

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
February 9, 2010 –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 – February 2010 Board Meeting of the GCBTA
I. Review and approve minutes from the January 2010 Regular Board Meeting
- 7:35 AM **II. New Business** –
(i) RTA Update
(ii) Chamber Updates
(iii) CBMR Update
(iv) Review bylaw section re: filling vacated position (length of term for appointment)
(v) 2010 Board Retreat date: post elections (mid – late April)
- 7:50 AM **IV. Finance Report** –L Meredith
Motion to approve by: 2nd by:
- 8:00 AM **V. Comment/questions about attached staff reports**
i. Executive Overview of Reports
ii. Progress Report
iii. LMD/Sales taxes
iv. Web traffic/phone call volume
v. PR report
- 8:20 AM **V. Old Business** –
i. Continue work begun at the May 2009 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.
• **TO DO:**
○ Board to develop “roll out plan” to community at large (announcing repository, location of it, benefits, other details, etc.)
○ Update on WSC Intern for this project – J. Chaney
○ Time permitting, select “next” Strategic Initiative to begin work on
- 9:30 AM Adjourn

Attachments: January Agenda, January 2010 meeting minutes, 2009 budget, 2010 Budget, Executive Overview of Reports: PR Report, Stats; Progress Report

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PROGRESS REPORT
January 12 – February 8, 2010

- a. 1/12 JC/BB/RS meeting with T. Scott re: Gunnison positioning/media FAM
- b. 1/12 JC recorded PSA for Wedding Show
- c. 1/13 JC meeting with J. Stillo re: Vacation Planner photos
- d. 1/14 JC/RS meeting with D. Vandenbusche/H. Rees re: podcasts for web site
- e. 1/15 JC attended RTA board meeting/TA update
- f. 1/15 JC meeting with K. Walters WSC intern for data project
- g. 1/17 JC set up TA display for Wedding Show
- h. 1/18 JC attended Gunnison Valley Observatory Board meeting
- i. 1/18 WB/JC lodging meetings – Super 8, Comfort Inn, Holiday Inn
- j. 1/19 JC/RS airport pick up ARES lodging manager; RS dinner with R. Puglisi
- k. 1/20 – 22 JC/RS 13 lodging appointments; 2 lodging meetings (Gunnison & Mt. CB)
- l. 1/25 JC to Denver to attend TIAC (Tourism Industry of CO) meeting; legislative reception and Tourism Day at the Capital
- m. 1/29 JC attended Western Slope Non-Profit meeting (Assessment for well functioning non-profit)
- n. RS had several meetings with partners re: web sites/social media marketing
- o. Community Calendar – continue to make contact with area events/groups to load info on web site
- p. Clip Book Update – ongoing;
- q. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- r. Ongoing purchase of media per the 2010 media plan; creating insertion orders; approving ads
- s. E-newsletters for specialty interests regular E-communication to our lists and purchased lists
- t. 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

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
January 12, 2010 - 7:30 AM, Almont Resort

IN ATTENDANCE: W. Bearth, S. Pierotti, M. Eldridge, M. Dethloff, R. Gardner, C. Riggs, J. Chaney, R. Strickland

OTHERS: H. Channel, R. Bond, S. Snell-Dobert, M. Kube, S. Truex, J. Wirsing, K. Kinserf

NOT IN ATTENDANCE: J. Valenzuela, L. Meredith, D. Cole, A. Greene, M. Taylor,

Agenda Topic: Call to order –

I. Review and approve Minutes

- i. Motion to approve 11/10/09 Minutes M. Dethloff 2d: C. Riggs: VOTE: ALL in favor
- ii. Motion to approve the Minutes from 12/09 special meeting Motion: C. Riggs 2nd: M. Dethloff VOTE: All in favor

Agenda Topic: New Business –

- 1) Welcome New TA Advisory Board member for Public Lands, Sandy Snell-Dobert and John Wirsing, CB Town Council (self introductions)
- 2) Community Energy Advisory Board – TA Board Representative; (Mtg 1/14/10, 1-3PM Gunnison City Council Chambers) are there any volunteers from the Board? H. Channell said he'd be there and would represent the TA and provide updates as needed.
- 3) RTA update – Scott Truex: Ridership is down 15% but one less bus (9%) so still down a bit. The Denver bus started daily service Dec. 1. There is a new leg to Alamosa; Air is down 16% YOY
- 4) Chamber updates: CB/MTCB buy local program is underway and will include; a coupon book as an incentive to shop. The chamber is looking to improve the downtown business environment. FTBW planning is aimed at raising the bar and will include new events like the Fat Tire 40.
- 5) January TA Committee reports: J. Chaney will be calling a marketing committee meeting soon. (Daren, Maggie, Marshal, Rachael, Wanda, Stephen)
- 6) CBMR update: 50% of Dec booking was made in Dec. Fly Ski and Stay is the new (FFFF promotion). CBMR is excited about the Drew Emmett Blue Grass festival 7/8-12/10
- 7) April BOD meeting: M. Eldridge made a motion to change the April Board Meeting due to spring break to 4/6/10 2nd: R. Gardner VOTE: ALL in favor.
- 8) 2010 Board Retreat will be proposed next meeting.

Agenda Topic: Finance Report – J. Chaney in absence of L Meredith (reviewed by L. Meredith 1/7/10)
Motion to approve by: M. Dethloff 2nd by: M. Eldridge VOTE: All in favor

Agenda Topic: Comment/questions about attached staff reports

- 1) No comments/ questions: NONE

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Agenda Topic: Old Business -

i. Continue work begun at the May 2009 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.
- **TO DO:**
 - a. Update on WSC Intern for this project – A student has been selected and will begin the project after orientation 1/15/10
 - b. ADR/Occupancy Plan:
 - i. Identify partners who will likely participate and have them sign a participation agreement. MTCB and Crested Butte seem to be covered; J. Valenzuela will be asked to participate; W. Bearth will join J. Chaney in property visits once hotels are determined.
 - 1. CBMR, CBL
 - 2. Old Town Inn, Inn @ CB, Elk Mt. Hostel
 - 3. Gunnison TBD
 - ii. M. Eldridge suggested that we identify partners who have ability to report occupancy and secondarily ADR. J. Chaney commented and reinforced the importance of ADR as the mechanism that will help us understand supply and demand. Many advisory and board members agree that occupancy is a starting place and could create buy-in in the future toward the goal of receiving ADR.
 - iii. Goal is to share all information (stats) with all valley members
 - c. Board to develop “roll out plan” to community at large (announcing repository, location of it, benefits, other details, etc.) This will be determined at the February meeting.
 - d.

Meeting Adjourned 9:27 AM

2009 G-CBTA

	Actual	Budget	% of Budget
Revenue			
Carry Over Hill & Co		13,840.00	0.00%
Carry Over Media Internet		22,627.00	0.00%
Contingency Fund		80,000.00	0.00%
Current CO-OP Reimbursement	11,182.95	11,183.00	100.00%
Current Media Reimbursement	58,008.51	58,009.00	100.00%
LMD	1,075,000.00	1,075,000.00	100.00%
Total Revenue	\$ 1,144,191.46	\$ 1,260,659.00	90.76%
Expenses			
Accountant	757.50	800.00	94.69%
B&B Creative	4,845.50	4,846.00	99.99%
Board Member Related	1,092.14	1,092.00	100.01%
Computer/ Office Equipment		0.00	
Dues/ Memberships	11,575.00	11,575.00	100.00%
FAM Non-TA Hosted	1,414.50	1,415.00	99.96%
FAM TA Hosted	4,378.96	4,379.00	100.00%
Fulfillment	60,474.01	60,474.00	100.00%
Hill & CO	14,220.48	13,840.00	102.75%
Hospitality	2,351.28	2,351.00	100.01%
Insurance	1,550.00	1,550.00	100.00%
Legal	85.00	85.00	100.00%
Local Media	8,293.52	8,294.00	99.99%
Local Meetings	2,747.53	2,748.00	99.98%
Local PR			
Buehler Communications	49,530.00	49,530.00	100.00%
Intern-PR Value	750.00	1,000.00	75.00%
Supplies (Media CD's/ Phone)	171.37	171.00	100.22%
Travel Expenses	696.77	697.00	99.97%
Total Local PR	\$ 51,148.14	\$ 51,398.00	99.51%
Media			
Direct Mail	21,257.93	21,258.00	100.00%
Internet	210,431.62	214,727.00	98.00%
Media Reimbursement		20,277.00	0.00%
Other	13,075.63	13,076.00	100.00%
Print	352,943.06	348,841.00	101.18%
Radio	112,715.00	150,000.00	75.14%
Total Media	\$ 710,423.24	\$ 768,179.00	92.48%
Misc Expenses	3,033.89	6,432.00	47.17%
Office Supplies	962.38	962.00	100.04%
Payroll Expenses			
Director Incentive	1,689.70	4,500.00	37.55%
Marketing Coordinator	41,286.66	46,300.00	89.17%
Marketing Director	88,038.90	88,485.00	99.50%
Total Payroll Expenses	\$ 131,015.26	\$ 139,285.00	94.06%
Photocopy (outside jobs)		0.00	
Photography	5,368.75	5,369.00	100.00%
Postage	365.81	366.00	99.95%
PR Clip Service	2,800.00	2,800.00	100.00%
Printing	2,253.50	2,254.00	99.98%
Promotional Items	4,088.85	4,089.00	100.00%
Promotions	583.75	584.00	99.96%
Storage Unit(s)	2,400.00	2,400.00	100.00%
Subscriptions		0.00	
Tele/ FAX/ Internet	3,841.88	4,500.00	85.38%
Training/Prof. Development	39.00	39.00	100.00%
Travel Planner Reprint	45,431.00	45,431.00	100.00%
Travel/ Tradeshow	9,416.69	11,000.00	85.61%
Web Related	19,667.18	22,122.00	88.90%
Total Expenses	\$ 1,106,624.74	\$ 1,180,659.00	93.73%

Thursday, Jan 28, 2010 05:03:54 PM GMT-7 - Accrual Basis

2010 G-CBTA

	Actual	Budget	% of Budget
Revenue			
Carry Over Hill & Co		0.00	
Carry Over Media Internet		0.00	
Contingency Fund		80,000.00	0.00%
Current CO-OP Reimbursement		0.00	
Current Media Reimbursement		0.00	
Mt. CB Grant		75,000.00	0.00%
LMD		1,080,000.00	0.00%
Total Revenue	#REF!	\$ 1,235,000.00	0.00%
Expenses			
Accountant		800.00	0.00%
B&B Creative		5,300.00	0.00%
Board Member Related		1,000.00	0.00%
Dues/ Memberships	2,000.00	7,650.00	26.14%
FAM Non-TA Hosted		1,000.00	0.00%
FAM TA Hosted		4,000.00	0.00%
Fulfillment	2,431.72	55,000.00	4.42%
Hospitality		1,500.00	0.00%
Insurance	500.00	1,550.00	32.26%
Legal		100.00	0.00%
Local Media		8,200.00	0.00%
Local Meetings	151.00	3,000.00	5.03%
Local PR			
Buehler Communications		50,503.00	0.00%
Supplies (Media CD's/ Phone)		150.00	0.00%
Travel Expenses		400.00	0.00%
Total Local PR	\$ 0.00	\$ 51,053.00	0.00%
Media			
Direct Mail		22,000.00	0.00%
Internet	19,187.75	227,687.00	8.43%
Mt. CB Grant		75,000.00	0.00%
Other	1,098.00	13,900.00	7.90%
Print	30,926.63	275,724.00	11.22%
Radio		150,000.00	0.00%
Total Media	\$ 51,212.38	\$ 764,311.00	6.70%
Misc Expenses		2,700.00	0.00%
Office Supplies		975.00	0.00%
Payroll Expenses			
Director Incentive		8,500.00	0.00%
Marketing Coordinator		46,300.00	0.00%
Marketing Director		88,485.00	0.00%
Total Payroll Expenses	\$ 0.00	\$ 143,285.00	0.00%
Photocopy (outside jobs)		50.00	0.00%
Photography	1,043.75	5,200.00	20.07%
Postage		300.00	0.00%
PR Clip Service	500.00	4,986.00	10.03%
Printing		3,000.00	0.00%
Promotional Items		2,500.00	0.00%
Promotions	99.64	1,500.00	6.64%
Storage Unit(s)	200.00	2,440.00	8.20%
Tele/ FAX/ Internet	63.48	4,500.00	1.41%
Training/Prof. Development		100.00	0.00%
Travel Planner Reprint		46,000.00	0.00%
Travel/ Tradeshow	75.00	11,000.00	0.68%
Web Related	200.00	22,000.00	0.91%
Total Expenses	\$ 58,476.97	\$ 1,155,000.00	5.06%

Thursday, Jan 28, 2010 05:07:50 PM GMT-7 - Accrual Basis

Executive Overview of Reports/Attachments – February 9, 2010
Tourism Association Board Meeting

Stats Report:

- The Stats Report shows municipal taxes through November 2009. November can be low season and is very dependent upon early snow to kick off winter sports. This year, November was significantly below previous years having a negative affect on year-to-date overall numbers. The lowest year over year decline was -5% in Crested Butte lodging tax collections.

Think about municipal taxes in this regard:

- The business has 30 days to pay the municipality (e.g. October is due by November 1)
- The municipality needs time after those 30 days to report and eventually post
- Total lag at minimum is 45 days.

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

- Due to creating the Board Packer earlier than usual, Rob will report January web and phone numbers at the meeting on Feb. 9th.
- LMD tax report is through November 2009 and shows year over year flat to 2008; last month we were down 1%. Unlike “home rule” with municipalities, the LMD is recorded in the month in which it was reported to the state, not when it was collected by the lodging property.

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

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

PR Report:

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

Current Budget:

The budget 2009 and 2010 budgets 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 Jan. 8 - 28, 2010

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Alley Loop/Progressive Bonfire Dinner, Romance in the Rockies
- Updating winter/spring releases as needed and writing new releases as topics arise
- Starting to writer Summer/Fall press releases

Media Contacts

- Information about romance vacation packages to SmarterTravel.com, Crested Butte to Aspen hike (and photos) to 5280, spring and summer activities to writers Victor Block and Fyllis Hockman
- Photos to Colorado Tourism Office's Mexico PR contact showing winter scenes/activities (for journalists who visited during the Mexico media FAM)
- Working with Rachel Gardner to coordinate Rocky Mountain Bride photo shoot and visit
- Upcoming Media Visits (hosting with CBMR) – Jan. 28 – 30 and Feb. 8 - 10: UK FAMs through Colorado Ski Country (2 people each); Feb. 8 – 10: Colorado Tourism Office Winter FAM (6 people); Feb. 21 – 23: two German journalists through the Colorado Tourism Office.
- “Snow at First Sight” Visit, Feb. 20 – 24 (includes two of three winners of the Colorado Tourism Office's social media campaign and one CTO rep)
- Working with Kirsten Texler, PR and communications director for CBMR, to plan other journalist visits for this winter
- Respond to Colorado Tourism Office (CTO) PR opportunities – wedding press release in Japan market, rodeos/guest ranch press release in Japan market, What's New for Summer/Fall
- 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

- A Winter Weekend in Crested Butte – Atlanta Journal-Constitution
- ShortTrip to Crested Butte – Denver Post Travel Section
- Colorado Tour (including sections on G-CB and Black Canyon of the Gunnison and also the lead 2-page spread photo was of CB) – American Journal (a German publication)
- Black Canyon of the Gunnison – National Geographic Traveler (online), Colorado Daily (1 of 5 spring break ideas for staying in Colorado)
- Packing for a Family Ski Trip (included ideas from Diane Mueller) – NY Times
- Regional Ski Areas/How They Are Thriving & Surviving (including Crested Butte) – Pueblo Chieftain and Grand Junction Sentinel
- January Activities/Deals – Fort Worth Star-Telegram
- Holiday Activities/Deals – Denver Daily News
- New Year's Package at CBMR – Chicago Tribune
- New Year's Activities/Packages – Business Transworld
- Friends & Family Fly Free – OntheSnow.com
- Grand Lodge package – NorthJersey.com
- Romance Package (The Ruby & Django's) – About.com
- Kids Ski Free/Friends & Family Fly Free to CB – OntheSnow.com
- Flight Deals to the Colorado Rockies this Winter (including G-CB) – Atlanta Journal-Constitution
- The Lost Roots of Colorado Skiing (including the former Pioneer Ski Area) – Boulder Weekly
- Crested Butte Divided Over Its Future – Published in the Colorado Springs Gazette and picked up in the Kansas City Star, Miami Herald and at least 8 other publications
- Various Nordic Events in CB – Denver Post Outdoor Extremes Calendar (several times)
- Ski or Snowshoe to Brunch at the Yurt – Colorado Country Life
- Moonlight Nordic/Snowshoe Tours to the Yurt – Elevation Outdoors
- 10 Best Ski Towns in the World (including Crested Butte) by Women's Day magazine – mentioned on Examiner.com

- 16 Best Ski Resorts in North America (included CB) in Outside magazine – mentioned in 6 more media outlets in addition to the 44 mentioned in the last PR report
- Best 2 Ski Towns in the U.S. (Crested Butte and Telluride) – Daily Breeze
- 5 Winter Travel Ideas for Families (included Learn to Skate Ski for Free! In CB) – in Lynn O'Rourke Hayes column that appeared in at least 45 media outlets (including Good Housekeeping)
- Snow Virgins Visit the Colorado Rockies (CTO social media campaign, CB on the itinerary and in press release) – Vail Daily, Sky-Hi Daily News, Summit Daily News, Media Buyer Planner, Marketing Vox
- What's New in Colorado in 2010 (press release by Colorado Tourism Office that mentioned CBMR's new Adventure Center) – Appeared in approximately 100 media outlets
- Military Ski Discounts (CB one of the Colorado ski areas mentioned) – Dallas Morning News, Denton Record-Chronicle
- Alley Loop/Progressive Bonfire Dinner – First Tracks Online
- Crested Butte Steeps Open/Wendy Fisher's Valentine's Ski Clinic – Denver Post Outdoor Extremes Briefs
- Avatar a Veiled Tale of Crested Butte? – Bill Husted's Denver Post column
- Telemark Skiing (mentions CB's role in the renewal of the sport) – Denver Post
- Freewheelin': Time to starting thinking about biking (included a Trail 401 photo from CB) – Birmingham News
- Titans of Mountain Biking (includes the Mountain Bike Hall of Fame in CB) – Helium.com
- Snow Tubing in Colorado (included CB) – Greeley Tribune

Other Activities

- Met with Jane, Rob and Tammy about organizing a Gunnison media FAM for June 2010, increasing our marketing effort toward films/commercials/catalogs, and developing new press releases that focus on Gunnison
- Attend Colorado Film Office presentation in Gunnison, Jan. 21
- Continue to update media lists, clip books and media room on web site

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

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

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2003	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	28800
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	34027
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	88645
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	186459
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	247718
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	200955
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	188318
% Change	-3%	-19%	-26%	-21%	-19%	-20%	-5%	24%	10%	-7%	12%	10%	-6%

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

(Data collection began in September of 2003)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2003									322	301	284	377	1284
2004	370	410	236	168	313	322	684	441	500	344	710	564	5062
2005	533	589	470	457	521	738	841	528	556	499	482	683	6897
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	9808
2007	606	495	495	420	402	705	686	537	588	544	484	561	6523
2008	596	575	567	503	475	514	616	527	453	350	296	570	6042
2009	428	368	471	359	441	450	631	428	396	304	320	395	4991
% Change	-28%	-36%	-17%	-29%	-7%	-12%	2%	-19%	-13%	-13%	8%	-31%	-17%

LMD TAX REVENUES * % based on YTD AGGREGATE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2005	10582	5614	280068	57311	1664	106651	9381	3676	293913	-60908	609	103977	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	23122	11030	325558	31559	12444		940929
													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	96248
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	95935
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	105421
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	126949
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	159365.25
2008	7979	8792	9547	5636	10479	19179	27932	25008	21689	13008	7073	6605	156322
2009	5341	6026	6667	4902	8245	15561	24884	19269	16498	9740	4464		121597
% Change	-33%	-31%	-30%	-13%	-21%	-19%	-11%	-23%	-24%	-25%	-37%		-22%
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	78362.44
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	105992.9
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4,547	13538	112943.91
2007	8,024	8,347	16746	3173	3520	12124	17770	18155	19354	3987	2,071	16640	113271
2008	9,442	9,723	21514	2406	2212	12965	17869	16077	21748	3420	1,502	10950	118878
2009	8,769	8,321	15571	1508	1,979	12592	21606	18132	23607	2870	1,421		116376.58
% Change	-7%	-14%	-28%	-37%	-11%	-3%	21%	13%	9%	-16%	-5%		-2%
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	357830
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	90003	453208
2007	77628	76676	117843	5878	6264	17369	41125	37768	24368	7466	7796	106833	420181
2008	89338	79163	133300	6133	2647	22894	39314	34035	30291	6099	4574	91501	447788
2009*	60373	71861	104781	3146	2861	20483	32640	28193	19159	2092	2882		348471
% Change	-32%	-9%	-21%	-49%	8%	-11%	-17%	-17%	-37%	-66%	-37%		-22%
													YTD
													-18.9%

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	424983.19
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	429860.22
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	396638
2009	34635	18704	25316	19565	26781	38870	40562	47947	46133	29942	22379		350834
% Change	4%	-21%	-21%	-18%	-10%	-14%	-10%	-14%	-6%	-8%	-14%		-12%
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	480773.56
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	509544.61
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	549216.7
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	543418
2008	42085	42,835	52543	18312	20066	50543	94849	100153	45375	28255	22,016	66050	517032
2009	33881	36,736	44764	14283	19303	49181	89861	86618	45526	21554	18,341		460047.89
% Change	-19%	-14%	-15%	-22%	-4%	-3%	-5%	-14%	0%	-24%	-17%		-11%
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		227004
% Change	-25%	-19%	-23%	-59%	-33%	-55%	-36%	-59%	-29%	-35%	-26%		-29%
													-16%

Local RESTAURANT SALES TAX - Comparison from same month last year**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Gunnison													
2003	27556	23845	31212	28967	35032	40953	49786	47605	43275	39854	28464	29586	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	54282	67420	68725	60096	49743	40772	41591	557295
2009	37722	36487	41541	36960	44397	57368	69260	63986	57607	46210	33979		525517
% Change	-3%	-16%	-7%	-10%	-13%	5%	3%	-7%	-4%	-8%	-20%		-6%
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	407197.38
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	457475.52
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	494639.6
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	536261
2008	54704	60109	66590	21701	20506	47987	87931	77768	49917	28897	21,165	47664	537275
2009	49164	49452	53314	14181	21640	44500	90054	75236	44294	21252	17,820		480906.78
% Change	-10%	-18%	-20%	-35%	6%	-7%	2%	-3%	-11%	-26%	-16%		-10%
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	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	146684
2008	31318	34882	39149	7108	1776	5912	15620	13106	13847	2953	4818	29064	170489
2009*	31339	30169	34576	3346	691	7450	10927	9839	5282	606	3120		137345
% Change	0%	-14%	-12%	-53%	-61%	26%	-30%	-25%	-62%	-79%	-35%		-19%
													-10%

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

YTD is an acronym for Year-To-Date

LMD is an acronym for Local Marketing District

* Local Marketing District (LMD) TAX- Is reported by Gunnison County in the Modified Accrual Method AND HAS A 90 DAY LAG

** SALES TAX REPORTS HAVE A 90 DAY LAG and are collected locally and reported by each municipality

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

** CB Home Rule effective date- Nov 2003

* Web Traffic is measured by Unique Visits. A Unique Visit is defined as one person's visit to the web site

and does not distinguished between first time and returning visits.

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

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

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

3 properties paid 4th Q08 in Feb of 09

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

Club Med closed April 2006 at the end of ski season

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

Winter 06/07 63% of hotel available;

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

CBMR closed Elevation March 31, 2008

Winter 07/08 54% of hotel open

MTCB reported that some businesses are late