

1 - REVISED September 28, 2021 Agenda

2 - Annual Local Marketing District Review and Presentation

**GUNNISON COUNTY BOARD OF COMMISSIONERS**  
**MEETING NOTICE – REVISION #1**

**DATE:** Tuesday, September 28, 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 • Annual Local Marketing District Review and Presentation
- 9:30 am • Crested Butte Fire Protection District Update
- 10:00 am • Bureau of Land Management Update
- 10:30 am • BREAK
- 10:35 am • HB1177 Gunnison Basin Roundtable Report
- Colorado River Water Conservation District Report
- 11:15 am • Upper Gunnison River Water Conservancy District Introduction and Report
- ~~11:40 am • **CANCELED – Discussion of Mobile Home Park Legislation**~~
- Adjourn BOCC Work Session
- LUNCH BREAK

**GUNNISON COUNTY BOARD OF COUNTY COMMISSIONERS SPECIAL MEETING:**

- 1:00 pm • Call to Order
- Possible executive session pursuant to C.R.S. § 24-6-402(4), personnel matters, and pursuant to C.R.S. 24-6-402(4)(e)(I), for determining negotiation positions relative to personnel matters.
- 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)

*NOTE: This agenda is subject to change, including the addition of items up to 24 hours in advance or the deletion of items at any time. All times are approximate. The County Manager and Deputy County Manager's reports may include administrative items not listed. Regular Meetings, Public Hearings, and Special Meetings are recorded and **ACTION MAY BE TAKEN ON ANY ITEM.** Work Sessions are not recorded and formal action cannot be taken. For further information, contact the County Administration office at 641-0248. If special accommodations are necessary per ADA, contact 641-0248 or TTY 641-3061 prior to the meeting.*

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

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**Agenda Item:** Annual Local Marketing District Review and Present

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**Action Requested:** Discussion

**Parties to the Agreement:**

**Term Begins:**

**Term Ends:**

**Grant Contract #:**

**Summary:**

These two files are the LMD Annual Review presentation, along with a monthly proposed budget for 2022.

**Fiscal Impact:**

**Submitted by:** Melanie Bollig

**Submitter's Email Address:** mbollig@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: 9/24/2021

Consent Agenda

Regular Agenda

Worksession

Time Allotted: 60

Agenda Date: 9/28/2021

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# Tourism and Prosperity Partnership



**TOURISM & PROSPERITY PARTNERSHIP**

LMD Annual Review -  
September 2021-

# 2022 Presents Large New Opportunities

- Tourism: Flat spending but more focus on airline opportunities this winter (+50% in available seats) and next summer behind new AA DFW nonstops
- STOR: Using NFF as a conduit to increase support to STOR, CBMBA, and Gunnison Trails. Using our data to better manage the visitors that are already coming
- ICELab: Increased spending behind a new Gunnison Valley venture fund
- Western: Dramatic increases in spending behind new initiatives and new leadership

# The Four Goals of TAPP

## Tourism:

Continuing to show lodging revenue share gains vs other hard-to-get-to Colorado mountain valleys

## Economic Development:

- a. Create or recruit one company that exports product from the valley
- b. Help create new jobs \$50,000/year or greater in the valley
- c. Help grow export companies' revenue annually

## STOR:

Continued active participation in and support for STOR. Increased focus on Destination Management

## Western:

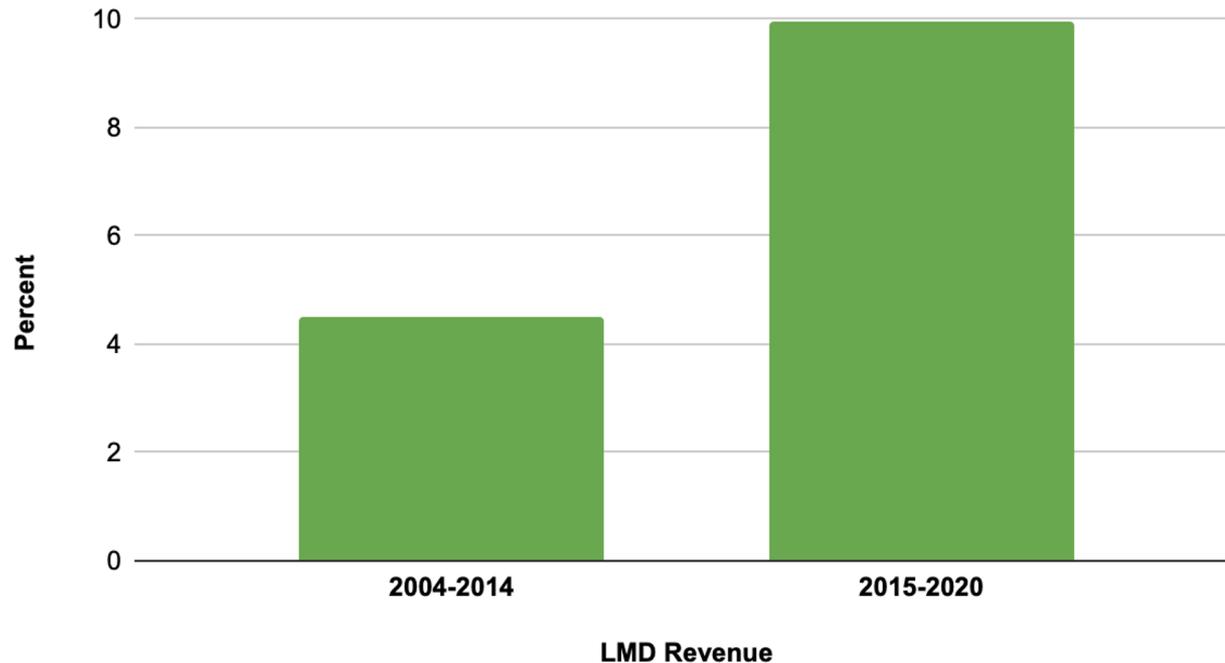
Continued support for positioning Western as a great school in a great location. Efforts to position Gunnison as a satellite for outdoor entrepreneurs

# TAPP Principles

1. Trails, Summer, and Winter
2. Synergies
3. Efficiency, Technology, Learning
4. Nimbleness and Speed

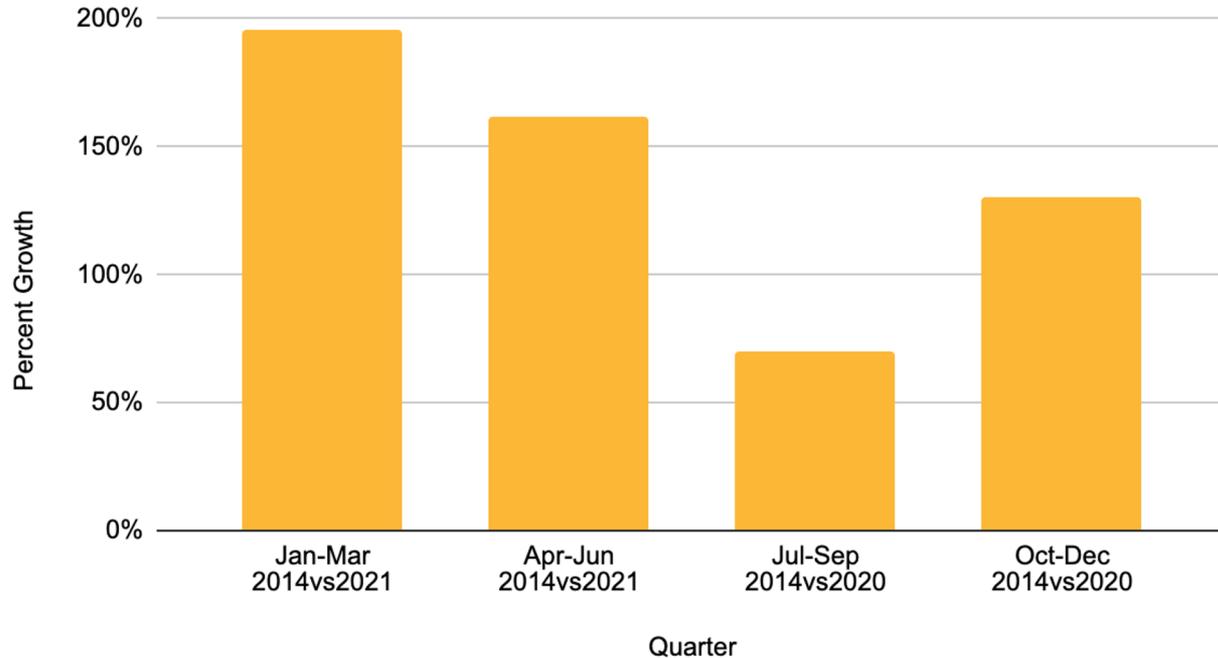
# Revenue Growth Accelerated Through Trail Strategy

## LMD Revenue Annualized % Growth



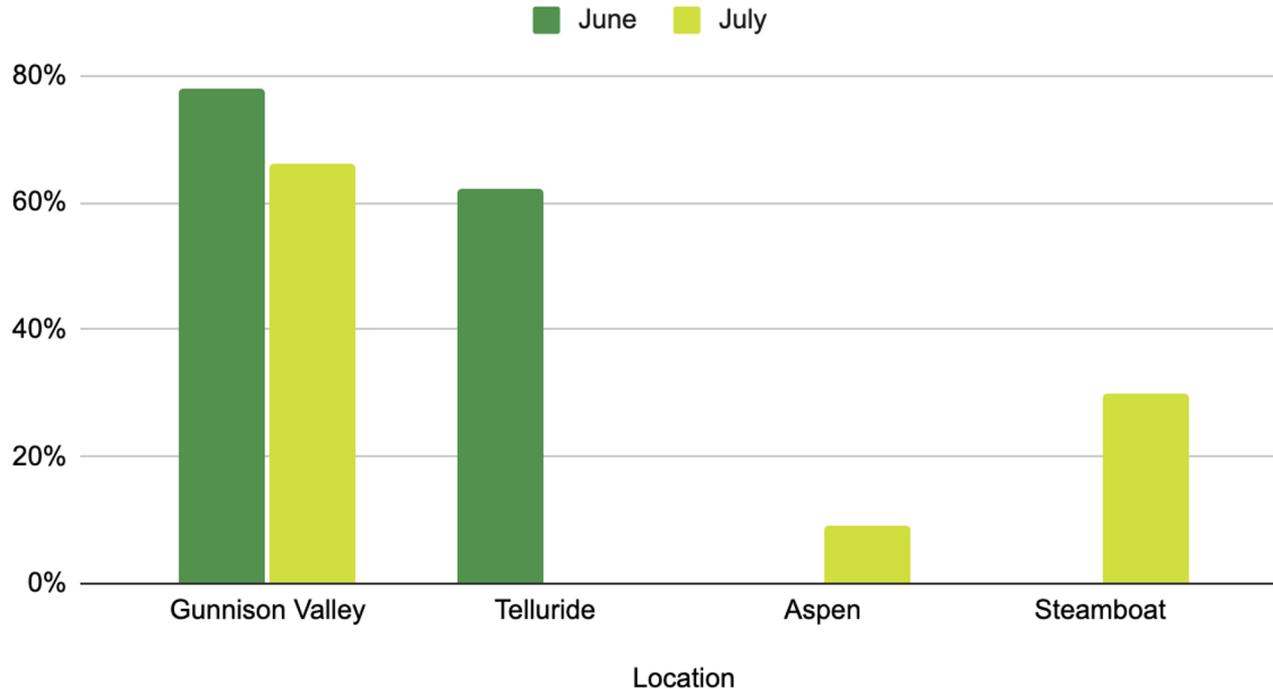
# Seasonal Revenue Growth

Percent Growth By Quarter 2014 vs 2020/2021



# Competitor Analysis

Competitor Comparison YTD June and July Growth 2020-2021



# Tourism Looking Forward

- Filling airline seats is our biggest priority
  - Airline passengers book earlier and stay longer than drive market guests
  - Keeping our added capacity opens new markets for us to tap
- Winter 2021/22 capacity increase of 50%
  - Averaged 22,000 passengers the last 4 years
  - Need to fly 32,000 passengers to hit a 64% load factor this year
- Similar increases across the Mountain West
- Summer '22
  - New DFW flight via FAA grant
  - Keep the added DEN flights?
  
- Marketing budget will be flat to previous years
- Focus will be heavily focused on flight markets and not drive

# STOR Looking Forward

- NFF conduit to support STOR, CBMBA, and Gunnison Trails
- New website will have a stewardship/sustainability section
  - Newly created content on the story of STOR
  - Hosting of resources for local entities
  - Colorado Tourism Office grant
- Destination Management
  - Dashboards on new website
  - Forecasting to manage the tourists that are coming

# ICELab Results 2020

Year	2019		2020	
Cumulative Metrics	Goal	Actual	Goal	Actual
Companies Recruited	1	1	2	2
Jobs Created	5	5	12	22
Jobs Created >\$50,000	1	5	3	6
Revenue Increase	\$200,000	<b>\$847,000</b>	\$700,000	<b>\$1,010,971</b>
WCU Grads/Interns Placed	2	5	4	13

# Valley Economic Gardening

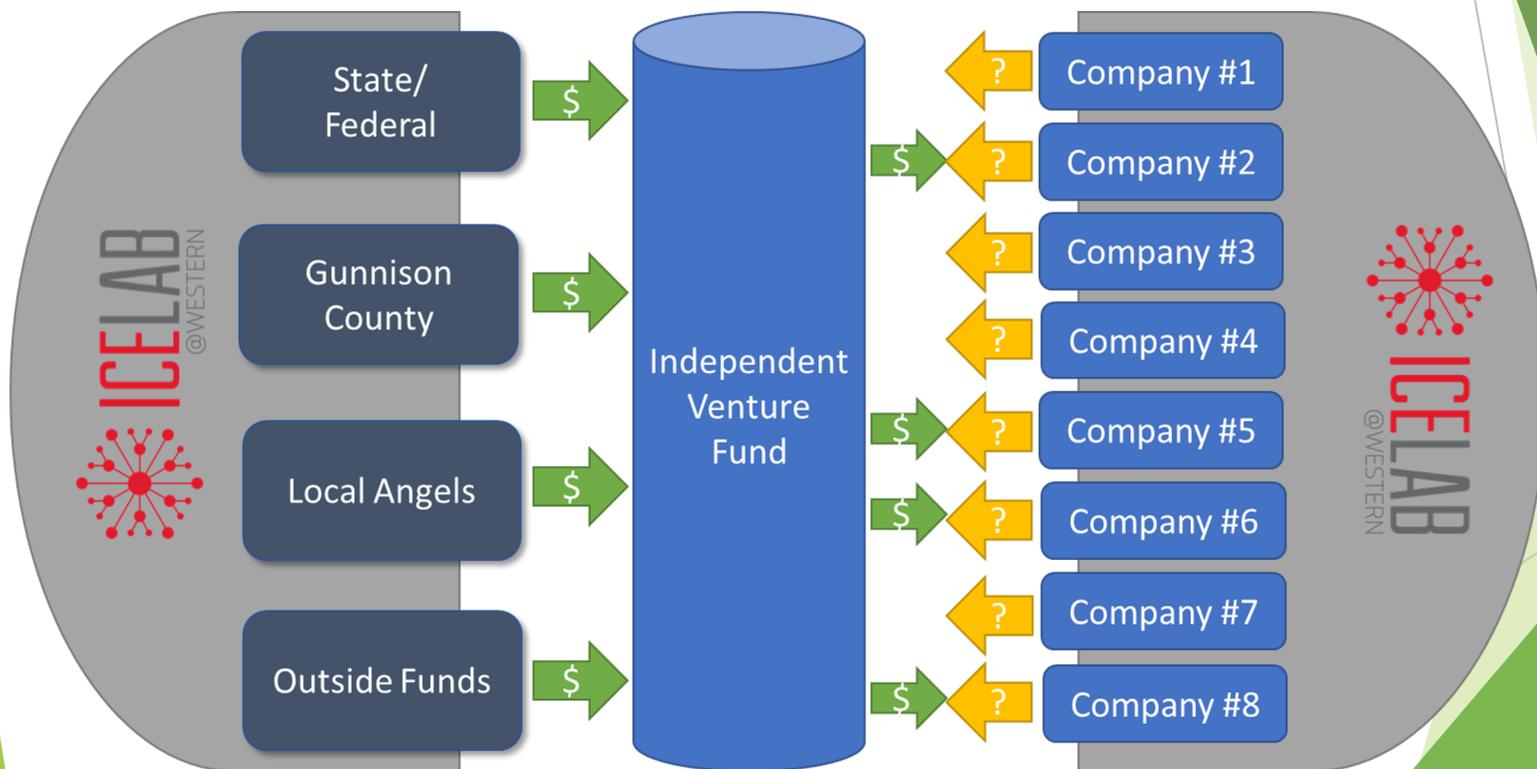


# ICELab Growth 2022

1. Continue Coworking and Gardening growth
2. Build on Moosejaw Outdoor Accelerator success
3. Leverage public and private funds to build Venture Fund
4. Provide a stable of international manufacturing consultants
5. WCU partnership



# ICELab Focus 2022 Venture Fund



# ICELab Focus 2022

## Manufacturing Consultants

- Stable of trusted consultants
  - Hardgoods
  - Clothing
  - Soft goods
  - Tech
- Offered to companies now with 1 year repayment terms

# ICELab Focus 2022

## WCU Partnership

- Dedicated Western liaison
- OIMBA collaboration
  - Student capstone project help
  - Business idea support
- Intern placement
  - Directly place interns into businesses through the Moosejaw Accelerator
  - Graphic design, engineering, business, etc.
- Classroom support
  - Available classroom space
  - Guest speaker presentations
  - Community connections
- Rady School collaboration
  - Work with Jeni to support OI testing lab and OI engineering program

# WCU

## Mountain Sports

- WCU's Mountain Sports programs capitalize on the abundance of opportunity offered on our public lands and mountainous terrain, and through highly competitive sports create a distinctive allure to Western
- Growth in youth-based mountain sports has provided WCU an opportunity to leverage our unique Mountain Sports programs to enhance enrollment
- Mountain Sports student-athletes have a higher GPA and retain 20% better than the general population
- Proof of concept with Freeride program by investing in marketing, recruiting, and scholarships with goal of increasing student-athletes from 35 - 60
- With proof of concept, envisioned that the program will be expanded to other Mountain Sports programs

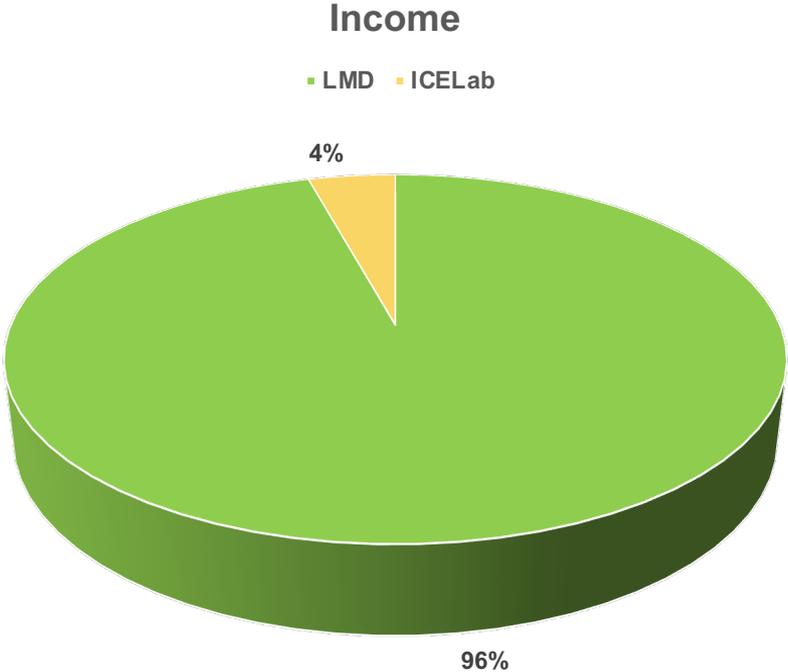
# WCU Rady Engineering/Blister

Outdoor Industry Engineering will be an added emphasis to the partnership program to support research and project-based learning initiatives in the curriculum. This emphasis, along with collaboration with the OIMBA program, will support economic growth and development in the community along with job placement and internship experiences for students focusing on the outdoor industry. This initiative will:

- Create standardized testing for outdoor gear through rigorous experimentation using an iterative testing and validation approach
- Incorporate skillsets parallel to robotics and manufacturing, already strengths in the curriculum and program
- Promote undergraduate research opportunities over the summer and during the academic year for students
- Connect students to local industry along with nationally recognized organizations in the outdoor industry
- Support the first ever Campus Innovation Competition on Western's campus
- Support senior capstone projects and internships (Engineering + OIMBA)
- Support the 4+1 program (Engineering + OIMBA)

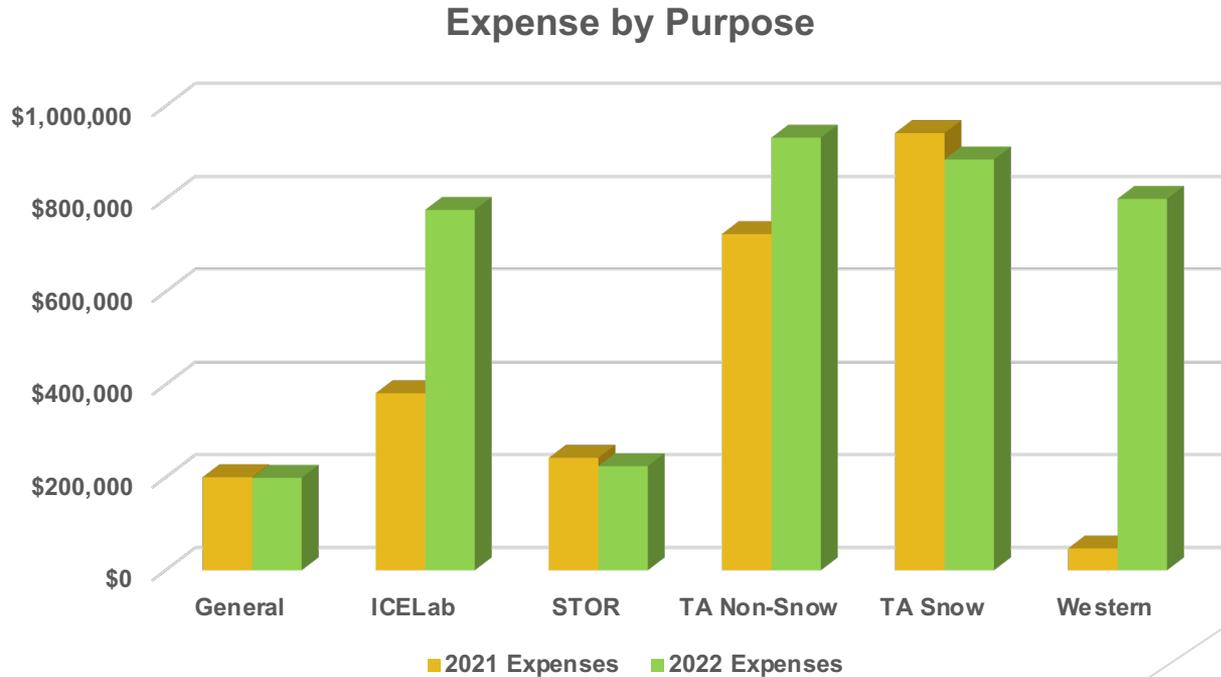
# 2022 Proposed Budget

Requesting \$3.4M, our expectation for 2021 LMD collections



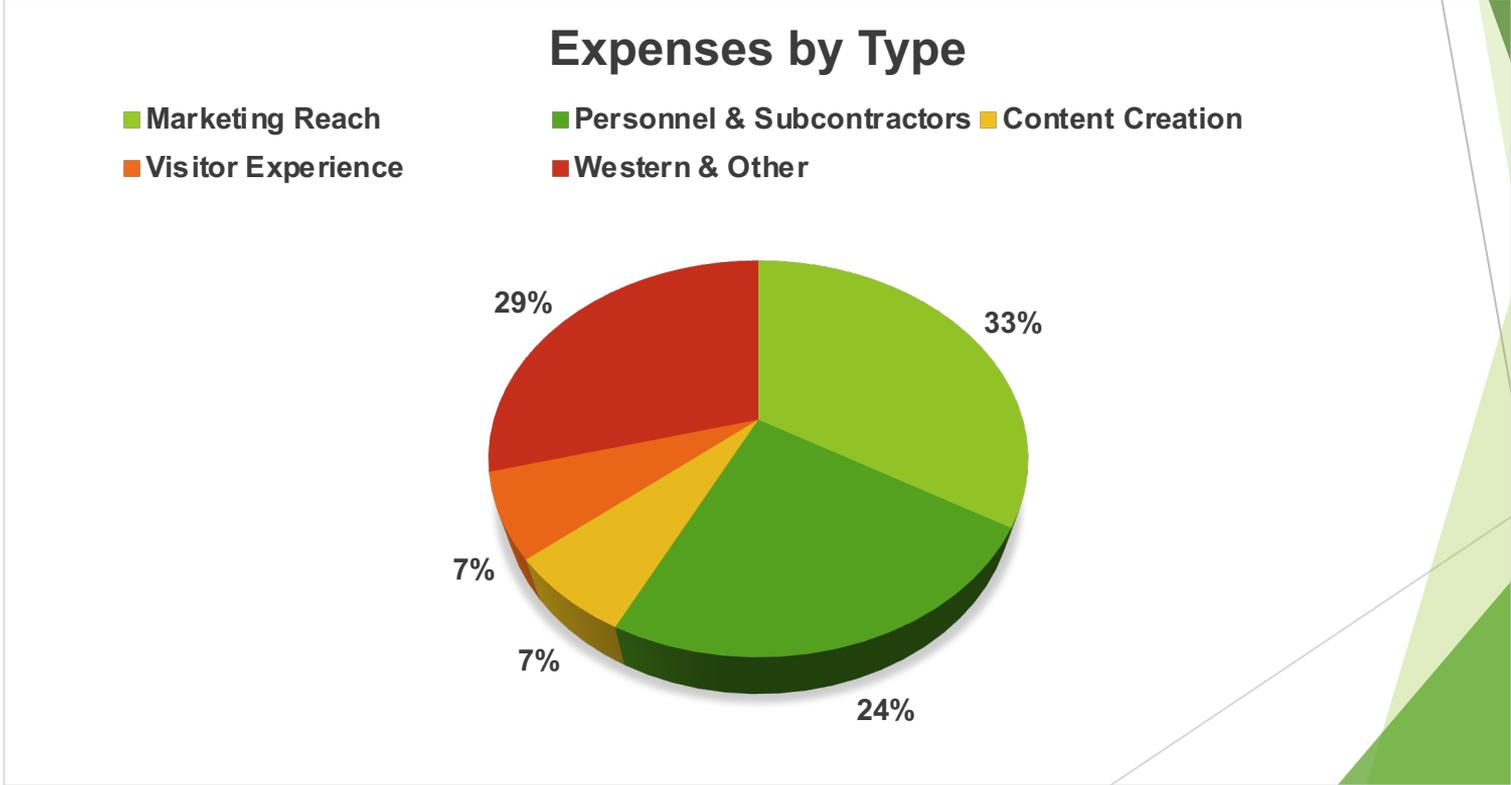
# 2022 Proposed Budget

Expense by Purpose 2022 vs 2021



# 2022 Proposed Budget

Percentage of Expenses by Type



# 2022 Proposed Budget

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	Total
<b>Income</b>							
Income	3,400,000	152,500	0	0	0	0	3,552,500
<b>Expenses</b>							
Admin/Other	11,500	19,900	0	4,500	4,500	0	40,400
Air Specific Media	0	0	0	153,180	153,180	0	306,360
Content Creation	0	3,800	92,000	77,500	77,500	0	250,800
Digital Media	0	3,100	0	188,180	188,180	0	379,460
Grants Awarded	0	0	0	50,000	50,000	0	100,000
Personnel	14,400	451,032	0	161,720	161,720	0	788,871
Press Trips	0	12,000	0	45,000	45,000	0	102,000
Print Media	0	1,100	0	6,000	6,000	0	13,100
Public Lands Experience	0	0	66,500	47,000	0	0	113,500
Research	74,700	18,000	33,750	0	0	0	126,450
Social Media	0	2,100	0	153,180	153,180	0	308,460
Special Projects	0	85,900	0	0	0	800,000	885,900
Subcontractors	12,400	40,000	0	33,546	33,546	0	119,492
Travel/Meals/Entertainment	0	36,900	0	12,000	12,000	0	60,900
Visitor Centers	50,000	100,000	0	0	0	0	150,000
Websites and Apps	36,000	2,400	32,000	0	0	0	70,400
<b>Total Expenses</b>	<b>199,000</b>	<b>776,232</b>	<b>224,250</b>	<b>931,806</b>	<b>884,806</b>	<b>800,000</b>	<b>3,816,093</b>

# 2022 Presents Large New Opportunities

- Tourism: Flat spending but more focus on airline opportunities this winter (+50% in available seats) and next summer behind new AA DFW nonstops
- STOR: Using NFF as a conduit to increase support to STOR, CBMBA, and Gunnison Trails. Using our data to better manage the visitors that are already coming
- ICELab: Increased spending behind a new Gunnison Valley venture fund
- Western: Dramatic increases in spending behind new initiatives and new leadership

**G-CBTA  
Profit and Loss  
2022**

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	3,400,000	152,500	0	0	0	0	3,552,500
<b>Total Income</b>	<b>3,400,000</b>	<b>152,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,552,500</b>
<b>Gross Profit</b>	<b>3,400,000</b>	<b>152,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,552,500</b>
<b>Expenses</b>							
Admin/Other	11,500	19,900	0	4,500	4,500	0	40,400
Air Specific Media	0	0	0	153,180	153,180	0	306,360
Content Creation	0	3,800	92,000	77,500	77,500	0	250,800
Digital Media	0	3,100	0	188,180	188,180	0	379,460
Grants Awarded	0	0	0	50,000	50,000	0	100,000
Personnel	14,400	451,032	0	161,720	161,720	0	788,871
Press Trips	0	12,000	0	45,000	45,000	0	102,000
Print Media	0	1,100	0	6,000	6,000	0	13,100
Public Lands Experience	0	0	66,500	47,000	0	0	113,500
Research	74,700	18,000	33,750	0	0	0	126,450
Social Media	0	2,100	0	153,180	153,180	0	308,460
Special Projects	0	85,900	0	0	0	800,000	885,900
Subcontractors	12,400	40,000	0	33,546	33,546	0	119,492
Travel/Meals/Entertainment	0	36,900	0	12,000	12,000	0	60,900
VISITOR CENTERS	50,000	100,000	0	0	0	0	150,000
Websites and Apps	36,000	2,400	32,000	0	0	0	70,400
<b>Total Expenses</b>	<b>199,000</b>	<b>776,232</b>	<b>224,250</b>	<b>931,806</b>	<b>884,806</b>	<b>800,000</b>	<b>3,816,093</b>
<b>Net Operating Income</b>	<b>3,201,000</b>	<b>-623,732</b>	<b>-224,250</b>	<b>-931,806</b>	<b>-884,806</b>	<b>-800,000</b>	<b>-263,593</b>

**G-CBTA**  
**Profit and Loss**  
 January 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	5,000					288,333
<b>Total Income</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Expenses</b>							
Admin/Other	750	1,800			750		3,300
Air Specific Media							0
Content Creation		300					300
Digital Media		500			5,000		5,500
Grants Awarded							0
Personnel	1,800	37,586			26,953		66,339
Press Trips					7,500		7,500
Print Media		300			1,000		1,300
Public Lands Experience							0
Research	3,475	1,500	625				5,600
Social Media		100					100
Special Projects		12,500				66,667	79,167
Subcontractors	200	2,500			5,591		8,291
Travel/Meals/Entertainment		2,800			2,000		4,800
VISITOR CENTERS	50,000						50,000
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>59,225</b>	<b>60,086</b>	<b>625</b>	<b>0</b>	<b>48,794</b>	<b>66,667</b>	<b>235,397</b>
<b>Net Operating Income</b>	<b>224,108</b>	<b>-55,086</b>	<b>-625</b>	<b>0</b>	<b>-48,794</b>	<b>-66,667</b>	<b>52,936</b>

**G-CBTA**  
**Profit and Loss**  
February 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	54,000					337,333
<b>Total Income</b>	<b>283,333</b>	<b>54,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>337,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>54,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>337,333</b>
<b>Expenses</b>							
Admin/Other	750	1,600			750		3,100
Air Specific Media							0
Content Creation		300	10,000		33,750		44,050
Digital Media		200			5,000		5,200
Grants Awarded							0
Personnel		37,586			26,953		64,539
Press Trips					7,500		7,500
Print Media		300			1,000		1,300
Public Lands Experience							0
Research	30,100	1,500	625				32,225
Social Media		100					100
Special Projects		5,000				66,667	71,667
Subcontractors	200	3,750			5,591		9,541
Travel/Meals/Entertainment		2,800			2,000		4,800
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>34,050</b>	<b>53,336</b>	<b>10,625</b>	<b>0</b>	<b>82,544</b>	<b>66,667</b>	<b>247,222</b>
<b>Net Operating Income</b>	<b>249,283</b>	<b>664</b>	<b>-10,625</b>	<b>0</b>	<b>-82,544</b>	<b>-66,667</b>	<b>90,111</b>

**G-CBTA**  
**Profit and Loss**  
 March 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	44,000					327,333
<b>Total Income</b>	<b>283,333</b>	<b>44,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>327,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>44,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>327,333</b>
<b>Expenses</b>							
Admin/Other	750	2,000			750		3,500
Air Specific Media				30,636			30,636
Content Creation		300					300
Digital Media		200		35,636	5,000		40,836
Grants Awarded				50,000			50,000
Personnel		37,586			26,953		64,539
Press Trips		3,000			7,500		10,500
Print Media					1,000		1,000
Public Lands Experience							0
Research	3,475	1,500	625				5,600
Social Media		200		30,636			30,836
Special Projects						66,667	66,667
Subcontractors	200	7,500			5,591		13,291
Travel/Meals/Entertainment		3,300			2,000		5,300
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>7,425</b>	<b>55,786</b>	<b>625</b>	<b>146,908</b>	<b>48,794</b>	<b>66,667</b>	<b>326,205</b>
<b>Net Operating Income</b>	<b>275,908</b>	<b>-11,786</b>	<b>-625</b>	<b>-146,908</b>	<b>-48,794</b>	<b>-66,667</b>	<b>1,128</b>

**G-CBTA**  
**Profit and Loss**  
 April 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	5,500					288,833
<b>Total Income</b>	<b>283,333</b>	<b>5,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,833</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>5,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,833</b>
<b>Expenses</b>							
Admin/Other	750	1,700		750			3,200
Air Specific Media				45,954			45,954
Content Creation		300	16,000				16,300
Digital Media		200		50,954			51,154
Grants Awarded							0
Personnel	1,800	37,586		26,953			66,339
Press Trips				7,500			7,500
Print Media		100		1,000			1,100
Public Lands Experience			60,000				60,000
Research	100	1,500	625				2,225
Social Media				45,954			45,954
Special Projects		17,600				66,667	84,267
Subcontractors	200	2,500		5,591			8,291
Travel/Meals/Entertainment		3,100		2,000			5,100
VISITOR CENTERS							0
Websites and Apps	3,000	200	16,000				19,200
<b>Total Expenses</b>	<b>5,850</b>	<b>64,786</b>	<b>92,625</b>	<b>186,656</b>	<b>0</b>	<b>66,667</b>	<b>416,584</b>
<b>Net Operating Income</b>	<b>277,483</b>	<b>-59,286</b>	<b>-92,625</b>	<b>-186,656</b>	<b>0</b>	<b>-66,667</b>	<b>-127,751</b>

**G-CBTA**  
**Profit and Loss**  
 May 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	4,000					287,333
<b>Total Income</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Expenses</b>							
Admin/Other	750	1,900		750			3,400
Air Specific Media				45,954			45,954
Content Creation		300	66,000	33,750			100,050
Digital Media		200		50,954			51,154
Grants Awarded							0
Personnel		37,586		26,953			64,539
Press Trips				7,500			7,500
Print Media				1,000			1,000
Public Lands Experience				47,000			47,000
Research	100	1,500	625				2,225
Social Media		100		45,954			46,054
Special Projects		1,600				66,667	68,267
Subcontractors	200	3,750		5,591			9,541
Travel/Meals/Entertainment		3,300		2,000			5,300
VISITOR CENTERS							0
Websites and Apps	3,000	200	16,000				19,200
<b>Total Expenses</b>	<b>4,050</b>	<b>50,436</b>	<b>82,625</b>	<b>267,406</b>	<b>0</b>	<b>66,667</b>	<b>471,184</b>
<b>Net Operating Income</b>	<b>279,283</b>	<b>-46,436</b>	<b>-82,625</b>	<b>-267,406</b>	<b>0</b>	<b>-66,667</b>	<b>-183,851</b>

**G-CBTA**  
**Profit and Loss**  
June 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	5,000					288,333
<b>Total Income</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Expenses</b>							
Admin/Other	3,250	3,700		750			7,700
Air Specific Media				30,636			30,636
Content Creation		300					300
Digital Media		300		35,636			35,936
Grants Awarded							0
Personnel	3,600	37,586		26,953			68,139
Press Trips		3,000		7,500			10,500
Print Media				1,000			1,000
Public Lands Experience							0
Research	3,475	1,500	26,875				31,850
Social Media		200		30,636			30,836
Special Projects		26,600				66,667	93,267
Subcontractors	10,200	2,500		5,591			18,291
Travel/Meals/Entertainment		3,300		2,000			5,300
VISITOR CENTERS		50,000					50,000
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>23,525</b>	<b>129,186</b>	<b>26,875</b>	<b>140,702</b>	<b>0</b>	<b>66,667</b>	<b>386,955</b>
<b>Net Operating Income</b>	<b>259,808</b>	<b>-124,186</b>	<b>-26,875</b>	<b>-140,702</b>	<b>0</b>	<b>-66,667</b>	<b>-98,622</b>

**G-CBTA**  
**Profit and Loss**  
 July 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	5,000					288,333
<b>Total Income</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>288,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200		750			2,700
Air Specific Media							0
Content Creation		300					300
Digital Media		200		5,000			5,200
Grants Awarded							0
Personnel	1,800	37,586		26,953			66,339
Press Trips				7,500			7,500
Print Media		200		1,000			1,200
Public Lands Experience							0
Research	30,100	1,500	625				32,225
Social Media		200					200
Special Projects		22,600				66,667	89,267
Subcontractors	200	2,500		5,591			8,291
Travel/Meals/Entertainment		3,300		2,000			5,300
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>35,850</b>	<b>69,786</b>	<b>625</b>	<b>48,794</b>	<b>0</b>	<b>66,667</b>	<b>221,722</b>
<b>Net Operating Income</b>	<b>247,483</b>	<b>-64,786</b>	<b>-625</b>	<b>-48,794</b>	<b>0</b>	<b>-66,667</b>	<b>66,611</b>

**G-CBTA**  
**Profit and Loss**  
 August 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	4,000					287,333
<b>Total Income</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200		750			2,700
Air Specific Media							0
Content Creation		500		43,750			44,250
Digital Media		300		5,000			5,300
Grants Awarded							0
Personnel		37,586		26,953			64,539
Press Trips				7,500			7,500
Print Media				1,000			1,000
Public Lands Experience			6,500				6,500
Research	100	1,500	625				2,225
Social Media		300					300
Special Projects						66,667	66,667
Subcontractors	200	3,750		5,591			9,541
Travel/Meals/Entertainment		3,000		2,000			5,000
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>4,050</b>	<b>48,336</b>	<b>7,125</b>	<b>92,544</b>	<b>0</b>	<b>66,667</b>	<b>218,722</b>
<b>Net Operating Income</b>	<b>279,283</b>	<b>-44,336</b>	<b>-7,125</b>	<b>-92,544</b>	<b>0</b>	<b>-66,667</b>	<b>68,611</b>

**G-CBTA**  
**Profit and Loss**  
September 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	4,000					287,333
<b>Total Income</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200		750			2,700
Air Specific Media						30,636	30,636
Content Creation		300					300
Digital Media		300		5,000	35,636		40,936
Grants Awarded							0
Personnel	3,600	37,586		26,953			68,139
Press Trips		3,000		7,500			10,500
Print Media				1,000			1,000
Public Lands Experience							0
Research	3,475	1,500	625				5,600
Social Media		300			30,636		30,936
Special Projects						66,667	66,667
Subcontractors	200	2,500		5,591			8,291
Travel/Meals/Entertainment		3,000		2,000			5,000
VISITOR CENTERS		50,000					50,000
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>11,025</b>	<b>99,886</b>	<b>625</b>	<b>48,794</b>	<b>96,908</b>	<b>66,667</b>	<b>323,905</b>
<b>Net Operating Income</b>	<b>272,308</b>	<b>-95,886</b>	<b>-625</b>	<b>-48,794</b>	<b>-96,908</b>	<b>-66,667</b>	<b>-36,572</b>

**G-CBTA**  
**Profit and Loss**  
October 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	4,000					287,333
<b>Total Income</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200			750		2,700
Air Specific Media					45,954		45,954
Content Creation		300					300
Digital Media		200			50,954		51,154
Grants Awarded							0
Personnel	1,800	37,586			26,953		66,339
Press Trips					7,500		7,500
Print Media		200			1,000		1,200
Public Lands Experience							0
Research	100	1,500	625				2,225
Social Media		200			45,954		46,154
Special Projects						66,667	66,667
Subcontractors	200	2,500			5,591		8,291
Travel/Meals/Entertainment		3,000			2,000		5,000
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>5,850</b>	<b>46,886</b>	<b>625</b>	<b>0</b>	<b>186,656</b>	<b>66,667</b>	<b>306,684</b>
<b>Net Operating Income</b>	<b>277,483</b>	<b>-42,886</b>	<b>-625</b>	<b>0</b>	<b>-186,656</b>	<b>-66,667</b>	<b>-19,351</b>

**G-CBTA**  
**Profit and Loss**  
November 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	4,000					287,333
<b>Total Income</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>287,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200			750		2,700
Air Specific Media					45,954		45,954
Content Creation		300					300
Digital Media		300			50,954		51,254
Grants Awarded					50,000		50,000
Personnel		37,586			26,953		64,539
Press Trips					7,500		7,500
Print Media					1,000		1,000
Public Lands Experience							0
Research	100	1,500	625				2,225
Social Media		200			45,954		46,154
Special Projects						66,667	66,667
Subcontractors	200	3,750			5,591		9,541
Travel/Meals/Entertainment		3,000			2,000		5,000
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>4,050</b>	<b>48,036</b>	<b>625</b>	<b>0</b>	<b>236,656</b>	<b>66,667</b>	<b>356,034</b>
<b>Net Operating Income</b>	<b>279,283</b>	<b>-44,036</b>	<b>-625</b>	<b>0</b>	<b>-236,656</b>	<b>-66,667</b>	<b>-68,701</b>

**G-CBTA**  
**Profit and Loss**  
December 2022

	General	ICELab	STOR	TA Non-Snow	TA Snow	Western	TOTAL
<b>Income</b>							
Income	283,333	14,000					297,333
<b>Total Income</b>	<b>283,333</b>	<b>14,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>297,333</b>
<b>Gross Profit</b>	<b>283,333</b>	<b>14,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>297,333</b>
<b>Expenses</b>							
Admin/Other	750	1,200			750		2,700
Air Specific Media					30,636		30,636
Content Creation		300			43,750		44,050
Digital Media		200			35,636		35,836
Grants Awarded							0
Personnel		37,586			26,953		64,539
Press Trips		3,000			7,500		10,500
Print Media					1,000		1,000
Public Lands Experience							0
Research	100	1,500	625				2,225
Social Media		200			30,636		30,836
Special Projects						66,667	66,667
Subcontractors	200	2,500			5,591		8,291
Travel/Meals/Entertainment		3,000			2,000		5,000
VISITOR CENTERS							0
Websites and Apps	3,000	200					3,200
<b>Total Expenses</b>	<b>4,050</b>	<b>49,686</b>	<b>625</b>	<b>0</b>	<b>184,452</b>	<b>66,667</b>	<b>305,480</b>
<b>Net Operating Income</b>	<b>279,283</b>	<b>-35,686</b>	<b>-625</b>	<b>0</b>	<b>-184,452</b>	<b>-66,667</b>	<b>-8,147</b>