

RESILIENCY IN FOCUS

2021 YEAR IN REVIEW

Future
FOCUSED 2022





RESILIENCY TO FACE THE NEXT NORMAL

Experiencing the ups and downs of a prolonged global pandemic tested the community's resiliency yet again in 2021. The community worked together to strategize how best to bring long-term action to the Vail Town Council focus areas of Community, Sustainability, Economy and Experience while managing the immediate priorities of a public health crisis. Shovels went into the ground to build apartment homes for our essential workers, a beloved preschool was enlarged and efforts to care for our natural environment were positive steps forward. Together, we advanced our priorities to keep Vail safe, open and resilient as we turned our attention to bringing balance to the next normal.



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Cover: Vail Social Community Potluck, photo by Jeremy Gross
Booklet photography by Dominique Taylor unless otherwise credited

2021 AT A GLANCE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Jan 14 West Vail Master Plan Virtual Community Workshop held</p> <p>Jan 15 Open Space Board of Trustees convenes and recommends designating town land in East Vail as protected open space</p> <p>Jan 19 Police urge caution after investigating property rental scams</p>	<p>Feb 1 Everbridge app launches for non-emergency messages for Eagle County public alerts</p> <p>Feb 2 Grant Award Program (GAP) funding totaling \$500,000 authorized by Town Council for direct aid to businesses</p> <p>Feb 16 StoryWalk®, a project of the Vail Public Library, debuts at Bighorn Park</p>	<p>March 1 LED light bulb swap begins at Vail Public Library</p> <p>March 19 Vail businesses earn 5-Star eligibility to accelerate reopening using strict public health protocols</p> <p>March 30 Annual Community Meeting held virtually</p>	<p>April 4 - 30 Amnesty Month at Vail Public Library</p> <p>April 7 First of 4 battery electric buses put into service</p> <p>April 12 South Frontage Road Roundabout Project begins construction</p> <p>April 20 Vail's outdoor mask mandate rescinded</p> <p>April 22 Earth Day seed giveaway at Vail Public Library</p>	<p>May 14 Hard to Recycle Event held at Ford Park parking lot</p> <p>May 19 Eagle County lifts all public health orders related to Covid-19</p> <p>May 20 - 26 Love Vail Trails Cleanup Days</p> <p>May 31 11th Annual Sole Power green commuting challenge begins</p>	<p>June 2 Parking restrictions implemented at Booth Lake, East Vail trailheads</p> <p>June 14 - 18 Annual Trees for Vail giveaway</p> <p>June 15 Kick off of Summer Reading program at Vail Public Library</p> <p>June 18 Vail Trail Host program begins 3rd season</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>July 1 West Vail residential curbside compost pilot program begins</p> <p>July 4 Fireworks canceled due to dry conditions</p> <p>July 13 Community Picnic at Bighorn Park</p> <p>July 19 - 30 Summervail 50th Anniversary celebration</p>	<p>Aug 1 - 2 LED light bulb swap begins at Vail Public Library</p> <p>Aug 10 Community Picnic at Donovan Pavilion</p> <p>Aug 18 Eagle County Emergency Responder Recognition</p> <p>Aug 23 Ten candidates file nominating petitions to run for Town Council</p>	<p>Sept 1 Gore Creek underwater fish camera launched</p> <p>Sept 7 Vail Town Council authorizes bike dismount zone in Vail Village</p> <p>Sept 11 Town of Vail participates in 27th annual Eagle River Cleanup</p> <p>Sept 20 Vail Social community potluck dinner</p>	<p>Oct 3 - 9 National Fire Prevention Week</p> <p>Oct 5 Short-term rental study authorized by Vail Town Council</p> <p>Oct 19 Vail Town Council passes resolution pledging to become GovEV City</p> <p>Oct 23 National Drug Take Back Event</p>	<p>Nov 5 Hard to Recycle event in celebration of America Recycles Day</p> <p>Nov 19 Vail Après ceremonial kickoff celebration</p> <p>Nov 27 Revelry Vail tree lighting ceremony in Lionshead</p> <p>Nov 30 PrimaVail guest service program begins 3rd season</p>	<p>Dec 7 Shop with a Cop attended by 24 Vail children</p> <p>Dec 12 Vail Holidays tree lighting ceremony in Vail Village</p> <p>Dec 19 Art in Public Places' 15th Annual Vail Winterfest Ice and Lantern installation opens</p> <p>Dec. 31 Fireworks ring in New Year</p>



LIVING WITH COVID

As Covid-19's impacts ebbed and flowed, 2021 became a year defined by resilience and adaptation. The vibrant return of events and record visitation was balanced by the housing, workforce and growth challenges that came more clearly into focus in light of the pandemic.



VAIL SOCIAL The all-inclusive community potluck dinner returned after a year hiatus, making some modifications to the format in light of the continuing pandemic without dampening the celebratory spirit.

LIFE IN VAIL Life events and social gatherings that were put on hold in 2020 reemerged on the calendar in 2021.



VAIL MOUNTAIN With so much unknown, Vail Mountain being able to remain open throughout the entire 2020/21 winter and summer seasons was an incredible success. As the 2021/22 season began, low snow totals were thankfully balanced out by the holiday time-period, when storms allowed for the opening of the Back Bowls.



VISITATION After a year when many people canceled their travel plans, visitation to Vail continued to surge as people sought refuge in the outdoors. Eagle County lifted all public health orders related to Covid-19 May 19, reinstating an indoor mask order Dec. 22 as omicron cases spiked.



EVENTS The return of the GoPro Mountain Games was a harbinger of the year to come with record turnout and positive guest satisfaction scores.

IMPACTS OF HIRING Despite the increased visitation, local shops and restaurants were forced to make modifications to their daily operations in light of staffing challenges. The travel and tourism sector worldwide faced some of the greatest hiring challenges.



HOUSING Vail's beloved preschool, Children's Garden of Learning, has a new home overlooking Lionshead. This new facility offers a great location with easy access to town amenities, while making way for more year-round, local housing.



POLICE & FIRE First responders continued to provide excellent guest service and foster relationships with the community.



TRANSIT Vail's transit system continued to provide free, reliable transportation, maintaining mask guidelines, even when the county and town mandates expired, to align with federal transportation requirements.



EDUCATION Local schools continued to work with public health to provide a safe environment for students and faculty while striving to maintain in-person learning.



TESTING & VACCINATION CLINICS The bustling holiday time period coincided with the omicron variant, bringing with it renewed mask orders and pop-up testing and vaccination sites around Vail.



NEW LEADERS STRONG ROOTS



NEW MAYOR, MAYOR PRO TEM

Kim Langmaid is serving as Vail's new mayor for the next two years. She succeeds Dave Chapin who was mayor for the last six of his eight years on council. Travis Coggin is serving as mayor pro tem, the post Langmaid held previously.

Mayor Kim Langmaid

A third-generation resident, Kim Langmaid's parents and grandparents were among Vail's early entrepreneurs with the operation of their ski shops on Bridge Street and in Lionshead. Her grandfather, Joe, was selected to Vail's first Town Council in 1966. She is the second woman to hold the mayoral position following selection of Peggy Osterfoss in the early 1990s. Langmaid's passion for Vail's natural environment led to the creation of the Gore Range Natural Science School that has since evolved into Walking Mountains Science Center. She was part of the team that created the Mountain IDEAL Standard for Sustainable Destinations that led to Vail becoming the first certified sustainable destination in the U.S.



VAIL TOWN COUNCIL LEADERS

A new generation of leaders with deep family ties to Vail took their place behind the dais following the Town Council election in November. Voters overwhelmingly elected Pete Seibert, Jr., returned incumbent Travis Coggin, and seated Barry Davis and Jonathan Staufer to the leadership positions, joining existing members Kevin Foley, Kim Langmaid and Jen Mason.

Seibert Jr. and Staufer have strong ties to Vail where both of their fathers greatly influenced the community — Seibert Sr. as the resort's founder and Staufer for his advocacy of parks and open space. Both elders served on the Town Council during Vail's earliest days. Coggin, too, grew up in Vail and Davis' family shares a bond with Earl Eaton, Vail's other founding visionary. These newly elected members share a rich appreciation of Vail given their generational connections.

Vail Town Council Members (left to right) Kevin Foley, Jonathan Staufer, Kim Langmaid, Jen Mason, Travis Coggin, Barry Davis and Pete Seibert

ELECTION RESULTS NOV. 2, 2021

High Voter Turnout

Coordinating Vail's Nov. 2 election with Eagle County for the second year in a row helped generate a record turnout for an off-year election with more than 40% of registered voters taking part. A total of 1,814 ballots were cast.

'Yes' for Housing

Voters said 'yes' to Ballot Issue 2A authorizing an increase of 0.5% in the town's existing sales tax, other than on food for home consumption, to fund housing initiatives, housing developments and housing programs, effective Jan. 1, 2022. The 53% margin of approval nearly mirrored a community opinion survey fielded by election consultants Magellan Strategies in July.

Town of Vail Ballot Issue 2A

969
YES

25.5%
voter turnout

841
NO

TRAILBLAZER AWARD 2021

Leadership has no boundaries or labels for Sally and Bill Hanlon who were recognized as recipients of the 2021 Vail Trailblazer Award. The Hanlons have spent more than 50 years serving as Vail's ambassadors in welcoming guests



and new community members to town while successfully raising their family, operating numerous businesses and contributing their time and talent to various civic endeavors. Presented by the Vail Town Council, the annual award honors those who have contributed their time and talent to make Vail a great community.



Watch the Hanlon video tribute



CHILDREN'S GARDEN OF LEARNING A VAIL PRESCHOOL



INVESTING IN COMMUNITY



NEW BEGINNINGS CHILDREN'S GARDEN OF LEARNING

The opening of a new home for Children's Garden of Learning was celebrated in November after the preschool was relocated to Lionshead to make way for construction of The Residences at Main Vail on a portion of the school's former site.

The \$3 million facility is a lifeline for working families and features the use of five specially designed modular structures to meet the needs of the preschool. Children's Garden of Learning has been granted a lease with the town to operate at the new site for \$10 per year for the next five years. The temporary location will allow time to identify a permanent home for the school while planning for implementation of the first phase of the Civic Area Plan which will repurpose the property, the former site of the charter bus lot.



Council member Kevin Foley greets children in their new classroom



Front line workers like retail employees are essential to the Vail experience

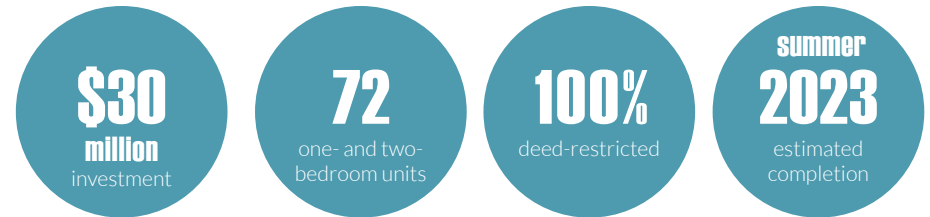
HELP IS ON THE WAY THE RESIDENCES AT MAIN VAIL

Homes for as many as 200 year-round and seasonal residents are in the construction pipeline after more than two years of planning and coordination. Relocation of a preschool, negotiations with a developer and structuring the development's financing added to the project's complexity with each step guided by Town Council's resolve to address a critical community need.

Not since construction of the Chamonix Vail Townhomes and Vail Commons has such an impact been made in increasing the number of available homes for working residents. The central location near the Vail Town Center roundabout provides convenient pedestrian access to jobs and the villages.

Town Council's desire to retain ownership of the property in perpetuity and the ability to leverage historically low interest rates has solidified the long-term public investment of \$25 million in tax-exempt certificates of participation with a payback over 30 years. The bonds were sold in October with an upgraded bond rating of Aa1, which allowed the town to receive the best interest rate on the financing at 2.76%.

The new homes will be available for occupancy by persons and families who are employed a minimum of 30 hours per week, on average on an annual basis, at a business located within Eagle County, with leasing preference most likely granted to those employees employed at businesses within Vail.



E-BIKES FOR ESSENTIALS

A kitchen manager, a teaching assistant, a medical admissions administrator, and a bellman have been enjoying daily commutes to their jobs in Vail using electric powered bikes provided by the town. The free e-bikes were awarded to seven income-qualified workers in partnership with the National Renewable Energy Laboratory and QuietKat. The E-Bikes for Essentials program was initiated in September to recognize the resiliency of Vail's workforce and to show that e-bikes are a safe, healthy and convenient way to take essential trips around town while reducing transportation related greenhouse gas emissions.



The town's Environmental Sustainability team facilitated the E-Bikes for Essentials program and even included accessories like saddle bags



OUTGOING MAYOR CHAPIN A THANK YOU MESSAGE



Thank you to Dave Chapin, who served the town as Mayor for six years. The relocation of Children's Garden of Learning and groundbreaking on The Residences at Main Vail served as the final accomplishments of a term that brimmed with public works projects, environmental stewardship and cultural investment.



Watch Mayor Chapin's farewell video



LOCALS IN FOCUS

Resales of two Chamonix Vail townhomes — two-bedroom, two-bath, two-car garage — were purchased by qualified buyers for \$520,831 and \$524,900, respectively, during the year. Chamonix Vail homes are deed-restricted and have a resale price appreciation cap of 1.5% per annum plus any approved capital improvements.

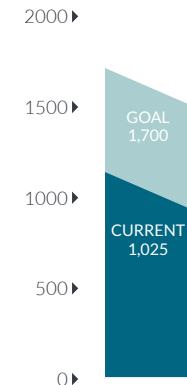


Learn more



Housing Goal

1,700 deed-restricted units by 2027



Deed restrictions as of Dec. 21, 2021

At the current rate of acquisition, Vail could reach its goal of 1,700 deed restrictions by 2026

DELIVERING ON HOUSING SOLUTIONS

The Vail Town Council and Vail Local Housing Authority are making good on a commitment to take action to address the lack of availability and affordability of homes for year-round local and seasonal residents. Homes were purchased, deed-restrictions were acquired and new construction got underway to advance the town's 10-year goal of 1,700 total deed restrictions by 2027. Voters also rallied by supporting a dedicated sales tax to fund housing programs, developments and initiatives.

Deed restrictions keep homes affordable for new buyers. Results advanced by Vail Town Council and Vail Local Housing Authority include:

- As of Dec. 31, 2021, the Town of Vail now owns a total of 1,025 deed restrictions on homes in Vail.
- To date, 167 deed restrictions have been acquired through the Vail InDEED program. A total of 12 deed restrictions were acquired in 2021. This \$11.5 million investment ensures availability of homes for more than 378 year-round and seasonal residents.
- Duplex and condominium purchases totaling seven bedrooms in 2021 for resale and rent to municipal employees, the fourth largest employer in the community.
- 72 apartments at The Residences at Main Vail opening August 2023.

PROTECTING DEED-RESTRICTIONS

Protecting and preserving Vail's 952 resident-occupied, deed-restricted homes is essential and its investment is substantial, with an estimated value in the range of \$55 to \$65 million.

The town's Housing Department is charged with verifying compliance, reminding each owner of their obligation to provide documentation no later than Feb. 1 per the terms of the recorded deed-restrictions.

Annual compliance has been lackluster with response rates of 74% in 2018, 57% in 2019, and 65% in 2020. A new online compliance process was implemented to improve customer service and increase rates, as well as adoption of a new \$250 administrative penalty.

These two efforts worked in combination to increase annual verification response rates to a new all-time high of 93%. The department works to achieve 100% annual verification compliance.

Deed-Restriction a legally binding, mutual agreement which restricts the occupancy of a home to a year-round or seasonal resident(s) living in Vail and working at a business within Eagle County. Deed restrictions run in perpetuity with the title to a piece of land and therefore transfer from owner to owner over time.



WEST VAIL MASTER PLAN

Town Council adopted the much-anticipated West Vail Master Plan in October and directed staff to begin implementing the first phase of recommendations. The long-range planning process was initiated in the spring of 2020 and provides a cohesive vision for retaining and expanding housing opportunities for full-time residents, improvements to the commercial core area and improvements to transportation and mobility functions. Completion of the plan had been identified as a high priority by the Town Council.

Future FOCUSED

- **West Vail Master Plan** Zoning and code updates to preserve and increase the supply of deed-restricted resident housing
- **Timber Ride Village Apartments Redevelopment** Housing demand and site planning studies
- **Updates** to inclusionary zoning, commercial linkage and residential linkage development mitigation obligations
- **East Vail Parcel owned by Colorado Department of Transportation** Acquire for future housing
- **Allocate New Housing Sales Tax Revenue** Estimated \$4 million annually
- **Update** the Vail Housing 2027 Plan
- **Explore** down valley public/private partnership opportunities



FIRST RESPONDERS IN FOCUS



CRISIS INTERVENTION TRAINING PRIORITIZED

First responders in Vail and throughout the county are utilizing crisis intervention training to successfully de-escalate potentially dangerous situations. When officers approached a 38-year-old female who had already cut her wrist with a knife and was threatening to cut her throat, responders successfully de-escalated the situation by negotiating with her to give up the knife and receive treatment. Similar examples are happening throughout the county as a result of a concerted 40-hour training effort provided at no cost through Vail Health's Eagle Valley Behavioral Health. In all, more than 122 responders from throughout the county have received the training which has been used to recognize the signs of mental illness and to provide more streamlined access to community-based mental health services.



COMMUNITY CONNECT

Eagle County Community Connect continues to be a valuable tool which allows residents and commercial property owners to share critical information about their household or property with first responders. Users simply create a profile and enter critical property and occupant information which is then made available to public safety agencies at the time of dispatch. Create your profile at communityconnect.io/info/co-vail



Young fans tour a Vail Fire Engine at Vail Public Library's Touch-A-Truck event



The newly updated VFES logo

VAIL FIRE AND EMERGENCY SERVICES UPDATED STRATEGIC PLAN

In 2021 Vail Fire and Emergency Services (VFES) updated its strategic plan. The strategic plan identified a number of important initiatives that will ensure that VFES continues to meet the needs of our community.

Notable among these initiatives are the following:

- Increasing daily fire engine staffing levels to align with national standards and increase the level of medical care provided by VFES first responders
- Implementation of the Community Wildfire Protection Plan
- Adoption of a community-wide Wildland Urban Interface Code
- Implementation of the Booth Creek Fuels Reduction Project
- Investment in employee development programs to ensure retention of employees
- Continued leadership and focus on emergency preparedness and continuity of operations planning

The complete VFES Strategic Plan can be found at: vailgov.com/government/departments/fire/administration



INTERNATIONAL POLICE LEADERSHIP

Police Chief Dwight Henninger has expanded his leadership role while serving as president of the International Association of Chiefs of Police until Oct. 2022. He remains as Chief in Vail while heading up the 31,000-member organization with representation from 168 countries.

FIRE MARSHAL CHANGES

Lt. Ryan Ocepek was promoted to Fire Marshal in 2021. Ocepek has been serving Vail since 1999 with an approachable style and passion for protecting the community. The former Fire Marshal, Mike Vaughan, retired in July after 42 years of service to the community. Vaughan spent the last 22 years of his career in the fire prevention division. His success in this role is measured by the emergency incidents that did not happen because of his proactive work in educating the community and enforcing the fire code.



Lt. Ryan Ocepek and his family at the Fire Marshal swearing-in ceremony



COMMUNITY LIAISON SERGEANT

If you haven't met him yet, you'll likely meet him soon.

Sgt. Christopher Botkins has assumed a new community liaison role with Vail Police. He's responsible for developing and coordinating programs such as National Night Out, Coffee with a Cop, Shop with a Cop, Student Explorer Post #204, various theft and fraud prevention events, open houses and other activities to strengthen trust, partnerships and relationships within the greater community. In its first year, these efforts have increased the department's presence by more than 300%. Botkins has been a member of the department for 17 years.

SHARING AND GAINING EXPERTISE

The professional reputation of the Vail Police Department has been well documented with state and national accreditations and service awards. In recognition of the department's progressive leadership, Detective Josh Larson was selected by the Community Oriented Policing Services office, a branch of the U.S. Department of Justice, to be a fellow for their organization in 2021. Larson gained valuable networking experience in the policing community while exchanging Vail's guest-oriented community policing perspective to a national audience.

“During my fellowship, I had the opportunity to take a step back and get a ‘30,000-foot view’ of my profession. I’ve been able to see that the department is a leader when it comes to community policing and creating a safe community for people to work, live and play.”

– Vail Police Detective Josh Larson



WILDFIRES IN FOCUS



WILDFIRE SEASON

The 2021 wildfire season had a few notable fires locally, although not as significant as 2020. The Sylvan Lake fire, which started June 20, grew to over 5,000 acres in the first 24 hours forcing the evacuation of homes in more remote parts of Eagle and Gypsum and closing Sylvan Lake State Park for several weeks. Elsewhere, crews were able to successfully extinguish more than 10 small wildfires in the area before they presented a hazard to public safety.

Dispatchers from the Vail Public Safety Communications Center's Incident Dispatch Team were deployed in support of the Sylvan Lake firefighting operations. They established a command post to support the incident when it was first reported and remained in place until the fire transitioned to a Type 5 incident on July 9.

Across the West wildfires again caused significant community damage and blanketed Vail in smoke throughout the summer. These wildfires reinforce the need for every person to have a personal wildfire action plan that includes a "to go list" as well as an evacuation plan. These fires also emphasized that the survival of a home is largely dependent upon the actions taken before a fire occurs to make it resistant to wildfire generated embers. In support of the wildland fire suppression across the West, personnel from Vail Fire and Emergency Services deployed to 14 wildland fires, including two of the largest and most destructive fires in California history, the Dixie and Caldor fires, while a dispatcher was deployed with the Rocky Mountain Type II Incident Management Team to the Bedrock fire in Orofino, Idaho, as a communications technician. These deployments build capacity for employees to respond to incidents in Vail.



WILDFIRE READY CHALLENGE

A how-to campaign to help residents and property owners take steps to be better prepared for a sudden wildfire was introduced in the spring. The Vail Wildfire Ready Challenge introduced five easy steps over the course of five weeks to overcome the hurdles of cost and procrastination. All of these actions are important steps in making the town that much closer to a "Fire Adapted" Vail. The campaign produced the positive results below. Learn more at vailgov.com/wildfireready.



WILDFIRE MITIGATION

Another season of free chipping services provided by Vail Fire resulted in 162 tons of slash removed with 160 property owners taking part. Additionally, all homes in Vail Village and surrounding neighborhoods, which includes approximately 2,700 residences, received a complimentary curbside wildfire hazard evaluation. Residents were provided a copy of their evaluation and encouraged to contact Vail Fire with questions about defensible space or measures they could take to help protect their home from the threat of wildfire.

DEER UNDERPASS FUELS REDUCTION PROJECT



Members of the Vail Fire and Emergency Services wildland fire program completed another highly successful project in cooperation with Colorado Parks and Wildlife at the Deer Underpass State Wildlife Area in the Intermountain area of West Vail. Hand thinning and piling to reduce wildfire fuels was completed on 11 acres. During the winter of 2021/22 slash piles left from thinning work were burned completing the treatments. This project expands previous work completed on the State Wildlife area and U.S. Forest Service property. Future work is being planned to expand treatments onto private lots adjacent to the recently completed work.

BOOTH CREEK PRESCRIBED FIRE



A prescribed fire was successfully conducted by Vail Fire and Emergency Services on approximately 20 acres of town-owned land in the Katsos Ranch area of East Vail and one acre of land owned by the Colorado Department of Transportation in the spring. The project involved the burning of grasses and scattered brush to improve critical winter wildlife habitat for the East Vail bighorn sheep herd. The project additionally reduced wildfire fuels adjacent to the community and served as a prelude to an environmental assessment process involving the larger Booth Creek Fuels Reduction project initiated by the U.S. Forest Service.

Watch Wildland Program Manager Paul Cada's prescribed burn video



Future FOCUSED

- **Booth Creek Fuels Reduction Project**
The U.S. Forest Service has released preliminary information about potential treatment options that could reduce wildfire hazard and is seeking public input about the treatments. Visit engagevail.com for details.
- **Wildland Urban Interface Code**
Vail Fire will be proposing additional amendments to building and planning codes, including requiring the creation of a 5' non-combustible zone around all structures called the "Fire Free Five," to speed the rate at which our community adopts more wildfire resistant building practices.



SUSTAINABLE PROGRESS

Residential, commercial and municipal operations achieved a 35% recycling rate in 2021. A total of 6,772 tons of municipal solid waste, 3,411 tons of recycling and 314 tons of compost was collected. There was strong participation in the Celebrate Green! Zero Waste program for special events such as the Vail Farmers' Market, GoPro Mountain Games, Craft Beer Festival, Gourmet on Gore and Oktoberfest leading to a cumulative 65.4% diversion rate.



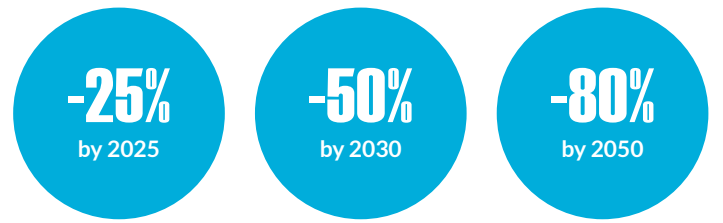
COMMUNITY CLIMATE ACTION COLLABORATIVE

Vail continued to be an active participant in the Eagle County Climate Action Collaborative, which works to advance the greenhouse gas reduction goals established in the county-wide Climate Action Plan.

A few projects undertaken by the collaborative in 2021 included: both Vail and Avon passed a resolution to become GoEV cities, pledging to create an Electric Vehicle Action Plan that dedicates time and resources to tackling transportation emissions. Eagle County governments got started on developing a Regional Transportation Authority, with the hope of creating a more effective public transportation system. Town of Vail implemented four DC Fast EV charging stations and an EV supercharging station was built at Edwards Station, equipped with four universal Electrify America Chargers and eight Tesla superchargers. With these additions, Eagle County now has over 80 charging locations and is in the top-10 most EV-friendly counties in the U.S.

The Climate Action Collaborative developed a governing board to provide a nexus between action and legislation in the county and launched the Trends with Benefits campaign, encouraging community members to work from home or leave their cars behind two times a week to help reduce transportation emissions. In addition, the collaborative created two community recycling guides, diverted 27,918 pounds of waste through zero waste initiatives at special events and achieved its goal to divert 30% of overall waste in Eagle County from the landfill.

The town adopted the Climate Action Plan Update in 2021, adding a benchmark goal of reducing greenhouse gas emissions



NEW BATTERY ELECTRIC BUSES

The town embarked on a new era in its zero-emissions goals with introduction of its first-ever battery electric buses in the spring. In all, four e-buses were added to the Vail Transit fleet during the year, representing a major milestone in Vail's goal to transition 100% of its 33 buses to a clean energy fleet by the year 2032. Transitioning to electric vehicles is one of the most effective ways to achieve a 50% reduction in greenhouse gas emissions by 2030 and 80% by 2050 when paired with other emission reduction strategies.

PILOT RESIDENTIAL CURBSIDE COMPOST PROGRAM

In January the town solicited proposals to partner with a qualified waste hauler to introduce a pilot program for a residential curbside compost program with participation of between 25 and 100 households within designated Vail neighborhoods. Vail Honeywagon was selected to implement the program beginning in July within West Vail. At the end of 2021, there were 53 households, including one HOA, participating in the pilot program, composting 6.6 tons of household organic waste. The Eagle County Climate Action Plan establishes a 30% diversion rate of all waste going to the landfill by 2030 with at least 80% of organics being diverted by 2030. The pilot was used to determine if a curbside compost program would be feasible to implement fully throughout Vail in 2022.



BICYCLE FRIENDLY COMMUNITY SILVER LEVEL DESIGNATION

The town again earned designation as a Silver Bicycle Friendly Community, as selected by the League of American Bicyclists following a 2021 assessment. Vail was elevated to a silver designation in both 2014 and 2017 after earning a bronze status in 2009. The award recognizes Vail for its commitment to creating transportation and recreational resources that benefit its residents of all ages and abilities while encouraging healthier and more sustainable transportation choices.



P: Ben Ford benfordphotography.com

SUSTAINABLE VAIL



SUSTAINABLE DESTINATION RECERTIFICATION

Vail has retained its Sustainable Destination certification following a 2021 audit. The coveted achievement is recognized by the Global Tourism Council and builds upon the initial work in 2017 when Vail became the first certified destination in the U.S. Since then, the communities of Jackson Hole and Breckenridge have joined on. The audit process includes 44 sustainability criteria under the Mountain IDEAL Standard in categories such as protection of sensitive environments and wildlife, energy efficiency, waste reduction, affordable housing, climate adaption, cultural heritage protection and sustainability education. The recertification extends to 2024 at which point Vail will undergo another audit process. The designation covers the entire Gore Creek watershed, including the town boundaries and the Vail Mountain permit area. lovevail.org

Mountain IDEAL

INNOVATION · DIVERSITY · EDUCATION
AUTHENTICITY · LEADERSHIP



Vail Sustainable Destination Partners



CULTURAL HERITAGE PROGRAMS

Vail's cultural heritage activities have been the focus of renewed attention after being flagged as an area of opportunity during a sustainable destination audit in 2017. Since then, a committee has been formed with representation from town departments and the Colorado Snowsports Museum and Hall of Fame. Notable projects in 2021 included support of the 50th anniversary of the Summervail Art Workshop, continuation of the Vail Trail digitization project and the addition of 12 oral history recordings, work which was applauded during the recertification audit. vaillibrary.com/virtuallyvail

SummerVail 50th Anniversary poster

EAST VAIL TRAILS INITIATIVE

The town joined with the U.S. Forest Service in implementing summer parking restrictions at trailheads in East Vail to address overcrowding and neighborhood safety concerns, such as speeding and parking violations. This included a closure of the parking area for the Booth Lake Trailhead, increased fines for on-street parking violations and changes to parking areas for the Gore/Deluge trailhead to address conflicts between vehicles and bicyclists on Vail Pass. A campaign to encourage Booth Lake trail users to use the free transit system to "Bus it to Hike It" doubled ridership from the previous year. Trailhead parking at Booth Lake was reopened in the fall with recommended programming for the summer 2022 hiking season and additional long-term recommendations under consideration. hikevail.net



Scott Robson and St. Moritz Mayor Christian Jenny at St. Moritz Town Hall

PEER RESORT EXCHANGE

Town Manager Scott Robson visited counterparts in St. Moritz, Switzerland, including Mayor Christian Jott Jenny, to renew old friendships in anticipation of a fact-finding trip in 2022 to exchange best practices through Vail's Peer Resort Exchange program. St. Moritz and Vail became sister

cities in the 1980s. In addition to re-establishing relations with St. Moritz, new discussions are taking place with peers in the Austrian village of St. Anton to exchange topics of mutual interest.

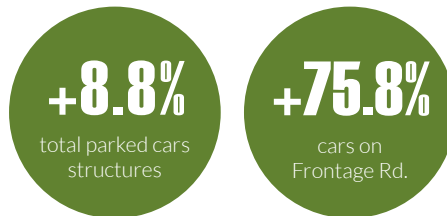


DESTINATION IN FOCUS

The Vail community is experiencing increased visitor volumes due to factors including the global pandemic, proximity to Denver, demand for the Vail experience, the increase in short-term rental units and in-migration for both remote workers and second homeowners.

P. Jack Affleck

Visitation Dec. 2020 vs. Dec. 2021



DESTINATION STEWARDSHIP PLAN

It's an observation most everyone can agree on: Something must be done to manage increased visitation in Vail. The answer is coming in a new study commissioned in 2022 that will address crowding and other pivotal impacts of tourism as the foundation of a Destination Stewardship Plan. The study's components were identified in 2021:

- Aligning economic vitality with community values
- Creating a positive experience for everyone including residents, guests and employees
- Embracing and sharing Vail's culture and history in an environment of diversity, equity and inclusion
- Ensuring balance between the natural and built environment, harmony among residents, visitors, and employees, and embracing community values while protecting natural resources
- Right-sizing special events to achieve stated goals within the plan's framework

The study will fulfill a requirement of Vail's ongoing certification as a sustainable tourism destination under the Global Sustainable Tourism Council's Mountain IDEAL standard first attained in 2017. Development of the plan will include a robust community engagement and research phase to gather and summarize data on visitor and resident tourism and recreation sentiment, an outreach phase to analyze the findings with key community and economic stakeholder groups and tourism destination partners and a final submittal and approval of the plan by the Vail Town Council by the end of 2022. As a world leader in sustainable tourism, Vail's goal is to set a 10-year vision and tourism management plan that is guided by the principles of sustainability.

Learn more at engagevail.com

GATHERING TOGETHER ONCE AGAIN

2021 saw the return of many staple events after cancellations in 2020. The GoPro Mountain Games returned in early June with a reduced footprint due to Covid-19 restrictions, but as the summer rolled on and restrictions loosened, other events saw record setting attendance. The attendance at the Vail Wine Classic grew three-fold due to increased capacity, Vail Oktoberfest saw record attendance over two weekends and the Gerald R. Ford Amphitheater hosted many sell-out shows in partnership with AEG.

Vail Jazz took a new twist on a long-standing event with the introduction of Sunday concerts at Solaris. For many years, Vail Jazz has hosted small concerts at Solaris as part of the Vail Farmers' Market, but in 2021 they stepped up to produce full scale concerts on Sunday evenings, which were met with great enthusiasm. discovervail.com



Dierks Bentley performs at Vail Snow Days



The Vail Wine Classic drew record attendance

A COLLABORATIVE APPROACH TO GUEST SERVICE

The PrimaVail community-inspired guest experience initiative that was launched at the start of the 2019/20 winter season has continued with safety-focused winter and summer programming to include guest experience training, walking tours and employee recognition. Produced by the town in cooperation with Vail Mountain and the Vail Chamber & Business Association, the free PrimaVail and PrimaService programming is designed to not only educate employees on the importance of premier hospitality, but also to create a sense of community among its participants who work and/or live in Vail. More than 760 participants from 100 businesses were enrolled during the winter 2020/21 season while 160 participants from 60 business took part during summer 2021.

@discovervailco



RINGING IN A VAIL TRADITION

Like clockwork, daily bell-ringing on Vail Mountain and in both Vail Village



and Lionshead at 4 p.m. pays homage to Vail's European heritage in signifying après ski, a time-honored tradition where skiers and riders come down from the mountain to join friends and family to celebrate a memorable day on the slopes. The Vail Après tradition was born from a partnership between the town, Vail Mountain and the Vail Chamber & Business Association and inspired by a desire to provide a best in class experience for Vail's guests.

GRANT RELIEF PROGRAM

The town's Grant Relief Program (GAP) provided direct aid to qualifying businesses experiencing hardship due to the public health crisis. Authorized by a \$500,000 allocation from Town Council, GAP applications ranging from \$5,000 to \$15,000 per business were collected from February 2 to March 31. In all, 39 businesses received grants averaging \$11,300 per business. Funding was distributed across a variety of business types including lodging, food and beverage, service and retail.





ECONOMIC RECOVERY

2021 was a year of economic recovery for the Town of Vail despite challenges brought on by the pandemic and staffing shortages.

P: Jack Affleck

A REMARKABLE ECONOMIC RECOVERY

Vail saw record sales tax collections in 2021 due in part to pent-up travel demand and the increased appeal of Vail's outdoor offerings. When Covid-19 forced business closures in March 2020, sales tax collections decreased dramatically through August of that year. By September 2020, sales tax rebounded strongly until December when a resurgence of Covid-19 impacted travel, causing decreases ranging from 14-16% from December to February.

A remarkable economic recovery began in March 2021 with the town experiencing record sales tax collections through year-end with total collections of \$34.5 million, up 38% from the prior year and up 18% from 2019, the last "normal" year. Sales tax is the town's largest single revenue source.

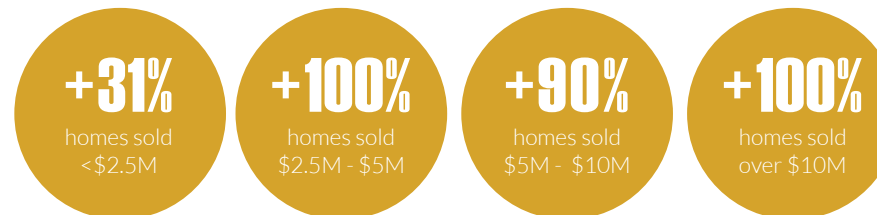


GROWTH IN SALES PRICE OF HIGH END HOMES

The majority of growth in homes sold in Vail was in properties that sold for more than \$2.5 million, with nearly double the number of transactions compared to 2019.

For homes less than \$2.5 million, the average sales price increased by 11% from 2019 to \$1.11 million. Average sales price for units over \$10 million increased by 32% over the same two year time frame.

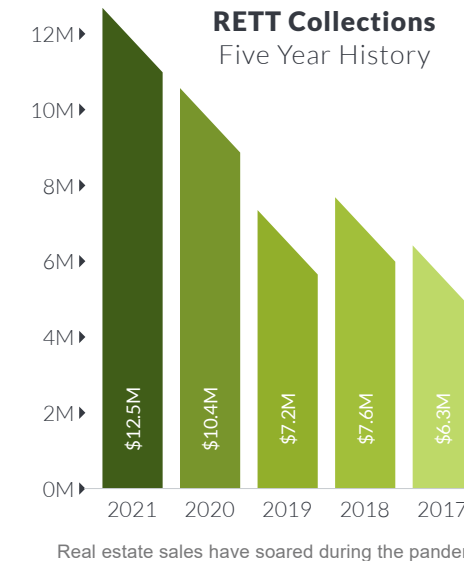
Real Estate Transactions



Growth in home sales compared to 2019

HOUSING MARKET HITS RECORD HIGHS

Real estate dollar volume sales hit another record high in 2021, up 20% from the prior year's record, with \$12.5 million in taxes collected by the town. Real estate sales have dramatically increased during the last two years of the pandemic, both in dollar volume and number of transactions. Over the two year period, dollar volume of sales grew 73% and number of transactions grew 47%.



Real estate sales have soared during the pandemic

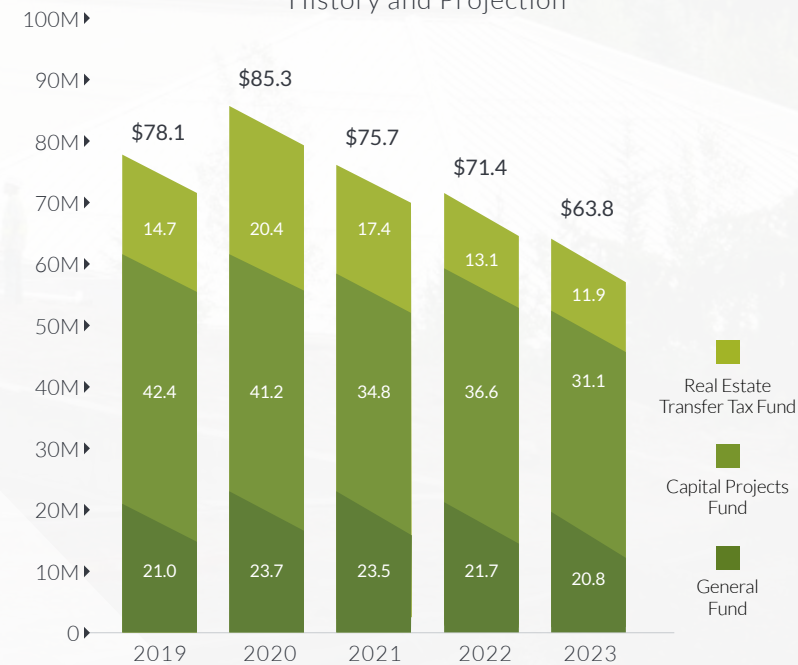


ECONOMIC OUTLOOK

OUTLOOK ON RESERVE SPENDING

Town reserves remain healthy at a projected \$75.7 million at the end of 2021, but down 11% from \$85.3 million in 2020. A majority of large capital projects are cash funded, including the new Children's Garden of Learning facility, electric bus infrastructure, four new buses, housing initiatives such as the InDEED program, the purchase of a home on Black Gore Drive and the start of The Residences at Main Vail housing development. While no new debt had been issued for the past 30 years, in 2021 the town took advantage of strong credit ratings and low interest rates to finance both the recent completion of the Public Works Shops building, \$15.1 million financed over 15 years, and the upcoming Residences at Main Vail, \$25 million financed over 30 years and paid back by future rental income. Reserve balances will be required for future capital projects such as a Civic Area redevelopment, Timber Ridge Village Apartments redevelopment, partnerships in other housing projects, a reconstruction of the Vail Nature Center as well as potential Ford Park improvements.

Town of Vail Reserves
History and Projection



Reserves are down due to cash funding numerous capital projects



Environmentally focused efforts include the annual September stream sampling of Gore Creek in partnership with Eagle River Water and Sanitation District

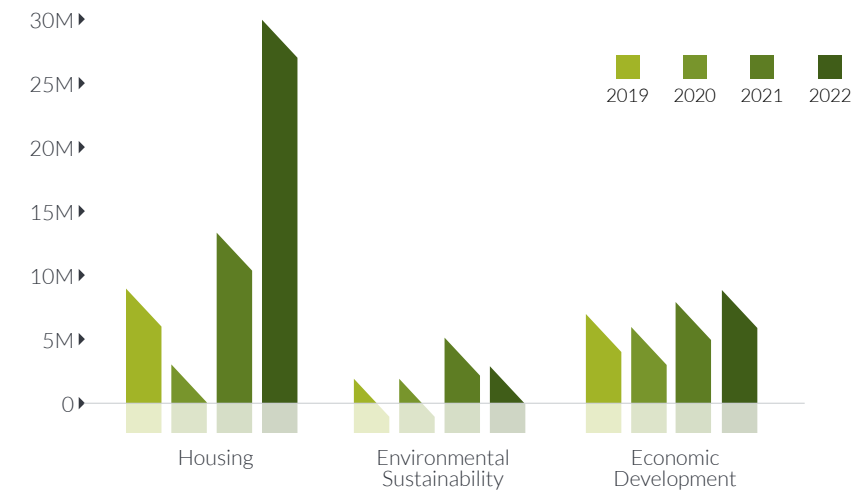
SPENDING ON PRIORITIES

In keeping with the Town Council's Action Plan, investments in environmental sustainability and economic development continue to be a priority, with a significant surge focused on housing.

Council spending on these community priorities was fairly stable during 2018 and 2019 with funding levels at \$11.2 million and \$16.3 million, respectively. During the pandemic, spending town-wide was reduced to only \$8.5 million on the three focus areas. With the town's financial rebound in 2021, spending increased to \$25.5 million and has budgeted another \$40 million in 2022. The largest increase has been in housing, with the town's continued investment in InDEED deed restriction purchases, buy-downs of housing units at Chamonix and Vail Heights and the purchase of a single-family home in East Vail currently used for Town of Vail employee housing. The most significant project the town is currently undertaking is the construction of 72 rental homes at The Residences at Main Vail which began in 2021 with completion set for fall 2023.

Separately, the town continues many environmental sustainability programs such as recycling, Vail's Sustainable Destination certification and public outreach. Environmentally-focused capital projects include improvements to water quality infrastructure, streambank improvements, new Gore Creek signage and educational displays at the Welcome Centers. Economic Development spending has remained relatively stable with continued support of summer marketing efforts, \$3.9 million, and special events and arts & cultural programming, \$2.6 million.

Priority Spending



Groundbreaking on The Residences at Main Vail along with Vail InDEED purchases and other local housing initiatives led to the sharp increase in this priority area

Future FOCUSED

2022 Capital Projects

- **\$26.5 million** Construction of The Residences at Main Vail 72 for-rent apartments
- **\$2.5 million** Continued investment in the InDEED deed restriction purchase program
- **\$1.7 million** Replacement of Ladder Truck for Fire Department
- **\$2 million** Construction of an oversize vehicle parking area
- **\$1.2 million** Installation of pavers on Betty Ford Way path between Vail Village and Ford Park
- **\$850K** Construction of a new Art Space in Ford Park, an artist studio



INFRASTRUCTURE UPGRADES



E-MAIL COURIER PILOT PROGRAM

It's getting easier to capture that postcard image of the Gore Range from Vail Village now that nearly half of the usual oversize delivery trucks have gone underground. The town's E-Vail Courier pilot program was launched during the 2021/22 ski season to reduce truck idling and improve the visual aesthetics and overall guest experience in Vail Village. Facilitated by the Police Department, local logistics company 106West and Vail Resorts, the program works with select purveyors to provide door-to-door deliveries to businesses using small electric carts in place of large delivery trucks, which are being staged from underground loading docks. Given the success of the pilot program, efforts to determine how a permanent E-Vail Courier delivery system could be implemented are now being explored.



NEW ROUNDABOUT ON SOUTH FRONTAGE ROAD

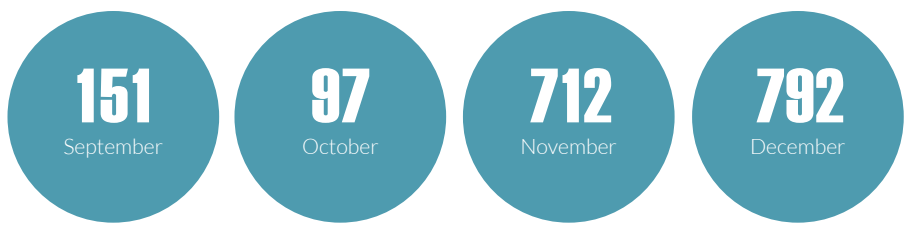
Vail gained a seventh roundabout to facilitate easy access to Vail Health hospital, the municipal building and nearby lodging properties from the South Frontage Road. The \$6.5 million project also includes an extension of the existing four-lane roadway from the municipal building to the Lionshead parking structure, along with medians and pedestrian-friendly sidewalks. These improvements will provide increased capacity for traffic flowing from the Vail Town Center roundabout to the Lionshead parking structure while accommodating the increased traffic volumes for the new hospital entrance and anticipated future growth and redevelopment within the Lionshead area.

RIDEVAIL IMPROVING THE TRANSIT EXPERIENCE

Riding a town bus has become even easier thanks to the new RideVail transit operations management system that provides passengers with realtime bus locations, arrival predictions, crowding levels and service alerts at ride.vailgov.com. All buses are equipped with monitors that display upcoming stop information. The system features automated interior and exterior audible systems that can announce upcoming stops as well as public service announcements. In addition, each bus has free public Wi-Fi and automatic passenger counters. The project was funded in part by a \$350,000 grant from the Colorado Department of Transportation.



Number of visitors to ride.vailgov.com



Outside view of Public Works expansion



Inside view of Public Works expansion

PUBLIC WORKS SHOP EXPANSION

While much of the activity was occurring behind the scenes, one of the town's most significant construction projects was taking place during the year. Completion of the \$20 million expansion of the Public Works Shops has supplied much-needed space to provide the many operational services required of a mountain resort community. From snowplows to graders to a new fleet of electric buses, the expansion was designed to meet the town's service delivery needs well into the future, including up to 120 employee housing units in a later phase. Spanning 51 acres, the property has been the headquarters for critical town functions and has undergone various expansions and modifications since 1979. The town leveraged low interest rates to finance the construction, saving an estimated \$3.4 million over the long term versus waiting to accumulate cash to pay for the construction.



CULTURAL ENGAGEMENT



VAIL PUBLIC LIBRARY STORYWALK®

In February the library celebrated the opening of StoryWalk®, a year-round, outdoor reading experience. Located around the pond at Bighorn Park in East Vail, the picturesque setting allowed visitors to read a book one page at a time as they strolled between fixed placards. Started at the Kellogg-Hubbard Library in Montpelier, Vt., StoryWalk® can be found across the country. Funded largely through a Cares Act grant, the Vail StoryWalk® was the ideal “pandemic project,” a wonderful way to enjoy literacy and nature in a safe outdoor setting. Friends of Vail Public Library and a local StoryWalk® Committee oversee the project, which hosts a new book seasonally. Partnerships and support for the StoryWalk® include Town of Vail, The Literacy Project, Eagle Valley Land Trust and Eagle Valley Behavioral Health.



ONE BOOK ONE VALLEY

Celebrating its 10th year, the community-wide reading event, One Book One Valley, received a National Endowment for the Arts Big Read grant, through Arts Midwest. Featuring the title “Lab Girl,” by scientist Hope Jahren, numerous events throughout the year brought discussion of contemporary issues through literature. Community-wide programs benefited from partnerships with seven organizations around the country, along with local organizations Betty Ford Alpine Gardens, Walking Mountains Science Center and the town’s Environmental Sustainability Department.

ART IN PUBLIC PLACES NEW PUBLIC ART MURALS

Two new murals by artists Olive Moya and the collective duo Pedro Barrios and Jaime Molina were completed. Moya’s mural, *Mrs. Charles in the Sun* (Ice Bar at Mid-Vail late 1960s), was installed in the Vail Village Transportation Center, while Pedro Barrios and Jaime Molina returned to Vail to transform five large cylindrical vents west of Dobson Ice Arena. Since 2019, Colorado artists have been invited by AIPP to enliven and enhance Vail’s public spaces.

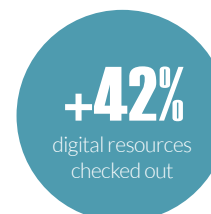


OLIVE MOYA
Vail Village
Transportation Center



PEDRO BARRIOS &
JAIME MOLINA
West of Dobson Ice Arena

Vail Public Library



Compared to 2019

Art In Public Places



VAIL WINTERFEST FIFTEENTH ANNUAL

Harkening back to the first Vail Winterfest ice installations visualized by renowned artist Lawrence Argent, Art in Public Places invited celebrated visual artist Olive Moya to collaborate with Alpine Ice to create designs featuring Moya’s distinctive woven forms and shapes which opened along the Gore Creek Promenade in December. The festivities included colorful lanterns strung high above the International Bridge in Vail Village and is generously co-sponsored by Doe Browning.


Future FOCUSED



- New book drop at West Vail Mall
- Post pandemic library programming
- Installation of art donations from the collection of Vicki and Kent Logan
- Renovation of art space at Ford Park



Stephens Park playground in Intermountain was redesigned with interactive elements by artist Ben Roth


ONLINE RESOURCES

-  vailgov.com
- vaillibrary.com
- artinvail.com
- lovevail.org
- vail911.com
- vailindeed.com
- vailsocial.com
- vailwildfire.com
- hikevail.net
- donovanpavilion.com
- grandviewvail.com
- solepower.org
- discovervail.com
- ride.vailgov.com
- ecalert.org
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 Nextdoor

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- [@vailcopolice](https://instagram.com/vailcopolice)
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 Vail Town Council
Vail Board Meetings

Help plan Vail's future!

ENGAGE  VAIL.COM

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