**Newly elected Town Council members swearing an oath to uphold the Vail Town Home Rule Charter.**

# Letters to Vail

**V a i l H o m e o w n e r s A s s o c i a t i o n**

## Vail Community Leaders - Town of Vail Council.
## December 30, 2025

The focus of the Vail Town Council (VTC) 2026-2027 will be revealed following the Council's post-election retreat scheduled for early January. Among the issues needing attention are multifaceted residential housing policies, including housing affordability, availability, and short-term rentals (STRs). Currently, the Town of Vail (TOV) is in negotiations with developers about speculative residential and commercial developments using the pretext of stimulating additional commercial activity. If approved, the developments would require even more workforce housing than is being provided in accord with the TOV's existing housing plan.

The failure of the 2A STR taxation issue on the November 2025 ballot was largely reaction to a poorly written proposition and what appeared to be an open checkbook approach to the Town government's handling of housing and related activities. Sidestepping voter approval for the issuance of $189 million in bonds with 30-40 years of annual debt payments of $10 million, to finance workforce housing projects may have triggered a shift in political perspective. Worker housing may now be looked upon as the responsibility of developers rather than the local government and its taxpayers.

The A2 issue caught the attention of the STR market such as AirBnB and VRBO. Tweaking the noses of STR enterprises may have prompted the glossy social media postings on You Tube which are highly critical of economic vitality and social well-being, focused on Vail and other Colorado mountain resort communities. There are no readily apparent postings on YouTube portraying a more balanced perspective documenting housing and related social improvement initiatives that strive to better the circumstances of the local working and resident populations.

The A2 issue may return to voters in some form in the future. The TOV should fulfilled its commitment to conduct carrying capacity analysis of growth related functions that it embraced in the 2023 Vail Stewardship Roadmap as a means of balancing visitor and resident populations.

Lackluster snow conditions, particularly during the holiday season could have an effect upon government and private sector budgeting.

Reports indicate that, beginning in 2026, Vail Resorts (VR) will focus its Vail investment on early phases of the West Lionshead (formerly known as Ever Vail) base area, Town Center, and associated on-mountain lift

improvements. The TOV's masterplan for the area includes retail, work force/visitor housing, appropriate parking, commuter mass transportation facilities, and lift improvements.

Planners are hopeful that negotiations leading to actual development of the West Lionshead Town Center will strengthen the resilience of the community's economic and social fabric. VR's and the TOV's intent for the development of West Lionshead is to set Vail apart as the most desirable resort among Vail Resorts' national and international holdings.

Of concern is that additional retail development at West Lionshead could aggravate competitive stresses in the community's established commercial centers. This perspective was a contributing factor in the failure to implement the 2017 master plan for Ever Vail.

Efforts to reinforce the competitive vitality of existing commercial centers are underway, including supporting upgrades to the Vail Transportation Center as the central hub for transportation functions. Expansion of entertainment venues is also being considered. Aggressively competitive efforts could aggravate relations between commercial, residential, and environmental interests.

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