



Memorandum

To: Mayor and Town Council

From: Town Manager's Office

Date: July 7, 2020

Subject: Vail Economic Recovery Efforts in response to the Public Health Crisis

I. PURPOSE

The purpose of the memo and presentation is to provide updates to a number of the Vail Economic Recovery Efforts in response to the Public Health Crisis by sharing information on key areas of planning, as follows:

- Eagle County Public Health Orders Update
- Designated Public Spaces for Alcohol Consumption Update: Revised Map
- Expansion of Premises Update: Restaurants & Retail
- Special Events Update
- Lower Bench of Ford Park Programming Update
- Ford Park: Managed Parking Program Update
- Commercial Rental Relief Fund Proposal
- Recession Plan & Budget Update

II. BACKGROUND

Town staff has presented monthly updates to town council about ongoing planning efforts in key areas in response to the updated public health orders from Eagle County. This memo addresses several economic recovery tactics that were supported by the Vail Economic Advisory Council, the Town Manager and Economic Development Offices. These programs have been initiated to help reboot Vail's business economy as well as support the community during these challenging times. The programming and tactics below are recommended in the context of the Town's Manager's Emergency Order and Eagle County's Public Health Orders and the Phase II & III Plan for Sustaining Social Distance, see Eagle County "Transition Trail Map" attached; the map provides benchmarks for sustainable social distancing protocols and allowable gathering sizes.

III. ECONOMIC RECOVERY TACTICS UPDATES

Eagle County Public Health Orders Update

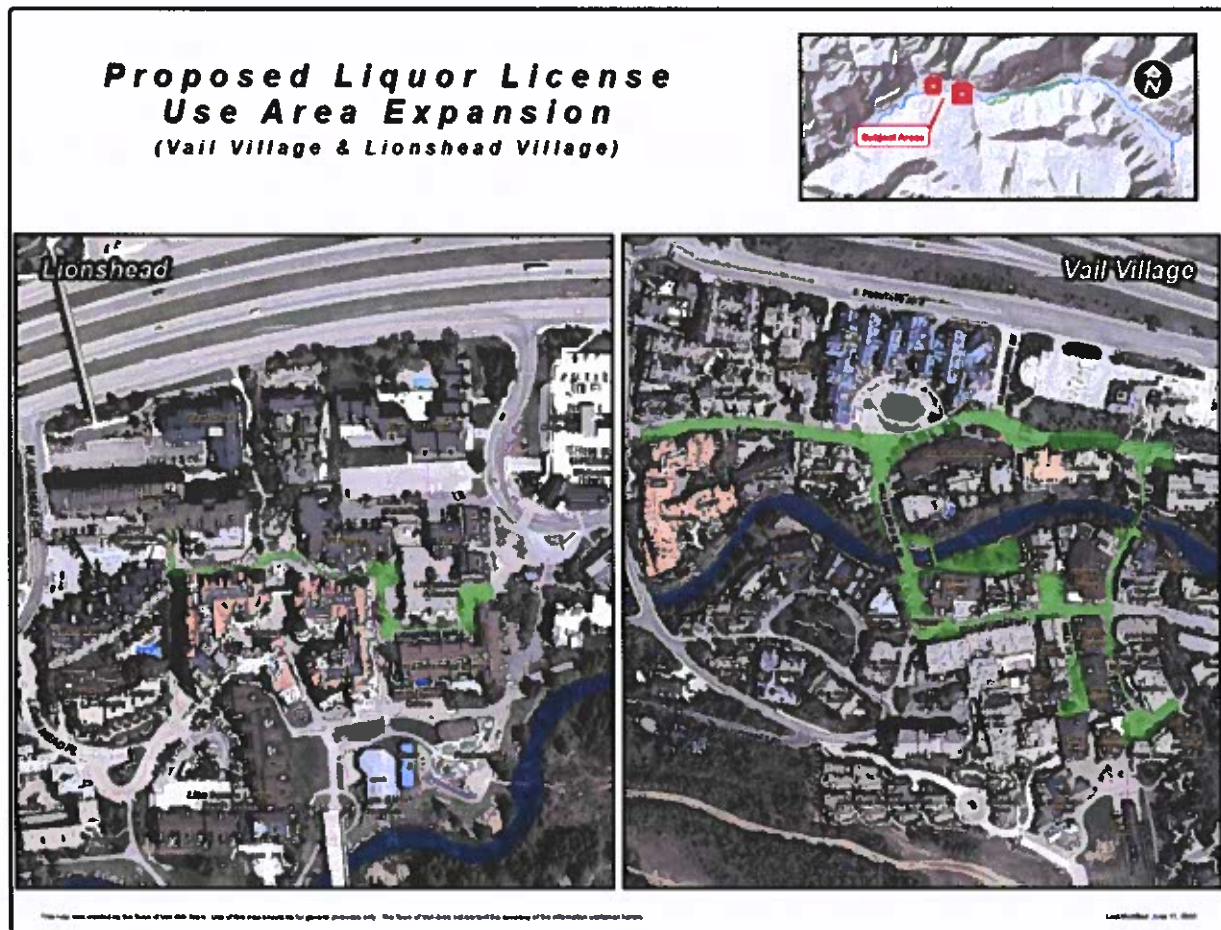
Eagle County Public Health continues to monitor and evaluate the spread of COVID-19 and determine when the county can move to the next phase of planned reopening based on the transition trail map, attached. The five commitments of containment, including social distancing protocols, are critical to each phase of the reopening and are outlined on the trail map. Eagle

County Public Health & Environment Director will address the council and community about updates related to the current public health orders and guidance on face coverings. Town staff continues to follow the lead from Eagle County Public Health on this matter in developing its economic recovery programming and remaining in compliance with public health orders. A letter from the Vail Police Department to Vail Business Owners is included in the packet of materials that helps to explain use of face coverings in the business community.

Designated Public Spaces for Alcohol Consumption Update

An Emergency Ordinance was passed by Town Council on May 19 allowing for consumption of alcoholic beverages in designated public places, particularly Vail Village and Lionshead during this public health crisis. This effort will help the restaurant community accommodate more patrons than would be allowed inside their establishments and would allow restaurants to do substantially more carry-out business in the villages.

The Town Manager's Office, in coordination with several town departments, including the police and fire departments and the town clerk's office, has amended the map to include a broader area for designated public spaces for alcohol consumption, see **GREEN** area on map below:



Town staff has installed educational signage around the villages that helps communicate rules that will apply to these designated areas, addressing timeframes for alcohol consumption, designating liquor boundaries, as well as information about social distancing protocols. The areas will continue to be monitored and possibly modified over time as the Town evaluates

operational and enforcement issues and receives feedback from patrons and businesses owners. In addition, social distancing will be required and all patrons in these areas are asked to take personal responsibility with compliance related to Eagle County's public health orders and the five Commitments of Containment. The town will require that state and town liquor laws be followed and request a high level of etiquette and personal responsibility from the public and restaurants related to "cleaning up" trash after using the designated public consumption areas.

Expansion of Premises: Restaurants & Retail

In an effort to further offer tools to assist liquor licensed establishments the ability to remain in compliance with social distancing, the State Liquor Enforcement Division has recently adopted Regulation 47-302(F) allowing on-premises retailers to temporarily modify their licensed premises by sharing such outdoor areas. At this time, there have been some discussions and review of creating the communal outdoor dining areas, but none have come to fruition as of yet. The Town Clerk's Office will continue to work with the restaurant owners to offer this option and will continue to process these applications and obtain the state's approval as quickly as possible. Currently there are four retail modifications around the villages, such as Pepi's Sports and Lululemon. Other businesses have modified their retail premises without needing to go through the Town based on their locations and proximity to private property. And there has been a total of twenty-two liquor license boundary modifications to restaurants, with six more pending, which has helped extend liquor premises to include additional outdoor seating areas.

Special Events Update

Following the June 16 town council reallocation of special event funding to signature event producers for reimagined events, the signature event partners have been hard at work finalizing their schedules and activation in Vail this summer and fall. Public Health guidelines provide for a maximum number of attendees with social distancing protocols to be followed at all special events. These guidelines have resulted in a modified approach to events to be held in the Gerald R. Ford Amphitheater. Town staff continues to work with these partners to ensure a diverse calendar of cultural events and responsible approach to meet Eagle County public health guidelines. Some of the events proposed include smaller Bravo performances, Hot Summer Nights Concerts with a pre-registered audience, Movie Nights, and other community programming.

Lower Bench of Ford Park Programming

The Town continues to work with its partners, including the Vail Valley Foundation, Bravo! Vail and Vail Jazz, to reimagine their entertainment programming and offer viable town-owned land as venues for entertainment productions and community activations. Town staff have met with several producers to consider programming at the lower bench. Public Health guidelines provide for a maximum number of attendees with social distancing protocols to be followed at all special events. The Town is drafting a calendar of programming that would likely begin early July with music at the park and some gatherings including yoga and other outdoor recreation programs. The calendar continues to be a work-in-progress and will likely be released to the public in the very near future. While the lower bench in recent years has been only for general public use with no events, this particular park represents a unique opportunity to serve as an alternative to the Ford Amphitheater. This unique smaller outdoor venue would offer event producers and the Town a new option to program music entertainment that will enhance the Vail guest and

the Ford Amphitheater. This unique smaller outdoor venue would offer event producers and the Town a new option to program music entertainment that will enhance the Vail guest and community experience during the public health crisis. The operations plan specific to the venue is being designed in a way to minimize impact on the park outside of event hours.

Tentative Summer Special Events Schedule (beginning in July):

Tuesdays: Hot Summer Nights (GRFA)

Wednesdays: Potential community concerts (lower bench)

Fridays: Vail Jazz Concerts July 17 – September 4 (lower bench)
Concerts at GRFA

Saturdays: VVF daytime programming (yoga, bike events, running events)

TBD: Bravo programming (GRFA & lower bench)

Ford Park: Managed Parking Program Update

Town staff and user groups of Ford Park, Vail Valley Foundation, Betty Ford Alpine Garden, Vail Recreation District, and Nature Center/Walking Mountains have met to review the most recent proposed programming at Ford Park, including the lower bench area. Crisis level recession planning resulted in budget reductions and a reduction in staffing to the Ford Park Managed Parking program as well as transit service levels. Because social gathering maximum numbers have increased, the town will reevaluate the need for re-implementing a managed parking program and there may be a need to possibly adjust the parking and transit budget to provide staffing to support these programs.

Commercial Rental Relief Fund Proposal

See separate memo from Economic Development and Finance Team.

Recession Plan & Budget Update

As of June 16, 2020, the town implemented the "Crisis" level of the town's recession plan. This level forecasts a 21%, or \$15.3 million reduction across all town revenue streams, with sales tax projected at a decrease of 41% from the prior year. With the most recent revenue collections, specifically May sales tax coming in at a decrease of 44% versus the anticipated reduction of 75%, as well as other revenues trending as anticipated, staff recommends continuing with implementation of the Crisis recession plan level at this time. Economic impacts of COVID-19 will continue to be monitored and forecasted, with regular updates to Town Council.

Attachments:

- ✓ Eagle County Transition Trail Map
- ✓ Eagle County Updated Public Health Order Press Release
- ✓ Eagle County Brochures: Cover Up Eagle County & Uncovering our Approach to Masks
- ✓ Vail Police Department Letter to Vail Business Owner about "use of face coverings"
- ✓ Memo about Commercial Rent Relief







TRANSITION TRAIL MAP

Sustainable social distancing protocols are critical to each phase of our planned reopening. To be successful, your behaviors and commitment to effective social distancing are critical. Please be vigilant in protecting yourself, your family, your employees and your community by pledging to the **5 Commitments of Containment**:

1. I will maintain 6 feet of social distance.
2. I will wash my hands often.
3. I will cover my face in public.
4. I will stay home when I am sick.
5. I will get tested immediately if I have symptoms.

Phased Approach to Lift Restrictions

 Activities	 Beginner Initial Steps to Reopen Beginning 4.27.2020	 Intermediate Beginning 5.25.2020 Amended 6.23.2020	 Expert <ul style="list-style-type: none"> • Awaiting approval • Start date TBD
Gathering Size Limit	10	100 indoors 175 outdoors	250
Essential Business	Operate with social distancing protocol and exempted from gathering size		
Retail, Offices, & other businesses not listed below	Social Distance Protocol required	Social Distance Protocol required	Social Distance Protocol required
Elective & Preventative Medical Care,	Open with Guidance	Continued Guidance	Continued Guidance
Personal Services	Open with Guidance	Continued Guidance	Continued Guidance
Childcare	Open with Guidance	Continued Guidance	Continued Guidance
Summer Camps	Distance Learning	Operational Guidance	Continued Guidance
Restaurants & Bars	Takeout and Delivery Only	Complying with Additional Guidance	Complying with Additional Guidance
Low-risk recreation (golf / disc golf / non- contact sports)	Social Distance Protocol required	Social Distance Protocol required	Social Distance Protocol required
High-risk recreation (play areas, activities w high-touch equipment)	No Change - Closed	Social Distance Protocol required	Social Distance Protocol required

Senior Specific Activities	No Change - Closed	Gathering size 5-10; Refer to Safer at Home for Seniors for guidance	Gathering size 10-15; Refer to Safer at Home for Seniors for guidance
Gym / Fitness Centers	Social Distance Protocol required	Social Distance Protocol required	Social Distance Protocol required
Lodging / Short Term Rentals	Open only for local residents, essential business, medical care, & emergencies	Reopen with 50% occupancy, see Lodging / STR Guidance	Open without additional occupancy restrictions Lodging / STR Guidance
Events	Limited to gatherings of 10 or less	Limited to gatherings up to 100 indoors / 175 outdoors w/ Guidance	Limited to gatherings up to 250 w/ Guidance
Non-resident visitors	Not allowed	Allowed with lodging / occupancy limitations	Allowed

General questions about the order or other local COVID-related items can be directed to COVIDQuestions@eaglecounty.us or 970-328-9750. Violations of the Public Health Order should be directed to the dispatch non-emergency line at 970-479-2201.

Additional guidance documents for specific business types or activities can be found on the [Business Toolkit](#).

*Social Distancing protocols for businesses: [English](#) | [Spanish](#)

Public Health



[Home](#) | [Public Health](#)

[Department Home](#)

[Contact Information](#)

[Overview](#)

[Disease Prevention & Control](#)

[Environmental Health](#)

[Healthy Aging](#)

[Policy and Partnerships](#)

[Maternal & Child Health](#)

[Resources](#)

[Tobacco Licensing and Regulations](#)

[Vital Records](#)

[News](#)

Contact Us

Phone: 970-328-8840

Avon
100 W. Beaver Creek Blvd. 107
P.O. Box 3419
Avon, Colorado 81620
Phone: 970-328-9813

Eagle
551 Broadway
P.O. Box 680
Eagle, Colorado 81631
Phone: 970-328-8840

El Jebel
0020 Eagle County Drive, Suite E
El Jebel, Colorado 81623
Phone: 970-328-9586

Fax: 855-848-8829
(all locations)

County to implement new COVID-19 public health order

Contact: General Questions, CovidQuestions@eaglecounty.us, 970-328-9750

Media Contact: Kris Widlak, Communications Director, communications@eaglecounty.us

July 2, 2020 - Eagle County Public Health and Environment has updated the county's [Public Health Order](#) regarding COVID-19. In alignment with the county's [Transition Trail Map](#) and with modifications in accordance with a variance from the Colorado Department of Public Health and Environment (CDPHE), the move to the "Black Diamond" Phase will take place on July 3.

Current [disease surveillance](#) data has pushed Eagle County into a cautious state with recent increases in spread noted in the county and region. In addition, state and national transmission data continues to increase with several states slowing down their reopening plan in advance of the holiday weekend. "Our ability to keep the virus in check and slow the spread at a community level is based on our individual behaviors," said Heath Harmon, Director of Eagle County Public Health and Environment. "The recent increases in Eagle County warrant everyone's caution. Whether you are a local or a visitor, we want you to reduce contact with others and remain vigilant with the Five Commitments of Containment."

- I will maintain 6 feet of distance
- I will wash my hands often
- I will cover my face in public
- I will stay home when I am sick
- I will get tested immediately if I have symptoms

The revised Eagle County Public Health Order reflects these current disease trends and holds gatherings sizes at lower levels than originally requested in the variance sent to the CDPHE, while also implementing a requirement for face coverings in public indoor settings.

Specifically, group sizes are limited to up to 100 people indoors and 175 people outdoors as long as 6 feet of distance between non-household members can be maintained.

In addition, the previous guidance that recommended face coverings in public indoor spaces is now a requirement. "We are taking this step now to protect the progress we've made, as well as our near- and long-term goals of a successful school year, ski season and beyond," said Commissioner Kathy Chandler-Henry. "We believe the potential inconvenience of wearing masks is a small price to pay to protect that future."

All community members are strongly encouraged to read the entire order. Notable changes include:

- Allows gatherings of up to 100 people indoors and 175 people outdoors. Six feet of distance will still be required between non-household members. Multiple groups may be allowed in separate spaces indoors, or with 20 feet of distance between groups outdoors.
- Requires customers and guests to wear face coverings when entering any place of business or public indoor environment, and requires all individuals to wear face coverings in public outdoor spaces when less than 6 feet of physical distance from non-household members is expected to continue for 15 minutes or longer.
- Removes capacity limits for short-term lodging. Six feet of distance will still be required for non-household members.
- Continues requirements that all visitors be free of any symptoms consistent with COVID-19 for 10 days prior to arrival in Eagle County.
- Continues isolation requirements for people who are sick and quarantine requirements for people who have been exposed to someone who is sick.

The county has updated its [Business Toolkit](#) and its [Q&A resource](#) to help with the transition. A communitywide education campaign geared toward visitors is also being deployed.

Also, in the coming weeks Eagle County Public Health and Environment will update its COVID-19 monitoring dashboard to include additional demographic data. The new information is intended to help provide insights into how the disease is affecting the community, and greater access to data used to make public health decisions.

Regular updates on the county's response to COVID-19 are being shared at www.ECEmergency.org. The county's forum for community discussions is at www.facebook.com/OneValleyVoice. Those with additional questions can email covidquestions@eaglecounty.us or call 970-328-9750.

CONNECT WITH THE COUNTY



• Elected Officials

- [Commissioners](#)
- [Assessor](#)
- [Clerk & Recorder](#)
- [Coroner](#)
- [Sheriff](#)
- [Surveyor](#)
- [Treasurer/Public Trustee](#)

• Agendas

- [Board of County Commissioners](#)
- [Eagle County Planning Commission](#)
- [Roaring Fork Valley Regional Planning Commission](#)
- [Open Space Advisory Committee](#)

• Resources

- [County Calendar](#)
- [FlyVail Website](#)
- [Provide Feedback](#)
- [RFPs and RFQs](#)
- [Special Event Guidelines](#)
- [Valley Home Store](#)
- [Media](#)

• Local Governments

- [Town of Avon](#)
- [Town of Basalt](#)
- [Town of Eagle](#)
- [Town of Gypsum](#)
- [Town of Mintum](#)
- [Town of Red Cliff](#)
- [Town of Vail](#)

500 Broadway - P.O. Box 850 | Eagle, CO 81631 | 970-328-8600 | [Contact Us](#)



© 2019 Eagle County. All rights reserved.



Cover up, Eagle County!

Please continue to wear face coverings as we follow the [Transition Trail Map](#)

Wearing face coverings is an effective, simple precaution you can take to help greatly reduce the spread of COVID-19. Although physical distance between yourself and others is most important, there is a wealth of scientific research that confirms their effectiveness, specifically against COVID-19. The following Q&A will help clarify Eagle County's face covering guidance as we follow the Transition Trail Map in response to the pandemic.

While they are perhaps not the most comfortable addition to your outfit, wearing a face covering is ultimately a very small inconvenience to endure for a huge public health benefit. Their use can reduce onward transmission by asymptomatic and pre-symptomatic wearers if widely used, and can contribute to reducing viral transmission.

Q: Is wearing a face covering required by Eagle County?

A: Eagle County has chosen to strongly recommend that our community members cover their faces when they enter businesses or whenever 6 feet of distance cannot be maintained for a prolonged period of time (10 minutes or longer) with anyone outside their household. However, there are some notable exceptions where they are not only recommended, but required:

- Towns and cities may issue ordinances requiring face coverings. Regardless of the county in which those townships are located, those ordinances are legally binding.
- Commercial enterprises may require customers to wear them. You must respect the establishment's policy.
- Passengers on ECO Transit, Vail, and Avon busses are required to wear them.
- Employers have the authority to require employees to wear face coverings, and they must comply. Social distancing requirements must be met as well.
- They are required when interacting with healthcare professionals.
- They are required in jobs or settings where one is likely to be within 6 feet of someone else for a period of 10 minutes or longer.

Q: Are face coverings as effective as social distancing?

A: No. Maintaining a distance of at least six feet from others is more effective than wearing a face covering. Obviously, the two precautions are not mutually exclusive. But to be clear, please continue to respect social distancing outside of the home at all times, and continue to sanitize and wash your hands throughout the day.

Q: When can I stop wearing one?

A: Face coverings will be encouraged as long as there is a continued threat of viral resurgence. Wearing them will be a reality of life for the foreseeable future until a vaccine and better treatments to decrease the severity of disease are widely available.

Q: I notice some people do not wear face coverings, even though they should. What should I do?

A: The best method to ensure widespread adoption of face coverings is to lead by example. Respectfully urge friends, family, and neighbors to take precautions and take them yourself.

Q: Where can I learn more?



Uncovering our approach to masks

Eagle County Board of Commissioners

Bufs. Bandanas. Neck gaiters. Scarves. Non-medical face coverings. Whatever you're wearing, we're glad you are. We are hearing daily from our community members about our approach to masks. Eagle County's public health order regarding COVID-19 strongly encourages face coverings when in a business or other enclosed public space. It requires their use in certain instances where 6 feet of distance can't be maintained for a prolonged period of time.

Eagle County has broad authority to protect public safety during an emergency, but this is not a tool we use lightly. In the case of masks, rather than making them mandatory in every public place, we are relying on our community's culture of caring for each other and setting an example for our visitors.

As we keep having to remind ourselves, this is a *novel* virus and our understanding of it changes constantly. But there is current widespread agreement among Public Health authorities that face coverings may help prevent the spread of COVID-19, certainly more than what it may cost us to wear them.

Various communities are trying other strategies to achieve our shared objective of widespread mask use. Those include absolute requirements for masks when in public, requiring masks when entering a business, and even making no recommendation to the public whatsoever. We communicate regularly with our peers in similar, nearby communities to share our experiences with each strategy. To-date those conversations suggest that compliance with a mask goal is mostly related to community cohesion, meaning residents' commitment to one another, as well as strong communication about mask policy.

Eagle County's success so far has been due in part to our community's success in following our [5 Commitments of Containment](#). But our guests are not familiar with our goals, strategies, and commitments. So as we begin to welcome guests back to Eagle County, we believe we have a much greater opportunity to reach them through new, more targeted messages to help keep themselves and our community as safe and healthy as possible. Watch for this education campaign to roll out soon.

We will continue to monitor the evolving science and guidance from Public Health authorities on COVID-19, as well as our own success in achieving our 5 Commitments. If we believe another approach may be more successful, we will adapt our policies accordingly.

For now, please remember:

- **More than a moment:** The spread of COVID-19 is most likely to occur when in close contact with an infected person for periods of time approaching 15 minutes or longer, not from momentary circumstances such as walking past others.

- **Mask up when close:** When six feet of distance can't be maintained for a prolonged period of time, again, 15 minutes or longer, a face covering is required.
- **Mask up in public:** When entering any place of business or public indoor environment (e.g. retail or grocery store, post office, library, government buildings, theater, etc.).
- **Distance is better than masks:** Masks are not required when walking in your neighborhood, or on trails, when you can adequately maintain 6 feet of distance from non-household members.
- **Mask up for others:** For those who are not afraid of COVID-19 or don't want to wear a mask, remember the mask protects others, not yourself.

Because we have inconvenienced ourselves for the sake of our fellow residents, we've seen success addressing the disease threat as no other community in the nation has. Though we grow increasingly weary of these burdens on our lives, our actions now will have a lasting effect on reaching our longer term goals, which range from safely reopening schools to a successful winter season. It will take kindness, respect, personal responsibility - and yes, masks - to get us there.



75 South Frontage Road West
Vail, Colorado 81657
vailgov.com/police

Office of the Chief of Police
970.479.2218
970.479.2216 fax

June 30, 2020

Dear Vail Business Owner:

The state of Colorado's Department of Health & Environment has not yet mandated the use of masks in public. (Source: <https://covid19.colorado.gov/mask-guidance>)

Furthermore, the standing Phase 2 Public Health Order of Eagle County's plan for sustaining social distance clarifies that face coverings or gloves are not required by this or any other public health order. (Source: https://www.eaglecounty.us/PublicHealth/Documents/Public_Health_Order/)

However, research shows that people who have no symptoms can spread COVID-19. Wearing a non-medical face mask helps minimize the spread of the virus. Thus, everyone should wear a mask when out in public. Therefore, the use of masks and / or face coverings in public and / or private spaces, including open businesses, is strongly encouraged.

This is a complicated situation that has been difficult to enforce while continuing to respect citizen's rights. We are asking for your assistance with enforcement efforts. Because the use of masks and face coverings is not legally mandatory (with the exception of inside all government buildings and buses), the Town of Vail Police Department cannot respond to a call at a place of business or restaurant to force a member of the public to wear a mask, either out in the street or in their store or restaurant. But, in the same way a store or restaurant can tell you "No shoes, no shirt, no service," they can insist "No mask, no service." The argument can be made, based on health and safety regulations, in their store or restaurant.

If you display a sign mandating the use of a mask in your place of business, and a member of the public refuses to follow your mandate – you may ask them to leave. If they refuse to leave, you may call the Vail Police Department who can ask them to leave on your behalf and / or remove them from your place of business or restaurant, should the need arise. This gives the Vail Police Department a legally defensible position to enforce.

If you have any questions or comments, please call Commander Ryan Kenney with the Vail Police Department at (970) 477-3433.

Sincerely,

Dwight Henninger
Chief of Police