AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Revised Tourism Association Budget

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

The attached revised budget was provided by the TA on 11/18.

Fiscal Impact: $1,400,000 from LMD

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

Finance Review: (●) Required ( ) Not Required

Comments:

I have attached a document titled Marketing - Revised November 2015. This shows the result for the Marketing Fund if this amount is approved as the 2016 contract amount. With updated revenue estimates and this increase in expenditures, the net change is approximately $25,000 less in ending available resources projected at the end of 2016.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 11/19/2015

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

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 11/19/2015

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

Agenda Date: 11/24/2015

Revised April 2015

Account	January	February	March	April	May	June	July	August	September	October	November	December	Subtotals	Grand Totals
1000 Revenue														$ 1,648,525
1100 LMD	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 116,667	$ 1,400,000	
1200 Grants													$ -	
1201 Mt. Crested Butte Admissions	$ 85,000												$ 85,000	
1202 Colorado Parks and Wildlife					$ 50,000								$ 50,000	
1300 COOP Programs													$ -	
1301 Chamber FatBike Worlds	$ 18,600												$ 18,600	
1400 Sponsorship													$ -	
1500 Central Reservations	$ 11,100	$ 13,050	$ 13,350	$ 375		$ 1,050	$ 12,000	$ 12,000	$ 12,000	$ 4,000	$ 4,000	$ 12,000	$ 94,925	
	$ 231,367	$ 129,717	$ 130,017	$ 117,042	$ 166,667	$ 117,717	$ 128,667	$ 128,667	$ 128,667	$ 120,667	$ 120,667	$ 128,667	$ 1,648,525	
2000 Administration														$ 290,090
2100 Board of Directors													$ -	
2101 BOD Stipend	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 25,200	
2102 BOD Meeting Costs & Retreat	$ 60	$ 60	$ 60	$ 60	$ 1,200	$ 60	$ 60	$ 60	$ 60	$ 60	$ 60	$ 60	$ 1,860	
2103 BOD Training									$ 2,000				$ 2,000	
2104 BOD Insurance							$ 550						$ 550	
2200 Salaries and Benefits													$ -	
2201 Director Salary													$ -	
2202 Director Bonus													$ -	
2203 Diretor Benefits													$ -	
2210 Contract Labor													$ -	
2211 Executive Director	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 120,000	
2212 Project Manager	$ 5,600	$ 5,600	$ 5,600	$ 5,600	$ 5,600	$ 5,600	$ 5,824	$ 5,824	$ 5,824	$ 5,824	$ 5,824	$ 5,824	$ 68,544	
2313 Administrative Assistant	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 14,400	
2300 Operational Expenses													$ -	
2310 Computers/Office Equipment/S	$ 1,800	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 300	$ 5,100	
2311 Durable Goods & Depreciable Equipment													$ -	
2312 Supplies													$ -	
2313 Postage	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 1,200	
2314 Rent													$ -	
2315 Storage	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 100	$ 1,200	
2316 Utilities													$ -	
2317 Phone/Fax/Internet	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 3,300	
2318 Leased Equipment	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 125	$ 1,500	
2350 Web Related													$ -	
2351 Hosting	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 243	$ 2,916	
2352 App	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 410	$ 4,920	
2353 Design & Development	$ 15,000												$ 15,000	
2354 Maintenance & Repairs	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 350	$ 4,200	
													$ -	
2400 Contract Services													$ -	
2411 Accounting Services	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 275	$ 3,300	
2412 Research Services- Analytic R	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 450	$ 5,400	
2413 Auditing & Tax Preparation					$ 9,000								$ 9,000	
2414 Business Owners Policy							$ 500						$ 500	

subtotal	$ 38,088	$ 21,588	$ 21,588	$ 21,588	$ 31,728	$ 21,588	$ 22,862	$ 21,812	$ 23,812	$ 21,812	$ 21,812	$ 21,812	$ 290,090					
3000 Marketing																	$ 394,700	
3100 Contract Labor													$ -					
3101 Marketing Coordinator	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 2,000	$ 24,000					
3200 Contract Services													$ -					
3201 Photography/Videography					$ 5,500	$ 5,500	$ 5,500	$ 5,500	$ 5,500				$ 27,500					
3202 Production													$ -					
3203 Media Planning	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 30,000					
3300 Advertising/Media													$ -					
3310 Social Media Advertising	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 3,000					
3320 Electronic Advertising						$ 25,000	$ 25,000	$ 25,000	$ 25,000				$ 100,000					
3330 Local Advertising			$ 500	$ 500					$ 500	$ 500			$ 2,000					
3340 Print Advertising													$ -					
3341 Vacation Guide			$ 35,000										$ 35,000					
3342 Fulfillment	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 1,650	$ 19,800					
3350 Tradeshows													$ -					
3400 Market Research													$ -					
3401 Destimetrics													$ -					
3402 Tourism Intelligence Group- D	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 12,000					
3403 Hill Aevium				$ 5,000				$ 5,000					$ 10,000					
3500 Public Relations													$ -					
3501 Public Relations Manager	$ 3,750	$ 3,750	$ 3,750	$ 3,750	$ 3,750	$ 3,750	$ 3,900	$ 3,900	$ 3,900	$ 3,900	$ 3,900	$ 3,900	$ 45,900					
3502 Vocus- PR Measurement											$ 7,500		$ 7,500					
3510 Journalist FAMs	$ 5,000	$ 2,000			$ 2,000	$ 2,000	$ 5,000	$ 3,500	$ 2,000		$ 2,000	$ 2,000	$ 25,500					
3511 Travel													$ -					
3512 Entertainment													$ -					
3513 Promotional													$ -					
3520 Tour Operator FAMs									$ 2,500				$ 2,500					
3521 Travel													$ -					
3522 Entertainment													$ -					
3523 Promotional													$ -					
3600 Visitor Centers													$ -					
3601 Gunnison Visitor Center	$ 25,000												$ 25,000					
3602 CB/Mt. CB Visitor Centers	$ 25,000												$ 25,000					
subtotal	$ 66,150	$ 13,150	$ 46,650	$ 16,650	$ 18,650	$ 43,650	$ 46,800	$ 50,300	$ 46,800	$ 11,800	$ 20,800	$ 13,300	$ 394,700					
4000 Campaigns (?)													$ -				$ 1,049,358	
4100 Air													$ -					
4110 LAX													$ -					
4111 LAX Marketing	$ 20,000	$ 5,000										$ 10,000	$ 35,000					
4112 LAX Buydown	$ 20,000	$ 10,000	$ 10,000										$ 40,000					
4113 LAX AlmostFamous Productio	$ 20,000											$ 10,000	$ 30,000					
4120 IAH													$ -					
4121 IAH Marketing	$ 22,000	$ 5,000			$ 5,000	$ 5,000	$ 15,000					$ 10,000	$ 62,000					
4122 IAH Buydown	$ 5,000	$ 5,000	$ 5,000	$ 5,000									$ 20,000					
4130 DFW													$ -					
4131 DFW Marketing	$ 22,000	$ 5,000										$ 10,000	$ 37,000					
4132 DFW Buydown	$ 25,000	$ 5,000	$ 5,000	$ 5,000									$ 40,000					
4133 WSCU Buydown		$ 10,000											$ 10,000					
4140 ORD												$ 10,000	$ 10,000					
4141 ORD Marketing	$ 22,000	$ 5,000											$ 27,000					
4142 ORD Buydown	$ -	$ 5,000	$ 10,000	$ 5,000									$ 20,000					
4150 Airport Guest Recovery	$ 6,667	$ 6,667	$ 6,667				$ 5,000	$ 4,000				$ 5,000	$ 34,000					

4200	Lodging																	$ -	
4201	Gunnison Getaway	$ 35,000	$ 30,000	$ 25,000												$ 25,000	$ 115,000		
4202	Ski Photography		$ 5,000														$ 5,000		
4300	Events																$ -		
4500	Mountain Biking																$ -		
4501	Warren Miller Entertainment	$ 55,000															$ 55,000		
4502	Fat Bike Worlds Promotion	$ 25,000															$ 25,000		
4503	Bike Expos/Shows				$ 2,500	$ 2,500					$ 2,500	$ 2,500					$ 10,000		
4504	Mountain Biking Event								$ 10,000	$ 40,000	$ 10,000						$ 60,000		
4505	Mountain Biking Big Data					$ 33,333	$ 33,333	$ 33,333	$ 33,333	$ 16,666							$ 149,998		
4506	Signage					$ 75,000	$ 25,000										$ 100,000		
4600	Blue Mesa																$ -		
4601	Boat Expo	$ 5,000															$ 5,000		
4602	SUP Event								$ 30,000								$ 30,000		
4700	Nordic																$ -		
4701	Nordic Events	$ 5,000								$ 5,000							$ 10,000		
4702	Nordic Marketing	$ 9,000														$ 5,000	$ 14,000		
4800	Central Reservations	$ 12,111	$ 11,272	$ 10,674	$ 5,392	$ 6,432	$ 7,479	$ 10,000	$ 10,000	$ 10,000	$ 6,000	$ 6,000	$ 10,000	$ 105,360					
4900	Customer Experience					$ 30,000								$ 30,000					
	subtotal	$ 308,778	$ 107,939	$ 72,341	$ 22,892	$ 152,265	$ 70,812	$ 63,333	$ 87,333	$ 74,166	$ 18,500	$ 6,000	$ 95,000	$ 1,079,358					
														$ 1,764,148					
	subtotal all expenses	$ 413,016	$ 142,677	$ 140,579	$ 61,130	$ 202,643	$ 136,050	$ 132,995	$ 159,445	$ 144,778	$ 52,112	$ 48,612	$ 130,112	$ 1,764,148					

2014 rollover funds	$186,983														
residual funds	$ 5,334	$ (7,626)	$ (18,188)	$ 37,724	$ 1,747	$ (16,586)	$ (20,914)	$ (51,693)	$ (67,804)	$ 751	$ 72,805	$ 71,360		$ 101,360	

GUNNISON COUNTY, COLORADO
2016 BUDGET

BUDGET SUMMARY
MARKETING DISTRICT FUND

Cost Center		2014 Actual			2015 Adopted Budget			2015 Projected			2016 Budget		
		Revenues	Expenditures	Excess Revenues (Net Cost)	Revenues	Expenditures	Excess Revenues (Net Cost)	Revenues	Expenditures	Excess Revenues (Net Cost)	Revenues	Expenditures	Excess Revenues (Net Cost)
800	Compensated Absences	-	-	-	-	-	-	-	-	-	-	-	-
810	Marketing District	1,386,943	1,274,132	112,811	1,142,400	1,225,753	(83,353)	1,407,500	1,400,424	7,076	1,307,500	1,438,251	(130,751)
	Totals	**1,386,943**	**1,274,132**	**112,811**	**1,142,400**	**1,225,753**	**(83,353)**	**1,407,500**	**1,400,424**	**7,076**	**1,307,500**	**1,438,251**	**(130,751)**

Fund Balance Summary	2014 Actual	2015 Budget	2015 Projected	2016 Budget
Beginning Fund Balance	**529,529**	**397,983**	**642,340**	**649,416**
Ending Fund Balance	**642,340**	**314,630**	**649,416**	**518,665**
Ending Fund Balance % of Total Expenditures	50.41%	25.67%	46.37%	36.06%

GUNNISON COUNTY, COLORADO
2016 BUDGET

Activity:	**Marketing District**
Cost Center:	Marketing District
Account:	91 810-00 000-0

Budget Summary

	2014 Actual	2015 Budget as Adopted	2015 Budget as Amended	2015 July YTD	2015 Projected	2016 Budget
Total Revenues	**1,386,943**	**1,142,400**	**1,142,400**	**519,408**	**1,407,500**	**1,307,500**
Total Expenditures	**1,274,132**	**1,225,753**	**1,275,753**	**986,031**	**1,400,424**	**1,438,251**
Excess Revenues (Net Cost to County)	**112,811**	**(83,353)**	**(133,353)**	**(466,623)**	**7,076**	**(130,751)**

2014 Actual Expenditures vs. 2015 Estimated Expenditures
2015 Budget Variance (Revenues Net of Expenditures)
2015 Expenditures Under (Over) Budget
2015 Budgeted Expenditures vs. 2016 Budget Request

Budget Detail

Object Code	Object Description	2014 Actual	2015 Budget as Adopted	2015 Budget as Amended	2015 July YTD	2015 Projected	2016 Budget
Revenues							
4022	Marketing & Promotion Tax	1,376,213	1,140,000	1,140,000	513,166	1,400,000	1,300,000
4560	Interest Charges	541	1,000	1,000	531	700	700
4599	Other Fines	9,115	400	400	4,032	5,000	5,000
4610	Earnings on Investments	1,074	1,000	1,000	1,680	1,800	1,800
	Totals	**1,386,943**	**1,142,400**	**1,142,400**	**519,408**	**1,407,500**	**1,307,500**
Expenditures							
7324	Contracted Services	-	-	-	18,913	19,000	-
7329	Other Professional Services	1,218,407	1,174,907	1,224,907	947,589	1,332,685	1,400,000
7350	State Fees	1,179	2,000	2,000	(206)	100	100
7353	Treasurer's Fees	15,130	14,000	14,000	7,340	14,000	14,000
7460	Auditing	2,500	2,569	2,569	-	2,600	2,600
7470	Insurance & Bonds	3,668	3,608	3,608	3,401	3,420	3,420
7660	Investment Commissions/Fees	18	100	100	-	50	50
7801	Transfer to General Fund	23,029	18,312	18,312	4,849	18,312	7,824
9028	Passthrough Expenditures	10,200	10,257	10,257	4,146	10,257	10,257
	Totals	**1,274,132**	**1,225,753**	**1,275,753**	**986,031**	**1,400,424**	**1,438,251**