AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Funding Request; Marble Crystal River Chamber of C

Action Requested: Discussion

Parties to the Agreement:

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

Summary:

Please see the attached.

Fiscal Impact: $17,000

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

Finance Review: (●) Required ( ) Not Required

Comments:

Historically, we collect enough to cover the agreement amount prior to the end of the calendar year, so we are able to save up a modest balance before the new agreement start date. The carry forward amount each year is decreasing as the contract amount goes up. I project we could cover the $17,000 request, but may not be able to sustain that level going forward unless receipts go up accordingly.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 10/5/2017

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

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 10/6/2017

( ) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 30

Agenda Date: 10/10/2017

Revised April 2015

Marble Crystal River Chamber

620 W. Park Street, Marble, CO 81623 - www.mcrchamber.org - (970) 704-7300

September 29th, 2016

Christy Villalobos, President: 963-7117
Linda Adams, Treasurer: 963-9522
Ryan Vinciguerra, Secretary: 963-4090
Glenn Smith: 963-1991
Larry Good: 963-2652

Dear Board of County Commissioners, and County Planner,

The Marble Crystal River Chamber has moved into a new era in supporting tourism, local businesses, and short-term rental owners. Growth in all phases of our mission has opened our eyes to a new responsibility in developing infrastructure and long-term planning for the public enjoyment of the Upper Crystal River Valley's natural resources.

We want to direct our focus on taking care of the visitors we already have, educating the public and local business owners on their responsibilities to the town, the community, and the natural resources we have here. This means keeping up with the events and advertising we have always done, while turning some of our attention to signage, education, visitor safety, and long-term planning.

For example, we are asking for money to erect signage and an information kiosk at the junction of Highway 133 and County Road 3, so that people know what is down our little road before they drive in. We also want to educate the public about what *isn't* down the road (gasoline,) and what *isn't* available before they drive in (trailside trailer parking, auto passage to Crested Butte.) We also hope to begin a partnership with the Town of Marble, the Forest Service, and Gunnison County to look into the wisdom and feasability of adopting permitted access to the back country of Marble, and to provide additional parking and signage at trailheads.

The online short-term rental boom has reached Marble, and we are confident that our outreach and tax-paying information web-page will result in an increase in LMDT revenue, along with that from the newly reopened Marble Campground and RV Park.

We continue to sponsor and host the events the public expects in Marble: the 13-year strong Lead King Loop fund-raising Races, among others, but we see a need to turn our attention to managing the fervent interest in Marble that has blown up around back-country skiing, hiking, ATV touring, camping, and an increasingly famous restaurant — all of which take some toll on our resources and the sanity of our citizens. A graph of the number of visitors to Marble over the past few years would look like the face of White House Mountain!

We will continue to promote and market Marble and the Upper Crystal River for the beauty and recreational opportunities that exist, just as we always have, but there are ways to protect the resources we have and attract a respectful demographic of visitors to our amazing valley. We are concerned that this new thrust may not exactly match the initial mission of our by-laws, but we feel this is the time to address the demands of change. We are interested in your views on this situation, as the leaders and planners of Gunnison County.

Sincerely,

— The Marble Crystal River Chamber Board

Attached:

2018 MCRC Budget Request Spreadsheet
2017 Y-T-D Financials

Marble Crystal River Chamber

620 W. Park Street, Marble, CO 81623

www.mcrchamber.org (970) 963-6272 (MCRC)

Work Plan January 2018 – December 2018

Website Maintenance www.mcrchamber …… **$ 1,000**

Our website is the centerpiece of our marketing and promotion effort. Our new designer is continuing with updates, design changes, and tweaking the analytic aspects of our site. We will continue to update the 'About Us' tab to reflect changes in the rental markets and our local tourism. We provide pages on our site to member businesses, and new members require new pages. Area sales tax increases in each of the last five years reflect the continued growth in tourism, indicating that our efforts are working for both our town and the County.

The site is well optimized, much-visited, and aesthetically pleasing. A short promotional film on Marble is featured prominently on the site and on valleyinsider.com. Event pages promote our Marble events. We are asking for $1,000 to maintain our site.

Illustrated Map and Rack Card Distribution …… $ 2,000

We have already allocated $5,000 from 2017's budget agreed to local artist Eliza Rogan to produce an illustrated map of Marble which accurately reflects its businesses, attractions, activities and trailheads. We are coordinating map production (and inclusion) with a membership drive, and plan to use elements of the map in print ads that promote both Marble, and area businesses. Our rack card is still relevant and accurate, although we will likely need to update it next year to reflect changes in the business community. This line item is for rack card distribution around Western Colorado, and printing of the illustrated map.

Print and Online Advertising …… $ 7,000

We plan to continue our online banner ad banner with Colorado.com and again sponsor a Marble Chamber page in Colorado.com's magazine. We have drawn a huge increase in first-time visitors and introduced the town as the singular Colorado destination that it is. An examination of our own site's visitor stats and stats from associated internet marketing organizations shows that this new-media marketing has been an effective cornerstone of our marketing program, and we wish to continue with it, budgeting $5,000 for internet marketing and $2,000 for continued print ads in the *Crystal Valley Echo 2018 Summer and Winter Guides*, and the *Grand Junction Sentinel's* annual *Vacationlands* publication. Apparently this plan is working well!.

Event Funding …… $ 2,000

We wish to continue what we have started in promoting Marble through events. Our events lead new visitors to Marble, and they showcase our community spirit and creativity. They are hard work, but they build community as we get to partner with locals who have a passion for the events they introduce to our community. Placing our events on statewide event calendars (as well as on our own website) increases Marble's presence and recognition. We have generally scheduled these events during traditionally slow periods in our season and now find that there are no longer any extremely slow periods!

ONGOING – Frisbee Golf Tournaments. Our frisbee golf course, set in the mill-site park among ruins of the historic mill is one-of-a-kind and widely recognized. We will continue to support it.

JUNE INTO JULY Marble/Marble Carving Symposium. This is the great grandma of Marble events, bringing sculptors from around the world to work outside in a pastoral community of artists. Though not called upon to support this institution, the MCRC membership is always involved, and the symposium is unique to our summer community and features in our marketing of Marble.

JULY 4th Ice-Cream Social. The Chamber and The Hub co-produce an old-fashioned ice-cream social, where locals and visitors, children and adults may gather and eat as much ice cream as they want! Who doesn't like ice cream?

AUGUST – Marble Fest. Currently on hiatus, Marble-Fest is a low-key, free, primarily acoustic and bluegrass music festival the third weekend of August, serving as a summer farewell for families with school-age children.

SEPTEMBER – Lead King Loop and Quarry Climb races. Nearly 300 runners gather at Thompson Park and run in three races to benefit the Marble Charter School. This year's race raised over $15,000 annual for our kids' education.

DECEMBER – Christmas in Marble Celebration. Santa in a firetruck, a holiday movie, seasonal crafts, a gallery tour, Christmas tree lighting, and more, in a snowy mountain setting. This festival raises funds for the Marble Charter School and the Marble Community Church.

Memberships with Chambers and Associations…….…… $ 1,000

Memberships in regional chambers and state and national tourism associations result in increased online exposure and web optimization, but also connects our small, isolated community to supportive neighbors. We maintain memberships with the Better Business Bureau, the Glenwood Springs Chamber, the Crested Butte Chamber, the Redstone Community Association, the West Elk Loop Byways Committee, and we are a member of Colorado's state 'I film Colorado!' program. We ask for $750 to continue these memberships and associations. We plan to consult with representatives of some of these organizations as we define our concerns and solutions resulting from our tourism growth.

Signage and Information …… …… $ 3,000

Our information kiosk at the entrance to Marble has to be upgraded. We would also like to add a kiosk at the turn-off from Highway 133 to County Road 3, add signage on the highway there giving the distance to Marble, as well as to Crested Butte, Gunnison and Delta. We will need to coordinate with the State and the County on this. We also need to maintain the signage we have already placed in town. Safety of visitors is a concern that needs to be addressed now, with informational resources and signage that quells the dangers to the lost, unprepared, and careless tourist.

Marble Hub/Community Center Support and Operations…….…. $1,000

The Marble Hub is the community center/coffee shop/gift shop and visitor center at the center of town. It is housed in the historic, volunteer-restored Marble Bank Building. Our continued support of The Hub builds community and collaboration among our non-profits, provides visitors with information and phone contact to Marble, and maintains the Hub's historic space. The Hub/Chamber partnership provides a gathering space for meetings, and it is now the reservation office for the Marble Town Campground as well. We continue to support the Hub by collaborating on community events with fundraising potential, and we pledge annual financial support. This year we would like $1000 for continued support and funding of the Hub.

TOTAL ……..…… $ 17,000

2018 FUNDING REQUEST …… $ 17,000