

ANNUAL
2024
REPORT

Town of
**MOUNTAIN
VILLAGE**





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Welcome to Mountain Village

Although it may be one of the youngest municipalities in Colorado, Mountain Village has matured into a dynamic community with a clear-sighted vision for its future.

While most towns develop over decades, at just 30 years old, our community has evolved on an accelerated timeline highlighted by its progression from a sleepy sheep ranch to a world-class destination. The coming year's 30th birthday celebrations will pay homage to this remarkable transformation, while acknowledging the community's status as a resort community.

Mountain Village's rising reputation as an architect and contributor in important regional conversations is one of our community's greatest recent achievements, with staff and council exhibiting steadfast dedication to moving the needle on projects that are critical for our region's future.

In just one year, we celebrated the passing of ballot measure 3A, which will provide essential funding for the gondola; we made meaningful progress with San Miguel County in working through complicated development approvals for the construction of affordable housing on the 55 acres we own in Ilium Valley; and we are working collaboratively with our partners in Telluride to plan a new wastewater treatment plant on land we identified in Ilium.

As a community that continues to grow and evolve, we know that our work is far from complete. We are committed to evaluating other opportunities on the horizon, such as steering the future of the ski resort, as well as continuing to collaborate with our regional partners on projects that will ensure the continued viability of this place we all care deeply about.

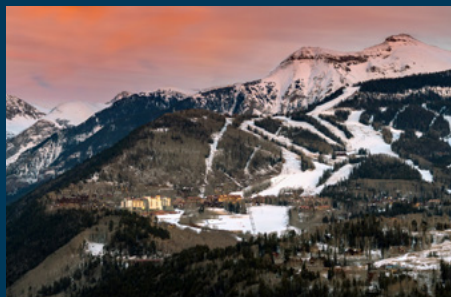
Here at Town Hall, staff and Town Council have a keen understanding that the next years are crucial for seeing these plans through to fruition and we are committed to keeping our focus. I'm proud to be one of the many characters that have helped us get to this point; our goal now is to continue to shape the compelling story that is the history of Mountain Village.

Mayor Marti Prohaska



**PROHASKA CELEBRATING THE
ADDITION OF 35 NEW RENTAL UNITS
AT THE VILLAGE COURT APARTMENTS
PHASE IV RIBBON CUTTING CEREMONY**

By the Numbers



174

Town employees

3.12 m

Gondola passengers in 2024

65 m

Rides since gondola opened in 1996

6,376

Calls for police service

1,434

Population

700

Active registered voters

\$5.12B

Assessed property valuation



TWO PAGES



ONE CHANNEL



TWO CHANNELS

Posts or stories

593

994

421

Impressions

452,926

525,622

53,586

Engagement

18,710

13,965

1,461

Followers

7,535

8,387

3,294

follow us on [f](#) [@](#) @townofmountainvillage [x](#) @moutainvillage

217

Marketing emails sent

8,390

Email subscribers

331

Articles/media mentions

40

Press releases distributed

96,169

Total website users

160,821

Total website sessions

2,267

ReadyOp subscribers

45

ReadyOp notifications sent

15.6

Miles of winter trails

9.1

Miles of summer trails

52,555

Bus passengers

613

Total deed-restricted units

3,775

Building inspections

241

Building permits issued

28

Single-family homes under construction

472

Renter-occupied

141

Owner-occupied

2024 at a Glance



JANUARY

Climate Action Roadmap
Public Worksession held

Re-addressing project launched

FEBRUARY

Village Court Apartments (VCA)
Phase IV unit allocation begins

MARCH

Meadowlark housing lottery held
for employees living within the
Telluride R 1 School District

Water meter replacement project
began

Meadowlark modulars set in place
as construction progresses

Charter amendment ballot question
considered by Town Council

APRIL

Farm to Community
registration opens

2024 Annual Report release

Plaza Vending Committee formed

MAY

Town receives \$890,000 from
TMVOA for summer trails work and
work begins on Boulevard Trail and
new Jurassic trail

JUNE

Town hosts Fire & Ice event

Town holds proposed charter
amendment worksession

Market on the Plaza opens
for 14th season

Town celebrates completion of VCA
Phase IV with ribbon cutting

Mountain Village announces
contract to purchase lot for potential
wastewater treatment facility

JULY

Housing Needs Assessment survey
distributed to community

Town Council approves
ordinance to place five charter
amendment questions on the
June 24, 2025 ballot

AUGUST

12th annual National Night Out
held at VCA

Clean Up Day held in Meadows

VCA waitlist opens for two-bedroom
units in Phase IV

Open house held for final
Meadowlark units for sale

Boulevard Trail expansion complete

New Jurassic Trail complete

SEPTEMBER

Meadows bus service expanded
during peak commuting hours

Dinner and a Movie series begins

Zipcar launched

Town Council passes resolution
supporting yes vote on Ballot
Question 3A

OCTOBER

Forestry department clears more
than 2100 trees from north side of
Mountain Village via helicopter

NOVEMBER

Voters approve Ballot Question 3A
ensuring future gondola funding and
expanded SMART services

Free community composting held
through month of November

Public Works Director Finn Kjome
retires after 30 plus years of service

Village Court Apartments bus stop
construction begins

DECEMBER

Forestry department begins
winter pile burning

Amazon locker opens



Community Housing

Mountain Village introduced 64 new deed-restricted units (and 154 bedrooms total) to the market in 2024. The 24 for-sale and 35 rental units have helped meet the community's diverse housing needs.



MEADOWLARK AT MOUNTAIN VILLAGE

2024 marked a major milestone for Mountain Village with the completion of the Meadowlark housing development. This long-awaited project brought 29 deed-restricted and price capped for-sale units to the community, providing much-needed housing for local employees and residents.

The purchase and sale process began early in the year, with agreements sent to 27 potential buyers. By April, 26 of the 29 units were under contract, with the remaining units held open for employees of the R-1 School District. As interest remained high throughout

the summer, the Town organized open houses and community outreach efforts to ensure all eligible buyers had an opportunity to apply.

Closings began in November, marking the final step in bringing new homeowners into the community. With the first Meadowlark HOA meeting held in December and the transition to homeownership underway, the Town celebrates this significant achievement in expanding local housing options.

VILLAGE COURT APARTMENTS PHASE IV

Village Court Apartments (VCA) expanded in 2024, with the completion of Phase IV bringing 35 new rental units online. The East Building saw its first move-ins in the spring, while the West Building was opened later in the year for business master leasing. The Town worked with its business community to arrange master leases for Mountain Village employers to house their employees in the West Building.

The VCA management team focused on streamlining the move-in process, adjusting the parking policies, improving tenant communications and implementing updates based on resident

feedback. The VCA maintenance team worked diligently to address apartment turnovers, improve landscaping and inspect the fire suppression systems.

In addition to filling new units, the Town launched a reserve study to assess long-term maintenance needs for VCA, ensuring the complex remains a high-quality housing option for years to come.

With increased housing availability and management improvements, VCA continues to be a vital component of Mountain Village's commitment to affordable workforce housing.



TOWN OF MOUNTAIN VILLAGE HOUSING AUTHORITY

The Town of Mountain Village Housing Authority (TMVHA) also made strides in regional collaboration, working with regional partners on a comprehensive housing needs assessment and continuing its deed-restriction compliance efforts. With new leadership in place and a renewed focus on long-term planning, the TMVHA remains dedicated to expanding housing opportunities for the community.

WASTEWATER TREATMENT PLANT SITE

As a 15% owner of the existing regional wastewater treatment plant (WWTP), the Town has worked closely with the Town of Telluride to find the best solutions for a future WWTP facility that would meet the region's needs.

The current wastewater plant site was built in 1985 and struggles to meet the growing demands of the region with little land expansion opportunity on its 2.5-acre footprint.

Through the Ilium housing predevelopment work, Mountain Village staff began to explore options for future wastewater treatment facility sites and became aware of a 5-acre parcel of suitable land, with 3.7 acres

of developable land, just half a mile northwest of the Ilium housing parcel.

In June, the Town of Mountain Village announced it had entered a contract to purchase the property and began due diligence work to determine its suitability for a future wastewater treatment plant site.

This parcel is flat, easy to access from Highway 145, adjacent to the San Miguel River without requiring a bridge crossing and it could accommodate a much larger facility than the Telluride Regional Wastewater Treatment Plant's current lot. Additionally, with the location being Down Valley, this new site could

provide gravity-fed sanitary sewer to more residents in the region.

Staff spent the second half of 2024 working with Town of Telluride staff to explore the feasibility of the site and expects to close on the parcel in 2025 after working through the development process with San Miguel County to create the 5-acre parcel as a critical facility.

These two interconnected projects show the Town's willingness to take the lead in envisioning big solutions for big regional challenges that require long-term investment and a commitment to protect and preserve the character of our unique region.

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Economic Outlook

As a resort community, the Town of Mountain Village relies heavily on tourism and is therefore sensitive to changes in the national and global economies. The Town uses a conservative approach to budgeting and operations to ensure it can quickly respond to changes in economic conditions. This approach, along with several years of economic growth, has led to a healthy reserve balance. While the Town has seen stable tourism growth in both the winter and summer seasons, it is still reliant on real estate development. Both the real estate market and new development remained strong throughout the year and the Town has large commercial projects on the horizon. With sustained growth in both tourism and development, the Town is faced with an increased need for affordable housing, demand for services and required infrastructure improvements. The Town anticipates and has planned for significant capital investment in the coming years to address these municipal needs.



DESTINATION IN FOCUS

Mountain Village continues to prioritize marketing itself as a world-class destination with the Telluride Tourism Board, which helps to promote Mountain Village and the region through a multi-faceted regional, national and international approach.

The “Beyond it All” summer marketing campaign, developed in partnership with Denver-based Karsh Hagan, received significant recognition, becoming a finalist for the Governor’s Award for Creative Marketing Campaign and winning a Gold Adrian Award from the Hospitality Sales & Marketing Association International in New York City. This campaign was selected from over 800 entries and recognized for its excellence in hospitality, travel, tourism and media.

Running from May through August, the national summer campaign targeted key air markets with specific demographics. The whimsical creative content resonated strongly with audiences, generating approximately 21.2 million impressions and a 0.69% click-through rate (CTR), well above industry standard.

Complementing this, the local/regional social media campaign launched in June targeted audiences within a 45-mile radius of Mountain Village and nearby communities like Montrose and Durango. This campaign highlighted specific Mountain Village events such as Market on the Plaza and Movies Under the Stars, while encouraging gondola exploration. The regional effort delivered over 1 million impressions with an impressive 1.22% CTR.

Building on summer success, the winter “Beyond it All” campaign launched in October, maintaining the whimsical theme while featuring powder skiing, bluebird skies, and après scenes. The primarily digital campaign included display ads, connected TV, pre-roll videos, email blasts and social media, complemented by print advertising in AFAR magazine.

The regional winter campaign, launched mid-December, promoted Mountain Village’s unique

offerings like gondola dining cabins, plaza ice skating, and fireside après gatherings. By year-end, this effort generated over 279,000 impressions with a 1% CTR, with gondola dining cabins proving the most engaging content.

Overall, the winter campaign delivered over 25 million impressions with a 0.64% CTR and an outstanding 88% video completion rate, with powder skiing and snow globe creative performing best.



ECONOMIC SNAPSHOT

It’s no longer a secret that Mountain Village is the place to visit. Sales tax collections continue to be strong with 2024’s total sales tax revenue totaling \$8,915,970, up .8% from 2023 collections. Over the past two years, the Town has seen a stabilization of the significant sales tax growth experienced since the pandemic. However, 2024 sales tax collections were 76.8% over pre-pandemic collections in 2019, demonstrating the continued demand for our destination among a wide range of travelers. We have seen this sustained growth in tourism demand in our area for both the winter and summer seasons.

Mountain Village lodging metrics held steady from 2024 with a 1% increase in paid occupancy over 2023. Mountain Village total occupancy has increased by 11% from 2019 and average daily rate saw a 62% increase from 2019 to 2024. Air

passengers into Montrose and Telluride were up approximately 7% over 2023, traveling from 246 total markets. Looking back to 2019, air passengers are up 68%, closely correlating to the 77% increase in Mountain Village sales taxes, as those trends continue to mirror each other over the long-term.

In 2023, the Government Finance Officers Association of the United States and Canada once again commended the Town for its annual comprehensive financial report for 2022. The 2023 report has been submitted for consideration for the award. This was the 24th consecutive year that the Town has achieved this prestigious award. The 2024 annual comprehensive financial report will be complete by July and published on the Town’s website for further review.



Economic Development

The Economic Development Department maintained an active calendar of community and business initiatives throughout 2024.

The year began with customer service training and the launch of the Snow Sounds Après Music Series, a collaboration between the Town, TMVOA and Telluride Arts. The series featured free live music in Conference Center Plaza every Friday afternoon during the winter season.

A significant focus was placed on business development and tourism. The Town initiated a Commercial Space Analysis for the Village Center Subarea, aimed at identifying business gaps and potential tenants for vacant retail and restaurant spaces. Additionally, the Town went under contract to purchase a commercial space in the Village Center with the intent of securing a restaurant operator as a tenant.

The Market on the Plaza continued as a cornerstone summer event, running Wednesdays from June through September. The market featured 42 vendors offering fresh food, jewelry, arts and prepared foods, drawing substantial crowds to the Village Center. We also saw a continuation of the ever-popular Sunset Music Series, Music on the Green and Movies Under the Stars weekly events throughout the summer season.

In collaboration with TMVOA, winter initiatives included expanded holiday festivities, lighting installations, ice sculptures and video projections on the ice rink, all in an effort to transform Mountain Village into a welcoming winter wonderland.





Community engagement remained strong through various initiatives:

- Regular Lunch & Learn sessions for concierges and guest service professionals provided timely and relevant information to businesses and their employees on the front lines.
- The second annual Mountain Village Community Dinner took place in early December, serving 300 free meals and building excitement in the leadup to the winter season. This was yet again a wonderful community building event.
- Implementation of a Destination Learning Lab training program, developed in collaboration with the Colorado Tourism Board, for local ambassadors.
- Business development trainings, including Responsible Alcohol Service and Servsafe Food Safety, were offered to help businesses ensure their employees are up to date with necessary trainings.

Public art initiatives included the approval and installation of “Only We Know What It Could Have Been,” a collage-based art print by Brandon Berkel and Alex Ferrari in the Oak Street gondola terminal.

The Plaza Vending Committee worked throughout the year to revise the Town’s Plaza Vending Regulations, which made improvements to the application and approval process and adjusted vending locations to balance the interest of all businesses including vending carts and brick-and-mortar restaurants.

The year concluded with the Town issuing a request for qualifications for a third-party to evaluate a managed load and delivery program to improve the efficiency of goods that are being moved in and out of the Village Center.

TELLURIDE CONFERENCE CENTER

In May, the Town formally reinstated its management of the Telluride Conference Center (TCC), a facility that has been owned by the Town since it began operations in 1999. The Town retained a third-party sales director to handle the sales functions for the property and a third-party management company to oversee the execution of events and day-to-day operations.

The Town has worked strategically to plan for infrastructure upgrades and new programming initiatives at the TCC. Notable additions included a “Dinner and a Movie” series and a partnership with the Telluride Film Festival to screen films as part of the “After the Film Festival” event.



Mountain Village presents

Christmas DINNER & A MOVIE

DEC 21 	DEC 22 	DEC 23
DEC 27 	DEC 28 	

5 P.M. DOORS
6 P.M. SHOW NIGHTLY

AT THE TELLURIDE CONFERENCE CENTER

bit.ly/TMVDinnermovie

ADMISSION: \$15 ADULTS \$10 KIDS (18 & UNDER)

FULL DINNER MENU, SNACKS AND FULL BAR AVAILABLE





Transit

GONDOLA RIDERSHIP

The gondola saw a steady year, with total ridership reaching 3,126,851, a 0.4% increase over 2023. While monthly fluctuations occurred, holiday season traffic (December 20-January 5) was up 4.3% compared to the previous year. Despite occasional downtime due to wind and mechanical issues, the system maintained high operational efficiency with minimal disruptions.

INSPECTIONS & MAINTENANCE

The gondola continued to receive high marks and turned in several flawless performances on required Colorado Passenger Tramway Safety Board (CPTSB) inspections, including unannounced operation reviews, which received zero deficiencies, a remarkable feat, and maintenance assessments. Capital improvement projects were supported by \$520,000 in grant

funding for critical component replacements. The maintenance team completed significant work during the shoulder seasons, including shortening the main cable on Section 2. Significant downtime events during running seasons included PLC and brake pressure switch failures, a fiber optic monitoring device failure and two bad tower sheaves.



CHALLENGES & IMPROVEMENTS

Staffing remained a consistent challenge, but recruitment efforts showed progress. Major events, including the Telluride Bluegrass Festival and Fourth of July, saw record ridership, with a peak single-day total of 25,092 trips. High-demand days resulted in longer wait times, though operational teams received positive feedback during those times.

TRANSIT INTEGRATION

The Meadows bus service was deployed multiple times to support Chondola outages. YTD ridership saw a slight decline (-5.3%), but service enhancements, including new vans and expanded routes, were implemented to improve transit connectivity.

Looking ahead, gondola operations remain strong, with ongoing infrastructure improvements and staff training ensuring continued service reliability.

SECURING THE FUTURE OF OUR ICONIC GONDOLA SYSTEM

Gondola long-term planning was a top regional priority in 2024 with the introduction and passing of Ballot Question 3A to secure future gondola funding.

In November 2024, voters in the San Miguel Authority for Regional Transportation (SMART) service district narrowly approved Ballot Measure 3A. This critical measure was designed to address the long-term sustainability of our unique free gondola transportation system, which had become a regional priority due to its aging infrastructure and the approaching expiration of its current funding agreement.

The measure approved an estimated \$8.2 million annual tax increase through a carefully balanced funding structure: a 1.25% visitor benefit tax on lodging, an additional 0.82% sales tax and a new mill levy of up to 1.336 mills. This taxation strategy was deliberately crafted to place approximately 70% of the financial burden on visitors, who account for a similar percentage of gondola usage.

Funds from this measure will begin collection in 2025, creating a financial reserve well before the current operational agreement expires on December 31, 2027.

The remaining tax revenues will support SMART's broader mission of expanding regional public transit

services. These funds will enable improvements such as free transit to Down-Valley areas and Rico (the last parts of the district still paying fares), enhanced weekend service to Rico, additional service Down-Valley and filling schedule gaps in the Lawson Hill route. The measure also provides for bus fleet replacement and stop improvements.

Additional funding sources complement the tax measure, including a \$20 million cash investment from the Telluride Mountain Village Owner's Association (TMVOA) and an increased annual contribution from Telluride Ski and Golf (TSG), which will rise from approximately \$250,000 to \$1.5 million annually.

Local stakeholders—including SMART, the Towns of Mountain Village and Telluride, San Miguel County, TMVOA and TSG continue to meet regularly to advance discussions on both the gondola's future operations and its capital replacement. With the system serving more than three million riders annually and reaching maximum capacity during peak usage periods, all parties remain committed to maintaining the free-fare principle that has made this transportation system a unique community asset while ensuring its viability for decades to come.





Community Development

The Mountain Village Community Development Department saw another busy year across its planning, development and GIS initiatives including 128 design review approvals/agenda items and 718 staff review approvals, 3,775 building inspections, 241 total building permits issued and 28 single-family homes under construction and an expanded forestry initiative to further protect our community from the threat of wildfire.



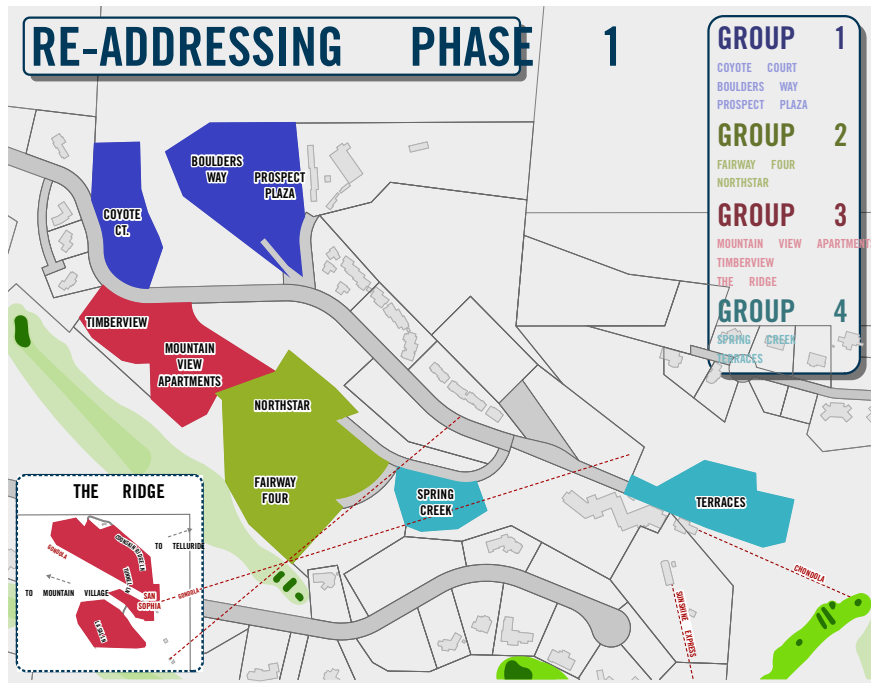
PLANNING & DEVELOPMENT

The Planning Department maintained consistent operations throughout 2024, processing applications primarily for single-family home design reviews. Major developments included advancing the Highline Residences (Lot 30) and Four Seasons projects to building permit stages. The Highline Residences broke ground in 2024, and the Four Seasons project is poised to break ground in early 2025.

Staff implemented several targeted Community Development Code amendments to streamline processes and address

regulatory gaps and focused on improving process efficiencies and document compliance with ADA standards during periods of lower application volume.

Planning staff actively collaborated with other departments on cross-training initiatives, particularly with Forestry on tree permitting procedures. Staff also engaged in professional development, with the Community Development Director attending MT2030 in Jackson, WY to build connections with experts in geothermal, biofuel and decarbonization technologies.



GIS & RE-ADDRESSING

The GIS Department successfully implemented three phases of the town-wide re-addressing project, working with residents and coordinating closely with postal authorities to ensure smooth transitions. The team strategically paused implementation around election times to prevent mail delivery disruptions affecting ballots.

The department substantially advanced its professional capabilities, with the GIS Administrator completing approximately two-thirds of the GIS certification process. The team

prepared for transition to ArcGIS Online enterprise cloud agreement and created comprehensive open space maps showing compliance with county settlement agreements.

Additional projects included researching and correcting open space mapping discrepancies and planning wayfinding sign designs and locations. GIS provided critical support to other departments by preparing data for integration with the new OpenGov permitting software planned for implementation in 2025.

BUILDING

The Building Department had an exceptionally productive year with 2023 permit valuations exceeding \$129 million. The department successfully adopted the 2021 International Building Code in spring and began preparations for 2024 code adoption in winter 2025.

Staff development was prioritized, and the department strengthened its approach to enforcement through education, though compliance actions increased approximately 20% during peak construction season.

The cedar shake initiative continued successfully with TMVOA committing \$75,000 in matching funds and 24 roofs replaced with non-combustible material in 2024. A significant achievement was the enhanced enforcement of project revaluation requirements, resulting in \$24,951,947 in additional valuation and \$768,622 in increased permit fees.



Forestry & Fire Mitigation

The Town of Mountain Village significantly expanded its forestry program in 2024, marking a transformative year for wildfire mitigation and forest management efforts.

The Forestry Division expanded operational capacity in 2024, hiring and training a full seasonal crew who received comprehensive safety and procedural training before deploying to the field.

Throughout the summer, the team engaged in wildfire mitigation work, particularly focusing on areas above Jurassic Trail. Tree permit demand was robust, with 29 removal permits issued in July alone. The Defensive Space Assessment program maintained a waitlist throughout the season, demonstrating strong community interest in wildfire protection.



The crowning achievement of 2024 was the execution of the first phase of the multi-year Community Scale Shaded Fuel Break project. Working with the Colorado State Forest Service, the department assessed 100 acres along the steep slope from See Forever Village to the west side of Lawson Point, producing a comprehensive forest management prescription.

This culminated in an ambitious helicopter operation in October and November that successfully removed approximately 2,187 trees from difficult terrain:

- 1,500 trees were airlifted to the Valley Floor for habitat restoration
- 687 trees were transported to the Town Shop, yielding 16+ cords of firewood and 2% semi-truck loads of logs

The operation required extensive interdepartmental cooperation, with Planning, Building, Parks and Communications staff assisting with trail closures and logistics. The Forestry crew worked extended hours and weekends to facilitate operations, marking trees for removal and processing incoming materials at the shop.

The forestry team built impressive regional partnerships in 2024, collaborating with Telluride Ski Resort on access agreements for community-wide fuel breaks and defensive space work. A particularly innovative partnership with the U.S. Forest Service, Trout Unlimited and Town of Telluride created a model for ecological synergy – utilizing trees removed for wildfire protection to improve fish habitat and restore several acres of riparian land on the valley floor where old mine tailings were recently removed.

The forestry department closed out the year by obtaining slash pile burn permits for 2025, securing agreements with the Telluride Ski Resort for burns on their property and creating maps and administrative frameworks for next year's expanded operations.



Mountain Munchkins

Mountain Village's beloved childcare facility, which serves 42 regional families, had a transformative year in 2024, with major milestones in facility expansion, staffing and program enhancements.



Mountain Munchkins added a fourth classroom, officially opening a new infant room in early 2025, increasing capacity for children under one year old. The waitlist, which had reached record levels in 2023, saw some relief as new families were welcomed.

A key achievement was reaching full staffing levels, with new hires bringing extensive experience in early childhood education. Six out of nine staff members became state-certified lead teachers, strengthening the program's ability to provide high-quality education. A new structured onboarding process ensured new hires received thorough training before stepping into classrooms.

Munchkins hosted multiple fundraisers, including "Mom's Night Out," raising over

\$10,000 for scholarships. Additional grants supported operational costs and staff training. The program also piloted an updated social-emotional curriculum in partnership with Bright Futures, integrating the new Pyramid Model training program.

Children participated in unique learning experiences, from drama performances at the Sheridan Opera House to Comets Ski School, where three-year-olds joined for the first time. Seasonal outdoor activities, including swimming lessons and nature walks, remained integral to the curriculum. As Mountain Village evolves, Munchkins remains a regional cornerstone of early childhood education, dedicated to meeting the childcare needs of local families.



Public Works

ROAD & BRIDGE: MANAGING THE SEASONS

Winter operations began early with routine snow plowing and removal keeping roads and parking lots clear. Crews also worked on Ski Ranches water repair sites, pothole patching and drainage maintenance. As temperatures rose in spring street sweeping, crack sealing and guardrail replacements were completed. The asphalt overlay project took place in two phases over the summer, with routine maintenance continuing into the fall. Fats, oils and grease (FOGS) inspections for food establishments were also launched.

By summer, focus shifted to water infiltration mitigation and storm drainage improvements. The crew also assisted Parks & Recreation with stump and debris removal for the Boulevard Trail project. In fall, road shoulder maintenance was wrapped up, winter equipment was prepped and plow trucks were serviced in anticipation of the first snowfall.



WATER: MAINTAINING ESSENTIAL INFRASTRUCTURE



The Water Department tackled infrastructure repairs and system improvements throughout the year. Early on, a breaker failure at the pumphouse for wells 9 and 10 was resolved, while private water line breaks due to freezing temperatures were addressed. Production levels fluctuated as snowmaking operations impacted demand.



GIS mapping of water infrastructure continued, along with routine maintenance. Major projects included replacing critical water pumps and completing the Double Cabin water tank lining repair. By winter, meter upgrades were nearly 80% complete and a new SCADA IT Administrator was brought in to update monitoring systems.



FACILITY MAINTENANCE: KEEPING TOWN ASSETS IN TOP SHAPE

Town Hall saw HVAC repairs, office remodels and ongoing snowmelt system maintenance. The gondola angle station bathrooms were renovated, while new street signage was installed as part of the re-addressing project.

At VCA, facility staff oversaw unit turnovers, assisted with the new East Building move-ins and managed landscaping projects. Parking lot asphalt was completed and the VCA bus stop construction moved forward on schedule. As winter set in, snowmelt and heat tape systems were tested and optimized for the season.

PLAZA SERVICES: MAINTAINING VIBRANCY YEAR-ROUND

The Plaza Services team balanced seasonal transitions with event support. In winter, they managed holiday decorations, increased trash removal and kept public areas clear of snow. As the seasons changed, fireplaces were swapped for flower beds, irrigation systems were repaired and plaza paver maintenance was conducted.

Summer brought the return of Market on the Plaza, Music on the Green and other community events. The team also focused on landscaping improvements, including new grass and irrigation at VCA. As the year closed, holiday decorations were refreshed, with crews carefully managing the setup and teardown around winter storms.

VEHICLE MAINTENANCE: SUPPORTING OPERATIONS BEHIND THE SCENES

The Vehicle Maintenance team worked year-round to keep public works equipment running smoothly. Early in the year, snow removal machinery was serviced, and new Nordic snowcat tracks were installed.

Seasonal transitions brought extensive maintenance, with plow trucks converted to summer dump trucks, winter tires swapped out and new equipment integrated. The team also completed a forestry truck bed fabrication project and assisted in infrastructure repairs at the water pump station. As winter approached, they focused on prepping snowplows, ensuring fleet reliability for the months ahead.



Police

The Mountain Village Police Department experienced significant growth in community engagement and service in 2024, responding to 6,819 total calls for service – a substantial increase from 5,256 in 2023 and 4,407 in 2022. Despite this 30% increase in call volume, the department maintained consistent quality of service while completing 189 investigative reports. The Community Services Officers issued 5,359 parking citations throughout the year, with a significant portion related to the transition to paid parking in Town lots.



STAFFING

The department strengthened its leadership structure with the promotion of Erika Moir to Sergeant in December 2023, improving supervision and report processing efficiency. The department maintained full staffing of nine sworn officers and continued to develop the Community Service Officer program to address parking enforcement and community assistance needs.

PROFESSIONAL DEVELOPMENT

Training remained a cornerstone of the department's success, with officers completing an impressive 1,455 hours of ongoing professional development in 2024. This comprehensive training program was made possible through Council's budgetary support and supplemented by Colorado Peace Officers Standards and Training grant reimbursements of over \$10,000.

Noteworthy training accomplishments included:

- All MVPD staff becoming Crisis Intervention Team certified
- Advanced certifications in specialized areas including:
 - Krav Maga instruction
 - Advanced Domestic Violence response
 - Emergency Vehicle Operations
 - Trauma-Informed Response techniques
 - Investigative interviewing
 - Crime scene processing
 - Tactical team operations

Two officers completed a 40-hour Behavior Analysis Training Institute course on investigative interview techniques, while others attended specialized training in human trafficking, internal affairs investigations and tactical response scenarios. Supervisory staff participated in critical incident management training conducted by the National Tactical Officers Association.

KEY INVESTIGATIONS AND PUBLIC SAFETY RESPONSE

Officers responded to a diverse range of incidents in 2024, demonstrating their adaptability and professionalism. Significant cases included:

- Multiple successful de-escalations of potentially violent situations, including incidents involving armed individuals
- Arrests in domestic violence cases, including one involving attempted strangulation
- Sexual exploitation investigations resulting in felony arrests
- Rapid response and resolution to a vehicle theft, locating the vehicle within 16 minutes through effective use of Flock license plate reader technology
- Investigation and arrest of an individual on multiple felony charges related to child exploitation



COMMUNITY ENGAGEMENT

MVPD strengthened its community connections through numerous outreach initiatives:

- Reviving the “Coffee with a Cop” program in partnership with Telluride Coffee Company
- Launching “Café con la Policía” community meetings to enhance engagement with Spanish-speaking residents
- Collaborating with Telluride Fire District, San Miguel Office of Emergency Management and US Forest Service on a successful second annual “Fire and Ice” event featuring a screening of “Elemental: Reimagine Wildfire”
- Co-hosting National Night Out with regional public safety partners
- Developing an ongoing relationship with Mountain Munchkins for regular safety presentations and storytime activities with young children

INTERAGENCY COOPERATION

The department maintained strong partnerships with neighboring agencies, including shared training initiatives with the Telluride Marshal’s Office, San Miguel Sheriff’s Office and Telluride Fire Protection District. MVPD officers provided backup and mutual aid support on numerous occasions while also receiving assistance when needed.

LOOKING FORWARD

As Mountain Village continues to grow and evolve, the Police Department remains committed to its core mission of providing professional service while adapting to emerging community needs. The department plans to build on its successful community engagement programs while continuing to enhance officer training and deployment of technology solutions like the Flock camera system that has proven valuable in quickly resolving incidents.

The department’s ability to balance increased call volume with quality service, comprehensive training and community engagement reflects the ongoing support of Town Council and staff dedication to public safety excellence.



Sustainability

The Town of Mountain Village continued its commitment to sustainability through various initiatives, programs and partnerships.



CLIMATE ACTION & ENERGY EFFICIENCY

Progress continued on the Climate Action Roadmap, with a public workshop and ongoing collaboration with Cascadia Consulting. The Town worked with ICLEI to update its greenhouse gas emissions inventory. Incentive programs, including Building Energy, Solar, Composting and Smart Irrigation were utilized by residents and businesses.

WASTE DIVERSION

The VCA Composting Program diverted over 4,500 pounds of compostable material, marking a 26% increase from 2023. Compost bins for green waste and food scraps, funded through grants, were made available for public use. Town launched a Composting Incentive Program to support businesses and homeowners' associations (HOAs) in their composting efforts. Recycling opportunities expanded over the holidays to include decorations and small electronics.

SUSTAINABLE TRANSPORTATION

The Town purchased its first fully electric vehicle, a Ford F150 Lightning. The Town hosted a Regional EV Ride & Drive event in collaboration with the Town of Telluride, 4CORE and EcoAction Partners. In partnership with Telluride Ski & Golf Resort, Zipcar, a ride-sharing program, was made available to our community as an alternative transit option.

FARM TO COMMUNITY PROGRAM

This initiative provided locally-sourced produce and meat to 85 qualified households, running alongside the Market on the Plaza.



Parks & Recreation



The Parks & Recreation team had a productive year maintaining outdoor recreation spaces, improving the trail system and enhancing public amenities.

WINTER OPERATIONS

Ice maintenance was successfully conducted at Reflection, Village Pond and Elk Lake, providing residents and visitors with quality skating opportunities. Nordic grooming activities continued within Mountain Village's license area.

TRAIL CONSTRUCTION & MAINTENANCE

Significant progress was made on new trail projects, including Boulevard Trail improvements, Big Billies Novice Spur and Stegosaurus Trail. While some projects were delayed due to wetlands and procurement issues, planning and permitting for future trails, including VCA to Mountain Village Boulevard and Bear Creek, remained ongoing. Emergency trail repairs were completed after several heavy rain events.

PUBLIC SPACES & AMENITIES

The Meadows and Sunset playgrounds received new fencing and fresh mulch. Sidewalk improvements in Village Center progressed, with additional engineering and design work planned for 2025. The team also installed new landscaping and tree rings along Mountain Village Boulevard and performed standing-dead tree removal.

ONGOING MAINTENANCE

Routine beautification efforts, noxious weed control and infrastructure upkeep were carried out throughout the year, ensuring Mountain Village remains a premier outdoor destination.

Looking ahead to 2025, plans are in place for continued Trails Master Plan implementation, sidewalk expansions and improvements to recreation infrastructure.



Grant Funding

In 2024, the Town of Mountain Village actively implemented, pursued and secured numerous grants across various departments for critical community projects.



The Town completed major housing projects, including those funded by a \$2,225,000 Department of Local Affairs (DOLA) Transformational Affordable Housing Grant for the VCA Phase IV Expansion and an \$870,077 DOLA Energy/Mineral Impact Assistance Fund Grant supporting VCA Phase IV horizontal construction, solar arrays and Meadowlark horizontal construction.

Transportation and workforce development initiatives also received significant funding support. Notable awards included:

- **\$312,000** for developing a Telluride-Mountain Village Comprehensive Transportation Safety Plan, awarded in partnership with the Town of Telluride
- **\$560,000** from the Colorado Energy Office COE for two dual-port DC fast chargers electric vehicle charging stations
- **\$250,000** for the construction of a bus stop at Village Court Apartments
- **\$98,020** to bring zero emission vehicle (ZEV) workforce development training to the Telluride Region and for ZEV equipment and tools

The Town successfully secured funding to support building energy code adoption and thermal energy network feasibility, including:

- **\$70,200** from the CEO for OpenGov software implementation
- **\$6,236** from CEO for 2024 energy and building codes adoption, awarded as part of a larger grant in partnership with the Sneffels Energy Board

Throughout the year, staff actively pursued rebates for various sustainable initiatives, including EV charging stations, the Town's new Ford F150 Lightning and electric outdoor power equipment.

The grants team demonstrated successful collaboration with regional partners, as evidenced by joint applications with the Town of Telluride, Sneffels Energy Board and local businesses. This cooperative approach helped secure funding for shared initiatives and expanded the impact of grant-funded programs across the region.



Looking ahead to 2025, the Town has several pending applications and continued focus areas including:

- Mountain Munchkins improvements
- Thermal energy network Phase 2 feasibility study
- Water infrastructure developments
- Wildfire mitigation efforts
- E-bike sharing program feasibility
- Multimodal infrastructure improvements
- Community facilities enhancements
- Sustainable tourism initiatives



The Town is also pursuing federal direct/elective pay for eligible projects completed in 2024.



Information Technology



The Information Technology team had a dynamic year focused on cybersecurity, infrastructure upgrades and system migrations, ensuring a secure and efficient digital environment for Mountain Village.

CYBERSECURITY & COMPLIANCE

Multiple cybersecurity audits were completed, leading to significant improvements, including enhanced security.

INFRASTRUCTURE ENHANCEMENTS

Major network upgrades included direct fiber connections at the Telluride Conference Center and core switching system improvements at the Firehouse. IT expanded connectivity for new office spaces and upgraded backup infrastructure to strengthen disaster recovery capabilities.

OPERATIONAL TECHNOLOGY & STAFFING

A new Operational Technology Administrator was hired to assist the Water Department with system upgrades. IT collaborated with Public Works and HR on SCADA IT hiring and supported various departments with technology needs.

POLICY & FUTURE PLANNING

IT updated mobile device policies, which will be fully implemented in 2025, strengthening security across mobile infrastructure. Planning for 2025 includes continued cybersecurity enhancements, Microsoft licensing transitions and a cybersecurity response plan with tabletop exercises.

With a proactive approach to technology management, IT has positioned Mountain Village for greater security, efficiency and resilience in the coming year.

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