

May 13, 2020

Vail Town Council

Ref.: Requirement for a successful opening of businesses in Vail for Summer 2020

Dear Vail Town Council:

Following my letter from May 10th and numerous meetings with business leaders from the hotel, restaurant, and retail sector it appears that a concrete open plan is being proposed for approval by the state. From the perspective of Sonnenalp – and I believe other hotels, short term rental properties, restaurant and retailer would agree – the following are critical elements for a successful opening:

1. Move to “blue” no later than May 25th
 - a. 50% capacity for hotels
 - b. 50% capacity for restaurants plus unlimited outdoor seating subject to distancing criteria
 - c. Groups of up to 50 person and multiple groups of 50 subject to distancing of at least 20 feet between groups. Events that can fall within this 50-person rule.
 - d. Open hotel spa facilities and allow currently permitted treatments by DORA(i.e. hair, mani-cure, etc.)
 - e. Open hotel swimming pools subject to occupancy - limitations.
 - f. IMPORTANT! Welcome guest from outside our county and state!
 - g. IMPORTANT! Announce plan to move to ‘black’ on June 22nd.
 - h. Allow hotels to launch a thoughtful campaign to message the opening of Vail including an emphasis on our focus as a community and individual businesses on keeping everybody safe.
 - i. Allow accepting on-line bookings

2. Move to “black” no later than June 22nd.
 - a. 100% capacity for hotels
 - b. 100% capacity for restaurant plus unlimited outdoor seating subject to distancing criteria
 - c. Groups of up to 250 person and multiple groups of 250 subject to distancing of at least 20 feet between groups. Events that can fall within this 250-person rule.
 - d. Spa – additional services offered – subject to DORA rules
 - e. Open on-mountain activities

From the Sonnenalp Perspective the announcement of this opening plan would need to come within the next week. We would open the hotel and our outlets in steps as we believe it will take to about the middle of June until our opening message will result in booking anywhere close to the 50% limit. It will take some time to restore staffing levels to train staff for all the new procedures. We would be ready for full operations by the end of June and believe that a summer season of approximately 50% revenue volume compared to 2019 would be possible. If this could be achieved, I would consider this a ‘huge win’ and a promising outlook for the winter season.

Thank you for your support and consideration.

Johannes Faessler