

G-CBTA

January - December 2009

| | Actual | Total Budget | % of Budget |
|-------------------------------|----------------------|------------------------|---------------|
| Revenue | | | |
| Carry Over Hill & Co | | 13,840.00 | 0.00% |
| Carry Over Media Internet | | 22,627.00 | 0.00% |
| Current Media Reimbursement | 27,733.00 | 27,733.00 | 100.00% |
| LMD | 345,435.66 | 1,075,000.00 | 32.13% |
| Prior Year Budget Carryover | | 80,000.00 | 0.00% |
| Total Revenue | \$ 373,168.66 | \$ 1,219,200.00 | 30.61% |
| Expenses | | | |
| Accountant | 55.00 | 800.00 | 6.88% |
| B&B Creative | 858.50 | 3,000.00 | 28.62% |
| Board Member Related | 282.89 | 1,500.00 | 18.86% |
| Computer/ Office Equipment | | 1,000.00 | 0.00% |
| Dues/ Memberships | 3,800.00 | 6,000.00 | 63.33% |
| FAM Non-TA Hosted | 604.01 | 1,000.00 | 60.40% |
| FAM TA Hosted | 444.24 | 3,000.00 | 14.81% |
| Fulfillment | 10,259.79 | 48,000.00 | 21.37% |
| Hill & CO | 14,220.48 | 13,840.00 | 102.75% |
| Hospitality | 334.74 | 500.00 | 66.95% |
| Insurance | 500.00 | 1,550.00 | 32.26% |
| Legal | | 500.00 | 0.00% |
| Local Media | 3,102.77 | 6,000.00 | 51.71% |
| Local Meetings | 827.55 | 2,000.00 | 41.38% |
| Local PR | | | |
| Buehler Communications | 16,485.00 | 50,503.00 | 32.64% |
| Intern-PR Value | | 1,000.00 | 0.00% |
| Supplies (Media CD's/ Phone) | 123.60 | 900.00 | 13.73% |
| Travel Expenses | 1,089.36 | 400.00 | 272.34% |
| Total Local PR | \$ 17,697.96 | \$ 52,803.00 | 33.52% |
| Media | | | |
| Direct Mail | 4,400.63 | 20,000.00 | 22.00% |
| Internet | 48,843.25 | 197,627.00 | 24.71% |
| Media Reimbursement | | 27,733.00 | 0.00% |
| Other | 4,596.00 | 60,000.00 | 7.66% |
| Print | 140,474.17 | 278,612.00 | 50.42% |
| Radio | | 150,000.00 | 0.00% |
| Total Media | \$ 198,314.05 | \$ 733,972.00 | 27.02% |
| Misc Expenses | 103.75 | 2,500.00 | 4.15% |
| Office Supplies | 625.84 | 1,000.00 | 62.58% |
| Payroll Expenses | | | |
| Director Incentive | | 8,500.00 | 0.00% |
| Marketing Coordinator | 9,818.10 | 46,300.00 | 21.21% |
| Marketing Director | 22,004.09 | 88,485.00 | 24.87% |
| Total Payroll Expenses | \$ 31,822.19 | \$ 143,285.00 | 22.21% |
| Photocopy (outside jobs) | | 150.00 | 0.00% |
| Photography | 2,950.00 | 6,000.00 | 49.17% |
| Postage | 126.00 | 300.00 | 42.00% |
| PR Clip Service | | 3,100.00 | 0.00% |
| Printing | 1,568.00 | 2,500.00 | 62.72% |
| Promotional Items | 2,432.55 | 3,000.00 | 81.09% |
| Promotions | 448.40 | 1,600.00 | 28.03% |
| Storage Unit(s) | 1,000.00 | 2,440.00 | 40.98% |
| Subscriptions | | 50.00 | 0.00% |
| Tele/ FAX/ Internet | 1,276.68 | 8,238.00 | 15.50% |
| Training/Prof. Development | | 450.00 | 0.00% |
| Travel Planner Reprint | | 45,000.00 | 0.00% |
| Travel/ Tradeshows | 1,867.90 | 11,000.00 | 16.98% |
| Web Related | 3,421.04 | 33,122.00 | 10.33% |
| Total Expenses | \$ 298,944.33 | \$ 1,139,200.00 | 26.24% |
| Revenue Over Expenses | \$ 74,224.33 | \$ 80,000.00 | 92.78% |

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
April 7, 2009 - 7:30 AM, Almont Resort

In Attendance: W. Bearth, S. Pierotti, M. Eldridge, M. Dethloff, P. Edwards, T. Walton, R. Gardner, B. Buehler, J. Chaney, R. Strickland

Others In Attendance: R. Bond, L. Weisman, M. Kube, S. Truex,

Not in attendance: S. Sanders, M. Taylor, A. Greene, J. Valenzuela,

I AGENDA TOPIC Review and approve minutes from the **March 10, 2008** Board Meeting

- a. Motion to approve by: S. Pierotti, 2nd: T. Walton
- b. Motion to approve was based on a quorum being present at the March Board meeting which was confirmed by a roll call

I AGENDA TOPIC **New Business** –

- a. Introduce new board members
 - i. Rachael Gardner – North Valley Professional seat
 - ii. Andrea Greene – CB Lodging Seat
 - iii. Welcome back S. Pierotti and T. Walton
- a. RTA Update – Final load factors: sold 1600 more seats but load factors are way down. RTA will pay the full guarantees for all flights. For next year it will be unlikely to keep the same program. The RTA will make some serious budget decisions regarding Ground and air funding for 2010. Denver-Gunnison bus seems like it will run through 2010, but the grant will be announced in Sept. 09.
- b. Amy Weinfurter of Coal Creek Watershed Coalition was not in attendance.
- c. May 2009 Board Retreat (**MAY 21 10 AM- 3 PM**); since revised to May 14, 10 AM – 3 PM.

I AGENDA TOPIC Vote in new Executive Committee –

- a. Weisman nominates Pierotti & Bearth as co-chairs
- b. Proposed slate: Edwards, treasurer; Pierotti & Bearth as co-chairs; Eldridge, Vice chair; Maggie, sect.
 - i. Motion to approve slate: W. Bearth VOTE: all in acceptance

I AGENDA TOPIC **Old Business** –

- a. Final Bylaws approval (map; discuss treasurer description; attorney review)
 - i. Motion to approve map by: M. Dethloff 2nd: T. Walton VOTE: ALL
 - ii. The Bylaws will be sent to the attorney for review.
- a. Approve updates to 2009 Work Plan – some updates have been made to reflect new work and progress.
 - i. Motion to approve by: M. Eldridge 2nd: Walton VOTE: all

I AGENDA TOPIC **Directors Report** –

- a. See attached Progress Report for activities

I AGENDA TOPIC **Finance Report** – Some funds from 08 were rolled into 09 in Hill & CO (branding campaign), and payroll overages went into Media: Internet 09.

- a. Motion to approve by: M. Eldridge 2nd by: P. Edwards

I AGENDA TOPIC **Staff Reports** –

- a. LMD Tax: is down
- b. Sales Tax: is down
- c. Web traffic: as of Mar is down but is compared to footnotes of the report we are flat to last year
- d. Phone call volume: is up
- e. PR Report: B. Buehler is training on Vocus and is excited about the “tool” Walton mentioned a lot of media activity this year will be realized next season, hopefully.

I AGENDA TOPIC **Committee Updates**

- a. Reservations/Lodging – CB/Mt. CB Lodging Meeting 3.24.09
A good discussion was had and the new reservation system sounded like a good idea for all. The meeting spurred a meeting with CBMR (Stone, Walton, Cole, Kinscherf, and Dyar) to discuss group

Gunnison-Crested Butte Tourism Association
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- ticket rates and how we can all work together for next season.
- b. Marketing Committee – new ad campaign boards displayed
 - c. Local Awareness Committee – none
 - d. Chamber: R. Bond reported an emphasis on MTCB as a component in all events, i.e. 4th of July.
 - e. CBMR: Lodging revenue down 25%, Lift ticket revenue was up, skier days were down. Looking forward to summer. SUMMER- kids free with adult lift purchase.
 - f. Upcoming opportunities for Board to Share TA Message: Jane & Rob will be presenting at upcoming Rotary meetings.

I AGENDA TOPIC Additional items
_9:00 AM_____ AM Meeting adjourned

9:00 AM IX. Executive Session

- a. discuss Executive Director contract

PR REPORT for April 1 – May 5, 2009

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to email media lists: Fishing Events/Packages, Biking in G-CB, Summer Travel Deals
- Updating summer/fall press releases and calendar as new information develops
- Continue to write summer/fall releases as topics develop
- Local media articles/photos submitted – article about TA board officers elections, photo of TA and CBMR with journalists from Australia and New Zealand, photo of Jane and Beth at tourism rally at the state capitol

Media Contacts

- Information to Mike Terrell, regional reporter for MountainGetaways.com summer news; Backpacker magazine about undiscovered trails; Small Markets Meetings magazine about meeting and events news from G-CB; Colorado Meetings + Events for DMO showcase advertorial; Travelweek magazine (Canada) about new/renovated hotels, new attractions and upcoming festivals/events
- Photos to Rocky Mountain Sports for Gunnison River Festival and Fat Tire Bike Week, BudgetTravel.com for their U.S. Landscapes section
- Helped with fact-checking – Sunset (article about CB), AAA Colorado EnCompass (mild adventures article – Morrow Point boat tour)
- Media Visit Completed – Jane met with Ed Grosvernor, president and editor of American Heritage magazine, when his family stopped overnight in Gunnison
- Upcoming Media Visits Being Planned – freelance writer Gail Jokerst touring 3 national parks and nearby towns in late May, Fodor’s Editor Cate Starmer to visit G-CB in early June, Dirk Kruse-Etzbach and Marita Bromberg of Iwanowski Publishers (German travel guidebooks) to visit G-CB in early June, MileHighMamas.com (affiliated with Denver Post) Editor Amber Johnson in July in cooperation with CB Music Festival
- Respond to Colorado Tourism Office PR opportunities: adventure activities for a Canada press release, USA Network/Tom Brokaw pitch for their journey along Highway 50, re-discover Colorado and hot deals information for press releases and www.colorado.com/hotdeals, TA staff worked together on CTO’s Chicago city blitz on April 21 – 25 (sent Rob as a green camping expert and provided a camping package by teaming up with local partners)
- Fulfill Southwest Colorado Travel Region information requests
- Others as they respond to press release emails or have editorial/photo needs
- Respond to writers inquiring about media FAMs
- Respond to CTO media leads

Media Hits – Outside the Area

- Rob appeared on WGN-TV and WBBM-TV in Chicago sharing information about green camping and camping in G-CB and Colorado as part of the Colorado Tourism Office’s Chicago city blitz in late April. He also was part of the North Face retail event.
- Cattlemen’s Days – Colorado Tourism Office’s “There is no place like home” Denver Post Travel section wrap
- Biking G-CB – Cherry Creek News
- Wildflower Spa – Spa article in Denver Post Travel section
- CB Running Destination – Running Times

- Scenic Drives (Buena Vista to CB) – Austin American Statesman
- CB Destination – www.articledashboard
- G-CB Summer Travel Deals – www.ski.net
- Blue Mesa Fishing – Denver Post Outdoors section (large feature with photos)
- Salmon Release – Denver Post Outdoors section (large feature with photos)
- Colorado’s Mining Heritage feature (includes mentions about Gunnison County) – Dallas Morning News, Denton Record Chronicle, WVEC-TV
- Grand Traverse – Backcountry
- Where do some well-known people in Austin go to escape the heat? (Crested Butte mentioned) – www.austin360.com
- Top 20 Places to Live the West (pickup from American Cowboy list) – Business Examiner-Enterprise (Bartlesville, OK)
- Colorado’s Deep Snow Triumphs Over Tough Economy (mentions big December snow in CB and features a CB photo) – www.skiexpressworld.com
- Adaptive Recreation in Colorado (includes ASC) - www.examiner.com
- Flauschink – www.coloradoinfo.com and Denver Post

Other Activities

- Continued training on Vocus, the new media monitoring/media list service that the TA is sharing with CBMR. The big project is building the media lists, have built travel, fishing and biking lists so far and sent out two press releases over the system so far.
- Attend April board meeting.
- Continue to update media lists, clip books and media room on web site

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
May 14, 2009 Three Rivers Resort 10:00 AM
(pre-Retreat)

PROGRESS REPORT

April 7 – May 13, 2009

BOARD “ADVANCE” ACTION ITEMS from May 31, 2008 retreat:

- Quarterly TA E-newsletter utilized for “board member talking points” for use at local meetings to share TA “updates.” Current issue March 2009

- a. 4.7 JC attended BOCC meeting re: Limited Elk draw
- b. 4.9 JC/RS attended WSC event at Student Union under construction
- c. 4.9 JC met with Ed Grosvenor, Managing Editor of American Heritage Magazine and Duane Vandenbusche
- d. 4.10 JC attended RTA Board meeting
- e. 4.13 JC/RS conference call with ARES, new online/call center reservation system
- f. 4.15 JC presented at CB/Mt. CB Rotary meeting
- g. 4.15 JC meeting with Survey America; review airport/CB Visitor Center survey results
- h. 4.23 JC attended Gunnison Valley Futures meeting
- i. 4.24 JC/SP meeting with M. Dawson, attorney re: Bylaws
- j. 4.24 JC meeting with Daren Cole, CBMR marketing
- k. 4.27 JC/BB attended Discover Colorado Rally in Denver at Capital
- l. 4.27 JC/BB attended CADMO meeting in Denver
- m. 4.27 JC/BB attended CTO Media Reception in Denver
- n. 4.28 SP attended Gunnison Chamber member meeting representing TA
- o. 4.30 JC/RS conference call meeting with ARES team re: setting up new res system
- p. 5.4 JC lunch meeting, K. Amen, ad production manager for TA
- q. 5.4 JC/RS meeting with Denver Post ad executives – print and online
- r. 5.4 JC/RS conference call meeting with Discover Colorado re: new web opportunities
- s. 5.4 JC/RS conference call with MapMtTrip ad executive re: new online opportunity
- t. 5.5 JC attended Gunnison Valley Futures meeting
- u. 5.11 JC/BB/RS meeting re: construction of 2008 Annual Report document
- v. Community Calendar progress report – contacts to area events/groups to load info on web site
- w. Clip Book Update – ongoing;
- x. PR CTO leads – ongoing: Beth responds with personal contact
- y. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- z. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- aa. E-newsletters for specialty interests regular E-communication to these lists
- bb. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment



WEB SITE TRAFFIC REPORT* ~ Comparisons for same month last year and YTD

(Data was not collected by TA until Nov of 2003, so the GLT average is applied across the year)

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2003 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 9600 |
| 2004 | 2773 | 1942 | 4029 | 2904 | 2031 | 1396 | 2833 | 1784 | 2752 | 3059 | 5052 | 3472 | 11648 |
| 2005 | 4556 | 4862 | 5339 | 4646 | 7046 | 5166 | 6714 | 7666 | 8128 | 12538 | 9788 | 12197 | 19403 |
| 2006 | 13426 | 9944 | 11611 | 8824 | 13781 | 16354 | 15388 | 11347 | 40053 | 14531 | 14161 | 17039 | 43806 |
| 2007 | 21268 | 16133 | 17768 | 18108 | 20731 | 26620 | 31072 | 19642 | 17817 | 18325 | 20726 | 19508 | 73277 |
| 2008 | 15000 | 13931 | 17832 | 13728 | 16419 | 25461 | 23934 | 13708 | 13455 | 13831 | 13842 | 19814 | 60491 |
| 2009 | 14592 | 11290 | 13130 | 10851 | | | | | | | | | 49863 |
| % Change | -3% | -19% | -26% | -24% | | | | | | | | | -18% |

CALL VOLUME REPORT ~ Comparison for same month last year and YTD

(Data collection began in September of 2003)

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|----------|------|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|------|
| 2003 | | | | | | | | | 322 | 301 | 284 | 377 | 1284 |
| 2004 | 370 | 410 | 236 | 168 | 313 | 322 | 684 | 441 | 500 | 344 | 710 | 564 | 1184 |
| 2005 | 533 | 589 | 470 | 457 | 521 | 738 | 841 | 528 | 556 | 499 | 482 | 683 | 2049 |
| 2006 | 1105 | 840 | 655 | 515 | 651 | 1240 | 1061 | 806 | 1081 | 608 | 620 | 626 | 3115 |
| 2007 | 606 | 495 | 495 | 420 | 402 | 705 | 686 | 537 | 588 | 544 | 484 | 561 | 2016 |
| 2008 | 596 | 575 | 567 | 503 | 475 | 514 | 616 | 527 | 453 | 350 | 296 | 570 | 2241 |
| 2009 | 642 | 609 | 804 | 681 | | | | | | | | | 2736 |
| % Change | 8% | 6% | 42% | 35% | | | | | | | | | 22% |

LMD TAX REVENUES * % based on YTD AGGREGATE

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|------|-------|-------|--------|--------|-------|--------|-------|-------|--------|--------|-------|----------|-------|
| 2005 | 10582 | 5614 | 280068 | 57311 | 1664 | 106651 | 9381 | 3676 | 293913 | -60908 | 609 | 103977 | 16196 |
| 2006 | 2753 | 8021 | 359802 | -2221 | 20577 | 94951 | 28491 | 16535 | 325360 | 4095 | 1131 | 164233 | 10774 |
| 2007 | 2603 | 44318 | 145841 | 172252 | 13640 | 130439 | 17681 | 6000 | 349946 | 11996 | 35929 | 150006 | 46921 |
| 2008 | 46408 | 3661 | 335693 | 23241 | 10696 | 97952 | 40968 | 11580 | 351196 | 16635 | 3418 | 90466.97 | 50069 |
| 2009 | 30469 | 60697 | | | | | | | | | | | 91166 |
| | | | | | | | | | | | | | 82% |

Local LODGING SALES TAX~ Comparison from same month last year and year to date**

| Gunnison | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|----------|-------|-------|--------|------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 2003 | 4623 | 3460 | 5814 | 3774 | 7932 | 11732 | 17441 | 15749 | 13071 | 8693 | 3959 | 4406 | 13897 |
| 2004 | 4158 | 3463 | 4325 | 3911 | 7283 | 10307 | 18745 | 15812 | 13945 | 9202 | 4784 | 4582 | 11946 |
| 2005 | 4649 | 4686 | 5958 | 3971 | 7354 | 16118 | 18972 | 16281 | 13538 | 8178 | 5716 | 5411 | 15293 |
| 2006 | 5354 | 5235 | 7043 | 3690 | 9042 | 14201 | 25735 | 22172 | 17984 | 11231 | 5262 | 5579 | 17632 |
| 2007 | 7117 | 6471 | 9270 | 5903 | 10392 | 18423 | 28961 | 28573 | 24032 | 13018 | 7205 | 8344 | 22858 |
| 2008 | 7979 | 8792 | 9547 | 5636 | 10479 | 19179 | 27932 | 18679 | 16710 | 9478 | 4787 | 6605 | 26318 |
| 2009 | 5341 | 6026 | 6667 | | | | | | | | | | 18034 |
| % Change | -33% | -31% | -30% | | | | | | | | | | -31% |
| CB | | | | | | | | | | | | | |
| 2003 | 7688 | 7811 | 8283 | 2408 | 3823 | 6938 | 13442 | 12700 | 7673 | 3047 | 2461 | 6920 | 23782 |
| 2004 | 6122 | 7220 | 9533 | 1989 | 3737 | 7076 | 13919 | 11690 | 11904 | 2803 | 2,369 | 10116 | 22875 |
| 2005 | 7975 | 10007 | 15211 | 2608 | 3760 | 8401 | 17441 | 14871 | 15889 | 5148 | 4,682 | 10406 | 33193 |
| 2006 | 10661 | 9973 | 14575 | 4184 | 4160 | 10536 | 17885 | 16392 | 15089 | 4461 | 4,547 | 13538 | 35209 |
| 2007 | 8,024 | 8,347 | 16746 | 3173 | 3520 | 12124 | 17770 | 18096 | 19354 | 3987 | 2,071 | 16640 | 33117 |
| 2008 | 9,442 | 9,723 | 21514 | 2406 | 2212 | 12406 | 17869 | 15943 | 20400 | 2635 | 1,502 | 10950 | 40,679 |
| 2009 | 8,769 | 8,321 | 15571 | | | | | | | | | | 32661 |
| % Change | -7% | -14% | -28% | | | | | | | | | | -20% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 82743 | 66938 | 118711 | 6103 | 910 | 9757 | 39898 | 26112 | 11488 | 3668 | 1821 | 70216 | 268392 |
| 2004 | 69429 | 78104 | 99164 | 4809 | 1476 | 10307 | 44794 | 25646 | 14302 | 4983 | 4816 | 69517 | 246697 |
| 2005 | 71863 | 77879 | 110243 | 8875 | 2132 | 16118 | 49238 | 30251 | 17294 | 5767 | 5470 | 85900 | 259985 |
| 2006 | 93962 | 98724 | 131033 | 6089 | 1596 | 14201 | 45026 | 28167 | 25151 | 3157 | 6102 | 90003 | 323719 |
| 2007 | 77628 | 76676 | 117843 | 5878 | 6264 | 17369 | 41125 | 37768 | 24102 | 7466 | 7796 | 106833 | 272147 |
| 2008 | 89338 | 79163 | 133300 | 5489 | 2647 | 22382 | 39314 | 34035 | 26235 | 6099 | 4574 | 91501 | 301801 |
| 2009* | 60373 | 71861 | 94452 | | | | | | | | | | 226686 |
| % Change | -32% | -9% | -29% | | | | | | | | | | -25% |

YTD -24.8%

OVER >>

| Local RETAIL SALES TAX**~ Comparison from same month last year | | | | | | | | | | | | | |
|--|---|--------|-------|-------|-------|-------|--------|-------|-------|-------|--------|-------|----------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
| Gunnison* | * (Combined Specialty Shops/ Apparel/ Misc. Retail) | | | | | | | | | | | | |
| 2003 | 33800 | 18854 | 23350 | 21577 | 28186 | 35032 | 38139 | 51656 | 33009 | 21808 | 23289 | 32087 | 76004 |
| 2004 | 30453 | 18905 | 24578 | 23050 | 26727 | 37323 | 42663 | 56619 | 38733 | 26421 | 21876 | 38017 | 73936 |
| 2005 | 31270 | 21585 | 27675 | 25174 | 31252 | 41670 | 45953 | 57106 | 40844 | 26053 | 26817 | 46445 | 80530 |
| 2006 | 34281 | 22709 | 32054 | 27558 | 36027 | 45750 | 48912 | 61352 | 52595 | 36759 | 26987 | 48654 | 89043.71 |
| 2007 | 39257 | 25575 | 34673 | 29426 | 34290 | 44994 | 50425 | 57994 | 48440 | 37492 | 27294 | 49494 | 99504.59 |
| 2008 | 33290 | 23709 | 32007 | 23946 | 29722 | 45219 | 45315 | 55822 | 49338 | 32397 | 25873 | 44378 | 89006 |
| 2009 | 34635 | 18704 | 25316 | | | | | | | | | | 78655 |
| % Change | 4% | -21% | -21% | | | | | | | | | | -12% |
| CB | | | | | | | | | | | | | |
| 2003 | 40376 | 32044 | 47565 | 11711 | 17846 | 41054 | 74890 | 77901 | 40650 | 19756 | 20795 | 55017 | 119985 |
| 2004 | 38076 | 35460 | 51931 | 16176 | 19859 | 43925 | 95643 | 82213 | 48493 | 25765 | 23,233 | 74181 | 125467 |
| 2005 | 40661 | 42003 | 57623 | 20002 | 23412 | 52407 | 88892 | 85181 | 49599 | 25184 | 24,391 | 77234 | 140287 |
| 2006 | 41661 | 45824 | 58616 | 19192 | 22590 | 54297 | 102484 | 91038 | 58133 | 25380 | 29,530 | 77065 | 146101 |
| 2007 | 42678 | 43363 | 57392 | 20907 | 24674 | 57318 | 101251 | 89039 | 54122 | 23933 | 26,349 | 76794 | 143433 |
| 2008 | 42085 | 42,835 | 52543 | 17542 | 19467 | 48628 | 94849 | 99092 | 43566 | 26051 | 20,935 | 66050 | 137463 |
| 2009 | 33881 | 36,736 | 44764 | | | | | | | | | | 115381 |
| % Change | -19% | -14% | -15% | | | | | | | | | | -16% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 55624 | 50997 | 86055 | 7835 | 1413 | 4593 | 8925 | 11902 | 4771 | 2813 | 5456 | 67949 | 192676 |
| 2004 | 56078 | 58907 | 72592 | 6852 | 2159 | 5381 | 11204 | 11190 | 13165 | 6656 | 11219 | 69221 | 187577 |
| 2005 | 62964 | 57946 | 82382 | 11049 | 4477 | 7659 | 12743 | 10194 | 12934 | 6505 | 16698 | 79169 | 203292 |
| 2006 | 71167 | 68623 | 92235 | 10791 | 4654 | 7815 | 13779 | 10361 | 15843 | 11745 | 28722 | 83968 | 232025 |
| 2007 | 57994 | 56205 | 85217 | 13687 | 4061 | 10027 | 11760 | 12526 | 21893 | 7562 | 17542 | 97771 | 199416 |
| 2008 | 64513 | 61793 | 90106 | 16133 | 3839 | 12670 | 12473 | 21577 | 12446 | 4329 | 13971 | 87473 | 216412 |
| 2009* | 48535 | 50220 | 69695 | | | | | | | | | | 168450 |
| % Change | -25% | -19% | -23% | | | | | | | | | | -22% |
| | | | | | | | | | | | | | -18% |

| Local RESTAURANT SALES TAX**~ Comparison from same month last year | | | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|--------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
| Gunnison | | | | | | | | | | | | | |
| 2003 | 27556 | 23845 | 31212 | 28967 | 35032 | 40953 | 49786 | 47605 | 43275 | 39854 | 28464 | 29586 | 82613 |
| 2004 | 29756 | 29809 | 33462 | 32070 | 36348 | 42905 | 55324 | 49260 | 45552 | 38642 | 32983 | 32449 | 93027 |
| 2005 | 31352 | 31602 | 35439 | 34261 | 38697 | 45671 | 60418 | 56648 | 52463 | 43810 | 37662 | 39562 | 98393 |
| 2006 | 36138 | 36593 | 43118 | 35581 | 44293 | 52187 | 63496 | 58653 | 57038 | 46717 | 37916 | 39741 | 115849 |
| 2007 | 38164 | 35638 | 45155 | 39384 | 44701 | 57368 | 67262 | 62531 | 60840 | 50335 | 40555 | 42693 | 118957 |
| 2008 | 38838 | 42421 | 44430 | 40616 | 49352 | 54282 | 67420 | 65479 | 57988 | 51993 | 39288 | 41591 | 125689 |
| 2009 | 37722 | 36487 | 41541 | | | | | | | | | | 115750 |
| % Change | -3% | -16% | -7% | | | | | | | | | | -8% |
| CB | | | | | | | | | | | | | |
| 2003 | 33897 | 35617 | 38671 | 13758 | 15097 | 33961 | 63971 | 54136 | 31508 | 18166 | 16906 | 36753 | 108185 |
| 2004 | 39137 | 43149 | 51339 | 15542 | 16823 | 34503 | 76128 | 57602 | 38845 | 16960 | 17,169 | 46013 | 133625 |
| 2005 | 39772 | 46341 | 56335 | 17739 | 18358 | 39181 | 85956 | 65224 | 43298 | 25442 | 19,452 | 49275 | 142448 |
| 2006 | 49427 | 54961 | 60383 | 19536 | 18501 | 43392 | 85855 | 71887 | 43866 | 23441 | 22,293 | 56462 | 164771 |
| 2007 | 56383 | 57427 | 67508 | 21029 | 22848 | 47074 | 87097 | 74102 | 52602 | 26055 | 24,136 | 59782 | 181318 |
| 2008 | 54704 | 60109 | 66590 | 19617 | 17991 | 47987 | 87931 | 76453 | 42507 | 26302 | 20,378 | 47664 | 181403 |
| 2009 | 49164 | 49452 | 53314 | | | | | | | | | | 151930 |
| % Change | -10% | -18% | -20% | | | | | | | | | | -16% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 51156 | 46957 | 61334 | 6102 | 349 | 2870 | 8099 | 7102 | 1815 | 1230 | 1293 | 28947 | 159447 |
| 2004 | 37399 | 44873 | 44184 | 3508 | 258 | 2817 | 7507 | 5350 | 3596 | 1379 | 4645 | 32812 | 126456 |
| 2005 | 39125 | 41873 | 51687 | 4713 | 336 | 2268 | 7313 | 5208 | 2060 | 0 | 2634 | 32205 | 132685 |
| 2006 | 29870 | 62998 | 55186 | 4245 | 0 | 17442 | 6957 | 4350 | 3307 | 459 | 3501 | 26456 | 148054 |
| 2007 | 30265 | 29429 | 36330 | 6170 | 1930 | 5992 | 10596 | 9477 | 6156 | 2679 | 7660 | 31709 | 96024 |
| 2008 | 31318 | 34882 | 39149 | 6641 | 1776 | 5912 | 15620 | 13106 | 13663 | 2953 | 4818 | 29064 | 105349 |
| 2009* | 31339 | 30169 | 31777 | | | | | | | | | | 93285 |
| % Change | 0% | -14% | -19% | | | | | | | | | | -11% |
| | | | | | | | | | | | | | -12% |

TERMS AND EXPLANATIONS: (Updates can be found at www.GCBTA.com by the 15th of each month.)

YTD is an acronym for Year-To-Date

LMD is an acronym for Local Marketing District

* Local Marketing District (LMD) TAX- Is reported by Gunnison County in the Modified Accrual Method AND HAS A 60 DAY LAG

** SALES TAX REPORTS HAVE A 60 DAY LAG and are collected locally and reported by each municipality

** Local sales tax **does not** represent unincorporated Gunnison and is reported at 3% rate after July 07 in Gunnison City report

** CB Home Rule effective date- Nov 2003

* Web Traffic is measured by Unique Visits. A Unique Visit is defined as one person's visit to the web site and does not distinguished between first time and returning visits.

*MTCB sales tax changed from 4.5% to 4% on 1/1/09. According to MTCB, no reporting is available to compare current collections

Grand Junction CVB saw a decrease in web traffic of 26% in this same period of comparrison

2 factors in 08 contributed to high web traffic we did not experience in 09 that the TA did not control. 1) an article was published on CNN.com and we received 3000 +/- clicks. 2) Ride the Rockies posted a link to the TA in 08 which had about 500 clicks. All said, if you remove those traffic sources from 08, our 09 traffic would be about the same.

3 properties paid 4th Q08 in Feb of 09

Club Med closed April 2006 at the end of ski season

CBMR opened Elevation Nov 2006 with 150 rooms for 06/07 winter

Winter 06/07 63% of hotel available;

Reopened Elevation Dec 2007 with 50 rooms; up to 126 for bulk of season;

CBMR closed Elevation March 31, 2008

Winter 07/08 54% of hotel open

MTCB reoprtd that some buisnesses are late