AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item:

Action Requested:

Parties to the Agreement:

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

Summary:

Please see the attached submitted by the CB Chamber

Fiscal Impact:

Submitted by: Josh Ost **Submitter's Email Address:** jost@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

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: 12/8/2017

○ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 30

Agenda Date: 12/12/2017

Revised April 2015

THE CHAMBER
Crested Butte/Mt. Crested Butte

Visitor Center Report to the Board of County Commissioners

The Local Marketing District funds allocated by the Gunnison Crested Butte Tourism Association to the Crested Butte/Mt Crested Butte Chamber of Commerce are used to run the Crested Butte and Mt Crested Butte Visitor Centers, specifically covering pay roll and cleaning as determined by the TA and Chamber. Funding from the county and towns is typically insufficient to run the Visitor Centers, so funding also comes from the Chamber of Commerce's membership fees and event revenue. We ended last year in the positive thanks to increased BOLT funding from Mt Crested Butte, and we hope to do the same this year. Without BOLT and LMD funding, we would be unable to run the Visitor Centers, so any profit made each year will be used for future years and reserved in case government funding ever decreases.

We made some changes this summer and decided to keep the CB Visitor Center open from 8-7 to accommodate early and late travelers. This was extremely successful, and we plan to repeat it next summer. We are also working on keeping the foyer open for tourists when the Visitor Center is closed to provide assistance and further promote member and non-member businesses. The Crested Butte Visitor Center saw an increase in visitors in typically slower months (January, April and May), indicating the benefits of recent pushes for shoulder season events. The Mt Crested Butte Visitor Center consistently saw more visitors than in 2016; it is only open when the ski resort is open. We do not have phone or internet service at the Mt Crested Butte Visitor Center; the Crested Butte Visitor Center began tracking phone and email correspondence at the end of July. The majority of emails are requests for visitor information to be mailed. Winter phone calls are typically about lodging, non-skiing activities and dining options; summer phone calls are primarily about wildflowers, live music, outdoor activities and the bus schedule.

CB Walk-Ins, Phone Calls, Emails

January: 615 (up from 527 in 2016)
February: 588 (down from 662 in 2016)
March: 969 (up from 928 in 2016)
April: 342 (up from 263 in 2016)
May: 1,083 (up from 768 in 2016)
June: 2,756 (down from 3,149 in 2016)
July: 6,247 (down from 7,663 in 2016)
August: 3,413 (down from 4,054 in 2016), 234 calls, 44 emails
September: 2,369 (down from 3,367 in 2016), 272 calls, 53 emails
October: 876 (down from 1373 in 2016, 132 calls, 29 emails
November: 291 (down from 491 in 2016), 138 calls, 16 emails

Mt CB Walk-Ins

January: 1015 (up from 405 in 2016)
February: 937 (up from 567 in 2016)
March: 916 (up from 514 in 2016)
April: 144 (up from 29 in 2016)
May: CLOSED
June: 739 (up from 604 in 2016)
July: 2,172 (up from 1,788 in 2016)
August: 1,494 (up from 1,274 in 2016)
September: 389 (closed September 10; up from 219 in 2016)
October: CLOSED
November: 80 (down from 85 in 2016)

Crested Butte Mt. Crested Butte Chamber of Commerce

Profit & Loss

January 2014 through YTD Dec 6th 2017

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12/07/2017
Cash Basis

	Jan - Dec 14	Jan - Dec 15	Jan - Dec 16	Jan - Dec 17	TOTAL
Ordinary Income/Expense					
Income					
Government Contributions					
Crested Butte BOLT	49,230.65	49,647.66	47,495.00	55,573.59	201,946.90
Mt Crested Butte BOLT	76,565.00	78,795.00	83,121.00	85,988.00	324,469.00
Town of CB Grants	0.00	0.00	0.00	0.00	0.00
Total Government Contributions	125,795.65	128,442.66	130,616.00	141,561.59	526,415.90
Grant Funds					
County Grants - restricted	0.00	25,000.00	0.00	0.00	25,000.00
TA VC Wage Grant - restricted	0.00	0.00	25,000.00	25,000.00	50,000.00
Mt CB Tablet Grant - restricted	0.00	10,000.00	0.00	0.00	10,000.00
Total Grant Funds	0.00	35,000.00	25,000.00	25,000.00	85,000.00
Additional Revenue					
Rental Income	200.00	0.00	0.00	0.00	200.00
Relocation/Labels/Misc	0.00	0.00	18.29	0.00	18.29
RCP Cards	7.38	4.00	32.90	4.00	48.28
USFS Sales	0.00	893.47	318.23	107.11	1,318.81
Post Event Local Merch Sales	0.00	0.00	255.73	9.14	264.87
Post Event Online Merch Sales	0.00	0.00	34.71	0.00	34.71
Misc Income	340.83	60.23	627.61	488.42	1,517.09
Elk Donations	25.25	82.01	365.13	5.69	478.08
Cash Donations	2.50	80.07	0.00	0.00	82.57
In Kind Donations	0.00	0.00	-373.00	0.00	-373.00
Sales Tax Vendor Fee	4.29	4.90	5.58	4.60	19.37
Total Additional Revenue	580.25	1,124.68	1,285.18	618.96	3,609.07
Event / Program Income					
TLF Merchandise	3.23	0.00	0.00	0.00	3.23
Total Event / Program Income	3.23	0.00	0.00	0.00	3.23
Total Income	126,379.13	164,567.34	156,901.18	167,180.55	615,028.20
Cost of Goods Sold					
Cost of Goods Sold	48.00	0.00	340.00	0.00	388.00
Total COGS	48.00	0.00	340.00	0.00	388.00
Gross Profit	126,331.13	164,567.34	156,561.18	167,180.55	614,640.20
Expense					
Depreciation Expense	0.00	1,945.00	0.00	0.00	1,945.00
Equipment / Vehicles					
Mt CB Tablet / Kiosks - Grant	0.00	4,135.44	617.03	0.00	4,752.47
CB Tablet / Kiosks	0.00	607.70	1,619.82	0.00	2,227.52
Snowmobile & Trailer Exp - TA	0.00	566.68	652.15	0.00	1,218.83
Total Equipment / Vehicles	0.00	5,309.82	2,889.00	0.00	8,198.82
Wages/Benefits					
Recruitment	0.00	0.00	88.25	0.00	88.25
Wages / Salary	13,401.07	36,000.21	34,424.93	32,718.73	116,544.94
Wages / Hourly	68,766.70	65,054.46	58,882.84	52,249.45	244,953.45
Payroll Taxes	10,011.99	8,401.46	8,696.09	7,985.14	35,094.68
Health Insurance	2,400.00	2,400.00	2,500.00	2,200.00	9,500.00
Worker's Comp Insurance	518.36	436.66	184.50	248.80	1,388.32
Recreation/Education Benefit	0.00	654.16	737.50	770.58	2,162.24
RMBL Visitors Center Reimbursem	-3,473.60	-3,290.59	-2,765.97	0.00	-9,530.16
Wages/Benefits - Other	0.71	0.00	0.00	0.00	0.71
Total Wages/Benefits	91,625.23	109,656.36	102,748.14	96,172.70	400,202.43
Utilities Expense					
Electric	910.91	843.12	871.34	919.40	3,544.77
Gas Expense	827.99	831.81	627.98	537.75	2,825.53
Water & Sewer	420.81	385.47	428.66	405.10	1,640.04
Trash Removal	402.57	454.35	606.11	746.29	2,209.32
Telephone/Internet	1,930.73	2,280.80	2,254.24	1,909.39	8,375.16
Total Utilities Expense	4,493.01	4,795.55	4,788.33	4,517.93	18,594.82
Building Expense					
Cleaning & Bathroom Supplies	1,411.97	1,233.68	1,376.68	1,535.38	5,557.71
Cleaning Labor	2,691.25	7,245.00	9,300.00	8,910.00	28,146.25
Building Repair/Maint/Decor	6,737.70	4,607.12	4,057.28	1,284.60	16,686.70
Snow Removal	1,500.00	0.00	1,064.80	1,400.00	3,964.80
Total Building Expense	12,340.92	13,085.80	15,798.76	13,129.98	54,355.46
Insurance Expense					
D & O Insurance	560.00	560.00	560.00	560.00	2,240.00
Liability Insurance	2,537.70	3,189.55	3,476.30	3,177.45	12,381.00
Total Insurance Expense	3,097.70	3,749.55	4,036.30	3,737.45	14,621.00
Administration Expense					
Business Licenses & Fees	0.00	8.00	0.00	8.00	16.00
Computer Hardware/Software	1,572.69	2,475.53	544.18	1,007.28	5,599.68
Database Expense	1,368.00	1,368.00	1,368.00	1,434.00	5,538.00
Advertising Expense	2,423.10	312.25	2,269.12	1,134.00	6,138.47
Office Supplies	1,871.11	997.30	619.04	779.77	4,267.22
Postage Expense					
Domestic Postage Program	0.00	0.00	0.00	46.58	46.58
Info Request Postage	110.94	89.47	158.56	279.00	637.97
Postage Meter Rental/Supplies	469.48	427.02	181.24	234.84	1,312.58
Postage expense general	0.00	38.36	-33.02	51.34	56.68
Postage Permit/PO Box dues	30.00	30.00	31.11	33.00	124.11
Postage Expense - Other	227.61	-170.37	-116.55	0.00	-59.31
Total Postage Expense	838.03	414.48	221.34	644.76	2,118.61
Bank Fees	449.90	182.00	228.30	180.00	1,040.20
CC Processing Fees General	0.00	0.00	1.48	0.00	1.48
Elk Expense	1,700.00	1,200.00	900.00	0.00	3,800.00
Bookkeeping/Accounting	7,621.15	10,767.25	11,568.59	10,225.06	40,182.05
Interest Expense	19.14	48.29	0.00	0.00	67.43
Penalties & Fees (no int)	0.00	-37.59	0.00	-2.76	-40.35
Total Administration Expense	17,863.12	17,735.51	17,720.05	15,410.11	68,728.79
Staff/Board Development Expense					
S&B Meals / Entertainment	263.12	90.04	2.02	185.34	540.52
Staff Development Expense	24.86	0.00	0.00	0.00	24.86
Education Expense	0.00	0.00	-52.86	0.00	-52.86
Travel & Conferences	0.00	0.00	1,434.17	0.00	1,434.17
Staff Gifts	0.00	50.00	100.00	0.00	150.00
Total Staff/Board Development Expense	287.98	140.04	1,483.33	185.34	2,096.69
Marketing/Membership Expense					
Website Design/Maintenance	103.57	5,805.33	345.66	0.00	6,254.56
Promotional Materials	0.00	0.00	161.00	0.00	161.00
MM Printing/Office Expense	65.00	0.00	0.00	0.00	65.00

	Jan - Dec 14	Jan - Dec 15	Jan - Dec 16	Jan - Dec 17	TOTAL
Maps, Handouts, etc.	0.00	705.00	0.00	625.00	1,330.00
MM Travel & Relations	48.44	33.00	0.00	0.00	81.44
Tourism Association Expense	31.36	0.00	0.00	0.00	31.36
Tourism Forcast	159.00	0.00	80.00	0.00	239.00
Seminars and Forums Expense	0.00	432.80	0.00	0.00	432.80
Total Marketing/Membership Expense	407.37	6,976.13	586.66	625.00	8,595.16
EVENT/PROGRAM EXPENSE					
Event Equipment	0.00	7,561.76	0.00	0.00	7,561.76
Storage Unit Rent	635.25	-1,270.50	0.00	0.00	-635.25
EVENT/PROGRAM EXPENSE - Other	0.00	11.93	0.00	0.00	11.93
Total EVENT/PROGRAM EXPENSE	635.25	6,303.19	0.00	0.00	6,938.44
Total Expense	130,750.58	169,696.95	150,050.57	133,778.51	584,276.61
Net Ordinary Income	-4,419.45	-5,129.61	6,510.61	33,402.04	30,363.59
Net Income	**-4,419.45**	**-5,129.61**	**6,510.61**	**33,402.04**	**30,363.59**