

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
March 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

- Update: Gunnison-Crested Butte Film Commission: student intern project status
  - 3/7 Presentation to Crested Butte Town Council
- Update: TA Assessment process
- Gunnison’s new city web site logo – Base Camp to the Rockies
- Continue work on Strategic Initiatives document –
  - Review past work session reports/stats and conversational notes and develop top line educational piece about the positive effects of the Tourism Association

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

Establish quorum

**Consent Agenda:**

- Approval of minutes from February 8, 2011 meeting
- Staff Reports (LMD/Sales tax/web traffic/phone call volume /Executive Overview/PR/Progress Report)

Motion to approve Consent Agenda by: \_\_\_\_\_ 2<sup>nd</sup> by: \_\_\_\_\_

8:40 AM Distribute and discuss 2010 and 2011 budgets

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:**, March Agenda, March Work Session documents (from previous work sessions): REPORTS & STATS and, Conversational Notes; February 2011 meeting minutes, Executive Overview of March Reports – PR Report, Progress Report, Stats Report. NOTE: budgets will be distributed/discussed at the meeting

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**PROGRESS REPORT**

**February 9, 2011 – March 8, 2011**

- 2/6-10 JC attended Go West Summit, Boise, ID
- 2/9 EK taught Gunnison Chamber Entrepreneurship Series workshop on e-marketing at WSC
- 2/10 EK and K. Van Hoesen meeting regarding Crested Butte Restaurant Week
- 2/11 JC attended RTA board meeting; update on marketing
- 2/11 JC meeting with L. Grey (CO Film Office), G. Babcock (CO location scout), D. Johnson and A. Peters (WSC film commission project interns)
- 2/14 JC and EK phone conference with Amie at Harmel's Ranch Resort re: marketing plans and packages
- 2/15 JC and EK LMD quarterly update
- 2/15 JC and EK Mt. CB Town Council quarterly update
- 2.15 SP/JC/EK LMD presentation update 4<sup>th</sup> Q
- 2/15 JC conference call with D. Radcliffe wrap up info for TA assessment process
- 2/15 JC/EK 4<sup>th</sup> Q update Town of Mt. Crested Butte
- 2/16 JC conference call with Medalist Sports re: QPC
- 2/16 JC attended "Kitchen Sink" event meeting with J. Wirsing and other CB locals
- 2/18 JC attended Microsoft Excel seminar (County)
- 2/18 JC meeting with D. Johnson/A. Peters (WSC film commission project interns)
- 2/23 JC vacation
- 2/24 EK webinar: "Smart Devices: Phones, Tablets & More--Opportunities for Marketers"
- 2/24 EK webinar: "'Mobilizing your Campaigns with Common Short Codes" (text message marketing)
- 3/3 EK webinar: "Mobile Barcodes: A Powerful Marketing Medium" (QR code marketing)
- 3/4 JC meeting with D. Johnson/A. Peters (WSC film commission project interns)
- 3/7 JC/EK 4<sup>th</sup> Q update Town of Crested Butte
- 3/7 JC/EK Town of Crested Butte film commission project presentation with D. Johnson/A. Peters (WSC film project interns)
- 3/8 JC/EK 4<sup>th</sup> Q update City of Gunnison
  - 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

**Gunnison-Crested Butte Tourism Association**  
**Board of Directors Work Session Notes**  
**February 8, 2011 –7:30 AM, Almont Resort**

7:30 AM      Call to order –Work Session

- Update: Gunnison-Crested Butte Film Commission: student intern project status
  - 2/4: Jane reviewed our interns' goals/objectives; they are making updates and will review with Jane on 2/9
  - Jane reviewed intern application forms, no revisions needed
  - Students are creating a permit form that they will present to the BOCC and municipalities in March
  - 2/11: Joint meeting with Laura Grey of CO Film Office with students. Professors have been invited to attend and local location scout, Greg Babcock, will also be there.
- Update: TA Assessment process/Dave Radcliffe
  - Jane and Dave have had several phone conversations since Dave's visit. We continue to provide him with the requested information and documents.
  - Dave and County determined the due date of the finished product; we believe it is mid-February.
  - Thank you for your participation!
- Continue work on Strategic Initiatives document
  - Review and discuss attached compilation document containing previous report outs in order to develop "top line educational" piece about the positive effects of the Tourism Association

Strategic Initiative Conversation Notes:

- BOD Members were given a compilation document (from packet) of reports related to Strategic Initiative #1: *Increase community support and recognition of the Tourism Association through communication and collaboration.*
- During this work session, the group decided to develop verbiage to discuss how tourism impacts the various industries/businesses our BOD is involved in:
- C. Elliott: In regards to real estate, the more people that tour our community, the more people that like it. Often times, visitors are inclined to buy a house here, which helps the housing market. It's a buyer's market at the moment which means more tourists will help get more houses sold.
- C. Elliott: In regards to Western State College: As a professor at WSC: When she asks what brought students to Western, it is typically due to a previous visit to ski, fish, etc. The more tourism we have, the more it is going to help the student enrollment.
- D. Cole: We are a tourism based economy and are currently trying to get more people to visit on a year round basis. CBMR is presently doing analysis on lapsed guests. They aspire to grow year round visits and increase new visitors. Research shows clientele based on household income of \$100-150k/year and \$150+ is growing, as is higher average spend. As an attempt to get revenues and overall visits up, CBMR is placing an emphasis on groups and conferences for next summer.
- D. Cole: The TA's interaction with the airline program impacts CBMR by our collective efforts to promote the airport. Partnering with the TA as a marketing arm has been successful. The TA's marketing efforts have impacted load factors for our flights. Average per person revenue was up \$17/seat. The TA's promotion of local's fares can be measured by outbound load factors.
- C. Elliott: If tourism helps CBMR, when CBMR does well, other businesses benefit – it is a "trickle-down" effect.
- S. Ferguson: City of Gunnison's new brand created by staff: "Base camp of the Rockies." Tourism impacts Western State college and the folks that live here.
- H. Channell: In regards to how tourism impacts local government: 1.) Property tax revenue from second homes, 2.) The more exposure we get, the more people we get here and more dollars spent.
- H. Channell: Question - What is the role of local government in marketing? TA is local government's marketing department because taxpayers have voted for LMD tax. The TA is a private nonprofit. Nonprofit is vital to local government.
- A. Green: Representing the Town of Crested Butte: TA has helped with shoulder season assistance to get more of a visitor base in June & September, which helps elongate summer.
- D. Cole: Our valley has so many unique experiences – the TA promotes all experiences together.

- J. Wirsing: The TA is the glue that holds both ends of the valley together. The TA gives potential visitors a bigger county-wide picture and exposes visitors to so much more. The TA works with small businesses and big entities to bring everything together to promote entire valley and all that we have here.
- D. Weins: The TA website and marketing materials are invaluable. TA is infinitely important and we have to have it, as it supports everything we do and supports all pieces of all total packages. Website is most valuable piece and provides credibility to our destination. Mountain bikers love going on particular rides and going on them again and again – increases repeat visitors. The entire experience is what makes them come back. Our area increases the potential for relocation due to positive experiences.
- W. Bearth: We really sell the recreational opportunity... The TA impacts Crested Butte Lodging because bigger entities (like the TA) promote the Gunnison – Crested Butte brand, and Crested Butte Lodging makes the sale. The TA keeps top of mind awareness to help increase sales. Our job is to close the sale.
- C. Riggs: Bars & restaurants provide character – TA is instrumental in pulling in visitors.
- E. Kelleher: The TA impacts tourism as our primary goal is to increase overnight visitors in order to help Gunnison County be economically successful.
  
- Notes for next month:
  - o Include anecdotal pieces from Board
  - o Add to next month's agenda: Who is responsible for marketing Gunnison Brand?

## REPORTS & STATS

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

- **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
<b>Gunnison</b>													
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
<b>La Plata (Durango)</b>													
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
<b>Routt (Steamboat)</b>													
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
<b>San Miguel (Telluride)</b>													
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

o **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 2<sup>nd</sup> 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
<b>Totals</b>	<b>\$36,540,000</b>	<b>\$302,400</b>	<b>\$201,600</b>	<b>\$1,575,000</b>	<b>\$315,000</b>	<b>\$913,500</b>	<b>\$189,000</b>	<b>\$3,496,500</b>

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



**CRESTED BUTTE**  
COLORADO

*Inspire your passion.*

o **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.

o **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

o **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

## JANUARY & FEBRUARY 2011 CONVERSATIONAL NOTES AND PROGRESS WORK

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

**Work session goals in support of Strategic Initiative #1:**

- Review reports/stats/facts and past conversation points
- Create talking points by answering “what’s in it for me” (re: tourism) from the perspective of local businesses and residents
- Simplify statistics and information to demonstrate the impact of tourism on our local economy

**Sub-Goal:** educate board of directors and Increase community awareness

**At February’s work session, each person briefly discussed how tourism impacts them/ their business.**

**Conversation points from January work session:**

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

**Conversation points from February work session:**

- C. Elliott: In regards to real estate, the more people that tour our community, the more people that like it. Often times, visitors are inclined to buy a house here, which helps the housing market. It’s a buyer’s market at the moment which means more tourists will help get more houses sold.
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**VALUE PROPOSITION** - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

**PRESENT:** A. Green, D. Weins, W. Bearth, C. Riggs, C. Elliott, D. Cole, E. Kelleher

**NOT PRESENT:** J. Valenzuela, M. Taylor, S. Pierotti, R. Gardner, C. Ladoulis, J. Chaney

**OTHERS:** J. Wirsing, S. Ferguson, H Channell

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

Establish quorum

**Consent Agenda:**

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

Motion to approve Consent Agenda by: C. Elliott, 2<sup>nd</sup> by: A. Green

\* Need to change 1/11/11 BOD Minutes header to 2011 and correct spelling of C. Elliott's name. (done: 3/3/11)

8:45 AM **Old Business** –

- ii. Conflict of Interest; this will be reviewed at every board meeting per IRS recommendation
  - a. Reviewed.
- iii.

9:10 AM **New Business** –

- vi. RTA Update: E. Kelleher (S. Truex unable to attend so he e-mailed a report)
  - a. Air: Latest airline booking report is from 2 weeks ago, so it isn't really up to date, new report due in on Wednesday. As of last report, we were ahead of last year by 400 seats (or 2%). We will know a lot more about our air program when we receive final January numbers – which should be in about 2 weeks.
  - b. Ground: The bus program has seen a substantial drop in ridership. We carried 5,187 passengers in January. For comparison, we carried 15,050 last January. Therefore, we are down 66% from last year. We ran 42% fewer bus trips and the passengers per bus dropped from 23.37 to 13.94 (or 40%).
  - c. Scott anticipates the board will begin discussions regarding next year's air and ground programs at the Board meeting on Friday. He hopes to have more information to share next month.
- vii. Public Lands Update: None
- viii. Chamber Updates: J. Wirsing:
  - a. Crested Butte Restaurant Week will now be 6/3 through 6/10
  - b. Epic Relay event will bring 1,000-5,000 people to town this summer – hopefully this will be an annual event
- ix. CBMR Update: D. Cole
  - a. January was up in individual and wholesale, down in groups.
  - b. February pacing up about 20% from a lodging perspective
  - c. March is up 75-80% over last year – especially due to large groups
  - d. RTR starts in Crested Butte on 6/12 – 2500 riders
  - e. Weekend of 6/5 opening
  - f. Summer bookings look good, August looks good, September soft
  - g. Working on attaining summer groups in June, August, September
- x. Other updates: H. Channel:
  - a. Group forming, "GREAT"
  - b. Gunnison River Economic Attraction Team: regional tourism association, basis of organization is to get Curecanti visitors to move west toward Black Canyon & Montrose as large area regional marketing plan.

9:03 AM Adjourn

**Executive Overview of Reports – March 8, 2011  
Tourism Association Board Meeting**

**Consent agenda: all reports, budget and minutes**

**Stats Report**

Web Traffic: YTD Feb up 36%

- February 2011 compared to February 2010 – up 11%

Phone Call Volume: YTD Feb down 24%

- February 2011 compared to February 2010 – down 25%

LMD tax: We have all LMD information through year end 2010

2010 finished 8.73% down compared to 2009. **Interesting note: Feb 2009 had a “late payment” dropped in from Oct. 2008 of \$57,000.00. Had 2009 not had this misplaced payment, 2010 would have ended up 2% over 2009.**

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

Crested Butte: lodging (L) +8%; Restaurant (R) -3%; Retail (RT) +3

Mt. CB: (L) -7%; (R) -49%; (RT) +24%

Gunnison: (L) -3%; (R) -11%; (RT) -1%

**Director’s Report (Progress Report 2<sup>nd</sup> page of the Agenda document):**

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

**PR Report:**

This report is self-explanatory and describes some of the major activities 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:**

**2010 and 2011 budgets had not been received from Ridgeway to include in packet. Budgets will be distributed/discussed at the meeting.**

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.

**Minutes:** Attached.

Thank you,  
Jane Chaney  
Executive Director

# PR REPORT for Feb. 4 – March 1, 2011

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

### Press Releases/Articles

- Press releases distributed to media: March Mania in Downtown Crested Butte, Grand Traverse
- Local media: Board of director candidates press release, Q & A and photos from candidates to supply media and post on gcbta.com, photo and caption of Jane at Go West Summit, photos of recent UK media group that visited through the Colorado Tourism Office
- Continue to update winter/spring press releases and post in media room on TA's website, and working on summer/fall releases. Many summer releases are posted on the website.

### Media Contacts

- Information: ExploretheUnexpected.com for culinary events, MountainGetaway.com for summer happenings, AAA calendar for summer events, thetravelmom.com sent Famcation press release and Kids Rock series information
- Photos: Travellady.com for March Mania, goworldpublishing.com for Romance in the Rockies, winter photos to one of the UK journalists who visited
- Upcoming Media Visits: Randy Weissman, Chicago Tribune, March 2 – 7; Jacob Harkins & photographer, Denver Magazine, March 4 – 6; Dan Leeth, Denver freelancer, March 4 – 7; and Bernard Germain and photographer, La Montagne et Alpinisme (France), March 24 – 28; David McKay Wilson, freelancer for Everett Potter's Travel Report and collegiate magazines, 25 – 28; and assisting CBMR with others as requested
- Completed Media Visits: Jim Fagan, Snowshoe Magazine, Feb. 22 – 25 (town tour, hosted for dinner and arranged itinerary); Becca Hensley, Texas-based freelancer, Feb. 25 – 28 (CBMR hosted, TA hosted for town tour and dinner); Kristen Miller, Denver Life Magazine, Feb. 22 – 27 (CBMR hosted, TA hosted for breakfast)
- Colorado Tourism Office opportunities, submitted information for: Colorado Live (summer music) press release and What's New information for L.A. City Blitz
- Help a Reporter media leads: travel discounts for military (two media outlets), escape summer heat at high elevations, girlfriend getaways
- 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

- CB Destination/New Acura TSX Sport Wagon – 8-page feature story for Acura Style magazine (resulted from Jane responding to a Colorado Film Office lead)
- CB Winter Destination - Ventanas Magazine
- Grand Traverse – cover story for Colorado Country Life, Denver Post Travel Notes, firsttracksonline.com
- CS Irwin – Robb Report
- Ride the Rockies 2011 Route Announcement (CB is the start town) – Denver Post
- Travel Tip: Adaptive Winter Sports Resources (including Adaptive Sports Center) – PeterGreenberg.com
- Pet-Friendly Motels in Gunnison – <http://traveltips.usatoday.com>
- March Mania in Downtown CB – firsttracksonline.com, utahskieronline.com, edgeonthenet.com
- Progressive Bonfire Dinner – Snowshoemagazine.com, Denver Post Fitness Calendar, Denver Post Fitness feature (part of a snowshoeing article), examiner.com
- Alley Loop – Sky Hi Daily News
- Moonlight Snowshoeing at CBMR – Colorado Country Life
- Romance in the Rockies – gocolorado.com
- CB Ski Destination – University of Denver's Clarion
- Sledding in Colorado (included CB Nordic Center) – Denver Post Inside & Out
- 7 Hours of the Banana – Denver Post Travel Notes
- Spring Break in the Mountains (including CB) – onthesnow.com
- Ski Resorts Roll Out New Ways to Play (including CBMR's snowcat driving) – MSNBC.com

- U.S. Freeskiing Championships – lots of coverage in Denver Post, examiner.com, and industry pubs such as Powder
- Ski Deals – 9 News – Denver
- Hot Spots for Mountain Warm-Ups (including Django’s) – Denver Post Travel
- CB Center for the Arts Concerts – Colorado Expressions (print and e-new)
- Wildflower Rush – cyclingnews.com

### **Other Activities**

- Sent summer festival press release, GCBTA CD and pens for bags distributed at the Colorado Press Association annual meeting in Denver
- Continue to update media lists, clip books and media room on website

**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	4800
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	4715
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	9418
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	23371
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	37401
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	28931
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	25882
2010	14625	14561	13243	13194	36689	25431	32179	48567	24512	17789	16837	19762	29186
2011	23348	16208											39556
% Change	60%	11%	1%	22%	175%	25%	41%	187%	66%	38%	8%	-9%	36%

**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	780
2005	533	589	470	457	521	738	841	528	556	499	482	683	1122
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	1945
2007	606	495	495	420	402	705	686	537	588	544	484	561	1101
2008	596	575	567	503	475	514	616	527	453	350	296	570	1171
2009	428	368	471	359	441	450	631	428	396	304	320	395	796
2010	511	516	435	417	447	549	550	516	428	266	390	410	1027
2011	392	387											779
% Change	-23%	-25%	-8%	16%	1%	22%	-13%	21%	8%	-13%	22%	4%	-24%

**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	812537
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	1023728
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	1080651
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	1031915
2009	30469	60697	306442	17307	5577	116724	23104	11030	325558	31559	12444	136312	1077224
2010	14801	6442	251703	12672	7337	123298	7278	17313	370904	23465	6892	141098	983203
													-9%

**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	100654
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	100517
2005	4649	4686	5958	3971	7354	12538	18972	16281	13538	8178	5716	5411	107252
2006	5354	5235	7043	3690	9042	15528	25735	22172	17984	11231	5262	5579	133855
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	167709
2008	7979	8792	9547	5636	10479	19179	28773	25008	21689	13008	7073	6605	163768
2009	5341	6026	6667	4902	10403	19426	24884	22467	20383	9740	4464	5304	140007
2010	3692	4733	7320	3842	7890	19038	26650	21701	19606	9621	4914	6236	135243
% Change	-31%	-21%	10%	-22%	-24%	-2%	7%	-3%	-4%	1%	10%	18%	-3%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	83194
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	88478
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4682	10406	116399
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4547	13538	126482
2007	8024	8347	16746	3173	3520	12124	17770	18155	19354	3987	2071	16812	130083
2008	9442	9723	21514	2406	2212	12965	17869	16077	21748	3420	1502	12161	131039
2009	8913	8321	18457	1508	1979	13064	20830	18132	25057	2870	1421	15162	135715
2010	7944	7902	19011	1219	1935	13587	25480	18856	27334	3891	1848	17488	146495
% Change	-11%	-5%	3%	-19%	-2%	4%	22%	4%	9%	36%	30%	15%	8%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	438365
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	357918
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	481030
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	91209	544417
2007	86253	85196	130937	6531	6960	19299	45694	41964	27076	8296	8662	121660	588528
2008	99264	87959	148111	6814	2941	25438	43682	37817	33657	6777	5082	104241	601783
2009	75466	89826	130976	3976	3576	25604	40800	35241	23949	2615	3603	90069	525701
2010	60345	72070	108714	4495	1937	17991	57200	30782	27535	4210	3713	98161	487153
% Change	-20%	-20%	-17%	13%	-46%	-14%	77%	-13%	15%	61%	3%	9%	-7%

YTD -4%

## Local RETAIL SALES TAX\*\*~ Comparison from same month last year

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
<b>Gunnison*</b>	* (Combined Specialty Shops/ Apparel/ Misc. Retail)												
2003	33800	18854	23350	21577	28186	35032	38139	51656	33009	21808	23289	32087	360787
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	385365
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	421844
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	473637
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	479354
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	441016
2009	34635	18704	25316	19565	26808	40952	42348	47947	46133	29942	22379	49963	404692
2010	29268	21656	27343	20152	26452	40858	44956	53152	41906	28678	21922	45067	401410
% Change	-15%	16%	8%	3%	-1%	0%	6%	11%	-9%	-4%	-2%	-10%	-1%
<b>CB</b>													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	479605
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	554955
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	586779
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	626282
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	620212
2008	42085	42,835	52543	18312	20066	50543	95547	100506	45375	28255	22,016	67532	585615
2009	37208	37,377	46202	14723	20212	49748	91684	87571	46660	22182	19,147	63280	535994
2010	32713	35364	46397	14399	20616	44439	103988	87079	53514	24007	22538	66838	551892
% Change	-12%	-5%	0%	-2%	2%	-11%	13%	-1%	15%	8%	18%	6%	3%
<b>MTCB</b>													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	308333
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	324624
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	364720
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	419703
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	401331
2008	64513	61793	90106	17805	4841	12819	14097	21577	14759	5482	13971	87473	409236
2009	48535	50220	69695	7355	3260	5721	9085	8818	10458	3545	10312	67643	294647
2010	50376	55292	80662	6741	2494	8852	16254	12926	14014	7258	17164	92751	364784
% Change	4%	10%	16%	-8%	-24%	60%	79%	47%	34%	105%	66%	37%	24%

7%

## Local RESTAURANT SALES TAX\*\*~ Comparison from same month last year

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
<b>Gunnison</b>													
2003	27556	23845	31212	28967	35032	40953	49786	47605	43275	39854	28464	29586	426135
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	458560
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	507585
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	551471
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	584626
2008	38838	42421	44430	40616	49952	54807	72086	68725	60096	49743	40772	41591	604077
2009	37722	36487	41541	36960	44397	59528	73437	64630	57607	46210	33979	42020	574518
2010	34427	36544	39231	35175	42730	53195	71814	60734	53196	45750	37002	40415	509798
% Change	-9%	0%	-6%	-5%	-4%	-11%	-2%	-6%	-8%	-8%	9%	-4%	-11%
<b>CB</b>													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	392441
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	453210
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	506751
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	551102
2007	56383	57427	67508	21029	22848	47074	89496	74102	52602	26055	24,136	59782	598442
2008	54704	60109	66590	21701	20506	48398	88207	77768	49917	28897	21,165	50918	588880
2009	49781	51376	61241	14323	21640	45487	90054	75236	48649	24324	17,820	52104	552035
2010	43311	47936	54305	13946	17820	45733	97908	71296	51076	24151	17527	51229	536238
% Change	-13%	-7%	-11%	-3%	-18%	1%	9%	-5%	5%	-1%	-2%	-2%	-3%
<b>MTCB</b>													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	217254
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	188328
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	189422
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	214771
2007	64438	62450	94686	15208	4512	11141	18718	13918	24326	8402	19491	108634	445923
2008	71681	68659	100118	19783	5379	14243	15663	23974	16399	6091	15523	97192	454707
2009	60669	62775	87119	9194	4075	7151	11356	11023	13073	4431	12890	84554	368309
2010	30104	32368	34819	4073	40	8063	18571	11846	6710	1483	4812	33708	186597
% Change	-50%	-48%	-60%	-56%	-99%	5%	51%	8%	-49%	-67%	-62%	-60%	-49%

-18%

**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%