To:	Local Marketing District
From:	Russell Forrest, Community Development Director
Date:	May 6, 2014
Subject:	Request for $10,000 for Facilitation Services

The Local Marketing District is requested to approve $10,000 for facilitations service to perform the attached scope of work. This scope of work, if approved, would commence immediately.

Attachment A

DRAFT-Scope of Work

Facilitation Support for Clarifying Roles and Responsibilities for and between the Local Marketing District and the Gunnison/Crested Butte Tourism Authority

1. Introduction:

The Gunnison Board of County Commissioners is the governing board of the Local Marketing District (LMD). The powers and responsibilities of that District are summarized with a letter from the County Attorney's office dated April 21, 2014 (See Attached). The Board believes that further clarification of its role in relationship to the Gunnison/Crested Butte Tourism Authority (TA) is needed to ensure an efficient and effective marketing program for Gunnison County. Furthermore, the need exists to further establish clear expectations between the Tourism Authority and the two chambers of commerce that exist within the County as it relates to the utilization of the Local Marketing District.

2. Goals:

The goals of this scope of work include:

- **A.** Clarifying roles and responsibilities between the Gunnison River Valley Local Marketing District and the Gunnison/Crested Butte Tourism Authority.
- **B.** Clarifying roles and responsibilities between the Gunnison/Crested Butte Tourism Authority and the other two Chambers of Commerce located in the City of Gunnison and Crested Butte/Mt Crested Butte.
- **C.** Developing strategies/recommendations for improving cooperation and collaboration between the Local Marketing District, Tourist Authority and the two Chambers.
- **D.** Identify specific results and recommendations to improve accountability for utilization/appropriation of Local Marketing District funds. This may include the creation of a unified business plan between the Tourist Authority and the partner chambers.

3. Scope of Work:

Task 1: **Background:** Evaluate the attached summary of governance structure attached to this scope of work along with other supporting materials that describe the history and the legal structure for the Local Marketing District and its relationship with the T.A..

Task 2: **One on One Meetings:** Meet individual stakeholders to fully understand the critical issues and trends affecting the Tourism Authority over the next 2-5 years, the services they provide, and their understanding of roles. Primary stakeholders include: County Commissioners, Tourist Authority. Gunnison Chamber of Commerce, and the Crested Butte/Mt. Crested Butte Chamber of Commerce. From these one on one meeting synthesize common issues and opportunities. Review the summary of this input with the Gunnison County point of contact before moving to the next task.

Task 3: **First Facilitated Meeting:** The consultant will schedule, prepare for, and facilitate an initial meeting with the stakeholders. This initial facilitated meeting will provide an informational foundation for the discussion, discuss services that are or should be

provided related to the LMD fund, and critical results that need to be achieved associated with the LMD fund. The meeting agenda will be informed based on the one on one meetings articulated in Task 2. A meeting shall occur with Gunnison County points of contact for this scope of work after this initial meeting to review common themes and agree on final agenda for the second meeting.

Task 4: **Second Facilitated Meeting:** The second facilitated meeting will generally focus on identifying critical recommendations to most efficiently provide the services and results identified in the 1st meeting. It should also include an identification of organizational/resource recommendations to achieve the desired results.

Task 5: **Report:** Summary of findings and recommendations: The consultant shall summarize the key findings from the two facilitated meetings in a brief report and present those findings to the County.