



TAHOE PROSPERITY CENTER

TAHOE
ECONOMIC
SUMMIT

Delivering on Housing

GEORGE RUTHER

HOUSING DIRECTOR | VAIL, COLORADO

**TIME FOR
CHANGE**

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A Housing Director's Point of View

- Our Systems are Perfectly Aligned to Get the Results We Get
- Like Feeding a Downtown Parking Meter, a Little Change is the Solution to the Problem
- Looking into the Rear View Mirror to See Where We are Going



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“LOOKING IN THE REAR VIEW MIRROR TO SEE WHERE WE ARE GOING”



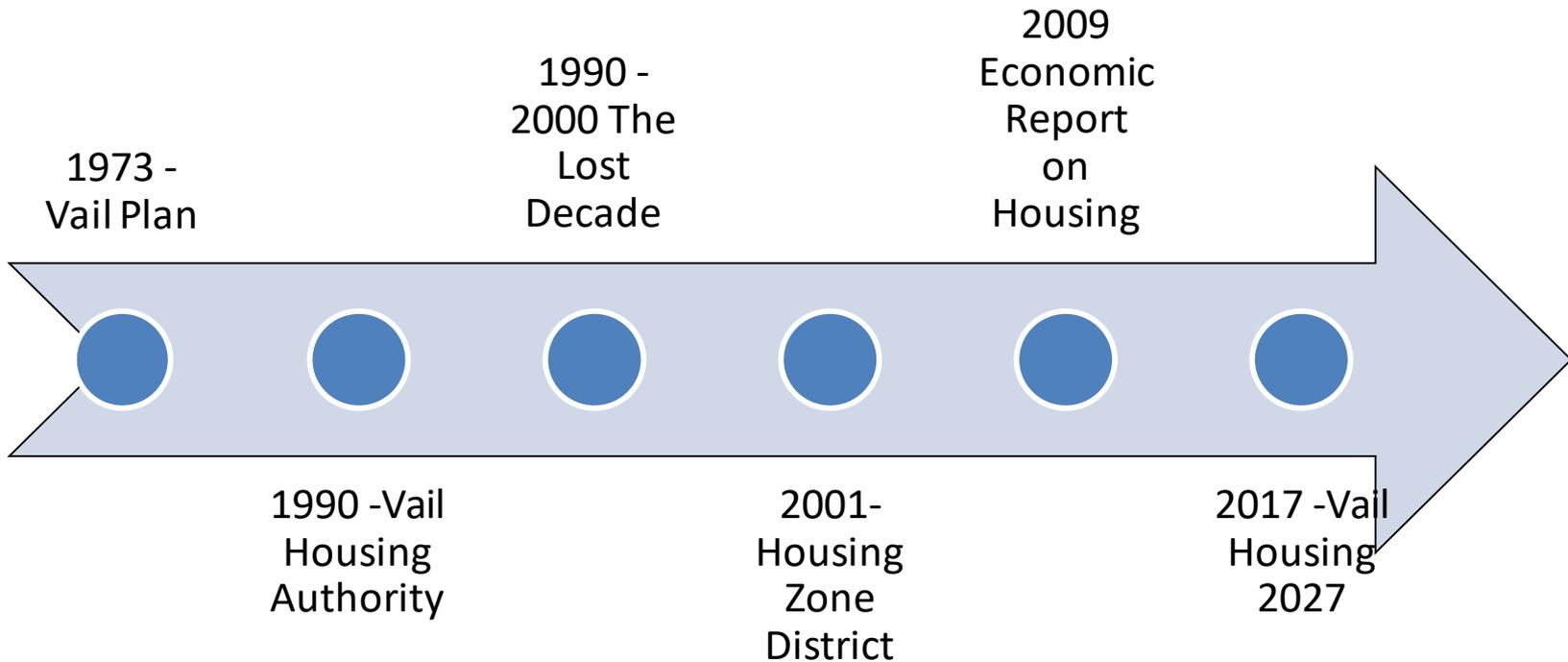
Vail's History with Housing
(1962 to present)



Evolution of Housing in Vail

- 1964 – Demand for seasonal housing for winter resort workers
- 1978 – “Hippies are taking over our parks”
- 1980’s – Availability of housing is affecting year-round residents
- 1990 – The Vail Housing Authority is created
- 1990 – 2000 *“The Lost Decade of Housing”*
- 2000 – The Town purchases Timber Ridge Village Apartments
- 2001 – Housing Zone District adopted
- 2003 – Middle Creek Village completed
- 2008 – Inclusionary Zoning and Commercial Linkage Mitigation adopted
- 2009 – Economic Impact of Employee Housing Report completed
- 2017 – Vail Housing 2027 Plan adopted
- 2018 – Town’s Housing Department formed
- 2018 – Updated Housing Policies adopted

Evolution of Housing in Vail



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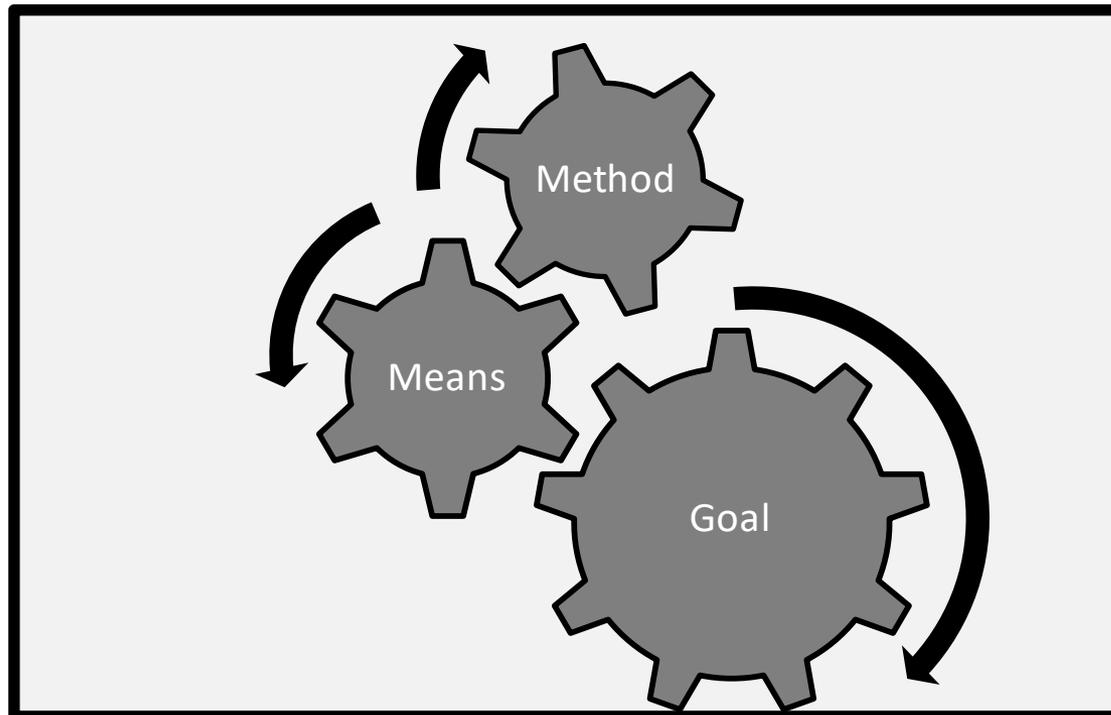
VAIL HOUSING 2027

*“A Strategic Plan for Maintaining
and Sustaining Community through
the Creation and Support of
Resident Housing in Vail”*



VAIL HOUSING 2027

“A Strategic Plan for Maintaining and Sustaining Community through the Creation and Support of Resident Housing in Vail”



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VAIL INDEED

investing in our community

Learn more at

vailindeed.com

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7,209 Homes



Since 2010:

- nearly 90% of homes for sale in Vail were sold to Unoccupied Home Owners
- approximately 10% were sold to Occupied Home Owner

Source: Eagle County Assessor's Office

1,753 Occupied Homes

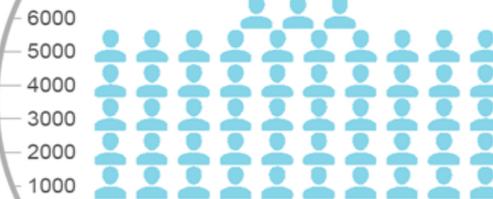
(2 - 3 people per home)



Owner Occupied

Renter Occupied

5,305 People



4,758 Unoccupied Homes



698 Deed Restricted Homes



Vail Housing 2027

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“Our Systems Are Perfectly Aligned to Get the Results We Are Getting”



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“...regulation and process represents up to 32% of multifamily development costs. That includes regulations from all levels of government; local regulations account for many of these costs, including zoning approvals and lengthy delays.”

June , 2018



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***“LIKE FEEDING A DOWNTOWN PARKING METER,
A LITTLE CHANGE IS THE SOLUTION TO THE PROBLEM”***

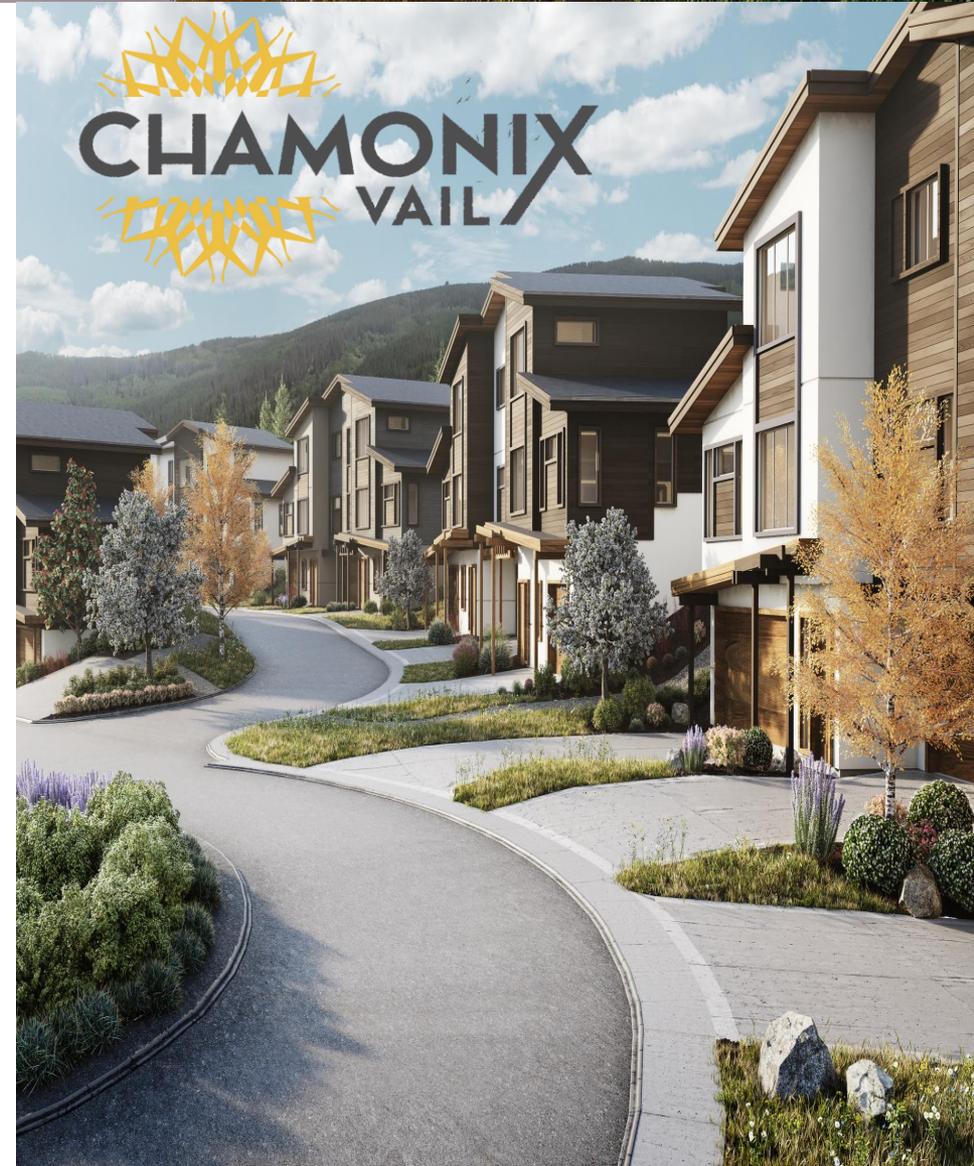


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HOUSING CHALLENGE SOLUTIONS:

- Vision, Mission, Values
- Right People on the Bus
- Getting to “YES”
- Regulation Reform
- Streamline Processes
- Regional Partnerships
- NIMBY to YIMBY
- Creative Financing
- Restructure Fees
- Entrepreneurial Approach
- Private-Sector Friendly
- Density Done Right



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“to be the premier international mountain resort community”



TOWN OF VAIL

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*“Realizing Vail’s Vision
One Deed-Restriction at a Time”*



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value : (noun)

“one’s principles or standards of behavior”

HOUSING VALUES:

- **Developments not projects**
- **Homes not units**
- **Quality not quantity**
- **Wide range of market segments**
- **Think differently and seek innovative solutions**
- **Triple Bottom Line approach**
- **Collaborate and be “*Open for Business*”**
- **Measure our results and correct course as needed**
- **Fiscal responsibility and stewards of the public trust**

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CULTURE of GETTING to “YES”

- Facilitators vs. Regulators
- Solutions-oriented
- Codes bend, but never break
- Problems-solvers
- Innovation
- Risk-takers
- Nimble, flexible, adaptable

“ABSOLUTELY!”

“OF COURSE”

“YES”

HOUSING (H) DISTRICT

PURPOSE – The housing district is intended to provide adequate sites for deed-restricted housing, which due to the nature and characteristics of housing, cannot be adequately regulated by the development standards... each development proposal... appropriately located ... meet the needs of Vail residents.

+ 60 Acres

“Parking Management”

“FLEXIBILITY”

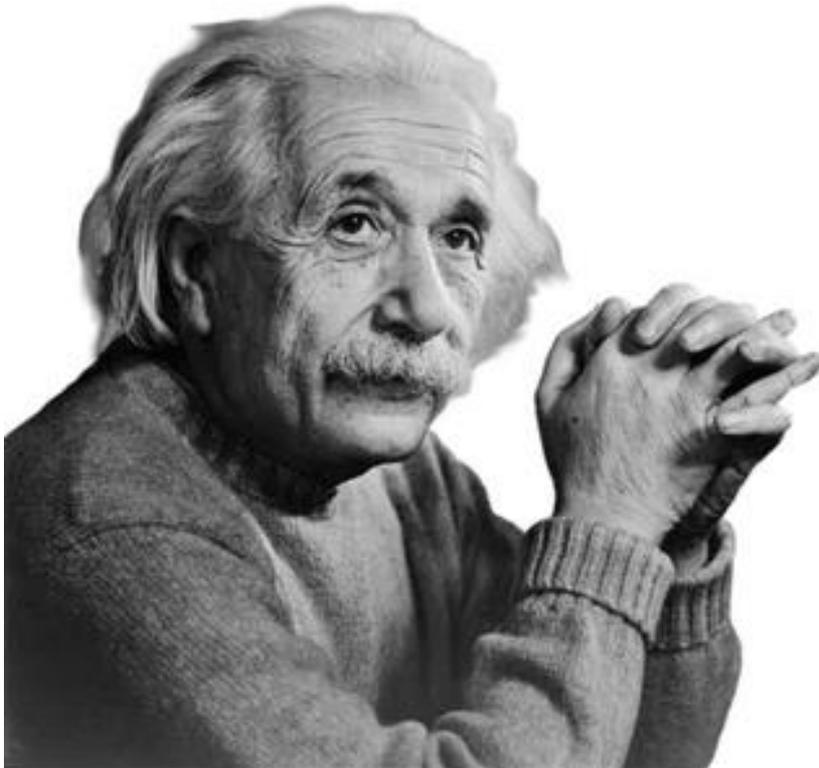
“70% - 30%”

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“Call Me Crazy, But I Think We All May Be Insane”

Definition: In-san-i-ty

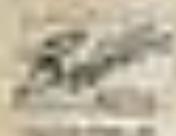


Insanity: Doing the same thing over and over again and expecting different results.

Flashbulb



Memory



PRESIDENT KENNEDY ASSASSINATED!

Judge Smith Tells Fear of the Mob



Lyndon Johnson New President



U.S. SHOCKS RUSSIANS 4-3



U.S. SHOCKS RUSSIANS 4-3

The United States defeated the Soviet Union 4-3 in a dramatic overtime game at the Winter Olympics in Sarajevo. The U.S. team, coached by Herb Brooks, scored the winning goal in the 61st minute of play. The game was a historic moment for American sports, as it marked the first time the U.S. had won an Olympic gold medal in ice hockey.

The U.S. team's victory was a surprise to many, as the Soviet team was widely considered the favorite to win the gold medal. The U.S. team's strategy, known as "The System," emphasized speed and physical play, which proved to be a match for the Soviet team's more traditional style.

The game was a closely fought affair, with both teams trading goals throughout the match. The U.S. team's lead was short-lived, as the Soviet team tied the game in the third period. However, the U.S. team's resilience and determination in overtime ultimately secured them the victory.

The U.S. team's triumph in Sarajevo is remembered as one of the greatest underdog stories in sports history. It inspired a generation of American athletes and fans, and it remains a source of pride for the United States.

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THURSDAY, JAN. 28, 1986

NEW YORK, BRANSONVILLE, ALABAMA 48

ISSUE NO. 11000000000000000000

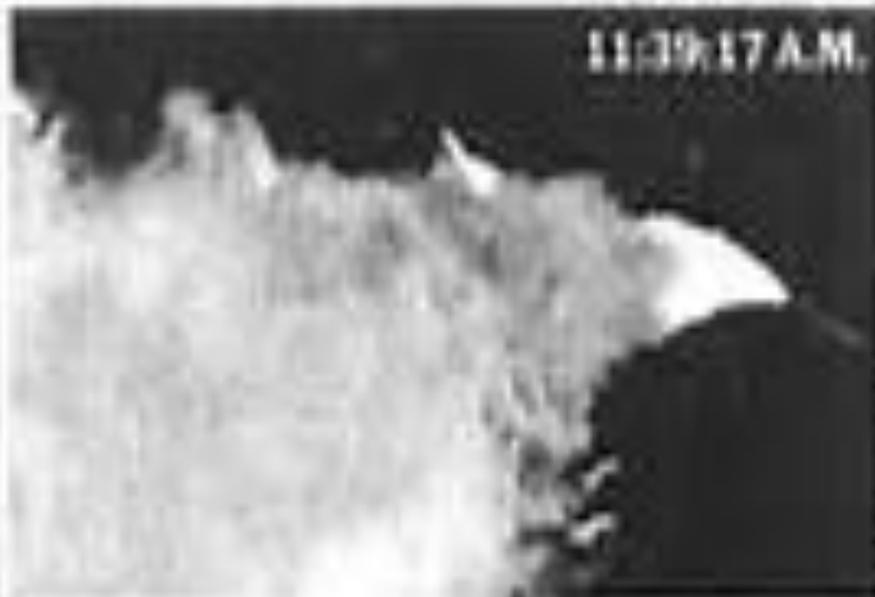
THE SHUTTLE EXPLODES

6 IN CREW AND HIGH-SCHOOL TEACHER ARE KILLED 74 SECONDS AFTER LIFTOFF

11:39:13 A.M.



11:39:17 A.M.



Thousands Watch A Rain of Debris

By William J. Broad

and Eric Lipton

LAKE CHARLES, La., Jan. 28 — The space shuttle Challenger erupted in a ball of fire 74 seconds after liftoff, and the resulting rain of debris killed six people, including a high school teacher.

The main trouble in the launch of the shuttle was a problem with the right solid rocket booster, the central part of the shuttle that provides most of its thrust.

Challenger, which carried three on the shuttle, was launched at 11:38:53 A.M. at the launch complex in the state of Florida, about 100 miles from the launch site in the state of Alabama.

The shuttle exploded 74 seconds after liftoff.

BERLIN WALL TUMBLES

'Beginning of the End' for Communism

Germany Re-united

By Chris Newhall
in Berlin, Bonn and London

The Berlin Wall was smashed on the stroke of midnight last night amid extraordinary scenes of jubilation and joy.

The 28-year-old wall, the only symbol of the divide between Communist Eastern Europe and democratic Western Europe, was finally uprooted after a day of political confusion in the wake of the new East German leader, Egon Krenz.

When the sun came through at midnight, thousands of those who had been waiting by the wall gave a great burst of approval and began to surge towards the checkpoints marking the border between east and west.

Thousands of curious
East Germans crowded
into the hotel roof and
sipped its back view of
the city's new view.
They and others had
come and stayed. Others

West Berlin for the
first time.
They were there to
see the new view, and to
see the new view.
They were there to
see the new view.



Citizens give East Berlin new view from Berlin Wall

“THE NIGHT
THE LIGHTS
WENT OUT
IN GEORGIA”



Vail Daily

'BRINGING COMMUNITIES TOGETHER'
MONDAY, 3 • 2 • 15 | VAILDAILY.COM | FREE

Vail's Culinary Catastrophe

Vail's Sweet Basil Restaurant closes for lunch on Mondays and Tuesdays.



Kelly Platt and her son, Mathias Platt, leave the Vail Child Development Center in Avon on Wednesday. The Platts, like many families in the valley, face daunting costs when it comes to child care and have cut out travel and luxuries like going out to eat in order to afford day care.

TOWNSEND BESSENT
TOWNSEND@
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WEATHER
COLBY BRASINGTON
Vail Christian Academy

Chance of snow
High 34; low 17 — Weather, B8



YOUR NEWS
SKI SHOTS

Submit your winter recreation photos for a chance to see them in a sweet photo spread in the Vail Daily. Email your photos to COMMUNITY@VAILDAILY.COM

TOWN TALK



FIND YOUR FRIENDS
A15

INSIDE
CALENDAR
HIGH LIFE
OUR WORLD
SPORTS

B6
B1
A20
A21

Vol. XXXIV, Issue 259

Delivering on Housing



NO ACTION ALTERNATIVE

Loss of Community

- Nearly 2 in 5, or 38%, of the homes in Eagle County, and 70% of the homes in Vail are classified “unoccupied/vacant”
- 2 out of 3 employees and employers indicate the availability of housing is a “major frustration”.
- Housing, by more than double, is the single greatest issue facing the community

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NO ACTION ALTERNATIVE

Lost Economic Opportunity

- 76% of Vail business would expand or grow if they could.
- Nearly 1,600 jobs went unfilled last ski season.
- 58% of open positions take more than one month to fill.
- 67% of employers indicate the lack of housing has substantial cost to their businesses.
- Impacts on customer service and guest expectations.



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The Future is in Your Hands

- Think Differently
- Take Risks
- Embrace Innovation
- Be Bold
- Act Now

MOON SHINE INKO

Truckee/North Lake Tahoe

13 September - 10 October 2018

Vintage 16, Nip 10

Independent Newspaper • Priceless

HOMES
in Tahoe

Tahoe Economy
on the Rise pg. 10

“BOLD stroke” for
Tahoe Housing pg. 5

ART in the roundabouts ...44