AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Visitor; Gunnison Country Chamber of Commerce Dire

Action Requested:

Parties to the Agreement:

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

Summary:

Please see the attached submitted from Celeste at the Gunnison 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: 12/12/2017

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

Agenda Date: 12/19/2017

Revised April 2015

Gunnison Country Chamber of Commerce & Visitor Center
500 East Tomichi Avenue
Gunnison Colorado

From: Richard Bauer [mailto:bludun@erols.com]
Sent: Wednesday, October 04, 2017 10:23 AM
To: Gunnison Chamber of Commerce <chamber@gunnison.com>
Subject: Re: Mailing of the Gunnison Territory Maps

Hi Linda,

Thank you for the courteous reception I had in your Chamber of Commerce shop and shipping those maps, they have arrived in perfect shape. My wife Lynn and I spent about 3 days in Gunnison on our trip and really enjoyed our stay. We took two floats on the upper Gunnison- Lynn loved the Fall river scenery and the trout and salmon fishing were great. We also enjoyed our meals at the Gunnisac, Mario's Pizza, Pie San Pizza, and Garlic Mikes. At Mikes we had the best meal of our entire two weeks in Colorado. In fact, we both thought that was as good a meal as any of our favorite restaurants here in Southeast Pennsylvania, but unfortunately a bit too far for a weekend dinner out. However, we will certainly make Gunnison and Garlic Mikes a stopping point on our next journey to Colorado.

Rich and Lynn Bauer

On Sep 27, 2017, at 4:40 PM, Gunnison Chamber of Commerce <chamber@gunnison.com> wrote:

The two maps you purchased, the Gunnison River Territory and Gunnison Waters, have been mailed today. They should reach your address by Monday, October 2, 2017. Have a great day!

Linda Karl
Gunnison Country Chamber of Commerce

The above correspondence is a clear example of who the Chamber Visitor Services Information Specialist is and how the chamber provides Visitor Services and responds to our guests. The chamber accomplishes great things for our community and for those who visit our community. The chamber staff assist many people during the course of a day – week and often we don't get the opportunity to hear from those we assist to find out if they enjoyed our suggestions and their experiences while visiting our valley.

During May through September and a part of October the chamber is open 7 days a week between the hours of 8:00 a.m. to 6:00 p.m. This schedule has provided 6 employment opportunities for area residents. The chamber is now open Monday through Friday with a 9:00 a.m. to 5:00 p.m. schedule and greatly reduced staff.

Here is a snapshot of year to date with a comparison to 2016.

Visitor numbers to date 2017		**2016**	**% change**
January	135	110	+ 20
February	107	109	-----
March	299	254	+ 17
April	402	297	+ 35
May	584	463	+ 25
June	2141	1610	+ 33
July	3217	2525	+ 27
August	2489	1890	+ 31
September	2283	1533	+ 48
October	784	No data available for Oct 2016	
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December	61 (as of Dec 8)	No data available for Dec 2016	

As the Gunnison Valley and Colorado continue to be discovered by travelers, the need for comprehensive visitor services being maintained at the chamber is strong and warranted. Gunnison County financial support allows the chamber to continue effective services that impact travelers to our valley and impact valley businesses.

A typical September day at the center.

Most people who stop by the Visitor Center are looking for printed publications to take with them. There is a strong need to address how to continue to produce visitor center publications.

The following is from the perspective of two of the six Information Specialist from this summer season.

The duties and responsibilities required of a Gunnison Chamber of Commerce Information Specialist are very specialized. This position is important to the tourism industry for the Gunnison Valley. The Visitor Center (VC) is in a prime and highly visible location to serve our area's clientele; which range from foreigners, retired travelers, seniors, families, solo explorer's and adventure seekers, WSCU, and the local business community. On a given day, it is typical to encounter providing assistance to all of them in some fashion. An important part of the job is

engaging in conversation with visitors from all walks of life. They love to share stories about their journeys while they take a break and stretch. Assisting with events and fundraisers like: Ride the Rockies, USA Pro Cycle Tour, Bike Tour Colorado, bartending at the CB SUP Blue Mesa Bash (TIPS certified), Golf Tournament, High Octane, and I-Bar Ranch concerts are also a vital role. It all requires a social person to greet them with a warm smile and personality who is versatile, knowledgeable, and active/outdoorsy to work the VC.
This summer, the VC has experienced increased visitation due to the fresh look; on the outside as well as the interior. Guests always comment on the neat and clean facility, how loaded with tactile resources and maps it is and how educated the information specialists are in assisting with their travel plans. From handing out complimentary Colorado maps, access to brochures, state and local magazines; or guiding them to their destinations with our variety of comprehensive wall maps, our VC guests are satisfied with their experience with us.
Having served the tourism economy in the Gunnison Valley as an Information Specialist in the VC for 7 years and at CBMR as well, I am confident that the services we provide our visitors is much needed and a critical resource for them. Many travel by the seat of their pants with no plans at all, intermittent Wi-Fi Service at best, or no previous research about our area. They just show up and trust our expertise as their travel planners. They leave our VC content and happy, full of information and resources they can use to proceed with choices and a comforting plan for their trip.
With that said, as an Information Specialist at the VC; we are in desperate need of updating and providing a few of our most popular resources. These include: a comprehensive area map (similar to the 2010 one), a new hiking guide/map, area biking and angling guides.
We appreciate the swanky clean new restrooms next door and the park staff who take care of the facility!
Vicki Wattier
CIS (Chamber Information Specialist)

Information Specialists at the Gunnison Visitor Center by Kathy Carr

Information Specialist duties at the Visitor Center are simple to define: greet visitors and invite them to ask questions; disperse the information requested orally and with printed handouts, or direct visitors to appropriate resources; keep the information displays stocked and the area clean and tidy.

However, the execution of the duties are as unique as every individual. Each Information Specialist has a different background, experiences, and style. Ditto for the visitor. I was reminded of that recently while listening to a co-worker, who has years of angling experience, converse with a fisherman visitor.

Often, before I answer a question, I'll quiz the visitors on their travel route and plans. I may also ask about their desires, experience, expectations, and familiarity with Gunnison. That helps me tailor a response for them.

A question does not always have the same answer. One of the most common questions we hear is, “How do we get to the Black Canyon?” They may already have an itinerary that includes going to the South Rim at the Black Canyon of the Gunnison National Park and are just asking for those driving directions, or they may wish to hear other options. The maps and poster displays are great tools to help visitors gain perspective of the geography along with locations of features and roads.

The visitors we see rarely leave without printed information in their hands. “Do you have a map of _____?” or, “Do you have any information on _____ (lodging, dining, shopping, camping, hiking, biking, events, ghost towns, other nearby towns, real estate, . . .)?” Some visitors want to browse the entire brochure display, while others have more specific interests. The compilation directories created by the Chamber are popular along with national park brochures, visitor guides and maps for Gunnison and Crested Butte.

Occasionally, I search for an answer on the internet or make inquiries by phone. Sometimes we direct a visitor to a local business or organization that may be able to help them. Since beginning this position, I find myself attempting to view the area from a visitor’s perspective. What are the landmarks and signs that I don’t notice since I know where I’m going? What are the numbers of the roads that I know by their names? For lodging and dining recommendations, I value the opinions of visitors who share their experience with me. Not all the visitors to the center are new arrivals to town. Some visit in the middle of their stay, or as they are leaving the area. Some come in multiple times. Some visitors want to “visit” or chat with us, sharing stories about their travels and lives with us.

What is not seen here in this form of communication is the passion of place that each Information Specialist has demonstrated over and over through the summer season and the pride that they all have in the job they perform for our County. I am incredibly honored to work with such wonderful ambassadors to our neighborhood. I hope each one returns next season!

We are grateful for the funding granted by the county through the Local Marketing District and ask that the Commissioners consider on-going funding of this amazing resource – *our* Visitor Services.

Respectfully,
Celeste Helminski
Director
Gunnison Country Chamber of Commerce

This season’s Information Specialists who represented our valley:
Vicki Wattier
Linda Karl
Maria Katnig
Jeanene Nelson
Kathy Carr
Melva Barton

Gunnison Country Chamber of Commerce
Profit & Loss Budget vs. Actual
January through October 2017

	Jan - Oct 17	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Challenge Grants - City	2,000.00	2,000.00	0.00	100.0%
City of Gunnison	50,640.87	46,666.66	3,974.21	108.52%
GCBTA	25,000.00	25,000.00	0.00	100.0%
Interest	35.49	40.25	-4.76	88.17%
Map Sales	967.11			
Membership Dues	57,569.00	60,500.00	-2,931.00	95.16%
Office Rental	0.00	800.00	-800.00	0.0%
Projects				
Banquet	12,421.10	14,876.00	-2,454.90	83.5%
Bicycle Tour of Colorado	0.00	500.00	-500.00	0.0%
Golf Tournament	11,144.00	9,700.00	1,444.00	114.89%
High Octane	2,275.00	1,882.37	392.63	120.86%
Ride the Rockies	6,340.22	9,000.00	-2,659.78	70.45%
Total Projects	32,180.32	35,958.37	-3,778.05	89.49%
Visitor Center Sales	0.00	143.46	-143.46	0.0%
Total Income	168,392.79	171,108.74	-2,715.95	98.41%
Gross Profit	168,392.79	171,108.74	-2,715.95	98.41%
Expense				
Advertising	6,255.13	4,280.63	1,974.50	146.13%
Building Expense	20.00	47.99	-27.99	41.68%
Business Licenses & Permits	30.00	9.02	20.98	332.59%
Credit Card Processing	0.00	83.34	-83.34	0.0%
Dues	1.00			
Education	45.00	250.00	-205.00	18.0%
Employee Expenses	158.00	42.92	115.08	368.13%
Equipment				
Computer	474.79	723.03	-248.24	65.67%
Internet/Phone Equipment	375.00			
Total Equipment	849.79	723.03	126.76	117.53%
Fulfillment Expenses				
Fulfillment Postage	0.00	779.11	-779.11	0.0%
Total Fulfillment Expenses	0.00	779.11	-779.11	0.0%
GFORCE	127.96	166.66	-38.70	76.78%
Insurance				
Building/Board/Event Insurance	2,761.25	2,270.37	490.88	121.62%
Workman's Comp Insurance	317.00	375.95	-58.95	84.32%
Total Insurance	3,078.25	2,646.32	431.93	116.32%
Maps	756.01			
Meeting Expenses				
ED Meeting Expense	884.84	1,000.00	-115.16	88.48%
Meeting Expenses - Other	837.51			
Total Meeting Expenses	1,722.35	1,000.00	722.35	172.24%
Membership	476.21	100.00	376.21	476.21%
Miscellanous	203.40	353.90	-150.50	57.47%
Office Supplies	1,568.66	748.63	820.03	209.54%
Payroll Expenses				
Admin Assistant	18,582.38	26,000.00	-7,417.62	71.47%
Executive Director Salary	38,312.44	41,041.58	-2,729.14	93.35%
Payroll Tax Expense				
Colorado Unemployment Expense	2,721.83	2,559.84	161.99	106.33%

Gunnison Country Chamber of Commerce
Profit & Loss Budget vs. Actual
January through October 2017

	Jan - Oct 17	Budget	$ Over Budget	% of Budget
Federal Unemployment Expense	89.96	137.02	-47.06	65.66%
Medicare Expenses	990.26	1,164.02	-173.76	85.07%
Social Security Expense	4,234.23	4,977.22	-742.99	85.07%
Total Payroll Tax Expense	8,036.28	8,838.10	-801.82	90.93%
Visitor Center Greeters	11,399.08	13,236.00	-1,836.92	86.12%
Payroll Expenses - Other	0.00			
Total Payroll Expenses	76,330.18	89,115.68	-12,785.50	85.65%
Postage	814.94	581.37	233.57	140.18%
Professional Fees	4,503.60	3,293.86	1,209.74	136.73%
Programs				
Banquet	3,898.31	4,031.98	-133.67	96.69%
Bicycle Tour of Colorado	500.00	1,000.00	-500.00	50.0%
Golf	4,390.87	4,036.41	354.46	108.78%
Greenbacks	305.12	500.00	-194.88	61.02%
High Octane	611.20	415.62	195.58	147.06%
Night of Lights	0.00	0.00	0.00	0.0%
Resource Fair	0.00	70.00	-70.00	0.0%
Ride the Rockies	4,710.52	6,000.00	-1,289.48	78.51%
Summer Forecast	367.07	223.63	143.44	164.14%
Winter Workshop	422.42	200.00	222.42	211.21%
Total Programs	15,205.51	16,477.64	-1,272.13	92.28%
Repairs & Maintenance	17,835.85	14,625.00	3,210.85	121.96%
Strategic Planning	5,000.00			
Supplies	469.96	212.26	257.70	221.41%
Utilities				
Electric/Water/Sewer	958.23	779.20	179.03	122.98%
Heating	793.79	893.00	-99.21	88.89%
Phone/Internet Service	1,776.76	1,851.39	-74.63	95.97%
Total Utilities	3,528.78	3,523.59	5.19	100.15%
VC Sales Payout	0.00	0.00	0.00	0.0%
Website				
ChamberMaster	2,790.00	2,790.00	0.00	100.0%
Website - Other	228.00	0.00	228.00	100.0%
Total Website	3,018.00	2,790.00	228.00	108.17%
Xerox	1,803.20	1,944.96	-141.76	92.71%
Total Expense	143,801.78	143,795.91	5.87	100.0%
Net Ordinary Income	24,591.01	27,312.83	-2,721.82	90.04%
Other Income/Expense				
Other Income				
Donations	3.00			
Other Income	46.86			
Total Other Income	49.86			
Net Other Income	49.86			
Net Income	**24,640.87**	**27,312.83**	**-2,671.96**	**90.22%**

WHAT WE DO !

GUNNISON COUNTRY CHAMBER OF COMMERCE

2017

Visitor Services

Visitor numbers to date 2017		2016	% change
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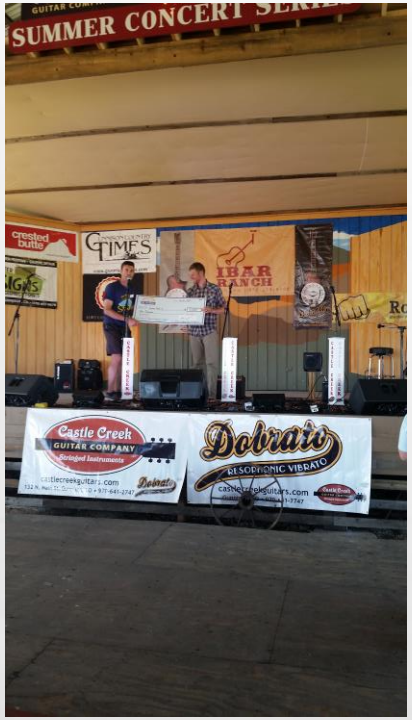
In addition to physical visits the chamber fields many phone calls a day – week- month where individuals are asking for information on the valley. These requests are answered either by mail, email and or internet contact information. Many requests come in electronically as well through the chamber website and again are responded to accordingly.

In spring of 2017 the Gunnison Country Chamber and Visitor Center received much needed improvements that give the center greater visibility and created a welcome environment. This was accomplished through the use of monies received by both the County LMD and the Memorandum of Agreement with the City of Gunnison

Improvements included: New Carpet / New Signage / Redesign of brochure racks / fresh paint and stain to the exterior



In June the chamber hosted Ride the Rockies and welcomed over 3500 visitors to our valley. Months of organizing went into this event and many – 75 – 100 volunteers were needed to provide the utmost services to all the guests. Having Ride the Rockies spend an evening in Gunnison provided huge economic impact to the valley. Some of the groups that collaborated with the chamber to help these visitors were: Boomers & Beyond, RE1J School District (middle school), GHS Bike Team (unloaded the mountain of luggage), 4H, Beer booth volunteers, the I Bar and so many more. Gunnison Trails received a $5000.00 grant from the organizers of RTR.

a few events the chamber led and or participated in while the visitor center was in full swing!

- WESTERN ORIENTATION AUG 17
- HIGH OCTANE ARTS & CRAFT FAIR AUG 19
- WELCOME WESTERN STUDENTS (I BAR) AUG 23
- BLUE MESA BEACH BASH AUG 26

SEPTEMBER

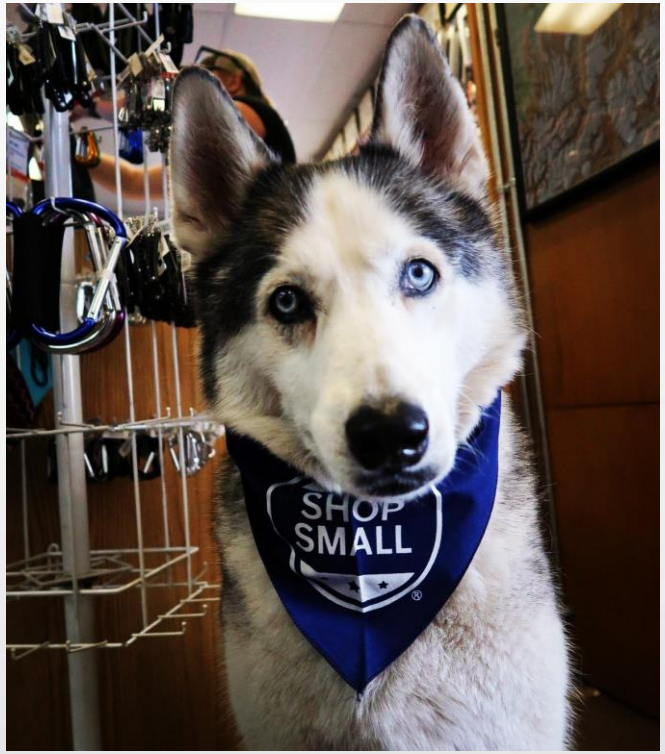
Signature chamber events

- 7TH ANNUAL GOLF TOURNAMENT SEPT 8
- ANNUAL BANQUET & PEOPLES CHOICE AWARDS SEPT 14

OCTOBER & NOVEMBER

Trick or treat Business District – Oct 31

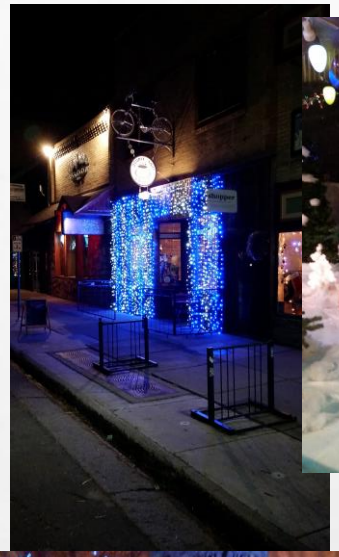
Expanded the scope of this event this year & brought it down to Mountain Meadows Mall as well

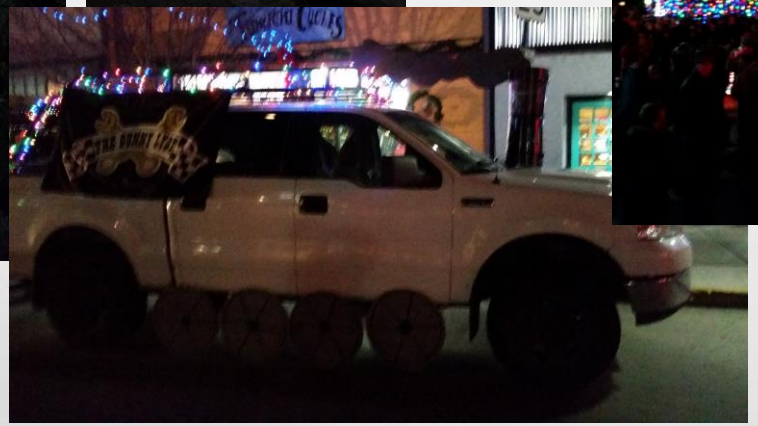


Shop small Saturday Nov 25

New this year – promoted shop small Saturday

DECEMBER





Annual Night of Lights Dec 1 – Gunnison / Light the city tree. We had 35 groups – organizations create installations on Main Street including several WSCU student groups.

New to IOOF Park is Santa's House – Santa & his helpers are on hand for three consecutive Saturdays to encourage downtown visitors to come and explore downtown adding to the holiday & community spirit.

Basics: Gunnison Country Chamber of Commerce

- Funding sources for 2017
  - County LMD - $25,000
  - City of Gunnison – 1% sales tax rebate / approx. $60,000
  - 238 members - $300 / membership dues $50 / non-profit dues
    Of these members -39 are Non-Profits (churches / foundations/ government)

- In addition to the hosted community functions the chamber has hosted 12 Business After Hours events
- Hosted 4 educational workshops geared towards members
- Facilitated the Annual Summer Forecast meeting
- On December 19th –will host the Chamber Holiday Open House

All of the events foster networking and information sharing