

FOR IMMEDIATE RELEASE



Mountain Village Common Consumption Area expanded to Village Pond Plaza

MOUNTAIN VILLAGE, COLO. (February 12, 2020) – The Telluride Mountain Village Owners Association is pleased to announce that the Village Pond Plaza has just been added to the Common Consumption Area.

In its January monthly meeting, Mountain Village Town Council approved the Mountain Village Promotional Association’s request to expand its Common Consumption Area (CCA) throughout the Village Pond Plaza, which now encompasses the Telluride Conference Center, Village Table, Rinkevich Gallery and Wagner Custom Skis.

The expanded CCA allows for the purchase of alcoholic beverages in approved cups from participating licensed establishments and enables for consumption throughout much of the plazas in the Village Center. No outside alcoholic beverages are allowed into the area and only beverages purchased from participating licensed establishments in approved cups may be allowed throughout the plazas.

Drinks purchased from one licensed liquor establishment will only be permitted in the exterior Common Consumption Area and participating non-liquor licensed establishments but cannot be brought into another liquor licensed establishment. For example, a drink purchased from Telluride Distillery will not be allowed in Reflection Plaza, Black Iron or M Lounge where the Hotel Madeline holds the liquor license, but drinks from those establishments may be enjoyed in the common area of Heritage Plaza, Sunset Plaza and now Village Pond Plaza.

The Common Consumption Area current operating hours for the winter season will run from noon to 9:00 p.m. through the close of the gondola on April 5, 2020 with potential, occasional blackout dates due to special events. It will then operate concurrently with the summer 2020 gondola schedule.

“We wanted to continue to build on the vitality that the Sunset Plaza and Heritage Plaza businesses have experienced with the Common Consumption Area,” said TMVOA President and CEO Anton Benitez.

Twelve of the 14 Village Center’s liquor licensed establishments are now participating and 19 non-liquor licensed businesses are participating, allowing guests to take their beverage into the retail establishments while shopping. All retailers in the Center are clearly marked to indicate their participation in the CCA.

The CCA map encompasses Sunset Plaza, Heritage Plaza and now Village Pond Plaza and people with a drink from an approved establishment will not be permitted to cross any roadways. Security and signage are in place to enforce the boundaries and help educate guests on the rules of this Common Consumption Area.

“We are looking forward to a continued vibrant winter season followed by another exciting and successful summer,” Benitez said. “We are happy to partner with our local merchants and the Town of Mountain Village to make this happen.”

For more information on the Common Consumption Area, and to view a map of its boundaries, please visit townofmountainvillage.com/cca.

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ABOUT TELLURIDE MOUNTAIN VILLAGE OWNERS ASSOCIATION

TMVOA’s vision is to be an engaged owners association of a unique multi-generational resort village that promotes constructive relationships with all regional stakeholders. Our long-term aspirations will be achieved by promoting member communications and education, economic prosperity, enhanced property values, a unique, quality owner and guest experience, active & inspiring recreational lifestyle, environmental stewardship, a vibrant regional community, neighborhood preservation, transportation and access and high-quality development opportunities. For more information, please visit us online at tmvoa.org.

ABOUT MOUNTAIN VILLAGE

Situated at 9,545 feet above sea level in the heart of the breathtaking San Juan Mountains, Mountain Village was incorporated in 1995 as a home rule municipality and is comparably a world apart from other towns: it is innately spectacular, beautifully orchestrated and planned and overflowing with style, charm, and sophistication. A state-of-the-art gondola transportation system connects the Town of Mountain Village with the Town of Telluride. For more information, please visit us online at townofmountainvillage.com.