



JOINT MERCHANT MEETING

**Towns of Telluride & Mountain Village,
TMVOA, TTB, Colorado Flights, Telski**

Tuesday, December 9, 2025





MEETING AGENDA

**TOWN OF TELLURIDE
TOWN OF MOUNTAIN VILLAGE
TMVOA
TELLURIDE TOURISM BOARD
TELLURIDE SKI & GOLF COMPANY
COLORADO FLIGHTS ALLIANCE
COMMUNITY AND BUSINESS
RESILIENCE THIS WINTER**

DISCUSSION OVERVIEW

OVERVIEW

TOWN COUNCIL APPOINTMENT

SNOW REMOVAL OPERATIONS

FATS, OILS, AND GREASE (FOG)

WAYFINDING, PLACEMAKING, & SIGNAGE

ECONOMIC OVERVIEW

TELLURIDE MERCHANT MEETING

TOWN COUNCIL APPOINTMENT

One Town Council seat is open. Council chose to fill it by appointment instead of a special election. This is faster and saves money.

Key Dates

- **Applications Open:** Nov. 26
- **Applications Due:** Tuesday, December 9, 5:00 pm
- **Applicant Interviews:** Thursday, December 11 at 5 p.m., Town Council Special Meeting
- **TAR Applicant Meet & Greet:** December 15, 5:00 pm, Elks Lodge
- **Public Comment by Email Due:** Monday, December 15, 8:00 pm
 - townclerk@telluride.gov
- **Public Input on Appointment:** 9:30 am, First item at Regular Meeting
- **Appointment:** Tuesday, December 16, Town Council Regular Meeting

Make your voice heard...

- Apply by 5:00 pm today if you want to serve on Town Council: bit.ly/totcouncilapp
- Watch the meetings to follow the process: bit.ly/totcouncil
- Send public comment by 8:00 pm on Monday to townclerk@telluride.gov



TELLURIDE MERCHANT MEETING

BUSINESS RESPONSIBILITIES

PLEASE DO YOUR PART

- Ensure that snow is removed from your sidewalk promptly.
- Individuals with accessibility curb ramps or fire hydrants are required to clear these areas along their property front.
- It is essential to keep the accessibility ramps free from ice and windrows.
- Snow and ice should be cleared beyond the steel domes, ensuring that the flow line is unobstructed.
- Confirm that the curb line is clear to facilitate proper drainage of melting snow.
- Avoid delaying until the snow turns to ice, as it becomes more challenging to remove and poses greater dangers.
- Utilize sand or eco-friendly de-icer to minimize the risk of slipping.
- Maintain clear curb ramps and crosswalks for individuals with mobility challenges.



TELLURIDE MERCHANT MEETING

BUSINESS SIDEWALKS

CLEARING YOUR SIDEWALK IS NOT ONLY A RESPONSIBLE ACTION BUT ALSO A LEGAL REQUIREMENT.

- According to Sec. 11-1-90 of the Municipal Code, residents and businesses are allotted 12 hours following the conclusion of a storm to clear any sidewalks adjacent to their property, which includes the front, sides, and any pedestrian ramps leading to the street.
- Additionally, the law forbids the act of shoveling snow into the street. This prohibition extends to individuals clearing roofs and discarding the snow into the street or alley. In cases where adequate snow storage is unavailable, the snow must be removed from the premises.



TELLURIDE MERCHANT MEETING

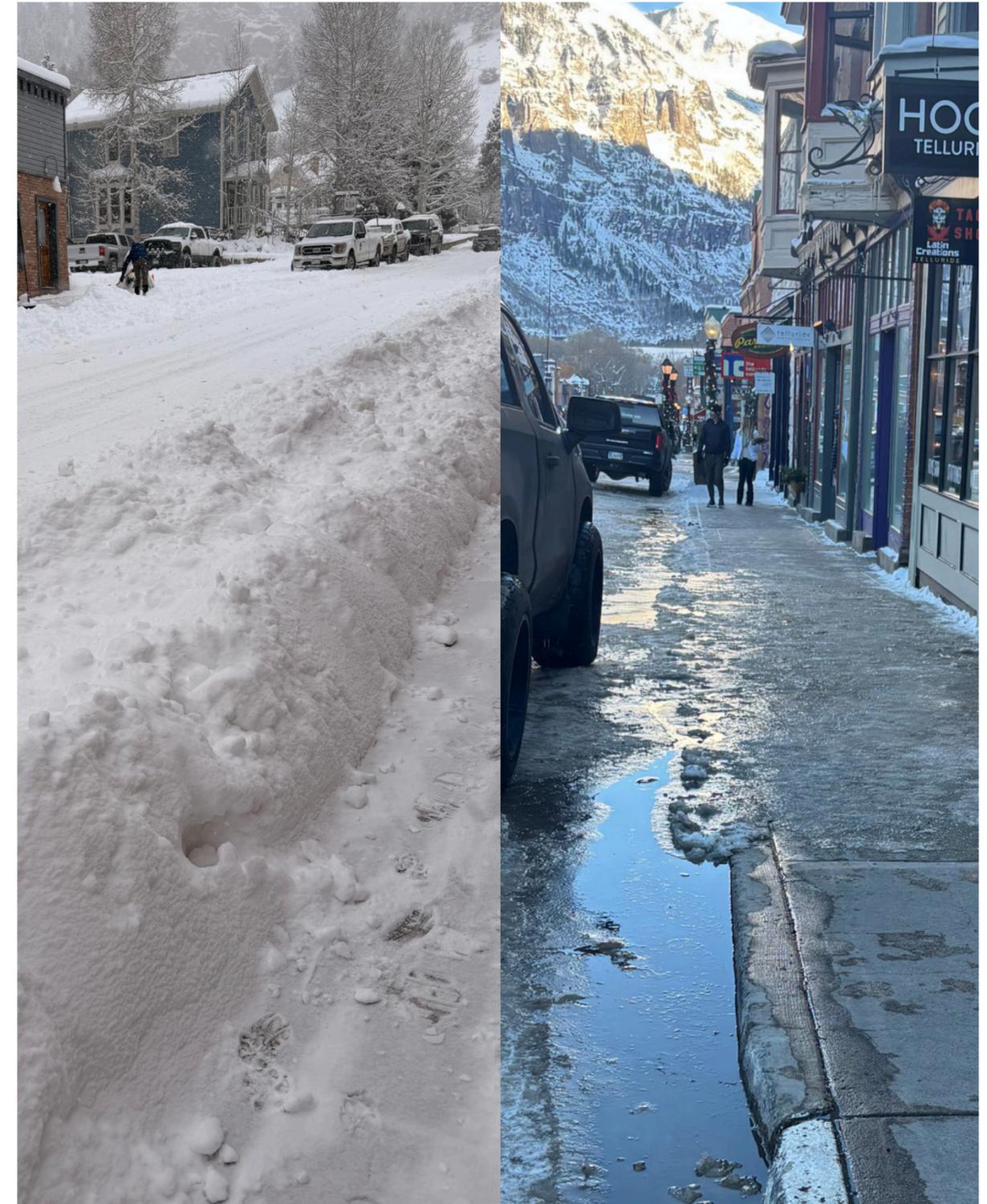
GUTTER AND DRAINAGE MAINTENANCE

KEEP GUTTERS CLEAR TO PREVENT ICE PONDING

- Even in Winter, It's Important to Keep Things Flowing
- Blocked gutters are one of the biggest culprits behind dangerous ice buildup. When slush, snow piles, or parked vehicles block the concrete gutter, melting snow can't drain properly. Instead, it backs up and freezes into thick, slick ice sheets that stretch across sidewalks, ramps, and even into the street.

South Main Street: A Known Trouble Spot

- South Main is notorious for ice buildup. After the plows come through and push snow to the center of the street, sidewalks are often cleared later—leaving snow trapped between parked cars. This creates ice dams that freeze overnight and spread across pedestrian routes and ADA ramps.



PUBLIC WORKS SNOW AND ICE OPERATIONS

NEW SNOW REMOVAL MAP

EFFECTIVE FOR THE 2025/2026 WINTER SEASON

- **Efficient Use of Resources:** Snow removal operations are more productive when neighborhoods with similar characteristics are grouped. For example, Prospect, Smuggler and Owl Meadows all feature off-street parking, which helps the number of cars parked so crews can clear roads without obstructions.
- **Proximity to Free Parking:** Areas are near free parking are aligned for removal on the same day, which provides overflow options for residents during plowing. This minimizes disruption and supports compliance with snow removal protocols



PARKING INFORMATION

THIS MAP IS SUBJECT TO CHANGE

FOR QUESTIONS

Contact Telluride Public Works
Department: (970) 728-5700

COLORED AREAS INDICATE SNOW
REMOVAL DAYS

THE NON-COLORED AREAS ARE
PRIVATE STREETS OR NO PARKING
ANY TIME.

**VIOLATORS ARE SUBJECT TO
TICKETING AND/OR TOWING**

PLEASE ALWAYS READ THE SIGNS

DAILY SNOW REMOVAL

-  MONDAY
-  TUESDAY
-  WEDNESDAY
-  THURSDAY
-  FRIDAY
-  SATURDAY

-  NO PARKING ANYTIME
-  NO OVERNIGHT PARKING
-  NO PARKING 2 AM - 7 AM
-  NO PARKING NOVEMBER 1ST - APRIL 1ST

-  TELLURIDE MARSHALS DEPARTMENT
-  SKI LIFT
-  TELLURIDE MEDICAL CENTER
-  MUSEUM
-  GONDOLA STATION
-  CARHENGE PARKING LOT

FOR DAILY SNOW REMOVAL NOTIFICATIONS,
TEXT SNOW TO 38276.

VISIT bit.ly/totstreets TO VIEW THE DAILY
SNOW REMOVAL SCHEDULE INCLUDING
ZONES ON THE TOWING AND TICKETING LISTS.



PUBLIC WORKS SNOW AND ICE OPERATIONS

RECENT SNOW REMOVAL OPERATIONAL CHANGES

Snow Removal Notifications

- Last year, the Town implemented the text notification system as a courtesy to address the shortage in parking throughout Town. Our goal is to ensure there is parking available to as many people as possible as often as possible, especially in their permitted zone. When in doubt, please heed posted signage.

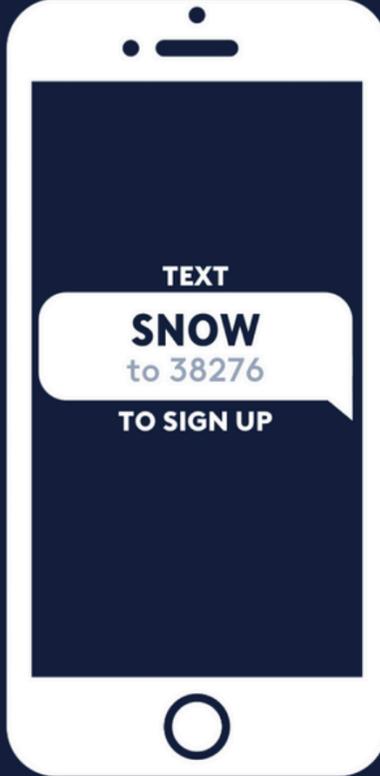
Snow Storage Areas (No Parking Nov 1-April 1)

- Efforts are underway to optimize logistics in order to decrease the number of areas designated as No Parking from November to April.



**TOWN OF
TELLURIDE**
EST. 1878

TOWN SNOW REMOVAL NOTIFICATIONS



TEXT
SNOW
to 38276
TO SIGN UP

SIGN UP TODAY FOR THE TOWN'S SNOW REMOVAL TEXT NOTIFICATIONS. OUR GOAL IS TO SEND TEXT NOTIFICATIONS BY 5 PM THE DAY BEFORE THE STREETS TEAM PLOWS.

THE TEXT WILL INCLUDE TOW ZONES AND A LINK TO A MORE DETAILED REPORT INCLUDING TICKETING ZONES AND AREAS THAT ARE IN THE CLEAR FOR PARKING THE NEXT DAY.

Learn more: bit.ly/totstreets

TELLURIDE MERCHANT MEETING

FATS, OILS, AND GREASE (FOG)

Pretreatment & FOG Program Update

- **Holiday Season Reminder:** With increased kitchen activity, it's critical for restaurants to maintain strong FOG best practices.
 - Ensure grease traps are checked, pumped, and cleaned frequently.
 - Train all new and seasonal staff to scrape food waste into the trash before dishwashing.
 - Reinforce proper kitchen habits to keep fats, oils, and grease out of sinks and drains.
- **Program Updates:**
 - We are continuing our FOG/grease trap inspections and outreach with all food service establishments.
 - Working to establish and maintain regular grease trap cleanout schedules for every restaurant.
 - A new Pretreatment Coordinator will begin in mid-January, providing dedicated support and strengthening communication with restaurants.



TELLURIDE MERCHANT MEETING

WAYFINDING, PLACEMAKING, & SIGNAGE

The Town of Telluride is working with Guide Studio to design and implement a comprehensive wayfinding system that enhances navigation, accessibility, and community identity.

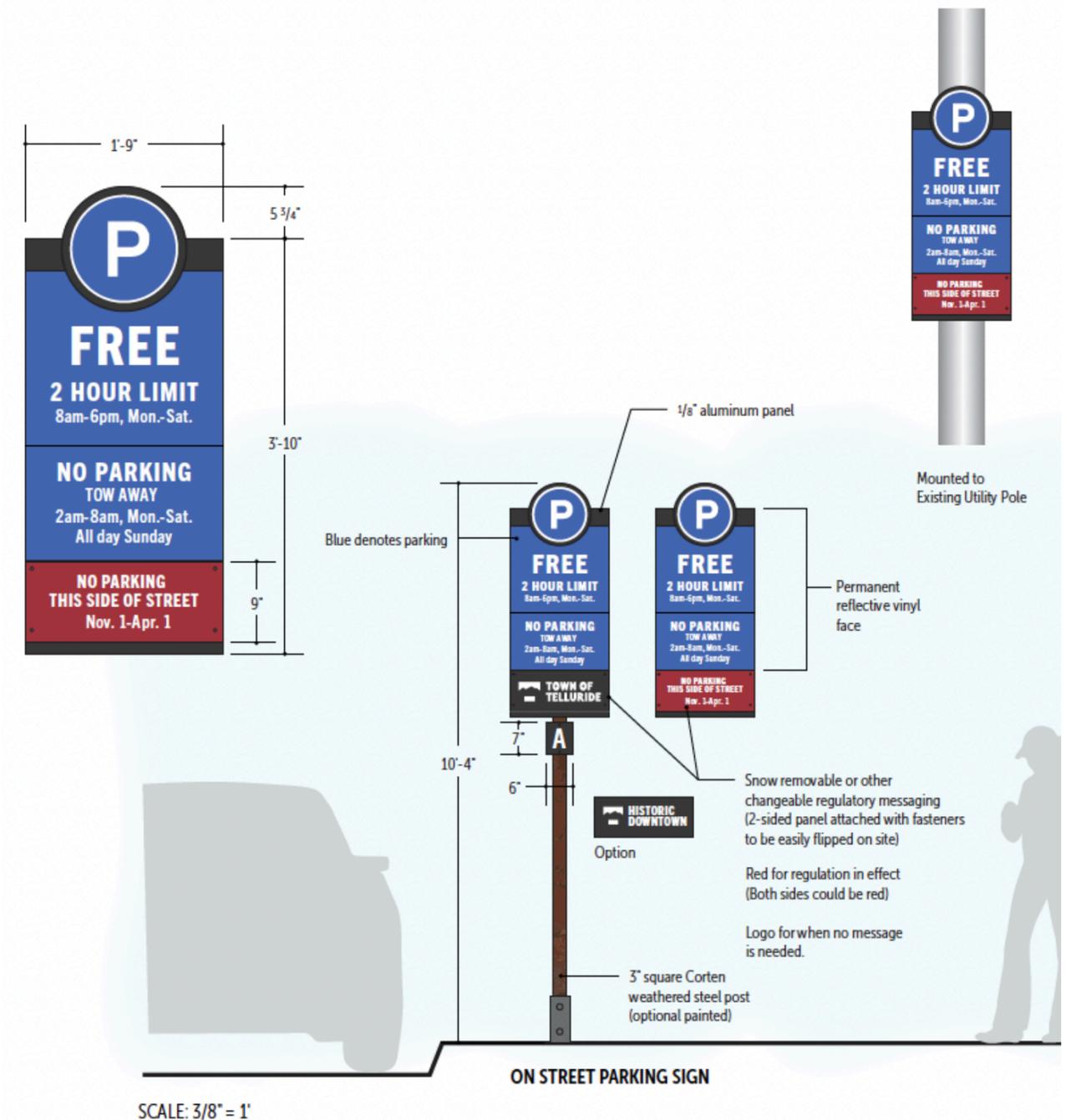
Goals:

- Enhancing public signage and navigation for residents and visitors
- Improving downtown wayfinding and accessibility
- Strengthening Telluride's identity through design and storytelling

Request for Proposal went live on Tuesday, December 2 with proposals due by Friday, January 2.

Upcoming Meetings & Deliverables:

- Tuesday, January 6: Town Council Work Session - Phase 1 Design Package and Bid Process
- February (est.): Community Engagement Session: Design and Material Samples
- April: Scale Representation Installation
- May: Phase 1 Installation



TELLURIDE MERCHANT MEETING

WAYFINDING, PLACEMAKING, & SIGNAGE

Parking Identification



BEFORE



AFTER



BEFORE

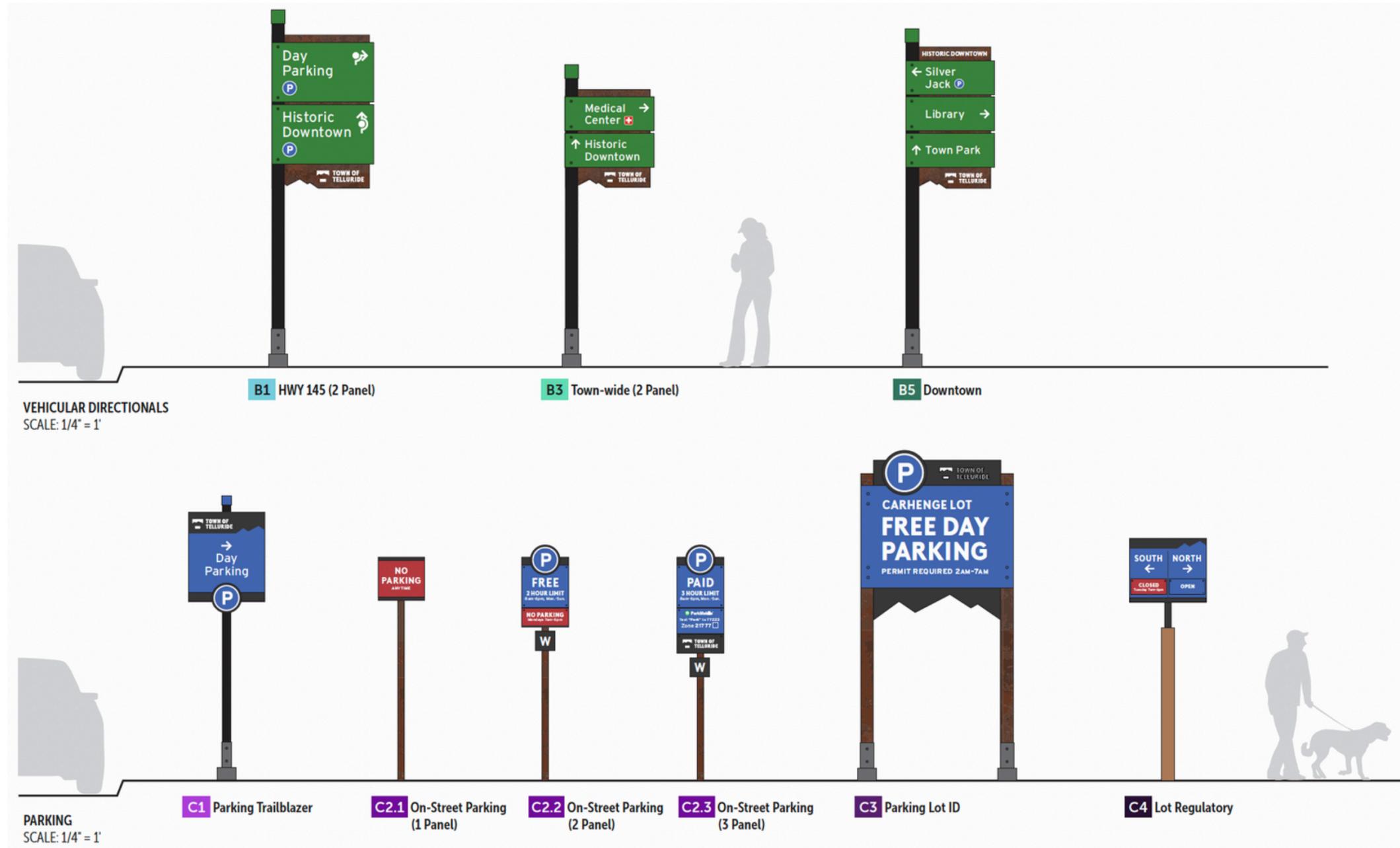


AFTER



TELLURIDE MERCHANT MEETING

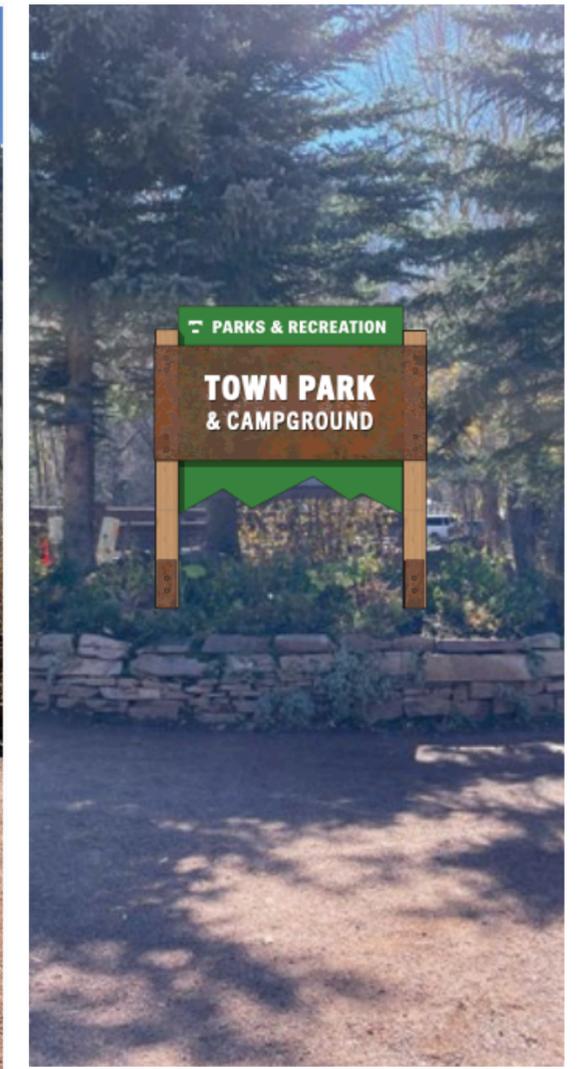
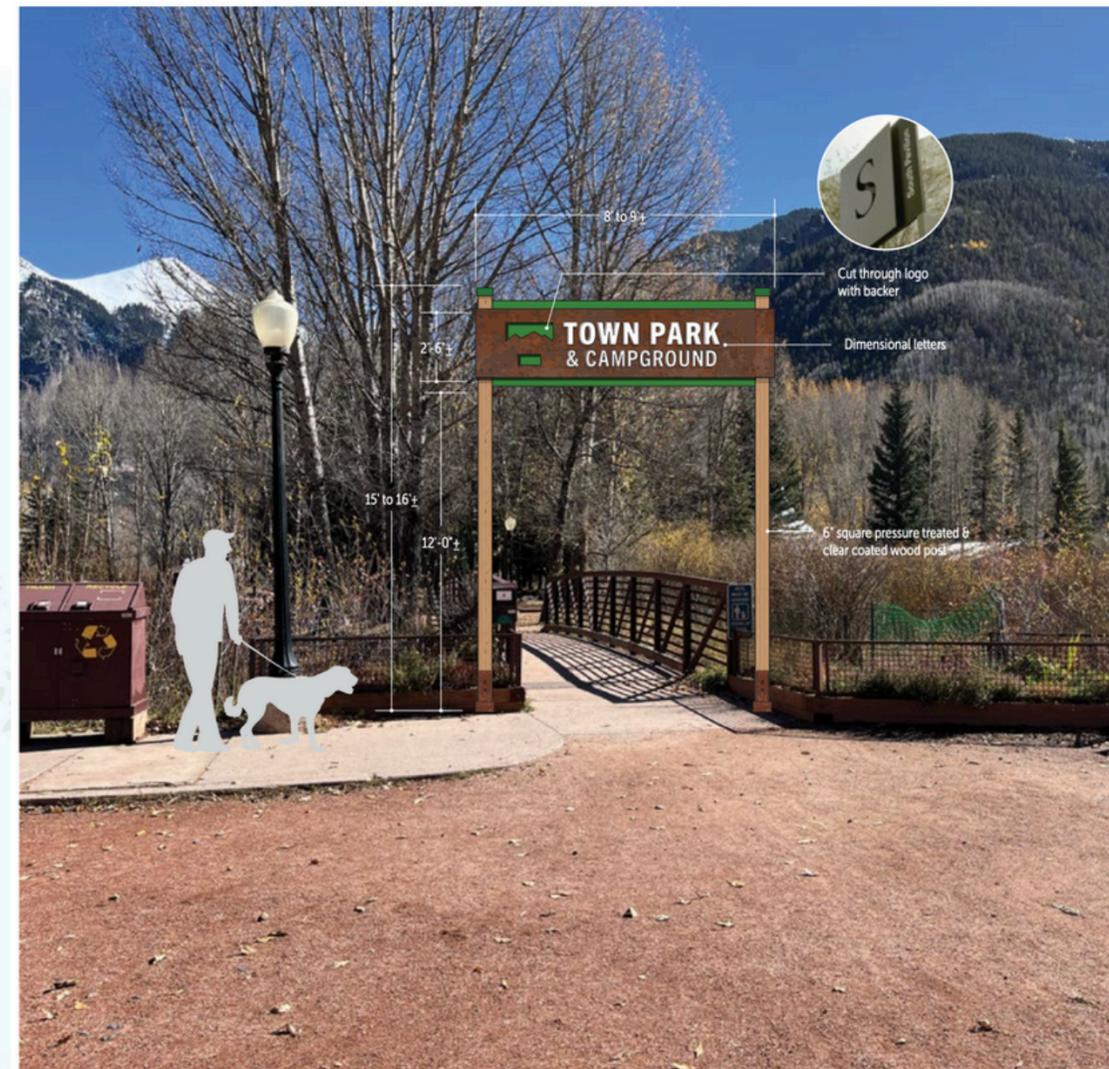
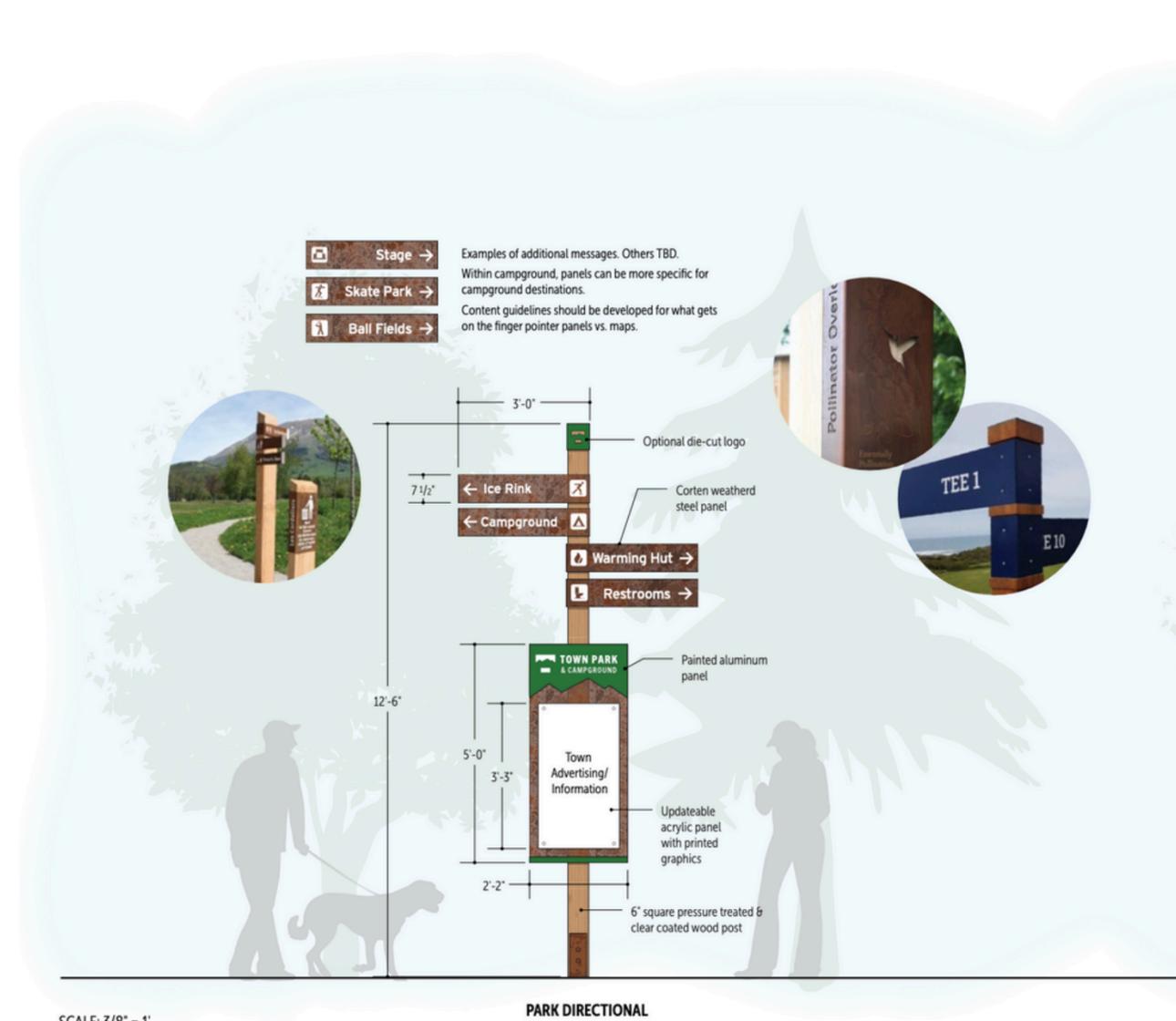
WAYFINDING, PLACEMAKING, & SIGNAGE



TELLURIDE MERCHANT MEETING

WAYFINDING, PLACEMAKING, & SIGNAGE

Park Signage



TELLURIDE MERCHANT MEETING

WAYFINDING, PLACEMAKING, & SIGNAGE



TELLURIDE MERCHANT MEETING

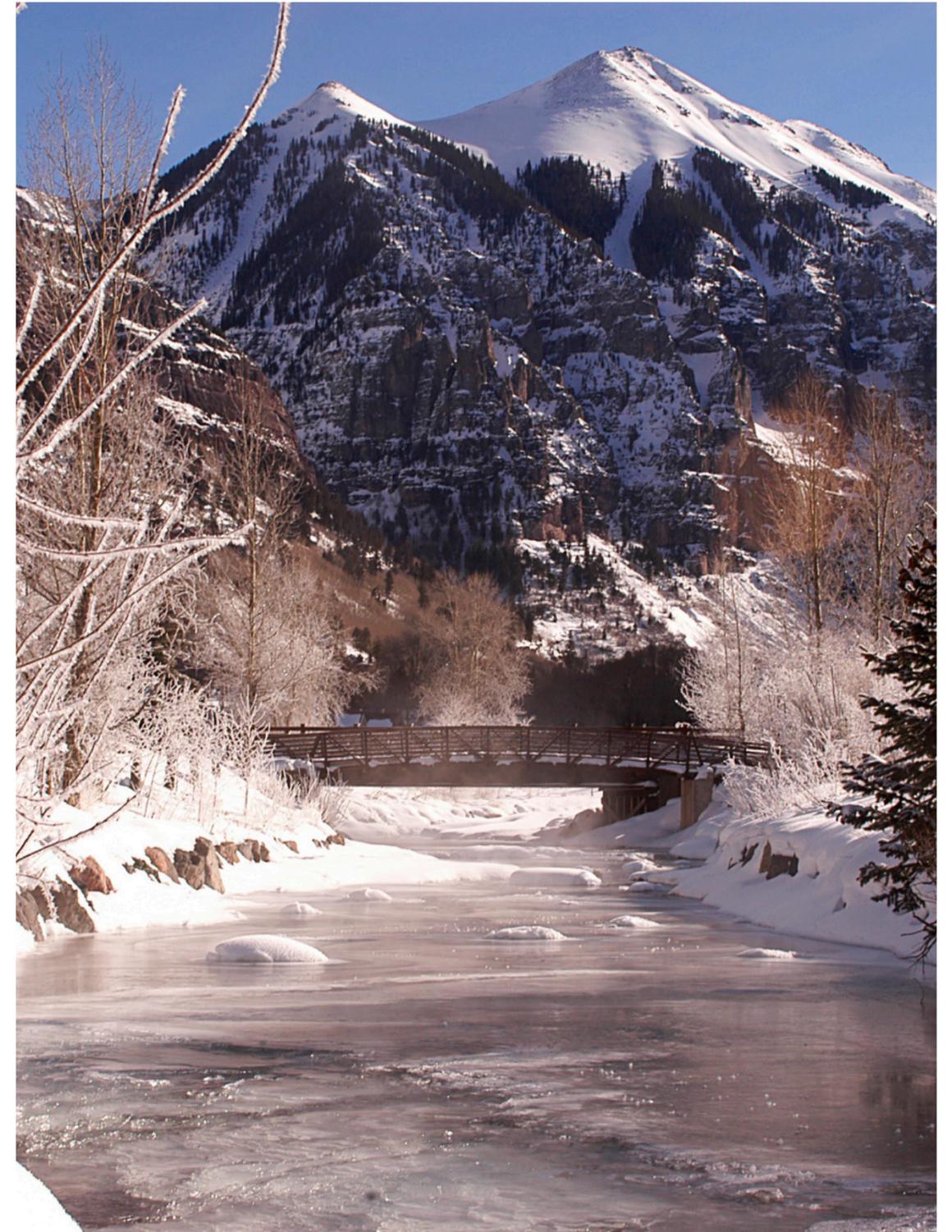
NOEL NIGHT

Telluride's Merchants held an incredibly productive meeting surrounding Noel Night planning on Wednesday, November 5. The meeting was facilitated by the Town of Telluride and Telluride Tourism Board.

Noel Night was pushed a week to address the feedback from many merchants that last year was very slow due to proximity to the Thanksgiving Holiday and the Black Friday and Cyber Monday sale days. This feedback is helping guide discussions on how to better support businesses and enhance the event for the community.

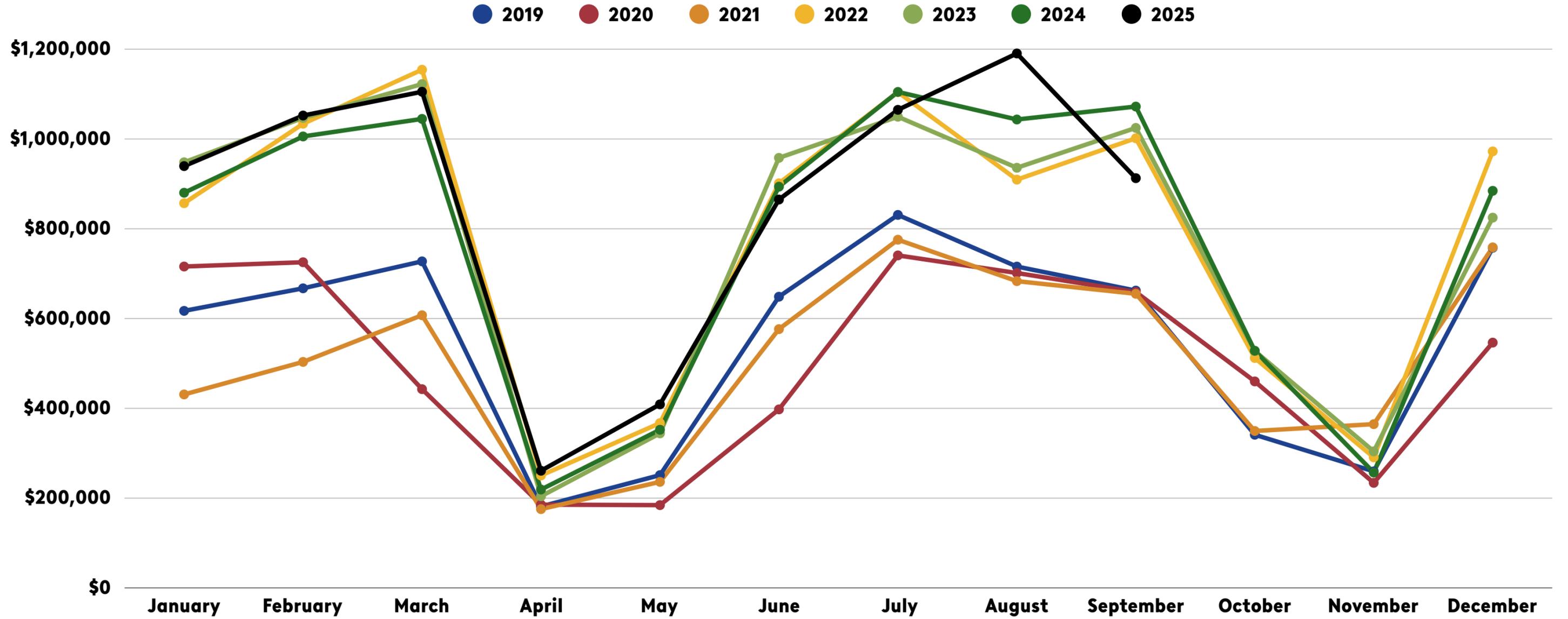
2025 NOEL NIGHT SURVEY IS LIVE

- bit.ly/totnoelnight
 - Turnout and community engagement
 - Business feedback on sales and foot traffic
 - Opportunities for improvement in event logistics
 - Next steps & how to get involved



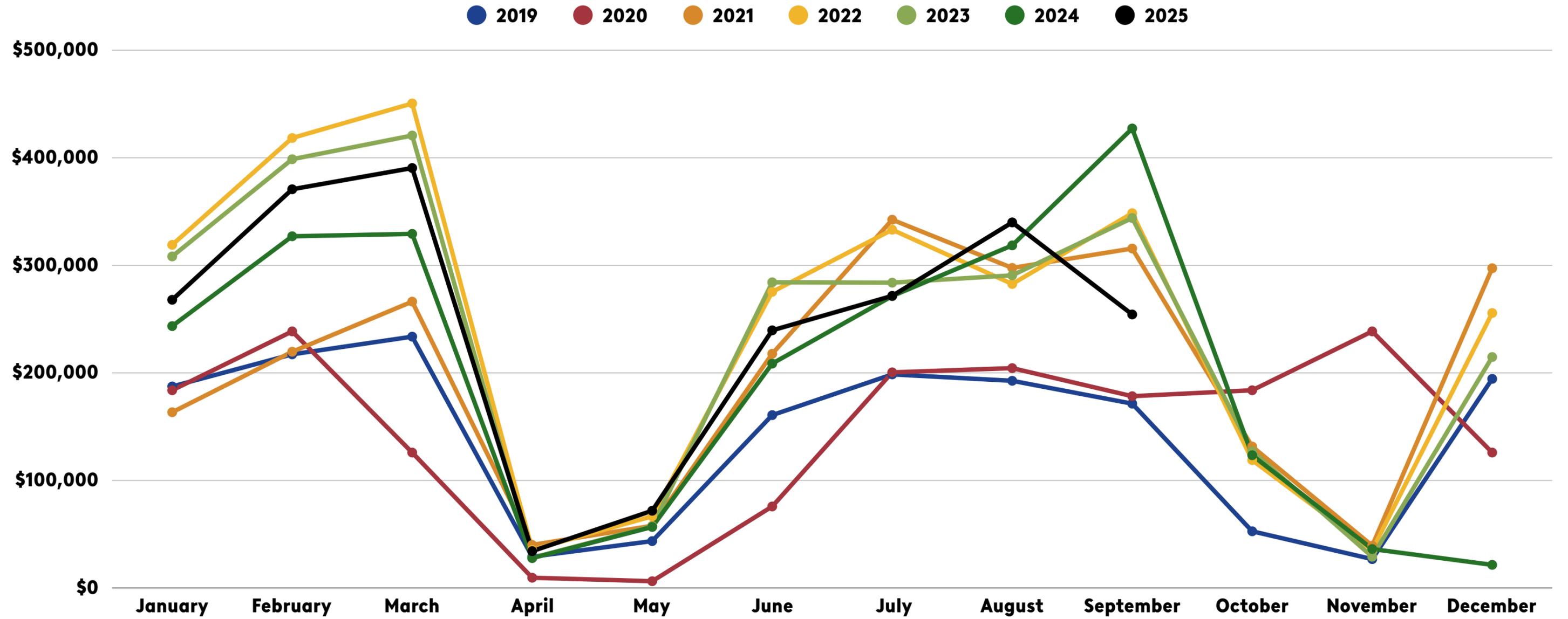
TELLURIDE MERCHANT MEETING

ECONOMIC TREND 2024 VS 2025 - LODGING, RETAIL, DINING



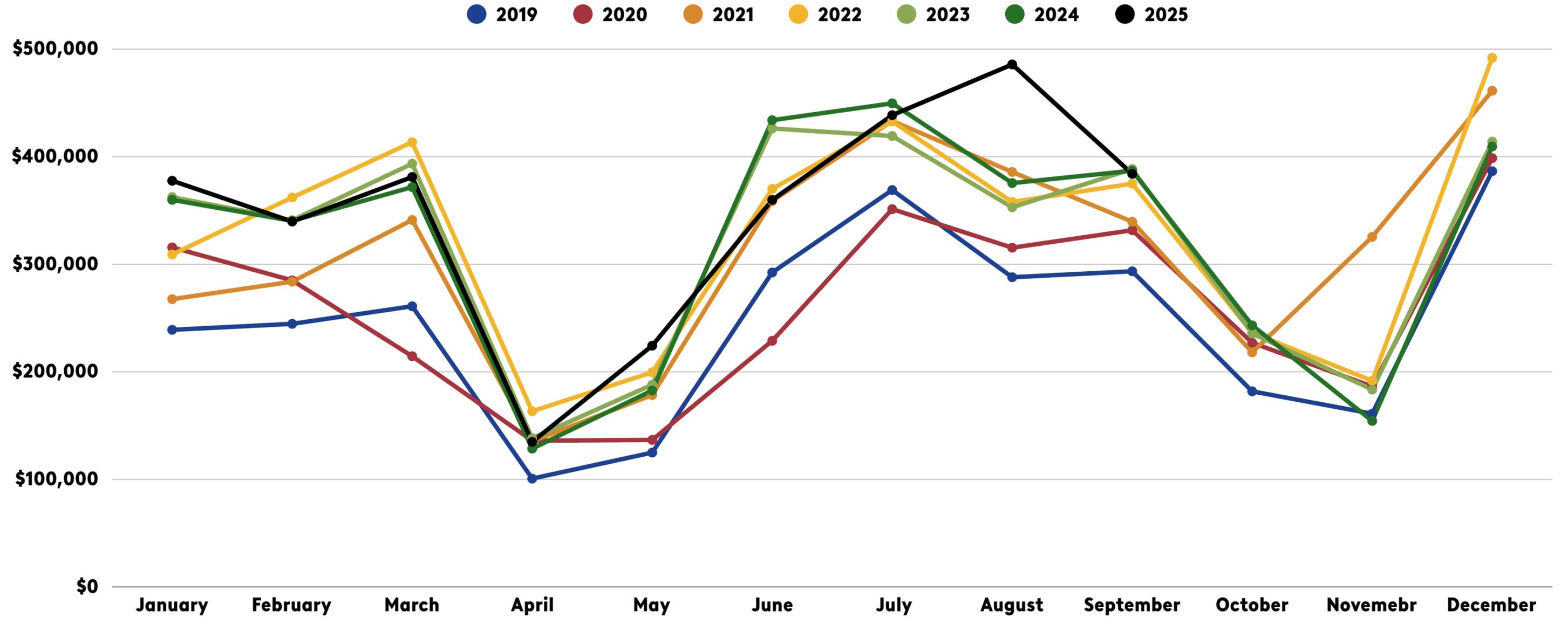
TELLURIDE MERCHANT MEETING

ECONOMIC TREND 2024 VS 2025 - LODGING



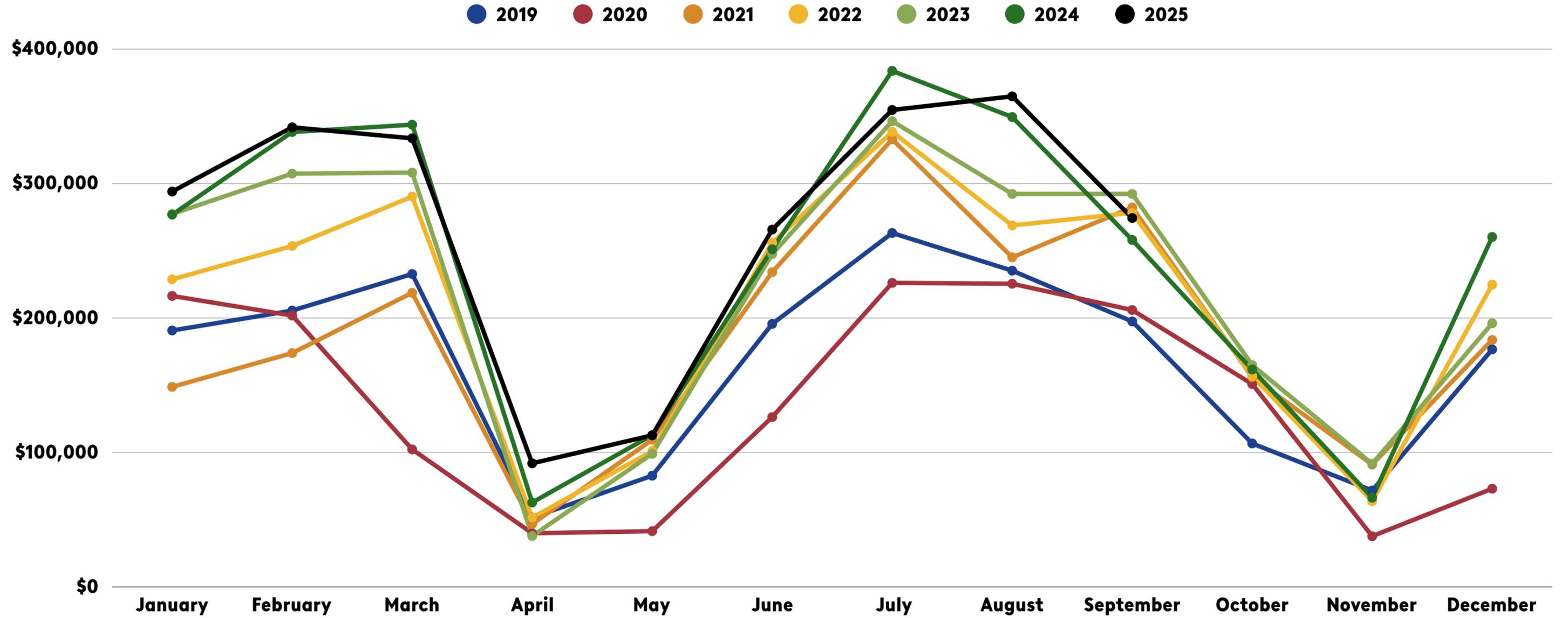
TELLURIDE MERCHANT MEETING

ECONOMIC TREND 2024 VS 2025 - RETAIL



TELLURIDE MERCHANT MEETING

ECONOMIC TREND 2024 VS 2025 - DINING

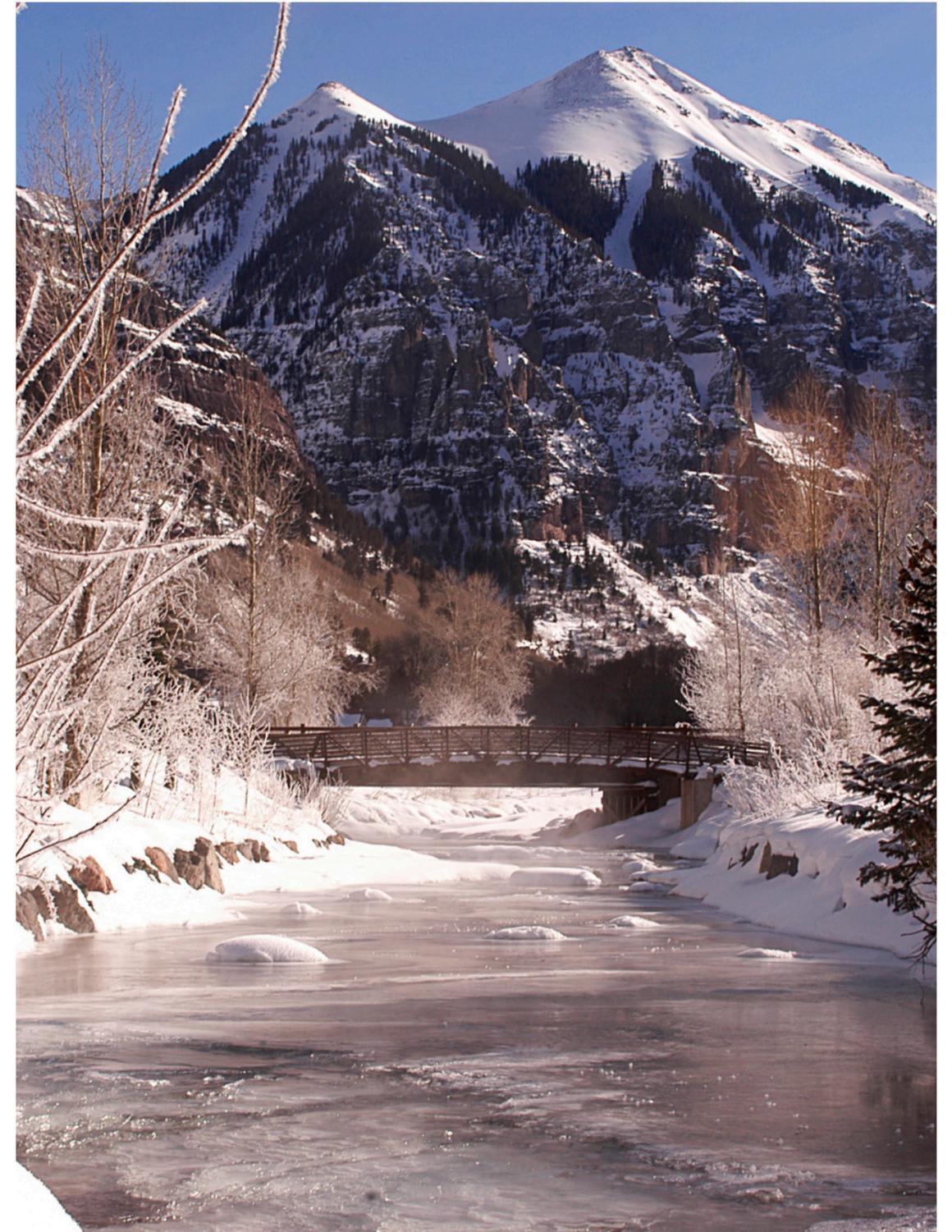


TELLURIDE MERCHANT MEETING

ECONOMIC SUMMARY

OVERVIEW OF TELLURIDE TAXES YEAR-OVER-YEAR THROUGH SEPTEMBER

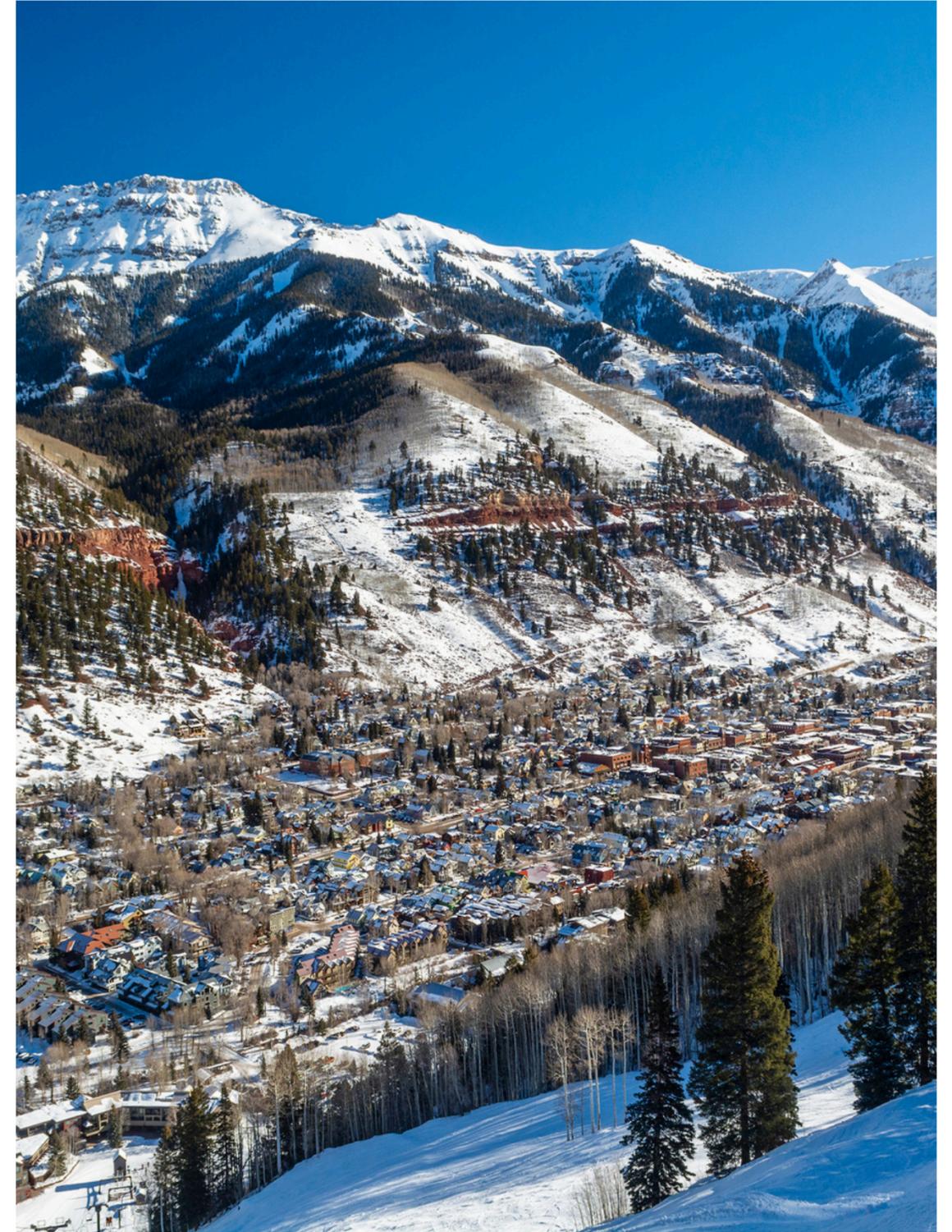
- Sales Tax
 - **Up 3.7% YOY** compared to 2024
- Short Term Rental Excise Tax
 - **Up 1.3% YOY** compared to 2024
- Town Lodgers' Tax
 - **Down 2.4% YOY** compared to 2024
- RETT through November
 - \$6.8M over total budget of \$6.6M
 - **Down 24% YOY** compared to 2024



TELLURIDE MERCHANT MEETING

2026 MERCHANT MEETING SCHEDULE

- **TUESDAY, FEBRUARY 10**
- **TUESDAY, APRIL 14**
- **TUESDAY, JUNE 2 - JOINT MEETING**
 - First Tuesday to accommodate Town Council
- **TUESDAY, AUGUST 4**
 - First Tuesday to accommodate Town Council
- **TUESDAY, OCTOBER 13**
- **TUESDAY, NOVEMBER 10**
 - Facilitated Discussion - 2026 Noel Night Planning
- **TUESDAY, DECEMBER 8 - JOINT MEETING**





**TOWN OF
TELLURIDE**
EST. 1878

bit.ly/totmerchantmtgs

Next meeting: Tuesday, February 10

QUESTIONS?

Lindsey Mills | lmills@telluride.gov

Town of Telluride | info@telluride.gov





Town of Mountain

Village

December 9, 2025

Upcoming Events

FREE COMMUNITY DINNER

TUESDAY DECEMBER 9 5:30 P.M.

AT THE CONFERENCE CENTER

OPEN TO ALL EMPLOYEES OF MOUNTAIN VILLAGE BUSINESSES

HOLA HELLO SPANISH INTERPRETATION AVAILABLE

FREE DRAWING FOR SWEET SWAG, GIFT CARDS & MORE!

FREE CHILDCARE PROVIDED! AGES 1-6 YEARS OLD



TOWN COUNCIL MEETING

THURSDAY, DECEMBER 11



Saturday 12 p.m. - 8:30 p.m. Sunday 12 p.m. - 4 p.m.

2025 Mountain Village HOLIDAY PRELUDE December 13 & 14

FESTIVE FAMILY FUN · MERCHANT DEALS
FOOD + DRINK SPECIALS · FREE ACTIVITIES



MONDAY, DECEMBER 15

**LUNCH & LEARN:
SAFE STREETS FOR ALL
AND E-BIKE SHARING**



CHABAD'S 4TH ANNUAL

CHANUKAH IN THE ROCKIES

TELLURIDE

THURSDAY, DECEMBER 18



THE VERY MERRY MARKET

12 PM - 6 PM

Join us for the festive fun:

- Little Makers Workshop - cookie decorating and holiday arts & crafts
- Festive selfie booth
- Caroling karaoke
- Holiday spirits & hot cocoa bar
- Shop local passport giveaways

SHOP LOCAL · SIP COCOA · BE VERY MERRY

SUNDAY, DECEMBER 21, 2025

TELLURIDE CONFERENCE CENTER | MOUNTAIN VILLAGE, CO



Winter Parking Rates in Effect

Free parking in North & South Village Center lots (behind Westermere & Blue Mesa lots) and Heritage Parking Garage after 4 PM

2 - free 30 minute parking spots in North & South Village Center



Economic Development Projects



Greensfelder Report

Final report available on website.



Destination Blueprint

Thank you to everyone who completed a survey and/or attended the workshop. Expecting the report out from consultant by end of year. Next steps include 100 hours to implement a chosen project.



OUR TARGET

Determining which strategies we want to prioritize for 2026 and beyond.



Telluride & Mountain Village Joint Merchant Meeting
December 9, 2025



Telluride Tourism Board Update

Winter Marketing

Business Support

Lodging Metrics

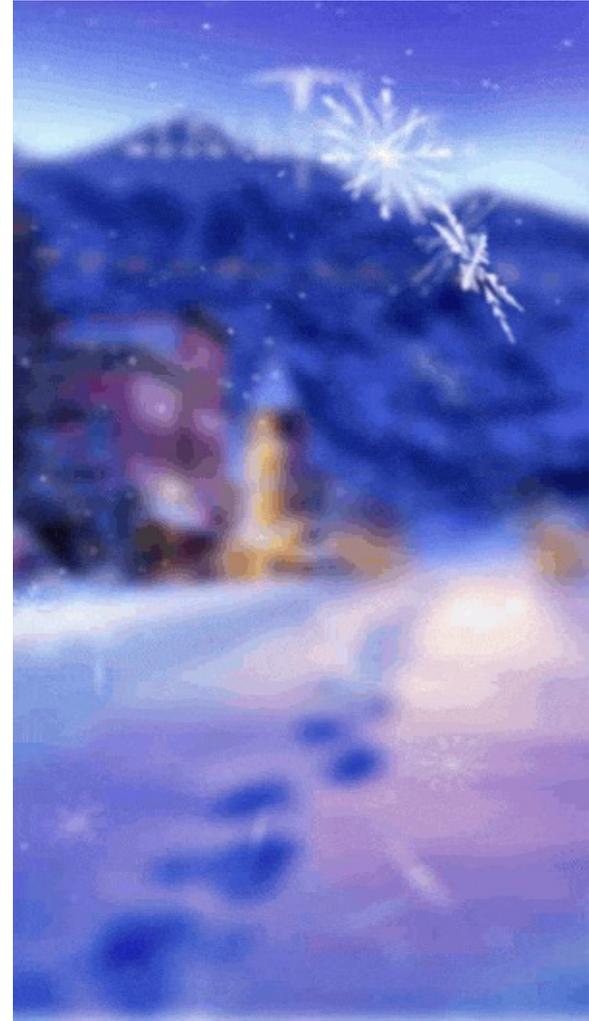
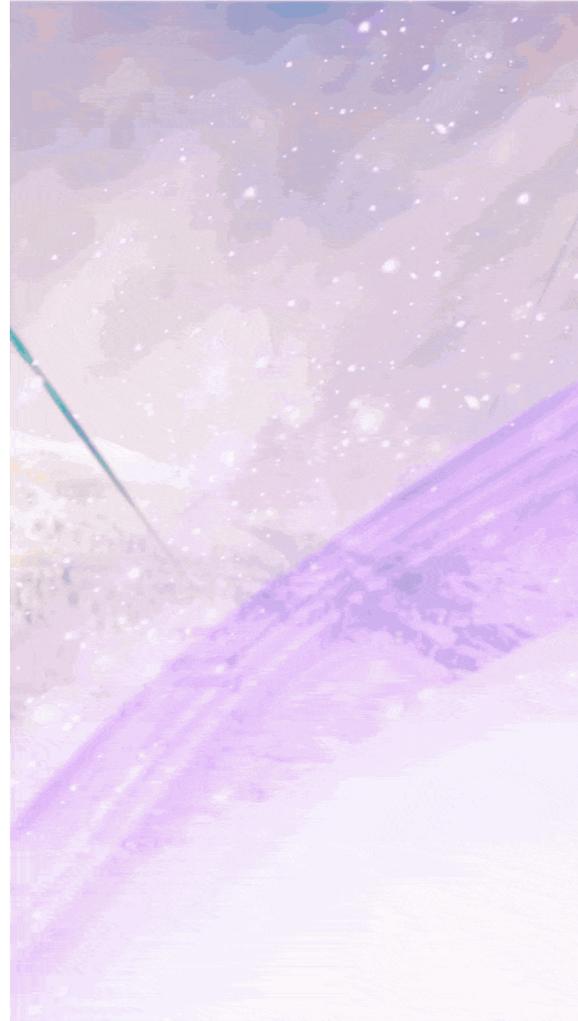
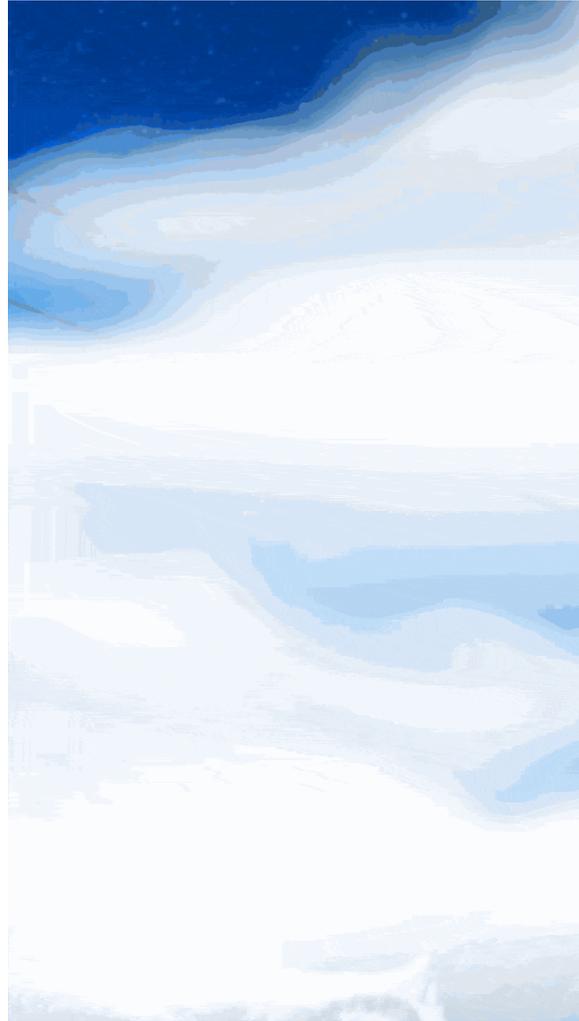
WINTER MARKETING



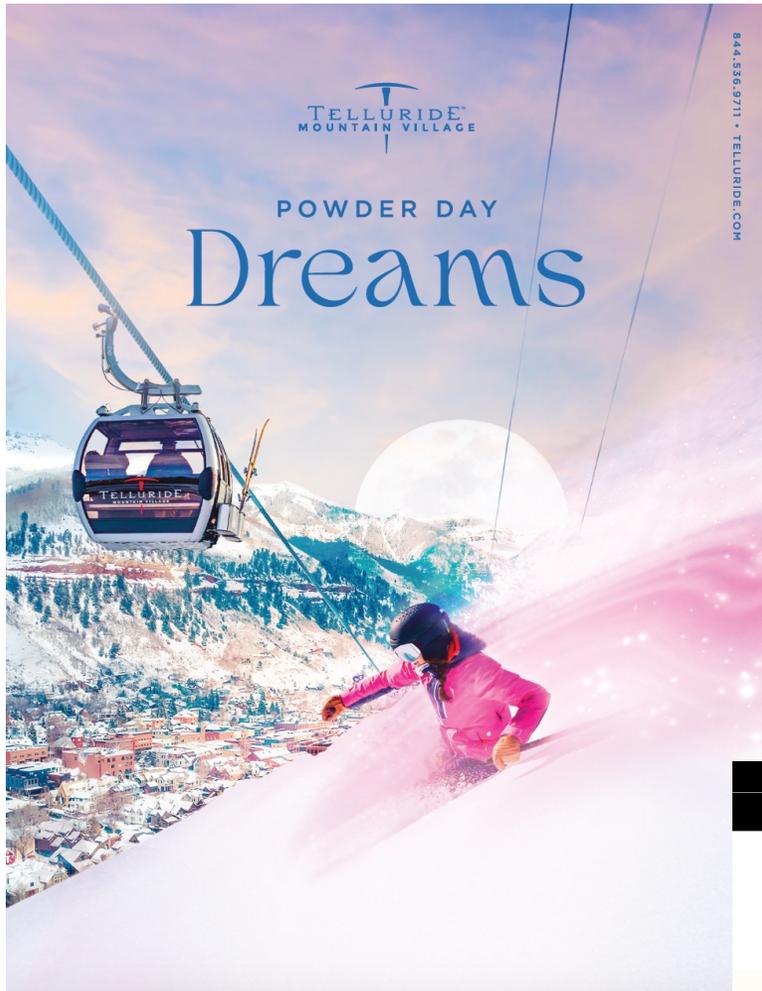
Winter Marketing: Video



Winter Marketing: Digital Banners



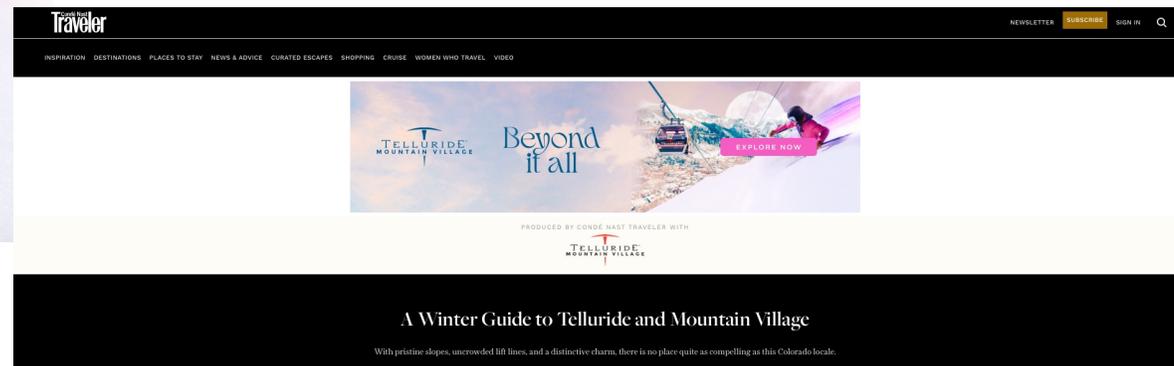
Winter Marketing: Condé Nast Traveler



Condé Nast Traveler

Print: Full page, inside back cover in November Readers' Choice Awards issue

Digital: Custom branded article, high impact unit, RON or ROS display on CN Network: Allure, Architectural Digest, Bon Appetit, GQ, The New Yorker, Vanity Fair, Vogue, Wired



Winter Marketing: Ski Endemic



Lift Your Expectations

Discover the unmatched beauty of Telluride/Mountain Village, where world-class skiing meets refined alpine luxury. [Save up to 25% on winter lodging](#) and get ready to indulge in elevated experiences, endless powder days, and unforgettable moments.



ON THE SNOW WEATHER TRAVEL STORIES Search... EN

Ski Beyond It All in Telluride and Mountain Village

UNCATEGORIZED / SKI BEYOND IT ALL IN TELLURIDE AND MOUNTAIN VILLAGE



Sponsored by Visit Telluride

Set within the rugged peaks of Colorado's San Juan Mountains, Telluride and Mountain Village invite you to experience a destination that goes beyond the ordinary. Here, legendary terrain, awe-inspiring views, and a

BY ONTHESNOW STAFF
OCTOBER 28, 2024

Recent Posts

- Mammoth Lakes: A Winter Destination Like No Other
- The Best Gifts for Skiers and Snowboarders
- Snow Before You Go: Where to Find the Best Snow this Week
- How to Make the Most of Your Multi-Resort Pass in Japan
- Where to Ski in November

Elevate Your Stay

From cozy slopeside lodges to luxurious mountain retreats, Telluride and Mountain Village offer an array of lodging options to suit every style of stay. Visitors can unwind in boutique hotels, spacious vacation rentals, or elegant resorts—many with ski-in/ski-out access and breathtaking views of the San Juan Mountains. When it's time to dine, the culinary scene is just as impressive. Enjoy everything from casual après-ski spots and family-friendly eateries to award-winning restaurants featuring locally sourced ingredients and creative mountain cuisine. Whether you're savoring a gourmet meal in town or a fireside drink in the Village, Telluride's lodging and dining experiences are designed to make your stay unforgettable.



Courtesy of Visit Telluride/Brett Schreckengost Productions

[Read in Browser](#)

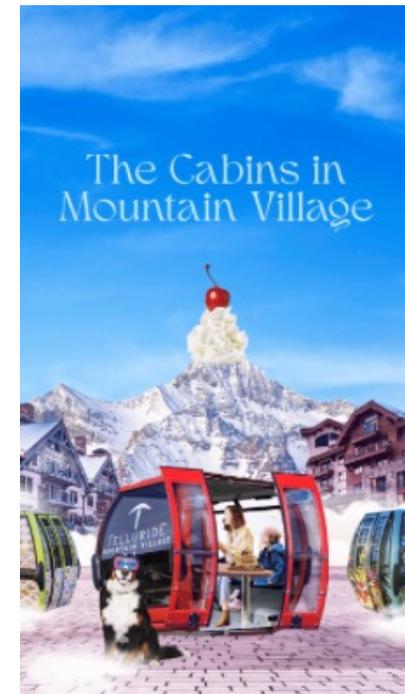
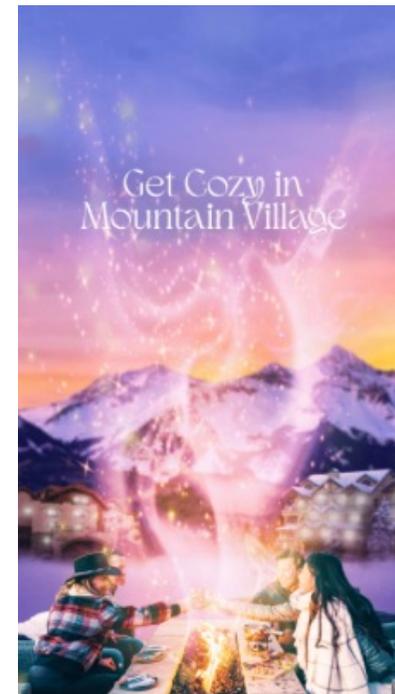
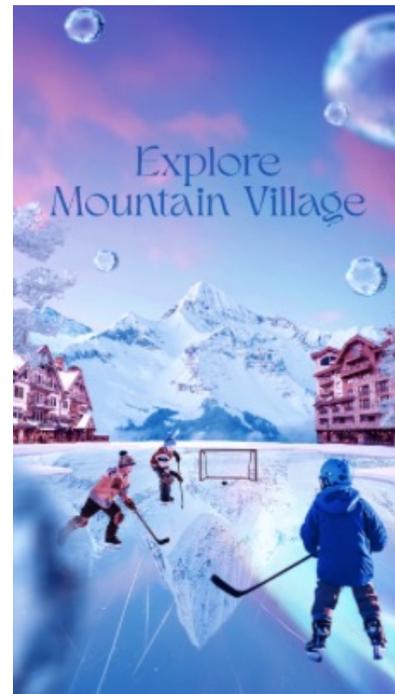
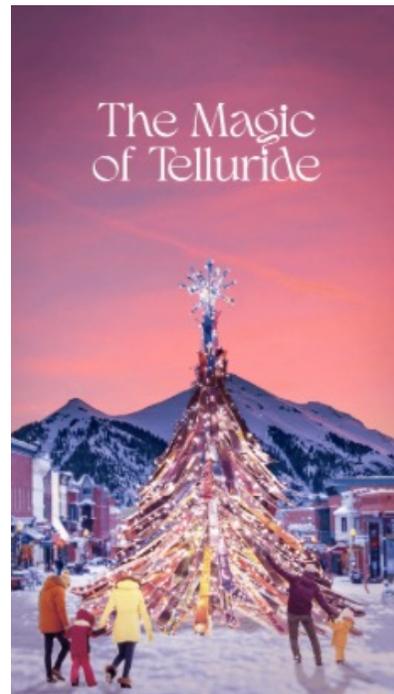
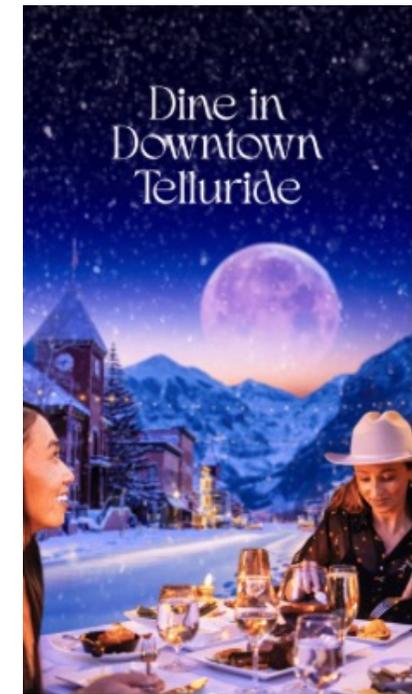


Lift Your Expectations

Discover the unmatched beauty of Telluride/Mountain Village, where world-class skiing meets refined alpine luxury. [Save up to 25% on winter lodging](#) and get ready to indulge in elevated experiences, endless powder days, and unforgettable moments.

[Special Offers](#)

Winter Marketing: Regional Social



FOOD & WINE

ESPAÑOL



EL SECRETO DE COLORADO

TELLURIDE MOUNTAIN VILLAGE, UN DESTINO PARA VIVIR
EL LUJO DE SER TÚ MISMO EN LA NIEVE.

Si estás planeando una escapada invernal que combine tranquilidad, privacidad y paisajes impresionantes, Telluride Mountain Village es un halazgo que quieras guardar solo para ti. Es un lugar donde la exclusividad se respira en cada detalle y la naturaleza es el verdadero lujo. Ideal tanto para expertos como para principiantes en esquí o experiencias en nieve, este destino se perfila como referencia para quienes valoran viajes transformadores. Aquí, la nieve se vive sin multitudes y cada experiencia se siente personal, auténtica y profundamente conectada con el entorno. Enclavado en un cañón y rodeado por majestuosas montañas de más de 4 mil metros de altura, Telluride cautiva desde el primer instante. Su centro histórico, declarado Distrito Histórico Nacional, conserva el encanto de la época victoriana con fachadas impecables, boutiques de autor, galerías de arte y edificios que cuentan historias centenarias. Pasear por sus calles es como entrar en una postal viva, donde cada esquina invita a detenerse y disfrutar de lo local, incluida su gente.

A pocos minutos, Mountain Village eleva aún más la experiencia con su ambiente elegante y su arquitectura alpina que hace un guiño a un idílico pueblo europeo. Ambas localidades están unidas por un teleférico panorámico gratuito (único en Norteamérica) que ofrece vistas espectaculares en un trayecto de apenas 13 minutos. Sin duda una experiencia en sí misma. El invierno en esta joya de Colorado es sinónimo de vivencias a la medida. Podrás experimentar desde descender por pistas de nieve, adentrarte al bosque con raquetas, pasear en trineo o recorrer senderos en bicicletas de nieve (fat bikes), hasta asumir desafíos como el heliesquí en terreno virgen o escalar la cascada de caída libre de hielo más alta de Colorado. También es un lugar para simplemente desconectarse y contemplar paisajes impresionantes. El après-ski aquí se vive despacio, con música en vivo, vinos selectos y conversaciones que se prolongan frente a una chimenea. Para los amantes de la gastronomía, Telluride Mountain Village sorprende con una propuesta culinaria con un enfoque que celebra el

- VIVE TELLURIDE MOUNTAIN VILLAGE EN COLORADO:**
- Temporada de esquí: finales de noviembre a principios de abril.
 - Vuela directo a Denver o Houston para conectar en Montrose (a 100 km de Telluride).
- Experiencias asombrosas de Telluride:**
- Alguna de sus 127 pistas para esquiar de todos los niveles.
 - Heliesquí en terreno virgen.
 - Escalada en hielo en Bridal Veil Falls (111 mts).
 - Fabrica tus propios esquís en Wagner Custom Skis en Mountain Village.

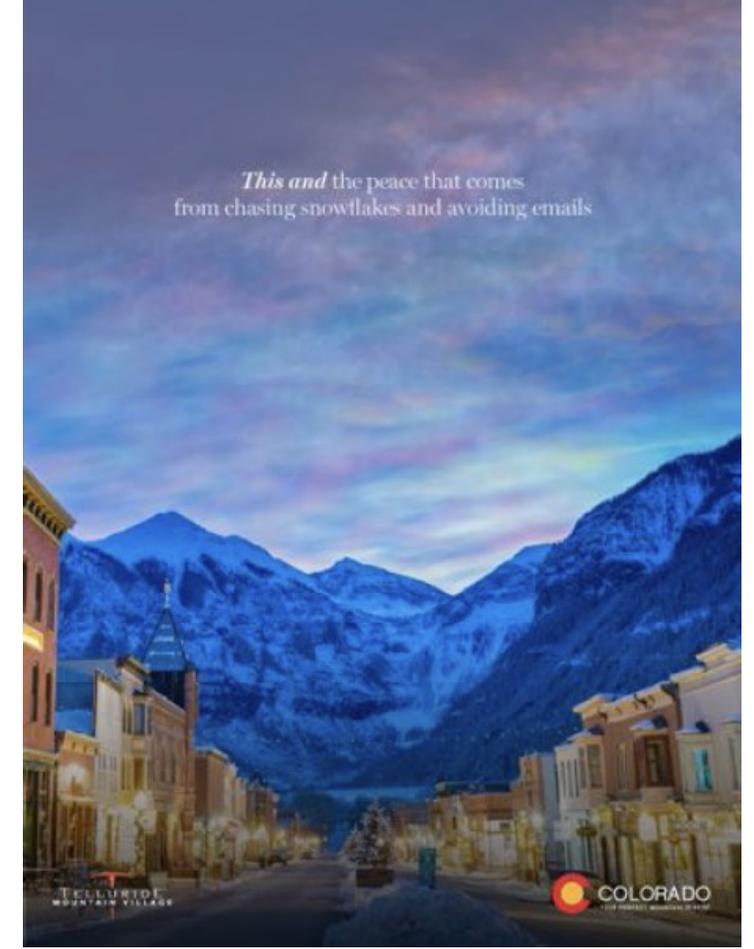
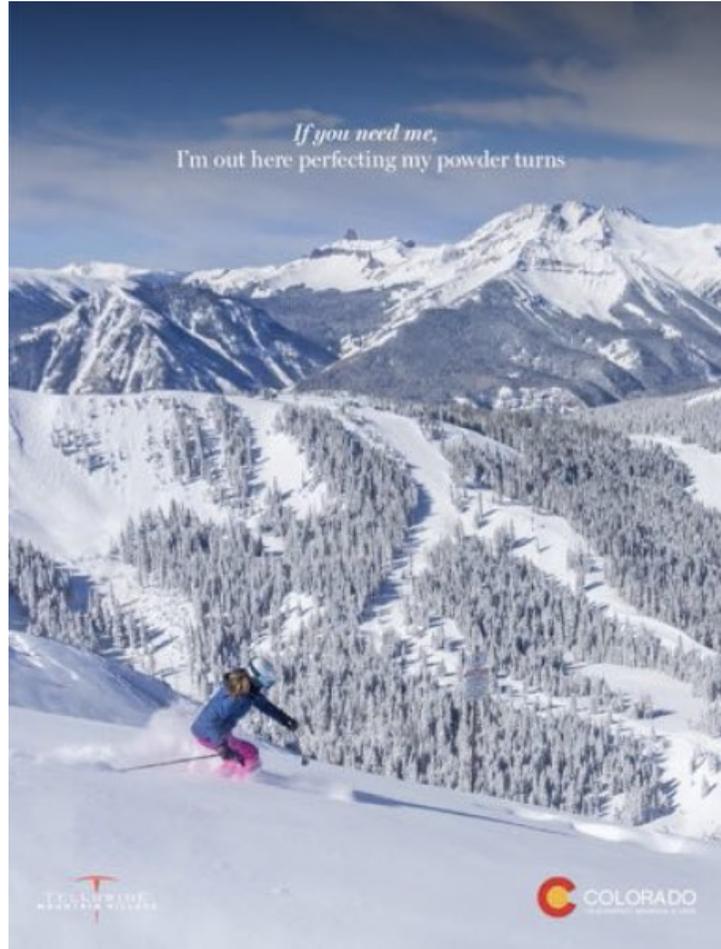
Descubre más en: www.telluride.com



Disfruta del esquí en este espectacular destino boutique



HOTBOOK



BUSINESS SUPPORT





NOVEMBER 27 - DECEMBER 3

EVENTS

THANKSGIVING DAY
November 27

TURKEY TROT 5K
November 27, 9:30 a.m., Illum Valley

SNO-CIETY
November 28, 6 & 8:30 p.m., Sheridan Opera House, Telluride

MIND BLOWN
November 28, 7:30 p.m., Peaks Resort & Spa, Mountain Village

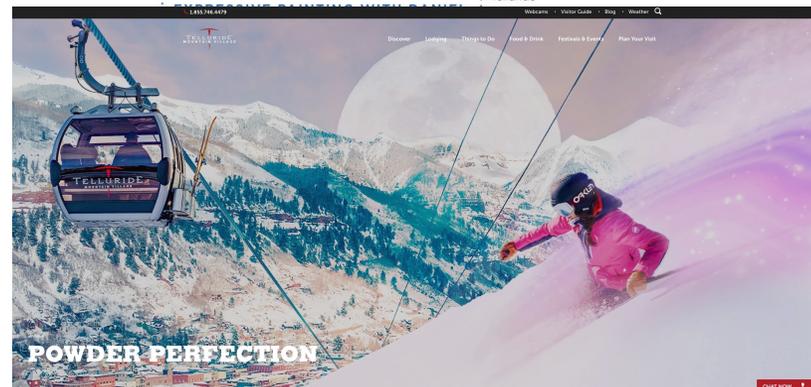
ELECTRIC LOVE
November 29, 9:30 p.m., O'Bannon's Irish Pub, Telluride

LUNCH AND LEARN: WINTER IN MOUNTAIN VILLAGE
December 2, 12 - 1 p.m., Mountain Village Town Hall, Mountain Village

LOCALS' LUNCH: PASTA E FAGIOLI
December 3, 12 - 1:30 p.m., Ah Haa School for the Arts, Telluride

TEA AND TAROT
November 30, 2:30 - 4:30 p.m., Wilkinson Public Library, Telluride

THE LISTENING CLUB: TALKING HEADS
December 1, 6 - 7 p.m., Telluride Music Company, Telluride



DECEMBER

DECEMBER 4
Telluride Nordic Season Kick-Off Party
Sheridan Opera House

Mountain Sprouts Preschool Holiday Fundraiser
Van Arts
Hugh Phillips
The Arts

DECEMBER 5 - 7
Beetlejuice Jr.
Sheridan Opera House
Telluride Arts Holiday Bazaar
Ah Haa School for the Arts

DECEMBER 5
"Common Waters" Film Screening

WinterSing!
Moontour
TAB World AIDS Day Dance Party
Last Dollar Saloon

DECEMBER 6
Telluride Ski Resort Opening Day
Safety Meeting

DECEMBER 7
WinterSing!

Fernet & LALO Cocktail Competition
The Arts

DECEMBER 10
Art Walk
Participating Galleries, Telluride & Mountain Village
Noel Night
Participating Telluride Businesses

DECEMBER 13 & 14
Alice's Wonderland
Richard D. Pean Theatre
Holiday Prelude

DECEMBER 18 - 23
Cassidy
Sheridan Opera House

DECEMBER 18
Chanukah in the Rockies
Heritage Plaza
Backcountry Chats

DECEMBER 19 & 20
Pixie & the Partygrass Boys
The Arts

DECEMBER 21
The Very Merry Market
Telluride Conference Center

DECEMBER 24
Christmas Eve Torchlight Parade
Telluride Ski Resort (Chalet, Ski Lift)

DECEMBER 26 - 27
Tease the Season: Holiday Burlesque
Sheridan Opera House

DECEMBER 28
SAP HOLIDAY CONCERT SERIES: Jane Monheit
Sheridan Opera House

DECEMBER 29
SAP HOLIDAY CONCERT SERIES: Yesterday
Sheridan Opera House

DECEMBER 31
SAP HOLIDAY CONCERT SERIES: Larkin Poe
Sheridan Opera House
New Year's Eve Torchlight Parade
Telluride Ski Resort
Telluride & Mountain Village
SkiITour
The Arts

ONGOING

WEDNESDAYS
Free Wine Tasting
Mountain Village Wine Merchant

STARTING DECEMBER 20
FRIDAYS & SATURDAYS
Mind Blown
Peaks Resort & Spa

Go to Telluride.com for a full calendar of events!
Scan For The Most Up-To-Date Event Information

SHOP & PLAY LOCAL

FRIDAY, DECEMBER 5 – SUNDAY, DECEMBER 7
Telluride Arts HOLIDAY BAZAAR
Ah Haa School for the Arts

WEDNESDAY, DECEMBER 10
NOEL NIGHT Telluride
Telluride Ski & Snowboard Club
Ski Tree Lighting ~ at dusk
Holiday Shopping in Downtown Telluride
Discounts at Participating Stores

SATURDAY, DECEMBER 13 - SUNDAY, DECEMBER 14
HOLIDAY PRELUDE Mountain Village
A collaborative effort between Telluride Mountain Village Owners Association, Town of Mountain Village, Telluride Ski & Golf Company, Hotel Madeline and local merchants.

Photos With Santa	Holiday Photobooth	Tree Lighting
Free Ice Skating	Christmas Carolers	Ice Skating Party With DJ
Scavenger Hunt	Local Kids Ice Skating Show	Merchant Deals/Drink & Dinner Specials
Train Rides		

TELLURIDE MOUNTAIN VILLAGE

SHOP & PLAY LOCAL

TELLURIDE MOUNTAIN VILLAGE

TELLURIDE MOUNTAIN VILLAGE

WEDNESDAY, DECEMBER 10
NOEL NIGHT
Telluride

DECEMBER 13 - 14
SATURDAY & SUNDAY
HOLIDAY PRELUDE
Mountain Village

TELLURIDE MOUNTAIN VILLAGE

SHOP & PLAY LOCAL



KEEP THE HOLIDAY CHEER HERE

'Tis the Season to shop and play local in Telluride and Mountain Village!

The countdown to the holidays is on, and Telluride and Mountain Village are looking forward to hosting you to celebrate the season. We hope to see you at the [Telluride Arts Holiday Bazaar](#), [Noel Night](#) and [Holiday](#)

Noel Night Discounts:

Business	Location	Date	Time	Discount/Special	Additional Info
Ajax Trading Co	109 W. Colorado Ave.	Noel Night	All Day	50% Off Entire Store	
Alibi	121 S. Fir St.	Noel Night	4 - 12 a.m.	Noel Night Party With Live Music and Vendors	Vendors include Moon Bear Jewels, Tay Clay Art, The Wheelhouse, July Five, Telluride Vintage and Abby Fox
Alpine Bank	120 S. Pine St.	Noel Night	4 - 5 p.m.	Photos with Santa	Free cookies and hot cider
Alpineer	150 W. Colorado Ave.	Noel Night	9 a.m. - 7 p.m.	Bingo Ball Discounts	
Baked in Telluride	127 S. Fir St.	Noel Night	5 p.m. - Close	Free Cookie and Hot Chocolate	
Bella Fine Goods	213 W. Colorado Ave.	Noel Night	All Day	Tiered Discounts	
Between the Covers	307 E. Colorado Ave.	Noel Night	All Day	10% Off Storewide	
Butcher and the Baker	201 E. Colorado Ave.	Noel Night	All Day	20% Off Gift Cards	
CashmereRED	221 E. Colorado Ave.	Noel Night	All Day	20% Off Storewide	
China Rose Florist & Greenhouse	158 Society Dr.	Noel Night	10 a.m. - 5 p.m.	Grab Bag Discounts Up to 30%	
Citizens State Bank	215 San Juan Ave., Unit C2	Noel Night	5 - 7 p.m.	Wine and charcuterie from local merchants.	
Coffee Cowboy General Store	151 S. Willow St.	Noel Night	5 - 9 p.m.	Live Music With Kirk, New Drink Merch, Vendors and Ski Patrol	
Crossbow Leather	101 W. Colorado	Noel Night	10 a.m. - 6 p.m.	25% Off Entire Store, 15% Off Gift Cards	

Holiday Prelude Discounts:

Business	Location	Date	Time	Discount/Special	Additional Info
Citizens State Bank	113 Lost Creek Lane, Unit D	Dec. 13 & 14	12 - 4 p.m.	Cookies & Cocoa	
Communion Wine Bar	567 Mountain Village Blvd., Suite 106C	Dec. 12 & 13	All Day	\$12 Glass of Wine Special, \$6 Soup and \$6 Mulled Wine	
Franz Klammer Lodge	567 Mountain Village Blvd.	Dec. 13 & 14	All Day	20% Off Facials, Massages and Nail Services.	Gift with retail purchase of \$75 or more while supplies last
Free People Movement	568 Mountain Village Blvd.	Dec. 13 & 14	11 a.m. - 6 p.m.	Beverages & Snacks	Scavenger Hunt Participant
Heritage Apparel	567 Mountain Village Blvd.	Dec. 13 & 14	All Day	Grab bag discounts	
Lucchese Bootmaker	568 Mountain Village Blvd.	All Month	10 a.m. - 6 p.m.	Spent \$1,800 & Get a Free Gift Box Valued at \$400-\$800	Scavenger Hunt Participant
Mountain Village Wine Merchant	622 Mountain Village Blvd., #100	Dec. 13 & 14	All Day	Wine Tasting and Grab Bag Discounts	



For the Fashionista: [Cashmere Red](#)

Nothing says "Telluride" like getting your business started after a chance meeting at the New She what happened for Caci Grinspan.

While waiting tables at the New Sheridan, Grinspan was serving a man who was retiring from the business. She was so intrigued, she met with him the next day, cold-called mills in Scotland, boo factories herself. And that was how CashmereRED, a shop specializing in luxury cashmere sweat accessories, was born.

Now, Grinspan has created her fully sustainable CashmereRED in-house collection, which is a kn in Telluride and knit three-dimensionally in the United States, which produces zero waste.

"Inspired by the San Juan Mountains and the active, traveling lives of our clients, every piece is pi "Nothing is ever mass-made at CashmereRed."

It's the perfect job for Grinspan, who has a history of fashion in her family. Her great aunt, Nan D operated the first couture women's clothing store in downtown Philadelphia, Caci's hometown. first clothiers to import bespoke European lines into the United States. And now, she gets that sh Telluride.



For Those Who Like a Good Time: [Telluride Distilling Company](#)

What started as a nice dinner out at Flavor Telluride turned into a new business for Joanna Smith and her late husband, Abbott. They wanted to start a business for themselves, and Abbott, who had an engineering background and Joanna, who has degrees in molecular biology and biochemistry, thought that they would jump on the craft distilling movement while it was still starting to grow.

"We decided a distillery would be an interesting and fun business venture to start," Smith says.

Now, they serve up craft products ranging from vodka and whiskey to gin and agave. Plus, the local favorite: Chairlift Warmer, which was concocted after an epic powder day while sitting at Tracks. It truly is a local business - Every product created uses the water running right through Telluride.

"There's a lot of local heart and brain power that go into every bottle."

Favorite Gift This Season: Special Bourbon Release (straight bourbon whiskey that has been finished in a honey cask for two years) with a label design by local Woody Smith

December 8th, 2025

SHOP LOCAL THIS HOLIDAY SEASON

One of the most unique aspects of Telluride and Mountain Village is that there are no big owned boutiques, shops and restaurants that make shopping in our community so char shopping small to support some of the businesses as well as the locals behind the store!

Because Telluride doesn't stay charming if you don't shop small.

PLANET NEWS

OCTOBER 29, 2025
PAGE FOUR

NEWS IN BRIEF

BUSINESS

TOURISM BOARD SUPPORTS LOCAL BUSINESSES

The Telluride Tourism Board wants to hear from local businesses before Telluride's Noel Night, which takes place Dec. 10, and the Holiday Prelude in Mountain Village, which is Dec. 13-14. Said the tourism board's Kiera Skinner: "We're proud to support our independent businesses during Noel Night and Holiday Prelude by encouraging people to shop local. This holiday season, we want to highlight you. If you are a local business in Telluride or Mountain Village with a great story, please send us a paragraph and an image to be featured on Telluride.com prior to these festive events." For more information or to participate, email info@visittelluride.com by Nov. 15.



FAT BIKING

RENTALS & TOURS

San Juan Outdoor Adventures - 970-728-4101
Box Canyon Bicycles - 970-728-2946

WHERE TO GO

Valley Floor, Mountain Village Trails, Bear Creek

FLY FISHING

GUIDES

Telluride Fly Fishers - 970-728-4440
Telluride Outside - 970-728-3895

WHERE TO GO

San Miguel River

HELI-SKIING

GUIDES

Telluride Helitrax - 970-728-8377

ICE CLIMBING

GUIDES

Mountain Trip - 970-369-1153
San Juan Outdoor Adventures - 970-728-4101
Telluride Mountain Guides - 970-708-0260

WHERE TO GO

Bear Creek, Ames, Bridal Veil, Ouray Ice Park

ICE SKATING

RINKS

Hanley Ice Rink in Town Park - 970-728-2173
Madeline Hotel Ice Rink - 970-369-0880
Outdoor Rinks in Town Park - 970-728-2173
Village Pond

RENTALS

Madeline Hotel Ice Rink - 970-369-0880
Town Park Nordic Center - 970-728-1144

NORDIC SKIING

RENTALS

Nordic Center in Town Park - 970-728-1144

WHERE TO GO

Valley Floor, Town Park, Trout Lake,
Priest Lake, Mountain Village Trails

SLEDDING

RENTALS

Nordic Center in Town Park - 970-728-1144

WHERE TO GO

Firecracker Hill in Town Park

SLEIGH RIDES

GUIDES

Telluride Horseback Adventures - 970-728-9611
Telluride Sleighs and Wagons - 970-260-2524
Telluride Wranglers - 970-708-7014

SNOWMOBILING

GUIDES

Telluride Outfitters - 970-728-4475
Telluride Outside - 970-728-3895

SNOWSHOEING

GUIDES

San Juan Outdoor Adventures - 970-728-4101
Telluride Ski Resort Adventure Center - 970-728-7433

RENTALS

Nordic Center in Town Park - 970-728-1144

WHERE TO GO

Trout Lake, Priest Lake, Mountain Village, Top-A-Ten

INDOOR FUN

AH HAA SCHOOL FOR THE ARTS

Art & Culinary Classes | 155 W. Pacific Ave. | 970-728-5886

NUGGET THEATER

Movies Nightly | 207 W. Colorado Ave. | 970-728-3030

SHOPPING

Enjoy shopping at one of our charming boutiques

TELLURIDE HISTORICAL MUSEUM

Historical Exhibits & Tricuits | 201 W. Gregory Ave. | 970-728-5344

THE DROP BOARDSHOP

Indoor Skating Ramp | 125 S. Oak St. | 970-708-0688

WILKINSON PUBLIC LIBRARY

Classes, Storytime & More | 100 W. Pacific Ave. | 970-728-4519

FOR MORE INFORMATION, GO TO
TELLURIDE.COM

TRAVEL TRENDS & LODGING METRICS

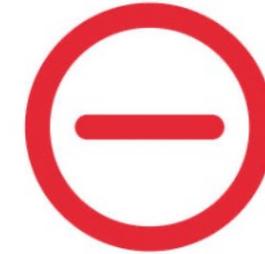




Winter season outlook is positive for luxury & mountain destinations (snow dependent) due to financially resilient travelers.

Overall travel intent remains strong, with 92% Americans taking a leisure trip in the next 12 months. Gen X leads trip volume at 4 trips.

DEN international passengers +5.9% YTD.



48.5% of travelers expect a U.S. economic recession in the next six months (+14 points YOY).

U.S. inbound international visitation continues to lag, running at 88.6% of pre-pandemic levels, while outbound is running at 105%.

Lack of snow at Telluride Ski Resort & delayed opening while competitors are opening.

Recent ski resort PR.

Sources: Future Partners, NTT, M2M, DIA



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$1K primary	▲1%	\$1K compare	33.7% primary	▼3%	34.8% compare	\$266 primary	▼5%	\$281 compare	25.7% primary	▼7%	27.5% compare

Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$1.2K primary	▲4%	\$1.2K compare	\$358 primary	▼3%	\$369 compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
36.6% primary	▼2%	37.5% compare	28.2% primary	▼7%	30.4% compare

Telluride

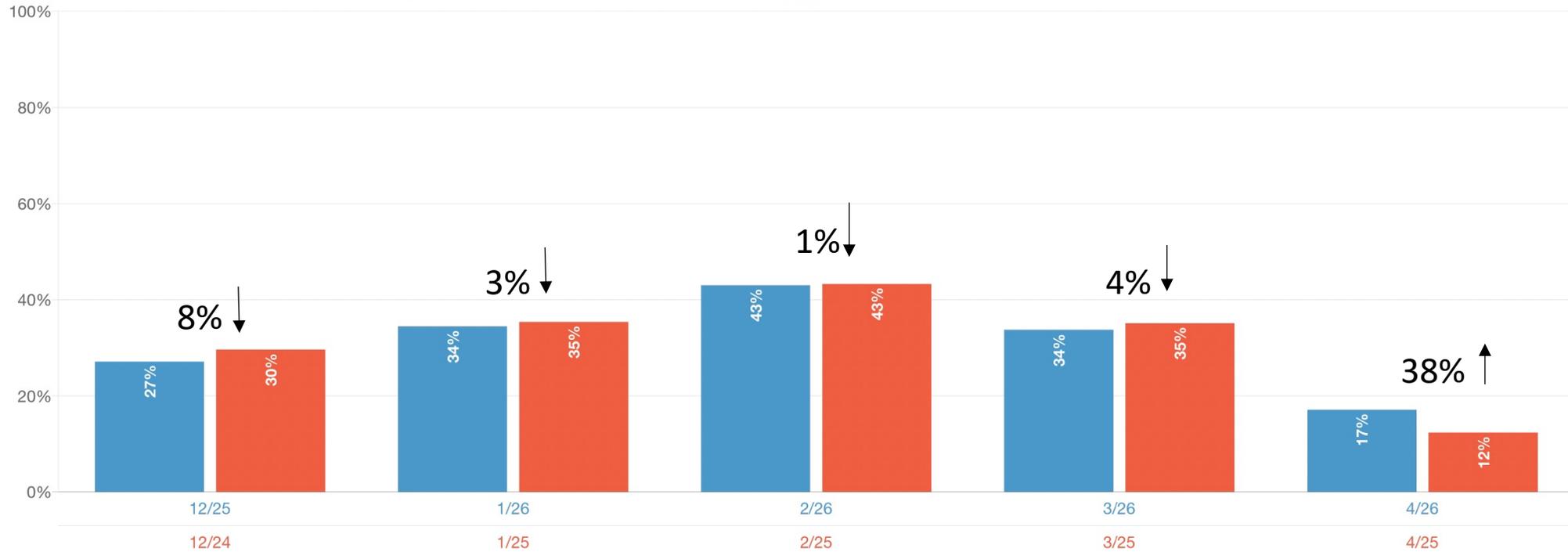
ADR ⓘ			Adjusted RevPAR ⓘ		
\$879 primary	▲0%	\$877 compare	\$210 primary	▼5%	\$221 compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
28.8% primary	▼5%	30.5% compare	23.9% primary	▼5%	25.2% compare

Lodging Metrics: Monthly Winter Pace



Adjusted Paid & Owner Occupancy

■ 12/1/2025 to 4/5/2026 as of 12/8/2025 | 33.7% ■ 12/1/2024 to 4/5/2025 as of 12/9/2024 | 34.8%



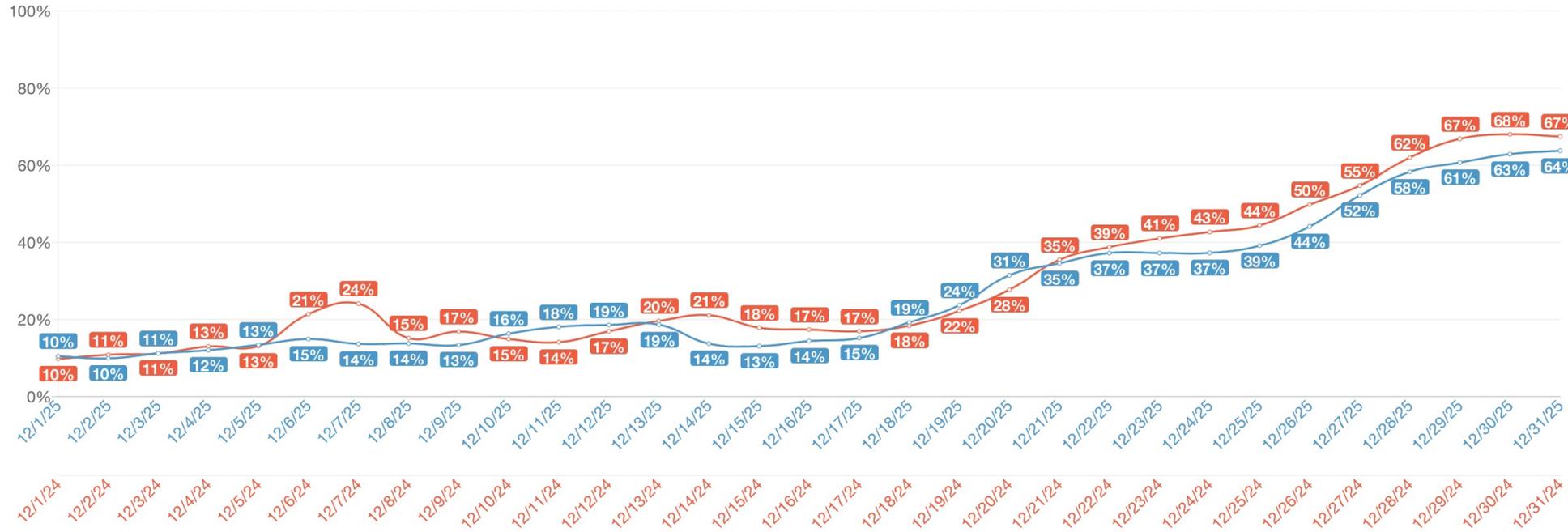
Copyright Key Data, LLC 2025
Created: 12/8/25 16:12 PM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics: December Daily Pace



Adjusted Paid & Owner Occupancy

12/1/2025 to 12/31/2025 as of 12/8/2025 | 27.2% 12/1/2024 to 12/31/2024 as of 12/9/2024 | 29.6%



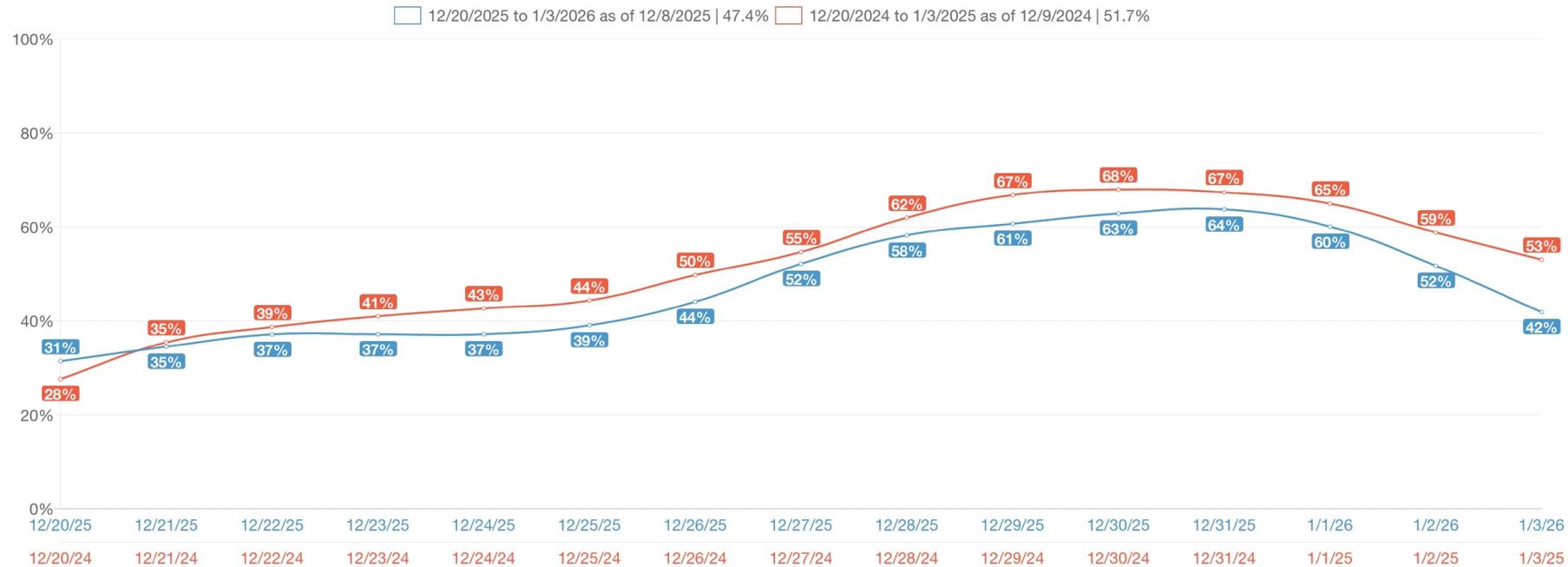
Copyright Key Data, LLC 2025
Created: 12/8/25 16:12 PM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none



Lodging Metrics: Holiday Pace



Adjusted Paid & Owner Occupancy

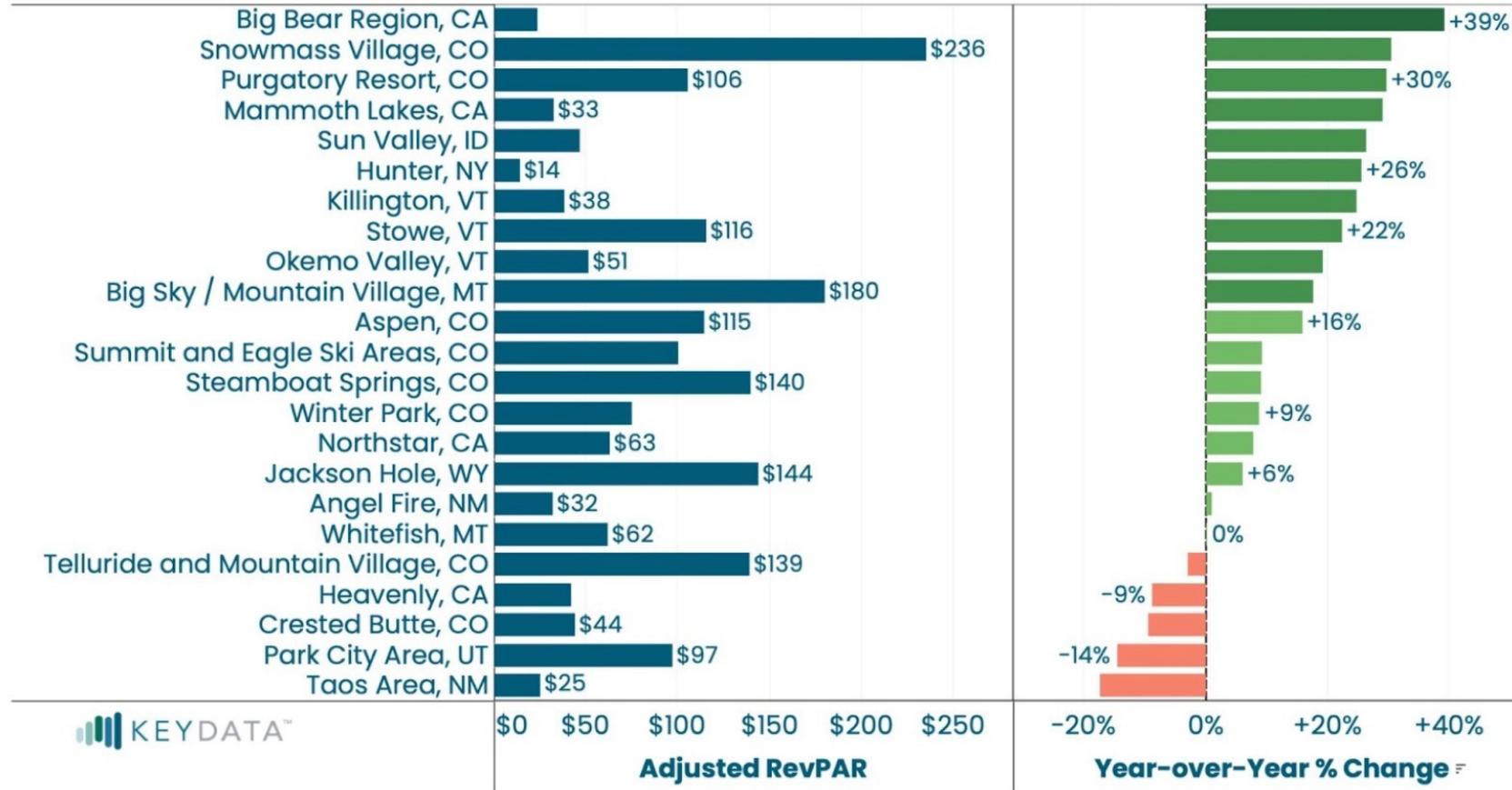


Copyright Key Data, LLC 2025
 Created: 12/8/25 16:12 PM
 Data Source: VR (Direct)

ADR ⓘ	Adjusted Paid & Owner Occupancy ⓘ	Adjusted RevPAR ⓘ	Adjusted Paid Occupancy % ⓘ
\$1.4K primary ▲10% \$1.3K compare	47.4% primary ▼8% 51.7% compare	\$593 primary ▼2% \$608 compare	40.5% primary ▼12% 45.8% compare

Market Performance: Trends by Destination

Pacing Performance during Ski Season: November 2025 - April 2026





Thank you!

Please stop by the Visitors Center on Noel Night for hot chocolate and cookies.

JOINT MERCHANT MEETING

12.09.25



TMVOA OVERVIEW

- Economic Snapshot
- Misc. Updates
- Update on Vibrancy Initiatives



MV ECONOMIC TRENDS

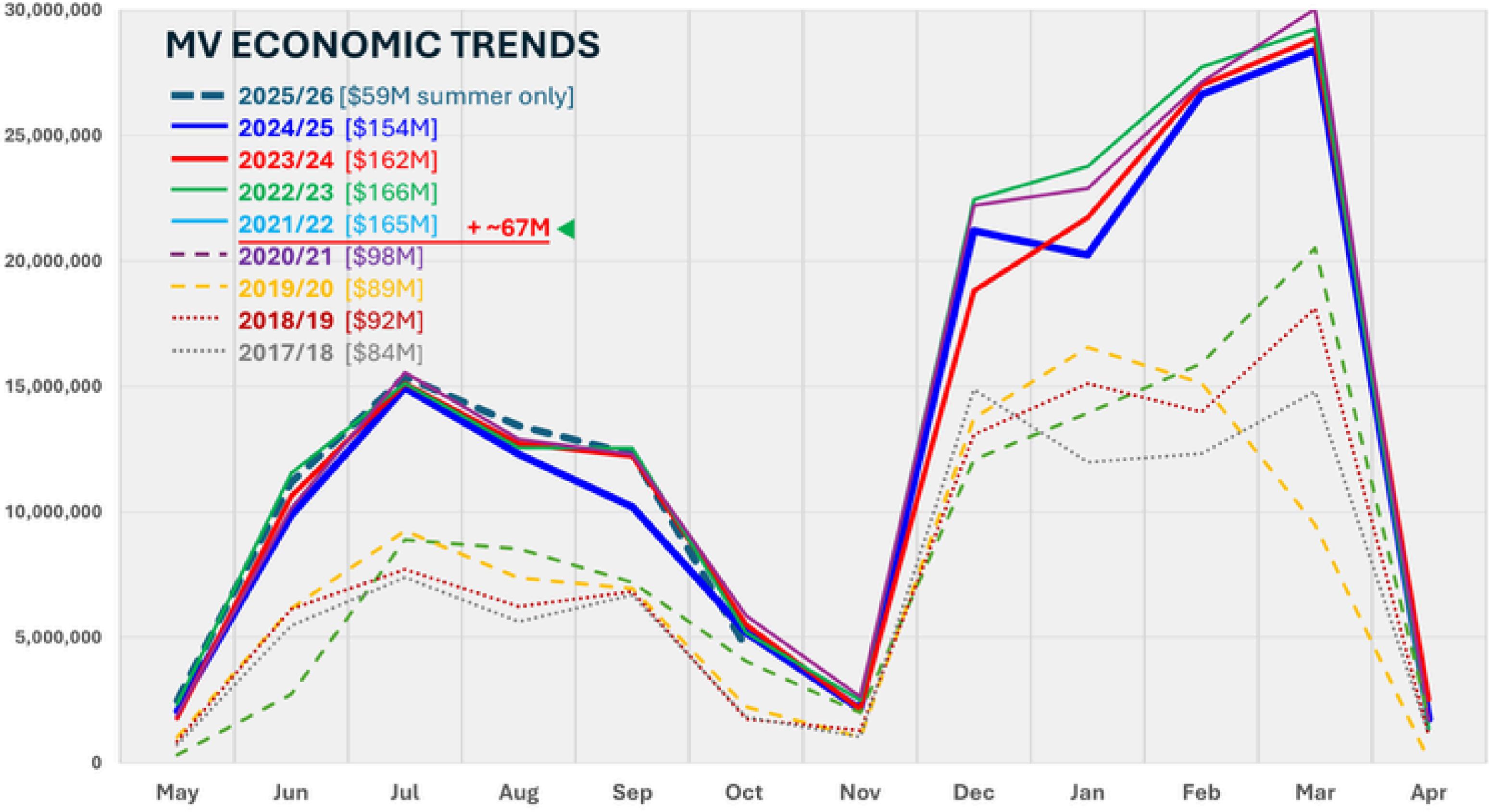
Total sales \$ (lodging, retail, restaurant)

Total Sales \$				Percent of Total	
	Summer	Winter	Total	Summer	Winter
2025/26	59,390,980				
2024/25	54,581,739	100,396,547	154,978,286	35%	65%
2023/24	58,006,504	104,076,277	162,082,781	36%	64%
2022/23	59,289,604	107,084,757	166,374,361	36%	64%
2021/22	58,680,663	106,644,923	165,325,586	35%	65%
2020/21	31,739,720	66,214,364	97,954,084	32%	68%
2019/20	32,992,411	56,102,113	89,094,524	37%	63%
2018/19	29,557,489	62,718,575	92,276,064	32%	68%
2017/18	27,752,715	56,165,146	83,917,861	33%	67%
Year-over-year % change					
2025/26	9%				
2024/25	-6%	-4%	-4%		
2023/24	-2%	-3%	-3%		
2022/23	1%	0%	1%		
2021/22	85%	61%	69%		
2020/21	-4%	18%	10%		
2019/20	12%	-11%	-3%		
2018/19	7%	12%	10%		

- Seasonal contribution is approximately 1/3 summer, 2/3 winter
- Bump from Covid has led to roughly 70% annual increase (\$67M)
- Relatively flat for past 4-years
- Summer 2025 up 9%; positive sign

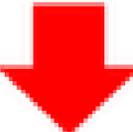
MV ECONOMIC TRENDS

- 2025/26 [\$59M summer only]
- 2024/25 [\$154M]
- 2023/24 [\$162M]
- 2022/23 [\$166M]
- 2021/22 [\$165M] + ~67M ◀
- - 2020/21 [\$98M]
- - 2019/20 [\$89M]
- ⋯ 2018/19 [\$92M]
- ⋯ 2017/18 [\$84M]



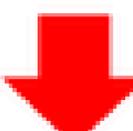
Reference: TMV Sales Tax Collections; graphs represent total sales \$. Includes: restaurant, lodging, MV retail sales.

SUMMER 2025

LODGING	\$34.1M		-1.4% (-\$473K)
RESTAURANT	\$17.2M		+36.8% (+\$4.6M)
RETAIL	\$7.9M		+5.8% (+\$429K)
	\$59.2M		+8.5% (+\$4.6M)

- Occupancy slightly down
- ADR relatively flat
- Demand “softening” [per lodging member]
- Allreds closed prior summer

WINTER 2024/2025

LODGING	\$65.7M		-0.6% (-\$381K)
RESTAURANT	\$21.1M		-4.3% (-\$953K)
RETAIL	\$14.3M		-32.5% (-\$4.6M)
	\$101.1M		-5.6% (-\$5.7M)

change is vs PY

MISC. UPDATES

- **Three New Board Members**
- **Annual Meeting on 12/17/25**
- **Anton Benitez Resignation**
- **Declaration Vote in March**

VIRBRANCY UPDATE

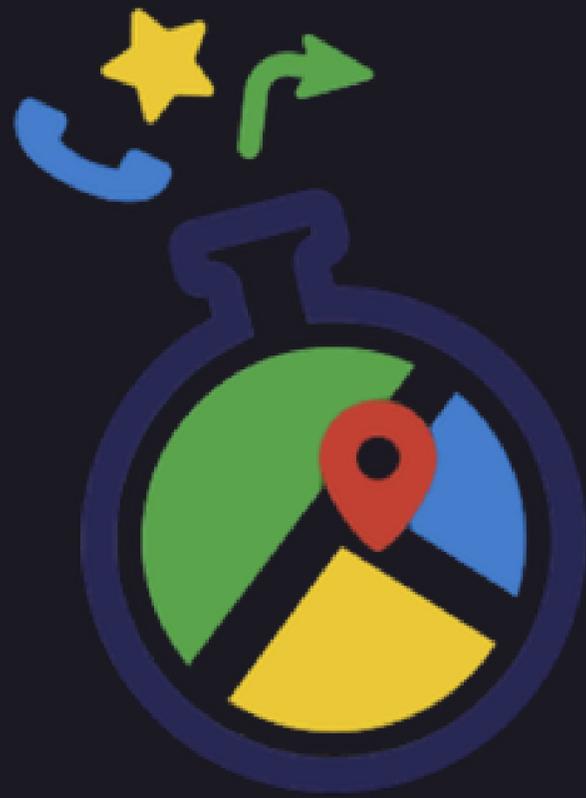
- **VILLAGE FILM NIGHTS**
- **MAPLABS**
- **APRES SKI SERIES**

VILLAGE FILM NIGHTS





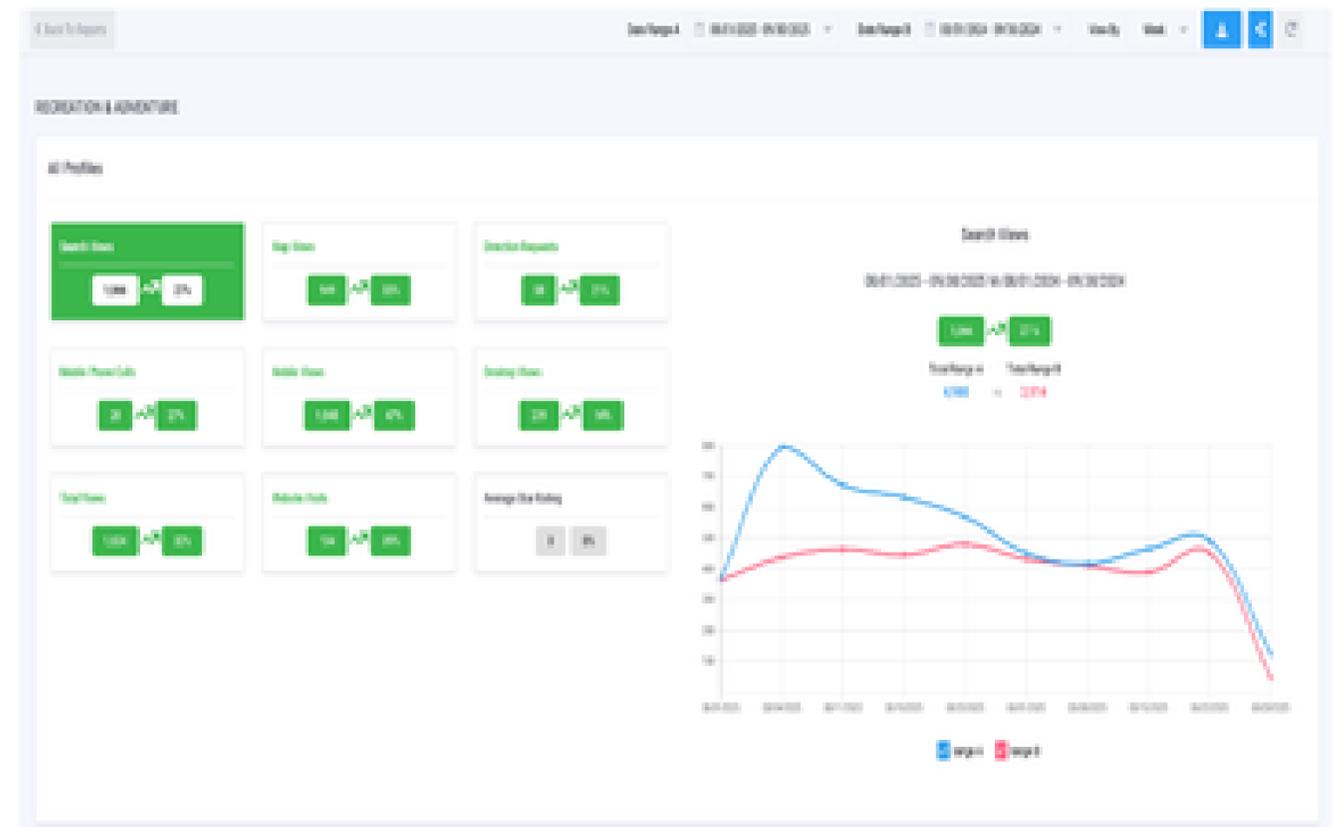
- Sunday, December 21st
- Doors 6pm
- Show 7pm
- Free for all



mapplabs

Recreation & Adventure

- Search Views: 1,066 (+27%)
- Map Views: 949 (+55%)
- Mobile Views: 1,848 (+47%)
- Total Views: 1,824 (+32%)



Food & Beverage

- Search Views: 39,591 (+375%)
- Mobile Views: 40,561 (+177%)
- Direction Requests: 300 (+41%)
- Total Views: 41,349 (+157%)
- Menu Views: 512 (+174%)





- New Apres Ski Series in Heritage Plaza
- Fridays January 16 - March 27
 - Feb 27 - March 27th kicks off music focused series
- Closing Day Concert

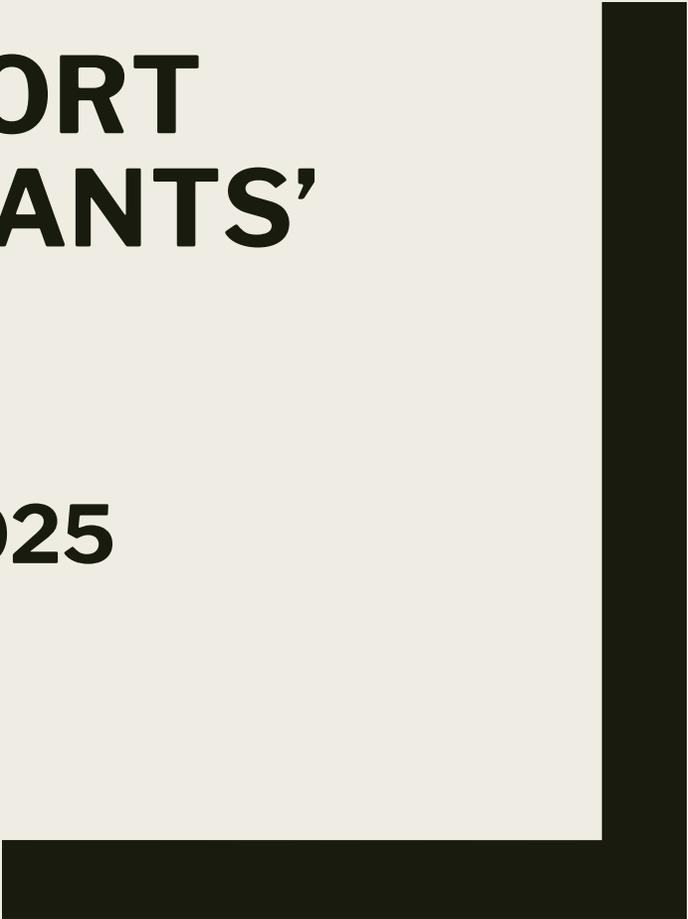
HOLIDAY PRELUDE





**TELLURIDE SKI RESORT
BRIEF TO JOIN MERCHANTS'
MEETING**

Tuesday, December 8, 2025



OPERATIONS

- **Seasonal Staffing:**
 - TSG is fully staffed for the season at 1500+ team members.
 - Many are returning team members, who bring expertise from previous seasons.
- **Snowmaking & Grooming:**
 - Temperature shift and storm cycles were leveraged to open Resort on Saturday, December 6th.
 - These departments are now working overtime to leverage lower temps & recent storm cycles in order to open more terrain.

OPERATIONS

- **Current Mountain Status:**
 - **Targets:**
 - **Peekaboo- 12/09**
 - **Meadows Base Area, Butterfly Video Section- 12/13**
 - **Lower Misty Maiden- 12/15 or 12/16**
 - **Lifts 5 & 6, Super Loop- As soon as conditions meet Resort standards**

CONTRACT NEGOTIATIONS WITH SKI PATROL UNION

- **Current Status**
 - **12/05 & 12/06- Negotiations occurred.**
 - **TSG presented its last, best, and final offer.**
 - **Ski Patrol Union vote.**
- **Contingency Plans in Event of Job Action**
 - **Limited operations, to maintain skier safety with reduced staff (i.e. patrol managers.)**
 - **Alternative activities to engage guests.**

MERCHANT PASS PROGRAM

- **Eligibility terms support businesses operating in Mountain Village and/or Telluride.**
- **Merchant Passes are \$1375, for unlimited season access.**
- **There is no deadline for purchasing.**
- **Businesses purchase passes for their eligible employees through the Resort Store.**