



TOWN OF SNOWMASS VILLAGE

COMMUNITY PROFILE

SEPTEMBER 2016

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General Information

Town of Snowmass Village, Colorado



Form of Government
Home Rule Municipality
Council-Mayor-Manager

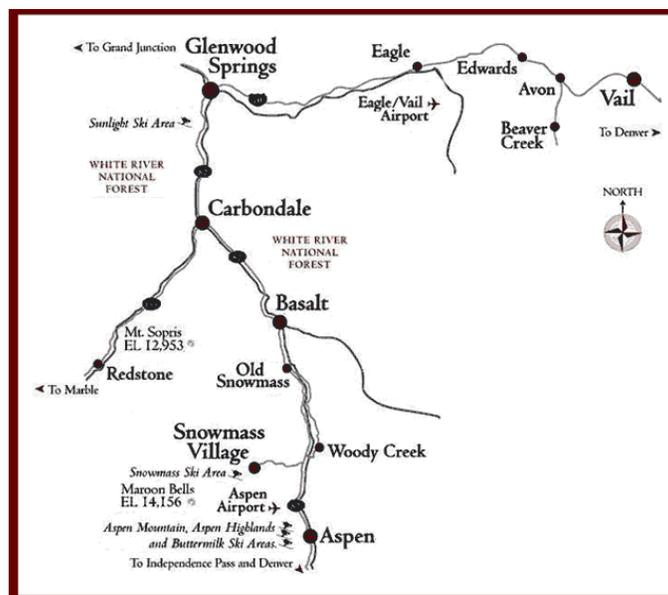
The Council enacts local legislation, adopts budgets, determines policies and appoints the Town Manager. The Town Manager executes the laws and administers the Town government.

Town Hall

130 Kearns Road, P.O. Box 5010, Snowmass Village, CO 81615 (970) 923-3777

Vicinity Map

The Town of Snowmass Village is located 9 miles northwest of Aspen in Pitkin County, Colorado.



Overview

Tucked high in the Brush Creek Valley, the Town of Snowmass Village has a medium density, mixed use, transit oriented town core surrounded by suburban residential neighborhoods and open space. Within this 25-square-mile town are over 35 miles of maintained hiking and biking trails with beautiful mountain vistas. Surrounded by a spectacularly scenic wilderness area and National Forest, Snowmass Village is one of the many resort communities in the U.S. to offer plentiful on-mountain winter and summer activities, including lift-serve mountain bike trails and disc golf course as well as one of the best summer resort music scenes in the state. Snowmass Village is home to the second largest ski mountain in Colorado with the most vertical feet of terrain in the United States and over 150 miles of ski trails. The Town is also an integral part of the largest network of free, groomed Nordic trails in the country. It's no coincidence that part of its name is synonymous with "magnitude" and "substance." One need only glimpse at the 13,297 foot tall backdrop of the Town, Mt. Daly, or the faces of the people coming off the trails year-round to understand that this town lies amidst a fertile landscape of adventure and rejuvenation.



History



Snowmass-at-Aspen
1967

First Inhabitants

Long before skiers and even settlers discovered Snowmass' Brush Creek Valley, the Ute Indians hunted, fished, and gathered wild foods here in the summers. The first European / non-natives explored the Elk Mountains as early as 1853, during the Gunnison Survey, but it wasn't until the Hayden Survey in the 1870s, that the prominent peaks visible from Snowmass were named.

Mt. Daly is named after then-president of the National Geographic Society, Augustus Daly, while the triangular Capitol Peak paid tribute to the Washington, D.C., building.

Early Ranching Days

By the 1880s, ranches running sheep and cattle came to occupy the Brush Creek Valley. One of the most prominent ranchers, Charles Hoaglund, and his family emigrated from Sweden to Aspen during the silver crash and was hired to close down Aspen's Smuggler mine. They acquired land in the Brush Creek Valley to raise cattle, sheep, wheat, and hay. Today, several buildings from his ranch have been incorporated into the renowned Anderson Ranch Arts Center.

Hoaglund's daughter, Hildur, was raised on the ranch and attended the community's one-room school house, which today is known as The Little Red Schoolhouse. The schoolhouse celebrated its centennial in 1994, and still functions as an early childhood learning center today.

A Ski Area Is Born

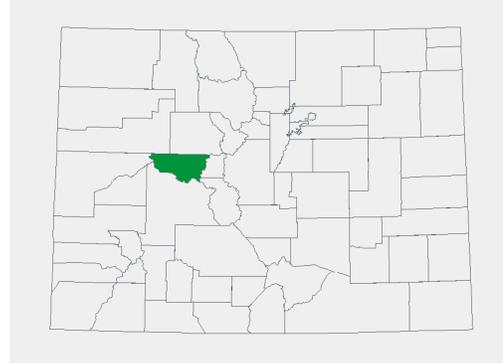
In 1958, Olympic skier Bill Janss began buying up ranches in the valley with an eye toward emulating the Aspen ski area's success. By 1961, he owned six ranches at the base of Baldy and Burnt mountains and planned to build a ski area similar to a European-style ski community on 3,300 acres. In December of 1967, Snowmass-At-Aspen opened with five chairlifts, 50 miles of ski trails, seven hotels, and six restaurants. Lift tickets cost \$6.50. A decade later the Town of Snowmass Village was incorporated, and the rest, as they say, is history.

Community Quick Facts

Permanent Population (2014)	2,889
Population Change 2010 to 2014	63
Place Median HH Income (ACS 09-13)	\$80,823 28% more than State avg.
State Median HH Income (ACS 09-13)	\$58,433
Employment (County in 2014)	21,008
County Cost of Living Index (State=100)	192.61, Very high

Source: State Demography Office
U.S. Census Bureau

County Cost of Living Index 92% more than State avg.

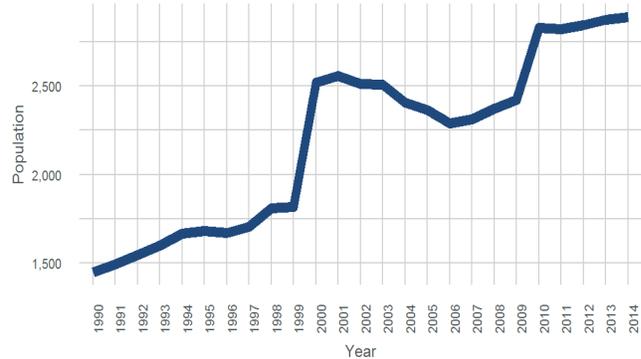


Population

Population Estimates and Forecasts for the resident population are produced by the State Demography Office.

- Snowmass Village saw population growth in the 1990s followed by some declining growth in the early 2000s.
- There was some growth in the late 2000s and recently, the population has grown slowly.
- The recent growth in population is related to decreasing vacancy rates and growth in Pitkin overall.

Snowmass Village Population, 1990 to 2014



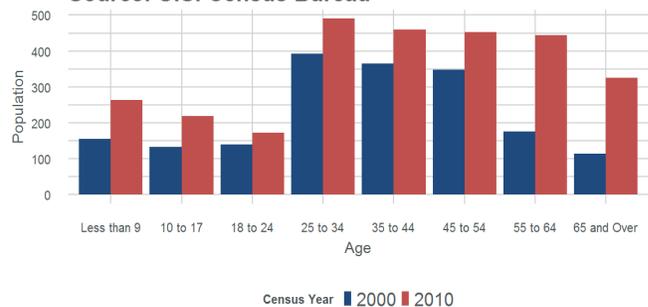
	Population			Annual Average Growth Rate (%)		
	Snowmass Village	Pitkin	Colorado	Snowmass Village	Pitkin	Colorado
1990	1,449	12,661	3,294,473			
1995	1,682	14,652	3,811,074	3.0%	3.0%	3.0%
2000	2,520	15,764	4,338,801	8.4%	1.5%	2.6%
2010	2,826	17,156	5,050,7289	1.2%	0.8%	1.5%
2014	2,889	17,645	5,353,471	0.6%	0.7%	1.5%

Snowmass Village Population has increased by 100% in the last 24 years
State of Colorado Population has increased by 62% in the last 24 years

Population By Age

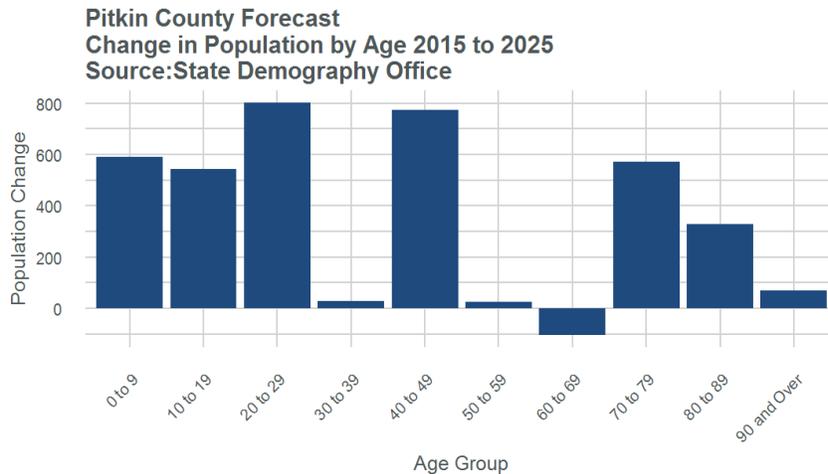
Snowmass Village's population by age is shown in the chart to the right for both 2000 (darker bar) and 2010 (lighter bar). All age groups increased; however, the growth shifted the age distribution considerably. Most notable is the incredible growth in those over the age of 55, which represented a much smaller share of the population in 2000. Also notable was the growth in middle-age population that resulted in growth in lower age groups because they had children.

Snowmass Village Town Population by Age
Source: U.S. Census Bureau



Noticeable population increase in 55+ age group

Pitkin County, where Snowmass Village is located, is expected to grow slightly faster than the state average between 2015 and 2025. Most of this growth is forecasted to be in the prime working age adults (30-44) and their families. There is also significant growth projected in the population over age 70, and less growth in the younger age groups.



Race & Ethnicity

Town of Snowmass Village Population by Race/Ethnicity

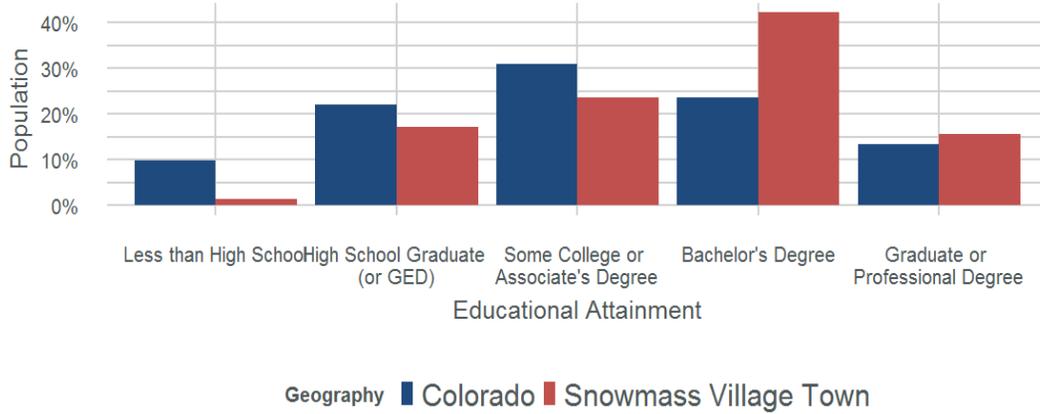
	2000	2010	2010 %
Total	1,822	2,826	
White	1,734	2,602	92.1%
Black or African American	3	7	0.2%
American Indian or Alaska Native	1	2	0.1%
Asian	13	20	0.7%
Native Hawaiian and Other	0	1	0.0%
Some Other Race	5	1	0.0%
Two or More	18	23	0.8%
Hispanic	48	170	6%

Source: U.S. Census 2010

- Snowmass Village is less diverse than the state as a whole but is becoming more diverse over time.
- The diversity growth occurred primarily in the Hispanic population, which grew by over 122 (a 250% increase).

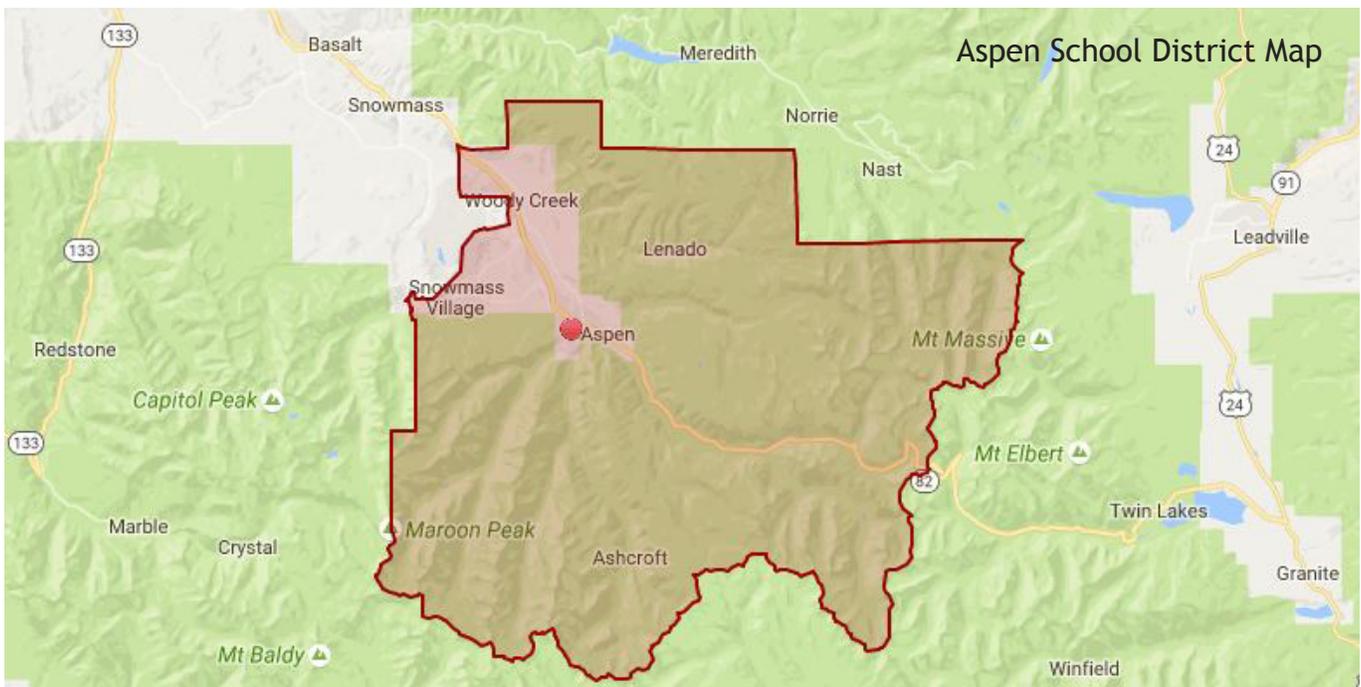
Education

Educational Attainment for 25 and Older
Source: ACS 2013 5-Year File



Snowmass Village has a much higher share of its population with a bachelor’s degree or higher compared to the state. More than 80% of Snowmass Village residents over 25 years of age have at least some college education.

300 children living in Snowmass Village attend the Aspen School District Elementary, Middle and Highschool. Total enrollment for the Aspen School District is 1,756.



Snowmass by the Numbers

est. **1977** — **98** full time **EMPLOYEES** WORK FOR THE TOWN OF SNOWMASS VILLAGE — **176** **DEED RESTRICTED UNITS**

POPULATION **2,826** according to the 2010 census — **34.5** MILES OF UNPAVED TRAILS AND **8** MILES OF PAVED TRAILS within TOWN LIMITS — **247** **RENTAL UNITS** are managed by THE SNOWMASS VILLAGE HOUSING DEPARTMENT

1,510 Average daily riders ON THE VILLAGE SHUTTLE

56 community members served on volunteer **BOARDS AND COMMISSIONS** — **551,106** PASSENGERS rode the **VILLAGE SHUTTLE**

8,223 **TONS** of trash collected by Public Works — **3,497.9** **TONS** of trash collected by Public Works

36% collected from **COMMERCIAL CUSTOMERS** and **64%** collected from **RESIDENTIAL CUSTOMERS**

SNOWMASS *by* **THE NUMBERS** **2015** — **582.71** **TONS OF RECYCLING** — **10** **SWORN POLICE OFFICERS**

39 MILES of **PLOWABLE ROAD** — **942** Recreation Center **MEMBERS** and **53,399** Recreation Center **VISITORS**

4,535 **PARTICIPANTS** in **FITNESS CLASSES**

25.5 **SQUARE MILES** — **357** & licensed businesses & **CONTRACTORS** — **\$75,000** distributed to **LOCAL NON-PROFITS**

115 **BUILDING PERMITS PROCESSED**

12 free concerts ON **FANNY HILL** — **100 MILLION** media impressions GENERATED by SNOWMASS TOURISM

30,353 VISITORS to the **ICE AGE DISCOVERY CENTER** — **1360** HOURS OF OFFICER TRAINING — **95%** LODGING PERMITS collected

100,450 fans **FACEBOOK** — **\$470,800** PERMITS collected

Taxpayers & Economic Activity

Largest Taxpayers

2014 Top Property Taxpayers

Pitkin County Colorado Assessor

Authority: 613 - TOWN OF SNOWMASS VILLA... as of: 12/31/2014

Owner Name	Actual	Assessed	Acres	SQFT	Units
All Tax Areas					
SNOWMASS ACQUISITION COMPANY LLC	168,199,500	24,618,930	16	126,688	45
SILVERTREE PROPCO LLC	59,429,400	17,234,540	1	445,184	418
ASPEN SKIING COMPANY LLC	40,614,500	11,601,060	12	64,752	17
SNOWMASS HOLDING CO LLC	20,981,500	6,084,660	1	90,450	27
ASPEN PROPERTIES HOLDINGS LP	35,823,900	4,808,300	1,611	15,842	0
WEITZ PERRY	35,716,800	4,484,180	610	20,861	0
SNOWMASS CENTER RETAIL LLC	14,712,600	4,266,670	28	41,272	0
TIMBERS CLUB AT SNOWMASS HOA	50,248,300	3,999,770	0	57,987	0
BRUSH CREEK LAND COMPANY LLC	11,999,100	3,479,740	312	3,552	6
HOLY CROSS ELECTRIC ASSN ER076	11,213,660	3,251,960	0	0	0
HIVE BUILDING LLC	10,720,400	3,108,920	0	104,460	10
SNOWMASS SKIING CORP	9,692,700	2,810,880	0	0	0
SNOWMASS CLUB I LLC	9,831,600	2,791,690	208	106,375	11
SKYRIDGE HOUSE LLC	32,959,600	2,623,580	507	22,113	0
HALLE BRUCE T & DIANE M TRUSTEES	31,610,900	2,516,230	594	22,885	1
CREEKS G INC	8,505,000	2,466,450	0	76,589	0
SNOWMASS CLUB CONDO ASSOC INC	30,781,900	2,450,270	0	53,610	0
SCHNEIDER MILTON S & PAM H	11,768,700	1,988,790	20	5,515	0
SNOWMASS CREDIT II CHALET LLC	6,558,100	1,901,850	0	94,632	64
ROSE FAMILY LLP	21,773,400	1,733,160	512	13,065	0

Economic Activity

Skiing and snowboarding are the most dominant economic activities in Snowmass Village. Snowmass Village is ranked as the second largest ski area in Colorado comprising 3,362 acres. Summer also offers an array of activities that include hiking, jeeping, ballooning, horseback riding, and biking. The Aspen Skiing Company as well as the Town's Parks and Trails Department have actively been expanding the on- and off-mountain trails for mountain biking in order to propel Snowmass Village to the forefront of this increasingly popular summer recreational activity.

Groups

Group business is a significant contributor to the Town's economy and includes ski groups, social events/gatherings, sports and specialty groups as well as meetings and conferences. Snowmass Village offers over 70,000 square feet of flexible meeting space in various conference and unique facilities.

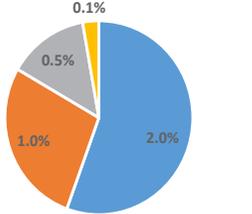
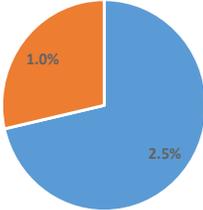
Summer Events

Snowmass Tourism has focused its efforts to specifically enhance the summer events to increase occupancy in Snowmass Village during the summer season. Flagship events such as the Free Concert Series, Snowmass Rodeo, Snowmass Wine & Balloon Festival and JAS Labor Day Festival have set precedence that Snowmass Village is a perfect host for special events. Events that have been added to improve summer vitality include Colorado Scottish Festival and Rocky Mountain Highland Games, Zoppe Italian Circus and Craft Brew Rendezvous. Visit Snowmass Tourism's website at www.gosnowmass.com for a full list and additional information and upcoming events.

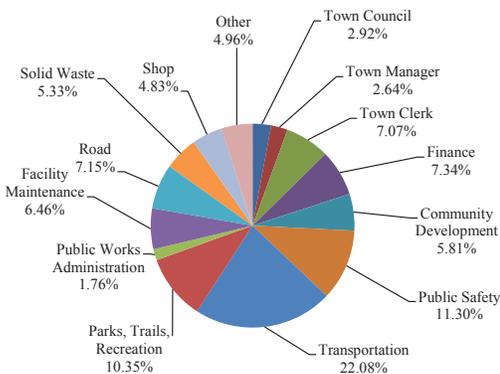
Tax Rates & Revenues

TOSV Sales Tax Rate:

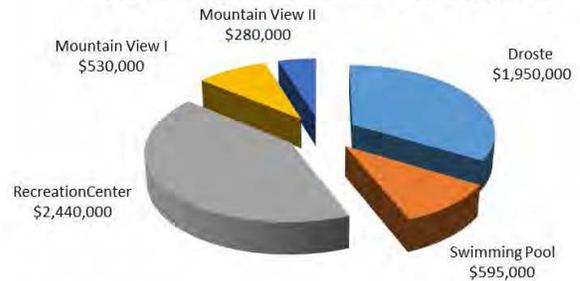
10.4%

Pitkin County 3.6%	Snowmass Village 3.5%	State of Colorado 2.9%	RFTA 0.4%
<p>Pitkin County Sales Tax</p>  <p>■ General Use ■ Transit Services ■ RFTA & EOTC ■ Healthy Water</p>	<p>TOSV Sales Tax</p>  <p>■ Marketing ■ General Use</p>		
<p>3.6% Is the County's share of the sales tax rate in Snowmass Village</p>	<p>3.5% Is the Town's share of the sales tax rate in Snowmass Village</p>		
<p>2.0% Is for general use - .86% goes to Pitkin County for general use. The remaining 1.14% is remitted back to municipalities.</p> <p>↳ 0.86% - is reserved for Pitkin County 0.87% - is remitted to the City of Aspen 0.22% - is remitted to the TOSV 0.04% - is remitted to the Town of Basalt</p>	<p>1.0% Is for general use - This portion of the sales tax is used to fund traditional Town services such as Police, Streets, Parks, and Planning.</p> <p>2.5% Is for marketing - This portion of the sales tax is used to fund marketing campaigns, events, and boost local tourism.</p>		
<p>1.0% Is for transit services - These funds are collected to promote public transit within the valley. Aspen and TOSV split the remaining funds proportionally based on sales tax collections within each jurisdiction.</p> <p>↳ 0.48% - is remitted to RFTA 0.41% - is remitted to the City of Aspen 0.11% - is remitted to the TOSV</p>	<p>2.4% Lodging Tax - An additional 2.4%, not depicted here, is also collected on lodging expenses. This revenue is used to promote local lodging and group sales.</p>		
<p>0.5% Is for mass transportation system improvements within the valley - Approved by the EOTC.</p>			
<p>0.1% Is for water quality - These funds help support the Pitkin County Healthy Rivers and Streams initiative.</p>			

GENERAL FUND DEPARTMENTAL SUMMARY 2016 GENERAL FUND EXPENDITURES

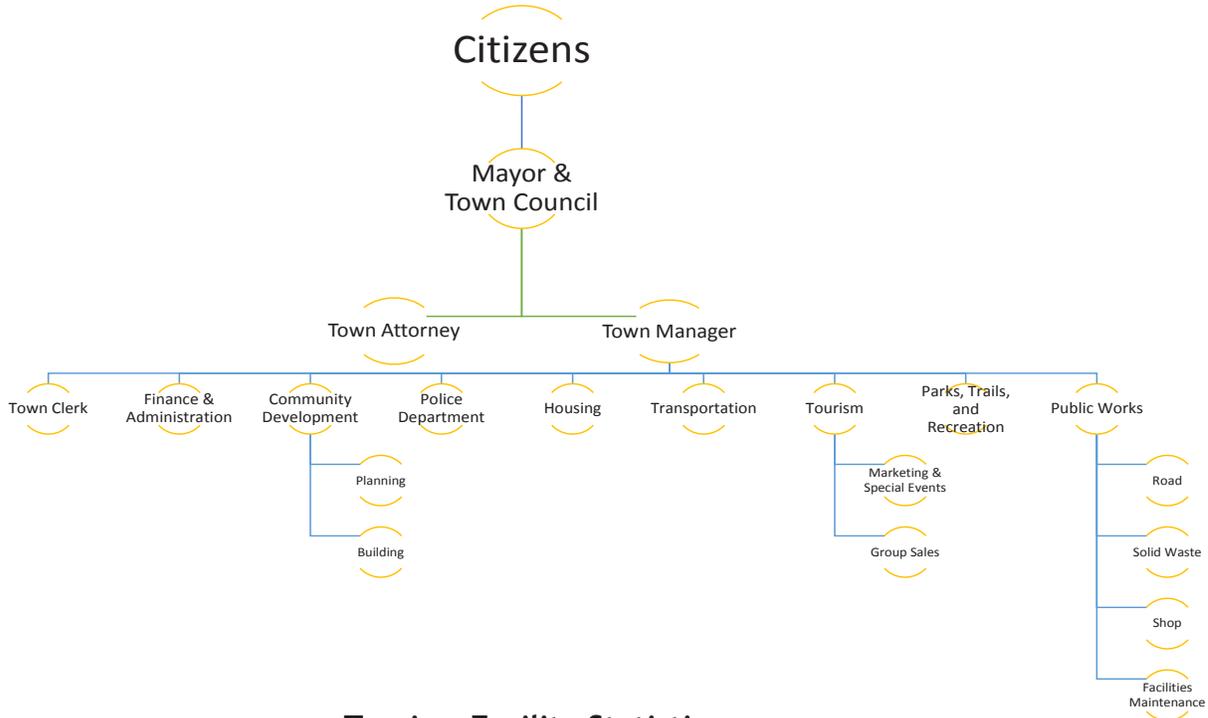


TOWN OF SNOWMASS VILLAGE OUTSTANDING DEBT AS OF 12/31/15



Total Debt: \$5,795,000

Organization Chart & Statistics



Tourism Facility Statistics

Lodging

Snowmass Village offers a variety of lodging options ranging from hotels and lodges to private condominiums and luxurious houses and chalets. Each property presents a unique location and layout with single to multi-family accommodations and over 95% of the lodging provides ski-in/ski-out access to the mountain.

Unit and Pillows by Location	Aspen	Snowmass	All
Units by Location	2,120	1,778	3,898
Pillows by Location	9,193	8,546	17,739

Above tables include Fractional Ownership units but not RBO units/pillows

Parks, Trails and Open Space

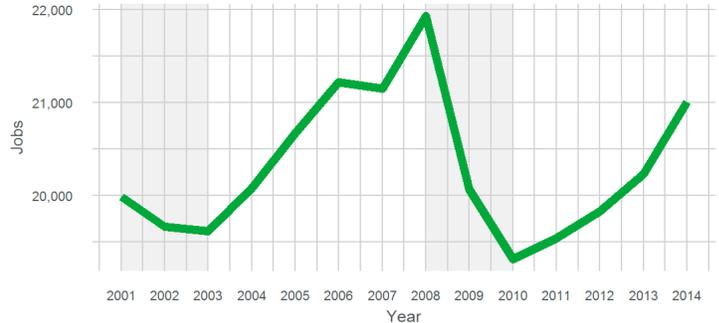
Snowmass Village has an extensive trail system with over 35 miles of maintained trails, including 8 miles of paved trails, connecting to hundreds of miles of paved and unpaved trails in surrounding areas. Snowmass Village has roughly 13 acres of developed public park land. The Snowmass Ski Area has over 3,362 acres that are dedicated to public open space and recreation. The Town of Snowmass Village owns a conservation easement on approximately 300 acres located along the Brush Creek Valley Floor, which is maintained as open space for recreation and conservation.

Allowed Trail Use	Mileage of Trails	Percent of System
Equestrian, Hiking, & Biking	1.93 Miles	5%
Hiking & Biking Only	27.47 Miles	77%
Equestrian & Hiking Only	4.11 Miles	12%
Equestrian Only	1.47 Miles	4%
Hiking Only	0.56 Miles	2%
Biking Only	0 Miles	0%
Total	35.54 Miles	100%

Jobs & the Economy

Total employment in the County was estimated to be 21,000 in 2014. Pitkin County has gained approximately 1,700 jobs since 2010. Despite the short-term growth, Pitkin County has not reached their pre-recession peak employment from 2008, which was just under 22,000 jobs. Losses were concentrated in Real Estate, Administration and Professional Services.

Pitkin County Total Estimated Jobs, 2001 to 2014
Source: State Demography Office



Note: Grey shading represents beginning to bottom of U.S. recessions.

Share of Jobs by Industry, 2014	Pitkin	Snowmass Village
Agriculture	1%	0%
Mining	0%	0%
Utilities	0%	0%
Construction	5%	3%
Manufacturing	1%	0%
Wholesale trade	1%	0%
Retail Trade	7%	3%
Transportation and warehousing	1%	1%
Information	1%	0%
Finance activities	2%	1%
Real estate	10%	19%
Professional and business services	6%	1%
Management of companies and enterprise	0%	0%
Admin and waste	10%	3%
Education	2%	1%
Health Services	3%	1%
Arts, Entertainment, and Recreation	11%	26%
Accommodation and food	21%	29%
Other services, except public administration	8%	4%
Government	11%	7%

Economic Industry Mix

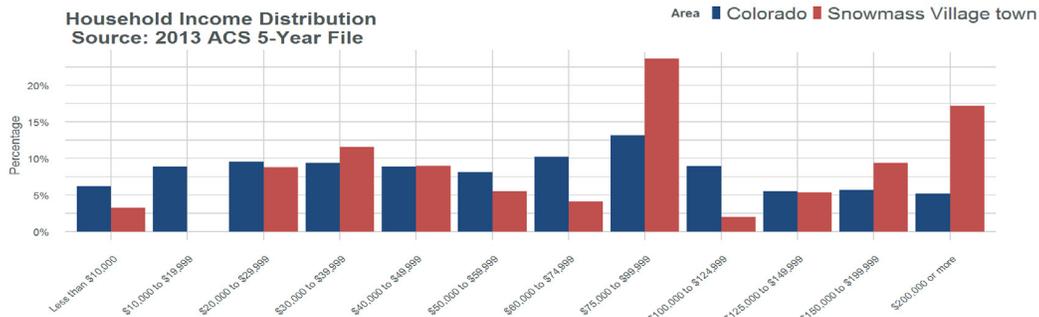
Snowmass Village has a less diverse industry mix than Pitkin County as a whole. Snowmass Village has an even stronger tourism and resort focus than Pitkin County. Snowmass also has a large share of employment related to real estate.

Largest Employers:

- Aspen Skiing Company
- Westin/Holiday Inn
- Destination Resorts
- The Snowmass Club
- Snowmass Hospitality/Related/Viceroy
- Snowmass Lodging Company
- Town of Snowmass Village

Income

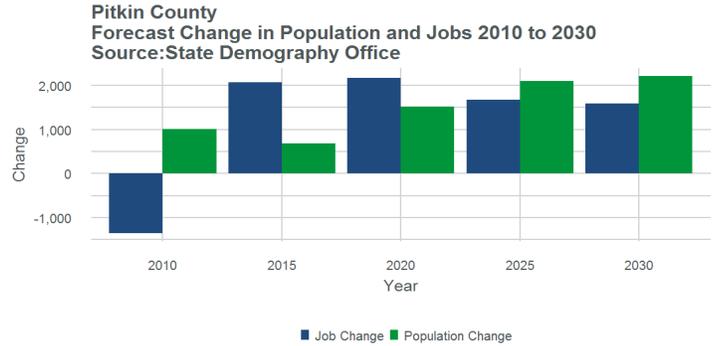
The graph below compares Snowmass Village’s income distribution to the state. Snowmass Village has a larger share of people earning between \$75,000 to \$99,999 than the state and those earning over \$200,000. There are relatively few households earning below \$30,000.



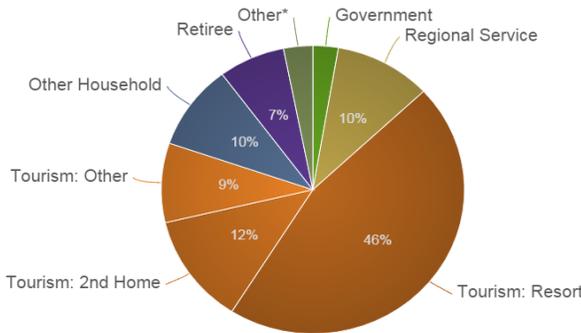
Population and Economic Forecast

The rates of growth of both population and jobs can differ somewhat because of changes in the labor market, i.e., labor force participation rates, age, unemployment rates, multiple job holding, and/or commuting. In addition, macroeconomic conditions such as business cycle fluctuations and faster or slower periods of U.S. and Colorado economic growth can affect overall job growth in a region.

- Population growth is forecast to fall short of job growth for the period from 2015 to 2020 and then out pace job growth from 2020 to 2030.
- The transition in job growth from higher to lower reflect short-term economic growth and longer term population aging. As the population ages, labor force growth will slow.
- This may require additional housing and community services. Additionally, an aging population may require increased need for accessible housing and other aging services.



Pitkin County Base Industries, 2014



Economic Base Analysis

The Base Industries chart shows which industries drive the economy in Pitkin County. The chart shows the important share of economic activity driven by tourism. Combined, tourism drives about 67% of the employment in Pitkin County. Regional services, such as retail or banking provided to populations outside of the county, make up a significant portion as well.

*Other includes: Transfer Payment, Agriculture, Manufacturing, Mining

Source: State Demography Office

Average Wage Trends

- Average weekly wages in Snowmass Village increased 10% from 2010 to 2014.
- Pitkin County saw wage growth of 8.5%.
- Weekly wages of \$747 in Snowmass Village in 2014 were only 74% of the \$1,014 statewide average; this may be further exacerbated by the higher cost of living.

Average Weekly Wages

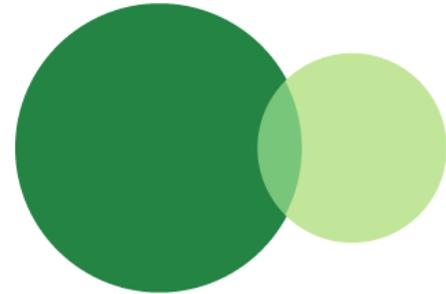


Source: Department of Labor and Employment (QCEW)

Commuting

Snowmass Village Commuting Patterns, 2013

Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure.



- Jobs in Snowmass Village town
- Workforce in Snowmass Village town
- Overlap: Work and Live in Snowmass Village

Source: LEHD On the Map, 2013

Just over 8% of the jobs (dark green) are held by residents and 92% of the jobs are held by people who live outside of Town. Considering Snowmass Village’s labor force (light green), just over 15% work in Town and nearly 85% are employed outside of the Town.

Note: Data does not include agricultural and self-employed jobs and uses administrative boundaries only.

Inflow/Outflow Report

Selection Area Labor Market Size

	2014	
	Count	Share
Employed in the Selection Area	2,473	100.0%
Living in the Selection Area	1,302	52.6%
Net Job Inflow (+) or Outflow (-)	1,171	-

In-Area Labor Force Efficiency

	2014	
	Count	Share
Living in the Selection Area	1,302	100.0%
Living and Employed in the Selection Area	200	15.4%
Living in the Selection Area but Employed Outside	1,102	84.6%

In-Area Employment Efficiency

	2014	
	Count	Share
Employed in the Selection Area	2,473	100.0%
Employed and Living in the Selection Area	200	8.1%
Employed in the Selection Area but Living Outside	2,273	91.9%

Snowmass Shuttle Statistics

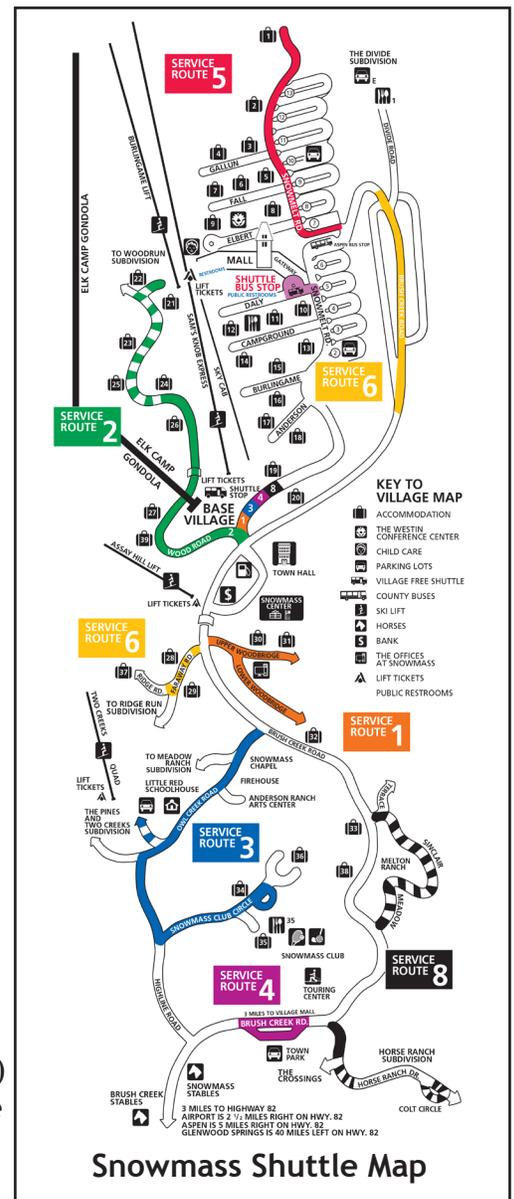
Roads - 33 miles of Town owned paved roads

Vehicles - 10 Vans; 19 Small Buses

Ridership - 550,000 riders annually (Winter 394,000 & Summer 156,000)

Routes - 8 permanent routes plus an added weekend shuttle during the winter season; facilitation with Special Events and dial-a-ride

Bus Stops - 16 shuttle stops with 11 shelters



Housing & Households

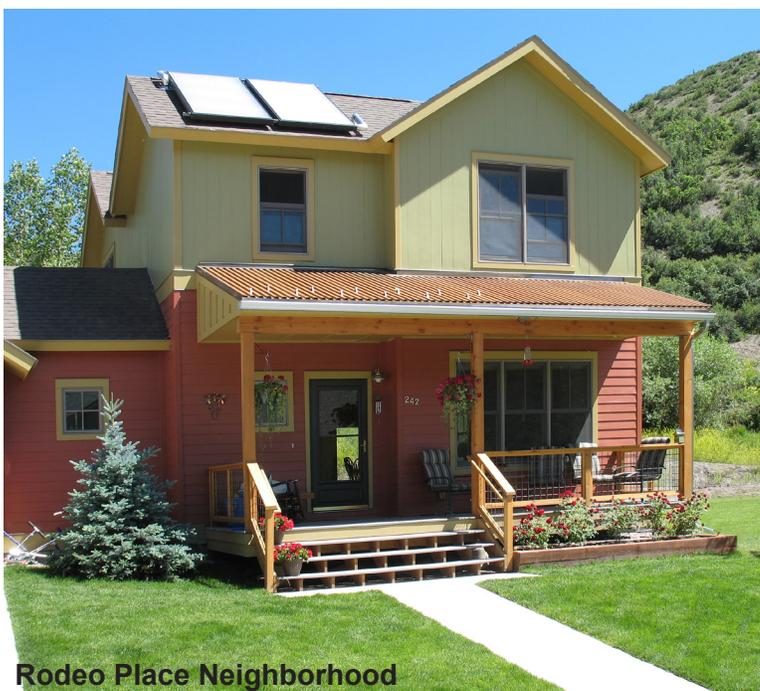
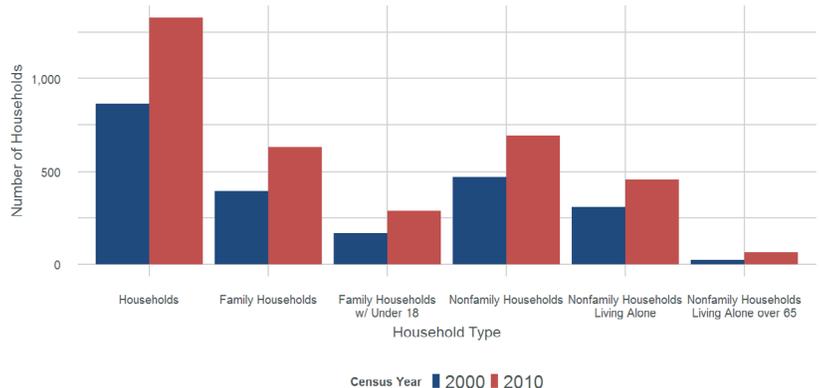
Snowmass Village Housing Units	2000	2010	2010 %
Total Housing Units	1,734	2,355	
Occupied Housing Units	864	1,327	56.3%
Owner-Occupied Units	481	722	54.4%
Renter-Occupied Units	383	605	45.6%
Vacant Housing Units	870	1,028	43.7%
For Seasonal	814	887	86.3%
All Other Vacant	56	141	13.7%

31% of Total Housing Units are Owner Occupied, 26% of Total Housing Units are Renter Occupied, 43% of Total Housing Units are Vacant

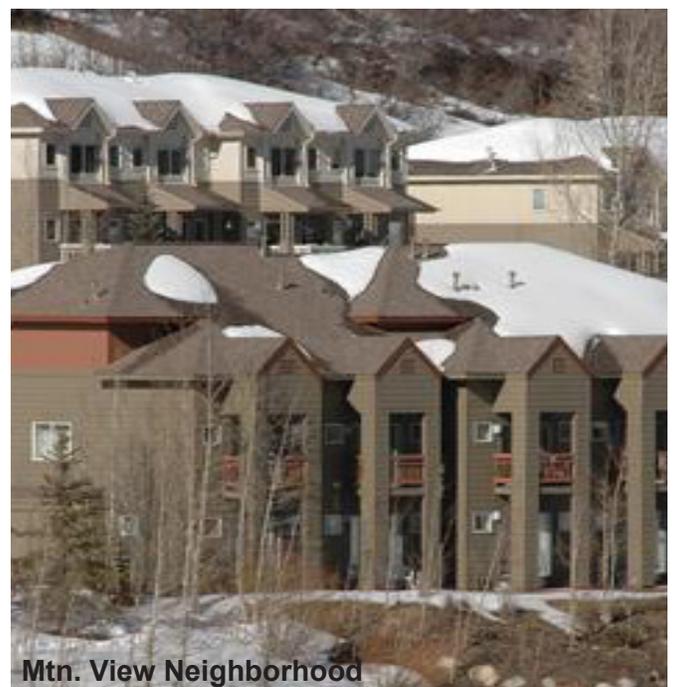
- The overall vacancy rate was nearly 44% in 2010.
- Vacancy rates were much higher than the state average but decreased between 2000 and 2010.
- Most of the units are owner occupied (54%) but an active rental market exists as well.
- 26% increase in Total Housing Units from 2000-2010

- There was a large increase in households between 2000 and 2010.
- There were notable increases in the family households and a large percentage increase in those living alone over age 65.
- These increases speak to large growth in the over 55 (often empty nesters) and family-aged groups over the period.

Snowmass Village Town Household Types
Source: Census 2000 and 2010



Rodeo Place Neighborhood



Mtn. View Neighborhood

Workforce Housing

Town of Snowmass Village Workforce Housing Units & Population

	<u>Units</u>	<u>Pop.</u>
Deed Restricted Inventory(for sale)	176	443
Rental Inventory	247	452
Total year-round population (including 122 children under 18 yr. old)	<u>423</u>	<u>895</u>
<i>Average of 2.12 people per unit and makes up 31% of total Town population</i>		

Pitkin County & Private Developer Workforce Housing Units & Population

	<u>Units</u>	<u>Pop.</u>
Snowmass Wildcat Fire Department	8	8
Anderson Ranch Arts Center	7	8
Aspen School District	15	37
Snowmass Water & Sanitation	2	2
Pitkin County Fairway Three	30	98
Aspen Skiing Company	18	36
Private Developer	30	56
Total year-round population (including 29 children under 18 yr. old)	<u>110</u>	<u>245</u>
<i>Average of 2.22 people per unit and makes up 8.5% of total Town population</i>		
<i>Combined with TOSV Housing makes up 39.5% of total Town population</i>		

Seasonal Private Developer Workforce Housing Units & Population

	<u>Units</u>	<u>Pop.</u>
Aspen Skiing Company	85	249
Total year-round population (including 29 children under 18 yr. old)	<u>85</u>	<u>249</u>
<i>Average of 2.93 people per unit and makes up 8.6% of total Town population</i>		
<i>Combined with TOSV, County & Private Developer makes up 48% of total Town population</i>		

SOURCES

6.1

- United States Census Bureau
- Census Bureau's American Community Survey Office
- Colorado Department of Local Affairs
- Pitkin County Tax Assessor
- Town of Snowmass Village Finance Department
- Town of Snowmass Village Housing Department
- Town of Snowmass Village Clerks Department