AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: TAPP; Mid-Year Review

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

TAPP Semi Annual (mid year) Review

Fiscal Impact:

Submitted by: Liz Mense for J. Norton (TAPP) **Submitter's Email Address:** EMense@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\emense Discharge Date: 7/10/2020

○ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 60

Agenda Date: 7/14/2020

Revised April 2015

Tourism and Prosperity Partnership

Board of County Commissioners 6-month Review, July 2020

TAPP’s Goals

- Grow lodging revenues year-round
- Support export-focused economic development (ICELab)
- Promote Western Colorado University
- Promote sustainable tourism and outdoor recreation (STOR)

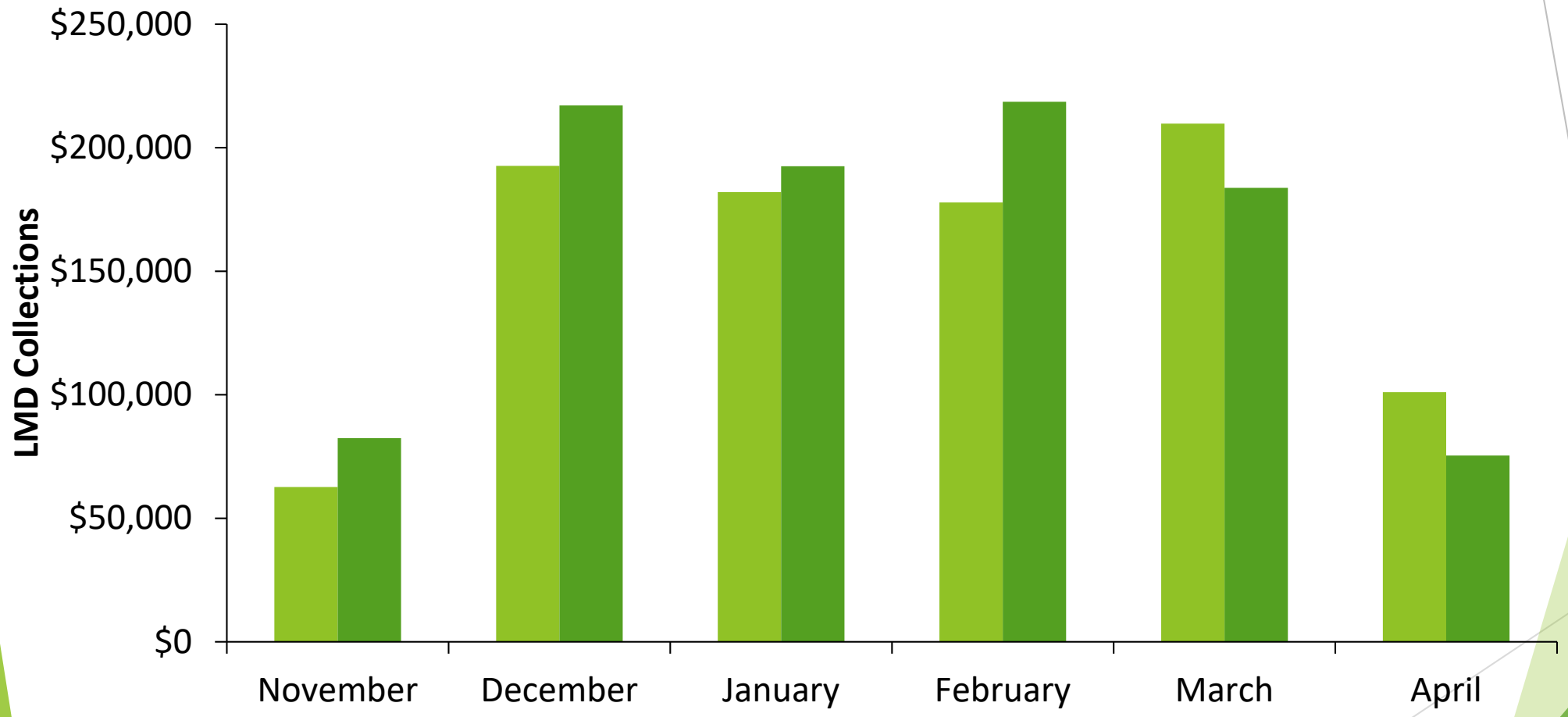
Synergies

- Blister
- Matchstick Productions mountain biking film (spring 2021 release)
- Hustle Bike Labs
- TerraQuest
- Campfire Ranch

LMD Collections

- 5% YOY increase from November to April (see graph on next slide)
- CBMR and TAPP have a similar voice in our marketing campaigns
  - Focus on active millennials looking for adventure

LMD Collections Winter ’18-19 vs. ’19-20



Summer Marketing Launch

- COVID pushed summer campaign launch into May (usually starts in April)
- Summer marketing campaigns are now in full swing across a variety of media (digital, social media, print, billboards)
- Primarily targeting in-state markets

June: Bouncing Back from COVID

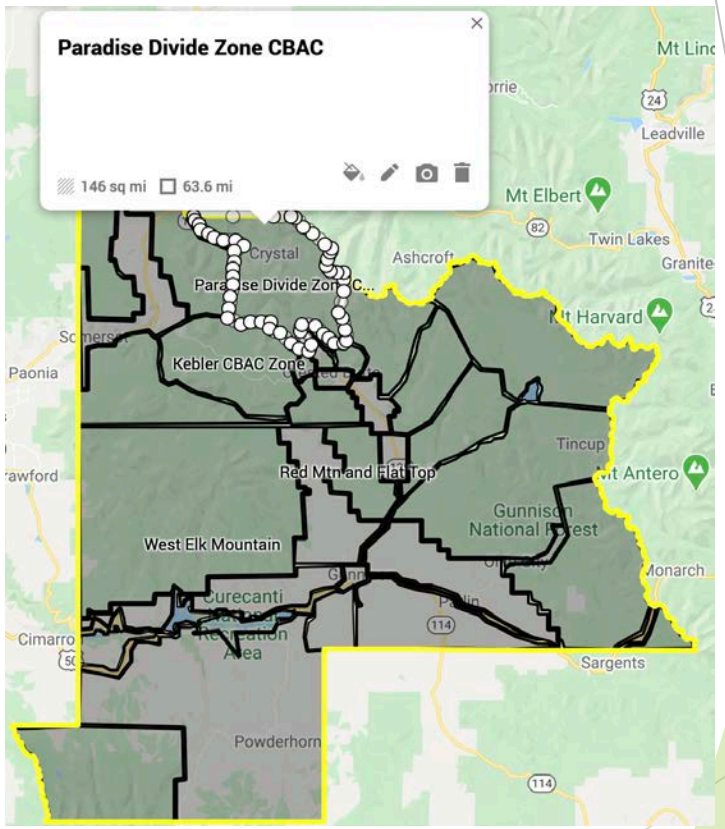
- Gunnison Valley showing one of the strongest rebounds in our Destimetrics (DMX) set
- Gunnison Valley June 2020 visitation on par with June 2019

Lead in PIO and Business Subgroups

- Fast response starting in mid-March
- TAPP resources provided:
  - Staffing
  - Newspaper PSAs and graphic design
  - Video series

Arrivalist

- Helping marketing team identify geotargets and travel behavior especially in light of COVID
- Identify and quantify new air market opportunities for GUC by looking at travel paths of all visitors, not just GUC passengers as before
- Working with Mike Pelletier to improve economic assessments by incorporating Arrivalist, Host Compliance (STR data), IMPLAN, tax and other data
- Informing ICS Science Team COVID modeling efforts regarding number of visitors by origin and time of year
- Seth Tucker measured winter backcountry visitation and estimated economic impacts for his Western Outdoor MBA Capstone Project



ICELab Update

- On-track or ahead of all five goals/metrics

Gunnison County	*Annual Metrics*	2019 Goal	2019 Actual
	Companies Recruited	1	1
	Jobs Created	5	6
	Jobs >$50k Created	1	3
	Revenue $ Increase	$ 200,000	$ 873,000
	WCU Interns/Grads placed	2	5

- Campfire Ranch covers all four TAPP goals
- Worked remotely with local incubator

Looking Forward

- Tourism
  - Summer marketing campaigns are running
  - Colorado Tourism Office marketing matching grant ads are running
    - This is a late summer and fall campaign that targets air markets
  - Optimistic for winter due to similar branding with CBMR
    - Promoting health safety in hopes of staying open for winter
- Economic development
  - Hustle Bike Labs moving here in fall
  - Fall accelerator
- STOR
  - Trail signs
  - Marketing campaigns focused on lower-traffic trails to spread people out
  - Support for STOR Corps, CBCC and GT
- Western
  - Blister speaker series
  - Possible support to Mountain Sports student recruitment effort
- Continued PIO support