AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: 2021 Work Plan and Budget Request; Marble Crystal

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

Please see the attached.

Fiscal Impact: $25,500

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

Finance Review: (●) Required ( ) Not Required

Comments:

The request is $2,700 less than the 2020 request of $28,200. The total Marble Crystal River area taxes collected should be able to support the $25,500. No concerns. kw

Reviewed by: GUNCOUNTY1\kweak Discharge Date: 12/4/2020

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: 12/4/2020

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

Agenda Date: 12/8/2020

Revised April 2015

Marble Crystal River Chamber

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

October 28th, 2020

Christy Villalobos, President: 963-7117; Linda Adams, Treasurer: 963-9522; Ryan Vinciguerra, Secretary: 963-4090
Vicki Branson: Arts Guild Representative; Cyndi Fowler: Hub Representative; Larry Good: Lodging Representative; Amber McMahill: Park and Recreation Representative

Dear Board of County Commissioners, and County Planner,

Of course this has been a strange year for Marble's businesses and community work. It has also been a year to recognize how fortunate we are in Marble to have such a wonderful community to isolate with. The guidance and leadership shown to our community by the County Commissioners and the Gunnison County medical advisors and emergency services has been greatly appreciated, and so, officially – Thank You!

A quick re-cap of our year informs our budget request plans for 2021. Our lodges and STRs, which generate our LMDT monies closed in February, and then reopened slowly, in accordance with the staggered plan laid out by the County. Amazingly, no cases reported, to this date. The Town of Marble chose not to open the Town Campground this year, and the Hub stayed closed as well. Information and Wi-Fi remained available to the public at the Hub.

We supported a socially-distanced Lead King Loop race, which reportedly raised $12,000 for the Marble Charter School. Otherwise, all live events in Marble, including the Marble Marble Sculpting Symposium were cancelled this year due to the virus.

Our nine-minute film "Marble Manners" was completed and drew a delicate line between promoting the Marble experience, and establishing guidelines for low-impact and sensible cooperation with our nature and community. You should check out our film on the mcrchamber.org website. That's about the best way for you to visit Marble in an official capacity for the immediate future.

Our illustrated map of Marble has been a popular take-home item with visitors, and we will need a re-print of this, as well as a complete revision and reprint of our rack card. We continue to support the Hub as a community and information center, as the Hub supports the Marble Campground by serving as an onine presence and reservation center for the campground.

Marble's overall business shutdown and reopening gave pause to our Marble Crystal River Chamber activities, but engendered an opportunity to re-evaluate our direction. We have decided to re-brand the MCRC, de-emphasizing motorized recreation and the Lead King Loop Road, with more attention given to attracting, hikers, campers, artists, naturalists, and the more traditional users of our amazing public and community resources. We hope to influence the demographic of our visitors, achieving a more balanced and softer-impact profile moving forward.

We will cease our use of the iconic Crystal River Mill in our advertising, and re-work our rack cards and other information to better reflect a diversity of uses. In that respect, our website needs a thorough overhaul to reflect our our evolving mission and re-branding efforts.

We are proud of our continued progress and growth, but we expect a significant drop in LMDT funds collected for this year. A Marble sales tax hike of 2% is on the November ballot. We ask that you support our continued work by funding MCRC with the LMDT proceeds that become available in 2021.

Our sincere thanks for your support and attention! – **The MCRC Board**

Attached: 2020 MCRC Budget Request Spreadsheet;
2020 Y-T-D Financials;
mcrchamber.org/marble-co/marble-manners (or search Marble Manners 101 on YouTube)

Marble Crystal River Chamber - 2021 Work Plan and Budget Request

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

WEBSITE MAINTENANCE AND OVERHAUL www.mcrchamber.org . . . . . .**$ 1,000**

Our website is the centerpiece of our marketing and promotion effort. We hired a new designer this year, and are planning a major overhaul to reflect our rebranding, de-emphasizing motorized recreation, Crystal Mill, and Lead King Loop traffic). We are planning a complete overhaul that reflects these changes in our mission, and our membership growth. We continue to update the 'About Us' tab to reflect the informational needs of short-term rental owners and renters in our area. As always we maintain and optimize our site, and analyze the data generated. The new, 'Marble Manners 101' film is now on our site.

PROMOTIONAL PRINTING . . . . . .$ 6,000

Although we are generally working to downsize our hard-printing needs in favor of internet advertising, we need a new print run on our color rack cards, to reflect our new membership, and our rebranding. We will redesign it inside and out, and the cover will no longer be the iconic Crystal Mill. We also need to a new print run (3,000 color, glossy, oversized copies) of our color illustrated map due to its' unprecedented popularity with visitors as a take-home item.

INTERNET AND PRINT MARKETING . . . . . $ 8,000

We attribute the continued increase in first-time visitors to Marble to a greater online presence in both private 'sharing' of visitors' experiences with their friends online, and to our online ads with Colorado.com. We will continue this facet of our marketing, but make it a centerpiece of our re-branding program that emphasizes lower-impact uses of our back-country, and promotes interest in our history, art and community events.

We are budgeting $5,000 for our internet marketing plan with Colorado.com and $3,000 for continued print ads in the *Crystal Valley Echo 2020 Summer and Winter Guides*, and additional print ads in regional publications promoting Marble's winter splendor. These publications,

particularly the *Winter Guide,* and the Grand Junction publication *Vacation* need updated photography in line with our rebranding efforts.

EVENT FUNDING ..... $ 3,400

We plan to continue supporting and promoting Marble events when we feel we can safely do so. With the exception of the Lead King Loop, which was held as a 'socially distanced' event and raised a reported $12,000 for the Marble Charter School, all our 2020 live events were cancelled. The good news in that scenario is that we retained the funds earmarked for our expansion of live events, and intend to use that funding when live events again become a showcase for our community spirit and creative interests. Events are a big part of our overall rebranding plans, and will be promoted on statewide and regional event calendars (as well as on our own website,) increasing public recognition of Marble as a destination for art, music and wilderness pursuits.

MARBLE/MARBLE CARVING SYMPOSIUM SCHOLARSHIP ($0)

This event brings sculptors from around the world to Marble. As the symposium is unique to our summer community and a there is local passion for it, we will continue our sponsorship of an annual scholarship. We will use last year's funds for the 2021 scholarship as the symposium was cancelled during 2020. **($1200 to roll over 2020 to 2021)**

MARBLE FEST Americana/Acoustic/Bluegrass Music Festival ($0)

Marble Fest continues to grow and the audience reflects our support for arts-minded visitors to Marble over recreational motor vehicle enthusiasts. In the past we gave $2,000 to the event, sponsoring bands, porta-potties, and the 'Kids' Korner' stage. As the Town of Marble government is no longer funding Marble Fest in any way, we had planned to fill in the vacuum with increased support, but 2020's event was cancelled. The event as planned partners with the Marble Arts Guild and supports local and regional artists and craftspeople who stage booths at the event. **($3,000 to roll over 2020 to 2021)**

LEAD KING LOOP RACE ($1,000)

Usually, 300 runners gather at Thompson Park and run in two races to benefit the Marble Charter School. We supported 2020 event with $500, and it raised a reported $12,000, in part due to cost savings associated with a scaled down event. We hope to increase our support in 2021 for this near-20-year Marble Charter School tradition benefitting our local kids' education.

HUB-SPONSORED EDUCATIONAL WALKS ($0)

A series of history and nature walks led by local volunteers, and emanating from the Hub didn't go forward in 2020, as the Hub was closed. In 2019, the Chamber paid for the calendar printing and mailing. We wish to do so again in 2021. **($1,600 to roll over 2020 to 2021)**

MARBLE ARTS GUILD, and SUMMER OF ART SERIES. ($2,000)

Sponsoring the Marble Arts Guild is a big part of our re-branding efforts. The purpose of the Guild is to create a forum to nurture the creative culture of the town through cooperation and education. We are asking for $3000 dollars to sponsor a website/directory to promote Marble artists and events that connects to an existing Facebook, and by which local artists can share their work, promote events, and trade their expertise. $3000 will buy a web domain with substantial storage and bandwidth and maintain, design and promote the website and the group.

In 2019 the Arts Guild inaugurated, (in association with The Hub), a summer "Second Saturday" program with participatory art events and demonstrations. Although Chamber members were involved in this program, it opened without Chamber support, and we were primed to support it in 2020 with $1,000 for promotional costs. With cancellation, and the Covid-related re-evaluation of the Chamber's mission and the re-branding of Marble as a destination for a more diverse visitor profile., we decided as a group that the Arts Guild be elevated in our support structure. We are stepping up our sponsorship of the Arts Guild with a total of $3,000 ($1,000 to roll over from 2020's budget). The 2021 iteration of the Arts Guild's 'Second Saturday' programs can be planned with a sensitivity to social distancing protocals, and we are confident that proper support can make this overall event a centerpiece in Marble's

visitor profile moving forward. **($1,000 to roll over 2020 to 2021)**

CHRISTMAS IN MARBLE CELEBRATION ($400)

In association with the Marble Community Chrurch, the Marble Charter School, and the Marble Hub, we stage a winter holiday celebration that includes a variety of winter activities such as: sledding, Santa's firetruck rides, seasonal crafts, lighted trees around town, a gallery tour, Christmas Tree and Hub building lighting, and more — usually in a snowy, mountain setting. Usually, many of these events are held in the Marble Charter School, but as we anticipate that the school will remain off-limit to visitors, we are planning outdoor, kid-centric events as a fund-raiser. As we had allocated $600 for this event, and it will be our sole winter event of 2020-2021, we are asking an additional $400 to support our kids and our school. (**$600 rolls over 2020 to 2021)**

MEMBERSHIPS WITH CHAMBERS AND ASSOCIATIONS . . . . . $ 500

We are connected to regional chambers and state and national tourism associations through 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.

LEAD KING LOOP PRESERVATION STEERING COMMITTEE $1,000

We would like to continue support of the Lead King Loop Preservation Steering Committee with $1,000 for use in connecting stakeholders and gathering data through the Committee's engagement of a Western Colorado University grad student in Wilderness Management. We wish to support this important custodial and educational effort on behalf of our visitors and our natural resources.

MARBLE HUB SUPPORT AND OPERATIONS $1,600

The Marble Hub is a successful multi-functional community and visitor center. It was closed this year due to Covid concerns, but nevertheless maintained an informational kiosk and wi-fi access. Normally, and moving forward, the Hub is an important community center, visitor center, coffee shop, gift shop, and an outdoor farmer's market, all housed at the center of town in the historic, volunteer-restored Marble Bank Building. The Hub takes reservations for the

Marble Campground, and provides visitors with local information, as well as 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, asking an additional $1600 for 2021, to augment last year's rolled-over budget ($2,400) as the Hub re-emerges as a vital community service organization. **($2,400 rolls over 2020 to 2021)**

MARBLE PARK AND RECREATION COMMITTEE SUPPORT ($4,000)

The Park and Rec Committee is a Town of Marble appointed group that recently spearheaded the grant acquisition of $333,000 to buy the historic land parcel that completes a unified Mill Site Park. MCRC supports Park and Rec's as-yet unfunded efforts to increase outdoor recreational opportunities and extend the tourism season into winter, asking $4,000 as detailed below:

MARBLE WINTER OUTDOOR RECREATION ($2,000)

MCRC requests funding to promote Park and Rec's efforts to promote and implement outdoor winter activities and create a winter recreation market with development of groomed cross-country ski trails, a free, community skating rink, and sledding hill. These amenities would be associated with a greater educational outreach including classes for avalanche awareness, back country safety, beginning cross-country ski outings and lessons, and a skate lending library. While we realize MCRC's mission doesn't include operational and development spending, we feel that promotional assistance to these ambitious developments is an efficient use of funds, and we are excited to participate with our time and support.

OUTDOOR VISITOR CENTER ($2,000)

Our re-branding of Marble tourism strongly favors Marble's history, art and nature. We would like to promote these ideals through an outdoor interactive visitor 'center' at the Millsite Park's new entrance. Signs created with the help of the Marble Charter School students will inform and guide visitors through nature trails.

This will be a visitor draw that sensitize and educates visitors and students on stewardship, history, local artists and nature - helping Marble to become a nature and culture tourism destination.

The Marble Crystal River Chamber withheld substantial 2020 funds (roughly 25%) due to the Covid-19 pandemic, and our expectation that less LMDT funds will be available in 2021, and caution with regard to the appropriateness of some promotions and to an unpredictable tourist and business climate. As a result of our caution, we are able to apply roughly $7,500 of our 2020 Work Plan funding (of $28,200 total) to our 2021 budget. Nevertheless, we see challenges ahead in developing stewardship responsible to the public, nature, and businesses of our community. 2021 will be pivotal to meeting these challenges.

Summary of Marble Crystal River Chamber 2021 Funding Request:

$1,000 Website maintenance, rebranding re-design, optimize, and analyze.

$6,000 Print advertising

$8,000 Internet marketing

$1,000 Lead King Loop Committee

$ 500 Memberships

$3,400 2021 Events

$1,600 Hub support

$2,000 Marble Winter Outdoor Recreation

$2,000 Outdoor Visitor Center

TOTAL 2021 FUNDING REQUEST . . . . . $ 25,500