

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
February 8, 2011 –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 – 4th Work Session

- o Update: Gunnison-Crested Butte Film Commission: student intern project status
 - Goals/objectives; permit process; presentations with BOCC and municipalities; visit from L. Grey from CO Office of Film, Media and TV
- o Update: TA Assessment process/Dave Radcliffe
- o Continue work on Strategic Initiatives document –
 - Review and discuss attached compilation document containing previous report outs in order to develop “topline educational” piece about the positive effects of the Tourism Association

8:30 AM **Call to order** – February 2011 Board Meeting of the GCBTA

Establish quorum

Consent Agenda:

- Approval of minutes from January 2011
- Approval of finance report 2010 and 2011 budgets
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR)

Motion to approve Consent Agenda by: _____ 2nd by: _____

8:45 AM **Old Business** –

- i. Conflict of Interest; this will be reviewed at every board meeting per IRS recommendation

9:10 AM **New Business** –

- i. RTA Update
- ii. Public Lands Update
- iii. Chamber Updates
- iv. CBMR Update
- v. Other updates

9:30 AM **Adjourn**

Attachments: February Agenda, February Work Session “working document” for meeting discussion, January 2011 meeting minutes, January 2011 Work Session minutes, Executive Overview of February Reports, REPORTS: 2010 Budget, 2011 Budget, PR Report, Progress Report, Stats Report

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PROGRESS REPORT
January 11 – February 8, 2011

- 1/11/11 JC meeting with D. Adams, Pres. Marble Chamber re: TA benefits
- 1/12/11 EK meeting with K. Van Hoesen re: Crested Butte Restaurant Week marketing and potential ancillary event
- 1/12/11 JC meeting with Gunnison QPC LOC re: TA marketing support
- 1/13/11 JC meeting with Gunnison Valley Arts Alliance in CB re: marketing/PR support
- 1/13-1/17/11 EK on vacation
- 1/14/11 JC presented/attended RTA monthly board meeting
- 1/14/11 JC meeting with D. Johnson/A. Peters, WSC Film Commission intern students
- 1/14/11 JC/BB meeting with M. Brodie/J. Sfalcin re: new CB Film Festival/marketing/PR support
- 1/15-18/11 BB co-hosted with CBMR - CTO UK media FAM (Crested Butte & Telluride, 5 journalists and 2 Colorado Tourism Office representatives)
- 1/17 – 20 JC hosted D. Radcliffe (TA Assessment) for 4 days; set up 25 appointments for him
- 1/18/11 JC participated in QPC marketing conference call
- 1/18/11 EK/JC meeting with D. Radcliffe re: TA Assessment
- 1/20-23/11 BB hosted writer Amber Johnson, MileHighMamas.com
- 1/20-23/11 BB hosted Irwin Curtin, freelance for LA Times/Boston Globe/others
- 1/23-25/11 BB hosted Eric Peterson, Frommer's
- 1/27/11 JC/BB/EK meeting re: creation of 2011 Local Public Relations plan
- 1/28/11 EK Attended Crested Butte Restaurant Week meeting
- 1/28/11 EK Follow-up meeting with K. Van Hoesen re: Crested Butte Restaurant Week marketing and potential ancillary event
- 1/30/11 EK participated in webinar - Social Media Outlook for 2011
- 1/31/11: EK Spoke at 2 of C. Elliott's Western State College marketing classes.
- 2/1/11 EK attended LMD Meeting, distributed 2011 Vacation Planner to BOCC
- 2/1/11 EK Launched TA BOD nominations electronic ballot email
- 2/2/11 EK Phone call with K. Good of Marble Chamber re: events and social media ideas
- 2/2/11 EK Phone call with R. Johnson re: plan for facilitating next week's NxLevel Entrepreneurship Series at Western State College.
- 2/3/11 EK participated in webinar - TripAdvisor.com DMO sponsorships
- 2/4/11 JC conference call with WSC Film Commission intern students/progress check-in
- 2/5-10/11 JC attending Go West Summit Conference in Boise, ID (international packaged travel conference)
- 2/8/11 BB hosted Snowshoe Magazine writer J. Fagan
- a. GCB Community Calendar – continue to make contact with area events/groups to load info on web site
- b. Clip Book Update – ongoing;
- c. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- d. Ongoing purchase of media per the 2011 media plan; creating insertion orders; approving ads; emailing/uploading to publications
- e. E-newsletters for specialty interests; regular E-communication to our lists and purchased lists
- f. Collecting monthly fulfillment databases from our web site, Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment; filling international requests electronically by emailing link to our online brochure
- g. Ongoing addition to electronic database via web site newsletter sign ups and e lists from other sources for information

Combined Reports Related to Strategic Initiative #1 Talking Points:

Strategic Initiative #1: *Increase community support and recognition of the Tourism Association through communication and collaboration.*

At last meeting, the goals for next meeting (2/8/11) were as follows:

- Continue Strategic Initiative #1 conversation,
- Define talking points – answer what’s in it for me (re: tourism), statistics impact explanation of tourism benefits (i.e. Marshall Taylor analogy; locals have greater selection of goods and services because of tourism demand)
- Work session notes from 1/11/11 meeting and the 11/9/10 meeting regarding Strategic Initiative #1 will be compiled in one document for everyone for next meeting to pull out anecdotal information and facts to then prioritize most important pieces of knowledge (succinct to more complex).

Talking Points (Elevator Speech) Goal: Increase community awareness, educate BOD members

- Awareness- anecdotes, knowledge
- Statistics will increase education
- Synthesize information in comparative report to see if there are trends

○ **Richard Bond – Red Lady Coalition information report**

- Size of tourism economy: 2008 data - \$238 – 34% largest sector
- Demand for amenity – based goods/services
- Overall size is \$238 million in 2008 – represents 34% of total economy
- Phase 2 will have additional impacted amenity based (government, WSC, etc.)
- Gunnison to Mt. CB corridor – amenity based is 44% to focus on primary amenity economy
- Hypothesis is potentially 60% for tourism/amenity generated income
- Elevator Speech: Currently documented amenity economy is 45% of the corridor’s economy but we believe it is larger than that.

○ **T. Koehler – WSC visitor numbers (parents/alum/groups) report**

- Pulled statistics from WSC economic impact study based on ‘08-‘09 fiscal year (July ‘08 – July ‘09) regarding visitor spending impacts (non-students): student events, athletic events, conferences
- 20,200 visitors – direct spending \$3.9 million, indirect \$5.1 million
- Average visitor spends \$50/day
- Avg. stay 2.7 days for sports events, 4.5 days for conferences
- Lodging: 10,700 room nights off campus – \$1 million in indirect & direct spending

○ **S. Snell-Dobert – Public Lands information report**

- Curecanti: 919,555 visitors (YTD through October) - Up almost 2%
- Primarily visits during summer (typically fisherman), a lot of repeat visitation as well as local visitors.
- Black Canyon – down 2.5% (YTD through end of August) but busy Oct. & Nov. due to warm weather.
- In 2008, NPS did a money generating model based on interviews with NPS visitors, 274.9 mill recreation visits spent about 11.5 billion dollars in local communities.
 - 17% on transportation
 - 14% on souvenirs
 - 9% on groceries
 - 9% on admissions
 - 26% on lodging
 - 25% on restaurants and bars
- Not much location specific, but shows value of NPS in community

- Waiting for visitor use survey from this past summer – hoping by February
- Still working w/ other agencies to attain additional statistics
- **J. Chaney – Dean Runyon information report**
- Dean Runyon County-by-County Visitor Spending information report , J. Chaney :
 - 2007 Visitor Spending Comparison to 2008 and 2009:**
 - San Miguel Co. (Telluride) 2008 up 2%; down 11% in 2009 to 2007
 - La Plata Co. (Durango) 2008 up 1.3%; down 8.2% in 2009 to 2007
 - Routt Co. (Steamboat) 2008 up 1.3%; down 14% in 2009 to 2007
 - Gunnison Co. 2008 down 2.5% from 2007; down 1.4% in 2009 to 2007
 - 2008 compared to 2009 Visitor Spending:**
 - Routt (Steamboat) down 17.5%
 - San Miguel (Telluride) down 12.8%
 - La Plata (Durango) down 10%
 - Gunnison Co. up 1.2%

County	2007 Visitor Spending	2008 Visitor Spending	2009 Visitor Spending
Gunnison	153.4 million	149.6 million	151.3 million
La Plata (Durango)	245.8 million	248.9 million	225.8 million
Routt (Steamboat Spgs)	341.7 million	346.1 million	294.5 million
San Miguel (Telluride)	137.5 million	140.4 million	122.5 million

County Overnight Travel Impacts, 1996-2009p

	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009p
Gunnison													
Travel Spending (\$M)	87.6	89.4	95.7	94.5	88.2	92.7	109.3	133.8	135.7	147.4	153.4	149.6	151.3
Earnings (\$M)	26.1	26.4	27.2	26.5	25.8	27.8	32.3	39.9	39.5	43.3	44.2	41.5	44.6
Employment (jobs)	1,730	1,660	1,760	1,610	1,500	1,510	1,780	2,130	2,050	2,170	2,060	1,980	2,090
Local Taxes (\$M)	2.2	2.3	2.4	2.3	2.2	2.2	2.8	3.7	3.7	4.2	4.7	4.9	5.2
State Taxes (\$M)	1.8	1.9	2.0	1.9	1.8	1.8	2.2	2.8	2.8	3.1	3.2	3.0	3.2
La Plata (Durango)													
Travel Spending (\$M)	175.7	168.1	179.8	181.1	178.3	159.8	195.0	214.2	219.7	232.5	245.8	248.9	225.8
Earnings (\$M)	64.0	62.6	64.7	64.8	65.2	58.7	68.0	72.9	72.4	76.6	85.3	84.2	80.0
Employment (jobs)	3,960	3,670	3,650	3,480	3,310	2,780	2,990	3,130	3,070	3,060	3,090	3,060	2,940
Local Taxes (\$M)	4.5	4.6	4.8	4.9	4.9	4.2	4.5	4.8	4.9	5.3	5.7	5.7	5.3
State Taxes (\$M)	4.5	4.6	4.7	4.8	4.6	4.1	4.5	4.9	4.9	5.3	5.6	5.6	5.2
Routt (Steamboat)													
Travel Spending (\$M)	207.7	226.1	230.8	242.2	245.9	262.5	265.1	281.6	294.3	323.1	341.7	346.1	294.5
Earnings (\$M)	84.9	93.7	92.3	96.5	101.0	108.1	105.7	108.9	111.1	122.7	130.5	130.8	114.9
Employment (jobs)	3,740	3,730	3,600	3,560	3,530	3,450	3,330	3,280	3,300	3,480	3,460	3,370	2,890
Local Taxes (\$M)	6.2	7.1	7.0	7.4	7.7	7.7	7.6	8.0	8.3	9.3	10.0	10.1	8.4
State Taxes (\$M)	4.9	5.5	5.5	5.7	5.7	5.9	5.8	6.1	6.3	7.0	7.5	7.5	6.4
San Miguel (Telluride)													
Travel Spending (\$M)	91.6	85.5	109.1	104.1	101.9	105.3	108.7	117.5	122.7	124.7	137.5	140.4	122.5
Earnings (\$M)	30.5	29.3	37.6	35.7	35.0	36.2	36.3	38.6	39.7	39.9	44.3	44.9	40.5
Employment (jobs)	1,320	1,170	1,540	1,380	1,290	1,360	1,270	1,240	1,280	1,210	1,300	1,270	1,170
Local Taxes (\$M)	3.0	3.3	4.3	4.1	4.0	4.0	3.7	4.3	4.5	4.6	5.2	5.4	4.6
State Taxes (\$M)	2.1	2.2	2.9	2.7	2.6	2.6	2.5	2.7	2.8	2.9	3.2	3.3	2.9

- Dean Runyon:

- Numbers are figured using transportation, retail spending, overnight lodging and restaurant
- Sales tax info is basis to extrapolate visitor spending (Dean Runyon proprietary formula; consistently used across all Colorado Counties)

○ **D. Cole – RTA Info and skier visits information report**

- Up 10% through Dec. in skier days, seats up by 1,000 seats
- Projected: Up 20k skier days, new rev benchmark
- Pass sales up 26% (in units) – CB cards, x-cards, etc., also up in student passes
- Snow report: 193” by end of last ski season – now over 200+
- Room nights: February up 30%, March up 90%
- Summer: June 5/8 opening
- \$599 package is now available – lodging, airfare, lift tickets

○ **J. Moffet – Economic Impact of GUC to Gunnison County***

*Please keep in mind this only shows direct spending from tourist travel and does not include the economic benefits arising from 2nd HO usage, non-tourist travel, airport employment, nor community multipliers.

Economic Impact of GUC to Gunnison County

TAX ROI	Community Revenues	4.0% Lodging Tax	4% Admission Tax	5% Sales Tax	1% County	2.9% State	0.6% RTA	Tax Totals
Room Revenue	\$7,560,000	\$302,400		\$378,000	\$75,600	\$219,240	\$45,360	\$1,020,600
Ancillary Spend Per Guest @ \$190 Per Day Average	\$23,940,000			\$1,197,000	\$239,400	\$694,260	\$143,640	\$2,274,300
Lift Ticket Revenue	\$5,040,000		\$201,600					\$201,600
Totals	\$36,540,000	\$302,400	\$201,600	\$1,575,000	\$315,000	\$913,500	\$189,000	\$3,496,500

- Assumes 28,000 passengers
 - 90 percent destinations guests
 - 5 night LOS
 - 60 percent rent lodging



CRESTED BUTTE
COLORADO

Inspire your passion.

○ **Anecdotes from Board:**

- Anecdote from G. Taylor: Less than 25% of business is local – would not have selection we would if it weren't for tourists. Business drops by 50%+ during non-tourism periods

- Anecdote from C. Riggs: 60-75% of restaurant business is local.

- **GUC Passenger Enplanements Winter**

	Inbound	Outbound
2007-08	26,921	26,709
2008-09	28,627	29,052
2009-10	24,382	25,116
2010-11*	20,641	20,891

*2010-11 as of 1/26/11 and does not include diverted flights

- **Key Tourism Association functions:**

- 501 c6 non-profit corporation
- Responsible for “county-wide” year-round marketing
- Primary goal is to increase overnight guests
- Primary marketing tools/interaction with potential visitors: print vacation planner, web site, toll free numbers, social media; online reservations and reservation call center
- Marketing efforts: print, direct mail, internet, electronic communication, radio, press releases, hosting familiarization trips, tradeshow, networking

Executive Overview of Reports – January 11, 2011
Tourism Association Board Meeting

Beginning July 13, 2010 meeting, all reports, budget and minutes are approved as part of the consent agenda.

Stats Report

Web Traffic: 2010 year ending over 2009 is up 48%

- January 2011 compared to January 2010 – up 60%

Phone Call Volume: 2010 year ending over 2009 is up 9%

- January 2011 compared to January 2010 – down 23%

LMD tax: We have LMD information through November 2010.

2010 YTD through November is down 11%; NOTE: December will include “4th quarter” LMD revenues and is typically higher than “non-quarter end months.”

Municipal Sales Tax: We report with a 60 day lag due availability of data. YTD November 2010 year-ove- year compared to 2009:

Crested Butte: lodging (L) +7%; Restaurant (R) -3%; Retail (RT) +3

Mt. CB: (L) -11%; (R) -46%; (RT) +20%

Gunnison: (L) -4%; (R) -4%; (RT) Flat

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!

Budget/Accounting:

Beginning July 13, 2010 meeting, the budget is approved as part of the consent agenda.

On June 9 2010, we started working with Ridgeway Accounting & Consulting to do our bookkeeping. Our invoices are dropped off every other Monday/Tuesday and picked up and mailed on Wednesday/Thursday.

2010 budget: will be closed at the April 2011 meeting due to invoices continuing to come in from vendors. We have received 100% of the LMD revenues and have 97% of expenses paid.

2011 budget: we are operating off of contingency; Marble LMD funds and the CTO Film Grant; expect January LMD payment on February 14, 2011

Minutes: Attached.

Follow up work outstanding:

- C. Riggs suggesting revised bylaws text re: Question: What happens when enough members have a conflict of interest?
- In our bylaws, Section 7 does not discuss COI, so we may need to add to a section and default to another party (suggestion made to default to Executive Director) in the event more than the quorum has a COI. Secretary, Carolyn Riggs will look into drafting some language
- C. Ladoulis, Treasurer, will supply samples for a revised budget layout

Thank you,
Jane Chaney
Executive Director

PR REPORT for Jan. 5 – Feb. 3, 2011

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media: Alley Loop, Romance in the Rockies, Progressive Bonfire Dinner
- Local media article: Board of director nominations
- Continue to update winter/spring press releases and post in media room on TA's website, and working on summer/fall releases

Media Contacts

- Information: RV Journals for April – July events (and photos), destination wedding release to Yellowscene's new Colorado Brides publication, new Nordic Ski Colorado magazine
- Photos: Colorado Tourism Office's UK office for media request, skiingmag.com and skimag.com,
- Upcoming Media Visits: Snowshoe Magazine, Feb. 8 - 11, and assisting CBMR with several others
- Completed Media Visits:
 - CTO UK media FAM (Crested Butte & Telluride, 5 journalists and 2 Colorado Tourism Office representatives) Jan. 15 – 18: hosted two dinners, set up breakfast/tour at The Ruby, attended a lunch at CBMR, skied with group
 - Amber Johnson, MileHighMamas.com, Jan. 20 – 23: met Amber and her family at the Adventure Park for bakery treats and fun
 - Irwin Curtin, freelance for LA Times/Boston Globe/others, Jan. 20 – 23: hosted a dinner, provided a tour
 - Eric Peterson, Frommer's, Jan. 23 – 25: hosted breakfast, skied
- Colorado Tourism Office press release opportunities, submitted information: Get Artsy, Spring Break
- Help a Reporter media leads: Valentine's, Rooms with a View for Valentine's Day, President's Day weekend deals, Valentine's packages/deals (2), romantic getaways (2), vacation deals, 10 Best End of Ski/Snowboard Season Parties in North America, girlfriend getaways, festival destinations for 2011, Best Fest Ideas, travel destinations as a unique gift idea, quirky destinations for venturesome travelers,
- 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

- Traveler's Ski Report on Crested Butte – Frommers.com
- Still Crazy After All These Years – CB Celebrates 50 Years of Skiing – Colorado Springs Gazette, OutThereColorado.com
- 48 Hours in Crested Butte – Ski.net (Skiing, Ski)
- Colorado Ski Destinations (CB, Aspen, Telluride, Silverton) – Snow magazine (Germany, resulting from a 2009.2010 season FAM)
- Where the Wildflowers Are (including CB Wildflower Festival) – story by PeterGreenberg.com on Oprah.com

- Family Travel Vacations to Love for Valentine's Day (CB among 5 destinations featured) – Lynn O'Rourke Hayes' travel column appeared in 20 or more media outlets including Dallas Morning News, Miami Herald, Kansas City Star, Sacramento Bee
- Valentine's Day in Colorado (Colorado Tourism Office press release that included Almont and CB packages) – picked up in more than 125 media outlets
- G-CB's Romance in the Rockies – OntheSnow.com, topeventsusanews.blogspot.com, travelpulse.com
- Valentine's Packages (including a CB deal) – AM New York
- CB Biking Destination (and mentions of ski season and autumn) – Sunset Travel Guide
- 101 Best of the West (including Cattlemen's Days) – American Cowboy
- Ski Resorts with Day's Drive of Rapid City (CB one of several mentioned) – Rapid City Journal
- Worst Times Ski/Snowboard in Colorado (suggested avoiding crowds at ski areas away from Denver such as CB) – Associated Content.com
- Colorado Ski Towns Worth Traveling To (CB one of 5) – Colorado Daily (University of Colorado)
- Alley Loop – Denver Post Outdoor Extremes section, Denver Post Travel section, Nordic Ski Colorado
- The Salvation of Ski Towns (mining towns turned ski towns, including CB) – Denver Post
- CS Irwin – Denver Post Travel section
- Watching a Daughter Grow Up on the Slopes (focused on CB) – Eileen Ogintz's Taking the Kids column – Huffingtonpost.com
- Black Canyon of the Gunnison – Examiner.com., feature article about winter activities in Denver Post Outdoor Extremes section, article by a photographer on nationalparkstraveler.com
- CB Nordic Ski Destination – Nordic Ski Colorado
- Best Affordable Resort Town Apres (includes Brown Labrador Pub in Mt. CB) – Examiner.com
- Flight Sales (including GUC) – Atlanta Journal Constitution
- Fly Free Deals – Walt Roessing's ski column in Dallas Morning News, Denton Record Chronicle
- Various winter deals – Examiner.com, doctorsreview.com
- Autumn photo from Kebler Pass - newest.net
- Mountain Bike Action Photo Gallery (Feb issue) – 2-page photo of a CB trail
- Historic Marble Quarry Back in Business in Marble – Associated Press (Picked up by several media outlets)
- Film Captures Relay Experience (article mentions upcoming Epic Rocky Mountain Relay from Woodland Park to CB) – Denver Post Outdoor Extremes
- 5 Colorado Marathons (including MountainAir Marathon) – Examiner.com
- CB Nordic Full Moon Yurt Dinners – Colorado Country Life
- ArtWalk Evening – Colorado Country Life

Other Activities

- Meeting with Jane & Erica to develop local communications plan for 2011
- Attend meeting with organizers of new Crested Butte Film Festival with Jane
- Met with Dave Radcliffe for TA organizational review
- Met with Kathleen, manager of Oh Be Joyful Gallery about the new Crested Butte Plein Air Invitational
- Continue to update media lists, clip books and media room on web site

GCBTA Budget vs. Actuals December 31, 2010

	Original Budget	Actual	Revised Budget	\$ Over Budget	% of Budget
MEMO:					
Contingency Fund	\$100,000.00	\$100,000.00	\$100,000.00		
Current Reimb Rec 2010		2,077.22			
Income:					
Carry Over CO-OP Reimburs		1,190.70		1,190.70	
Current CO-OP Reimburs		2,967.66		2,967.66	
Mt. CB Grant	75,000.00	75,000.00	75,000.00	0	100.00%
LMD	1,080,000.00	957,000.00	956,995.00	5	100.00%
Total Income	\$1,155,000.00	\$1,036,158.36	\$1,031,995.00	\$4,163.36	100.40%
Total Funds Avail for Use	\$1,155,000.00	\$1,056,761.36	\$1,052,598.00	\$24,766.36	
Expenses:					
Accountant	800	2,394.52	2,150.00	244.52	111.37%
B&B Creative	5,300.00	3,320.00	4,300.00	-980	77.21%
Board Member Related	1,000.00	1,008.19	1,000.00	8.19	100.82%
Dues/ Memberships	7,650.00	4,625.00	4,900.00	-275	94.39%
FAM Non-TA Hosted	1,000.00	0	0	0	
FAM TA Hosted	4,000.00	6,613.83	5,975.00	638.83	110.69%
Fulfillment	55,000.00	60,703.11	61,110.00	-406.89	99.33%
Hospitality	1,500.00	1,180.84	1,180.00	0.84	100.07%
Insurance	1,550.00	1,550.00	1,550.00	0	100.00%
Legal	100	23.54	100	-76.46	23.54%
Local Media	8,200.00	1,699.02	1,700.00	-0.98	99.94%
Local Meetings	3,000.00	1,861.18	2,160.00	-298.82	86.17%
Local PR:					
Buehler Communications	50,503.00	49,703.30	50,503.00	-799.7	98.42%
Intern-PR	0	430	430	0	100.00%
Supplies (Media CD's/ Phone)	150	115.18	150	-34.82	76.79%
Travel Expenses	400	292.95	400	-107.05	73.24%
Total Local PR	\$51,053.00	\$50,541.43	\$51,483.00	(\$941.57)	98.17%
Media:					
Direct Mail	22,000.00	23,605.32	22,000.00	1,605.32	107.30%
Internet	227,687.00	231,784.80	253,599.00	-21,814.20	91.40%
Mt. CB Grant	75,000.00	0	0	0	
Other	13,900.00	10,402.00	14,170.00	-3,768.00	73.41%
Print	275,724.00	334,057.00	313,303.00	20,754.00	106.62%
Radio	150,000.00	72,452.75	78,000.00	-5,547.25	92.89%
Total Media	\$764,311.00	\$672,301.87	\$681,072.00	(\$8,770.13)	98.71%
Misc Expenses	2,700.00	777.59	900	-122.41	86.40%
Office Supplies	975	609.63	375	234.63	162.57%
Payroll Expenses:					
Director Incentive	8,500.00	10,567.59	7,083.00	3,484.59	149.20%
Marketing Coordinator	46,300.00	40,046.54	46,300.00	-6,253.46	86.49%
Marketing Director	88,485.00	80,902.87	88,485.00	-7,582.13	91.43%
Total Payroll Expenses	\$143,285.00	\$131,517.00	\$141,868.00	(\$10,351.00)	92.70%
Photocopy (outside jobs)	50	0	0	0	
Photography	5,200.00	3,193.75	3,044.00	149.75	104.92%
Postage	300	200.8	300	-99.2	66.93%
PR Clip Service	4,986.00	500	4,986.00	-4,486.00	10.03%
Printing	3,000.00	255	255	0	100.00%
Promotional Items	2,500.00	3,700.00	3,500.00	200	105.71%
Promotions	1,500.00	241.52	800	-558.48	30.19%
Storage Unit(s)	2,440.00	2,401.00	2,440.00	-39	98.40%
Tele/ FAX/ Internet	4,500.00	4,081.59	4,500.00	-418.41	90.70%
Training/Prof. Development	100	0	0	0	
Travel Planner Reprint	46,000.00	46,684.00	46,000.00	-44,012.71	101.49%
Travel/ Tradeshow	11,000.00	1,987.29	5,700.00	-3,712.71	34.86%
Web Related	22,000.00	15,705.73	19,250.00	-3,544.27	81.59%
Total Expenses	\$1,155,000.00	\$1,019,677.43	1,052,598.00		96.87%

G-CBTA
Budget vs. Actuals: 2011 Budget January 31, 2011

	Original	Actual	\$ +/- Budget	% of Budget
MEMO:				
Contingency Fund	\$50,000.00	\$50,000.00		
Income:				
Carry Over CO-OP			0.00	
Carry Over Media Reimburs			0.00	
Current CO-OP Reimburs			0.00	
GRANTS			0.00	
CO Film Grant		500.00	500.00	
LMD	907,500.00	7,500.00		
Total Income	\$ 907,500.00	\$ 58,000.00	0.00	
Expenses:				
Accountant	4,050.00			0.00%
B&B Creative	5,000.00			0.00%
Board Member Related	1,000.00			0.00%
Dues/ Memberships	5,500.00			0.00%
FAMS	7,000.00		-7,000.00	0.00%
Fulfillment	51,000.00	4,097.00	-46,903.00	8.03%
G-CB Film Commission	1,500.00	333.32	-1,166.68	22.22%
Insurance	1,550.00	500.00	-1,050.00	32.26%
Local Media	725.00		-725.00	0.00%
Local Meetings	1,500.00			0.00%
Local PR:				
Buehler Communications	50,503.00			0.00%
Intern-PR	0.00			
Supplies (Media CD's/ Phone)	50.00			0.00%
Travel Expenses	275.00			0.00%
Total Local PR	\$ 50,828.00	\$ 0.00	\$ 0.00	0.00%
Media:				
Direct Mail	20,904.00			0.00%
Internet	297,848.00	95.00	-297,753.00	0.03%
Other	8,045.00	1,098.00	-6,947.00	13.65%
Print	204,345.00	12,824.75	-191,520.25	6.28%
Radio	49,928.00			0.00%
Total Media	\$ 581,070.00	\$ 14,017.75	-\$ 496,220.25	19.96%
Misc Expenses	1,354.00			0.00%
Office Supplies	350.00			0.00%
Payroll Expenses:				
Marketing Coordinator	41,843.00			0.00%
Marketing Director	88,284.00			0.00%
Total Payroll Expenses	\$ 130,127.00	\$ 0.00	\$ 0.00	0.00%
Photography	2,600.00			0.00%
Postage	250.00			0.00%
PR Clip Service	4,986.00			0.00%
Printing	3,650.00			0.00%
Promotional Items	3,000.00			0.00%
Storage Unit(s)	2,440.00	200.00	-2,240.00	8.20%
Tele/ FAX/ Internet	4,500.00			0.00%
Training/Prof. Development	100.00			0.00%
Travel Planner Reprint	60,000.00	60,050.00	50.00	100.08%
Travel/ Tradeshow	11,700.00	5,500.00	-6,200.00	47.01%
Web Related	21,720.00	150.00	-21,570.00	0.69%
Total Expenses	907,500.00	84,848.07	(872,652.00)	2.38%

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
January 11, 2010 –7:30 AM, Almont Resort

IN ATTENDANCE: R. Gardner, C. Riggs, S. Pierotti, W. Bearth, D. Wiens, D. Cole, E. Elliott
J. Chaney, E. Kelleher

ABSENT: J. Valenzuela, A. Greene, M. Taylor, C. Ladoulis

OTHERS: D. Adams, R. Bond, H. Channel, S. Snell–Dobert, S. Ferguson, S. Truex, T. Koehler

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.

8:34AM **Call to order** – January 2011 Board Meeting of the GCBTA

Quorum present

Consent Agenda:

- Approval of minutes from November 9, 2010 annual meeting (Dec. mtg was cancelled)
- Approval of finance report
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR)

Motion to approve Consent Agenda by: C. Elliott 2nd by: C. Riggs

8:45 AM **Old Business** –

- i. Marble Upper Crystal River Valley Chamber: Advisory Board seat discussion
 - a. David Adams was present. All but 2 major tourism businesses in Marble are represented in the newly formed chamber, which represents 80% of businesses.
 - b. Staff will ask L. Nienhueser, County Finance if LMD revenue report includes LMD from Marble. J. Chaney will contact Marble Town Clerk about getting their tax revenues to include in future stats report
 - c. Motion: Advisory board seat: Add Marble Upper Crystal River Valley Chamber seat as an official advisory board seat as our other chambers.
 - i. Motion: S. Pierotti, 2nd: R. Gardner
- ii. Conflict of Interest; policy was reviewed and there were no conflicts brought forward

9:10 AM **New Business** –

- i. Approval of policy regarding unpaid co-op advertising partners
- ii. Following discussion lead by J. Chaney (R. Bond was in agreement with discussion), C. Elliott moved to make the following motion: *“Any monies owed directly to the Gunnison-Crested Butte Tourism Association for advertising in excess of 60 days may result in the loss of Hospitality and Marketing Partner Benefits including but not limited to removal from the GunnisonCrestedButte.com website, the Gunnison-Crested Butte Vacation Planner and future co-op advertising opportunities.”* as a policy of the GCBTA – C. Riggs 2nd.
- iii. RTA Update: S. Truex
 - a. Air Service: Seats on AA down due to new Continental Houston market, overall seats sold is up 600 compared to last year, impacted by snow during holidays, \$275,000 between Sat-Mon in CBV with \$599 deal. Last week, under \$500,000 in sales which is almost a record week for CBV, good publicity from storm as far as awareness. Load factor at 42% for season, last year was 36% at this time

- a. Bus Service: Cut from 10 round trips to 6 round trips this winter (-40% available) and ridership is down 57% likely due to reduced schedule and because of bus fare. Riders per bus are down 30%.
 - b. Parking is up 12% at CBMR, 4 people in car = free parking
 - c. Mountain Express was up 10% in Dec. due to snow
 - d. Long term budget (5 year) for RTA: with policy assumptions
 - i. Money aside for capital reserves but grows air & ground programs together
 - ii. 8 roundtrips for bus next winter and make it free
 - iii. Airport survey – for apples to apples comparison from last year
 - iv. Merger can open up an opportunity – choices for booking
- iv. Public Lands Update: S. Snell-Dobert
- i. Black Canyon has been desperate for snow but 7” on Saturday helped & skiing on South Rim road and gate is at visitor center – fee free in the winter
 - ii. Curecanti – lake frozen on this end but not from Lake Fork to Dam
 - iii. Elk Creek Visitor Center: new information desk, new wall exhibits and infrastructure improvements including plan for 3D model for Blue Mesa Reservoir
 - iv. Fee Free Days: will send out periodic press releases – about 16 days throughout 2011 – Sandy will forward press release
- v. Chamber Updates
- a. Crested Butte/Mt. Crested Butte - R. Bond:
 - i. Increase of 15% in membership, summer events being planned for (Crested Butte Restaurant week with new kickoff event, Fat Tire Bike Week)
- vi. CBMR Update: D. Cole (As discussed in work session)
- i. Up 10% through Dec skier days, seats up by 1,000 seats
 - ii. Projected: Up 20k skier days, new rev benchmark
 - iii. Pass sales up 26% (in units) – CB cards, x-cards, etc., also up in student passes
 - iv. Snow report: 193” by end of last ski season – now over 200+
 - v. Room nights: February up 30%, March up 90%
 - vi. Summer: June 5/8 opening
 - vii. \$599 package is now available – lodging, airfare, lift tickets
- vii. Other Updates
- a. T. Koehler, Western State College:
 - i. Recently purchased Conundrum Press for new certification in publishing, starting in summer of 2011
 - ii. 1/18 Speaker in honor of Martin Luther King, Jr. Day: Harold Fields
 - b. J. Chaney: New Vacation Planner has been printed. (Distributed to each BOD Member)

9:30 AM Adjourn

**Gunnison – Crested Butte Tourism Association
Work Session Notes – Tuesday 1/11/11**

7:30 AM Call to order

- o Update: Gunnison-Crested Butte Film Commission: student intern project status
- o Policy discussion: Unpaid co-op advertising partners/Chamber members policy discussion (suggested policy text)

Any monies owed directly to the Gunnison-Crested Butte Tourism Association for advertising in excess of 60 days may result in the loss of Hospitality and Marketing Partner Benefits including but not limited to removal from the GunnisonCrestedButte.com website, the Gunnison-Crested Butte Vacation Planner and future co-op advertising opportunities. CARRIED TO BOARD MEETING FOR VOTE TO ACCEPT

- o Update: TA Assessment process/Dave Radcliffe here 1/17-20/11; appt's have been set up
- o Continue work on new Strategic Initiatives document –
- Rolled over from Nov. 9, 2010 meeting: J. Chaney/Dean Runyon Stats report/review and D. Cole report re: RTA Info and skier visits information report

- CBMR, D. Cole:

- o Up 10% through Dec. in skier days, seats up by 1,000 seats
- o Projected: Up 20k skier days, new rev benchmark
- o Pass sales up 26% (in units) – CB cards, x-cards, etc., also up in student passes
- o Snow report: 193” by end of last ski season – now over 200+
- o Room nights: February up 30%, March up 90%
- o Summer: June 5/8 opening
- o \$599 package is now available – lodging, airfare, lift tickets

- Dean Runyon County-by-County Visitor Spending information report , J. Chaney :

2007 Visitor Spending Comparison to 2008 and 2009:

- o San Miguel Co. (Telluride) 2008 up 2%; down 11% in 2009 to 2007
- o La Plata Co. (Durango) 2008 up 1.3%; down 8.2% in 2009 to 2007
- o Routt Co. (Steamboat) 2008 up 1.3%; down 14% in 2009 to 2007
- o Gunnison Co. 2008 down 2.5% from 2007; down 1.4% in 2009 to 2007

2008 compared to 2009 Visitor Spending:

- o Routt (Steamboat) down 17.5%
- o San Miguel (Telluride) down 12.8%
- o La Plata (Durango) down 10%
- o Gunnison Co. up 1.2%

County	2007 Visitor Spending	2008 Visitor Spending	2009 Visitor Spending
Routt (Steamboat Spgs)	341.7 million	346.1 million	294.5 million
San Miguel (Telluride)	137.5 million	140.4 million	122.5 million
La Plata (Durango)	245.8 million	248.9 million	225.8 million
Gunnison	153.4 million	149.6 million	151.3 million

Dean Runyon:

- o Numbers are figured using transportation, retail spending, overnight lodging and restaurant

- Sales tax info is basis to extrapolate visitor spending (Dean Runyon proprietary formula; consistently used across all Colorado Counties)

- Mention of RTA flights' economic impact; staff will contact S. Truex for data

- Talking Points (Elevator Speech) Goal: Increase community awareness, educate BOD members

- Awareness- anecdotes, knowledge
- Statistics will increase education
- Synthesize information in comparative report to see if there are trends

- For next meeting:

- Continue Strategic Initiative #1 conversation,
- Define talking points – answer what's in it for me (re: tourism), statistics impact explanation of tourism benefits (i.e. Marshall Taylor analogy; locals have greater selection of goods and services because of tourism demand)
- Work session notes from today's meeting and the 11/9/10 meeting regarding Strategic Initiative #1 will be compiled in one doc for everyone for next meeting to pull out anecdotal information and facts to then prioritize most important pieces of knowledge (succinct to more complex).

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	2400
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	2773
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	4556
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	13426
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	21268
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	15000
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	14592
2010	14625	15789	13243	13194	36689	25431	32179	48567	24512	17789	16837	19762	14625
2011	23348												23348
% Change	60%	40%	1%	22%	175%	25%	41%	187%	66%	38%	8%	-9%	60%

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	NA
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
2010	511	516	435	417	447	549	550	516	428	266	390	410	5435
2011	392												392
% Change	-23%	40%	-8%	16%	1%	22%	-13%	21%	8%	-13%	22%	4%	-23%

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	708560
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	859494
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	930645
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	941448
2009	30469	60697	306442	17307	5577	116724	23104	11030	325558	31559	12444	136312	940912
2010	14801	6442	251703	12672	7337	123298	7278	17313	370904	23465	6892		842105
													-11%

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	96248
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	95935
2005	4649	4686	5958	3971	7354	12538	18972	16281	13538	8178	5716	5411	101841
2006	5354	5235	7043	3690	9042	15528	25735	22172	17984	11231	5262	5579	128276
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	159365
2008	7979	8792	9547	5636	10479	19179	28773	25008	21689	13008	7073	6605	157163
2009	5341	6026	6667	4902	10403	19426	24884	22467	20383	9740	4464	5717	134703
2010	3692	4733	7320	3842	7890	19038	26650	21701	19606	9621	4914		129007
% Change	-31%	-21%	10%	-22%	-24%	-2%	7%	-3%	-4%	1%	10%	-13%	-4%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	76274
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	78362
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4682	10406	105993
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4547	13538	112944
2007	8024	8347	16746	3173	3520	12124	17770	18155	19354	3987	2071	16640	113271
2008	9442	9723	21514	2406	2212	12965	17869	16077	21748	3420	1502	10950	118878
2009	8913	8321	18457	1508	1979	13064	20830	18132	25057	2870	1421	13359	120553
2010	7944	7902	19011	1219	1935	13587	25480	18856	27334	3891	1848		129007
% Change	-11%	-5%	3%	-19%	-2%	4%	22%	4%	9%	36%	30%	22%	7%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	368149
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	288401
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	395130
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	91209	453208
2007	86253	85196	130937	6531	6960	19299	45694	41964	27076	8296	8662	121660	466868
2008	99264	87959	148111	6814	2941	25438	43682	37817	33657	6777	5082	104241	497542
2009	75466	89826	130976	3976	3576	25604	40800	35241	23949	2615	3603	90069	435633
2010	60345	72070	108714	4495	1937	17991	57200	30782	27535	4210	3713		388992
% Change	-20%	-20%	-17%	13%	-46%	-14%	77%	-13%	15%	61%	3%	-14%	-11%

YTD -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	328700
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	347348
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	375399
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	424983
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	429860
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	396638
2009	34635	18704	25316	19565	26808	40952	42348	47947	46133	29942	22379	36504	354729
2010	29268	21656	27343	20152	26452	40858	44956	53152	41906	28678	21922		356343
% Change	-15%	16%	8%	3%	-1%	0%	6%	11%	-9%	-4%	-2%	-18%	0%
CB													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	424588
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	480774
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	509545
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	549217
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	543418
2008	42085	42,835	52543	18312	20066	50543	95547	100506	45375	28255	22,016	67532	518083
2009	37208	37,377	46202	14723	20212	49748	91684	87571	46660	22182	19,147	61450	472714
2010	32713	35364	46397	14399	20616	44439	103988	87079	53514	24007	22538		485054
% Change	-12%	-5%	0%	-2%	2%	-11%	13%	-1%	15%	8%	18%	-9%	3%
MTCB													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	240384
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	255403
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	285551
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	335735
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	303560
2008	64513	61793	90106	17805	4841	12819	14097	21577	14759	5482	13971	87473	321763
2009	48535	50220	69695	7355	3260	5721	9085	8818	10458	3545	10312	67643	227004
2010	50376	55292	80662	6741	2494	8852	16254	12926	14014	7258	17164		272033
% Change	4%	10%	16%	-8%	-24%	60%	79%	47%	34%	105%	66%	-23%	20%
													6%

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	396549
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	426111
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	468023
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	511730
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	541933
2008	38838	42421	44430	40616	49952	54807	72086	68725	60096	49743	40772	41591	562486
2009	37722	36487	41541	36960	44397	59528	73437	64630	57607	46210	33979	42094	532498
2010	34427	36544	39231	35175	42730	53195	71814	60734	53196	45750	37002		509798
% Change	-9%	0%	-6%	-5%	-4%	-11%	-2%	-6%	-8%	-8%	9%	1%	-4%
CB													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	355688
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	407197
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	457476
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	494640
2007	56383	57427	67508	21029	22848	47074	89496	74102	52602	26055	24,136	59782	538660
2008	54704	60109	66590	21701	20506	48398	88207	77768	49917	28897	21,165	50918	537962
2009	49781	51376	61241	14323	21640	45487	90054	75236	48649	24324	17,820	51661	499931
2010	43311	47936	54305	13946	17820	45733	97908	71296	51076	24151	17527		485009
% Change	-13%	-7%	-11%	-3%	-18%	1%	9%	-5%	5%	-1%	-2%	1%	-3%
MTCB													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	188307
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	155516
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	157217
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	188315
2007	64438	62450	94686	15208	4512	11141	18718	13918	24326	8402	19491	108634	337289
2008	71681	68659	100118	19783	5379	14243	15663	23974	16399	6091	15523	97192	357514
2009	60669	62775	87119	9194	4075	7151	11356	11023	13073	4431	12890	84554	283755
2010	30104	32368	34819	4073	40	8063	18571	11846	6710	1483	4812		152889
% Change	-50%	-48%	-60%	-56%	-99%	5%	51%	8%	-49%	-67%	-62%	-13%	-46%
													-13%

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 one person's visit to the web site and does not distinguish between first time and returning guests.

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

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 for renovation; winter 07/08 54% of hotel available

2007 - 2009 Mt. CB numbers were adjusted to 5% by Karl Trujillo for sound comparison to new 2010 tax rate of 5%