

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
March 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 – March 2010 Board Meeting of the GCBTA
I. Review and approve minutes from the February 9, 2010 Regular Board Meeting
- 7:35 AM **II. New Business** –
(i) RTA Update
(ii) Chamber Updates
(iii) CBMR Update
- 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 Strategic Initiatives
▪ Update on WSC Intern for Data Collection project – J. Chaney
▪ Update on CB/Mt. CB lodging properties re: ADR/Occupancy data collection – W. Bearth/R. Gardner
▪ At the last meeting the Board selected:
Strategic statement IV– Insure continuance of the Board of Directors and Staff
Objective 1: Succession planning for Board and Staff
a. Look at other CO State DMO’s plan/process – J. Chaney will share info from other DMO’s around the state she has received info from.
i. Develop plan for board succession
ii. Develop plan for staff succession
- 9:30 AM Adjourn

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

Gunnison-Crested Butte Tourism Association
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PROGRESS REPORT
February 9 – March 8, 2010

- a. 2/9 JC/BB hosted UK Media FAM with CBMR and CO State Tourism Office
- b. 2/10 JC meeting with K. Lodovico prospective Board candidate
- c. 2/10 JC meeting with J. White prospective Board candidate
- d. 2/10 JC/BB conference call with A. Shierle re: Blue Grass Festival PR/advertising
- e. 2/12 JC presented update at RTA meeting
- f. 2/12 JC met with Purple Mtn Lodge to review market planning and operations
- g. 2/16 JC call with K. Walters WSC intern
- h. 2/17 JC meeting with CB Mayor, L. Williams
- i. 2/17 JC attending Futures Forum of Gunnison County Econ discussion group
- j. 2/21 – 3/1 JC on vacation
- k. 3/3 JC conducted R. Strickland's 2009 Annual Review
- l. 3/4 JC participated in SW Colorado Travel Region marketing meeting conf. call
- m. 3/5 JC facilitated two marketing/branding classes at WSC
- n. 3/5 JC meeting with T. Koehler, WSC Advisory Board Member to TA Board
- o. RS had several meetings with partners re: web sites/social media marketing
- p. Community Calendar – continue to make contact with area events/groups to load info on web site
- q. Clip Book Update – ongoing;
- r. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- s. Ongoing purchase of media per the 2010 media plan; creating insertion orders; approving ads
- t. E-newsletters for specialty interests regular E-communication to our lists and purchased lists
- u. 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
February 9, 2010 - 7:30 AM, Almont Resort

IN ATTENDANCE: W. Bearth, M. Eldridge, M. Dethloff, J. Valenzuela, L. Meredith, R. Gardner, , A. Greene, J. Chaney, R. Strickland

OTHERS: H. Channel, S. Ferguson, M. Kube, S. Truex, J. Wirsing,

NOT IN ATTENDANCE: S. Pierotti , D. Cole, M. Taylor, C. Riggs,

Agenda Topic: Call to order –

I. Review and approve Minutes

i. Motion to approve 1/12/10 Minutes (remove dangling “d” at the end.)

By: M. Dethloff 2d: M. Eldridge VOTE: ALL in favor

Agenda Topic: New Business –

- a. RTA update – Dec down 28%; Jan- Mar down 17.8% as of now. United is retiring the Dash-8’s so we will only be serviced by the RJ once a day in spring and 2 for summer. The seats will be nearly double per plane but the frequency is down. YTD RTA tax collection is down 15%. June 9 summer air schedule begins and Aug. 31 it ends.
- b. Chamber updates: The TA is supporting Fat Tire Bike Week with a media FAM and social media marketing as well as building a web site for them to manage.
- c. CBMR update: no one present for update
- d. Review bylaw section re: filling vacated position (length of term for appointment): Discussions ensued and no action was taken.
- e. 2010 Board Retreat (mid to late April). Discussion ensued and the Board would like to wait until the April Meeting to determine the date and time so new board members schedules can be checked, too.

Agenda Topic: Finance Report –L Meredith provided the report.

Motion to approve by: M. Eldridge 2nd by: R. Gardner VOTE: All in favor

- a. 2009 budget only has a few expenses remaining, and it is anticipated the books will be closed at the end of March and finalized at the April Board meeting.
- b. 2010 is just getting underway. The LMD disbursement for Jan 2010 should be coming soon.
- c. W. Bearth requested a Jan invoice for CTO Coop rather than 12/31.

Agenda Topic: Comment/questions about attached staff reports

- a. No comments/ questions: NONE

Agenda Topic: Old Business –

- a. Continue work begun at the May 2009 Retreat –Build out plan for:
 - i. **Strategy Initiative #5** Become a repository for tourism related data;
 1. **Objective 1:** Collect ROI and other accountability metrics about performance and trends.
 2. **TO DO:**
 - a. Board to develop “roll out plan” to community at large (announcing repository, location of it, benefits, other details, etc.)
 - i. M. Dethloff suggested a roll out seasonally and make it interesting and meaningful to guests and visitors.
 - ii. Chamber newsletters could include a boiler plate each month (URL, program history, etc.) and possibly each quarter relevant graphs could be added.
 - iii. Endorsements from partners & chambers once data is referenced and used.
 - iv. Email lodging properties data each month to help garner more participation (and other sectors too)
 - v. TA quarterly newsletters: ask for suggestions of relevance of

Gunnison-Crested Butte Tourism Association

Board of Directors Meeting Minutes

February 9, 2010 - 7:30 AM, Almont Resort

information other info that may be of interest.

- vi. Presentation of data is key to getting people interested; use local media; FAQ's in papers, etc.
 - vii. Once the intern has completed the project and information is available, these aforementioned ideas will be brought back to the board by staff in the form of a plan for approval
 - b. Update on WSC Intern for this project – J. Chaney reported that she had a call with K. Walters on Wednesday and will report at the next meeting.
 - c. Occupancy continues to be the hardest to collect and will require constant monitoring. Local properties have been visited; currently have commitments to participate from Holiday Inn, Super 8, Water Wheel Inn and Three Rivers Resort. In the north valley, CB Lodging and the CB Hostel are confirmed. Need to check with CBMR and other CB properties. Update at next meeting by Wanda and Rachael.
 - d. R. Strickland will build a website to display (charts and graphs are ideal) and ideally load data as a section on gcbta.com.
- ii. Select “next” Strategic Initiative:
#4, Objective 1 has merit and is supported by the board to be our next topic.

Strategic statement – Insure continuance of the Board of Directors and Staff

Objective 1: Succession planning for Board and Staff

- 1.
 - a. Look at other DMO's plan/process – J. Chaney will solicit info from other DMO's around the state and bring info to the next meeting.
 - i. Compare staff sizes and plans
 - ii. tentative plan for staff succession
 - b. Election update: The election committee is M. Dethloff, Chair and J. Fonken. T. Scott will be the election official.
 - 1. J. Valenzuela will seek re-election, but needs to be nominated.
 - 2. L. Meredith will not.
 - 3. M. Dethloff will not.
 - 4. M. Eldridge will seek re-election and has been nominated
 - ii. M. Eldridge suggested we promote the election more by describing what the responsibilities are and the importance of Tourism Association Board Seats.
 - iii. L. Meredith asked if a non-profit Board Member is eligible for nomination. The bylaws do not specify therefore, it would be allowed unless the bylaws are revised.

Meeting Adjourned 9:20 AM

G-CBTA 2009

	Actual	Budget	% of Budget
Revenue			
Carry Over Hill & Co		13,840.00	0.00%
Carry Over Media Internet		22,627.00	0.00%
Contingency Fund		80,000.00	0.00%
Current CO-OP Reimbursement	16,521.82	16,522.00	100.00%
Current Media Reimbursement	58,493.51	58,494.00	100.00%
LMD	1,075,000.00	1,075,000.00	100.00%
Total Revenue	\$ 1,150,015.33	\$ 1,266,483.00	90.80%
Expenses			
Accountant	799.50	800.00	99.94%
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	60,653.02	60,474.00	100.30%
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	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	211,212.40	214,727.00	98.36%
Media Reimbursement		26,101.00	0.00%
Other	13,075.63	13,076.00	100.00%
Print	355,039.06	348,841.00	101.78%
Radio	115,238.50	150,000.00	76.83%
Total Media	\$ 715,823.52	\$ 774,003.00	92.48%
Misc Expenses	3,033.89	3,033.89	100.00%
Office Supplies	962.38	962.00	100.04%
Payroll Expenses			
Director Incentive	1,689.70	4,500.00	37.55%
Marketing Coordinator	40,444.26	46,300.00	87.35%
Marketing Director	88,038.90	88,485.00	99.50%
Total Payroll Expenses	\$ 130,172.86	\$ 139,285.00	93.46%
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	938.67	584.00	160.73%
Storage Unit(s)	2,400.00	2,400.00	100.00%
Subscriptions		0.00	
Tele/ FAX/ Internet	4,680.59	4,500.00	104.01%
Training/Prof. Development	39.00	39.00	100.00%
Travel Planner Reprint	45,431.00	45,431.00	100.00%
Travel/ Tradeshow	9,604.57	14,398.11	66.71%
Web Related	20,167.18	22,122.00	91.16%
Total Expenses	\$ 1,113,285.14	\$ 1,186,483.00	93.83%

Thursday, Mar 04, 2010 02:14:47 PM GMT-7 - Accrual Basis

G-CBTA 2010

	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	37,500.00	75,000.00	50.00%
LMD	180,000.00	1,080,000.00	16.67%
Total Revenue	\$ 217,500.00	\$ 1,235,000.00	17.61%
Expenses			
Accountant		800.00	0.00%
B&B Creative	1,100.00	5,300.00	20.75%
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	1,414.57	4,000.00	35.36%
Fulfillment	8,584.10	55,000.00	15.61%
Hospitality	549.22	1,500.00	36.61%
Insurance	500.00	1,550.00	32.26%
Legal		100.00	0.00%
Local Media	537.88	8,200.00	6.56%
Local Meetings	370.55	3,000.00	12.35%
Local PR			
Buehler Communications	4,121.25	50,503.00	8.16%
Supplies (Media CD's/ Phone)	23.82	150.00	15.88%
Travel Expenses	67.90	400.00	16.98%
Total Local PR	\$ 4,212.97	\$ 51,053.00	8.25%
Media			
Direct Mail		22,000.00	0.00%
Internet	22,822.52	227,687.00	10.02%
Mt. CB Grant		75,000.00	0.00%
Other	4,596.00	13,900.00	33.06%
Print	66,329.38	275,724.00	24.06%
Radio		150,000.00	0.00%
Total Media	\$ 93,747.90	\$ 764,311.00	12.27%
Misc Expenses	1.60	2,700.00	0.06%
Office Supplies	27.11	975.00	2.78%
Payroll Expenses			
Director Incentive		8,500.00	0.00%
Marketing Coordinator	3,365.89	46,300.00	7.27%
Marketing Director	7,352.90	88,485.00	8.31%
Total Payroll Expenses	\$ 10,718.79	\$ 143,285.00	7.48%
Photocopy (outside jobs)		50.00	0.00%
Photography	1,043.75	5,200.00	20.07%
Postage	51.68	300.00	17.23%
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)	600.00	2,440.00	24.59%
Tele/ FAX/ Internet	129.40	4,500.00	2.88%
Training/Prof. Development		100.00	0.00%
Travel Planner Reprint	46,684.00	46,000.00	101.49%
Travel/ Tradeshow	1,129.84	11,000.00	10.27%
Web Related	1,802.42	22,000.00	8.19%
Total Expenses	\$ 175,805.42	\$ 1,155,000.00	15.22%

Thursday, Mar 04, 2010 02:25:55 PM GMT-7 - Accrual Basis

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

Stats Report:

- The Stats Report shows municipal taxes through December 2009. December this year was better in some sectors than some thought. While December Christmas week and the last week in December are usually strong, they are dependent upon early snow to kick off winter.
- Crested Butte fared better in lodging and restaurant sales tax collections and was down in retail collections
- Gunnison was down in lodging collection and retail and up slightly in restaurant
- Mt. Crested Butte was down in all three categories
- 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.

- LMD tax report is through December 2009 and shows year over year to 2008 up 4.58%. Through November we were flat so this was a good end to 2009. 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; we are nearly ready to close out 2009 with just a few outstanding invoices to pay on. At the April meeting we will have the final 2009 budget.

Minutes:

The minutes will be reviewed and approved as part of the regular board meeting agenda.

Thank you,
Jane

PR REPORT for Jan. 29 – March 4, 2010

Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Grand Traverse, February in the Rockies, Flauschink
- Updating winter/spring releases as needed and writing new releases as topics arise
- Writing Summer/Fall press releases

Media Contacts

- Information about winter fun to Stephanie Oswald (editor of travelgirl magazine) for a travel story on CNN; tourist-related websites to CB Magazine; info and photos to RV Journal for upcoming summer events; Double Dog Dare You campaign to Marketing Review;
- Photos of wildflowers/Wildflower Festival to Spirit of the West, weddings to Colorado Tourism Office's Canadian PR rep
- Media Visits Completed
 - * Jan. 28 – 30 and Feb. 8 - 10: UK FAMs through Colorado Ski Country (2 people each)
 - * Feb. 8 – 10: Colorado Tourism Office Winter FAM (5 people)
 - * Feb. 13 – 16 – Editor from the Los Angeles Times
 - * Feb. 21 – 23: Two German journalists through the Colorado Tourism Office.
- Upcoming Media Visit: March 9 – 12: Freelancer Martin Forstenzer through Colorado Ski Country; Early April: Rocky Mountain Bride photo shoot (Rachael Gardner coordinating); June 2 – 3: Chris Robinson Radio Show
- Media alert to local media about Snow at First Sight visit end of February (included two of three winners of the Colorado Tourism Office's social media campaign and one CTO rep), follow-up with photos and blurb
- Photo and caption to local media about KOA Radio promotion ski vacation winners, twin sisters from Golden and Winter Park
- Respond to Colorado Tourism Office (CTO) PR opportunities – Spring Break activities and deals, Green Getaways, list of experts from our area who are possible media interview sources regarding various fair-weather activities
- 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

- Crested Butte Features - USA Today & Lansing State Journal (both resulted from a FAM hosted by CBMR with partnership from the Tourism Association, articles by two different journalists)
- Extreme Makeover: Home Makeover's 3rd visit to Crested Butte – several media clips on this topic
- Olympic Games, They are a Changin' Column by Frank Deford (mentions Crested Butte) – si.com (Sports Illustrated), National Public Radio
- From Snow States, Tales of Being Snowed In (including a tale from CB) – National Public Radio
- Family Ski Trips Stressful? Pack Up Your Troubles (includes tips from Diane Mueller) – NY Times
- 5 Winter Sports Ideas (including skate-skiing in CB) – Los Angeles Times
- What Now: Back to Mountain Basics for ski areas (CB mentioned) – Ski

- There's Crested Butte, and everywhere else (CB's the real deal ski town) – Westword blog
- Colorado Explorer (Roundup of news including a mention of Izzy's) – AAA Colorado's EnCompass magazine
- Discover Your Inner Winter Olympian in Colorado (included mention and photo of Alley Loop) – Denver Post
- Take the Family on a Valentine's Day Retreat (mentions CB's Romance in the Rockies) – Lynn O'Rourke Hayes family column appeared in at least 25 media outlets such as GoodHousekeeping.com, Dallas Morning News, Kansas City Star, Lansing State Journal, Wichita Eagle, Miami Herald
- Wendy Fisher's Valentine's Ski Clinic - Freeskier
- Snow at First Sight Articles (including mentions of CB and hosting towns) – NY Times, Steamboat Pilot, Glenwood Springs Post Independent
- End of February Snowstorm – Crested Butte received several mentions in media
- Top 10 Unusual Holiday Homes (mentions Elk Run in CB) – a press release by TripAdvisor is getting picked up by numerous media outlets such as msnbc.com, canoe.ca, Reuters, earthtimes.com, finance.Boston.com)
- 5 Best Spring Break Trips (included CB) – helium.com
- Spring Break Destinations for College Students (included CB) – The Sandspur
- Various Hotel/Package Deals – Travel Age West, wheretogotravelusa.com, Fort Worth Star-Telegram, Chicago Tribune
- Extreme Freeskiing Championships – Several media mentions, including Denver Post writer Jason Blevin's blog, freeski.com, espn.com
- Extreme runs open in CB – onthesnow.com
- Alley Loop – Denver Post Outdoor Extremes Section
- CB Nordic's Events – Denver Post Outdoor Extremes Calendar
- Adaptive Sports Center – Helium.com
- Motorcycling & Gear Testing on Gunnison County/Chaffee County Ride – Dealer News
- Several competitive event listings – keep edition of Competitor (formerly Rocky Mountain Sports)

Other Activities

- Met with Jane and Stephen about marketing efforts in regards to films/commercials/catalogs
- Conference call with Jane and Alexander (CB Music Festival) about new Bluegrass Festival
- Met with CBMR and CB Music Festival about PR marketing efforts for new Bluegrass Festival
- Helped host Snow at First Sight and KOA Radio promotion winners
- 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	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	15789											30414
% Change	0%	40%	-26%	-21%	-19%	-20%	-5%	24%	10%	-7%	12%	10%	18%

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	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	418	430											848
% Change	-2%	17%	-17%	-29%	-7%	-12%	2%	-19%	-13%	-13%	8%	-31%	7%

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	23122	11030	325558	31559	12444	136312	1077241
													4%

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	16118	18972	16281	13538	8178	5716	5411	110832
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	132528
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	167709.25
2008	7979	8792	9547	5636	10479	19179	27932	25008	21689	13008	7073	6605	162927
2009	5341	6026	6667	4902	8245	15561	24884	19269	16498	9740	4464	5717	127314
% Change	-33%	-31%	-30%	-13%	-21%	-19%	-11%	-23%	-24%	-25%	-37%	-13%	-22%
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	88478.44
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	116398.9
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4,547	13538	126481.91
2007	8,024	8,347	16746	3173	3520	12124	17770	18155	19354	3987	2,071	16640	129911
2008	9,442	9,723	21514	2406	2212	12965	17869	16077	21748	3420	1,502	10950	129828
2009	8,913	8,321	18457	1508	1,979	13064	21606	18132	24338	2870	1,421	13359	133,969
% Change	-6%	-14%	-14%	-37%	-11%	1%	21%	13%	12%	-16%	-5%	22%	3%
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	427347
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	77628	76676	117843	5878	6264	17369	41125	37768	24368	7466	7796	109494	529675
2008	89338	79163	133300	6133	2647	22894	39314	34035	30291	6099	4574	93817	541605
2009*	60373	71861	104781	3146	2861	20483	32640	28193	19159	2092	2882	72055	420526
% Change	-32%	-9%	-21%	-49%	8%	-11%	-17%	-17%	-37%	-66%	-37%	-23%	-22%

YTD -18.3%

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