



Tourism Retail Advisory Committee  
City Council Chambers  
October 19, 2016

Members:

CJ Brafford

Scott Beyer

Debbie Blanchard

Eric Feely

Judy Ann Files

Fletcher Flower

Edd Franz

Ashley Pietak

Scott Voorhis

Rick Warner

Paul Zaenger

Agenda:

- Call to Order
- Introduction of Guests
- Announcements
- Review of July 20 Meeting Notes
- Executive Report
- Old Business
  - Montrose Winter Air Marketing Pilot Program
  - Special events discussion follow-up
- New Business and General Discussion
  - Replacement for Vince Fandel and designation of new TRAC secretary
  - 2017 OBT budget
  - Future agenda items
  - Schedule and locations for 2017 quarterly meetings
    - Wednesday, January 18, 2017 at Ute Museum
    - Discussion regarding time, day of week, and meals
- Adjourn





# MEMO

DATE: October 17, 2016  
 TO: Tourism Retail Advisory Committee (TRAC)  
 CC: City Council, William Bell, Rob Joseph  
 FROM: David Spear, OBT Operations Manager  
 RE: OBT Executive Report

On behalf of the OBT staff, it is my pleasure to share with you a summary of the OBT's activities and accomplishments for the third quarter of 2016.

### 2016 Third Quarter Financial Update\*

Retail sales tax collection: ▲ 5.0%      Total revenue: \$9,229,631 (▲ \$442,853)  
 Hotel excise tax: ▲ 6.0%      Total revenue: \$67,685 (▲ \$3,808)  
 Restaurant excise tax: ▲ 6.3%      Total revenue: \$256,418 (▲ \$15,177)  
 Retail Enhancement  
 Fund Revenue: ▲ 3.1%      Total revenue: \$203,451 (▲ \$6,049)

\* January through August returns only

Year-end Expenditures to Budget Comparison*				
	Total Expenditures	Budget	Unexpended	% of Budget
Retail Sales Enhancement Fund	\$185,398	\$317,618	\$132,220	58.4%
Tourism Promotion Fund	\$278,698	\$370,418	\$91,719	75.2%

\*As of August 31, 2016, with 67% of the budget year expended.

### Marketing

The OBT's emphasis on social media marketing in 2016 continues to produce good results. On Facebook, the third quarter efforts produced 5,167 new likes and 839,562 page impressions, of which 299,758 were organic visitors, 402,246 were viral views, and





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the remaining 320,637 were paid. Based on total expenditures in during the quarter, the average cost per new like was \$0.16, demonstrating solid ROI. The primary Facebook audience is females over 55, followed by an equal spread of males and females ages 35-54. As of the date of this report, the Facebook channel has grown by 171% since the beginning of the year.

Instagram activity also grew steadily in the third quarter with 351 new followers and a growing number of users tagging @VisitMontrose and #MontroseCo, thus increasing viral content across the channel. Total engagement for the third quarter is up 99% from second quarter with 2,052 Instagram likes. The OBT's "takeover" of the Colorado Tourism Office's Instagram account in the last week of July afforded a prime opportunity to realize significant growth on the VisitMontrose channel.

Twitter has grown as well, although growth was not as significant as last quarter. With a new follower increase of over 3.2% and engagements increasing 32.3%, we are seeing steady activity. Men between the ages of 35-44 are our largest audience on Twitter.

Visits on VisitMontrose.com continue to increase and there was a steady increase in online visitor guide downloads in the third quarter. Overall web visits have increased 31% over last year and unique web visits have increased 31.7%.

The video CTO Matching Grant project was completed on October 14 and we look forward to including a new set of analytics to future reporting. In addition, social media advertising will increase significantly with the new video and Colorado.com brand channel resources that were developed under the grant.

### **Programs and Events**

The second annual FUNC Fest on Saturday, July 30 was the highlight of the third quarter. The feedback on the 2015 FUNC Fest from the paddling community was overwhelmingly positive, based on feedback from Race Director Mike Harvey. The event has significant value in helping spread the word about the Water Sports Park.

Adjustments were implemented based on 2015 event feedback and to enhance the event experience. These included the addition of fee WiFi, an expanded biergarten, relocation and expansion of the Kids Fun! section, and new land-based activities.





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Crowd estimates were at 2000+ (500 more than last year's estimated crowds), and feedback was collected to assist with improving the event next year. A comprehensive report is expected in the coming months.

### *Other Q3 Events*

The Fourth of July parade and fireworks were a success.

During this National Park Service (NPS) Centennial year, the city has taken a leadership role on additional events, including the NPS Founders Day, held 8/27 at the Montrose Farmers' Market (MFM). Combining the NPS event with the MFM created a win/win scenario by bringing more people and vendors to the market MFM for a one-day "trial run", thus creating a positive cash flow and potential expansion. MFM has since used this same approach in partnership with other downtown events like the Mountain States Ranch Rodeo downtown festivities. The partnership with the NPS dovetailed beautifully with the NPS theme of land stewardship and provided a built-in vendor-based event to support the NPS celebration.

### *CI Award Update*

Several successful third-quarter events were supported through the OBT's Community Impact Awards:

- Black Canyon Quilt Show (7/8)
- Montrose County Fair & Rodeo Fiddle Contest (7/24)
- Concert at The Bridges (7/29)
- FUNC Fest related (all kid-related events sponsored by these nonprofits):
  - o Montrose Center for the Arts
  - o Partners' Ducky Race
  - o Tender Hearts Preschool
- Partners' Pistol Shoot (8/13)
- The Voice (9/10)
- Savor the San Juans (9/11)

### *Upcoming City-Community Events*

Preparations for upcoming 2016 holiday events began in the third quarter, with permitting and scheduling of committee partners like the Methodist Church (whose youth group operates Santa's Cabin) and securing Santa and Mrs. Claus as well as their transportation for both the Tree Lighting Ceremony (11/25) and the Parade of Lights



(12/3). These are events for which the city/OBT takes the lead event planning role and include tasks like permitting paperwork, contracts, developing media pieces, outreach, logistics, etc.

### *RSE Newsletter*

The second RSE quarterly newsletter was forwarded to contributing businesses on September 8. This communication highlighted OBT efforts on the business side of the house and focused mainly on advertising opportunities in the 2017 Official Montrose Visitor Guide.

### **Guest Services**

The Downtown Visitor Center has returned to its winter operating hours (10 a.m. to 4 p.m.) after another busy travel season. Following are some stats from that highlight some of the center's third-quarter activities:

- 39 customized visitor information packets were mailed
- 980 promotion bags were distributed special events attendees
- 3,720 visitor guides were distributed by the OBT to local outlets and tourism partners around the state
- 2,470 visitor guides were mailed
- 100 relocation packets were distributed
- 13 international FAM guests were hosted
- 250 volunteer hours were logged
- 2401 guests were hosted at the visitor center

Account Number	Account Title	2012-12 Prior year 4 Actual	2013-13 Prior year 3 Actual	2014-14 Prior year 2 Actual	2015-15 Prior year Actual	2016-16 Current year Actual	2016-16 Current year Budget	2017-17 Future year Budget
<b>RETAIL SALES ENHANCEMENT FUND</b>								
<b>TAXES</b>								
2004100134000	RETAIL SALES ENHANCEMENT	246,889.87	249,357.00	276,055.78	304,401.67	118,139.31	293,000.00	323,033.00
Total TAXES:		246,889.87	249,357.00	276,055.78	304,401.67	118,139.31	293,000.00	323,033.00
<b>INTERGOVERNMENTAL REVENUES</b>								
2004300374000	GRANT FUNDS	.00	.00	2,169.50	.00	.00	.00	.00
Total INTERGOVERNMENTAL REVENUES:		.00	.00	2,169.50	.00	.00	.00	.00
<b>CHARGES FOR SERVICE</b>								
2004400413000	STAGE RENTAL FEES	.00	100.00	4,250.00	25.00	25.00	.00	.00
Total CHARGES FOR SERVICE:		.00	100.00	4,250.00	25.00	25.00	.00	.00
<b>OTHER INCOME</b>								
2004600670000	DONATIONS	.00	10,000.00	.00	.00	.00	.00	.00
2004600675000	VISITOR GUIDE ADVERTISING	.00	.00	.00	.00	.00	.00	36,210.00
Total OTHER INCOME:		.00	10,000.00	.00	.00	.00	.00	36,210.00
<b>RETAIL SALES ENHANCEMENT</b>								
2006050111000	SALARIES & WAGES	.00	13,777.98	44,401.82	69,299.97	33,825.55	75,683.00	76,558.00
Budget notes:								
Positions include: Guest Services Coordinator (50%), Programming coordinator (50%), Marketing Coordinator (50%), Assistant City Manager (7.78%)								
2006050112000	CONTINUOUS PART TIME WAGES	.00	.00	350.00	794.44	.00	10,706.80	8,861.00
Budget notes:								
Positions include: 50% of One Guest Services Assistant								
2006050113000	SEASONAL/INTERN WAGES	.00	.00	1,504.86	1,900.00	.00	2,300.00	8,292.00
Budget notes:								
Positions include 50% of two (2) Seasonal workers								
2006050114000	PERFORMANCE INCENTIVE BONUS	.00	.00	669.37	2,163.33	.00	1,955.00	2,094.00
2006050116000	STIPENDS	.00	433.10	1,278.90	1,941.80	1,025.04	2,600.00	2,051.00
2006050141000	FICA CONTRIBUTION	.00	1,019.81	3,406.57	5,158.95	2,634.72	7,092.00	7,486.00
2006050142000	401A CONTRIBUTION	.00	.00	1,488.94	3,510.29	2,432.56	6,055.00	6,834.00
2006050144000	HEALTH/DENTAL PREMIUMS	.00	1,336.36	8,954.11	17,496.52	9,098.87	28,495.00	17,086.00
2006050145000	WORKERS COMP PREMIUM	.00	.00	87.00	160.50	107.00	274.00	300.00

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2006050148000	DISABILITY PREMIUMS	.00	13.62	146.19	183.79	105.42	244.00	212.00
2006050150000	HSA CONTRIBUTION	.00	35.00	100.00	215.56	215.56	400.00	316.00
2006050210000	OFFICE SUPPLIES	.00	743.21	532.93	388.86	779.35	500.00	500.00
2006050211000	POSTAGE	.00	118.36	957.49	22.27	7,762.00	10,000.00	.00
2006050212000	PRINTING	.00	1,628.27	11,164.87	4,408.75	22,615.28	25,000.00	23,250.00
2006050222000	UNIFORMS	.00	.00	.00	.00	.00	.00	300.00
Budget notes:								
~2017 Logo wear for Program Coordinator (\$200) and Program Assistant (\$100)								
2006050331000	MARKETING & ADVERTISING	.00	56,905.73	65,402.85	106,180.15	22,327.12	20,000.00	50,385.00
Budget notes:								
~2017 General marketing (50%) and Community Events (100%)								
2006050332000	DUES/MEMBERSHIP/SUBS	.00	.00	397.50	739.57	897.00	1,000.00	1,000.00
2006050344000	COMMUNICATIONS	.00	5.13	.00	21.18	.00	.00	.00
2006050353000	PROFESSIONAL/CONTRACT SERVICE	246,117.69	26,337.01	13,511.84	15,063.34	10,860.45	30,000.00	39,500.00
Budget notes:								
~2017 Visitor guide graphic design and photography, email marketing, and 50% of CTO Marketing Grant match								
2006050357000	SPECIAL EVENT SUPPORT	.00	50,901.85	45,210.28	1,770.61	.00	.00	.00
2006050358000	PROGRAMS	.00	11,600.00	36,097.15	32,260.44	5,000.00	15,000.00	15,000.00
Budget notes:								
~2017 Montrose Bucks (10K) and Small Business Resource Center (5K)								
2006050370000	TRAINING/CONFERENCE/TRAVEL	.00	142.36	5,326.92	6,162.19	3,403.45	5,000.00	7,500.00
Budget notes:								
~2017 International Sportsmen's Expo, CTO Governor's Conference								
2006050371000	MEETING EXPENSE	.00	1,291.86	3,383.24	1,701.41	1,004.25	1,500.00	2,000.00
2006050488000	SPECIAL PROJECTS	.00	16,000.00	18,901.24	19,312.01	.00	30,000.00	60,000.00
Budget notes:								
~2017 Unexpended \$30K carryover from 2016 budget to be added to the \$30K for 2017. \$55K for signage and beautification projects and \$5K for Project Partnerships Program								
2006050544000	EQUIPMENT/ FURNITURE <\$5,000	.00	7,009.36	13,510.37	6,963.06	608.36	.00	2,000.00
Budget notes:								
~2017 Retina monitor for marketing coordinator and workstations for marketing and program assistants (50%); Expo Booth (50%)								
2006050750000	TRANSFER TO OTHERS	.00	.00	.00	43,875.00	15,250.02	30,500.00	15,132.00
2006050853000	IS INTERFUND LEASE	.00	263.74	556.36	6,707.62	8,046.36	13,313.00	22,616.00
2006050942000	COMPUTER EQUIPMENT	.00	999.99	.00	.00	.00	.00	2,500.00
Budget notes:								
~2017 Enhanced website design software								
Total RETAIL SALES ENHANCEMENT:		246,117.69	190,562.74	277,340.80	348,401.61	147,998.36	317,617.80	371,773.00
RETAIL SALES ENHANCEMENT FUND Revenue Total:		246,889.87	259,457.00	282,475.28	304,426.67	118,164.31	293,000.00	359,243.00

Account Number	Account Title	2012-12 Prior year 4 Actual	2013-13 Prior year 3 Actual	2014-14 Prior year 2 Actual	2015-15 Prior year Actual	2016-16 Current year Actual	2016-16 Current year Budget	2017-17 Future year Budget
	RETAIL SALES ENHANCEMENT FUND Expenditure Total:	246,117.69	190,562.74	277,340.80	348,401.61	147,998.36	317,617.80	371,773.00
	Net Total RETAIL SALES ENHANCEMENT FUND:	772.18	68,894.26	5,134.48	43,974.94-	29,834.05-	24,617.80-	12,530.00-



Account Number	Account Title	2012-12 Prior year 4 Actual	2013-13 Prior year 3 Actual	2014-14 Prior year 2 Actual	2015-15 Prior year Actual	2016-16 Current year Actual	2016-16 Current year Budget	2017-17 Future year Budget
<b>TOURISM PROMOTIONAL FUND</b>								
<b>EXCISE TAX</b>								
2904100135000	HOTEL ROOM TAX	74,147.46	76,747.46	78,299.07	91,246.10	26,119.78	88,000.00	97,020.00
2904100136000	RESTAURANT TAX	309,964.67	309,562.00	324,678.68	358,707.95	149,345.24	344,000.00	379,260.00
2904100193000	HOTEL ROOM TAX PENALTY & INT	30.33	437.00	398.92	905.46	163.59	250.00	1,000.00
2904100194000	RESTAURANT TAX PENALTY & INT	375.88	1,121.75	926.46	1,001.99	865.20	500.00	1,052.00
Total EXCISE TAX:		384,518.34	387,868.21	404,303.13	451,861.50	176,493.81	432,750.00	478,332.00
<b>Source: 4300</b>								
2904300374000	GRANT FUNDS	.00	.00	2,169.50	.00	25,000.00	.00	.00
Total Source: 4300:		.00	.00	2,169.50	.00	25,000.00	.00	.00
<b>Source: 4400</b>								
2904400414000	SPECIAL EVENT REVENUE	.00	.00	2,963.60	2,700.00	170.00	3,500.00	2,835.00
Total Source: 4400:		.00	.00	2,963.60	2,700.00	170.00	3,500.00	2,835.00
<b>OTHER INCOME</b>								
2904600610000	COMMISSIONS	.00	.00	.00	80.00	.00	.00	84.00
2904600670000	DONATIONS	.00	28,346.53	.00	1,666.00	1,000.00	.00	1,750.00
2904600672000	FUNDRAISER	.00	.00	.00	571.13	207.16	.00	600.00
2904600675000	VISITOR GUIDE ADVERTISING	.00	.00	.00	.00	.00	.00	36,210.00
2904600680000	VISITOR CENTER MERCHANDISE SAL	.00	.00	2,491.94	11,382.84	559.46	2,500.00	11,000.00
Total OTHER INCOME:		.00	28,346.53	2,491.94	13,699.97	1,352.30	2,500.00	49,644.00
<b>TRANSFERS FROM OTHERS</b>								
2904900900000	TRANSFERS FROM OTHERS	.00	.00	.00	43,875.00	15,250.02	80,500.00	15,132.00
Total TRANSFERS FROM OTHERS:		.00	.00	.00	43,875.00	15,250.02	80,500.00	15,132.00
<b>TOURISM</b>								
2906000111000	SALARIES & WAGES REGULAR	.00	19,399.85	44,401.51	69,370.82	33,825.55	75,683.00	76,558.00
Budget notes:								
Positions include: Guest Services Coordinator (50%), Programming coordinator (50%), Marketing Coordinator (50%), Assistant City Manager (7.78%)								
2906000112000	CONTINUOUS PART TIME WAGES	.00	.00	420.00	1,859.44	7,248.65	10,706.80	8,861.00
Budget notes:								

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Positions include: 50% of One Guest Services Assistant								
2906000113000	SEASONAL/INTERN WAGES	.00	.00	899.86	1,900.00	2,115.00	2,300.00	8,292.00
Budget notes:								
Positions include 50% of two (2) Seasonal workers								
2906000114000	PERFORMANCE INCENTIVE BONUS	.00	.00	669.37	2,163.30	.00	1,955.00	2,094.00
2906000116000	STIPENDS	.00	649.70	1,278.90	1,941.80	1,025.04	2,600.00	2,051.00
2906000141000	FICA CONTRIBUTION	.00	1,468.70	3,365.17	5,245.17	3,339.36	7,092.00	7,486.00
2906000142000	401A CONTRIBUTION	.00	.00	1,488.77	3,509.96	2,432.17	6,055.00	6,834.00
2906000144000	GROUP INSURANCE	.00	1,336.30	8,954.12	17,496.56	9,098.70	28,495.00	17,086.00
2906000145000	WORKERS COMPENSATION	.00	.00	87.00	160.50	107.00	274.00	300.00
2906000148000	DISABILITY INSURANCE	.00	13.62	146.07	183.71	105.36	244.00	212.00
2906000150000	HSA CONTRIBUTION	.00	35.00	100.00	215.56	215.56	400.00	316.00
2906000210000	OFFICE SUPPLIES	.00	570.81	706.86	521.62	511.10	500.00	500.00
2906000211000	POSTAGE	.00	3,441.11	4,023.01	1,514.14	8,816.89	10,000.00	100.00
2906000212000	PRINTING	.00	13,045.01	30,768.65	15,676.30	22,615.27	25,000.00	23,250.00
Budget notes:								
~2017 Visitor Guide and promotional printing (50%)								
2906000222000	UNIFORMS	.00	.00	.00	.00	.00	.00	600.00
Budget notes:								
~2017 Logo wear for Marketing and Guest Services Coordinators (\$400) and assistants (\$200)								
2906000331000	MARKETING & ADVERTISING	.00	101,483.37	87,291.68	138,839.17	50,492.45	150,000.00	68,315.00
Budget notes:								
~2017 General marketing (50%)								
2906000332000	DUES/MEMBERSHIP/SUBS	.00	252.01	1,775.00	3,811.06	2,297.00	2,300.00	2,500.00
Budget notes:								
~2017 Destination Marketing Association International, Western Association of Convention and Visitor Bureaus, Colorado Association of Destination Marketing Organizations, American Marketing Association								
2906000344000	COMMUNICATIONS	.00	533.86	10.40	21.18	.00	.00	.00
2906000353000	PROFESSIONAL/CONTRACT SERVICE	383,694.44	42,835.18	32,229.66	24,008.42	12,140.67	30,000.00	39,500.00
Budget notes:								
~2017 Visitor guide graphic design and photography, email marketing, and 50% of CTO Marketing Grant match								
2906000357000	SPECIAL EVENT SUPPORT	.00	26,318.95	39,204.41	2,330.65	.00	.00	.00
2906000358000	PROGRAMS	.00	.00	1,448.07	.00	.00	.00	.00
2906000370000	TRAINING/CONFERENCE/TRAVEL	.00	2,014.32	9,522.97	9,928.69	2,538.54	8,000.00	7,500.00
Budget notes:								
~2017 International Sportsmen's Expo, CTO Governor's Conference								
2906000371000	MEETING EXPENSE	.00	1,639.28	3,453.72	2,332.43	2,848.92	1,500.00	5,000.00
2906000488000	SPECIAL PROJECTS	.00	.00	.00	16,486.69	.00	30,000.00	60,000.00
Budget notes:								
~2017 Unexpended \$30K carryover from 2016 budget to be added to the \$30K for 2017. \$55K for signage and beautification projects and \$5K for Project Partnerships Program								

Account Number	Account Title	2012-12 Prior year 4 Actual	2013-13 Prior year 3 Actual	2014-14 Prior year 2 Actual	2015-15 Prior year Actual	2016-16 Current year Actual	2016-16 Current year Budget	2017-17 Future year Budget
2906000530000	RENTALS	.00	53.00	.00	.00	.00	.00	.00
2906000544000	EQUIPMENT/ FURNITURE <\$5,000	.00	41,216.26	10,395.59	7,210.09	608.35	.00	4,500.00
Budget notes:								
~2017 Retina monitor for marketing coordinator and workstations for marketing and program assistants (50%); Expo Booth (50%)								
2906000853000	IS INTERFUND LEASE	.00	93.95	4,289.17	20,147.90	13,908.63	27,313.00	36,616.00
2906000942000	COMPUTER EQUIPMENT	.00	6,568.91	.00	.00	.00	.00	4,000.00
Budget notes:								
~2017 Enhanced website design software								
Total TOURISM:		383,694.44	262,969.19	286,929.96	346,875.16	176,290.21	420,417.80	382,471.00
<b>GUEST SERVICES OPERATIONS</b>								
2906005210000	OFFICE SUPPLIES	.00	.00	.00	.00	117.05	.00	800.00
2906005211000	POSTAGE	.00	.00	.00	29,297.06	.00	.00	38,961.00
Budget notes:								
~2017 Visitor guide fulfillments and shipping to visitor centers, relocation packets								
2906005212000	PRINTING	.00	.00	307.30	20,000.00	.00	.00	20,820.00
Budget notes:								
~2017 Rack cards, maps, envelopes								
2906005221000	OPERATING SUPPLIES	.00	632.39	833.28	872.63	24.76-	500.00	3,600.00
Budget notes:								
~2017 Visitor display stands and planter materials.								
2906005331000	MARKETING & ADVERTISING	.00	168.10	35.70	.00	12.53	.00	8,838.00
2906005353000	CONTRACT/ PROFESSIONAL SERVIC	.00	168.53	8,087.26	6,434.06	.00	.00	17,450.00
2906005358000	VOLUNTEER APPRECIATION PROGRA	.00	.00	940.27	1,343.61	268.54	2,000.00	2,460.00
2906005360000	PROMOTIONAL ITEMS	.00	5,113.33	18,009.60	20,383.37	455.64	.00	2,475.00
2906005366000	BUILDING REPAIRS	.00	.00	90.00	.00	.00	.00	.00
2906005371000	MEETING EXPENSE	.00	12.84	30.22	438.35	109.60	.00	.00
2906005544000	EQUIPMENT/ FURNITURE <\$5,000	.00	6,546.11	11,852.44	6,214.92	2,746.78	5,000.00	18,210.00
Budget notes:								
~2017 Visitor Center slat wall, display racks, and VC computer workstation								
2906005942000	OPERATING EQUIPMENT	.00	12,553.92	.00	.00	.00	.00	.00
2906005962000	CAPITAL IMPROVEMENTS	.00	36,024.34	27,758.54	.00	.00	.00	.00
Total GUEST SERVICES OPERATIONS:		.00	61,219.56	67,944.61	84,984.00	3,685.38	7,500.00	113,614.00
<b>PROGRAMMING OPERATIONS</b>								
2906010221000	OPERATING SUPPLIES	.00	.00	.00	154.16	.00	.00	.00
2906010331000	ADVERTISING	.00	.00	.00	1,200.00	.00	.00	.00

Account Number	Account Title	2012-12 Prior year 4 Actual	2013-13 Prior year 3 Actual	2014-14 Prior year 2 Actual	2015-15 Prior year Actual	2016-16 Current year Actual	2016-16 Current year Budget	2017-17 Future year Budget
2906010356000	PROMOTIONAL ITEMS	.00	.00	.00	14,882.09	.00	.00	.00
2906010357000	SE - FUNDING AND GRANTS	.00	.00	.00	31,434.40	4,994.66	10,000.00	20,000.00
Budget notes:								
~2017 Rural Philanthropy Days, Food and Farm Forum, Category 3 and Category 5 special events funding								
2906010360000	SE - COMMUNITY IMPACT AWARD	.00	.00	.00	5,502.16	3,750.00	5,000.00	5,000.00
2906010361000	SE - COMMUNITY EVENTS	.00	.00	.00	27,517.77	918.94	15,000.00	30,000.00
Budget notes:								
~2017 Earth Week, Independence Day Parade, Holiday Tree Lighting, Santa's Cabin, Parade of Lights, FUNC Fest								
2906010362000	RESEARCH & DEVELOPMENT	.00	.00	.00	.00	13,686.00	20,000.00	20,000.00
Budget notes:								
~2017 Required under Distination Marketing Accredidation Program								
2906010371000	MEETING EXPENSE	.00	.00	.00	355.86	.00	.00	500.00
2906010544000	PROJECTS UNDER \$5,000	.00	.00	.00	3,625.00	.00	.00	3,000.00
2906010750000	SE - COMPETITIVE SPORTS	.00	.00	.00	4,166.65	.00	.00	5,000.00
Total PROGRAMMING OPERATIONS:		.00	.00	.00	88,838.09	23,349.60	50,000.00	83,500.00
TOURISM PROMOTIONAL FUND Revenue Total:		384,518.34	416,214.74	411,928.17	512,136.47	218,266.13	519,250.00	545,943.00
TOURISM PROMOTIONAL FUND Expenditure Total:		383,694.44	324,188.75	354,874.57	520,697.25	203,325.19	477,917.80	579,585.00
Net Total TOURISM PROMOTIONAL FUND:		823.90	92,025.99	57,053.60	8,560.78-	14,940.94	41,332.20	33,642.00-
Net Grand Totals:		1,596.08	160,920.25	62,188.08	52,535.72-	14,893.11-	16,714.40	46,172.00-

# CITY OF MONTROSE

## MONTHLY SALES, USE & EXCISE TAX REPORT

Date: October 12, 2016

Month	<b>Retail Sales Tax 3.0%</b>			<b>Construction Use Tax 3.0%</b>			<b>Use &amp; Auto Tax 3.0%</b>		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	1,004,871	1,013,807	-0.9%	6,716	6,303	6.6%	55,775	67,126	-16.9%
Feb	1,013,092	973,433	4.1%	22,137	3,243	582.6%	76,987	106,818	-27.9%
Mar	1,164,840	1,109,692	5.0%	32,404	24,547	32.0%	91,813	94,165	-2.5%
Apr	1,058,660	1,005,564	5.3%	12,335	11,392	8.3%	75,302	76,352	-1.4%
May	1,149,140	1,061,977	8.2%	40,564	38,615	5.0%	81,854	82,793	-1.1%
June	1,308,540	1,248,209	4.8%	58,618	19,459	201.2%	109,798	218,915	-49.8%
July	1,294,571	1,215,389	6.5%	31,423	7,836	301.0%	112,738	118,590	-4.9%
Aug	1,235,917	1,158,707	6.7%	13,925	14,238	-2.2%	102,742	87,674	17.2%
Sept		1,184,644			12,967			103,647	
Oct		1,111,851			11,146			92,604	
Nov		1,091,333			16,908			85,572	
Dec		1,419,619			12,066			78,027	
<b>YTD Total</b>	<b>9,229,631</b>	<b>8,786,778</b>	<b>5.0%</b>	<b>218,122</b>	<b>125,633</b>	<b>73.6%</b>	<b>707,010</b>	<b>852,432</b>	<b>-17.1%</b>

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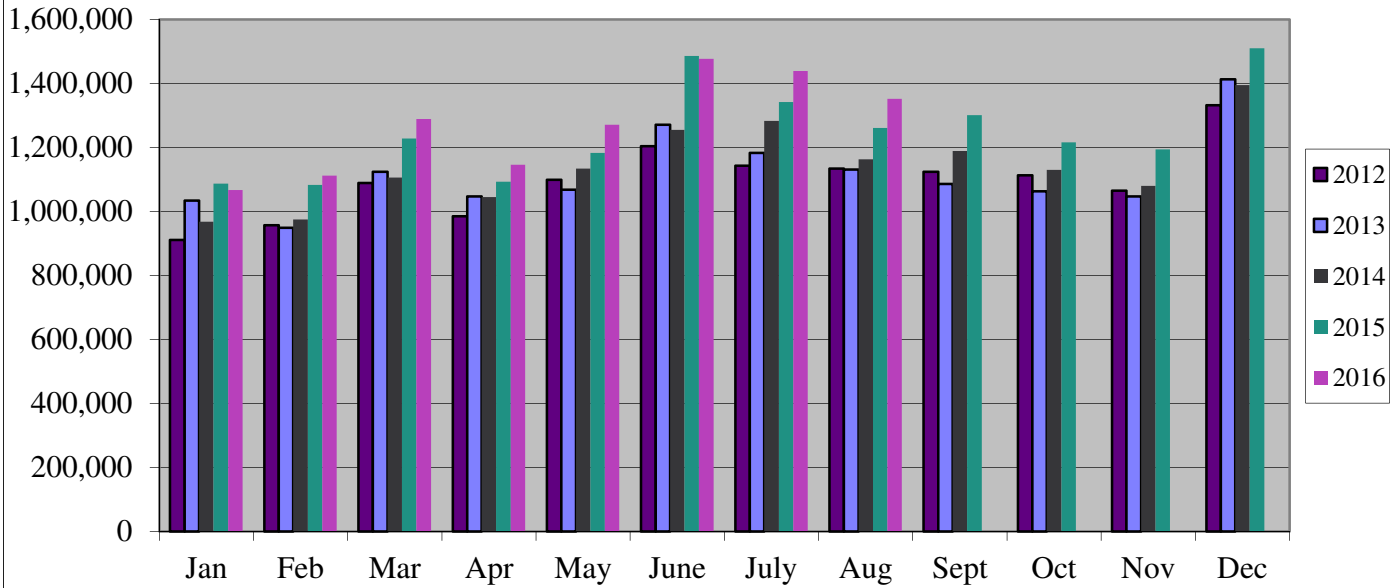
Month	<b>Total Collected Sales and Use Tax</b>			<b>Sales and Use Budget</b>		<b>Montrose Recreation District 0.3%</b>		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Budget 2016</i>	<i>Budget Variance 2016</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	1,067,362	1,087,236	-1.8%	1,020,388	4.6%	106,725	109,041	-2.1%
Feb	1,112,216	1,083,494	2.7%	1,028,093	8.2%	111,208	108,337	2.7%
Mar	1,289,057	1,228,404	4.9%	1,189,745	8.3%	126,899	122,592	3.5%
Apr	1,146,297	1,093,308	4.8%	1,051,390	9.0%	117,046	109,277	7.1%
May	1,271,558	1,183,385	7.5%	1,152,490	10.3%	129,204	118,274	9.2%
June	1,476,956	1,486,583	-0.6%	1,396,659	5.7%	145,388	149,123	-2.5%
July	1,438,732	1,341,815	7.2%	1,282,920	12.1%	142,140	134,988	5.3%
Aug	1,352,584	1,260,619	7.3%	1,213,342	11.5%	135,371	126,000	7.4%
Sept		1,301,258		1,245,357			130,058	
Oct		1,215,601		1,166,654			122,321	
Nov		1,193,813		1,148,629			119,318	
Dec		1,509,712		1,447,054			150,863	
<b>YTD Total</b>	<b>10,154,763</b>	<b>9,764,843</b>	<b>4.0%</b>	<b>9,335,027</b>	<b>8.8%</b>	<b>1,013,981</b>	<b>977,632</b>	<b>3.7%</b>

	<b>Hotel Excise Tax 0.90%</b>			<b>Restaurant Excise Tax 0.80%</b>			<b>Total Collected Hotel &amp; Restaurant Tax</b>		
Month	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	4,144	3,994	3.8%	25,156	25,767	-2.4%	29,300	29,761	-1.5%
Feb	4,729	4,059	16.5%	28,472	25,145	13.2%	33,201	29,204	13.7%
Mar	4,991	5,023	-0.6%	32,983	29,412	12.1%	37,974	34,435	10.3%
Apr	4,894	4,919	-0.5%	29,471	27,980	5.3%	34,365	32,899	4.5%
May	7,363	7,946	-7.3%	33,263	32,397	2.7%	40,626	40,343	0.7%
June	11,689	9,284	25.9%	34,931	32,139	8.7%	46,620	41,423	12.5%
July	14,621	14,872	-1.7%	38,719	35,297	9.7%	53,340	50,169	6.3%
Aug	15,254	13,780	10.7%	33,423	33,104	1.0%	48,677	46,884	3.8%
Sept		11,485			31,830			43,315	
Oct		7,526			30,859			38,385	
Nov		4,265			25,984			30,249	
Dec		4,092			28,794			32,886	
YTD	67,685	63,877	6.0%	256,418	241,241	6.3%	324,103	305,118	6.2%

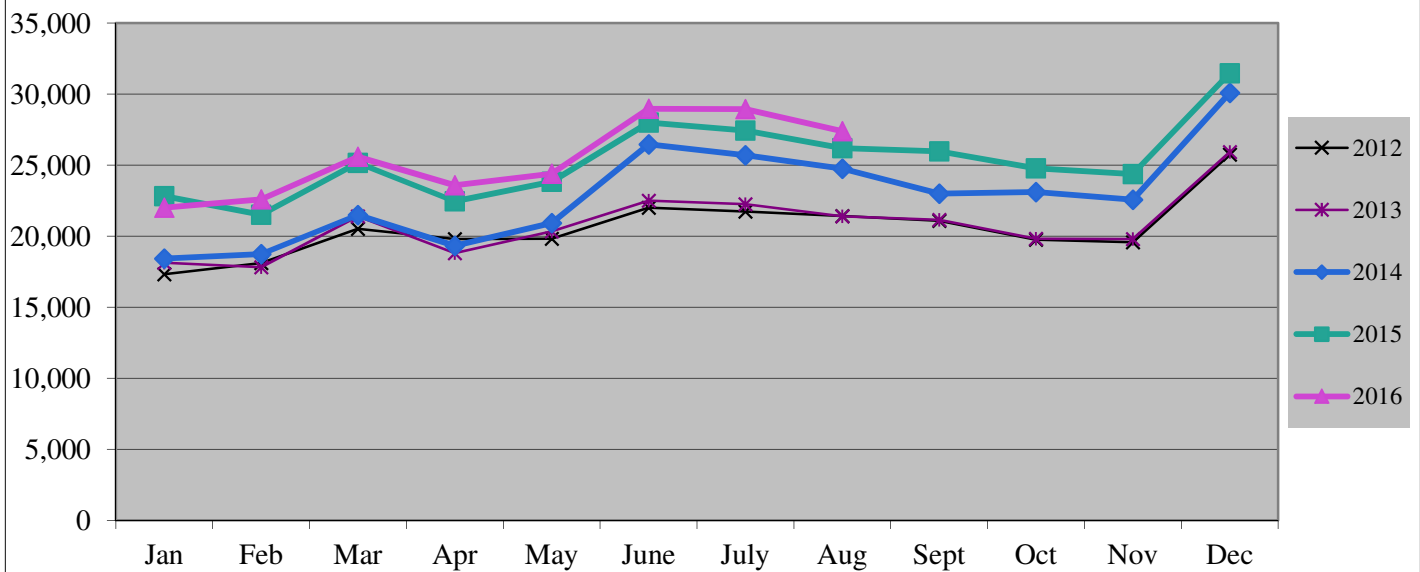
<b>Hotel &amp; Rest. Budget</b>		
Month	<i>Budget 2016</i>	<i>Budget Variance 2016</i>
Jan	28,562	2.6%
Feb	28,029	18.5%
Mar	33,050	14.9%
Apr	31,577	8.8%
May	38,732	4.9%
June	39,775	17.2%
July	48,193	10.7%
Aug	45,037	8.1%
Sept	41,601	
Oct	36,852	
Nov	29,032	
Dec	31,560	
YTD	292,955	10.6%

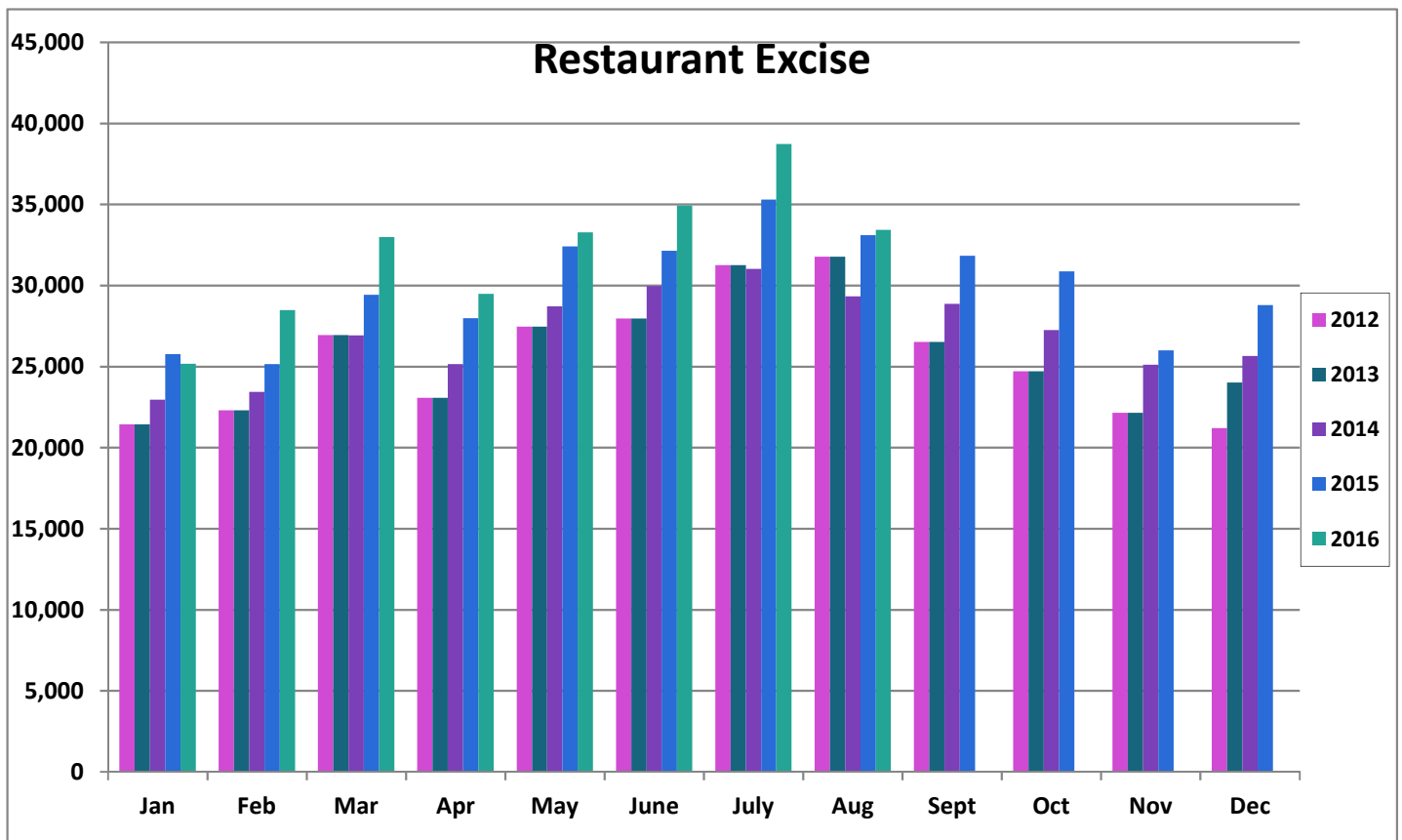
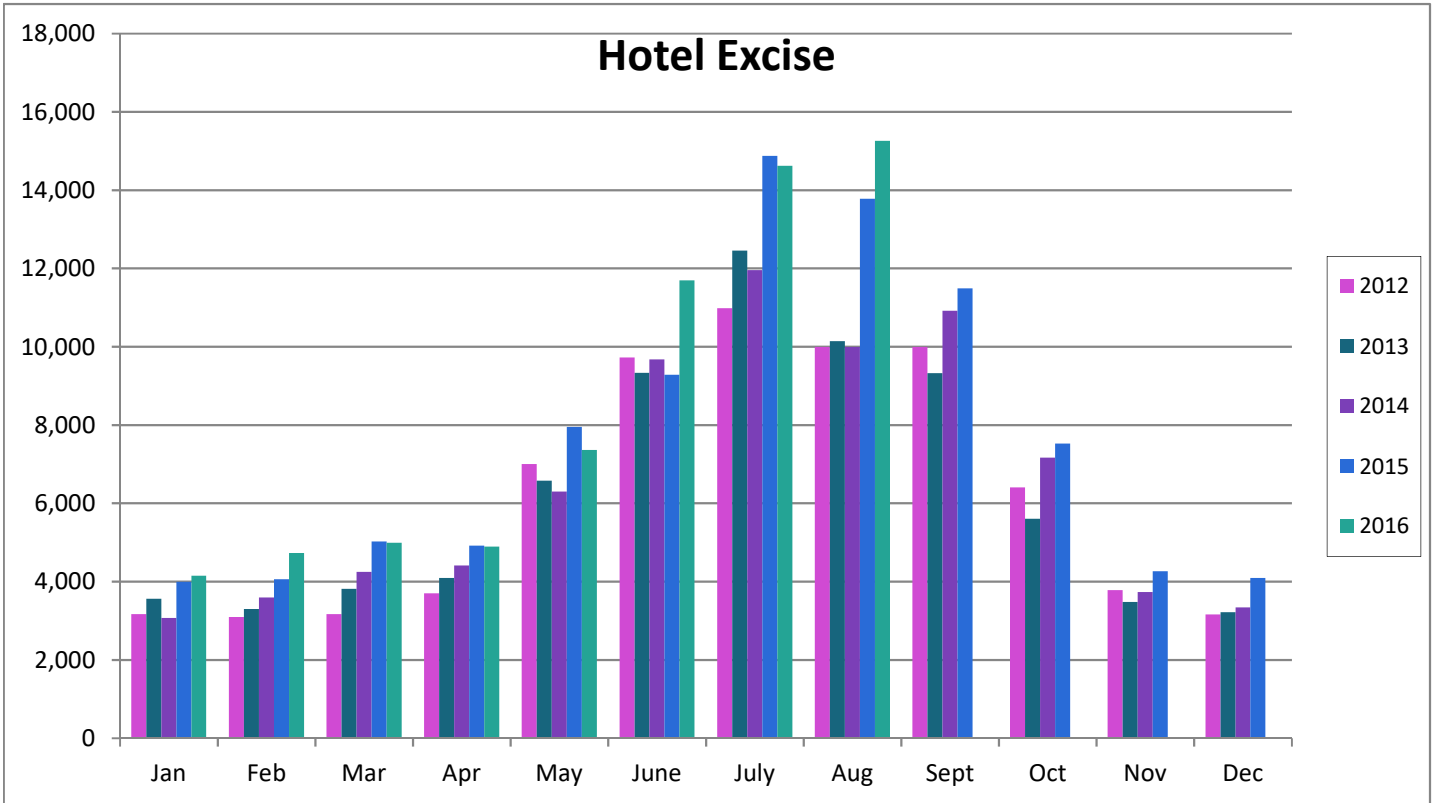
<b>Retail Enhancement Program</b>			
Month	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	22,008	22,814	-3.5%
Feb	22,584	21,507	5.0%
Mar	25,577	25,162	1.6%
Apr	23,577	22,445	5.0%
May	24,394	23,837	2.3%
June	28,974	27,992	3.5%
July	28,953	27,441	5.5%
Aug	27,384	26,204	4.5%
Sept		25,969	
Oct		24,785	
Nov		24,380	
Dec		31,457	
YTD	203,451	197,402	3.1%

### TOTAL CITY SALES & USE TAX

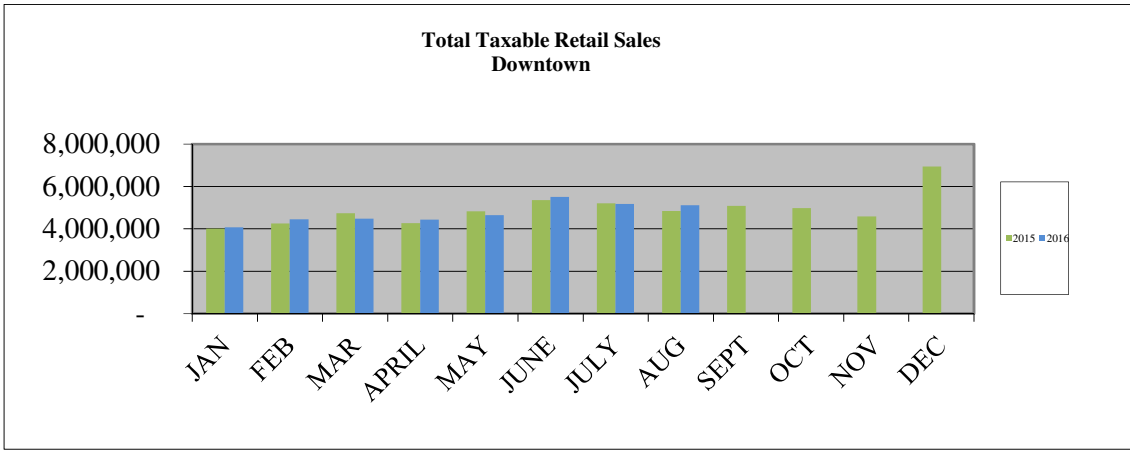


### Retail Enhancement Program

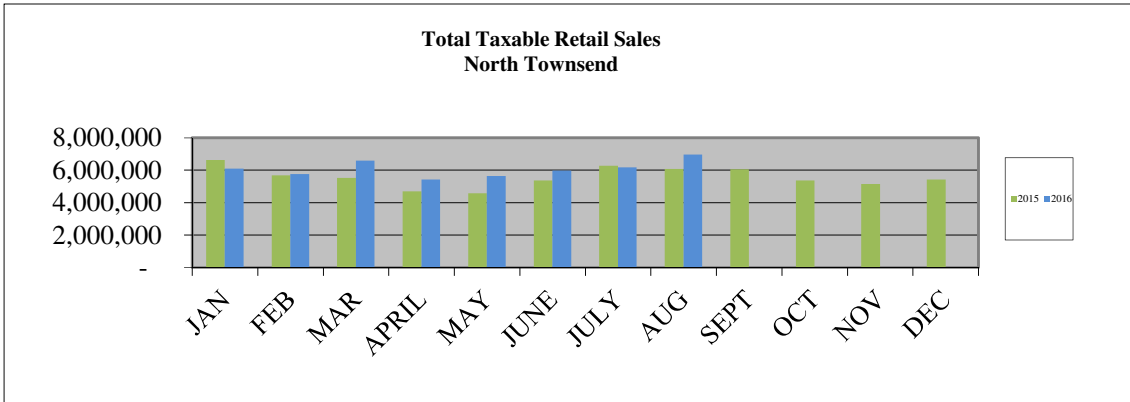




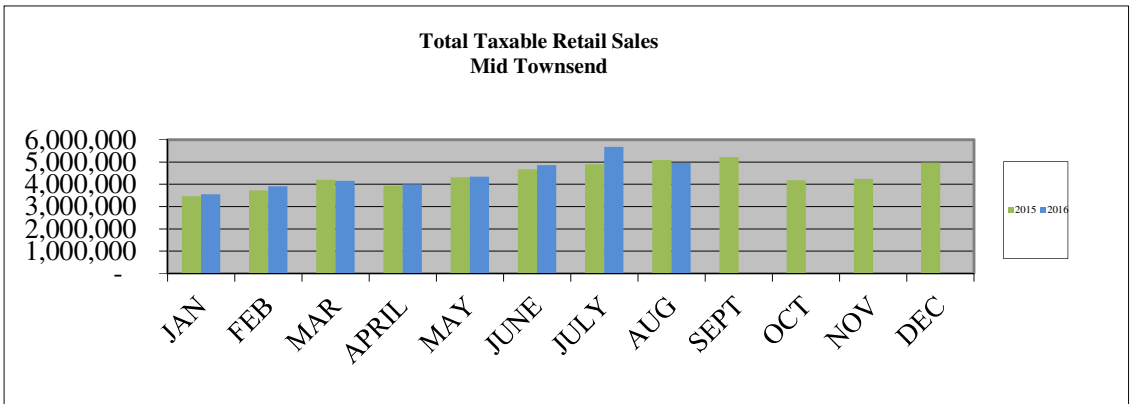




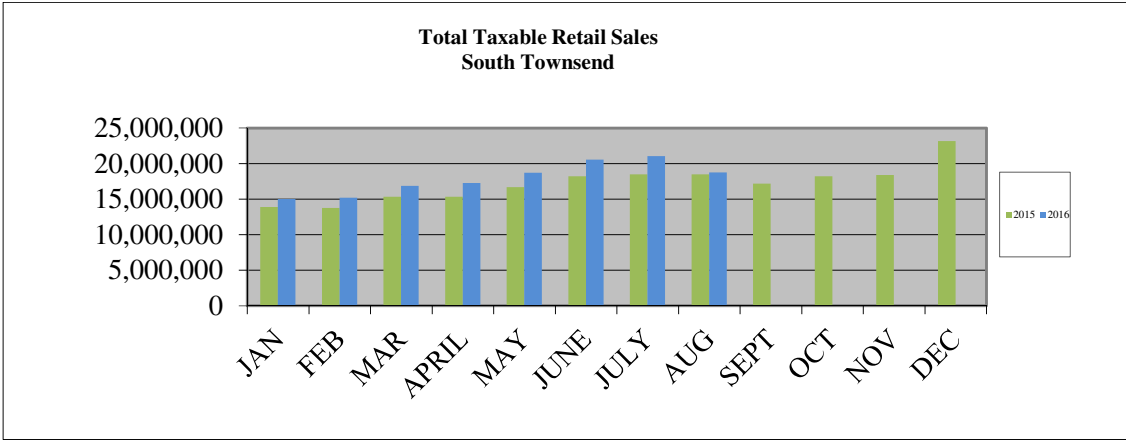
AREA 1: 2011=DDA BOUNDARY



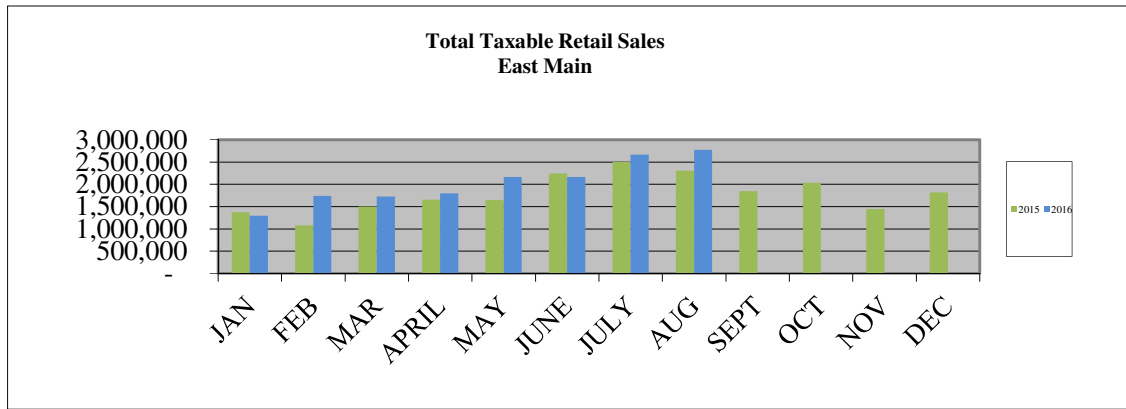
AREA 2: \*NORTH CITY LIMIT TO NORTH 2ND STREET



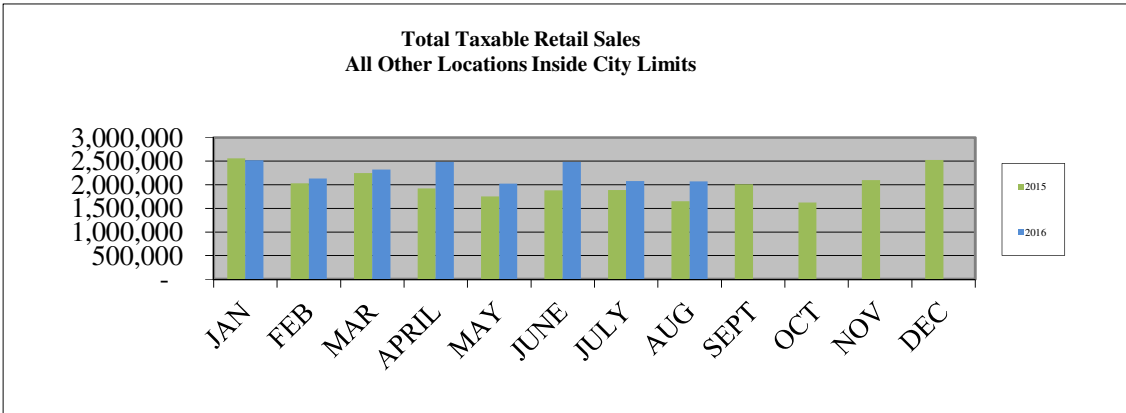
AREA 3: MID TOWNSEND SOUTH 2ND STREET TO E OAK GROVE RD



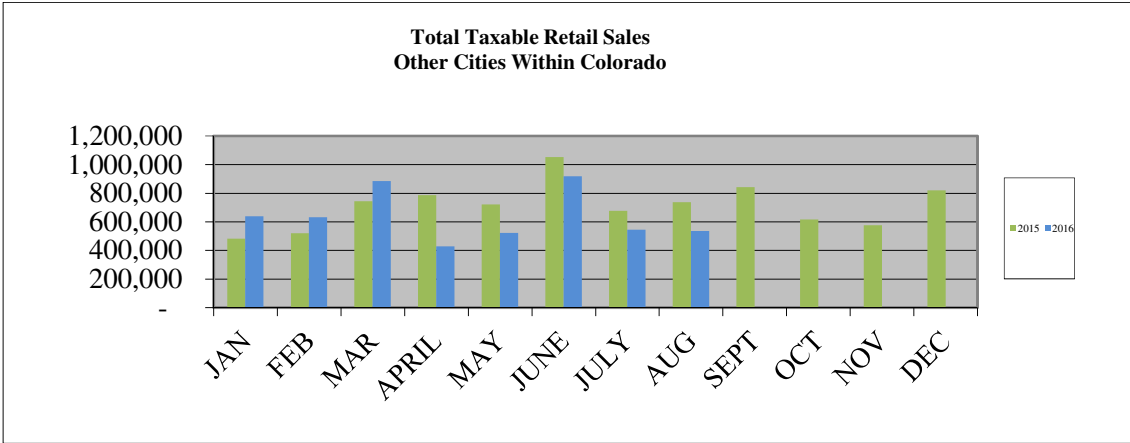
**AREA 4: SOUTH TOWNSEND E OAK GROVE RD TO SOUTH CITY LIMIT**



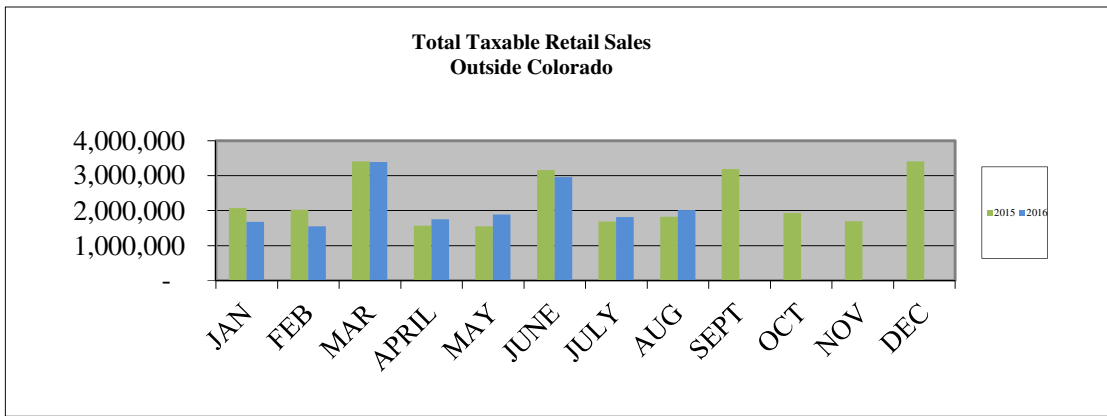
**AREA 5: EAST MAIN SAN JUAN AVENUE TO EAST CITY LIMIT**



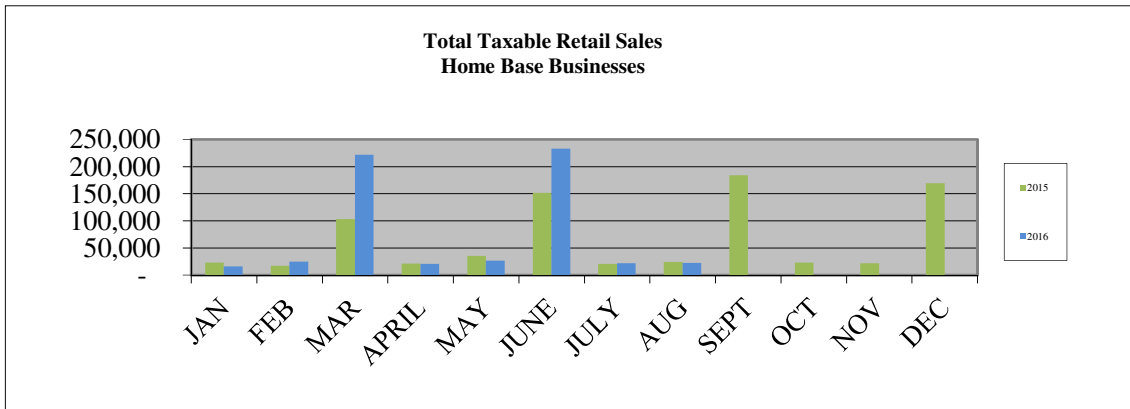
**AREA 6: ALL OTHER LOCATIONS INSIDE CITY LIMITS OF MONTROSE**



**AREA 7: OTHER CITIES WITHIN COLORADO**



**AREA 8: OUTSIDE COLORADO**



**AREA 9: HOME BASE BUSINESSES**



Tourism Retail Advisory Committee  
City Council Chambers  
July 20, 2016

Meeting Notes:

Call to Order

The meeting was called to order at 7:40 a.m. by Judy Ann Files

- Members present: David Spear, Judy Ann Files, Rick Warner, Vince Fandel, Edd Franz, Debbie Blanchard, Scott Beyer, Ashley Pietak, Rob Joseph, Eric Feely, Scott Voorhis, and CJ Brafford
- Members absent: Fletcher Flower and Paul Zaenger
- Guests: Kelly Rhoderick (OBT Marketing Coordinator) and Roy Anderson (City Council Member)

Announcements

- David reported that the second annual FUNC Fest will be held on July 30. Eric reminded everyone of the Restless Heart concert on July 29. OBT has been working with The Bridges on promotion of the event in conjunction with FUNC Fest. Ashley reported that her property (Holiday Inn Express) is fully booked for that weekend.
- Judy Ann reported that Montrose Kayak and Surf has been doing an event each Wednesday at the Water Sports Park that has been well supported. There is a considerable amount of chatter about the park on MountainBuzz.com.
- Vince announced an upcoming "Football and Faith" football camp featuring former NFL players. He encouraged the group to help promote the event. Monday 25-27 football camp – Faith in Football – Scott Beyer asked for more information about the event.

Review of April 19 Meeting Notes

- There were no adjustments to the notes.

Executive Report

- Kelly Rhoderick gave a report regarding the OBT's social media demographics and statistics. Likes on Facebook are now over 7,000 and about 63% above 2015 year-end stats. Females 55 and over are the primary market on Facebook, followed by the 35–54 demographic. Males in the 35-44 age bracket are strongest on Twitter. Instagram activity has increased to 404 followers. Website visits increased 36% during the second quarter. Additional information is included in each meeting packet.



- The OBT video project is underway with the help of a marketing grant from the Colorado Tourism Office. A video “teaser” released last week performed very well on social media.
- The email marketing strategy for monthly sends to the full VisitMontrose email list (approximately 60,000 subscribers) has been updated. Emails are being sent monthly, with each send highlighting one tourism asset. MAP marketing is now combined with the newsletter to highlight upcoming events. Follow-up sends containing a digital version of the corresponding rack card are sent to recipients who selected one of the six activity buttons that appear in the original message. The email send did very well in June, resulting in a 20% open rate and 1015 visitor guide downloads. Some TRAC members indicated that they had not received any of the emails. Kelly will check to be sure that all members are subscribed. Scott Beyer expressed a concern that we not fatigue subscribers with too many sends. Kelly stated that resends to unopened subscribers is send about a week later.

### Working Group Reports

- The special events working group reviewed and approved 20 applications for the Community Impact Awards. The review process was somewhat compressed this year due to the revisions that were incorporated in the new *Event Partnership Programs* document. Debbie reported that it was a relatively simple review process with the number of applications being equal to the number of awards available.
- David reported that the preliminary 2017 OBT budget has been submitted for administrative review.

### Old Business

- RSE e-Newsletter – The committee had positive feedback on first issue. The newsletter is sent to all sales tax license holders who have provided an email address for their account. MuniRevs, the provider for the city’s online sales tax reporting system, recently rolled out notifications for businesses to provide marketing information for their business. This information will help improve the OBT’s communication with licensees and enhance business listings on the Visit Montrose mobile app. A summer intern has been updating the app using the information that has been submitted thus far.

Information about upcoming events will be a recurring feature of the newsletter as a means of helping businesses coordinate sales, staffing, marquees, etc. The next newsletter will highlight opportunities to participate in the 2017 *Visit Montrose* magazine.

- Update on TRAC members – Ashley Pietak was introduced as the committee’s newest member representing the lodging industry as an employee of the Holiday Inn Express. Ann Duncan was approved to serve on the committee as a replacement for Paul Derence who recently resigned due to other commitments.



## New Business and General Discussion

- Montrose Air Marketing Program – Rob Joseph introduced the discussion by providing a brief history of the Colorado Flight Alliance (CFA), formerly known as the Telluride Montrose Regional Air Organization. For many years the City of Montrose has contributed a significant amount of money to the CFA program in support of its mission to increase air traffic to our region by guaranteeing airlines a minimum 80% load factor. CFA has a Telluride-centric marketing program, and while there is no objection to their focus, Montrose could benefit more directly from the program by positioning itself as the visitor's final destination. The city could withdraw direct funding from the CFA and apply those funds to a pilot air marketing effort that entices visitors to choose Montrose as the anchor location for enjoying attractions around the region. The program would be developed in partnership with the airlines and feature marketing materials that bring visitors to stay in Montrose and ski in Telluride, Crested Butte, and Powderhorn, and visit Ouray, Black Canyon, and the surrounding area. Telluride targets a demographic that excludes much of Montrose's market, therefore OBT's efforts would complement CFA's and contribute to their goal of increasing flight load factors. Marketing efforts could be expanded to include summer visitors as well.

While Montrose's full contribution comprises only about 10% of CFA's annual budget, several TRAC members expressed concerns about spoiling the relationship with Telluride or creating the perception that Montrose no longer supports Telluride. Telski representatives that Rob has consulted are positive and supportive of the Montrose concept. He concurred with the need to preserve the relationship with CFA and Telluride businesses and emphasized that the two programs both work toward supporting air service. Scott Voorhis suggested that Montrose set aside an amount to guarantee flights if needed. Judy Ann encouraged members to provide further feedback about the ideas that were presented. The committee was in support of recommending the pilot program to the City Council.

- Special Events Policy – Last year the OBT adopted the operational framework of a community marketing organization (CMO). Marketing is the OBT's primary focus, not special events. Rob asked for the committee's input on the OBT's role in special events. If the opinion is that OBT should have a more direct role in events, the city's general fund could be used to provide funding to support the task. The general consensus was that the OBT should support special events to the extent that they can become self-sustaining, but not take on the role of an events company.

It was suggested that the OBT create information tools that could help events succeed. Rob reviewed some of the OBT's existing events support mechanisms as detailed in the *Event Partnership Programs* document. Competitive sports are a worthwhile endeavor for the city's ongoing funding and support.



Further discussion ensued regarding several upcoming events including the Tribute to Aviation, San Juan Voice, Savor the San Juans, and the Mountain States Ranch Rodeo (MSRR). The MSRR is designed to be a multi-day event that will continue to expand.

Adjourn

The meeting was adjourned at 9:43 a.m.

