



Memorandum

To: Vail Town Council
From: Economic Development Department
Date: November 29, 2018
Subject: Snow Days Update

Action Requested:

No action required. Information update only.

Background:

The Town of Vail, Vail Resorts, Highline, and community partners have come together to support a new and improved, large scale community wide event to stimulate demand and drive visitation in Vail from December 13 – 16, 2018.

The Commission on Special Events funded Snow Days \$30,000 in 2018 and the Vail Town Council funded an additional \$270,000 in August 2018. This funding is in addition to Vail Resorts committing to fund \$200,000 and provide additional sponsorships and marketing support.

Summary:

The four day event includes events and programs beginning Thursday night with a bonfire at Golden Peak, headliner concerts on Friday and Saturday nights at Ford Park, event activation throughout Vail, and business and lodging promotions.

Highline has been working with businesses and the lodging community to create partnerships and promotional programs including multi-day lodging discounts, Savor Vail and Snow Days Live.

Initial occupancy reports over Snow Days weekend are already outpacing 2017 by over 9%.