

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
October 13, 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 – September 2009 Board Meeting of the GCBTA

**I. Review and approve minutes** from the **September 8, 2009** Board Meeting

7:35 AM **II. New Business** –

- I. RTA update – Scott Truex
- II. Chamber updates
- III. TA Committee reports – None at this time
- IV. CBMR update
- V. Date and location for Annual Meeting
- VI. Date and location for Holiday Party
- VII. TKU letter to Mt. CB
- VIII. “Project C” Governor’s Office initiative

7:55 AM **IV. Finance Report** –L Meredith

Motion to approve by: 2<sup>nd</sup> by:

8:00 AM **V. Comment/questions about attached staff reports**

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

8:15 AM **V. Old Business** –

- i. *Board Members who still need to sign the following, please get with Jane at the meeting.*
  - 1. Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
  - 2. Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
- ii. UPDATE: LMD Committee Update
- iii. Continue work begun at the retreat –Build out tactics for:
  - o **Strategy Initiative #5** Become a repository for tourism related data;
  - o **Objective 1:** Collect ROI and other accountability metrics about performance and trends.

9:15 AM **Meeting Adjourned**

**9:15 AM Executive Committee meeting**

**Attachments:** October Agenda, September 09 meeting minutes, 2009 budget, Executive Overview of reports: PR Report, Stats, Progress Report; TKU letter to Mt. CB

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**PROGRESS REPORT**  
**September 7 – October 11, 2009**

- a. 9/7 JC meeting with A. Bernholtz re: Irwin Backcountry Guides marketing
- b. 9/8 LMD BOD meeting – WB, SP, JC, RS
- c. 9/9 JC/BB/RS meeting re: press ideas/web site enhancements
- d. 9/9 JC/RS attended North Valley lodging meeting hosted by CBMR
- e. 9/9 JC attended local Econ Discussion Group meeting
- f. 9/10 JC attended CB/Mt. CB Chamber business after hours
- g. 9/11 JC prepared and delivered welcome packets to Elevation Hotel for CTO Board and Staff
- h. 9/13 JC/BB toured and hosted for dinner CTO Staff
- i. 9/14 JC attended CTO Board meeting at Elevation Hotel
- j. 9/14 JC toured/hosted MMG (CTO media company); RS/JV joined for dinner
- k. 9/15 WB/SP/JC/RS 2<sup>nd</sup> Qtr TA update to LMD BOD
- l. 9/18 SP/JC attended/did report at RTA monthly meeting in Gunnison
- m. 9/18 JC met with T. Scott & R. Bond re: 2010 Vacation Planner enhancements
- n. 9/18 JC met with Lindsay Gillon, new wholesale manager at CBMR
- o. 9/19 JC/BB toured/hosted for dinner G. Kast/S. Urbaniak
- p. 9/21 MD/JC presented 2<sup>nd</sup> Qtr TA update to Town of Crested Butte
- q. 9/22 SP/JC met re: TA business
- r. 9/22 SP/JF/JC/RS presented 2<sup>nd</sup> Qtr TA update to City of Gunnison
- s. 9/23 JC attended Ad Hoc Funding Group for RTA meeting in Almont
- t. 9/29 JC/BB meeting with J. Birnie, Exec. Director of CB Center for the Arts
- u. 10/2 JC attended Gunnison Chamber Business After Hours at Gunnison B&Trust
- v. 10/6 JC attended Silver Byway Committee meeting in Lake City
- w. 10/6 JC/RS toured/hosted 5 UK Tour Operators and CTO Staff from UK and Denver
- x. 10/7 JC attended local Econ Discussion Group Meeting
- y. 10/9 JC attended/reported at RTA meeting in Crested Butte
- z. Community Calendar progress report – contacts to area events/groups to load info on web site
- aa. Clip Book Update – ongoing;
- bb. PR CTO leads – ongoing: Beth responds with personal contact
- cc. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- dd. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- ee. E-newsletters for specialty interests regular E-communication to these lists
- ff. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment

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**IN ATTENDANCE:** M. Taylor, S. Pierotti, D. Cole, M. Eldridge, M. Dethloff, L. Meredith, C. Riggs, R. Gardner, J. Chaney, R. Strickland

**OTHERS:** D. Escalante, H. Channel, R. Bond, T. Scott

**NOT IN ATTENDANCE:** W. Bearth, J. Valenzuela, A. Greene

**Agenda Topic:** Call to order – September 2009 Board Meeting of the GCBTA

- i. **Review and approve minutes** from the **August 11, 2009** Board Meeting
- ii. **Motion by: M. Eldridge 2<sup>nd</sup>: M. Dethloff VOTE: ALL in favor**

**Agenda Topic:** New Business –

- i. RTA update – Delta is booking ahead of other ski areas as of now, but over all we are down about 700 seats
- ii. Chamber updates
  1. CB/MTCB: Membership renewals begin in October. Fall fest Sat 9/12, new this year is a foot race.
  2. Gunnison: Hosting a business round-table 9/22 6 – 8 pm. 10/9 People’s Choice Banquet. 11/14 is the Fashion & Gift Show.
- iii. Committee reports – None at this time
- iv. CBMR update: Season pass sales are ahead or on target from last year. Business pass program is also going well. Regional focus is being launched. On Mountain upgrades, like the tubing hill, are under way as is the reconstruction on Ice Bar.

**Agenda Topic:** Finance Report –L Meredith: All is well.

- i. Motion to approve by: M. Dethloff 2<sup>nd</sup> by: C. Rigs VOTE: All in favor

**Agenda Topic:** Comment/questions about attached staff reports

- i. Directors Progress Report
- ii. LMD/Sales taxes: Questions were asked about the difference in LMD & Lodging Sales tax.
- iii. Web traffic/phone call volume: No specific programs could be attributed to the increase in traffic for August.
- iv. PR report
- v. Mt. Crested Butte Grant: The TA received \$75,000 for 1Q 2010 and will go before the Council again for spring/summer and again for winter 10/11.

**Agenda Topic:** Old Business –

- i. *Board Members who still need to sign the following, please get with Jane at the meeting.*
  1. Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
  2. Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
  3. Directors UPDATE: LMD Committee Report: Comments

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regarding the campaign timeline are as follows.

- More advertising needs to be added to the advertising program to sustain awareness between the time people get the ballot and when they are due 11/3.
  - Add post office visits 9/9 & 9/19 in CB
  - Farmer's markets in Gunnison & CB
  - CB Town council
  - Business after hours at both ends of the valley.
  - Make 5 bullet points from fact sheets for FAQ's
- ii. Continue work begun at the retreat –Build out tactics for:
- **Strategy Initiative #5** Become a repository for tourism related data;
  - **Objective 1:** Collect ROI and other accountability metrics about performance and trends (Locally & Globally).
    - i. Notes are recorded on Google Doc
- iii. Before next meeting...
1. Sort what we have vs. what we need and prioritize.
  2. Disseminate to BOD for review
  3. Then craft a plan for next steps at the October Board Meeting.

Meeting Adjourned 9:30 AM

## G-CBTA

	Actual	Budget	% of Budget
<b>Revenue</b>			
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	4,286.52	4,287.00	99.99%
Current Media Reimbursement	48,448.97	48,449.00	100.00%
LMD	783,333.32	1,075,000.00	72.87%
<b>Total Revenue</b>	<b>\$ 836,068.81</b>	<b>\$ 1,244,203.00</b>	<b>67.20%</b>
<b>Expenses</b>			
Accountant	620.00	800.00	77.50%
B&B Creative	3,990.50	5,500.00	72.55%
Board Member Related	845.55	1,500.00	56.37%
Computer/ Office Equipment		0.00	
Dues/ Memberships	10,425.00	10,500.00	99.29%
FAM Non-TA Hosted	604.01	1,000.00	60.40%
FAM TA Hosted	3,208.62	4,050.00	79.23%
Fulfillment	52,713.13	65,038.00	81.05%
Hill & CO	14,220.48	13,840.00	102.75%
Hospitality	2,351.28	2,732.00	86.06%
Insurance	1,550.00	1,550.00	100.00%
Legal	85.00	500.00	17.00%
Local Media	8,261.82	8,200.00	100.75%
Local Meetings	2,205.40	4,000.00	55.14%
Local PR			
Buehler Communications	24,727.50	50,503.00	48.96%
Intern-PR Value		1,000.00	0.00%
Supplies (Media CD's/ Phone)	123.60	900.00	13.73%
Travel Expenses	348.04	400.00	87.01%
<b>Total Local PR</b>	<b>\$ 25,199.14</b>	<b>\$ 52,803.00</b>	<b>47.72%</b>
<b>Media</b>			
Direct Mail	14,546.60	20,000.00	72.73%
Internet	120,985.22	214,727.00	56.34%
Media Reimbursement		11,632.00	0.00%
Other	11,394.35	13,900.00	81.97%
Print	318,014.64	326,000.00	97.55%
Radio		150,000.00	0.00%
<b>Total Media</b>	<b>\$ 464,940.81</b>	<b>\$ 736,259.00</b>	<b>63.15%</b>
<b>Misc Expenses</b>	<b>1,868.12</b>	<b>2,500.00</b>	<b>74.72%</b>
Office Supplies	729.05	1,000.00	72.91%
<b>Payroll Expenses</b>			
Director Incentive	1,689.70	8,500.00	19.88%
Marketing Coordinator	23,592.57	46,300.00	50.96%
Marketing Director	51,342.87	88,485.00	58.02%
<b>Total Payroll Expenses</b>	<b>\$ 76,625.14</b>	<b>\$ 143,285.00</b>	<b>53.48%</b>
Photocopy (outside jobs)		150.00	0.00%
Photography	5,168.75	5,168.00	100.01%
Postage	240.28	300.00	80.09%
PR Clip Service		4,800.00	0.00%
Printing	2,253.50	3,000.00	75.12%
Promotional Items	2,432.55	3,000.00	81.09%
Promotions	559.98	1,600.00	35.00%
Storage Unit(s)	1,800.00	2,440.00	73.77%
Subscriptions		0.00	
Tele/ FAX/ Internet	2,809.66	4,500.00	62.44%
Training/Prof. Development	39.00	50.00	78.00%
Travel Planner Reprint	45,431.00	45,000.00	100.96%
Travel/ Tradeshow	8,702.53	11,000.00	79.11%
Web Related	11,505.12	22,122.00	52.01%
<b>Total Expenses</b>	<b>\$ 751,385.42</b>	<b>\$ 1,158,187.00</b>	<b>64.88%</b>

**We are 75% of the way thru the year; at 73% of collected revenues and 65% of expenses.**

Executive Overview of Reports/Attachments – October 13, 2009  
Tourism Association Board Meeting

**Stats Report:**

- The Stats Report shows municipal taxes through July.

Think about municipal taxes in this regard:

- The business has 30 days to pay the municipality (e.g. April is due by May 1)
- The municipality needs time after those 30 days to report and eventually post (e.g. by May 15 figures should be posted for the public)
- 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. We do not see anything out of the ordinary in the numbers that are currently available.

- Phone volume September YTD is down 13% and up 6% over August.
- Web traffic September YTD is up 10%, the second consecutive month in the positive.
- LMD tax report is through July and is flat to 2008 numbers. 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 2<sup>nd</sup> 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 that Beth Buehler has taken on behalf of the Tourism Association. 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 September 2 – October 6, 2009**

## ***Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association***

### **Press Releases/Articles**

- Press releases distributed to media lists: Top 5 Reasons to Visit G-CB this Winter, Gunnison Western Heritage Festival
- Last of Summer/Spring 2009 releases have been distributed
- Winter/spring releases have been written and loaded into the media room on GunnisonCrestedButte.com

### **Media Contacts**

- Information about fall packages to SmartMoney.com writer
- Media visits in September: Guneter Kast and Sandra Urbaniak of Germany, freelance outdoor writers
- Contacted editor of AAA Colorado's EnCompass magazine about upcoming Crested Butte article
- Assisted editor of SkyWest Magazine's with upcoming Gunnison-Crested Butte article and provided photos
- Assisted editor of Oklahoma magazine with finding photos for a ski destination article
- Working with Emily McCormack, interim PR director for CBMR, to plan journalist visits for this winter
- Respond to Colorado Tourism Office (CTO) PR opportunities
- Respond to CTO media leads
- 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

### **Media Hits – Outside the Area**

- Surprising Spots to See Great Fall Foliage (included G-CB) – Peter Greenberg on CBS News Early Show (national)
- Chris Waddell's training in Crested Butte/Mt. CB to become first paraplegic to climb Mt. Kilimanjaro, team leader is CB resident Dave Penney - CBS Evening News (national)
- Best Fall Mountain Bike Rides (401 was one of three mentioned) – Competitor Magazine
- Tour de Forks, Chefs on the Edge, The Ruby & Culinary Scene in CB – Colorado Springs Gazette
- Salmon Run – Ft. Collins Coloradoan
- Fall Foliage in CB area – Weather Channel and Sunset
- Best Fall Foliage in Colorado (including West Elk Loop) – CBS 4 forecaster Dave Aguilera's annual list
- Favorite Places to See Fall Foliage in Colorado (including Colorado 135 between G-CB, Kebler Pass, Cottonwood Pass and Monarch Pass) – Mike Nelson's list on Channel 7 ABC
- Fall Foliage Spots in Colorado (including Kebler Pass and Cottonwood Pass) – Ft. Collins Coloradoan
- Sensational Ways to Savor & Save on Colorado's Brilliant Fall Foliage (from a Colorado Tourism Office press release that mentions Kebler Pass & Crested Butte) – <http://rismedia.com>
- Kebler Pass (fall foliage and aspen stand) – Vail Daily
- Best Fall Foliage Photos (Kebler Pass one of photos featured) – huffingtonpost.com
- Gunnison Western Heritage Festival – Denver Post travel section
- Labor Day Activities (including DjangoFest) – The Denver Daily News
- Vinotok – examiner.com
- September Splendor in the Rockies – Denver Life magazine
- Colorado's Hottest Ski Towns (including CB) - Denver Life magazine
- Stay & Ski Free – Frommers.com
- Colorado Ski Area Improvements (including CBMR) – [travelpulse.com](http://travelpulse.com), [firsttracksonline.com](http://firsttracksonline.com), [skipressworld.com](http://skipressworld.com), Snowboard Magazine
- Improvements at CBMR – [firsttracksonline.com](http://firsttracksonline.com)
- Snow on Last Day of Summer – Media across the nation ran Nathan Bilow's photos through the Associated Press
- Alison Gannett & Saving Our Snow – Ski
- Steve Winter from Matchstick Productions – Millimeter
- CB Winter Destination – SearchArticles.net
- Ski Holidays in North America (including CB) – [travelbite.co.uk](http://travelbite.co.uk)

### **Other Activities**

- Jane and I met with Jenny Bernie, director of CB Center for the Arts
- Working with Jane and Rob to examine our social media activities
- 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	21600
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	22443
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	54123
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	140729
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	189159
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	153468
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781				138020
% Change	-3%	-19%	-26%	-21%	-19%	-20%	-5%	24%	10%				-10%

**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	3444
2005	533	589	470	457	521	738	841	528	556	499	482	683	5233
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	7954
2007	606	495	495	420	402	705	686	537	588	544	484	561	4934
2008	596	575	567	503	475	514	616	527	453	350	296	570	4826
2009	428	368	471	359	441	450	631	428	396				3972
% Change	-28%	-36%	-17%	-29%	-7%	-12%	2%	-19%	-13%				-18%

**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	471271
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	512373
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	526773
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	558619
2009	30469	60697	306442	17307	5577	116724	23122						560339
													0%

**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	54776
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	52192
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	61708
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	70300
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	86537.25
2008	7979	8792	9547	5636	10479	19179	27932	18679	16710	9478	4787	6605	89544
2009	5341	6026	6667	4902	8245	15561	24884						71626
% Change	-33%	-31%	-30%	-13%	-21%	-19%	-11%						-20%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	50393
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	49596
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	65403
2006	10661	9973	14575	4184	4160	10536	17885	16392	15089	4461	4,547	13538	71973.66
2007	8,024	8,347	16746	3173	3520	12124	17770	18096	19354	3987	2,071	16640	69704
2008	9,442	9,723	21514	2406	2212	12965	17869	15943	20400	2635	1,502	10950	76131
2009	8,769	8,321	15571	1508	1,979	12592	21606						70346.22
% Change	-7%	-14%	-28%	-37%	-11%	-3%	21%						-8%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	325060
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	308083
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	336348
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	90003	390631
2007	77628	76676	117843	5878	6264	17369	41125	37768	24102	7466	7796	106833	342783
2008	89338	79163	133300	6133	2647	22894	39314	34035	26235	6099	4574	91501	372789
2009*	60373	71861	104781	3146	2861	20483	32628						296133
% Change	-32%	-9%	-21%	-49%	8%	-11%	-17%						-21%

YTD **-18.6%**

OVER >>

Local RETAIL SALES TAX**~ Comparison from same month last year													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
<b>Gunnison*</b>	* (Combined Specialty Shops/ Apparel/ Misc. Retail)												
2003	33800	18854	23350	21577	28186	35032	38139	51656	33009	21808	23289	32087	198938
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	203699
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	224579
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	247290.62
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	258640.32
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	233208
2009	34635	18704	25316	19565	26781	38870	40562						204433
% Change	4%	-21%	-21%	-18%	-10%	-14%	-10%						-12%
<b>CB</b>													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	265486
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	301070
2005	40661	42003	57623	20002	23412	52407	88892	85181	49599	25184	24,391	77234	325000
2006	41661	45824	58616	19192	22590	54297	102484	91038	58133	25380	29,530	77065	344663.7
2007	42678	43363	57392	20907	25417	57318	101251	89039	54122	23933	26,349	76794	348326
2008	42085	42,835	52543	18312	20066	50543	94849	99092	43566	26051	20,935	66050	321233
2009	33881	36,736	44764	14283	19303	49181	89861						288008.51
% Change	-19%	-14%	-15%	-22%	-4%	-3%	-5%						-10%
<b>MTCB</b>													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	215442
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	213173
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	239220
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	269064
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	244037
2008	64513	61793	90106	17805	4841	12819	14097	21577	12446	4329	13971	87473	265974
2009*	48535	50220	69695	7355	3260	5721	9085						193871
% Change	-25%	-19%	-23%	-59%	-33%	-55%	-36%						-27%
													-16%

Local RESTAURANT SALES TAX**~ Comparison from same month last year													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
<b>Gunnison</b>													
2003	27556	23845	31212	28967	35032	40953	49786	47605	43275	39854	28464	29586	237351
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	259674
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	277440
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	311406
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	327672
2008	38838	42421	44430	40616	49952	54282	67420	65479	57988	51993	39288	41591	337959
2009	37722	36487	41541	36960	44397	57368	69260						323735
% Change	-3%	-16%	-7%	-10%	-13%	5%	3%						-4%
<b>CB</b>													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	234972
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	276621
2005	39772	46341	56335	17739	18358	39181	85956	65224	43298	25442	19,452	49275	303682
2006	49427	54961	60383	19536	18501	43392	85855	71887	43866	23441	22,293	56462	332054.6
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	359366
2008	54704	60109	66590	21701	20506	47987	87931	76453	42507	26302	20,378	47664	359528
2009	49164	49452	53314	14181	21640	44500	90054						322304.95
% Change	-10%	-18%	-20%	-35%	6%	-7%	2%						-10%
<b>MTCB</b>													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	176867
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	140546
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	147315
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	176698
2007	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	120712
2008	31318	34882	39149	7108	1776	5912	15620	13106	13663	2953	4818	29064	135765
2009*	31339	30169	34576	3346	691	7450	10927						118498
% Change	0%	-14%	-12%	-53%	-61%	26%	-30%						-13%
													-8%

**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 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**

**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 reoprted that some buisnesses are late**

September 23, 2009

Honorable Mayor William Buck  
Town of Mt. Crested Butte  
Box 5800  
Mt. Crested Butte, CO 81225

Dear Mayor Buck:

On behalf of the Gunnison-Crested Butte Tourism Association board and staff, I want to thank you and the council for your support of tourism in Gunnison County. We sincerely appreciate the \$75,000 that was awarded to the Tourism Association for the 1<sup>st</sup> Quarter of 2010.

The Tourism Association, through our past agreements with the Local Marketing District and the Town of Mt. Crested Butte, has made significant strides in elevating our collective destination's brand and building equity in our product by being competitive with other vacation destinations. Without the combined revenues from the LMD and the Admissions Tax, we would not have been able to accomplish so much over the past six years.

We understand the new approach the Town has taken by making the Admissions Tax available to many marketing organizations. Unfortunately, applying for the funds twice a year impacts our ability to create a yearlong media plan to market the valley and to take advantage of much better rates for multi-time advertising buys. The Tourism Association plans to apply for additional funds during the next grant cycle this spring.

We look forward to hearing from the Town's staff regarding scheduling of fund payments to the grantees so that we can plan our cash flow for early 2010.

Sincerely,

Jane Chaney  
Executive Director

Cc: TA Board & Staff  
Joe Fitzpatrick