GUNNISON COUNTY BOARD OF COUNTY COMMISSIONERS
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Colorado Tourism Office
Marketing Matching Grant Program
1625 Broadway Street, Suite 2700
Denver, CO 80202

October 4, 2016

Re: Gunnison-Crested Butte Tourism Association Houston Air Marketing Grant

To Whom it May Concern:

We write this letter of support for the Gunnison-Crested Butte Tourism Association's (GCBTA) Marketing Matching Grant Application to market non-stop Houston Air Service to the Gunnison Valley in summer 2017.

Our airport was recently identified as a key community asset requiring investment in our One Valley Prosperity Project Strategy. Our Valley has set "increasing the amount and reliability of air traffic in/out of Gunnison-Crested Butte Regional Airport" as a key short-term objective critical to improving our economic resiliency in the Gunnison Valley. This grant application aligns with this objective.

Houston, TX is one of our biggest markets year-round. In the summer, Houston is one of two airports from which we offer non-stop service into the Gunnison Valley. The GCBTA has partnered with the Gunnison Valley RTA for the last two summers to market the expanding summer service we have built from Houston with great success, reaching 80% load factor in 2016. However, half of the marketing dollars for that program have come from a federal grant that expires in 2016. Now the GCBTA, with the support of the Gunnison Valley Air Command, is seeking matching marketing funds to continue marketing the summer flights. Supporting summer air service, and the airport in general, will have an immediate, measurable impact on our Valley's economic health.
We fully support the efforts of the GCBTA as they seek funding to continue to build summer air service out of Houston, TX. Thank you for considering this application.

Sincerely,

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