



Tourism Retail Advisory Committee  
City Council Chambers  
July 19, 2017  
7:30 - 9:30 a.m.

Members:

CJ Brafford

Scott Beyer

Debbie Blanchard

Ann Duncan

Eric Feely

Dave Bowman

Fletcher Flower

Edd Franz

Ashley Pietak

Paul Zaenger

Agenda:

- Call to Order (7:30 a.m.)
- Announcements (10 minutes)
- Review of April 19 Meeting Notes (5 minutes)
- Executive Report (5 minutes)
- New Business and General Discussion
  - Director's Report (20 minutes)
  - 2018 Budget (15 minutes)
  - VisitMontrose.com Refresh (15 minutes)
  - Events (Ride the Rockies and FUNC Fest) (20 minutes)
  - Replacements for Rick Warner and Scott Voorhis (5 minutes)
  - General Discussion (10 minutes)
- Adjourn (9:30 a.m.)





# MEMO

DATE: July 15, 2017  
 TO: Tourism Retail Advisory Committee (TRAC)  
 CC: City Council, William Bell, Rob Joseph  
 FROM: David Spear  
 RE: Office of Business and Tourism Executive Report

The second quarter of 2017 proved to be yet another productive and successful chapter in the OBT's story. With some significant adjustments that are being made in the department, we are confident that the concluding half of the year will present an assortment of positive outcomes. This report highlights some of the department's accomplishments during the past quarter, along with some key metrics that indicate the impact that the OBT has on the tourism economy and business environment in Montrose.

### 2017 Year-to-Date Sales and Excise Tax and RSE Performance\*

Retail sales tax collection: ▲ 2.7%      Total revenue: \$5,537,161 (▲ \$146,558)  
 Hotel excise tax: ▲ 22.9%      Total revenue: \$32,112 (▲ \$5,991)  
 Restaurant excise tax: ▲ 4.2%      Total revenue: \$155,590 (▲ \$6,245)  
 Retail Enhancement Fund: ▲ 3.7%      Total revenue: \$122,539 (▲ \$4,399)

\*Sales and excise tax revenues through May 2017 compared with the same period in 2016.

Year-to-Date Expenditures to Budget Comparison				
	Total Expenditures	Budget	Unexpended	% of Budget
Retail Sales Enhancement Fund	\$113,969	\$371,773	\$257,804	30.7%
Tourism Promotion Fund	\$202,471	\$579,585	\$377,114	34.9%

\*As of May 31, with 42% of the budget year expended.





## **Programs and Events**

### *Marketing Assistance Program*

The United States Air Force Academy Falconaires Jazz Ensemble is touring the Western Slope and will perform a concert in Cerise Park at 2 pm on Sunday, August 6. The OBT is assisting with marketing (currently online only) and resource sharing.

### *Group Assistance Program*

The OBT provided \$2,500 co-sponsorship to the San Juan Rural Philanthropy Days event held June 14-16, with an additional \$2,500 contribution from the city in the form of Pavilion fees, co-branded conference bags, scholarships, and SWAG items. Other support included a VisitMontrose.com landing page to welcome and orient participants.

### *Category 5 Events Assistance*

The Ride the Rockies event, hosted by Montrose on June 15, was overwhelmingly positive and received rave reviews from the organizers, participants, businesses, volunteers, vendors, and locals. The shuttle maps that were created as a collaboration between GIS and the OBT will provide an excellent asset that may be used for future events. An RTR debrief meeting with event organizers and local support organizations is scheduled for July 27.

### *Community Events*

Larger-than-normal crowds attended the Independence Day parade, which included 42 entries. The logistics of the fireworks show went smoothly and the OBT received unsolicited positive feedback about the quality of the show.

Preparations are under way for the third annual FUNC Fest on Saturday, July 22. In addition to the activities and vendors that the event has featured in the past, live music will return to the event with performances beginning at 2 pm and concluding with the headliner, Chris Daniels and the Kings. Event sponsors are another new feature of the event that will bring new energy and participation while also helping to offset costs.

### *Downtown Carriage Rides/Shuttles*

Complimentary downtown Saturday shuttles, provided by Visit Montrose and presented by Y Bar Hitch, began in June and will continue into August. The carriage circulates guests to the Downtown Visitor Center and through the downtown area from 9 am to 1

---

pm. The number of guests enjoying the program continues to grow as awareness increases. The August 12 shuttle will run downtown from 8 to 10 am and then switch to Riverbottom Park from 10 am to 1 pm in support of Youth Appreciation Days.

### *RSE Newsletter*

The Q2 newsletter highlighted upcoming summer events, including Ride the Rockies, Rural Philanthropy Days, complimentary carriage rides, FUNC Fest, Montrose Summer Music Series, and July 4<sup>th</sup> events (parade, downtown celebration, and fireworks).

### **Guest Services**

A new platform for the interactive visitor displays was deployed during the quarter. The new software replaces a product that was no longer supported and features analytics capabilities that can be used to measure and characterize activity on the kiosks. The primary screen now incorporates dynamic social media content via a Crowdriff feed and the interactive content has been reformatted and revised.

### *Official Montrose Visitor Guide (OMVG) and Visitor Material Distribution*

- A total of 40,481 Official Montrose Visitor Guides (OMVG) were distributed in the second quarter, which included:
  - 24,000 to Certified Folders, the company that distributes to visitor centers and distribution points around the state
  - 2,210 to local businesses and travel partners
  - 7,542 to visitor center guests, event participants, and miscellaneous requestors
  - 6,729 mailed directly to requestors
  - Total OMVG distribution for the year is 67,282
- 9,200 maps were distributed to local businesses/partners, events, and visitor center guests
- 201 guests requested relocation information while visiting the center, of whom 129 were considering relocation and 72 recently relocated
- A total of 7,481 welcome bags were distributed at sports and professional development events, weddings, and to businesses for recruiting and new hires

### *Visitor Center Guests*

The number of visitor center guests for 2017 is up slightly (about 1%) from 2016, with strong increases in visitor activity in May and June (up 26% and 6% respectively)

offsetting weaker-than-normal activity earlier in the year. In-state visitors lead the guest count with most out-of-state visitors originating from Illinois, California, Florida, Texas, and Arizona.

### Volunteers

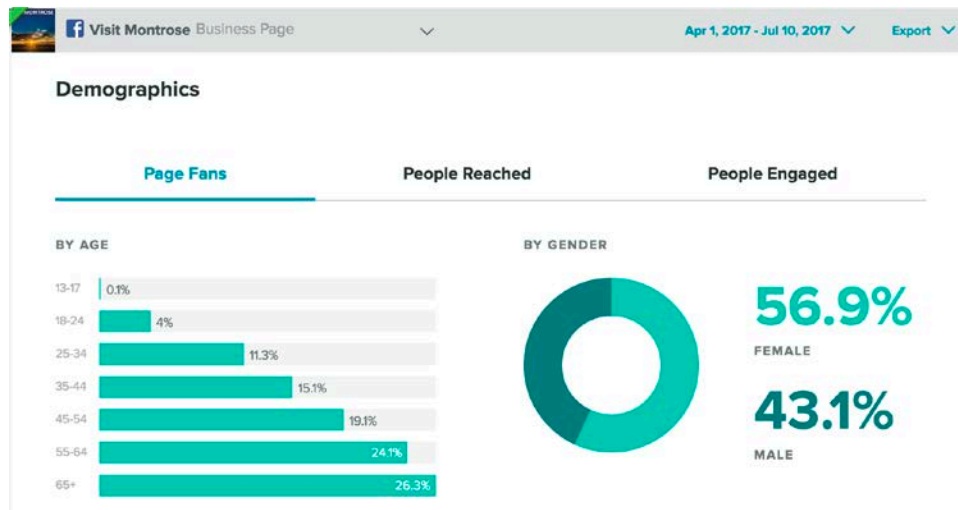
Volunteers accumulated 445 hours of service during the quarter and a new volunteer, Colleen Henderson, joined the OBT's volunteer team in May. A total of 175.25 volunteer hours were provided by community members in support of Ride the Rockies.






### FAM Tours

Two international FAM tours were hosted in June; one Chinese group and a travel writer/photographer from Canada.

## Marketing

On Facebook, 1,842 new likes and a total of 771,827 page impressions were produced in the second quarter. The number Facebook channel fans has grown by 263% from 5,722 in the second quarter of 2016 to 20,749 in 2017.



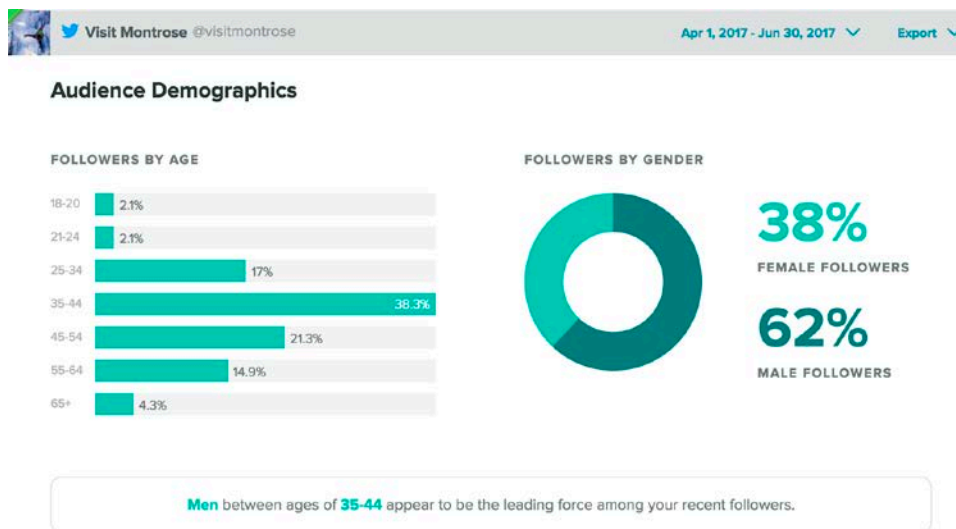
1		Visit Colorado	687K		▲ 0.3%
2		Visit Mesa Verde National...	179K		▲ 0.9%
		Discover Moab	64.1K		▲ 0.1%
4		Visit Durango	63.6K		▲ 0.8%
5		Visit Telluride	45.3K		▲ 0.7%
6		Black Canyon of the Gun...	27.7K		▲ 0.4%
YOU		Visit Montrose	21.2K		▲ 1.1%
7		Visit Grand Junction	15.9K		▲ 0.7%
8		Glenwood Springs, Color...	15.1K		▲ 0.4%
9		Ouray Colorado	13.2K		▲ 0.2%
10					

Instagram continued to do well in the second quarter with 145 new followers, bringing the total to 1,198. Visit Montrose now benefits from CrowdRiff, a new service that allows us to dramatically increase and more effectively manage activity on Instagram. Since implementing this software, tagging of @VisitMontrose and #MontroseCo have increased, as has our collection of high-quality user-generated photos that OBT can use in future print and digital marketing materials. Marketing trends, especially in tourism, show that this “user generated content” (UGC) is the most effective tool for influencing the target market.

Crowdriff also allows real-time aggregation of Instagram photos, which now appear on the interactive visitor displays in the Downtown Visitor Center and satellite screens

around Montrose. This same feature will appear on the new VisitMontrose.com home page.

The Visit Montrose Twitter account has grown as well with organic impressions (the number of times a user was served our *organic* Tweets in their timelines or search results) increasing over 100% since the same quarter in 2016. Our largest audience segment on Twitter is men between the ages of 35-44.



Activity on VisitMontrose.com continues to experience rapid growth with 47,276 unique visits to site so far this year, compared to 39,759 during the same period last year, a 19 percent increase. A complete redesign of the site, set to launch in August, will further amplify visitor activity and engagement.

Visit Montrose sent 378,571 emails to subscribers during the second quarter, bringing the total for the first half of the year to 749,490. We are in line with industry standards with an overall 18.6% open rate and well above average with a 7.86% click rate.

The VisitMontrose YouTube channel, accessed primarily via our Colorado Tourism Office (CTO) Brand Channel and social media shares, is also seeing impressive growth. With 6,292 views and almost eight days of viewing time, the YouTube channel is proving to be a great resource that we have added to our marketing. The top three countries viewing the channel are the U.S., Canada, Germany, Mexico, and the UK, which shows a



July 15, 2017

Page 7

---

shift with Canada entering the mix. The top five states are Colorado, Texas, California, Illinois, and Florida. The top referrers are Colorado.com (55%), VisitMontrose.com (35%), and CityofMontrose.org (3.9%).

Referrals from Colorado.com to Visit Montrose are up over 400% year-over-year and page views for Montrose-related content has more than tripled. Total views to Montrose pages on the site are at 60,000, 227% more than the same period last year.

#### CTO Brand Channel Year-to-Date Stats (Colorado.com)

- 36,283 total brand channel page views (24,448 Q2)
- 3:21 average time on page (3:24 Q2)
- 121,992 Value Added Brand Channel ad impressions (84,118 Q2)
- 1,504 ad clicks (938 Q2)
- 6,242 additional organic clicks (3,428 Q2)
- 7,746 total clicks (4,366 Q2)





## Draft 2018 Budget Notes

Expenditures in the draft 2018 budget exceed projected fund revenues in both the Retail Sales Enhancement and Tourism Promotion funds. Following are the primary contributors to expenditure increases in each fund:

### RSE

Proposed expenditures are approximately \$49,000 over the revenue projection. The following amounts represent the additional cost of each item compared to 2017, not the total cost.

- Facilities Assessment (\$4,300)
- Event Coordination Services (\$35,000)
- New PT Marketing Assistant (\$7,000)
- OMVG Printing Costs (due to increase in production levels to 110K - \$16,000)
- ROI Report (\$10,500)

### TP

Proposed expenditures are approximately \$129,000 over the revenue projection. Again, the following amounts represent the additional cost of each item compared to 2017, not the total cost.

- Facilities Assessment (\$28,300)
- New PT Marketing Assistant (\$7,000)
- OMVG Printing Costs (due to increase in production levels to 110K - \$16,000)
- Event Costs (\$19,000 between two line items)
- Visitor Guide Distribution (approx. \$10,000)
- Operating Supplies (\$7,000 more, primarily due to gift/swag bags)
- General marketing (\$10,000)
- ROI Report (\$19,500)

Account Number	Account Title	2017 Year - end Projection	2017 Current year Budget	2018 Future year Budget	Detailed Budget Notes for 2017
<b>RETAIL SALES ENHANCEMENT FUND</b>					
RETAIL SALES ENHANCEMENT					
2006050111000	SALARIES & WAGES	71,000.00	76,558.00	82,558	Guest Services Coordinator (50%), Program Coordinator (50%), Marketing Coordinator (50%), OBT Director (7.78%)
2006050112000	CONTINUOUS PART TIME WAGES	8,861	8,861.00	17,065	PT Guest Services Assistant (50%) and PT Marketing Assistant (50%)
2006050113000	SEASONAL/INTERN WAGES	7600	8,292.00	6,480	3 PT Seasonals (50%)
2006050114000	PERFORMANCE INCENTIVE BONUS	2094	2,094.00	2200	
2006050116000	STIPENDS	2,000.00	2,051.00	2100	
2006050141000	FICA CONTRIBUTION	7,486.00	7,486.00	6728.477	
2006050142000	401A CONTRIBUTION	6,834.00	6,834.00	6604.64	
2006050144000	HEALTH/DENTAL PREMIUMS	17,086.00	17,086.00	20,000	
2006050145000	WORKERS COMP PREMIUM	300.00	300.00	300	
2006050148000	DISABILITY PREMIUMS	212.00	212.00	212	
2006050150000	HSA CONTRIBUTION	316.00	316.00	316	
2006050210000	OFFICE SUPPLIES	500.00	500.00	500	
2006050211000	POSTAGE	0.00	0.00	100	
2006050212000	PRINTING	36,056.00	23,250.00	39750	Visitor Guide and promotional printing (50%)
2006050222000	UNIFORMS	300.00	0.00	0.00	
2006050331000	MARKETING & ADVERTISING	50,385.00	50,385.00	57292	General marketing, community events, and holiday advertising
2006050332000	DUES/MEMBERSHIP/SUBS	1,000.00	1,000.00	1000	
2006050344000	COMMUNICATIONS		0.00	0	
2006050353000	PROFESSIONAL/CONTRACT SERVICES	32,245.00	39,500.00	\$73,250.00	Visitor guide graphic design and photography, email marketing, and videography (50%) and event coordination services
2006050357000	SPECIAL EVENT SUPPORT	0.00	0.00	0	
2006050358000	PROGRAMS	15,000.00	15,000.00	\$15,000.00	Montrose Bucks (10K) and Small Business Resource Center (5K) International Sportsmen's Expo, CTO Governor's Conference, DMAI, Marketing Conference
2006050370000	TRAINING/CONFERENCE/TRAVEL	7,500.00	7,500.00	9,000.00	
2006050371000	MEETING EXPENSE	500.00	2,000.00	2,000.00	\$25K for wayfinding signage and beautification projects and \$5K for Tourism Asset Development (TAD)
2006050488000	SPECIAL PROJECTS	60,000.00	60,000.00	30,000.00	
2006050544000	PROJECTS <\$5,000	2,000.00	2,000.00	150	
2006050600000	FACILITIES FUND			4,300	
2006050750000	TRANSFER TO OTHERS	15,132.00	15,132.00	16,000	
2006050853000	IS INTERFUND LEASE	22,616.00	22,616.00	23,000	
2006050942000	COMPUTER/OPERATING EQUIPMENT	2,500.00	2,500.00	0	
<b>Total RETAIL SALES ENHANCEMENT:</b>		<b>369,523.00</b>	<b>371,473.00</b>	<b>415,905.62</b>	
<b>RETAIL SALES ENHANCEMENT FUND Revenue Total:</b>		<b>359243</b>	<b>359243</b>	<b>366,973.48</b>	
<b>RETAIL SALES ENHANCEMENT FUND Expenditure Total:</b>		<b>369,523.00</b>	<b>371,473.00</b>	<b>415,905.62</b>	
<b>Net Total RETAIL SALES ENHANCEMENT FUND:</b>		<b>-10,280.00</b>	<b>-12,230.00</b>	<b>-48,932.14</b>	
<b>TOURISM PROMOTIONAL FUND</b>					
TOURISM					
2906000111000	SALARIES & WAGES REGULAR	71,000.00	76,558.00	82558	Guest Services Coordinator (50%), Program Coordinator (50%), Marketing Coordinator (50%), OBT Director (7.78%)

				PT Guest Services Assistant (50%)
2906000112000 CONTINUOUS PART TIME WAGES	8,861.00	8,861.00	17064.5	and PT Marketing Assistant (50%)
2906000113000 SEASONAL/INTERN WAGES	7600	8,292.00	6480	
2906000114000 PERFORMANCE INCENTIVE BONUS	2100	2,094.00	2200	
2906000116000 STIPENDS	2,051.00	2,051.00	2100	
2906000141000 FICA CONTRIBUTION	7,500.00	7,486.00	6728.477	
2906000142000 401A CONTRIBUTION	6,834.00	6,834.00	6604.64	
2906000144000 GROUP INSURANCE	17,086.00	17,086.00	20,000	
2906000145000 WORKERS COMPENSATION	300.00	300.00	300	
2906000148000 DISABILITY INSURANCE	212.00	212.00	212	
2906000150000 HSA CONTRIBUTION	316.00	316.00	316	
2906000210000 OFFICE SUPPLIES	500.00	500.00	500	
2906000211000 POSTAGE	100.00	100.00	100	
				Visitor guide and promotional
2906000212000 PRINTING	29,830.00	23,250.00	39750	printing (50%)
2906000222000 UNIFORMS	0.00	0.00	400.00	
2906000331000 MARKETING & ADVERTISING	68,315.00	68,315.00	87828	General marketing
				Destination Marketing Association
				International, Western Association
				of Convention and Visitor Bureaus,
				Colorado Association of Destination
				Marketing Organizations, American
				Marketing Association
2906000332000 DUES/MEMBERSHIP/SUBS	2,500.00	2,500.00	\$2,500.00	
2906000344000 COMMUNICATIONS	0.00	0.00	0	
				Visitor guide graphic design and
				photography, email marketing, and
2906000353000 PROFESSIONAL/CONTRACT SERVICES	39,500.00	39,500.00	47250	videography (50%)
2906000357000 SPECIAL EVENT SUPPORT	0.00	0.00	0	
2906000358000 PROGRAMS	0.00	0.00	0	
				International Sportsmen's Expo, CTO
				Governor's Conference, DMAI,
2906000370000 TRAINING/CONFERENCE/TRAVEL	7,500.00	7,500.00	\$9,700.00	Marketing Conference
2906000371000 MEETING EXPENSE	5,000.00	5,000.00	2500	
				\$25K for signage and beautification
				projects and \$5K for Tourism Asset
2906000488000 SPECIAL PROJECTS	60,000.00	60,000.00	30000	Development (TAD)
2906000530000 RENTALS	0.00	0.00	0	
2906000544000 EQUIPMENT/ FURNITURE <\$5,000	4,500.00	4,500.00	150	
2906000600000 FACILITIES FUND			4300	
2906000853000 IS INTERFUND LEASE	36,616.00	36,616.00	44,000	
2906000942000 COMPUTER/OPERATING EQUIPMENT	0.00	4,000.00	0	
<b>Total TOURISM:</b>	<b>378,221.00</b>	<b>381,871.00</b>	<b>413541.62</b>	
<b>GUEST SERVICES OPERATIONS</b>				
2906005210000 OFFICE SUPPLIES	700.00	800.00	\$700.00	
				Visitor guide fulfillments and
				shipping to visitor centers,
2906005211000 POSTAGE	45,000.00	38,961.00	\$51,041.00	relocation packets
2906005212000 PRINTING	10,000.00	20,820.00	\$20,200.00	Rack cards, maps, envelopes
2906005221000 OPERATING SUPPLIES	3,600.00	3,600.00	\$10,150.00	
2906005331000 ADVERTISING	6,000.00	8,838.00	\$13,778.00	
2906005353000 CONTRACT/ PROFESSIONAL SERVICE	11,000.00	17,450.00	\$28,040.00	Visitor guide distribution services
2906005358000 VOLUNTEER APPRECIATION PROGRAM	1,500.00	2,460.00	\$2,555.00	
2906005360000 PROMOTIONAL ITEMS	2,475.00	2,475.00	\$5,000.00	
2906005366000 BUILDING REPAIRS	0.00	0.00	0	
2906005371000 MEETING EXPENSE	0.00	0.00	0	
				Visitor Center furnishings, display
2906005544000 EQUIPMENT/ FURNITURE <\$5,000	14,000.00	18,210.00	\$11,910.00	racks, and shelving
2906005600000 FACILITIES FUND			\$24,000.00	
2906005942000 OPERATING EQUIPMENT	0.00	0.00	0	
2906005962000 CAPITAL IMPROVEMENTS	0.00	0.00	0	
<b>Total GUEST SERVICES</b>				
<b>OPERATIONS:</b>	<b>94,275.00</b>	<b>113,614.00</b>	<b>\$167,374.00</b>	
<b>PROGRAMMING OPERATIONS</b>				

2906010221000 OPERATING SUPPLIES	0.00	0.00	0
2906010331000 ADVERTISING	0.00	0.00	0
2906010356000 PROMOTIONAL ITEMS	0.00	0.00	0
2906010357000 SE - FUNDING AND GRANTS	16,000.00	20,000.00	\$30,000.00
2906010360000 SE - COMMUNITY IMPACT AWARD	3,000.00	5,000.00	\$5,000.00
2906010361000 SE - COMMUNITY EVENTS	28,500.00	30,000.00	\$39,500.00
2906010362000 RESEARCH & DEVELOPMENT	19,350.00	20,000.00	\$20,000.00
2906010371000 MEETING EXPENSE	500.00	500.00	\$500.00
2906010544000 PROJECTS UNDER \$5,000	3,000.00	3,000.00	\$0.00
2906010750000 SE - COMPETITIVE SPORTS	5,000.00	5,000.00	\$5,000.00

Category 3 - Group Assistance  
Program (GAP)

**Total PROGRAMMING**

**OPERATIONS:** 75,350.00 83,500.00 100000

Includes revenue from taxes, visitor center and events retail sales, and

**TOURISM PROMOTIONAL**

**FUND Revenue Total:** 545943 545943 552,152.40

FUNC Fest

**TOURISM PROMOTIONAL**

**FUND Expenditure Total:** 547,846.00 578,985.00 680,915.62

**Net Total TOURISM**

**PROMOTIONAL FUND:** -1,903.00 -33,042.00 -128,763.22

**CITY OF MONTROSE**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 5 MONTHS ENDING MAY 31, 2017**

	<b>MAY</b>	<b>YTD</b>	<b>BUDGET</b>	<b>UNEXPENDED</b>	<b>PCNT</b>
<b>RETAIL SALES ENHANCEMENT</b>					
	SALARIES & BENEFITS	6,450.14	36,689.56	130,090.00	93,400.44 28.2%
200-6050-210-000	OFFICE SUPPLIES	21.50	94.12	500.00	405.88 18.8%
200-6050-212-000	PRINTING	-	28,542.41	23,250.00	(5,292.41) 122.8%
200-6050-222-000	UNIFORMS	-	103.33	300.00	196.67 34.4%
200-6050-331-000	MARKETING & ADVERTISING	682.29	17,336.05	50,385.00	33,048.95 34.4%
200-6050-332-000	DUES/MEMBERSHIP/SUBS	-	24.50	1,000.00	975.50 2.5%
200-6050-353-000	PROFESSIONAL/CONTRACT SERVICES	455.65	7,622.94	39,500.00	31,877.06 19.3%
200-6050-358-000	PROGRAMS	-	-	15,000.00	15,000.00 0.0%
200-6050-370-000	TRAINING/CONFERENCE/TRAVEL	-	3,429.44	7,500.00	4,070.56 45.7%
200-6050-371-000	MEETING EXPENSE	33.55	216.78	2,000.00	1,783.22 10.8%
200-6050-488-000	SPECIAL PROJECTS	-	-	60,000.00	60,000.00 0.0%
200-6050-544-000	EQUIPMENT/ FURNITURE <\$5,000	-	1,208.48	2,000.00	791.52 60.4%
200-6050-750-000	TRANSFER TO OTHERS	1,261.00	6,305.00	15,132.00	8,827.00 41.7%
200-6050-853-000	IS INTERFUND LEASE	1,884.67	9,660.47	22,616.00	12,955.53 42.7%
200-6050-942-000	COMPUTER EQUIPMENT	-	2,735.93	2,500.00	(235.93) 109.4%
	<b>TOTAL RETAIL SALES ENHANCEMENT</b>	<b>10,788.80</b>	<b>113,969.01</b>	<b>371,773.00</b>	<b>257,803.99 30.7%</b>
<b>TOURISM PROMOTIONAL</b>					
	SALARIES & BENEFITS	11,658.07	55,049.03	130,090.00	75,040.97 42.3%
290-6000-210-000	OFFICE SUPPLIES	6.65	87.23	500.00	412.77 17.4%
290-6000-211-000	POSTAGE	116.28	655.04	100.00	(555.04) 655.0%
290-6000-212-000	PRINTING	-	12,980.62	23,250.00	10,269.38 55.8%
290-6000-222-000	UNIFORMS	-	83.02	600.00	516.98 13.8%
290-6000-331-000	MARKETING & ADVERTISING	702.29	34,272.47	68,315.00	34,042.53 50.2%
290-6000-332-000	DUES/MEMBERSHIP/SUBS	-	2,867.96	2,500.00	(367.96) 114.7%
290-6000-353-000	PROFESSIONAL/CONTRACT SERVICES	950.12	12,399.45	39,500.00	27,100.55 31.4%
290-6000-370-000	TRAINING/CONFERENCE/TRAVEL	(250.00)	4,461.42	7,500.00	3,038.58 59.5%
290-6000-371-000	MEETING EXPENSE	105.18	288.43	5,000.00	4,711.57 5.8%
290-6000-488-000	SPECIAL PROJECTS	-	500.00	60,000.00	59,500.00 0.8%
290-6000-544-000	EQUIPMENT/ FURNITURE <\$5,000	1,670.19	5,395.09	4,500.00	(895.09) 119.9%
290-6000-853-000	IS INTERFUND LEASE	3,051.33	15,464.45	36,616.00	21,151.55 42.2%
290-6000-942-000	COMPUTER EQUIPMENT	-	2,735.92	4,000.00	1,264.08 68.4%
	<b>TOTAL TOURISM PROMOTIONAL</b>	<b>18,032.61</b>	<b>147,298.25</b>	<b>382,471.00</b>	<b>235,172.75 38.5%</b>
<b>VISITOR CENTER OPERATIONS</b>					
290-6005-210-000	OFFICE SUPPLIES	71.75	322.84	800.00	477.16 40.4%
290-6005-211-000	POSTAGE	474.03	10,550.08	38,961.00	28,410.92 27.1%
290-6005-212-000	PRINTING	-	16,234.70	20,820.00	4,585.30 78.0%
290-6005-221-000	OPERATING SUPPLIES	-	1,924.01	3,600.00	1,675.99 53.4%
290-6005-222-000	UNIFORMS	20.62	20.62	-	(20.62)
290-6005-331-000	MARKETING & ADVERTISING	694.78	1,414.78	8,838.00	7,423.22 16.0%
290-6005-353-000	CONTRACT/ PROFESSIONAL SERVICE	7,942.82	9,734.04	17,450.00	7,715.96 55.8%
290-6005-358-000	VOLUNTEER APPRECIATION PROGRAM	-	130.56	2,460.00	2,329.44 5.3%
290-6005-366-000	BUILDING REPAIRS	-	-	-	-
290-6005-370-000	TRAINING/CONFERENCE/TRAVEL	-	86.00	-	(86.00)
290-6005-371-000	MEETING EXPENSE	-	84.23	-	(84.23)
290-6005-488-000	COMMUNITY PROGRAMMING	-	-	-	-
290-6005-360-000	PROMOTIONAL ITEMS	548.69	1,706.53	2,475.00	768.47 69.0%
290-6005-544-000	EQUIPMENT/ FURNITURE <\$5,000	315.78	728.92	18,210.00	17,481.08 4.0%
	<b>TOTAL VISITOR CENTER OPERATIONS</b>	<b>10,068.47</b>	<b>42,937.31</b>	<b>113,614.00</b>	<b>70,676.69 37.8%</b>
<b>SPECIAL EVENT SUPPORT</b>					
290-6010-357-000	SE - FUNDING AND GRANTS	-	3,915.29	20,000.00	16,084.71 19.6%
290-6010-360-000	SE - COMMUNITY IMPACT AWARD	-	850.00	5,000.00	4,150.00 17.0%
290-6010-361-000	SE - COMMUNITY EVENTS	65.00	350.10	30,000.00	29,649.90 1.2%
290-6010-371-000	MEETING EXPENSE	-	-	500.00	500.00 0.0%
290-6010-544-000	PROJECTS UNDER \$5,000	-	-	3,000.00	3,000.00 0.0%
290-6010-750-000	SE - COMPETITIVE SPORTS	416.67	2,083.35	5,000.00	2,916.65 41.7%
290-6010-362-000	RESEARCH & DEVELOPMENT	3,890.45	5,032.06	20,000.00	14,967.94 25.2%
	<b>TOTAL SPECIAL EVENT OPERATIONS</b>	<b>4,372.12</b>	<b>12,235.55</b>	<b>83,500.00</b>	<b>71,264.45 14.7%</b>
	<b>TOTAL TOURISM EXPENDITURES</b>	<b>32,473.20</b>	<b>202,471.11</b>	<b>579,585.00</b>	<b>377,113.89 34.9%</b>

# CITY OF MONTROSE

## MONTHLY SALES, USE & EXCISE TAX REPORT

Date: July 12, 2017

Month	<b>Retail Sales Tax 3.0%</b>			<b>Construction Use Tax 3.0%</b>			<b>Use &amp; Auto Tax 3.0%</b>		
	Current Year 2017	Prior Year 2016	% of Increase/Decrease	Current Year 2017	Prior Year 2016	% of Increase/Decrease	Current Year 2017	Prior Year 2016	% of Increase/Decrease
Jan	1,033,026	1,004,871	2.8%	9,653	6,716	43.7%	96,627	55,775	73.2%
Feb	1,012,733	1,013,092	0.0%	14,440	22,137	-34.8%	94,631	76,987	22.9%
Mar	1,205,170	1,164,840	3.5%	34,443	32,404	6.3%	103,427	91,813	12.6%
Apr	1,123,685	1,058,660	6.1%	26,814	12,335	117.4%	92,128	75,302	22.3%
May	1,162,547	1,149,140	1.2%	31,309	40,564	-22.8%	111,256	81,854	35.9%
June		1,308,540			58,618			109,798	
July		1,294,571			31,423			112,738	
Aug		1,235,917			13,925			102,742	
Sept		1,286,986			16,566			92,093	
Oct		1,159,858			32,374			87,304	
Nov		1,101,339			20,179			164,669	
Dec		1,512,509			16,521			104,854	
YTD Total	5,537,161	5,390,603	2.7%	116,659	114,156	2.2%	498,069	381,732	30.5%

;

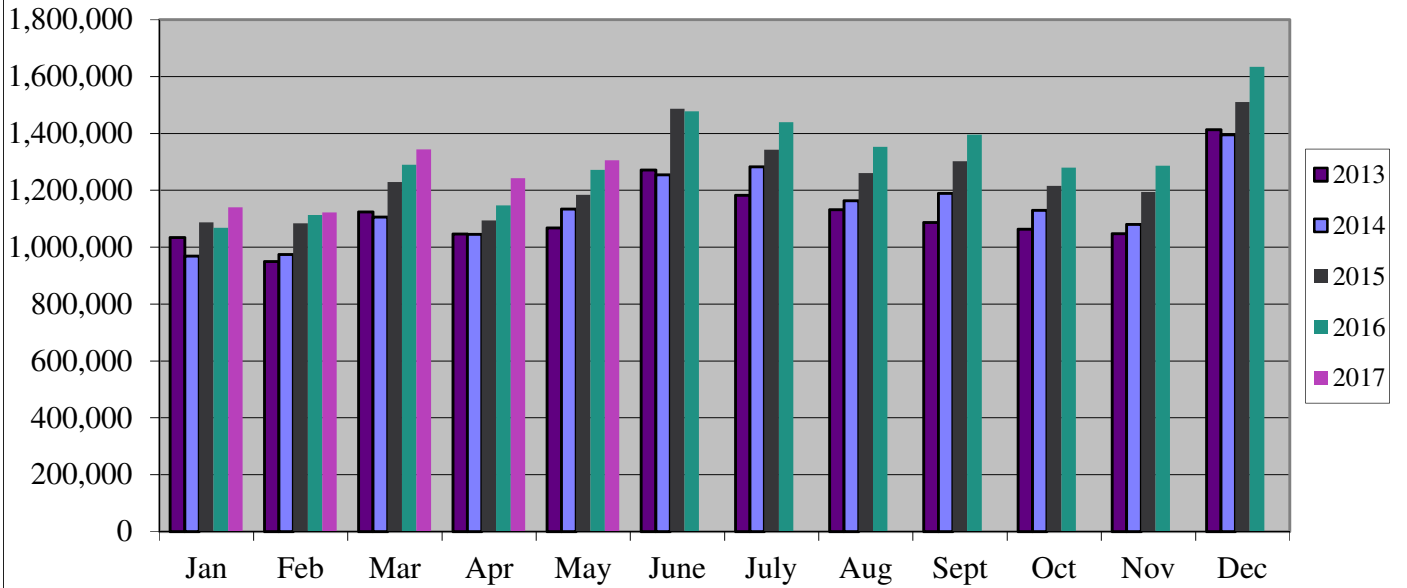
Month	<b>Total Collected Sales and Use Tax</b>			<b>Sales and Use Budget</b>		<b>Montrose Recreation District 0.3%</b>		
	Current Year 2017	Prior Year 2016	% of Increase/Decrease	Budget 2017	Budget Variance 2017	Current Year 2017	Prior Year 2016	% of Increase/Decrease
Jan	1,139,306	1,067,362	6.7%	1,074,556	6.0%	113,873	106,725	6.7%
Feb	1,121,804	1,112,216	0.9%	1,115,553	0.6%	112,169	111,208	0.9%
Mar	1,343,040	1,289,057	4.2%	1,292,264	3.9%	134,257	126,899	5.8%
Apr	1,242,627	1,146,297	8.4%	1,153,563	7.7%	124,202	117,046	6.1%
May	1,305,112	1,271,558	2.6%	1,270,111	2.8%	130,460	129,204	1.0%
June		1,476,956		1,468,921			145,388	
July		1,438,732		1,442,043			142,140	
Aug		1,352,584		1,361,774			135,371	
Sept		1,395,645		1,401,434			141,155	
Oct		1,279,536		1,279,166			125,830	
Nov		1,286,187		1,273,655			129,623	
Dec		1,633,884		1,633,623			165,040	
YTD Total	6,151,889	5,886,491	4.5%	5,906,047	4.2%	614,961	591,082	4.0%

	<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 2017</i>	<i>Prior Year 2016</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2017</i>	<i>Prior Year 2016</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2017</i>	<i>Prior Year 2016</i>	<i>% of Increase/ Decrease</i>
Jan	6,686	4,144	61.3%	27,422	25,156	9.0%	34,108	29,300	16.4%
Feb	4,349	4,729	-8.0%	30,647	28,472	7.6%	34,996	33,201	5.4%
Mar	5,936	4,991	18.9%	32,379	32,983	-1.8%	38,315	37,974	0.9%
Apr	6,687	4,894	36.6%	30,754	29,471	4.4%	37,441	34,365	9.0%
May	8,454	7,363	14.8%	34,388	33,263	3.4%	42,842	40,626	5.5%
June		11,689			34,931			46,620	
July		14,621			38,719			53,340	
Aug		15,254			33,423			48,677	
Sept		11,048			35,138			46,186	
Oct		9,139			32,557			41,696	
Nov		5,469			26,793			32,262	
Dec		5,044			35,005			40,049	
YTD	32,112	26,121	22.9%	155,590	149,345	4.2%	187,702	175,466	7.0%

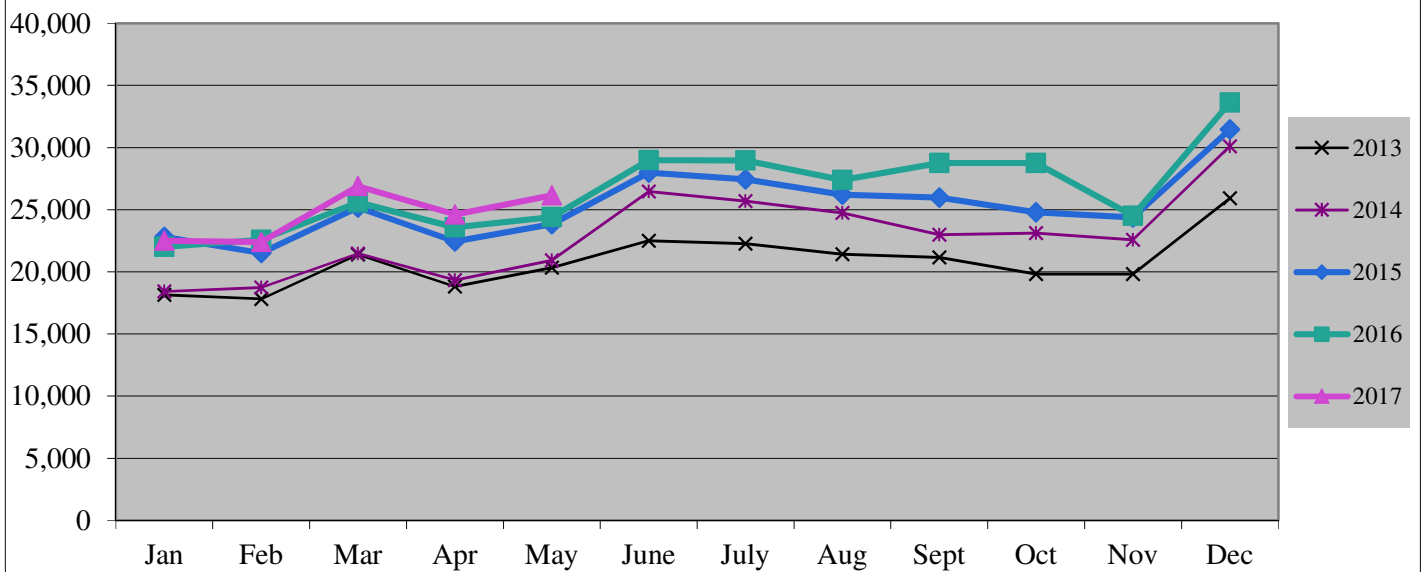
	<b>Hotel &amp; Rest. Budget</b>	
Month	<i>Budget 2017</i>	<i>Budget Variance 2017</i>
Jan	28,809	18.4%
Feb	32,645	7.2%
Mar	37,336	2.6%
Apr	33,789	10.8%
May	39,951	7.2%
June	45,856	
July	52,470	
Aug	47,889	
Sept	45,427	
Oct	41,008	
Nov	31,724	
Dec	39,376	
YTD	172,530	8.8%

	<b>Retail Enhancement Program</b>		
Month	<i>Current Year 2017</i>	<i>Prior Year 2016</i>	<i>% of Increase/ Decrease</i>
Jan	22,497	22,008	2.2%
Feb	22,396	22,584	-0.8%
Mar	26,891	25,577	5.1%
Apr	24,614	23,577	4.4%
May	26,141	24,394	7.2%
June		28,974	
July		28,953	
Aug		27,384	
Sept		28,762	
Oct		28,762	
Nov		24,514	
Dec		33,612	
YTD	122,539	118,140	3.7%

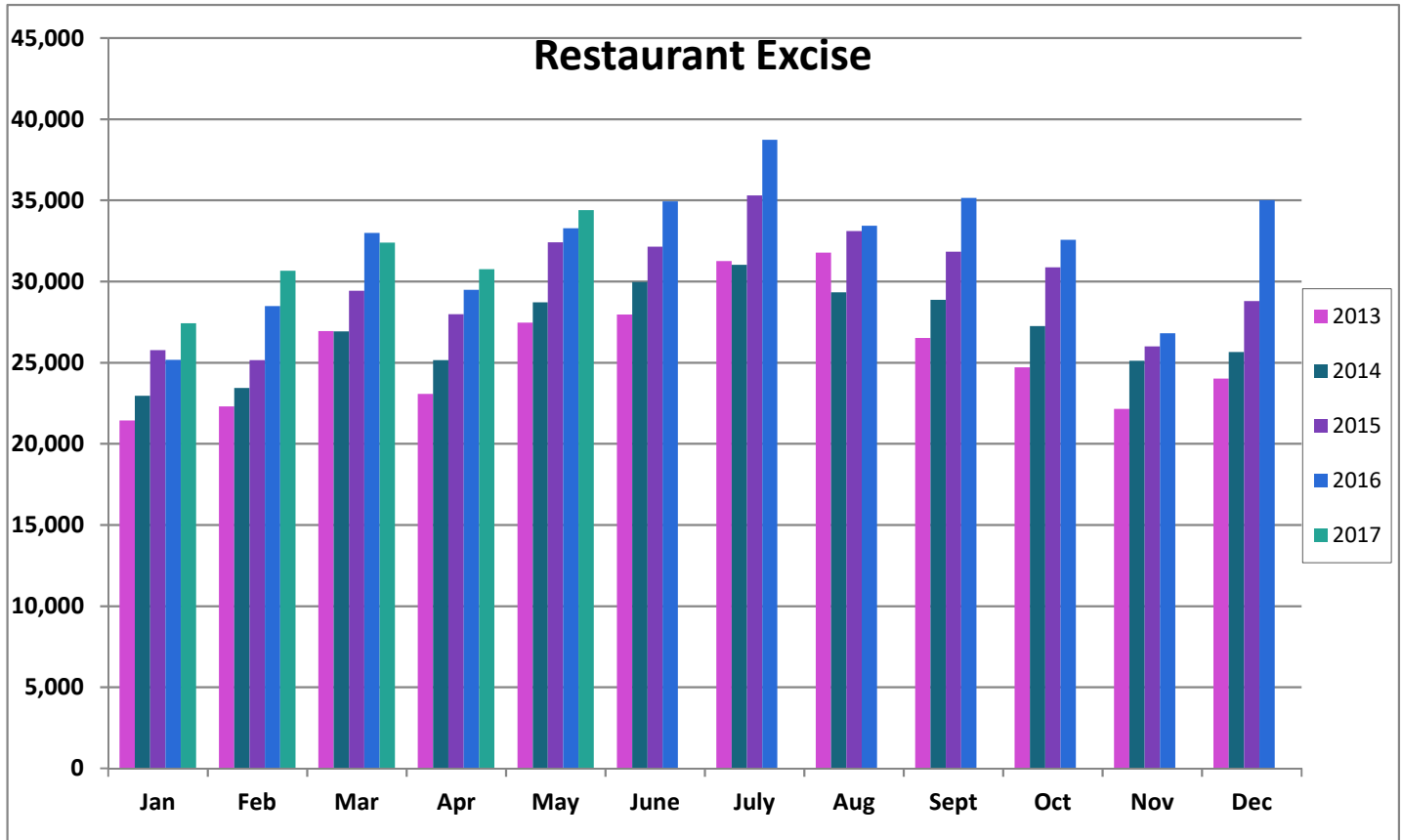
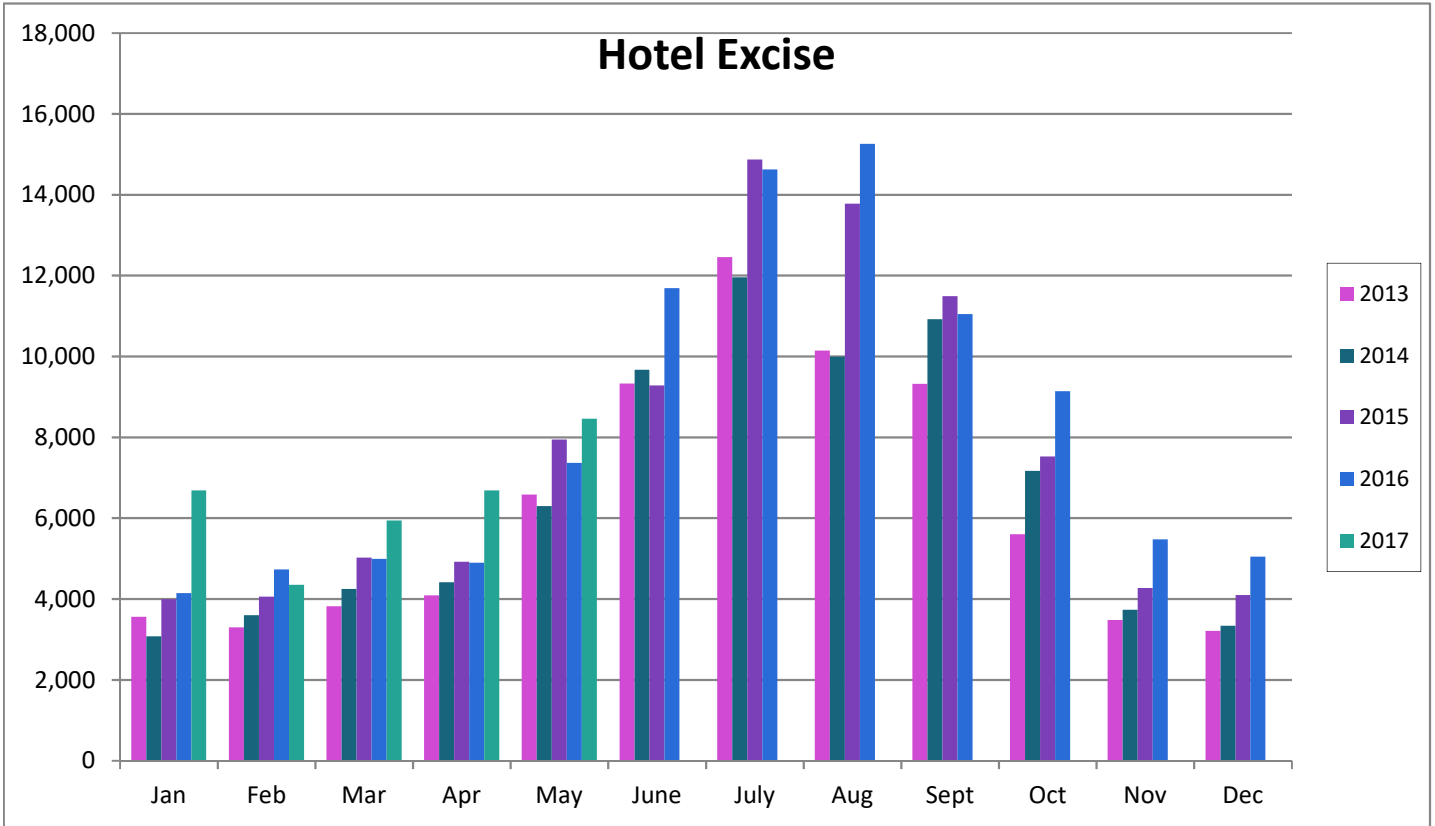
### TOTAL CITY SALES & USE TAX

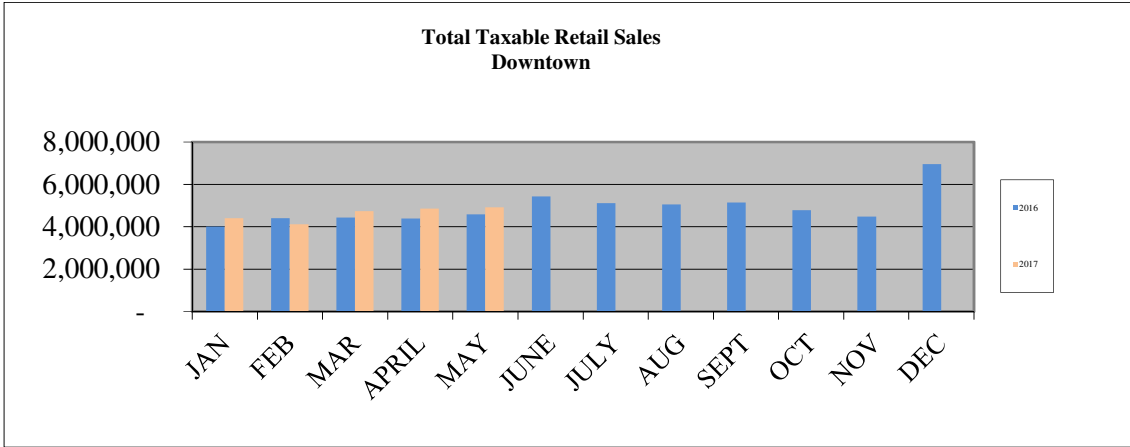


### Retail Enhancement Program

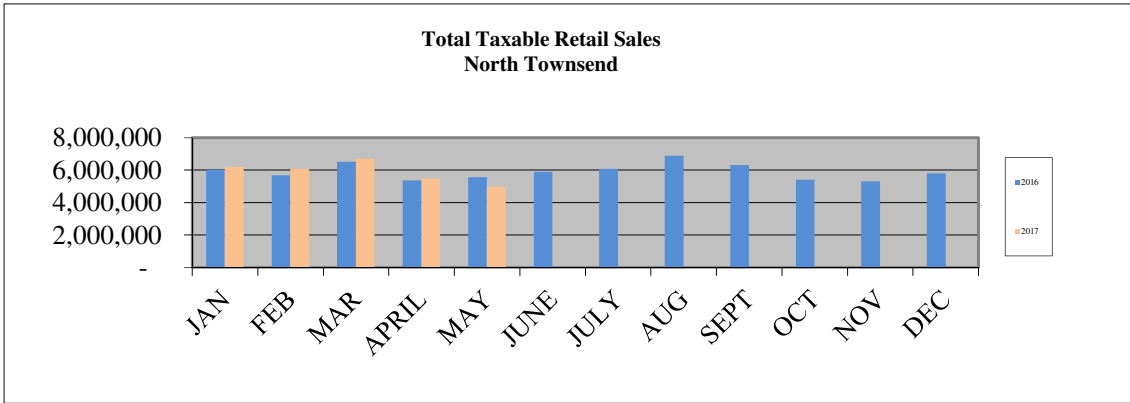




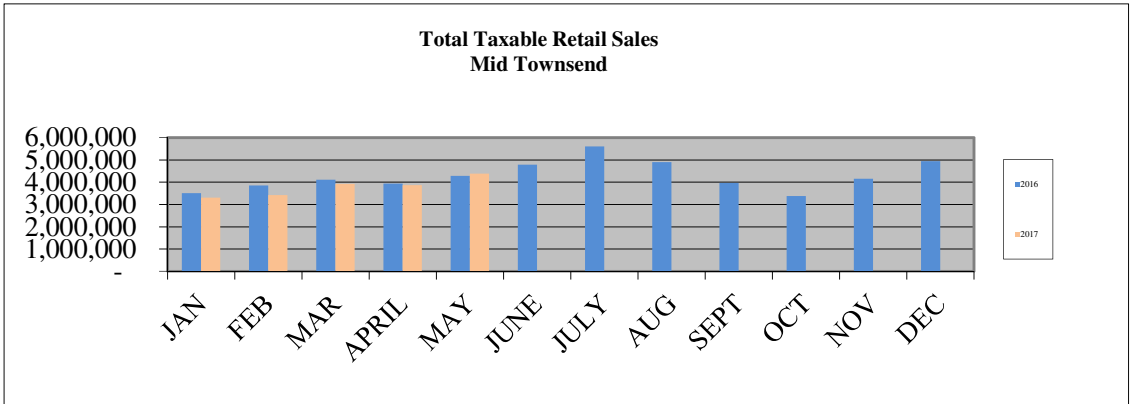




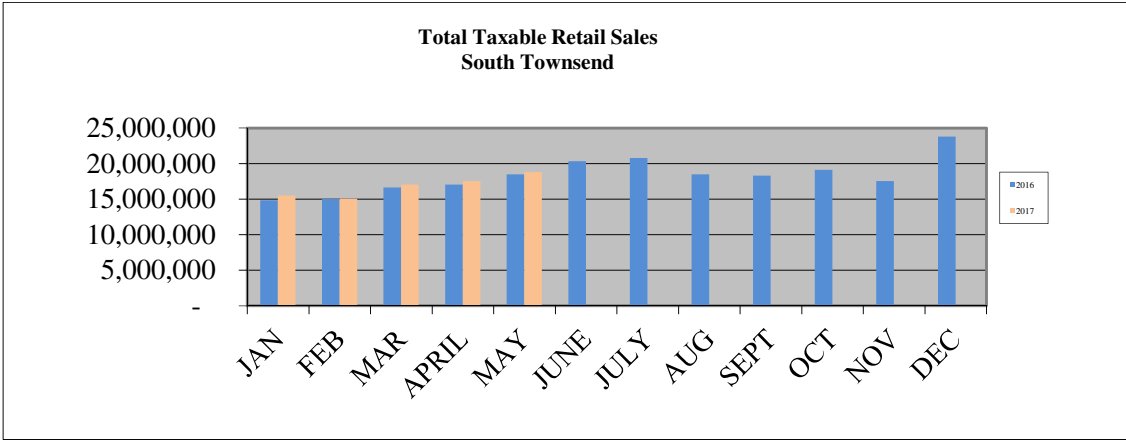
AREA 1: 2011=DDA BOUNDARY



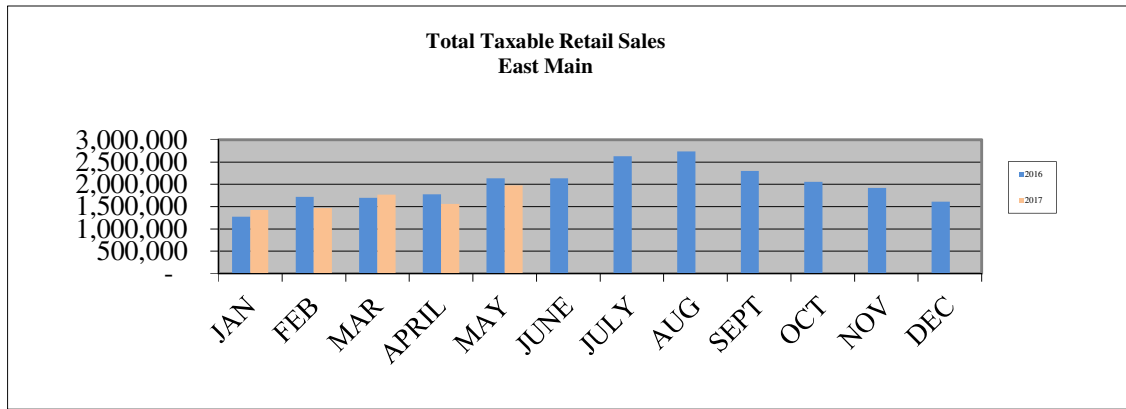
AREA 2: \*NORTH CITY LIMIT TO NORTH 2ND STREET



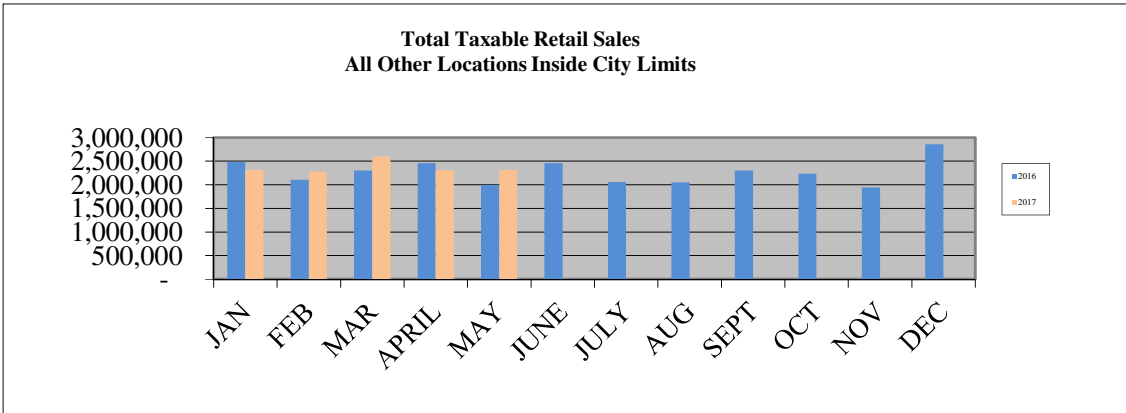
AREA 3: MID TOWNSEND SOUTH 2ND STREET TO E OAK GROVE RD



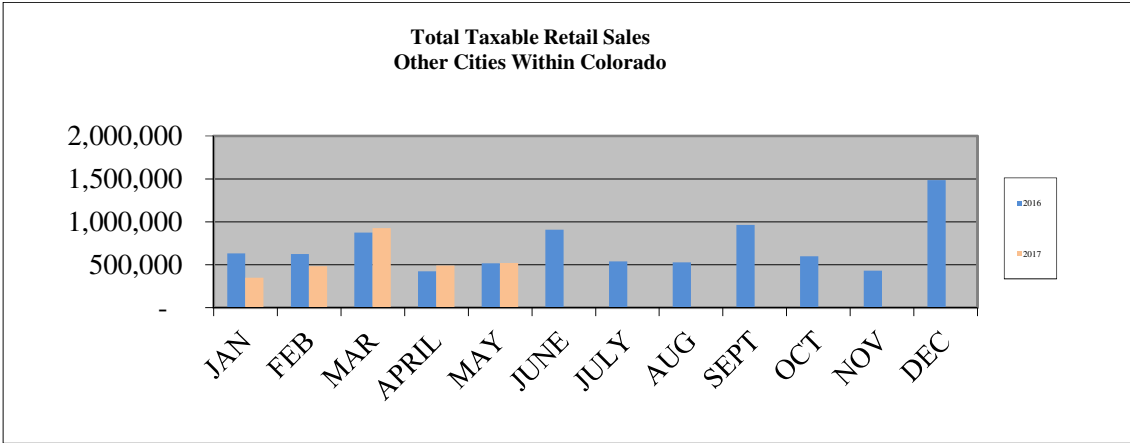
**AREA 4: SOUTH TOWNSEND E OAK GROVE RD TO SOUTH CITY LIMIT**



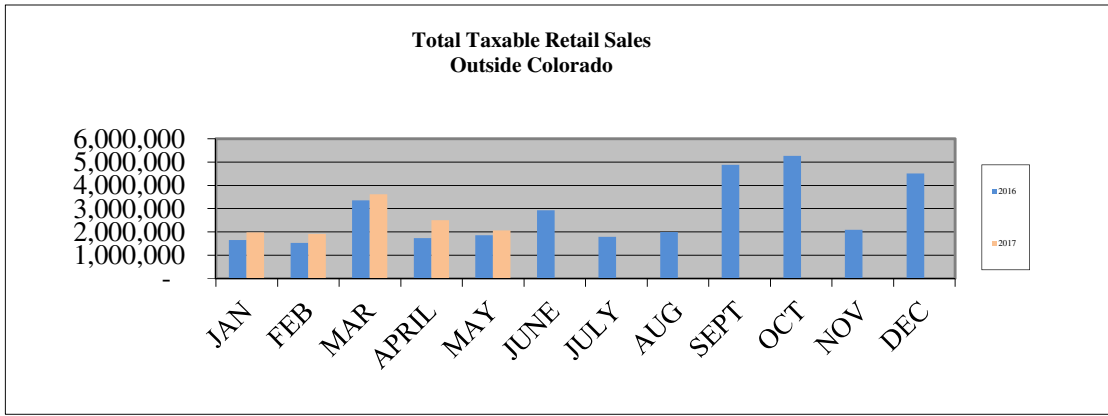
**AREA 5: EAST MAIN SAN JUAN AVENUE TO EAST CITY LIMIT**



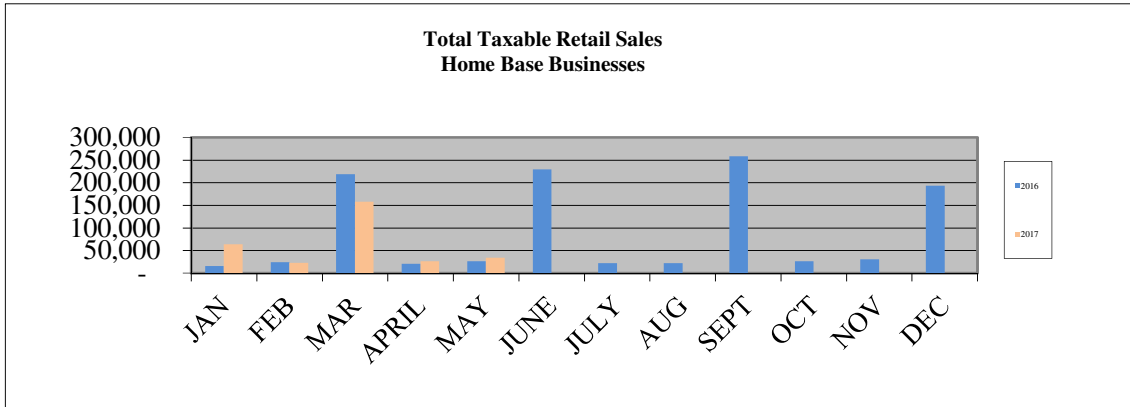
**AREA 6: ALL OTHER LOCATIONS INSIDE CITY LIMITS OF MONTROSE**



**AREA 7: OTHER CITIES WITHIN COLORADO**



**AREA 8: OUTSIDE COLORADO**



**AREA 9: HOME BASE BUSINESSES**



Tourism Retail Advisory Committee  
Ute Indian Museum  
April 19, 2017  
7:30 - 9:30 a.m.

### Call to Order

Dave Bowman called the meeting to order at 7:30 a.m.

- Members present: CJ Brafford, Scott Beyer, Debbie Blanchard, Dave Bowman, Fletcher Flower, Ashley Pietak, Scott Voorhis, Rick Warner, Paul Zaenger, Rob Joseph, and David Spear
- Absent: Ann Duncan, Eric Feely, and Edd Franz
- Guests: Gail Marvel, Judy Ann Files, and Roy Anderson

### Announcements

- Dave Bowman announced that there are major concerts every two weeks between Memorial Day and Labor Day, starting with the Montrose Summer Music Series, Ride the Rockies, The Bridges concert, FUNC Fest, Moonshiner's Ball, and Oktoberfest, each with the capacity to draw 1000 people.
- Paul reported that activity at Black Canyon National Park is up 42 percent for the first quarter. Year-end 2016 visitation was up 14% over 2015.

### Review of January 18 Meeting Notes

- There were no adjustments to the notes.

### Executive Report

- David Spear asked the committee if they had any questions regarding the executive report contained in the meeting packet. None were offered.

### Old Business

- Colorado Flights Alliance (CFA) Economic Impact Study Update – Roy related that city representatives met with individuals from the University of Colorado and the consulting company conducting the study to provide input on what the city is seeking to gain from the survey. The first report regarding summer travel data is due in August. The study will provide data to help determine the economic benefits of the money that the city pays into the CFA program.



- Winter Air Marketing Pilot Program – Ashley Pietak reported that there were only four reservations made with her hotel under the program and all four cancelled. Rob provided a background on the funding of the program and the primary reasons for its failure, which included a late start on the marketing program, an email marketing campaign that failed to yield results, and very competitive ski package pricing created by Telluride. Inaccurate reporting from Abrams, the marketing company the OBT hired to manage the program, exaggerated the preliminary program results, which had appeared favorable. The \$25,000 Colorado Tourism Office (CTO) marketing grant received for the program included a provision for monthly reporting that revealed the failure of the program. Rob has met with the CTO to explain the situation and decide how to resolve the OBT's unrealized grant commitments. The CTO will not allow the OBT to pursue marketing match grant opportunities for the 2018 season.

One positive outcome of the pilot program is a central reservation system that the consultant created, which can be used by the OBT moving forward. The OBT will consider more effective approaches to winter air program marketing in the future.

- Ride the Rockies (RTR) Update – David updated the committee on the overall event plan for June 15. Montrose will benefit from extra room nights due to overflow from the Ridgway stop on June 14. The event coincides with Rural Philanthropy Days, which has limited the number of rooms available for RTR. The city has worked very closely with Montrose County School District to host riders at the high school. Dave detailed plans for the entertainment event that will occur on Main Street, which is the only event of its kind on the RTR tour. Entertainment will include live music, food, beverages and vendors.
- TRAC Member Elections – David reported that some individuals had expressed interest in participating on the committee, but no applications were received except from current members up for re-election. The committee discussed the need to engage more interest from the public, however the same lack of participation is being experienced by other boards and committees in the community.

The committee approved Scott Beyer, Scott Voorhis, and Paul Zaenger for another term. Rick Warner is selling his RV park and is no longer eligible to serve. He and Judy Ann were recognized for their service on the committee.

## New Business and General Discussion

- Retail Sales Enhancement Fund – Recent discussion regarding the future role of the Downtown Development Authority (DDA) has prompted discussion regarding possible role of Retail Sales Enhancement funds under the city's stewardship of the Main Street Program. There are four components of the Main Street Program (design, organization,



promotions and economic vitality), which is a city-wide program, not specific to downtown. DDA would like to retain a promotions component that is specific to downtown.

Scott Beyer explained that money collected for enhancing retail sales throughout town was intended to provide a mechanism for smaller businesses to participate on a "larger playing field". Rob recapped some of the programs that the OBT has done to promote businesses within the RSE program, such as beer cards, coop advertising, Montrose Bucks, Santa's Cabin, etc. The OBT's overall marketing programs are generating a larger customer pool and sales and use tax reports clearly demonstrate increased sales activity. Part of the department's future RSE efforts could seek to inform retailers about how they can benefit from the activity that is being generated, such as by improving customer "touch points" to improve the customer experience.

RSE programs, such as for co-op advertising need to be streamlined to avoid imposing unnecessary administrative burdens on participating businesses. Rob mentioned the plan to incorporate business listings in the new VisitMontrose.com website and discontinue the mobile app. The website is responsive and provides a good platform for introducing visitors and locals to local businesses.

The committee was asked to weigh in on the possibility of hiring a part-time events coordinator. The clear consensus was that the workload for a successful special events program could best be handled by a full-time coordinator, perhaps under a contract arrangement, with costs shared between the Chamber of Commerce, OBT, and the DDA. The coordinator resource could be scaled according to season and event demands and could work in cooperation with a promotions committee.

- OBT Fleet Purchases and Budget Approval Process – \$30K was placed in the 2015 Tourism Promotion budget for purchase of a vehicle. Rob related that the vehicle has been purchased and will be "wrapped" in Visit Montrose branding. It is an investment in advertising Montrose anywhere the vehicle travels. The OBT has also purchased a raft with Visit Montrose branding that will be featured at FUNC Fest and used in providing hospitality to those interested in investing in the community.

Adjourn

- Meeting adjourned at 9:30 a.m.

