



Vail, Colorado, USA

Destination Strategy and Action Plan Overview

August 2020

EXPLANATION OF OVERVIEW

Vail is an established destination with a variety of action plans that have guided its evolution since the 1960s. The Vail destination has implemented the Mountain IDEAL standard as a guideline for sustainable development in a mountain resort community. Criteria A1.2 “Destination Strategy and Action Plan” of the Mountain IDEAL calls for a multi-year tourism plan or strategy that:

- 1) includes focus on sustainability and sustainable tourism and includes environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues;
- 2) was developed with public participation, is up to date, and publicly available;
- 3) includes a commitment to aspirational goals such as zero net waste and emissions; and
- 4) shows a political commitment to implement the multi-year plan and evidence of implementation.

The current overarching Vail destination-wide strategy and action plan is the Vail 20/20 Strategic Action Plan which include the areas of: land use and development, parks and recreation, environmental sustainability, housing, transportation, economy, public safety, and community diversity. In addition to the Vail 20/20 Plan there are an assemblage of other detailed plans that support the goals and objectives within the Vail 2020 Strategic Action Plan and meet the four criteria elements of the Mountain IDEAL listed above.

The Vail Destination Stewardship Council and Steering Committee have determined the best approach to meet the Mountain IDEAL criteria A1.2 “Destination Strategy and Action Plan” is to provide an overview table with the most relevant Vail plans that integrate

and comprise an overall destination strategy and action plan.

The plans listed in the table below comprise the primary plans implemented throughout the Vail destination that focus on: sustainability and sustainable tourism and includes environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues.

There are various entities that work together throughout the Vail destination to create the whole. These entities collaborate as stakeholders in relevant planning processes to ensure the overall coordination and success of the Vail destination.

These entities include:

- Town of Vail – town government
 - Vail Town Council
 - Vail Economic Advisory Council
 - Vail Commission on Special Events
 - Vail Local Marketing District Advisory Council
 - Vail Fire and Emergency Services
 - Vail Local Housing Authority
- Vail Resorts Inc. – operates Vail ski area on a portion of U.S. Forest Service lands surrounding town boundaries
- U.S. Forest Service – manages all U.S. lands surrounding town boundaries
- Eagle River Water and Sanitation District – provides water and waste water treatment services
- Colorado Parks and Wildlife – manages wildlife in Vail and across the state
- Vail Recreation District – operates recreation facilities within the town

The overarching common goals expressed throughout the plans listed below role up into an integrated whole, and are meant to realize Vail’s vision as stated in the Vail 2020 Plan: *“We are the premier mountain resort community by providing high quality of life and experienced for both residents and visitors. This is achieved through environmental stewardship, world-class recreational, cultural and educational opportunities, a strong year-round economy, diversity of housing, and superior infrastructure. The town actively seeks input and cooperation from the community and its neighbors to ensure fulfillment of its vision.”*

The table below captures key action plan documents that formulate Vail’s strategy and action plan. Each of these plans was developed through a participatory process that involved community-members, employers and employees, and elected officials. Each of the plans is uploaded in the appropriate A1.2 criteria on the Mountain IDEAL DSMS and can be found online for public viewing. The Destination Strategy and Action Plan Overview can be found for public access online at <https://lovevail.org/sustainable-destination/>.

Plan Name	Responsible Entity	Timeframe	Alignment with Mountain IDEAL criteria A1.2 "Destination Strategy and Action Plan"
Overarching Plans			
Vail Town Council Action Plan	Vail Town Council, Vail Town Manager	2018-2020 A new plan is created every two years.	This plan covers the four sustainable tourism areas of: 1) sustainable community and culture, 2) sustainable economy, 3) guest/tourist experience, and 4) environmental sustainability. The plan was generated with input from results of the Town of Vail community survey and is up to date and publicly available.
Vail 20/20 Focus on the Future Strategic Action Plan	Vail Town Council	2007-2020 New plan process may begin in 2020.	This plan covers the sustainable tourism areas of: 1) environment, 2) economy, 3) community diversity, 4) aesthetic, 5) quality, and 6) health. This plan was generated with public input and will expire at the end of 2020 and is publicly available. Much of what is in this plan has been implemented over the past decade and some of the plan is still very relevant today, and into the foreseeable future.
Socio-Economic and Community Culture Focused Plans			
Town of Vail Economic Development Strategic Plan	Vail Town Council, Economic Advisory Council	Adopted in 2008 . New plan to be developed in 2020.	This plan was created to ensure a sustainable economy by enhancing Vail's existing winter season and stimulating a viable summer economy. The plan has led to many successful outcomes and a currently very robust summer tourism economy. The plan was generated with public input and is publicly available.
Town of Vail Commission on Special Events Strategic Plan	Commission on Special Events, Economic Development Director	2018-2022 New plan to be developed in 2022.	This plan is updated every four years to support Vail's sustainable tourism economy. The Events Plan delivers measurable results in terms of sustainable economy and positive guest/tourist experience. Events are broken into two categories: 1) Recreational, Cultural and Community Events; and 2) Education and Enrichments Events and Programs. The plan was created by the Commission on Special Events which consists of members of Vail's community. The plan is publicly available and up to date.
Vail 5-Year Summer Marketing Plan	Vail Local Marketing District Advisory Council	Updated in 2018	This plan complements the above two plans continuing to focus on sustainable economic development during the summer. The focus is on strengthening Vail's brand position through more ambitious and aspirational strategies and tactics. It focuses on inspirational storytelling and is designed to be directed to personas who are most interested in mountain destination vacations. The Vail Local Marketing District Advisory community is comprised of residents and business that operate in Vail. The plan is publicly available and up to date.
Town of Vail and Vail Resorts Guest Experience Collaborative Initiatives	Town of Vail and Vail Resorts	Work in Progress as of February 2019	This is an ongoing collaborative action planning process between Town of Vail and Vail Resorts and is focused on sustainable tourism economy. The goals are to: 1) define the Vail experience with a commitment to the Legacy of Excellence Vail being a Leader of Innovation for Mountain Destinations, 2) provide world-class recreational amenities both on Vail Mountain and in the town, and 3) to create a collaborative long-range strategic

			plan to enhance competitiveness that will include resort programming, special events, the guest experience and municipal services. This planning process is made publicly available through Vail Town Council meetings. Since February 2019 three initiatives were born from this planning process including PrimaVail, a guest service training initiative for employees working in Vail; Revely Vail, a week-long celebration over the Thanksgiving holiday to engage residents and tourists in family friendly events; and Après Vail, a new tradition that invites tourists and residents to continue their fun off the ski mountain by enjoying libations and specials at local establishments and is signified with the ringing of bells at 3 pm daily.
Vail Housing Plan 2027	Vail Local Housing Authority and Vail Town Council	Adopted in 2016	This plan focuses on sustainable social, economic, and community categories. The focus is “to maintain and sustain community through the creation and support of resident housing in Vail.” This plan was developed with public participation and is up to date.
Environmental Sustainability Focused Plans			
Vail Environmental Sustainability Strategic Plan	Vail Town Council, Environmental Sustainability Director	Adopted in 2009 New plan is almost finished and will be complete in 2020.	This plan focuses on environmental sustainability and include goals in the following categories: 1) solid waste stream reduction and recycling, 2) energy efficiency, 3) ecosystem health, 4) sustainable economic and social development, 5) public education and communication, and 6) transportation. A planning process for the new Environmental Sustainability Plan is currently underway and has included public participation. The 2009 plan is publicly available.
Vail Comprehensive Open Lands Plan	Vail Town Council, Vail Town Manager	Adopted in 2018	This plan focuses on environmental sustainability and includes elements of economic, social, cultural heritage, aesthetic, and quality issues. The plan: 1) identifies environmentally sensitive lands, 2) identifies appropriate actions for the use of town-owned open lands, 3) evaluates existing and future recreation trails, and 4) calls for ongoing management and monitoring to protect biodiversity and wildlife in Vail. This plan is up to date and was created with public input and is publicly available.
Gore Creek Strategic Action Plan	Vail Town Council, Environmental Sustainability Director	2016-2026	This plan focuses on environmental sustainability and also addresses economic, social, aesthetic, quality, and health issues. Gore Creek is the main water body which flows through Vail is this lifeblood and heart of the community. The plan provides a framework for actions designed to address current water quality impairments and aquatic health issues. Because these impairments are not attributed to a single pollutant the actions

			target three known causes of degradation: 1) pollutants from land use activities, 2) drainage from impervious surfaces, and 3) loss of riparian and streamside vegetation. This plan was created with public input, is up to date, and publicly available.
US Forest Service White River National Forest Management Plan	US Forest Service, Supervisor of White River National Forest	2002. To be revised at least every 15 years.	This plan covers the Federal lands which surround the municipal boundaries in the Vail destination. The focus is on six alternative management strategies for the Forest and examines the environmental impacts of these strategies on the Forest's physical, biological, social, and economic resources. This plan was developed with public input and is publicly available. It is not known when the plan will be updated next.
Vail Resorts Inc. Epic Promise Commitment to Zero Sustainability Progress Report	Vail Resorts CEO and management team	Reports for 2017-2018 and 2018-2019 seasons	This progress reports and plans focus on environmental sustainability of the Vail Mountain ski area. It includes focus areas and goals on Vail Resorts Inc.'s 2030 commitments to: 1) net zero emissions, 2) net zero waste to landfill, 3) net zero operating impact on forests, and 3) community philanthropic giving and volunteerism. The reports are publicly available and complements many of the other plans in this action plan overview.
Regional Water Efficiency Plan	Eagle River Water and Sanitation District	2018	This water efficiency plan focuses on environmental, social, and economic sustainability and includes aspects of aesthetic, quality, health, and safety issues. The planning process analyzed current water use to understand how customers in the Eagle River Water and Sanitation District, including Vail, use water; projected future water conservation needs for the community; established aggressive goals; and identified efficiency programs to help achieve goals. The plan was developed with a wide-range of input from stakeholders, and is up to date, and publicly available.
Vail Golf Course Drought Management Plan	Eagle River Water and Sanitation District and Vail Recreation District	2010	This plan focuses on the environmental and economic sustainability of Vail's golf course and provides guidelines and best management practices to ensure the golf course is using water efficiently. The plan is publicly available and up to date.
Colorado State Wildlife Action Plan	Colorado Department of Parks and Wildlife, CO Wildlife Commission	2015-2025	Wildlife in Vail and throughout all of Colorado is managed by the Colorado Department and Parks and Wildlife with oversight from the appointed citizens on the Colorado Wildlife Commission. The focus is on environmental sustainability and conservation of wildlife, and includes aspects of social, economic, aesthetic, health and safety issues. The plan's guiding principles are: 1) encourage and support conservation actions, 2) manage for healthy habitats and ecosystems, 3) incorporate new research findings and management innovations, 4) include private landowners and local stakeholders in conservation, 5) enhance and not replace other planning efforts, and 6) maintain an atmosphere of cooperation, participation and commitment among stakeholders. The

			plan was developed with public input, is up to date, and publicly available.
<u>Eagle County Emergency Operation Plan</u>	Eagle County Emergency Services	2018	This plan focuses on safety and health issues and included hazard identification and risk assessment profiles for: wildfire, floods, severe winter weather, landslides, avalanche, drought, lightning, and severe wind. The plan is up to date and publicly available.