AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Marble Crystal River Chamber; Budget Funding Reque

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

Marble Crystal River Chamber Budget Request for 2019-
Funding request letter and MCRC work plan are attached for review. YTD financials & spreadsheet for 2018 will be added at a later date once

Fiscal Impact:

Submitted by: Liz Mense **Submitter's Email Address:** EMense@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
The amount requested, $22,500, will be available in Marble area collections for 2019. I have no concerns regarding the amount of the request and will include in the 2019 budget prior to adoption if this request is approve. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 10/19/2018

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

Comments:
ok db 10/19/18

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 10/19/2018 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\emense Discharge Date: 10/19/2018

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

Agenda Date: 10/23/2018

Revised April 2015

Marble Crystal River Chamber

620 W. Park Street, Marble, CO 81623 - www.mcrchamber.org - (970) 963-7300

October 20th, 2018

Christy Villalobos, President: 963-7117
Linda Adams, Treasurer: 963-9522
Ryan Vinciguerra, Secretary: 963-4090
Larry Good: 963-2652

Dear Board of County Commissioners, and County Planner,

Thanks to the BOCC's support, the Marble Crystal River Chamber had another effective year. We continue to be a strong voice of support and information for visitors, local businesses, and short-term rental owners. The latter have been an area of continued growth in our membership, and we feel is a direct result of our outreach and tax information programs. We are also looking forward to returning membership from two campgrounds, Meri-Daes (run by the Town of Marble with reservations through the Hub) and the State-run Bogan Flat.

We are planning for a big year and request an amount of funding that reflects the growth and enthusiasm of our membership.

Our illustrated map of Marble has been so popular that we are already going to another print run. We will continue to sponsor events in Marble: the 12-year strong Lead King Loop charity race, the North Pole Celebration in December, a July 4th ice-cream social in conjunction with the Hub, and we want to sponsor a sculptor at the Marble Symposium.

This past year, we donated $2,000 to the Town of Marble parking plan effort, and in the coming year we would like to contribute by producing a visitor awareness film to be shared on our website, and on the Town of Marble website. This film would educate the public on our new parking plan, on trail etiquette, wildlife concerns, and existing services in Marble. We continue to financially support and partner with the Hub, a vital force in our community.

MCRC renewed memberships with the Crested Butte Chamber, The Glenwood Springs Chamber, the local Better Business Bureau and the Redstone Community Association. We would like to add the Carbondale Chamber to our membership catalog in 2018/19.

We continue to distribute our rack cards, and we renew print advertising in the *Crystal Valley Echo Summer* and *Winter Guides*, the Grand Junction Sentinel's annual "Vacationlands" publication, and in Colorado's state vacation planner. Our online banner ads with Colorado Vacation Directory and Colorado.com have been very effective.

We are proud of our continued progress and growth. Sales tax figures continue to grow in Marble and local support for the all-volunteer Chamber continues to be strong. We ask that you support the continuation of this work to continue by funding MCRC with the LMDT proceeds in 2018/19. Our sincere thanks for your support and attention!

– The MCRC Board

Attached:

- 2018 MCRC Budget Request Spreadsheet
- 2018 Y-T-D Financials
- Illustrated Map of Marble

Marble Crystal River Chamber
620 W. Park Street, Marble, CO 81623 www.mcrchamber.org (970) 963-7300

Work Plan January 2019 – December 2019

Website Maintenance www.mcrchamber . . . . . **$ 1,000**

Our website is the centerpiece of our marketing and promotion effort. Our new designer is continuing with updates, design changes, and tweaking the analytic aspects of our site. We continue to update the 'About Us' tab to reflect what we have learned about the needs of short-term rental owners and renters in our area. Sales tax revenue increases in each of the last four years indicate that our efforts are working for both our town and the County.

The site is well optimized, much-visited, and aesthetically pleasing. A short promotional film on Marble is featured prominently on our site and on valleyinsider.com. Event pages promote our Marble events. We are asking for $1,000 to maintain our site.

Illustrated Map Printing (w/ Guest Safety Card) and Rack Card Printing . . . . $ 2,000

We have produced a whimsical (but accurate) illustrated map of Marble and its businesses, featuring MCRC members, and distributed locally. The map, drawn by local artist Eliza Rogen, has been amazingly popular and is already ready for its third printing. We plan to repurpose the map, and/or elements of it in print ads that promote both Marble as a singular entity, and Marble's businesses. Our rack card is still relevant, design elements are featured prominently in our print and online ads, and it is time for another print run.

Internet and Print Marketing . . . . . $ 7,000

We plan to continue our online banner ad with Colorado.com and sponsor a Marble Chamber page in Colorado.com's magazine. We have drawn a huge increase in first-time visitors and introduced the town as the singular Colorado destination that it is. An examinination of our own site's visitor stats and stats from associated internet marketing organizations shows that this new-media marketing has been an effective cornerstone of our marketing program. We wish to continue with it, and plan to budge $5,000 for internet marketing and $2,000 for continued print ads in the *Crystal Valley Echo 2017 Summer and Winter Guides*, and the *Grand Junction Sentinel's* annual *Vacationlands* publication. Apparently, this hybrid marketing plan is working well!

Event Funding . . . . . $ 4,000

We wish to continue what we have started in promoting Marble through events. Our events lead new visitors to Marble, and they showcase our community spirit and creativity. In addition, we get to work with locals who have a passion for the events they introduce to our community. Placing our events on statewide event calendars (as well as on our own website) increases Marble's presence and recognition. We schedule these events during traditionally slow periods in our season, but these slow periods no longer exist.

JUNE into JULY Marble/Marble Carving Symposium. This is the great grandma of Marble events, bringing sculptors from around the world to work outside in a pastoral community of artists. Though not called upon to support this independent institution, the MCRC membership is always involved, and the symposium is unique to our summer community and features in our marketing of Marble. This year we wish to sponsor a Scholarship for a lucky attendee. **($1200)**

JULY 4th – Ice-Cream Social. The Chamber and The Hub co-produce an old-fashioned ice-cream social, where locals and visitors, children and adults gather and eat as much ice

cream as they want. A tie-dye booth and games are included. Who doesn't like ice cream?

AUGUST – Marble Fest. A low-key, free, primarily acoustic and bluegrass music festival held this past year on the third weekend of August. This year was the most successful one yet, and the newly featured 'Kids' Corner Stage' is something the Chamber wishes to continue sponsoring, in addition to our traditional support of the event. ($500)

SEPTEMBER – Lead King Loop and Quarry Climb races. Nearly 300 runners gather at Thompson Park and run in two races to benefit the Marble Charter School, an event which raised over $17,000 last month for our kids' education. ($500)

DECEMBER – North Pole Celebration. Santa in a firetruck, sleigh rides, seasonal crafts, a gallery tour, Christmas tree lighting, and more, in a snowy mountain setting.

ONGOING – Educational Walks, (Organized through the Hub.)
A series of history and nature walks led by local volunteers, by appointment and on regular Saturdays as announced.

Memberships with Chambers and Associations……..…… $ 1,500

Memberships in regional chambers and state and national tourism associations result in increased online exposure and web optimization, but also connects our small, isolated community to supportive neighbors. We maintain memberships with the Better Business Bureau, the Glenwood Springs Chamber, the Crested Butte Chamber, the Redstone Community Association, and the West Elk Loop Byways Committee. We are still a member of Colorado's State 'I film Colorado!' program. We wish to add the Carbondale Chamber to our roster of organizational associations.

Visitor Awareness Film. . . . . $ 3,000

We would like to produce an informational film for our Marble Crystal River Chamber website, which we would share with the Town of Marble website and others. The film would highlight, in an entertaining way, what changes are occurring in Marble (new parking plan, ATV rules, etc.) trail etiquette (for hikers and drivers) specifics of what a fire ban means, the noise ordinance, and outline the services offered by our members.

Signage and Infrasctructure . . . . . $ 5,000

As tourism has blown up in Marble, our Chamber mission has become more complicated as we perceive a responsibility to keep our visitors safe and informed. Our information kiosk at the entrance to Marble needs maintenance and upgrade, and we wish to add a more comprehensive information kiosk at the turn-off from Highway 133 to County Road 3. Other signage has been planned for the top of Daniels Hill, at the 133 turn-off, and at the fire station. Last year we pledged and donated $2,000 to the Town of Marble to assist in signage and website development for a permitted parking plan for visitors trailering ATVS. We would like to make a similar donation this year, as well as a financially supportive recognition of the Marble Volunteer Fire Department for some equipment upgrades.

Marble Hub Support and Operations……. $1,000

The Marble Hub is a community center/coffee shop/gift shop, an outdoor farmer's market, and a visitor center at the center of town. It is housed in the historic, volunteer-restored Marble Bank Building. The Hub provides visitors with information and phone and internet contact with the outside world. (Marble is still a cell-free zone!) Our continued support of The Hub builds community and collaboration among our volunteers, and helps to maintain the Hub's historic space. The Hub/Chamber collaboration provides a visitor phone contact

to Marble, an information center, and a space to meet, plan, and dream up new fun events, fundraising, and marketing promotions. We pledge annual financial support to The Hub.

TOTAL ……..…… $ 22,500

2017 FUNDING REQUEST …… $ 22,500