

1 - 20210713agd

2 - TAPP Update Presentation

3 - GC Socio-Economic Update Q2

**GUNNISON COUNTY BOARD OF COMMISSIONERS**  
**MEETING NOTICE**

**DATE:** Tuesday, July 13, 2021  
**PLACE:** Board of County Commissioners' Meeting Room at the Gunnison County Courthouse  
200 E. Virginia Avenue, Gunnison, CO 81230  
(Remote Option, below)

**GUNNISON COUNTY BOARD OF COUNTY COMMISSIONERS WORK SESSION:**

- 8:30 am           •    Tourism and Prosperity Partnership (TAPP) Board Presentation, Update
- 9:30 am           •    Employee Recognition Celebration
- Gunnison County Socio-Economic Update
- Adjourn

Please Note: Packet materials for the above discussions will be available on the Gunnison County website at <http://www.gunnisoncounty.org/meetings> prior to the meeting.

**ZOOM MEETING DETAILS:**

Join Zoom Meeting  
<https://us02web.zoom.us/j/88336680665?pwd=MVhiUzIBZnRrNjdma0JoUllXUzRaUT09>

Meeting ID: 883 3668 0665  
Passcode: 149941

One tap mobile  
+16699006833,,88336680665#,,,,\*149941# US (San Jose)  
+12532158782,,88336680665#,,,,\*149941# US (Tacoma)

**AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM**

**Agenda Item:** Tourism and Prosperity Partnership (TAPP) Board Pr

**Action Requested:** Discussion

**Parties to the Agreement:**

**Term Begins:**

**Term Ends:**

**Grant Contract #:**

**Summary:**

Presentation catching the Board up with data from Winter 2020-2021. Most data shows results ranging from Nov. 2020 to March or April 2021

**Fiscal Impact:**

**Submitted by:** Melanie Bollig

**Submitter's Email Address:** mbollig@gunnisoncounty.org

**Finance Review:**

Required

Not Required

Comments:

Reviewed by: GUNCOUNTY1\jguerra

Discharge Date: 7/8/2021

**County Attorney Review:**

Required

Not Required

Comments:

Reviewed by:

Discharge Date:

Certificate of Insurance Required

Yes  No

**County Manager Review:**

Comments:

Reviewed by: GUNCOUNTY1\mbirmie

Discharge Date: 7/9/2021

Consent Agenda

Regular Agenda

Worksession

Time Allotted: 60 minutes

Agenda Date: 7/13/2021



# TAPP Update to BOCC 7/13/21

# TAPP Principles

Trails, Summer & Winter

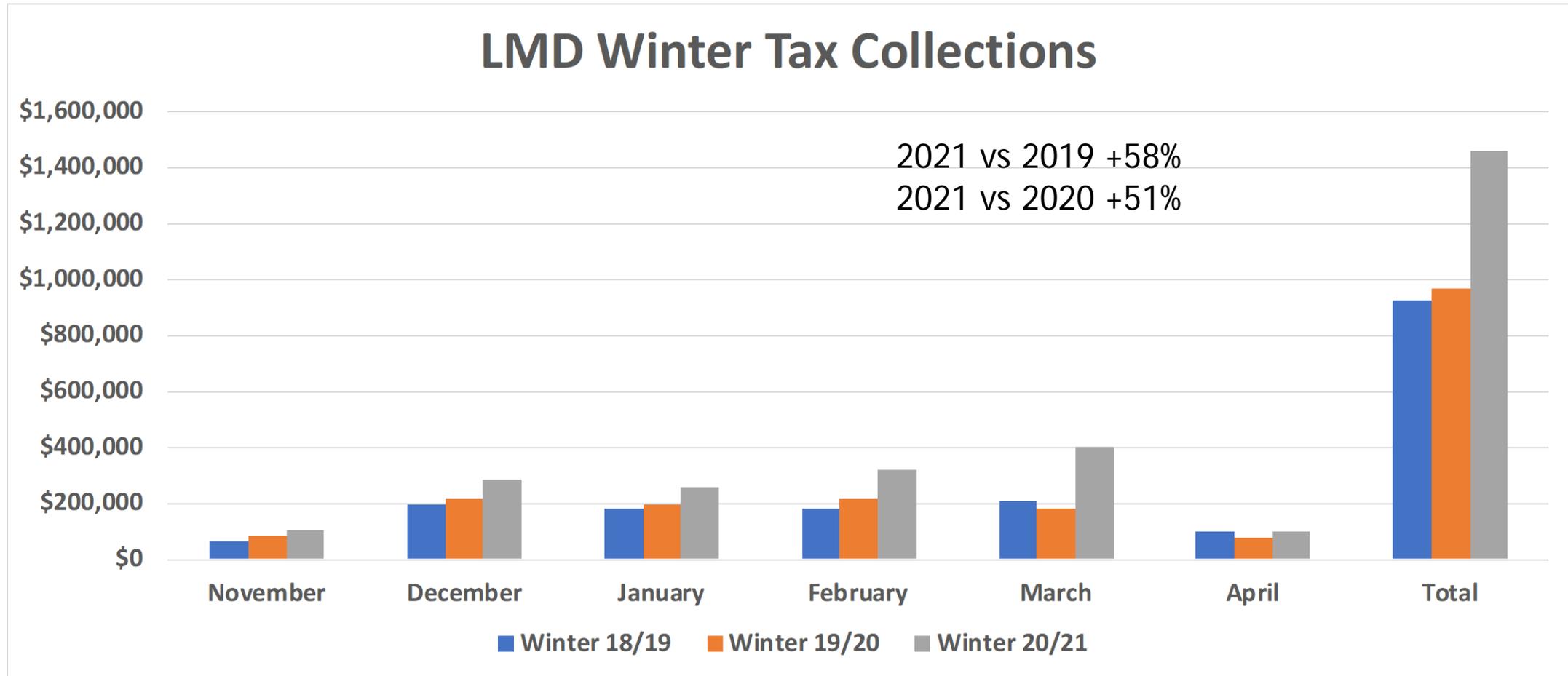
Synergies

Efficiency and Technology

Nimbleness and Speed

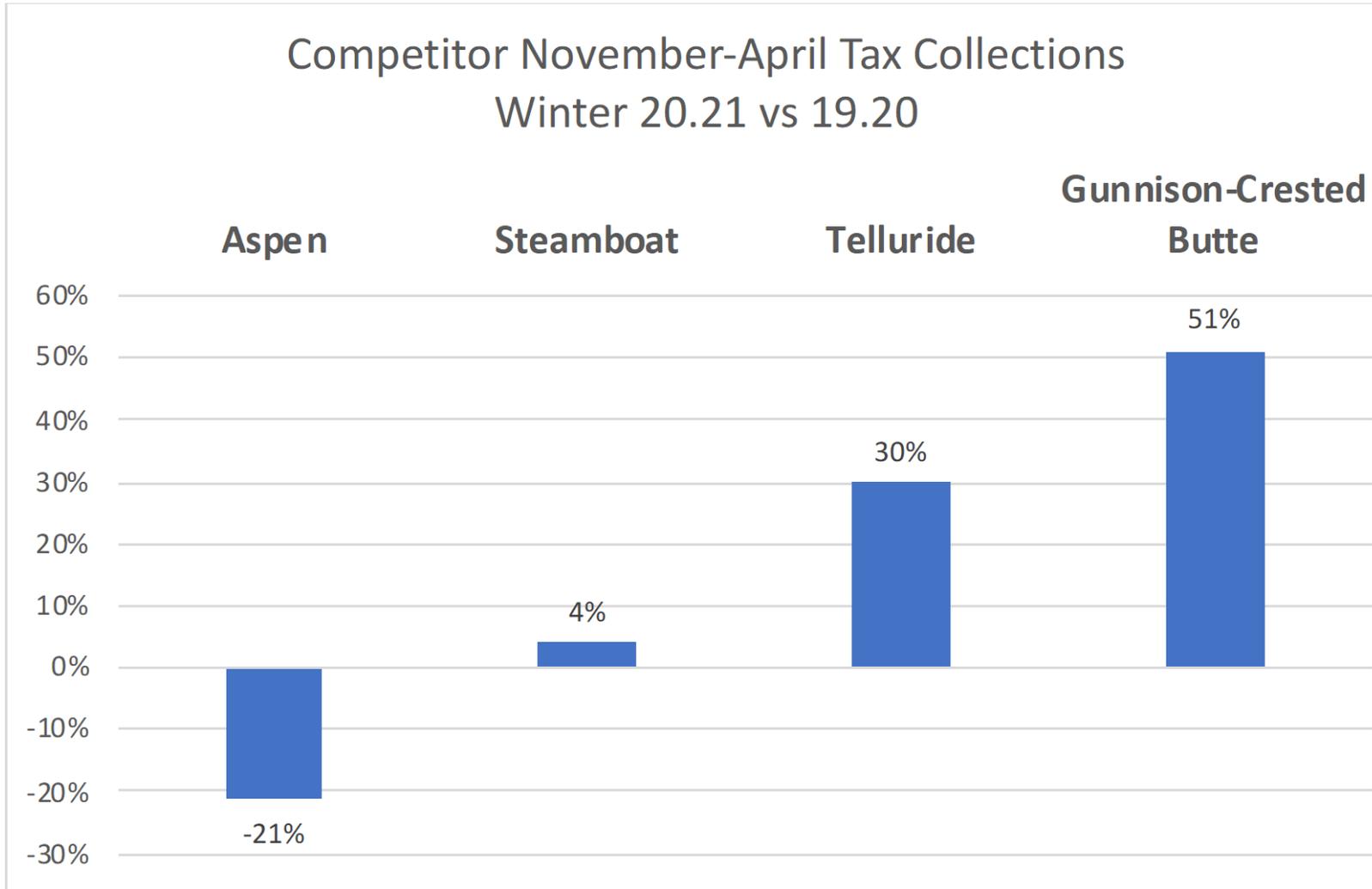
# Tourism

## Winter 20.21 Results



# Tourism

## Winter 20.21 Results

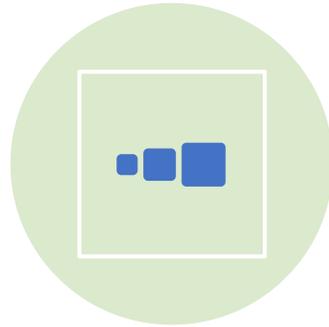


# Tourism

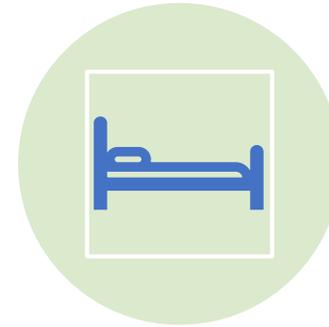
Arrivalist Paid Campaign Stats- November 2020-April 2021



ARRIVAL LIFT 340%



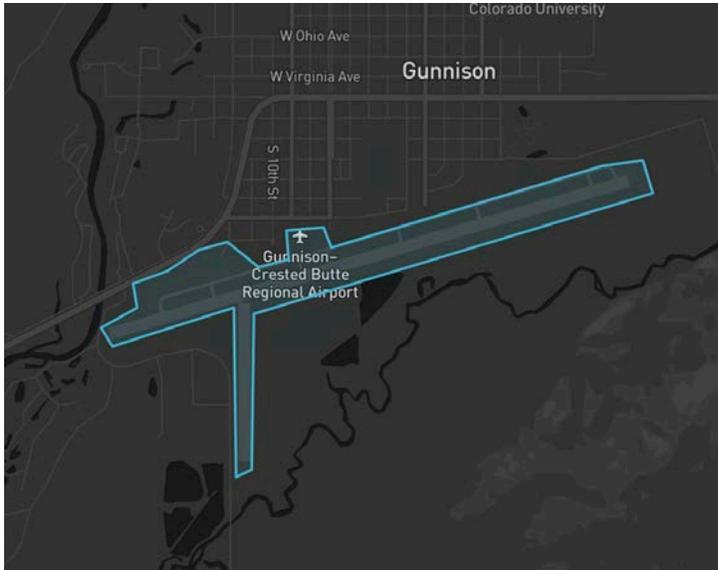
STAY LIFT +1 DAY,  
12 HOURS



OVERNIGHT STAY  
LIFT 24.2%

# Tourism

## Arrivalist POI Overview - GUC November 2020-April 2021



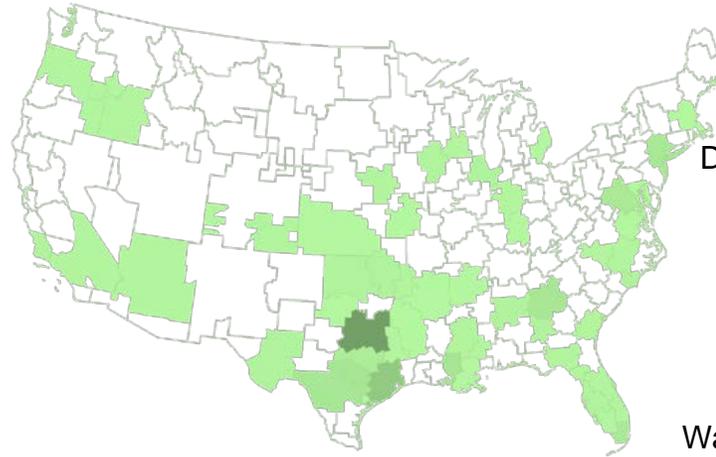
### Campaign Performance

**24.8%**

Of arriving users **exposed** to Think Steep Thoughts Campaign also visited Gunnison-Crested Butte Regional Airport

Exposed users who visited Gunnison-Crested Butte Regional Airport spent **about the same time** in Gunnison-Crested Butte

### \*Origin Markets



Origin DMA	Share of Arrivals	Avg. Time in Market
Dallas/Fort Worth	23.9%	4 Days, 18 Hours
Houston	10.5%	5 Days, 8 Hours
Austin-Tx	3.8%	4 Days, 21 Hours
Atlanta	3.7%	5 Days, 4 Hours
Waco/Temple/Bryan	3.0%	4 Days, 20 Hours

\*Universe Panel

### Average Time

**1 Hour, 19 Minutes**  
Avg. Time in POI

**4 Days, 22 Hours**  
Avg. Time in Gunnison-Crested Butte

### Cross Visitation

POI Name	Share of Cross Visits
Elk Avenue Business District	81.0%
Mt. Crested Butte Downtown	75.6%
Crested Butte Mountain Resort	68.5%
Denver International Airport	38.5%
Gunnison Downtown	15.0%

# Tourism

## Airline Performance

(December 2020-April 2021)

### Denver Flight

- Inbound passengers up 2,102
- Load factor down because of increased capacity

### Dallas Flight

- Inbound passengers down 1,652
- Load factor up slightly because of decreased capacity

### Houston Flight

- Inbound passengers down 2,900
- Load factor down only slightly because of decreased capacity

### Total

- Inbound passengers down 2,450
- Load factor down from 60.9% to 57.7% because of decreased capacity and passengers



# Tourism

## Competitor Flight Performance Winter 20.21

- ▶ GUC load factors outperformed JAC every month this past ski season as it did most other competitor airports

<b>November-April Performance-Select Airports</b>						
<b>Overall Monthly Load Factors *Does not equate to total passenger count</b>						
Compiled by Bill Tomcich/Airplanners						
	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	
<b>GUC</b>	37%	53%	55%	68%	67%	
<b>ASE</b>	52%	51%	51%	63%	70%	
<b>EGE</b>	52%	48%	49%	61%		
<b>JAC</b>	36%	48%	49%	60%	61%	
<b>BZN</b>	41%	46%	47%	57%		
<b>SUN</b>	32%	32%	37%	54%	60%	
<b>HDN</b>	68%	40%	44%	52%		
<b>GJT</b>	50%	50%	41%	48%		
<b>MTJ</b>	62%	36%	33%	42%		

# Tourism

## Looking Ahead to Winter 21.22

- ▶ United planning aggressive capacity increase to Gunnison next winter
  - ▶ 3x daily DEN to GUC are loaded and for sale
  - ▶ Able to hit strongest banks, both east and west
- ▶ 1x daily IAH to GUC
- ▶ American also bullish for DFW to GUC
  - ▶ 2x daily all winter, except post-holiday January

# Tourism

## 2021 Non-Snow May-October

- ▶ After 2.5 months of marketing, we made a pivot
  - ▶ Transitioned impressions to Western and to stewardship messaging
- ▶ We can't gain visitors during our busiest periods
- ▶ Forward looking data shows more on the books earlier
- ▶ Great opportunity for lodging properties to raise rates in the face of strong demand
- ▶ Demands for air seats increasing

# Tourism

Summer Flight  
performance

<b>2021 vs 2019 Summer Inbound Flights</b>		
Month	Capacity	Sold
June	-30%	-4%
July	-1%	2%
August	36%	27%
September	50%	110%
<b>TOTAL</b>	<b>30%</b>	<b>15%</b>

# Tourism

## IOOF Park Progress

- ▶ Collaborating with the City of Gunnison on an RFP for an art installation at IOOF Park



# STOR

## Destination Management

- ▶ STOR Committee focus has been on stewarding public lands
- ▶ How can TAPP better manage the destination as a whole?
- ▶ Data
  - ▶ Key Data acquisition to drive forward looking reporting
    - ▶ Businesses, public lands managers, hospital, emergency services
    - ▶ Drive rate gains during busy periods
  - ▶ Adapting Economic Recovery Dashboard to long term use



# STOR

Support of Organizations

CBMBA/CBCC

Gunnison Trails

Gunnison  
Stewardship Fund



# STOR

## Designated Camping

- ▶ Built a PR campaign ahead of arrivals this summer
- ▶ Paid campaign with TravelCB
- ▶ Pivot from visitation message
  - ▶ Blister Podcasts
  - ▶ TravelCB Carbon Credit program
- ▶ Coordinated messaging with partners

# STOR

## Website update

- ▶ TAPP will house all of the STOR resources and updates on our new website
- ▶ Working to build a media kit for all local partners to use
- ▶ Donation buttons to local trails organizations
- ▶ Continue to collaborate with STOR Communications Subcommittee on updates

# STOR

## Organic Social Media



Gunnison-Crested Butte is at Gunnison-Crested Butte.

July 3 at 12:00 PM · Gunnison · 🌐

Are you planning on camping in Crested Butte this weekend? Please be aware of some major changes to our dispersed vs designated camping areas!



Read more about those changes, check out a map, and refresh your memory about leaving no trace in the links in our profile!



And if the camping site you want is full, please make other appropriate plans and DO NOT create your own site.



Enjoy this beautiful weekend responsibly! 🌈🌞🌲🏡

<https://gunnisoncrestedbutte.com/crested-butte-area.../>



Gunnison-Crested Butte is at Gunnison-Crested Butte.

July 2 at 11:30 AM · Gunnison · 🌐

Leave the fireworks to the professionals this weekend!



Under the current Stage 1 Fire Restrictions, all personal fireworks are prohibited. Only professionally managed and sanctioned displays are allowed.



BUT there are fireworks at both ends of the July 4th weekend! Catch them TONIGHT (7/2) in Mount Crested Butte and then again in Gunnison on the 4th!



📷: @trentbonaphoto



Gunnison-Crested Butte is at Gunnison-Crested Butte.

June 22 at 10:18 AM · Gunnison · 🌐

Are you bringing your RV/Camper with you to the valley?



Scroll through for information on our different dump site rules and locations, including the new reroute for the station in Crested Butte.

Thank you for respecting the land, parking in appropriate areas, and only dumping your waste at one of these stations.



#### City of Gunnison

970-641-8020

County Rd 39

Gunnison, CO 81230

Hours: 24/7

Cost: Free for RVs + Campers

Directions:

(Behind Days Inn)

Head west on US HWY 50 / Trench Ave through Gunnison. Near the west side of Gunnison, the highway crosses south and then there is a stoplight at the W Ave intersection. Continue on the highway 5 blocks past the stoplight.

Turn left onto Rio Grande Ave and then right onto Airport Rd. Continue straight onto County Rd 39. Turn right to stay on County Rd 39.

#### Crested Butte RV Dump Station

970-349-5338

800 Butte St

8:00 am - 8:00 pm

Dump Fee: \$15 Water Fee: \$5

Please respect the neighborhood!

- Follow the route
- Turn off your engine as you wait, no idling
- Drive slowly
- Use the queue lane
- Keep noise down



# Western

- ▶ Advertising Help
  - ▶ Pivoted our remaining non-snow impressions to Western
    - ▶ Outside Magazine, Blister, Matchstick Productions, Singletracks, PinkBike, MTBR
- ▶ Internship placements
- ▶ Blister and Rady School outdoor industry testing lab
- ▶ Asking Western for ideas on how we can help.

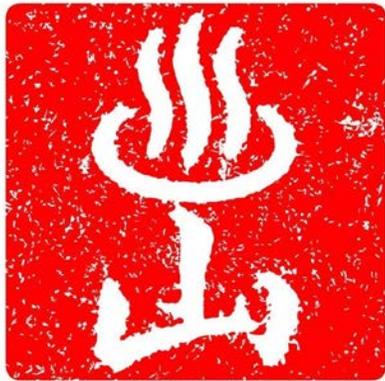


# ICELab/Economic Development Metrics

<b>Cumulative Metrics - Goal</b>	<b><u>2019</u></b>	<b><u>2020</u></b>
<b>Companies Recruited</b>	1	2
<b>Jobs Created</b>	5	12
<b>Jobs &gt;\$50k Created</b>	1	3
<b>Revenue \$ Increase</b>	\$200,000	\$700,000
<b>WCU Intern/Grads Placed</b>	2	4

<b>Cumulative Metrics - Actual</b>	<b><u>2019</u></b>	<b><u>2020</u></b>
<b>Companies Recruited</b>	1	2
<b>Jobs Created</b>	5	22
<b>Jobs &gt;\$50k Created</b>	3	6
<b>Revenue \$ Increase</b>	\$847,000	\$1,010,971
<b>WCU Intern/Grads Placed</b>	19 5	13

ICELab/Economic  
Development  
Incubator



**YAMA**  
HOT SPRINGS



**PACT**

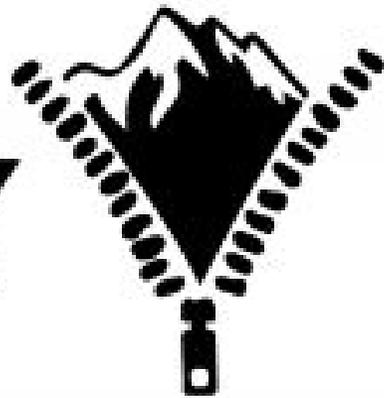
# ICELab/Economic Development

Moosejaw Outdoor Industry Accelerator



pathloom  
outdoors made easy

**SHEFLY**  
Answer Nature's Call



**PACT**

# Branding and Website Update

- ▶ Have had up to 5 websites in the past
- ▶ Pulling all of our missions together under one umbrella
  - ▶ Building a brand book
  - ▶ New website (goal to launch by end of year)
- ▶ STOR presence
- ▶ Adding data to assist in
  - ▶ Destination Management
  - ▶ Business Recruitment

# TAPP Principles

Trails, Summer & Winter

Synergies

Efficiency and Technology

Nimbleness and Speed

**AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM**

---

**Agenda Item:** Gunnison County Socio-Economic Update

---

**Action Requested:** Discussion

**Parties to the Agreement:**

**Term Begins:**

**Term Ends:**

**Grant Contract #:**

**Summary:**

An update on COVID recovery and socio-economic considerations in Gunnison County for Q2.

**Fiscal Impact:**

**Submitted by:** Loren Ahonen

**Submitter's Email Address:** lahonon@gunnisoncounty.org

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**Finance Review:**

Required

Not Required

Comments:

Reviewed by:

Discharge Date:

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**County Attorney Review:**

Required

Not Required

Comments:

Reviewed by:

Discharge Date:

Certificate of Insurance Required

Yes  No

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**County Manager Review:**

Comments:

Reviewed by: GUNCOUNTY1\mbirmie

Discharge Date: 7/9/2021

Consent Agenda

Regular Agenda

Worksession

Time Allotted: 20

Agenda Date: 7/13/2021

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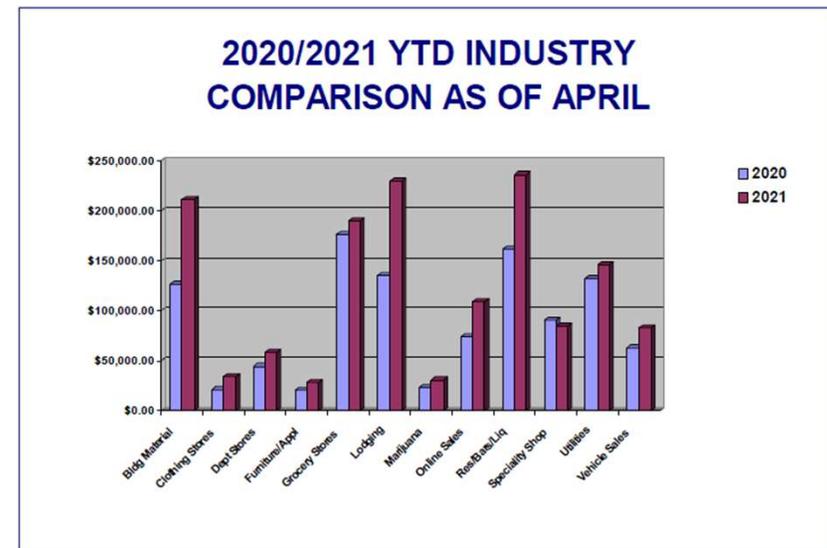
# **GUNNISON COUNTY SOCIO- ECONOMIC INDICATORS**

Reflection on 2020 and updates on 2021 status



# SALES TAX:

- Late spring sales tax collections in Gunnison County are relatively robust
  - March 2021 collections almost 2x higher than March 2019 collections
  - April 2021 collections the highest in the last decade
- Aside from Pitkin, all jurisdictions seeing YTD growth through April
- Besides Specialty Stores, all countywide sectors saw sales tax growth from 2020
- Likely take sometime for restaurants/bars to regain ground lost in 2020



# BUSINESS CLIMATE

- Many businesses have seen a worsening of staffing challenges that began to materialize in 2019

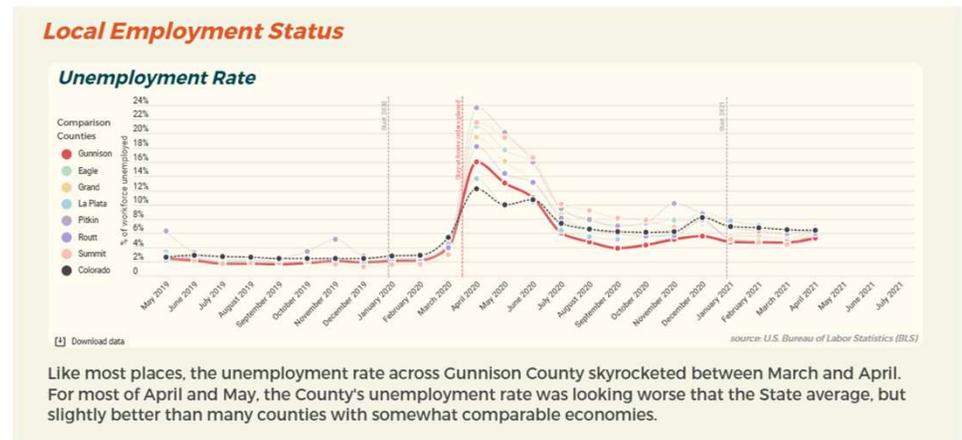
## April Gunnison County Business Survey

- 50% of respondents had unfilled jobs
- 46% indicated ability to recruit/retain employees had declined or gotten harder
- 76% of respondents indicated their business was 'Stable'
  - 17% reported their business as 'Highly Unstable'
- Summer visitation began relatively quickly over Memorial Day Weekend
  - Anecdotally, some businesses had strong Memorial Day weekends as compared to 2019

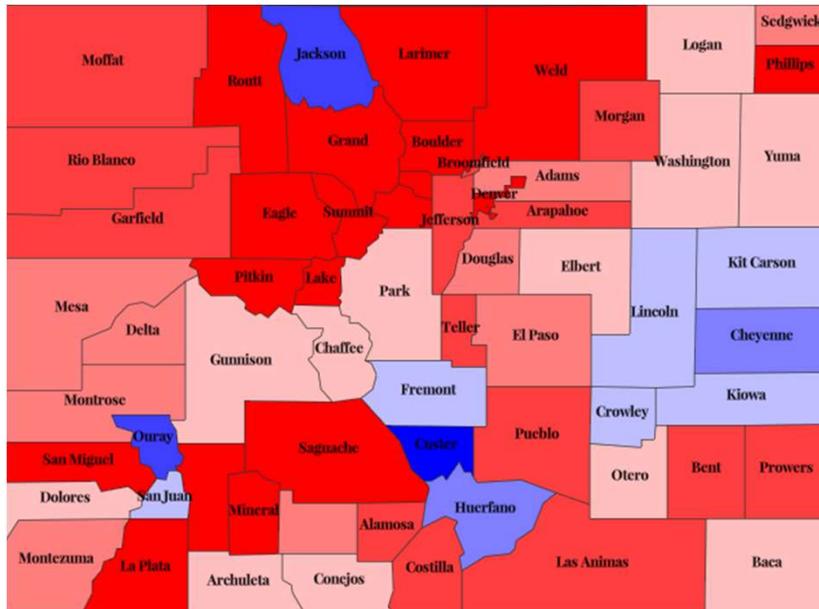


# UNEMPLOYMENT DECLINES

- Bureau of Labor Statistics projects April '21 at 5.3% unemployment in Gunnison County
  - This is in comparison to 6.4% statewide
  - Lower than peer resort communities
  - Lower than most geographic peers
    - Chaffee County 4.8%
- Unemployment rate and workforce challenges not easily reconciled
  - Housing challenges
  - Job growth



# CHANGES IN WORKFORCE

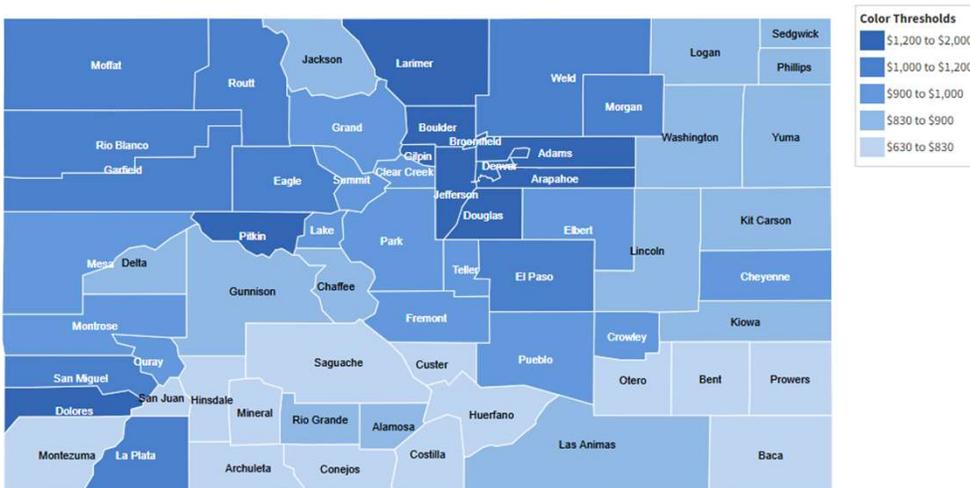


- Bureau of Labor Statistics tracks Quarterly Census of Employment and Wages data
- At the end of Q4 (December 2020), Gunnison County employment was down 141 jobs compared to December 2019
- Other mountain communities fared much worse
  - San Miguel (-713)
  - Routt (-1608)
  - La Plata (-2540)



# GUNNISON COUNTY WAGES

Average weekly wage, Total, all industries Total Covered Q4 2020 (p)



- As of December 2020, Gunnison County's average weekly wage was \$896
- Weekly average wage at the end of Q4 has improved every year since 2016
  - 2016 = \$686
  - 2019 = \$824
  - 2020 = \$896
- This remains lower than many of our peer communities



# PACE OF BUILDING

- Building in Gunnison County continues on a hot pace
- Per Building Reports from Community Development
  - May '21 = 62 Building Permits issued and 237 Inspections YTD
  - May '20 = 37 Building Permits issued and 171 Inspections YTD
  - May '19 = 66 Building Permits issued and 193 Inspections YTD
- Per Building Reports from City of Gunnison
  - May '21 = 22 Building Permits YTD
  - 2020 = 75
  - 2019 = 112
- The relationship between materials cost and demand continues to be complex



# HOUSING MARKET

Per the Gunnison County 2021 Assessor Report and GVRHA Housing Market Update

- Median countywide sale price \$500,000
- Median sale price in Econ Area 1 (Gunnison area) closing in on \$400,000
- Local households at 100% AMI can afford to purchase a three-bedroom home at \$358,000
- Volume of sales rose significantly in 2020
  - Gunnison County saw a 45% increase in home sales in 2020 compared to 2019
- Statewide the gap between resale value and the cost of a new build is closing
  - This incentivizes new building
  - Locally, the cost of lots and building may not reflect this statewide reality



# SECURITY IN HOUSING

- Housing/Rent assistance through HHS has stabilized at pre-pandemic levels
- Anecdotal reports of community members being displaced/losing housing rose significantly in Quarter 2 of 2021
  - Thoroughly documented in the Housing Crisis public forum
  - Evidentiary data not easily identified
- Physical displacement is a looming challenge
- Future increases in costs in rental market could be a concern
  - South Valley rents across all units increased by 15% since 2016
  - North Valley rents across all units increased by 17% over the same time frame
- Rent increases on smaller units are disproportionately high
  - Average 2 BDR rent for South Valley has grown dramatically
    - 2016 = \$975
    - 2021 = \$1,413

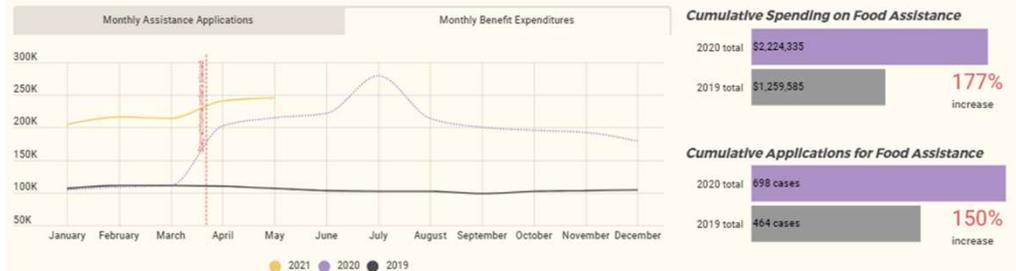


# FOOD SECURITY

## Food Assistance (SNAP)



## Food Assistance (SNAP)



- Benefit expenditures maintain a high plateau relative to applicants.
- Largely due to increased benefit allocations being 'locked in' at the Federal level

## Q2 2021 Update

- Food assistance applications are moderating
  - Currently between 2019 and 2020 levels
  - Many have likely adapted to maximum allotments will inevitably end



# ACCESS TO FOOD ASSISTANCE

- Through June 22<sup>nd</sup> the Pantry has served 642 unique households
- Distributions increased during the spring off-season
  - This is an annual pattern in Gunnison County
- *Total distributions trending downward relative to 2020 but remain higher than 2019*
- **Food turnover remains 30% higher than 2019 levels**
- Distribution methods continually changing making comparisons challenging
  - Higher frequency
  - Ability to take larger quantities
- As maximum benefits for SNAP decline in 2021, need at the Pantry is expected to grow
  - Expected that half of current recipients will not re-qualify for SNAP assistance



# HOUSEHOLD SPENDING

In April '21

- A combined 67% had either returned to normal spending habits or intended to immediately
- 17% had indicated they planned to return to normal spending in 8 weeks
  - This put them on target to return to spending in June



# HEALTH AND WELLBEING

- Survey respondents indicate coping with pandemic related stress through largely healthy mechanisms
  - Increased time outdoors
  - Increased exercise
  - Increased connections to family
- A majority of survey respondents indicate their consumption of alcohol has not changed
  - Those indicating increased consumption declined to 17% in final installment of survey
- Behavioral health visits to GVH ER continue at high-levels
  - March = 24, April = 26, May = 33, June = 30
- Introduction of the mobile crisis team in July is expected to help

