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MOUNTAIN VILLAGE TOWN COUNCIL APPROVES A COMMON CONSUMPTION AREA DURING SPECIAL EVENTS

MOUNTAIN VILLAGE, COLO. – May 7, 2014 – Mountain Village Town Council unanimously approved the application submitted by the Mountain Village Promotional Association (MVPA) in the Town Council Meeting on April 26, 2014 certifying the common consumption area within the Mountain Village Entertainment District during special events.

The common consumption area will allow people to purchase alcoholic beverages in logoed cups from participating licensed establishments attached to the common consumption area and move freely with those beverages within the defined boundary of the common consumption area. However, guests may not take alcoholic beverages from one licensed establishment into another licensed establishment. The boundaries will be marked by temporary fencing or other physical barriers and will have security at all entrances/exits.

When the common consumption area is in effect, no outside alcoholic beverages will be allowed into the licensed area. This will be a major change for the Sunset Concert Series attendees, where people have become accustomed to bringing their own beverages to the event. While bringing outside alcoholic beverages was prohibited, it was never strictly enforced in the past, so the creation of the common consumption area eases those concerns, according to Greg Pope, President and CEO of Telluride Mountain Village Owners Association.

In past years, when alcoholic beverages were purchased from a restaurant or bar, they had to be consumed within the establishment. This year, people will be able to take their drinks outside of the establishment into the common consumption area, creating a fun, festival-like atmosphere. "The purpose of the Entertainment District is to both enhance the guest experience and support Mountain Village merchants so it is beneficial to everyone," Pope explains.

The actual boundaries of the Entertainment District will vary based on the event and only participating licensed establishments that are attached to the particular common consumption area in use during each event will be allowed to sell alcohol during the event. Establishments who are participating in the Mountain Village Promotional Association include Poachers Pub, La Piazza, Hotel Madeline, Telluride Ski & Golf (including Siam Talay, Tomboy Tavern and Crazy Elk Pizza) and the Telluride Conference Center. The MVPA will be responsible for providing security, fencing, liability insurance and cleanup after events.

The first event with the common consumption area in effect will be the Sunset Concert Series kick-off on Wednesday, June 25th with the band Simplified bringing their laid back island vibe to Mountain Village. "It will be a bit of an educational process during the first few concerts to make everyone aware of the do's and don'ts involved with the common consumption area," Pope admits. The MVPA plans to educate the public through press releases, email blasts and informative signs on the date of the concerts. Additionally they hope to ease the transition by setting up an amnesty bin at each of the entrances for the public to leave any alcoholic beverages if they weren't aware of the new policy. Coolers with food items will continue to be allowed into the common consumption area, according to Pope.

Other events when a common consumption area might be in effect include the Telluride Wine Festival, Telluride Barbeque Festival, Telluride Oktoberfest and the Mountain Town Get Down end-of-season concert. Additionally, the MVPA hopes that having an Entertainment District option will attract new events to Mountain Village.

For additional information about the common consumption area or the Sunset Concert Series, contact Heidi Stenhammer at Heidi@tmvoa.org or visit www.tmvoa.org.