Agenda Item Submittal

Department Responsible for Item*	Administration
Completion Deadline*	(This is the LAST possible date that you need the package back to your office.) 12/15/2015
Desired Agenda Date*	10/27/2015
Amount of Time Requested*	30 Minutes
Action Requested	(Please select one or select "Other" and enter in field below.) Discussion
Parties to the Agreement	
Term Begins	
Term Ends	
Grant Contract Number	
Agenda Item*	(50 Character Limit) – Example: Services Contract – ABC LLC. Marble Crystal River Chamber Funding Request Use ONLY letters, numbers and hyphens
Summary*	The attached materials were provided by the Marble Crystal River Chamber of Commerce on 10/21/2015.
Fiscal Impact	$13,250
Comments to Reviewers	(Enter any comments you would like for the review committee.)
Submitted By*	Katherine Haase for MCRC
Submitter's email address*	khaase@gunnisoncounty.org
Upload any supporting Documents	(Please upload any necessary supporting documents.)
Warning:	Before you submit an item for the contract routing process, please obtain signatures from the other party, so that the Board and/or County Manager can sign and execute the document.

Powered by Laserfiche Forms

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

Work Plan January 2016 – December 2016

Website Maintenance www.mcrchamber …… **$ 250**

Our website is the centerpiece of our marketing and promotion effort. We have hired a new designer to continue with updates and design changes to our site. These changes reflect new membership, new ideas, and the 'About Us' tab which educates individuals who use VRBO and Air B&B type rental resources about paying their LMDT taxes. This tab offers information and contacts necessary to remit the LMDT to the State. Sales tax increases in each of the last three years show that our efforts are working for both our town and the County.

The site is well optimized, much-visited, and aesthetically pleasing. Maintenance on the site will now be done by our new designer, rather than chamber volunteers. A short promotional film on Marble is featured prominently on our site and on valleyinsider.com. Event pages promote our Marble events. We are asking for $250 to maintain our site.

Rack Card Distribution …… $ 1,500

Our new rack card now incorporates a 'Dining' category, and offers information reflecting our growing membership. Rack card design elements are featured prominently in our print and online ads. The rack card distribution vendors in our area are expensive, but target visitors to busy Colorado destinations in the Roaring Fork, Crystal and Colorado River Valleys, and Coloradans on the front range.

Internet and Print Marketing …… $ 7,000

Due to the surprising success of Marble's web ad in Colorado.com this year (500% more click-throughs than estimated!) we plan to continue this ad banner and sponsor a Marble Chamber page in Colorado.com's magazine. By promoting Marble as a single entity, we have drawn the interest of more first-time visitors and introduced the town as the singular Colorado destination that it is. After examining our own site's visitor stats and stats from associated internet marketing organizations, we feel that new-media marketing should be the cornerstone of our marketing program. We are budgeting $5,000 for internet marketing.

The Chamber plans to continue with our full page print ads in the *Crystal Valley Echo 2016 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 to continue with the success of this year's print ad in the *Grand Junction Sentinel's Vacationlands* publication. We also plan to have a presence in *Gunnison Magazine* in 2016. We are budgeting $2,500 for our print advertising program.

Event Funding …… $ 2,000

We 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. To increase overall yearly tourism, we schedule these events during traditionally slow periods in our season.

JUNE – Concierge Day. The Chamber continues to sponsor and organize Concierge Day, on which we transport 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. This has become a casual, low-key opening our tourism season.

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

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, Fall Fest was sponsored and organized entirely by the Slow Groovin' BBQ this year. It included a multi-media performance-art concert by *Lunar Fire,* along with prominent local musical acts. FallFest is outdoors, always on the first weekend of October, and features music, barbecue and seasonal craft 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

Memberships in regional chambers and state and national tourism associations result in increased online exposure and web optimization, but also connects our small, isolated community to supportive neighbors. 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. We are a member of Colorado's state 'I film Colorado!' program. We ask for $1,000 to continue these memberships and associations, and to consider new memberships.

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

The Marble Hub is a community center/coffee shop/gift shop, and outdoor farmer's market, and a visitor center. The Hub is a responsible entity for building community, helping visitors with information, and maintaining the Hub's historic space. The Hub also serves the Chamber as a phone contact to Marble, and as a visitor center. We continue to support the Hub by collaborating on community events with fundraising potential, and with continued financial support. This year we would like to pledge another $1500 to continue support and funding of the Hub.

TOTAL ……..…… $ 13,250

2015/16 FUNDING REQUEST …… $ 13,250

Marble Crystal River Chamber

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

October 5th, 2015

Christy Villalobos, President: 963-7117
Linda Adams, Treasurer: 963-9522
Ryan Vinciguerra, Secretary: 963-4090
Glenn Smith: 963-1991
Larry Good: 963-2652

Dear Board of County Commissioners, and County Planner,

Thanks to the BOCC's support, the Marble Crystal River Chamber had another effective year. We are a strong voice for support and information to both tourists and local businesses.

Our short marketing film is available for viewing on our site (mcrchamber.org,) and we feel it makes a compelling introduction of Marble as a singular attraction—for nature, history, and services. We are looking for additional outlets to present this film. It's really good! Check it out!

As an organization, we realized that we can boost membership (and LMDT revenues) and get more involvement from locals who are actively renting their vacation properties if we are proactive about educating the public about their responsibilities to their local community and to Gunnison County. Toward this end, we compiled a list of properties and businesses offering lodging (attached) and sent these entities a letter (attached) providing them with the contacts and information necessary to make their LMDT payments. As a result, we believe many more individuals are processing and paying the LMDT tax. Step by step instructions and resources regarding the LMDT will be added to our web site.

Overall and every year since our inception, our lodging members report an increase in LMDT payments, and sales tax revenues are growing even faster. In light of this continued growth, we are concerned that LMDT reports from the County show an opposite trend (see attached *Comparison of LMDT* documents). We would like to review this with the County to ensure LMDT collected from our area are also allocated to our area. In the past significant amounts have been distributed elsewhere, and misallocations by the State may also effect your GCBTA funding. We would like to work together to come up with a method of verifying that these payments are allocated appropriately.

In 2015, the Chamber received $5,531 in LMDT funds from a budgeted amount of $12,540.47. Our plans were compromised by this reduction in funding but we continued our operations and met our commitments from our membership funds, which we typically reserve for community based projects (see *LMDT Payment* Spread Sheet.)

MCRC generally sponsors a healthy schedule of summer events in Marble: the 10-year strong Lead King Loop charity race in September; a Concierge day in June; the Marble Fest acoustic music festival in August; and the Fourth Annual Fall Fest concert on the first weekend of October. We were not able to sponsor or host these events this year, although our volunteer commitment played into their continued success. Still, the reduction in our funding was a disappointment in our community.

We continue support to The Marble Hub, Marble's Community Center/Tourist Information Center/Coffee Shop, and are partnering with them on Marble's Winter Festival.

MCRC renewed memberships with the Crested Butte Chamber, The Glenwood Springs Chamber and the Better Business Bureau. We also joined the Redstone Community Association. We would like to continue these relationships in 2016.

We are distributing our new print run of rack cards all around western Colorado. We continue print advertising with full page ads in the *Crystal Valley Echo Summer* and *Winter Guides*, distributed from Marble to Parachute, an ad in the Grand Junction Sentinel's annual "Vacationlands" publication, and in Colorado's state vacation planner. We would like to buy ads with these publications again next year, and sponsor a page in the *Crystal Valley Echo.*

Online, we placed banner ads with Colorado Vacation Directory and Colorado.com. We were all pleased that our click-through rate was about 50% greater than average!

We have witnessed a growth in 'history and heritage' visitors to our rugged Mill Site Park, and have discussed plans with the Marble Town Council to restore this wonderful site and to access it more prominently at the entrance to the Town of Marble.

We are proud of our progress. Sales tax figures were up significantly (four years running!) and local support for the all-volunteer Chamber continues to be strong. We ask that you allow this work to continue by funding MCRC with the LMDT proceeds in 2016.

Attached is our plan for the upcoming winter, spring, and summer seasons. Our sincere thanks for your support and attention!

– The MCRC Board

Attached:

- March 2015 letter to lodging proprietors (including VRBO-type)
- Comparison of LMDT remitted by Gunnison County
- 2015 Sales Tax figures;
- 2015 Y-T-D Financials
- LMDT Budget vs. Actual Chart
- Updated List of Members
- Updated list of Lodging proprietors (including VRBO-type)
- Copy of print ads (Vacationlands, Colorado.com) rack card

MCRC
Balance Sheet
As of October 9, 2015

	Oct 9, 15
ASSETS	
Current Assets	
Checking/Savings	
Checking Account	2,561.75
Total Checking/Savings	2,561.75
Accounts Receivable	
Accounts Receivable	1,900.00
Total Accounts Receivable	1,900.00
Total Current Assets	4,461.75
TOTAL ASSETS	**4,461.75**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	4,021.50
Total Accounts Payable	4,021.50
Total Current Liabilities	4,021.50
Total Liabilities	4,021.50
Equity	
Restricted Funds from prior yrs	459.53
Unrestrctd Funds from prior yrs	2,795.15
Net Income	-2,814.43
Total Equity	440.25
TOTAL LIABILITIES & EQUITY	**4,461.75**

MARBLE CRYSTAL RIVER CHAMBER
LMDT Budget vs. Actual

	Funding 2011	spent 2011	Funding 2012	spent 2012	Funding 2013	spent 2013	Funding 2014	Spent 2014	unspent funding thru 2014
Web Site	5,572.00	(193.38)	3,825.00	(9,143.85)	3,248.86	(2,516.43)	1,500.00	(1,368.87)	
Rack Card	1,653.00		1,750.00	(2,508.23)	1,605.23	(2,495.77)	1,200.00		
Print & Online Advertising	475.00	(475.00)	525.00	(550.00)	1,885.00	(1,644.00)	6,200.00	(6,672.67)	
Event Funding	300.00	(370.00)	750.00	(900.00)	2,070.00	(1,250.00)	2,100.00	(2,025.00)	
Signage		(70.19)	300.00		470.19	(1,149.34)	150.00		
Chamber Memberships			850.00	(390.00)	1,000.00	(730.00)	1,000.00	(725.00)	
Visitor Center									
Funding request	8,000.00		8,000.00		10,279.28		12,150.00		
LMDT Funds rc'd, net of Spending	**8,000.00**	**(1,108.57)**	**8,000.00**	**(13,492.08)**	**10,279.28**	**(9,785.54)**	**9,357.98**	**(10,791.54)**	**459.53**
			-		-				

MARBLE CRYSTAL RIVER CHAMBER
Current Year & next years budget

	unspent funding thru 2014	approved budget 2015	spent 2015	Shortage of Funds 2015		proposed budget 2016
Web Site		1000.00	(350.00)			250.00
Rack Card		1500.00	(1,348.56)			1,500.00
Print & Online Advertising		7000.00	(5,881.33)			7,000.00
Event Funding		2000.00				2,000.00
Signage			-			
Chamber Memberships		1000.00	(740.00)			1,000.00
Visitor Center		1500.00	(1,530.35)			1,500.00
Funding request		13,000.00				13,250.00
LMDT Funds rc'd, net of Spending	**459.53**	**5,531.02**	**(9,850.24)**	**(3,859.69)**		

MCRC
Profit & Loss
January 1 through October 9, 2015

		Jan 1 - Oct 9, 15
Ordinary Income/Expense		
Income		
INTEREST		0.29
LMDT FUNDING		5,531.02
MEMBERSHIP FEES		
ASSOCIATE MEMBER	450.00	
HOSPITALITY MEMBER	150.00	
MARKETING MEMBER	900.00	
NON-PROFIT MEMBER	35.00	
Total MEMBERSHIP FEES		1,535.00
Total Income		7,066.31
Expense		
Administrative Expenses		
Business Licenses and Permits	20.00	
Postage and Delivery	10.50	
Total Administrative Expenses		30.50
Marketing Expense		
Chamber Memberships/Memberships	740.00	
Media Advertising	5,881.33	
Rack Card	1,348.56	
Visitor Center	1,530.35	
Web Site	350.00	
Total Marketing Expense		9,850.24
Total Expense		9,880.74
Net Ordinary Income		-2,814.43
Net Income		**-2,814.43**

	1Q 2014	2Q 2014	3Q 2014	4Q 2014	2014		1Q 2015	2Q 2015	3Q 2015	4Q 2015	2015
Beaver Lake Lodge	20	743	1975	1082	3820		112	667	2532		3311
Chair Mtn Ranch	0	321	1553	356	2230		0	347	1536		1883
Beaver Lake Retreat					0						0
Inn at Raspberry Ridge					0						0
Ute Meadows					0						0
Outwest Lodge					0						0
Bogan Flats					0						0
Meri Daes					0						0
Parker cabins					0						0
Treasure Mountain Trust					0						0
Kay Williwms					0						0
John Williams					0						0
Burns Family Trust					0						0
Herbert & Kasia Martin					0						0
Laura Lynn & Larry Joe Roberts					0						0
Judith Schmidt/McClure House					0						0
Carolyn & Greg Kern					0						0
John Evans & Wm. & Lisa Souba					0						0
Adriana & Federico Sanchez					0						0
Yule Creek Lodge LLC					0						0
Carey Shanks & Constance Baker					0						0
Bruce & Tifanny Burton					0						0
Craig & Deborah Macek					0						0
Steven & Patricia Cappa					0						0
Chistopher Webb					0						0
Redstone Vacations					0						0
Marbledge					0						0
Scott Nichols					0						0
AnnualLMDT Pymts voluntarily reported					6050	81%					5194
Annual LMDT Pymts reported by County					7474						

Marble Crystal River Chamber
620 W Park St, Marble, CO 81623
(970) 963-6272

Greetings to Marble area short-term, vacation-rental owners from the Marble Chamber!

We are writing to offer you information on how to collect and remit state sales tax (__%) and lodging tax (__%) on your short-term rentals.

With online rental sites like VRBO and Air B&B, more people are renting their homes, and most are not collecting and remitting these taxes. States are feeling the impact and starting to fight back, levying fines, interest, and tax burdens on owners who are not collecting and remitting these taxes, and Pitkin, Eagle, and Gunnison Counties have begun to crack down.

The Marble Crystal River Chamber recognizes that as this will affect a number of home owners on this side of the mountain, there is a responsibility to inform and educate the short-term rental community on their responsibilities in complying with state sales and lodging tax laws.

Our chamber website http://www.marblecrystalriverchamber.org includes a *Chamber Info'* section with an 'About Us' tab which gives addresses, forms, and contacts that are useful in streamlining your tax-paying process. There is also information about upcoming chamber meetings, ongoing projects, chamber membership benefits, and a class to be held soon on the process of paying state sales and lodging taxes.

The Marble Chamber (MCRC) promotes the Upper Crystal River Valley as a destination, which, in turn, drives potential visitors to your short-term rental property listing. This would not be possible on such a scale without the Lodging Tax (Lower Marketing District Tax) funds that come to our all-volunteer group through Gunnison County.

Anyone who has made a short-term vacation-rental in this area has already potentially benefitted from this (LMDT) tax, and as more commercial lodging establishments give way to private home rentals the marketing revenue base is depleted if the private home owners aren't paying their share of taxes. We believe all lodging options should be able to thrive in this area, and we feel that educating and training the private-rental sector, and encouraging (recruiting!) membership from this sector will not only get your concerns voiced and your questions answered, but will make the Marble Crystal River Chamber a stronger advocate for your lodging endeavors moving forward.

Thank you for your attention to this message!

The Marble Crystal River Chamber:
Christy Villa Lobos – President
Ryan Vinciguerra – Secretary

Linda Adams – Treasurer

Crystal River Jeep Tours, Beaver Lake Lodge, Chair Mountain Ranch, Marble Gallery, Connie Hendrix Gallery, Slow Groovin' Barbecue, Avalanche Ranch, Marble Hide-Away Cabin, Marble Marble Carving Symposium, Marble Fest, Fall Fest,

WW2 site – move stuff to 'Events' tab,

Marble Crystal River Chamber Members
2015

Crystal Jeep Tours
The Marble Hub
Beaver Lake Lodge
Chair Mountain Ranch
Branson Art Works
Aspen Trout Guides
Better Business Bureau
Marbe Gallery
Hendrix Gallery
Slow Groovin’ Barbecue
Marble Hide-Away
Avalanche Ranch
Outwest Guides
Outwest Lodge

Scott Nichols
PO Box 3035
Aspen, CO 81612

Redstone Vacations
410 Elk Mountain Drive
Redstone, CO 81623

Christopher Webb
5453 Horse Ridge Way
Bonita, CA 91902-2809

Steven & Patricia Cappa
184 Sun Hawk Drive
Grand Junction, CO 81503-3934

Craig & Deborah Macek
75 Hoka Hey Trail
Marble, CO 81623

Bruce & Tiffany Burton
442 Milton Way
Marble, CO 81623

Carey Shanks & Constance Baker
43 CR3
Marble, CO 81623

Yule Creek Lodge, LLC
21 CR126
Glenwood Springs, CO 81601

Adriana & Federico Sanchez
280 Woodcrest Road
Key Biscayne, FL 33149-1320

John Evans and William & Lisa Souba
1210 Alder Creek Drive
Bozeman, MT 59715-7205

Carolyn & Gary Kern
5200 NW 35th Street
Topeka, KS 66618-3626

Ken Good
Outwest Lodge
400 N Saint Paul Street, Suite 1350
Dallas, TX 75201-3157

Judith Schmidt
McClure House
22995 Hwy 133
Redstone, CO 81623

Laura Lynn & Larry Joe Roberts
9030 Highlands
Boerne, TX 78006-4843

Herbert & Kasia Martin
PO Box 97
Ohiopyle, PA 15470-0097

Burns Family Exemption Trust
215 Poinsettia Avenue
Corona Del Mar, CA 92625-3017

John & Ann Williams
5370 E Salida Del Sol Drive
Tucson, AZ 85718-5419

Kay Williams
323 W Hill Street
Marble, CO 81623-9085

CLM Services Corporation
White River Recreation Company
675 Gilman Street
Palo Alto, CA 94301

Beaver Lake Lodge & Cabins
201 E Silver Street
Marble, CO 81623

Carol & Charley Parker
420 W Marble Street
Marble, CO 81623

Chair Mountain Ranch
178 CR 3
Marble, CO 81623

Beaver Lake Retreat
105 E Marble Street
Marble, CO 81623

Treasure Mt ~~Cabins~~ Trust

- Inn @ Rosp Ridge