



**TOWN OF  
BRECKENRIDGE**

**Town Council Special Meeting**  
Tuesday, August 4, 2020, 8:05 AM  
VIRTUAL Council Chambers

This meeting will be broadcast live, but the public will NOT be permitted to attend the meeting in person due to COVID-19 concerns. If you are interested, please monitor the meeting by joining the live broadcast available online. Log-in information is available in the calendar section of our website: [www.townofbreckenridge.com](http://www.townofbreckenridge.com).

Questions and comments can be submitted prior to the meeting to [Mayor@townofbreckenridge.com](mailto:Mayor@townofbreckenridge.com) or during the meeting using the Q&A feature in the Online Webinar.

- I. CALL TO ORDER, ROLL CALL**
- II. APPROVAL OF AGENDA**
- III. NEW BUSINESS**
- IV. DISCUSSION ITEMS**
  - A. RESULTS FROM THE BTO BUSINESS SURVEY
  - B. RESULTS FROM THE FOCUS GROUPS (THOSE HELD IN THE PAST WEEK)
  - C. PLANNING FOR FALL AND WINTER
- V. OTHER MATTERS**
- VI. ADJOURNMENT**

July 28, 2020

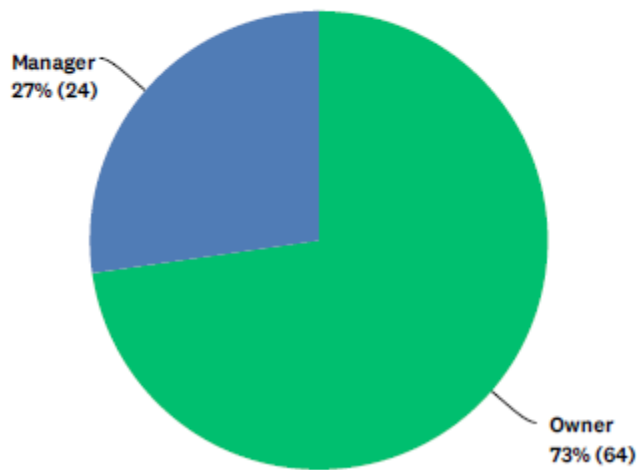
Breckenridge Business Survey – Fall/Winter & Extend Pedestrian Main St.

**Methodology:** Online survey conducted between July 20 & July 26, 200, utilizing the survey monkey tool. Electronic invitations to participate sent to database of business associations and via BTO newsletter notification.

- 88 Responses; 64 by business owners, 24 by managers
  - 374 written comments

### Q2 Position within the Organization

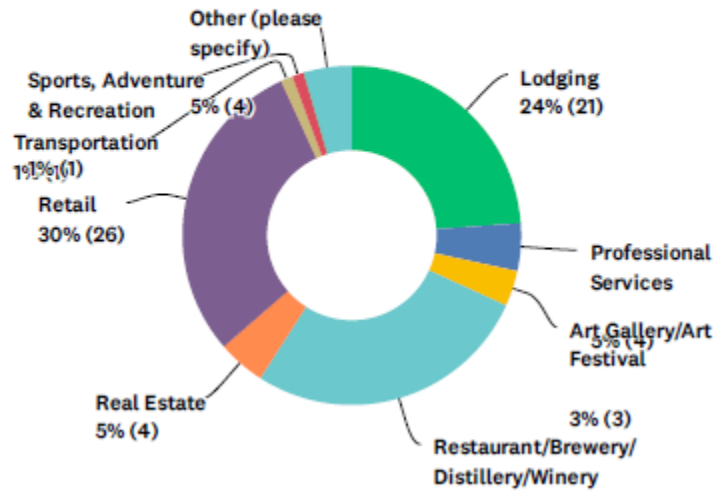
Answered: 88 Skipped: 0



- Business Segment Breakdown:
  - 30% Retail, 27% Restaurant, 24% Lodging,
  - 5% Real Estate, 5% Professional Services,
  - 10% Art Gallery/Festival, Transportation, Sports & Recreation & Wellness

### Q3 Which Business Sector are you representing?

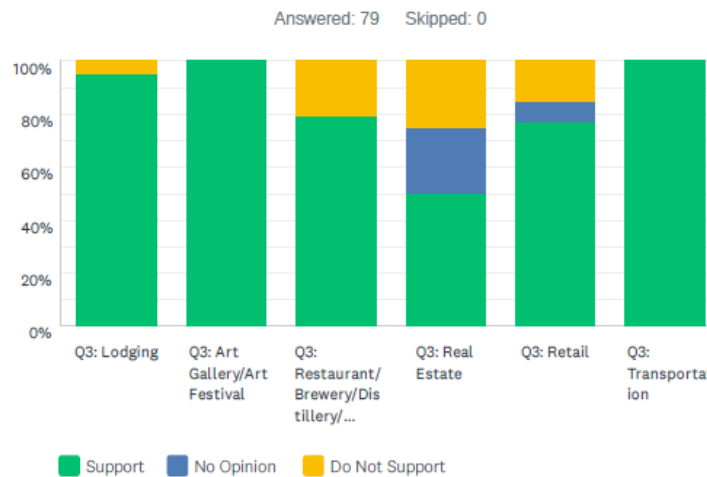
Answered: 88 Skipped: 0



- 50% of businesses are located within Main St. closure (44),
  - 14% on Main St outside the closure (12), 6% located on Ridge St. (5),
  - 33% located outside the designated areas (29).
    - Airport Road, 4 O'clock Road, and Park Avenue being receiving multiple mentions

- 83% of respondents support extending Pedestrian Main St into September
  - 95% of lodging respondents support
  - 79% of restaurants support
  - 73% of Retail support
  - Restaurants are perceived to have benefitted the most; if located within the zone. Retailors not as much.
  - Business levels are detrimental if located outside the zone
  - Visitor Safety and distancing viewed as positive from both groups.

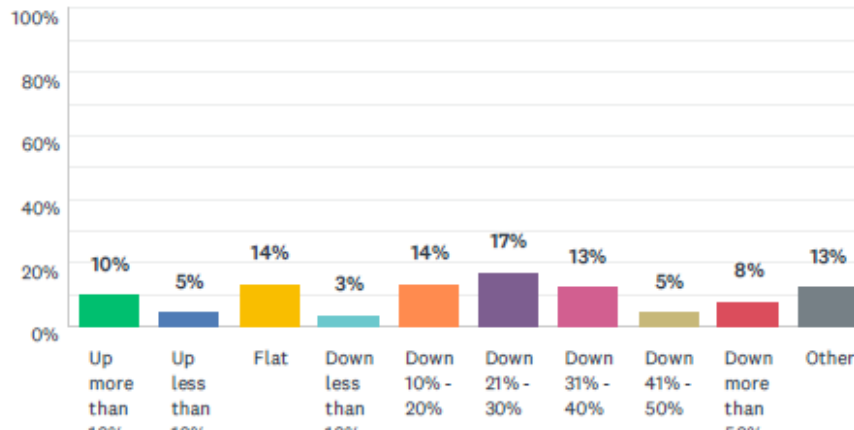
### Q5 Please rate your level of support for keeping walk able main street activated into September?



- 95% of respondents plan to remain open during fall/early winter
  - Closures include Seasonal Art Festival, temporary shoulder season restaurant closures and one bar remaining full closed.
- 15% of respondents are forecasting business levels for the next 6 months to be UP year over year (13 responses).
  - 10% expecting business to be up 10% or more (7 responses).
    - Segments included were Real Estate (3) and Retail (4)
- 71% of respondents are forecasting business levels for the next 6 months to be down year over year (63 responses).
  - 17% of respondents expecting business to be down 21% - 30% (15 responses).
    - Segments included Lodging (5), Retail (2) and Restaurant (6)
- 14% of respondents expect business to be flat (10 responses)
  - Segments included Retail (5) & Lodging (3)
- Uncertainty of Ski Area operational level is prevalent in comments related to forecasted business levels.

## Q7 How are you forecasting business volumes for the next 6 months?

Answered: 88 Skipped: 0



- There were 62 comments related to creative ideas to enhance business in the Fall/Winter seasons when vehicle traffic resumes.
  - Restaurants are looking at how they can keep outside winter seating AND focusing on takeout and delivery service.
  - Retail sign opportunities are mentioned multiple times.
  - Converting meeting space to restaurant space

Continuing pushing takeout, family takeout and catering. We would also pursue a food stand this fall if permitted. We have explored tenting for the winter, but it does not seem feasible with snow loads, snow removal and heating.

- There were 63 comments on how Town of Breckenridge may assist fall & winter seasons.
  - Strong support for safety ordinances and protocols.
  - Finding ways to allow businesses to expand capacity and the ability to utilize outdoor signage.
  - Grants and tax relief are mentioned

Help us stay open safely! Keep the mask ordinance in effect and do something to help with sidewalk crowding. Even if we limit parking on main street and use that space as pedestrian walk ways, that will give more room to distance in the winter

- There were 59 comments related to how BTO may assist fall & Winter seasons
  - Numerous comments related to the amount and types of marketing needed
  - Businesses support the need for safety messaging and support what Breckenridge is doing to ensure local and visitor safety.

Continue to promote local business and allow outdoor areas to expand for winter. Restaurants cannot survive with 50% capacity indoors and no seating outdoors.

- There were 44 comments related to what actions TOB and BTO can do to assist business.
  - The scope of responses is wide. The focus is on actions that keep business open and moves towards limiting restrictions.
  - Art Galleries still believe we market to the Front Range and more high end customers are needed.

Approval of heated tents or the possibility of building permanent structures to increase seating. An example might be to allow restaurants with space to build covered decks that could be open in the summer and closed in the winter.

- 46 respondents shared “What Else would you like us to know”
  - The scope of responses is wide and offers opportunity for follow up communication on actions, objectives and goals.

I have another property in Kauai and when I compare the information, support and direction that has been given by the Town of Breckenridge and BTO, you have been amazing and so valuable and informative - really appreciate all that you are doing! Your bi-weekly meetings are great!

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- 67 of 88 respondents shared their e-mail address for potential follow up

## Conclusion

Support for keeping Pedestrian Main St. open into September is strong across the three core business segments. Support for pedestrian only Main St. waivers when respondents commented on the future and the related uncertainty of winter operations. There are numerous comments praising the actions of TOB and BTO. The safety of locals and visitors remains a top priority for health as well as the market ability of our destination. The diversity of respondents and their respective comments speaks to the level of engagement achieved during the DMP process and has been enhanced since the pandemic.