

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
November 10, 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 – November 2009 Board Meeting of the GCBTA
I. Review and approve minutes from the **October 13, 2009** Board Meeting
- 7:35 AM **II. New Business – (no reports due to Annual Meeting from 8:30 – 9:30 AM)**
I. Review and approve: DRAFT Budgets/\$850,000 and \$1,080,000
II. Review and approve: DRAFT 2010 Work Plan
III. Holiday Party: Tuesday, December 8th, Brick Cellar
- 7:50 AM **IV. Finance Report** –L Meredith
Motion to approve by: 2nd by:
- 7:55 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
- 8:00 AM **V. Old Business –**
i. Continue work begun at the retreat –Build out plan for:
▪ **Strategy Initiative #5** Become a repository for tourism related data;
▪ **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**
- 8:30 AM Adjourn regular board meeting; call to order the 2009 Annual Meeting
i. Staff will provide YTD highlights and areas of interest
- 9:30 AM Adjourn 2009 Annual Meeting

Attachments: November Agenda, October 09 meeting minutes, 2009 budget, Executive Overview of reports: PR Report, Stats, Progress Report; 2010 budget: \$850,000 and \$1,080,000

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PROGRESS REPORT
October 13 –October 30, 2009

- a. 10/14-16 JC/RS attended Governor's Tourism Conference in Pueblo
- b. 10/18 JC attended candidates forum in CB; spoke on behalf of LMD 5A (Sun. 6 PM)
- c. 10/19 SP/ME/MD/LM/JC conference call meeting re: LMD meeting Nov. 10th
- d. 10/20 SP/JD/RG/K. Kinscherf (CBMR Rep) and JC held marketing meeting re: 2010 media buys
- e. 10/20 JC/BB presented at the Mt. CB Town Council meeting 2nd Qtr update
- f. 10/21 JC meeting with B&B Printers re: state co-op ad
- g. 10/22 JC meeting with A. Scheirle, Dir. Of CB Music Festival
- h. 10/23 JC attended W. Elk Scenic Byway meeting (also M. Levy) in Redstone
- i. 10/27 JC meeting with L. Williams re: Nov. 10 LMD meeting
- j. JC on vacation: 11/2 – 6
- k. 11/6 JC presentation to ARES reservation call center in San Diego
- l. Community Calendar progress report – contacts to area events/groups to load info on web site
- m. Clip Book Update – ongoing;
- n. PR CTO leads – ongoing: Beth responds with personal contact
- o. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- p. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- q. E-newsletters for specialty interests regular E-communication to these lists
- r. 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
October 13, 2009 - 7:30 AM, Almont Resort

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

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

NOT IN ATTENDANCE: J. Valenzuela,

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

I. Review and approve minutes from the **September 08, 2009** Board Meeting

i. Motion M. Dethloff 2d: M. Eldridge: VOTE: ALL

Agenda Topic: New Business –

- 1) RTA update – Scott Truex : D. Cole reported we are still pacing behind but are making significant gains each week and is hoping to be flat for 2010.
- 2) Review and approve the 2010 DRAFT Budget
 - a) Discussion: H. Channell wonders why or if it is necessary for the LMD to review and or approve the Tourism Associations budget. W. Bearth clarified that today an approval of the Draft Budget is needed for submittal to the LMD for 2010 approval.
 - b) Postpone until LMD can update the TA regarding the funds available.
 - c) J. Chaney will make necessary adjustments to reflect the Mt. CB grant funds
- 3) Chamber updates (T. Scott was not in attendance):
 - a) Fall Fest was a success with over 600 participants.
 - b) CB/MTCB visitors numbers in 2Q were higher than the previous year and 3Q was a little higher.
 - c) Winter Forecast seminar will be held Thursday 15th in CB
- 4) TA Committee reports: J. Chaney will be calling a marketing committee meeting soon. (Darren, Maggie, Marshall, Rachael, Wanda, Stephen) Held Tuesday, Oct. 20th.
- 5) CBMR update:
 - a) Pass sales are up compared to last year
 - b) CBV is pacing up a bit and is hopeful to finish the year about 5% up (\$400k), but groups are projected to be down about \$400k
 - c) Wholesale is just ramping up
 - d) Promotion with Discover card= Direct Mailing to 200k households.. Hoping for a 1.5 conversion rate
 - e) Uley's is the new name for the Ice Bar playing off the history of a liquor purveyor in Tin Cup
 - f) Snow Making starts 10/31
- 6) Date and location for Annual Meeting will be announced to the public as a part of our Nov. Board Meeting (11/10/09). Attendees can expect to hear reports from staff as "where we are now". Regular meeting: 7:30-8:30AM; Annual meeting: 8:30 AM – 9:30 AM.
- 7) Date and location for Holiday Party Dec 8 or 10th. J. Chaney will send an email to all to see which date work best; location: Brick Cellar in Gunnison.
- 8) TKU letter to Mt. CB – in appreciation for the 75K 1st Q 2010 media plan
- 9) "Project C" Governor's Office initiative: This is a carbon reduction program. We can augment our section of the Vacation Planner with a few bullet points to promote the program. 20% of the revenue collected to off set will go directly to ORE to assist in any energy assistance programs. So it's another 'tourism pays for tourism' campaign.

Agenda Topic: Finance Report –L Meredith

Add the date the report goes through to the document.

Motion to approve by: S. Pierotti 2nd by: M. Dethloff VOTE: All in favor

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Agenda Topic: Comment/questions about attached staff reports

1) No comments/questions

Agenda Topic: Old Business -

(1) Board Members who still need to sign the following, please get with Jane at the meeting.

- a. Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
 - b. Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
- (2) UPDATE: LMD Committee Update
- (3) Continue work begun at the retreat –Build out tactics for:
- a) **Strategy Initiative #5** Become a repository for tourism related data;
 - i) **Objective 1:** Collect ROI and other accountability metrics about performance and trends.
 - ii) **The Board added and made changes to the live Google Doc.**
 - (1) Board Member are okay with having a Google Account to view because the “live document” has many benefits
 - (2) Board will add more items between today and Oct. 26.
 - (3) On Oct 26 staff will categorize based on “collection degree of difficulty” and usefulness and email out with Board Packet Friday, Oct. 30 (Jane will be out on Thu. Nov. 5 for usual send out day)
 - (4) At our Nov. Board meeting begin the following:
 - (a) list will be prioritized based on “most needed/easiest to obtain”
 - (b) goal/benefits for overall project to be finalized and may include:
 - (i) Community benefit
 - (ii) Guide TA marketing
 - (iii) Measurement of ROI
 - (c) plan for storing/use/distribution/introduction will be developed
 - (5) Wanda will be sure everyone can login
 - (6) Darren said he’d make Jeff Moffett available to help organize and analyze
 - (7) Rob will add Wanda to receive email notices of data changes.

Meeting Adjourned 9:27 AM

| GUNNISON-CRESTED BUTTE TOURISM ASSN | | | |
|--------------------------------------------------------|---------------------|-------------------|--|
| LMD Funds Request for \$1,080,000 and \$850,000 | | | |
| <u>Revenue</u> | | | |
| LMD Tax | 1080000 | 850,000 | |
| Mt. CB Grant 1st Qtr 2010 | 75000 | 75,000 | |
| | 1155000 | 925,000 | |
| <u>Expenses</u> | | | |
| Accountant | 800.00 | 800.00 | |
| B&B Creative | 5,300.00 | 3,000.00 | |
| Board Member Related | 1,000.00 | 100.00 | |
| Computer/ Ofc Equipment | 0.00 | 0.00 | |
| Dues/ Memberships | 7,650.00 | 2,850.00 | |
| FAM Non-TA Hosted | 1,000.00 | 0.00 | |
| FAM TA Hosted | 4,000.00 | 1,000.00 | |
| Fulfillment | 55,000.00 | 55,000.00 | |
| Hospitality | 1,500.00 | 0.00 | |
| Insurance | 1,550.00 | 1,550.00 | |
| Legal | 100.00 | 100.00 | |
| Local Media | 8,200.00 | 0.00 | |
| Local Meetings | 3,000.00 | 1,800.00 | |
| Local PR Director | 50,503.00 | 50,503.00 | |
| Supplies | 150.00 | 100.00 | |
| Travel Expenses | 400.00 | 100.00 | |
| <u>Media</u> | | | |
| Direct Mail | 22,000.00 | 15,821.00 | |
| Internet | 227,687.00 | 158,809.00 | |
| Other | 13,900.00 | 4,080.00 | |
| Print | 275,724.00 | 232,640.00 | |
| Radio | 150,000.00 | 116,022.00 | |
| Mt. CB Grant 1st Qtr 2010 | 75,000.00 | 75,000.00 | |
| Misc Expenses | 2,700.00 | 300.00 | |
| Office Supplies | 975.00 | 500.00 | |
| <u>Payroll Expenses</u> | | | |
| Director Incentive | 8,500.00 | | |
| Marketing Coordinator | 46,300.00 | 46,300.00 | |
| Marketing Director | 88,485.00 | 88,485.00 | |
| Photocopy (outside jobs) | 50.00 | 0.00 | |
| Photography | 5,200.00 | 2,000.00 | |
| Postage | 300.00 | 300.00 | |
| PR Clip Service | 4,986.00 | 4,800.00 | |
| Printing | 3,000.00 | 500.00 | |
| Promotional Items | 2,500.00 | 300.00 | |
| Promotions | 1,500.00 | 200.00 | |
| Storage Unit(s) | 2,440.00 | 2,440.00 | |
| Tele/ FAX/ Internet | 4,500.00 | 3,700.00 | |
| Training/Prof. Development | 100.00 | | |
| Travel Planner Reprint | 46,000.00 | 43,000.00 | |
| Travel/ Tradeshow | 11,000.00 | 2,900.00 | |
| Web Related | 22,000.00 | 10,000.00 | |
| GRAND TOTAL | 1,155,000.00 | 925,000.00 | |



DRAFT 2010 Work Plan

Vision: With the support of community leadership, achieve our goals to provide economic stability, contribute to a desirable quality of life, outpace our competition and be a national model for others to emulate.

Mission: 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.

Tourism Goal:

In 2010 grow LMD revenue by 3% over final 2009 revenue

Community Relations Goal:

Earn the respect and support of local governments, the Chambers of Commerce, businesses and non-profit organizations directly involved in tourism using qualitative and quantitative measurement tools that will help increase cooperation throughout the valley in support of tourism.

2009 Major Highlights:

1. Marketing

- 1st Q new ad campaign strategy (long legged stick figure campaign selected)
- Met 1st Q to review and adopt spring/summer/fall media buys
- 1st Q 2009 Vacation Planner in market
- 2nd Q launched “new look” for web site creating an “experience” to draw in visitors
- 3rd Q updated vacation planning CD and in market
- New membership with Grand Circle Marketing Assn generating requests for information; in brochure
- SW Colorado Travel Region membership: in SW Golf brochure/SW Brewery Tour brochure and new SW Colorado Travel Region brochure
- Met 3rd Q to review winter and 2010 media buy
- Strong PR efforts lead to unprecedented media coverage (see Media Room on web site)

2. Local Awareness

- one page info sheet; list of businesses matched to board members/staff and “leave behind” tablet for awareness visits to business; Chair to set date for door to door visits.
- LMD reauthorization efforts have increased awareness of the LMD and the relationship to the Tourism Association

3. Association Governance (Relationships/Internal Affairs)

- Major Bylaw’s revision (descriptive and introducing “partners” versus “members.”)
- Oversight of staff reviews
- Activate board affiliations to advocate tourism and the TA through LMD reauthorization initiative

4. Strategic Initiatives Plan

- Continue to build out Strategic Initiatives Plan developed during May 2009 Board Retreat, engaging Board and Advisory Board for the benefit of tourism in Gunnison County

Values: (what is important to our organization?)

Marketing Gunnison County, growing occupancy, growing average daily rates of lodging properties, a good quality of life for Gunnison County residents, economic vitality in Gunnison County, prospering businesses, our pristine, authentic environment and our tourism assets (recreation, heritage, culture, cuisine).

What we would like to see more of:

All business storefronts are full, operating and profitable; healthy retail and restaurant industries; lodging properties are full; outfitters/events are to capacity; governments/stakeholders are realizing the value of the Tourism Association and are fully behind us; strong domestic and international brand recognition; a national model for other mountain destinations to emulate; a valley wide coordinated events calendar; outpacing our personal benchmarks/goals; shoulder seasons are thriving; a successful ground and air program.

Metrics:

LMD Tax and lodging/restaurant/retail sales tax collections will be the primary metrics on which to base the overall success of the Tourism Association's branding efforts and marketing campaigns. Additional efforts including web site traffic and phone call volumes will serve as a basis from which to judge individual efforts as well as assessing one or two media campaigns each quarter as part of municipal updates.

Four Strategic Initiatives were identified in October 2006, for 2007, 2008 and 2009, as the "primary" bull's eyes in support of our vision, mission, values and what we would like to see more of. They have been reevaluated and updated.

I. Insure vital shoulder seasons

- a. continue to strengthen September Splendor in the Rockies with additional advertising support
- b. work with Chambers of Commerce to develop package themes for other months (i.e. September Splendor)
- c. work with WSC sociology department to extrapolate kiosk survey results in early Dec. 2009 after year-long survey is completed; use "business reply card" survey information from the 2009 Vacation Planner to further target marketing efforts; 2010 has been updated to include even more good information to gather brand, demographic and buying information from potential visitors.
- d. Using Strategic Initiative Plan, coordinate with tourism businesses to utilize and collect data of importance in support of growing tourism in Gunnison County, specifically in shoulder seasons.

II. Improve vital community relationships and strengthen effectiveness of partnerships

- a. develop a plan to involve TA Board members in this process growing community support for tourism
- b. create and participate in networking opportunities for board and staff (staff has joined Gunnison Valley Science and Technology non-profit; t
- c. develop a "local media" plan; Marketing Committee to review "local cross sell" plan to bring winter guests back in summer; this will support local awareness.
- d. Continue to strengthen relationships with recreation partners; adding and expanding areas on web site
- e. schedule the 2010 advanced dates for quarterly updates to BOCC, MT. CB Town Council, CB Town Council and Gunnison City Council; we continue to depend upon Advisory Board members to educate their respective Boards/Councils.
- f. coordinate with and provide assistance to the RTA to build a strong relationship and support our ground and air service programs (TA writes and distributes articles to local media outlets). regularly attend RTA meetings with updates); Since the summer 2007 TA built and has maintained GunnisonValleyRTA.org; developed marketing materials available at their web site for locals to promote both services; TA quarterly e-newsletter features this web site and information that can be found on it.
- g. Utilize Advisory Board members to keep a pulse on their organization and distribute information about the Tourism Association to their respective groups

III. County wide coordination

- a. November 2009 schedule follow up with county and municipalities to “up date” Crisis Management Plan. All municipalities and the county emergency managers have a copy of our plan and have made it an “addendum” to their plans.
- b. Continue efforts to bring more events into the Community Calendar
- c. Continue to participate in networking opportunities for board and staff; TA Board meeting agenda each month provides forum to discuss upcoming Board Member opportunities to share the TA message.
- d. Continue to focus on and balance relationships at both ends of the valley

IV. Improve Association Governance

- a. Revised Bylaws (February 2009); continue to keep them up-to-date
- b. Create a document outlining “board member expectations” and update Bylaws accordingly
- c. Association Governance survey has been sent to the board;
- d. Identify affiliations of each board member and develop a directive for board members to share monthly updates
- e. Develop an Executive Committee and Board succession plan
- f. Develop a staff succession plan

The Tourism Association’s ongoing operations will continue to include, in no specific order:

1. executing against a strategically developed advertising and marketing plan
2. supporting the Chambers of Commerce in visitor services financially (with the Marketing Partnership revenues and brochures) and providing visitor information/events calendars
3. meeting with and supporting local area tourism events and businesses to provide assistance with marketing and public relations
4. producing/updating high quality collateral material
5. continued web site development
6. fiscal responsibility to the appropriate spending of budget revenues
7. writing and developing press releases that are timely and unique and, supporting events, air service and TA vacation packaging as appropriate
8. inviting and welcoming media to the area and responding to requests for information and photos
9. developing and participating in promotions that will help expand budgeted advertising/marketing dollars by working with industry partners
10. staying abreast of tourism related trends and dovetail efforts where possible with the State Tourism Office
11. Continuing efforts to network at a state level and with other state Destination Marketing Organizations to learn “best practices,” etc.
12. updating Crisis Management Plan; meeting with town and county personnel to keep communication lines open

Additional Focus for 2010:

Web Site: In late 2009 early 2010 we will launch a new program to engage visitors with locals, adding new features and applications. This will continue to build upon and improve the “experience” users will have when visiting GunnisonCrestedButte.com.

Vacation Planner: Our plan for the Vacation Planner reprint coming up in January 2010 will remain largely unchanged with the exception of an updated business reply card survey attached to trip giveaways, in exchange for information about potential visitors. We will continue to use this information to help target marketing efforts.

Branding/Advertising Campaign: We will continue to work with our creative branding campaign established in 1st Q 2009 throughout 2010. It has enabled us to effortlessly coordinate our online, print and collateral for increased uniformity and strengthening our brand.

Marketing Efforts: 2010 year overall, will continue with heavier Colorado advertising and close regional drive markets of KS, MO, TX, NE, OK, AZ and NM for year-round brand building. We believe this served us well in 2009.

In winter, we will focus on our air served markets of Atlanta, DFW, Austin and Houston, southern California and also focus on “stay-cations” using targeted E-communication to Colorado residents, Texas, Kansas, Oklahoma, Florida and Georgia. Not only are most of these our strongholds in the non-winter months, many of these markets make up the lionshare of the winter drive market. We advertise in these markets year-round which helps build stronger awareness for our brand.

Today’s competitive environment requires us to depend more heavily upon our web site and its capabilities, and brochures/collateral to draw distinction between us and “every other mountain destination.” Today’s economy requires us to remain fluid and open to new opportunities and markets to help us achieve our goal of increasing overnight visitor stays.

The number of people worldwide is growing vastly in the use of web sites to research and confirm vacation travel. The technology today has expanded in to the “experience economy” whereby people are looking for the “experience” even before they visit. Social networking and technological advancements make it possible to bring the destination to a potential visitor while sitting at their computer at home. With these opportunities facing us we are committed to making GunnisonCrestedButte.com the best visitor information website in the country. We are also committed to making our Vacation Planner second to none.

G-CBTA Budget as of October 27, 2009

| | 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 | 4,286.52 | 4,287.00 | 99.99% | |
| Current Media Reimbursement | 48,448.97 | 48,449.00 | 100.00% | |
| LMD | 856,249.99 | 1,075,000.00 | 79.65% | |
| Total Revenue | \$ 908,985.48 | \$ 1,244,203.00 | 73.06% | |
| Expenses | | | | |
| Accountant | 675.00 | 800.00 | 84.38% | |
| 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 | 10,725.00 | 10,500.00 | 102.14% | complete |
| FAM Non-TA Hosted | 604.01 | 1,000.00 | 60.40% | |
| FAM TA Hosted | 3,613.66 | 4,050.00 | 89.23% | |
| Fulfillment | 55,147.36 | 65,038.00 | 84.79% | |
| Hill & CO | 14,220.48 | 13,840.00 | 102.75% | complete |
| Hospitality | 2,351.28 | 2,732.00 | 86.06% | |
| Insurance | 1,550.00 | 1,550.00 | 100.00% | complete |
| Legal | 85.00 | 500.00 | 17.00% | |
| Local Media | 8,261.82 | 8,200.00 | 100.75% | |
| Local Meetings | 2,351.40 | 4,000.00 | 58.79% | |
| Local PR | | | | |
| Buehler Communications | 37,166.25 | 50,503.00 | 73.59% | |
| Intern-PR Value | | 1,000.00 | 0.00% | |
| Supplies (Media CD's/ Phone) | 123.60 | 900.00 | 13.73% | |
| Travel Expenses | 355.80 | 400.00 | 88.95% | |
| Total Local PR | \$ 37,645.65 | \$ 52,803.00 | 71.29% | |
| Media | | | | |
| Direct Mail | 21,257.93 | 20,000.00 | 106.29% | complete |
| Internet | 146,469.22 | 214,727.00 | 68.21% | |
| Media Reimbursement | | 6,648.00 | 0.00% | |
| Other | 12,644.35 | 13,900.00 | 90.97% | |
| Print | 323,904.11 | 337,000.00 | 96.11% | |
| Radio | | 150,000.00 | 0.00% | |
| Total Media | \$ 504,275.61 | \$ 742,275.00 | 67.94% | |
| Misc Expenses | 1,868.12 | 2,500.00 | 74.72% | |
| Office Supplies | 729.05 | 1,000.00 | 72.91% | |
| Payroll Expenses | | | | |
| Director Incentive | 1,689.70 | 8,500.00 | 19.88% | |
| Marketing Coordinator | 26,962.93 | 46,300.00 | 58.24% | |
| Marketing Director | 58,677.55 | 88,485.00 | 66.31% | |
| Total Payroll Expenses | \$ 87,330.18 | \$ 143,285.00 | 60.95% | |
| Photocopy (outside jobs) | | 150.00 | 0.00% | |
| Photography | 5,168.75 | 5,168.00 | 100.01% | complete |
| 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 | 2,763.85 | 3,000.00 | 92.13% | |
| Promotions | 559.98 | 1,600.00 | 35.00% | |
| Storage Unit(s) | 2,000.00 | 2,440.00 | 81.97% | |
| Subscriptions | | 0.00 | | |
| Tele/ FAX/ Internet | 3,633.97 | 4,500.00 | 80.75% | |
| Training/Prof. Development | 39.00 | 50.00 | 78.00% | |
| Travel Planner Reprint | 45,431.00 | 45,000.00 | 100.96% | complete |
| Travel/ Tradeshow | 8,702.53 | 11,000.00 | 79.11% | |
| Web Related | 13,818.29 | 22,122.00 | 62.46% | |
| Total Expenses | \$ 820,880.82 | \$ 1,164,203.00 | 70.51% | |

We are 83% of the way through the year; collected 80% of budget revenue; at 70.5% of expenses

Executive Overview of Reports/Attachments – November 10, 2009
Tourism Association Board Meeting

Stats Report:

- The Stats Report shows municipal taxes through August.

Think about municipal taxes in this regard:

- The business has 30 days to pay the municipality (e.g. July is due by August 1)
- The municipality needs time after those 30 days to report and eventually post (e.g. by August 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 August 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 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!

Progress Report:

This is the second page of the agenda document and shows top line activities of staff and board members.

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 October 7 - 26, 2009

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Thanksgiving Training Camp (CB Nordic), Wallet-Friendly Vacations this Winter, Launch of “Double Dog Dare You” Facebook Contest
- Updating winter/spring releases as needed and writing new releases as topics arise

Media Contacts

- Information about what’s new this winter to freelancer Kate Siber for National Geographic Adventure consideration, RV Journal for Jan. – April 2010 events (including photos), freelancer Jacqueline Lehatto for The Kansas City Star’s ski section, book author Karen Lorentz about CB dining, winter events to Westword, info about winter activities in G-CB to freelancer Julie Bielenberg for Denver Magazine (and winter fishing photos)
- Upcoming confirmed media visits: Mexico Ski Media FAM, Dec. 6 – Dec. 9, and German journalists Bernhard & Birgita Krieger, Dec. 12 - 15 (both through Colorado Tourism Office)
- Working with Emily McCormack, interim PR director for CBMR, to plan other journalist visits for this winter
- Fact-checked info about CB/Mt. CB info for travelwithkids.about.com
- Respond to Colorado Tourism Office (CTO) PR opportunities – Winter Wonderland and Early Ski Season Deals & Discounts press releases, women’s ski camps to CTO PR rep in Germany to fulfill a media request
- 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

- 24 Hours of Gunnison Glory/Gunnison River Festival – Climbing magazine
- Homes ideal for admiring fall foliage (Crested Butte, Manchester, Vt., Stonington, Conn.) – Wall Street Journal
- Colorado Ski Guide ’09 (including info about CBMR and Nordic Inn) - Denver Post Travel section
- Grand Traverse – mentioned in an article about Sam von Trapp in Stowe Report
- Spring Madness Special (CB B & Bs) – Minneapolis Star
- G-CB Winter Vacation Deals – travelpulse.com
- Stay & Ski Free – frommers.com, Rudy Maxa’s World, www.maxablog.com
- There’s Snow in Colorado (included Colorado New CBMR Adventure Park/Kids’ Night Out) – Dallas Morning News article picked up by Belleville News-Democrat, Denton Chronicle, Columbus Ledger-Enquirer, Centre Daily Times, Island Packet, Modesto Bee, Sun Herald, News Tribune, Merced Sun-Star, Bradenton Herald, Idaho Statesman, The Telegraph, Fresno Bee, Sun News, Malaysia News, Lexington Herald-Leader, Sacramento Bee, Wichita Eagle and more
- Almost destination – Lubbock Avalanche-Journal
- Cattlemen’s Days – AAA Colorado EnCompass

Other Activities

- Attended Mt. Crested Butte Town Council update with Jane
- Jane, Rob and I met with Erin English from the Adaptive Sports Center
- Attending the Colorado Tourism Office's winter travel media reception in Denver on Oct. 27
- 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 | 474946 |
| 2006 | 2753 | 8021 | 359802 | -2221 | 20577 | 94951 | 28491 | 16535 | 325360 | 4095 | 1131 | 164233 | 528908 |
| 2007 | 2603 | 44318 | 145841 | 172252 | 13640 | 130439 | 17681 | 6000 | 349946 | 11996 | 35929 | 150006 | 532774 |
| 2008 | 46408 | 3661 | 335693 | 23241 | 10696 | 97952 | 40968 | 11580 | 351196 | 16635 | 3418 | 90466.97 | 570199 |
| 2009 | 30469 | 60697 | 306442 | 17307 | 5577 | 116724 | 23122 | 11030 | | | | | 571369 |
| | | | | | | | | | | | | | 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 | 70525 |
| 2004 | 4158 | 3463 | 4325 | 3911 | 7283 | 10307 | 18745 | 15812 | 13945 | 9202 | 4784 | 4582 | 68004 |
| 2005 | 4649 | 4686 | 5958 | 3971 | 7354 | 16118 | 18972 | 16281 | 13538 | 8178 | 5716 | 5411 | 77989 |
| 2006 | 5354 | 5235 | 7043 | 3690 | 9042 | 14201 | 25735 | 22172 | 17984 | 11231 | 5262 | 5579 | 92472 |
| 2007 | 7117 | 6471 | 9270 | 5903 | 10392 | 18423 | 28961 | 28573 | 24032 | 13018 | 7205 | 8344 | 115110.25 |
| 2008 | 7979 | 8792 | 9547 | 5636 | 10479 | 19179 | 27932 | 25008 | 16710 | 9478 | 4787 | 6605 | 114552 |
| 2009 | 5341 | 6026 | 6667 | 4902 | 8245 | 15561 | 24884 | 19269 | | | | | 90895 |
| % Change | -33% | -31% | -30% | -13% | -21% | -19% | -11% | -23% | | | | | -21% |
| CB | | | | | | | | | | | | | |
| 2003 | 7688 | 7811 | 8283 | 2408 | 3823 | 6938 | 13442 | 12700 | 7673 | 3047 | 2461 | 6920 | 63093 |
| 2004 | 6122 | 7220 | 9533 | 1989 | 3737 | 7076 | 13919 | 11690 | 11904 | 2803 | 2,369 | 10116 | 61286 |
| 2005 | 7975 | 10007 | 15211 | 2608 | 3760 | 8401 | 17441 | 14871 | 15889 | 5148 | 4,682 | 10406 | 80274 |
| 2006 | 10661 | 9973 | 14575 | 4184 | 4160 | 10536 | 17885 | 16873 | 15089 | 4461 | 4,547 | 13538 | 88846.66 |
| 2007 | 8,024 | 8,347 | 16746 | 3173 | 3520 | 12124 | 17770 | 18155 | 19354 | 3987 | 2,071 | 16640 | 87859 |
| 2008 | 9,442 | 9,723 | 21514 | 2406 | 2212 | 12965 | 17869 | 16077 | 20400 | 2635 | 1,502 | 10950 | 92208 |
| 2009 | 8,769 | 8,321 | 15571 | 1508 | 1,979 | 12592 | 21606 | 18132 | | | | | 88478.22 |
| % Change | -7% | -14% | -28% | -37% | -11% | -3% | 21% | 13% | | | | | -4% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 82743 | 66938 | 118711 | 6103 | 910 | 9757 | 39898 | 26112 | 11488 | 3668 | 1821 | 70216 | 351172 |
| 2004 | 69429 | 78104 | 99164 | 4809 | 1476 | 10307 | 44794 | 25646 | 14302 | 4983 | 4816 | 69517 | 333729 |
| 2005 | 71863 | 77879 | 110243 | 8875 | 2132 | 16118 | 49238 | 30251 | 17294 | 5767 | 5470 | 85900 | 366599 |
| 2006 | 93962 | 98724 | 131033 | 6089 | 1596 | 14201 | 45026 | 28167 | 25151 | 3157 | 6102 | 90003 | 418798 |
| 2007 | 77628 | 76676 | 117843 | 5878 | 6264 | 17369 | 41125 | 37768 | 24102 | 7466 | 7796 | 106833 | 380551 |
| 2008 | 89338 | 79163 | 133300 | 6133 | 2647 | 22894 | 39314 | 34035 | 26235 | 6099 | 4574 | 91501 | 406824 |
| 2009* | 60373 | 71861 | 104781 | 3146 | 2861 | 20483 | 32628 | 28054 | | | | | 324187 |
| % Change | -32% | -9% | -21% | -49% | 8% | -11% | -17% | -18% | | | | | -20% |

YTD -17.9%

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 | 250594 |
| 2004 | 30453 | 18905 | 24578 | 23050 | 26727 | 37323 | 42663 | 56619 | 38733 | 26421 | 21876 | 38017 | 260318 |
| 2005 | 31270 | 21585 | 27675 | 25174 | 31252 | 41670 | 45953 | 57106 | 40844 | 26053 | 26817 | 46445 | 281685 |
| 2006 | 34281 | 22709 | 32054 | 27558 | 36027 | 45750 | 48912 | 61352 | 52595 | 36759 | 26987 | 48654 | 308642.58 |
| 2007 | 39257 | 25575 | 34673 | 29426 | 34290 | 44994 | 50425 | 57994 | 48440 | 37492 | 27294 | 49494 | 316634.72 |
| 2008 | 33290 | 23709 | 32007 | 23946 | 29722 | 45219 | 45315 | 55822 | 49338 | 32397 | 25873 | 44378 | 289030 |
| 2009 | 34635 | 18704 | 25316 | 19565 | 26781 | 38870 | 40562 | 47947 | | | | | 252380 |
| % Change | 4% | -21% | -21% | -18% | -10% | -14% | -10% | -14% | | | | | -13% |
| CB | | | | | | | | | | | | | |
| 2003 | 40376 | 32044 | 47565 | 11711 | 17846 | 41054 | 74890 | 77901 | 40650 | 19756 | 20795 | 55017 | 343387 |
| 2004 | 38076 | 35460 | 51931 | 16176 | 19859 | 43925 | 95643 | 82213 | 48493 | 25765 | 23,233 | 74181 | 383283 |
| 2005 | 40661 | 42003 | 57623 | 20002 | 23412 | 52407 | 88892 | 85371 | 49599 | 25184 | 24,391 | 77234 | 410371 |
| 2006 | 41661 | 45824 | 58616 | 19192 | 22590 | 54297 | 102484 | 91510 | 58133 | 25380 | 29,530 | 77065 | 436173.7 |
| 2007 | 42678 | 43363 | 57392 | 20907 | 25417 | 57318 | 101251 | 90688 | 54122 | 23933 | 26,349 | 76794 | 439014 |
| 2008 | 42085 | 42,835 | 52543 | 18312 | 20066 | 50543 | 94849 | 100153 | 43566 | 26051 | 20,935 | 66050 | 421386 |
| 2009 | 33881 | 36,736 | 44764 | 14283 | 19303 | 49181 | 89861 | 86618 | | | | | 374626.51 |
| % Change | -19% | -14% | -15% | -22% | -4% | -3% | -5% | -14% | | | | | -11% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 55624 | 50997 | 86055 | 7835 | 1413 | 4593 | 8925 | 11902 | 4771 | 2813 | 5456 | 67949 | 227344 |
| 2004 | 56078 | 58907 | 72592 | 6852 | 2159 | 5381 | 11204 | 11190 | 13165 | 6656 | 11219 | 69221 | 224363 |
| 2005 | 62964 | 57946 | 82382 | 11049 | 4477 | 7659 | 12743 | 10194 | 12934 | 6505 | 16698 | 79169 | 249414 |
| 2006 | 71167 | 68623 | 92235 | 10791 | 4654 | 7815 | 13779 | 10361 | 15843 | 11745 | 28722 | 83968 | 279425 |
| 2007 | 57994 | 56205 | 85217 | 13687 | 4061 | 10027 | 16846 | 12526 | 21893 | 7562 | 17542 | 97771 | 256563 |
| 2008 | 64513 | 61793 | 90106 | 17805 | 4841 | 12819 | 14097 | 21577 | 12446 | 4329 | 13971 | 87473 | 287551 |
| 2009* | 48535 | 50220 | 69695 | 7355 | 3260 | 5721 | 9085 | 8818 | | | | | 202689 |
| % Change | -25% | -19% | -23% | -59% | -33% | -55% | -36% | -59% | | | | | -30% |
| | | | | | | | | | | | | | -17% |

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 | 284956 |
| 2004 | 29756 | 29809 | 33462 | 32070 | 36348 | 42905 | 55324 | 49260 | 45552 | 38642 | 32983 | 32449 | 308934 |
| 2005 | 31352 | 31602 | 35439 | 34261 | 38697 | 45671 | 60418 | 56648 | 52463 | 43810 | 37662 | 39562 | 334088 |
| 2006 | 36138 | 36593 | 43118 | 35581 | 44293 | 52187 | 63496 | 58653 | 57038 | 46717 | 37916 | 39741 | 370059 |
| 2007 | 38164 | 35638 | 45155 | 39384 | 44701 | 57368 | 67262 | 62531 | 60840 | 50335 | 40555 | 42693 | 390203 |
| 2008 | 38838 | 42421 | 44430 | 40616 | 49952 | 54282 | 67420 | 68725 | 57988 | 51993 | 39288 | 41591 | 406684 |
| 2009 | 37722 | 36487 | 41541 | 36960 | 44397 | 57368 | 69260 | 63986 | | | | | 387721 |
| % Change | -3% | -16% | -7% | -10% | -13% | 5% | 3% | -7% | | | | | -5% |
| CB | | | | | | | | | | | | | |
| 2003 | 33897 | 35617 | 38671 | 13758 | 15097 | 33961 | 63971 | 54136 | 31508 | 18166 | 16906 | 36753 | 289108 |
| 2004 | 39137 | 43149 | 51339 | 15542 | 16823 | 34503 | 76128 | 57602 | 38845 | 16960 | 17,169 | 46013 | 334223 |
| 2005 | 39772 | 46341 | 56335 | 17739 | 18358 | 39181 | 85956 | 65602 | 43298 | 25442 | 19,452 | 49275 | 369284 |
| 2006 | 49427 | 54961 | 60383 | 19536 | 18501 | 43392 | 85855 | 72985 | 43866 | 23441 | 22,293 | 56462 | 405039.6 |
| 2007 | 56383 | 57427 | 67508 | 21029 | 22848 | 47074 | 87097 | 74102 | 52602 | 26055 | 24,136 | 59782 | 433468 |
| 2008 | 54704 | 60109 | 66590 | 21701 | 20506 | 47987 | 87931 | 77768 | 42507 | 26302 | 20,378 | 47664 | 437296 |
| 2009 | 49164 | 49452 | 53314 | 14181 | 21640 | 44500 | 90054 | 75236 | | | | | 397540.95 |
| % Change | -10% | -18% | -20% | -35% | 6% | -7% | 2% | -3% | | | | | -9% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 51156 | 46957 | 61334 | 6102 | 349 | 2870 | 8099 | 7102 | 1815 | 1230 | 1293 | 28947 | 183969 |
| 2004 | 37399 | 44873 | 44184 | 3508 | 258 | 2817 | 7507 | 5350 | 3596 | 1379 | 4645 | 32812 | 145896 |
| 2005 | 39125 | 41873 | 51687 | 4713 | 336 | 2268 | 7313 | 5208 | 2060 | 0 | 2634 | 32205 | 152523 |
| 2006 | 29870 | 62998 | 55186 | 4245 | 0 | 17442 | 6957 | 4350 | 3307 | 459 | 3501 | 26456 | 181048 |
| 2007 | 30265 | 29429 | 36330 | 6170 | 1930 | 5992 | 10596 | 9477 | 6156 | 2679 | 7660 | 31709 | 130189 |
| 2008 | 31318 | 34882 | 39149 | 7108 | 1776 | 5912 | 15620 | 13106 | 13663 | 2953 | 4818 | 29064 | 148871 |
| 2009* | 31339 | 30169 | 34576 | 3346 | 691 | 7450 | 10927 | 9839 | | | | | 128337 |
| % Change | 0% | -14% | -12% | -53% | -61% | 26% | -30% | -25% | | | | | -14% |
| | | | | | | | | | | | | | -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 reported that some businesses are late