

# AGENDA

## INFORMATION UPDATE

January 12, 2021

5:00 PM,



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### I. INFORMATION ONLY MEMO

I.A. Lift Corridor Project

I.B. Golf Pass Structure



INFORMATION ONLY  
MEMORANDUM

TO: Mayor Torre and City Council  
FROM: Jen Phelan, Development Manager<sup>i</sup>  
THROUGH: Scott Miller, Public Works Director  
MEMO DATE: December 24, 2020  
PUBLISH DATE: January 12, 2021  
RE: Status update of Lift One Corridor project (3)

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This is the third staff memo providing City Council with a status update of the Lift 1 Corridor project, the first having been provided in July and the second in October. As mentioned in the initial memo, voter approval of the multi-stakeholder project<sup>1</sup> was granted in March 2019. The project stretches from Dean Street to the southerly termination of S. Aspen Street.

Five stakeholders are involved in the project: Lift One Lodge (LOL), Gorsuch Haus (GH), the Aspen Historical Society (AHS), Aspen Skiing Company (ASC), and the City of Aspen. Besides a land interest in the corridor project, the city also has a financial interest.<sup>2</sup>

All stakeholders are continuing to work towards perfecting their land use entitlements. Both of the final land use applications for Gorsuch Haus and Lift One Lodge were conditionally approved by the Historic Preservation Commission and/or the Planning Commission in December, with reviews that primarily focused on building materials and landscaping.

With final land use approvals granted, Development Orders have been issued which create a vested property right and starts the vesting period for the project. The Development Orders were published in the local newspaper on December 24, 2020 and a five year vesting period, granted in the ordinances that were referred to the electorate, has begun. Additionally, both applicants must submit final plats,

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<sup>1</sup> The project includes two hotels (Lift One Lodge and Gorsuch Haus), installation of a new telemix lift that loads closer to Dean Street and skier return, relocation of the historically designated Lift 1 bullwheel and associated towers, development of a ski museum and ticketing/skier services, as well as the redevelopment of city parks, Dean Street, and the termination (a new cul-de-sac) of S. Aspen Street.

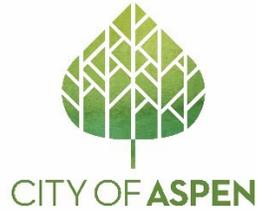
<sup>2</sup> The city has allocated \$4.36 million dollars within an escrow account to help fund certain “public facing” elements of the project such as improvements to Dean Street and relocation of the Skiers Chalet Lodge (home of a future ski museum and ASC services) that will benefit the public. These funds are to be released to Lift One Lodge when overall improvements are constructed and “once the new ski lift is in a working condition.”

development agreements, easement agreements, maintenance agreements, etc. for recordation. These documents are required to be submitted within 180 days of the commencement of the vesting period of the Development Orders. Applicants will need to submit these finalized documents to the Community Development Department by June 22<sup>nd</sup> for review, approval, and recordation. These plats and agreement are required to be recorded prior to submission of building permit applications.

In the meantime, representatives of the stakeholder group continue to meet as a whole and individually to discuss drafts of these legal documents and ensure individual and collective interests are discussed and agreed to as the documents are further refined, as well as to solve design and operations issues between different stakeholders.

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<sup>i</sup> As the owner representative for the project, the Development Manager position is expected to oversee successful execution of all phases in the development project: from initial concepts through final construction. This entails both leading and supporting the stakeholder group (both externally and internally) as well as monitoring coordination of the group to ensure that all technical studies, design, and entitlement requirements are met in a timely fashion to successfully move the project to completion. I'm happy to answer any additional questions Council may have with regard to this project. Feel free to contact me at [jennifer.phelan@cityofaspen.com](mailto:jennifer.phelan@cityofaspen.com) or 319-9949.



**INFORMATION ONLY MEMORANDUM**

**TO:** Mayor and City Council  
**FROM:** Steve Aitken, Director of Golf  
**THRU:** Austin Weiss, Director of Parks and Recreation  
Diane Foster, Assistant City Manager  
**MEMO DATE:** January 7, 2021  
**MEETING DATE:** January 12, 2021  
**RE:** 2021 Golf Membership Pass Structure

**SUMMARY:** Golf staff wishes to provide an update to the Mayor and City Council with the proposed 2021 Golf Pass structure. As we summarized to Mayor and Council in November, a task committee, comprised of staff along with members of the Golf Advisory Board, has worked together to refine the 2021 season golf pass reservation structure and policies. The proposed membership pass structure has been developed to address the challenges that were encountered during 2020 golf season that were brought on by the increased demand for use of the Aspen Golf Course. This proposed pass structure has been reviewed and recommended by the Golf Advisory Board and Staff.

**BACKGROUND HISTORY:** In 2020, the Aspen Golf Club saw its highest use ever with an increase of total golf rounds played over previous years. Historically, the club has seen roughly 28,000 rounds played annually. In 2020, the golf course saw over 36,000 rounds played. This new enthusiasm for the game of golf can be attributed to golf being viewed as a relatively safe activity compared to many other recreational opportunities during the Pandemic. The golf course was at, or near capacity each day throughout the entire 2020 season.

**DISCUSSION:** In order to develop a successful pass structure for the upcoming 2021 season, golf staff utilized the services of the Business Service Department to provide detailed analysis of the 2020 season. Data reviewed included rounds played, passes sold, usage per pass type, tee time availability, and average availability or shortage of tee times per week. The analysis revealed that in most of the categories, pass sales were on average with previous years. However, pass usage for each pass type was up over 30%. This increase usage led to a shortage of available tee times especially during the mid to late afternoon. Staff and the Golf Advisory

Board worked closely together to refine the golf pass types, restrictions and sales caps to provide for tee time availability throughout each day. Proposed pass pricing for passes in 2021 remain unchanged and or reduced from the 2020 rates.

Changes and modifications in golf pass structure include:

- Sales policies have been implemented that cap passes to a maximum amount sold in each category.
- Priority for booking tee times will be based on the type of pass that is purchased.
- The Gold Pass has been reduced in price to provide incentive for many to move up from the Silver Pass, freeing up tee times in the mid to late afternoon.
- The Family Twilight Pass has been discontinued, freeing up tee times in mid to late afternoon.

Staff feels these adjustments will allow us to provide availability each day and focuses the priority on pass holders. The following is our proposed list of golf passes available for 2021, the prices are the same as 2020 except for the Gold Pass that is reduced in price.

<b>Platinum Pass:</b>	<p>-\$2100 -Unlimited golf all season -Unlimited range usage for pass holder -Unlimited golf cart use for pass holder -Can book a tee time 14 days in advance -Capped at 75 Passes</p>
<b>Gold Pass:</b>	<p>-\$1299 before 4/1 or \$1399 after -Unlimited golf all season -Book 12 days in advance -Capped at 180 passes</p>
<b>Silver</b>	<p>-\$889 -Unlimited play before June 14 and September 15 to Close -Book 12 days in advance -Capped at 190 passes</p>
<b>Twilight Pass</b>	<p>-\$589 -Play after 3 PM all season long -Book 7 days in advance -Capped at 120 passes</p>
<b>20, 9-hole Punch Pass</b>	<p>-\$689 -Play any time of year -Book 7 days in advance</p>

-Capped at 130 Passes

**Junior Pass**

-\$199

-Unlimited golf for juniors age 17 and under

-Capped at 100 passes

Promotion of golf passes and their structure will begin immediately. Sale of golf passes will begin March 1, 2021.

**FINANCIAL IMPACT:** Revenues from golf pass sales are predicted to be at or near the same as in 2020 and meet overall forecasted Golf Fund revenue expectations for 2021.

**CITY MANAGER COMMENTS:**