



TAPP BOD Meeting Minutes
7:30am, Jan, 13, 2021
Zoom Meeting

Directors in Attendance: Kurt Giesselman, Kelly Osness, Wynn Williams, Gary Pierson, Jennifer Barvitski, Kelley Baer, Erica Rasmussen

Staff: Jeff Moffett, Andrew Sandstrom, John Norton, David Assad, Tanner Whiteford, Katy Mooney

Public: Bill Ronai, Lauren Koelliker

7:34 Call to Order and Roll Call.

October 21st Minutes Approved

Kurt on Guest comments

Lauren discussed having representation from the town of Mt Crested Butte on the Board of Directors for TAPP. Lauren would like to see someone living within town limits on the Board. Bill and Kurt commented on their location in rural Mt. Crested Butte near Meridian Lake. All agreed that finding people to serve on the board is difficult. Kurt suggested that if Lauren ever comes across anyone who she believes would be a good suit for the board that she forwards their info to him.

John on 2020 Recap/Winter Outlook

Right now I think it is a good bet that 2020 will close over 10% higher than last year. Ultimately making this year the best year ever for the new TA. Compared to our sister cities, Steamboat was down 15%, Aspen down 20% and Telluride down 27%. We have a spread of over 20% which just doesn't happen and I would like to applaud the staff for all their hard work this year through the tough times. Not only for their work with the public information office but with their tourism efforts. It is still an open question if we can beat these numbers next year, July and August will have to perform extremely well. Andrew made a comment that 50% of collections in November were in the town of Crested Butte. This is a big change we're seeing since lodging used to rely heavily on Mt

Crested Butte. The recent growth in Town of Crested Butte shows the popularity of VRBO and that people want to stay near town. Andrew noted that people want to stay in stand alone units due to COVID. John concluded with the Destimetrics outlook not being reliable with a majority of our bookings being last minute. We are seeing that last minute bookings are much larger now than they ever have been. DestiMetrics reports have a hard time estimating last minute bookings and we are doing much better than their outlooks.

John on Budget

During our budget request in September we came in with a request that was a reduction of 5% of last year, this was due to a request by the County. This was approved by the commissioners and now that we are able to see the numbers from the year end, there is a huge spread between the revenue we have generated and the reduced ask of our LMD budget. Because of this, we anticipate requesting this difference in March when we present to the LMD again. There are several place making projects throughout Gunnison which we hope to use this money for in order to create a better visitor experience.

Jeff on Air report

Jeff screen sharing- Thanked the entire team for their hard work. We have seen a big jump up in airline visits. Visits are up about 12% in the fall. We continue to see a growing trend of about 12% to 15% increase each week since the middle of November. This has been consistent with many projections from Arrivalist data. We are also seeing this correlate with an increase in rates of 11% in November. June through November seat numbers were up 42% even with our lack of flights compared to last year. We beat all of our sister cities during October through November. We are down by 23% this winter however that is much better than other similar hard to reach mountain towns. Aspen being down 38%, Bozeman down 42% and TSA being down 62%. Our passenger capacity is also down due to lower number of flights as compared to last year. The RTA is applying for a Small Community Air Service Development Grant to help get a DFW flight in the near future.

Jeff on Arrivalist news

Jeff- Arrivalist is now providing demographic information. This is great news since we are now able to see where people are coming from. We can see which types of areas in Austin vs which areas in Denver that people are coming from. This helps us to better understand who our audience is and what type of person they are. We can see age, income range, family status, ethnicity etc. We can compare overtime which markets and which types of people we are attracting more than others. We definitely get a better understanding of who our customers are which lets us target them more specifically. Kurt asked if demographic data can be overlaid by a list of all our target cities. We would

like to see data of what age groups are attending more from each city so that we can see if our target age is receiving our messaging. Andrew stated that we just received this information on demographic data the day prior. That being said we are still learning the potential of this information. There are many things to learn about our target markets from this.

Jeff on data works in progress

There have been many questions about how many 2nd homeowners are here and how long they stay. The census numbers can help show us that. We will continue to try and receive these numbers. Our short term rental inventory data is still coming together. We had someone at the county level who was tracking this however there has been some data disruption. I would say we are seeing a higher use of existing short term rentals as opposed to a higher quantity of them. We are also looking at getting local travel use data in order to better track the backcountry use of our public lands. We are still working on the data from our September 2020 numbers since it was such an amazing month for lodging. We are working to pull as much information from September as possible. We are also working with the state in cross referencing their location tracking data.

Andrew on Spring Marketing Plans

We will be wrapping up our winter marketing on the 1st of March. We are going to begin promoting Hartmans as a shoulder season destination by March 15th, snow dependent. We want to target other mountain town ski communities and push Hartmans as an alternative to Fruita or Moab. Kurt asked about any collaboration with Gunnison lodging properties. Kelly B asked what we will be doing to promote Hartmans. Andrew said we are building out the marketing plan currently but it will most likely be a big social push. John added that Hartmans can really help to build up our spring markets. Andrew stated that this launch will be dependent on weather conditions and other factors. Lauren Koelliker had concerns about the spending habits of mountain bikers. Andrew responded that our past research concluded that mountain bikers are actually among the biggest spenders in the outdoor industry. Kurt added that spring riding at Hartmans will be cold and encourage people to pay for lodging instead of camping. Andrew added the importance of south valley place making for mountain biking. Andrew ended by stating that our traditional summer marketing will begin at the end of April and early May. Consisting of the same trails focus as before. This is our general timeline for campaigns coming up.

Andrew on Born From Junk Update

This is a project we have worked on for a few years now. The film has been accepted into numerous film festivals including Warren Miller, Banff Mtn Film Fest, Whistler Film

Fest, Vancouver Film Fest, Crested Butte Film Fest, Breck Film Fest, Ritual, Kendal Mountain Fest, Wild and Scenic Fest and many more. Even many European and international film festivals have picked it up. We want to capitalize on the publicity of this film and are working on campaigns that compliment the success of this film. This film was part one of two, which focuses on the origins of mountain biking here in GCB. Part two, which we are working on now will focus on the next phases of mountain biking here in the valley. John added that this was a risky project but it has turned into a huge win. This will also accompany the MSP film we worked with as well. These two big mountain bike films are a huge win for TAPP.

Andrew on Pending media visits

There have been few media trips due to COVID. A few of our other press trips are canceled due to health reasons of our writer. We are still working on a few fly fishing PR trips. Press trips are still a focus of TAPP, however we have had a few swings and a miss with planned trips since this year has been a tough one.

David on ICELab update/Incubator

Our pre-incubator started yesterday and we have 4 teams again this year. The pre-incubator is to gauge the level of interest of our teams before enrolling them in the full 12 week incubator. We are working with Ross Matlock on a hot springs company for the Valley. Western students from the MEM program have started Oh Be Joyful Bags which make handbags out of recycled raft material. The next is PACT Outdoors which make pre packaged supplies for pooping in the backcountry. Lively Life is our last team focused at an online holistic nutrition class.

David on Moosejaw Outdoor Accelerator

We have partnered with Moosejaw, Camber Outdoors and Holland & Hart to host this year's national Accelerator. We have had applications open since December 14th running through January 18th. We will be choosing the 10 semi-finalists on January 22nd which will then be voted on by the Moosejaw audience and general public. We have 41 applicants as of now and expect this number to increase significantly in the next few days. This has brought a lot of attention to Gunnison as an outdoor hub and will continue to bring more attention as we wrap up the voting process. We expect that this program will have over a million views. Our hope with this program is to work with these companies and convince them to relocate operations to our valley. John reiterated that this program is creating a buzz in the economic development industry and outdoor industry throughout the nation.

John on Partnership with Bentonville Arkansas. After speaking with them recently they do not seem interested in working together at this point. The potential for Gunnison

and Bentonville to be partner cities is huge. The Walton Family has shown interest in the Gunnison Valley as well as in one of our local businesses, Campfire Ranch. David added that Bentonville does not have any type of accelerator similar to the one we are running with Moosejaw. However they could easily create one. For that reason it is better to continue building a relationship with Bentonville rather than stiff arm them.

Jennifer on Airport Planning

We are working on placemaking inside and outside the airport. We want to make a statement as people arrive in our valley. Our big concern now is the huge solar panels making the parking lot smaller and rerouting the entrance. We need to make sure we bring the wow factor as we plan the airport since this is our “one big chance” to do this right. Other ideas include outdoor spaces around the airport. We ask that if anyone has ideas to please bring them forward. Andrew added an idea about having a museum style display. Also developing signage to divert traffic away from the industrial side of town and towards our main street.

Jennifer on IOF park

There is an opportunity to make the park trail focused as they plan to reconstruct the park. Also with the mural wall on the twisted fork we are asking for ideas.

Western Opportunity at North Village/Jennifer

I think Western involvement would be a win win for everyone involved. Western has little presence in North Valley right now and this could be it. We need ideas on how Western can be involved as we move forward. The best idea we have now would be partnering with RMBL or hosting classes in the village. This would also provide a way for visitors to see Western and help boost enrollment. There is a homerun here we would like to make. Just need help getting there.

Andrew on Other business

We made a 5% reduction on our budget from last year. Due to this, we are going to ask for another 300K from LMD depending on how our numbers from December finish out. We are going to use 30% of this for place making in the south valley. Then 30% for summer marketing and 30% winter marketing. The additional 6% going towards messaging for restricted north valley camping next summer as we anticipate some backlash.

Close

Kurt thanked the board and staff for their attendance and congratulated the staff on a successful year.