AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Gunnison River Valley Local Marketing District; Memorandum of Agreement between Board of the Gunnison River Valley Local Marketing District of Gunnison County, Colorado and Marble Crystal River Chamber of Commerce; 1/1/15 thru 12/31/15; $10,200

Action Requested: Motion

Parties to the Agreement:

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

Summary:
Attached is the annual funding agreement between the LMD and the Marble Crystal River Chamber of Commerce for consideration.

Fiscal Impact: $13,506

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

Finance Review: (●) Required ( ) Not Required

Comments:

2015 agreement is $10,200 and that amount is included in the 2015 budget

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 1/8/2015

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

Comments:

Reviewed by: GUNCOUNTY1\atrezise Discharge Date: 1/8/2015 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 1/8/2015

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 5

Agenda Date: 1/13/2015 Follow Up Agenda Date:

Revised April 2013

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

MEMORANDUM OF AGREEMENT
BETWEEN
BOARD OF THE GUNNISON RIVER VALLEY LOCAL MARKETING DISTRICT
OF GUNNISON COUNTY, COLORADO
AND
MARBLE CRYSTAL RIVER CHAMBER OF COMMERCE

The Memorandum of Agreement made this 1st day of January, 2015, by and between the Board of the Gunnison River Valley Local Marketing District and the Marble Crystal River Chamber of Commerce provides that:

WHEREAS, membership to the Marble Crystal River Chamber of Commerce shall be offered and available to all lodging establishments located in the Upper Crystal River Valley portion of Gunnison County that are required to pay into the Gunnison River Valley Local Marketing District; and

WHEREAS, Marble Crystal River Chamber of Commerce has been working with the Gunnison-Crested Butte Tourism Association, local elected officials and the private sector to explore ways of coordinating the marketing efforts of the Marble community; and

WHEREAS, the Board of the Gunnison River Valley Local Marketing District is responsible for the administration of the funds collected from the Local Marketing District lodging tax, and is supportive of the objectives and work program of the Marble Crystal River Chamber of Commerce; and

WHEREAS, the Board of the Gunnison River Valley Local Marketing District feels it is in the public interest and meets the goal of the Local Marketing District to enter into an agreement with the Marble Crystal River Chamber of Commerce to implement their work program for 2015.

NOW, THEREFORE, the Board of the Gunnison River Valley Local Marketing District and the Marble Crystal River Chamber of Commerce agree in consideration for the mutual covenants contained herein as follows:

1) The Board of the Gunnison River Valley Local Marketing District agrees to provide the Marble Crystal River Chamber of Commerce with $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. It is understood and recognized that these funds must be used for costs associated with the implementation of the approved work program. Funds will be distributed, contingent upon collections.
2) The Marble Crystal River Chamber of Commerce agrees that membership to the Marble Crystal River Chamber of Commerce shall be offered and available to those businesses collecting and remitting the lodging tax in the Upper Crystal River Valley and that those members will receive a minimum level of advertising.
3) Attachment A to this agreement represents the approved work program and estimate of expenditures for 2015.

The term of this agreement shall begin upon signing by all parties to the agreement and end on December 31, 2015. This agreement may be terminated for non-compliance with the terms and conditions of the agreement or the inability of the Marble Crystal River Chamber of Commerce to implement the approved work program.

The Board of the Gunnison River Valley Local Marketing District designates the Gunnison County Manager as the Administrator for this agreement, and all questions in regard to this agreement should be referred to that person.

The Marble Crystal River Chamber of Commerce agrees to defend, indemnify and hold harmless the Board of the Gunnison River Valley Local Marketing District and Gunnison County officers and employees from and against any and all claims or actions for injury to persons or damage to property arising from activities associated with the Marble Crystal River Chamber of Commerce. Nothing in this Memorandum of Agreement is or shall be construed to be a waiver of Governmental Immunity by the Board of the Gunnison River Valley Local Marketing District.

The Board of the Gunnison River Valley Local Marketing District has the authority to audit the Marble Crystal River Chamber of Commerce's financial records, said audit to be performed by a person of the Board of the Gunnison River Valley Local Marketing District's choice and at the expense of the Marble Crystal River Chamber of Commerce, upon seven days notice to the Marble Crystal River Chamber of Commerce.

The relationship between the Board of the Gunnison River Valley Local Marketing District and the Marble Crystal River Chamber of Commerce is that of donor and donee. The Marble Crystal River Chamber of Commerce is not an agent of the Board of the Gunnison River Valley Local Marketing District and the Board of the Gunnison River Valley Local Marketing District is not responsible for the acts or omissions of the Marble Crystal River Chamber of Commerce, it officers, employees or agents.

The Marble Crystal River Chamber of Commerce agrees to meet with the Board of the Gunnison River Valley Local Marketing District in June of each year to discuss progress with the implementation of the approved work program. The Marble Crystal River Chamber of Commerce also agrees to meet with the Gunnison River Valley Local Marketing District in October of each year to discuss the accomplishments and proposed work program for the following year.

The Marble Crystal River Chamber of Commerce agrees to submit a final project report in a form and format as prescribed by the Administrator of the agreement on or before December 1st of each year.

BOARD OF THE GUNNISON RIVER VALLEY LOCAL MARKETING DISTRICT

_____
Paula Swenson, Chairperson

_____
Phil Chamberland, Commissioner

_____
Jonathan Houck, Commissioner

ATTEST:

_____
Deputy County Clerk

MARBLE CRYSTAL RIVER CHAMBER OF COMMERCE

_____
Signature

_____
Printed Name

_____
Title