AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Gunnison River Valley Local Marketing District; Funding Request; Gunnison-Crested Butte Tourism Association; Second Quarter 2015

Action Requested: Motion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
The TA submitted the attached funding request for the second quarter of 2015.

Fiscal Impact: $450,000

Submitted by: Katherine Haaase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:

Total 2015 budget is $1,174,907. First quarter was $298,200, 2nd quarter proposal is $450,000. Remaining balance for 3rd and 4th quarters will be $426,707. Attached cash flow chart shows some concern for April payment, we'll have to watch receipts and may need to adjust payments accordingly.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 2/25/2015

County Attorney Review: ( ) Required (●) Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required Yes ( ) No ( )

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 2/25/2015

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 15 m

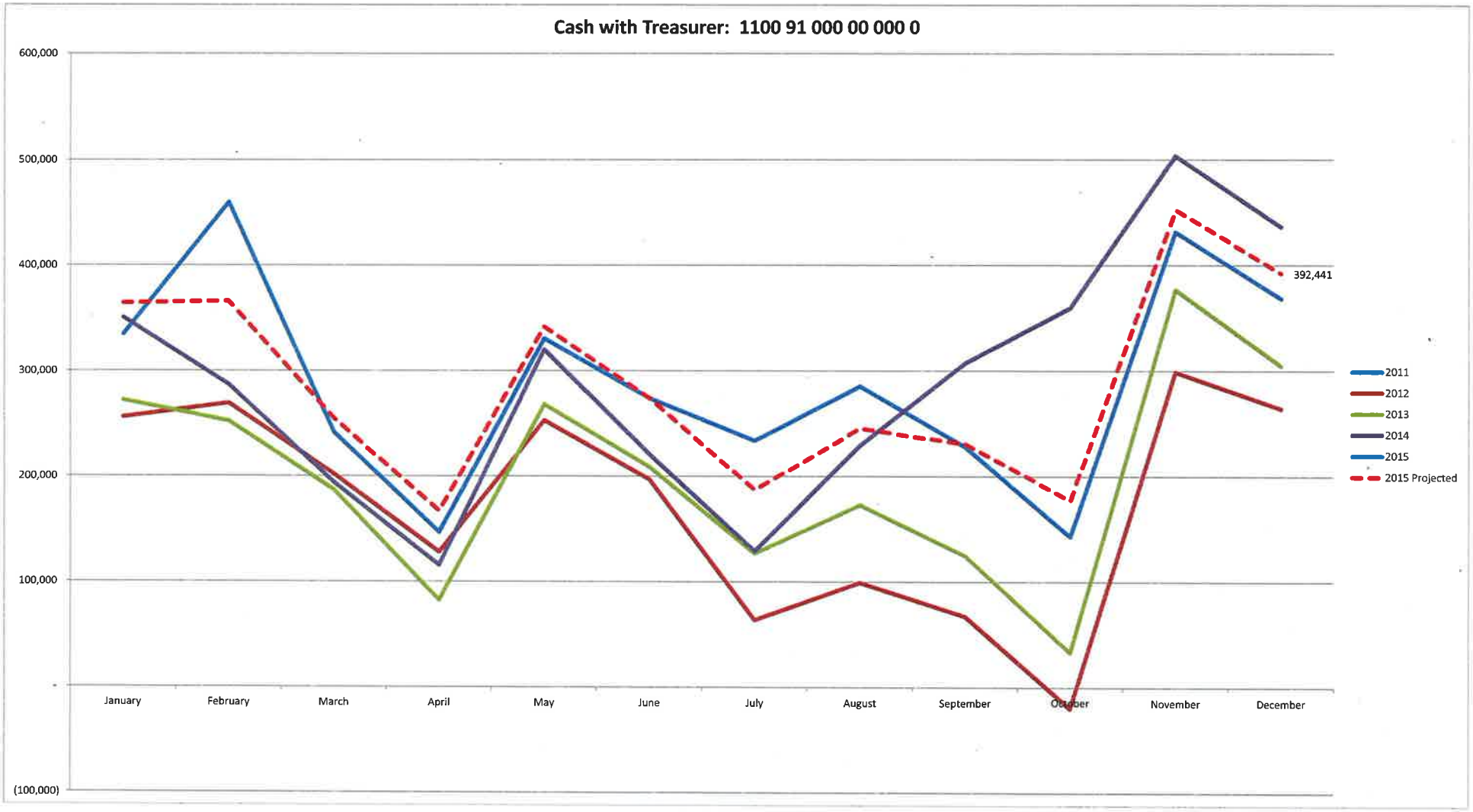
Agenda Date: 3/3/2015 Follow Up Agenda Date:

Revised April 2013

2015 Q2 GCBTA Budget Request

We make this budget request based upon the guidance of an annual budget of approximately $1.2 Million. Given the ramp up to summer and the launch of the new mountain biking campaign, we expect that Q2 will be a period with higher expenses.

Personnel	$75,000.00
JuicyTrails Mountain Biking Trail Map App	$50,000.00
Lure Piece (vacation planner replacement)	$40,000.00
Tradeshows/Travel	$25,000.00
Advertising and Social Media	$100,000.00
Signage	$25,000.00
Mountain Biking Microsite	$40,000.00
Office Supplies & Board Compensation	$15,000.00
Data/Tourism Intelligence Group	$20,000.00
Media FAM trips	$10,000.00
Discretionary Fund: • Facilitation • Social Media Subcontractor • JackRabbit BookDirect • Summer IAH Promotions • Research Analyst	$50,000.00
Total Amount Requested for Q2	**$450,000.00**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