

**TOWN OF MOUNTAIN VILLAGE
ORDINANCE NO. 2021-18**

AMENDING ORDINANCE 2010-10 PROVIDING FOR THE LEVY OF AN ANNUAL BUSINESS LICENSE FEE ON ALL PERSONS DOING BUSINESS WITHIN THE TOWN OF MOUNTAIN VILLAGE, COLORADO.

WHEREAS, the Town Council of the Town of Mountain Village, State of Colorado (the "Town"), has determined that the levy of an annual business license fee on all persons doing business in the Town will promote and protect the health, safety, and general welfare of the Mountain Village community; and

WHEREAS, in 2010, the Town Council adopted Ordinance 2010-01, pursuant to which the Town Council allocated 80% of all business license fee revenue specifically to MTI, Inc.; and

WHEREAS, the Town Council desires to provide the Town greater flexibility in allocating business license fee revenue while still dedicating such revenue to the Town's marketing efforts.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF MOUNTAIN VILLAGE, COLORADO, as follows:

Section 1. Recitals. The above recitals are hereby incorporated as findings of the Town Council in support of the enactment of this Ordinance.

Section 2. Amending Section 3 of Ordinance 2010-01. Section 3 of Ordinance 2010-10 is amended as set forth below:

SECTION THREE: USE OF PROCEEDS

(1) ~~It is the intent of this Ordinance that the p~~ Up to six percent (6%) of the proceeds ~~revenues~~ derived from the business license fee shall be used ~~first~~ for reasonable costs incurred in connection with the administration of this Ordinance, ~~six percent (6%); of the remaining balance, eighty percent (80%)~~ All remaining revenue shall be devoted to and specifically earmarked for Marketing Telluride Inc., or its successor; and twenty percent (20%) shall be devoted to and specifically earmarked for marketing expenses incurred in connection with ~~by~~ the Town.

Section 3. Severability. If any portion of this Ordinance is found to be void or ineffective, it shall be deemed severed from this Ordinance and the remaining provisions shall remain valid and in full force and effect.

Section 4. Safety Clause. The Town Council hereby finds, determines and declares that this Ordinance is promulgated under the general police power of the Town of Mountain Village, that it is promulgated for the health, safety and welfare of the public, and that this Ordinance is necessary for the preservation of health and safety and for the protection of public convenience and welfare. The Town Council further determines that the Ordinance bears a rational relation to the proper legislative object sought to be obtained.

Section 4. Effective Date. This Ordinance shall become effective on January 9, 2022, following public hearing and approval by Council on second reading.

Section 5. Public Hearing. A public hearing on this Ordinance was held on the 9th day of December 2021.

INTRODUCED AND ADOPTED ON FIRST READING AND REFERRED TO PUBLIC HEARING on November 18, 2021, and setting such public hearing for December 9, 2021, at the Town Council Chambers, Town Hall, 455 Mountain Village Blvd, Mountain Village, Colorado 81435.

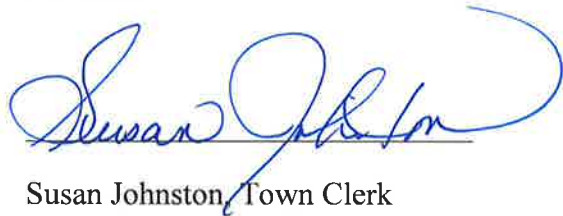
**TOWN OF MOUNTAIN VILLAGE,
COLORADO, A HOME-RULE
MUNICIPALITY**

BY:



Laila Benitez, Mayor

ATTEST:



Susan Johnston, Town Clerk

HEARD AND FINALLY ADOPTED by the Town Council of the Town of Mountain Village, Colorado this 9th day of December 2021.

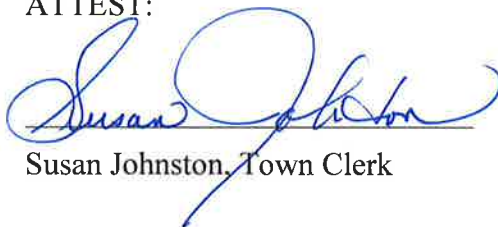
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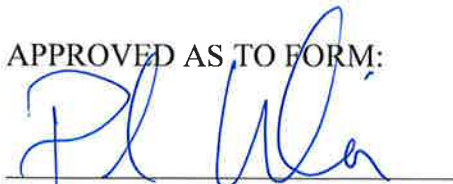
Laila Benitez, Mayor

ATTEST:



Susan Johnston, Town Clerk

APPROVED AS TO FORM:



Paul Wisor, Town Attorney

I, Susan Johnston, the duly qualified and acting Town Clerk of the Town of Mountain Village, Colorado ("Town") do hereby certify that:

1. The attached copy of Ordinance No. 2021-18 ("Ordinance") is a true, correct and complete copy thereof.
2. The Ordinance was introduced, read by title, approved on first reading with minor amendments and referred to public hearing by the Town Council the Town ("Council") at a regular meeting held at Town Hall, 455 Mountain Village Blvd., Mountain Village, Colorado, on November 18, 2021, by the affirmative vote of a quorum of the Town Council as follows:

Council Member Name	"Yes"	"No"	Absent	Abstain
Laila Benitez, Mayor	X			
Dan Caton, Mayor Pro-Tem	X			
Martinique Davis Prohaska	X			
Peter Duprey	X			
Patrick Berry	X			
Harvey Mogenson	X			
Jack Gilbride	X			


3. After the Council's approval of the first reading of the Ordinance, notice of the public hearing, containing the date, time and location of the public hearing and a description of the subject matter of the proposed Ordinance was posted and published in the Telluride Daily Planet, a newspaper of general circulation in the Town, on Wednesday, November 24th, 2021, in accordance with Section 5.2b of the Town of Mountain Village Home Rule Charter.

4. A public hearing on the Ordinance was held by the Town Council at a regular meeting of the Town Council held at Town Hall, 455 Mountain Village Blvd., Mountain Village, Colorado, on Thursday, December 9, 2021. At the public hearing, the Ordinance was considered, read by title, and approved without amendment by the Town Council, by the affirmative vote of a quorum of the Town Council as follows:

Council Member Name	"Yes"	"No"	Absent	Abstain
Laila Benitez, Mayor	X			
Dan Caton, Mayor Pro-Tem	X			
Martinique Davis Prohaska	X			
Peter Duprey			X	
Patrick Berry	X			
Harvey Mogenson	X			
Jack Gilbride	X			

5. The Ordinance has been signed by the Mayor, sealed with the Town seal, attested by me as Town Clerk, and duly numbered and recorded in the official records of the Town.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Town this 9th day of December 2021.


Susan Johnston, Town Clerk

(SEAL)

