AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Visitors; Gunnison-Crested Butte Tourism Associati

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

Attached is the Q3-Q4 budget request from the TA.

Fiscal Impact: $450,000

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

Finance Review: (●) Required ( ) Not Required

Comments:

2015 budget includes $1,174,907 for TA agreeemnts. This request for $450,000 along with 1st and 2nd quarter agreements would be $23,293 over budget. There is sufficient available ending resource balance expected ($314,630, 25.67 % of budgeted expenditures) to support the additional amount. However, if you choose to stay within budget, the total available is $426,707.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 6/18/2015

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

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\khaase Discharge Date: 6/18/2015

( ) Consent Agenda ( ) Regular Agenda (●) Worksession Time Allotted: 50 minutes

Agenda Date: 6/23/2015

Revised April 2015

Gunnison-Crested Butte Tourism Association

2015 Q3-Q4 Budget Request

Our audit of 2014 and our most recent evaluation of our finances show a strong financial position including a $225,000+ surplus that we will be carrying forward into Q3-Q4 of 2015. The LMD has given our board the guidance to expect revenue from the LMD of approximately $1.2 Million in 2015. Out of respect for that guidance, we request $450,000 for the Q3-Q4 2015.

With the surplus we'll be carrying forward from earlier in the year, we anticipate the spending breakdown to be as follows for the remainder of the year:

Expense	**Q3**	**Q4**
Mountain Bike/Fat Bike Promotion	$100,000	$25,000
Summer Houston Marketing	$15,000	$0
LAX Marketing	$30,000	$40,000
LAX Buydown	$5,000	$10,000
DFW, IAH, ORD Marketing	$0	$25,000
DFW, IAH, ORD buydown	$0	$15,000
CB Summer Marketing	$10,000	$0
Gunnison Summer Marketing	$30,000	$5,000
Nordic Marketing	$5,000	$20,000
Travel Disruption Program	$0	$5,000
Hosting Governor's Conference on Tourism	$25,000	$0
Fulfillment	$5,000	$5,000
Winter Lure	$0	$5,000
New Primary Website	$55,000	$20,000
Photography, Video	$5,000	$5,000
Database/Analytics, Research	$20,000	$20,000
Research/Reporting	$1,200	$1,200
Office, Accounting, Storage, Dues, Legal, BOD, etc.	$15,000	$15,000
Personnel	$60,000	$60,000
CenRez start-up costs	$5,000	$0
Totals:	**$386,200**	**$276,200**