AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Letter of Support; Colorado Parks and Wildlife, Tr

Action Requested: Board of County Commissioners' Signature

Parties to the Agreement:

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

Summary:

Please see the attached letter that was submitted by the Gunnison Crested Butte Tourism Association.

Fiscal Impact: $50,000 of LMD Funding for Match

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

Finance Review: (●) Required ( ) Not Required

Comments:
Marketing District available resources sufficient to cover this request.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 10/15/2015

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: 10/15/2015

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

Agenda Date: 10/20/2015

Revised April 2015

October 20, 2015

Colorado Parks and Wildlife
Trails Program
13787 South Highway 85
Littleton, CO 80125

Re: Gunnison-Crested Butte Tourism Association Construction/Maintenance Grant

To Whom It May Concern:

The Gunnison County Board of County Commissioners supports the Gunnison-Crested Butte Tourism Association's Construction/Maintenance Trails grant application.

The Gunnison Valley's economy relies heavily on tourism. It's one of our largest industries. The GCBTA has built their marketing strategy on "trails and trails"—ski trails in the winter and mountain biking and hiking trails in the summer months. Through this strategy, we've seen large gains in Gunnison County sales tax collections.

The GCBTA's ongoing three-year signage project, now entering phase 2, helps serve three key goals related to supporting our economy through mountain biking tourism:

1. Providing an outstanding experience for visitors.
2. Managing multiple user groups and pre-empting potential conflicts between those trail users.
3. Educating trail users about "leave no trace" and private property boundaries.

In 2015, we supported phase 1 of the signage program with $25,000 from Local Marketing District fund. We are prepared to match the GCBTA's grant request with $50,000 from the Local Marketing District in 2016 as part of their submitted budget request for 2016.

In conclusion, we fully support the efforts of the GCBTA as they seek funding to expand our valley-wide mountain bike trail signage and complete phase 2 of their three-year plan. We would appreciate the support of Colorado Parks and Wildlife as we continue to tackle this ambitious project.

Best Regards,

Paula Swenson, Chairperson	Phil Chamberland, Commissioner	Jonathan Houck, Commissioner