAGRAM	AUG	SEPT	OCT	NOV
Followers	10,577	11,033	11,384	11,756
Change in Followers	4.3%	4.3%	3.2%	3.3%
Engagement per day	252	470	504	584
Engagement %	2.4%	4.3%	4.4%	5.0%

Note: Facebook reach decreased as business now have to 'pay to play'

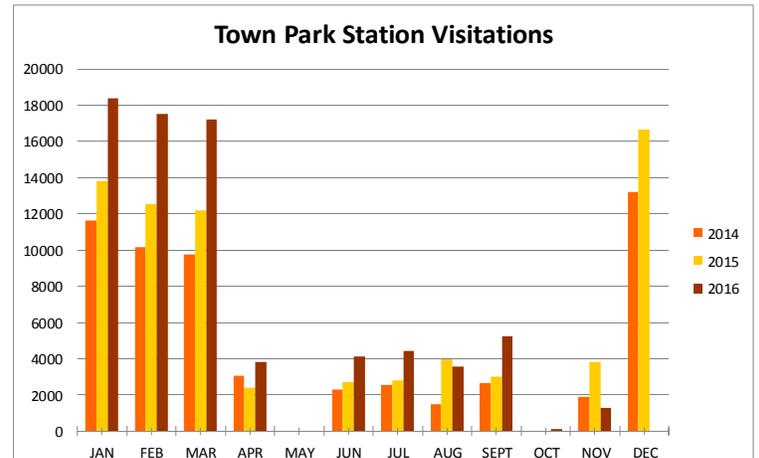


Note: Impressions are directly correlated with budget availability and allocation.

Guest Services Summary



Source: Guest Service Count



Source: Guest Service Count



Online Marketing Glossary

SEASONS

Summer: Summer is defined as June, July, August, September and October of any given year.

Winter: Winter is defined as January, February, March and April of any given year and includes December of the previous year.

MARKETING

Average Session Duration: The average amount of time a user spends on gosnowmass.com.

Bounce Rate: The percentage of single-page sessions (i.e. visits in which the person left gosnowmass.com from the entrance page) to gosnowmass.com.

CTR: Click through rate, or the number of clicks relative to impressions.

CTR on Open: The number of clicks from an email marketing promotion relative to the number of opened emails (number of clicks divided by opens).

Engaged Users: The number of people who engaged with Snowmass Facebook page. Engagement includes any click or story created from a unique user.

Goal Conversions: : The number of times a user has completed one of the following indicators of interest: the number of clicks on the "check availability" button on the main lodging page; the number of clicks on the "contact us" buttons in the footer and on the group sales page; the number of clicks on the "book now" button on specials pages; and the number of clicks on the "share this" button. Although these actions are a strong indicator of intent to buy, they are not all encompassing. A better figure to look at is the number of external referrals.

Goal Conversion Rate: Number of goal completions relative to sessions (goal completions divided by sessions).

IADC Visitation: The number of visitors passing through the museum and information center at the Ice Age Discovery Center in a given month.

Impressions: The total number of times an ad or other unit is displayed.

Media Value: Or Advertising Cost Equivalent (ACE) Is a PR monetary value that measures how much the article would cost if it had been paid-for advertising in a publication.

Percent Mobile: The number of visitors to gosnowmass.com that accessed the site on a mobile device (smart phone, tablet, etc.).

Open %: The percentage of users who open email marketing promotions out of all who are sent the email (opens divided by sends).

Outbound Referrals: Any click from a business listing, lodging special or and event page on gosnowmass.com that takes a user to an external lodging, dining, retail or event website (including clicks to Stay Aspen Snowmass).

Pages/session: The average number of pages a user viewed per session.

PR Impressions: The number of people who have had the opportunity to be exposed to a story that has appeared in the media calculated by the specific outlet's circulation number or total readership.

Sessions: The number of individual sessions initiated by all the users to gosnowmass.com. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. Any future sessions from the same user during the selected time period are counted as additional sessions, but not as additional users.

Town Park Station Visitation: The number of visitors passing through the welcome center at Town Park Station in a given month.

Dest: This is the number of destinations that were participating in MTRiP/Destimetrics during a given season/date range.

GROUP SALES

Definite: A group that has signed a contract with at least one Snowmass lodging property and is committed to coming to Snowmass.

Leads: This is qualified group business that consists of 10 or more rooms for a one night minimum stay or longer and has a reasonable chance of booking in Snowmass.

Prospect: A group that has interest in Snowmass and a lead has been sent to Snowmass Lodging properties requesting rates and additional information as needed/requested by the client.

Prospecting: The search for new and qualified customers to potentially bring group business to Snowmass.

Sales Trip: A tradeshow or Sales Call in a specific region/destination to meet with potential clients

Site Visit: A meeting planner or signing representative of a group is in Snowmass to make a buying decision.

Tentative: A group that is actively considering Snowmass and has a contract from a lodging property for review/signature.

Snowmass Tourism: Winter 2016-2017
Marketing Touchpoints

Attachment B
DETAILS:

- COLLATERAL
Lamp Post Banners: 35 sets produced and hung throughout Snowmass
Retail/Restaurant Tear Pad: 200 pads (10,000 sheets), distributed to restaurants & merchants throughout Snowmass
- PRINT ADS
- DIGITAL
- SOCIAL
- E-BLAST
- TOP FACEBOOK POSTS

Print Ad - Brand
Hemispheres (United Airlines magazine)
Full page advertorial
Launch Date October 1

Lamp Post Banners
Finalized
October 31

Retail/
Restaurant
Tear Pad
Finalized
October 31

OCTOBER 2016

Display Banners - Brand
Expedia, Orbitz,
Travelocity
Multiple sizes
Ongoing through
October

Display Banners - Brand
Expedia, Orbitz,
Travelocity
Multiple sizes
Ongoing through
October

Display Banners - Brand
Expedia, Orbitz,
Travelocity
Multiple sizes
Ongoing through
October

Display Banners - Brand
Expedia, Orbitz,
Travelocity
Multiple sizes
Ongoing through
October

Display Banners - Brand
Colorado.com
Ongoing through
October

Display Ads - Brand
Viant Pre-Roll Videos &
Remarketing Banners
Multiple versions
Launch date October 1

Display Ads - Brand
Viant Pre-Roll Videos &
Remarketing Banners
Multiple versions
Launch date October 1

Native Content
ShareThrough
:30 second video
Launch date
October 20

Display Ads - Brand
Division D (Centro)
Full Screen Wallpaper
Launch date
October 1

Display Ads - Brand
OnTheSnow.com
Full Screen Wallpaper
& Banners
Multiple Versions
Launch date October 1

Display Ads - Brand
OnTheSnow.com
In-Unit Video
Multiple Versions
Launch date October 1

Display Ads - Brand
Expedia, Orbitz,
Travelocity
Responsive Search
Marquees & Banners
Ongoing through
October

Social Ads -
Promotion
Early Storm
Package
Facebook
Launch date
October 22

Social Ads -
Promotion
Early Storm
Package
Facebook
Launch date
October 22

Social Ads -
Promotion
Early Storm
Package
Facebook
Launch date
October 22

Social Ads -
Promotion
Early Storm
Package
Facebook
Launch date
October 22

E-Blasts -
Promotion
Perfect Storm
Package
Colorado.com
Launch date
October 26

Facebook Post: 'I COULD SET you free?'
33,780 Likes, 10,580 Comments

Facebook Post: 'Buy 4 Get 5 Deals in Snowmass'
12,265 Likes, 348 Comments

Facebook Post: 'Buy 4 Days, Get 5...'
21,517 Likes, 779 Comments

Facebook Post: 'Get More Likes, Comments and Shares...'
27,815 Likes, 1,589 Comments

Snowmass Tourism: Winter 2016-2017
Marketing Touchpoints



Dining ad?
EXPLORE SOME NEW TERRAIN IN SNOWMASS

Winter Travel Guide E-Magazine Ad - Dining
Finalized November 18



DINING WITH THE STARS

Winter Travel Guide E-Magazine Ad - Moonlit Trek
Finalized November 18



Retail Trail

Winter Travel Guide E-Magazine Ad - Retail
Finalized November 18



SNOWMASS VILLAGE RECREATION CENTER

Winter Travel Guide E-Magazine Ad - Rec Center
Finalized November 18



Stay Where You Play

Winter Travel Guide E-Magazine Ad - Lodging
Finalized November 18



SNOWMASS TRAVEL GUIDE

Winter Travel Guide E-Magazine
Finalized November 30



Print Ad - Brand
SKI, Hemispheres (United Airlines magazine)
Full page ad
Launch Date November 1



Winter Guidebook
Finalized November 11



Winter Calendar Poster
Launch date November 21



Winter Kiosks
Launch date November 24



Print Ad - Guest Services
Quarter page
Local papers
Launch Date November 30

NOVEMBER 2016



Display Banners - Brand
Expedia, Orbitz, Travelocity
Multiple sizes
Ongoing through November



Display Banners - Brand
Expedia, Orbitz, Travelocity
Multiple sizes
Ongoing through November



Display Banners - Brand
Expedia, Orbitz, Travelocity
Multiple sizes
Ongoing through November



Display Banners - Brand
Expedia, Orbitz, Travelocity
Multiple sizes
Ongoing through November



Display Banners - Promotion
Google remarketing
Sequential messaging: Perfect Storm offer
Launch date November 9



Display Banners - Promotion
Google remarketing
Sequential messaging: Thanksgiving Flash Sale
Launch date November 24



Display Banners - Brand
Colorado.com
Ongoing through November



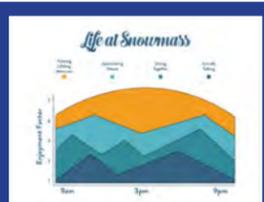
Display Ads - Brand
Viant Pre-Roll Videos & Remarketing Banners
Multiple versions
Ongoing through November



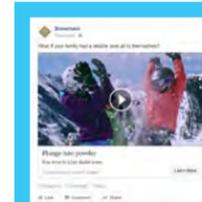
Display Ads - Brand
Viant Pre-Roll Videos & Remarketing Banners
Multiple versions
Ongoing through November



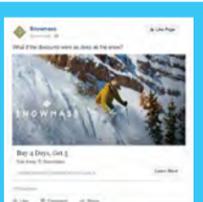
Native Content
ShareThrough
60 Second Video: Patrol Dogs
Launch date November 21



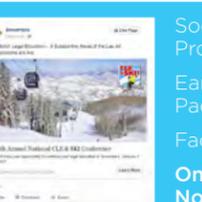
Native Content
ShareThrough
Off The Charts Fun
Launch date November 1



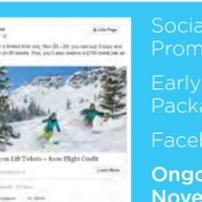
Social Ads - Promotion
Early Storm Package
Facebook
Ongoing through November



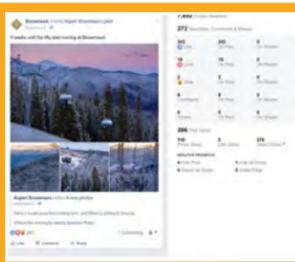
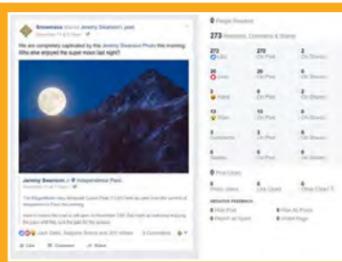
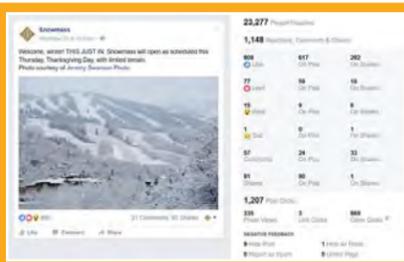
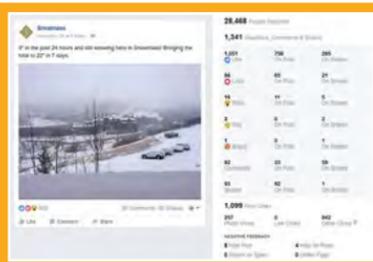
Social Ads - Promotion
Early Storm Package
Facebook
Ongoing through November



Social Ads - Promotion
Early Storm Package
Facebook
Ongoing through November



Social Ads - Promotion
Early Storm Package
Facebook
Ongoing through November

Attachment B
DETAILS:

COLLATERAL

Winter Guidebook: 20,000 distributed in racks throughout the Roaring Fork Valley and to Snowmass businesses

Winter Kiosks: located at Town Park Station, Aspen/Pitkin Airport, Base Village and Aspen Highlands

Winter Calendar Poster: distributed throughout the Roaring Fork Valley

Snowmass Winter Travel Guide: E-magazine with editorial-style destination content distributed via email blasts to Snowmass database, and partner and lodging contacts

E-Magazine Ads: to be placed in Winter Travel Guide

- PRINT ADS
- DIGITAL
- SOCIAL ADS
- TOP FACEBOOK POSTS



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

October & November 2016

SNOWMASS TOURISM PUBLIC RELATIONS & LOU HAMMOND & ASSOCIATES PR SUMMARY

In October 2016, Snowmass Tourism announced the appointment of Sara Stookey, PR Coordinator. Key activities and initiatives completed by Snowmass Tourism include the creation of a new comprehensive public relations plan for 2017. Media engagement included 15 pitched stories to publications including *Winter in Snowmass*, *Aspen Daily News*, *Aspen Sojourner*, *Taking the Kids*, *Aspen Magazine*, and more.

Key activities/initiatives completed by LHG in October & November 2016 included presenting 18 media opportunities/Hot Tips to the Snowmass community. LHG focused on pitching newspaper ski editorial calendars and Snowmass' Cyber Monday deals, securing coverage in *The Washington Post*, *Boston Globe*, *MSN.com*, *USA Today*, *Dallas Morning News*, *Chicago Tribune* and *New York Times*. LHG also aggressively pitched January "Carry-on" press trip to key media, and received confirmations from *CBS San Francisco* and *Time Out New York*. LHG continued dedicated outreach for individual ski visits, and confirmed Freelancer, Deborah Frank, March 26-29 at The Viceroy. Media engagement included 58 pitched stories to publications resulting in interest from *Bridal Guide*, *Businessweek*, *Bon Appetit*, *Conde Nast Traveler*, *Chicago Tribune*, *Dallas Morning News*, *Departures*, *Food Network*, *Hemispheres*, *The New York Times*, *USA Today*, *Bloomberg Pursuits*, and more. LHG liaised with Orange Theory and Sprong for potential collaboration opportunities.

MEDIA HOSTING & OUTREACH

-Hosted/Co-hosted one journalist in October 2016

- **Franz Marc Frei** – German Photojournalist (*FreizeitRevue*, *FreizeitWoche*, *Glücksblatt*, *Lisa*, *GettyImages*, *Look-Foto*)

-Invited Denver based media to attend the Snowmass Client Appreciation Event on December 8, 2016 at The Hard Rock Café

-Continued to invite A-list media to attend the "Carry On Only" Press Trip – January 8-12

- Confirmed Media –
 - **CBS local stations**, Randy Yagi
 - **Time Out New York**, Will Pulos
 - Additional invitations pending – goal of 5-6 A-list journalists

NEWS RELEASES DISTRIBUTED

Two news releases were distributed to international, national, regional and local media:

- October 6 LHG distributed "What's New" in 2016
- November 1 Sara Stookey, New PR Coordinator Announcement Press Release

Created and shared the Winter 2017 Media Press Kit with items including:

- What's New for Winter 2017
- Winter 2017 Fact Sheet

- Arts & Culture Release
- V.I.K. Release
- Ice Age Discovery Release
- Off The Slopes Activities Release
- Dining & Culture Release

The Winter 2017 Media Press Kit was shared with local press, as well as with Lou Hammond for national pitching opportunities.

PR RESULTS

15 stories were written on Snowmass including online, local, regional, national, and international publications in October and November 2016.

- Equaling 264 million media impressions

MEDIA HIGHLIGHTS

Media coverage highlights from October & November 2016 include:

- **Aspen Magazine:** *Winter 2017 Issue*
- **Bloomberg Pursuits:** *Love It or Hate It, Uphilling Will be Big This Winter*
- **Conde Nast Traveler:** *Hotels with the Best Thanksgiving Dinner*
- **Dallas Morning News (print & online):** *Downhill Dreaming'*
- **Denver Post:** *What's New for 2016-17 Season at Colorado's Ski Resorts?*
- **Departures:** *Attention Downhill Racers (Ski Section)*
- **Marin Independent Journal:** *Best Deals from Around the Globe*
- **MSN.Com:** *This Holiday's Best Cyber Monday Deals from Around the Globe (Syndicated)*
- **Off Metro:** *Sustainable Cyber Monday Travel Deals*
- **Simplemost:** *6 Scenic Road Trips to Visit Fall Foliage*
- **The Boston Globe:** *This Holiday's Best Cyber Monday Deals from Around the Globe (Syndicated)*
- **The New York Times:** *26 Ways That Skiing Gets Better This Season*
- **The Washington Post (print & online):** *This Holiday's Best Cyber Monday Deals from Around the Globe (Syndicated)*

DEPARTURES

BloombergPursuits

The Washington Post **The New York Times**

CONDÉ NAST

Traveler

Snowmass Tourism

Group Sales Dashboard



Department YOY Overview—2016 Q3

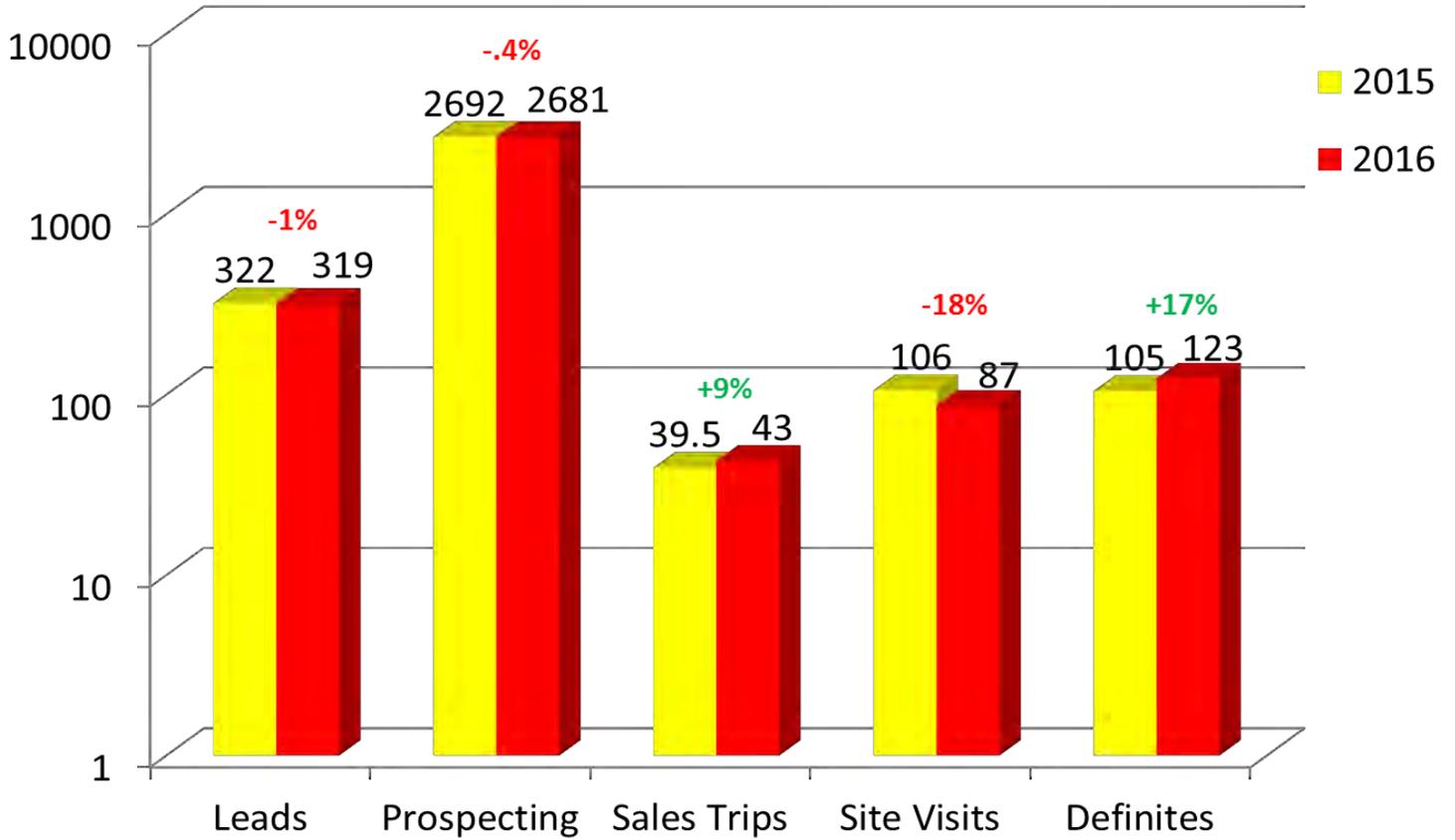
	2016 Q3 Goal	2016 Q3 Production	Production % Q3 Goal	2015 Q3 Production	2016 YTD Production	2016 Annual Goal	Production % Annual Goal
Leads	109	123	113%	117	317	417	76%
Prospecting	808	967	120%	948	2681	3208	84%
Sales Trips	13	17.5	135%	12.5	43	53	81%
Site Visits	31	44	142%	38	87	119	73%
FAM/Events		2		1	5	7	71%

Rollover Production (2016 YTD)

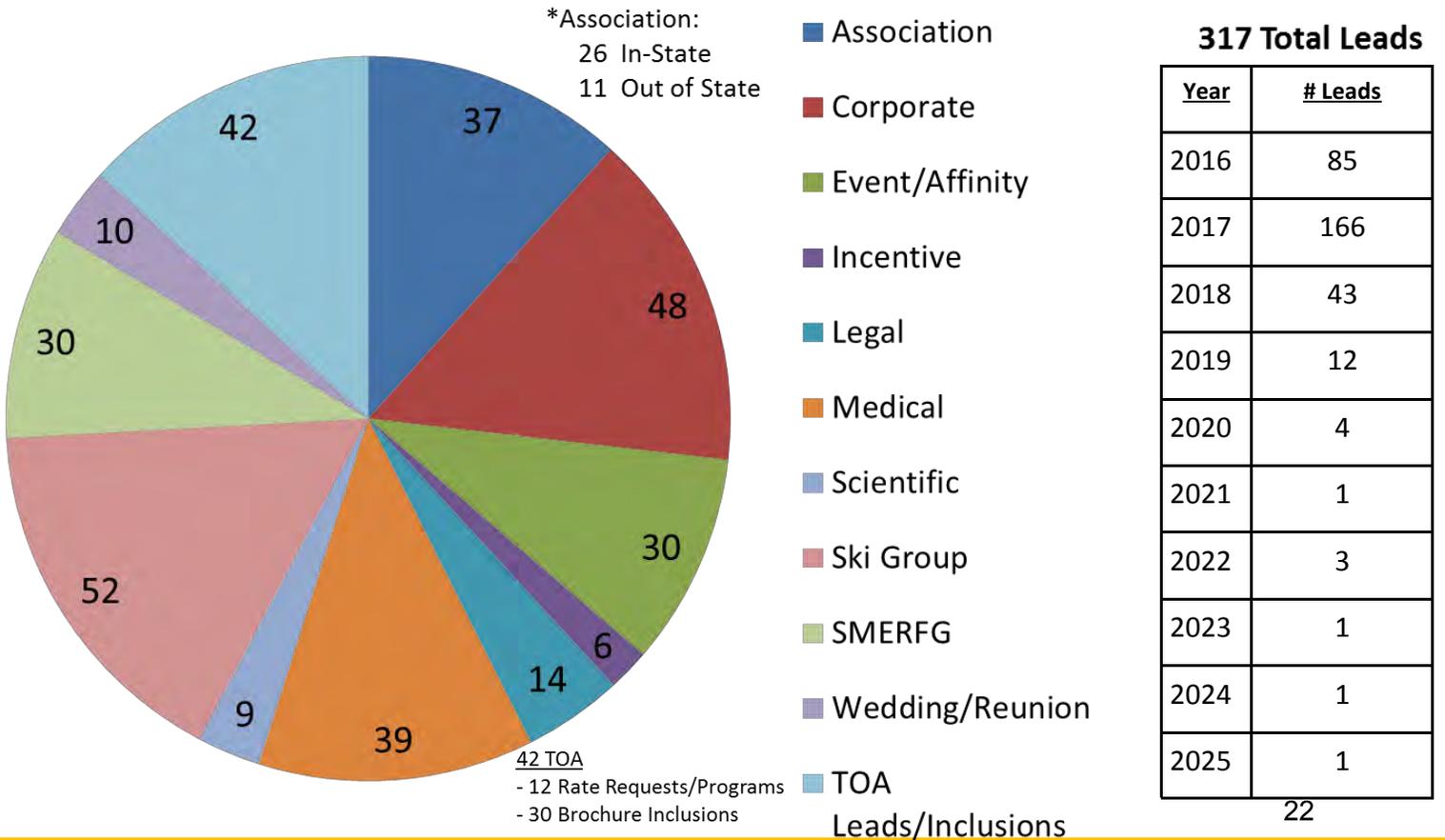
(Previous Prospects and Tentatives that carryover to turn in 2016)

Conversion	2014 Production	2014 % Leads	2015 Production	2015 % Leads	2016 Production	2016 % Leads
Prospect	0/4	0%	2/123	2%	108/317	34%
Tentative	0/4	0%	3/123	2%	16/317	5%
Definite	1/4	25%	29/123	24%	93/317	29%
Lost Business	3/4	75%	89/123	72%	100/317	32%

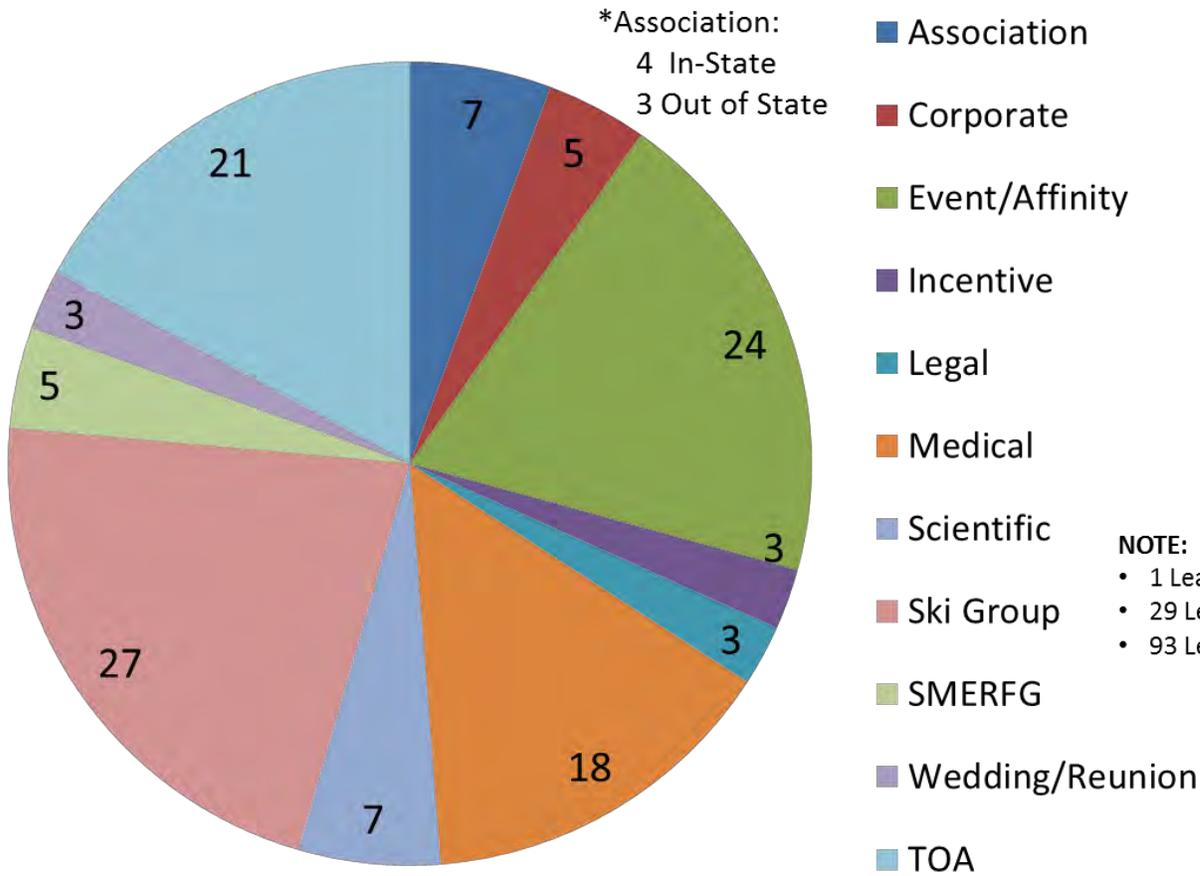
Production Comparison 2015 vs 2016 (Q1-3)



Leads by Market Segment (2016 Q1-3)



Definites by Market Segment (2016 Q1-3)



123 Total Definites

Year	# Definites
2016	53
2017	63
2018	3
2019	2
2020	2

NOTE: All turned to definite in 2016

- 1 Lead was from 2014
- 29 Leads were from 2015
- 93 Leads were from 2016

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 009 - Marketing & Special Events Fund										
REVENUE										
401003	Sales Taxes - Marketing									
401003-03	Sales Taxes - Marketing	4,560,708.00	.00	4,560,708.00	.00	.00	3,795,077.05	765,630.95	83	4,489,125.95
	401003 - Sales Taxes - Marketing Totals	\$4,560,708.00	\$0.00	\$4,560,708.00	\$0.00	\$0.00	\$3,795,077.05	\$765,630.95	83%	\$4,489,125.95
404071	Event Revenue - Sponsorships									
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	16,625.00	(16,625.00)	+++	4,900.00
	404071 - Event Revenue - Sponsorships Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,625.00	(\$16,625.00)	+++	\$4,900.00
406007	Donations - Ice Age Discovery									
406007-02	Donations - Ice Age Discovery	.00	.00	.00	.00	.00	890.00	(890.00)	+++	1,939.00
	406007 - Donations - Ice Age Discovery Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$890.00	(\$890.00)	+++	\$1,939.00
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	8,348.83	(6,848.83)	557	2,673.24
407003	Miscellaneous Income	.00	.00	.00	.00	.00	.00	.00	+++	1,470.00
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++	44,499.70
407018	Co-op Reimbursement									
407018-01	Co-op Reimbursement	.00	.00	.00	.00	.00	.00	.00	+++	3,100.00
407018-02	Co-op Reimbursement - Marketing	25,000.00	.00	25,000.00	.00	.00	800.00	24,200.00	3	33,693.10
	407018 - Co-op Reimbursement Totals	\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$800.00	\$24,200.00	3%	\$36,793.10
	REVENUE TOTALS	\$4,587,208.00	\$0.00	\$4,587,208.00	\$0.00	\$0.00	\$3,821,740.88	\$765,467.12	83%	\$4,581,400.99
EXPENSE										
501001	Payroll - Regular									
501001-01	Payroll - Regular	658,487.00	.00	658,487.00	22,041.02	.00	556,507.47	101,979.53	85	594,633.41
	501001 - Payroll - Regular Totals	\$658,487.00	\$0.00	\$658,487.00	\$22,041.02	\$0.00	\$556,507.47	\$101,979.53	85%	\$594,633.41
501002	Payroll Overtime Regular									
501002-01	Payroll Overtime Regular	20,000.00	.00	20,000.00	13,440.50	.00	26,153.07	(6,153.07)	131	30,773.27
	501002 - Payroll Overtime Regular Totals	\$20,000.00	\$0.00	\$20,000.00	\$13,440.50	\$0.00	\$26,153.07	(\$6,153.07)	131%	\$30,773.27
501003	Payroll Benefits - Recreation Benefit									
501003-01	Payroll Benefits - Recreation Benefit	12,667.00	.00	12,667.00	.00	.00	9,907.96	2,759.04	78	10,439.04
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	25,000.00	5,000.00	83	30,000.00
501003-06	Payroll Benefits - Retirement	41,106.00	.00	41,106.00	1,535.22	.00	35,164.66	5,941.34	86	36,617.25
501003-08	Payroll Benefits - Medicare	8,515.00	.00	8,515.00	540.23	.00	9,012.32	(497.32)	106	9,237.45
501003-09	Payroll Benefits - Fica	5,451.00	.00	5,451.00	109.17	.00	4,397.29	1,053.71	81	4,765.27
501003-10	Payroll Benefits - Health Insurance	180,362.00	.00	180,362.00	.00	.00	141,293.21	39,068.79	78	120,594.83
501003-11	Payroll Benefits - Seasonal Health Insurance	5,545.00	.00	5,545.00	.00	.00	.00	5,545.00	0	.00
501003-13	Payroll Benefits - Dental Insurance	2,222.00	.00	2,222.00	.00	.00	2,657.70	(435.70)	120	3,778.43
501003-14	Payroll Benefits - Vision Insurance	1,749.00	.00	1,749.00	.00	.00	1,590.14	158.86	91	1,351.11
501003-15	Payroll Benefits - Standard - Life / AD& D	1,749.00	.00	1,749.00	.00	.00	2,545.20	(796.20)	146	2,369.00
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	.00	.00	.00	.00	.00	.00	+++	868.80
501003-17	Payroll Benefits - Dependant Life	76.00	.00	76.00	.00	.00	35.19	40.81	46	46.63
501003-18	Payroll Benefits - Long Term Disability	4,692.00	.00	4,692.00	.00	.00	3,400.06	1,291.94	72	3,965.30
501003-19	Payroll Benefits - Unemployment Insurance	1,975.00	.00	1,975.00	111.75	.00	1,859.96	115.04	94	1,905.22

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 009 - Marketing & Special Events Fund										
EXPENSE										
501003	Payroll Benefits - Recreation Benefit									
501003-20	Payroll Benefits - Workmans Comp	988.00	.00	988.00	253.32	.00	2,694.88	(1,706.88)	273	8,510.82
	501003 - Payroll Benefits - Recreation Benefit Totals	\$297,097.00	\$0.00	\$297,097.00	\$2,549.69	\$0.00	\$239,558.57	\$57,538.43	81%	\$234,449.15
501004	Training/ Registrations	10,000.00	.00	10,000.00	.00	.00	299.00	9,701.00	3	3,126.56
501005	Travel & Meeting Expenses	35,000.00	.00	35,000.00	.00	.00	60,703.68	(25,703.68)	173	48,790.92
502003	Contract Service	55,000.00	.00	55,000.00	.00	.00	72,795.17	(17,795.17)	132	55,998.91
502004	Telephone	7,000.00	.00	7,000.00	.00	.00	5,842.70	1,157.30	83	6,198.13
502007	Maintenance Agreements - Copier									
502007-01	Maintenance Agreements - Copier	1,000.00	.00	1,000.00	.00	.00	512.43	487.57	51	167.91
	502007 - Maintenance Agreements - Copier Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$512.43	\$487.57	51%	\$167.91
502008	Repairs - Equipment									
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
	502008 - Repairs - Equipment Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$0.00
502009	Mailing - Postage									
502009-01	Mailing - Postage	3,000.00	.00	3,000.00	.00	.00	1,439.76	1,560.24	48	1,312.19
	502009 - Mailing - Postage Totals	\$3,000.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$1,439.76	\$1,560.24	48%	\$1,312.19
502010	Utilities - Electric									
502010-03	Utilities - Electric	600.00	.00	600.00	.00	.00	932.86	(332.86)	155	894.94
	502010 - Utilities - Electric Totals	\$600.00	\$0.00	\$600.00	\$0.00	\$0.00	\$932.86	(\$332.86)	155%	\$894.94
502013	Leased Equipment - Copier									
502013-01	Leased Equipment - Copier	11,000.00	.00	11,000.00	.00	.00	8,499.42	2,500.58	77	8,792.15
	502013 - Leased Equipment - Copier Totals	\$11,000.00	\$0.00	\$11,000.00	\$0.00	\$0.00	\$8,499.42	\$2,500.58	77%	\$8,792.15
502017	Audit	4,439.00	.00	4,439.00	.00	.00	4,439.00	.00	100	4,309.00
503001	Advertising - Jobs									
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	1,421.47	(1,421.47)	+++	1,080.44
	503001 - Advertising - Jobs Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,421.47	(\$1,421.47)	+++	\$1,080.44
503002	Dues, Memberships, Subscriptions	8,000.00	.00	8,000.00	.00	.00	6,088.49	1,911.51	76	6,979.06
503003	Miscellaneous	12,000.00	.00	12,000.00	.00	.00	21,376.29	(9,376.29)	178	11,632.40
503005	Supplies - Office									
503005-01	Supplies - Office	8,000.00	.00	8,000.00	.00	.00	3,028.09	4,971.91	38	2,904.96
503005-30	Supplies - Events	15,000.00	.00	15,000.00	.00	.00	12,032.23	2,967.77	80	16,304.56
	503005 - Supplies - Office Totals	\$23,000.00	\$0.00	\$23,000.00	\$0.00	\$0.00	\$15,060.32	\$7,939.68	65%	\$19,209.52
503007	Building Lease Payments - Rent									
503007-01	Building Lease Payments - Rent	68,500.00	.00	68,500.00	5,086.50	.00	67,038.00	1,462.00	98	66,616.00
503007-02	Building Lease Payments - CAMS	8,500.00	.00	8,500.00	.00	.00	7,781.04	718.96	92	7,781.04
	503007 - Building Lease Payments - Rent Totals	\$77,000.00	\$0.00	\$77,000.00	\$5,086.50	\$0.00	\$74,819.04	\$2,180.96	97%	\$74,397.04
503008	Insurance - Building									
503008-01	Insurance - Building	191.00	.00	191.00	.00	.00	181.76	9.24	95	173.35
503008-02	Insurance - Vehicle	262.00	.00	262.00	.00	.00	42.70	219.30	16	237.76

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 009 - Marketing & Special Events Fund										
EXPENSE										
	503008 - Insurance - Building Totals	\$453.00	\$0.00	\$453.00	\$0.00	\$0.00	\$224.46	\$228.54	50%	\$411.11
503009	Vehicle Expenses - Fuel									
503009-01	Vehicle Expenses - Fuel	870.00	.00	870.00	.00	.00	499.67	370.33	57	768.91
503009-02	Vehicle Expenses - Oil	56.00	.00	56.00	.00	.00	.00	56.00	0	26.13
503009-03	Vehicle Expenses - Parts & Supplies	931.00	.00	931.00	.00	.00	725.91	205.09	78	654.52
503009-06	Vehicle Expenses - Labor	2,100.00	.00	2,100.00	.00	.00	892.50	1,207.50	42	2,125.00
	503009 - Vehicle Expenses - Fuel Totals	\$3,957.00	\$0.00	\$3,957.00	\$0.00	\$0.00	\$2,118.08	\$1,838.92	54%	\$3,574.56
503027	Office Equipment	6,000.00	.00	6,000.00	.00	.00	5,216.23	783.77	87	4,890.36
510055	Transfer Out to CIP	187,500.00	.00	187,500.00	.00	.00	187,500.00	.00	100	.00
550002	Signage	15,000.00	.00	15,000.00	.00	.00	15,367.49	(367.49)	102	10,293.22
550003	Premiums	35,000.00	.00	35,000.00	.00	.00	24,669.04	10,330.96	70	29,303.59
550004	Summer Marketing - Collateral									
550004-01	Summer Marketing - Collateral	75,000.00	.00	75,000.00	.00	.00	43,373.28	31,626.72	58	93,100.25
550004-02	Summer Marketing - Advertising	590,000.00	.00	590,000.00	.00	.00	561,109.68	28,890.32	95	521,021.15
550004-03	Summer Marketing - Photography	40,000.00	.00	40,000.00	.00	.00	19,096.66	20,903.34	48	22,218.08
	550004 - Summer Marketing - Collateral Totals	\$705,000.00	\$0.00	\$705,000.00	\$0.00	\$0.00	\$623,579.62	\$81,420.38	88%	\$636,339.48
550005	Winter Marketing - Collateral									
550005-01	Winter Marketing - Collateral	103,000.00	.00	103,000.00	.00	.00	31,181.68	71,818.32	30	116,962.59
550005-02	Winter Marketing - Advertising	515,000.00	.00	515,000.00	.00	.00	173,336.76	341,663.24	34	332,013.59
550005-03	Winter Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	34,681.99	25,318.01	58	50,519.43
	550005 - Winter Marketing - Collateral Totals	\$678,000.00	\$0.00	\$678,000.00	\$0.00	\$0.00	\$239,200.43	\$438,799.57	35%	\$499,495.61
550006	Online - Web Design & Maintenance									
550006-01	Online - Web Design & Maintenance	55,000.00	.00	55,000.00	.00	.00	51,063.15	3,936.85	93	38,739.15
550006-02	Online - Social Media	55,000.00	.00	55,000.00	.00	.00	31,055.17	23,944.83	56	21,191.73
550006-03	Online - Search Engine Optimazation & Marketing	50,000.00	.00	50,000.00	.00	.00	.00	50,000.00	0	25,231.25
550006-04	Online - E-mail	35,000.00	.00	35,000.00	.00	.00	19,390.00	15,610.00	55	21,470.00
550006-05	Online - Miscellaneous	15,000.00	.00	15,000.00	.00	.00	3,250.00	11,750.00	22	8,823.00
	550006 - Online - Web Design & Maintenance Totals	\$210,000.00	\$0.00	\$210,000.00	\$0.00	\$0.00	\$104,758.32	\$105,241.68	50%	\$115,455.13
550007	RRC Occupancy	.00	.00	.00	.00	.00	.00	.00	+++	22,035.00
550008	Sponsorship Tool	10,000.00	.00	10,000.00	.00	.00	4,572.85	5,427.15	46	9,889.90
550009	Competitive Analysis	23,500.00	.00	23,500.00	.00	.00	27,250.00	(3,750.00)	116	.00
550010	Summer Events									
550010	Summer Events	845,000.00	.00	845,000.00	.00	.00	991,116.39	(146,116.39)	117	939,724.76
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0	.00
	550010 - Summer Events Totals	\$995,000.00	\$0.00	\$995,000.00	\$0.00	\$0.00	\$991,116.39	\$3,883.61	100%	\$939,724.76
550011	Winter Events	327,000.00	.00	327,000.00	.00	.00	176,223.39	150,776.61	54	472,284.78
550012	Ice Age Discovery Center	90,000.00	.00	90,000.00	.00	.00	56,198.60	33,801.40	62	101,996.97
550013	Research Survey	20,000.00	.00	20,000.00	.00	.00	24,941.67	(4,941.67)	125	8,690.57
550017	One Time Expenses	12,000.00	.00	12,000.00	.00	.00	302.00	11,698.00	3	56,493.99

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 009 - Marketing & Special Events Fund										
EXPENSE										
560001	Public Relations	115,000.00	.00	115,000.00	.00	.00	131,025.88	(16,025.88)	114	80,885.36
560002	Rebate	52,000.00	.00	52,000.00	.00	.00	53,100.00	(1,100.00)	102	50,300.00
EXPENSE TOTALS		\$4,709,033.00	\$0.00	\$4,709,033.00	\$43,117.71	\$0.00	\$3,763,813.19	\$945,219.81	80%	\$4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals										
REVENUE TOTALS		4,587,208.00	.00	4,587,208.00	.00	.00	3,821,740.88	765,467.12	83	4,581,400.99
EXPENSE TOTALS		4,709,033.00	.00	4,709,033.00	43,117.71	.00	3,763,813.19	945,219.81	80	4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals		(\$121,825.00)	\$0.00	(\$121,825.00)	(\$43,117.71)	\$0.00	\$57,927.69	(\$179,752.69)		\$436,591.60
Fund 010 - Group Sales Fund										
REVENUE										
401003	Sales Taxes - Lodging									
401003-04	Sales Taxes - Lodging	1,806,787.00	.00	1,806,787.00	.00	.00	1,502,324.10	304,462.90	83	1,789,211.19
401003 - Sales Taxes - Lodging Totals		\$1,806,787.00	\$0.00	\$1,806,787.00	\$0.00	\$0.00	\$1,502,324.10	\$304,462.90	83%	\$1,789,211.19
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	5,591.61	(4,091.61)	373	2,093.61
407003	Miscellaneous Income	.00	.00	.00	.00	.00	.00	.00	+++	1,289.88
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++	200.00
407018	Co-op Reimbursement									
407018-01	Co-op Reimbursement	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	718.83
407018 - Co-op Reimbursement Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$718.83
407056	Support for Groups	21,000.00	.00	21,000.00	.00	.00	27,434.00	(6,434.00)	131	31,052.91
REVENUE TOTALS		\$1,830,287.00	\$0.00	\$1,830,287.00	\$0.00	\$0.00	\$1,535,349.71	\$294,937.29	84%	\$1,824,566.42
EXPENSE										
501001	Payroll - Regular									
501001-01	Payroll - Regular	704,625.00	.00	704,625.00	17,011.73	.00	551,560.17	153,064.83	78	604,032.53
501001-08	Payroll - Bonus	.00	.00	.00	.00	.00	(30,237.50)	30,237.50	+++	30,237.50
501001 - Payroll - Regular Totals		\$704,625.00	\$0.00	\$704,625.00	\$17,011.73	\$0.00	\$521,322.67	\$183,302.33	74%	\$634,270.03
501002	Payroll Overtime Regular									
501002-01	Payroll Overtime Regular	50,000.00	.00	50,000.00	44,150.01	.00	76,076.13	(26,076.13)	152	100,039.01
501002 - Payroll Overtime Regular Totals		\$50,000.00	\$0.00	\$50,000.00	\$44,150.01	\$0.00	\$76,076.13	(\$26,076.13)	152%	\$100,039.01
501003	Payroll Benefits - Recreation Benefit									
501003-01	Payroll Benefits - Recreation Benefit	7,755.00	.00	7,755.00	355.21	.00	7,110.88	644.12	92	6,827.94
501003-06	Payroll Benefits - Retirement	49,324.00	.00	49,324.00	1,349.41	.00	36,665.28	12,658.72	74	42,794.78
501003-08	Payroll Benefits - Medicare	10,217.00	.00	10,217.00	902.29	.00	9,416.23	800.77	92	10,980.85
501003-10	Payroll Benefits - Health Insurance	218,509.00	.00	218,509.00	.00	.00	169,078.39	49,430.61	77	173,922.49
501003-13	Payroll Benefits - Dental Insurance	2,020.00	.00	2,020.00	.00	.00	3,460.13	(1,440.13)	171	6,015.56
501003-14	Payroll Benefits - Vision Insurance	1,590.00	.00	1,590.00	.00	.00	1,810.20	(220.20)	114	1,941.22
501003-15	Payroll Benefits - Standard - Life / AD& D	1,770.00	.00	1,770.00	.00	.00	2,627.73	(857.73)	148	2,747.84
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	.00	.00	.00	.00	.00	.00	+++	1,039.20
501003-17	Payroll Benefits - Dependant Life	63.00	.00	63.00	.00	.00	60.57	2.43	96	79.37

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



501003-18	Payroll Benefits - Long Term Disability	5,054.00	.00	5,054.00	.00	.00	3,532.15	1,521.85	70	4,632.42
501003-19	Payroll Benefits - Unemployment Insurance	2,114.00	.00	2,114.00	186.69	.00	1,942.01	171.99	92	2,267.19
501003-20	Payroll Benefits - Workmans Comp	1,057.00	.00	1,057.00	110.98	.00	1,476.37	(419.37)	140	6,045.76
501003 - Payroll Benefits - Recreation Benefit Totals		\$299,473.00	\$0.00	\$299,473.00	\$2,904.58	\$0.00	\$237,179.94	\$62,293.06	79%	\$259,294.62
501004	Training/ Registrations	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
501005	Travel & Meeting Expenses	85,000.00	.00	85,000.00	.00	.00	70,402.63	14,597.37	83	79,566.25
502003	Contract Service	50,000.00	.00	50,000.00	.00	.00	46,007.22	3,992.78	92	43,437.65
502004	Telephone	6,500.00	.00	6,500.00	.00	.00	5,144.38	1,355.62	79	5,940.36
502008 Repairs - Equipment										
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
502008 - Repairs - Equipment Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$0.00
502009 Mailing - Postage										
502009-01	Mailing - Postage	2,000.00	.00	2,000.00	.00	.00	1,651.82	348.18	83	2,040.28
502009-03	Mailing - Tradeshows	3,000.00	.00	3,000.00	.00	.00	1,102.59	1,897.41	37	1,170.34
502009 - Mailing - Postage Totals		\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$2,754.41	\$2,245.59	55%	\$3,210.62
502013 Leased Equipment - Copier										
502013-01	Leased Equipment - Copier	9,000.00	.00	9,000.00	.00	.00	7,602.62	1,397.38	84	8,051.74
502013 - Leased Equipment - Copier Totals		\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$0.00	\$7,602.62	\$1,397.38	84%	\$8,051.74
502017	Audit	2,255.00	.00	2,255.00	.00	.00	2,255.00	.00	100	2,189.00
503001 Advertising - Jobs										
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	6,797.35	(6,797.35)	+++	.00
503001 - Advertising - Jobs Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,797.35	(\$6,797.35)	+++	\$0.00
503002	Dues, Memberships, Subscriptions	5,000.00	.00	5,000.00	.00	.00	4,190.00	810.00	84	3,363.00
503003	Miscellaneous	20,000.00	.00	20,000.00	.00	.00	6,379.03	13,620.97	32	19,315.05
503005 Supplies - Office										
503005-01	Supplies - Office	4,000.00	.00	4,000.00	.00	.00	555.88	3,444.12	14	4,907.97
503005 - Supplies - Office Totals		\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00	\$555.88	\$3,444.12	14%	\$4,907.97
503007 Building Lease Payments - Rent										
503007-01	Building Lease Payments - Rent	61,038.00	.00	61,038.00	5,086.50	.00	61,038.00	.00	100	60,616.00
503007 - Building Lease Payments - Rent Totals		\$61,038.00	\$0.00	\$61,038.00	\$5,086.50	\$0.00	\$61,038.00	\$0.00	100%	\$60,616.00
503009 Vehicle Expenses - Fuel										
503009-01	Vehicle Expenses - Fuel	.00	.00	.00	.00	.00	211.38	(211.38)	+++	257.31
503009 - Vehicle Expenses - Fuel Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$211.38	(\$211.38)	+++	\$257.31
503027	Office Equipment	3,500.00	.00	3,500.00	.00	.00	360.55	3,139.45	10	2,017.37
510055	Transfer Out to CIP	187,500.00	.00	187,500.00	.00	.00	187,500.00	.00	100	.00
550014 Marketing - Collateral										
550014-01	Marketing - Collateral	20,000.00	.00	20,000.00	.00	.00	7,637.64	12,362.36	38	27,843.46
550014-02	Marketing - Industry Print Ads	20,000.00	.00	20,000.00	.00	.00	18,401.00	1,599.00	92	16,531.00
550014-03	Marketing - Online	15,000.00	.00	15,000.00	.00	.00	1,904.88	13,095.12	13	.00
550014 - Marketing - Collateral Totals		\$55,000.00	\$0.00	\$55,000.00	\$0.00	\$0.00	\$27,943.52	\$27,056.48	51%	\$44,374.46
550015 Direct Sales - Tradeshows										
550015-01	Direct Sales - Tradeshows	85,000.00	.00	85,000.00	.00	.00	57,624.63	27,375.37	68	71,155.51
550015-02	Direct Sales - Client Amenities/Premiums	40,000.00	.00	40,000.00	.00	.00	30,186.26	9,813.74	75	39,136.76

Budget Performance Report

Fiscal Year to Date 12/06/16

Include Rollup Account and Rollup to Account



Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 010 - Group Sales Fund										
EXPENSE										
550015	Direct Sales - Tradeshows									
550015-03	Direct Sales - Client Entertainment	65,000.00	.00	65,000.00	.00	.00	39,362.82	25,637.18	61	55,747.31
550015-04	Direct Sales - FAM	95,000.00	.00	95,000.00	.00	.00	22,111.38	72,888.62	23	92,815.38
	550015 - Direct Sales - Tradeshows Totals	\$285,000.00	\$0.00	\$285,000.00	\$0.00	\$0.00	\$149,285.09	\$135,714.91	52%	\$258,854.96
550016	Support for Groups	195,000.00	.00	195,000.00	.00	.00	111,261.56	83,738.44	57	186,739.12
	EXPENSE TOTALS	\$2,029,891.00	\$0.00	\$2,029,891.00	\$69,152.82	\$0.00	\$1,524,267.36	\$505,623.64	75%	\$1,716,444.52
Fund 010 - Group Sales Fund Totals										
	REVENUE TOTALS	1,830,287.00	.00	1,830,287.00	.00	.00	1,535,349.71	294,937.29	84	1,824,566.42
	EXPENSE TOTALS	2,029,891.00	.00	2,029,891.00	69,152.82	.00	1,524,267.36	505,623.64	75	1,716,444.52
	Fund 010 - Group Sales Fund Totals	(\$199,604.00)	\$0.00	(\$199,604.00)	(\$69,152.82)	\$0.00	\$11,082.35	(\$210,686.35)		\$108,121.90
Fund 055 - Capital Improvement Program										
EXPENSE										
Department 79 - Other CIP										
Division 70 - Snowmass Tourism										
579300	Snowmass Tourism Product Enhancement	300,000.00	.00	300,000.00	.00	.00	5,960.01	294,039.99	2	.00
	Division 70 - Snowmass Tourism Totals	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$5,960.01	\$294,039.99	2%	\$0.00
	Department 79 - Other CIP Totals	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$5,960.01	\$294,039.99	2%	\$0.00
	EXPENSE TOTALS	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$5,960.01	\$294,039.99	2%	\$0.00
Fund 055 - Capital Improvement Program Totals										
	REVENUE TOTALS	.00	.00	.00	.00	.00	.00	.00	+++	.00
	EXPENSE TOTALS	300,000.00	.00	300,000.00	.00	.00	5,960.01	294,039.99	2	.00
	Fund 055 - Capital Improvement Program Totals	(\$300,000.00)	\$0.00	(\$300,000.00)	\$0.00	\$0.00	(\$5,960.01)	(\$294,039.99)		\$0.00
Grand Totals										
	REVENUE TOTALS	6,417,495.00	.00	6,417,495.00	.00	.00	5,357,090.59	1,060,404.41	83	6,405,967.41
	EXPENSE TOTALS	7,038,924.00	.00	7,038,924.00	112,270.53	.00	5,294,040.56	1,744,883.44	75	5,861,253.91
	Grand Totals	(\$621,429.00)	\$0.00	(\$621,429.00)	(\$112,270.53)	\$0.00	\$63,050.03	(\$684,479.03)		\$544,713.50

TOWN OF SNOWMASS VILLAGE

MONTHLY REPORTS OF: Oct-16

REAL ESTATE TRANSFER TAXES

TOWN OF SNOWMASS VILLAGE SALES TAXES

TOWN'S PORTION OF PITKIN COUNTY'S SALES TAXES

EXCISE TAXES

PREPARED BY: FINANCE DEPARTMENT

SPECIAL NOTES:

REAL ESTATE TRANSFER TAX REPORTS - The Real Estate Transfer Tax is a land transfer tax upon the transfer of interest in real property. The tax is payable from the 1st day of August, 1986, of one-half of one percent (1/2%) of the consideration for the real property to the 31st day of July, 1991, and from the 1st day of August, 1991, of one percent (1%) of the consideration for the real property to the 31st day of July, 1996. This tax was extended by a vote of the people until the 31st day of December, 2006. On November 2nd, 2004, the electorate of the Town of Snowmass Village voted to extend this tax in perpetuity.

SALES TAX REPORTS PER GENERAL LEDGER reflect sales tax revenue collections for the months as indicated. Delinquent payment of sales tax will cause fluctuations in monthly totals since months in which delinquent sales tax payments were not made will be understated and months in which delinquent payments are made will be overstated. Of course, if the total delinquent payments are consistent from month to month, the degree of fluctuation will be lessened considerably.

SALES TAX REPORTS PER SALES TAX PROGRAM reflect actual sales tax generated for each month listed. Delinquent payments are posted back to the actual month they were generated, which causes the monthly amounts to continually fluctuate as they are updated.

EXCISE TAX REPORTS reflect a limited excise tax on improvements in excess of the maximum allowable floor area for a lot. Approved by the electors of the Town on November 2, 1999, the tax went into effective on March 23, 2000. On November 4, 2008, the electorate of the Town of Snowmass Village voted to extend this tax in perpetuity.

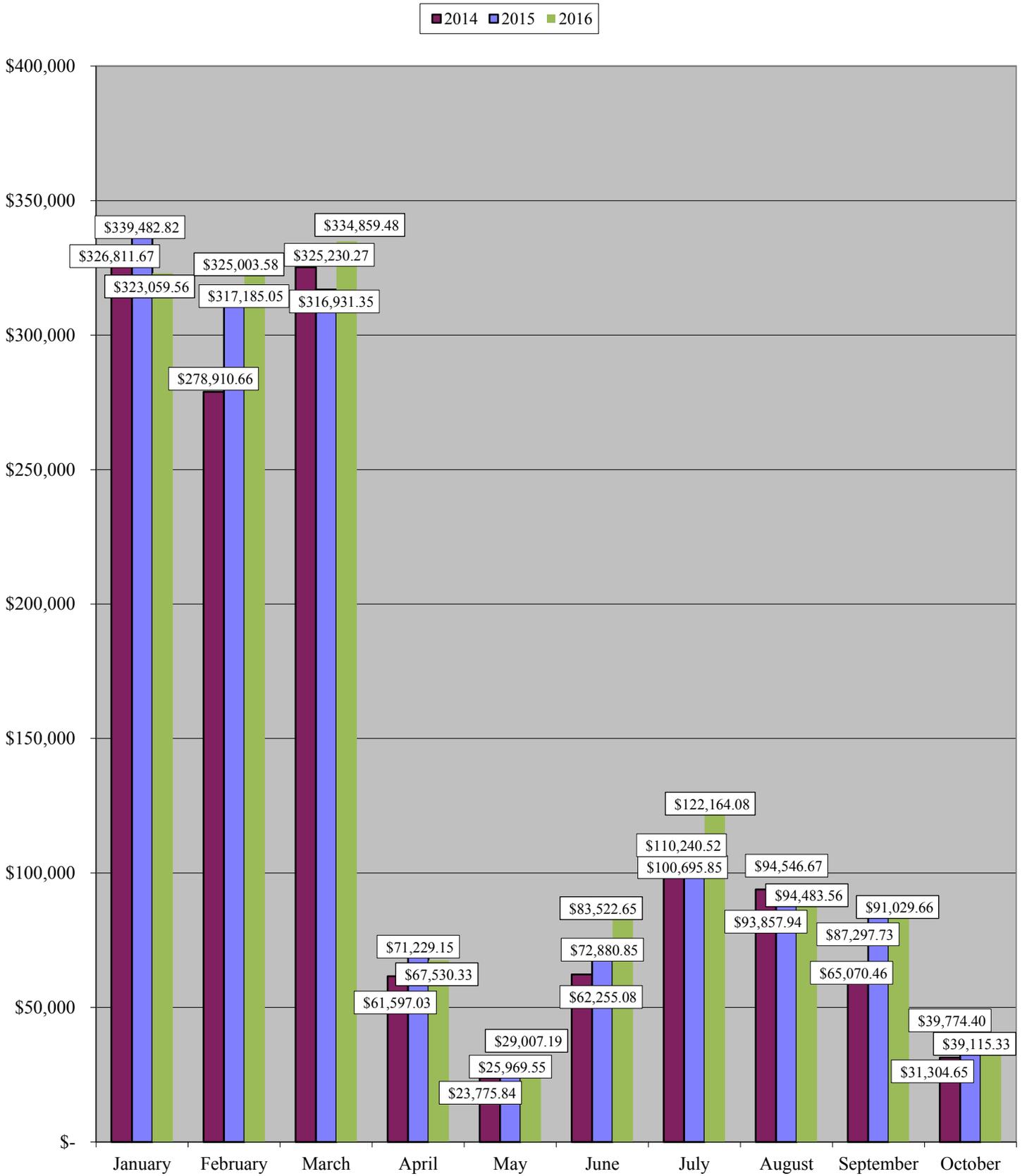
TOWN OF SNOWMASS VILLAGE
TOWN SALES TAX

HISTORICAL SUMMARY

MONTH GENERATED PER SALES TAX PROGRAM GENERAL FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
January	\$ 213,904.01	\$ 247,667.73	\$ 275,511.80	\$ 235,150.96	\$ 237,395.99	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,482.82	\$ 323,059.56	\$ (16,423.26)	-4.84%
February	\$ 219,702.01	\$ 233,521.18	\$ 257,750.24	\$ 233,972.34	\$ 218,137.55	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,185.05	\$ 325,003.58	\$ 7,818.53	2.46%
March	\$ 247,724.00	\$ 266,534.92	\$ 282,034.66	\$ 207,639.25	\$ 219,713.37	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35	\$ 334,859.48	\$ 17,928.13	5.66%
April	\$ 53,755.14	\$ 68,673.42	\$ 58,568.32	\$ 64,962.60	\$ 63,844.05	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,229.15	\$ 67,530.33	\$ (3,698.82)	-5.19%
May	\$ 21,254.57	\$ 23,362.07	\$ 28,743.46	\$ 22,700.56	\$ 21,445.42	\$ 21,089.02	\$ 23,115.76	\$ 25,283.00	\$ 23,775.84	\$ 25,969.55	\$ 29,007.19	\$ 3,037.64	11.70%
June	\$ 49,989.72	\$ 54,649.56	\$ 49,192.84	\$ 44,427.07	\$ 39,843.22	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,255.08	\$ 72,880.85	\$ 83,522.65	\$ 10,641.80	14.60%
July	\$ 68,670.87	\$ 73,761.02	\$ 74,660.10	\$ 59,541.02	\$ 63,037.97	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,240.52	\$ 122,164.08	\$ 11,923.56	10.82%
August	\$ 67,570.57	\$ 78,505.13	\$ 75,008.20	\$ 52,148.97	\$ 54,943.43	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,546.67	\$ 94,483.56	\$ (63.11)	-0.07%
September	\$ 56,579.71	\$ 55,061.79	\$ 48,678.11	\$ 41,390.67	\$ 44,686.97	\$ 54,381.71	\$ 56,282.49	\$ 47,045.17	\$ 65,070.46	\$ 87,297.73	\$ 91,029.66	\$ 3,731.93	4.27%
October	\$ 25,975.43	\$ 35,283.06	\$ 27,485.16	\$ 21,847.62	\$ 20,837.67	\$ 24,912.08	\$ 29,531.21	\$ 27,317.69	\$ 31,304.65	\$ 39,774.40	\$ 39,115.33	\$ (659.07)	-1.66%
November	\$ 38,116.85	\$ 40,093.34	\$ 31,453.60	\$ 26,951.76	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 47,758.28			
December	\$ 203,514.86	\$ 192,332.33	\$ 176,317.83	\$ 172,112.25	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 276,549.10			
TOTAL	\$ 1,266,757.74	\$ 1,369,445.55	\$ 1,385,404.32	\$ 1,182,845.07	\$ 1,207,123.95	\$ 1,309,239.79	\$ 1,397,332.98	\$ 1,550,440.15	\$ 1,684,474.75	\$ 1,799,845.47	\$ 1,509,775.42	\$ 34,237.33	2.32%

MONTH GENERATED PER SALES TAX PROGRAM MARKETING FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
January	\$ 534,760.00	\$ 619,169.36	\$ 688,779.46	\$ 587,877.38	\$ 593,489.96	\$ 630,221.31	\$ 723,441.66	\$ 790,928.50	\$ 817,029.16	\$ 848,707.02	\$ 807,648.89	\$ (41,058.13)	-4.84%
February	\$ 549,255.00	\$ 583,802.95	\$ 644,375.59	\$ 584,930.84	\$ 545,343.88	\$ 525,483.21	\$ 629,549.10	\$ 726,334.28	\$ 697,276.66	\$ 792,962.61	\$ 812,508.91	\$ 19,546.30	2.46%
March	\$ 619,310.00	\$ 666,337.31	\$ 705,086.64	\$ 519,098.11	\$ 549,283.40	\$ 690,302.03	\$ 619,699.77	\$ 722,384.09	\$ 813,075.69	\$ 792,328.36	\$ 837,148.72	\$ 44,820.36	5.66%
April	\$ 134,387.86	\$ 171,683.59	\$ 146,420.82	\$ 162,406.51	\$ 159,610.11	\$ 125,903.24	\$ 137,401.51	\$ 170,717.03	\$ 153,992.59	\$ 178,072.91	\$ 168,825.81	\$ (9,247.10)	-5.19%
May	\$ 53,136.43	\$ 58,405.16	\$ 71,858.62	\$ 56,751.41	\$ 53,613.58	\$ 52,735.74	\$ 57,789.36	\$ 63,207.50	\$ 59,439.59	\$ 64,923.87	\$ 72,517.97	\$ 7,594.10	11.70%
June	\$ 124,974.29	\$ 136,623.91	\$ 122,982.12	\$ 111,067.69	\$ 99,608.10	\$ 117,557.74	\$ 125,144.24	\$ 135,775.46	\$ 155,637.69	\$ 182,202.11	\$ 208,806.59	\$ 26,604.48	14.60%
July	\$ 171,677.14	\$ 184,402.56	\$ 186,650.25	\$ 148,852.53	\$ 157,594.94	\$ 180,401.51	\$ 190,257.94	\$ 216,219.85	\$ 251,739.63	\$ 275,601.29	\$ 305,410.19	\$ 29,808.90	10.82%
August	\$ 168,926.43	\$ 196,262.82	\$ 187,520.47	\$ 130,372.43	\$ 137,358.58	\$ 161,470.13	\$ 175,947.58	\$ 211,641.32	\$ 234,644.84	\$ 236,366.71	\$ 236,208.94	\$ (157.77)	-0.07%
September	\$ 141,449.29	\$ 137,654.46	\$ 121,695.27	\$ 103,476.70	\$ 111,717.44	\$ 136,036.71	\$ 140,706.24	\$ 117,612.94	\$ 162,676.14	\$ 218,244.33	\$ 227,574.14	\$ 9,329.81	4.27%
October	\$ 64,938.57	\$ 88,207.64	\$ 68,712.89	\$ 54,619.06	\$ 52,094.16	\$ 62,385.64	\$ 73,828.02	\$ 68,294.21	\$ 78,261.62	\$ 99,436.00	\$ 97,788.35	\$ (1,647.65)	-1.66%
November	\$ 95,292.14	\$ 100,233.34	\$ 78,634.01	\$ 67,379.39	\$ 70,232.17	\$ 83,285.39	\$ 79,622.49	\$ 84,367.42	\$ 109,109.95	\$ 119,395.69			
December	\$ 508,787.14	\$ 480,830.83	\$ 440,794.56	\$ 430,280.64	\$ 487,931.56	\$ 510,188.76	\$ 539,944.44	\$ 568,617.78	\$ 678,303.28	\$ 691,372.74			
TOTALS	\$ 3,166,894.29	\$ 3,423,613.93	\$ 3,463,510.70	\$ 2,957,112.69	\$ 3,017,877.88	\$ 3,275,971.41	\$ 3,493,332.35	\$ 3,876,100.38	\$ 4,211,186.84	\$ 4,499,613.64	\$ 3,774,438.51	\$ 85,593.30	2.32%

Town Sales Tax
Month Generated Per Sales Tax Program



**TOWN OF SNOWMASS VILLAGE
SUMMER AND WINTER TOWN SALES TAXES
GENERAL FUND**

SUMMER TOWN SALES TAX PER SALES TAX PROGRAM

MONTH	2011	2012	2013	2014	2015	2016	\$ VARIANCE
JUNE	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,255.08	\$ 72,880.85	\$ 83,522.65	\$ 10,641.80
JULY	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,240.52	\$ 122,164.08	\$ 11,923.56
AUGUST	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,546.67	\$ 94,483.56	\$ (63.11)
SEPTEMBER	\$ 54,381.71	\$ 56,282.49	\$ 47,045.17	\$ 65,070.46	\$ 87,297.73	\$ 91,029.66	\$ 3,731.93
TOTAL	\$ 237,391.85	\$ 252,822.40	\$ 272,499.83	\$ 321,879.33	\$ 364,965.77	\$ 391,199.95	\$ 26,234.18
^\$ INC/(DEC)	\$ 34,880.26	\$ 15,430.55	\$ 19,677.43	\$ 49,379.50	\$ 43,086.44	\$ 26,234.18	
^% INC/(DEC)	17.22%	6.50%	7.78%	18.12%	13.39%	7.19%	

WINTER TOWN SALES TAX PER SALES TAX PROGRAM

MONTH	2011	2012	2013	2014	2015	2016	\$ VARIANCE
NOVEMBER-Previous Year	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 47,758.28	\$ 4,114.30
DECEMBER-Previous Year	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 276,549.10	\$ 5,227.78
JANUARY	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,482.82	\$ 323,059.56	\$ (16,423.26)
FEBRUARY	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,185.05	\$ 325,003.58	\$ 7,818.53
MARCH	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35	\$ 334,859.48	\$ 17,928.13
APRIL	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,229.15	\$ 67,530.33	\$ (3,698.82)
TOTAL	\$ 1,011,695.49	\$ 1,081,426.49	\$ 1,211,972.33	\$ 1,253,743.71	\$ 1,359,793.67	\$ 1,374,760.33	\$ 14,966.66
^\$ INC/(DEC)	\$ 73,540.52	\$ 69,731.00	\$ 130,545.84	\$ 41,771.38	\$ 106,049.96	\$ 14,966.66	
^% INC/(DEC)	7.84%	6.89%	12.07%	3.45%	8.46%	1.10%	

TOWN SALES TAX COMPARISON
BY MONTH, BY INDUSTRY
GENERAL FUND
2015 TO 2016 VARIANCE

TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	2014 JANUARY	2015 JANUARY	2016 JANUARY	\$ VARIANCE	% VARIANCE	2014 FEBRUARY	2015 FEBRUARY	2016 FEBRUARY	\$ VARIANCE	% VARIANCE
Lodging	\$ 157,508.08	\$ 164,177.52	\$ 152,034.62	\$ (12,142.90)	-7.40%	\$ 130,439.63	\$ 154,672.44	\$ 153,600.25	\$ (1,072.19)	-0.69%
Restaurants	\$ 54,591.98	\$ 56,447.14	\$ 55,132.72	\$ (1,314.42)	-2.33%	\$ 53,983.09	\$ 55,511.51	\$ 60,335.91	\$ 4,824.40	8.69%
Sports Equip/Clothing	\$ 50,916.33	\$ 51,638.79	\$ 49,318.47	\$ (2,320.32)	-4.49%	\$ 40,794.66	\$ 44,296.47	\$ 44,324.95	\$ 28.48	0.06%
Food/Drug/Liquor Stores	\$ 23,475.99	\$ 25,452.93	\$ 23,902.36	\$ (1,550.57)	-6.09%	\$ 19,350.26	\$ 24,514.26	\$ 24,246.80	\$ (267.46)	-1.09%
General Retail	\$ 15,607.64	\$ 17,401.76	\$ 17,696.71	\$ 294.95	1.69%	\$ 11,915.81	\$ 17,314.55	\$ 19,089.50	\$ 1,774.95	10.25%
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 2,222.68	\$ 2,152.71	\$ 2,247.77	\$ 95.06	4.42%	\$ 2,170.21	\$ 2,278.05	\$ 2,523.01	\$ 244.96	10.75%
Utilities	\$ 22,488.97	\$ 22,211.97	\$ 22,726.91	\$ 514.94	2.32%	\$ 20,257.01	\$ 18,597.77	\$ 20,883.16	\$ 2,285.39	12.29%
TOTAL	\$ 326,811.67	\$ 339,482.82	\$ 323,059.56	\$ (16,423.26)	-4.84%	\$ 278,910.67	\$ 317,185.05	\$ 325,003.58	\$ 7,818.53	2.46%

TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	2014 MARCH	2015 MARCH	2016 MARCH	\$ VARIANCE	% VARIANCE	2014 APRIL	2015 APRIL	2016 APRIL	\$ VARIANCE	% VARIANCE
Lodging	\$ 153,789.68	\$ 145,597.51	\$ 151,892.12	\$ 6,294.61	4.32%	\$ 14,352.23	\$ 15,981.35	\$ 16,491.20	\$ 509.85	3.19%
Restaurants	\$ 64,728.54	\$ 62,068.83	\$ 64,812.21	\$ 2,743.38	4.42%	\$ 12,331.44	\$ 15,327.95	\$ 12,202.82	\$ (3,125.13)	-20.39%
Sports Equip/Clothing	\$ 48,854.19	\$ 44,470.53	\$ 50,861.89	\$ 6,391.36	14.37%	\$ 8,075.98	\$ 7,847.63	\$ 6,752.34	\$ (1,095.29)	-13.96%
Food/Drug/Liquor Stores	\$ 17,777.84	\$ 23,335.49	\$ 23,433.56	\$ 98.07	0.42%	\$ 3,241.95	\$ 6,626.89	\$ 6,292.68	\$ (334.21)	-5.04%
General Retail	\$ 19,123.60	\$ 20,212.79	\$ 24,938.31	\$ 4,725.52	23.38%	\$ 7,061.92	\$ 9,898.56	\$ 8,685.15	\$ (1,213.41)	-12.26%
Special Events	\$ -	\$ -	\$ 14.83	\$ 14.83	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 2,447.49	\$ 1,790.98	\$ 1,991.04	\$ 200.06	11.17%	\$ 123.91	\$ 238.25	\$ 275.51	\$ 37.26	15.64%
Utilities	\$ 18,508.92	\$ 19,455.21	\$ 16,915.52	\$ (2,539.69)	-13.05%	\$ 16,409.60	\$ 15,308.52	\$ 16,830.63	\$ 1,522.11	9.94%
TOTAL	\$ 325,230.26	\$ 316,931.34	\$ 334,859.48	\$ 17,928.14	5.66%	\$ 61,597.03	\$ 71,229.15	\$ 67,530.33	\$ (3,698.82)	-5.19%

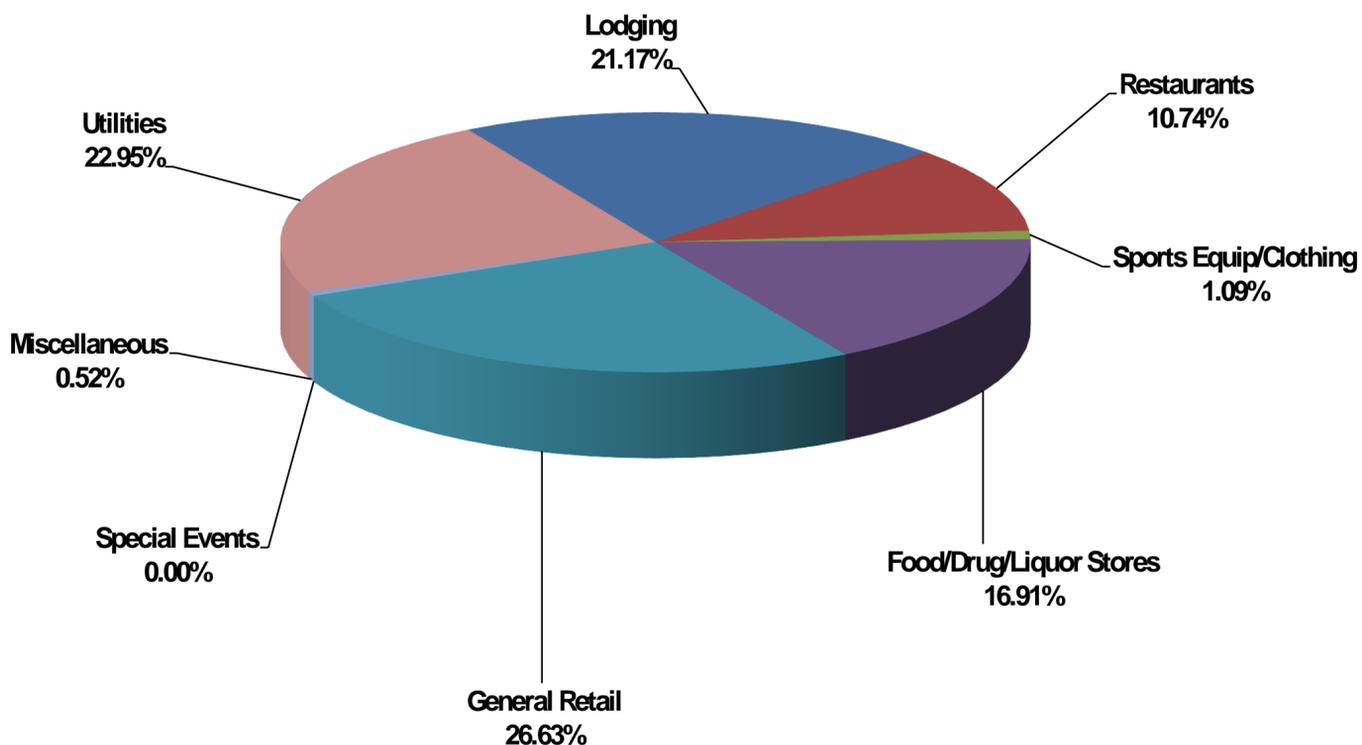
TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	2014 MAY	2015 MAY	2016 MAY	\$ VARIANCE	% VARIANCE	2014 JUNE	2015 JUNE	2016 JUNE	\$ VARIANCE	% VARIANCE
Lodging	\$ 1,728.00	\$ 1,174.04	\$ 2,102.00	\$ 927.96	79.04%	\$ 20,919.32	\$ 22,325.69	\$ 28,132.51	\$ 5,806.82	26.01%
Restaurants	\$ 3,372.76	\$ 2,117.06	\$ 2,455.45	\$ 338.39	15.98%	\$ 12,427.06	\$ 14,558.63	\$ 15,455.74	\$ 897.11	6.16%
Sports Equip/Clothing	\$ 167.73	\$ 211.88	\$ 82.39	\$ (129.49)	-61.11%	\$ 1,639.56	\$ 1,722.92	\$ 2,035.76	\$ 312.84	18.16%
Food/Drug/Liquor Stores	\$ 1,612.57	\$ 4,241.56	\$ 5,260.60	\$ 1,019.04	24.03%	\$ 5,095.46	\$ 12,209.29	\$ 11,238.93	\$ (970.36)	-7.95%
General Retail	\$ 4,496.71	\$ 6,859.86	\$ 8,278.82	\$ 1,418.96	20.68%	\$ 11,101.40	\$ 11,605.79	\$ 16,862.98	\$ 5,257.19	45.30%
Special Events	\$ -	\$ -	\$ 14.10	\$ 14.10	#DIV/0!	\$ 979.03	\$ 428.91	\$ 275.39	\$ (153.52)	-35.79%
Miscellaneous	\$ 243.53	\$ 281.86	\$ 191.43	\$ (90.43)	-32.08%	\$ 1,166.61	\$ 751.25	\$ 816.41	\$ 65.16	8.67%
Utilities	\$ 12,154.54	\$ 11,083.29	\$ 10,622.39	\$ (460.90)	-4.16%	\$ 8,926.63	\$ 9,278.37	\$ 8,704.93	\$ (573.44)	-6.18%
TOTAL	\$ 23,775.84	\$ 25,969.55	\$ 29,007.18	\$ 3,037.63	11.70%	\$ 62,255.07	\$ 72,880.85	\$ 83,522.65	\$ 10,641.80	14.60%

TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	2014 JULY	2015 JULY	2016 JULY	\$ VARIANCE	% VARIANCE	2014 AUGUST	2015 AUGUST	2016 AUGUST	\$ VARIANCE	% VARIANCE
Lodging	\$ 38,426.37	\$ 42,791.11	\$ 48,245.06	\$ 5,453.95	12.75%	\$ 33,115.90	\$ 30,948.38	\$ 33,909.15	\$ 2,960.77	9.57%
Restaurants	\$ 23,672.84	\$ 25,761.87	\$ 24,821.49	\$ (940.38)	-3.65%	\$ 22,367.80	\$ 23,196.88	\$ 21,899.37	\$ (1,297.51)	-5.59%
Sports Equip/Clothing	\$ 4,146.62	\$ 4,535.65	\$ 5,199.95	\$ 664.30	14.65%	\$ 4,178.52	\$ 3,974.05	\$ 4,537.26	\$ 563.21	14.17%
Food/Drug/Liquor Stores	\$ 15,819.20	\$ 15,711.15	\$ 19,026.64	\$ 3,315.49	21.10%	\$ 13,381.38	\$ 14,355.77	\$ 14,085.05	\$ (270.72)	-1.89%
General Retail	\$ 9,390.90	\$ 12,056.56	\$ 15,568.55	\$ 3,511.99	29.13%	\$ 8,781.96	\$ 12,656.35	\$ 11,363.31	\$ (1,293.04)	-10.22%
Special Events	\$ 745.95	\$ 879.70	\$ 764.25	\$ (115.45)	-13.12%	\$ 2,909.08	\$ 183.01	\$ 22.58	\$ (160.43)	-87.66%
Miscellaneous	\$ 270.80	\$ 206.70	\$ 202.77	\$ (3.93)	-1.90%	\$ 301.13	\$ 302.95	\$ 194.70	\$ (108.25)	-35.73%
Utilities	\$ 8,223.17	\$ 8,297.78	\$ 8,335.37	\$ 37.59	0.45%	\$ 8,822.17	\$ 8,929.28	\$ 8,472.14	\$ (457.14)	-5.12%
TOTAL	\$ 100,695.85	\$ 110,240.52	\$ 122,164.08	\$ 11,923.56	10.82%	\$ 93,857.94	\$ 94,546.67	\$ 94,483.56	\$ (63.11)	-0.07%

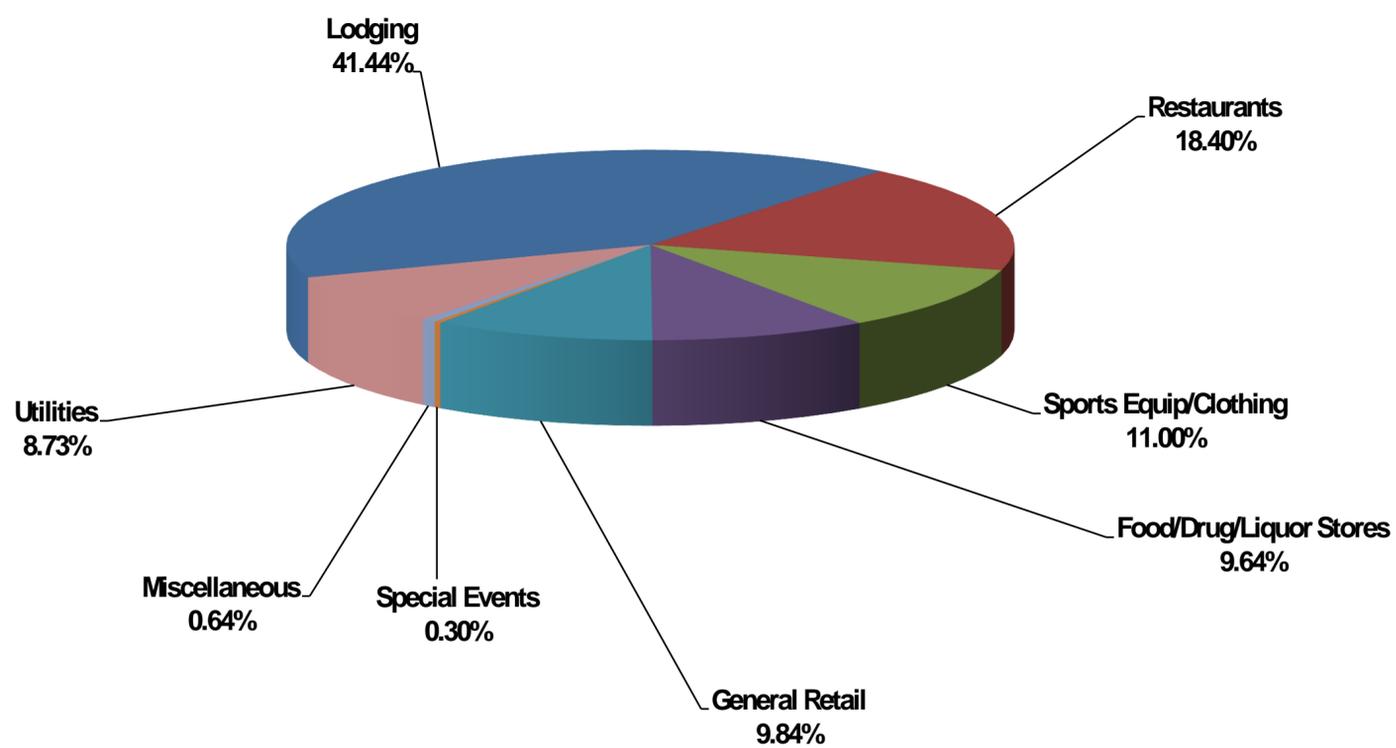
TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	2014 SEPTEMBER	2015 SEPTEMBER	2016 SEPTEMBER	\$ VARIANCE	% VARIANCE	2014 OCTOBER	2015 OCTOBER	2016 OCTOBER	\$ VARIANCE	% VARIANCE
Lodging	\$ 17,724.18	\$ 27,376.63	\$ 30,987.58	\$ 3,610.95	13.19%	\$ 5,139.17	\$ 9,606.08	\$ 8,280.88	\$ (1,325.20)	-13.80%
Restaurants	\$ 13,152.38	\$ 17,968.17	\$ 16,497.35	\$ (1,470.82)	-8.19%	\$ 5,215.17	\$ 6,646.62	\$ 4,199.68	\$ (2,446.94)	-36.81%
Sports Equip/Clothing	\$ 1,939.48	\$ 2,788.07	\$ 2,534.01	\$ (254.06)	-9.11%	\$ 411.31	\$ 473.09	\$ 424.91	\$ (48.18)	-10.18%
Food/Drug/Liquor Stores	\$ 8,726.56	\$ 9,498.71	\$ 11,486.50	\$ 1,987.79	20.93%	\$ 5,160.82	\$ 5,649.83	\$ 6,614.39	\$ 964.56	17.07%
General Retail	\$ 12,559.64	\$ 17,316.03	\$ 15,715.73	\$ (1,600.30)	-9.24%	\$ 5,915.11	\$ 8,163.99	\$ 10,415.72	\$ 2,251.73	27.58%
Special Events	\$ 634.83	\$ 2,567.52	\$ 3,427.35	\$ 859.83	33.49%	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 639.34	\$ 785.71	\$ 1,028.59	\$ 242.88	30.91%	\$ 245.55	\$ 184.21	\$ 203.66	\$ 19.45	10.56%
Utilities	\$ 9,694.05	\$ 8,996.89	\$ 9,352.55	\$ 355.66	3.95%	\$ 9,217.52	\$ 9,050.58	\$ 8,976.09	\$ (74.49)	-0.82%
TOTAL	\$ 65,070.46	\$ 87,297.73	\$ 91,029.66	\$ 3,731.93	4.27%	\$ 31,304.65	\$ 39,774.40	\$ 39,115.33	\$ (659.07)	-1.66%

TOWN SALES TAX BY INDUSTRY	2016/2015					2016/2015				
	SUB-TOTAL 2014	SUB-TOTAL 2015	SUB-TOTAL 2016	\$ VARIANCE	% VARIANCE	SUB-TOTAL 2014	SUB-TOTAL 2015	SUB-TOTAL 2016	\$ VARIANCE	% VARIANCE
Lodging	\$ 573,142.56	\$ 614,650.75	\$ 625,675.37	\$ 11,024.62	1.79%	\$ 573,142.56	\$ 614,650.75	\$ 625,675.37	\$ 11,024.62	1.79%
Restaurants	\$ 265,843.06	\$ 279,604.66	\$ 277,812.74	\$ (1,791.92)	-0.64%	\$ 265,843.06	\$ 279,604.66	\$ 277,812.74	\$ (1,791.92)	-0.64%
Sports Equip/Clothing	\$ 161,124.38	\$ 161,959.08	\$ 166,071.93	\$ 4,112.85	2.54%	\$ 161,124.38	\$ 161,959.08	\$ 166,071.93	\$ 4,112.85	2.54%
Food/Drug/Liquor Stores	\$ 113,642.03	\$ 141,595.88	\$ 145,587.51	\$ 3,991.63	2.82%	\$ 113,642.03	\$ 141,595.88	\$ 145,587.51	\$ 3,991.63	2.82%
General Retail	\$ 105,954.69	\$ 133,486.24	\$ 148,614.78	\$ 15,128.54	11.33%	\$ 105,954.69	\$ 133,486.24	\$ 148,614.78	\$ 15,128.54	11.33%
Special Events	\$ 5,268.89	\$ 4,059.14	\$ 4,518.50	\$ 459.36	11.32%	\$ 5,268.89	\$ 4,059.14	\$ 4,518.50	\$ 459.36	11.32%
Miscellaneous	\$ 9,831.25	\$ 8,972.67	\$ 9,674.89	\$ 702.22	7.83%	\$ 9,831.25	\$ 8,972.67	\$ 9,674.89	\$ 702.22	7.83%
Utilities	\$ 134,702.58	\$ 131,209.66	\$ 131,819.69	\$ 610.03	0.46%	\$ 134,702.58	\$ 131,209.66	\$ 131,819.69	\$ 610.03	0.46%
TOTAL	\$ 1,369,509.44	\$ 1,475,538.08	\$ 1,509,775.41	\$ 34,237.33	2.32%	\$ 1,369,509.44	\$ 1,475,538.08	\$ 1,509,775.41	\$ 34,237.33	2.32%

October 2016 Sales By Industry



2016 Year-to-Date Sales By Industry



**TOWN OF SNOWMASS VILLAGE
LODGING TAX**

HISTORICAL SUMMARY

**MONTH GENERATED
PER SALES TAX PROGRAM
LODGING TAX FUND**

	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
January	\$ 238,132.00	\$ 287,856.91	\$ 309,477.10	\$ 273,741.97	\$ 267,342.08	\$ 287,186.22	\$ 344,908.67	\$ 369,419.20	\$ 378,021.48	\$ 394,026.22	\$ 364,882.03	\$ (29,144.19)	-7.40%
February	\$ 251,073.00	\$ 278,151.37	\$ 304,196.01	\$ 273,441.00	\$ 236,149.45	\$ 227,530.21	\$ 285,123.06	\$ 337,842.05	\$ 313,055.88	\$ 371,132.73	\$ 368,634.48	\$ (2,498.25)	-0.67%
March	\$ 289,604.00	\$ 307,405.63	\$ 325,299.92	\$ 223,858.49	\$ 213,208.46	\$ 301,791.29	\$ 270,936.96	\$ 312,598.77	\$ 369,060.46	\$ 349,416.88	\$ 363,879.17	\$ 14,462.29	4.14%
April	\$ 34,841.00	\$ 43,341.22	\$ 30,778.37	\$ 35,022.89	\$ 40,801.54	\$ 24,436.18	\$ 34,813.37	\$ 36,319.21	\$ 34,445.40	\$ 38,354.17	\$ 39,578.25	\$ 1,224.08	3.19%
May	\$ 2,141.00	\$ 3,435.26	\$ 3,858.68	\$ 3,273.12	\$ 4,245.40	\$ 3,129.13	\$ 4,411.29	\$ 5,262.19	\$ 4,147.02	\$ 2,818.84	\$ 5,044.76	\$ 2,225.92	78.97%
June	\$ 29,457.00	\$ 34,028.26	\$ 27,715.49	\$ 25,895.22	\$ 21,542.26	\$ 30,500.86	\$ 32,293.78	\$ 39,714.37	\$ 50,190.94	\$ 53,572.54	\$ 67,501.95	\$ 13,929.41	26.00%
July	\$ 50,892.00	\$ 60,656.85	\$ 59,130.53	\$ 37,095.50	\$ 51,337.70	\$ 57,152.41	\$ 59,456.39	\$ 73,428.18	\$ 92,223.92	\$ 102,711.70	\$ 115,765.97	\$ 13,054.27	12.71%
August	\$ 44,262.00	\$ 57,888.72	\$ 58,992.50	\$ 30,820.98	\$ 37,116.87	\$ 44,311.48	\$ 45,754.22	\$ 69,572.69	\$ 79,478.92	\$ 74,275.01	\$ 81,382.85	\$ 7,107.84	9.57%
September	\$ 30,195.00	\$ 31,762.32	\$ 24,053.29	\$ 21,667.03	\$ 24,718.23	\$ 35,951.51	\$ 34,033.36	\$ 28,428.49	\$ 42,507.46	\$ 65,696.08	\$ 74,317.13	\$ 8,621.05	13.12%
October	\$ 4,303.00	\$ 11,004.30	\$ 8,741.87	\$ 4,956.39	\$ 6,385.36	\$ 9,484.79	\$ 9,353.69	\$ 13,133.03	\$ 12,334.74	\$ 23,055.35	\$ 19,555.77	\$ (3,499.58)	-15.18%
November	\$ 9,588.00	\$ 10,919.38	\$ 7,893.87	\$ 6,383.12	\$ 7,455.46	\$ 11,155.05	\$ 10,744.97	\$ 12,185.48	\$ 13,068.86	\$ 9,401.74			
December	\$ 190,504.00	\$ 196,883.37	\$ 176,062.35	\$ 157,195.00	\$ 185,444.51	\$ 208,883.97	\$ 208,219.99	\$ 231,701.47	\$ 281,949.27	\$ 294,820.00			
TOTAL	\$ 1,174,992.00	\$ 1,323,333.59	\$ 1,336,199.98	\$ 1,093,350.71	\$ 1,095,747.32	\$ 1,241,513.10	\$ 1,340,049.75	\$ 1,529,605.13	\$ 1,670,484.35	\$ 1,779,281.26	\$ 1,500,542.36	\$ 25,482.84	1.73%

**MONTH GENERATED
PER GENERAL LEDGER
LODGING TAX FUND**

	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
January	\$ 233,738.11	\$ 294,018.89	\$ 271,038.61	\$ 273,195.15	\$ 267,666.93	\$ 286,982.37	\$ 344,582.58	\$ 369,584.47	\$ 390,921.18	\$ 394,234.48	\$ 364,279.15	\$ (29,955.33)	-7.60%
February	\$ 248,319.88	\$ 277,925.65	\$ 362,564.02	\$ 273,709.42	\$ 235,465.05	\$ 227,241.48	\$ 281,531.47	\$ 339,432.26	\$ 322,419.24	\$ 371,093.66	\$ 369,443.94	\$ (1,649.72)	-0.44%
March	\$ 274,917.46	\$ 307,862.25	\$ 317,516.23	\$ 225,947.50	\$ 213,709.55	\$ 300,015.50	\$ 273,468.11	\$ 312,463.17	\$ 340,858.79	\$ 344,032.10	\$ 361,607.18	\$ 17,575.08	5.11%
April	\$ 56,675.20	\$ 41,894.06	\$ 39,159.35	\$ 34,973.46	\$ 40,964.45	\$ 24,311.22	\$ 34,306.17	\$ 36,789.73	\$ 34,582.20	\$ 42,826.75	\$ 40,502.85	\$ (2,323.90)	-5.43%
May	\$ 2,047.78	\$ 3,630.95	\$ 4,271.68	\$ 3,273.12	\$ 5,267.72	\$ 5,921.62	\$ 4,672.67	\$ 4,071.89	\$ 4,469.02	\$ 3,622.47	\$ 5,743.08	\$ 2,120.61	58.54%
June	\$ 27,773.62	\$ 33,942.20	\$ 25,611.65	\$ 24,823.85	\$ 21,652.46	\$ 30,576.89	\$ 32,387.50	\$ 39,714.37	\$ 50,074.94	\$ 52,784.99	\$ 67,522.72	\$ 14,737.73	27.92%
July	\$ 49,307.23	\$ 58,901.61	\$ 57,937.49	\$ 35,851.33	\$ 50,151.87	\$ 57,083.41	\$ 59,544.10	\$ 73,797.01	\$ 91,892.96	\$ 102,826.18	\$ 116,084.93	\$ 13,258.75	12.89%
August	\$ 42,365.78	\$ 56,059.35	\$ 57,854.28	\$ 29,593.69	\$ 38,263.70	\$ 43,177.72	\$ 46,226.07	\$ 70,611.86	\$ 80,061.35	\$ 75,393.21	\$ 81,783.12	\$ 6,389.91	8.48%
September	\$ 28,766.54	\$ 30,787.72	\$ 23,513.25	\$ 21,642.58	\$ 24,093.03	\$ 36,980.27	\$ 33,343.91	\$ 28,306.29	\$ 42,118.22	\$ 65,733.43	\$ 74,427.35	\$ 8,693.92	13.23%
October	\$ 4,310.02	\$ 11,004.30	\$ 12,993.64	\$ 8,529.83	\$ 7,099.36	\$ 9,408.79	\$ 9,353.69	\$ 10,647.63	\$ 12,674.70	\$ 24,172.63	\$ 20,929.78	\$ (3,242.85)	-13.42%
November	\$ 9,569.26	\$ 9,144.54	\$ 7,572.87	\$ 6,399.76	\$ 7,392.41	\$ 11,155.05	\$ 11,336.59	\$ 14,797.48	\$ 13,247.65	\$ 16,191.79			
December	\$ 190,987.33	\$ 192,386.87	\$ 173,935.11	\$ 156,244.83	\$ 184,738.20	\$ 209,061.23	\$ 207,223.37	\$ 231,524.12	\$ 281,909.17	\$ 296,299.50			
TOTAL	\$ 1,168,778.21	\$ 1,317,558.39	\$ 1,353,968.18	\$ 1,094,184.52	\$ 1,096,464.73	\$ 1,241,915.55	\$ 1,337,976.23	\$ 1,531,740.28	\$ 1,665,229.42	\$ 1,789,211.19	\$ 1,502,324.10	\$ 25,604.20	1.73%

**LODGING TAX PER GENERAL LEDGER
BUDGET TO ACTUAL SUMMARY**

	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
January	\$ -			
February	\$ 398,107	\$ 364,279.15	-8.50%	\$ (33,827.85)
March	\$ 374,739	\$ 369,443.94	-1.41%	\$ (5,295.06)
April	\$ 347,412	\$ 361,607.18	4.09%	\$ 14,195.18
May	\$ 43,247	\$ 40,502.85	-6.35%	\$ (2,744.15)
June	\$ 3,658	\$ 5,743.08	57.00%	\$ 2,085.08
July	\$ 53,304	\$ 67,522.72	26.67%	\$ 14,218.72
August	\$ 103,836	\$ 116,084.93	11.80%	\$ 12,248.93
September	\$ 76,134	\$ 81,783.12	7.42%	\$ 5,649.12
October	\$ 66,379	\$ 74,427.35	12.12%	\$ 8,048.35
November	\$ 24,410	\$ 20,929.78	-14.26%	\$ (3,480.22)
December*	\$ 315,561			
TOTAL	\$ 1,806,787.00	\$ 1,502,324.10	0.74%	\$ 11,098.10

RETT REPORT
HISTORICAL SUMMARY

MONTH RECEIVED	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
JANUARY	\$ 61,100.00	\$ 132,010.00	\$ 132,347.83	\$ 32,600.00	\$ 93,516.67	\$ 111,560.00	\$ 18,043.33	19.29%
FEBRUARY	\$ 258,830.00	\$ 85,510.00	\$ 74,043.65	\$ 296,726.00	\$ 162,929.00	\$ 240,410.00	\$ 77,481.00	47.56%
MARCH	\$ 110,958.70	\$ 88,445.00	\$ 201,311.35	\$ 211,090.00	\$ 399,478.50	\$ 252,278.35	\$ (147,200.15)	-36.85%
APRIL	\$ 239,315.00	\$ 286,043.60	\$ 241,259.50	\$ 253,546.50	\$ 350,285.00	\$ 469,447.50	\$ 119,162.50	34.02%
MAY	\$ 70,650.56	\$ 53,620.00	\$ 210,743.64	\$ 230,527.55	\$ 124,970.00	\$ 53,820.00	\$ (71,150.00)	-56.93%
JUNE	\$ 78,656.50	\$ 61,615.00	\$ 125,133.49	\$ 166,325.00	\$ 224,718.96	\$ 373,650.00	\$ 148,931.04	66.27%
JULY	\$ 781,200.63	\$ 189,115.00	\$ 188,775.00	\$ 80,499.50	\$ 232,775.00	\$ 170,210.00	\$ (62,565.00)	-26.88%
AUGUST	\$ 95,013.00	\$ 85,611.00	\$ 75,195.50	\$ 163,085.50	\$ 47,715.00	\$ 222,316.00	\$ 174,601.00	365.92%
SEPTEMBER	\$ 112,834.99	\$ 902,200.00	\$ 113,067.50	\$ 226,731.63	\$ 264,304.05	\$ 296,325.00	\$ 32,020.95	12.12%
OCTOBER	\$ 196,450.00	\$ 63,630.00	\$ 557,975.00	\$ 229,315.00	\$ 118,020.50	\$ 107,557.00	\$ (10,463.50)	-8.87%
NOVEMBER	\$ 107,670.00	\$ 67,455.00	\$ 99,615.00	\$ 183,450.00	\$ 118,117.50			
DECEMBER	\$ 34,275.00	\$ 203,765.50	\$ 341,387.00	\$ 185,025.00	\$ 388,650.00			
TOTAL	\$ 2,146,954.38	\$ 2,219,020.10	\$ 2,360,854.46	\$ 2,258,921.68	\$ 2,525,480.18	\$ 2,297,573.85	\$ 278,861.17	13.81%

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ 74,059	\$ 111,560.00	50.64%	\$ 37,501.00
FEBRUARY	\$ 129,028	\$ 240,410.00	86.32%	\$ 111,382.00
MARCH	\$ 316,358	\$ 252,278.35	-20.26%	\$ (64,079.65)
APRIL	\$ 277,401	\$ 469,447.50	69.23%	\$ 192,046.50
MAY	\$ 98,967	\$ 53,820.00	-45.62%	\$ (45,147.00)
JUNE	\$ 177,961	\$ 373,650.00	109.96%	\$ 195,689.00
JULY	\$ 184,341	\$ 170,210.00	-7.67%	\$ (14,131.00)
AUGUST	\$ 37,787	\$ 222,316.00	488.34%	\$ 184,529.00
SEPTEMBER	\$ 209,310	\$ 296,325.00	41.57%	\$ 87,015.00
OCTOBER	\$ 93,464	\$ 107,557.00	15.08%	\$ 14,093.00
NOVEMBER	\$ 93,541			
DECEMBER	\$ 307,783			
TOTAL	\$ 2,000,000.00	\$ 2,297,573.85	43.72%	\$ 698,897.85

TOWN OF SNOWMASS VILLAGE

EXCISE TAX REPORT
HISTORICAL SUMMARY

MONTH RECEIVED	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
JANUARY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
FEBRUARY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
MARCH	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
APRIL	\$ -	\$ -	\$ -	\$ 177,249.10	\$ 85,304.26	\$ -	\$ (85,304.26)	-100.00%
MAY	\$ -	\$ 52,849.32	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
JUNE	\$ -	\$ -	\$ 3,741.21	\$ -	\$ -	\$ 40,540.29	\$ 40,540.29	#DIV/0!
JULY	\$ -	\$ -	\$ 1,584.15	\$ 43,193.94	\$ -	\$ 150,121.70	\$ 150,121.70	#DIV/0!
AUGUST	\$ -	\$ 146,671.94	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
SEPTEMBER	\$ -	\$ 49,372.87	\$ -	\$ -	\$ 117,992.22	\$ 1,000.00	\$ (116,992.22)	-99.15%
OCTOBER	\$ 172,223.33	\$ 328,255.70	\$ 161,504.95	\$ 169,453.00	\$ -	\$ 14,245.87	\$ 14,245.87	#DIV/0!
NOVEMBER	\$ -	\$ 43,224.96	\$ -	\$ -	\$ 148,230.00			
DECEMBER	\$ 1,236.04	\$ -	\$ -	\$ -	\$ 152,403.75			
TOTAL	\$ 173,459.37	\$ 620,374.79	\$ 166,830.31	\$ 389,896.04	\$ 503,930.23	\$ 205,907.86	\$ 2,611.38	1.28%

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ -	\$ -	#DIV/0!	\$ -
FEBRUARY	\$ -	\$ -	#DIV/0!	\$ -
MARCH	\$ -	\$ -	#DIV/0!	\$ -
APRIL	\$ 38,088	\$ -	-100.00%	\$ (38,088.00)
MAY	\$ -	\$ -	#DIV/0!	\$ -
JUNE	\$ -	\$ 40,540.29	#DIV/0!	\$ 40,540.29
JULY	\$ -	\$ 150,121.70	#DIV/0!	\$ 150,121.70
AUGUST	\$ -	\$ -	#DIV/0!	\$ -
SEPTEMBER	\$ 52,682	\$ 1,000.00	-98.10%	\$ (51,682.00)
OCTOBER	\$ -	\$ 14,245.87	#DIV/0!	\$ 14,245.87
NOVEMBER	\$ 66,183			
DECEMBER	\$ 68,047			
TOTAL	\$ 225,000.00	\$ 205,907.86	126.85%	\$ 115,137.86

2016 Snowmass Tourism Meeting Dates*

Thursday, Dec 21st Snowmass 101 Bus & Walking Tour – 8:30am Town Hall, Council Chambers

2017 Snowmass Tourism Meeting Dates (6 month preview)*

Thursday, Jan 5 th	Group Sales Advisory Committee – 8:30am Town Hall, Small Conference Room
Thursday, Jan 19 th	Tourism Talks – 10:00am at Sake (Base Village)
Thursday, Feb 2 nd	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Feb 9 th	Marketing, Group Sales & Special Events Board – 8:30am Town Hall, Council Chambers
Tuesday, Feb 21 st	Snowmass Tourism written presentation to Council – 4:00pm Town Hall, Council Chambers
Monday, Feb 27 th	Special Events Committee – 9:00am Town Hall, Small Conference Room
Thursday, Mar 2 nd	Group Sales Advisory Committee – 8:30am Town Hall, Small Conference Room
Thursday, Apr 6 th	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Apr 13 th	Marketing, Group Sales & Special Events Board – 8:30am Town Hall, Council Chambers
April TBD	Snowmass Tourism in-person presentation to Council – 4:00pm Town Hall, Council Chambers
Thursday, May 4 th	Group Sales Advisory Committee – 8:30am Town Hall, Small Conference Room
Tuesday, May 30 th	Special Events Committee – 9:00am Town Hall, Small Conference Room
Thursday, June 1 st	Marketing Advisory Committee – 8:30am Crestwood
Thursday, June 8 th	Marketing, Group Sales & Special Events Board – 8:30am Town Hall, Council Chambers
June TBD	Snowmass Tourism written presentation to Council – 4:00pm Town Hall, Council Chambers
October TBD	Snowmass Tourism in-person presentation to Council – 4:00pm Town Hall, Council Chambers

Dates as of 12/6/16 * dates are subject to change

SNOWMASS 2017 SUMMER EVENTS

Would you



RUN AWAY

with me?



SNOWMASS
COLORADO

GO
SNOWMASS
COLORADO

2017 Snowmass Summer Event Plan

(as of December 8, 2016)

JUNE 9-10

RAGNAR TRAIL SNOWMASS

The Ragnar Trail is a gritty trifecta of the most scenic trail running loops Mother Nature can serve up. Each trail loop begins and ends at Ragnar Village. Teams will run relay style, rotating through all three loops.



JUNE 10

SNOWMASS CRAFT-BEER RENDEZVOUS PRESENTED BY THE COLORADO BREWERS GUILD

The ultimate hoppy kick-off to the summer season. Sip and savor at the 3hr grand tasting event featuring 30+ craft breweries showcasing multiple styles each. Watch the sunset on Fanny Hill as a concert closes out the day's festivities.



JUNE 14 - AUG 23

SNOWMASS RODEO

Celebrating its 44th season, the Snowmass Rodeo is the longest running rodeo in Colorado. This authentic Western event includes a BBQ, bull riding, team roping, barrel racing and bronco riding. Kids compete in calf scramble and mutton bustin'. There's even a petting zoo and a mechanical bull. Top off the night with marshmallows around a cozy campfire.



JUNE 10 - SEPT 9

SUMMER CONCERT SERIES

This concert series draws crowds by the thousands to Fanny Hill for its relaxed atmosphere and spectacular mountain setting to enjoy the country's most distinguished rock, R&B, soul, and Latin performers. Bring a picnic and a blanket for the ultimate al fresco experience. Cocktails and beer are available for purchase. Kids' Zone available at select performances. Concerts take place on various days of the week throughout the summer season. Please visit gosnowmass.com/summermusic for the full lineup featuring 10 free shows and 2 ticketed events..



Summer 2017: Artist announcements coming soon!

Saturday, June 10

Thursday, June 15

Thursday, June 22

Friday, June 30

Sunday, July 2

Thursday, July 6

Saturday, July 15

Thursday, July 20

Thursday, July 27

Friday, August 4

Thursday, August 10

Thursday, August 17

Saturday, September 9



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

JUNE 17

HERITAGE FIRE**Complementing the FOOD & WINE Classic Weekend**

Heritage Fire is an annual wood-fired meat-laden feast featuring chefs and farmers working together to spotlight traditional outdoor cooking techniques. An outstanding collection of wineries, breweries, craft distillers and more than 40 notable chefs and butchers cooking 3,000 pounds of heritage breed animals in celebration of breed diversity and family farming.



JUNE 19-24

AREDAY SUMMIT, EXPO & ELECTRIC VEHICLE SHOW

Founded in 2004 as a one-day renewable energy expo, American Renewable Energy Day (AREDAY) is now one of the most important renewable energy technology and policy summits in the United States. Held annually in Snowmass, Colorado each summer, AREDAY attracts national and international attention with its impressive roster of speakers and participants. Additionally, AREDAY has a multi-faceted program platform and numerous partnerships.



JUNE 24-25

SNOWMASS DEMO DAYS

Demo the season's hottest bikes on the lift-served downhill trails of The Snowmass Bike Park and the scenic cross-country trails, roads and bike paths of Bike Snowmass. Biking enthusiasts can elevate their Snowmass biking experience by talking one-on-one with exhibitors and demoing the season's newest bike products.



JUNE 24

THE PRESTIGE IMPORTS SNOWMASS LOOP MOUNTAIN BIKE FONDO

New to the Colorado mountain bike calendar, this event will showcase Snowmass' new "Snowmass Loop" in a single or double track lap around Snowmass. The Snowmass Loop is a more than 20 mile course with over 3k of vertical, non-stop single track with scenic vistas and aspen groves. Intermediate and advanced riders will love this fast and diverse course.



JUNE 28

HAUTE ROUTE

The Haute Route is cycling's first global series of multi-day races designed for amateur athletes. Regardless of the location (the Colorado Rockies, French Alps, Pyrenees or Italian Dolomites), these are some of the highest elevation, toughest amateur cycling events in the world. Rookie or expert, athletes will tackle some of the most renowned terrain in the cycling world at this event.



JUNE 30-JULY 2

BLUEBIRD ART & SOUND

More info coming soon!

JULY 4

COMMUNITY PICNIC & FIREWORKS

More info coming soon!



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

JULY 15

DEAF CAMP BENEFIT**Aspen Camp celebrates their 50th Anniversary!**

Deaf Camp Benefit was established in the 70s with the help of John Denver, Jimmy Buffet, Nitty Gritty Dirt Band and others to support the great things Aspen Camp does for deaf and hard of hearing kids. The Deaf Camp Benefit is a free event though donations are encouraged to benefit the Aspen Camp of the Deaf and Hard of Hearing.



JULY 21-23

SNOWMASS DOUBLES VOLLEYBALL

This boutique mountain tournament is produced by Volleyball of the Rockies, organizers of some of the largest volleyball tournaments in the state. Sand and grass courts will be located throughout Snowmass Village with plenty of spectating opportunities.



JULY 26-30

ENDURO WORLD SERIES

The Enduro World Series (EWS) links the largest mountain bike enduro events in the world with the best trails possible. The team behind the EWS has one goal - to globally develop and progress the discipline of enduro for the riders, the sport and the industry.



ENDURO
WORLD SERIES

AUG 4-6

COLORADO SCOTTISH FESTIVAL & ROCKY MOUNTAIN HIGHLAND GAMES

This renowned festival, now in its 54th year, features bagpipes, highland dancers, great highland athletes, clans, Celtic music, a free concert and more. Dog friendly! Free Admission.



AUG 5-6

VIDA MTB SERIES CLINIC

This VIDA Clinic provides women with the opportunity to connect with VIDA coaches and fully immerse themselves into the nitty-gritty of proper biking technique and the confidence needed to tackle new challenges over the course of the two day event.



AUG 18-20

ZOPPÉ ITALIAN FAMILY CIRCUS

The Zoppé Italian Family Circus welcomes guests into the intimate 500-seat tent for a one-ring circus that honors the best history of the Old-World Italian tradition. Starring Nino the Clown, the circus is propelled by a central story that feature acrobatic feats, equestrian showmanship, canine capers, clowning and plenty of audience participation. This intimate theatrical show has been entertaining audiences for seven generations.



AUG 26

RAGNAR RELAY COLORADO

Ragnar Relay Colorado is the overnight running relay race that makes testing your limits a team sport. Racers run in teams day and night from Copper Mountain to Snowmass. Last year 2,500 people from around the country participated in this event.

JOIN THE FUN! Visit gosnowmass.com/events to find out more.

SEPT 1-3

**JAS ASPEN SNOWMASS
LABOR DAY EXPERIENCE**

Three days of world-class performances on multiple stages, eclectic food and beverage vendors, kiddie corner and more. 2016 acts included Stevie Wonder, The Killers, Duran Duran, Train, Thievery Corporation and Andy Grammer!



SEPT 8-10

SNOWMASS BALLOON FESTIVAL

The 42nd Annual Snowmass Balloon Festival fills the sky with color as over 30 balloons launch each morning at 7am. You won't want to miss the theatrical Night Glow on Saturday evening. This weekend is the perfect close to the summer in Snowmass.



SEPT 14

ASPEN SNOWMASS VINTAGE CAR RACE

For the first time in 19 years, the sights and sounds of high-octane racing come alive on the streets of Snowmass Village with The Aspen Snowmass Vintage Car Race. Kicking off the Motoring Classic Weekend, watch as vintage Corvette's, BMW's, Porsches, Mustangs, and formula race cars from the 1960's and 1970's, fly by during this exhilarating new event.



SEPT 14-17

**THE MOTORING CLASSIC
& CAR CLUB WEEK**

Vehicles of all shapes and sizes gather in Snowmass for an action packed week featuring all things auto. From a vintage car race and rallies to the return of The Finest Automobile Auction and car shows, this week will have any automobile enthusiast swooning. Confirmed car clubs include Porsche, Ferrari, Rocky Mountain Vintage Racing, BMW, Audi, Cobra, Viper and more to come!



SEPT 15-16

SNOWMASS WINE FESTIVAL

Experience an incredible weekend of food, flavors, sights, and sounds at the Snowmass Wine Festival, hosted by Rotary Club of Snowmass Village. Featuring a Friday evening wine-paired dinner and a Saturday grand tasting.



SEPT 23

GOLDEN LEAF HALF MARATHON

Chosen by *Trail Runner* magazine as one of "America's 14 Most Scenic Races" this classic trail running race from Snowmass to Aspen provides 980' elevation gain and a 1,712' descent over its 13.1 miles.



SEPT 23-24

**CU IN SNOWMASS COLLEGIATE
BIKE RACES AND BONZAI
OPEN DOWNHILL**

Snowmass hosts college cyclists from around the region competing in a cross country and downhill races. Members of the public will be able to register for the famed Bonzai Downhill.

JOIN THE FUN! Visit gosnowmass.com/events to find out more.

June 2017

 Weekly Events

 Special Events

 Athletic Events

 Music

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9 Ragnar Trail Snowmass	10 Craft-Beer Rendezvous Ragnar Trail Snowmass Summer of Music: TBD	11
12	13	14 Snowmass Rodeo	15 Summer of Music: TBD	16	17 Heritage Fire	18
19 AREDAY	20 AREDAY	21 Snowmass Rodeo AREDAY	22 Summer of Music: TBD AREDAY	23 AREDAY	24 Snowmass Demo Days Prestige Imports Snowmass Loop MTB Fondo AREDAY	25 Snowmass Demo Days
26	27	28 Snowmass Rodeo Haute Route	29	30 Bluebird Art and Sound Summer of Music: TBD		

July 2017

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1 Bluebird Art and Sound	2 Bluebird Art and Sound Summer of Music: TBD
3	4 Community Picnic and Fireworks	5 Snowmass Rodeo	6 Summer of Music: TBD	7	8	9
10	11	12 Snowmass Rodeo	13	14	15 Summer of Music: Deaf Camp Benefit	16
17	18	19 Snowmass Rodeo	20 Summer of Music: TBD	21 Snowmass Doubles Volleyball Tournament	22 Snowmass Doubles Volleyball Tournament	23 Snowmass Doubles Volleyball Tournament
24	25	26 Snowmass Rodeo	27 Summer of Music: TBD	28	29	30
31		Enduro World Series	Enduro World Series	Enduro World Series	Enduro World Series	Enduro World Series

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August 2017

 Weekly Events

 Special Events

 Athletic Events

 Music

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2 Snowmass Rodeo	3	4 Summer of Music: TBD CO Scottish Festival	5 VIDA MTB Series Clinic CO Scottish Festival	6 VIDA MTB Series Clinic CO Scottish Festival
7	8	9 Snowmass Rodeo	10 Summer of Music: TBD	11	12	13
14	15	16 Snowmass Rodeo	17 Summer of Music: TBD	18 Zoppé Italian Family Circus	19 Zoppé Italian Family Circus	20 Zoppé Italian Family Circus
21	22	23 Snowmass Rodeo	24	25	26 Ragnar Relay Colorado	27
28	29	30	31			

September 2017

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 JAS Labor Day Experience	2 JAS Labor Day Experience	3 JAS Labor Day Experience
4	5	6	7	8 Snowmass Balloon Festival	9 Snowmass Balloon Festival Summer of Music: TBD	10 Snowmass Balloon Festival
11	12	13	14 Aspen Snowmass Vintage Car Race Motoring Classic & Car Club Week	15 Snowmass Wine Festival Motoring Classic & Car Club Week	16 Snowmass Wine Festival Motoring Classic & Car Club Week	17 Motoring Classic & Car Club Week
18	19	20	21	22	23 CU in Snowmass Collegiate MTB Races Golden Leaf Half Marathon	24 CU in Snowmass Collegiate MTB Races
25	26	27	28	29	30	

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