

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
January 9, 2009 –7:30 AM, Almont Resort

MISSION STATEMENT - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

VALUE PROPOSITION - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

- 7:30 AM Call to order – January 2009 Board Meeting of the GCBTA
I. Review and approve minutes from the **December 9, 2008** Board Meeting
- 7:35 AM II. **New Business** –
a. RTA Update – S. Truex
- 7:45 AM III. **Old Business** –
a. Review revisions and approve Bylaws
b. 2009 Elections (vacant seats and process)
- 8:45 AM IV. **Directors Report** –
a. Update: meeting with LMD BOD/W. Buck & J. Fitzpatrick 12/23/08
b. Update: Hill and Company Brand Platform Timeline/Creative Brief
c. Media meetings, 1/16 and 1/23
d. Advisory Board Meeting, 1/23
e. Policy discussion re: Cash Awards to Events
f. See attached Progress Report for activities
- 9:00 AM V. **Finance Report** –
Motion to approve by: _____ 2nd by: _____
- 9:05 AM VI. **Staff Reports** –
a. LMD Tax
b. Sales Tax
c. Web traffic
d. Phone call volume
- 9:15AM VI. **Updates**
a. Reservations/Lodging – none
b. Board Development Committee– none
c. Local Awareness Committee – none
d. Chamber
e. CBMR
f. Upcoming opportunities for Board to Share TA Message
- 9:25 AM V. Additional items _____ AM Meeting adjourned

Attachments: December 08 meeting minutes; budget; PR Report, Stats, Policy Addendum re: Grant Awards

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
January 9, 2009 –7:30 AM, Almont Resort

PROGRESS REPORT
December 10, 2008 – January 8, 2009

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

- Every-other-month TA E-newsletter utilized for “board member talking points” for use at local meetings to share TA “updates.” Current Issue October 2008; Next issue December 2008
 - Ongoing, at each Board Meeting continue to look at next steps for Local Awareness Committee; Board Governance
- a. 12.10 JV/JC Conference call with Altitude TV re: ice fishing show
 - b. 12/10 JC meeting with Survey America re: Guest Survey Kiosks
 - c. 12/15 JC/RS conference call with Time Warner Cable TV Dallas/Austin
 - d. 12/18 JC installed Guest Survey Kiosk at Airport with Survey America
 - e. 12/22 JV/JC Gunnison Valley futures meeting (contract signed with P. Holden/Enterprise Research Institute)
 - f. 12/23 JF/JC/RS meeting with LMD BOD/Mt. CB W. Buck/J. Fitzpatrick
 - g. 12/24 – 1/1 JC Out of office
 - h. 1/5 JC presentation to Rotary re: Gunnison Valley Futures
 - i. 1/6 JC meeting with N. Bilow re: AP photo service for summer/fall
 - j. 1.6 JC conference call with Hill and Company re: Creative Brief
 - k. 1.8 JC 10 property visits (Gunnison/Almont/CB) with Colorado’s Best Destinations (new Travel Industry Partner with TA)
 - l. 1.9 JC 4 property visits (Mt. CB) with Colorado’s Best Destinations
 - m. Community Calendar progress report – contacts to area events/groups to load info on web site
 - n. Clip Book Update – ongoing;
 - o. PR CTO leads – ongoing: Beth responds with personal contact
 - p. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
 - q. Ongoing purchase of media per the 2008 media plan; creating insertion orders; approving ads
 - r. E-newsletters for specialty interests regular E-communication to these lists
 - s. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
November 10, 2009 - 7:30 AM, Almont Resort

IN ATTENDANCE: W. Bearth, S. Pierotti, M. Eldridge, M. Dethloff, L. Meredith, D. Cole, C. Riggs, J. Valenzuela, J. Chaney, R. Strickland, B. Buehler

OTHERS: H. Channel, R. Bond, S. Ferguson,

NOT IN ATTENDANCE: A. Greene, M. Taylor, R. Gardner

Agenda Topic: Review and approve minutes from the October 13, 2009
Board Meeting

i. Motion by M. Dethloff; 2nd by: C. Riggs

Agenda Topic: New Business – (no reports due to Annual Meeting from 8:30 – 9:30 AM)

Agenda Topic: Review and approve: DRAFT Budgets/\$850,000 and \$1,080,000

i. Motion to bring the proposed budgets before the BOCC/LMD by M. Eldridge 2nd: by M. Dethloff VOTE: All in favor

Agenda Topic: Review and approve: DRAFT 2010 Work Plan

i. Motion to approve as presented by M. Dethloff 2nd by: R. Gardner
VOTE: All in favor

Agenda Topic: Holiday Party: Tuesday, December 8th, Brick Cellar 5:30 – 7:30

Agenda Topic: Finance Report –L Meredith

Motion to approve by: S. Pierotti 2nd by: J. Valenzuela VOTE: All in favor

Agenda Topic: Comment/questions about attached staff reports - none

- i. Directors Progress Report
- ii. LMD/Sales taxes
- iii. Web traffic/phone call volume
- iv. PR report

Agenda Topic: Strategy Initiative #5 Become a repository for tourism related data;

Agenda Topic: Objective 1: Collect ROI and other accountability metrics about performance and trends. **Final additions to list** **Prioritize list** **Establish plan to action: person(s) and due dates**

- i. Staff has been directed to acquire an intern either for class credit or minimal wage to gather and report the data as well as make it accessible through the website (www.gcbta.com).

Agenda Topic: Adjourn regular board meeting; call to order the 2009 Annual Meeting

Agenda Topic: Motion to approve financial: M. Eldridge, C. Riggs, VOTE: all

- i. Staff provided YTD highlights and areas of interest

Thanks from the Board to staff for all their hard work!

Meeting Adjourned 9:27 AM

**Work Session and Special Meeting of the
Gunnison-Crested Butte Tourism Association Board of Directors
Tuesday, December 1, 2009 – 8:00 AM Almont Resort**

In attendance, full Board: W. Bearth, S. Pierotti, L. Meredith, M. Eldridge, M. Dethloff, R. Gardner, D. Cole, A. Greene, C. Riggs, J. Valenzuela, M. Taylor

Staff: J. Chaney, R. Strickland

Others: L. Weisman, Ex-Officio, Past President

8:00 AM Work Session discussion regarding September 1, 2009 letter to the Tourism Association from the Local Marketing District Board of Directors regarding restructuring of the Tourism Association Board which would change elected officials status from Advisory Board to voting members of the board.

9: 20 AM Work Session closed

9:20 AM Call to order, special meeting of the Tourism Association Board of Directors

Maggie Dethloff made a motion to facilitate clarity in voting process as follows:

- Yes vote signifies to change the Board structure for elected officials to be voting members of the Board
- No vote signifies no change in the current Board structure

2nd: by D. Cole

No discussion

Private paper vote - unanimous: no change in the current Board structure

Meeting adjourned 9:25 AM

G-CBTA 2009

Budget as of 1.12.10

	Actual	Budget	% of Budget
Revenue			
Carry Over Hill & Co		13,840.00	0.00%
Carry Over Media Internet		22,627.00	0.00%
Contingency Fund		80,000.00	0.00%
Current CO-OP Reimbursement	11,182.95	11,183.00	100.00%
Current Media Reimbursement	58,008.51	58,009.00	100.00%
LMD	1,075,000.00	1,075,000.00	100.00%
Total Revenue	\$ 1,144,191.46	\$ 1,260,659.00	90.76%
Expenses			
Accountant	730.00	800.00	91.25%
B&B Creative	4,845.50	4,846.00	99.99%
Board Member Related	1,092.14	1,092.00	100.01%
Computer/ Office Equipment		0.00	
Dues/ Memberships	11,575.00	11,575.00	100.00%
FAM Non-TA Hosted	1,414.50	1,415.00	99.96%
FAM TA Hosted	4,378.96	4,379.00	100.00%
Fulfillment	60,031.65	65,038.00	92.30%
Hill & CO	14,220.48	13,840.00	102.75%
Hospitality	2,351.28	2,351.00	100.01%
Insurance	1,550.00	1,550.00	100.00%
Legal	85.00	85.00	100.00%
Local Media	8,293.52	8,294.00	99.99%
Local Meetings	2,747.53	2,748.00	99.98%
Local PR			
Buehler Communications	49,530.00	49,530.00	100.00%
Intern-PR Value		1,000.00	0.00%
Supplies (Media CD's/ Phone)	171.37	171.00	100.22%
Travel Expenses	696.77	697.00	99.97%
Total Local PR	\$ 50,398.14	\$ 51,398.00	98.05%
Media			
Direct Mail	21,257.93	21,258.00	100.00%
Internet	194,478.42	214,727.00	90.57%
Media Reimbursement		11,263.00	0.00%
Other	13,075.63	13,076.00	100.00%
Print	348,229.61	348,841.00	99.82%
Radio	112,715.00	150,000.00	75.14%
Total Media	\$ 689,756.59	\$ 759,165.00	90.86%
Misc Expenses	1,868.12	1,868.00	100.01%
Office Supplies	962.38	962.00	100.04%
Payroll Expenses			
Director Incentive	1,689.70	4,500.00	37.55%
Marketing Coordinator	37,916.44	46,300.00	81.89%
Marketing Director	80,681.64	88,485.00	91.18%
Total Payroll Expenses	\$ 120,287.78	\$ 139,285.00	86.36%
Photocopy (outside jobs)		0.00	
Photography	5,368.75	5,369.00	100.00%
Postage	365.81	366.00	99.95%
PR Clip Service	2,800.00	2,800.00	100.00%
Printing	2,253.50	2,254.00	99.98%
Promotional Items	4,088.85	4,089.00	100.00%
Promotions	583.75	584.00	99.96%
Storage Unit(s)	2,400.00	2,400.00	100.00%
Subscriptions		0.00	
Tele/ FAX/ Internet	3,793.11	4,500.00	84.29%
Training/Prof. Development	39.00	39.00	100.00%
Travel Planner Reprint	45,431.00	45,431.00	100.00%
Travel/ Tradeshow	9,416.69	11,000.00	85.61%
Web Related	18,810.18	22,122.00	85.03%
Total Expenses	\$ 1,071,939.21	\$ 1,171,645.00	91.49%
Revenue Over Expenses	\$ 72,252.25	\$ 89,014.00	81.17%

Executive Overview of Reports/Attachments – January 12, 2010
Tourism Association Board Meeting

Stats Report:

- The Stats Report shows municipal taxes through October 2009. October is historically a low season month. This year, October was significantly below previous years having a heavy negative pull on year-to-date overall numbers. Think about municipal taxes in this regard:
 - The business has 30 days to pay the municipality (e.g. October is due by November 1)
 - The municipality needs time after those 30 days to report and eventually post
 - Total lag at minimum is 45 days.

At the time of our board meetings, at the first of the month, our chance of having tax figures from within 45 days is 50/50. So, we report with a 60 day lag to be sure we actually had the figures instead of always having to say, “some figures are not in yet...” Please let us know if you have any questions.

- Good news...November and December web traffic was up 12 and 10% respectively. YTD it was down 6% over 2008. This is a respectable finish for 2009 in light of current economics and the slowing of travel planning by consumers.
- Phone volume year over year was down 17% with November up 8% year over year and December down by 31%. We received the latest report for our toll free numbers in early January and will compare performance to see if we can identify which numbers contributed to this large downturn.
- LMD tax report is through October 2009 and shows year over year down 1%. Unlike “home rule” with municipalities, the LMD is recorded in the month in which it was reported to the state, not when it was collected by the lodging property.

Director’s Report (Progress Report 2nd page of the Agenda document):

This information is self explanatory and describes major activities of staff and board members when they have been involved on behalf of the Tourism Association. Please let us know if you have any questions!

PR Report:

This report is self explanatory and describes some of the major activities benefiting the Tourism Association as a result of the efforts of Beth Buehler, our Director of Public Relations. Please let us know if you have any questions!

Current Budget:

The budget will be reviewed and approved as part of the finance report at every regular board meeting.

Minutes:

The minutes will be reviewed and approved as part of the regular board meeting agenda.

Thank you,
Jane

PR REPORT for Oct. 27, 2009 – Jan. 7, 2010
Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: January in the Rockies, New Year's in G-CB, Nordic Skiing & Snowshoeing in G-CB, Double Dog Dare You Winner, Winter Family Vacations, Winter Girlfriend Getaway, Magical Holiday Moments
- Updating winter/spring releases as needed and writing new releases as topics arise
- Will begin writing Summer/Fall press releases in January

Media Contacts

- Information about March and April happenings to Colorado Springs Gazette writer (including Flauschink photos); 2010 running and biking races to Competitor, WeJustGotBack.com about Fly Free deals, holiday happenings to ColoradoKids Holiday Guide and ColoradoKids.com, breakfast spots in CB-Mt. CB to freelancer Linda DuVal for Denver Post article, Crested Butte Brewing Company to freelancer Dan Rabin, what's new in Crested Butte to freelancer Stacey Brugeman, holiday information to OntheSnow.com
- Photos to the Fort Worth Star-Telegram for January in the Rockies release, Colorado Springs Gazette for holiday release, AAA Colorado EnCompass magazine for feature article about G-CB (TA and CBMR hosted editor in early 2009), TheFamilyTravelFiles.com for family release, The Denver Daily News for girlfriend getaways, Military Officers Association of America for article about winter activities in SW Colorado, Kansas City Star for Colorado ski section, OntheSnow.com for holiday packages, Denver Post and freelancer Lois Friedland for Double Dog Dare You Facebook contest,
- Set up a radio interview for Jane on Jan. 9 on Jane DeGraw's Travel Queen Show (broadcast on Michigan Talk Network)
- Media visits hosted with CBMR and the Colorado Tourism Office: Mexico Ski Media FAM, Dec. 6 – Dec. 9, and German journalists Bernhard & Birgita Krieger, Dec. 12 - 15 (both through Colorado Tourism Office)
- Working with Kirsten Texler, new PR and communications director for CBMR, to plan other journalist visits for this winter
- Contacted editor of Rocky Mountain Bride about Crested Butte feature for summer/fall 2010 issue, media lead from Rachel Gardner
- Respond to Colorado Tourism Office (CTO) PR opportunities – Feb. & March happenings to UK PR office, spring break events/deals to Germany PR office, spring break events/deals to U.S. PR firm, featured in a CTO Germany winter press release about CB/Telluride/Steamboat
- Respond to CTO media leads
- Fulfill Southwest Colorado Travel Region information requests: 2010 calendar of events, Valentine's travel deals, January to March happenings & deals
- Others as they respond to press release emails or have editorial/photo needs
- Respond to writers inquiring about media FAMs

Media Hits – Outside the Area

- G-CB Destination Feature – SkyWest airline magazine
- G-CB Destination Feature – AAA Colorado EnCompass magazine
- G-CB Meetings & Events Destination Feature – Colorado Meetings + Events magazine
- CB Ski Destination Feature – Ski magazine
- 10 Best Ski Towns in the World (including Crested Butte) on womansday.com (will be in February issue)
- 20 Best Places to Ski & Stay in North America (Crested Butte ranked 12th) in Condé Nast Traveler – mentioned in the Denver Business Journal
- 16 Best Ski Resorts in North America (included CB) in Outside magazine – mentioned in at least 44 media outlets across the U.S. and Canada such as USA Today, Canadian Press, Atlanta-Journal Constitution, Seattle Times, Pittsburgh Post Gazette
- 10 Most Affordable Ski Resorts by Ski.com – mentioned in an Associated Press article that ran in at least 38 media outlets (including CBS National News, Calgary Sun, etc.)
- Colorado Kicks Off its Legendary Winter Season with Late October Snow Storm (CTO press release that included dog sledding in G-CB) – appeared in at least 93 media outlets
- There's Snow Place Like Colorado for the Holidays (CTO press release that included Grand Lodge's Grandest Christmas package) – Appeared in at least 65 media outlets
- Crested Butte's Elk Avenue on Cover of Territory Ahead Christmas catalog (photo by JC Leacock)
- Colorado Cowboy Experience (G-CB and M Lazy C Ranch) – Germany's V.I.P. Reise Magazin (from a media FAM hosted by TA)
- CB Ski Destination/Snodgrass – Colorado Springs Gazette
- Best Breakfasts in Ski Towns (Izzy's & Camp 4 Coffee included) – Denver Post Colorado Sunday section
- Fine Dining in Ski Towns (Soupcon & django's included) – Dallas Morning News, Denton Record-Chronicle, WFAA-TV
- Winter Fishing (included Gunnison/Taylor Rivers and Blue Mesa) – Grand Junction Sentinel, Denver Post, Farmington Daily Times

- January in the Rockies – fitness-holidays.com, <http://tweetmeme.com>, wheretogonext.com, agentathome.com, travelpulse.com and Sunday, 1/9/10, Fort Worth Star-Telegram
- New Year’s – OnTheSnow.com
- January – April Events – RV Journal
- Crested Butte Nordic Center – Phil Marty’s travel column that appeared in the Chicago Tribune, Hartford Courant, Morning Call and Stateline
- Crested Butte Nordic Center Events – Denver Post’s Outdoor Extremes Calendar
- Nordic Thanksgiving Training Camp – thefencepost.com, OnTheSnow.com, Ski Press (Canada)
- Nordic Skiing & Snowshoeing – <http://topeventsusanews.com>, WheretoGoNext.com
- Ski & Snowboard Guide (included CB) – Boulder Magazine
- Colorado Ski Deals/Programs (included CBMR kid activities) – Lynn O’Rourke Haye’s Family Travel File in Dallas Morning News
- Ski Resort Info (including improvements at CBMR/other) – Houston Chronicle, El Paso Inc., Ft. Collins Coloradoan, Miami Herald, Wyoming Tribune-Eagle, Westword, Seattle Post-Intelligencer, National Ski Club Newsletter
- Skiing Experience for Kids (including CBMR) – Denver Post
- Holiday Happenings in G-CB – travelpulse.com
- Holiday Happenings in Colorado (including Rock on Ice, Torchlight Parades at CBMR) – Examiner.com
- Holiday Happenings in Colorado (including Rock on Ice and GAC’s Winter Ballet & New Year’s Eve Party) – Colorado Country Life magazine
- Double Dog Dare You Contest – Grand Rapids Press, Mile High Gay Guy blog
- Stay & Ski Free & Double Dog Dare You Contest – Phil Marty’s travel column ran in Chicago Tribune, Morning Call, Hartford Courant
- Stay & Ski Free and Friends & Family Fly Free – Wall Street Journal
- Stay & Ski Free – smartertravel.com, in Columbus Dispatch travel column by Steve Stephens, also appeared on tradingmarkets.com
- Holiday Package & Friends & Family Fly Free – OnTheSnow.com
- Kids Fly Free – mentioned on SmartMoney.com and in an Associated Press article about “Colorado Ski Resorts Buoyed by early snow, specials” that was picked up by at least 25 newspapers, TV stations and websites in U.S. and Canada (including CBS National News, USA Today, Baltimore Sun, Atlanta Journal-Constitution, Newsday, etc.)
- Friends & Family Fly Free – Wall Street Journal, smartertravel.com, travelpulse.com, Dallas Morning News, San Diego News Network, in a “New Travel Options, Easier Access to Colorado Skiing” article on firsttracksonline.com and <http://snowboard-mag.com>, on <http://longbeach10.cityspur.com> and in Eileen Ogintz’s family column appearing in at least 31 media outlets including the Denver Post, cnn.com, Sun Sentinel and several TV stations
- Military Discounts in Colorado’s Snowy Places (included a CB Lodging deal) - Military Officers Association of America (moaa.org)
- CB Deals on Ski.com – travelagentcentral.com
- Winter Family Fun & Deals in G-CB – travelpulse.com, coloradokids.com
- Girlfriend Getaways – The Denver Daily News, <http://business.transworld.net>
- Whimsical Ski Slope Names (including several at CBMR) – Denver Post Colorado Sunday section
- Things Every Colorado Skier Should Do Once (Try the Steeps, CB #1) – Denver Post
- Adaptive High Adventure: Ice Climb & Ski – Climbing
- Opening Day of Ski Season – skipressworld.com
- Trying Ski Racing on CBMR’s NASTAR course – Pamela LeBlanc column printed in The Miami Herald
- Scenic Gothic Road – Arizona Republic

Other Activities

- Assembled calendar of events for the Tourism Association’s 2010 vacation planner
- Submitted updates for G-CB’s information on <http://coloradowinterinfo.com>
- Submitted information for G-CB’s page in the Colorado Summer Vacation Planner
- Attended the Colorado Tourism Office’s winter media reception in Denver on Oct. 27
- Attended TA’s board meeting and annual meeting on Nov. 10
- Served on committee to select Double Dog Dare You winner
- Jane and Beth met with Kirsten Texler, new PR and communications director for CBMR
- Continue to update media lists, clip books and media room on web site

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	28800
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	34027
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	88645
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	186459
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	247718
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	200955
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	188318
% Change	-3%	-19%	-26%	-21%	-19%	-20%	-5%	24%	10%	-7%	12%	10%	-6%

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	5062
2005	533	589	470	457	521	738	841	528	556	499	482	683	6897
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	9808
2007	606	495	495	420	402	705	686	537	588	544	484	561	6523
2008	596	575	567	503	475	514	616	527	453	350	296	570	6042
2009	428	368	471	359	441	450	631	428	396	304	320	395	4991
% Change	-28%	-36%	-17%	-29%	-7%	-12%	2%	-19%	-13%	-13%	8%	-31%	-17%

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	707951
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	858363
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	894716
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	938030
2009	30469	60697	306442	17307	5577	116724	23122	11030	325558	31559			928486
													-1%

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	92289
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	91151
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	99705
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	121687
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	152160.25
2008	7979	8792	9547	5636	10479	19179	27932	25008	21689	13008	4787	6605	149249
2009	5341	6026	6667	4902	8245	15561	24884	19269	16498	9740			117133
% Change	-33%	-31%	-30%	-13%	-21%	-19%	-11%	-23%	-24%	-25%			-22%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	73813
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	75993
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	101311
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4,547	13538	108396.66
2007	8,024	8,347	16746	3173	3520	12124	17770	18155	19354	3987	2,071	16640	111200
2008	9,442	9,723	21514	2406	2212	12965	17869	16077	21748	3420	1,502	10950	117376
2009	8,769	8,321	15571	1508	1,979	12592	21606	18132	23607	2870			114955.22
% Change	-7%	-14%	-28%	-37%	-11%	-3%	21%	13%	9%	-16%			-2%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	366328
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	353014
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	389660
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	90003	447106
2007	77628	76676	117843	5878	6264	17369	41125	37768	24368	7466	7796	106833	412385
2008	89338	79163	133300	6133	2647	22894	39314	34035	30291	6099	4574	91501	443214
2009*	60373	71861	104781	3146	2861	20483	32640	28193	19159	2092			345589
% Change	-32%	-9%	-21%	-49%	8%	-11%	-17%	-17%	-37%	-66%			-22%
													YTD
													-18.6%

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	305411
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	325472
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	348582
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	397996.19
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	402566.22
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	370765
2009	34635	18704	25316	19565	26781	38870	40562	47947	46133	29942			328455
% Change	4%	-21%	-21%	-18%	-10%	-14%	-10%	-14%	-6%	-8%			-11%
CB													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	403793
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	457541
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	485154
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	519686.7
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	517069
2008	42085	42,835	52543	18312	20066	50543	94849	100153	45375	28255	20,935	66050	495016
2009	33881	36,736	44764	14283	19303	49181	89861	86618	45526	21554			441706.51
% Change	-19%	-14%	-15%	-22%	-4%	-3%	-5%	-14%	0%	-24%			-11%
MTCB													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	234928
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	244184
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	268853
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	307013
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	286018
2008	64513	61793	90106	17805	4841	12819	14097	21577	14759	5482	13971	87473	307792
2009*	48535	50220	69695	7355	3260	5721	9085	8818	10458	3545			216692
% Change	-25%	-19%	-23%	-59%	-33%	-55%	-36%	-59%	-29%	-35%			-30%
													-16%

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	368085
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	393128
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	430361
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	473814
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	501378
2008	38838	42421	44430	40616	49952	54282	67420	68725	60096	49743	39288	41591	516523
2009	37722	36487	41541	36960	44397	57368	69260	63986	57607	46210			491538
% Change	-3%	-16%	-7%	-10%	-13%	5%	3%	-7%	-4%	-8%			-5%
CB													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	338782
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	390028
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	438024
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	472346.6
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	512125
2008	54704	60109	66590	21701	20506	47987	87931	77768	49917	28897	20,378	47664	516110
2009	49164	49452	53314	14181	21640	44500	90054	75236	44294	21252			463086.95
% Change	-10%	-18%	-20%	-35%	6%	-7%	2%	-3%	-11%	-26%			-10%
MTCB													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	187014
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	150871
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	154583
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	184814
2007	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	139024
2008	31318	34882	39149	7108	1776	5912	15620	13106	13847	2953	4818	29064	165671
2009*	31339	30169	34576	3346	691	7450	10927	9839	5282	606			134225
% Change	0%	-14%	-12%	-53%	-61%	26%	-30%	-25%	-62%	-79%			-19%
													-9%

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 90 DAY LAG

** SALES TAX REPORTS HAVE A 90 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 comparison

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

CBMR Closed earlier in April in 2009 than the previous 2 years

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 reported that some businesses are late



Prof. C. Mitchell, PhD
Assistant Professor of Sociology
Western State College
222 Kelley Hall
Gunnison, CO 81231

December 29, 2009

Dear Professor Mitchell:

This letter is our formal request to hire an intern for a data research/gathering project. As we discussed, we'd like to start as soon as possible in this upcoming semester. The project outline is below. We would like to have this be a stipend based project.

Project Objective: Build a repository for locally based tourism industry data

- Begin by collecting 2005, 2006 and 2007, and 2008 data, as available by season and year
 - Sources:
 - *Division of Wildlife* – Hunting permits and fishing licenses
 - *Colorado River Outfitters Association/Colorado Rafting Association*
 - Or, the two local rafting companies: Three Rivers Resort, Almont and Scenic River Tours, Gunnison
 - *National Parks Service* visitation numbers for Curecanti National Recreation Area and Black Canyon of the Gunnison National Park
 - *Gunnison National Forest* campground permits/reservations
 - *Western State College* – summer camp enrollments
 - *Gunnison & Crested Butte/Mt. Crested Butte Chamber of Commerce* Visitor Center numbers for:
 - Walk-ins; web traffic, phone volume, requests for information (NON-Tourism Association related requests)
 - *Crested Butte Mountain Resort* – total paid skier days
 - *Crested Butte Nordic Center* day pass sales (visitors/non locals)
 - *Alpine Express Ridership*
 - *Mountain Express Ridership*
 - *Rural Transportation Authority* year-round airline load factors
 - *Visitor Center* kiosk surveys
- Use simple Excel spreadsheet format to layout data
- Total of 11 sources to contact
- Estimated *average* time per source to locate and obtain data – 1.5 hours x 11 = 16.5 hours
- Estimated *average* time per source to glean and input data – 2 hours x 11 = 22 hours
- Meeting with G-CB Tourism Association staff for project clarification = 1.5 hours
- Stipend based on estimated 40 hours x \$10 per hour = \$400.00
- If project is completed satisfactorily in less than 40 hours, the stipend will remain at \$400.00
- Project begin and end date will be determined with Intern and G-CB Tourism Association

Please let me know if you have any initial questions. Otherwise, I will look forward to hearing from you the week of January 4th regarding forward motion on this request. Many thanks!

Sincerely,

Jane Chaney
Executive Director

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970-349-7744 – JChaney@GunnisonCounty.org