

# **TOWN OF MOUNTAIN VILLAGE MARKET ASSESSMENT STUDY**

**~ Presentation Report ~**

**A PHASE I MARKET RESEARCH STUDY CONDUCTED ON BEHALF OF  
MOUNTAIN VILLAGE METROPOLITAN SERVICES, INC.**



March 28, 2002

Presentation to Mountain Village Metro Services  
Board of Directors Meeting

# Outline

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  - Need shopping, retail and infrastructure

## Outline (continued)

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  - Activities and events
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  - Clear call to action
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  - Clear mandate for change
  - Infrastructure is political, expensive, long term
  - Events & activities deliver near term & long term benefits

# INTRODUCTION

## Background/Objectives

- Mountain Village Metropolitan Services is looking to attract and capture more customers to the Town of Mountain Village, thus increasing sales tax revenues.
- Highline Sports & Entertainment, Inc. - a national full service events marketing company, based in Vail, CO, was chosen to perform a comprehensive market assessment on behalf of Mountain Village.
- The objective of the study is to provide the necessary market data upon which to base sound decisions in preparing an all encompassing event marketing plan for the Mountain Village.

## Research Methodology

- In order to properly assess the market of the Mountain Village, the Mountain Village customer was segmented into three groups:
  - Mountain Village Property Owners
  - Local Residents
  - Out of Town Visitors
- Data was obtained from these three groups using three different methods (Qualitative and Quantitative):
  - Surveys (Mail, e-mail, Intercept)
  - Focus Groups
  - In-Depth Interviews
- Additional information was obtained through secondary data collection and observational research.

## Surveys

- Approximately 800 property owners were mailed and/or e-mailed a comprehensive five page survey and were asked to respond within five days.
- 204 property owners responded - over 25% (as of 3/21/2002)
  - Motivating incentive
  - Caring audience
  - Well written survey
- Intercept surveys, approximately 10 minutes in length, were conducted in the Mountain Village, on mountain and in the Town of Telluride reaching:
  - 91 locals
  - 102 visitors

## Focus Groups and Interviews

- Two separate focus groups were conducted on February 28 at The Peaks.
  - Participants were screened carefully, not to allow any radical participants to disrupt the flow of information.
- In depth interviews were conducted both face to face and over the phone with locals, visitors, property owners, business leaders and government officials.

## Analysis and Tabulation

- Results have been and will continue to be tabulated and analyzed by Highline Sports & Entertainment, Inc.
  - Data lag

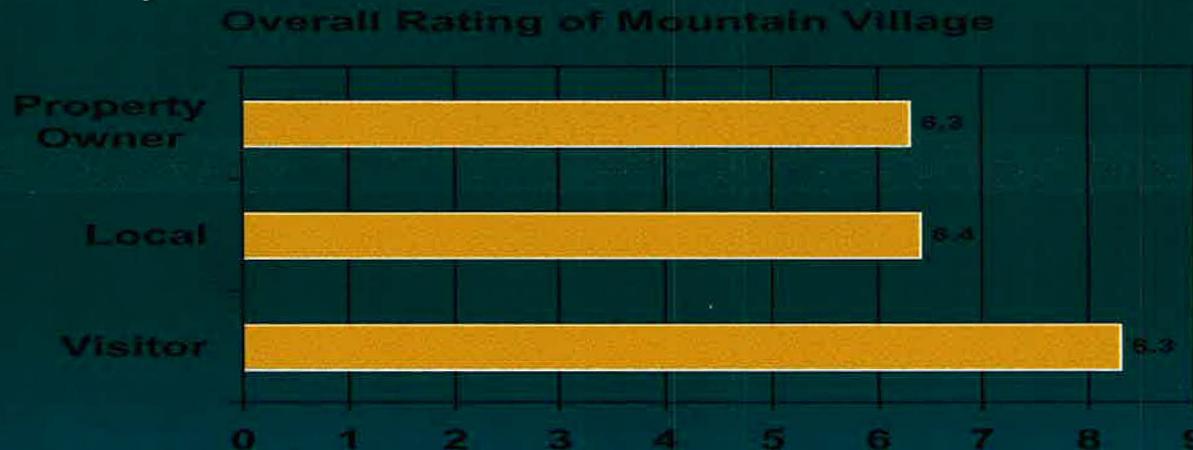
## Confidence Intervals

- At a 90% Confidence Interval...
- Based on current sample sizes, survey results are accurate to within:
  - 8.2% for visitors and locals
  - 5.8% for Mountain Village property owners

# A MANDATE FOR CHANGE

## Current Satisfaction Levels

- Visitors like the Mountain Village overall
  - Vacation effect causes people to look through “rose colored” glasses
- Locals and property owners give Mountain Village much lower overall scores
  - Satisfaction goes down over time or once you get to know the Mountain Village and what it has to offer.
- Need 80% return rate to sustain business over time
  - Decay rate



# How do Mountain Village Property Owners Describe the Town of Mountain Village?

- On a positive note:
  - New
  - Exclusive
  - Wealthy



## How do Property Owners Describe the Town of Mountain Village? (continued)

- But they also said it is not:
  - Historic
  - Bustling
  - Happening
  - Cultural

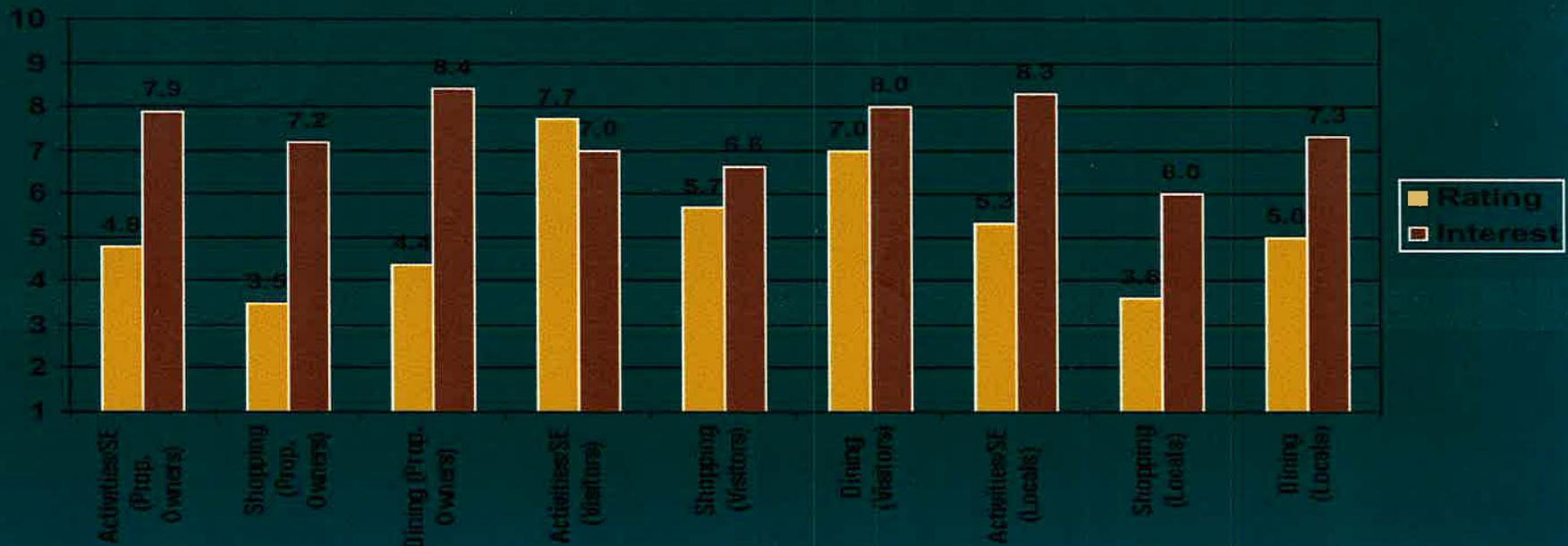
Homeowners Description of Mountain Village



# Mountain Village is not offering customers what they want! - A Clear Mandate for Change!

- Visitors, MV Property Owners and Locals are not satisfied with the dining, shopping and activities now offered in the Mountain Village.
- Property Owners: Dining = -4.0, Shopping = -3.7, Activities/SE = -3.1
- Locals: Activities/SE = -3.0, Shopping = -2.4, Dining = -2.3
- Visitors: Dining = -1.0, Shopping = -0.9, Activities/SE = +0.7

Difference Between Rating and Interest



## In turn, Mountain Village customers do not perceive a “Value for the Price”

- All of these values are SCARY low.
- If people don't feel they are getting their money's worth, they will stop coming AND START LEAVING.
- This data might portend a future softening of tourist and real estate activity in Mountain Village.



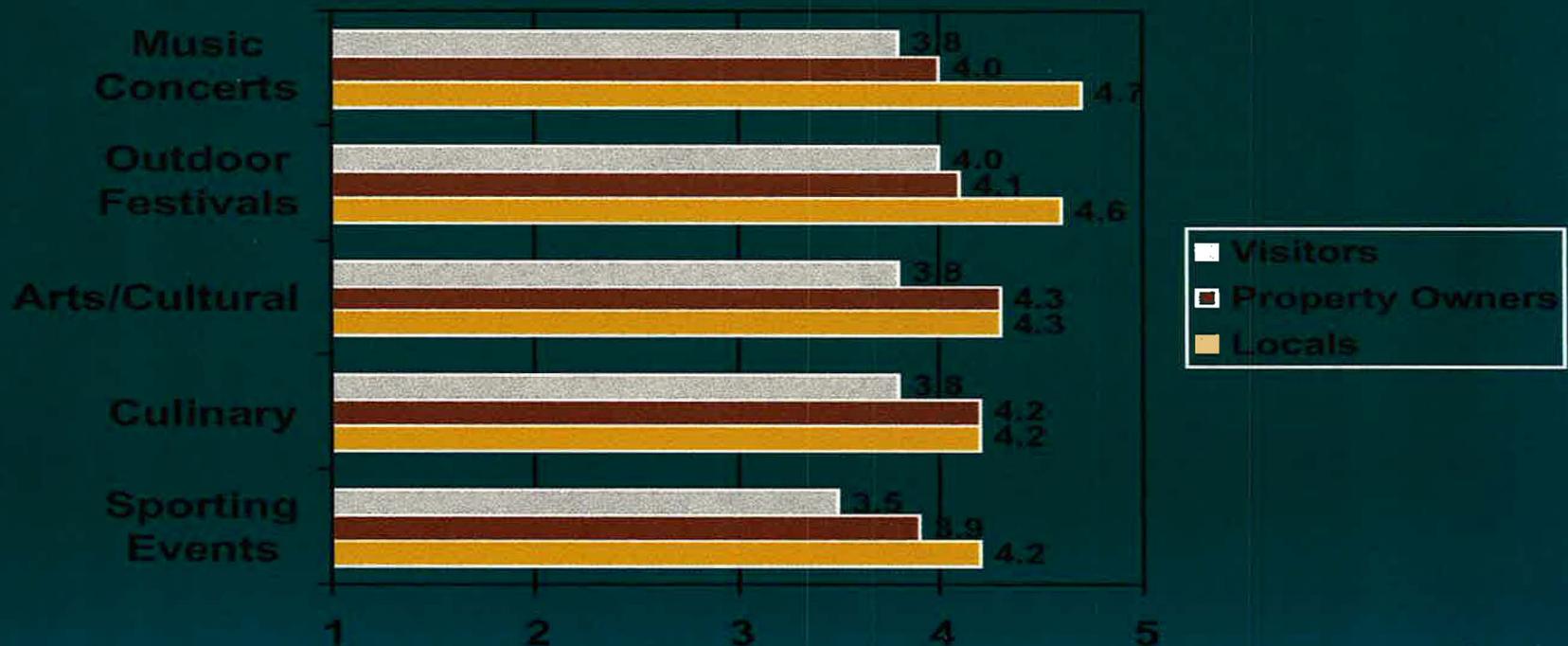
## Mountain Village Customers are STARVING for Events and Activities!!!

- Verbatim comments straight from the mouths of Mountain Village customers:
  - “Anything, just more of everything”
  - “Ski village needs to behave like one”
  - “More activities, more choices”
  - “More events for families”
  - “Get as many options for people as possible”
  - “Just more!”
- More, more, more is what your customers are saying!!!
  - “Hungry Man Effect”

# Mountain Village Customers are STARVING for Events and Activities!!! (continued)

- Scores of 3 and higher show interest and scores over 4 show strong interest
- Locals and property owners are truly starved for events in Mountain Village

Interest in Events



## Mountain Village Customers are STARVING for Events and Activities!!! (continued)

- They want to go the Mountain Village, but there is nothing to do.
- Straight Talk from focus group participants and verbatim survey comments:
  - “Create a reason to go up there...no reason to go there as a local.”
  - “More ‘life’ - especially in the summer”
  - “More reasons to stay here after work”
  - “More nightlife”
  - “More stuff to do after skiing”

## The kids need something to do, too!

- More than 50% of all visitors and property owners surveyed have kids at home, and...

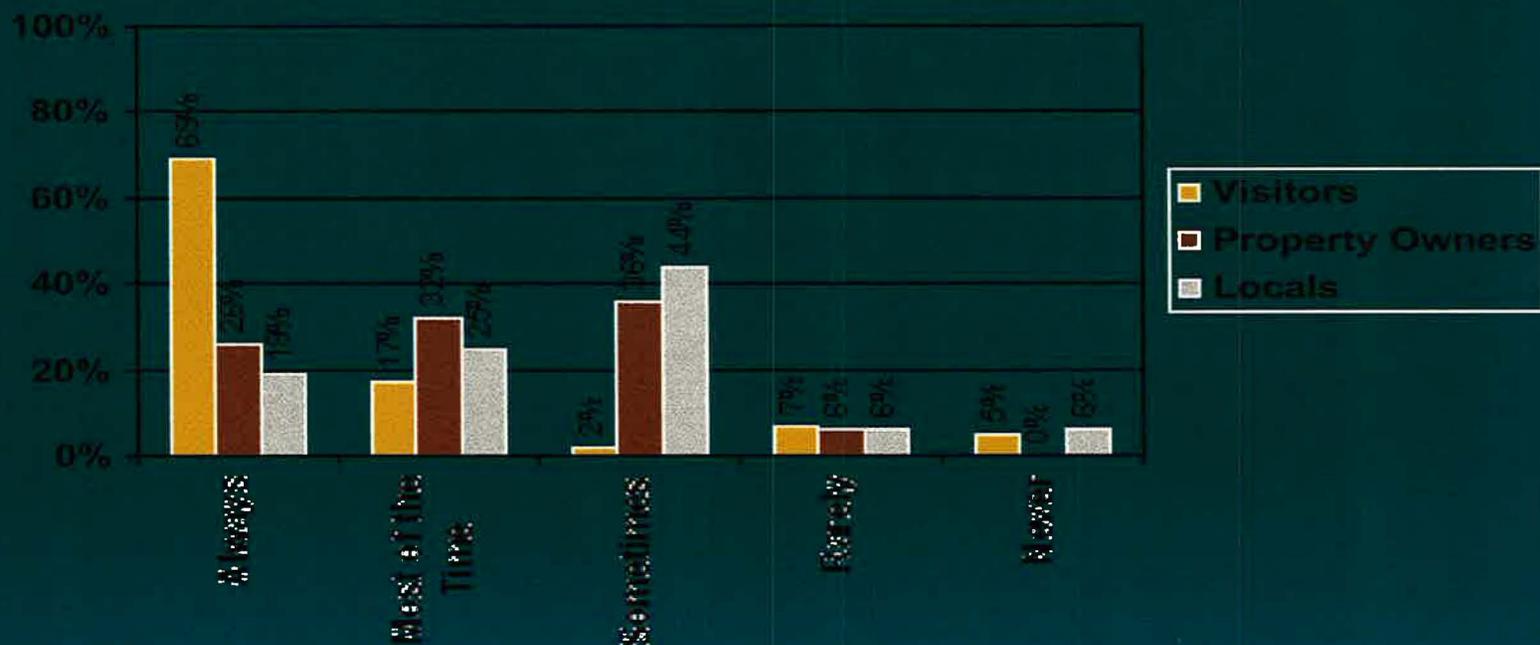
Kids at Home



## The kids need something to do, too! (continued)

- ...they bring their kids when traveling to the Mountain Village the majority of the time.
- Numerically, this translates to 37% of all visitors have children with them when visiting the Town of Mountain Village.

Do the kids join the parents on trips to Mountain Village?



## The kids need something to do, too! (continued)

- And the parents say, “We want...”
- ...more kids events”
- ...more for family”
- ...places for teens to go”
- ...activities for children”
- ...more events for families”
- ...stuff for family/kids”
- ...festivals for kids”
- Remember, if the kids are happy, the parents are happy!

# Property Owners want more infrastructure!

- Mountain Village property owners want to go to the movies, attend concerts and take in shows in the Mountain Village as well as work out and have a little fun ice skating.

Property Owner Likelihood of Using These Facilities If Built



## The people want shops, restaurants, and activity centers, also!

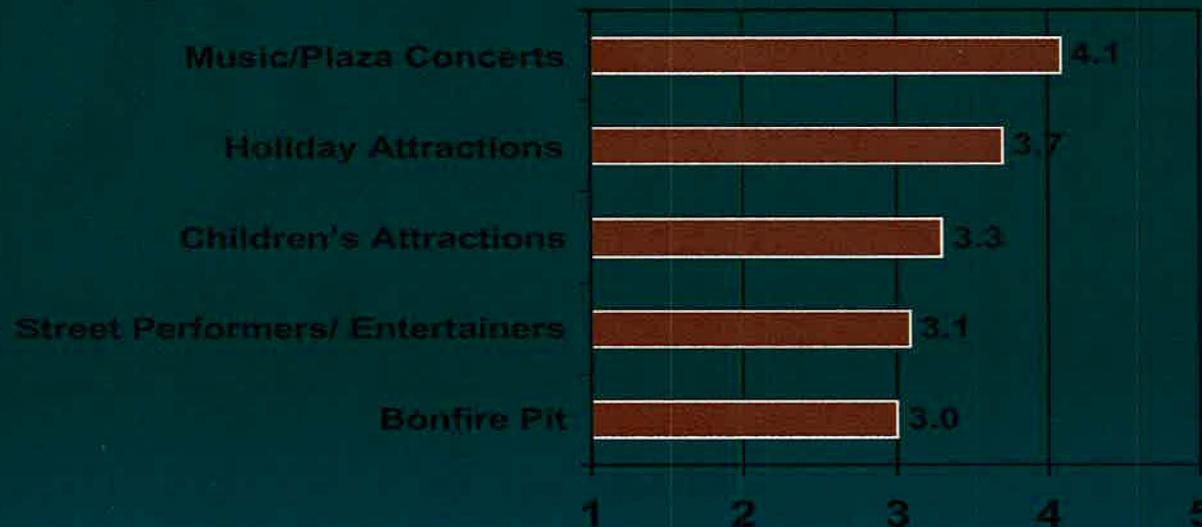
- Unaided responses to “Specifically, how can Mountain Village be enhanced for you personally?”:
  - “Better night life, restaurants, shopping, more functions”
  - “Good coffee shops, places to get a decent sandwich at noon”
  - “Bottom line - more to do! Dining and shopping”
  - “Need to get the right mix of retail/restaurants to get people to stay in Mountain Village at night.”
  - “More things for non-skiers - shopping.”
  - “Movie theater, performing arts center, rec center for all to use”

# INTERESTS

## Strong Interest in Attractions and Creating Atmosphere

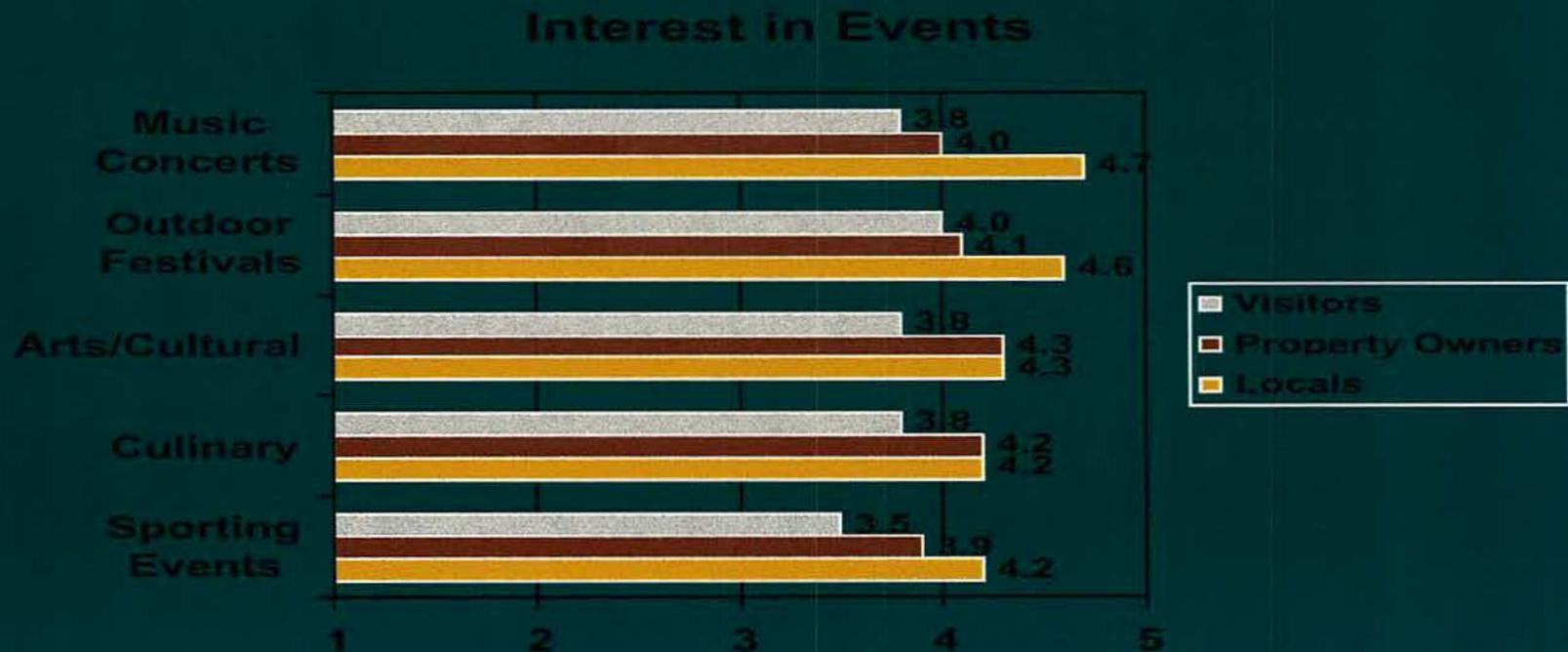
- MV Property Owners show interest in all types of attractions, but they are especially interested in music/concerts on the plaza and holiday attractions.
- Not graphically shown here, but 68% of surveyed property owners like the vending carts a lot (47%) or somewhat (21%).
- People want and will demand “ATMOSPHERE”!

Interest in Attractions



# Interest is extremely high for ALL types of events!!!

- Scores over 4 are a LOUD CRY for action!
- Locals and property owners are desperate for events in Mountain Village.



# General Interest in Many Lifestyle Areas

- Fine Dining scored very high with property owners and visitors
- While Special Events, Arts and Sports scored very well with the locals and property owners again.



# CONCLUSIONS

# Conclusions

- Consensual Validity of the Data (Validity Through Consensus)
  - All of the data collected from three different key groups, using three different research methods, is saying the same thing.
  - Very unusual and should not be underestimated

# Conclusions (continued)

- Clear Call to Action!!!
  - As presently configured, Mountain Village lacks significant appeal to the majority of Telluride area residents and property owners - **maintaining status quo is not a viable option.**
  - There is little incentive among visitors, locals and property owners to visit Mountain Village.
- Consequently, Mountain Village has a largely negative image among most customers.
  - Yet, most customers would like to use Mountain Village, if it was modified and enhanced.

# RECOMMENDATIONS

# Recommendations

- Usage of Mountain Village will be significantly increased by addressing three key needs/concerns.
- 1) Significantly improving shopping, restaurants and attractions.
  - However, Mountain Village must strike a balance between commercialization and supporting/complementing the Telluride lifestyle.
  - Retail, restaurants and attractions must be unique in comparison to downtown Telluride.
  - There is significant potential to drive usage of Mountain Village among customers by building/offering more family attractions.

## Recommendations (continued)

- 2) *Creating/facilitating social interaction and a “community feel” in Mountain Village.*
  - Central gathering place - i.e., a “village square.”
  - More sidewalk cafes and patios.
  - More community events. “Events are the glue which brings a community together”

## Recommendations (continued)

- 3) *Creating a distinct atmosphere or “feel” to Mountain Village - so that it is no longer considered “dead” or desolate.*
  - Music.
  - Kiosks/booths/vending carts.
  - Performance artists roving Mountain Village.
  - Giving Mountain Village local flavor or feel by building theme
  - Creating signature festivals and special events which build or capitalize upon the interests of Mountain Village customers - **the arts and cultural events, culinary events, outdoor festivals, music concerts, sports/recreation.**

## Recommendations (continued)

- Once these three key needs are addressed, Mountain Village should implement a marketing campaign which:
  - Touts significant changes to Mountain Village.
  - Provides significant incentives to patronize/visit Mountain Village - i.e., a frequent visitor card/program, coupons, contests.
  - Addresses the needs and interests of visitors and residents.
  - Positions Mountain Village as a viable option for local residents – not just a tourist Mecca - creates community.
  - Promotes “word of mouth” (buzz) among locals - i.e., rewards referrals, or touts “tell a friend.”

## Recommendations (continued)

- Until and unless these three key needs are addressed - at least partially - marketing campaigns will have only a **limited impact** on usage of Mountain Village among key markets.
  - **Lack of promotion isn't the problem; the core product (Mountain Village) is the problem among customers.**
  - **A “band aid” approach to enhancing Mountain Village will only serve to solidify Mountain Village’s negative image among area residents and Mountain Village property owners.**
- In the short term, Mountain Village should focus its developmental resources on special events and atmosphere - Infrastructure is a long term proposition requiring large capital outlays, consensus and coalition-building among various entities in order to implement.

## Recommendations (continued)

- Your customers will support most changes
- All groups very much want Mountain Village to SUCCEED.

**LET THE CUSTOMER BE HEARD!!!**

**THE TIME TO ACT  
IS NOW!!!**

## MV PROPERTY OWNERS - SURVEY RESULTS SUMMARY

*Please do us a favor...On behalf of Mountain Village Metro Services, we are conducting a survey of Town of Mountain Village homeowners and residents asking their opinions about the Mountain Village and are welcoming suggestions on how the Mountain Village experience may be enhanced and improved. The ultimate goal is to make the Mountain Village a more interesting and valuable place for this generation and beyond.*

*Please answer the following questions as honestly as possible. There are no "right" or "wrong" answers, so please be completely honest. Once complete, simply return the questionnaire in the enclosed postage-paid envelope within the next five days. If received before March 18, 2002 you will be entered into an exclusive drawing for a 2002-03 Telluride Ski Area Season Pass or the equivalent value in day passes for your friends and family.*

*Thank you in advance for your valuable time and interest in making the Mountain Village a better place to live and play.*

1) Gender: **n = 197**     Female = 37%     Male = 63%

2) In an average year, how much time do you spend in the Mountain Village/Telluride area? **n = 187**

- Less Than 2 Weeks                    = 1%
- 2 Weeks – 1 Month                    = 22%
- 1 - 3 Months                            = 33%
- 4 - 6 Months                            = 12%
- More Than 6 Months                    = 32%

3) How long have you lived or recreated in the Mountain Village/Telluride area? **n = 203**

- Less Than 6 Months                    = 2%
- 6 Months – 1 Year                      = 2%
- 1 – 3 Years                                = 17%
- 3 - 5 Years                                = 17%
- More Than 5 Years                      = 62%

4) Please rate how much the following attractions would enhance the Mountain Village experience for you personally? (On a scale from 1-5 where 1 means "not at all enhancing" and 5 means "extremely enhancing")

	NOT AT ALL ENHANCING					EXTREMELY ENHANCING						
	1	2	3	4	5	1	2	3	4	5	n =	mean =
Children's Attractions											<b>n = 198</b>	<b>mean = 3.3</b>
Holiday Attractions											<b>n = 193</b>	<b>mean = 3.7</b>
Street Performers/Entertainers											<b>n = 195</b>	<b>mean = 3.1</b>
Music/Plaza Concerts											<b>n = 198</b>	<b>mean = 4.1</b>
Bonfire Pit											<b>n = 192</b>	<b>mean = 3.0</b>

5) What types of special attractions would you like to see in the Mountain Village core which are not currently being offered? (Please fill-in the space below.)

Please see attached sheet of verbatim responses.

**6) How do you feel personally about the presence of Vending Carts operating in the Mountain Village core? n = 191**

- Like a lot =47%
- Like Somewhat =21%
- Neither Like nor Dislike =18%
- Dislike Somewhat =5%
- Dislike a lot =8%
- No Opinion =1%

**7) How has the Mountain Village experience changed from when you originally came to the area? n = 195**

- Much Better =16%
- Better =47%
- About the Same =33%
- Worse =4%
- Much Worse =0%

**8) On a scale from 1 to 10 where 1 means "describes not at all" and 10 means "describes very well", Please rate how each of the following terms describes the Town of Mountain Village?**

	DESCRIBES NOT AT ALL										DESCRIBES VERY WELL											
Cultural	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 187	mean = 4.1
Historic	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 190	mean = 2.4
New	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 8.5
European	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 188	mean = 5.2
Exclusive	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 7.1
Bustling	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 192	mean = 3.0
Boring	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 5.3
Pristine	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 6.2
Wealthy	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 194	mean = 8.2
Happening	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 190	mean = 3.8
Sterile	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 192	mean = 5.3
Charming	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 5.7
Dark	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 186	mean = 4.0
Empty	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 6.0

**9) On a scale from 1 to 10 where 1 means "poor" and 10 means "excellent" please rate the following aspects of the Mountain Village.**

	POOR										EXC.											
Safety/Security	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 194	mean = 8.2
Village Lighting	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 7.4
Signs/Maps	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 192	mean = 6.6
Value for Price	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 189	mean = 5.1
Cleanliness	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 8.1
Service	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 6.7
Lodging	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 185	mean = 7.6
Activities	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 4.8
Nightlife	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 189	mean = 3.0
Dining	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 4.4
Shopping	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 3.5
Conference Ctr.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 178	mean = 7.5
Accessibility	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 191	mean = 6.6
Meeting Places	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 181	mean = 6.0
Overall	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 6.3

**10) What recreational activities do you enjoy in the Mountain Village/Telluride area? (Please check all that apply.) n = 204**

- |   |       |                          |   |      |
|---|-------|--------------------------|---|------|
| <input type="checkbox"/> Skiing           | = 196 | <input type="checkbox"/> | Snowboarding  | = 59 |
| <input type="checkbox"/> Hiking           | = 193 | <input type="checkbox"/> | Tennis  | = 58 |
| <input type="checkbox"/> Mountain Biking  | = 111 | <input type="checkbox"/> | Golf  | = 96 |
| <input type="checkbox"/> Camping          | = 32  | <input type="checkbox"/> | Swimming  | = 85 |
| <input type="checkbox"/> Fly-Fishing      | = 81  | <input type="checkbox"/> | Rafting   | = 64 |
| <input type="checkbox"/> Gondola Rides    | = 158 | <input type="checkbox"/> | Jeeping/4W  | = 91 |
| <input type="checkbox"/> Climbing         | = 39  | <input type="checkbox"/> | Ballooning  | = 7  |
| <input type="checkbox"/> Walking          | = 171 | <input type="checkbox"/> | Snowshoeing   | = 71 |
| <input type="checkbox"/> Sightseeing      | = 98  |                          |   |      |
| <input type="checkbox"/> Horseback Riding | = 86  | <input type="checkbox"/> | Other: <i>Please see attached page of verbatim responses.</i> |      |

**11) Please rate how easy or difficult it is to travel to and from the Mountain Village/Telluride area? n = 203**

- |   |       |
|---|-------|
| <input type="checkbox"/> Extremely Difficult  | = 6%  |
| <input type="checkbox"/> Very Difficult       | = 19% |
| <input type="checkbox"/> Somewhat Difficult   | = 49% |
| <input type="checkbox"/> Not Very Difficult   | = 14% |
| <input type="checkbox"/> Not at all Difficult | = 12% |

**12) When you travel to the Mountain Village/Telluride area, do you usually travel...n = 194**

- |  |       |
|--|-------|
| <input type="checkbox"/> Alone   | = 9%  |
| <input type="checkbox"/> with Family   | = 86% |
| <input type="checkbox"/> with Friends  | = 5%  |
| <input type="checkbox"/> as Part of a Larger Group outside of Friends and Family | = 0%  |

**13) How do you typically travel to the Telluride area? n = 195**

- |  |       |
|--|-------|
| <input type="checkbox"/> Commercial Vehicle (shuttle/bus/limo) | = 2%  |
| <input type="checkbox"/> Private Vehicle                       | = 31% |
| <input type="checkbox"/> Commercial Airline                    | = 53% |
| <input type="checkbox"/> Private Plane                         | = 14% |

**14) How attractive to you personally is having corporate sponsors aligned with the Town of Mountain Village? (eg. Car company "ABC" being designated as the "Official Vehicle" of Mountain Village and thus having the right to display cars on the plazas in the Village core. This right would be in exchange for financial consideration to the Mountain Village.) n = 200**

- |  |       |
|--|-------|
| <input type="checkbox"/> Extremely Attractive  | = 7%  |
| <input type="checkbox"/> Very Attractive       | = 10% |
| <input type="checkbox"/> Somewhat Attractive   | = 29% |
| <input type="checkbox"/> Not Very Attractive   | = 26% |
| <input type="checkbox"/> Not at all Attractive | = 28% |

**15) How attractive to you personally are outdoor popular music concerts in Mountain Village with 5,000+ attendees? n = 204**

- |  |       |
|--|-------|
| <input type="checkbox"/> Extremely Attractive  | = 24% |
| <input type="checkbox"/> Very Attractive       | = 21% |
| <input type="checkbox"/> Somewhat Attractive   | = 26% |
| <input type="checkbox"/> Not Very Attractive   | = 13% |
| <input type="checkbox"/> Not at all Attractive | = 16% |

**16) Do you feel the Mountain Village Core is a comfortable place to spend time? Why or why not? (Please fill-in the space below.)**

*Please see attached pages of verbatim responses.*

17) On a scale from 1 to 5 where 1 means "not at all attractive" and 5 means "extremely attractive", Please rate each of the following types of events?

	NOT AT ALL ATTRACTIVE					EXTREMELY ATTRACTIVE	
Popular Music Concerts	1	2	3	4	5	n = 195	mean = 4.0
Sporting Events	1	2	3	4	5	n = 192	mean = 3.9
Outdoor Festivals	1	2	3	4	5	n = 194	mean = 4.1
Arts & Cultural Events	1	2	3	4	5	n = 195	mean = 4.3
Culinary Events (Food & Wine)	1	2	3	4	5	n = 194	mean = 4.2

18) What types of special events would like to see in the Mountain Village which are not currently being offered? (Please fill-in the space below.)

Please see attached pages of verbatim responses.

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19) Please rate the following facilities as to how likely you personally would use them if built in the Town of Mountain Village...

	NOT AT ALL LIKELY TO USE					EXTREMELY LIKELY TO USE	
Performing Arts Facility	1	2	3	4	5	n = 191	mean = 3.8
Recreation Center	1	2	3	4	5	n = 194	mean = 3.6
Interfaith Chapel	1	2	3	4	5	n = 191	mean = 2.3
Outdoor Amphitheater	1	2	3	4	5	n = 194	mean = 3.8
Movie Theater	1	2	3	4	5	n = 194	mean = 4.3
Children's Museum	1	2	3	4	5	n = 189	mean = 2.3
Skating/Hockey Rink	1	2	3	4	5	n = 195	mean = 3.5

20) Please rate your personal interest in each of the following areas.

	NOT AT ALL INTERESTED										EXTREMELY INTERESTED	
Area History	1	2	3	4	5	6	7	8	9	10	n = 194	mean = 7.2
Environment	1	2	3	4	5	6	7	8	9	10	n = 196	mean = 7.9
Sports	1	2	3	4	5	6	7	8	9	10	n = 194	mean = 7.4
Fine Dining	1	2	3	4	5	6	7	8	9	10	n = 195	mean = 8.4
Shopping	1	2	3	4	5	6	7	8	9	10	n = 196	mean = 7.2
Special Events	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 7.9
Arts	1	2	3	4	5	6	7	8	9	10	n = 193	mean = 7.7

21) What is the ZIP Code of your primary residence? Please see attached sheet of zip codes/DMA's

22) Which of the following categories includes your age? n = 196, mean = 49.6 years of age

- Less than 18 = 0.5%
- 18 to 34 = 5%
- 35 to 49 = 43%
- 50 to 64 = 46%
- 65+ = 5.5%

23) Which of the following categories includes your total household income before taxes? n = 189, mean = \$277,513.23

- |  |      |  |       |
|--|------|--|-------|
| <input type="checkbox"/> \$0 - 24,999  | = 0% | <input type="checkbox"/> \$100 - 149,999 | = 8%  |
| <input type="checkbox"/> \$25 - 49,999 | = 1% | <input type="checkbox"/> \$150 - 199,999 | = 10% |
| <input type="checkbox"/> \$50 - 74,999 | = 5% | <input type="checkbox"/> \$200 - 249,999 | = 9%  |
| <input type="checkbox"/> \$75 - 99,999 | = 4% | <input type="checkbox"/> \$250,000+      | = 63% |
- (to calculate mean, \$350,000 was used here)

24) Marital Status: n = 202

- |                                  |       |
|----------------------------------|-------|
| <input type="checkbox"/> Single  | = 14% |
| <input type="checkbox"/> Married | = 85% |
| <input type="checkbox"/> Widowed | = 1%  |

25) How many children share your household on a regular basis? n = 117 57% have kids at home on a regular basis, mean = 2.29 kids per home

26) Do your children join you on trips to the Mountain Village/Telluride area? n = 161

- |   |       |
|---|-------|
| <input type="checkbox"/> Always           | = 26% |
| <input type="checkbox"/> Most of the Time | = 32% |
| <input type="checkbox"/> Sometimes        | = 36% |
| <input type="checkbox"/> Rarely           | = 6%  |
| <input type="checkbox"/> Never            | = 0%  |

27) What are the ages of your children sharing your household? n = 117  
Average age of children at home = 11.73 years of age

28) What specifically do you like best about the Mountain Village?  
(Attach additional sheet if necessary)

Please see attached pages of verbatim responses.

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29) Specifically, what could be done to improve the Mountain Village experience for you personally?  
(Attach additional sheet if necessary)

Please see attached pages of verbatim responses.

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30) What specifically would encourage you to spend more time in the Mountain Village core?  
(Attach additional sheet if necessary)

Please see attached pages of verbatim responses.

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**For the Telluride Ski Pass Drawing – Please provide us with your first name only and a phone # or email where you can be reached in the event you are chosen as the Grand Prize Winner.**

First Name:  Telephone: (  )

email:

**Thanks so much for your valuable time and cooperation!  
Please return your completed survey by mail in the postage-paid envelope provided.  
All surveys must be received before March 18, 2002 to qualify for the Grand Prize Drawing!**

## Mountain Village Property Owners "Verbatim" Survey Answers to Open Ended Questions.

### 5) What types of special attractions would you like to see in the Mountain Village Core which are not currently being offered?

A big apres ski deck with entertainment - perhaps semi-enclosed with big windows - summer too  
A business core that is thriving. It looks like a ghost town in the summer. Tax incentives need to be given to business to enhance their survival  
a mountain slide in the summer  
a very special bar/disco - dancing with casual but good quality food available. At night is very quiet. I would like to see more life.  
about right for what we would take advantage of now  
absolutely nothing to do in MV. How about a large grassed area with a playground for kids and families to play together  
Activities in #4  
additional upscale restaurants. Small good grocery store  
aerial skiing  
"all public events that create activity enhance the experience, we especially enjoy the concerts"  
alpine sled  
any attraction to entertain young children  
"Anything involving the whole community, picnics, etc."  
"Anything to increase hustle and bustle. Food and wine, ice skating spectacles, pet exhibits (like the reindeer) Rocky Mt. Ark for example"  
"BBQ social - 5:30-8pm every other week in village core (music?0 octoberfest/other events, circus or carnival, art show"  
better restaurants - boutiques for shopping  
better restaurants - service to and from them from town of Telluride  
"Bowling ally, movies, things to give people a reason to go to mtn. Village"  
Can't think of any  
children's activities  
"children's events, more music and arts"  
"Classical Music, Food Fairs"  
coffee court  
Community Center with activities for all ages plus performing arts venue. Summer hiking access via lift 4 & 10  
community recreation center  
"community recreation center - affordable! Not peaks priced - swimming, gym, bowling, etc.,

Movies, affordable family dining, Locals childcare center - reasonably priced, not tourist priced"  
"computer swap meet, radio control model aircraft flying site, vintage automobile meets"  
"cultural events, sporting events on the mountain, craft fairs"  
daytime tubing - cold at night. Daytime outside offerings for people who want to take a day off of skiing. Stuff for teenagers  
"Deli, liquor store, grocery, coffee shop"  
"festivals -octoberfest, winterfest, etc., musical attractions (summer), dining events, wine tasting, battle of chefs, etc."  
"festivals, art and craft show, sidewalk cafes"  
"Festivals, extending town activities into the village"  
"fountain - I grew up in Vail and I have always enjoyed the children's fountain. Maybe a clock tower. Needs to be more retail, restaurants not like skier's union"  
fresh produce/flowers stand in the spring/summer/fall  
get the construction finished. Don't Vailize or aspenize it too much. Make it tasteful and unique  
"Good coffee shop w/ outdoor seating and Internet. More hiking and biking trails. Bungee jumping. More fun shops and cafes. Children's playground, climbing wall, water park. A park, instead of a plaza, for lunch on the grass, naps sunbathing."  
"Greater occupancy of adjoining properties with fractional ownership or hotels, rather than high end condos"  
grocery store  
"grocery store, organized hiking trips"  
HOA's all meeting at a certain time of the year - ie. Labor day for the HOA annual meetings and then metro services also with a BBQ (which you do already)  
horseback riding  
"How about a 5 min. ski tuning. More apres ski free music, banjo, mandaline, etc."  
how about concert in the afternoon like we do in the summer  
"I feel that the Mountain Village, core was not designed to handle special attractions because of the lack of parking and restricted traffic flow. "  
"I like the summer wed. concerts. But what the village needs is not special attraction but a better spectrum of restaurants, perhaps a movie showing couple of time a week, and anything that will humanize the village. Ie attract people to the open spaces"  
ice skating  
"Ice skating, more retail"  
"ice skating, movie theater, indoor basketball"  
"kid's fishing pond, outdoor amphitheater, skating rink"

"kids golf program, I have 3 kids who don't want to go to telluride since it is nearly impossible to golf"  
 "kids playground in the summer, indoor skating and hockey rink"  
 Leave festivals in the Telluride Town Park. Circus atmosphere belongs in Telluride  
 lecture series  
 "Lectures about music, art, wine, auctions from around the world, opera, theater. Movie night, chess night, wine tastings night, concert night"  
 "live music, skating, bobsledding"  
 mood music and lighting  
 "more benches for the casual walker, a finished look - clean up winter debris and scraped dirt effect of snow plowing"  
 more better restaurants  
 more cart vending and or a livelier center court plaza  
 more children's activities  
 "more concerts - indoors and out. Outdoor festivals such as Bluegrass, blues and brews and jazz. Individual entertainers. We need some variation on Telluride's town park."  
 "more culturally centered activities, ie. Cooking, contests, music performances, art show, etc."  
 "more festivals like the opening of the prospect bowl with the plaza area filled with things to do, see and try out"  
 more fine dining  
 "More food services, small holiday parades, wine or beer tastings (upscale)"  
 More hiking/Biking trails  
 "more involvement with wine fest, Indian fest, performance arts, a market place with spaces for short term retailers - galleries to create a lively and changing shopping scene"  
 "More music after skiing, similar to bands that play at bottom of warm springs in Sun Valley. The core lacks an adult and young adult atmosphere. Reminds me of a Sunday Church social. The young kids would like to play on the ice pond and sled on the little hill just above it for free. the lighted slopes makes no sense unless it is a place for teenage snowboarders"  
 more outdoor cafes eurostyle  
 more parking  
 more quality restaurants and retail stores  
 More quality restaurants and shops  
 "more restaurants and retail, holiday torch light parade and fireworks for MV area instead of Telluride"  
 "more restaurants, movie theater"  
 "more restaurants, no more condos"  
 more summer activities  
 "more summer activities, particularly things of interest to teenagers -skateboard park, real shopping"

"more theater, children's activities and movies and an indoor recreation facility ie. Pool, play area, ice rink"  
 more variety of affordable food options such as the two vendors carts that are currently allowed  
 "more vending carts, more kids activities, more theater, would love a ""Fresh Foods"" or ""Alfalfa's"" organic or healthy food market/grocery store. Even in the summer just a fresh produce/flowers stand would be great."  
 "Movie, more chamber music in conf. Center, bring back Joffrey/Equivalent, coffee-bakery-sandwich-deli type place open for breakfast"  
 "movies and entertainment, plays, musical events, art exhibits, art festivals, food tasting booths wine tasting"  
 "music and exhibits, seminars, get togethers"  
 music concerts with better quality music and plays  
 "Music outside and in conf. Center, Attract parts of the already existing festivals - films, jazz, wine, chamber music"  
 music venues  
 "musical performances, movie theater, coffee houses/cafes, and an ice rink"  
 need lots of activities - the core looks like a ghost town most of the time - no people around except during ski season day time  
 "night skiing, Mexican food restaurant, ice cream/expresso parlor"  
 "night skiing, music, more bars/restaurants"  
 night skiing/snowboarding  
 "nightclubs, restaurants, activities (bowling, skating, etc.) and more stores"  
 night skiing  
 none that aren't already offered - just more of what is offered  
 None- save my money  
 nothing really - I like it  
 nothing special  
 "nothing, the services should be where the people who utilize them are. In our case we request children's attractions where the majority of the families live, the meadows."  
 open concerts. Basically I would like to see it be a quiet area  
 "Outdoor apres ski parties with bands in village core, more summer music concerts, Return of homeowners BBQ - children loved it, outdoor theater on the hillside by the plaza."  
 "outside seating, outdoor music, cafe style eating, more shopping"  
 parking  
 pedestrian friendly shop - not all exclusive  
 Performing arts center and art and crafts fair  
 plaza concerts - activities that appeal to teens  
 "Recreation Center, Public Driving Range(golf), common swimming pool, auditorium"

Remove skier's union - Seth is a blight on this community  
 restaurant with music for lunch and apres ski retail  
 retail shopping  
 Run the gondola later (2am) every night and run it as much as possible in the shoulder seasons  
 "selected concerts okay but someone needs to stoke up the convention business, professional associations, etc."  
 "sleigh rides/haywagon, public tennis courts"  
 "sports events, ski freestyle, mt. bikes marathon benefit"  
 "Summer ice cream vendors, fitness course, hiking trails, kids play area, casual parking, dining at moderate prices"  
 The Ah Haa School  
 "use the auditorium for many more concert, theater, lectures. It's a wonderful hall that is usually empty"  
 "We love the open air concerts at the top of the bunny hill, more of those"  
 "We need a place to go after skiing close to the mountain base where someone will be playing 'brown eyed girl' on a guitar. Skiers union is sort of aiming at this, but we need a place that has a warm atmosphere, fireplace, and is big enough to be welcoming to a big apres ski crowd. We also need some type of spiritual things - the mountain, i believe inspire us all at mtn. village feels too materialistic. I would like to see some non-profit events held. Maybe fund raisers for good causes, special Olympics, etc."  
 "would love to see more concerts up here - love the open air ones but want more - how about a movie series outdoors or in conference center. Would love a weekly series featuring a local expert on some aspect of the area - like animals, flora, geology. It could appeal to locals and visitors"

**10) What recreational activities do you enjoy in the Mountain Village/Telluride area?**

**Other Activities...**

Antiquing  
 "attend concerts, cultural activities"  
 cross country  
 cross country  
 cross country  
 Cross Country  
 "cross country, snowmobiling"  
 Dining Out  
 Dirt biking  
 dogsled  
 festivals  
 "fishing, canoeing"

flying  
 Hunting  
 "Hunting, spa"  
 kayaking  
 motocross  
 Motorcycles  
 paddle tennis  
 paddle tennis  
 relaxing  
 running  
 running  
 running  
 shopping  
 shopping  
 "sleigh rides, cross country"  
 snowbiking  
 Snowmobile  
 Snowmobile  
 squash  
 tubing - winter  
 XC skiing

**16) Do you feel the Mountain Village Core is a comfortable place to spend time? Why or why not?**

"a short period of time, yes"  
 "additional upscale restaurants. Small good grocery store, outdoor coffee shops, need more retail, tax should not be higher than Telluride"  
 after skiing at the Skier's Union or in the sunny plaza it is pleasant  
 "although clean and attractive - lack of retail, restaurants, nightlife, etc. gives a feeling of abandonment"  
 "attractive, but not nearly as attractive as Telluride"  
 awful spendy place  
 because it is unlike aspen  
 comfort is marginal - few places to sit. Very limited attractions  
 "Comfortable but limited in activities, few restaurants and shops"  
 "Day- comfortable, but evenings are disappointing - so quiet"  
 "empty, dull. When two food carts are the highlight of action - we are hurting. Who wants to spend time in a ghost town - Knock down old gate structures - says stay out. Have info booths near MV entrance to answer questions and promote the core. Coming to MV is confusing and sterile. parking is a nightmare"  
 great scenery  
 I am comfortable here over 300 days per year  
 I am neutral  
 "I have no interest in the core area, except the conference center and hope for no further development"

"inadequate restaurants, not enough places to meet with the equivalent attraction of steaming bean in T-ride. Best thing that happened to MV recently is the crepes Wagon. More cultural activities would be a help. Also MV has done essentially nothing to develop hiking trails. There is not even a goo trail to Gold Hill or to Alta Lakes from Village core. Both would add a lot."

"it is comfortable because it is beautiful and peaceful and seems so secure, but friends who visit think it is boring compared to Vail, Aspen, Telluride, etc."

"It is not a destination to spend time, but over time it will probably develop"

it is very beautiful but still very quiet especially in the summer and in the evenings

it is very comfortable

"it is when it is filled with people, during events or ski season"

it is. However during skiing season live music performance is great if you have the right kind of live performer

It needs more seating and more ambience. Maybe when the construction is over

It would be if it had more restaurants

It's an embarrassing ghost town with great potential.

"it's beautiful, open, attractive but there are limited shops, restaurants, etc. available, esp. during non-skiing times"

"It's disjointed - not easily traveled. Not enough retail, restaurants to hold anyone's attention"

lack of viable businesses. Too many dogs

"lacks a warm inviting feeling - food carts have put some ""Street Life"" into the place"

like outdoor restaurants and bars with live music

"low key, mellow, but not much going on!"

"no not much going on, it always seems empty after the mt. closes, not many shops or restaurants - would be nice to have free music concerts weekly (5pm 1-3 hours) in the summer similar to what aspen does at Snowmass - great for locals and visitors"

more and more I find it accessible & Enjoyable - parking in core area helps a lot

MV has great potential for creating community from many residents with 2nd homes in other parts of the country. Communication is important as well as sponsoring community oriented activities throughout the year.

need better parking

need more restaurants!

"need more restaurants, hot food shops, tavern, brew pub. So quiet, almost like walking on wall St. at night"

"need some nice outdoor cafés to sit and have coffee, more shops w/ reasonable rents and product"

needs better restaurants

needs more restaurant and excitement

needs more restaurant choices

No - we usually just pass through on our way to T-ride

"no - it's all fragmented and not easy to find your way around. Seth at the Skier's Union is a nightmare - he is so rude, he is scaring people away from our town!!"

"No - seems dead. No sense of activity here, nothing good on or it is difficult to find things, parking not good"

no empty - limited amenities

"no good restaurants, store too pricey"

no not much going on

no not much going on and excessive vacant property

"no shopping, boring"

"no, it is beautiful, but wherever you look they are putting up another condo complex. They need things for families too."

"no, it is vacant and the areas are disjointed without a sense of a central mall"

"no, it would be great if it wasn't such a ghost town - needs more life"

"No, it's boring, most things are usually closed in summer"

"No, it's empty, spiritless and lifeless"

"No, Needs more outdoor cafes."

"no, nothing going on"

"no, there isn't anything to do and not many restaurants"

"no, this is an uninviting atmosphere. The plazas are not intimate and inviting. The few shops are lousy."

"no, too quiet"

"No, what's to do there?"

not enough activity

not enough life

"not enough retail or variety of retail and dining, retail closes early"

Not much happening in the core

not much to do

"not much to do there, therefore time spent would be short"

not over commercialized - but when leave condo essentially just walk through

not really - there is no central gathering area it is a confusing place

"Not really in summer, when weather is nice, it is like a ghost town"

not too much to do

"not- nothing but retail, needs coffee shops, bakery, theater, bars"

nothing particularly to draw me

nothing to do

nothing to do

obviously not enough interesting shops and parking is a huge problem and drawback  
"okay but needs something, don't know what"  
only for specific reason - not just to hang out  
only when there is some sort of activity going on  
our experience is limited  
"Parking is poor, access is mediocre. Needs more amenities in order to have critical mass and attract more guests"  
perhaps when it is finished. Seems incomplete.  
Lots of vacancies  
presently a good place to live  
quiet  
say wha? It's a me too! To T-ride  
shops are hard to find. Parking is far away  
somewhat - needs more activities/action  
"somewhat - seems mostly dead at night, esp. in the summer"  
"somewhat boring, prefer to be in town"  
somewhat comfortable - how about railing around the ice rink  
the construction sends a negative message  
"the core does not have a soul. Once in a while events like the Aids benefit fashion show or a concert (like Macy Gray) give the core a temporary feeling of a town, but then it empties out again. More draw is needed to keep the visitors who stay in the core local rather than going to T-ride. The emptiness and lack of people most evenings can be a bit creepy."  
"The mountain village core is beautiful, but does not function as a town. Empty most of the time especially after 5pm in winter and deserted in summer"  
"There are a few reasons to come to the core except to ski, eat at one of the two better restaurants or use the spa services at the Peaks"  
"There is not much to do, the shops are not interesting, unless you want to buy art or skier stuff. To make it 'European' in feeling you need a good food market, deli, cheese shop, clothing store, good restaurants, wine bar, fun little taverns, ethnic food carts, live music that is up to date."  
There is so little activity there - we go to Telluride for shopping and entertainment  
"There's not enough to do. Needs restaurants and shops, but businesses can't survive because not enough people are here. More activities will give people incentive to come here and then can stay and shop and eat. Building more expensive condos won't help - need more reasonably priced condos - those people are more likely to come out and so stuff. Need another hotel - pure hotel - not timeshare - but not with as many activities as the peaks where you don't need to leave."  
too much construction  
too plastic  
too quiet other than ski season - no people around

"usually very 'dead', but may be improving"  
"very - most of our friends live in MV, golf is important part of our life"  
very comfortable but currently nothing to do  
"very comfortable for wealthy people, lodging is quite expensive"  
very comfortable if you are looking for solitude  
very little atmosphere - this survey is an excellent step in the right direction  
we love the summer concerts and music venues and conference center  
We really need 1) a bigger grocery store 2) An apres ski place to go right after skiing (in ski boots)  
3) more of a night life 4) A beautiful wooden chapel with gorgeous mountain views and not by the core  
"why would I spend time? No benches, nothing for kids"  
"wonderful place, but it needs additional restaurants market place, every day services"  
"yeas, quite quiet"  
yes - the big problem is to keep from screwing it up.  
"yes and no, its pleasant enough, but there is nothing in the core to come back to, or that makes you want to hang out"  
"yes beautiful, and quiet"  
"Yes because its nice and quiet compared to town. But there's not enough to do to keep me in the core... usually go to town to hang out... coffee shops, bookstores, etc."  
yes but need more vendors such as diggity do and the crepe lady in summer as in winter. I think the portable vendors are a big bonus  
yes convenient to skiing  
yes however affordable shopping and dining are lacking  
"yes it is comfortable, but there is not much to do"  
"yes it is easy to get around - the gondola is great to come and go to Telluride and the general ambiance , architecture and layout of the village is comfortable"  
"yes pleasant, clean, safe"  
"yes, not crowded, pleasant architecture and good open area"  
"Yes, because it does not attract a lot to the Telluride Hippies who hang out at the coffee shops all day"  
"yes, besides skiing a few restaurants, golf and the small summer concerts ( too cold to tube at night in the winter) there's not a lot to do. But that's okay, as having MV as a quiet refuge is a pretty good outcome."  
"yes, but at times it feels like a ghost town"  
"Yes, but it could be far better. Skier's Union is the closest thing to enjoyable. It is boring"  
"yes, but it needs more activity"  
"yes, but it needs more eateries open at night and some more carry-out delivery places for families"

"yes, but need more parking spaces and more interesting shops"

"Yes, but no night life. We could use a night club and movie theater"

"yes, but not a lot to do - restaurants and movies would help"

"Yes, but not enough of the time"

"Yes, but not much to do there if not skiing. Like going to the 'Door' club at the Peaks"

"yes, but not too much happening. Restaurants and stores don't seem to stay beyond a year or two"

"yes, but so empty, lonely in off season"

"yes, but there is not a great deal to do besides the peaks"

"yes, but tone down the rich & exclusive atmosphere"

"yes, but you need to consider parking cars at the entrance and adding a shuttle along mtn. Village blvd. "

"Yes, convenient, gondola a really plus"

"yes, could use more restaurant facilities"

"yes, definitely - nee more people seems too quiet"

"yes, easy to get to activities. Would like a summer ice cream parlor for the children"

"yes, especially at the holidays - beautiful decorations but a little much this year. Love the antique skis on the lamp posts - should be permanent. Quiet, beautiful scenery"

"Yes, feel very secure and free"

"yes, great skiing"

"Yes, I enjoy walking through the shops and sites"

"yes, I love it"

"Yes, it is a spectacular place to have concerts, children's theater and business meetings because of the unique location. It needs more advertisement."

"yes, it is quiet and I think we want to keep it not too cluttered with traffic, but I think an occasional activity like in town would be interesting. It is definitely lacking in good restaurants and people go to town to eat and go to the movies"

"yes, it is very friendly, so are the people"

"yes, it's beautiful"

"yes, it's clean and has many amenities"

"Yes, natural beauty"

"Yes, need more ice rink use - more local flavor shops in core, hangouts for kids, teens, etc."

"yes, nice & quiet, relaxing, beautiful surroundings"

"yes, not much activity in the summer "

"yes, peaceful, attractive, breath taking scenery"

"Yes, Pedestrian Village, Linkage to Views, Public Art, Friendliness"

"yes, privacy - friendly -easy access"

"yes, relaxed atmosphere. Safe for children, beautiful surroundings"

"Yes, very attractive, the look and feel, people"

"yes, we enjoy the core, ice skating, roller blading"

"yes, wish there were more people walking around"

yes. It is relaxing and beautiful. Bars playing loud music or loud concert outside spoils the peace and quiet and makes it less enjoyable for family and friends

### ***18) What types of special events would like to see in the Mountain Village which are not currently being offered?***

a dance festival

"A greater variety of musical attractions - NOT for 5,000 people as in question above - but more like the Wed. evening concerts which attract lots of children and families. A Bavarian band or a Mariachi band would be a welcome change from Rock, etc. Wine tastings can be an attraction."

Activities that can provide a sense of spirit and excitement

all of the above

All of the above - would love cooking classes.

all of the above listed

"All of the above, but not as excessively as in town"

any of the above

any of the above

Anything fun that brings people together

anything that has to do with outdoors

"Art exhibitions, movie festivals beyond film fest, a real and substantial playground, animal - educational showings, a mt. village summer picnic"

"art fair, antiques"

"art shows, small concerts"

"arts and crafts activities for residents. Better use of conference center with more activities (art and music lecture series, wine and cooking series)"

"bocce, curling clubs, contest - ping pong, shooting baskets, archery darts, dog shows, dog trials, sheep herding contest with dogs, cat shows"

Can you do something up in MV in summer instead of always in town?

children's shows

Christian church services

classical music - CSO for example

community recreational center

"concerts, sports, community gatherings"

convention business with professional associations would help

Culinary Events

culinary events and arts events

Culinary Events are limited

family events

"farmer's market, sporting events, outdoor café type music, movies"

"Food fair, outdoor theater"

"fresh produce/flower market in the spring/summer/fall, sports events, music events"

frustrating to arrive and find I just missed by a day

the one concert for 2 months

"Guest lecture and slide show, historic presentations, movie theater"  
 I am not particularly interested in special events other than artistic. I moved to the village to be away from the noise and crowds which events in town generated  
 I don't go for events the mountains are what I go for.  
 "Ice skating spectacles, antique shows, more day time shows/exhibitions at the conference center"  
 It Would be great to have some professional ski racing in the winter  
 "kids, culinary, arts and music"  
 local events currently scheduled are fine  
 locals need to be more open to tourism and less self centered. Hiking organized in MV  
 "More charity oriented. We are getting a bad name I believe, and some of it is deserved. Let's try to be a wealthy community, yes, but one with a heart and a love for the natural beauty that we demonstrate . "  
 "more concerts, street fairs, etc."  
 more events that bring town people to village. Like outdoor summer concerts  
 more family oriented events  
 more hometown or second home oriented events  
 "More prestigious film festivals. Major sports events, fashion promotions, jewelry promotions, horse riding events"  
 More wine fest involvement  
 most things in 17 are offered just not often enough.  
 Would maybe like to see some current movies at conference center when not in use  
 "movies, small scale entertainment - concerts"  
 Need a venue other than conference center for events  
 night skiing?  
 no festivals  
 none  
 none - need shopping and associated ambiance  
 "None really. We're pretty happy with the current level of events. The smaller summer concerts are good, but wouldn't want large concerts and festivals. Leave those to Telluride. We like the quiet when we're in MV"  
 not really any  
 not sure  
 not that important - less is better  
 "outdoor concerts in summer with recognizable talent, move to convention center in winter. Why is wine festival only in town"  
 "Outdoor food and wine events, more musical activities - plays/movies at center"  
 outdoor free concerts  
 outdoor movies  
 professional sporting competitions  
 see 5  
 see above

ski and snowboard races and competitions with celebrities  
 Snowboarding competitions  
 snowboarding freestyle  
 snowmobile moto cross & manufacturers show for new equipment  
 "snowshoe races, running & biking races each year"  
 "some of the summer festivals could have ""outlets"" in the village"  
 "speakers (authors, scientists, etc.), art films, special classes (astronomy, photography, cooking, etc.)"  
 sporting & arts events & culinary events  
 sporting events - we need a soccer/softball field and a church  
 "street music, a steaming bean type of gathering spot, something that feels like a center of town, more retail thus less real estate at ground level.  
 Action, outdoor event at night - reasons to be in town"  
 summer roller blading  
 "swap meets, tag sales or rummage sales"  
 There is always something going on in the summer - but inconsistent since they often get rained out  
 We don't have festivals!! Lets be different than Telluride. We should be more Mt. bike friendly  
 "weekly or monthly free music night on the lawn with picnic basket/ open seating, music could be classic, opera, bluegrass, etc."  
 wine tasting  
 "wine tasting, visiting lecturers"  
 "wine tastings, small festivals with local vendors"  
 wine/food and classical music  
 "winter and summer sporting events, more golf events, arts, cultural and culinary events, more film fest"  
 would love food and wine events!

## **28) What specifically do you like best about the Mountain Village?**

The architecture and statues  
 "Access to mtn., setting and views"  
 "ambiance and the convenience of the outdoor oriented lifestyle, especially when able to walk and /or use the gondola, etc."  
 "ambiance, easy access to skiing, food and ski shops as well as gondola. The peaks facilities for exercise and spa"  
 "ambience, housing scenery, ease to town via gondola"  
 "architecture, plaza layout"  
 atmosphere  
 "attractive village accessible to historic Telluride - golf, skiing"  
 "attractive, clean, friendly, what's there is nice , need more of it"

"awesome views, not crowded, people seem normal, dial a ride"  
beautiful environment  
"beautiful, uncrowded, scenery, aesthetics"  
beauty  
beauty  
beauty  
beauty  
beauty of the scenery and mountains  
"beauty, convenience to skiing, Town Gondola"  
"beauty, peace, quiet, skiing and sightseeing"  
"beauty, quiet, solitude"  
"beauty, skiing"  
"charm, convenience, beautiful scenery, weather"  
Christmas decorations  
"clean air, great views, convenience of gondola"  
Clean and mellow  
"clean, peaceful, potential"  
"clean, quiet, helps keep me out of trouble"  
"clean, quiet, private, well-planned, fabulous views, great access to town, great for skiing"  
"cleanliness, order, reasonably well regulated architecture, support for skiing"  
"cleanliness, orderliness, and beauty"  
close proximity to lifts and gondola  
close to ski slopes - easy to park  
close to skiing  
"convenience to recreation, beauty, gondola access to Telluride"  
"convenience to skiing, beauty"  
"design control, environment, solar"  
dial a ride  
"dial a ride, digity dog, crepe cart, off site parking, free coffee at the peaks before 8am"  
easy access  
easy access to ski area and style of buildings  
"Easy, clean, fresh, safe"  
European look  
"feel of activity when full. Look, charm"  
"fine hot dogs, David and Susan at T-sports, skier's Union music apres ski, outdoor summer concert series, 4 of July concert, bronze statues"  
friendly people  
gondola  
gondola  
gondola  
Gondola  
gondola going to town  
"gondola, European, cleanliness"  
"gondola, quiet, seclusion from street experience in Telluride"  
"good bed base, well designed, sunny, great ski access, well landscaped"  
"good weather - good walking trails, good skiing - good life"  
"great residential community - especially for 2nd home, dial a ride, and gondola are terrific"  
"great skiing, outdoor activities"

"great views, lovely homes, beautiful golf course"  
"I like living in the woods, the views, the quiet, the walking trails"  
"it 's uniqueness, compared to other ski areas"  
"it feels snug, compact, has a good design, reeks quality, the gondola is spectacular, dial -a-ride a tremendous feature, very well maintained, planting wonderful, shops excellent, surrounding trails very good, friendly personnel."  
"it is beautifully detailed, safe, happy, and always a joy to be there."  
"It is in one of the most beautiful places in the world. I am always stunned by the beauty. I enjoy the gondola, I also like my place there. I t is nice to be in a residential environment in such a gorgeous setting"  
it is my home  
"it is the opposite of Houston, cool weather, not a lot of people, nothing too fancy, relaxed, no traffic, not a lot of concrete"  
It's attractiveness and European charm. Less crowded than Telluride. Sometimes feels like the shining up there.  
it's progressiveness and willingness to grow and prosper  
it's proximity to telluride and skiing  
"its charming and exclusive, we look at it as our home in the mountains"  
"just a quiet, beautiful, unbusy place"  
"kid friendly, scenery is worth the trip"  
"Upscale village, walk anywhere ambiance, landscaping, flowers"  
"Living and working in this environment - it's beautiful, clean, sage, fun, active - our animals love it, we have lots of good friends and its easy to get together"  
location  
location  
location  
Most beautiful place you'll ever ski or live mountains and view/ golf /skiing  
natural beauty of surrounding mountains  
"natural beauty, peaceful and quiet atmosphere in the residential areas"  
"natural beauty, sunlight, local govt. is pretty helpful and receptive to improving the town, gondola, trails, ski area"  
"natural beauty, well planned"  
"new, clean, quite, attractive, beautiful scenery, safe, convenient to skiing and spa"  
"newness, away from noise in town trees"  
"not as crowded as town, easy to ski, snowshoe, 9545"  
nothing  
"open space, gondola, altitude, architecture"  
"openness, privacy, view, no traffic, stop building - do not fill in the village core"

our meadows neighborhood is shaping up to be really nice  
overall ambiance of the setting and the sheer beauty of being there  
"Overall high quality image, construction, beautiful natural setting, clean and safe"  
parking in the core  
paths lit  
"Peaks, skiing"  
"Peaks, Skiing areas"  
"physical beauty, ski and sport access"  
"physical distance from Telluride, quiet location, newness, public transportation system"  
potential  
Pristine natural beauty  
"privacy, cleanliness, beauty, accessibility and uniqueness"  
"privacy, convenience"  
"privacy, solitude, quiet, security, public transportation"  
pro development  
proximity to my house on golf course and ease of ability to use the ski area and gondola  
"proximity to skiing, sunny exposure"  
"proximity to slopes, sunshine, views, property values"  
"proximity to the mountain, golf course and gondola. Quiet, relaxed atmosphere. We are not thrilled with the current nighttime activities on the mountain and associated lighting, but understand the motivation to try them. In our opinion the laid back, quiet atmosphere of MV is one of the things that draws us to the area."  
"quaint feel, natural beauty"  
"quality of life, natural beauty, no crowds"  
"quiet beauty. Lack of grocery stores, gas stations, residential feel"  
"quiet, beautiful, natural, serene, exclusive, not crowded or commercial as Vail is, Beaver Creek has nice village core."  
"quiet, beautiful, safe, transportation"  
"quiet, clean"  
"quiet, minimal traffic, safe- secure, clean, proximity to chair 4, gondola"  
"quiet, peaceful"  
"quiet, well organized, well run"  
"quiet, wooded, ski in ski out, hiking access, gondola access to town, dial-a-ride for kids/ convenience"  
scenery  
scenery  
"scenery, small size, clean, beautiful views, gondola"  
"scenery, weather, uncluttered feel, friendly, beautiful"  
scenic  
Scenic beauty

"scenic beauty, quality of housing stock. Dial a ride, accessibility to skiing and hiking. Gondola, the few restaurants are pretty good. Sun."  
"scenic views, close to skiing, well kept, prestigious area, appropriate architecture for private houses, good landscaping"  
"separation from city preserves the charm and character of the city of Telluride. You can get away from the ""Glitz and Glam "" of TMV, unlike in Vail or Aspen."  
"site views, gondola, peaks spa"  
ski area  
"Ski area, gondola, a few very few specialty stores and galleries"  
ski in ski out - scenery  
"ski in ski out access, lots of sunshine, not crowded"  
ski in ski out quality  
"ski in, ski out access, new tubing hill, gondola"  
"ski in, ski out, multiple bedroom housing suitable for families and groups"  
ski lifts and the peaks and the gondola  
"skiing, architecture, gondola"  
"skiing, outdoors, interesting people"  
"snowboarding, skiing"  
sunny easy access to the ski area. Convenient access to the town of Telluride via the gondola  
"sunny, ski in ski out, well planned"  
"that our local government agencies want to make it a better place to live and visit and are receptive to the residents needs, also it is safe!"  
The ability to have town access without living in town  
The affordable housing structure  
the area  
"the consistent quality of homes, open space, gondola, good restaurants"  
"The dance school, gondola"  
"The design and scheme is attractive. The amount of density is troubling but you need people for services, etc."  
The ease of access to the town of Telluride via the gondola. Easy access to Village shops and dining the environment  
"the exclusiveness, prestineness, safe feeling and pedestrian feel in the core"  
"The idea of a European core, the convenience of the gondola and ski lifts. The open space around the core."  
The Peaks  
The people  
the people are nice. Beautiful  
"The proximity to the ski slopes, the architecture of the MV, The ease of getting around the village"  
"The quiet, altitude, scenery, weather in summer"  
"The ski access. We love 9545, but there are few restaurants to select from. We also love the new mountain recreation area near lift 4."

"The spa, Gondola"  
 the total atmosphere both summer and winter!  
 Dial-a-ride is a great advantage for all in the family  
 and a plus with guests!  
 "the trees, the runs, the gondola, the wildlife, dial a  
 ride"  
 "the views, friendly people, world class skiing, old  
 town feeling, gondola connection to telluride town"  
 The way the tree plazas are laid out for skier  
 convenience  
 "transit system, scenery"  
 very nice as is.  
 "views, architectural quality control, proximity to  
 Telluride, skiing"  
 "views, landscaping, cleanliness, quiet, wildlife,  
 privacy, exclusivity. Everyone who works at Metro,  
 DRB, Town is great - cheerful, helpful  
 knowledgeable and friendly. I am in the RE  
 business so get to communicate w/ them often. All  
 services do an excellent job."  
 "Views, skiing"  
 "We love the beauty, the cleanliness, the modern  
 design (provides a nice contrast to Telluride)"  
 We own rental real estate there and hope it will  
 soon be profitable. We also own property in  
 Telluride and Ouray  
 "well designed, nicely landscaped including winter  
 decorations at Gondola stations, clean outdoor  
 activities - music and dining"  
 Well maintained - attractive - lift 4 area - winter  
 peaks  
 where I live

**29) Specifically, what could be done to  
 improve the Mountain Village  
 experience for you personally?**

"#1 - Community/rec. center, #2 locals daycare, #3  
 regular events scheduling, #4 residential - locals  
 housing, not industrial in the meadows, #5 no  
 weekend construction, M-F hrs 8-5pm ok"  
 "4 star hotel, restaurants - Don't ""Compete"" with  
 Telluride Town - Whatever done must be best -  
 mkt. Now is moving to higher end - dramatically"  
 "A better residential/light commercial mix - more  
 pedestrian traffic, more entertainment events."  
 "a few more good restaurants, 'great' gourmet take  
 out, good size grocery or food market"  
 "a few more restaurants, but that's about it. Don't  
 try to make it a destination area in and of itself. If  
 you want all the festivals, take the gondola to  
 Telluride"  
 "A great healthy food market like ""Fresh Food"" or  
 Alfalfa's and if the RETAIL SPACE WAS FILLED (it  
 looks like a ghost town!)"  
 "A locker room at ground level with more space.  
 Anything to make moving and storing ski

equipment easier. A bigger, sunnier area for apres  
 ski - inside too"  
 access from Las Angeles area. To fly into Telluride  
 direct is very limited! Night life nonexistent - ghost  
 town  
 accessible temporary parking  
 add a couple clothing stores  
 Add good restaurants and movie theater  
 "Add retail, movies, dining, hotels (anything to  
 attract people) Do something about parking!"  
 add surface or low rise parking. Don't try to make it  
 into a shopping mall.  
 additional activities/action  
 "Additional bike trails, galloping goose to May Girl  
 to top of 12, meadows to core via Double Cabin  
 behind Tee Box #17"  
 additional parking  
 At least one restaurant that is reasonably priced for  
 a family with kids who may be visiting us. Faster  
 gondola service. More reasonably priced clothing  
 stores.  
 "Attract life, it's dead in the village, get more  
 shopping and cafes, and places of interest to bring  
 people there from downtown Telluride. We have  
 the Gondola but there is nothing to do in MV...  
 Lower rents and subsidize businesses. More tennis  
 in winter"  
 "Better Dial-a-ride service. Being able to call from  
 Telluride gondola station and have them meet you  
 at MV station, instead of having to call once there  
 from pay phone. House ling for that."  
 "Better grocery, a little more night life, more events  
 in summer"  
 "better night life, restaurant, shopping, more  
 functions"  
 better pedestrian access with ski corridors in the  
 winter and sidewalks for the summer on all  
 roadsides  
 better police patrols for unoccupied times away  
 from MV home  
 "better restaurants and shop, try to increase traffic"  
 "better stores and restaurants, grocery store"  
 better transportation system  
 "better variety or restaurants, better parking"  
 "bottom line - more to do! Dining and shopping,  
 more like Telluride"  
 "bring more activities, more hotel rooms will bring  
 more people, volleyball"  
 build a community recreational center  
 "Build an interfaith chapel. For me the mountains  
 are the chapel, but I think Mtn Village is sorely  
 lacking in things that don't center on materialism. "  
 "cant' think of anything - maybe some more  
 restaurants, but Telluride is very good"  
 "Chondola running in the summer, bookstores,  
 coffee shop, more to do!"  
 consolidated shopping/dining area

develop far more retail restaurants ( high end) and events in the MV core and ice arena  
 "dining, evening entertainment, skating"  
 "draw in the locals with shopping, restaurants, groceries"  
 "easier transportation in and out of core, parking is a problem"  
 "eliminate tube ride, remove vending carts, encourage more restaurants and reduce # of ski shops"  
 "encourage more restaurants. Why nothing replaced Madelines? Use the convention center for many more events - cultural, film, lectures"  
 European theme expansion needs attention.  
 Enhance village feel. More hotels in the core. That would attract commercial boutiques and restaurants and make the core more of a center of activity.  
 More occupancy in town increases the density which will increase shops.  
 "even more low cost housing options, then I could afford to retire here"  
 "few more restaurants, art galleries"  
 "fewer noise amplified event in the core, standard music throughout the core controlled by the cable company"  
 fill those empty retail spaces - lower sales tax  
 "fill up retail spaces and create body heat - remove barriers, create a village with body heat, places to meet"  
 "fine dining restaurants, shopping retail, not T-shirt emporium"  
 fix the potholes made by construction of huge trophy homes. Grocery store with realistic prices gas station and regular size market  
 "Get rid of ugly trash transfer stations, esp. in front of OUL lot 76!"  
 get the main core village construction completed give the core some soul  
 "golf, more shopping, more restaurants, a place for kids to hang out (game room, pool, video games, etc.)"  
 "good coffee shops, places to get a decent sandwich at noon, music, music, music indoor and out. Movie theater, adult bar or two (crowd over 30) - not sterile hotel bar atmosphere like poorly run Peaks"  
 grocery store  
 "growth - more shops, restaurants and fewer RE offices"  
 Happy hour at bars/restaurants. More shops.  
 Health club with local rates  
 "have a service seminar for all employees. I lived in Aspen 22 years ago and it was mandatory to go to an all day service seminar to get your ski pass. Helps attitude, pride in workplace and provides better guest experience"  
 have outdoor activities to attract more people

"I am ok with the way it is, but I am sure you could do more with aforementioned items. "  
 I love it the way it is  
 "I would like to see more activity in the core. I do not mean organized activity but the type of activity that comes from having an atmosphere which draws people into the village on a day to day basis because there is a reason to be there. It needs to function like a small town rather than a tourist attraction. You need good restaurants of all type, shops that actually sell things other than tourist stuff and ski stuff. The shops need to be open all winter and dsummer. In order to attract merchants to the core you need to give them low rents or some special incentives. It is very difficult for merchants to make any money in the core area, but you will never have a good atmosphere without a good variety of shops and restaurants and bars. Rather than spend money on big convention centers and special events you should support the merchants and encourage them to stay in the core. The village is very dull the potential is there for people of all ages to enjoy it. The young kids pull their sleds up the hill by the skating pond and play on the ice and yet you only talk about ice rinks and hockey and organized commercial things for that area. It would be nice to see the kids of all ages be able to use the ice pond for skating all day and in the evening but not to make it into some commercial area. It would be nice if you had a food cart out there in the pond area selling hot chocolate. I would like to be able to buy food in small shops. A store with fresh vegetables and fresh meat and fish would be very nice for people who live in the area. Since most of the people who live in the area have better than average income, I think that they would like to be able to buy better than average food. Better food on the mountain would also help. The food for the skiers is very bad."  
 "I'd like to see another really good restaurants or two, also some additional shopping. A small grocery store for emergency provisions would be helpful!"  
 "ice hockey rink, skatepark"  
 "ice rink, transportation until 1:30am between Telluride and MV, more nightlife, more restaurants, movie theater, church, bowling"  
 "improve landscaping of open areas, continue to add quality restaurants"  
 "Improve night life, there is no reason to go to mtn. Village after ski lifts close"  
 "incentives to attract necessary services; grocery store, schools, churches, children's activities, family activities"  
 "Just more to do , more than 1 or 2 nice restaurants, more activities"

keep the building to a minimum. Continued improvements to walking/hiking trails. Control the excessively loud use of brakes on the huge trucks used in construction

"Keep the Crepes wagon!, Develop good hiking trails connecting to Wasach, Alta Lakes, Etc., Better and more restaurants"

Kids stuff and better restaurants

"less traffic, more free music, less real estate advertisements"

less trucks and cars - more bikes and walking

"like bit - coffee, bagel shop, hangout spot, bowling alley. Fun stores that are affordable, but do not take away from town stores - a compliment to them."

limit construction hours/days. Reactivate gate house at entry

Longer operating hours for the gondola and chondola. I hat having to depend on the taxi service when I stay in town past gondola hours - they are not reliable and a big pain.

"make it a real working village with logical amenities - grocery, newsstand, restaurants, shops, etc. Subsidize tenants for a while. And don't try to compete with downtown Telluride. Be different" make it more like town of Telluride - is this possible?

"Make MV more sophisticated, refined, cultured than Telluride"

"make the core village more accessible with better parking, provide a rec. center, theater, grocery store"

"make the town more lived in, ie. Bookstore" master planning and parking

"moderate dining, trails, ice skating available, rec. center"

more activities and restaurants

more activities as stated above - more shopping (better grocery) and more choice in restaurants more and better restaurants - night life

"more daytime alternatives for nonskiing days ie ice skating, tubing. Better directional signage for the shops"

"more dining, organized events such as those suggested in this survey"

"more evening activities, grocery store"

more family oriented activities particularly in the summer and more activities for teen age children More good restaurants and a recreation center/ hockey rink for kids

"more ground level commercial establishments.

More medium size musical, theater activities, loss of Joffrey is unfortunate, plan for more parking, eliminating gated community, will aid in visitors. Being upscale doesn't mean being off limits, think of rodeo drive"

"more hiking/walking trails in mtn. Village, restaurants, recycle availability, lift to operate in

summer for mtn, hiking, biking, access to mtn.

Dining (ie. Goromos) in summer"

"More hotel rooms, people that will allow more restaurants, need more parking and a community center (w/ performance center)"

"more marshals on reckless snowboarders, and let up on taxes in line with present values"

More mtn biking/Hiking trails that are marked and mapped

"more parking accessible to the core, more dining and retail - subsidize rents to attract merchants, grocery store, convenience store, supplies, coffee shop"

"more parking, better restaurants, more friendly attitude from town employees and law enforcement"

"More parking, performing arts centers, indoor tennis, more restaurants"

"more places to eat with character, or to hang out, more shops, stores, in core- a life, more bike trails, hiking trails esp. from meadows to core or meadows to galloping goose via road behind big billies"

more restaurants or food delivery services more restaurants would be nice. Easier parking although I think it's a little late for this

"more restaurants, stores, activity people"

"more retail, restaurants, service, concerts - better utilization of conference center - ie. Movies, concerts"

more shopping and restaurants

"more shopping, more cultural events such as the Joffrey"

"more shopping, more restaurants - but to support, people must be drawn to the village"

more shops and restaurants and a grocery store

"more shops, dining, parking"

"more shops, grocery store"

"more shops, grocery store, movie, DVD rental, bookstore, hardware store and drug store. Ethnic restaurants, movies"

"more short term parking for banking, etc."

"more subdued outdoor lighting, arts festivals, more activities for children"

more vendors selling food and coffee

"movie theatre, performing arts center, rec. center for all to use"

"MV needs to be self sufficient. I want to go there and never have to go to Telluride. We need outdoor play areas, convenience store, more biking and jogging paths, a movie theater, a huge public pool with hot tub."

Need to maintain free or inexpensive short term parking in the village core

"needs life! Outdoor cafes, people watching, mimes, music, festivals, happy hours, outdoor entertainers, European experiences, fun food courts"

night skiing/boarding  
 "Nightlife, movie theater, more of the mt.  
 accessible in the summer to mt. biking, winter  
 music concerts"  
 not much  
 nothing  
 "Offer discounts to home owners (restaurants, ski  
 passes, golf course)"  
 our dining and shopping are almost entirely in the  
 town of t-ride  
 parking in the core  
 Pave the bike path to highway from the cure. This  
 will enable people to ride bikes in the summer time  
 Pave the parking lot. Limit the contractor parking  
 on the sides of the road  
 "pedestrian friendly egress throughout the town,  
 better restaurants"  
 "Place newspaper baskets at the parking lot exit of  
 the gondola, continue the skating rink, provide  
 outdoor concerts"  
 "Provide more service to the village core -  
 bookstore, tea house, beauty salon, shopping, post  
 office, dry cleaner, Gourmet store, movie theater,  
 children's activities"  
 Restaurants  
 restaurants  
 "Restaurants, Summer Activities, "  
 roads could be improved in places  
 Run gondola all year long!!!  
 security gates reinstalled  
 Security seem slax since they closed the security at  
 entrance by parking lot  
 "sidewalks were a great start, get more people into  
 the core after hours, access to sporting activities  
 without going into town"  
 "signage, where's the bathrooms? ATM? - social  
 point like a fountain"  
 small good grocery store  
 "Spirit, Community, Liveliness, not certain how that  
 is done"  
 The addition of some non-skier day time activities  
 "The addition of the inner tube sled area is great.  
 How about on eof those summer sledding  
 operations like at purgatory, regular park of rkids  
 during summer grass area for frisbees, etc."  
 The core must be completed and all first floor space  
 must be occupied. The trash should not be in  
 middle of core - public nuisance  
 The signs look cheap. I think you could do a better  
 job with the direction signs. Some of the buildings  
 need a face lift ie Westermere  
 "theater, performing arts center"  
 "There is a free transportation service that will not  
 go to our residence - aspen ridge - because it is so  
 close. It would be nice if it provided service  
 because our children could use it to go back and  
 forth to the peaks. However, it is not really a big  
 deal."

transportation  
 Turn off the lights at 3am  
 volleyball  
 "we are happy id it doesn't change, but since it  
 probably will, hopefully the changes won't be too  
 extreme or quick"  
 "We make too many trips to Telluride for dining,  
 movies and the market"  
 "We need more people to create a more festive  
 feeling. The area seems deserted - more shops,  
 theaters - draws"  
 We need to create some vibrancy  
 "We would love to see it bustle wit activity, people,  
 shoppers, (supermarket?) We would like the core  
 and merchants to succeed. How??"  
 "what MV experience? The gondola, the skiing/golf  
 course and convention center. Make it warm and  
 fuzzy with a beating heart"  
 "wish better feeling btw. MV and T-ride. If locals  
 felt more a part of the village, the sense of  
 community and cooperation would be inviting to  
 me."

### ***30) What specifically would encourage you to spend more time in the Mountain Village core?***

a great food market like Alfalfa's or Whole Foods  
 A great lunch place (right food)  
 a grocery store with reasonable prices like Rose's or  
 better yet city market's prices would be huge!  
 "a kid's family friendly place to check in kids like  
 the nursery at ski school, where adults could get a  
 break to explore the core"  
 A movie theater  
 "A skating rink with ice shows on the order of Sun  
 Valley would be a wonderful summertime addition,  
 Ice cream parlor"  
 above  
 activities  
 activities for families  
 "Activities, movies, concerts, food"  
 "activities, music"  
 all of the above  
 already spend too much time  
 Any family style restaurants ie burgers and shakes  
 for dinner - affordable  
 "Anything that would allow me to stay outside. A  
 small water park in summer, anything allowing  
 lessons for kids - swimming, golf, tennis"  
 "apres ski plaza - music - happy hour - attractive  
 shop?, shopping"  
 "Better food, more shops, more to do - how about  
 some day craft classes (or cooking etc.) for non  
 skiers"  
 better airline schedule to Telluride  
 better bars and restaurants open all year  
 better restaurants

better restaurants  
 "Better, cheaper transportation from Chicago and other major cities"  
 "Casual, European style restaurants, upscale grocery, wine/cheese store"  
 "Community center/ performing arts center, better hiking access in summer, run lift 10 & 4"  
 "dining - not just high end or bar, more children activities"  
 Easier access by commercial flights or private planes after sunset  
 Easier access to the core from the meadows area  
 "Easier and less expensive flight, more night life, more people. Some lots should be getting more attention from MV to be an easier access to ski runs."  
 easier to get to. More flights from east directly to Telluride. Night flights into Telluride  
 eating facilities and services  
 "entertainment. Social draw - teen and young adult hangout. Rec. center with bowling, games, shuffleboard, pinball, etc. Affordable shopping. A better market. For evening- dance and music club - vary themes - disco, Latin, etc."  
 "Even if we have to supplement them until they get going - we need a great deli, (grills isn't it?) and a great coffee shop"  
 fine dining - one is almost forced to go to town  
 food - entertainment  
 "Food market, activities in which we can participate or observe."  
 get rid of Seth at Skier's Union  
 "good groceries, reasonable food restaurants, Starbucks, food chains, Duncan donuts"  
 Hard to say - I'm basically a homebody  
 having more free time and money  
 how about a steaming bean or bike shop  
 I already spend a fair amount of time in the core.  
 If I could get there easier  
 "if I had more time, I would spend more time in the Mountain Village"  
 If it had more charm and character  
 If our real estate would be cash positive and when I am fully retired  
 "If there was more to do... feel like I have to go to town for everything - grocery shopping, movie theater, gym, library, etc."  
 "if there was something of interest besides condos, time shares, the convention center and empty space"  
 "It needs a team to organize courses (chess, painting, arts & crafts) encourage people to go out"  
 "just the above, also tax structure should discourage sitting on vacant commercial space"  
 Less obligations here and more of my family or friends who want to enjoy Telluride in summer or winter

"Love new tubing hill, addition of piano bar, great guitar, etc. would be appealing"  
 "Make it feel like a town - allow people reasonable parking access, more nightlife (Poachers and Peaks bar don't cut it) better shopping, ( high end sportswear stores get old) and have frequent public event that draw a crowd."  
 more activities  
 more activities and people  
 more activities and variety  
 "more activities, shopping, concerts, lectures, cooking and movies"  
 more activity and people  
 "more and better quality restaurants - shopping other than ski clothes/equipment, live music"  
 More and variety of retail shops and parking  
 more children friendly activities  
 "more concerts, arts events (like the Joffrey ballet), more restaurants"  
 "more cultural events, movie theater, more dining and an indoor recreation facility"  
 "more dining alternatives, more organized activities to participate in , more shopping"  
 "More dining, shops, movie theater, etc. Bowling alley. The community tennis course should NOT be taken up by the ballet all summer"  
 more evening activities  
 more family oriented activities  
 more inexpensive activities  
 "more outdoor concerts, shopping"  
 more outdoor restaurants and music  
 "More reason to go there - variety of shopping, restaurants, etc. Now I need to go to town of Telluride for groceries, hardware, etc. so I stay to eat and shop. Good Grocery store with parking would get me there regularly."  
 "more recreational, sporting and cultural activities"  
 "more restaurant availability, children's events"  
 More restaurant s and shops and a proper supermarket  
 "more restaurants - a grocery store, a chapel, a show, rec. center for teens"  
 more restaurants and more parking  
 More restaurants and shops - but not too many.  
 "More restaurants and shops. People go on vacation to have fun. Although I spend more time in Mt. Village than the vacationing public, I think that it should be fun too. While we are in Telluride/Mt. V, my family like to go out to small restaurants, to go to the Moon to dance, go to the movies, and wander around town talking to friends. You can not do any of this in Mt. Village.  
 "more restaurants, coffee shops, bars"  
 "more restaurants, other cultural events"  
 "more restaurants, shops"  
 more retail and entertainment opportunities

More retail or art shops to entertain out of town guests. A place like Cindy's or Wildflowers to pick up gourmet food  
more shopping  
more shopping and restaurants  
"more shopping, restaurants and cultural activities"  
"more small vendors and a variety of food and drinks offered. Skiers union is good, maybe more outdoor classes. Dog obedience, fly fishing, outdoor stretching, etc."  
"more stuff going on in the core, concerts, bands, arts, food and wine tasting, etc."  
"more things to do, restaurants, shops, entertainment, (but you are improving all of these already)"  
more time overall to spend in the area  
more to do there  
"More year round shopping and restaurants. More facilities like grocery stores, video stores, laundromat, liquor stores, etc."  
"need something like Aspen Institute or Keystone Institute as a draw, event organizer"  
"Nightlife, no clubs to go to"  
not much - I like it a lot  
nothing- need more time  
"Outdoor café in summer, some place to congregate outside, want a skating rink"  
"outdoor concerts, skating rink, shops open in the evening"  
"parking, allow golf car ownership and parking in the core"  
"parking, restaurants"  
people and restaurants  
picnic areas  
reasonably priced fast food restaurant serving items like Clarks and Village Market in Telluride  
"restaurant, grocery store"  
Restaurants  
restaurants and shopping  
restaurants with good food that are fine dining without overpricing  
"restaurants, festivals, concerts"  
"restaurants, shops, apres ski, people having fun"  
"shopping, dining"  
shopping- body heat - ambiance  
shouldn't feel like you have to go to town to socialize  
"Skate board park, regular park for frisbees, etc."  
skatepark  
"small movie theater, inexpensive food available"  
solve the parking problem. More dining  
"summer activities, organized hiking, fishing"  
summer cultural activities  
"The sidewalks for access and more restaurants, esp. for breakfast and lunch"  
To buy things I need  
"To see it change from dead, boring to being 'alive' town is much more fun"

We do need high speed Internet connections which would allow me to come out there more often to work from there  
"We live back east. If we could be beamed in, it would be fantastic, and we would be there every weekend!"  
We structure our summer schedule around the Telluride Academy schedule so would be much more interested in spending more time there if there were more varied activities for our children to participate in.

## AREA RESIDENTS (locals) - SURVEY RESULTS SUMMARY

*On behalf of the Mountain Village, I am conducting a survey of Telluride visitors and area residents. I would welcome your input and suggestions on how the Mountain Village experience may be improved. Would you mind if I asked you a few questions?*

1) Gender: **n=91**    Female = **49%**    Male = **51%**

2) What is the ZIP Code of your primary residence?

Please see attached sheet of zip codes/DMA's.

3) Are You... **n=91**

Visiting the Telluride Area (Includes Day Trippers) = **0%**

-OR-

A Full-Time or Part-Time Resident of the Telluride Area = **100%**

4) Why did you choose to visit the Telluride area? (VISITOR ONLY) – Not applicable.

5) Where in the Telluride area are you staying? (VISITOR ONLY) – Not applicable.

Town of Mountain Village

Town of Telluride

Other \_\_\_\_\_

6) How many times have you visited the Telluride area? (VISITOR ONLY then SKIP TO #7) – Not applicable.

First Visit

2-3

4-5

Five+

6a) How long have you lived or recreated in the Mountain Village/Telluride area? (RESIDENT ONLY) **n=86**

Less Than 6 Months                      = **4%**

6 Months – 1 Year                         = **7%**

1 - 3 Years                                    = **28%**

3 - 5 Years                                  = **13%**

More Than 5 Years                        = **48%**

7) On a scale from 1 to 10 where 1 means "NOT AT ALL SATISFIED" and 10 means "COMPLETELY SATISFIED" Please rate how satisfied you are with the Mountain Village experience... **n=90**

NOT AT ALL											COMP.	
SATISFIED											SATISFIED	
	1	2	3	4	5	6	7	8	9	10		
											<b>mean = 5.9</b>	

8) On a scale from 1 to 10 where 1 means "poor" and 10 means "excellent" please rate the following aspects of the Mountain Village.

	POOR										EXC.			
	1	2	3	4	5	6	7	8	9	10				
Safety/Security	1	2	3	4	5	6	7	8	9	10	<b>n = 91</b>		<b>mean = 8.4</b>	
Village Lighting	1	2	3	4	5	6	7	8	9	10	<b>n = 86</b>		<b>mean = 7.2</b>	
Signs/Maps	1	2	3	4	5	6	7	8	9	10	<b>n = 89</b>		<b>mean = 6.7</b>	
Value for Price	1	2	3	4	5	6	7	8	9	10	<b>n = 89</b>		<b>mean = 4.7</b>	
Cleanliness	1	2	3	4	5	6	7	8	9	10	<b>n = 91</b>		<b>mean = 8.4</b>	
Service	1	2	3	4	5	6	7	8	9	10	<b>n = 91</b>		<b>mean = 7.2</b>	
Lodging	1	2	3	4	5	6	7	8	9	10	<b>n = 74</b>		<b>mean = 7.6</b>	
Activities	1	2	3	4	5	6	7	8	9	10	<b>n = 91</b>		<b>mean = 5.3</b>	
Nightlife	1	2	3	4	5	6	7	8	9	10	<b>n = 90</b>		<b>mean = 2.9</b>	

	POOR										EXC.											
Dining	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=5.0</i>
Shopping	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=3.6</i>
Conference Ctr.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=82</i>	<i>mean=7.9</i>
Accessibility	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=7.7</i>
Meeting Places	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=86</i>	<i>mean=6.9</i>
Overall	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=6.3</i>

9) On a scale from 1 to 5 where 1 means "not at all INTERESTED" and 5 means "extremely INTERESTED", Please rate each of the following types of events as to how interested you are in them?

	NOT AT ALL INTERESTED					EXTREMELY INTEREST.						
Popular Music Concerts	1	2	3	4	5	1	2	3	4	5	<i>n=91</i>	<i>mean=4.7</i>
Sporting Events	1	2	3	4	5	1	2	3	4	5	<i>n=91</i>	<i>mean=4.2</i>
Outdoor Festivals	1	2	3	4	5	1	2	3	4	5	<i>n=91</i>	<i>mean=4.6</i>
Arts & Cultural Events	1	2	3	4	5	1	2	3	4	5	<i>n=91</i>	<i>mean=4.3</i>
Culinary Events(Food & Wine)	1	2	3	4	5	1	2	3	4	5	<i>n=91</i>	<i>mean=4.2</i>

10) What types of special events would you like to see in the Mountain Village which are not currently being offered? (Please fill-in the space below.)

Please see attached pages of verbatim responses.

11) Please rate your personal interest in each of the following areas.

	NOT AT ALL INTERESTED										EXTREMELY INTERESTED											
History	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=7.3</i>
Environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=8.0</i>
Sports	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=7.8</i>
Fine Dining	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=7.3</i>
Shopping	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=6.0</i>
Special Events	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=8.3</i>
Arts	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n=91</i>	<i>mean=7.9</i>

12) Which of the following categories includes your age? ( READ LIST) *n=91* *mean=34 years of age*

- Less than 18 =1%
- 18 to 34 =59%
- 35 to 49 =29%
- 50 to 64 =10%
- 65+ =1%

13) Which of the following categories includes your total household income before taxes? ( READ LIST) *n=81*  
*mean=\$62,790.12*

- \$0 - 24,999 =17%
- \$25 - 49,999 =40%
- \$50 - 74,999 =20%
- \$75 - 99,999 =15%
- \$100 - 149,999 =1%
- \$150 - 199,999 =2%
- \$200+ =5%

14) Marital Status:(PROMPT) *n=91*

- Single =70%
- Married =30%
- Widowed =0%

15) How many children share your household on a regular basis? \_\_\_\_\_ (if "0" SKIP to #18)  
n = 14 or 16% of respondents have children @ home on a regular basis. mean = 1.8 kids per HH

16) Do your children join you on trips to the Mountain Village/Telluride area? n = 14

- Always = 19%
- Most of the Time = 25%
- Sometimes = 44%
- Rarely = 6%
- Never = 6%

17) What are the ages of your children sharing your household? n = 14 mean = 9.3 years of age

18) Specifically, what could be done to improve the Mountain Village experience for you personally?  
(Attach additional sheet if necessary)

Please see attached pages of verbatim responses.

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19) Do you plan on returning to the Telluride area in the next 12 months? Why or why not?

Please see attached pages of verbatim responses.

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**Thanks so much for your valuable time and cooperation!**

## Telluride Area Residents (locals) "Verbatim" Survey Answers to Open Ended Questions.

### 10) What types of special events would you like to see in the Mountain Village which are not currently being offered?

"A festival, more kid oriented"  
Amphitheater music  
"Any festivals, celebration arts, children's events"  
"Anything music related, golf tour, tennis tournament, ski races."  
"Anything, just more of everything. Concerts, opera, symphonies, ballets."  
apres ski  
art fairs.  
art festival  
Ballet  
"bars open 'til 2am, more music/bands"  
been improving  
"Bigger music, bigger names"  
concerts  
"Concerts during day, snowboard contests, live music"  
Concerts like sunset concert series @ winter. Bands @ chair  
concerts/carnival/pony rides  
culinary event - food fair  
"Culinary events, MV should have their own wine fest no share with t-ride"  
"Don't need more music festivals, don't rival T-ride. Add events for kids, ski races/comps. X-country comp. Jumps, tubing parties, festival of lights"  
esp. dead in summer  
"everything - promote the crap out of MV - ie. Big music festivals, blues and brews up here."  
"everything! More Wed. night concerts. ""Sun in the Park""  
festivals - summer concert series being longer.  
More mtn. biking trails.  
festivals in MV  
Film/mtn. Festival sharing  
food exhibitions  
"funk festival, more music"  
get as many options for people as possible  
Golf events  
"Harley rally, more organized outdoor events, more music."  
have some sort of nightlife  
Heavy Metal Concert

"horseback riding, frisbee golf/food salons"  
ice skating  
just more!  
more activities for little kids  
"more at conference center, food and wine fest"  
more concert series/music/festivals  
more concerts  
More concerts in summer  
"more events for locals, that event like festivals in T-ride"  
more events in summer  
more festivals  
more music  
more music  
more music concerts  
"more music, festivals"  
"More music, more primal, Quest event."  
more nightlife/evening entertainment - longer sunset series  
More of everything  
More outdoor music fest.  
more outside music and events  
more sporting events like fidelity cup  
"more sporting events, advertising for events we do have"  
more sporting events/races  
more summer concert series  
"more weekend, daytime activities"  
"More wine and food, more jazz events."  
Movies at CC beyond film fest  
"movies, better bars, different ambience"  
music  
"music - symphonies, theaters in the park"  
National Snowboard Championships  
"need more of everything. Outdoor theater, more concerts, jugglers"  
no  
no clue  
not why he comes here  
"Octoberfest, informational hiking trails, run lifts for alpine slide in summer"  
"on snow events & competition, music festivals"  
Outdoor bands.  
"Outdoor Festivals, less noise construction"  
outdoor parties  
"outdoor shopping festivals, arts/food/health"  
"outdoor- in the sun, blender drinks at a bar"  
summer concerts - more of them.  
"The above, just more of it"  
work w/t-ride for events in MV. (film & more)

**18) Specifically, what could be done to improve the Mountain Village experience for you personally?**

"accessibility, nightlife, gondola later times"  
affordable housing  
"anchor facility - indoor ice rink, supermarket, bowling alley, place for people to congregate"  
any events - try all sorts of new things to get people.  
Get retail through lowering rents or something  
"attract more locals - grocery store, more parking"  
"Ballet, concerts good, otherwise town is dead"  
"be more environmentally conscious, speedy constructions workers, cops enforce speed limit"  
Better nightlife  
"Better nightlife - music, more to do besides poachers"  
"Better parking, Grocery Store, Bakery"  
"Better quality shopping, not just sports gear, good food (not high prices), lower sales tax, fill up empty space, move offices to 2nd floor"  
better selection of bars besides Poachers  
"better shopping, grocery store, affordable gym, w/climbing wall, skate park for kids"  
"better taxi service from MV to downtown, esp. when gondola down or bad weather"  
Bigger market-one here is small and expensive.  
"blue collar friendly, more diversity, more culture, more environmentally sensitive"  
"Boarder cross park, more large parties like street dance"  
"change retail/restaurants so that it feels like a town. Have roads, not plazas. Put in specialty shops. Put in a good ice rink & work out/activity center."  
"coffee shop, Einstein bagels"  
"create a reason to go up there - swimming/peaks like facility, concerts, shopping, movies - no reason to go there as a local."  
create ambiance & gathering area 9 (ie base lodge)  
make recycling bins  
create more environment for after skiing and in the summer - it's dead  
"create the right environment so that business will come. Better town ordinances, more subsidized housing and retail space"  
"Decrease fun, shut down gondola to bring more people to mtn. Village, more events, contests in summer and winter"  
"Dinners in the Village besides Poachers, and without having to spend \$30 per person"  
"Do a Vilar Center, like Beaver Creek with symphonies. Have the conf. center show movies all

the time ex: Warren Miller, Kids flicks. Bring film fest. Up here too."  
"Get recycling, get more businesses, rest, shopping up here."  
Get a place that is bigger to check. Skis & Boots so people stay for apres ski and shop after skiing.  
Supplement rents for retailers if necessary  
"getting the right retail mix. Affordable chains even - Banana Republic, Starbucks, N. Face, Etc."  
gondola is great - prices too expensive  
"grocery, convenient stores, more locals stuff - pool, rec. area"  
"Have more symphonies, big name concerts, Bar that functions like apres ski bar with decks & music"  
keep gondola open 'til 2am on weekends  
later gondola  
"Layout is the problem, so no shopping, restaurant ,disappointed with core, needs improvement."  
"less expensive, more shopping"  
"less noise - gondola, construction, picnic tables and benches "  
Less red tape. Should be able to have bars stay open until 2am  
"limited range of dining w/ poor hours - expand hours, newsstand, early morning coffee place, convenience things"  
"Looks like an increase in priced real estate development, no soul, no sense of community, get together w/ T of Tell. And have common purpose"  
"make it not as upscale/stuffy. More regular people stuff, not just tourists but for locals too."  
more activities that are sustainable  
"More affordable dining & shopping, better signs, grocery store, real post office"  
More affordable housing to make a sense of community - It's a ghost town.  
More affordable shopping and more choices of inexpensive dining for lunches  
"more body heat ie more activities, reasons for people to stay here at night. Ice skating rink/arts venue in summer"  
"more businesses to capture visitors and locals, more activities"  
"More concerts, more art events, farmers market"  
"More dining that's open later, coffee shop"  
"more dining, less expensive for families with kids"  
More even flow of customers.  
"more events geared towards local, more personality"  
"more events, (concerts, festivals, etc.)"  
"more events, more dining, nothing ever open"  
"more events, more stuff for kids"

more family activities  
 more independent representation in governing bodies  
 "more local presence, more 'life' especially in summer"  
 "more moderately priced restaurants, more bars, nothing to do"  
 "More night life, keep poachers open 'til 2, less real estate, more rare shopping."  
 "More night life, longer gondola hours, more local presence."  
 More night life.  
 more of everything  
 "More options, more night life, more alt., eating drinking, soul."  
 "more places for lunch, banking, post office"  
 More reasons to stay here after work  
 more restaurants  
 "more restaurants which would lead to more shopping, coffee house"  
 more restaurants!  
 "More restaurants, bars, amenities"  
 "more restaurants, shopping and variety"  
 "more shopping, better bars, more ambiance"  
 "more shops, grocery store or something open 'til midnight"  
 "more stores and restaurants, more stuff for locals & tourists to do"  
 "need to have phone booths for people to call for dial-a ride and transportation, not to have to work in MV - totally boring - can't function - ie.can't bank, can't go to the post office, wait 'til 2:30 to get newspaper, can't park. Loves food courts."  
 "Off-season gondola, better dining, better lighting."  
 Open a warm covered meeting place that would bef or people that are not dining in Mountain Village  
 outdoor activities  
 please put a clock in a village square  
 Recolor the peaks or tear it down  
 shopping & restaurants - no nightlife  
 Shops and apres ski night life  
 Stuff in summer viable town.  
 "Summer water feature for kids ie.. Aspen art fair, live ent. At night."  
 "Super pipe/skate park, good reggae music"  
 "Town festivals moved up her and split, grocery store, shopping limited, too expensive, hardly eat or go out at night in MV."

**19) Do you plan on returning to the Telluride area in the next 12 months? Why or why not?**

I live here  
 live here  
 live here  
 live here  
 live here  
 "Maybe, Telluride is beautiful, but very expensive"  
 yes  
 yes  
 yes  
 "Yes, because I work here but I can't afford to buy anything"  
 "Yes, have condo here every 6 mo. Love summer"  
 "yes, have condo here, handicapped program is very good here"  
 "Yes, I live here."  
 "Yes, I live here."  
 "Yes, I live here."  
 "yes, live here"  
 "yes, live here"  
 "yes, live here 4 months per year"  
 "Yes, own condo here"  
 "Yes, Resident"  
 "Yes, Resident"

## AREA VISITORS - SURVEY RESULTS SUMMARY

*On behalf of the Mountain Village, I am conducting a survey of Telluride visitors and area residents. I would welcome your input and suggestions on how the Mountain Village experience may be improved. Would you mind if I asked you a few questions?*

1) Gender: **n=102**  Female = **46%**  Male = **54%**

2) What is the ZIP Code of your primary residence? Please see attached sheet for listing of zip codes/DMA's

3) Are You... **n=102**

Visiting the Telluride Area (Includes Day Trippers) = **100%**

-OR-

A Full-Time or Part-Time Resident of the Telluride Area = **0%**

4) Why did you choose to visit the Telluride area? (VISITOR ONLY)

*Please see attached sheet of verbatim responses.*

5) Where in the Telluride area are you staying? (VISITOR ONLY) **n=101**

Town of Mountain Village = **45%**

Town of Telluride = **34%**

Other \_\_\_\_\_ = **23% (Ouray = 6%)**

6) How many times have you visited the Telluride area? (VISITOR ONLY then SKIP TO #7) **n=99**

First Visit = **45%**

2-3 = **18%**

4-5 = **4%**

Five+ = **33%**

6a) How long have you lived or recreated in the Mountain Village/Telluride area? (RESIDENT ONLY)

*Not applicable.*

Less Than 6 Months

6 Months – 1 Year

1 - 3 Years

3 - 5 Years

More Than 5 Years

7) On a scale from 1 to 10 where 1 means "NOT AT ALL SATISFIED" and 10 means "COMPLETELY SATISFIED" Please rate how satisfied you are with the Mountain Village experience... **n=94**

NOT AT ALL  
SATISFIED

COMP.  
SATISFIED

1 2 3 4 5 6 7 8 9 10

**mean = 8.0**

8) On a scale from 1 to 10 where 1 means "poor" and 10 means "excellent" please rate the following aspects of the Mountain Village.

	POOR										EXC.			
Safety/Security	1	2	3	4	5	6	7	8	9	10	<b>n = 93</b>	<b>mean = 9.3</b>		
Village Lighting	1	2	3	4	5	6	7	8	9	10	<b>n = 62</b>	<b>mean = 8.5</b>		
Signs/Maps	1	2	3	4	5	6	7	8	9	10	<b>n = 94</b>	<b>mean = 8.2</b>		
Value for Price	1	2	3	4	5	6	7	8	9	10	<b>n = 93</b>	<b>mean = 6.8</b>		
Cleanliness	1	2	3	4	5	6	7	8	9	10	<b>n = 96</b>	<b>mean = 9.1</b>		
Service	1	2	3	4	5	6	7	8	9	10	<b>n = 95</b>	<b>mean = 8.5</b>		
Lodging	1	2	3	4	5	6	7	8	9	10	<b>n = 61</b>	<b>mean = 8.8</b>		

	POOR										EXC.											
Activities	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 74</i>	<i>mean = 7.6</i>
Nightlife	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 56</i>	<i>mean = 4.2</i>
Dining	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 77</i>	<i>mean = 7.0</i>
Shopping	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 68</i>	<i>mean = 5.7</i>
Conference Ctr.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 17</i>	<i>mean = 8.9</i>
Accessibility	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 96</i>	<i>mean = 9.2</i>
Meeting Places	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 69</i>	<i>mean = 8.5</i>
Overall	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 95</i>	<i>mean = 8.3</i>

9) On a scale from 1 to 5 where 1 means "not at all INTERESTED" and 5 means "extremely INTERESTED", Please rate each of the following types of events as to how interested you are in them?

	NOT AT ALL INTERESTED					EXTREMELY INTEREST.						
Popular Music Concerts	1	2	3	4	5	1	2	3	4	5	<i>n = 101</i>	<i>mean = 3.8</i>
Sporting Events	1	2	3	4	5	1	2	3	4	5	<i>n = 101</i>	<i>mean = 3.5</i>
Outdoor Festivals	1	2	3	4	5	1	2	3	4	5	<i>n = 100</i>	<i>mean = 4.0</i>
Arts & Cultural Events	1	2	3	4	5	1	2	3	4	5	<i>n = 100</i>	<i>mean = 3.8</i>
Culinary Events(Food & Wine)	1	2	3	4	5	1	2	3	4	5	<i>n = 101</i>	<i>mean = 3.8</i>

10) What types of special events would you like to see in the Mountain Village which are not currently being offered? (Please fill-in the space below.)

Please see attached pages of verbatim responses.

11) Please rate your personal interest in each of the following areas.

	NOT AT ALL INTERESTED										EXTREMELY INTERESTED											
History	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 7.5</i>
Environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 7.7</i>
Sports	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 7.7</i>
Fine Dining	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 8.0</i>
Shopping	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 6.6</i>
Special Events	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 7.1</i>
Arts	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	<i>n = 100</i>	<i>mean = 7.4</i>

12) Which of the following categories includes your age?

( READ LIST) *n = 102*      *mean = 41 years of age*

- Less than 18      = 2%
- 18 to 34      = 27%
- 35 to 49      = 49%
- 50 to 64      = 15%
- 65+      = 7%

13) Which of the following categories includes your total household income before taxes? ( READ LIST) *n = 91*

*mean = \$172,895.60*

- \$0 - 24,999      = 10%
- \$25 - 49,999      = 4%
- \$50 - 74,999      = 10%
- \$75 - 99,999      = 14%
- \$100 - 149,999      = 9%
- \$150 - 199,999      = 14%
- \$200+      = 38%

**14) Marital Status:(PROMPT) n = 100**

- Single = 32%
- Married = 68%
- Widowed = 0%

**15) How many children share your household on a regular basis? \_\_\_\_\_ (if "0" SKIP to #18)**  
**n = 50 or 49% of respondents have children @ home on a regular basis. mean = 2.1 kids per HH**

**16) Do your children join you on trips to the Mountain Village/Telluride area? n = 41**

- Always = 69%
- Most of the Time = 17%
- Sometimes = 2%
- Rarely = 7%
- Never = 5%

**17) What are the ages of your children sharing your household? n = 95 mean = 10.63 years of age**

**18) Specifically, what could be done to improve the Mountain Village experience for you personally?**  
**(Attach additional sheet if necessary)**

Please see attached pages of verbatim responses.

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**19) Do you plan on returning to the Telluride area in the next 12 months? Why or why not?**

Please see attached pages of verbatim responses.

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**Thanks so much for your valuable time and cooperation!**

## Area Visitor "Verbatim" Survey Answers to Open Ended Questions.

### 4) Why did you choose to visit the Telluride area? (VISITOR ONLY)

2nd home owner  
AZ has no snow  
been here before  
been here before  
been here before-uncrowded for spring break  
brother has home  
came w/friends  
cheap-special package  
"Church groups come here, favorite place."  
come every year  
coming for 20 years  
condo here  
condo in MV  
cool place  
"cool place, love the mountain"  
Dad lives here  
Daughter and kids invited them.  
family lives here - also love it  
free condo  
friends were coming here  
friend has house here  
friend lives here-got student pass for low \$.  
friend recommendation  
friends have place here  
friends have timeshare  
friends here  
friends invited us  
friends live here  
friends own here  
friends recommended  
friends referral  
friends told me to come - cool place  
"group came here, have house"  
Had friends coming  
hadn't been before  
Hadn't skied here.  
hard enough to get to-not too crowded  
has come last 3-4 years  
have condo in T-ride  
have condo in T-ride  
have condo in T-ride  
have condo up here  
have friends with house here.  
have house in Ouray  
"head good things, close to Texas"

"Heard a lot about from friends, good airline tickets"  
heard good mountain  
heard good things  
heard good things  
heard it was a good place.  
"heard it was beautiful, staying in friends condo"  
Her husband chose from Internet.  
"here 10y. Ago, loved it, friends own here"  
here w/ h.s. band/here to perform  
"Honeymoon, travel agent, recommended."  
"I like it from before- good slopes, good snow, less arrogance."  
Internet  
"Internet deal, like it here."  
invited to stay w/ friends  
just picked it  
"less crowded, close to teas border."  
Live near here- nephew snowboarding.  
love it  
Music plays in band.  
never been and family wanted  
never had been here - heard about the expansions  
"never skied here before, heard a lot about it"  
own a home here  
own here  
own here  
own here  
"own in MV, daughter lives here"  
owns condo 13 years  
recommendation  
recommended through a group  
returning  
ski group  
ski school  
smaller than aspen or Vail  
something different.  
Son has a 2nd home driven valley.  
son is ski instructor  
son lives here  
son who lives here.  
staying in Ouray  
student pass deal for \$150  
to ski  
"to ski, good mix of skiing abilities"  
Used to live here.  
very good friends live here  
visit friends who live here.  
visiting a friend who's local  
visiting a friend who's local  
wanted to come  
won trip here

**10) What types of special events would you like to see in the Mountain Village which are not currently being offered?**

"Above list good array, stuff for kids."  
art festival  
Aspen like culinary fest/week  
bands  
Bar like Swede Finn- casual with good beer  
Better apres ski area  
"bluegrass, don't know"  
college days - cheaper priced lift tix. Good student days  
concerts  
Conference on Anasazi Culture  
demo days  
don't know  
don't know  
don't know  
don't know  
don't know  
don't know  
"Easier snowmobiling, ice rink."  
famous singers  
"festivals, concerts, wine & culinary"  
Food & wine fest.  
Food & wine fest.  
friendly atmosphere  
"gourmet festivals, more music- bluegrass"  
hard to say  
"Hard to say, Harley Rally."  
Harley Rally  
Has been coming to Telluride for 20 years and has never eat/shops/ because doesn't like it.  
I like it w/ skiing and hiking - Don't come here for activities  
James Taylor Concert  
"Jazz Festival, Davis Cup"  
"Jimmy Buffet concert, more activities for kids"  
"live music, more ""life"", geared toward older crowd."  
live music.  
"more activities for nonskiers. More clam bakes, tubing is great"  
"more arts culture events, plays, etc.."  
More concerts/live music  
More events for families.  
More events like ECO challenge.  
More live music outside.  
"more live music, nightlife"  
More live music.  
more Maceo Parker type concerts  
"more mid-range places to eat + drink, music"

More music  
More music @ apres ski  
More outdoor festivals  
more races  
more ski show type stuff  
"more things to do on a regular basis, more marked trails"  
mostly ski  
"music, apres ski"  
"music, apres ski"  
Night time /activities  
no  
no  
no  
none  
none  
none  
none  
None- came to ski.  
Olympics  
outdoor concerts-music during day.  
outdoor music festival - need better parking  
"Rec. Center, family stuff"  
"REM concert, Phish, stuff for family/kids - juggling, skating, magic show"  
skiing only  
stuff for kids.  
Tubing during the day.  
USSA - World Cup - winter triathlon  
USSA event - winter triathlons  
wine & cooking week (ie Aspen) ie Beaver Creek  
Arts Fest  
wire tasting/pairing  
wouldn't come to MV for a festival

**18) Specifically, what could be done to improve the Mountain Village experience for you personally?**

"attract more people, no one here after skiing"  
"Bars, Better Shopping"  
"better directions of how to get around, better services"  
"better night life, better bars"  
Better parking  
"Better rentals, better equipment."  
"Better service @ the peaks, more ent. @ night."  
"Better service at ski shops, better bars"  
better child care/ more accessible  
"better signage, activities for children & adults, post office/pharmacy/coffee shops in one place"  
Can't think of any

Can't think of any  
Cheaper food  
cheaper places to stay  
Close to NY.  
"convenient store, better apres ski"  
"Dance clubs @ night, night skiing, breakfast available earlier."  
don't know  
Don't know-more activity. No draw. Need people to get to get people. Apres-ski like Timbermill. Guy in Vail- in the club- improv..  
"End construction, not a finished town."  
everything is good  
"Everything is wonderful, a bit pricey"  
Expand  
"Expensive, cost is prohibitive. More water available. Sunscreen not set up in the morning!!  
Like the mtn. Hosts a lot. "  
Free equipment rental (over 70)  
Free senior skiing (over 70)  
"friendlier atmosphere, make people feel like their your neighbor"  
"Gondola accessibility-can't ski up to it, more dining options, family dining options-lunch is difficult because crowded, limited options."  
grocery store  
"Grocery store, more apres ski places"  
Ice skating rink.  
"Ice skating, events entertainment."  
improve night life  
improve night life  
in cheaper  
it's been ok  
Its coming: shops and restaurants.  
"kids activities with int. parents too. Ski movies.  
Mix of Dining, ice skating rink"  
"Least customer friendly, can't find when to park, not enough rentals, lift attendants not helpful. No ice on carpets."  
Less expensive- especially lodging. Restaurants for dinner also expensive.  
"love it here, eat, drink, shop in NW."  
"more activities, outdoor, festival, events"  
more activities for non skiers  
"more activities, more choices, more restaurants, don't want to go to town, but have to. Need grocery store"  
"More activities, more restaurants mainly just lodging."  
more bars on slope/outside  
more bars/nightlife. Places to hang out after skiing  
More chairs/benches. An American Flag/ pole!  
more dining and shopping

"More dining options-no one recommends restaurants here, the good ones are all in town.  
More lunch options compared to other places in Co., not much here. Night tubing- was scary- not very well organized- can't stop bottom. Not good direction @ where to go- person went down wrong area."  
"More entertainment in general, more bars: like the Sheridan."  
more family style restaurants  
"more for family, go carts in summer, playground, reggae band in summer, likes it quiet in MV and taking gondola"  
more kids events  
"more mid range restaurants, more stuff to do after skiing"  
"more music outside, radio tents, big clock where you can see it"  
"More music, more bars, open air bars."  
More night life/ restaurants/music. Very quiet-lodging only.  
More night skiing.  
more nightlife  
more nightlife  
More open seating/lodges for people who bring lunches.  
"more people giving customer service, to give directions and advice"  
more places to eat. More outdoorsy/ café style  
more places to sit outside in the sun  
More rest/ shopping.  
"more restaurant options, better signage for the ones here"  
more restaurants  
"more restaurants, atmosphere, no places that locals come to"  
"more shop 7 restaurant diversity but will come with time. Have live music/dancing., Use the plazas, dead/no people here. No nightlife."  
more shopping  
"more shopping, and sense of things going on"  
more shops & restaurants  
"more shops, more variety"  
more storage for skis  
"More things for non-skiers, shopping"  
Need to get the right mix of retail/rest to get people to stay in MV at night.  
"nightlife, not so dead-like a ghost town"  
"Nightlife, Restaurants like 9545, Entertainment-deck bar for apres ski"  
no places for lunch w/ good service  
No shops were open.  
not many kid restaurants up here

nothing

"nothing to do - no shopping, coffee houses, increase volume, places to go when your not skiing"

Nothing unless we stayed in MV.

"nothing, has place in town and Wilson Mesa"

People problem solve - everyone is so nice / Apres ski bar with warren miller flicks and acoustic music/ski village needs to behave like one

Places for teens to go

Pretty good overall.

Service levels at lodging and sporting goods rentals.

Locker accessibility needs to be improved.

ski school slow and disorganized

"Thinks that MV is the future of T-ride & that it is improving. Likes dining out in MV. Would like to see more shops, restaurants 7 activities, but she says its coming and that it is only 13 years old."

"Too expensive, make affordable. Have more affordable housing."

wouldn't hang out there. Lots of vacant stores. No selection for lunch - very limited. Get large lunch spot

**19) Do you plan on returning to the Telluride area in the next 12 months? Why or why not?**

" Yes, like skiing, views"

" Yes, want to get better @ snowboarding."

Don't know.

Don't know.

Don't know.

Hope to stay w/ friends

Hope to. Not crowded.

Hopefully

Hopefully

If we can we will

Maybe - just depends on where our groups of friends goes

maybe - ski every other year.

"maybe, either winter or summer"

"Maybe, haven't evaluated it , gone to Aspen/Vail, haven't decided on best yet."

"Maybe, wife has hard time w/ altitude."

"might, like it here"

No - 5 yrs, hard to get to

no - too far to come

no live too far away

no try somewhere new

"No, but will definitely return."

"no, go to different ski area next year"

"No, going to Jackson hole"

"No, other places to see."

"No- never plan that for ahead, ski once per year."

"No- too expensive, will go somewhere less expensive to ski."

No-only here b/c son is an instructor. So many places to go to.

Not sure - probably not although loves Telluride

Possible summer for photography

Possibly usually come every yr. for 15.

"probably not - friend moving - not enough activity, but cute town. Aspen, Whistler, Vail, Jackson have bigger mts."

Probably not unless there is a good deal to Telluride.

"probably not, but would return again"

"Probably not, need more nightlife and things to do"

"Probably, very beautiful and nice people"

yes

yes

yes

Yes

Yes

yes

yes - great time here and great skiing - good people

Yes - lived here before

yes - love skiing

"yes - visit friends, love bluegrass fest"

Yes for summer/ have condo

yes have a condo

yes we love it

"yes, 2nd home"

"yes, 2nd home"

"Yes, as long as we keep getting invited"

"yes, because enjoying it"

"yes, because of his ski pass & events in the summer, close to Gunnison"

"yes, but maybe not in next year"

"Yes, come 5-6 yr."

"Yes, cool place"

"Yes, enjoy everything here."

"yes, enjoy skiing here"

"yes, family here"

"Yes, family in Durango."

"Yes, for golfing & skiing. Spend about 5 months/year here"

"Yes, for summer back for x-mas."

"Yes, for summer festivals."

"yes, great time here, nice people, great skiing"

"yes, had a great time"

"yes, have house, like skiing"

"Yes, hopefully every other yr."

"Yes, in the winter"

"Yes, It's a great place for outside activities and to party"  
"yes, kids love skiing"  
"yes, like it here, beautiful, no lines"  
"Yes, like summer and winter"  
"yes, likes Beaver Creek better, more convenient - better grooming, longer runs, better town"  
"yes, live nearby and love Telluride in summer too"  
"Yes, love it here."  
"Yes, love it, free place to stay."  
"Yes, love it."  
"Yes, love it."  
"Yes, love Telluride"  
"Yes, love the area"  
"Yes, mountain not crowded"  
"Yes, own here and love it."  
"Yes, own here and loves summer and winter"  
"Yes, own here."  
"yes, owns in area"  
"Yes, playing for bluegrass."  
"yes, skiing is good"  
"Yes, skiing is good. Nice town."  
"Yes, to ski with family."  
"yes, to visit and ski and also summer"  
"Yes, want to see other season"  
"Yes, we come regularly."  
"Yes, we come regularly."  
"Yes, we like it!"  
"yes, we love telluride, beautiful place, love skiing here in winter"  
"Yes, got season pass."



## **FOCUS GROUP FINAL REPORT**

### **Town of Mountain Village Market Assessment Study**

#### **Background**

As part of a comprehensive effort to assess how the Town of Mountain Village experience can be enhanced and improved, Highline Sports & Entertainment, Inc., in conjunction with Mountain Village Metropolitan Services, Inc., commissioned exploratory focus groups.

Two separate focus groups were conducted with a cross-section of Telluride-area residents regarding their attitudes, opinions and usage of the Mountain Village, as well as to gauge their response to potential enhancements of the Mountain Village. Groups included Mountain Village residents, as well as both full-time and part-time residents of the Telluride area. Soft quotas were used to ensure that participants represented a wide demographic and socio-economic cross-section of the area population. (Please see the attached focus group screener)

#### **Summary of Key Findings**

##### **General Lifestyle**

As expected, respondents across both focus groups indicate that they engage in a wide variety of year-round outdoor activities. Though many respondents claim that they were originally drawn to Telluride by natural beauty and the plethora of recreational activities...

- Many stay in the area due to the appeal of the **"Telluride lifestyle."**
- Respondents indicate that the **Telluride lifestyle** is largely characterized by:
  - Natural beauty and outdoor recreation - but not just skiing.
  - Respect for, and interest in, the environment.
  - A relaxed, casual lifestyle - embodied in the soul of downtown Telluride.
  - Minimal class differences - i.e., anyone can fit in or feel comfortable...
- A focus on quality of life - even at the cost of economic prosperity.

### General Lifestyle (Continued...)

- Beyond these lifestyle factors, many respondents also indicated having an interest in **history, culture** and the **fine arts**.
- These are interests which could certainly be more actively woven into the fabric and design of Mountain Village in the future.

### The Telluride Area

- On balance, focus group respondents believe that the Telluride area enjoys a positive image around the world.
  - Area residents believe Telluride is a popular tourist destination.
- Most residents also express strong satisfaction with Telluride - i.e., few have plans to leave the area.
  - Beyond the aforementioned Telluride lifestyle, **summer festivals** and events are also mentioned - **on an unaided basis** - as part of Telluride's unique appeal.
- While some respondents complained about traffic and the environmental impact of festivals...
  - ...most report **regularly attending** festivals - and believe they support the local economy and Telluride's image as a unique area offering a wide variety of activities.
  - Some respondents go so far as to suggest that Telluride should **add more festivals** - especially in the **fall** and **winter**.
- Festivals could spark tourism during traditional winter "dead periods" - such as post-Presidents' Day.
- In addition, many respondents touted the Telluride-area's **sense of community** as a major reason for settling - and staying - in the area.
  - Respondents report that area residents **frequently volunteer and participate in activities**, and that...
  - ...area residents spend more time **socializing** - and less time "cocooning" at home - than in other areas of Colorado/USA.

### The Telluride Area (Continued...)

- Fostering/supporting the sense of community through Mountain Village's facilities and attractions could significantly boost its appeal to area residents.
- When directly queried as to how Telluride could be improved, many respondents - especially the older, more upscale respondents of the first focus group - indicated:
  - More "name brand" retailers - i.e., The Gap or Banana Republic.
  - More retailers offering "every day" items, rather than "touristy" retailers - such as a hardware store or Bed, Bath & Beyond.
  - More reasonably priced casual dining or family-style dining establishments - i.e., the type of place that might serve a \$3 burger.
- Of note, Mountain Village is not mentioned - on an unaided basis - as an area problem or major focus of future improvement/restoration.
  - However, most residents consider downtown Telluride to be the core or center of the area - i.e., Mountain Village is little more than an afterthought to many area residents.

### Mountain Village

- Visceral image associations with Mountain Village are largely **negative** among Telluride-area residents.
  - **Dark and gloomy.**
  - **Desolate/empty.**
  - **"Yuck."**
  - **Snobbish - i.e., for "rich" tourists only.**
  - **Dead.**
  - **Lacks tradition/character - or charm.**
- The majority of residents claim to be familiar with Mountain Village - all had been there at least once in the past year - but report that they are **infrequent visitors** to Mountain Village - typically visiting just 4 to 6 times per year.

### Mountain Village (Continued...)

- Other than the spa, occasional events at the Conference Center and working at MV...

-...there is **little incentive to visit Mountain Village.**

- Mountain Village **lacks amenities/attractions.**
- Area residents believe that downtown Telluride clearly “trumps” Mountain Village - there is nothing in MV that can’t be found downtown T-Ride.
- **At night**, Mountain Village is nearly **deserted.**
  - More downscale residents believe that the Mountain Village is built/designed primarily for **tourists** - and thus, have little interest in patronizing the MV.
    - They aren’t inclined to “break bread” or socialize in the tourists’ enclave.
  - However, older, more upscale residents indicate that they are interested in visiting MV more often - but have little incentive to do so.
    - They actually **want** to use/visit MV, but have little/nothing to do there.
- As previously noted, the major (perceived) strengths of Mountain Village revolve around **tourism** and the **spa.**
  - Most residents also have a **favorable opinion of the Conference Center** as a large gathering place and entertainment venue.
  - Public support for MV stems, in part, on the general support for tourism/skiing as an integral part of the local economy.
- The major barrier to using MV among local residents is the lack of shopping and attractions. Other sources of dissatisfaction – though not **major** barriers to using MV, include:
  - The lack of parking.
  - Lack of lighting (a concern for women, in particular).

### Mountain Village (Continued...)

- A confusing lay-out or design.

- Sub-par signage/directions exacerbate resident confusion over where they might want to congregate or “hang out.”

**-Lack of atmosphere;** MV often feels dead.

- Stores and restaurants feel “closed off.”
- There is little sense of community or “action” in Mountain Village.

-The architecture/**design lacks charm or authenticity.**

- MV feels modern or sterile - in contrast to downtown Telluride.
- MV **doesn't** feel like Telluride; it could just as well be located in any other mountain town/village.

-The belief that MV is designed for tourists.

- Residents don't feel unwelcome in MV; they feel more like an afterthought.
- There was a strong consensus across both groups that Mountain Village could/should be improved.

- Residents **aren't opposed to more fully developing Mountain Village;** most believe that it could serve a role for the Telluride area beyond catering to tourists, as long as...

-...Mountain Village **doesn't** try to replicate or replace downtown Telluride.

- Area residents want MV to develop its own personality and offer...
- ...something different or better than MV.

- In sum, they want Mountain Village to **complement** downtown Telluride.

## Improving Mountain Village

- Respondents suggested two distinctly different approaches for enhancing Mountain Village.
  - More **upscale residents** believe that **improved shopping and dining options would boost their usage of MV.**
    - As previously noted, there is strong support for “name brand” retailers - especially those in clothing, apparel, grocery and household goods.
    - They want MV to offer retail and dining options over and above downtown Telluride - and more than mere “tourist shops.”
      - In contrast, the younger, more downscale residents are opposed to major national retail and dining establishments in MV - many would link that with “consumerism” - which they claim to strongly oppose.
      - Instead, these residents would support **general use facilities**, activities and events that would foster a sense of “community” and provide an incentive for locals to regularly use MV, such as...
        - ...a recreation center or skating rink.
- Across both focus groups, there was general support for enhancing Mountain Village with:
  - More **family activities.**
  - **The arts** - from performance art to more galleries.
  - More **kiosks** or **displays.**
  - Some sort of **central gathering place.**
  - More **benches/seating.**
  - **Jugglers** and other **performance artists** to provide atmosphere and boost excitement.
  - More outdoor **patios, gardens** and **sidewalk cafes.**

### Improving Mountain Village (Continued...)

- The majority of residents also support **holding more festivals and events in Mountain Village.** (There is no consensus over the single best type of festival or event to stage; tastes vary among Telluride residents.)
  - Festivals are an integral part of Telluride's history.
  - Holding more events in MV would help alleviate some of the traffic and congestion in downtown.
  - More festivals could boost the local economy - especially during "off-peak" tourist seasons (early Fall, mid-Winter, early Spring).
  - Given widespread patronage of festivals by respondents, holding festivals in MV would automatically boost usage of Mountain Village.

### Recommendations

- As presently configured, Mountain Village lacks significant appeal to the majority of Telluride-area residents - **maintaining the status quo is not a viable option.**
  - There is little incentive among local residents to visit Mountain Village.
  - Mountain Village lacks significant activities, shopping and attractions - especially in comparison to downtown Telluride.
- Consequently, Mountain Village has a largely negative image among most local residents.
  - Yet, most area residents would like to use Mountain Village, if it was modified and enhanced.
- **Usage of Mountain Village among Telluride-area residents would be significantly increased by addressing four key needs/concerns.**
  - 1) Significantly improving shopping, restaurants and attractions.**
    - However, MV must strike a balance between commercialization and supporting/complementing the Telluride lifestyle.
    - Retail, restaurants and attractions must be unique in comparison to downtown Telluride.

### Recommendations (Continued...)

- There is significant potential to drive usage of MV among area residents by building/offering more family attractions.

#### 2) **Creating/facilitating social interaction and a “community feel” in Mountain Village.**

- Central gathering place - i.e., a “village square.”
- More sidewalk cafes and patios.
- More community events.

#### 3) **Making Mountain Village more user-friendly.**

- Better lighting and signage.
- Addressing parking concerns.
- Communicating some sense of lay-out design of MV, so that visitors (from the Telluride area) can more effectively navigate and use MV.

#### 4) **Creating a distinct atmosphere or “feel” to Mountain Village - so that it is no longer considered “dead” or desolate.**

- Music.
- Kiosks/booths/carts.
- Performance artists roving MV.
- Giving MV local flavor or feel by building elements of Telluride history or tradition into the Village - i.e., a mining theme, or a museum.
- Creating signature festivals or events which build or capitalize upon the interests of local residents - **the environment, local history, recreation or the arts.**

Recommendations (Continued...)

Once these four key needs are addressed, Mountain Village should implement a marketing campaign which:

- Touts significant changes to MV.
- Provides significant incentives to patronize/visit MV - i.e., a frequent visitor card/program, coupons, contests.
- Specifically addresses the needs and interests of local residents.
- Positions MV as a viable option for local residents – not just a tourist Mecca.
- Promotes/incentivizes “word of mouth” among locals - i.e., rewards referrals, or touts “tell a friend.”
- Until and unless these four key needs are addressed - at least partially - marketing campaigns will have only a **limited impact** on usage of MV among key markets.
  - **Lack of promotion isn’t the problem; the core product (MV) is the problem among local residents.**
  - **A “band aid” approach to enhancing MV may only serve to solidify MV’s negative image among area residents.**
- MV can focus its developmental resources on facilities, events and marketing - **rather than building** (any necessary) **grass-roots** (political) **support for further development or change to MV.**

**Area residents will support most changes; they want MV to SUCCEED.**

# Mountain Village Focus Group Screener

(Thursday, Feb. 28th, 2002)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

## Group Time:

Group #1(12:30pm): \_\_\_\_\_

Group #2 (6pm): \_\_\_\_\_

**Gender:** Male ( ) Female ( )  
**(Check Quotas)**

## START READING HERE

Hello, my name is (insert first name), and I'm calling on behalf of Highline Sports & Entertainment. We are conducting a survey of Telluride-area residents regarding community events and activities, and would like to ask you a few questions.

1. Are you currently a full-time resident of Telluride or Telluride Mountain Village?

Yes ( ) - SKIP TO Q.3.

No ( ) - ASK Q.1A.

1.a. Do you currently own a home in the Telluride area?

Yes ( ) - CONTINUE

No ( ) - THANK AND TERMINATE

2. Do you currently reside at least part of the year in the Telluride area?

Yes ( ) - CONTINUE

No ( ) - THANK AND TERMINATE

3. In an average year, how much time do you spend in the Telluride area?

Less Than 1 Month ( )

1 - 3 Months ( )

4 - 6 Months ( )

More Than 6 Months ( )

**NOTE:** Try to get mix - focusing more heavily on people who spend at least six months each year in Telluride.

4. For approximately how long have you been a full or part-time resident of the Telluride area?

Less Than 2 Years ( ) - THANK AND TERMINATE

More Than 2 Years ( ) - CONTINUE

5. Which of the following best describes your level of familiarity with community activities and events in the Telluride area - including both Summer and Winter activities and events. Would you say you are

Very Familiar ( ) - CONTINUE

Somewhat Familiar ( ) - CONTINUE

Slightly Familiar ( ) - CONTINUE

Not At All Familiar ( ) - THANK AND TERMINATE

6. Which of the following best describes how you feel about travel and tourism in the Telluride area.

- I strongly support travel and tourism in the Telluride area. ( )
- While not important to me personally, travel and tourism is good for Telluride. ( )
- I have no opinion about travel and tourism. ( ) - TERMINATE
- I strongly oppose any future increase in travel and tourism to this area. ( ) - TERMINATE

7. With regard to any future growth and development of the Telluride area - including things such as new housing, population growth, new business creation, and new community events and activities, which of the following statements best describes your opinion.

- I strongly support future growth and development of this area. ( )
- I support controlled or managed growth of the Telluride area in the future. ( )
- I have no opinion regarding future growth ( )
- On balance, I oppose significant future growth and development of the Telluride area. ( ) - TERMINATE
- I strongly oppose ANY future growth and development in the Telluride/Mountain Village area. ( ) - TERMINATE

8. Generally speaking, how would you describe your overall level of interest in environmental issues? Would you say you were...

- Extremely Interested ( ) - **ASK Q. 8A**
- Very Interested ( ) - SKIP TO Q.9
- Moderately Interested ( ) - SKIP TO Q.9
- Not Very Interested ( ) - SKIP TO Q.9
- Not At All Interested ( ) - SKIP TO Q.9

- 8.A. Considering all the issues faced by this area, the region and the nation, how would you rank the overall importance of environmental issues and problems? Would you say environmental problems were...
- a. The **single most** critical issue for our future? ( ) - **TERMINATE**
  - b. One of the most important problems we face? ( )
  - c. A concern, but not an important problem? ( )
  - d. Or, of no importance whatsoever? ( )

9. Which of the following categories includes your age?

- Less than 18 ( ) - THANK AND TERMINATE
- 18 to 34 ( )
- 35 to 49 ( )
- 50 to 64 ( )
- 65+ ( ) - THANK AND TERMINATE

**NOTE:** Try to get a mix of age groups.

10. Which **one** of the following categories best describes your education level?

- Have a post-graduate degree. ( )
- Attended graduate school. ( )
- College graduate. ( )
- Attended college. ( )
- Received technical training. ( )
- High school graduate. ( ) - THANK AND TERMINATE
- Attended high school. ( ) - THANK AND TERMINATE

11. Which of the following categories includes your **annual** household income?

- Less Than \$35,000 ( )
- \$35,000 to \$50,000 ( )
- \$50,000 to \$75,000 ( )
- More than \$75,000 ( )

**NOTE:** If initial refusal, indicate that it's important to check off a category to finish the survey. Encourage an estimate.

**INVITATION** - I'd like to invite you to attend a special community meeting that will be taking place on February 28th regarding community events and activities in the Telluride area. This special, invitation-only meeting will consist of a two-hour group discussion with six to ten area residents, and will be led by a professional facilitator. All attendees will be paid a \$50 honorarium for attending and contributing to this community research project. Can we count on your attendance and participation?

CHECK WHICH SESSION..



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