

## 2009 Final GCBTA Budget

	Actual	Budget	% of Budget
<b>Income</b>			
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	18,327.22	18,327.00	100.00%
Current Media Reimbursement	58,511.51	58,494.00	100.03%
LMD	1,075,000.00	1,075,000.00	100.00%
<b>Total Income</b>	<b>\$ 1,151,838.73</b>	<b>\$ 1,268,288.00</b>	<b>90.82%</b>
<b>Expenses</b>			
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-PR	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%
<b>Total Local PR</b>	<b>\$ 51,148.14</b>	<b>\$ 51,398.00</b>	<b>99.51%</b>
<b>Media</b>			
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	15,475.63	13,076.00	118.35%
Print	355,039.06	348,841.00	101.78%
Radio	140,298.50	150,000.00	93.53%
<b>Total Media</b>	<b>\$ 743,283.52</b>	<b>\$ 774,003.00</b>	<b>96.03%</b>
Misc Expenses	3,033.89	3,034.00	100.00%
Office Supplies	962.38	962.00	100.04%
<b>Payroll Expenses</b>			
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%
<b>Total Payroll Expenses</b>	<b>\$ 130,172.86</b>	<b>\$ 139,285.00</b>	<b>93.46%</b>
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	11,929.30	14,398.00	82.85%
Web Related	20,167.18	22,122.00	91.16%
<b>Total Expenses</b>	<b>\$ 1,143,069.87</b>	<b>\$ 1,186,483.00</b>	<b>96.34%</b>

\$40,602 carryover to 2010. \$20,000 to Contingency; \$10,301.50 each to print and internet line items.

## 2010 GCBTA Budget

	Actual	Budget	% of Budget
<b>Revenue</b>			
Carry Over Hill & Co		0.00	
Carry Over Media Internet		0.00	
Carry Over Misc		20,603.00	0.00%
Contingency Fund		100,000.00	0.00%
Current CO-OP Reimbursement	900.00	900.00	100.00%
Current Media Reimbursement		0.00	
Mt. CB Grant	75,000.00	75,000.00	100.00%
LMD	360,000.00	1,080,000.00	33.33%
<b>Total Revenue</b>	<b>\$ 435,900.00</b>	<b>\$ 1,276,503.00</b>	<b>34.15%</b>
<b>Expenses</b>			
Accountant	96.75	800.00	12.09%
B&B Creative	1,755.00	5,300.00	33.11%
Board Member Related	89.12	1,000.00	8.91%
Dues/ Memberships	2,900.00	7,650.00	37.91%
FAM Non-TA Hosted		1,000.00	0.00%
FAM TA Hosted	1,414.57	4,000.00	35.36%
Fulfillment	25,159.45	55,000.00	45.74%
Hospitality	1,063.06	1,500.00	70.87%
Insurance	500.00	1,550.00	32.26%
Legal		100.00	0.00%
Local Media	853.28	8,200.00	10.41%
Local Meetings	675.56	3,000.00	22.52%
Local PR	4,121.25		
Buehler Communications	12,363.75	50,503.00	24.48%
Intern-PR	430.00		
Supplies (Media CD's/ Phone)	110.61	150.00	73.74%
Travel Expenses	209.04	400.00	52.26%
<b>Total Local PR</b>	<b>\$ 17,234.65</b>	<b>\$ 51,053.00</b>	<b>33.76%</b>
<b>Media</b>			
Direct Mail	5,690.65	22,000.00	25.87%
Internet	69,344.01	283,739.00	24.44%
Media Reimbursement		900.00	0.00%
Other	6,996.00	13,900.00	50.33%
Print	184,204.27	315,275.00	58.43%
Radio		150,000.00	0.00%
<b>Total Media</b>	<b>\$ 266,234.93</b>	<b>\$ 785,814.00</b>	<b>33.88%</b>
Misc Expenses	1.60	2,700.00	0.06%
Office Supplies	52.09	975.00	5.34%
<b>Payroll Expenses</b>			
Director Incentive		11,310.00	0.00%
Marketing Coordinator	13,793.65	46,300.00	29.79%
Marketing Director	29,411.64	88,485.00	33.24%
<b>Total Payroll Expenses</b>	<b>\$ 43,205.29</b>	<b>\$ 146,095.00</b>	<b>29.57%</b>
Photocopy (outside jobs)		50.00	0.00%
Photography	2,143.75	5,200.00	41.23%
Postage	151.33	300.00	50.44%
PR Clip Service	500.00	4,986.00	10.03%
Printing		3,000.00	0.00%
Promotional Items	3,030.00	2,500.00	121.20%
Promotions	241.52	1,500.00	16.10%
Storage Unit(s)	800.00	2,440.00	32.79%
Tele/ FAX/ Internet	1,364.05	4,500.00	30.31%
Training/Prof. Development		100.00	0.00%
Travel Planner Reprint	46,684.00	46,000.00	101.49%
Travel/ Tradeshows	1,129.84	11,000.00	10.27%
Web Related	6,304.73	22,000.00	28.66%
<b>Total Expenses</b>	<b>\$ 423,584.57</b>	<b>\$ 1,179,313.00</b>	<b>35.92%</b>

Thursday, May 13, 2010 03:54:17 PM GMT-6 - Accrual Basis

As of 5/13/10 36.4% thru year; collected 33.33 % of LMD revenue; at 35.92% of expenses

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Minutes  
April 14, 2010 - 7:30 AM, Almont Resort

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

**OTHERS:** M. Kube, J. Wirsing, S. Ferguson, S. Snell-Dobert, S. Truex

**NOT IN ATTENDANCE:** A. Greene, J. Valenzuela, D. Wiens, C. Elliott

**Agenda Topic:** Call to order –

**I. Review and approve Minutes**

- i. Motion to approve March Minutes By: C. Riggs 2<sup>nd</sup>: M. Eldridge

VOTE: ALL in favor

**Agenda Topic:** **New Business –**

- a. Board election results: welcome back, J. Valenzuela, M. Eldridge and C. Riggs; A. Eflin for Commercial/Retail/Recreation, D. Wiens for Non-Profit and C. Ladoulis for At-Large north valley
- b. Board balance –due to an election oversight; 2010 was to have 6 south valley/5 north valley seats. To achieve this, M. Eldridge and A. Eflin have stepped down; board accepted.
- c. Vote to approve two appointments to achieve balance with acceptance by candidates. Marshal Taylor will stay on for a 1 year appointment to represent Commercial/Retail/Recreation and Cathie Elliott has accepted a 1 year appointment to represent Real Estate/Property Management
- d. 2010 Executive Committee: with no nominations from the floor, slate was put forward: W. Bearth and S. Pierotti as Co-Presidents; R. Gardner as Vice President, C. Ladoulis as Treasurer and C. Riggs as Secretary. Motion to approve slate by D. Cole with 2<sup>nd</sup> by M. Taylor
- e. Board Retreat - J. Chaney will poll board for dates using Doodle; potential dates include: 5/12 & 25, 4/29 & 30
- f. RTA Update – total load factors on air service was 54%; full MRG will be paid; making progress on deciding 2010/2011 program; available funds maxed at \$325,000; ground service reduced to 3 trips; winter 6 trips; CB South now has schedule service; park and ride plan at Cement Creek Rd./Hwy 135 postponed; looking at fund raising options including WSC students and charging for service
- g. CB Chamber Update – J. Wirsing reported that Butte Bucks are back for June and September
- h. CBMR Update – D. Cole reported 16,000 skiers days down; \$25-30,000 off budget; air was down 45,000 passengers; regional and drive market was up; groups up over last year but corporate meetings were down significantly; next winter groups looking strong in Feb and March. Yonder Mountain bank was put together in 6 weeks and sold 1500 tickets (target was 1000). New CO and West Sales Manager based in Denver is being hired (person worked at Copper and Breckinridge in Association and Incentive market; National Sales Mgr being hired, located in TX. Considering one for SE marketing based in Atlanta; possible in market in Chicago or the NE (TBD). CBMR received Best Overall Guest Service program and Best Overall Marketing program. Chamber and CBMR are working on local communication plan with something coming mid-June.

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Minutes  
April 14, 2010 - 7:30 AM, Almont Resort

Summer is shaping up well and group requests looking good. Big year for FAM's/did several with the Tourism Assn; recommendations for CBMR from the table: keep blue runs open till end of the season; publish deals and specials for locals/incentives to use the Adventure Center. Summer lifts open 6/18; may open a week earlier for CB Restaurant Week. Next year area closes 4/3/10

- i. Local PR – M. Kube suggested that once a month CBMR/TA/RTA have a column in local papers; talk about air services, marketing on the ground and improvement areas

**Agenda Topic: Finance Report – 2010 budget:** L Meredith reviewed. Motion to approve by: C. Riggs 2<sup>nd</sup> by: R. Gardner VOTE: All in favor  
2009 Budget will be closed at May meeting (prior to board retreat)  
Carryover revenue allocation: \$20,000 to Contingency raising it to \$100,000 in 2010 and balance to advertising. Motion to approve: S. Pierotti 2<sup>nd</sup> by: R. Gardner

**Agenda Topic: Comment/questions about attached staff reports**

- a. No comments/ questions: Discussion about booking trends for summer ensued and looks good as of now with many sectors pacing well.

**Agenda Topic: Old Business –**

- a. Strategic Initiative discussion – postpone finalizing Succession Plan until July meeting;
- b. Strategic Initiative discussion – Data Repository project needs a local communication plan developed; certain info should be printed out and handed to lodging partners with assistance on how to utilize the data; begin collecting Mt. CB and Gunnison lodging information starting with Jan. 2010 data. CB properties not committed for participation at this time. A. Greene is organizing. This also needs to be drafted/approved at July meeting.
- c. Strategic Initiatives discussion – review bylaws as relates to board seats “term limit.” Should that information be changed; can it be changed by the board or vote of all Partners?

Meeting Adjourned 9:20 AM

**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	9600
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	11648
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	19403
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	43806
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	73277
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	60491
2009	14592	11290	13130	10851	13354	20314	22777	16931	14781	12900	15564	21834	49863
2010	14625	15789	13243	13194									56851
% Change	0%	40%	1%	22%	-19%	-20%	-5%	24%	10%	-7%	12%	10%	14%

**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	0
2004	370	410	236	168	313	322	684	441	500	344	710	564	1184
2005	533	589	470	457	521	738	841	528	556	499	482	683	2049
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	3115
2007	606	495	495	420	402	705	686	537	588	544	484	561	2016
2008	596	575	567	503	475	514	616	527	453	350	296	570	2241
2009	428	368	471	359	441	450	631	428	396	304	320	395	1626
2010	511	516	435	417									1879
% Change	19%	40%	-8%	16%	-7%	-12%	2%	-19%	-13%	-13%	8%	-31%	16%

**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	296263
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	370576
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	192762
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	385762
2009	30469	60697	306442	17307	5577	116724	23122	11030	325558	31559	12444	136312	397609
2010	14801	6442	251703										272946
% Change													-31%

**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	13897
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	11946
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	15293
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	17632
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	22858
2008	7979	8792	9547	5636	10479	19179	27932	25008	21689	13008	7073	6605	26318
2009	5341	6026	6667	4902	8245	15561	24884	19269	16498	9740	4464	5717	18034
2010	3692	4733	7320										15745
% Change	-31%	-21%	10%	-13%	-21%	-19%	-11%	-23%	-24%	-25%	-37%	-13%	-13%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	23782
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	22875
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	33193
2006	10661	9973	14575	4184	4160	10536	17885	16873	15089	4461	4,547	13538	35209
2007	8,024	8,347	16746	3173	3520	12124	17770	18155	19354	3987	2,071	16640	33117
2008	9,442	9,723	21514	2406	2212	12965	17869	16077	21748	3420	1,502	10950	40679
2009	8,913	8,321	18457	1508	1,979	13064	21606	18132	24338	2870	1,421	13359	35691
2010	6879	7902	19011										33792
% Change	-23%	-5%	3%	-37%	-11%	1%	21%	13%	12%	-16%	-5%	22%	-5%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	149681
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	147533
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	149742
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	91209	192686
2007	77628	76676	117843	5878	6264	17369	41125	37768	24368	7466	7796	109494	154304
2008	89338	79163	133300	6133	2647	22894	39314	34035	30291	6099	4574	93817	168501
2009*	60373	71861	104781	3146	2861	20483	32640	28193	19159	2092	2882	72055	132234
2010	60345	72070											132415
% Change	0%	0%	-21%	-49%	8%	-11%	-17%	-17%	-37%	-66%	-37%	-23%	0%
YTD													-2.2%

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

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
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Gunnison*	* (Combined Specialty Shops/ Apparel/ Misc. Retail)												
2003	33800	18854	23350	21577	28186	35032	38139	51656	33009	21808	23289	32087	76004
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	73936
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	80530
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	89043.71
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	99504.59
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	89006
2009	34635	18704	25316	19565	26781	38870	40562	47947	46133	29942	22379	36504	78655
2010	29268	21656	27343										78267
% Change	-15%	16%	8%	-18%	-10%	-14%	-10%	-14%	-6%	-8%	-14%	-18%	0%
CB													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	119985
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	125467
2005	40661	42003	57623	20002	23412	52407	88892	85371	49599	25184	24,391	77234	140287
2006	41661	45824	58616	19192	22590	54297	102484	91510	58133	25380	29,530	77065	146101
2007	42678	43363	57392	20907	25417	57318	101251	90688	54122	23933	26,349	76794	143433
2008	42085	42,835	52543	18312	20066	50543	94849	100153	45375	28255	22,016	67532	137463
2009	37208	37,377	46202	14723	20212	49748	91684	87259	46289	22182	19,147	61450	120787
2010	31395	35364	46397										113156
% Change	-16%	-5%	0%	-20%	1%	-2%	-3%	-13%	2%	-21%	-13%	-9%	-6%
MTCB													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	106621
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	114985
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	120910
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	139790
2007	57994	56205	85217	13687	4061	10027	16846	12526	21893	7562	17542	97771	114199
2008	64513	61793	90106	17805	4841	12819	14097	21577	14759	5482	13971	87473	126306
2009*	48535	50220	69695	7355	3260	5721	9085	8818	10458	3545	10312	67643	98755
2010	50376	55292											105668
% Change	4%	10%	-23%	-59%	-33%	-55%	-36%	-59%	-29%	-35%	-26%	-23%	7%

0%

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	82613
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	93027
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	98393
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	115849
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	118957
2008	38838	42421	44430	40616	49952	54282	67420	68725	60096	49743	40772	41591	125689
2009	37722	36487	41541	36960	44397	57368	69260	63986	57607	46210	33979	42094	115750
2010	34427	36544	39231										110202
% Change	-9%	0%	-6%	-10%	-13%	5%	3%	-7%	-4%	-8%	-20%	1%	-5%
CB													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	108185
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	133625
2005	39772	46341	56335	17739	18358	39181	85956	65602	43298	25442	19,452	49275	142448
2006	49427	54961	60383	19536	18501	43392	85855	72985	43866	23441	22,293	56462	164771
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	181318
2008	54704	60109	66590	21701	20506	47987	87931	77768	49917	28897	21,165	50918	181403
2009	49781	51376	61241	14323	21640	45487	90054	75236	42302	24324	17,820	51661	162398
2010	42023	47936	54305										144264
% Change	-16%	-7%	-11%	-34%	6%	-5%	2%	-3%	-15%	-16%	-16%	1%	-11%
MTCB													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	98113
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	82272
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	80998
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	92868
2007	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	59694
2008	31318	34882	39149	7108	1776	5912	15620	13106	13847	2953	4818	29064	66200
2009*	31339	30169	34576	3346	691	7450	10927	9839	5282	606	3120	24008	61508
2010	30104	32368											62472
% Change	-4%	7%	-12%	-53%	-61%	26%	-30%	-25%	-62%	-79%	-35%	-17%	2%

-7%

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

YTD is an acronym for Year-To-Date

LMD is an acronym for Local Marketing District

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

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

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

\*\* CB Home Rule effective date- Nov 2003

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

and does not distinguished between first time and returning visits.

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

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

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

**3 properties paid 4th Q08 in Feb of 09**

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

Club Med closed April 2006 at the end of ski season

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

Winter 06/07 63% of hotel available;

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

CBMR closed Elevation March 31, 2008

Winter 07/08 54% of hotel open

**MTCB reported that some businesses are late**