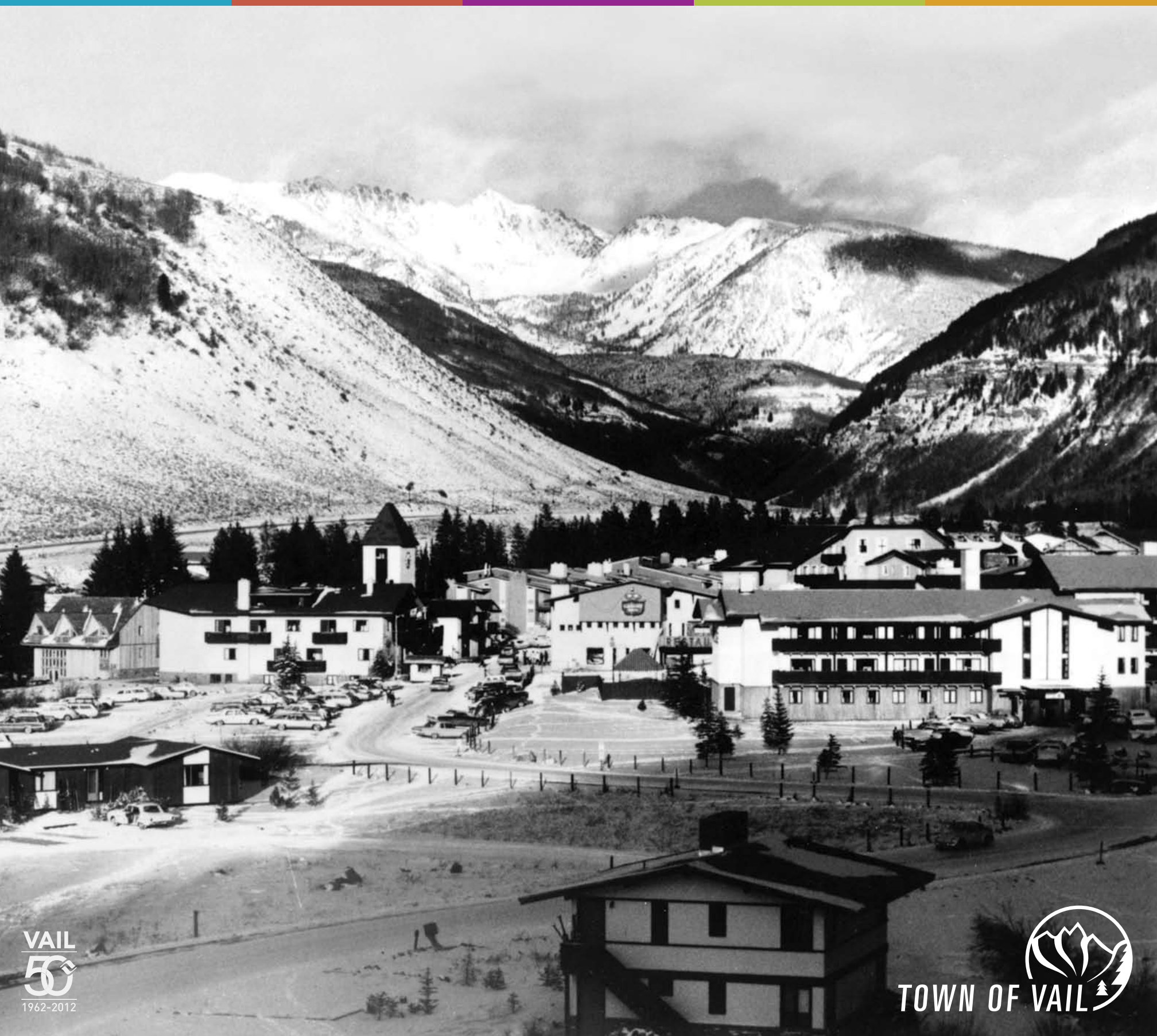


VAIL'S FIRST 50

A RETROSPECTIVE

1962-2012



{the making of a town}





VAIL'S FIRST 50



It's not every day that one has the opportunity and privilege to be part of the creation of a new town, let alone to help midwife a place that, in the span of a few decades, would be recognized around the globe as one of the world's premier ski areas and mountain communities.

What started as a dream in the eyes of Pete Seibert and Earl Eaton to build an internationally acclaimed ski resort soon compelled the need to create a next generation municipal government capable of providing basic — and ever expanding and demanding — community services such as police, fire, public works, art and symposia, parks and open space, transportation, libraries and environmental protections to a growing array of local residents and international guests and visitors alike.

To mark and celebrate Vail's first 50 years, the town staff has called upon community historians to help capture an accurate and compelling narrative of the origins, dreams and decadal evolution of the Town of Vail, a town that shaped not only snow moguls but served as the formative life-shaping experience of many, if not all, who — citizen or visitor — have had the sublime experience at being at elevation in body and spirit.

Terry Minger
Vail Town Manager
1970-1979



As this retrospective of the last 50 years makes evident, leadership in Vail hasn't always been easy. Being bold and taking risks is no sure path to popularity. But an inspection of the community's defining moments reveals a pattern.

Actions that can now be seen as visionary, ahead of their time, required commitment and resolve on the part of elected leaders, the municipal staff and the citizens.

New challenges will present themselves during the next 50 years, and new leaders will emerge. Their successes and visions will be built on the remarkable history that is celebrated in the pages that follow.

Stan Zemler
Vail Town Manager
2003-current

CONTRIBUTORS

Vail's First 50 is a project of the Town of Vail in consultation with Doris Bailey, Diana Donovan, Ford Frick, Jim Lamont, Bob McLaurin, Randy Milhoan, Terry Minger, Bob Parker, Glenn Porzak, Rod Slifer, Tom Steinberg and Susie Tjossem. Special thanks to Colorado Municipal League, Colorado Ski & Snowboard Museum, Eagle River Water & Sanitation District, Vail Daily, Vail Homeowners Association, Vail Mountain School, Vail Recreation District, Vail Religious Foundation, Vail Resorts, Vail Symposium, Vail Valley Foundation and Vail Valley Medical Center. Written and edited by Suzanne Silverthorn and Allen Best. Photos from the collections of Jack Affleck, Barry Stott, Peter Runyon, Robert C. Bishop and Vail's Colorado Ski & Snowboard Museum. Design by Carrie Calvin.





Earl Eaton, "The Finder," and Pete Seibert, "The Founder," of Vail Mountain.

1962

- ▶ Vail Water and Sanitation District formed.
- ▶ Vail Country Day School opens with four students (named Vail Mountain School in 1973).
- ▶ Vail Mountain opens for skiing with one gondola,

two chairlifts, three lodges (Lodge at Vail, Vail Village Inn, Night Latch), two shops, (Vail Blanche and Vail Ski Rentals) a gas station and a telephone party line.

- ▶ U.S. Alpine Ski Team Training Camp comes to Vail with future

legends Billy Kidd, Jimmie Huega, Joan Hannah, Bill Marolt and Buddy Werner.

- ▶ 55,000 skiers recorded during first season with \$5 lift tickets.

1963

- ▶ Ski Club Vail formed so Vail can host sanctioned ski races.
- ▶ Official opening ceremony for Vail Mountain held on Jan. 19 with Gov. John Love presiding.
- ▶ Vail Fire Protection District formed.

▶ Colorado allows real estate ownership called condominium. Soon, condos are built in Vail, first in state.

- ▶ Vail Religious Foundation created.
- ▶ Annual Jazz Party begins.

1964

- ▶ Sports Illustrated trumpets Vail in Nov. 23 issue, "Never in the history of U.S. skiing has a bare mountain leaped in such a short time into the four-star category of ski resorts."

1960s

{the nineteen sixties}

Vital Necessities

'62 Building a ski town from scratch demanded more than lifts and trails. Indoor running water, wastewater treatment, fire trucks and fuel were also needed. To get this done, Vail's creators started a propane company and organized special tax districts for critical services. The first was Vail Water and Sanitation District, which was set up in 1962, just a few months before the ski area opened.

Later, as the community expanded, five additional water districts were formed. Creation of the Vail Fire Protection District in 1963 enabled purchases of equipment for use by volunteer firefighters and construction of a two-bay firehouse. Eventually, more fire districts were formed, followed by a wave of consolidation in water and fire services in the 1970s and '80s. Holy Cross, the electric co-op, was also pivotal in the start-up, taking on risk to build out miles of power lines after Public Service Company declined to be involved. If distinctly lacking glamour, all of this was critical to the success of the new ski town.



In securing the permit to construct lifts and trails on federal land, Pete Seibert and his partners were required to raise more than \$1 million to demonstrate the project's viability. Stock shares of \$10,000 each were offered to 100 limited partners. This included four life-time ski passes. There was also an option to buy a lot for \$100 if the building was constructed within two years. Above, homes on Willow Place are among the new residences.

Vail Mountain
Opening Day
December 15,
1962

Schooling Before Skiing

'62 Vail Country Day School, now known as the Vail Mountain School, was opened even before the ski lifts began running. The first class, held Oct. 15, 1962, consisted of a handful of students gathered around the Seibert dining table. Following its second year, the school's trustees were already exploring expansion options, noting, "A school is the most important factor to future investors, businesses, employees and customers." VMS has since blossomed into a K-12 college preparatory school with a campus that serves nearly 350 students from Eagle and Summit counties.

A second school for Vail was constructed after townspeople convinced the Eagle County School Board to float a bond issue. Red Sandstone Elementary opened in 1977 and was built on land provided by the town. The importance of Red Sandstone as a community anchor has been put to the test in recent years as the school district has contemplated closure of the school to reduce costs.

Books Came Early, And a Library Later

'64 Not long after the ski area opened, Vail had a library. It was by no means conventional. After interest was shown by Betty Seibert, wife of Pete, the Colorado State Library loaned 600 books, which were kept for public use at Vali-hi Books 'n Things, a shop in the Plaza Building on Bridge Street owned by Fran Moretti. When expansion of the shop's merchandise required removal of the books, space was found first above the new firehouse and then, in 1972, in the new municipal building, with help from Friends of Vail Public Library. In 1982, voters approved a \$3 million bond issue for construction of an earthen-topped library designed by Pam Hopkins, which opened July 4, 1983. Newly remodeled, the library hosted a grand reopening celebration in 2013.

- ▶ Giant Steps Lift (#1) installed in Vail Village.
- ▶ Vail Resort Association formed, headed by Gaynor Miller.
- ▶ Lift tickets \$6 per day. 42 Ski School instructors headed by Morrie Shepard.
- ▶ Christiania at Vail rooms from \$8 per person nightly (double occupancy), 4-bunk Night Latch dormitory room \$106 weekly.
- ▶ Vail Country Day School Annual Rummage Sale fund-raiser begins.

1965

- ▶ Vail hosts 10th Mountain Division Reunion launching summer convention business.
- ▶ Tours over Vail Village offered for \$10 per person in Bell bubble-front helicopter.



The famous bend in Bridge Street and the overall pedestrian layout of Vail Village has become a textbook example of master planning.



Fitzhugh Scott

EARLY PLANNING PRINCIPLES ADOPTED IN TOWN CODES

Before Vail became a town, the original investment group relied on resident architect Fitzhugh Scott, along with builder Dick Hauserman and Fritz Benedict, a seasoned architect from Aspen, to design their new ski village with a European influence. Included was Scott's insistence that Bridge Street be curved to create curiosity about what lies ahead. Their work has become a textbook example of master planning.

As members of the architectural committee, the trio carefully guided the design themes used to create Vail's first commercial buildings and residences.

As each piece of ground was sold and platted, covenants were placed on the property to establish uses. These designations included mixed commercial and residential town centers, apartment/condominium areas and single family/duplex residences as well as open space and recreation areas. The covenants also addressed the suitability and quality of building materials and the impact on neighboring properties, making certain that no improvement will be "so similar or dissimilar to others in the vicinity that values, monetary or aesthetic, will be impaired."

The covenants became a masterful planning doctrine for Vail and were used as the basis for the town's first zoning ordinances in 1969.

Tending to Vail's Medical Needs

'65 Vail's medical services have long been traced to John D. Murchison, one of the ski company's original investors, who had a skiing accident in 1964. Because there was no place to receive medical care in Vail, apart from what he received from the ski patrol and a primitive clinic in the Red Lion building, he was taken to Aspen to be treated by long-time friend, Dr. Robert Oden who agreed to help with Vail's emerging medical needs.

At the start of the 1965 ski season, the two men created the Vail Clinic Inc., housing it in the Mill Creek Court Building and hiring Dr. Tom Steinberg as the community's first full-time physician. The clinic moved to a newly-constructed building on West Meadow Drive in 1967. The next step was to build a hospital. Murchison, as president of the board, set up a foundation to achieve that goal, and in 1969, a retired executive who moved to Vail full-time in 1965, Gordon Brittan, agreed to serve as chairman of the campaign to raise \$770,000 for construction.

In 1979, a wing to the medical clinic was completed, and gradually the clinic expanded to accommodate obstetrics, general surgery and orthopaedics. In its first year as a full-service hospital in 1980, the Vail Valley Medical Center had 350 surgical operations performed and 25 full-time physicians on staff. There were 65 babies born that year, too.



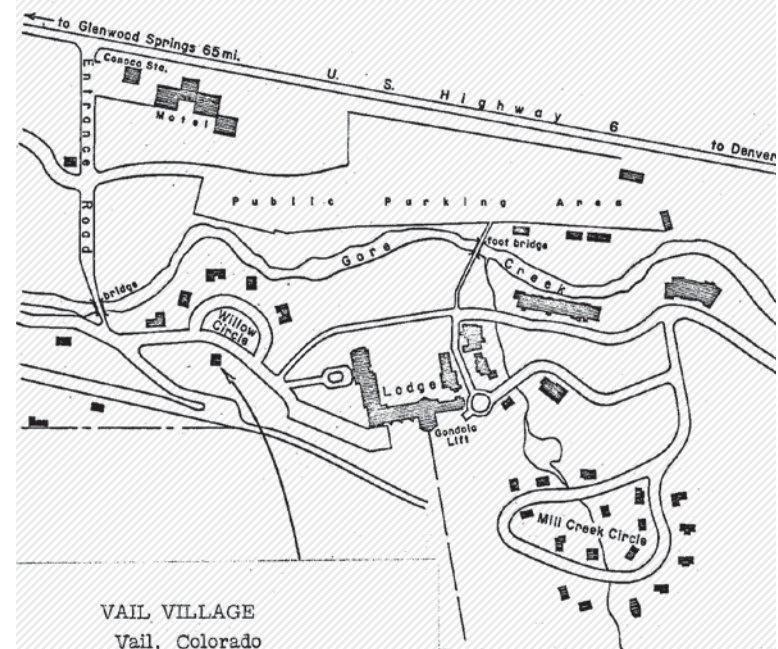
Originally 9 holes, Vail's first golf course was built in 1966 at the base of Golden Peak.

Taking a Swing at Summer Diversity

'66 The idea for a year-round resort emerged rapidly among Vail's brain trust. With a growing number of lodges, shops and restaurants already in place, the next logical scenario was to draw visitors during the summer to defray the costs of operation and fulfill a loan requirement by the Small Business Administration. Vail's summer convention business got its start in 1965 when it hosted the 10th Mountain Division Reunion.

In 1966, the Vail Metropolitan Recreation District was formed with Dick Hauserman, Bob Parker, Ted Kindel, Pete Seibert and Warren Pulis serving as its first board of directors. The paperwork filed with the court described the district's intent to construct a golf course, tennis courts and fishing stream improvements, along with horseback riding stables and a swimming pool.

Prior to the district's formation, a 9-hole golf course had been constructed in the "meadows east of town" at the base of Golden Peak by Vail Associates. In 1969 an additional 9 holes were constructed under the direction of Ben Krueger, the recreation district's manager. Two years earlier, Vail's first tennis court was built near Golden Peak. Shortly after, formalized ice skating was introduced on a flooded tennis court, and by the end of the 1960s, a Nordic track was in use. An old time melodrama, written and produced by John Dobson, provided additional entertainment.



VAIL VILLAGE
Vail, Colorado
December 1963



Left to right: Mayor Ted Kindel, Dr. Tom Steinberg and Bob Parker of Vail Associates are pictured in front of the new medical clinic on West Meadow Drive.

1965

▶ Vail Trail newspaper founded by George Knox, Sr. One-year subscriptions offered for \$5.

▶ Landmarks emerge with construction of Clock Tower Building and foot bridge enclosure to match name of

new Covered Bridge Building.

▶ Dr. Tom Steinberg hired as Vail's first full-time doctor and opens a small clinic.

▶ First international alpine ski races held in Vail, the most important competition on the

ski calendar, designed to fill the off-year gap between FIS and Olympic competition. In anticipation of the races, the ski trail is named International (now called Lindsey's in honor of 2010 Olympic medalist Lindsey Vonn).

1966

▶ Vail surpasses Winter Park and Aspen to become state's busiest ski area, with 205,459 skier days, a 30 percent gain.

▶ Vail Golf Course opens (9 holes).

▶ Vail Players' Annual Melodrama starts.

▶ Vail Metropolitan Recreation District formed.

▶ Vail Associates, Ltd. dissolves, transfers assets to Vail Associates, Inc., with stock options.

▶ Vail voters approve incorporation of the Town of Vail.

1967

▶ Golden Peak opens with fixed grip double chairlift and poma lift.

▶ Half the town's streets paved for the first time.

▶ One-lane Forest Service bridge on Vail Road widened to 2-lanes.

1968

▶ First snowmaking systems installed at Golden Peak.

▶ School District forms Vail's first public school, K-6, absorbing Vail Country Day School students. Classes held in Vail Clinic building.

1960s



Vail Becomes a Town

'66 In the beginning, Pete Seibert and his investment partners were too focused on the monumental task of developing a ski resort and its ancillary components to give much thought to creating a town. They weren't even sure one was needed. As ski operations tasted success, Seibert, then general manager of Vail Associates, came to a different conclusion. Could others pay for snowplowing, maintaining the parking lots, policing and the many other services needed in a resort? It was time to incorporate, but how?

Seibert and his team learned that the new community had too few property owners to qualify as a town. To reach the minimum, Vail Associates devised a solution by selling two steep lots above the sewer plant on West Forest Road to 20 couples, including Dick and Doris Bailey. Dick, an architect, had been hired by Fitzhugh Scott, while Doris worked for the Vail Resort Association.

With enough qualified voters now confirmed, the election to incorporate as the Town of Vail was held on Aug. 23, 1966. Approval was granted, 43-19. The two lots were sold back to Vail Associates, as had been the original agreement. The Baileys and the other partners enjoyed a tidy profit while also helping birth a new town.

“

We (Town Council) had to write all the rules and regulations to make a town function. We argued about everything, including speed limits, but it worked.

”

John Donovan
Town Council Member
1967-1980



Vail Village view from northeast, spring 1967.



TOWN OF VAIL LOGO

After using a variation of the familiar "V" created by Dick Hauseman, a new town logo was developed depicting the Gore Range. It was sketched by Town Manager Terry Minger to give the town its own identity.

Getting Down to Business

'66 After incorporation, the first election held on Nov. 8, 1966, seated the town's first mayor, Ted Kindel, and six town trustees: Pete Seibert, Mitch Hoyt, John Dobson, Harry Willett, Larry Burdick and Joe Langmaid. Hoyt later resigned and John Donovan was appointed in his place.

The first meeting over which Mayor Kindel presided was used to establish an organizational structure. The agenda included appointment of Blake Lynch as interim town recorder, adoption of Robert's Rules of Order, establishing the day and time for regular meetings, plus ordinances to create the positions of town recorder, town treasurer, town attorney, police magistrate, town coordinator and town marshal.

A 5-member Planning Commission and the Local Licensing Authority (liquor board) were also created. Taxes, too, were established at that first meeting, including a 2 percent ski lift tax and a 2 percent sales tax on lodging, restaurants and bars,

retail sales of personal property and retail liquor stores, plus an agreement to accept applications for utility franchises. The town's first budget was also adopted, including \$104,415 for operating expenditures and \$24,710 for capital projects.

Influencing the Route of I-70

'68 Vail has always attracted people with environmental sympathies. They love mountains and the natural environment. Those sympathies became evident in a dispute about the route for Interstate 70. State highway engineers wanted to build the highway directly from Silverthorne to Vail, a savings of 10 miles as compared to the route over Vail Pass. The road was to follow Gore Creek to a tunnel under what became known as Red Buffalo Pass, but marooning a chunk of the Gore Range-Eagles Nest Primitive Area and sully the adjacent natural lands. Some within Vail favored the shorter route to expedite business.

Opposition was headed by several 10th Mountain veterans, including Bob Parker, the vice president of marketing for Vail Associates, and environmentalists William Bird Mounsey and Merrill Hastings. They maintained that shorter would be more expensive, because of tunneling costs and the safety problems posed by rockslides and 25 avalanche paths alone between Vail and the spine of the Gore Range, and also argued for the need to protect remaining wilderness.

In 1968, Secretary of Agriculture Orville Freeman, in whose department the U.S. Forest Service was administered, denied a permit due to intrusion into the primitive area. In 1976, with the support of part-time resident President Gerald Ford, the tract was designated by Congress as the Eagles Nest Wilderness. The I-70 route over Vail Pass was completed in 1978.

{the nineteen sixties}

- ▶ Gerald and Betty Ford enjoy first family vacation in Vail.
- ▶ Upper Eagle Valley Sanitation District formed.
- ▶ First major fire damages Covered Bridge Store.



Sally Warren, Vail's one-millionth skier, receives Head skis and a key to the town from Pete Seibert, April 6, 1968.



View of new Lionshead ski base.

1969

- ▶ Vail Interfaith Chapel dedicated.
- ▶ Television comes to Vail.
- ▶ Lionshead base area and Gondola No. 2 open.
- ▶ Shuttle service launched by Vail Associates to transport skiers

- ▶ between the two base-area pods, Vail Village and Lionshead.
- ▶ 24-hour police coverage begins.
- ▶ First full-time paid fire chief hired.
- ▶ Game Creek Bowl opens.



Officiating in the groundbreaking ceremonies for the Vail Interfaith Chapel in 1968 are (left to right), Father Tom Stone, Cissy Dobson, Mayor John Dobson and the Rev. Don Simonton.

A Sanctuary for Many Faiths

'68 Religious services were initially held in a variety of unlikely locations, including the Casino nightclub, where some of the attendees happened to be holdovers from the night before. After identifying the need for a more sophisticated place of worship, the Vail Religious Foundation was formed in 1963 to study establishment of a permanent chapel.

Following a two-year, \$100,000 fund drive headed by Rod Slifer, the real estate broker, and Mayor John Dobson and his wife, Cissy, groundbreaking for the Vail Chapel occurred in September 1968 on a beautiful site along Gore Creek donated by Vail Associates. It was dedicated in November 1969. Looking back, Slifer says he appealed to some of the more notorious donors by noting they might find an easier path to Heaven if they participated in the campaign.

Today, the Vail Interfaith Chapel is one of the few community chapels in the country that is home to multiple faiths while maintaining their individual denominational affiliations and services.

CITIZEN PARTICIPATION TOPICS EARLY REFLECTION OF COMMUNITY

While the first meeting of the Town of Vail Board of Trustees began with the formality and structure of a business meeting, it wasn't until citizen participation was called that the color and character of Vail became immediately evident. When the audience was asked to suggest the types of nuisances that should be regulated by ordinance, suggestions from the floor included:

- Control of dogs.
- Public intoxication.
- Discharge of firearms within the corporate limits.
- Skidoos, motorcycles, etc.
- Adequate toilet facilities for the public.
- Adequate public telephones (with a suggestion that the Vail Trail newspaper publish locations of all public telephones).
- That the music from the public address system be curtailed at a reasonable hour at night.
- Litter in the streets.

Excerpt from Nov. 12, 1966, Meeting Minutes.

Parks Ahoy!

'69 Vail's first park had rather humble beginnings. Despite concerns that "hippies" and other undesirables might camp there, the town selected a small piece of ground next to the Vorlauffer on the east side of the Village for its first undertaking. Part of its appeal was the property's access to Gore Creek. Built in 1969, the pocket park was an instant success and included the first use of stone walls. That use of stone walls has since been replicated as part of Vail's vernacular.

Once known as Vorlauffer Park, the property was later named Roger Staub Park, to honor the early ski school director who had died in a hang-guiding accident. Also in 1969, the famous plantings of summer flowers began.

Vail's next park was much bolder than the first and has remained a favorite for children throughout the decades. The imaginative Pirateship Park was constructed in 1972 on property that was eventually donated to the town by Vail Associates. Council members fondly recall the criticism they received from skeptics who thought the \$10,000 construction cost was excessive. The park is now considered a creative masterpiece for its use of natural materials and has served as a model for the town's other playgrounds.



Barry Stott

Vail Transit Born

'69 In November 1969, well before Vail's transit system became one of the largest free systems in the country, Vail Associates introduced a pair of repurposed school buses to transport skiers for free between Golden Peak and Lionshead, which had just opened. The purpose was to make it easy to move between the two gondolas and the two village centers.

The town soon joined as a partner in the operations and with much fanfare introduced a prototype vehicle in 1973 with arrival of the Ginkelvan, a mini-bus specially designed to navigate in pedestrian areas and originally commissioned by New York Mayor John Lindsay for use in Midtown Manhattan.

While the bright orange Ginkelvan wasn't pursued as a permanent solution in Vail, primarily due to its small size, its design features were revolutionary with a floor height just 13 inches from the ground, not unlike the low-floor buses used today to transport passengers between Golden Peak and Lionshead. Mayor Lindsay, meanwhile, became a frequent visitor of Vail, serving as the keynote speaker for the first Vail Symposium.



Barry Stott

Vail's free bus system made its debut during Thanksgiving weekend in 1969 to shuttle skiers between Golden Peak and Lionshead. Later, the Ginkelvan, (above) was used as a prototype vehicle. An open-air tram was also experimented with before the town settled on larger buses.

1970

- ▶ Fourth of July Parade offers horseback rides from Mahaney's Stables in East Vail for anyone wanting to join parade route.
- ▶ Eagle-Piney Water Protection Association formed to fight water diversions.

1971

- ▶ Town of Vail municipal offices move from Mill Creek Court Building to new facility on South Frontage Road.
- ▶ Vail Post Office relocates to municipal site after outgrowing storefront locations.
- ▶ Vail Symposium begins.
- ▶ Denver selected as host city for 1976 Winter Olympics, with Vail/future Beaver Creek possible venues.
- ▶ Summervail Art Workshop begins.

1972

- ▶ Marathon runner Frank Shorter trains at high-altitude in Vail and wins gold medal at Summer Olympic Games in Munich, Germany.
- ▶ Colorado voters reject bringing Winter Olympic Games to Denver.

1973

- ▶ Vail police begin using patrol cars made by Saab as part of vehicle-testing program.

1974

- ▶ Gerald R. Ford becomes 38th U.S. President. Vail becomes Winter White House.

HOME RULE AND A BIGGER TOOL CHEST

Community leaders recognized that their fast-growing resort town was unlike most towns in Colorado, and they needed as many legal tools as possible to ensure delivery of a high-quality experience for visitors, real-estate buyers and residents. In particular, they needed the additional sales tax revenues that would be possible if, under Colorado law, Vail became a home-rule municipality. In April 1972, voters elected a 9-member Home Rule Charter Commission. Chaired by Gerry White, commissioners Doris Bailey, John Donovan, John Dobson, Tom Steinberg, Merv Lapin, Hans Weibel, Jen Wright and David Gorsuch (replaced by Jim Slevin) convened often during the summer and, with help from Town Manager Terry Minger, drafted a self-governance document to provide an enduring framework for protecting the integrity of the town.

Submitted to voters, they approved the charter in a landslide, 90-17, on Sept. 12, 1972.



Defining How a Community Will Grow

'73 By the late 1960s and early '70s, Vail was growing at an alarming rate. New construction was increasing by as much as 25 percent annually. Community leaders decided their new town had reached a crisis. The solution, they decided, was to create an aggressive course of action to remedy the problems caused by rapid growth.

In 1973, a six-page planning document was adopted that identified a forward-thinking master plan vision that continues to define the community today. Known simply as "The Vail Plan," its components include an emphasis on pedestrian connections and many of the other qualities for which Vail is known. Implementation included:

- ▶ Significant down-zoning and reductions in building height.
- ▶ Rigorous design standards and procedures to ensure architectural and landscape compatibility within Vail.
- ▶ Creation of a transportation hub to provide centralized parking, transit and visitor information services.
- ▶ Strict time management restrictions for loading and delivery activities in Vail Village, especially during peak pedestrian times.
- ▶ Extensive network of bicycling and walking trails throughout town.
- ▶ Emphasis on open space acquisition and landscape beautification to reduce impacts of sprawl.
- ▶ Development of a major community park-cultural center at Ford Park.

The Vail Plan was accomplished by a first-of-its kind public participation process that engaged the entire community, including the Town Council, in authoring the plan's goals. It is profound in its scope and timelessness.

1970s



Environmentalist Robert Redford (left) was the Vail Symposium's keynote speaker in 1974. He would later collaborate with Vail Town Manager Terry Minger (center) to form an environmental problem-solving organization based in Utah. Also pictured is Colleen Kline (right), Vail's town clerk.

Think Globally, Act Locally: The Vail Symposium

'71 If athleticism was Vail's principal forte, the community showed a new side to its personality beginning in 1971 with the first Vail Symposium. The inspiration of Mayor John Dobson and Town Manager Terry Minger, the intellectually stimulating discussions quickly became a celebrated gathering that drew up to 1,500 people. Many of the early symposia participants described and celebrated mountain communities as the last best hope to escape from the urban center and reconnect with the natural world.

In the 1973 symposium, French microbiologist, experimental pathologist and humanist René Dubos coined a phrase still heard frequently today – "think globally, act locally." Another memorable year was 1975, when President Gerald Ford attended, along with New York Mayor John Lindsay, Colorado Gov. Richard Lamm and Stewart Udall, the former Secretary of the Interior. Today, the symposium continues to stimulate community enrichment through its multi-faceted programs.



TOWN OF VAIL FLAG

The upper blue represents the blue Colorado sky. White middle represents Vail's white powder snow. Dark green represents the evergreen forests surrounding Vail. Gold laurel wreath represents excellence and achievements. The Vail "V" is symbolic of the surrounding mountains and valleys. This flag was designed by Dale McCall, who headed the Vail Resort Association.

{the nineteen seventies}

1975

▶ Vail Nature Center opens in former Antholz Ranch house at Ford Park.
▶ Julie Cunningham, 24-year-old ski school employee, disappears. Serial killer Ted Bundy later confesses to her murder.

1976

▶ Colorado Ski Museum founded; opens in 1977 in former Mountain Bell building at Vail Road and East Meadow Drive.
▶ Tragedy strikes when two gondola cars in Lionshead fall to the ground, killing

four and injuring eight. The accident ultimately causes Pete Seibert to lose his job when the company, threatened by litigation, is sold to Harry Bass.

1977

▶ Town Council Resolution names Antholz Ranch property as Gerald R. Ford Park in appreciation of President Ford's contributions to community.

▶ Voters reject annexation of West Vail after approving Bighorn and Lions Ridge annexations earlier in decade.
▶ Voters approve \$1.8 million bond for Dobson Ice Arena, which opens in 1979.

1979

▶ 1 percent real estate transfer tax for purchase of open space and development and maintenance of parks and trails levied by Town Council ordinance.
▶ Street mail delivery begins.



President Gerald Ford addresses a Vail Symposium gathering in 1975.

Voters Boldly Agree to Parks, Parking

'73 Vail's first bond issues were put before voters in 1973 with two bold undertakings that have helped define the community. A bond totaling \$5.5 million for construction of a 1,000-space underground parking garage in Vail Village was handily approved, 207-31, as the community took a daring step toward a carless village. During the same election, a \$3 million bond to acquire 39 acres of land was overwhelmingly approved by a vote of 229-8, beginning Vail's pursuit of open space.

By a similar margin, voters that day increased the town sales tax from 3 percent to 4 percent, earmarking half the revenues to pay for the two projects. The town's acquisition of the Antholz Ranch preempted construction of some 200 condominiums on the property. Following the election, the town condemned the land, which later became Ford Park.

“
Vail has always been a place of the heart as well as the hill.
”

Terry Minger
Town Manager
1970-1979

The Price to Pay for Covered Parking

'74 Parking was a problem in Vail from the beginning. Vehicles chaotically parked most anywhere and everywhere. Soon, the charming alpine village intended for pedestrians was being overrun by cars and delivery trucks.

Town leaders determined that the first step toward a permanent parking solution would be to build the Vail Village parking garage on land acquired from Vail Associates. They had the \$5.5 million in bonds, but also expected to defray operating costs with proceeds from year-round parking fees.

However, when the parking garage opened in December 1974, the Town Council was already hearing complaints that the published rates were too high.

Following the first winter season of paid parking, the town adjusted its business model and parking became free during the summers thereafter. The town's initial parking goal was completed in 1981 with the opening of the Lionshead parking garage following approval of a second construction bond totaling \$7 million.

Today, the parking issue continues to create lively debate in the Town Council chambers with opinions divided on the appropriate mix of free and paid public parking.

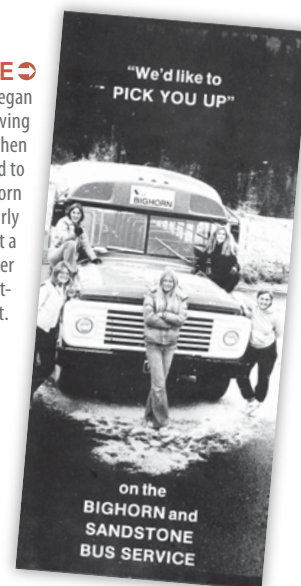
1974-75 PARKING CENTER RATES

First Hour – No Charge
1-3 Hours - \$1.00
3-6 Hours - \$1.50
6-10 Hours - \$2.00
Ski Season Pass - \$175
(Nov. 15-April 15)
Annual Pass - \$250
Expires November 1975

Source: Vail Trail, Sept. 30, 1974

BUS SERVICE

Outlying bus service began in November 1974 following a one-month trial when routes were extended to the Sandstone and Bighorn neighborhoods. Hourly service was provided at a cost of 35 cents per rider with the town underwriting half the cost.



RETT = Open Space Purchases

'79 Throughout much of the 1970s, the community voted to support various taxes as well as numerous bond issues to help build amenities and provide community services. In addition, the town was able to gain hundreds of acres of open space through negotiation with large land owners, including Vail Associates and the Pulis family. Yet the town's growing needs surpassed its expanding means. In 1978, voters were asked to approve a 1 percent real estate transfer tax (RETT) to be used for “open space, recreational or park purposes, or employee housing.” By a margin of 69 to 101, voters for the first time in Vail's history said no to a new tax.

After much debate, the Town Council decided to enact the tax without a public vote and refined its use by eliminating the earlier reference to employee housing. Approved in July 1979, RETT was considered to be one of the most courageous acts ever undertaken by a Vail town council.

Since then, 50 percent of town-owned land (1,100 acres) has been set aside as open space, including more than 400 acres of town-owned parks and nearly 17 miles of bike and pedestrian trails. No other resort community in the U.S. has a larger percentage of open space.



Town leaders quickly acknowledged that a managed parking program would be needed to preserve Vail's pedestrian emphasis.

1980

- ▶ Vail Valley Medical Center becomes full-service hospital.
- ▶ Beaver Creek opens for skiing.
- ▶ Vail Invitational Figure Skating Challenge premieres.
- ▶ West Vail and Intermountain annexed.
- ▶ First use of real estate transfer tax fund enacted with acquisition of \$3.9 million Elmore parcel, renamed John F. Donovan Park.
- ▶ Town imposes brief moratorium on new development.

1981

- ▶ Vail Valley Foundation, the non-profit, charitable organization, is founded by Vail Associates.
- ▶ Lionshead Parking Structure opens.
- ▶ Vail Daily newspaper established.
- ▶ Snowmaking capabilities expanded with construction of Snow Central main control facility and mountain's first major water storage pond.
- ▶ Vail Fire Protection District dissolves and becomes town department.



Sister Cities banners.

1982

- ▶ Debut of Davos Dash mountain bike race and Vail Hill-Climb running race.
- ▶ St. Moritz, Switzerland, becomes sister city.

1980s

But is it Art? Claes Oldenburg's Fishing Pole

'83 In planning for a sculpture for Lionshead, Vail officials cast far to secure the work of Claes Oldenburg, who had been making a name for himself from New York City to Los Angeles with his enigmatic sculptures of often ordinary objects and actions. Sizing up the setting in Vail, he returned with a model of a giant fishing pole, to rise 62 feet above Gore Creek, the pole and the line arcing 160 feet and yielding an orange 55-gallon "tin can."

Some Vail residents were offended. One called it "sacrilegious" to the stream. "If we need an orange fishing pole to be noticed, that's sad," said a council member. Mayor Rod Slifer favored the sculpture, predicting it would "shower prestige" on Vail. He philosophically noted that the sculpture had already served a purpose in getting people interested in public art. Everyone had become an expert, it seemed. A playful interpretation of Oldenburg's fishing pole even appeared at Dowd Junction.

In the end, the town politely passed on Oldenburg's sculpture, and he took his \$10,000 commission and left. Today, a model of Oldenburg's proposed installation is displayed in the Vail Public Library. Donated to the town by the Rosenquist family, it is signed by the artist and inscribed "for Vail." Ironically, this model has become one of the more valuable works of art in the town's collection.

FUN AND WHIMSY IN PUBLIC PLACES

The town's public art collection, now totaling 42 works, has evolved since the Oldenburg days. Through generous donations, commissioned work and the outdoor public art displays within private developments, public art dots the Vail landscape. Artists have been commissioned to integrate creative designs into such ordinary objects as handrails, manhole covers, grates, fences and playgrounds. The town's public art collection includes work that ranges from sculptures to murals, and from paintings to environmental installations.



The stone pavers on Wall Street in Vail Village were created by artist Carolyn Braaksma. These engraved images are clever riddles and word puzzles that identify ski slopes, gardens, landmarks and symbols of Vail.



Firefighter training.

Pursuit of a Year-Round Economy

'87 Some things never change. One of the early citizen advisory committees convened by Vail's first mayor was to consider "a pressing problem facing Vail" — the need for a convention-type facility. A study to build one in Ford Park was met with resistance by those who had other ideas.

By the 1980s, interest in a conference center surfaced again. As before, there were many beds for rent, but not many customers for long stretches of the year. In 1987, a proposal for a convention center called Congress Hall was submitted to voters. Sponsors of the proposal said the conference center would even out Vail's economy. Voters weren't sold. The measure was defeated.

About the same time, a proposal went forward to build a \$5.5 million aquatic center in Ford Park. Proponents said it would be a year-round attraction, compatible with ski vacations but available at other times of the year.

It, also, was rejected by the community when voters turned it down, 992 to 199, during an election in 1990.

But the desire to level the economy remained. In 1993, a second attempt to build a conference center also failed. Then in 2002, taxes to support construction of a conference center were approved, but voters said no to additional taxes for operations. Will the idea reemerge? Time will tell.



“

During the '80s we saw a shift from economic dependence on neighboring states to a broader reach for guests from the East and West coasts, plus internationally. In partnership with Vail Resorts, we began pursuing the 1989 World Ski Championships and improving our services for guests and locals. We also completed the public library and expanded the free bus system. The ski company and the town had common goals to make Vail better!

”

Rod Slifer
Mayor
1977-1985
2003-2007

{the nineteen eighties}

1983

- ▶ Vail Public Library building dedicated.
- ▶ Voters approve \$1.6 million bond for reconstruction of Lionshead pedestrian mall.
- ▶ American Ski Classic begins.

1984

- ▶ Mudslides/rockfalls cause extensive property damage at Snowberry and Booth Creek. Town adopts building restrictions in geologically sensitive areas.
- ▶ Colorado Mountain College campus opens at Cascade.

1985

- ▶ George Gillett buys Vail Associates, expands focus on guest services, completes installation of four high-speed quad lifts.
- ▶ Students on Vail International Hockey Team make first trip to China with Merv Lapin.

1987

- ▶ Gerald R. Ford Amphitheater opens in Ford Park.
- ▶ Annexation of East Intermountain.
- ▶ Voters defeat \$16 million Congress Hall.
- ▶ Bravo! Colorado (Music Festival) founded.

1988

- ▶ Betty Ford Alpine Gardens established as highest botanical garden in U.S.
- ▶ Snowboarders welcomed on Vail Mountain.
- ▶ China Bowl opens.

1989

- ▶ World Alpine Ski Championships come to Vail, only second championships held outside Europe. Tamara McKinney wins gold and bronze.

- ▶ Vail Recreation District begins feasibility discussions for par 3 golf course at Booth Falls. Project ends five years later when revenue bond election fails.



The Gerald R. Ford Amphitheater was completed in 1987. After a \$9 million reconstruction in 2001, the facility is being upgraded again with terracing of the lawn seating and new restrooms at the east end of the venue.

Dawn Coffey

Vail's Cultural Jewel

'87 Vail's cultural offerings blossomed in 1987 when the Gerald R. Ford Amphitheater and its 1,260 covered seats and 1,300 lawn seats opened. Success hadn't come easily, however. Fundraising of \$6 million had stalled until the Vail Valley Foundation stepped in, raising the final \$2.2 million needed to complete the outdoor performing arts theater. In doing so, the foundation became owner and operator of the facility and was given a long-term lease of the land by the town.

The June opening was attended by its namesake, the 38th president, and Mrs. Ford, both of them enthusiastic supporters of Vail. Willie Nelson performed the first summer and the Hot Summer Nights concert series was launched along with the first free Patriotic Concert performed by the Colorado Symphony.

The Bravo! Vail Valley Music Festival held its first performance at the amphitheater in 1988. That same year, the park gained another dimension with establishment of the Betty Ford Alpine Gardens, the highest botanical gardens in the world.

Yet another milestone was notched in 1989. The Bolshoi Academy of Moscow had expected to perform ballet elsewhere in the United States. That opportunity vanished, and Vail leapt at the opportunity to host, thus beginning the Vail International Dance Festival. Formed in 1981, the Vail Valley Foundation was crucial in this and other efforts to broaden Vail's performing arts.

Wilderness and Water Battles

'88 The 1980s brought additional environmental attention to the Vail area. After the end of mining almost a decade before, the final residents of Gilman, the company town located about six miles from Vail, were evicted in 1985. By then, state officials had begun negotiating cleanup of mine tailings, which were polluting the Eagle River.

Dependent upon recreation, including fishing in local waters, Vail had a direct stake in the outcome, even if its Gore Creek, which had been named a Gold Medal trout fishery by the Colorado Wildlife Commission, was unaffected. At great length, river clean up began and continues to be monitored today.

Vail also had an interest in protecting local waters from diversion. Front Range cities – Denver, Aurora and Colorado Springs – owned extensive water rights in and around Vail, including the Eagles Nest and Holy Cross Wilderness areas. The Congressional law creating Holy Cross Wilderness in 1980 specified that the designation did not preclude the ability of Colorado Springs and Aurora to divert water from inside the wilderness.

The two cities set out to do just that, expanding their existing Homestake water supply, by a complex set of tunnels and canals. Many Vail residents joined an opposition group, the Holy Cross Wilderness Defense Fund, and the local water district also became an active adversary.

In 1988 Eagle County commissioners denied the necessary permits on environmental grounds. Court challenges and procedural issues delayed the outcome, but local interests in the Homestake II case prevailed. No additional water left Eagle County.

Nearly two decades later, water flowing in local streams was further secured through the cooperative effort of local and Front Range water providers.

VAIL ON WHEELS

International cycling was a major attraction during the 1980s when the Coors International Bicycling Classic came to town. The Vail Village Criterium and the Vail Pass Time Trial Stage drew thousands of spectators during its nearly 10-year run and was the inspiration for Vail's pursuit of additional cycling competitions, including the UCI World Mountain Bike Championships in 1994 and 2001, and the USA Pro Challenge in 2011, which returns to Vail in 2013.



Courtesy of Michael Hoyle



Ski World Spotlight Focuses on Vail

'89 The eyes of the world turned toward Vail during two defining weeks in 1989 when the community hosted the World Alpine Ski Championships under the guidance of the Vail Valley Foundation and the scrutiny of the FIS (International Ski Federation).

It had been nearly 40 years since the prestigious event was hosted on American soil, and more than 1,200 volunteers welcomed athletes and coaches from a record 42 nations. Despite heavy snowfall and frigid temperatures that stayed below zero for one race, Vail and Beaver Creek demonstrated to the ski racing world it knew how to stage a good show. The millions of television sets across Europe and elsewhere also took note of what a major resort Vail had become and its abundant powder.

In successive years, international visitors spiked, and then Vail did it again, hosting the races in 1999, the first time in history the event had returned to the same site within a 10-year span. The skiing championships will make a third appearance at Vail/Beaver Creek in 2015.



Sports File

Above: World Alpine Championship ceremonies. Left: Crowds converge on Vail during the Coors Bicycle Classic in 1984.

1990

- ▶ Expansion of Vail Village parking structure completed with addition of 400 spaces.
- ▶ In-bounds terrain park opens on Vail Mountain.
- ▶ Vail Tennis Center opens.

1991

- ▶ Vail Homeowners Association formed.
- ▶ State demographer confirms 73 percent of homes in Vail owned by part-time residents.

1993

- ▶ Voters defeat sales tax increases to fund performing arts and conference center. In same election, voters approve “de-Brucing” question.

1994

- ▶ UCI World Mountain Bike Championships held in Vail.
- ▶ Construction of \$3.5 million addition to Police Department completed.
- ▶ Voters separate mill levy for Vail Parks and Recreation District from Town of Vail.

1995

- ▶ Managed growth agreement approved between Town of Vail and Vail Associates.
- ▶ Eagle County voters approve sales tax for regional transportation and trails.
- ▶ Vail voters defeat plan to construct cemetery on upper bench of Donovan Park. During same special election, voters approve assault weapons ban.



ROUNABOUTS: A REVOLUTIONARY IDEA

In 1995 Vail's roundabouts at Main Vail were the first of their kind to be built at an interstate interchange in the U.S. Cost: \$2.8 million.

Traffic lights were the most obvious congestion remedy, but the community quickly dismissed the lights as inappropriate – much too urban and out of character.

Prior to the roundabouts, Vail had spent \$80,000 annually to manually direct traffic during busy times. Still, cars during Christmas week sometimes backed up 30 minutes or more.

Following the success at Main Vail, the community enthusiastically endorsed roundabouts as the traffic solution for West Vail. Construction was completed in 1997 at a cost of \$6.1 million.

Today, roundabouts are an accepted engineering solution in the U.S., which now has more than 3,000.

1990s

Kicking the Habit, Cleaning the Air

'91 For years, a crackling fire at the end of the day had been part of the mystique of a ski vacation in Vail — until the Environmental Protection Agency came calling. Vail, the community that cherished the natural environment, was a polluter in the eyes of the federal government. The popularity of wood-burning fireplaces had caused the air particulate levels to exceed acceptable standards. On busy weekends, smoke sometimes created a lid above the valley floor.

In 1980 during the Presidents Day weekend, the town initiated a “smokeless weekend” campaign to bring attention to the problem of smoke from open-hearth fireplaces. The campaign became an annual event for more than a decade while the town worked to address the valley's poor air quality.

A pivotal turning point occurred in August 1991, when the Town Council voted 7-0 to ban installation of wood-burning fireplaces while allowing new cleaner-burning wood stoves or natural gas fireplaces that aesthetically mimicked the old-fashioned fireplaces. Conversions of existing fireplaces were given incentives. The combination of carrots and sticks worked. Within a few years, Vail's brown cloud had disappeared and the air quality met federal standards. To this day, the town waives permit fees on wood fireplace conversions.

Growth Pact Precedes New Ski Terrain

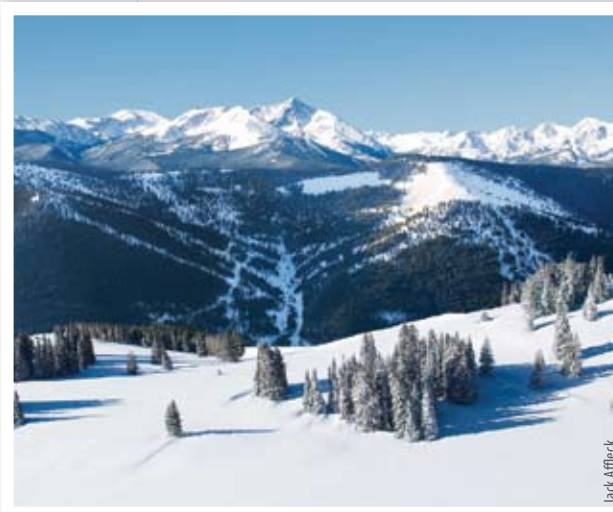
'95 Today's Blue Sky Basin represents so much more than its 645 acres of gladed skiing. Once known as Category III, the mountain's newest terrain is the crowning achievement embedded in an historic managed growth agreement between the Town of Vail and Vail Associates.

Approved unanimously by the Town Council in April 1995, the agreement identifies a series of actions used to balance peak and non-peak periods. Included is the ability to increase the mountain's early season carrying capacity via Blue Sky Basin as well as a “manage to” number of skiers on Vail Mountain at one time of 19,900. The town's carrying capacity was also increased with construction of the Main Vail roundabouts, which were partially funded by Vail Associates. The review of Category III was exhaustive, and the expansion vigorously opposed by some within Vail. Arson fires on Vail Mountain in October 1998, later determined to be the work of out-of-state animal-rights cells, were the largest act of eco-terrorism in U.S. history — and brought a fractured community together, united in its resolve to overcome adversity.

“
Inspired by the past,
our goal was to ensure the
ongoing success of Vail:
regional transportation,
continued commitment
to open space, Blue Sky
Basin, roundabouts and
affordable housing for sale
to locals. Partnerships and
unwavering determination
turned into rewarding,
sustainable outcomes.

”

Peggy Osterfoss
Mayor
1991-1995



After a four-and-a-half year review process, Blue Sky Basin opened on Jan. 6, 2000.

{the nineteen nineties}

▶ Vail voters approve charter amendment requiring vote of electorate to change use or dispose of designated open space.

▶ Vail Commons deed-restricted, for-sale housing development (53 units) approved in West Vail. Development also includes grocery store and 18 rental employee housing units.

1996

▶ Housing Policy Planner staff position created by Town of Vail.
▶ Eagle Bahn Gondola replaces original Lionshead Gondola.
▶ Adventure Ridge opens on Vail Mountain.

1997

▶ West Vail roundabouts added.
▶ Free After 3 pilot parking program launched.
▶ Apollo Partners, owner of Vail Associates since 1992, expands, goes public and delivers new name: Vail Resorts, Inc.

1998

▶ Adoption of Lionshead Redevelopment Master Plan serves as framework for future redevelopment.
▶ Local water providers develop Eagle Park Reservoir for snowmaking and community water needs.

1999

▶ Renovations made to Slifer Square, Village Transportation Center, Seibert Circle.
▶ Vail hosts World Alpine Ski Championships.
▶ Vail voters approve 1.4% lodging tax.



Vail Commons: A Turning Point

'95 From the outset, finding a job in Vail was easy. The challenge was finding a place to live. Over time, couch surfing and car camping became a rite of passage for many young workers. The municipal government had long understood the dilemma and in 1978 asked voters to consider creation of a real estate transfer tax to be used for employee housing as well as open space and recreational or park purposes. The measure failed. The conclusion: leave housing to the private sector.

By 1995, with studies showing an alarming gap between an employee's income and the cost of housing, Mayor Peggy Osterfoss and the Town Council courageously stood before the community and expanded the role of government. The town government, they insisted, must deliver employee housing, a crucial component of the local economy. The 6.6-acre Vail Commons property, acquired by the town in 1993, became the battleground for the new housing policy. Plans for a mixed use development on the site stirred community emotions and prompted petitions signed by hundreds of residents opposed to the project.

Despite the uprising and threatened litigation, the Town Council stayed the course and voted 7-0 in September 1995, to move forward with construction of 53 for-sale homes, 18 rental units, a daycare center and a full-service grocery store in partnership with City Market. The development eventually gained acceptance by the community and served as a catalyst for additional housing projects to be completed later in the decade.

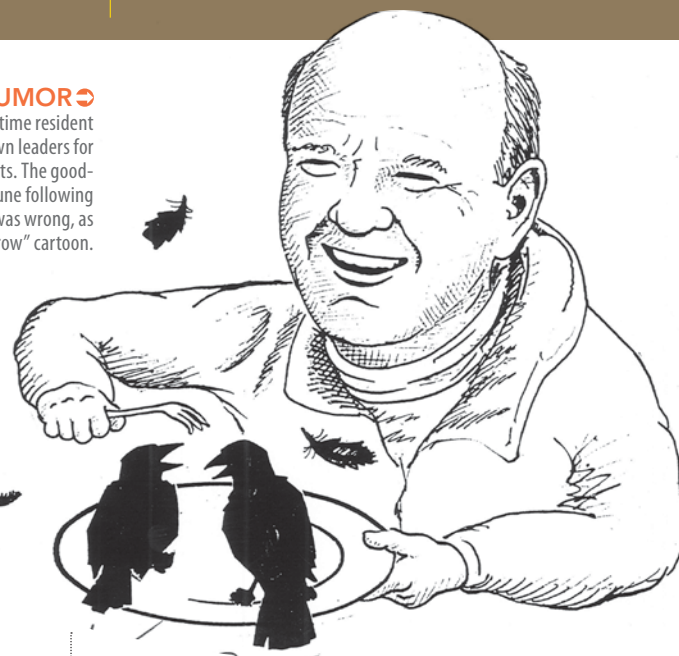
LIVING IN VAIL

- Since 1996, the town has helped more than 175 local employees purchase homes within Vail's boundaries.
- The Buzzard Park units, located on the grounds of the Public Works complex north of the golf course, have provided the resources needed to reduce seasonal overtime costs and provide a steady staff for the town's seasonal operations.
- Eagle River Water & Sanitation District found that proximity counts when employees need to respond to after-hours emergencies. The town partnered with ERWSD to provide 18 for-sale units centrally located in Vail. Priority was given to critical employees, such as emergency responders.

ALL IN GOOD HUMOR

Filmmaker Warren Miller, a part-time resident of Vail, had once chastised town leaders for their decision to build roundabouts. The good-humored columnist changed his tune following construction, admitting he was wrong, as illustrated in his "eating crow" cartoon.

IT REALLY TASTES GREAT WITH A DASH OF POWDER SNOW
WARREN MILLER
3-17-97



Lodging Tax Elevates Summer Marketing

'99 Summer business got a big boost on Nov. 2, 1999, when Vail's electorate approved a 1.4 percent lodging tax for summer and shoulder season marketing. The vote was 827 to 233.

While the tax had initially been structured to include Avon and Beaver Creek, a Vail-only tax was pursued when the other players withdrew support. Today, the Vail Local Marketing District Board, which is comprised of the Vail Town Council, determines how the estimated \$2 million in annual tax collections are to be spent with guidance by a panel of appointed marketing experts. Since 2000, the tax has generated more than \$24 million for summer marketing, which has resulted in Vail being the leader in the mountain resort industry with year-round branding and marketing efforts domestically and internationally.

“The monumental successes of Vail Commons and the town's other housing programs have allowed for more families and individuals to live in the town full-time, and many, like myself, have become very civically involved.”

Kim Newbury

Employee housing owner since 1996
Town Council Member, 2003-2011
Vail Local Housing Authority Member, 2001 – current



Cartoonist Don Sidle's humor appeared regularly in the Vail Trail newspaper during the 1990s.

2000

- ▶ Fire at Vail Marriott causes \$21 million damage, largest structure fire in Vail history.
- ▶ Blue Sky Basin opens to skiers and snowboarders.
- ▶ Ellefson Park opens in West Vail.

2001

- ▶ UCI Mountain Bike World Championships return to Vail.
- ▶ Vail Child Care Center opens in West Vail.
- ▶ Vail Whitewater Park opens.
- ▶ Vail Farmers' Market debuts.

2002

- ▶ Voters approve conference center tax package.
- ▶ Retro manhole covers introduced.
- ▶ Vail Reinvestment Authority created, allows Tax Increment Financing to fund Lionshead public projects.

- ▶ Water rights case initiated; historic 2007 settlement eliminates Denver Water's right to divert from Gore Creek.



2003

- ▶ John F. Donovan Park and Pavilion opens, joining Ford Park as Vail's second large-scale community park.
- ▶ Town acquires 198-unit Timber Ridge complex to preserve property's deed-restricted employee housing designation.

2004

- ▶ Vail Village streetscape improvements with heated, cobbled pavers installed to coincide with redevelopment.
- ▶ Middle Creek Village Apartments opens with 142 rental units.
- ▶ Vail Memorial Park opens.

2005

- ▶ Arrabelle at Vail Square breaks ground.
- ▶ Voters defeat additional taxes for conference center.
- ▶ Vail Gymnastics Center opens.
- ▶ Expansion of Vail Mountain School complete.

2000s

Frothy and Fun: Whitewater Park

'01 With arrival of the new century, Vail set out to shore up its non-skiing economy. One approach was to make Gore Creek more of an attraction to kayakers and other boaters. In 2001, some 600 cubic yards of rock were used to create the Vail Whitewater Park, between the Covered Bridge and the International Bridge.

Dissatisfied with results of the initial design due to Gore Creek's highly variable flows, the town created a first-of-a-kind mechanism. An automated system uses air to inflate bladders to various sizes, depending on the daily stream level. The system directs water toward the center of the structure, creating a wave that can be used for surfing and various other kayak tricks.

But what good is a whitewater park without ample water? To secure rights to the preferred larger flows, the town joined the Eagle River Water & Sanitation District in a pivotal court case in Colorado that resulted in a change in state law. The new law authorized a new form of water rights for recreational in-stream flows.

The newly improved Whitewater Park, opening in 2008, helped elevate the Teva Whitewater Festival into the Teva Mountain Games, designed to appeal to the growing interest in rock climbing and other participatory sports. Golf still mattered, but to new generations the games were changing.

“

Dynamic leadership in our community has focused on continuing Vail's success as evidenced by the physical renaissance of our town. The foresight and fiscal ingenuity of prior generations has allowed for the revitalization of the Vail brand and continued prosperity during challenging economic times.

”

Andy Daly
Mayor
2011 - current



Competitors at Vail's Whitewater Park.

Drought, Fires and Bark Beetles



'02 Bark beetles have always lurked in the lodgepole pine forests that blanket the hillsides in and around Vail. One epidemic flared in the early 1980s. But another epidemic that began in 1996 eventually became monolithic, the result of warming temperatures, maturing forests, and then the severe drought of 2002.

The dead trees became the catalyst for action. New building regulations adopted by the town banned wooden shake-shingles in new homes and required flame-resistant shingles on roof replacements. Also, property owners in forested areas were encouraged to create defensible spaces around buildings.

Most prominently, the town joined with the Forest Service and Vail Resorts in 2006 to clear dead and diseased trees from adjacent hillsides and gave renewed attention to the town's evacuation plan. From 2006 to 2012, some 10,000 trees were removed.

The compelling need for these measures was demonstrated by a wildfire that broke out on a ridge above Stephens Park in the Intermountain neighborhood in 2009. The fire was quickly contained, thanks to rapid response from local and regional agencies, but it could have been much worse. If major fires in the Vail area had been nearly non-existent, bark beetles and drought served notice that they were still possible – and, given enough time, with just the right conditions, quite probable.

THE ARRABELLE

Vail's Billion Dollar Renewal began in earnest when the development application for the Arrabelle at Vail Square was approved by the Town Council in April 2004.



From Blight to an Unparalleled Sight

'03 Never fully inviting, as compared to Vail Village, Lionshead needed a new face and a new body for the 21st century. An urban renewal authority, the legal tool that offered the best leverage for financing crucial public improvements, also carried the most risk.

By state law, establishment of the renewal authority required formal designation of the affected area as “blighted.” The law defined blighted as underperforming, which Lionshead was, but public perception drifts toward seedy warehouse districts and skid row apartments. Could Vail withstand the ridicule and possibly sacrifice its world-class reputation by declaring Lionshead “blighted?” The town called upon a group of business leaders to help evaluate its prospects. Cautious at first, the business leaders announced their support after realizing the blight designation would apply exclusively to public property, such as inadequate street layout and inferior utilities.

In 2003, the Town Council voted to create the Vail Reinvestment Authority. This allowed incremental taxes resulting from the upgrades, estimated at \$14 million to \$16 million, to be plowed back into improvements of public property within the Lionshead district. These improvements coincided with private sector investments, including Arrabelle at Vail Square, and rehabs and facelifts for many older lodges. Memories of blight receded as this partnership of public policy and private enterprise produced a triumph, a new Lionshead, one that looked and operated differently, a place where people wanted to be.

{the two thousands}

2006

- ▶ First of 10 hybrid buses added to Vail Transit fleet.
- ▶ Vail's Toby Dawson earns freestyle moguls bronze at Winter Olympics in Turin, Italy.

2007

- ▶ Voters approve construction use tax.
- ▶ Town requires bear-proof trash containers.



2008

- ▶ Holiday-tree decorations converted to energy-efficient LEDs, which use up to 80 percent less energy than incandescent. More than 25-miles of LED lights used to decorate Vail's roundabouts, plazas and other public spaces.

2009

- ▶ Loading and delivery regulations revised to include increased use of underground delivery bays and limited on-street parking.
- ▶ Groundbreaking for Arosa Drive deed-restricted duplex on town land in West Vail.

2011

- ▶ Community Garden opens.
- ▶ Vail Fire Station No. 3 opens.
- ▶ Voters approve Conference Center Fund reallocation.
- ▶ Vail hosts USA Pro Cycling Challenge Time Trial.

2012

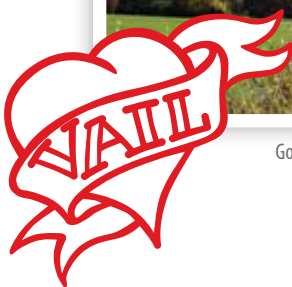
- ▶ Public ceremony on Dec. 15 commemorates opening of Vail Mountain 50 years earlier.



Gondola One (#1), replacing the Vista Bahn, opens in Vail Village as Sheika Gramshammer leads the opening day celebration.



Gore Creek water protections have become a community priority.



Bold Marketing in Face of Recession

'08 When the Great Recession hit Vail in the fourth quarter of 2008, one option was to hunker down, trim spending and ride out the storm. Another was to be bold. The Town Council chose the latter, electing to mount a winter marketing campaign, something traditionally left entirely to Vail Resorts and individual businesses. Following the endorsement by a citizens group, the town appropriated \$550,000 to fund a campaign designed to draw overnight guests from the Front Range.

This "Vail All the Love" campaign represented one of the largest partnerships ever undertaken by the lodging, retail and restaurant sectors. The campaign not only enabled Vail to retain a leadership position in lodging and tourism activity compared with its resort competitors, but also served as a catalyst for year-round brand marketing coordination with Vail Resorts. The efforts, along with the timing of Vail's real estate renewal, have kept the resort in a competitive position.

Gritty Realty in Gore Creek

'08 The 15,000 cubic yards of sand spread on Interstate 70 each winter to give motorists crossing Vail Pass traction was not an immediate threat. But, pebble by pebble, the sand had trickled from the highway to the valley below, and by 2000 a bizarre, beach-like landscape was evident along Black Gore Creek. In places, the sand was several feet thick and the impacts were disturbing.

With support from the town government, the Eagle River Water & Sanitation District and Eagle River Watershed Council began working with the Colorado Department of Transportation, the U.S. Forest Service and others to find solutions. Each year, sand from along the highway was swept up, before it could trickle into the valley below. Also, 58 sediment basins were installed along the highway in 2008, to trap the sand so it could be removed in summer. All have helped.

But Gore Creek faces broader threats as the town and its partners work to reduce impacts to the creek, restore its natural functions and improve water quality. Unaffected is its status as a Gold Medal trout stream.

VOTERS AFFIRM HIGHER, BIGGER SOLARIS

The Solaris development, which replaced Crossroads in Vail Village, made history for its unconventional approval process. After failing to get town council approval, developer Peter Knobel referred the project to a public vote, as permitted by the town charter. At the special election held in July 2006, voters by a margin of 1,110 to 467 approved the higher-rising mix of condominiums and shops. It was the most votes cast in any town election. Also notable was the well-organized campaign in support of the project. A movie theater, bowling alley and outdoor ice rink were added as public benefits in exchange for deviations from underlying zoning. The project opened in 2010.



Ever Vail rendering.

Distant No More: West Vail Fire Station

'09 After years of study and indecision, Town Council members approved construction of the West Vail Fire Station in 2009. As predicted, response times to calls vastly improved after Station No. 3 opened in 2011, delivering greater security in the community's western neighborhoods, particularly given the heightened worries about the risk of wildfires.

The need for a station was first identified during the West Vail annexation in 1980.

Ever Vail Ready for Next Steps

'12 Looking to position Vail as a leader among mountain resorts for the next 50 years, the Town Council gave Vail Resorts Development Company permission to pursue its Ever Vail mixed-use development in December 2012.

The pair of enabling votes came after more than 80 public meetings spread across five years as the community reviewed plans for the new portal to Vail Mountain. The gondola terminal, residential and commercial real estate

and other components would be built on a 13-acre site in West Lionshead. The town's conceptual approval is good for eight years. Ever Vail still requires site-specific plans. As now defined, it represents the largest redevelopment in the town's history.



Left: Seven of Vail's 11 mayors pose for an historic photo during Vail's 50th Anniversary. Shown are, (left to right), Bob Armour, Kent Rose, Rod Slifer, Peggy Osterfoss, Andy Daly, Dick Cleveland and Ludwig Kurz. Below (left to right): View of Gore Range from Vail Village; summer business in Lionshead; ice skating at the Interfaith Chapel; President Ford with Barbara Parker and John and Diana Donovan; and bicycle race in Vail Village.



town leadership}

VAIL TOWN COUNCIL MEMBERS

1966

- Ted Kindel, Mayor
- Mitch Hoyt, Mayor Pro Tem
- John Donovan, Mayor Pro Tem*
- Larry Burdick
- John Dobson
- Joe Langmaid
- Peter Seibert
- Harry Willett

1968

- John Dobson, Mayor
- Joe Langmaid, Mayor Pro Tem
- Dick Bailey
- John Donovan
- John Kaemmer*
- Ted Kindel
- Peter Seibert
- Tom Steinberg

1970

- John Dobson, Mayor
- Tom Steinberg, Mayor Pro Tem
- Chuck Anderson
- Dick Bailey
- John Donovan
- Clay Freeman
- Gerry White

1972**

- John Dobson, Mayor
- Ted Kindel, Mayor Pro Tem
- Tom Steinberg, Mayor Pro Tem*
- Dick Bailey
- John Donovan
- Joe Langmaid
- Josef Staufer
- Gerry White

1973

- John Dobson, Mayor
- Gerry White, Mayor Pro Tem
- John Donovan
- Kathy Klug
- Joe Langmaid
- Josef Staufer
- Tom Steinberg

1975

- John Dobson, Mayor
- Josef Staufer, Mayor Pro Tem
- John Donovan
- Bill Heimbach
- Kathy Klug
- Bob Ruder
- Bill Wilto

1977

- Rod Slifer, Mayor
- John Donovan, Mayor Pro Tem
- Bill Heimbach
- Scott Hopman*
- Kathleen Klug
- Paula Palmateer
- Bob Ruder*
- Tom Steinberg
- Bill Wilto

1979

- Rod Slifer, Mayor
- Bill Wilto, Mayor Pro Tem
- Bud Benedict*
- John Donovan
- Scott Hopman
- Paul Johnston*
- Paula Palmateer
- Bob Ruder*
- Tom Steinberg
- Ron Todd

1981

- Rod Slifer, Mayor
- Bill Wilto, Mayor Pro Tem
- Chuck Anderson
- Paul Johnston*
- Bob Ruder
- Hermann Staufer
- Ron Todd
- Gail Wahrlich

1983

- Rod Slifer, Mayor
- Paul Johnston, Mayor Pro Tem
- Chuck Anderson
- Colleen Kline
- Kent Rose
- Hermann Staufer
- Gail Wahrlich

1985

- Paul Johnston, Mayor
- Kent Rose, Mayor Pro Tem
- Eric Affeldt
- Dan Corcoran
- Gordon Pierce
- John Slevin*
- Hermann Staufer
- Gail Wahrlich-Lowenthal

1987

- Kent Rose, Mayor
- John Slevin, Mayor Pro Tem
- Eric Affeldt
- Michael Cacioppo*
- Merv Lapin
- Gordon Pierce
- Tom Steinberg
- Gail Wahrlich-Lowenthal

1989

- Kent Rose, Mayor
- Tom Steinberg, Mayor Pro Tem
- Lynn Fritzen
- Jim Gibson
- Merv Lapin
- Rob LeVine
- Peggy Osterfoss

1991

- Peggy Osterfoss, Mayor
- Merv Lapin, Mayor Pro Tem
- Bob Buckley
- Jim Gibson
- Rob LeVine
- Jim Shearer
- Tom Steinberg

1993

- Peggy Osterfoss, Mayor
- Merv Lapin, Mayor Pro Tem
- Paul Johnston
- Sybill Navas
- Jim Shearer
- Rod Slifer*
- Tom Steinberg
- Jan Strauch

1995

- Bob Armour, Mayor
- Sybill Navas, Mayor Pro Tem
- Kevin Foley
- Rob Ford
- Michael Jewett
- Paul Johnston
- Ludwig Kurz*
- Peggy Osterfoss

1997

- Rob Ford, Mayor
- Ludwig Kurz, Mayor Pro Tem
- Bob Armour
- Michael Arnett
- Kevin Foley
- Michael Jewett
- Sybill Navas

1999

- Ludwig Kurz, Mayor
- Sybill Navas, Mayor Pro Tem
- Diana Donovan
- Kevin Foley*
- Rob Ford
- Chuck Ogilby
- Greg Moffet
- Rod Slifer

2001

- Ludwig Kurz, Mayor
- Rod Slifer, Mayor Pro Tem
- Dick Cleveland
- Diana Donovan
- Bill Jewett
- Greg Moffet
- Chuck Ogilby

2003

- Rod Slifer, Mayor
- Dick Cleveland, Mayor Pro Tem
- Diana Donovan
- Farrow Hitt*
- Ludwig Kurz
- Kent Logan
- Greg Moffet
- Kim Newbury Ruotolo

2005

- Rod Slifer, Mayor
- Farrow Hitt, Mayor Pro Tem
- Kevin Foley
- Mark Gordon
- Kent Logan
- Greg Moffet
- Kim Newbury

2007

- Dick Cleveland, Mayor
- Andy Daly, Mayor Pro Tem
- Kevin Foley
- Mark Gordon
- Farrow Hitt
- Kim Newbury
- Margaret Rogers

2009

- Dick Cleveland, Mayor
- Kim Newbury, Mayor Pro Tem
- Andy Daly
- Kerry Donovan
- Kevin Foley
- Margaret Rogers
- Susie Tjossem

2011

- Andy Daly, Mayor
- Ludwig Kurz, Mayor Pro Tem
- Kerry Donovan
- Kevin Foley
- Greg Moffet
- Margaret Rogers
- Susie Tjossem

VAIL TOWN MANAGERS

- Blake Lynch, 1966-70
- Terry Minger, 1970-79
- Rich Caplan, 1979-84
- Ron Phillips, 1984-93
- Bob McLaurin, 1993-2003
- Stan Zemler, 2003-current

*Elected or appointed mid-term. **Per Town Charter, elections changed from spring to fall, plus staggered terms established.