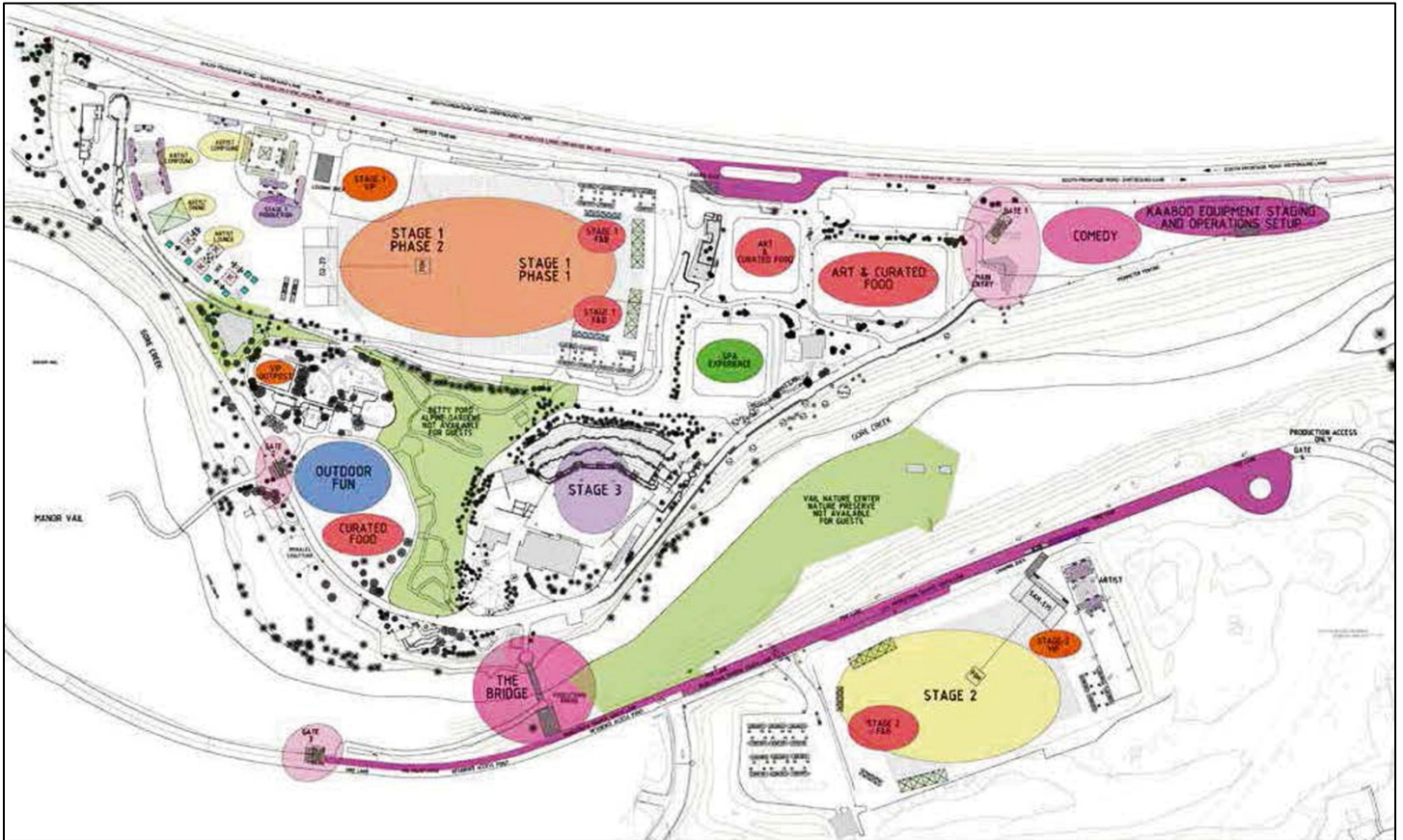


VAIL HOMEOWNERS ASSOCIATION, INC.

URGENT—IMMEDIATE ACTION REQUIRED

Send a [Letter](#) or [Email](#) Expressing Your Opinion to the Vail Town Council.



Preliminary Site Plan For Proposed KAABOO Event - Except for the two areas shaded in light green, all other areas are reserved for KAABOO attendees.

Announcement Of A Supersized Music Event. In behind-the-scenes maneuvering, plans have been quietly underway since the fall of 2015 to bring a supersized three-day music and entertainment event to Vail in August of next year. Even though over 15 months away, the promoters are demanding Town approval by June 10th, a date before most second home residents return to Vail. There is little time for even local residents to learn about the plans.

The event, known by the acronym **KAABOO**, is planned to attract 15,000 people the first year, rising to as many as 30,000+ by year five. The venture would be a joint partnership of private promoters and the Vail Valley Foundation, but town officials have also been involved in the discussions and planning. Although the plans only recently came to light [at a Town Council meeting](#), the plans have progressed to selection of a date (Aug 18-20, 2017), the [production of a slick brochure](#), a [proposed site plan](#) and a suggested list of sponsors.

Vail KAABOO is based on a similar event that was held in Del Mar, California, in 2015. At that event there were multiple stages, many bands, food stands and art displays. Local media reported that the [“sound assault” from the event](#) was experienced up to 3 miles away, and windows and nerves were rattled. The Vail event would be the second such project and is being promoted as an “annual event” with a 20+ year life.

According to the plans to date for the Vail event, it would occupy all of Ford Park including the Amphitheater, baseball and soccer fields, the commons, tennis courts and the Ford Park parking lots. The target audience is a diverse, upscale demographic covering individuals in their twenties to those in their fifties. Although it has been presented as featuring a diverse range of music featuring 50+ musical artists, the [California event](#) on which

it is modeled is [advertised as a “Rock-N-Roll’ event](#). Alcohol will be sold, but beyond that, not much more is known. The hours of operation have not yet been disclosed nor has it been revealed how parking, security and crowd control, noise pollution and infrastructure and environmental impacts would be handled.

Proposed Event Brings “Overselling” Of Vail Into Sharp Focus. Even though many details are not yet known, the size and scope of this event brings into sharp focus whether Vail is being oversold and begs a number of serious questions. Who are the intended beneficiaries of this event? Why is the Vail Valley Foundation partnering with the promoters? What will the Town of Vail be asked to contribute? Can and should the Town of Vail authorize such an event given its impact on the community and the Vail quality of life? Is this just the forerunner of other similar supersized events?

Without question such an event would benefit the Vail business community and Vail Resorts. It would also indirectly benefit the community at large through sales tax increases, but only if that additional revenue was used to fund projects for the greater good and not just recycled to promote more events. Having 15,000 people descend on Vail next summer, rising to 30,000+ people in the future, can have negative aspects. Amplified sound would impact at least east Vail neighborhoods; congestion would be pushed to the maximum; parking will be unavailable for many, including residents; road closures could be necessary in the Ford Park area; there could be serious impacts on Gore Creek where it flows through Ford Park, and if past large-crowd events are any clue, disruptive behavior could occur.



Vail's 4th of July Crowd; what KAABOO proposes for an entire long weekend every year.

Vail has never been the site of a long weekend, multi-thousand audience music event. As perspective, a major ski day might see 20,000 skiers, but such days are rare and single day events. While the July 4th parade is reported to attract 40,000 people, it is only for a few hours, and there is near total gridlock during that time. While the FIS Championships drew a larger crowd, the focus was primarily down valley, and it required a 5 year effort to provide adequate crowd control and transportation. Apparently, a down valley site is not being considered because the promoters want the cache of the Vail name.

There will be major costs to produce an event of this magnitude. If the past is prologue, as in the recent FIS Ski Championships, one could easily imagine production costs in the millions. Are the promoters and the Vail Valley Foundation going to cover those costs? To get immediate approval, they claim they are, but are they willing to agree to abandon their plans if costs exceed their ability? Or, later on, will they ask the Town of Vail to contribute? And will a TOV contribution to such an event require foregoing other expenditures and/or capital improvements?

Parking requirements would be enormous. The parking requirements are readily calculable; at the usual standard of 2.4 persons per vehicle, a crowd of 15,000 would require parking places for over 6,000 vehicles, a crowd of 30,000 over 12,500 spaces. The VHA asked for a town-wide inventory of available parking, but that request has been ignored. Some parking could be accommodated in Vail hotels and surrounding communities, but, even then, there appears to be not enough parking spaces sufficient to even begin to handle such a crowd. That means either complete chaos—as with the July 4th parade---or a new major public transportation system with off-site (i.e., outside of Vail) parking. In addition, none of this takes into account the expected upswing in summer traffic and parking needs due to the new VR on-mountain rides and activities.

Without a doubt there would need to be road closures around Ford Park, probably for much longer than just the target weekend. Set-up and tear-down could extend the impacts on Ford Park and the surrounding roadways for at least several weeks. Also, not yet considered from what we know is that the resulting congestion will be potentially magnified several fold by I-70 construction of the Simba Run underpass.

There will also be impacts on two of Vail's crown jewels, Gore Creek and the Betty Ford Gardens, as well as, the Nature Center Preserve even though they have not yet been quantified. How are these facilities going to be protected? Beyond that, there could also be serious impacts on the town's infrastructure from having that many people concentrated in the town over a single weekend. Who is going to fund the necessary maintenance that will have to follow?

What Is The Role Of The Vail Valley Foundation? The Vail Valley Foundation is a charitable entity whose purpose is to sustain and enhance the quality of life of the Vail community through art, athletic and educational programs. As a private entity, community residents ordinarily would have no reason to question its activities, but when those activities impact the community as a whole, questions arise. Maybe a broad reading of the VVF mission could encompass bringing a weekend supersized music festival to Vail, but it does seem to raise the question on whose behalf is the Foundation acting? What is the VVF's obligation to protect the quality of life in the valley? Does this venture respect the VVF's historic role as a community building institution? Or, has the VVF quietly moved on to become a promoter of economic development for the business community and VR? Does this venture square with the VVF mission, and, if not, should the VVF be involved in promoting it? These would seem to be questions that should be addressed *before* the VVF forms a partnership to take on such a venture.

Is This A Harbinger Of Things To Come? The history of events show that once established they tend to grow larger—that is the plan for this event, doubling in size in just five years. And beyond just the sheer size of the KAABOO, would it be a foot in the door to other similar sized events on other weekends? After all, most weekends are already occupied so the only way to “grow” summer business would be to make events bigger. This is not unique to Vail or confined to Town events. If VR is successful with its on-mountain activities, the pressure will quickly grow to expand them and bring even more people onto the mountain.

Next Steps. The Vail Homeowners Association has serious reservations about this project. It believes that no decision should be made next month or until such time as the community has had adequate time to review all the consequences of the proposal. We, therefore, call on the Town Council to delay making a decision until there has been a full and considered investigation.

Please Forward To Other Concerned Parties.

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