

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Agenda  
July 14, 2009 –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 – July 2009 Board Meeting of the GCBTA

**I. Review and approve minutes** from the **June 9, 2009** Board Meeting

7:35 AM **II. New Business** –

- i. Outreach to valley restaurants – C. Riggs
- ii. Board Vote on Non-Profit board seat replacement, Larry Meredith
- iii. RTA update – Scott Truex
- iv. Chamber updates
- v. Committee reports
- vi. CBMR update
- vii. Introduce Amy Weinfurter of Coal Creek Watershed Coalition

7:55 AM **III. Finance Report** –

Motion to approve by: 2<sup>nd</sup> by:

8:00 AM **IV. Comment/questions about attached staff reports**

- i. Directors Progress Report
- ii. LMD/Sales taxes
- iii. Web traffic/phone call volume
- iv. PR report

8:15 AM **V. Old Business** –

- i. Continue work begun at the retreat

Build out tactics for:

- Strategic Topic #1: Increase Community Support of the Tourism Assn (word was investment)
- Objective #2: Funding and the reauthorization of the LMD Tax
- Be prepared to provide this tactical plan to J. Fonken, L. Weisman and M. Schumacher

9:30 AM **Meeting Adjourned**

**Attachments:** May 09 meeting minutes, 2009 budget, Executive Overview of staff reports: PR Report, Stats, Progress Report

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**PROGRESS REPORT**  
**May 15 – June 8, 2009**

- a. 6.15 JC met with Prof. C. Mitchell, WSC Sociology Dept. about survey work and conversion study
- b. 6.16 Tourism Assn quarterly update to LMD and Town of Mt. CB
- c. 6.17 JC attended the Wedding Council Meeting
- d. 6.17 G. Houston/JC/RS met with top three officials with Cattlemen’s Days to discuss future collaboration
- e. 6.17 JC attended Gunnison Valley Futures meeting
- f. 6.18 JC/RS met with C. Koenig, Account Exec. with official state vacation guide; Colorado.com
- g. 6.22 JC met with J. Helman, D. Bratton, J. Woods, M. Lock, J. Oates about community development
- h. 6.23 JC met with Women’s Leadership Group committee for Feb 2010 Conference
- i. 6.23 SP/RS/JC quarterly update to Gunnison City Council
- j. 6.24 JC attended board meeting of Gunnison Valley Observatory
- k. 6.24 RS volunteered the day to assist Fat Tire Bike Week with tours
- l. 6.25 JC did radio interview with We Sent Brent syndicated travel talk radio show (45 stations)
- m. 6.25 JC attended Gunnison Valley Futures community meeting at WSC
- n. 6.26 JC attended Health & Human Services meeting re: community development
- o. 7.1 JC met with Jon Walters, Dir. Of Sales for CBMR to discuss conference group strategy
- p. 7.2 JC attended GV Non Profit Assn meeting
- q. 7.2 JC recorded summer public service announcement with KBUT (will run all summer long)
- r. 7.4 MD/JC were in CB July 4<sup>th</sup> parade with Tourism Association float
- s. 7.6 MD/JC presented Tourism Assn quarterly update to CB Town Council
- t. 7.8 BB/JC had dinner with Sr. Editor and photographer from Nature’s Garden (Better Homes & Gardens publication)
- u. Community Calendar progress report – contacts to area events/groups to load info on web site
- v. Clip Book Update – ongoing;
- w. PR CTO leads – ongoing: Beth responds with personal contact
- x. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- y. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- z. E-newsletters for specialty interests regular E-communication to these lists
- aa. Collecting monthly fulfillment databases from Chambers and reader service lists (adding to master database by category); forwarding to Dove Graphics for fulfillment

Executive Overview of Reports/Attachments – July 14, 2009  
Tourism Association Board Meeting

**Stats Report:**

- The Stats Report shows municipal taxes through April. We will not have May information until mid July at best. Think about municipal taxes in this regard:
  - The business has 30 days to pay the municipality (e.g. April is due by May 1)
  - The municipality needs time after those 30 days to report and eventually post (e.g. by May 15 figures should be posted for the public)
  - 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 decided to 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.

- Phone volume continues to increase which is curious. Good news is that June Internet usage was down only 4% over last year and 17% points better than May.
- LMD tax shows through April and it is up 1% year over year. Note that Feb. collection was huge with 3 properties reporting their 4<sup>th</sup> quarter 2008 revenues at that time. 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 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 that Beth Buehler has taken on behalf of the Tourism Association. Please let us know if you have any questions!

**Current Budget:**

The budget 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

Gunnison-Crested Butte Tourism Association  
Board of Directors Meeting Minutes  
June 09, 2009 - 7:30 AM, Almont Resort

**In Attendance:** W. Bearth, S. Pierotti, M. Eldridge, M. Dethloff, R. Gardner, M. Taylor, J. Valenzuela, C. Riggs, J. Chaney, R. Strickland

**Others In Attendance:** R. Bond, M. Kube, T. Kohler, S. Ferguson, M. Levy

**Not in attendance:** A. Greene, P. Edwards, D. Cole

**I. Review and approve minutes from the May 14, 2009 Board Meeting**

- a. Motion to approve minutes by: M. Edwards 2<sup>nd</sup> by: JV VOTE: ALL

**II. New Business**

- i. Welcome new Board Member Carolyn Riggs/ Restaurant representative
- ii. RTA update – We’re on the summer bus schedule (6 trips per day.) We hope to get the following air service for next winter... though it is not set in stone:
  1. Daily from Dallas – 757
  2. Saturday from Atlanta – 757
  3. 4 times a week from Salt Lake – RJ70
  4. 3 props (Dash 8) per day from Denver along with an Airbus (125 +/- seats) on Sat and Sun

Also, CBMR is deciding if they want to do a weekly RJ from Chicago at their cost.

- iii. Chamber updates: R. Bond reported the success of the summer forecast in CB and thanked Jane & Rob for attending. Introducing Butte Bucks program for Summer. 4<sup>th</sup> of July events will include fireworks from CBMR and includes music before hand.
- iv. Committee reports- no updates.
- v. CBMR update: We have been diligently working with the RTA on next years flight program...we are on track for the July 4th Adventure Park opening and we are seeing a number of small close in groups booking for this summer!

**III. Finance Report –**

- Motion to approve by: S. Pierotti 2<sup>nd</sup> by: M. Dethloff VOTE: ALL

**IV. Comment/questions about attached staff reports**

- i. Directors Progress Report: No Questions
- ii. LMD/Sales taxes: No Questions
- iii. Web traffic/phone call volume: No Questions
- iv. PR report: No Questions

**V. Old Business –**

- i. Continue work begun at the retreat
  - Brief overview of process used to arrive at 6 strategic statements/grouping of topics
  - Review of the work done by the Executive Committee.
  - Agreed on themes/strategic statements and placement of objectives with some modifications and regrouping
    - Purpose (Finger Votes will gage approval):
      - Agreed on Strategic Statements.
        - An overview of each was given.
        - VOTE: ALL
      - Agreed on placement of 10 objectives
        - #1- Add: showcase value of the Tourism Association to the community.
          - Parking lot items = the words “investment” & “community” in the Strategic Statement
        - #2- no changes. VOTE: ALL

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- #3- Add: Use Board Member skills and connections. VOTE: ALL
- #4- no changes. VOTE: ALL
- #5- Add: Dissemination of the data and share locally (removing from original).  
VOTE: ALL
- #6- Change to “Identify” entities... Add: develop a plan to utilize them.
- Which come first- create a rough timeline based on importance
  - This Quarter (urgent tasks):
    - #1 – obj2
    - #1 – obj1
    - #3 – obj1
    - #5 – obj1
  - New meeting process will flow like this
    - Cover old business
    - New Business - Create an action plan for the topic du-jour
    - Decide what the next meeting will cover
      - Either continue topic-de-jour or
      - Start a new topic
  - Before next meeting (We will create an action plan at next meeting for #1 - 2):
    - Staff will list current tactics (‘ing words, action items) already employed and disseminate to board so they can add their thoughts prior to the July meeting

**Meeting Adjourned**

9:30 AM

<b>G-CBTA</b>			
	<b>Actual</b>	<b>Budget</b>	<b>% of Budget</b>
<b>Revenue</b>			
Carry Over Hill & Co	13,840.00	13,840.00	100.00%
Carry Over Media Internet	22,627.00	22,627.00	100.00%
Contingency Fund		80,000.00	0.00%
Current CO-OP Reimbursement	4,287.00	4,287.00	100.00%
Current Media Reimbursement	42,433.00	42,433.00	100.00%
LMD	491,268.99	1,075,000.00	45.70%
<b>Total Revenue</b>	<b>574,455.99</b>	<b>\$ 1,238,187.00</b>	<b>46.39%</b>
<b>Expenses</b>			
Accountant	90.00	800.00	11.25%
B&B Creative	2,610.50	5,500.00	47.46%
Board Member Related	798.55	1,500.00	53.24%
Computer/ Office Equipment		1,000.00	0.00%
Dues/ Memberships	8,400.00	8,500.00	98.82%
FAM Non-TA Hosted	604.01	1,000.00	60.40%
FAM TA Hosted	631.67	3,000.00	21.06%
Fulfillment	29,935.56	48,000.00	62.37%
Hill & CO	14,220.48	13,840.00	102.75%
Hospitality	960.64	1,500.00	64.04%
Insurance	1,550.00	1,550.00	100.00%
Legal	85.00	500.00	17.00%
Local Media	8,261.82	8,200.00	100.75%
Local Meetings	1,834.83	4,000.00	45.87%
Local PR			
Buehler Communications	24,727.50	50,503.00	48.96%
Intern-PR Value		1,000.00	0.00%
Supplies (Media CD's/ Phone)	123.60	900.00	13.73%
Travel Expenses	1,155.33	400.00	288.83%
<b>Total Local PR</b>	<b>26,006.43</b>	<b>\$ 52,803.00</b>	<b>49.25%</b>
Media			
Direct Mail	9,480.13	20,000.00	47.40%
Internet	83,039.24	197,627.00	42.02%
Media Reimbursement		36,020.00	0.00%
Other	9,236.35	20,000.00	46.18%
Print	233,958.61	318,612.00	73.43%
Radio		150,000.00	0.00%
<b>Total Media</b>	<b>335,714.33</b>	<b>\$ 742,259.00</b>	<b>45.23%</b>
Misc Expenses	720.57	2,500.00	28.82%
Office Supplies	687.59	1,000.00	68.76%
Payroll Expenses			
Director Incentive		8,500.00	0.00%
Marketing Coordinator	16,851.84	46,300.00	36.40%
Marketing Director	38,363.17	88,485.00	43.36%
<b>Total Payroll Expenses</b>	<b>55,215.01</b>	<b>\$ 143,285.00</b>	<b>38.54%</b>
Photocopy (outside jobs)		150.00	0.00%
Photography	4,318.75	6,000.00	71.98%
Postage	196.28	300.00	65.43%
PR Clip Service		3,100.00	0.00%
Printing	2,253.50	3,000.00	75.12%
Promotional Items	2,432.55	3,000.00	81.09%
Promotions	559.98	1,600.00	35.00%
Storage Unit(s)	1,400.00	2,440.00	57.38%
Subscriptions		50.00	0.00%
Tele/ FAX/ Internet	1,500.55	8,238.00	18.21%
Training/Prof. Development		450.00	0.00%
Travel Planner Reprint	45,431.00	45,000.00	100.96%
Travel/ Tradeshow	2,447.97	11,000.00	22.25%
Web Related	7,472.88	33,122.00	22.56%
<b>Total Expenses</b>	<b>556,340.45</b>	<b>\$ 1,158,187.00</b>	<b>48.04%</b>

**We are 50% of the way thru the year; at 48 % of budget expenses and have collected 45% of LMD funds**

The purpose of this document: to enable participants to make entries to build out tactics in support of Strategic Initiatives, avoid duplication/repetition and streamline the process of developing a tactical plan for each of our objectives.

Scroll down to make your entries under the appropriate column header (staff or BOD/Advisory Board Action Ideas); if you need to make a correction in a field/box just double click it!

At the July 14, 2009 TA BOD meeting suggestions will be reviewed, a tactical plan created and given to M. Schumacher, L. Weisman and J. Fonken; Of course at that time, BOD/Advisory Members can volunteer to assist Joellen, Loree and Mark.

Strategic Topic #1: Increase Community Support of the Tourism Assn

Objective #2: Funding and the reauthorization of the LMD Tax

Staff input/suggestions

(don't type anything in this column)

(don't type anything in this column)

website i.e., called [www.PassLMD.org](http://www.PassLMD.org); provide stats/measurement of past success info about result of lack of funding statewide help with developing a "pros/cons" list about direct committee to info on [gcbta.com](http://gcbta.com)

BOD/Advisory Board ideas/suggestions

Beginning in Sept - Coffee talks at coffee shops in both towns. Answer questions?  
Develop bullet point flyer that can be handed  
Develop election slogan that could be used on  
Wording of the ballot issue is extremely  
Find a method (maybe a new slogan) that  
Clarify to voters that this is not a new tax  
Ask to speak at Rotary, Downtown Gunnison  
Hold informational meetings at local

I think the first step should be to do our homework — gather information regarding how the TA/LMD is currently understood/viewed by the voters.

Gunnison-Crested Butte Tourism Association  
Strategic Initiatives – May Retreat 2009 – Revised 6.9.09 Board Meeting

*At the June 2009 Board meeting, it was agreed that the Board and Staff will continue to build out tactical plans for every objective based on importance and priority for as long as it takes. There will be one central Google Doc to contain the master plan.*

I. Strategic statement – Increase community support of (was: investment in) the Tourism Association

- Objective 1: Community outreach and awareness programs with a focus on more positive local awareness and partnerships
- Objective 2: Funding and the reauthorization of the LMD tax
- Objective 3: Continue to be transparent
- **ADDED:** Objective 4: Showcase the Tourism Association's value to the community

II. Strategic statement – Elevate brand awareness and gain market share (No Changes)

- Objective 1: Expand brand recognition "throughout the world"
- Objective 2: Maintain marketing; distinguish ourselves and stand out from the competition
- Objective 3: Market intelligence and trends

III. Strategic statement – Maximize utilization of the Board of Directors

- Objective 1: Board integration to improve relationships and communication. (how can the Board use technology to achieve this?)
- Objective 2: Continue to be transparent
- **ADDED:** Objective 3: Utilize Board member skills and connections

IV. Strategic statement – Insure continuance of the Board of Directors and Staff (No Changes)

- Objective 1: Succession planning for Board and Staff

V. Strategic statement – Become a repository of tourism related data

- Objective 1: ROI and other "accountability" metrics about performance to share locally. Data collection is a key part of this
- **MODIFIED:** Objective 1: Collect ROI and other accountability metrics about performance and trends
- **ADDED:** Objective 2: Share data locally

VI. Strategic statement – Expand our strength via strategic partnerships

- Objective 1: How do we expand our reach via other entities? Via our strategic partners?
- **MODIFIED:** Objective 1: Identify and utilize all partners
- **MODIFIED:** Objective 2: Expand our reach using strategic partners

## **PR REPORT for May 29 – July 4, 2009**

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

### **Press Releases/Articles**

- Press releases distributed to media lists: CB Land Trust Wine & Food Festival, CB Music Festival, July 4<sup>th</sup>, Cattlemen's Days
- Updating summer/fall press releases and calendar as new information develops
- Continue to write summer/fall releases as topics develop

### **Media Contacts**

- Information to Amy Williams for her book Girlfriend Getaways in the Southwest, Stacey Brugeman about The Dogwood for an article, Arts Management about CB Music Festival, Examiner.com writer Melanie Pahl about Gunnison, Colorado Biz about sustainable hotels
- Submitted pitch to USA Network for Gunnison to be a stop on Tom Brokaw's tour of U.S. Highway 50 from East to West Coasts
- Upcoming Media Visits (in July) - MileHighMamas.com (affiliated with Denver Post) Editor Amber Johnson in cooperation with CB Music Festival, CB Wildflower Festival and RMBL; editor and staff from Nature's Garden (a Better Homes & Gardens publication) in partnership with CB Wildflower Festival; Gigi Ragland, freelancer from Longmont in cooperation with CB Wildflower Festival and CB Music Festival; Chuck Taylor from johnnyjet.com in partnership with CB Music Festival.
- Journalists Hosted - freelance writer Gail Jokerst from Montana toured 3 national parks (including Black Canyon of the Gunnison) and nearby towns in late May, Fodor's Associate Editor Cate Starmer (in charge of Colorado book), Dirk Kruse-Etzbach and Marita Bromberg of Iwanowski Publishers (German travel guidebooks)
- Respond to Colorado Tourism Office (CTO) PR opportunities: background for USA Media Marketplace, adventure packages for a CTO press release
- 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**

- CB Destination (Riding High in CB, focus on biking) – Sunset magazine (includes mention on cover and in table of contents)
- Making the Most of Summer 2009 in Colorado (Travel section of Denver Post) – included boat Blue Mesa, float-fish Black Canyon of the Gunnison, hike from CB to Aspen (Conundrum Hot Springs route), mountain biking in CB
- Hike, bike, climb, kayak: A road trip through some outdoor towns of the New West (including Crested Butte) – [www.examiner.com](http://www.examiner.com)
- Gunnison-CB Fishing Destination – Amarillo Globe-News
- Crested Butte Wildflower Photography Destination – Coloradoan (Ft. Collins), CBS4 Denver
- Fishing – Grand Junction Sentinel, Coloradoan (Ft. Collins)
- Colorado Farmers' Markets, including Gunnison & CB – Denver Post
- CB blog – Loren Steffy, Houston Chronicle
- Gunnison River Festival, Fat Tire Bike Week, Wildflower Rush, Bridges of the Butte, Pinnacle Series, 24 Hours in the Sage – Denver Post Outdoor Extremes Calendar

- Fat Tire Bike Week - Coloradoan (Ft. Collins), Colorado Springs Gazette, [www.coloradoski.com](http://www.coloradoski.com)
- Wildflower Rush – Steamboat Pilot & Today
- CB Music Festival – Denton Record Chronicle, Denver Post (Travel Notes, Travel section, and 2 articles by Kyle MacMillan arts critic), [www.coloradoski.com](http://www.coloradoski.com)
- CB Wildflower Festival – Colorado Springs Gazette, Denver Post, Wild Blue Yonder (Frontier in-flight magazine), Westword, Colorado Country Life magazine
- CB Mountain Bike Trails & How They Developed (focus on Don Cook)– Denver Post
- Dave Wiens/building a bike trail from Gunnison to CB – article published by Colorado Springs Gazette and picked up by numerous other publications
- Western State College Welcomes 5,000 Visitors this Summer – U.S. Fed News
- July 4<sup>th</sup> – KRDO TV, Denver Post
- Gunnison River Festival – [www.travelvideo.tv](http://www.travelvideo.tv)
- Crested Butte Arts Festival – [www.coloradoski.com](http://www.coloradoski.com)
- Adaptive Sports Center – Eileen Ogintz’s Taking the Kids column (appeared in Denver Post & other places as well [www.takingthekids.com](http://www.takingthekids.com))
- Crested Butte Writer’s Conference – [www.examiner.com](http://www.examiner.com)

### **Other Activities**

- Met with interim CBMR communications director Emily McCormack
- Met with CB Land Trust Wine & Food Festival PR coordinator
- 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	12000
2004	2773	1942	4029	2904	2031	1396	2833	1784	2752	3059	5052	3472	13678
2005	4556	4862	5339	4646	7046	5166	6714	7666	8128	12538	9788	12197	26449
2006	13426	9944	11611	8824	13781	16354	15388	11347	40053	14531	14161	17039	57587
2007	21268	16133	17768	18108	20731	26620	31072	19642	17817	18325	20726	19508	94008
2008	15000	13931	17832	13728	16419	25461	23934	13708	13455	13831	13842	19814	76910
2009	14592	11290	13130	10851	13354	20314							63217
% Change	-3%	-19%	-26%	-24%	-21%	-4%							-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	1497
2005	533	589	470	457	521	738	841	528	556	499	482	683	2570
2006	1105	840	655	515	651	1240	1061	806	1081	608	620	626	3766
2007	606	495	495	420	402	705	686	537	588	544	484	561	2418
2008	596	575	567	503	475	514	616	527	453	350	296	570	2716
2009	642	609	804	681	691	720							3427
% Change	8%	6%	42%	35%	45%	40%							26%

**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	353575
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	368354
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	365014
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90466.97	409002
2009	30469	60697	306442	17307									414915
													1%

**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	17671
2004	4158	3463	4325	3911	7283	10307	18745	15812	13945	9202	4784	4582	15857
2005	4649	4686	5958	3971	7354	16118	18972	16281	13538	8178	5716	5411	19264
2006	5354	5235	7043	3690	9042	14201	25735	22172	17984	11231	5262	5579	21322
2007	7117	6471	9270	5903	10392	18423	28961	28573	24032	13018	7205	8344	28761
2008	7979	8792	9547	5636	10479	19179	27932	18679	16710	9478	4787	6605	31954
2009	5341	6026	6667	4902									22936
% Change	-33%	-31%	-30%	-13%									-28%
CB													
2003	7688	7811	8283	2408	3823	6938	13442	12700	7673	3047	2461	6920	26190
2004	6122	7220	9533	1989	3737	7076	13919	11690	11904	2803	2,369	10116	24864
2005	7975	10007	15211	2608	3760	8401	17441	14871	15889	5148	4,682	10406	35801
2006	10661	9973	14575	4184	4160	10536	17885	16392	15089	4461	4,547	13538	39393
2007	8,024	8,347	16746	3173	3520	12124	17770	18096	19354	3987	2,071	16640	36290
2008	9,442	9,723	21514	2406	2212	12406	17869	15943	20400	2635	1,502	10950	43085
2009	8,769	8,321	15571	1508									34169
% Change	-7%	-14%	-28%	-37%									-21%
MTCB													
2003	82743	66938	118711	6103	910	9757	39898	26112	11488	3668	1821	70216	274495
2004	69429	78104	99164	4809	1476	10307	44794	25646	14302	4983	4816	69517	251506
2005	71863	77879	110243	8875	2132	16118	49238	30251	17294	5767	5470	85900	268860
2006	93962	98724	131033	6089	1596	14201	45026	28167	25151	3157	6102	90003	329808
2007	77628	76676	117843	5878	6264	17369	41125	37768	24102	7466	7796	106833	278025
2008	89338	79163	133300	6133	2647	22382	39314	34035	26235	6099	4574	91501	307934
2009*	60373	71861	103513	3146									238893
% Change	-32%	-9%	-22%	-49%									-22%

YTD

-22.7% OVER >>

**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	97581
2004	30453	18905	24578	23050	26727	37323	42663	56619	38733	26421	21876	38017	96986
2005	31270	21585	27675	25174	31252	41670	45953	57106	40844	26053	26817	46445	105704
2006	34281	22709	32054	27558	36027	45750	48912	61352	52595	36759	26987	48654	116601.32
2007	39257	25575	34673	29426	34290	44994	50425	57994	48440	37492	27294	49494	128931.08
2008	33290	23709	32007	23946	29722	45219	45315	55822	49338	32397	25873	44378	112952
2009	34635	18704	25316	19565									98220
<b>% Change</b>	<b>4%</b>	<b>-21%</b>	<b>-21%</b>	<b>-18%</b>									<b>-13%</b>
<b>CB</b>													
2003	40376	32044	47565	11711	17846	41054	74890	77901	40650	19756	20795	55017	131696
2004	38076	35460	51931	16176	19859	43925	95643	82213	48493	25765	23,233	74181	141643
2005	40661	42003	57623	20002	23412	52407	88892	85181	49599	25184	24,391	77234	160289
2006	41661	45824	58616	19192	22590	54297	102484	91038	58133	25380	29,530	77065	165293
2007	42678	43363	57392	20907	24674	57318	101251	89039	54122	23933	26,349	76794	164340
2008	42085	42,835	52543	18312	19467	48628	94849	99092	43566	26051	20,935	66050	155775
2009	33881	36,736	44764	14283									129664
<b>% Change</b>	<b>-19%</b>	<b>-14%</b>	<b>-15%</b>	<b>-22%</b>									<b>-17%</b>
<b>MTCB</b>													
2003	55624	50997	86055	7835	1413	4593	8925	11902	4771	2813	5456	67949	200511
2004	56078	58907	72592	6852	2159	5381	11204	11190	13165	6656	11219	69221	194429
2005	62964	57946	82382	11049	4477	7659	12743	10194	12934	6505	16698	79169	214341
2006	71167	68623	92235	10791	4654	7815	13779	10361	15843	11745	28722	83968	242816
2007	57994	56205	85217	13687	4061	10027	11760	12526	21893	7562	17542	97771	213103
2008	64513	61793	90106	17805	3839	12670	12473	21577	12446	4329	13971	87473	234217
2009*	48535	50220	69695	7355									175805
<b>% Change</b>	<b>-25%</b>	<b>-19%</b>	<b>-23%</b>	<b>-59%</b>									<b>-25%</b>
													<b>-20%</b>

**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	111580
2004	29756	29809	33462	32070	36348	42905	55324	49260	45552	38642	32983	32449	125097
2005	31352	31602	35439	34261	38697	45671	60418	56648	52463	43810	37662	39562	132654
2006	36138	36593	43118	35581	44293	52187	63496	58653	57038	46717	37916	39741	151430
2007	38164	35638	45155	39384	44701	57368	67262	62531	60840	50335	40555	42693	158341
2008	38838	42421	44430	40616	49352	54282	67420	65479	57988	51993	39288	41591	166305
2009	37722	36487	41541	36960									152710
<b>% Change</b>	<b>-3%</b>	<b>-16%</b>	<b>-7%</b>	<b>-10%</b>									<b>-8%</b>
<b>CB</b>													
2003	33897	35617	38671	13758	15097	33961	63971	54136	31508	18166	16906	36753	121943
2004	39137	43149	51339	15542	16823	34503	76128	57602	38845	16960	17,169	46013	149167
2005	39772	46341	56335	17739	18358	39181	85956	65224	43298	25442	19,452	49275	160187
2006	49427	54961	60383	19536	18501	43392	85855	71887	43866	23441	22,293	56462	184307
2007	56383	57427	67508	21029	22848	47074	87097	74102	52602	26055	24,136	59782	202347
2008	54704	60109	66590	21701	17991	47987	87931	76453	42507	26302	20,378	47664	203104
2009	49164	49452	53314	14181									166111
<b>% Change</b>	<b>-10%</b>	<b>-18%</b>	<b>-20%</b>	<b>-35%</b>									<b>-18%</b>
<b>MTCB</b>													
2003	51156	46957	61334	6102	349	2870	8099	7102	1815	1230	1293	28947	165549
2004	37399	44873	44184	3508	258	2817	7507	5350	3596	1379	4645	32812	129964
2005	39125	41873	51687	4713	336	2268	7313	5208	2060	0	2634	32205	137398
2006	29870	62998	55186	4245	0	17442	6957	4350	3307	459	3501	26456	152299
2007	30265	29429	36330	6170	1930	5992	10596	9477	6156	2679	7660	31709	102194
2008	31318	34882	39149	7108	1776	5912	15620	13106	13663	2953	4818	29064	112457
2009*	31339	30169	32182	3346									97036
<b>% Change</b>	<b>0%</b>	<b>-14%</b>	<b>-18%</b>	<b>-53%</b>									<b>-14%</b>
													<b>-14%</b>

**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 reoprted that some businesses are late**