AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:

Action Requested: Other

Parties to the Agreement:

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

Summary:
REQUEST: GCBTA is asking the Local Marketing District for its consideration in support of this advertising opportunity with a financial contribution of up to $25,000 to be applied toward the CTO MARKETING MATCHING GRANT program requirement.

Fiscal Impact: up to $25,000

Submitted by: Pam Loughman **Submitter's Email Address:** ploughman@gunnisoncrestedbutte.com

Finance Review: (●) Required ( ) Not Required

Comments:

If marketing district tax receipts are consistent with 2012 for the remaining months of 2013, there will be sufficient cash in the fund to support this request. As shown on the Asset Account Graph sheet in the packet, October is the month each year with the lowest cash balance.

Reviewed by: GUNCOUNTY1\LNIENHUESER Discharge Date: 9/4/2013

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

Comments:

Reviewed by: GUNCOUNTY1\ATREZISE Discharge Date: 9/4/2013 Certificate of Insurance Required

Yes ( ) No (●)

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\MBIRNIE Discharge Date: 9/5/2013

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 15 minutes

Agenda Date: 9/17/2013 Follow Up Agenda Date:

Revised April 2013

ADVERTISING FUNDING REQUEST

SUBMITTED FOR CONSIDERATION TO THE LOCAL MARKETING DISTRICT

PROGRAM OVERVIEW & FUNDING REQUEST:
SPECIAL VACATION PLANNER INSERT IN THE 2014 OFFICIAL COLORADO VACATION GUIDE

When travelers see a print, television or online advertisement about vacationing in the state of Colorado and request more information, the Colorado Tourism Office (CTO) fulfills those information requests with its Official State Vacation Guide (OSVG). In 2014, nearly 400,000 copies will be produced and distributed in response to advertising information requests, with an additional 150,000 copies distributed at state welcome centers. The guide is additionally available online in a virtual format, with nearly 75,000 visitors who viewed 2-million pages last year. The OSVG is also on iPad with over 11,000 new downloads in 2012. It is THE most comprehensive travel marketing piece in the state.

The Gunnison-Crested Butte Tourism Association (GCBTA) would like to better capitalize on these travelers who have already expressed an interest in visiting Colorado—and persuade them that Gunnison-Crested Butte is the ultimate choice for their Colorado vacation destination. To do so, we must find innovative ways to set ourselves apart from other destination advertisers in the state.

In an effort to bring greater prominence to our destination above all other advertisers in the book, the GCBTA developed and submitted an innovative idea to the publisher of the 2014 OSVG — we requested an exclusive advertising opportunity to insert a special 8-page GCB mini vacation planner into the 400,000 copies of the OSVG that are mailed in response to advertising. The OSVG readers have already indicated an interest in traveling to Colorado. And our goal is to capture their leisure travel dollars for GCB. **Our advertising request has been approved by the publisher;** no other tourism advertiser in Colorado has previously submitted a mini vacation planner advertising request of this kind, making this an exclusive and unique opportunity for Gunnison-Crested Butte. Now that we have publisher approval, GCBTA is looking at innovative ways to fund the $96,000 media insertion (plus production cost) advertising opportunity.

In addition to the mini Vacation Planner insert, GCBTA has worked with the publisher to secure an additional full-page ad AT NO ADDITONAL CHARGE (value $16,500) that will appear in all 550,000 guides. PLUS any local businesses who purchase a listing in the mini planner will receive a bonus listing in the OSVG.

THE GUNNISON-CRESTED BUTTE SPECIAL INSERT IN THE OSVG: Creating a special 'mini vacation planner' for Gunnison-Crested Butte will cut through the advertising clutter of more than 150 paid destination advertisers (plus 150+ more who purchase listings rather than print ads in the OSVG) and bring more prominent focus to GCB as a preferred vacation destination. Our destination is 'off the beaten path' of interstate travel and that's why we must consider innovative ways to persuade visitors that it's worth the trip. We'll do that by telling our unique story in a very compelling way and highlighting reasons to visit.

GCBTA proposes inserting a 5" x 8" size mini vacation planner into the OSVG; this insert will create a natural 'break' in the magazine as the reader turns the pages to see destination options. Our mini vacation planner will be anchored in the "Southwest section" of the vacation guide. Content will include representation for all GCB communities, feature a signature calendar of events, and focus on activities, events for each season, and points of differentiation that make our destination unique. The insert has a much greater share of voice than a full page ad (which we have typically run in prior years) and the impact of a pull-out piece has significant value.

REQUEST: GCBTA is asking the Local Marketing District for its consideration in support of this advertising opportunity with a financial contribution of up to $25,000 to be applied toward the CTO MARKETING MATCHING GRANT program requirement.

PARTNER CONTRIBUTIONS: The City of Gunnison, Town of Crested Butte and Town of Mt. Crested Butte have been presented with the opportunity to become a paid coop partner within the mini vacation planner, allowing GCBTA to qualify for matching funds via the Colorado Tourism Office matching grant program.

MEDIA INSERTION = $96,000 (plus the cost of production)

- CTO Matching Grant – a competitive evaluation process, a grant request was made by GCBTA in the amount of $25,000 (maximum award). The grant, if approved, may be funded in any amount deemed appropriate by CTO not to exceed $25,000;
- The City of Gunnison confirmed its participation at an amount not to exceed $8,333 (1/3 of the possible $25K CTO matching grant);
- Town of Crested Butte; program presented to Town Council and funding approval pending final presentation; and.
- Town of Mt Crested Butte: GCBTA submitted a funding request via the 2013 Admissions Tax Marketing Funds Grant Program; all applicants will present their programs for consideration on September 17.
- GCBTA: will budget up to 50% of the total project cost

CTO GRANT GUIDELINES:

GCBTA submitted an application to the **CTO MARKETING MATCHING GRANT PROGRAM as a REGIONAL/PARTNERSHIP applicant** in order to seek matching dollars that will assist our regional marketing area to extend the media budget and allow the association to pursue this opportunity on behalf of a regional collaboration between Gunnison, Almont, Crested Butte, and Mt. Crested Butte.

The Colorado Tourism Office's "Marketing Matching Grant Program" provides funding to not-for-profit organizations in the State of Colorado for the purpose of promoting a region (Gunnison County) as a tourism destination. The Colorado Tourism Office will award matching grants up to $25,000 this year. Funds will be awarded to organizations whose objective is to promote the defined region. For every $1 the organization allocates to the program, the Colorado Tourism Office will provide $1 in matching funds. Up to 20% of the match may be in-kind, which may include services such as staff time or donated services or materials relevant to the grant project.

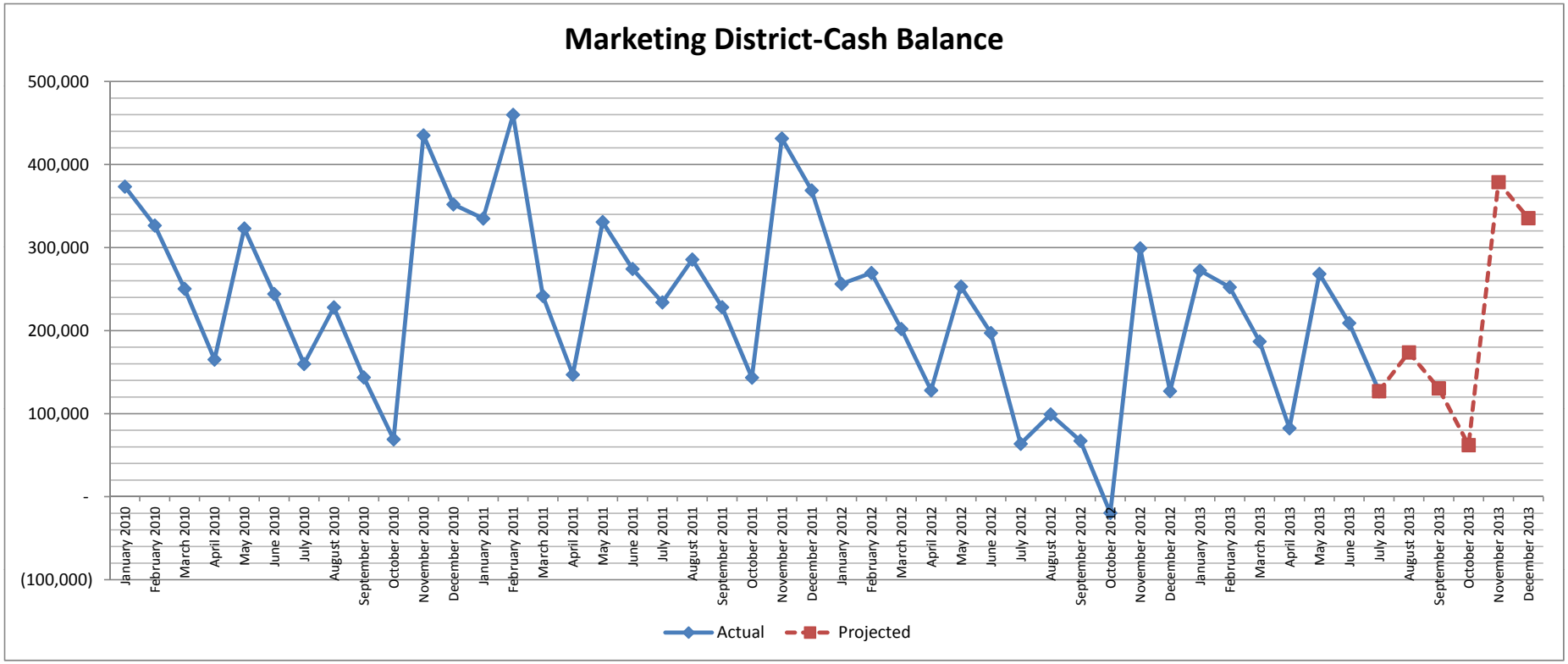
Grant Application Category: Regional /Partnership Applicants

*This category is defined as a group of **multiple Colorado communities** (cities, towns, or counties) large or small, whose regional identity may be based upon geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc. It is important to note that the use of the word "region" does not necessarily correlate to the seven Colorado travel regions identified by the Colorado Tourism Office. It is encouraged to **demonstrate strong alliances through collaboration with other partners, other communities and securing other matching sources.** The projects involving three (3) or more partners demonstrating strong collaboration, may be evaluated as being more competitive in the grant review process, and may be awarded a collaboration bonus of up to 5 additional points.*

Project Eligibility Requirements (excerpt)

- *Eligible applicants must be nonprofit or not-for-profit organizations or associations whose tourism-related activities and marketing program will benefit the entire state or region.*
- *Grants will only be provided to fund marketing projects designed to increase destination travel to Colorado or within the specified region.*
- *Regional/Partnership applicants must define their region or partnership in their proposal. These applicants will need to describe the region/partnership whose identity may be based upon geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc... **The strength of the partnerships must be demonstrated through a commitment to collaboration with partners, communities and securing matching sources**.*

CTO Award Announcement: September 16, 2013 (or shortly thereafter)


Marketing District-Cash Balance
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400,000
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(100,000)
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