AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Visitors; Marble Crystal River Chamber of Commerce Representatives; Annual Update

Action Requested: Discussion

Parties to the Agreement:

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

Summary:
Attached are the materials received from the Marble Crystal River Chamber of Commerce. Representatives will be here to discuss these materials on 11/25/14.

Fiscal Impact: $13,540.47

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:

The MOU of 01/01/2014 "agrees to provide ... $10,200.00, only if such funds are available as a portion of the funds collected by lodging establishments located in the Upper Crystal River Valley of Gunnison County." At 9/30/2014 $5,100.00 was not available, and a partial payment of $4,257.98 was made. On 11/20/2014 $842.02 will be paid. Proposed request of $14,000 is not likely attainable. We believe the current 2015 budget amount of $10,200 is reasonable.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 11/19/2014

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: 11/20/2014

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 20

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

Revised April 2013

Marble Crystal River Chamber

620 W. Park Street, Marble, CO 81623 - www.mcrchamber.org - (970) 704-9HUB

November 2nd, 2014

Christy Villa Lobos, President: 963-7117
Linda Adams, Treasurer: 963-9522
Ryan Vinciguerra, Secretary: 963-4090
Jax Gray: 963-5883
Glenn Smith: 963-1991
Larry Good: 963-2652
Connie Hendrix: 963-6217

Dear Board of County Commissioners, and County Planner,

Thanks to the BOCC's support, the Marble Crystal River Chamber had a busy year in 2014. Our professionally designed Chamber identity continues to provide continuity and recognition to our marketing and advertising. ("*Marble! It's just our nature,*" See our site at mcrchamber.com.)

We have continued to devote a lot of time to our website, adding a community calendar to centralize the associated Town of Marble 'Special Event' scheduling and permit process. We continue to optimize our site for enhanced web presence.

We are also adding an 'About Us' tab which will make information, contacts and direction available to locals for paying the marketing taxes associated with their use of VRBO and Air B&B type rental resources. We feel that we can boost membership and get more input and involvement from local people who are actively renting their vacation properties. We want to be proactive about educating the public about their responsibilities to their local marketing entities and to Gunnison County. To this end we have asked Linda Neinhauser for information about who our local LMDT payers are, and she assured us this week that a list of LMDT payers is forthcoming. We feel that an ability to analyze the surge in Marble vacation rentals over the last several years will lead to more effective marketing.

We had a short marketing film produced for the valleyinsider.com website, and for out own website. We are looking for additional outlets to present this film. It's really good! Check it out!

We are printing another run of rack cards, which are distributed all around western Colorado. We continue local print advertising with a full page ad in the *Crystal Valley Echo Summer Guide* and *Winter Guide*, which distribute from Marble to Parachute. Colorado.com recently included Marble in a print survey of can't miss visits. We are building our online ad presence, with banners ads in Colorado.com, the latter targeting a 'history and heritage' theme and demographic.

We host a healthy schedule of summer events in Marble, supporting the 10-year strong Lead King Loop charity race in September; the Third Annual FallFest concert on the first weekend of October; the Marble Fest acoustic music festival in August; a Winter Festival featuring Santa, sleigh rides, outdoor winter activities, seasonal shopping and art (December,) and the always successful all-expense-paid Concierge Day during which we host and entertain representatives from many tourist businesses in the region to come sample those here in the Upper Crystal River Valley. All these events are planned for traditional lulls in our tourism season.

We continue to support and partner with The Marble Hub, Marble's new Community Center/Tourist Information Center/Coffee Shop, in an effort to give visitors better information and to give our members and GCBTA more exposure. We are working with the West Elk Loop Byways Committee to promote this beautiful area and bring business to all the stops along the way.

We use some of our membership-derived funds to support infrastructure projects in the Town of Marble. Last year it was the construction of a public bathroom and a startup loan to the Marble Hub. This year we plan to support the Hub again, as they move forward with a new business plan and board.

We held elections in January and our new officers haven't missed a beat in continuing the push for our local marketing. The Chamber is a member of the local Better Business Bureau, and several local Marketing Associations. Partnering with the Gunnison Crested Butte Tourism Association continues to be a positive association, as press releases written by the GCBTA staff, and the web site presence have helped Upper Crystal River businesses.

We are proud of our progress and our future. Sales tax figures are again up significantly (three years running!) and local support for the Chamber continues to be strong. We ask that you allow us to continue the work we are doing by funding MCRC with LMDT proceeds collected in our area.

Attached is our work plan for the upcoming winter, spring, and summer seasons. We ask that the BOCC approve our work plan and provide funding as it becomes available.

Our sincere thanks for your support and attention! – The MCRC Board

Attached:

- Copy of print ads, rack card
- List of Members
- Sales Tax figures
- Y-T-D Financials, 2014
- Copy of 2014 Tax Return
- Work Plan for 2015

Marble Crystal River Chamber
620 W. Park Street, Marble, CO 81623
www.mcrchamber.org (970) 963-6272 (MCRC)

Work Plan January 2015 – December 2015

Website Development, Maintenance and Optimization www.mcrchamber **$ 1,000**

Our website continues to expand, and is the centerpiece of our marketing and promotion effort. Our designer continues to update and optimizing our site, facilitating more keyword and search functions and improving our search presence. This work is based on an hourly rate of $60. Maintenance on the site is done for free by MCRC member volunteers. Links and cross traffic optimization are shared by individual MCRC business members and the designer. We had a short promotional film produced this year which is prominent on our site and on valleyinsider.com. We have added a live, calendar page to reflect our increased activity in Marble events. We have added an 'About Us' tab to provide information and contacts necessary to educate individuals who are using VRBO and Air B&B type rental resources about paying their LMDT taxes.

We are asking for $1,000 to continue optimizing, maintaining and expanding our site and to educate the public and so increase LMDT tax benefits. Sales tax increases in each of the last three years show that our efforts are working for both our town and the County.

Rack Card Printing and Distribution …….$ 1,500

Our rack card has proven to be an effective marketing tool and has more untapped potential. Our next print run features subtle design changes, incorporates a 'Dining' category, and offers information reflecting our growing membership. Moving forward, we will be doing our own rack card distribution.

Our budget request in this category reflects the costs for our upcoming print run and design changes. Our rack card is an important part of our marketing plan, targeting visitors in the Roaring Fork, Crystal and Colorado River Valleys, and Coloradans on the front range.

Internet and Print Marketing …… $ 7,000

This effort will support, and be supported by our website optimization efforts. We plan to continue running ad banners on regional sites such as Colorado.com. People who search for Marble successfully reach our businesses and attractions, but we feel that if we introduce Marble as a destination by promoting the town as a single entity, we draw the interest of more first-time visitors. We have targeted 'History and Heritage' as a thematic portal through which we hope to inspire curiosity about our little mountain town. Moving forward, we want to focus on this newer advertising format as we feel that internet marketing is the proper contemporary forum for putting out our message. After examining our own site's visitor stats and stats from associated internet marketing organizations, for increases in cross traffic, presence and searchability, we feel that the internet is a cornerstone marketing program for our Chamber. We are budgeting $5,000 for internet marketing.

The Chamber plans to continue with our full page print ad in the *Crystal Valley Echo 2015 Summer, and Winter Guides*, distributed throughout the local areas and along the I-70 corridor to Grand Junction. We are producing an illustrated map of Marble and our member businesses for placement locally. We would also like a print ad in Gunnison Magazine this year. Our ad in the Colorado.com magazine increases our presence statewide. We are budgeting $2,000 for our print advertising program.

Event Funding …….. $ 2,000

We are excited about our annual events, and wish to continue what we have started in

promoting Marble through events. Our events lead new visitors to Marble, and they showcase our community spirit and creativity. Placing our events on statewide event calendars (as well as on our own website) increases Marble's presence and recognition. We target slow periods in our seasons for these events to increase overall yearly tourism.

JUNE – Concierge Day. The Chamber sponsored an increasingly well-attended Concierge Day in partnership with Snow Limo of Aspen. We drive concierges from Aspen and Glenwood Springs to Marble for a day of jeep tours, horseback riding, lunch at Slow Groovin' Barbecue, and a tour of local lodges and galleries.

AUGUST – Marble Fest. A low-key, free music festival the third weekend of August serves as a farewell to summer for families with school-age children. Predominantly acoustic and bluegrasss music.

SEPTEMBER – Lead King Loop and Quarry Climb races. Nearly 300 runners gather at the Beaver Lake Lodge and run in two races to benefit the Marble Charter School, an event which raises over $10,000 annual for our kids' education.

OCTOBER – Fall Fest. A bit more rambunctious than Marble Fest, we call it our 'Extreme Music Festival.' This year Fall-Fest featured Particle, Whitewater Ramble, and other local and regional bands. FallFest is outdoors, on the first weekend of October, featuring crafts, food vendors, Slow Groovin' Barbecue, and seasonal brews. Our inaugural Fall-Fest in 2012 raised $6500 for a local in need.

DECEMBER – Christmas in Marble. Santa in a firetruck, sleigh rides, seasonal crafts, a gallery tour, Christmas tree lighting, and more, in a snowy mountain setting.

We are asking for $2,000 to support Marble special events.

Memberships with Chambers and Associations…….…… $ 1,000

We feel that memberships in regional chambers and state and national tourism associations have resulted in increased online exposure while also supporting our efforts at web optimization. We maintain memberships with the Better Business Bureau, the Glenwood Springs Chamber, the Crested Butte Chamber, the Redstone Community Association, the West Elk Loop Byways Committee, and we are member of Colorado's state 'I film Colorado!' program. We are asking for $1,000 to continue these memberships and associations, and to consider additional MCRC tourism memberships and associations.

Marble Hub Support and Operations ……. $ 1,500

The Marble Hub is a community center/coffee shop/gift shop and visitor center. We see the Hub/Crystal River Civic Commission as a responsible entity for building community and maintaining the space. The Hub also serves the Chamber as a phone contact to Marble, as a visitor center, and as a face-to-face source for rack cards, FAQs, photos, historical information, and other marketing information. We recognize the Chamber's responsibility to support the Hub, and so last year we made a loan to the Hub out of our discretionary MCRC membership funds.

We want to continue our association with the Crystal River Civic Commission/ Marble Hub and the local non-profits that staff and run it. This year we have pledged $1500 to continue support and funding.

TOTAL ……..…… $ 14,000

RESERVE FUNDS ` …… . $ < 494. >

2014/15 FUNDING REQUEST …… $ 13,506

MARBLE CRYSTAL RIVER CHAMBER

LMDT Budget vs. Actual

	approved budget 2014	spent 2014	unspent 2014 funds		proposed budget 2015
Web Site	1500.00	1,368.87	131.13		1000.00
Rack Card	1200.00	-	1,200.00		1500.00
Print & Online Advertising	6200.00	6,672.67	(472.67)		7000.00
Event Funding	2100.00	2,025.00	75.00		2000.00
Signage	150.00	-	150.00		
Chamber Memberships	1000.00	725.00	275.00		1000.00
Visitor Center			-		1500.00
Shortage in projected funding*		898.93	(898.93)	excess funds carried over from 2014	-459.53
	12150.00	11,690.47	459.53		**13,540.47**

* Funding granted from the County for 2013 ($10,256.91) was not received in its entirety. MCRC received $9,357.98 (2 payments: $5,100 & $4,257.98) -- a shortage of $898.93. This adjustment is made here.

12:46 PM

11/13/14

Accrual Basis

MCRC
Balance Sheet
As of November 13, 2014

	Nov 13, 14
ASSETS	
Current Assets	
Checking/Savings	
Checking Account	8,126.57
Total Checking/Savings	8,126.57
Accounts Receivable	
Accounts Receivable	2,000.00
Total Accounts Receivable	2,000.00
Total Current Assets	10,126.57
TOTAL ASSETS	**10,126.57**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	6,653.24
Total Accounts Payable	6,653.24
Total Current Liabilities	6,653.24
Total Liabilities	6,653.24
Equity	
Restricted Funds from prior yrs	1,893.09
Unrestrctd Funds from prior yrs	2,022.04
Net Income	-441.80
Total Equity	3,473.33
TOTAL LIABILITIES & EQUITY	**10,126.57**

MCRC
Profit & Loss
January 1 through November 13, 2014

		Jan 1 - Nov 13, 14
Ordinary Income/Expense		
Income		
INTEREST		0.75
LMDT FUNDING		9,357.98
MEMBERSHIP FEES		
ASSOCIATE MEMBER	300.00	
MARKETING MEMBER	1,050.00	
NON-PROFIT MEMBER	175.00	
Total MEMBERSHIP FEES		1,525.00
Total Income		10,883.73
Expense		
Administrative Expenses		
Office Supplies	27.79	
Postage and Delivery	19.85	
Telephone Expense	486.35	
Total Administrative Expenses		533.99
Marketing Expense		
Chamber Memberships/Memberships	725.00	
Event Sponsorship	2,025.00	
Media Advertising	6,672.67	
Web Site	1,368.87	
Total Marketing Expense		10,791.54
Total Expense		11,325.53
Net Ordinary Income		-441.80
Net Income		**-441.80**