AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Gunnison-Crested Butte Tourism Association Transition Plan

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
The GCBTA would like to discuss a proposed 1st quarter budget with the LMD.

Fiscal Impact: $298200

Submitted by: Russell Forrest **Submitter's Email Address:** rforrest@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:

We have included in the 2015 budget a similiar amount for professional services as in 2014, pending BOCC adoption of the budget and negotiation of contracts for use in 2015.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 11/21/2014

County Attorney Review: ( ) Required (●) Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 11/21/2014

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 15 minutes

Agenda Date: 11/25/2014 Follow Up Agenda Date:

Revised April 2013

Gunnison County
COLORADO

To: Local Marketing District

From: Russell Forrest

Date: November 25, 2014

Subject: Budget Request from the Gunnison Crested Butte Tourism Association

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Please find attached a budget request from the Gunnison Crested Butte Tourism Association (GCBTA). This is a request for budget appropriations of $298,200 for the first quarter of 2015. Also included within that overall budget is $169,009 for a media plan and a detail of that budget is also provided. This budget was approved by the GCBTA board on November 19th, 2014. There is currently $1,174,000 in the proposed LMD Budget for professional services for 2015. No formal action is required on November 25th.

Staff would recommend that if this budget is approved by the Local Marketing District that money not be dispersed until the proposed amendments to the Bylaws have been duly approved and implemented and a performance contract, as recommended in the Managing for Results Report, has been executed between the LMD and the GCBTA. Staff would also recommend that the contract for obtaining Destimetics services occur through the County and be deleted from the first quarter budget. Staff would recommend that Destimetrics information be forwarded to the GCBTA and LMD as reports are provided by this company.

Gunnison Crested Butte TOURISM ASSOCIATION

Calendar Year 2015 - Q1 Budget Request

		2015 Q1 Budget Request	Notes
	Income:		
	LMD - County Staff recommendation of $1,200,000	300,000.00	Budget request is for first quarter only unless otherwise noted
	LMD/tourism annual budget		
	Grant Income		
	Total Funds Avail for Use	**300,000.00**	
	Expenses:		
101	**Accounting Services**	1,065.00	Services: staff payroll & monthly reconciliation
102	**Production**	3,375.00	Estimated services Q1; inc tradehshow banners
103	**Board of Directors**	600.00	Estimated board meeting costs Q1
104	**Dues/Memberships**	0.00	N/A in Q1
105	**Computer/Office Equipment**	350.00	Estimated 1x service call for computer/Century Link internet
106	**FAMs**	2,500.00	Journalist & group tour visit includes special hosting for Go-West Summit in January
107	**Fulfillment:**		
	Planner processing/distribution	14,000.00	Q1 estimated planner
	Denver Intl Airport	1,200.00	Q1 cost estimated; annual commitment
	800#'s	450.00	Q1 estimated phone lines
	Total Fulfillment	15,650.00	
108	**Film Commission**	0.00	N/A in Q1
109	**Hospitality**	115.00	Estimated
110	**Insurance**	516.00	Due 1/08/15 Business Owners Policy
111	**Local Meetings**	437.50	Estimated
112	**Public Relations Services**	12,364.35	Buehler Communications - contracted PR services/scope of
113	**Public Relations Results/Monitoring Svc**	0.00	N/A in Q1 - annual Vocus subscription paid in Q4 of each year to CBMR
	Media:		
114	**Broadcast**	18,000.00	See media plan
115	**Electronic Media**	107,600.00	See media plan
116	**Local Media**	0.00	See media plan
117	**Print Media**	24,426.00	See media plan
120	**Social Media**	3,705.90	See media plan
	Total Media	153,731.90	
123	**Misc Expenses**	187.50	Q1 estimated
124	**Office Supplies**	237.50	Q1 estimated
	Payroll, Taxes and Benefits:	47,746.63	
132	**Photography**	7,500.00	Winter activities photo shoot
133	**Postage**	250.00	Estimated Q1 office use - local mailings
134	**Promotional Items**	1,200.00	Estimated Q1 inc FAM & Go-West hosting
	Research:		
135	**Destimetrics**	4,187.50	Q1 Lodging benchmark performance
	Tourism Intelligence Group	4,000.00	Q1 Database marketing services and solutions
145	**Lodging Reservation/Online Travel Agent**	0.00	BookDirect Q1 annual contract; full payment required in Q2 for the year
136	**Other Research**	0.00	N/A Q1
137	**Research Reimbursement**	-250.00	Assumes Gunnison County to purchase license to access DestiMetrics data
	Total Research	7,937.50	
138	**Storage Unit(s)**	600.00	$2400 per year
139	**Telephone/FAX/Internet**	1,258.62	Q1 office/fax/cell/internet
140	**Training/Prof Development**	0.00	
141	**Travel Planner Reprint**	25,000.00	
142	**Travel/Tradeshows**	11,577.50	See media plan
143	**Web Related**	4,000.00	
144	**Rebranding & New Campaign**	0.00	
	Hosting: Colorado Governor's Tourism Conference	0.00	N/A Q1 but plan for Q3
	Total Expenses	298,200.00	
	Funds Avail for Use	1,800.00	

2015 Chart of Accounts

101	Accounting Services	Accountant/bookkeeping, Payroll Services, Tax Preparation
102	Production	Advertising production services
103	Board of Directors	Monthly meetings, retreat and misc
104	Dues/Memberships	Dues/fees associated with professional membership
105	Computer/Office Equipment	Software, maintenance, general supplies
106	FAMS	Familiarization Programs/Host visiting journalists, meals and entertainment
107	Fulfillment	Lead processing/planner distribution/shipping/postage/online planner
108	Film Commission	Costs associated with support of film production location selection initiatives
109	Hospitality	Professional hosting for non-overnight travel professionals/industry
110	Insurance	Business Liability Insurance
111	Local Meetings	Local business meetings, mileage
112	Public Relations Services	Public Relations services/Journalist Outreach/travel
113	Public Relations Results/Monitoring Service	50% fee for Vocus-monitor/scan 130,000 news sources/210 US DMA's/15 intl markets
	MEDIA	
114	Broadcast	Radio, TV, Video
115	Electronic Media	Online, web and electronic advertising; SEO
116	Local Media	Local advertising for GCBTA business and board elections
117	Print Media	Print advertising (publications)
118	Print Reimbursement	Coop advertising reimbursement from partners
119	RTA Media	Airline marketing program
120	Social Media	Online communities to share visitor information, messages, and other content
121	US Pro Challenge Advertising	Marketing directed to cycling enthusiasts to promote event attendance
122	US Pro Challenge Reimb	Coop advertising reimbursement from partners
123	Misc Expenses	Local expenses: Secretary of State filings, and other miscellaneous items
124	Office Supplies	General office supplies necessary to support operations
	PAYROLL & BENEFITS	
125	Exec Director Salary/Bonus	Contracted incentive; Wages and benefits
126	Exec Director Health Ins	Wages and benefits
127	Exec Director Retirement Benefit	Wages and benefits
128	Marketing Coordinator	Wages and benefits
129	Interactive Marketing Manager	Wages and benefits
130	Payroll Taxes	Taxes associated with staff payroll
131	Workman's Compensation Insurance	Taxes associated with staff payroll
132	Photography	Photography obtained for advertising/marketing use
133	Postage	Postage for first-class Vacation Planner mailing and general business mailing
134	Promotional Items	Promotional items used for FAMS, VIP events and journalist visits
	RESEARCH	
135	Destimetrics	Lodging benchmark performance research tool
	Tourism Intelligence Group	Database comparison tool; customer relationship management
136	Other Research	Research studies
137	Research Reimbursement	Partner reimbursement
138	Storage Unit(s)	2 units: 10th and San Juan for pallets of brochures; historical business records
139	Telephone/FAX/Internet	Telephone/fax and internet service
140	Training/Prof Development	Education for staff positions
141	Travel Planner Reprint	Design/layout/photos/printing for vacation planner
142	Travel/Tradeshows	business travel expenses (food/lodging); registration fees/milage reimbursement
143	Web Related	Server, hosting; URL's, database management/CMS; SEO fees
144	Rebranding & New Campaign	New campaign development/testing
145	Reservation/online travel agent	Online travel agent/lodging reservation booking engine
146	Hosting: Southwest CO Tourism Summit	Tourism education conference 2014
	Hosting: Colorado Governor's Tourism Conference	Statewide tourism conference 2015

Gunnison Crested Butte TOURISM ASSOCIATION
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Q1 2015 Draft Media Plan

	January				February				March					
	4	11	18	25	1	8	15	22	1	8	15	22		COST
PRINT														
2015 Colorado Vacation Guide	**Annual Vacation Guide 2-pg spread**												Annual - $29,300 approved in 2014 budget	**$0.00**
AAA Living - Chicago	**1/6 page 4/C**												Winter/Ski/Air	**$1,861.00**
Conde Nast Traveler - Denver	**Full page**												Winter/Ski	**$1,540.00**
United Hemispheres magazine	1/2 Page				1/2 page								Winter/Ski/Air $10,000 per issue	$19,000.00
Master Skier	**Annual issue 2015**												Annual Nordic Guide	**$1,200.00**
Elevation Outdoors									1/2 page				Adventure Vacation Guide	$825.00
SOCIAL MEDIA														
Facebook Paid ads	Paid advertising includes option for Event Coop Marketing Program												Partner Coop 1/2 - $250/per; geotargted ad placement based on consumer interest	$2,500.00
Facebook - boost postings	Ongoing boost to increase reach												Weekly Boosts $100/wk	$1,205.90
ELECTRONIC														
CTO Welcome Leads	Online Vacation Planner Offer												Online referrals to GCTB vacation planner colorado.com	$1,250.00
AAA Living - Chicago	**Online Spotlight**													**bonus**
CTO Event Listings	**Annual Listings**												Events, VIC, etc.	**$5,250.00**
Vacationplanning.com	Online Vacation Planner Offer												Annual contract	$5,500.00
Texas Monthly Travel Channel	8500				8500								Ski Families	$17,000.00
Google Adwords	SEO												SEO Strategies	$15,000.00
Go-Colorado.com	Online Vacation Planner Offer												Annual	$3,000.00
CrossCountrySkier.com	**online listing/ads**												Q1 online listings	**$1,600.00**
Gunnison Getaways: Web Deals	**Special feature on VisitGCB.com**												Lodging/lift ticket deal	**$0.00**
EMARKETING														
CTO Out of State Custom Email													Ski Families $7,000/ea	$7,000.00
Media Spade - targeted winter promo													BOGO - ski families (inc spring break)	$30,000.00
Media Spade - targeted winter promo													BOGO - college spring break	$20,000.00
Exact Target - TA database emarketing													Quantity = price	$2,000.00
FULFILLMENT														
Denver Intl Airport - vacation guide distribution	Q1												Annual contract $400/mo	$1,200.00
BROADCAST														
Chicago	3 week promo												In advance of arrival to the Travel & Adventure Show	$18,000.00
TRADESHOWS														
Go West Summit		XX											Colorado Springs - January 10-13; intl tour operator show by appointment	$8,277.50
Chicago Travel & Adventure Show			XX										Chicago Jan 17-18; 20K adventure travelers	$3,300.00
PUBLIC RELATIONS - FAM TOURS														
Go West Summit - Intl Tour Operator FAM													HOST - Elevation Hotel & Spa	$1,500.00
CTO UK Winter FAM Tour													Host & Dates TBD	$500.00
CTO Mexico Media FAM Tour													Host & Dates TBD	$500.00
														$169,009.40