TAPP Subcontractors Report

December 2020

In addition to our direct marketing spend which makes up about $1.1 million in spending, there are six additional avenues TAPP uses to reach potential travelers to the valley: Buttery, our creative agency. Blister, a mountain enthusiasts media company. Matchstick, the producer of mountain movies. TerraQuest, serving competitive mountain athletes. Social Media, targeted to mountain travelers and athletes. And Unpaid Media, leveraging sports writers' work across the globe.

There are three ways TAPP measures the effectiveness of the six avenues: Colvita, which measures engagement. Arrivalist, which measures actual movement in the travel industry. And Cision, which places a dollar value on unpaid media as if it were paid for.

The reasons TAPP has been so successful in driving business to the Gunnison Valley are these:

1. We have found the target audience that is most likely to visit the valley, and return. "Temporary locals" who share our passion for the outdoors. The valley experience delivers on the promise of our marketing campaigns.
2. We target those temporary locals.
3. Our measuring tools—Colvita, Arrivalist, and Cision—are relentlessly employed in sorting and discarding efforts that produce below average results for efforts that produce stronger results.

Buttery Agency, ~$200,000

Buttery is a creative agency that produces branded videos, designs ads, and keeps a consistent voice for TAPP's seasonal marketing campaigns. High-quality creative material, especially video, is imperative to generate clicks on social ads (see Article 1 and Article 2 for statistics and more details). Some of the Buttery staff are local to Crested Butte, so they know the trails, work with local models, and understand the valley's sustainable tourism goals. This winter's spend with Buttery totals about $56,000 for social media ad design, 5 videos, 27 digital ads, copy for advertisements and 1 print ad (for a delayed summer campaign). This year's contract is larger than a normal year because it also includes a TAPP brand guide at $50,000. The brand guide will be a recipe book for all future content including our planned website redevelopments this summer. The brand book will put institutional knowledge down on paper so we won't lose it should we have staff or contractor turnover. The summer campaign is similar to winter, but with more videos and ads. Please see Example 1 and Example 2 for samples of ads we have used this year. Example 3 and Example 4 show what videos look like for summer and winter campaigns. TAPP also sponsored Buttery's short film, Born from Junk. Born from Junk Part 1

chronicles the origins of mountain biking in the Gunnison Valley. The film has already won several awards and has been accepted into film festivals in the U.S. and internationally. Part 2 was filmed this summer and will be released next year.

Blister Gear Review, $127,000

Blister Gear Review is an outdoor recreation equipment review website located in Mt. Crested Butte. TAPP's campaign with Blister is focused on raising awareness of the valley as a tourism destination amongst a serious mountain outdoor audience. This audience is 18-55-year-old outdoor enthusiasts, especially mountain bikers and skiers, who have higher-than-average incomes. Our media buy with Blister is unique due to the many different platforms through which they promote our message. Each year, our website is linked and the valley is mentioned in 200 new gear reviews (see Example 5 and Example 6). The valley is responsibly geotagged in 600 social media posts (Example 7). We sponsor 100 podcast episodes (some of our favorites are with Cody Townsend, Eoin Comerford and Andy Sovick). Our banner ad appears in 24 email newsletters to an audience of 47,000 subscribers. The valley is highlighted in the cover photo and throughout Blister's Winter Buyer's Guide which sees 4.65 million website page views and 10,000 print copies are distributed across the globe. We purchased 5 million homepage banner ad impressions, too. Each month, Blister sends us a report (Example 8) with data on pageviews, podcast downloads, etc. Blister gives us at least 50 seasonal outdoor recreation photos per month with full usage rights. We're currently using one of their photos on our homepage, and we use them on our social media posts, too (Example 9). This upcoming year, our contract with Blister included sponsorship of the Blister Summit, a winter sports gear convention in Mt. Crested Butte. Our media buy with Blister does not only help with our mission to grow lodging revenues with marketing. Blister relocated to the valley based on the partnership that we worked out with them. They are exporting their product around the globe and bringing money and jobs back to the valley. The Blister Speaker Series @ Western brings top Outdoor Industry influencers to the Gunnison Valley. By attracting top outdoor industry professionals to the valley we have built a reputation for Western that they are the place for the Outdoor Industry. This has helped the Outdoor Industry MBA gain credibility.

Matchstick Productions, $100,000

Matchstick is an extreme sports movie production company located in Crested Butte. This year TAPP partnered with them to sponsor a full-length mountain biking film. Over 75% of the film will be shot in the Gunnison Valley, and the Gunnison-Crested Butte logo will appear in the beginning credits. Matchstick has guaranteed 40 million impressions of ads, email newsletters

and social media posts that promote TAPP's website and social media channels. TAPP will also receive video and images with full usage rights.

Colvita Creative, ~$75,000

Colvita is a media buying agency based in Eagle, Colorado. Colvita staff work with vendors on pricing, placement and geo-targeting of TAPP's ads. They design, test, run and optimize social media ads targeted to our desired audience. They created a Google data studio with real-time data for this winter's campaign performance. We meet weekly to analyze campaign performance and modify the campaign on the fly. Colvita also provides seasonal campaign reports to us. This is the first year we've worked with Colvita, so we don't have a seasonal report from them yet. Here's a slide from our 2020 summer campaign report, which was put together by our former media buying agency, Hill Aevium.

Arrivalist $60,000

Arrivalist is a digital platform that helps TAPP analyze the behavior of visitors to the Gunnison Valley. Arrivalist is a unique tool that helps us understand correlations between ad engagement and actual arrivals in-market. Through Arrivalist, we assess ad conversions (arrival in market after seeing an ad). We observe travel patterns, including length of stay, origin markets and the relative popularity of various points of interest across the valley. This tool has given us insight that is useful across many of our missions. Beyond driving where, when and how we market, it also gives us a sense of how many annual visitors we have. This has been an instrumental tool for us to offer data when speaking to new businesses that are considering relocation. We have also shared this data with Western students who have worked on various research projects including things like backcountry use which can drive some stewardship decision making.

Social Media Content, $42,000

TAPP has two social media accounts: @visitgcb (Gunnison-Crested Butte on Facebook) and @cbgtrails (CBGTrails on Facebook). Our organic, or unpaid, social media presence is an important part of establishing the brand identity of the valley. It's also an effective platform by which to educate followers about sustainability issues and to encourage public land users to behave responsibly. Our social media coordinator, Danica Bona, is based in Crested Butte and takes new photos as trails open and seasons change to ensure timely content. TAPP has full usage rights to all photos and videos posted to the account. In addition, Danica helps up to organize our extensive content libraries. We coordinate social media posts with email newsletters to promote new blog posts on gunnisoncrestedbutte.com.

Cision, $14,000

Cision is a Public Relations platform that is the gold standard of PR agencies. Cision allows us to track editorial content over time and put an “ad value” to this content. Editorial content, or earned media, is a very effective way of showcasing the valley without paying for the content. Cision has other functionality beyond reporting, it allows us to push out press releases to the media as well as has an extensive database of journalists and their contact info.

TerraQuest, $5,000

TerraQuest is the local company behind the CBGTrails map app. CBGTrails has been a crucial tool in helping TAPP understand our summer product--the valley’s trails. It spreads out trail users by giving them more options. It keeps users on the trail (rather than bushwhacking) by helping them navigate. Last winter, TerraQuest partnered with CB Nordic, Share the Slate, CBAC, and others to promote the new winter layer of the app. The winter layer shows groomed and ungroomed trails north and south valley and delineates usage from motorized, non motorized, fat bike, nordic only etc. it also shows downhill ski trails at CBMR, . Turn-by-turn navigation for routes is now available on both the summer and winter layers. As of last year, our major investment in the app development is over. Moving forward, we will just pay for maintenance. This initiative touches on multiple legs of our mission. By better understanding our trails product, we can better market to visitors and give them the best experience. By spreading out users and getting a sense of where folks are traveling in the backcountry, we can drive stewardship decision making. TerraQuest has hired Western graduates and looks to partner with the Paul Rady Computer Science and Engineering department. We have also supported the development and growth of a local tech company that is exporting their product out of the valley.