



Economic Vitality Committee
Thursday, September 19, 2024, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO

This agenda and the meetings can be viewed at www.Townofeagle.org.

PUBLIC WIFI – Eagle Guest

MEETING ACCESS

- a This will be an in-person meeting with access via MS Teams.

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CALL TO ORDER AND ROLL CALL - 1:00 PM

APPROVAL OF MINUTES

- a Minutes dated August 15, 2024

ADMIN

- a Discuss moving meetings to 2nd Thursdays, monthly, to increase Eagle Chamber attendance.

STAFF & OTHER UPDATES

- a Community Development's report. Questions?
b Staff reports and updates.
c Chamber and DDA updates.

BUSINESS & DISCUSSION ITEMS

- a Dashboard - launched
- Discuss Joel's analysis; plan for website and productive use

- b Economic Development Plan implementation - priorities; monthly focus
 - Action #1: Rebrand Eagle as "Open for Business" - *Matt, Joel*
 - MEAC repurposing
 - When can we facilitate a marketing & branding workshop?
 - Tap fees: report on meeting with staff
 - Action #2: Create a guide to navigate the Town's process - *Kim*
 - Community Development development guide; workshop?
 - Action #4: Special districts and progress in East Eagle - *Eric*
 - What involvement can/should EVC have?
 - Action #10: Leveraging a 'Non-Profit' - *Mick*
 - Eagle Chamber Business Advocacy Committee researching EDCs - progress?
 - Town Council: actionable recommendations for Town Council?

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.



Nikki Davis
Economic Development & Housing Specialist

EVC MEETING MINUTES 8/15/24

CALL TO ORDER AND ROLL CALL - 3:07 PM (at the Daly Residence)

In attendance. Members: Mick Daly, Eric Eves, Kim Fritzler, Kim Goodrich, Nick Sunday (Town Council liaison); **Staff:** Melissa Daruna, Nikki Davis, Larry Pardee. **DDA:** Scott Schlosser.

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes passed unanimously.

ADMIN

- a. Kelly Herzog was welcomed as a new member (sworn in before the meeting.)

STAFF, CHAMBER & DDA UPDATES

- a. No discussion

EVC BUSINESS

a. Digital Dashboard

- Now live and was publicized in the Eagle Today email. A link is now visible at the ToE website.
- Staff requested to have a specific page at the website where the dashboard lives, fully visible.
- Joel provided a fascinating analysis of Visitor Mobility Data (attached). This shows a declining time spent in Eagle by visitors and the need for strategies to encourage visitation and longer stays. Next meeting we will discuss this and plan next steps, including presenting to Council.

b. Economic Development Plan Implementation (2024 Focus for EVC)

- Action #1a Rebrand Eagle as “Open for Business” – point person: Matt (+ Joel)
 - Marketing: Town Council work session with MEAC and EVC on marketing planned for Oct. 3rd.
- Action #1b Tap Fees (and PIFs) – point person: Christina
 - Mick elevated this as a key action item for EVC, seen as a significant obstacle to economic growth and achieving: “Open for Business” reputation for Eagle.
 - Three key issues identified:
 - i. The Tap Fee system is too complex; needs to be simplified with better customer service from ToE, setting a positive tone for inexperienced tenants/business owners. Recommendation: simplify the system, meanwhile appoint a qualified staff “guide” to help applicants navigate the system.
 - ii. Tap Fee quotations are inconsistent (perceived as unfair), subject to negotiation, taking into account other factors. Recommendation:

simplify the system to achieve better consistency and predictability; “no surprises”.

- iii. Sticker Shock is the common reaction to high fees quoted. Example: \$15k-25k for a yoga studio in a location where there was previously a yoga studio! Recommendation: **simplify the system and give credit for previous fees already paid. Spread** tap fees out over time, rather than paying upfront. Say over 5 or 10 years.
 - **EVC and DDA will meet with Public Works Sept. 3rd to discuss and work on next steps needed to resolve these issues.**
- Action #2 Create a guide navigating the Town's planning/permitting process – point person: **Kim**
 - Comm Dev continue to work internally
 - **Peyton invited to the September meeting to discuss Comm Dev's progress.**
- Action #4 Research and authorize using special districts in East Eagle – point person: **Eric**
 - Eric reported on recent meeting with ToE – not entirely positive!
- Action #7: Reinforce partnership with Chamber + Action #10: Leveraging a ‘Non-Profit’; both are closely linked – point person: **Mick**
 - Chaffee County's Economic Development Corporation President joined Chamber's Business Advocacy Committee – provided much food for thought.
 - Similar session planned with Summit County soon.
 - **Research into a ‘non-profit’ will continue based on the Chamber's progress with EVC collaboration as appropriate.**

ADJOURN

Motion to adjourn passed unanimously at 4:44pm.

RECORDING

[Recording Link](#) (index below)

	Time Stamp
1 Call to Order	0:07:10
2 Staff Updates and Reports	0:10:21
3 Digital Dashboard Update	0:18:19
4 Data Analytics and Planning	0:22:18
5 Business Fees	0:25:06
6 Communication and Process Issues in Development	0:30:06
7 Impact and Challenges of Tap Fees in Building Developments	0:35:42
8 Fee Management and Community Development	0:39:34
9 Water Rights and Conservation Strategies	0:46:20
10 Committee Discussion on Public Works and Fee Management	0:47:49
11 Business Development and Advocacy in Eagle Chamber	1:01:20
12 Brownfield Analysis	1:05:21

13	Importance of a Development Guide and Standardization Procedures	1:09:40
14	Digital Accessibility and Website Improvements	1:14:55
15	Development and Challenges in East Eagle	1:18:26
16	Economic Opportunities and Challenges in Commercial Development	1:21:20
17	Competition and Opportunities in Sports Complex Development	1:23:56
18	Town Management, Land Conservation and Development	1:29:09
19	Housing Development Approvals and Challenges	1:34:53
20	Property Management and Housing Development	1:38:17
21	Business Marketing and Outdoor Adventures	1:41:07
22	Mushroom Festival	1:45:26

COMMUNITY DEVELOPMENT

August 2024

Planning

LONG RANGE PLANNING

ReCode Eagle – The Land Use and Development Code (LUDC) – [link to code](#)

- Staff is processing a 2nd amendment that resolves inconsistencies identified in Ch. 4.17 and other areas of the Land Use Code. Staff aim to bring these changes through the hearing process in September.

WUI Code

- Staff are actively engaged in the County-wide Wildland Urban Interface (WUI) Code update process, led by the Eagle County Wildfire Collaborative. This initiative involves collaboration with jurisdictions throughout the valley to create a WUI Code that caters to our local needs.
- The group held a meeting on August 8th to identify the process for incorporating WUI Code elements into Town's building codes. The next meeting is scheduled for September 12th.

LAND USE APPLICATIONS IN PROGRESS

For more information and to access project documents, visit the Town's [Active Land Use Applications Page](#).

- West Eagle Housing - Annexation, Major Development Permit, Subdivision, Zoning
 - A revised application has been submitted and is out on referral. Staff anticipate scheduling the hearing dates this fall and initiating the annexation process on August 27th.
 - Applications will be presented to the Planning Commission on September 17th and the Town Council on October 8th.
- Haymeadow - Major PUD Amendment
 - A revised application has been submitted and referral comments have been submitted to the applicant. Public Hearing dates have not yet been determined.
 - A revised application based on the last round of referral comments has been submitted to the Town, and we tentatively expect to schedule public hearings for PZ on October 1st and TC on October 22nd.
- Haymeadow ADA Amendment
 - Staff has continued to meet bi-monthly with the applicant to move towards a resolution for this amendment.
 - Abrika Properties, LLC and staff have made significant progress in negotiations since June 11th, more information on this to come.
 - Staff hopes to have a presentation for Town Council on the Sixth Amendment to the ADA on the September 10th meeting.
- North Broadway – Annexation and Zoning
 - Applicant has withdrawn their request for PUD zoning following annexation, and has submitted a request for CMU2 zoning for the entire property. The annexation/rezone application is out on referral review.
- Reserve at Hockett Gulch – PUD Amendment and Major Development Permit (Phase 1b and II)
 - Request will run concurrently with PUDA24-01.
- 7 Hermits Condominiums at Haymeadow (Bldg. C)
 - The application was submitted on August 5th.

- Referral comments have been submitted to the applicant and they are working on incorporating comments into the final plat.
 - Staff has scheduled this plat on Town Council's September 10th consent agenda.
- 7 Hermits Condominiums at Haymeadow (Bldg. E)
 - This application was submitted on August 26th and is currently out on referral.
 - Staff tentatively plans to schedule this plat for Town Council's September 24th consent agenda.
- Sweet Leaf Pioneer Special Use Permit
 - Application to be re-presented at the September 17th Planning Commission and September 24th Town Council public hearings

NOTABLE UPDATES

- The Town posted an opening for a Planner II or III/Senior Planner on June 27th. Staff has interviewed several candidates and has identified our top two candidates.
- Staff continue developing Standard Operating Procedures (SOPs) to enhance consistency, undergo a critical review of where we can improve, and create tools to assist new staff. This work will likely be ongoing through the end of the year. To date, staff has completed SOP's for planning review of building permits, invoicing, CivicClerk (posting agendas & packets), encroachment and mobile vending permits, PZ recruitment, recording documents, the referral process and sign permits.
- Staff has met with members of the community on development proposals ranging from small administrative permits to larger development, subdivision, and annexation applications. Pre-application meetings in 2024:
 - August - 5
 - July - 1
 - June – 6
 - May –3
 - April – 5
 - March – 8
 - February – 6
 - January - 2
- Community Development provides Spanish translation services. These services are utilized by Court, Administration, IT, Building, etc. We have provided 10 points of contact in June, this includes walk ins, phone calls, and transfers from other departments.
- Jess and Peyton are participating in the ICMA High-Performance Leadership Academy from August to early November.

Administrative Approvals (Encroachment Permits, Sign Permits,)

- Reviewed 1 Sign Permits for August.
 - 7 Sign Permits have been approved and issued so far this year.
 - 1 encroachment permit has been approved and issued this year.

MAJOR CONSTRUCTION PROJECTS

Business Name	Location	Status
Hockett Gulch Apts.	16186 Hwy 6	TCO issued for all 6 buildings. The final building anticipated mid September.
Haymeadow	91 Mountain Hope Circle	Building A, D, TCO complete.
Habitat for Humanity	3 rd Street	TCOs complete.

Slope and Hatch	115 East Second St Unit 1	Construction work commenced. Sign Permit issued. Inspections progressing.
Stone Concepts of Colorado	85 Marmot Ln	Permit pending.
Eagle County BMX	1700 Bull Pasture Rd	Payment (3) pending
Eagle Pool	1700 Bull Pasture Rd	PIF payment pending. Permit released. Inspections progressing
Alpine Lumber Shed	111 Chambers	Permit progressing

Building

The figures below show general activity levels not broken down by permit type (building, electrical, plumbing, mechanical, etc.)

TYPE OF WORK PERFORMED	EOY 2023	YTD 2024
Inspections (n/i Planning, Public Works)	1,885	1527
Permits Processed	411	246

- Staff currently engaged in a Regional Net Zero [Building] Cohort with other municipalities in both the Eagle Valley and Roaring Fork Valley. One meeting left.
- Recent updates to our permitting software, Community Core, now allow for contractors to upload registration documents for renewals and new accounts. This allows for enhanced service delivery by reducing staff processing of documents via email

P&Z and Council Meeting Schedule

August 2024
August 6 th (Planning Commission) - CANCELLED
August 13 th (Town Council) • CT24-02 7 Hermits Condominiums Filing 2 (Building D) <i>consent agenda</i>
August 20 th (Planning Commission)
August 27 th (Town Council) • CT24-04 7 Hermits Condominiums Filing 3 (Building B) <i>consent agenda</i> • AN23-01 West Eagle Housing – Determination of substantial compliance and schedule the annexation hearing.
September 2024
September 3 rd (Planning Commission) - CANCELLED
September 10 th (Town Council) • CT24-05 7 Hermits Condominiums Filing 4 (Building C) <i>consent agenda</i> • First Amendment the Development Agreement for 263 Sawatch <i>consent agenda</i> • <i>Sixth Amendment to the Haymeadow Annexation and Development Agreement (ADA) (tentative presentation, no resolution)</i>
September 17 th (Planning Commission) • AN23-01 West Eagle Housing • LUDC24-01 Text Amendment to the Land Use Code
September 24 th (Town Council) • CT24-06 7 Hermits Condominiums Filing 5 (Building E) <i>consent agenda</i>

October 2024
October 1 st (Planning Commission) PUDA23-01 Haymeadow PUD Amendment (tentative)
October 8 th (Town Council) AN23-01 West Eagle Housinh
October 15 th (Planning Commission)
October 22 nd (Town Council) PUDA23-01 Haymeadow PUD Amendment (tentative)

Upcoming Hearings in alternative format of upcoming hearings.

2024 Land Use Projects	Project Timelines											
	September				October				November			
Projects	PZ	TC	PZ	TC	PZ	TC	PZ	TC	PZ	TC	PZ	TC
West Eagle												
Annexation, Zoning, Subdivision, Development Permit												
Annexation Acceptance (August 27th)												
Planning Commission Public Hearing (September 17th)												
Town Council Public Hearing (October 8th)												
North Broadway												
Annexation & Zoning												
Annex Acceptance and XS (September 10th)												
Planning Commission Public Hearing												
Town Council Public Hearing												
Haymeadow												
ADA Amendment												
Town Council												
PUD Amendment												
Planning Commission Public Hearing												
Town Council Public Hearing												
Public Improvements Agreement												
Town Council Consent Agenda												
Preliminary Plan/Final Plat												
Planning Commission Public Hearing												
Town Council Public Hearing												
Code Amendment												
Planning Commission Public Hearing												
Town Council Public Hearing												
Sweet Leaf												
Planning Commission Public Hearing												
Town Council Public Hearing (TBD)												



To: Mayor and Town Council
From: Larry Pardee, Town Manager
Date: September 10, 2024
Re: Town Manager Report

Community Engagement & Meetings: This report highlights our recent community outreach efforts and critical regional and project-specific meetings. Our top priority is to engage with stakeholders, stay abreast of developments, and contribute to our Community's growth.

Monthly Town and County Managers Meeting - Town Manager Michelle Metter hosted the latest meeting in Minturn, where we discussed the State's new water and wastewater systems regulations and their potential cost implications for local communities. Other topics included the possibility of a manager serving on the CML Policy Committee to represent Western Colorado.

Sawatch Development on Chambers - We have weekly check-ins with Dave Dantas to monitor the progress of the 263 development, ensuring all required submittals are on track and each area is progressing as planned.

West Eagle Affordable Housing - Our ongoing discussions with Tori Franks and Jeff Shroll focus on the various elements of the West Eagle development, ensuring all requirements are met, and the project timeline is adhered to for complete sufficiency and approvals.

Haymeadow Development - We hold weekly meetings and additional communications with Abrika Development, Brandon Cohen, and Michael Hood to discuss initiatives to enhance community infrastructure. Topics include extending Brush Creek Road, releasing performance guarantees, vesting property rights, and financial contributions to the Grand Avenue project.

Eagle County Housing Needs Assessment Action Plan - The project progresses smoothly, with draft materials anticipated shortly after Labor Day. Preliminary findings will be shared with Town Councils and partners in late October and early November, followed by a structured review and feedback process. A pivotal stakeholder meeting on Housing Strategies is scheduled for September 18 at Avon Town Hall. The Town of Avon has secured a \$200,000 planning grant under Prop 123 to bolster regional housing initiatives, extending these discussions into 2025. Comprehensive community survey results will be unveiled in October, with significant dates including a **November 12** Eagle County Commissioners Work Session and an **Eagle Town Council meeting at 6:00 pm**.

Economic Development:

Developments in East Eagle Subarea: The Town of Eagle, in collaboration with Economic & Planning Systems (EPS), is making significant strides in the East Eagle Subarea. Recent meetings have been pivotal in fine-tuning the Commercial Linkage Fee study, Infrastructure Financing strategies, and revenue-sharing plans. We are now preparing draft recommendations for the Town Council's review, ensuring they align perfectly with our broader objectives.

Commercial Linkage Initiative: To enhance affordable housing, the Town is considering a Commercial Linkage Fee that would directly tie commercial development to housing solutions, addressing the growing demand spurred by economic growth. Additionally, EPS is partnering with East Eagle Partners to conduct financial assessments to annex Parcels A and F, promoting balanced and sustainable development. These initiatives will be thoroughly analyzed and discussed before being presented to the Town Council.

Administration and Organization Update:

Commercial Appraisal: We've sent out seven requests for proposals for commercial appraisal services. So far, three companies have stepped up and are eager to assist with appraising Old Town Hall. We'll soon select the best fit to kick off the appraisal process.

Draft 2025 Budget Work: A big thank you to the council members for participating in the work session on the draft of Capital Improvement Projects and for your feedback. Our team works hard, collaborating across departments to review budget submissions. We aim to craft a conservative, balanced budget prioritizing essential public infrastructure, assets, and core services. We're also integrating valuable feedback from community surveys, focusing on Quality of Life and capital sales tax improvement projects.

Staffing and Recruitment Update: In 2024, we filled twenty-three previously vacant positions, demonstrating our commitment to strengthening our workforce. Six full-time positions remain open, and we're actively prioritizing these vacancies. Through strategic recruitment efforts, we're dedicated to attracting highly qualified candidates who will enhance the quality of life in our Community. Our pursuit of top talent underscores our commitment to fostering a vibrant cultural environment and ensuring continuous progress and well-being for all residents.

Brush Creek Park – Playground Refurbishment: The Town of Eagle has received an updated proposal from Playgrounds by Leathers Dream-Build-Play to refurbish the playground at Brush Creek Park. This project will be a community-driven effort, inviting residents to participate in transforming this beloved recreational area. While we aim to start construction in spring 2025, we're mindful of potential delays in equipment delivery. As the project progresses, we'll keep the Community informed and share opportunities for involvement in this exciting initiative.

WORK SESSIONS:

To help the Town Council keep track of upcoming work sessions, below is a table of topics to discuss over the next several months. Preparing in advance is helpful since it takes planning to execute a work session. Staff will keep this table in this report and make changes as needed. The topics are subject to change:

Date	Topic
August 6, Work Session	<i>Canceled</i>
September 3, Work Session	Capital Improvement Projects (CIP)
October 1, Work Session	MEAC – 1-hr check-in with Town Council to clarify their role OSRAC – 1-hr check-in with Council
November 5, Work Session	
December 3, Work Session	
Request for Additional Work Sessions	Topic



To: Mayor and Town Council
From: Larry Pardee, Town Manager, and Department Leads
Date: September 10, 2024
Re: Department Updates for August 2024

August 2024

ASSISTANT TOWN MANAGER - SPECIAL PROJECTS

Pool Replacement Project

- Progress at the new pools is moving along well and remains on schedule and on budget. Excavation for the building addition and both pools began and the foundation for the building addition was poured in late August.
- Decisions on slide and finishing designs are being finalized.
- Staff are working on executing a lighting plan for the dirt lot to ensure adequate and safe parking for the facility this fall and winter while the paved lots are closed. The lighting will remain in place after the pool project is complete as well.

Eagle Villas / Nogal Park

- Staff have been meeting with the Ulysses Development Group, who purchased Eagle Villas, to explore opportunities to improve and reprogram Nogal Park to better suit the needs of the residents and broader community. Together, staff and the Ulysses Development Group plan to launch a community engagement strategy to establish ideas and needs for the park and then work with a consultant to plan for park updates as early as 2025.
- Staff have updated the capital improvement plan to reflect an allocation of resources in 2025 with the intention of additional funding partners joining us in the implementation of the park renovations.

Culture Work

- Staff have been working on a revised performance plan and process. The new process is called a “development plan” and is designed to infuse the Town’s values and culture as part of the evaluation of each team member’s contributions. The process envisions more dialog between supervisors and staff with a focus on supporting a collaborative environment that encourages professional and personal growth as part of our annual goal setting.
- Staff are finalizing the draft documents. The new process will kick off in 2025, but staff will have the opportunity to see the documents and learn more about the process as we conduct our annual performance reviews this fall.

ECONOMIC DEVELOPMENT

- Staff and the DDA, with support from DCI, have successfully launched the Downtown Eagle Project Investment Program. The funding opportunity is made possible through the Rural Economic Development Initiative grant. The application window opened on September 1 and will close at 5:00 PM on September 20. Many Broadway businesses have been eagerly waiting for the chance to apply and staff are anticipating a considerable number of competitive applications. Spanish translation services are available by appointment. We invite you to [learn more here](#).
- Leveraging the [Digital Dashboard](#), EVC member Joel Wallen prepared an analysis of business insights and prevalent themes from 2022 and 2023. A succinct one-page [summary is available here](#).
- Staff hosted EPS on August 13 to conduct two East Eagle workshops. The first segment was dedicated to the Town's cost recovery strategy and commercial linkage work. Using the former Eagle River Station project as a template, EPS constructed models relative to infrastructure phasing, land use and development scenarios, and tax/financing mechanisms. For the second segment, the group was joined by Red Mountain Ranch LLLP for parcel-specific consultation. Staff and EPS are working to identify a presentation date to Town Council.
- Staff met with Colorado Department of Public Health and Environment (CDPHE) to discuss Brownfield funding and remediation programs for which properties along the Grand Avenue Corridor would qualify. Identifying, evaluating and cataloging Brownfield issues along the corridor will inform potential redevelopment plans. As described in the [Eagle Challenge Community Action Plan](#), pursuing CDPHE and/or Environmental Protection Agency (EPA) opportunities for free Phase 1 evaluations should be prioritized. The property owners of 546 Grand Avenue have volunteered to nominate their site for an environmental assessment. Staff will continue to provide updates on their progress.
- Staff attended an exploratory call with Placer.ai - an AI-powered location data and analytics platform. A subscription to their program provides detailed insights into consumer foot traffic. The data empowers users to analyze metrics such as visitation trends and make informed decisions impactful to tourism, optimizing community services, event planning, business attraction/retention and revenue forecasting. Investment in this technology was not incorporated in the draft 2025 budget. However, staff may be interested in exploring this, or similar technology as the Town's need for economic analysis evolves.

HOUSING

- The draft employee housing guidelines and lease agreement are complete and will be going to Town Legal for review. With growing interest from existing employees and the need to accommodate prospective hires, staff are eager to bring the draft documents forward, seeking Town Council approval.
- Staff and the Town Attorney are working to schedule a call to review the latest comments in the draft LERP Guidelines. The Assistant Town Manager has now assumed project lead with assistance from the Housing Specialist.
- As approved by Town Council resolution, staff have executed a Professional Services Agreement with Logan Simpson to conduct the Affordable Housing Accelerator Project (AHAP). Staff and the consultant team are underway with data compilation.
- The technical assistance project with Enterprise Community and Community Builders is temporarily on hold in the deliverables review phase. The technical assistance team notified staff that the Colorado Department of Housing has issued a stop work order related to the allocation of project budgets across the state for the fiscal year. Exact details and implications to community projects are unclear. Staff will continue to provide updates as they become available.

SUSTAINABILITY

- The solar array construction was initiated on August 5th and has moved at a rapid pace. All racking and modules have been placed. Upcoming work includes trenching to lay the remaining conduit and connecting the wiring to the onsite facilities and grid.



- The town's E-bike rebate program continued in August, with 5 additional applications received and approved. To date, only 30% of the rebate funds remain, which should cover 3-6 additional rebates. The average rebate amount is \$1,932. All recipients are informed of our e-bike regulations upon issuance of rebates, and they have been very well received.
- Staff continued to collaborate with other Eagle County communities to begin preparing for the Charging & Fueling Infrastructure Grant from the US Department of Transportation, for which the submittal date was pushed back to September 11th. TOE staff is contributing information to a regional application that will include Eagle, Pitkin, and Garfield Counties. The Northwest Colorado Council of Governments is coordinating this grant application. Each county can submit up to 5 locations to add EV charging infrastructure; 3 of the 5 identified locations are in Eagle.
- The Regional Net Zero Roadmap continues to progress, with Lotus Sustainability & Engineering working to add equity considerations to the existing plan. Next steps include several Listen & Learn sessions, during which the project team seeks feedback from the building community in an effort to bake their recommendations and feedback into the plan. Once that information is gleaned, the project team will work with the Town to schedule a council presentation to inform council's decision on roadmap adoption.
- The Showdown Town concert series concluded on August 15th, which also marked the conclusion of the compost pail giveaways. Staff, community sustainability champions, and one of our council members worked together to promote curbside composting via compost trivia and compost pail giveaways at each concert. This effort was well-received by the community and was an effective educational tool. Staff looks forward to incorporating compost pail giveaways in future events.
- Staff worked to plan a bilingual energy resource night with the Palmer Fund and Walking Mountains' Energy team. Currently, this is scheduled for October, and we hope to host it at Gardunos. The goal of the resource night is to sign up income-qualified community members for energy rebates and for the 2025 Reenergize Program.
- The Sustainability Shoutout Program has kicked off, and the TOE Green Team received 2 entries last month: Carla Cornejo and Eddie Wilson. Both employees were nominated by their peers for engaging in sustainability-based behaviors at work. They will both receive prizes and a highlight in Eagle Spirit.

- Next steps for the Green Team include improving waste diversion at our facilities and establishing bike rack infrastructure to promote sustainable commuting to work.

COMMUNICATION & MARKETING

- **Safe Streets for All (SS4A) Study**

The program has officially launched. Information has been shared with the Vail Daily. The next steps include distributing fliers and door hangers with a social media push. Other public engagement efforts to communicate the plan include:

- Biztoberfest on Sept. 5 at Town of Eagle Table (Jamie)
 - Pop-up at Yeti's Grind Coffee on Sept. 13 (SS4A staff, town staff)
 - Eagle SS4A Open House on Sept. 12 (SS4A staff, town staff)
 - Eagle Farmers' Market on Sept. 14 (SS4A staff, town staff)
- Attended the Colorado Municipal League's Effective Governance workshop in Glenwood. Refresher on media response, effective governance, budgeting, risk management, open meetings standards and civility information.
- Joined the ICLEI Climate & Sustainability Communications Cohort, led by Yale University. Sharing best practices for how to communicate sustainability initiatives and encourage community engagement.
- **News Shared in August**
 - [Community Input Sought for Development of Roadway Safety Action Plan](#)
 - [Construction Underway for Eagle's New Solar Array](#)
 - [Brush Creek Interpretive Signage](#)
 - [2025 Budget Review and Approval Calendar](#)
 - [Special Event Funding and Community Grant Requests](#)
 - [Downtown Eagle Investment Program](#)
 - [Eagle's Roadway Safety Action Plan](#)

SPECIAL EVENTS

August 2024

Marketing & Events Advisory Committee (MEAC)

- 2025 Event Funding and Community Grant application process is open until September 23.
- Work Session rescheduled for October 1, 2024

TOWN EVENTS - August

- Tube-A-Palooza at Eagle River Park – Unexpectedly huge turnout. Estimated over 300 people. This was a free community event. Sage Outdoor Adventures loaned river tubes at no cost. Staff received an overwhelming amount of appreciation from participants.
- Community Table – I can't believe it didn't rain! An incredibly successful event, given the adverse weather conditions. Over 500 people turned out to connect with their neighbors. Table decorations were amazingly creative, it was tough to decide the winners. Thank you, Eagle Ranch Association, for providing complimentary Kona ice and thank you, Slifer, Smith, and Frampton for sponsoring the band, The Platonics.

MEETINGS

- National Night Out – Hats off Eagle PD! HAATS was a spectacular addition.
- 15th Annual Eagle Mushroom and Wild Food Festival – In the week leading up to the event, staff discovered the festival did not submit a liquor license application. Given the timing, staff made a recommendation to the Town Manager to temporarily designate the venue to allow alcohol consumption. Staff and the Town Manager were able to help solidify a successful event.
- Down Valley Vibes Festival – This new event shed light on opportunities to improve the town's event planning and permitting process. Town was faced with numerous challenges across multiple departments. Each department worked with their production team to accommodate changes up to the last minute. Staff have since debriefed and discussed opportunities to provide better, more concise communication.
- Collaborating with Michelle Morgan to ensure the Chamber has a successful Biztoberfest. Thank you, Public Works for your additional help.
- Looking forward to welcoming the Colorado Highschool Cycling League September 6-8 and September 20-22.

UPCOMING EVENTS

SEPTEMBER	
9/5/24	Biztoberfest
9/6-9/8	Race #2 Haymaker Classic
9/7/24	Eagle Farmers Market
9/14/24	Eagle Farmers Market
9/20-9/22	Race #3 Haymaker Classic
9/21/24	Eagle Farmers Market
9/21/24	Vail Valley Walk to End Alzheimer's
9/28/24	Eagle Farmers Market

Broadband update:

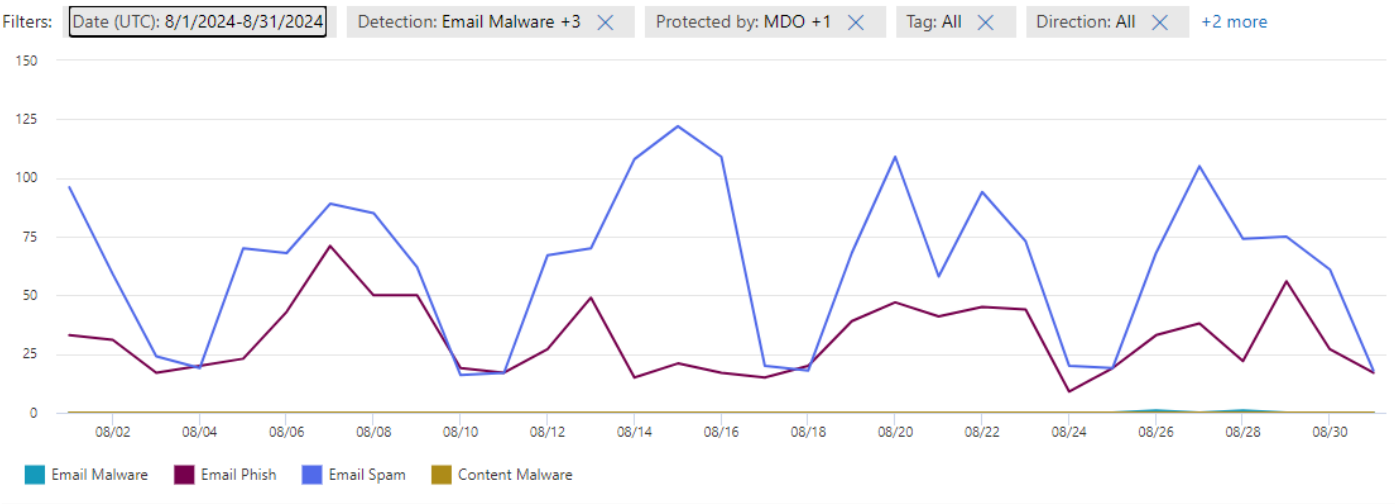
- New installations on hold until funding becomes available or as hardware becomes available from churn.

Technical Operations:

- Email threat protection report:

Threat protection status

The Threat protection status report provides information about threats found prior to email delivery, covering relevant detection technologies, policy types, and delivery actions.
[Learn more about this report](#)



- Support ticket report:

Sales Tax – 2024 Sales Tax

2024					
Month	Filing Period	Revenue Period	O/U	Online Sales	Online Retailers
Jan	\$ 557,533.05	\$ 821,112.05	4%	\$ 117,976.28	2236
Feb	\$ 729,552.42	\$ 810,272.13	21%	\$ 128,837.94	1963
Mar	\$ 919,947.73	\$ 707,787.05	1%	\$ 82,709.92	2045
1 Q	\$ 2,207,033.20	\$ 2,339,171.23	8%	\$ 329,524.14	
Apr	\$ 687,650.02	\$ 763,852.47	-6%	\$ 106,959.79	2080
May	\$ 760,446.12	\$ 655,520.37	-6%	\$ 109,466.26	2008
Jun	\$ 813,449.95	\$ 730,498.70	-3%	\$ 100,133.62	2076
2 Q	\$ 2,261,546.09	\$ 2,149,871.54	-5%	\$ 316,559.67	
Jul	\$ 825,937.89	\$ 799,652.78	-2%	\$ 98,315.99	2284
Aug		\$ 841,793.73	0%	\$ 104,790.60	2699

2023					
Month	Filing Period	Revenue Period	O/U	Online Sales	Online Retailers
Jan	\$ 721,493.40	\$ 793,838.43	5%	\$ 97,085.03	2016
Feb	\$ 681,684.40	\$ 675,138.60	5%	\$ 91,521.57	1792
Mar	\$ 748,092.11	\$ 698,140.28	5%	\$ 97,830.73	1892
1 Q	\$ 2,151,269.91	\$ 2,167,117.31	5%	\$ 286,437.33	
Apr	\$ 681,955.40	\$ 802,334.06	16%	\$ 125,304.23	1921
May	\$ 745,051.07	\$ 700,216.68	0%	\$ 98,906.78	1929
Jun	\$ 806,014.23	\$ 752,888.75	9%	\$ 102,648.68	2000
2 Q	\$ 2,233,020.70	\$ 2,255,439.49	8%	\$ 326,859.69	
Jul	\$ 819,983.61	\$ 813,185.50	7%	\$ 100,650.58	2063
Aug	\$ 819,101.77	\$ 839,114.42	3%	\$ 105,800.61	2047

EAGLE DIGITAL DASHBOARD – VISITOR MOBILITY DATA ANALYSIS

Joel Wallen, Economic Vitality Committee, August 2024



In 2022 79% of the Local Population Kept Eagle In Business

- Local Dominance (54% from Eagle)
- Nearby Influence (13% Gypsum) (12% all other w/i Eagle County)
- Minimal Out of State Presence (7% Front Range)

<30min (39%)

>30min (59%)

Good news:

most of the time they were not in a rush (leading indicator for aging demographic)



In 2023 Locals Remain Dominant & Outside Influence Creeping In

- Local Dominance (51% from Eagle) **-3**
- Nearby Influence (17% Gypsum) **+4** (19% all other w/i Eagle County) **+7**
- Minimal Out of State Presence (6% Front Range) **-1**

<30min (57%) **+18**

>30min (43%) **-16**

Significant reduction in time spent. What business/s went away?



'22 vs. '23 Takeaways

Headwinds

- Economy/Inflation
- Increase in visits outside of the Town of Eagle indicating more geo diversity
- Time Spent is down in both the avg and median numbers. People are running errands and moving on

Tailwinds

- Increase duration of short term visitors

Takeaway

- Data suggests a **need for strategies to encourage longer stays**

WIN THE LOCALS....

to stay in business

EXPAND YOUR BORDERS....

to thrive

ToE PIF SYSTEM IMPROVEMENTS RECOMMENDED (from a meeting on September 3, 2024)

Accepting that PIFs (Tap Fees) are necessary for the Town to provide water to our businesses, we see several issues that impact economic vitality for Eagle and our goal of being seen to be “Open For Business”. These issues result from the system as it applies to small businesses and developments. Large-scale developers should be familiar with Tap Fees, even though they vary greatly from municipality to municipality.

A meeting with Public Works, Community Development and other staff, plus representatives from the EVC and DDA, brainstormed these issues and the following are our conclusions.

1. The Process & Communication

Any new or inexperienced business owner or small developer needs someone to guide them through the entire process. This could be staff, although the budget may not currently support this. We need to explore and implement the best solution in the short and medium term.

Community Development is working on a document to guide applicants through the entire process (in conjunction with the EVC.) This document should include the role of the ‘Guide’.

The Commercial Water Tap Fee Application is a complex spreadsheet used to calculate the fee, but anyone trying to use it should not do so without help – hence the need for a guide.

The spreadsheet leads the ‘unguided’ to wrong conclusions. (\$25,000 instead of \$4,800 for example – see NOTE below) Changing the application to avoid this should be a high priority.

The website and spreadsheet should also include an explanation of why the fees are necessary, to improve public and applicant understanding of these fees.

2. Inconsistency (and perceived ‘unfairness’)

This impression is understandable but inaccurate. Tom goes to great lengths to apply credit for previous fees paid, but there is a lack of historic documentation which makes this difficult.

Communication in the Eagle Today email and DDA newsletter would explain the efforts by Public Works to apply fees fairly. This needs to be known!

3. The Burden (“Sticker shock”!)

An improved PIF Application will help. – see 1 above. Using the Application spreadsheet, the minimum PIF EQR for *“Bars & Restaurants, with a minimum of 25 seats”* and for *“Commercial, Industrial, Warehouse, or Public Buildings such as stores, offices, and similar, having no processed water or waste loads..”* is 1.0. This is a heavy lift for smaller businesses.

Tom suggested that this could be reduced to 0.2 EQR for a 5-seat restaurant, with 0.2 for each additional 5 seats, and 0.2 for one unisex bathroom, instead of 1.0 for 2 men’s and 2 ladies (the current minimum). We understand that staff will need to propose this to Council for approval.

Further, it would help if the fees could be spread out over time, rather than paying upfront; say over 5 years. The impact on the Water Enterprise Fund would need to be estimated, but the low frequency and fee size of this type of application should not have a significant impact. Conversely, reducing the burden should allow many more businesses to occupy empty spaces and bring more sales tax and other fee revenue to the Town. Again, this would need to be approved by Council.

Note: the burden of guaranteeing payment of deferred PIFs would need to be carried by the building owner rather than the tenant, to protect the Town, should the business close. The biggest advantage in paid PIF credits accrues to the landlord, in any case.

The local business organizations (Chamber, DDA, EVC) will meet again with Staff to ratify these findings and plan a potential work session with Council.

NOTE - PIF Application – why it needs to be improved:

In the section that applies to most small businesses wanting to move into an existing space (whether new or previously occupied)...

Commercial, Industrial, Warehouse, or Public Buildings such as stores, offices, and similar, having no processed water or waste loads (i.e. which are served by sanitary sewer use only for nonsolid waste disposal).

Immediately under that, the first cell you can select:

Up to 2 men’s and 2 women’s toilets/urinals
Each additional toilet/urinal
Each lavatory (sink)

Quantity	EQR Rate	EQR
1	1	1
	0.5	0
	0.2	0

This results in (bottom line):

Water PIF Due:	<u>\$</u>	14,080.00
Wastewater PIF Due:	<u>\$</u>	10,000.00
Total Fees Due:	<u>\$24,080.00</u>	

That is why one recent applicant thought she would face between \$15k and \$25k.

However, selecting **0** for the base EQR and **1** for an additional sink gives **\$4,816**.