

FOR IMMEDIATE RELEASE



Expanded Common Consumption Area begins in Mountain Village Center June 15

MOUNTAIN VILLAGE, COLO. (June 5, 2019) – The Telluride Mountain Village Owners Association will celebrate the kick-off of Mountain Village’s newly expanded Common Consumption Area (CCA) with a party and live music in Heritage Plaza on Saturday, June 15 from 12-4 p.m. The party will feature live music from local band, Alan Booradley and the NIA.

In its May monthly meeting, Mountain Village Town Council approved the Mountain Village Promotional Association’s request to expand its Common Consumption Area (CCA) throughout the majority of the Village Center. The Village Center currently has a smaller CCA in the Sunset Plaza area during concerts, but last month’s approval significantly expands the footprint and operating hours throughout the summer season.

Similar to concerts in Sunset Plaza, the newly expanded CCA will allow 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 Common Consumption Area and cannot be brought into another liquor establishment. (For example, a drink purchased from Telluride Distillery will not be allowed in Reflection Plaza, where the Hotel Madeline holds the liquor license, but drinks from both establishments may be enjoyed in the common area of Heritage Plaza.)

The Common Consumption Area will be in effect beginning June 15 and will run through the close of the gondola on Oct. 20, 2019 with occasional blackout dates due to special events. It will then operate concurrently with the 2019/2020 gondola schedule. The hours will be noon to 9 p.m. daily.

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

Seven of the Village Center's 10 liquor licensed establishments will be participating, and 22 non-liquor licensed businesses are participating, allowing guests to take their beverage into the retail establishments while shopping. All retailers in the Center will be clearly marked to indicate their participation in the CCA.

Telluride Distillery is one of the participating businesses.

"The dynamic of Mountain Village will change considerably with the newly expanded Common Consumption Area," said Abbott Smith, owner of the Distillery, which opened a tasting room in the Village Center this past winter. "It will create a more inviting experience for shopping, dining, nightlife, walking around and even watching the sunset."

The CCA map encompasses Sunset Plaza and Heritage Plaza and people with a drink from an approved establishment will not be permitted to cross any roadways. Security and signage will be put in place to enforce the boundaries and rules of this new Common Consumption Area.

"We are looking forward to an 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.

###

TMVOA Media Contact

Heidi Stenhammer

(970) 728-1904 ext. 7 (o)

heidi@tmvoa.org

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 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.