

TAPP BOD Meeting
October 9, 2019, 10:30am
ICELab



Directors in Attendance: Kurt Giesselman, Gary Pierson, Tyler Newman, Kelly Osness
Staff: Bryan Boyle, Jeff Moffett, Andrew Sandstrom, John Norton, David Assad, Darcie Perkins, Daniel Kreykes
On Phone: Wynn Williams, Morgan Bast,

10:49 AM Roll Call

We have a quorum.

Approval of Minutes

All in favor. No changes. All approve.

Public Comments

No public present

Bryan Boyle Introduction.

Start date Monday, 10/14

Bryan is looking forward to start working with everyone. Has been the digital content person for Western prior to joining the TAPP team. Before that he worked at the Denver Post and helped in bringing it into the digital era.

Summer 2019 Trails Recap—Daniel Kreykes

At about 15,400 app downloads. 5400 app downloads this year. A 50% increase in year 3.

1400 users with TrailQuest login 36% of which are out of valley this is a big win.

Wilderness TrailQuest has been off to a slower start, the main players are the finishers of the original TQ. 80 people in the leaderboard. Anyone with 20 plus miles can win prizes.

Observations contest was recently launched by Derrick and TrailDock. They are trying to show how they can upscale observations. If users show 5 or more observations they are entered to win ROMP skis.

So far for this summer, we have sent prizes far and wide. New Mexico, Texas, Vermont and even New Zealand. Kemble Widmer now has more than 800 miles of mountain biking. Do we

want to update our advertising to reflect this higher # of miles? With wilderness we are looking at around 1300 miles of trail.

Lodging Sales Tax Collections—Andrew Sandstrom

Winter was up in all municipalities and the county. Some months up and some down.

November-April, City of Gunnison was up 3%, Town of CB up 11%, Mt. CB up 7%, and the LMD up 12%.

For Summer so far, it is second only to last summer. May-July LMD collections are -13% when comparing 2019 to 2018, but up 17% when comparing 2019 to 2017. The slow start can be attributed to how late the trails opened. This drives home how important the trail network is to our success.

Kurt asked if we can add a column to see us vs the state average. John will ask the Colorado Tourism Office if they have these numbers. In the past, we were using DestiMetrics to benchmark our success against the competition, but DestiMetrics has done a very poor job of predicting tax receipts this year and so we don't know how much we can trust the comparison. Anecdotally, John mentioned that Telluride had an up June because of weatherproof events like bluegrass festival, mountain film, and their food and wine festival. We don't have events or conferences that draw that kind of visitation. Instead, we are much more reliant on the public lands to be open to bring people here.

Mountains & Mesas Report—Daniel Kreykes

Mountains and Mesas is one of the CTO's 8 travel regions. Last year, the CTO revamped the travel regions that had originally been done in the early 90's. We were originally split into 2 regions, with Gunnison going to the "Mystic San Luis Valley", and Crested Butte going to "Mountains and Mesas." John made the pitch that we need to be together and with both Crested Butte and Gunnison we could win at mountain biking. The CTO took our advice and moved Gunnison into "Mountains and Mesas." Dan attended a meeting with CTO's contractor, Destination Think, where the regions tried to decide what the top drivers to this region are. They landed on craft food and beverage, cycling, and National Parks. They will pick two of these to move forward on. John wrote a letter to push on cycling. Telluride has been absent from these meetings but all others seem enthusiastic. CTO is going to continue to put the emphasis of their money to regional collaborations. Hartmans is same season as Fruita and GJ. CB and north align with Durango and more.

Mt. Crested Butte- Daniel Kreykes

We just got done with the admissions tax grant cycle in Mt. Crested Butte. It seems that we are getting some more pushback than in recent years. For the last 4 years we have helped the RTA with air marketing. We had \$250k from CBMR, some LMD funds, and some Mt. CB funds. We haven't had as much skin in the game (LMD funds) with the air marketing. LMD funds have been primarily used for destination ski marketing instead of air specific. This was a point of contention for the Mt. CB grant committee. John felt some history on the grants was necessary to understand the council's current position. From 2003-2010 the TA got 100% of the Mt. CB monies. Then, there was a disagreement between the old TA and Mt. CB and they received nothing from the grant cycle. The new TA clawed back and got in their good graces. Now that we are allowing Vail to spend the \$250k that they used to give to us, the Mt. CB grant

committee feels that TAPP is leaving them to do the heavy lifting. There was also a sticking point because if we didn't get the money then we wouldn't have had an air marketing campaign. When we spoke to the finance committee we weren't expecting this and we can reposition this for next year. In the future, it would be wise for us to allocate our own LMD funds in such a way that we are splitting air marketing and general destination marketing. This way, Mt. CB won't feel they are doing all of the heavy lifting for the airlines. When we applied in the spring for summer marketing, we got money for Houston air, but they didn't want us to market the air in July and August. They actually took that idea of not promoting July and August from our grant cycle. All of our summer air marketing effort was for June, which was way up and July and August suffered because of that. We want to be able to show that every month the flight program needs help even if tourism doesn't. The RTA will pay for it if they are empty. We would rather have the flights full with folks that are spending than paying for empty seats.

Air Report—Jeff Moffett

June was up a total of 15% in passengers. Houston almost tripled in count. There were so many seats that Load Factor dropped. United will likely feel that they put too many seats in the market for June. July and August were basically flat, we can't ignore them. September, we made a comeback late. LF was down, but passengers were up 43%. Airline O and D Data shows Houston was by far the biggest origin market with Dallas, Austin, and New York coming in just behind. Arrivalist data shows that Houston, Austin, and Dallas all came in on the top, but Dallas is much higher. Did they fly into DEN and drive or did they drive for the summer? Looking at total Arrivalist, Airlines are less than 10% of the market. Combined regional drive market in summer is 68%. We are working with Western students to do some internships around this data. Kurt is asking about how this would have looked 5 years ago. Keep in mind that this is summer, but to a certain extent, we didn't really focus on this. Likely that 68% would be less in the past. The drive market has certainly grown.

Looking ahead at this winter. Not looking great for airlines. Currently the early bookings are down compared to last year. Kurt asked if we can pull data on how far in advance people are booking YOY? Being down 22% for December in October is bad news. We did not do buy downs this year. Last year, there were early buy downs happening at this time. We gave a financial incentive to book early last year, but not this year. Last year, John noticed that folks were doing ski safaris with their epic pass instead of flying into GUC and staying only in CB. These folks were flying into Denver or Salt Lake and going to multiple destinations. Crested Butte is on the cusp of getting the most qualified guest. Morgan points out that, with the buy downs, we have been essentially paying for guests to come here. The old CBMR marketing had been messaging the discount, not the destination. That is changing with Vail. We want the qualified guests to pay the premium we are worth.

PR Report—Andrew Sandstrom

We were down in every category except for "Reach". Last year there was a big case on Gunnison Sage Grouse protection as well as issues with the Vail Acquisition of Mt. Sunapee. Still we have seen a down summer for PR. Looking ahead, we have a number of film shoots happening currently. Teton Gravity's mountain bike film, Ford Explorer commercial with Eric Larsen, ABC's Rock the Park at Blue Mesa, also a Film Location Scout FAM trip hosted in

conjunction with the CB Film Fest with the CO Film Commission. A big feature film would be a long shot, but something like the Hateful Eight brought 9,000 room nights to Telluride.

For press trips, Andrew is working with the Nordic Center on invites for the Alley Loop, the Grand Traverse, and a more general trip during the early March time frame. This last trip will include Fat Biking or another component on the Gunnison side of the valley. Amy Tara Koch who has written for all the major publications is also interested in a ski trip this way. Andrew is coordinating with the CTO, Eleven, and CBMR on this opportunity.

LMD Presentation, Summary—John Norton

One of the main goals of the LMD presentation for the BOCC is for them to understand the year that happened and the year to come. We want to reset the discussion around Blister which got a lot of bad press coming out of last year's presentation. We will send the LMD presentation around to everyone once we have it finished. We want to get August LMD collections and others info before we send around to this group.

ICELab Update—David Assad

Fall accelerator started two weeks ago with Camp 4, Third Bowl, Blister, and Internet Colorado. We selected these companies as companies who are bringing in money from outside of the valley. We think these are the easiest road to creating more high paying jobs in Gunnison County. Catapult 2020 we will have 2 cohorts instead of 1. Right now, we are looking for sponsors for the program. Recruiting, we are still working on getting Hustle to come/stay in Gunnison. We need to find Craig a physical location in Gunnison's opportunity zone. We published metrics for success after we got some pushback from the papers. They did get into the Gunnison Times, but with no explanation. We have provided to the city and others as well. Coworking space, we have begun to see a better community type space. We have seen increase in revenues. Everyone that works here knows each other and talks to each other. Startups is the only piece that we haven't talked about. We will start recruiting for our spring incubator in December. That will be much more of an open process than the accelerator. More info will come out soon on that program. One thing that occurs to Kurt is that we don't have a presence in the Gunnison Times that we can use as a soap box. Who from staff could do a regular column in the Gunnison Times?

STOR Update—John Norton

We will have aquatics signage starting this fall. We paid \$20k to fund this program. Starting this next spring, all the camping North of Cement Creek will turn into designated camp spots. That is a huge change. How will this be policed? To be determined. They have to get the campgrounds established before they can even think about enforcement and a reservation system.

Western Update—John Norton

As we put together this presentation for the BOCC, we have seen interns and graduates working with Blister and CBGTrails. There will also be 4 or 5 more Blister speaker series. The director of the Honnold Foundation was meeting with Western women at the ICELab this morning after her speaker series last night. We should probably get another meeting with Greg Salisbury to talk to him about these successes. The Blister speaker series is getting some

industry attention and great exposure for Western. Red Bull came to Jonathan asking which Red Bull athletes he wanted at his speaker series so that they can come. We are also looking into Arrivalist projects for interns. CU representatives were here recently and there has been some really great partnership going back and forth with the new computer science building.

Meeting close 12:10 PM