

**TOWN OF MOUNTAIN VILLAGE
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
TUESDAY January 18, 2022, 11:00 AM**

via Zoom

<https://us02web.zoom.us/j/84692581593?pwd=V1RrQ2VOMVFoNHI1Y1FpYVJ6QmtBZz09>

(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Benitez/Dohnal		Economic Snapshot
3.	11:05	40	Dohnal	Informational	2022 Workplan & Budget review
4.	11:35	10	Dohnal	Informational	Staff Update
5.	11:55	5	Dohnal	Informational	Other business
6.	12:00				Adjourn

To join the Zoom Webinar Meeting from Computer or Mobile Device download the Zoom App in the Appstore or go to the link below.

Zoom webinar.

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84692581593?pwd=V1RrQ2VOMVFoNHI1Y1FpYVJ6QmtBZz09>

Or iPhone one-tap :

US: +13462487799,,603416368# or +16699006833,,603416368#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099

Meeting ID: 893 3836 1781

Passcode: 643397

International numbers available: <https://zoom.us/u/acCvpOclkn>

Please note that times are approximate and subject to change.

Public Comment Policy:

- The Town Council will take your comments during all virtual Town Council meetings through the zoom conference app for items proper to receive public comment via the written comment feature on zoom.
- Please do not comment until the presiding officer opens the agenda item to public comment. Public comments submitted outside of the proper time may not be considered.
- All those wishing to give public comment must identify their full name and affiliation, if any, to the Town of Mountain Village.

- Please keep your comments as brief and succinct as possible as they will be read aloud at the meeting. Please refrain from repeating what has already been said by others in the interest of time. You may simply state that you agree with a previous speaker's comments.
- Commenters shall refrain from personal attacks and maintain a civil tone while giving public comments.

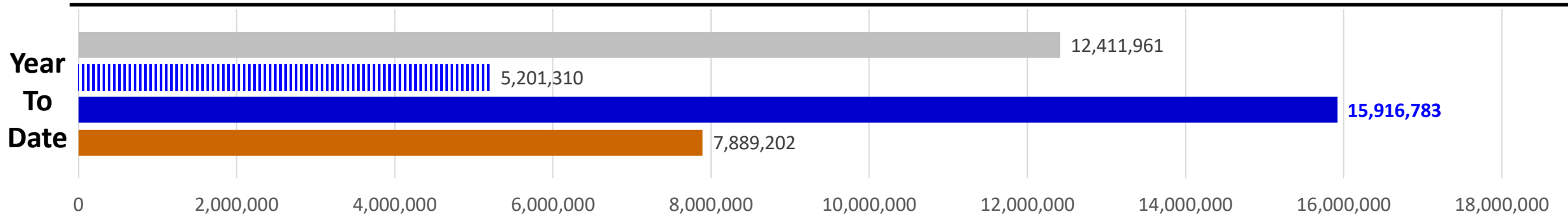
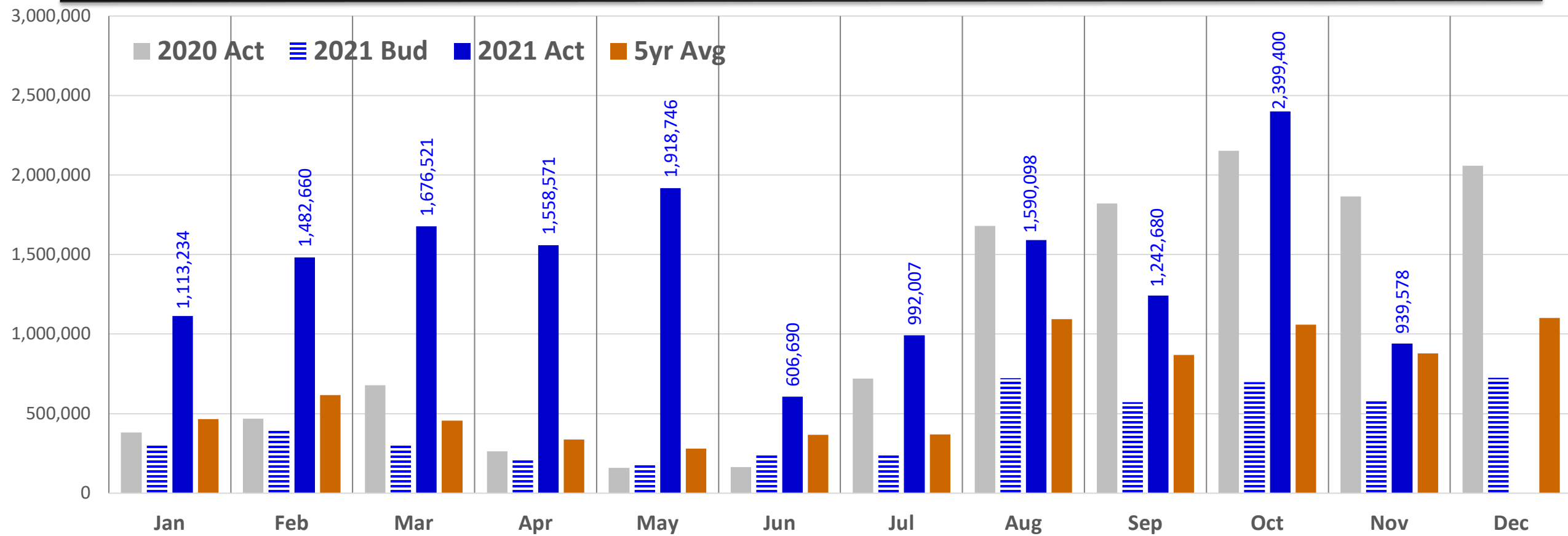
Previous meeting (10.19.21) recoding

To view the most recent BDAC meeting recording visit https://us02web.zoom.us/rec/share/1Az6LKiRGc7TbZOg-U4STkS-qE_ZRTV4xq6jqB6ZjnXYMZ01D3JJZ7osX_qQm.zaVuY4D7awshQH-a?startTime=1634662641000 -

RETA (YTD Nov)

AGENDA ITEM #2

RETA: Real Estate Transfer Assessment



Total Sales Tax Collected

YTD Oct '21

% values are change vs prior year

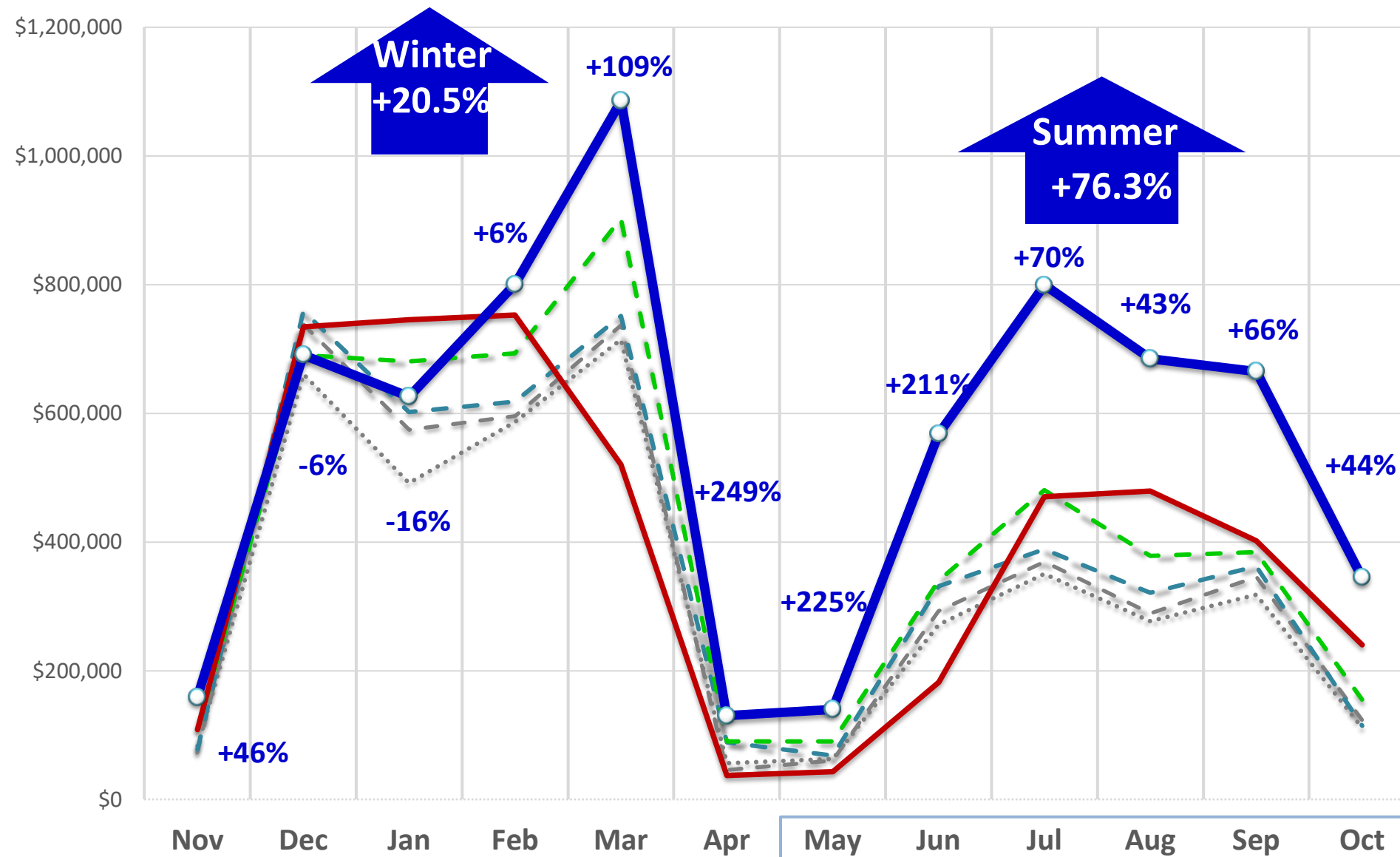
■ Winter (+20.5%; +\$593K)

2020-21		\$3.5M
2019-20		\$2.9M
2018-19		\$3.2M
2017-18		\$2.9M
2016-17		\$2.8M
2015-16		\$2.6M

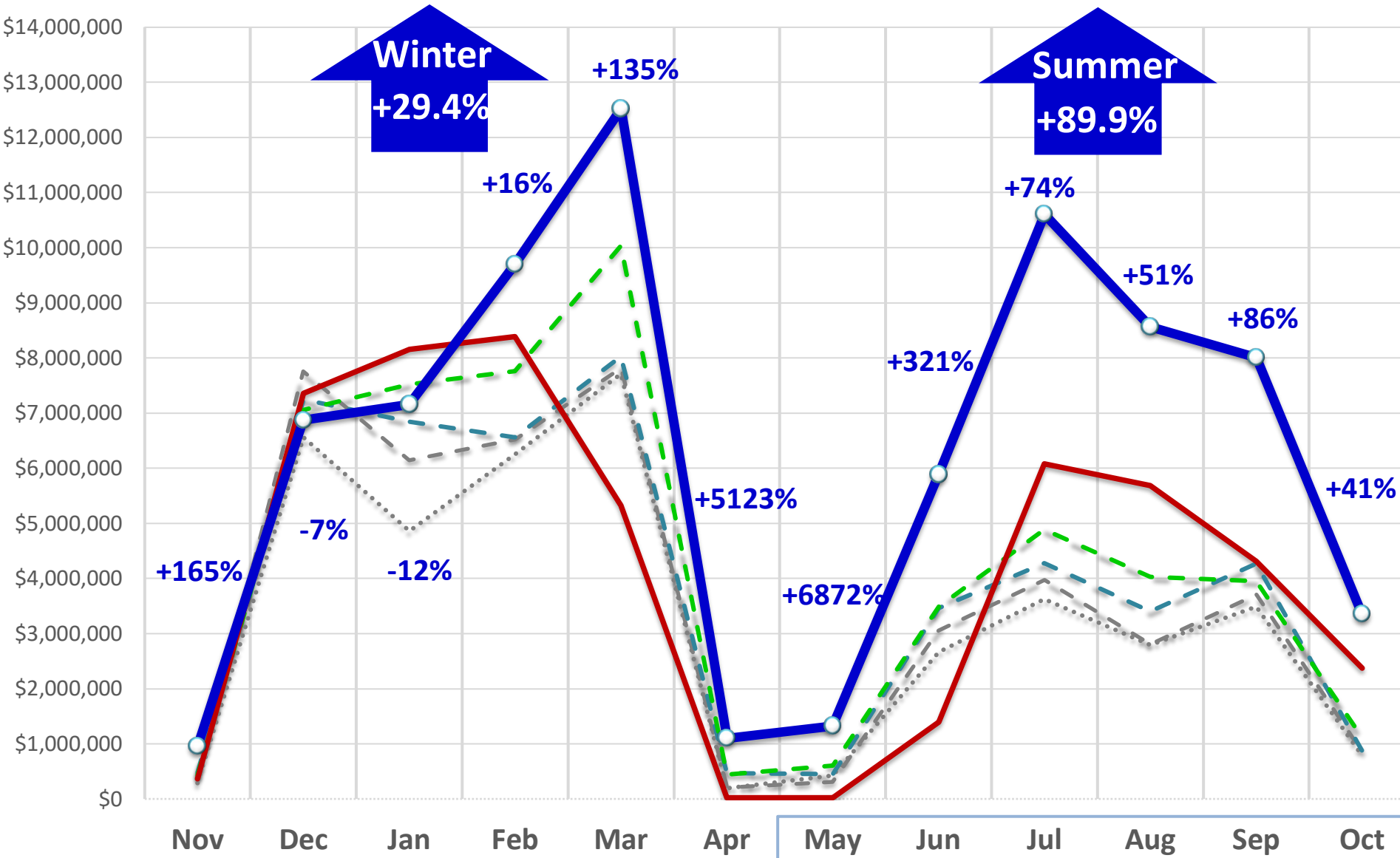
■ Summer (+76.3%; +\$1.4M)

2021		\$3.2M
2020		\$1.8M
2019		\$1.8M
2018		\$1.6M
2017		\$1.5M
2016		\$1.4M

Reference: TMV Sales Tax Collections; graphs represent total sales



Trending: Lodging



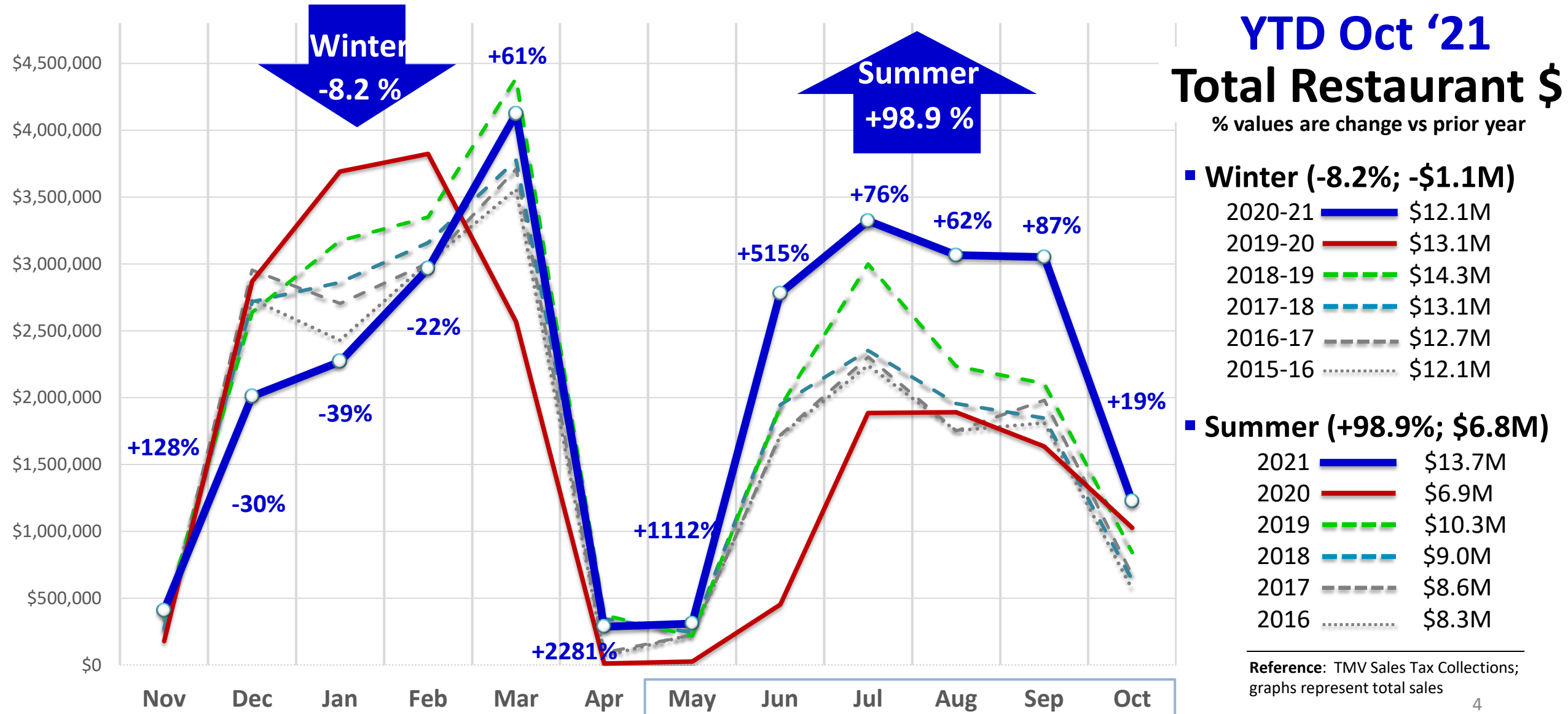
YTD Oct '21
Total Lodging \$
 % values are change vs prior year

- **Winter (+29.4%; +\$8.7M)**
 - 2020-21 — \$38.3M
 - 2019-20 — \$29.6M
 - 2018-19 - - - \$33.3M
 - 2017-18 - - - \$29.6M
 - 2016-17 - - - \$28.8M
 - 2015-16 · · · \$25.9M

- **Summer (+89.9%; \$17.9M)**
 - 2021 — \$37.7M
 - 2020 — \$19.9M
 - 2019 - - - \$18.1M
 - 2018 - - - \$16.7M
 - 2017 - - - \$14.7M
 - 2016 · · · \$13.8M

Reference: TMV Sales Tax Collections; graphs represent total sales

Trending: Restaurant



Trending: Retail

YTD Oct '21 Total Retail \$

% values are change vs prior year

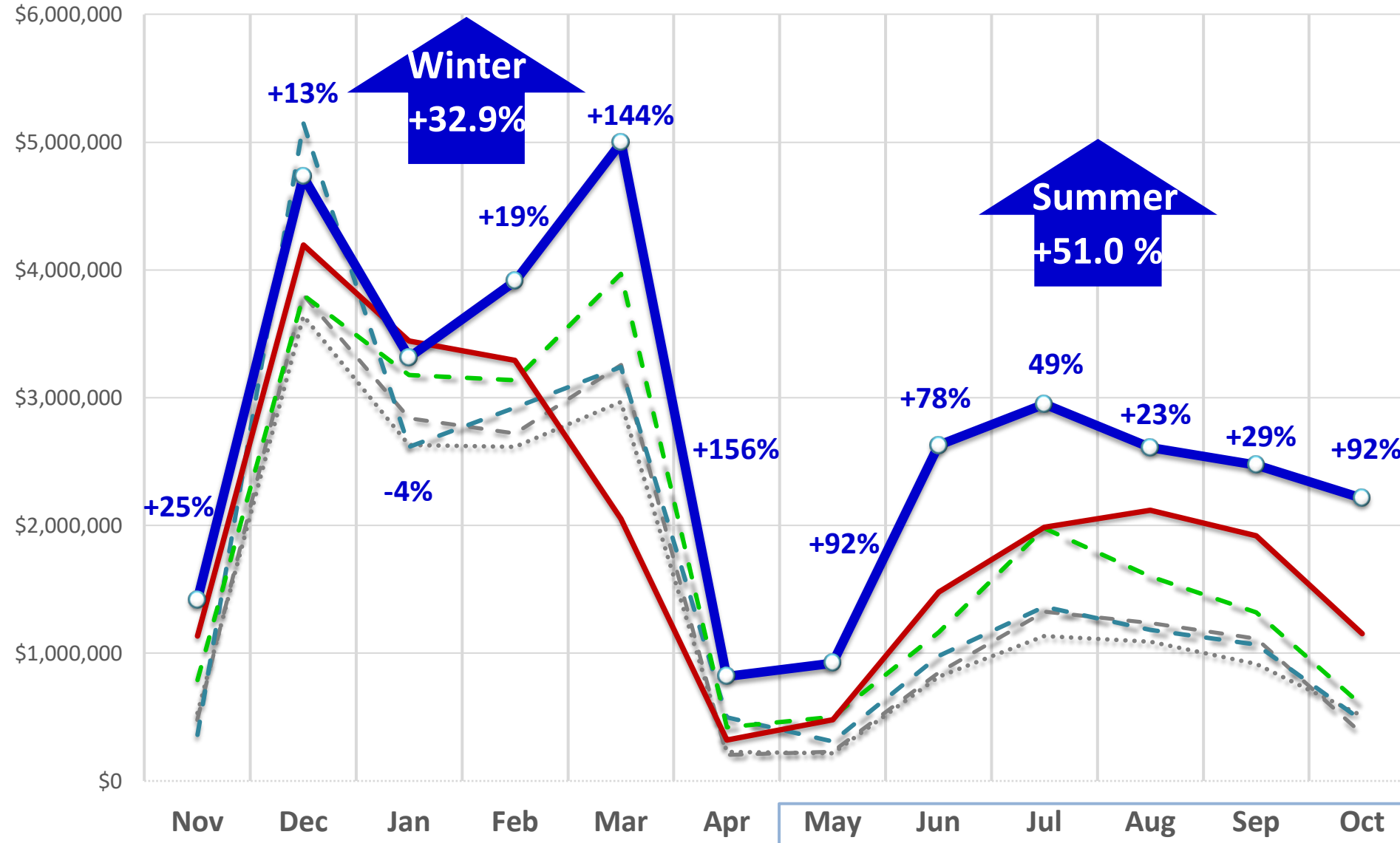
■ Winter (+32.9%; +\$4.8M)

2020-21		\$19.2M
2019-20		\$14.4M
2018-19		\$15.3M
2017-18		\$14.8M
2016-17		\$13.3M
2015-16		\$12.6M

■ Summer (+51.0%; +\$4.7M)

2021		\$13.8M
2020		\$9.1M
2019		\$7.2M
2018		\$5.4M
2017		\$5.1M
2016		\$4.7M

Reference: TMV Sales Tax Collections;
graphs represent total sales



Trending: Retail- MV vs Out of Area

YTD Oct '21 Total Retail-MV vs OoA\$

% values are change vs prior year

■ Winter

2020-21 Total █ \$19.1M
 MV Retail - - - \$13.8M
 Out of Area - - - \$5.4M

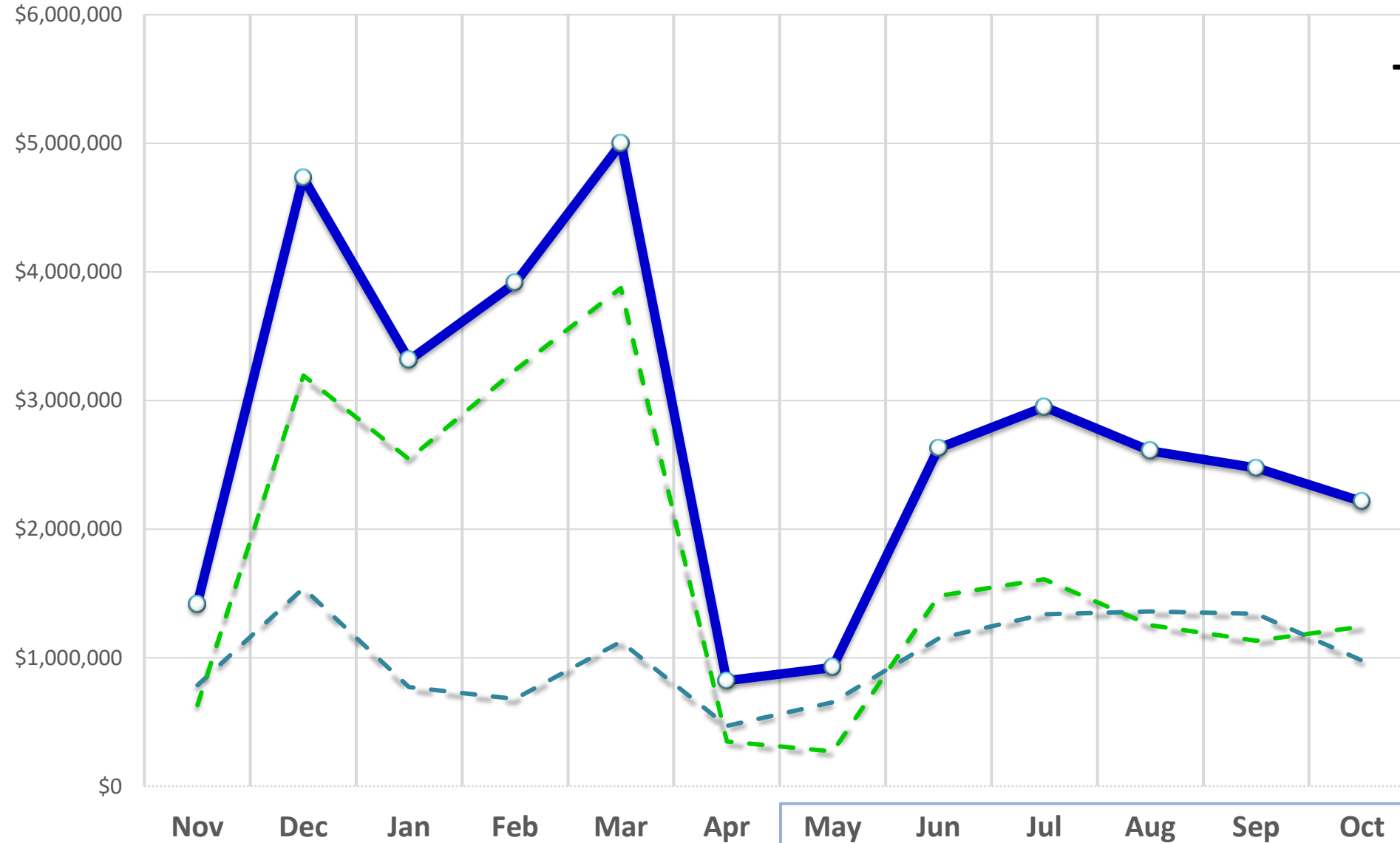
■ Summer

'21 Total █ \$13.8M
 MV Retail - - - \$7.0M
 Out of Area - - - \$6.8M

Important Note: Beginning January 2019, the Town made changes to the way sales tax is reported. Specifically, changes are:

- Grocery and liquor is now rolled-up into Retail (it was previously its own category)
- Retail is now segmented into 2 categories
 - MV (local businesses)
 - Out of Area (mostly for taxes received from online purchases)

Reference: TMV Sales Tax Collections; graphs represent total sales





2022 **DRAFT** Work Plan

Business Development Advisory Committee

The Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources, identify and assist community economic drivers, and guide communication around specific decisions and actions.

The charge to the advisory board is to provide the following:

- Work in a coordinated fashion, respect all points-of-view and, in carrying out its duties and tasks, shall adhere to the Town's comprehensive plan as well as the values and mission of the Town of Mountain Village.
- To provide a means for dialogue between the Town and community stakeholders.
- Be knowledgeable local business, financial, or development-related individuals who have unique insights into the best ways to promote continued investment in the Town of Mountain Village.
- Review and understand the Town's current economic development incentives.
- Advise on other tools that could be used to encourage economic development opportunities.
- To promote intergovernmental and public/private cooperation on business development policies

Specific elements found within the work plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Board prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Board best serve the community.

Typically, much more work is identified on a work program than can be accomplished in any given year.

Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way. If an item shifts to a direction to staff, the item will be removed from the work plan and added to staff roles and responsibilities, as shown in *Exhibit A*.

Work Plan Items

1. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Planning Fee Waivers	<ul style="list-style-type: none"> Development Fee Rebate 		Potential

2. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Business Recognition Program	<ul style="list-style-type: none"> Formal recognition among those businesses/ employees that contributed to the Town's economic well-being and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website 		Ongoing
2	Marketing Grants for Businesses	<ul style="list-style-type: none"> Potentially reopen grants 		Potential
3	Tiered Reimbursements	<ul style="list-style-type: none"> A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e., Austin Business Expansion Incentive Program. 		Potential

3. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed

4. Grant Applications that would benefit the Town's Incentives

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	DOLA Grants		Zoe Dohnal	Ongoing

	GOCO Grants		Zoe Dohnal	Ongoing
	Other Grants		Zoe Dohnal	Ongoing

5. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Potential

6. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Job Training	Training for new skills in our COVID new normal -Job Training* <ul style="list-style-type: none"> • Telluride Mountain College opportunities. • TIPS certification program • Colorado First Job Training • Cross-Training • Management Training • Sales tax education -Remote Market <ul style="list-style-type: none"> • Location Mentor Employment Program. • How to utilize remote workforce for MV businesses. • How to encourage remote workers to work out of MV 	Sherri Reeder	Potential
2	Job Training	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Potential
3	Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Potential

7. Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed

8. Economic Development Incentives – Private/ Commercial Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	Utilizing TSG resources			
	Utilizing Madeline resources			

Business Development Staff Performance Goals

EXHIBIT A

(Moving from BDAC Workplan to Town staff roles and responsibilities)

Economic Development Incentives – Town Resources

Action Item	Sub-Action Item	Notes	Team Member(s)
Conference Center	<ul style="list-style-type: none"> Infrastructure optimization 		Zoe Dohnal
Village Center Vitality	<ul style="list-style-type: none"> Continuing permitting special events, plaza vending, and plaza license agreements Continue networking with special event promoters to capture event opportunities. Continuing enhancing and expanding Market on the Plaza Continuing working with TMVOA on plaza music and weekly events Partnering with Telluride Arts to create an installation utilizing “The Cabins,” wrapping 11 cabins in vinyl renderings of unique art pieces. A reveal celebration, along with programming, is being developed. Gondola 25th anniversary celebration in partnership with TMVOA. 		Zoe Dohnal
E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter 		Zoe Dohnal
Business Resources	<ul style="list-style-type: none"> Enhance webpage with updated information and resources. Create a business welcome packet for new Mountain Village business owners with steps on requirements and resources and a menu of items of what TMV has to offer to new businesses. Create a streamlined process to connect interested entrepreneurs with available commercial space. 		Zoe Dohnal
Optimize the plaza infrastructure	<ul style="list-style-type: none"> Cleaning and operations plan 		JD Wise

Regulation Advocacy

Action Item	Sub-Action Item	Notes	Team Member(s)
Work Closer with the County	<ul style="list-style-type: none"> Advocate for businesses in County meetings 		Zoe Dohnal/ Council

Business Retention

Action Item	Sub-Action Item	Notes	Team Member(s)
Ecommerce Assistance	<ul style="list-style-type: none"> Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training 		Zoe Dohnal
Help with supplies	<ul style="list-style-type: none"> Assisting businesses with PPE and other inventory shortages 	Looking to revamp	JD/Loebe/Zoe

Marketing Opportunities and Public Outreach

Action Item	Sub-Action Item	Notes	Team Member(s)
Mountain Village App	Phase 1 <ul style="list-style-type: none"> Geolocate all businesses Ensure accurate business information Work with Town's GIS specialist, third-party website developers, and third-party app developers to streamline information processing. Complete discovery phase with developers to define app's functions. Begin launch strategy. 	TMVOA is a partner	Zoe Dohnal/Casey Dukeman
TMV Website Enhancement	<ul style="list-style-type: none"> Develop a marketing strategy to help Mountain Village businesses during their recovery period. Building out the TMV business resource page and directory 		Zoe Dohnal
Online Business Directory	<ul style="list-style-type: none"> Building out and updating the directory. Working with web developers to create a streamlined processes for businesses to submit updated information which will automatically be reflected on the Town's website. GIS Specialist creating an interactive map for better wayfinding 		Zoe Dohnal
Tourism Marketing	<ul style="list-style-type: none"> Initiating a new contract with MTI and working with Karsh Hagan for asset development 		Zoe Dohnal

Grant Applications that would benefit the Town's Incentives

Action Item	Sub-Action Item	Notes	Team Member(s)
Main Streets		Initiating application	Zoe Dohnal
EDA Grants		Initiating application	Zoe Dohnal