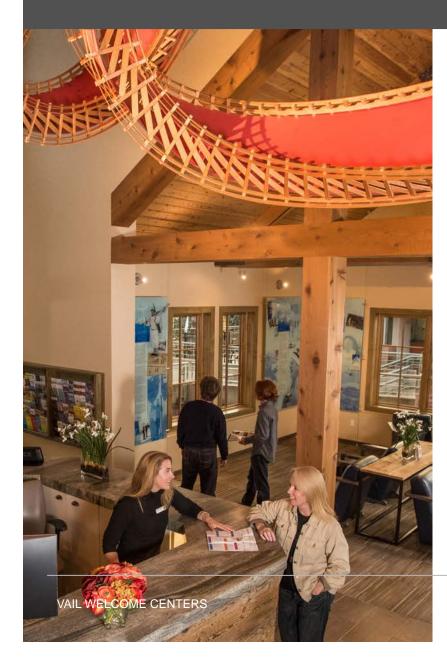


UPDATE | October 2016 - April 2017

TOWN OF VA

OPERATIONS | Staffing



- Transition team led by Mike Griffin
- HR assisted with staffing model
- 3 full time staff
- 5 part time staff
- 4 on-call staff
- 2016 operations budget = \$338,000
- 2017 operations budget = \$324,000



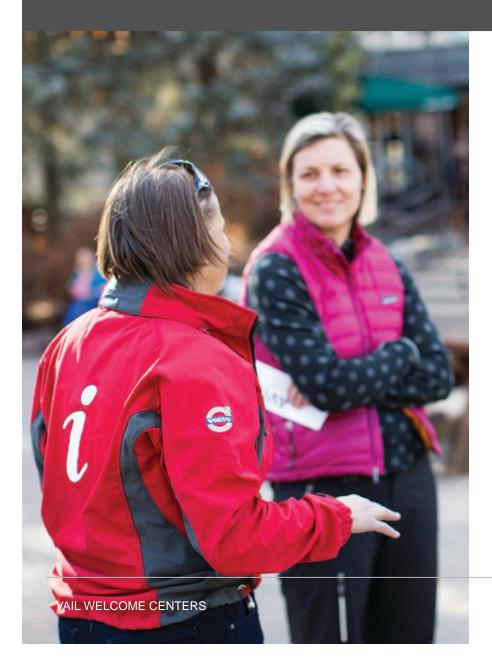
OPERATIONS | Commitment to Elevating Guest Experience

- Expanded training and professional development
- Increased communication with the Town's stakeholders
- Frontline meetings, Guest Service Coordination meetings with Vail Mountain, partnership with VCBA
- Restructured and efficient data collection
- Modernized walk-up lodging resources, iPads with Vail specific apps and VailApp





OPERATIONS | Community Host Program



- 47 Community Hosts 37 returning from last year
- 80 hours of service
- New coat room
- Meetings with Vail Resorts
- TOV Random Acts of Kindness
- Cross-training opportunities
- 2 thank you receptions



2016 - 2017 SKI SEASON RECAP

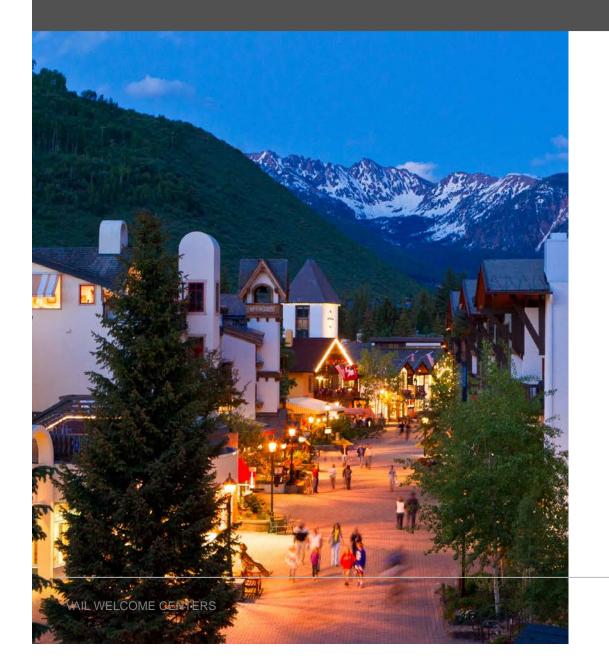


- Lionshead: 14,960
- Vail Village: 15,668
- Total Operating Hours: 2,858
- Host interactions: 42,411



VAIL WELCOME CENTERS

LOOKING AHEAD



- Ski dolly pilot program
- Furniture upgrades
- Vail App presence
- Social media emphasis
- Live chat research
- After-hours event space
- Analysis of operational hours



