

Tammy Nagel

From: Robert Boselli <bob@obosent.com>
Sent: Monday, July 1, 2019 2:38 PM
To: Council Dist List
Subject: Civic Area Plan - 5.1 - Town Council July 2nd

Vail Town Council-

Happy Independence Week to all of you – I Love our Country & our Town.

This email is to show support from a business owner in the Town of Vail on the need for a multi-use facility to boost low demand periods, provide economic growth opportunities, and keep Vail competitive on a 12 month basis. Vail has had a competitive disadvantage versus our competitive set (Aspen, Keystone, etc..) in having large space that can be used multi-purposely.

This Civic Area renaissance gives you the Town Council the ability to improve Vail like it hasn't been in over 30 years – specifically within areas that the Town controls. Please take this opportunity seriously and it's my opinion that the timing is now – we should not wait to see these improvements happen.

Thank you for considering my comments – Happy Independence Day,

**Bob Boselli – Owner
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July 10, 2019

Town of Vail Council
Matt Gennett and the Community Development Department
Civic Area Plan Process Committee

Dear Matt, Town of Vail Council and the Civic Area Plan Process Committee,

Now that the Civic Area Plan is well underway this letter serves as a follow up from our stakeholder group, "Friends of Dobson" and our previous communication. This group consists of a variety of participants that have specific, regular and long standing experience with the Dobson Ice Arena. We represent and have the support of adult hockey, youth hockey, Vail Mountaineer Hockey Club, Skate Club Vail, the figure skating community, Vail Yeti Hockey and other smaller user groups. Our representation also includes Vail residents, Vail business owners, Vail workers and employees.

We highly encourage you to be **Bold, Ambitious and Forward Thinking** in your leadership opportunity and responsibility as you endeavor the best option for the Civic Area Plan. We agree with the mindset spoken at the recent Vail Joint Economic meeting, **"Go BIG or Go Home! "**

Our 4 key conclusions:

1. Investment creates Demand and Opportunity - TOV and VRD have invested in 40 years of development and programming at Dobson. Not surprisingly, these proven programs and demand by both local groups AND destination groups have grown beyond our 40 year old (Dobson) facility.

Further Demand Opportunities:

- Current ice programs would like to recruit more participants but cannot due to limited ice time and space to execute the programming. This includes youth hockey, adult hockey leagues and figure skating programs.
- New programming (ie: broomball, curling, ice programs or learn to skate at different levels) is difficult to add and develop due to limited ice time.

2. Full redevelopment of Dobson - This is needed due to an aging facility, deferred and upcoming maintenance, and growth in our local AND resort community. We have recommended components such as: seating for 1500+ people, expanded food and beverage, lobby/waiting room, box office, weight and training room updated technology and security, offices and meeting rooms and a second sheet of ice.

- We do not recommend putting a "band aid" on Dobson with a new West entrance, small perimeter expansions or minor enhancements.
- Dobson's central location in Vail should be capitalized upon for the benefit of our community.
- Dobson, redeveloped as a multi use facility, is not a conference center.

Further Demand Opportunities:

- Destination groups primarily need a large facility between April and November when our community also has greater needs due to lower occupancies.
- New destination groups will use Dobson due to a larger capacity, improved functionality and technology.
- Dobson needs non ice users and events to compliment it's financial model.
- Adaptable, changeable and flexible seating, ice coverage and space modifications will be key to new programming and utilization.

3. There is a need for a 2nd sheet of ice - Enhancements to Dobson as a multi use facility is ONLY logical if they include a 2nd sheet of ice for the continuation of existing ice programs. Simply developing Dobson into a better venue for other non ice related events such as gatherings, meetings, concerts and special events would only take away ice usage.

- We do not recommend Olympic ice but rather Regulation (NHL) ice (in both facilities).
- A second sheet of ice can be below grade for maximum development of other amenities above grade.

Further Demand Opportunities:

- Ice programs that need 2 sheets of contiguous ice such as figure skating competitions, hockey tournaments, hockey camps. There are group opportunities today that would bring those programs to Vail with 2 sheets of ice.
- Mountain Recreation is awaiting the TOV decision on a 2nd sheet of ice. We have the BEST opportunity to improve our ice facility and add to it with our premium location and current momentum in ice programming.

4. Economics - Destination guests AND local residents support the Vail economy through their spending, visits, and overnight stays. Our current Dobson users are a proven and known entity. Our future redeveloped Dobson users will provide new and expanding opportunities to grow our economy and programming.

Further Demand Opportunities:

- Opportunity to design an iconic space that continues to be a signature of Vail and a draw.
- Programming such as exhibitions, gatherings, camps, recreation (ie: volleyball, pickleball, yoga, etc) may dictate Dobson's ice to be covered for extended time periods which would be driven by economics and programming.
- Dobson will compliment but will not compete with our Vail stakeholders such as hotels, retail, restaurants.

Thank you for your on going consideration. This is a very exciting opportunity for Vail to expand it's assets and leadership position.

Respectfully, Friends of Dobson

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