

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
September 8, 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 – September 2009 Board Meeting of the GCBTA

I. Review and approve minutes from the **August 11, 2009** Board Meeting

7:35 AM **II. New Business** –

- i. RTA update – Scott Truex
- ii. Chamber updates
- iii. Committee reports – None at this time
- iv. CBMR update

7:55 AM **IV. Finance Report** –L Meredith

Motion to approve by: 2nd by:

8:00 AM **V. 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. *Board Members who still need to sign the following, please get with Jane at the meeting.*
 1. Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
 2. Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
- ii. Directors UPDATE: LMD Committee Report (see attached timeline and budget)
- iii. Continue work begun at the retreat –Build out tactics for:
 - **Strategy Initiative #5** Become a repository for tourism related data;
 - **Objective 1:** Collect ROI and other accountability metrics about performance and trends.

9:30 AM **Meeting Adjourned**

Attachments: August 09 meeting minutes, 2009 budget, Executive Overview of reports: PR Report, Stats, Progress Report; LMD Reauthorization Timeline and Budget

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Agenda
September 8, 2009 –7:30 AM, Almont Resort

PROGRESS REPORT
August 11 – September 7, 2009

- a. 8/13-14; 17 J. Chaney out of the office
- b. 8.18 JC/BB attended Mt. CB Council meeting; grant presentation
- c. 8/19 JC/RS/J. Fonken LMD Reauthorization Committee Mtg
- d. 8/19-21 J. Chaney out of office
- e. 8/25 JC phone call with L. Williams re: Econ Discussion Group
- f. 8/27 & 28 J. Chaney out of office
- g. 8/30 BB lunch with M. Frei, German journalist
- h. 8/31 JC branding presentation to Gunnison Downtown group
- i. 9/1 WB/SP/JC/RS attended Mt. CB Work session re: grant program
- j. 9/2 JC attended RTA Fund Ad Hoc Committee meeting
- k. 9/2 JC/RS/J. Fonken/M. Schumacher LMD Reauthorization Committee Mtg
- l. 9/7 Holiday
- m. Community Calendar progress report – contacts to area events/groups to load info on web site
- n. Clip Book Update – ongoing;
- o. PR CTO leads – ongoing; Beth responds with personal contact
- p. Web site optimization efforts ongoing; Continued enhancements on web site: more pages with specific content for optimization;
- q. Ongoing purchase of media per the 2009 media plan; creating insertion orders; approving ads
- r. E-newsletters for specialty interests regular E-communication to these lists
- s. Collecting monthly fulfillment databases from 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
August 11, 2009 - 7:30 AM, Almont Resort

In Attendance: W. Bearth, S. Pierotti, M. Eldridge, A. Greene, C. Riggs, M. Taylor, M. Dethloff, L. Meredith, J. Chaney, R. Strickland

Others In Attendance: S. Truex, S. Ferguson, K. Kinscherf, H. Channell

Not in attendance: D. Cole, R. Gardner, J. Valenzuela

Agenda Topic: Review and approve minutes from the **July 14, 2009** Board Meeting

- a) Change from Gitkin to Gitin and then approve Motion to approve by S. Pierotti, 2nd: M. Eldridge VOTE: All in favor

Agenda Topic: New Business –

- a) Welcome New Board Member, Larry Meredith
- b) Board vote Non-Profit board seat replacement, Larry Meredith
 - i) Motion by: M. Dethloff 2nd: M. Eldridge VOTE: All
- c) Board vote on Larry Meredith filling the vacant treasurer's seat in executive committee
 - i) Motion by: M. Dethloff 2nd: M. Eldridge VOTE: All
- d) Board discussion and vote on the following IRS related topics:
 - i) Employee Compensation Policy (co-President signs; BOD adopts)
 - ii) Document Retention and Destruction Policy (co-President signs; BOD adopts)
 - iii) Code of Conduct and Whistleblower Policy (all sign; co-President verifies adoption)
 - iv) Policy Regarding Conflicts of Interest (all sign; co-President verifies adoption)
 - (1) Motion to approve above documents as drafted by C. Riggs 2nd: M. Dethloff VOTE: All
- e) RTA Update: S. Truex- Airline contacts are signed. The bus that has been off the road for 7 months is back. Winter trips will be reduced but uncertain as of now what the schedule will be. The RTA will publish the RFP for ground services for 2010. A trip one-way costs the RTA \$100 or \$5 per person.
- f) Chamber updates - none
- g) CBMR update: Formalizing a Subaru ice driving school and partnership. Pass sales are tracking. Business pass programs underway with the chamber. J. Chaney will email the board to confirm Gunnison Chamber member eligibility. Winter advertising starting next week. Air bookings are increasing quickly, but numbers today are still small. The summer adventure park is averaging 85 users per day.

Agenda Topic: Finance Report – J. Chaney

- a) Revenues and expenses are in line with our progress in the calendar year. However Mt. Crested Butte is behind in submission of the Admissions tax.
 - i) Motion to approve by: M. Dethloff 2nd by C. Riggs VOTE: All in favor

Agenda Topic: Comments questions on Staff Reports –

- a) The phone volume report was reviewed and it was discovered that a number was generating high volume but not being used in our marketing materials. The number has since been canceled.

Agenda Topic: Old Business

- a) Director's Update: LMD Committee Report- M. Schumacher, J. Fonken, L. Weisman, J. Chaney & R. Strickland (Staff was there just to help with meeting minutes etc.) met and created a timeline and tasks for each committee members to work on. The committee will meet again on August 19 to finalize details before the meeting with the LMD Board 9/8/09. Board members will be contacted for support if needed.
- b) Pick new topic from Retreat flip charts. Discussion ensued to determine which Strategy the Board would like to focus on next and centered around the organization's ability to communicate successes and other metrics.
 - i) New topic **Strategy Initiative #5** Become a repository for tourism related data; **Objective 1:** Collect ROI and other accountability metrics about performance and trends.
 - (1) Purpose of gathering data might be trend related to help advertising efforts, user demographics etc.
 - (2) Ideas for gathering metrics include
 - (a) WSC- Visits to campus

Gunnison-Crested Butte Tourism Association
Board of Directors Meeting Minutes
August 11, 2009 - 7:30 AM, Almont Resort

- (b) NPS
- (c) Activity data (i.e. fishing, museum visits, skiing etc)
- ii) New topic **objective:** #1- to gather data
- iii) A Google document will be made available to brainstorm prior to the next Board Meeting (will brainstorm at meeting)
- iv) J. Chaney will reach out to the chamber directors and advisory board members to provide a list of data already collected and invite them to attend the next meeting to discuss.

Agenda Topic: Mt. Crested Butte Grant Application: It has been suggested that W. Bearth, CBL, craft an endorsement statement that Mt. Crested Butte businesses could sign on to, and then this endorsement could be attached to the grant application to demonstrate constituent support of the Tourism Association. Other concerns were expressed by a variety of Board members about the methodology Mt. Crested Butte is using to allocate funds and the Tourism Association's ability to vie for those funds.

Agenda Topic: Adjourn

- i) 9:30 AM Meeting adjourned

G-CBTA

| | Actual | Budget | % of Budget |
|-------------------------------|----------------------|------------------------|---------------|
| Revenue | | | |
| Carry Over Hill & Co | | 13,840.00 | 0.00% |
| Carry Over Media Internet | | 22,627.00 | 0.00% |
| Contingency Fund | | 80,000.00 | 0.00% |
| Current CO-OP Reimbursement | 4,286.52 | 4,287.00 | 99.99% |
| Current Media Reimbursement | 42,433.00 | 42,433.00 | 100.00% |
| LMD | 783,332.65 | 1,075,000.00 | 72.87% |
| Total Revenue | \$ 830,052.17 | \$ 1,238,187.00 | 67.04% |
| Expenses | | | |
| Accountant | 620.00 | 800.00 | 77.50% |
| B&B Creative | 3,410.50 | 5,500.00 | 62.01% |
| Board Member Related | 845.55 | 1,500.00 | 56.37% |
| Computer/ Office Equipment | | 1,000.00 | 0.00% |
| Dues/ Memberships | 10,425.00 | 10,500.00 | 99.29% |
| FAM Non-TA Hosted | 604.01 | 1,000.00 | 60.40% |
| FAM TA Hosted | 2,848.06 | 3,000.00 | 94.94% |
| Fulfillment | 42,878.64 | 55,038.00 | 77.91% |
| Hill & CO | 14,220.48 | 13,840.00 | 102.75% |
| Hospitality | 1,261.03 | 1,500.00 | 84.07% |
| 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 | 1,994.83 | 4,000.00 | 49.87% |
| 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 | 329.61 | 400.00 | 82.40% |
| Total Local PR | \$ 25,180.71 | \$ 52,803.00 | 47.69% |
| Media | | | |
| Direct Mail | 14,546.60 | 20,000.00 | 72.73% |
| Internet | 116,129.98 | 208,627.00 | 55.66% |
| Media Reimbursement | | 29,020.00 | 0.00% |
| Other | 9,236.35 | 20,000.00 | 46.18% |
| Print | 280,207.09 | 318,612.00 | 87.95% |
| Radio | | 150,000.00 | 0.00% |
| Total Media | \$ 420,120.02 | \$ 746,259.00 | 56.30% |
| Misc Expenses | 1,768.12 | 2,500.00 | 70.72% |
| Office Supplies | 711.18 | 1,000.00 | 71.12% |
| Payroll Expenses | | | |
| Director Incentive | 1,689.70 | 8,500.00 | 19.88% |
| Marketing Coordinator | 20,222.20 | 46,300.00 | 43.68% |
| Marketing Director | 44,008.17 | 88,485.00 | 49.74% |
| Total Payroll Expenses | \$ 65,920.07 | \$ 143,285.00 | 46.01% |
| Photocopy (outside jobs) | | 150.00 | 0.00% |
| Photography | 4,568.75 | 6,000.00 | 76.15% |
| Postage | 240.28 | 300.00 | 80.09% |
| PR Clip Service | | 4,800.00 | 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) | 1,600.00 | 2,440.00 | 65.57% |
| Subscriptions | | 50.00 | 0.00% |
| Tele/ FAX/ Internet | 2,589.39 | 4,500.00 | 57.54% |
| Training/Prof. Development | | 450.00 | 0.00% |
| Travel Planner Reprint | 45,431.00 | 45,000.00 | 100.96% |
| Travel/ Tradeshow | 7,947.97 | 11,000.00 | 72.25% |
| Web Related | 10,127.88 | 22,122.00 | 45.78% |
| Total Expenses | \$ 680,456.32 | \$ 1,158,187.00 | 58.75% |

We are at 66% of the way through the year; 73% of revenue collection and 60% of expenses

Executive Overview of Reports/Attachments – September 8, 2009
Tourism Association Board Meeting

Stats Report:

- The Stats Report shows municipal taxes through June.

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 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. We do not see anything out of the ordinary in the numbers that are currently available.

- Phone volume August YTD is down 18% which is static and holding from our July numbers.
- Web traffic August YTD is down 12% compared to July YTD which was down 16%. This is well within the average of what is happening to web visitor traffic in other destinations.
- LMD tax report is through June and it is up 4% year over year. *When 2009 is “projected out” using 2nd half numbers from 2008, we would be at \$1,503,671; using 2007 year end would be \$1,108,776 and using 2006 year end would be \$1,077,062. At the very least using 2006 number, we would end up 4% over the 2008 year end number of \$1,031,915.* 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. In September we should be able to report May and June numbers.

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 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

PR REPORT for August 5 – September 1, 2009
Buehler Communications Inc. for Gunnison-Crested Butte Tourism Association

Press Releases/Articles

- Press releases distributed to media lists: Vinotok, Fall Festival of Beers & Chili Cook-Off, DjangoFest Colorado, September Splendor in the Rockies
- Updating summer/fall press releases and calendar as new information develops
- Starting to write winter/spring releases

Media Contacts

- Information about Oct. – Jan. calendar of events (and photos) to RV Journal, 2010 calendar of events to Colorado Travel Council
- Journalists hosted in middle and late August – Teresa Farney, food writer for the Colorado Springs Gazette to attend Tour de Forks & Chefs on the Edge; Sherry Spitsnaugle, author of a guidebook about great weekend getaways from Denver (writing about Almont); Franz Marc Frei, magazine writer and editor from Germany (FAM organized by Colorado Tourism Office)
- Upcoming media visits in September: Guneter Kast and Sandra Urbaniak of Germany, freelance outdoor writers
- Respond to Colorado Tourism Office (CTO) PR opportunities: winter calendar of events info for Discover America Day in Toronto (Oct. 5)
- Respond to CTO media leads
- Fulfill Southwest Colorado Travel Region information requests: fall/Halloween events
- 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

- Sensational Ways to Savor & Save on Colorado's Brilliant Fall Foliage (from a Colorado Tourism Office press release that mentions Kebler Pass & Crested Butte) – Sun Herald, News Blaze, Yahoo! Canada, Yahoo! Finance, Dallas Business Journal, Houston Chronicle, Tampa Bay Business Journal, Business Journal Serving Greater Milwaukee, New Mexico Business Weekly, Minneapolis/St. Paul Business Journal, St. Louis Business Journal, Thomson Reuters, Jacksonville Business Journal, Earthtimes.org, Associated Press, Bradenton Herald
- Black Canyon of the Gunnison – Mike Nelson's Fly-Fishing excursion – Channel 7 TV Denver (trip organized by the Tourism Association)
- Fall Leaf-Peeping on Colorado's Back Roads (Kebler Pass one of five routes mentioned) – Dan Leeth article that appeared in the Dallas Morning News, Denton Chronicle and on KING-TV and KGW-TV
- Fall Foliage in the West (includes Kebler Pass and CB) – associatedcontent.com
- Camping Season in Colorado Stretches Out (into fall, includes Lake Irwin as one of 3 great spots) – Denver Post
- Biking at Its Peak (Colorado as fat-tire heaven, includes CB) – Denver Post travel section
- Off-Piste Cowboys (Crested Butte, Telluride and Copper Mountain ski/board destinations) – Australia's Sydney Morning Herald, Brisbane Times, theage.com.au/travel (resulted from a FAM sponsored by Tourism Association, CBMR and Colorado Ski Country USA)
- DjangoFest – Denver Post (Bret Saunders jazz column), Fort Worth Star-Telegram, Ohio.com, Beacon Journal, firsttracksonline.com, allaboutjazz.com, thesunchronicle.ning.com
- Fall Festival of Beers & Chili Cook-Off – Denver Post travel section
- Gunnison Car Show, High Octane Arts & Crafts, Carvin' Up Colorado – blogs.musclemustangfastfords.com
- 24 Hours in the Sage & Pearl Pass Mountain Bike Tour – Denver Post Outdoor Extremes calendar
- CBLT Wine & Food Festival – Ben Weinberg's wine blog
- Crested Butte Fair-Weather Travel Destination – highonadventure.com
- Crested Butte listed as the #10 best small town in the world on a Tampa Bay Online blog about a couple's journey around the world after getting married in Crested Butte
- Denver to Durango (a series of articles) – mentions of Gunnison and Blue Mesa on associatedcontent.com
- George W. Bush, Laura and twins visit area for wedding – Denver Post Bill Husted's column
- Crested Butte to Aspen hike – Aspen Times
- Black Canyon of the Gunnison's 10th birthday as a national park – Rocky Mountain Independent
- Dirty Dozen motorcycle ride for women/breast cancer (route includes Almont) – examiner.com
- Colleges Offer Studies & Skiing (including Western State College) – examiner.com

Other Activities

- Attended Mt. Crested Butte Town Council meeting on Aug. 18 – admission tax grant application
- Working with Jane and Rob to examine our social media activities
- 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 | 19200 |
| 2004 | 2773 | 1942 | 4029 | 2904 | 2031 | 1396 | 2833 | 1784 | 2752 | 3059 | 5052 | 3472 | 19691 |
| 2005 | 4556 | 4862 | 5339 | 4646 | 7046 | 5166 | 6714 | 7666 | 8128 | 12538 | 9788 | 12197 | 45995 |
| 2006 | 13426 | 9944 | 11611 | 8824 | 13781 | 16354 | 15388 | 11347 | 40053 | 14531 | 14161 | 17039 | 100676 |
| 2007 | 21268 | 16133 | 17768 | 18108 | 20731 | 26620 | 31072 | 19642 | 17817 | 18325 | 20726 | 19508 | 171342 |
| 2008 | 15000 | 13931 | 17832 | 13728 | 16419 | 25461 | 23934 | 13708 | 13455 | 13831 | 13842 | 19814 | 140013 |
| 2009 | 14592 | 11290 | 13130 | 10851 | 13354 | 20314 | 22777 | 16931 | | | | | 123239 |
| % Change | -3% | -19% | -26% | -21% | -19% | -20% | -5% | 24% | | | | | -12% |

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 | 2944 |
| 2005 | 533 | 589 | 470 | 457 | 521 | 738 | 841 | 528 | 556 | 499 | 482 | 683 | 4677 |
| 2006 | 1105 | 840 | 655 | 515 | 651 | 1240 | 1061 | 806 | 1081 | 608 | 620 | 626 | 6873 |
| 2007 | 606 | 495 | 495 | 420 | 402 | 705 | 686 | 537 | 588 | 544 | 484 | 561 | 4346 |
| 2008 | 596 | 575 | 567 | 503 | 475 | 514 | 616 | 527 | 453 | 350 | 296 | 570 | 4373 |
| 2009 | 428 | 368 | 471 | 359 | 441 | 450 | 631 | 428 | | | | | 3576 |
| % Change | -28% | -36% | -17% | -29% | -7% | -12% | 2% | -19% | | | | | -18% |

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 | 461890 |
| 2006 | 2753 | 8021 | 359802 | -2221 | 20577 | 94951 | 28491 | 16535 | 325360 | 4095 | 1131 | 164233 | 483882 |
| 2007 | 2603 | 44318 | 145841 | 172252 | 13640 | 130439 | 17681 | 6000 | 349946 | 11996 | 35929 | 150006 | 509093 |
| 2008 | 46408 | 3661 | 335693 | 23241 | 10696 | 97952 | 40968 | 11580 | 351196 | 16635 | 3418 | 90466.97 | 517651 |
| 2009 | 30469 | 60697 | 306442 | 17307 | 5577 | 116724 | | | | | | | 537217 |
| | | | | | | | | | | | | | 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 | 37335 |
| 2004 | 4158 | 3463 | 4325 | 3911 | 7283 | 10307 | 18745 | 15812 | 13945 | 9202 | 4784 | 4582 | 33447 |
| 2005 | 4649 | 4686 | 5958 | 3971 | 7354 | 16118 | 18972 | 16281 | 13538 | 8178 | 5716 | 5411 | 42736 |
| 2006 | 5354 | 5235 | 7043 | 3690 | 9042 | 14201 | 25735 | 22172 | 17984 | 11231 | 5262 | 5579 | 44565 |
| 2007 | 7117 | 6471 | 9270 | 5903 | 10392 | 18423 | 28961 | 28573 | 24032 | 13018 | 7205 | 8344 | 57576 |
| 2008 | 7979 | 8792 | 9547 | 5636 | 10479 | 19179 | 27932 | 18679 | 16710 | 9478 | 4787 | 6605 | 61612 |
| 2009 | 5341 | 6026 | 6667 | 4902 | 8245 | 15561 | | | | | | | 46742 |
| % Change | -33% | -31% | -30% | -13% | -21% | -19% | | | | | | | -24% |
| CB | | | | | | | | | | | | | |
| 2003 | 7688 | 7811 | 8283 | 2408 | 3823 | 6938 | 13442 | 12700 | 7673 | 3047 | 2461 | 6920 | 36951 |
| 2004 | 6122 | 7220 | 9533 | 1989 | 3737 | 7076 | 13919 | 11690 | 11904 | 2803 | 2,369 | 10116 | 35677 |
| 2005 | 7975 | 10007 | 15211 | 2608 | 3760 | 8401 | 17441 | 14871 | 15889 | 5148 | 4,682 | 10406 | 47962 |
| 2006 | 10661 | 9973 | 14575 | 4184 | 4160 | 10536 | 17885 | 16392 | 15089 | 4461 | 4,547 | 13538 | 54089 |
| 2007 | 8,024 | 8,347 | 16746 | 3173 | 3520 | 12124 | 17770 | 18096 | 19354 | 3987 | 2,071 | 16640 | 51934 |
| 2008 | 9,442 | 9,723 | 21514 | 2406 | 2212 | 12965 | 17869 | 15943 | 20400 | 2635 | 1,502 | 10950 | 58262 |
| 2009 | 8,769 | 8,321 | 15571 | 1508 | 1,979 | 12592 | | | | | | | 48740 |
| % Change | -7% | -14% | -28% | -37% | -11% | -3% | | | | | | | -16% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 82743 | 66938 | 118711 | 6103 | 910 | 9757 | 39898 | 26112 | 11488 | 3668 | 1821 | 70216 | 285162 |
| 2004 | 69429 | 78104 | 99164 | 4809 | 1476 | 10307 | 44794 | 25646 | 14302 | 4983 | 4816 | 69517 | 263289 |
| 2005 | 71863 | 77879 | 110243 | 8875 | 2132 | 16118 | 49238 | 30251 | 17294 | 5767 | 5470 | 85900 | 287110 |
| 2006 | 93962 | 98724 | 131033 | 6089 | 1596 | 14201 | 45026 | 28167 | 25151 | 3157 | 6102 | 90003 | 345605 |
| 2007 | 77628 | 76676 | 117843 | 5878 | 6264 | 17369 | 41125 | 37768 | 24102 | 7466 | 7796 | 106833 | 301658 |
| 2008 | 89338 | 79163 | 133300 | 6133 | 2647 | 22894 | 39314 | 34035 | 26235 | 6099 | 4574 | 91501 | 333475 |
| 2009* | 60373 | 71861 | 104781 | 3146 | 2861 | 20483 | | | | | | | 263505 |
| % Change | -32% | -9% | -21% | -49% | 8% | -11% | | | | | | | -21% |

YTD **-20.8%**

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

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | YTD |
|------------------|---|--------|-------|-------|-------|-------|--------|-------|-------|-------|--------|-------|-----------|
| Gunnison* | * (Combined Specialty Shops/ Apparel/ Misc. Retail) | | | | | | | | | | | | |
| 2003 | 33800 | 18854 | 23350 | 21577 | 28186 | 35032 | 38139 | 51656 | 33009 | 21808 | 23289 | 32087 | 160799 |
| 2004 | 30453 | 18905 | 24578 | 23050 | 26727 | 37323 | 42663 | 56619 | 38733 | 26421 | 21876 | 38017 | 161036 |
| 2005 | 31270 | 21585 | 27675 | 25174 | 31252 | 41670 | 45953 | 57106 | 40844 | 26053 | 26817 | 46445 | 178626 |
| 2006 | 34281 | 22709 | 32054 | 27558 | 36027 | 45750 | 48912 | 61352 | 52595 | 36759 | 26987 | 48654 | 198378.17 |
| 2007 | 39257 | 25575 | 34673 | 29426 | 34290 | 44994 | 50425 | 57994 | 48440 | 37492 | 27294 | 49494 | 208215.17 |
| 2008 | 33290 | 23709 | 32007 | 23946 | 29722 | 45219 | 45315 | 55822 | 49338 | 32397 | 25873 | 44378 | 187893 |
| 2009 | 34635 | 18704 | 25316 | 19565 | 26781 | 38870 | | | | | | | 163871 |
| % Change | 4% | -21% | -21% | -18% | -10% | -14% | | | | | | | -13% |
| CB | | | | | | | | | | | | | |
| 2003 | 40376 | 32044 | 47565 | 11711 | 17846 | 41054 | 74890 | 77901 | 40650 | 19756 | 20795 | 55017 | 190596 |
| 2004 | 38076 | 35460 | 51931 | 16176 | 19859 | 43925 | 95643 | 82213 | 48493 | 25765 | 23,233 | 74181 | 205427 |
| 2005 | 40661 | 42003 | 57623 | 20002 | 23412 | 52407 | 88892 | 85181 | 49599 | 25184 | 24,391 | 77234 | 236108 |
| 2006 | 41661 | 45824 | 58616 | 19192 | 22590 | 54297 | 102484 | 91038 | 58133 | 25380 | 29,530 | 77065 | 242180 |
| 2007 | 42678 | 43363 | 57392 | 20907 | 25417 | 57318 | 101251 | 89039 | 54122 | 23933 | 26,349 | 76794 | 247075 |
| 2008 | 42085 | 42,835 | 52543 | 18312 | 20066 | 50543 | 94849 | 99092 | 43566 | 26051 | 20,935 | 66050 | 226384 |
| 2009 | 33881 | 36,736 | 44764 | 14283 | 19303 | 49181 | | | | | | | 198147.51 |
| % Change | -19% | -14% | -15% | -22% | -4% | -3% | | | | | | | -12% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 55624 | 50997 | 86055 | 7835 | 1413 | 4593 | 8925 | 11902 | 4771 | 2813 | 5456 | 67949 | 206517 |
| 2004 | 56078 | 58907 | 72592 | 6852 | 2159 | 5381 | 11204 | 11190 | 13165 | 6656 | 11219 | 69221 | 201969 |
| 2005 | 62964 | 57946 | 82382 | 11049 | 4477 | 7659 | 12743 | 10194 | 12934 | 6505 | 16698 | 79169 | 226477 |
| 2006 | 71167 | 68623 | 92235 | 10791 | 4654 | 7815 | 13779 | 10361 | 15843 | 11745 | 28722 | 83968 | 255285 |
| 2007 | 57994 | 56205 | 85217 | 13687 | 4061 | 10027 | 11760 | 12526 | 21893 | 7562 | 17542 | 97771 | 227191 |
| 2008 | 64513 | 61793 | 90106 | 17805 | 4841 | 12819 | 12473 | 21577 | 12446 | 4329 | 13971 | 87473 | 251877 |
| 2009* | 48535 | 50220 | 69695 | 7355 | 3260 | 5721 | | | | | | | 184786 |
| % Change | -25% | -19% | -23% | -59% | -33% | -55% | | | | | | | -27% |
| | | | | | | | | | | | | | -18% |

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 | 187565 |
| 2004 | 29756 | 29809 | 33462 | 32070 | 36348 | 42905 | 55324 | 49260 | 45552 | 38642 | 32983 | 32449 | 204350 |
| 2005 | 31352 | 31602 | 35439 | 34261 | 38697 | 45671 | 60418 | 56648 | 52463 | 43810 | 37662 | 39562 | 217022 |
| 2006 | 36138 | 36593 | 43118 | 35581 | 44293 | 52187 | 63496 | 58653 | 57038 | 46717 | 37916 | 39741 | 247910 |
| 2007 | 38164 | 35638 | 45155 | 39384 | 44701 | 57368 | 67262 | 62531 | 60840 | 50335 | 40555 | 42693 | 260410 |
| 2008 | 38838 | 42421 | 44430 | 40616 | 49952 | 54282 | 67420 | 65479 | 57988 | 51993 | 39288 | 41591 | 270539 |
| 2009 | 37722 | 36487 | 41541 | 36960 | 44397 | 57368 | | | | | | | 254475 |
| % Change | -3% | -16% | -7% | -10% | -13% | 5% | | | | | | | -6% |
| CB | | | | | | | | | | | | | |
| 2003 | 33897 | 35617 | 38671 | 13758 | 15097 | 33961 | 63971 | 54136 | 31508 | 18166 | 16906 | 36753 | 171001 |
| 2004 | 39137 | 43149 | 51339 | 15542 | 16823 | 34503 | 76128 | 57602 | 38845 | 16960 | 17,169 | 46013 | 200493 |
| 2005 | 39772 | 46341 | 56335 | 17739 | 18358 | 39181 | 85956 | 65224 | 43298 | 25442 | 19,452 | 49275 | 217726 |
| 2006 | 49427 | 54961 | 60383 | 19536 | 18501 | 43392 | 85855 | 71887 | 43866 | 23441 | 22,293 | 56462 | 246200 |
| 2007 | 56383 | 57427 | 67508 | 21029 | 22848 | 47074 | 87097 | 74102 | 52602 | 26055 | 24,136 | 59782 | 272269 |
| 2008 | 54704 | 60109 | 66590 | 21701 | 20506 | 47987 | 87931 | 76453 | 42507 | 26302 | 20,378 | 47664 | 271597 |
| 2009 | 49164 | 49452 | 53314 | 14181 | 21640 | 44500 | | | | | | | 232250.95 |
| % Change | -10% | -18% | -20% | -35% | 6% | -7% | | | | | | | -14% |
| MTCB | | | | | | | | | | | | | |
| 2003 | 51156 | 46957 | 61334 | 6102 | 349 | 2870 | 8099 | 7102 | 1815 | 1230 | 1293 | 28947 | 168768 |
| 2004 | 37399 | 44873 | 44184 | 3508 | 258 | 2817 | 7507 | 5350 | 3596 | 1379 | 4645 | 32812 | 133039 |
| 2005 | 39125 | 41873 | 51687 | 4713 | 336 | 2268 | 7313 | 5208 | 2060 | 0 | 2634 | 32205 | 140002 |
| 2006 | 29870 | 62998 | 55186 | 4245 | 0 | 17442 | 6957 | 4350 | 3307 | 459 | 3501 | 26456 | 169741 |
| 2007 | 30265 | 29429 | 36330 | 6170 | 1930 | 5992 | 10596 | 9477 | 6156 | 2679 | 7660 | 31709 | 110116 |
| 2008 | 31318 | 34882 | 39149 | 7108 | 1776 | 5912 | 15620 | 13106 | 13663 | 2953 | 4818 | 29064 | 120145 |
| 2009* | 31339 | 30169 | 34576 | 3346 | 691 | 7450 | | | | | | | 107571 |
| % Change | 0% | -14% | -12% | -53% | -61% | 26% | | | | | | | -10% |
| | | | | | | | | | | | | | -10% |

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

YTD is an acronym for Year-To-Date

LMD is an acronym for Local Marketing District

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

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

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

** CB Home Rule effective date- Nov 2003

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

and does not distinguished between first time and returning visits.

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

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

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

3 properties paid 4th Q08 in Feb of 09

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

Club Med closed April 2006 at the end of ski season

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

Winter 06/07 63% of hotel available;

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

CBMR closed Elevation March 31, 2008

Winter 07/08 54% of hotel open

MTCB reported that some buisnesses are late

LMD Reauthorization Timeline

as of 9.3.09

| Date Certain | Item/Task | Responsible Person(s) | |
|--------------|---|--|--------|
| 7/24/2009 | IGA filed by LMD BOD | M. Birnie | done |
| 8/26/2009 | Write 4 different PSA's SHORT | J. Chaney | done |
| 8/26/2009 | Talking points to Chambers for E-news | J. Chaney | done |
| 8/27/2009 | PSA to radio to run 9/10/09 for 2 weeks | J. Chaney | done |
| 8/31/2009 | Letters to editors: Shopper/Weekly for 9/3 | WF Fest/L. Weisman;S Pierotti | done |
| 9/3/2009 | Set up web site VoteYesOn5A.info | R. Strickland | done |
| 9/3/2009 | NEW PSA to radio to run 9/17/09 for 2 weeks | J. Chaney | |
| 9/7/2009 | Letters to editors: Times/CB News for 9/10 | J. Fonken/S. Truex/G. Houston | done |
| 9/8/2009 | Ads to Weekly/Shopper/Times/News for Fundraisers | J. Fonken | |
| 9/10/2009 | Final PSA to radio to run 9/24/09 for 2 weeks | J. Chaney | |
| 9/11/2009 | Ad creative due to Shopper/Weekly | J. Fonken | |
| 9/14/2009 | Fundraiser at Brick Cellar/Gunnison | LMD Reauthorization Committee | set up |
| 9/14/2009 | Letters to editors: Shopper/Weekly for 9/17 | M. Schumacher/B. Nesbitt/L. Williams | done |
| 9/15/2009 | Fundraiser at Donita's/Crested Butte | LMD Reauthorization Committee | set up |
| 9/17/2009 | Ads running in Shopper/Weekly | | |
| 9/18/2009 | <i>Tabor pro/con due</i> | ??? | |
| 9/18/2009 | Ad creative due to Times/CB News | J. Fonken | |
| 9/21/2009 | Letters to editors: Times/CB News for 9/24 | K. Coleman/K. Stone/M. Levy | done |
| 9/24/2009 | Ads running in Times/CB News | | |
| 9/25/2009 | Put Yard Signs Out | Board of Directors/LMD Committee | |
| | Somerset;Pitkin; Ohio City;CB/Mt.CB/Gunnison/Almont = this is 2 weeks prior to ballots in hand | | |
| 9/28-10/10/2 | Door to door handing out info sheet | Board of Directors/LMD Committee | |
| 9/28/2009 | Letters to editors: Shopper/Weekly for 10/1 | G. Cunningham/P. Montgomery/J. Fitzpatrick | done |
| 9/28/2009 | call for pick up of ad from 9/17 | J. Fonken | |
| 10/1/2009 | Ads running in Shopper/Weekly | | |
| 10/2/2009 | Ballots received by Election Dept | Kathy Semillion | |
| 10/5/2009 | Letters to editors: Times/CB News for 10/8 | A. Bernholtz/S. Ferguson/W. Buck | done |
| 10/5/2009 | call for pick up of ad from 9/24 | J. Fonken | |
| 10/8/2009 | Ads running in Times/CB News | | |
| 10/9/2009 | Ballots in voters hands | Kathy Semillion | |
| 11/3/2009 | Election Day/unofficial results | | |

Focus for Yard Signs

Prc 10 WSC signs/Student Union

Prc 1 Marble

Prc 2 Somerset

Prc 8 Powderhorn

Precincts 9, 14 and 15

LMD FACT SHEET

Free? That's right! Tourism Paying for Tourism, here in Gunnison County!

What is the LMD anyway?

The LMD stands for the Local Marketing District. This district was established by a vote of Gunnison County residents in 2002 to collect a special 4% tax on lodging, which in turn makes it possible to market our county on a year-round basis. The Gunnison-Crested Butte Tourism Association is the official marketing organization for Gunnison County.

Where does the money come from?

Visitors who rent rooms in our hotels, motels, inns, B&B's, cabins, vacation homes, condos and lodges, pay a tax on that lodging, which in turn funds the marketing of Gunnison County to attract more visitors. No money comes out of locals' pockets.

How much money are we talking about?

In 2008, the LMD collected \$1,031,915. This is up over 30% from 2003, the first year the tax was collected. In other words ... it's working! The more marketing we do, the more visitors come and stay here. The most growth we have seen is in our summer and shoulder seasons.

What is the money used for?

The money is used to market Gunnison County as a year-round destination. It is spent on marketing and advertising that is targeted to potential visitors to our county in the summer, winter and shoulder seasons. These free LMD marketing dollars go to represent the attractions, activities and businesses in the county, including lodging, shops, restaurants, outfitters, and businesses large and small. It allows an independent voice to represent tourism in the entire Gunnison County on a year-round basis. The Gunnison-Crested Butte Tourism Association was formed specifically to utilize the LMD money to market Gunnison County as a vacation destination.

Do other tourist destinations in the state do this?

Yes! Many of our competing destinations have a similar tax ... Estes Park, Alamosa and Vail to name a few. This is one of the best ways to establish a pool of money that allows Gunnison County to compete with other tourist destinations.

Why should the LMD matter to me?

Tourism accounts for nearly 50% of the economy in Gunnison County. Since 2003, when the initial LMD took effect, through 2007, the funds spent have *increased visitor spending* in Gunnison County by over 30%! This means that there are more people coming here, staying in our lodges, eating in the restaurants, and shopping in the stores. In turn, those employees and business owners are able to patronize other services like the hospital, dry cleaners, electricians and auto repair, things that all of us depend on. Without tourism, there wouldn't be a Pooh's Corner or Circus Train, a Garlic Mike's or Marchitelli's Gourmet Noodle.

The increase in visitor spending translated into a 30% *increase to our countywide tax collections* or \$1,500,000 over a four-year period. The tourist dollars spent create jobs, keep your favorite restaurant open, and contribute greatly to the overall economy of Gunnison County. The increase in taxes provides funds for our local elected officials to make improvements, which impact our quality of life.

Tourism lowers your tax bill ...

A Colorado Tourism Office study shows that we each pay \$157 less per year in taxes or more than \$407 per average household because of tourism. Without tourism, a large percentage of Gunnison County families would have to leave. The LMD is not in competition with anyone, it benefits everyone living in our county.

The LMD is FREE and it is working for You and Me! Vote YES on 5A.