

Carson Taylor  
Director – Skier Services  
Telluride Ski & Golf, LLC  
April 23, 2018

Community Development Department  
Planning Division  
Town of Mountain Village  
455 Mountain Village Blvd  
Mountain Village, CO 81435

Dear Community Development Department:

The Telluride Adventure Center offers a multitude of easily accessible activities for spring, summer, and fall visitors alike. Starting this summer (2018) we have taken ownership of the historically offered adventure activities in Heritage Plaza and intend on operating the ropes course, mining sluice, and bungee trampoline with the service and professionalism standards set forth by the Telluride Ski & Golf Resort.

Our application request that all activities remain in their historical locations (see attached) as we continue to work hand in hand with AE COM and the Village Center Sub Area Committee on a long-term solution for the location(s) of the various summer activities. The Adventure Center is the natural business unit within Telluride Ski and Golf to oversee the sales, fulfillment, and operations of the summer activities per our 3-year tenure with the previous operator having already managed all aspects of the marketing, sales, fulfillment, and liability capture for all participating guests.

The primary goal in taking ownership of these summer activities is to foster a vibrant atmosphere in TMV's Heritage Plaza and further support the family -oriented activity demands of our summer guest demographic. The availability of these activities in line of sight and short walking distance from the Mountain Village Gondola Plaza draws ideal volumes of summer guests to businesses in the core, which in turn increases sales tax revenues for TMV and sales revenues for TMV merchants. We believe that maintaining the historical locations of the ropes course, mining sluice, and bungee trampoline summer activities in Heritage Plaza promote economic, social, cultural, and entertainment values that are otherwise being neglected.

For all activities, we intend to deploy a similar approach to marketing the summer, adventure activities as we do with our winter lift access segments i.e. bi-weekly e-newsletter, geo-targeted social media ad campaigns, direct mail, summer tourism guide (TTB), etc... We are also working closely with Bill Kight at the TMV to provide as much synergy in the marketing and communication efforts for all summer activities available at the Adventure Center.

Our operational objectives detail a June 11, 2018 opening, with a 7 day operational schedule (10am – 6pm) through September 3, 2018 (Labor Day). After Labor Day, we will remain open as business demands see it fit - with a potential weekend only operational schedule as demand dissipates. Signage for each activity is based from historical standards utilizing existing resources from previous years with all sales stemming from the Telluride Adventure Center located beneath the Mountain Village Gondola Plaza in what is the winter's lift ticket, pass, and ski school office.

Carson Taylor  
Director – Skier Services



# CONDITIONAL USE PERMIT APPLICATION

**PLANNING & DEVELOPMENT SERVICES**  
 455 Mountain Village Blvd. Suite A  
 Mountain Village, CO 81435  
 970-728-1392  
 970-728-4342 Fax  
 cd@mtnvillage.org

CONDITIONAL USE PERMIT APPLICATION			
APPLICANT INFORMATION			
<b>Name:</b>		<b>E-mail Address:</b>	
<b>Mailing Address:</b>		<b>Phone:</b>	
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>	
<b>Mountain Village Business License Number:</b>			
PROPERTY INFORMATION			
<b>Physical Address:</b>		<b>Acreage:</b> 2.726	
<b>Zone District:</b>	<b>Zoning Designations:</b>	<b>Density Assigned to the Lot or Site:</b>	
<b>Legal Description:</b>			
<b>Existing Land Uses:</b>			
<b>Proposed Land Uses:</b>			
OWNER INFORMATION			
<b>Property Owner:</b>		<b>E-mail Address:</b>	
<b>Mailing Address:</b>		<b>Phone:</b>	
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>	
DESCRIPTION OF REQUEST			



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<b>Legal Description:</b>			
<b>Existing Land Uses:</b>			
<b>Proposed Land Uses:</b>			
OWNER INFORMATION			
<b>Property Owner:</b>		<b>E-mail Address:</b> cd@mtnvillage.org	
<b>Mailing Address:</b>		<b>Phone:</b> 728-1392	
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>	
DESCRIPTION OF REQUEST			



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City:	State:	Zip Code:	
DESCRIPTION OF REQUEST			



Area: 241.24 ft<sup>2</sup>  
Perimeter: 80.92 ft

7.43 ft

565

562

2.726

TOWN

697

8223.44

TSG

697

Gondola

TSG

4.493

90 ft

21.69 ft

21.90 ft

38.79 ft

Area: 858.20 ft<sup>2</sup>  
Perimeter: 122.39 ft

7013.16

TSG