

**TOWN OF MOUNTAIN VILLAGE
TOWN COUNCIL SPECIAL MEETING
MONDAY, FEBRUARY 22, 8:30 AM
2nd FLOOR CONFERENCE ROOM, MOUNTAIN VILLAGE TOWN HALL
455 MOUNTAIN VILLAGE BLVD, MOUNTAIN VILLAGE, COLORADO
AGENDA**

| | Time | Min | Presenter | Type | |
|----|------|-----|-----------------|--------|--|
| 1. | 8:30 | | | | Call to Order |
| 2. | 8:30 | 30 | Zink Creel | Action | Consideration of a Request from the RIDE Festival to Allow Overflow Parking on Mountain Village Blvd. Similar to Bluegrass Festival Beginning Noon July 8, 2016 Through Noon July 11th, 2016 |
| 3. | 9:00 | 15 | Reed Mahoney | Legal | Executive Session for the Purpose of Receiving Legal Advice Pursuant to C.R.S. 24-6-402(b), and for the Purpose of Negotiations Pursuant to C.R.S. 24-6-402(4)e |
| 4. | 9:15 | | | | Adjourn |

Individuals with disabilities needing auxiliary aid(s) may request assistance by contacting Town Hall at 970-369-6406 or email: mvclerk@mtnvillage.org.

A minimum of 48 hours advance notice is required so arrangements can be made to locate requested auxiliary aid(s)

Kim Montgomery

Subject: FW: requested on street parking in MV

Importance: High

From: Kim Montgomery

Sent: Wednesday, February 17, 2016 2:47 PM

To: 'Bruce MacIntire'; 'Cath Jett'; 'Dan Caton'; 'Dan Jansen'; 'Laila Benitez'; 'Marty Mckinley'; 'Michelle Sherry'

Cc: Jackie Kennefick; Susan Johnston; Christina Meilander; Jim Loebe; Chris Broady

Subject: FW: requested on street parking in MV

Importance: High

Hi Everyone:

I received the email below from Greg Clifton this afternoon.

The Ride festival has secured Pearl Jam for their event, a two day festival occurring July 9th and 10th. They are requesting that Telluride increase the number of tickets they may sell from 9,000 to 11,500. This increase necessitates additional parking which would mean we would need to allow them to overflow out of GPG and onto our streets. Unfortunately, the Ride needs to know that they have our approval for this prior to March 4th as they are contractually obligated to begin ticket sales on March 4th. If they cannot have 11,500 ticket sales they need to adjust the price of the tickets upward.

We have our RTA meeting on Monday 2/22 and I believe all Council members are attending except for you. **Would you be available for a special meeting beginning at 8:30 on Monday, February 22nd prior to our RTA Meeting? Please R.S.V.P. as soon as possible so we can prepare and post notice of the meeting.**

I believe Dan Jansen will not be in attendance so Marty will be acting Mayor Pro-Tem.

Thanks,

Kim E. Montgomery

Town Manager

O:: 970-369-6411

M:: 970-729-3403

kmontgomery@mtnvillage.org

Town of Mountain Village

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Please note that I am in the office Monday through Thursday. I am available via email and cell phone outside of office hours.

From: Greg Clifton [<mailto:GClifton@telluride-co.gov>]

Sent: Wednesday, February 17, 2016 2:39 PM

To: Kim Montgomery

Cc: Stephanie Jaquet; Jim Kolar; Todd Creel (todd@ridefestival.com)

Subject: requested on street parking in MV

Pearl Jam is coming to the 2016 Ride Festival, second weekend in July (9th & 10th). Because of the big headliner band, the promoter is requesting that the event to be increased to a capacity of 11,500 which will trigger a barricade upon the Telluride Spur, among other things. The Town of Telluride will reach its capacity on internal parking and will need to see additional parking elsewhere to accommodate the increased crowds.

The applicant, Todd Creel, will be submitting a formal request for increased parking in Mountain Village to match what occurs during the annual Bluegrass Festival which handles the same crowd size (11,500). This necessitates on-street parking.

Because of the very short turnaround in the review process (there is a required short window of time between announcement of the event and ticket sales), this matter was disclosed and discussed for the first time at our Council meeting yesterday. We will need to have the matter brought back to the Telluride Town Council by special meeting on March 4th. Today it was addressed by the Telluride Parks and Rec Commission. The outcome of that meeting was forwarded to you by Stephanie moments ago (they recommended approval).

I am writing this email to simply explain the expedited review process and ask that MV consider this additional parking request in an abbreviated time frame as I understand your Council will not be meeting again until mid-March. We would respectfully request a consideration of this request prior to March 4th. Is this doable?

We are excited about this show which will bring a lot of visitors and revenue to both communities. We request that the MV Town Council consider the parking request as one of the many instances where we share resources to effectuate a common benefit. Thank you for the consideration ... especially under the inconvenient circumstances.

Greg Clifton
Manager, Town of Telluride
P.O. Box 397
Telluride, Colorado 81435
(970) 728 2155
gclifton@telluride-co.gov

 No need to print ... e-file!

Kim Montgomery

Subject: FW: RIDE Festival Parking

-----Original Message-----

From: Janice Zink [<mailto:jumpin@ridefestival.com>]

Sent: Wednesday, February 17, 2016 11:19 AM

To: Jim Loebe

Subject: RIDE Festival Parking

Jim,

The RIDE Festival is respectfully requesting permission to park cars in The Mountain Village on Mountain Village Boulevard from Noon on July 8th through Noon July 11th, 2016.

We are currently in the third year of a three year contract for the use of The Mountain Village parking structure. We also have already contracted to extend the Gondola hours till 2am on July 8-10, 2016.

Thank You so much for Your consideration.

Janice Zink
The RIDE Festival
708 2488

THE RIDE FESTIVAL 2016 ECONOMIC IMPACT ESTIMATES

CONSIDERATIONS

- ▶ In terms of roomnights, calculations assume 100% of camping will be used and "comp'd" and "friends and family" attendees will stay in non-hotbed lodging.
 - ▶ In terms of "hotbed" usage, the calculations are the two-year average ADR at Festival 1 rates.
- ▶ In terms of daily F&B/retail spend, calculations account for: campers: \$25 per person per day (PPPD); hotbed visitors: \$65 (PPPD); comp'd visitors: \$75 (PPPD).
 - ▶ The "total economic impact" multiplier is 2.75, which is conservative but, appropriate given the size of our community.

HISTORIC PERSPECTIVE

| | August 2014 | July 2015 | Occupancy Forecast |
|---------------------------|--------------------|------------------------|---------------------------------|
| OCCUPANCY | | | |
| Saturday | 87.0% | 99.0% | 100.0% |
| Sunday | 81.0% | 85.0% | 100.0% |
| AVERAGE DAILY RATE | | | |
| Monthly Average | \$208.00 | \$226.00 | \$452.00 Festival 1 rate: x2 |
| destination pillows | booked as of 01.31 | estimated ride pillows | available pillows |
| 6480 | 1944 | 641.52 | 5177.52 |
| 6480 | 1944 | 641.52 | 5177.52 |

TICKET ALLOCATIONS

11,500 Total
 2,000 Local Allocation
 1,000 Comp'd
 1,000 Friends & Family
 7,500 Total Pure Transient

CAMPING POTENTIAL

2,900 Total

HOTBED USAGE

4,600 Per Night
 9,200 Total

HOTBED SPEND

Per Night: \$2,079,200.00
 Total Hotbeds: \$4,158,400.00

INCIDENTAL SPEND

2,900 Camping Visitors
 9,200 Hotbed Visitors
 1,000 Comp'd Vistors

ONE DAY

\$72,500.00
 \$598,000.00
 \$75,000.00

BOTH DAYS

\$145,000.00
 \$1,196,000.00
 \$150,000.00

Total Hotbeds \$4,158,400.00
 Total Incidental \$1,491,000.00
 Total Direct Impact \$5,649,400.00
 Total Economic Impact (2.75) \$15,535,850.00



CONCLUSIONS

- ▶ Given previous years' occupancy levels, ADR is anticipated to be double monthly average and region's occupancy level will be 95% to "Sold-Out"
 - ▶ Given the anticipated demographic, we anticipate hotbeds to be sold first and camping to follow.
- ▶ Total direct economic impact is estimated to be \$5.6 million - with a 2.75 economic multiplier, estimated total economic impact is \$13.8+ million

RIDE FESTIVAL PARKING AGREEMENT ELEMENTS

CURRENT RIDE PARKING AGREEMENT

FIVE YEAR AGREEMENT - 2014 THROUGH 2018

GONDOLA PARKING GARAGE ONLY

HERITAGE PARKING GARAGE AVAILABLE AT TOWN RATES

FREE RESIDENT AND PROPERTY OWNER PARKING

ATTENDANTS ON SITE SAT/SUN 8AM-5PM

FREE FRIDAY CONCERT IN MOUNTAIN VILLAGE

INSURANCE AND INDENIFICATION

FIFTY CENTS (\$0.50) PER DAY PER TICKET FEE PAID TO TMV

PROVIDE ONE PORTA POTTY

PROPOSED RIDE PARKING AGREEMENT

SINGLE YEAR - ONE TIME SPECIAL APPROVAL - EXISTING AGREEMENT IS SUPERSEDED FOR THIS YEAR ONLY

GONDOLA PARKING GARAGE + ON STREET PARKING

GONDOLA PARKING GARAGE + ON STREET PARKING

HERITAGE PARKING GARAGE - SAME STIPULATIONS

RESIDENT AND PROPERTY OWNER PARKING - SAME STIPULATIONS

ATTENDANTS ON SITE FRI NOON-3AM, SAT/SUN 8AM-3AM, MON 8AM-NOON

FRIDAY CONCERT - SAME STIPULATIONS

INSURANCE AND INDEMNIFICATION - SAME STIPULATIONS

ONE DOLLAR (\$1.00) PER DAY PER TICKET FEE PAID TO TMV

TMV WILL WAIVE THE \$1.00 PER TICKET FEE ON A MAX OF 1600 COMP TICKETS PER DAY

CERTIFIED NUMBER OF ADMISSIONS PRESENTED TO THE TOWN NO LATER THAN 5 DAYS POST EVENT

\$10,000 DEPOSIT 60 DAYS BEFORE EVENT - BALANCE PAYABLE NO LATER THAN 30 DAYS POST EVENT

THE RIDE MAY CHARGE A FEE TO PARK IN GPG OR MVB IN ACCORDANCE WITH THE "PARKING PAYMENT PLAN"

PARKING PLAN PROMOTION

PROVIDE THREE PORTA POTTIES

ALL RECITALS AND TERMS FROM THE CURRENT AGREEMENT NOT SPECIFICALLY MENTIONED ABOVE TO REMAIN UNCHANGED