

AGENDA

CITY COUNCIL WORK SESSION

December 3, 2019

**4:00 PM, City Council Chambers
130 S Galena Street, Aspen**



I. WORK SESSION

- I.A. 2020 City Council Legislative Agenda
- I.B. Special Events Workplan
- I.C. Dry Floor Events at the Aspen Ice Garden



MEMORANDUM

TO: Mayor and City Council

FROM: Tara Nelson

THRU: Sara Ott, City Manager

DATE OF MEMO: November 29, 2019

MEETING DATE: December 3, 2019

RE: Legislative Update – Policy Agenda Priorities & Principles

REQUEST OF COUNCIL: The purpose of this work session is to present, discuss, craft and set the City of Aspen's policy agenda. As the City adopts positions each year on state and federal policy matters it is important to predicate our position on clear firm ground. The flow and content presented during the work session will consist of a draft 2020 policy agenda proposal which will pose as a guideline to regional, state and federal policy leaders as a reference when considering decisions that impact the City of Aspen and surrounding jurisdictional boundaries.

PREVIOUS COUNCIL ACTION: Previous Council action in August 2019 identified correspondence which was sent relative to support for the Colorado Water Plan and modification of NEPA proposals. Since August, City Council has identified four policy matters that will be proposed to the Colorado Municipal League for amendments to their policy statement which include:

- 1) 2020 Census Funding
- 2) Early childcare education funding and expansion of high quality early childhood centers to provide benefits that ensure a sufficient workforce that meets the needs of the community
- 3) Support the local control of the preemption on the regulation of plastics
- 4) Support for the funding of the Colorado Water plan as passed by Proposition DD

Further, City Council solidified support for Propositions CC and DD as well as the opposition to the expansion of the Mid-Continent Quarry a/k/a Transfer Trail Mine in Glenwood Springs. Finally, Mayor Torre met and spoke with Leroy Garcia, Present of the Senate where he shared our four CML policy recommendations.

BACKGROUND: City Council has not previously adopted a policy agenda.

DISCUSSION: This agenda aims to become the cornerstone for City Council to make informed decisions for which policy matters are determined. As outlined, the purpose of the Policy Agenda will be used by individual City Council members and city staff to inform city positions taken on specific bills once the legislative session begins.

I have divided the discussion into small, focused categories consisting of Principles and Priorities. As further identified by staff, and in alignment with our Aspen Area Community Plan, those principles and priorities are outlined below for individual discussion.

PRINCIPLES:

- Deliver Quality Essential Services
- Lands & Natural Resources
- Health & Housing & Human Services
- Service Integration & Collaboration
- Local Control
- Fiscal Responsibility
- Deliver AACP Themes

PRIORITIES:

- Affordable Housing
- Climate Action
- Public Lands – Natural Resources, Wildlife, Parks, Recreation
- Public Health & Safety
- Telecommunications
- Water Availability & Conservation
- Early Childhood
- Renewable Energy
- River Health
- Regionalism
- Transportation

RECOMMENDED ACTION: Discussion only. Formal adoption of a policy agenda for positions on 2020 legislative matters can be adopted by formal resolution at a future City Council meeting in mid-December 2019.

ALTERNATIVES: Add an intergovernmental affairs section to post all City Council support letters and policy agenda on www.cityofaspen.com

CITY MANAGER COMMENTS: _____

ATTACHMENTS: DRAFT City of Aspen 2020 Regional, State and Federal Policy Agenda



CITY OF ASPEN



2020 REGIONAL, STATE AND FEDERAL POLICY AGENDA

APPROVED _____, 2019



CITY COUNCIL
CITY OF ASPEN

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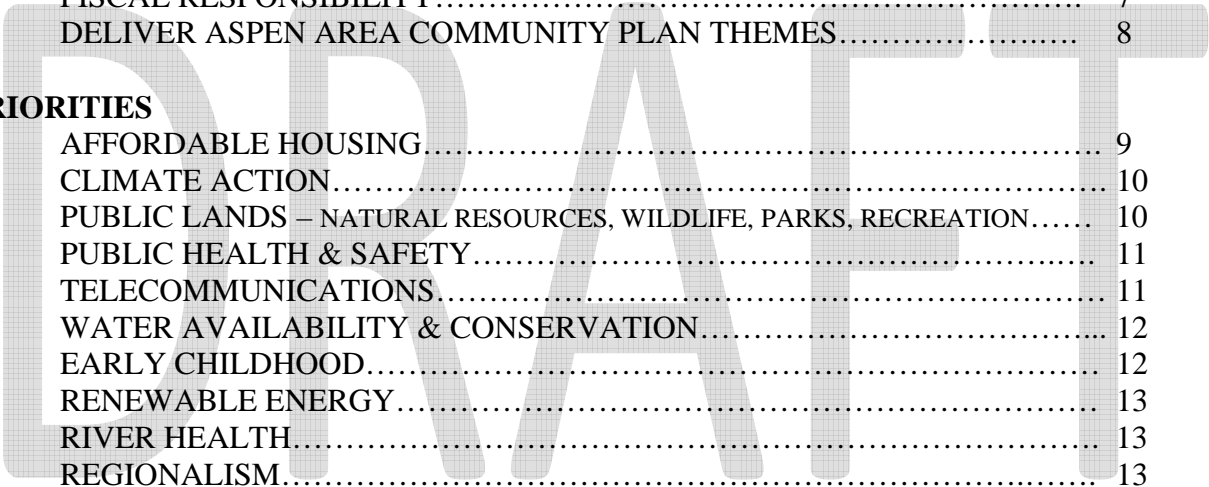
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PURPOSE OF THE POLICY AGENDA


The purpose of the City of Aspen’s 2020 Regional, State and Federal Policy Agenda (hereinafter “Policy Agenda”) is to inform city advocacy on policy decisions that have the potential to significantly impact 81611 and surrounding jurisdictional boundaries. This includes legislative decisions that may be made by the Colorado General Assembly or the U.S. Congress. It also includes various non-legislative decisions that can be opined at the federal, state and regional levels, including but not limited to those before Colorado agencies (*i.e.*, Air Quality Control Commission, Public Utilities Commission, Department of Transportation, Department of Regulatory Affairs), federal agencies (*i.e.*, Environmental Protection Agency, Department of Transportation, the Federal Communications Commission), regional governments (*i.e.*, Regional Transportation District) and intergovernmental coalitions (*i.e.*, Colorado Municipal League, Mountain Pact, Colorado Communities for Climate Action, Climate Mayors, Northwest Colorado Council of Governments, Colorado Association of Ski Towns, Water Quality/Quantity Committee, EOTC)

The City offers the Policy Agenda a guideline to regional, state and federal policy leaders for reference when considering decisions impacting the City of Aspen. This agenda was developed in advance of the 2020 Colorado General Assembly. With the coordination of the Policy Advisor Fellow and the City Manager, it will be used by individual City Council members and city staff to inform city positions taken on specific bills once these legislative sessions begin. At that point, Council may consider adopting amendments to the Policy Agenda to address specific bills that have been proposed.

Council may revisit the Policy Agenda at any point. It may do so as a body or with the Policy Advisor fellow as no intergovernmental affairs committee exists. City Manager has created this Policy fellow position for the purpose of convening on an ad hoc basis and other city staff as necessary when one or more of the following circumstances exist:

1. There is an immediate need for council members to participate with staff in developing a strategy to advance or defeat a proposed policy which is clearly addressed by the City’s Policy Agenda or other council-approved policy documents, or
2. A decision is expected to be made on regional, state or federal policy that affects a matter which council has previously provided general direction on and that could significantly impact the city, but which council did not provide sufficient specific direction on (either through its Policy Agenda or other approved policy documents) and with timing that will not allow for council direction to be obtained. In these limited situations, the City Manager and Policy Advisor fellow may discuss such policy proposals so that the city can advocate accordingly. Council is to be informed whenever such direction has been provided and may choose to subsequently revisit such direction.

Modifications to this Policy Agenda require consistency, when applicable, with the criteria listed below:

- 
1. Uniformity with current city council goals;
 2. Expected relevance in the upcoming or present state and federal legislative sessions;
 3. Uniqueness of issue or impact to the City of Aspen;
 4. Viability or likelihood of achieving goal;
 5. Opportunity for providing funding for City of Aspen; and,
 6. Availability of metrics of success that would allow the position to be deleted from future agendas if achieved

Departures from these criteria are made in unique circumstances as determined by council, such as when adoption of a city position is important to support its regional partners, even while the policy in question is otherwise of limited consequences to the city.

The City welcomes the opportunity to discuss the Policy Agenda. Please direct any questions to City Council members or to the City's Policy Advisor fellow, Tara Nelson at (970) 920-5059.

PRINCIPLES AT A GLANCE

Deliver Quality Essential Services

The City urges Congress and the General Assembly to expand resources for those essential services that serve the city's most vulnerable, including child care assistance, access to affordable health care, mental health and addiction services, and protect the community and the environment. As identified in the Aspen Area Community Plan, the City of Aspen's intent is to ensure a broad visitor base over the long-term, bolstering the sustainability of our visitor-based industry. In addition, this plan calls for more aggressive measures to ensure that the commercial sector provides essential products and services, and to ensure balance between a local-serving and visitor-oriented commercial sector. We foster policy to facilitate the sustainability of essential businesses that provide basic community needs. It is apparent that gaps still exist in the provision of essential services including adequate housing and health care options for all community residents. We value a collaborative approach to finding creative, sustainable solutions. As a principle, we are guided by professional, legal and community standards that provide opportunities for people of all ages and abilities to achieve a higher quality of life through: self-reliance, public safety, health and well-being, education and lifelong learning

Environmental Sustainability

City of Aspen maintains its commitment to promote environmental stewardship and lead climate action efforts throughout the Roaring Fork Valley. We will continue to advance policy that supports our ability to conserve resources and protect our future. Aspen's Climate Action Plan is the community's roadmap for reducing GHG emissions and envisioning what a low-carbon Aspen looks like. We commit to protecting the health, prosperity and safety of our residents by facilitating greater regional collaboration and acting on climate efforts.



Lands & Natural Resources

The City of Aspen has established a dynamic natural resource program that encompasses both the urban forest and the surrounding natural resources. With over 1,100 acres of open space within and around us we are committed to preserving, protecting these vital resources as well as enhancing our natural surroundings. We work to preserve open spaces for recreational use, wildlife habitat, and sustainment of our agricultural heritage; protect water sources and ensure a sustainable water supply; protect air and water quality to reduce impacts to residents

Health, Housing & Human Services

Aspen is dedicated to supporting and sustaining healthy communities that strengthen individuals and families while providing reasonable health and human services for anyone who calls the Aspen Area “home”. We will strengthen the quality of life and well-being for all people in our community by providing or promoting opportunities in housing, jobs and access to services, such as education, public safety and health through all phases of life. We value a collaborative approach to finding creative, sustainable solutions and are guided by professional, legal and community standards in providing opportunities for people of all ages and abilities to achieve a higher quality of life through:

- **Self-Reliance:** We must work together to help each person in our community meet his or her basic needs and remain self-sufficient to the greatest extent possible.
- **Public Safety:** We must continue to ensure that our safety services (police, sheriff, fire, child and adult protection, Mountain Rescue and emergency response, etc.) are efficient, effective, accessible and coordinated.
- **Health and Well-Being:** We must encourage the highest level of personal health for everyone in our community through programs that encourage healthy lifestyles, reduce risks and create access to quality health care regardless of age, income or ability. Local and regional public health agencies, local boards of health, providers and non-profits must work together to ensure community-wide access to a comprehensive set of health services.
- **Education and Lifelong Learning:** We must work together to ensure educational opportunities are available to all members of our community



Service Integration & Collaboration

City of Aspen aims to ensure effective use of taxpayer funds and successful outcomes through efficient service delivery and integration of public programs and services. To increase efficiency and effectiveness, City of Aspen engages in and strongly supports collaborative efforts within city departments and with partner agencies and organizations in the local community, regionally, and state-wide.

Local Control

As a home rule municipality, the City of Aspen believes the authority to address issues that pertain to the city must reside within. Local governments are best suited to identify solutions to local issues particularly regarding the services provided and land use decisions we make. Local authority also includes the flexibility to determine use of funding locally and precludes unfunded mandates from the state or federal government.

Fiscal Responsibility

City of Aspen budgeting reflects a priority on high-quality government services through six strategic focus areas being:

- Community engagement
- Fiscal health & economic vitality
- Smart customer-focused government
- Environmental protection
- Safe, lived-in community of choice


City of Aspen believes it is critical to the health of our economy to address the state revenue structure that restricts the state's ability to respond to changing economic conditions, including the Taxpayer Bill of Rights (TABOR), Amendment 23, and the Gallagher Amendment.



Deliver Aspen Area Community Plan Themes

We are committed to revitalizing and sustaining the underpinning of our thriving community, the Aspen Idea. Our vision, map and plan of action for achieving goals rests with our Aspen Area Community Plan (AACP). We strive to encourage collaboration among non-profit organizations, local government, local businesses and individuals while fostering greater inclusivity and participation in cultural events amongst the spectrum of community residents and visitors while supporting activities and infrastructure, both social and physical, that enable and sustain the Aspen Idea. Implementing the themes of the 2012 AACP will require collaboration and cooperation among public sector agencies, businesses, private non-profits, local institutions and the general public. We are committed to:

- Revitalizing and sustaining the Aspen Idea
- Achieving sustainable land use practices that support a healthy year-round community and a thriving, vibrant visitor-based economy
- West of Castle Creek Corridor area should provide a transition from rural expanses of Pitkin County to urbanized atmosphere of downtown Aspen
- Providing an efficient, multi-modal and integrated transportation system that reduces congestion and air pollution
- A strong and diverse year-round community and a viable and healthy local workforce are fundamental cornerstones for the sustainability of the Aspen area community
- Aspen will be a local, regional, state and national leader in all aspects of environmental stewardship
- Preserving our historic resources differentiates us a community and contributes to our long-term cultural awareness and sustainability as a community
- Strengthen the quality of life and well-being for all people in our community by providing or promoting opportunities in housing, jobs and access to services, such as education, public safety and health through all phases of life



The following are the City of Aspen’s priorities for the 2020 legislative session, NOT including references to legislation that will be introduced in the General Assembly. City staff will closely monitor active legislation introduced in these areas as well as request regional support for bills that pertain and have interest to us.

PRIORITIES AT A GLANCE

Affordable Housing

This policy area includes deed restricted and free market owner-occupied and rental housing units which house Aspen and Pitkin County residents whose annual income is between 50% and 240% of AMI. Affordable housing is essential to the economic and social health and sustainability of the City of Aspen. In the face of some of the highest housing and construction costs in the United States, the City of Aspen is focused on the provision of quality affordable housing to ensure the continued viability of the community. As such, the City advocates for State and Federal policies and regulations which support its affordable housing program, including:

- State laws respecting home-rule authority and permitting municipal government to raise revenue and budget for the development of affordable housing to meet local demand;
- State laws which enable local government to acquire or dedicate land for the development of affordable housing;
- Increased federal and state funding for affordable housing tax credits, vouchers, subsidies and other financial tools to support the development of affordable housing;
- Federal and state funding assistance for housing authorities to support the development and management of affordable housing.



Climate Action

Climate change is leaving an indelible mark on Colorado. The City of Aspen's Climate Action office identifies our city as one dependent on a stable climate and natural resources for a thriving economy. We support climate change preparedness and resiliency efforts, the Colorado Climate Plan, as well as more aggressive goals of greenhouse gas reductions. Aspen's local Climate Action Plan (CAP) identifies the roadmap to our sustainable future. Last released and updated in 2017 the CAP maintains our ambitious reduction targets and refocuses our commitment to Aspen's future. The City works in sync with Colorado Communities for Climate Action (CC4CA) to set and address the bills that the City expects to focus the bulk of its policy priorities, resources and political capital on. CC4CA is a coalition of 28 local governments across the state that work to strengthen state and federal climate policy. Further we support the preservation and expansion of local governments to engage in climate action efforts that include local and multi-city commitments. These partnerships and affiliations leverage successes at the state, national and international level and further value within our community

Public Lands – Natural Resources, Wildlife, Parks, Recreation

Pitkin County is 88% public land. Those lands provide essential resources, landscapes, and recreation opportunities which support the health and sustainability of our community, economy, and ecosystems. The proper management of public lands mitigates community impacts from natural disasters, ensures these lands support ecological health and biodiversity, provides diverse recreation opportunities, and supports commercial and conservation uses. Given Aspen's proximity to public lands, dependence on those lands for community sustainability, and prioritization of climate and environmental action, the City advocates for policies and regulations which deliver the following:

- Proactive forest management and wildfire mitigation which reduces threats from wildfire at the Wildland-Urban Interface and provides resources for wildland fire mitigation and management;
- Federal lands management rooted in best practices and which balances recreation development and commercial uses with conservation ensuring the long-term health and biodiversity of public lands;
- Federal lands policy and regulatory processes focused on public engagement and input, collaboration, responsiveness, and adaptation to local needs and conditions;
- Recreation management focused on habitat preservation, user experience, diversity of travel and access opportunities, and the sustainable management of existing resources.



Public Health & Safety

Providing for these quality of life factors is one of the core functions of municipal government. Community policing, clean drinking water, a healthy environment, development regulations, safe transportation, and parks, recreation and open space programs are essential elements of a health community. The City of Aspen is dedicated to providing these community services. The City is focused on advocating for policies and regulations which assist in providing the services essential to a healthy, safe community, including:

- Federal and state policies supporting community policing, intervention, prevention, public health, and rehabilitation programs which support local control of public safety and health outcomes;
- Financial and policy support for inter-governmental coordination in the provision of public safety and health services and programs;
- Local control over land use and development regulations which guarantee Aspen's ability to implement planning, zoning, and design controls on the built environment, and assess impact fees and other exactions on development activities to deliver community goods and off-set the impacts from development;
- Regulatory and financial support for the conservation of lands and provision of recreation services to support public and environmental health.

Telecommunications

Like transportation, water, sewer, and energy services, telecommunications infrastructure is an essential public utility. The 21st Century economy relies on fast, reliable, accessible, and affordable telecommunications services. As a rural community, Aspen and its surrounding area are underserved by private telecommunications providers, particularly widely accessible high-speed broadband access. Aspen is focused on ensuring that telecommunications infrastructure is responsibly deployed and managed to mitigate impacts to community aesthetics, public health, and public property while providing accessible, reliable telecommunications utility services. Aspen supports policies and regulations which:

- Support the development of municipally owned or managed telecommunications utilities infrastructure and franchises, including cellular and broadband services;
- Oppose federal or state preemption of municipal control over access to and development of infrastructure, including development within public rights-of-way and the imposition of design controls over utilities infrastructure;
- Ensure equitable and affordable access to high-speed, quality mobile and broadband telecommunications services



Water Availability & Conservation

Providing a safe, legal and reliable water supply to the City's water customers is necessary for supporting a vibrant community. Water, especially in the West, is a precious resource that must be diligently protected. The City promotes the efficient management of water through:

- Long-range planning efforts to identify future water needs and projects;
- Legal strategies that protect the city's water rights;
- Conservation programs that promote efficient water use;
- Coordinated responses for drought management;
- Participation in State-wide efforts to manage water resources to the benefit of Colorado communities, especially on the West Slope;
- Recognition of the importance of water storage in providing a reliable water supply. With less than a day's worth of storage, Aspen is especially vulnerable to disruptions in the water supply.

Early Childhood

Early childhood education is a pressing issue holding back a thriving economy. When parents who want to work can't fully participate, we hurt ourselves. Childcare is difficult to find, especially infant care, forcing many families to use less desirable care, work less, delay returning to work, or leave the community. Childcare is expensive, often costing a family more than housing. The rising cost of childcare has dampened women's employment by 13 % for those with children under age 5.

Childcare is a 3-legged stool: a functioning system that supports families and childcare businesses requires investing in affordability, accessibility and high quality. If a childcare proposal focuses only on bolstering one leg, the others will grow weaker under the pressure. More childcare spots won't necessarily mean parents can afford them. More money for parents won't help address quality or access.

The City of Aspen advocates for:

- An early childhood education comprehensive plan that addresses high quality, access, and affordability.
- Paid Family Leave that benefits children, families, and the community
- Labor and workforce recognition and support for the needs of families with young children



Renewable Energy

Aspen has long-supported efforts to minimize reliance on fossil fuels. In 2015 the City became the 3rd City in the nation to provide 100% renewable energy to its customers. Aspen continues to support efforts by other communities to reduce reliance on fossil fuels.

River Health

Like all of our natural environment, our local rivers are some of the community's greatest assets and the reason many people choose to visit or make the Aspen area their home. Our rivers provide for a high quality life; support recreational, real estate, and tourism economies; and provide our downstream neighbors with drinking water. The health of these rivers remains of highest importance to our citizens and is identified in several guiding documents for the City, including the Aspen Area Community Plan and the Ecological Bill of Rights. As such, the City is committed to making choices and implementing programs that protect, preserve, and promote river health now and into the future, and is focused on advocating for policies and regulation which deliver the following:

- Watershed and water resources protection and/or enhancement;
- Local control over water resources projects and regulations that have the potential to impact the quality or quantity of water in the Roaring Fork watershed;
- Local control over land use and development regulations which guarantee Aspen's ability to implement planning, zoning, and design controls on the built environment, and assess impact fees and other exactions on development activities to deliver environmental protection and off-set the impacts from development;

Regionalism

By exploring innovative and collaborative ways to close the gaps and meet demands, the City government plays an important leadership role in the ethic of community. Regional and multi-jurisdictional cooperation and collaboration enhances our quality of life. The City of Aspen engages in and strongly supports collaborative efforts within city departments and with partner agencies and organizations in the local community, regionally, and state-wide. The City of Aspen supports statewide legislation that would encourage:

- Cooperation amongst community including affordable housing goals
- Health and well being
- Trails & Open space systems and acquisitions
- Multi-modal transportation options
- Stormwater treatment
- Early childhood education funding
- Emergency plans / public safety / emergency response



Transportation

The City of Aspen is a leader in Transportation Demand Management, actively supporting programs, services and infrastructure that promote the use of transit, cycling, walking and shared mobility over single occupant vehicle travel. We support commuter fringe benefits that encourage transit, bicycle, walk and other non-SOV transportation modes and oppose fringe benefits for parking and others that encourage SOV travel for commute trips. As new transportation technologies and service emerge and evolve (eg: dockless mobility, autonomous vehicles, etc) the City of Aspen supports efforts to maintain the authority for local regulation of these services. The City supports efforts aimed at regulating the share mobility industry to ensure safety, equity, data sharing, customer privacy and fair treatment of employees.

We support new transportation funding for:

- projects that maintain existing infrastructure and that are multimodal in design, legislation that encourages “complete streets” that accommodate people using all modes of travel
- policies that support increased transportation funding for both ongoing and new transit planning efforts, transit operations, clean transit vehicles and safe transit infrastructure that reduce the reliance on single occupant vehicle travel
- innovative multi-modal projects including bicycle, pedestrian and first/last mile services
- for demonstration or “sandbox” projects that provide the opportunity to test emerging technologies
- resort communities for recognizing that the needs of a commuting public and the importance of a tourism economy are directly tied to transportation improvements and reduction in traffic congestion.
- encouragement of a balanced state transportation policy that addresses the need to maintain and expand roadway, bicycle, pedestrian, transit, carpool/vanpool and demand management options to improve Colorado’s transportation system including preservation of the constitutional requirement that highway user revenues be used for the construction, maintenance and supervision of the public highways and bridges of the state
- legislation that enables and encourages autonomous vehicles that are clean-fueled and safe, while preserving local control over regulation and local implementation



LEGISLATORS

PROCESS

To be most effective with our voice it is vital to establish a line of communication with our affiliated district representatives. This direct method will help us be most successful with our pertinent goals and where we can provide the most assistance.

3rd Congressional District:
**U.S. Congressman
Scott Tipton**

Senior Senator:
Michael Bennet

Junior U.S. Senator
Cory Gardner

House District 61:
Rep. Julie McCluskie

Senate District 5:
Senator Kerry Donovan

**Tara Nelson (Policy Fellow) & Kara Silbernagel (Pitkin County Policy and Project Manager) have separate portal for Gardner, Bennet and Tipton staff. Please reach out for direct email contact / addresses.*

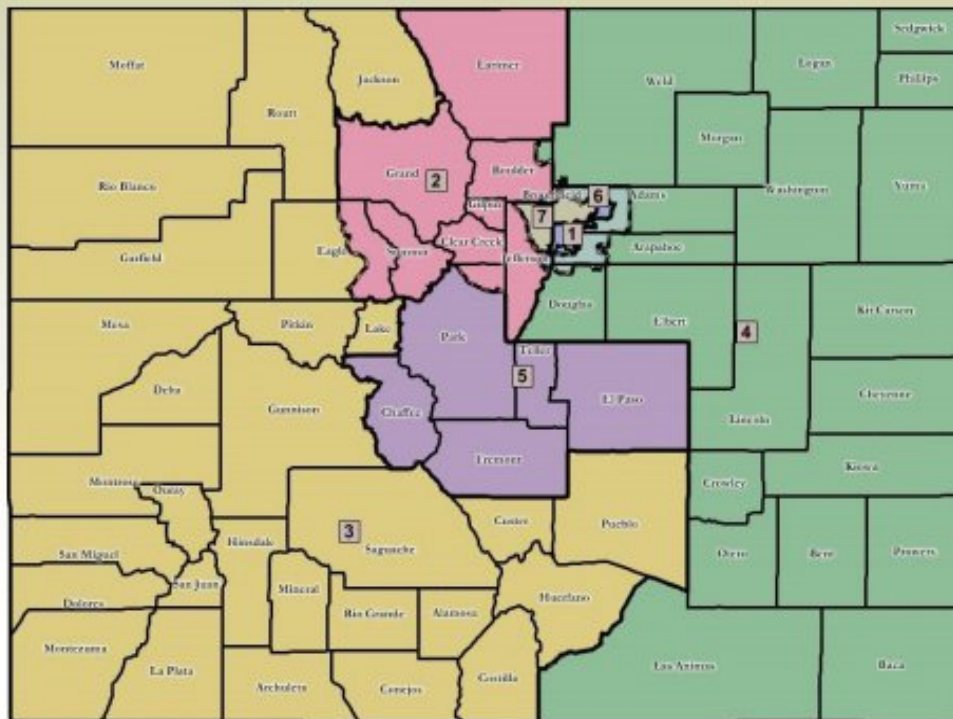


U. S. Congressman Scott Tipton

U. S. Congress - 3rd District

Phone: (970) 241-2499 (Grand Junction)

Colorado Congressional Districts





U.S. Senator Michael F. Bennet
Phone: (970) 241-6631 (Grand Junction)



U.S. Senator Cory Gardner
Phone: (970) 245-9553 (Grand Junction)

DRAFT

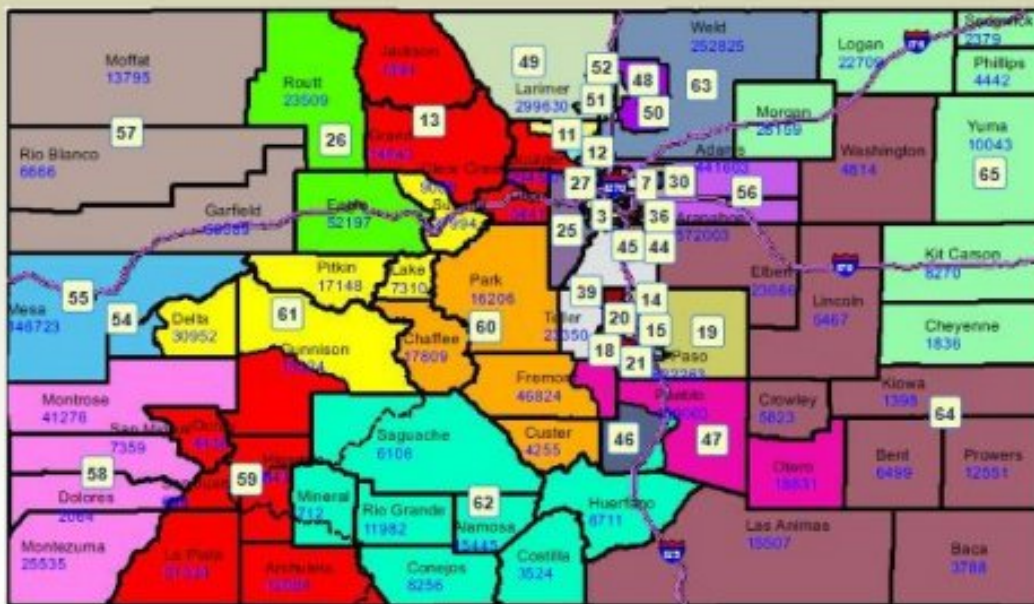


Rep. Julie McCluskie
State House District 61

Email: julie.mccluskie.house@state.co.us

Phone: (303) 866-2952

Colorado House Districts





MEMORANDUM

TO: Mayor Torre and City Council
FROM: Nancy Lesley, Director of Events
THROUGH: Jeff Woods, Manager Parks and Recreation
MEMO DATE: November 29, 2019
MEETING DATE: December 3, 2019
RE: SPECIAL EVENTS

REQUEST OF COUNCIL: The intent of this work session is to provide Council with a variety of updates and information related to special events, including the permit process and future planning. Staff would like to hear from council on their perspectives of the event calendar as well as some policy direction on using parking places for non-traditional/event use.

BACKGROUND:

Special Events Department

The Events Department is comprised of 3 FTE's and has a budget of approximately \$650,000.

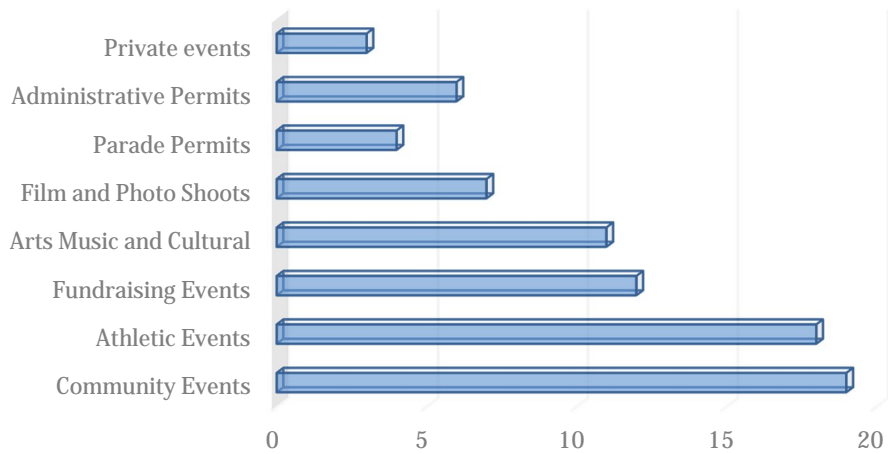
The Events Department has three main areas of responsibility:

1. Producing Signature Events: Events that the City produces and operates in full:
 - Fat Bike Race
 - Owl Creek Chase
 - America's Uphill
 - Aspen Backcountry Marathon and Heavy Half Marathon
 - Men's Lacrosse Tournament
 - Golden Leaf Half Marathon
2. Hosting Community Events: Events that are free and open to the public:
 - 4th of July Parade
 - New Year's Eve Celebration
 - Community Picnic
 - Aspen Ascent/Demo Days
 - Wheeler Fun Run

3. Permit Process

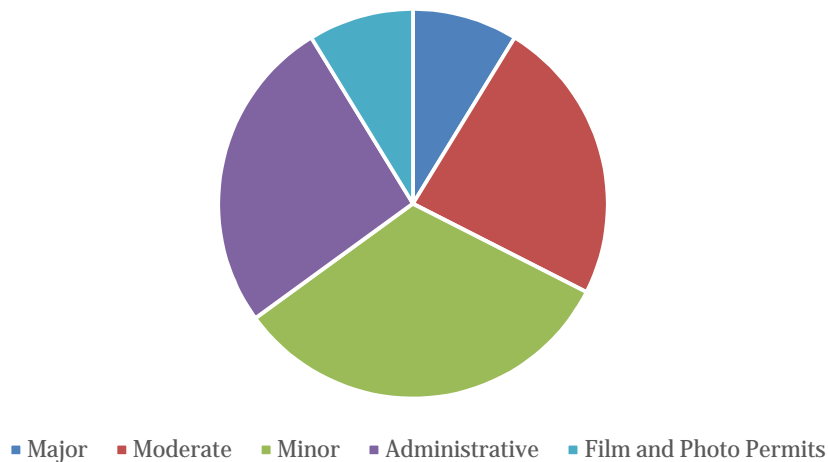
Additionally, the Events department oversees the issuance of permits for externally produced events. Event applications are reviewed by a committee comprised of relevant city departments, emergency services, and at times, other jurisdictions. Event Staff works as a liaison between the internal committee and external customer to ensure the one point of contact is efficient with prompt responses. Thus far in 2019 we have issued 80 event permits.

2019 Permits by Event Type



Events can also be categorized depending on attendance size, street closures, alcohol and duration. These classifications are defined as: Administrative, Minor, Moderate or Major.

2019 Permits by Size and Impact



DISCUSSION EVENTS:

During the work session both Signature and Community Events will be reviewed with the focus on a council discussion regarding community events.

Staff would like to hear from council if they are comfortable with the current balance of Signature and Community Events.

As events are known economic drivers, staff recognizes that some are an instant boost to the local economy, and some are more of a marketing investment into the future. Attached (Exhibit A) is a current and historical (no more than 3 years) list of events that receive money from the city either through the Grant Committee or a direct contribution. Please note, staff focused on amounts greater than \$25,000. During the budget presentations, the Grant Committee already presented to Council the non-profits and events that were awarded through the grant process. For a complete list of 2020 grants, Council may refer to the Proposed Operating and Capital Budget pages 47 – 50.

The following is a comprehensive list of events that receive in-kind or financial assistance. Historically, in kind services can be determined at the staff level.

X Games	Jazz Aspen	Food and Wine
Ruggerfest	Motherlode	Ducky Derby
Saturday Market	Spring Jam Core Party	AHS Pep Rally and Bonfire
Eagles Club Picnic	ELC Kids Carnival	Winterskol
ACRA Art Fair	12 Days of Aspen	
ACRA/AVFD/MRA Block Party		

Does Council concur that events continue to receive in kind funding for economic development?

DISCUSSION PERMIT PROCESS:

Staff permits events that happen on city property or impact public property or need essential public services. Essential public services can be, but not limited to, Fire, Police, Transportation and Water.

Through the permit process staff also manages the calendar to ensure that major community events don't overlap. Staff work closely with Pitkin County and Town of Snowmass Village to ensure that all stakeholders are aware of impacts and issues when dealing with a "multi-jurisdictional" event such as Ride the Rockies or the WEDU 50. Attached (Exhibit B) is the 2019 Events Calendar.

The special events department also establishes "black out" dates and considers "event fatigue" when planning and permitting events. Black out dates occur when other City departments, such as the Police, feel that the infrastructure is at capacity and adding another element (an event) would be too much of a strain on the system; or the Parks Department takes a park offline (for example Wagner in July) to be used for public consumption without the interference of an event.

Staff works closely with all other City departments as well as taking public comment regarding event fatigue. Staff believes it is important to have those weeks and months when there are not events– for example, late October/November and late April/early May.

Staff receives frequent calls regarding store owners requesting to “rent” the parking places outside of their stores for use other than parking. Previous council direction has been to deny these requests and continue to use parking places in the traditional manner. Does Council agree that parking places are for traditional use only?

Staff is in the process of collecting data through 2020 to discuss fee structure for Special Events and related fees and policy. While staff believes the actual cost of the permit (\$50 for a non-profit, \$125 for-profit) is on track with other communities, there are a number of other event related fees that add to the total cost of hosting an event within the City. Some examples of these fees are: Park Rental, Parking, Tent Permit, Police Services as well as bringing a “Street Closure” fee into the matrix.

FINANCIAL IMPACTS:

The Events Department is operating within budget and not asking for additional funding. The increase in safety related planning and coordination (which will be discussed at the December 16th work session) will be funded through use of departmental savings.

CITY MANAGER COMMENTS:

Exhibit A

Events that receive monies through the City of Aspen – please note – this is not a comprehensive list but focusing on amounts greater than \$25,000.

- Jazz Aspen has received money every year since 1999 with the smallest amount in 1999 at \$7,000 and currently they are receiving \$31,500 and have been for the last 2 years.
- X-Games/Aspen Skiing Company has been receiving money since 2004 with the smallest amount of \$100,000 and the current amount at \$137,500.
- World Cup/Aspen Skiing Company received \$10,000 from 2008 to 2015 minus the year 2013. In 2017 World Cup/Aspen Skiing Company received \$75,000.

January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
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	14	15	16	17	18	19
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27	28	29	30	31		

Sunday
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24

April						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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July						
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October						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Sunday
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-  Load in/Out
-  Events
-  COA produced events

February					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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11	12	13	14	15	16
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Sunday	Monday
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May					
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Sunday	Monday
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August					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Sunday	Monday
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November					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Sunday	Monday
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22	23
29	30

March				
Tuesday	Wednesday	Thursday	Friday	Saturday
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June				
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September				
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December				
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January						
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February						
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August						
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November						
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March						
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June						
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September						
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December						
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23	24	25	26	27	28	29
30	31					

- Load in/Out
- Administrative
- Minor
- Moderate
- Major
- Photoshoot



MEMORANDUM

TO: Mayor and Council

FROM: Cory Vander Veen, Recreation Director
Mitch Osur, Director of Parking and Downtown Services

THROUGH: Jeff Woods, Manager Parks and Recreation

MEMO DATE: November 29, 2019

MEETING DATE: December 3, 2019

RE: Aspen Ice Garden Facility Rental

REQUEST OF COUNCIL: Staff is requesting Council authorization to continue the leasing of the Aspen Ice Garden (AIG) for private events. These private events provide significant revenue to the Recreation Department which helps reduce the cost of recreational programs while lowering the overall annual subsidy provided by the General Fund.

SUMMARY AND BACKGROUND: At the work sessions held on September 12, 2017 and November 29, 2016 Council directed staff to continue a multi-year lease with vendors for the AIG for private rentals. At the work session held in 2016 Council had directed staff to work with the Aspen Chamber Resort Association (ACRA) and downtown merchants to create new programs that would facilitate increased foot traffic to downtown arts centered stores during AIG rental events and during the ACRA Art Festival. Mitch Osur implemented the Shop Aspen initiative in 2017.

Over the past 10 years, the Recreation Department has rented out the AIG to two private retail customers during its summer off-season. This “dry-floor condition” is when the ice is taken out during this summer season. These dry floor events have helped keep the price of ice activities low to our ice users. The first of these is *The Aspen Antiques and Jewelry Show* (now *Rare Aspen*) and is held within the first half of July. This year the event was held July 9-14. The second event is *Art Aspen* held on July 25-28, which is the week before Aspen Art Museum’s ArtCrush event.

DISCUSSION: A survey was conducted in 2017 of the event attendees and vendors. During the survey, staff were able to gather approximately 35 responses each day at the AIG, and staff expanded the survey to include visitors in the downtown mall area in order to gain further insight and perspective. Staff was able to gather the following visitor feedback from these surveys:

- Most attendees at the AIG centered events were visitors to Aspen.

- The AIG events were not the driving reason visitors came to Aspen.
- Most attendees came because they had a previous and on-going relationship with one of the AIG event vendors and they had been invited to see a specific item on behalf of that vendor.
- Attendees have disposable income and are drawn to these shows because of the museum quality merchandise.

Feedback from merchants showed that while at the AIG centered events, vendors stayed in local hotels, ate meals in Aspen restaurants, shopped at local businesses. The survey results showed each vendor spent approximately \$6,000 in local establishments while they were in Aspen. During these two AIG dry floor events, there were a total of 80 vendors which may be extrapolated into \$480,000 spent in Aspen during the events by vendors.

Most visitors surveyed on the downtown mall stated that they did not know about these events ahead of time before coming to Aspen, and that they would be interested in attending events like this in the future. This may be an opportunity for growth for more AIG private events in the future which could help offset Recreation programming costs and general fund subsidy.

For 2020, Recreation staff are exploring additional community uses for the Aspen Ice Garden such as using the upstairs rooms for community organizations. Staff feel that there is an opportunity for increased community recreational uses within the facility in the months of May, June, and August when there is no ice in the building.

FINANCIAL IMPACTS: The Recreation Department contracted with these entities in 2019 for a daily rate of \$4,750 for each day the vendor assumed control of the event space, including set-up and tear-down time. The average revenue gained for the Recreation Department through past three year is \$91,333 (2017 \$88,000, 2018 \$92,000, 2019 \$94,000). In 2020 the fees were raised to \$5,250 per day.

ENVIRONMENTAL IMPACTS:

While the ice is out for these summer months the utility saving is approximately \$3,000 per month. If ice was in the ice garden it would be approximately 300 gallons of water per hour of programming to resurface the ice. To put the ice back into the ice garden in September it takes about 17,000 gallons of water to make the many layers to form the one and half inch-thick ice surface that takes staff about three weeks install and two week to take out.

ALTERNATIVES: Council may direct staff not to continue leasing the AIG for private events. In this case, staff would seek council direction on alternates that would generate the revenue needed to maintain 2020 budget levels for the Recreation Department. Staff have considered two options: 1) The Recreation Department would could submit a supplemental request of \$90,166 from the General Fund in order to retain current programming and pricing, or 2) The Recreation Department could

increase ice rental fees for nonprofit and for-profit users by approximately \$119.00 per hour.

RECOMMENDATIONS: The Recreation Department staff recommends that Council approves the continuation of AIG dry floor private events and that staff continues to explore creative uses of the AIG facility in the future. Staff have current contracts through 2020 for these two existing dry floor vendors.

CITY MANAGER COMMENTS: