Tourism and Prosperity Partnership

Board of County Commissioners Semi-Annual Report
May 2019

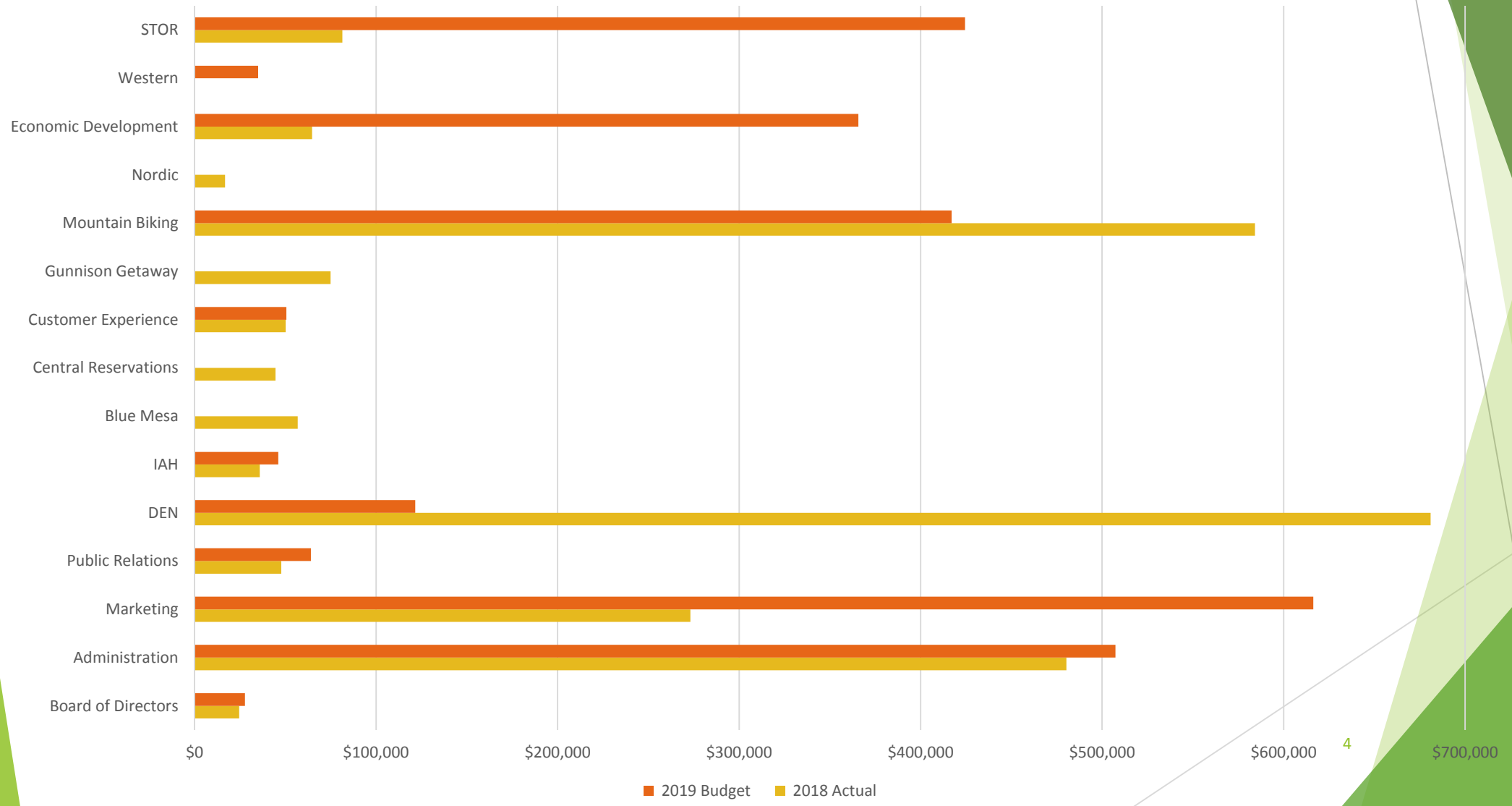
LMD Collections

Interconnected Investments

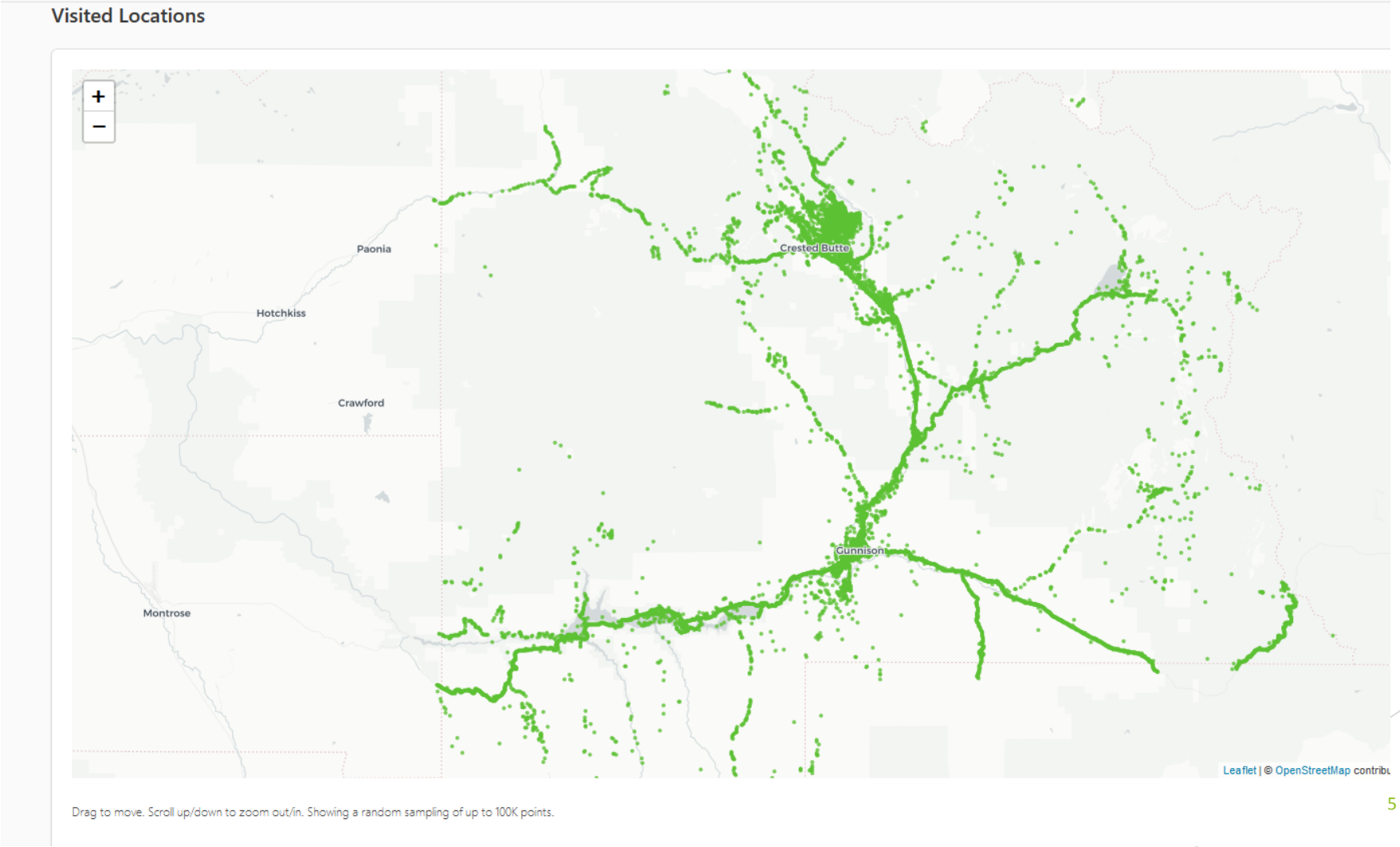
Case Studies:

- Juicy Fruita
- Blister
- Mountain Biking

2018 Actual vs. 2019 Budget Expenses



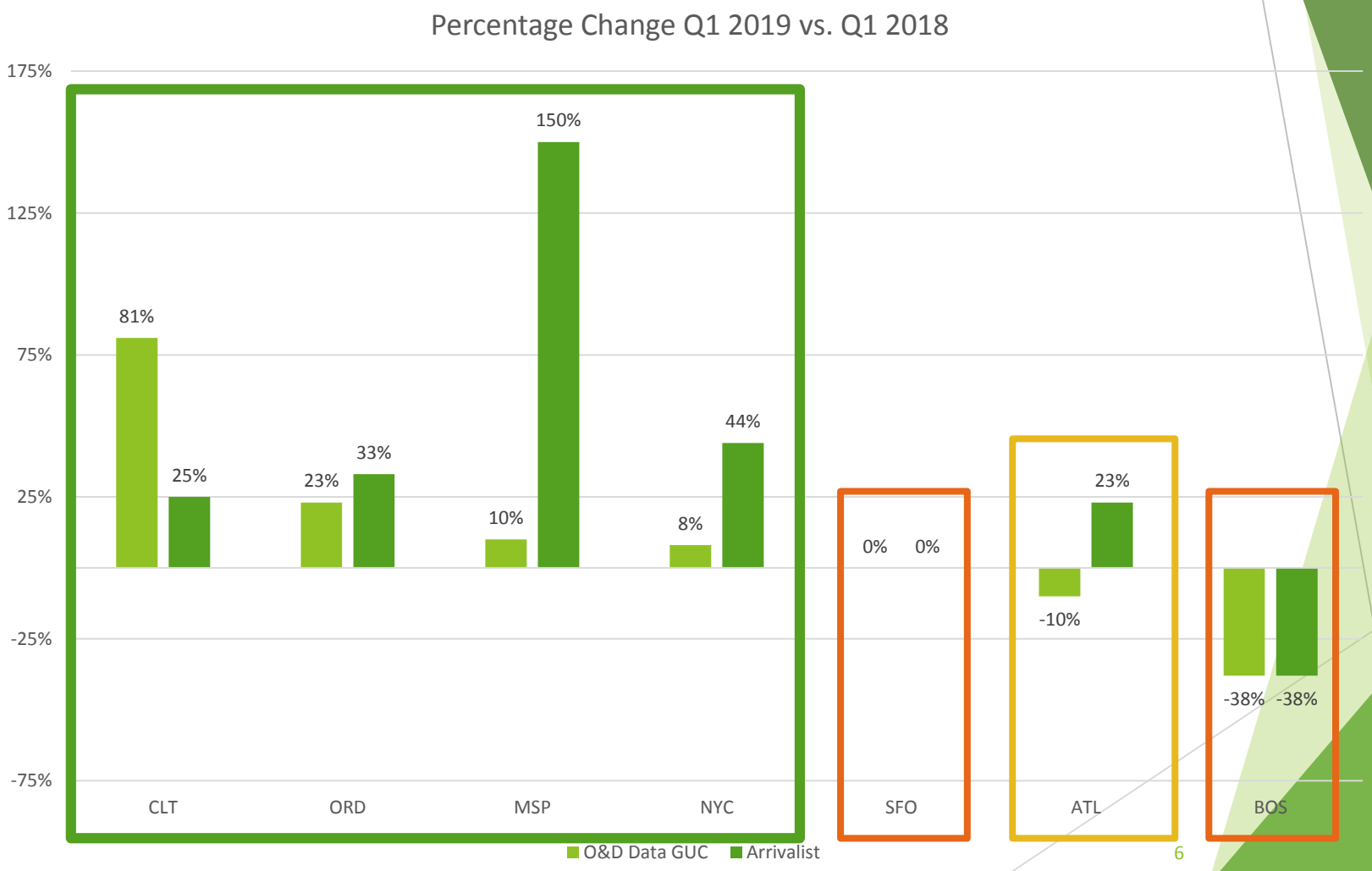
Arrivalist: Traffic in the Valley



Arrivalist Finds: Winter Air

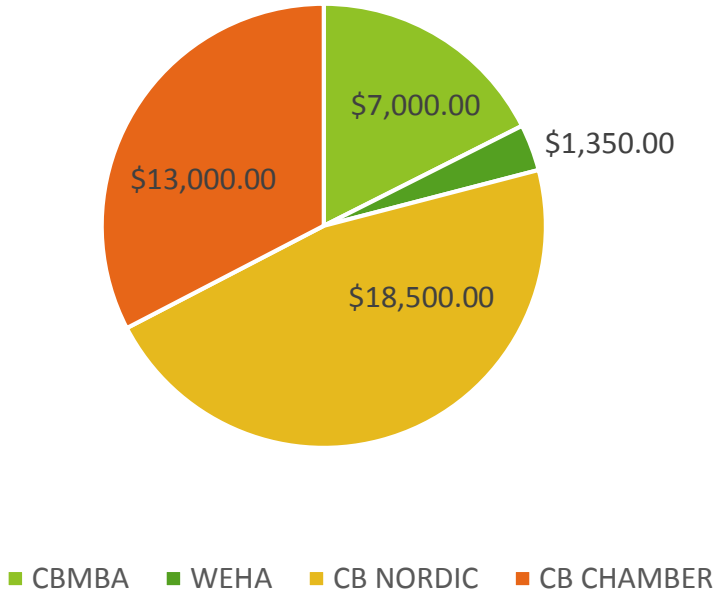
We were able to compare O&D data from the airlines with YOY *Arrivalist* visitation data to compare the change, YOY, in visitors from different major metro areas to identify areas of strength and weakness.

More to come in our November Report.



Winter Grant Cycle

Winter Grant Cycle Funding



Winter Grant Cycle Return

- $22,850 supported event-related marketing and expenses, bringing in 1000+ participants from outside the Valley
  - Average investment per participant of $21.74
- $17,000 supported longer-term marketing efforts for the organizations that we expect to see return on in 2019-2020 and beyond.

PR Updates
November-April

- Ad Value Equivalent
  - +11% YOY to $3.1 Million
- Unique Page Views per Month
  - +21% YOY to 5.8 Billion
- Reach
  - -5% YOY to 12.1 Million

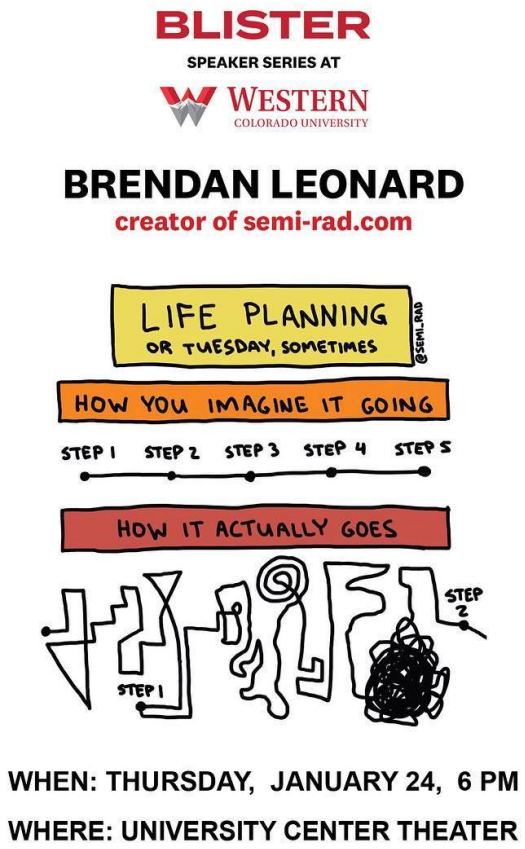
- Wall Street Journal

Jason Gay at the Fat Bike World Championships in Crested Butte, Colo. **PHOTO:** JASON GAY/THE WALL STREET JOURNAL

Blister Speaker Series @ Western

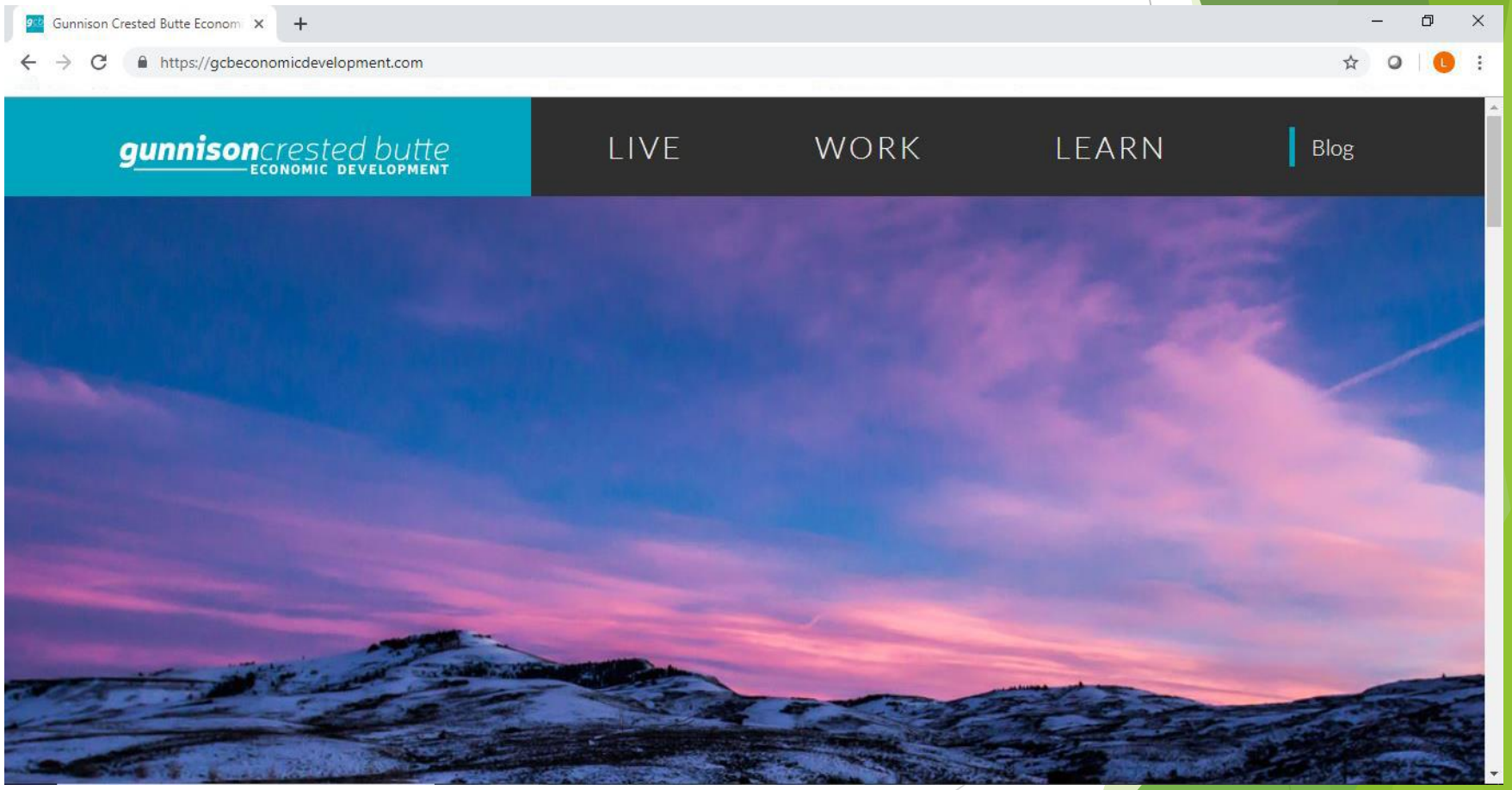
4 Speakers Winter 2019

- Brendan Leonard
- Eric Larsen
- Dan Abrams
- Ashley Korenbalt

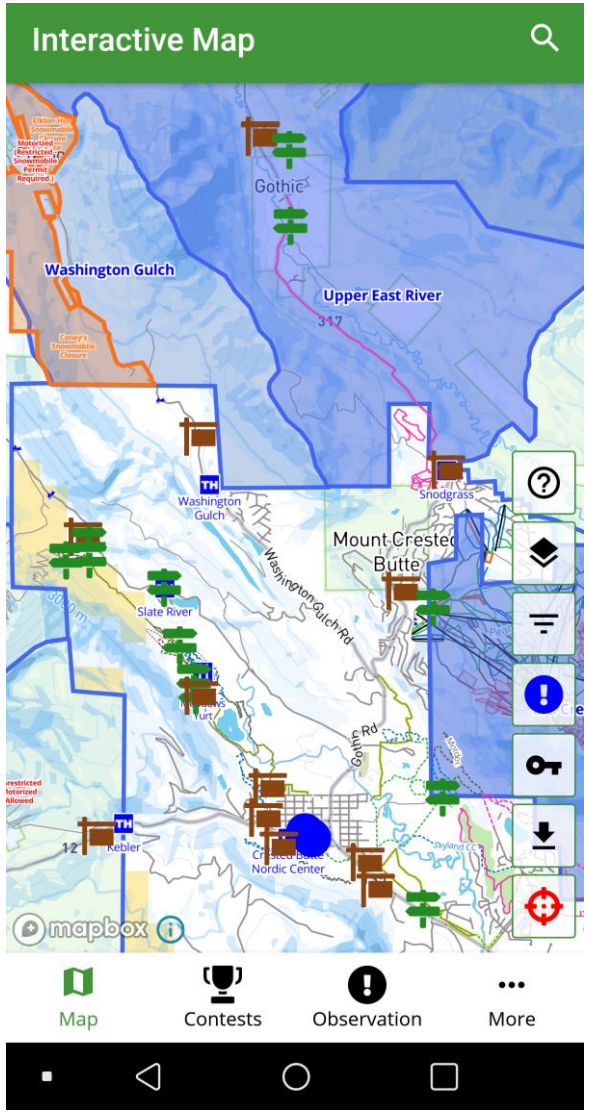


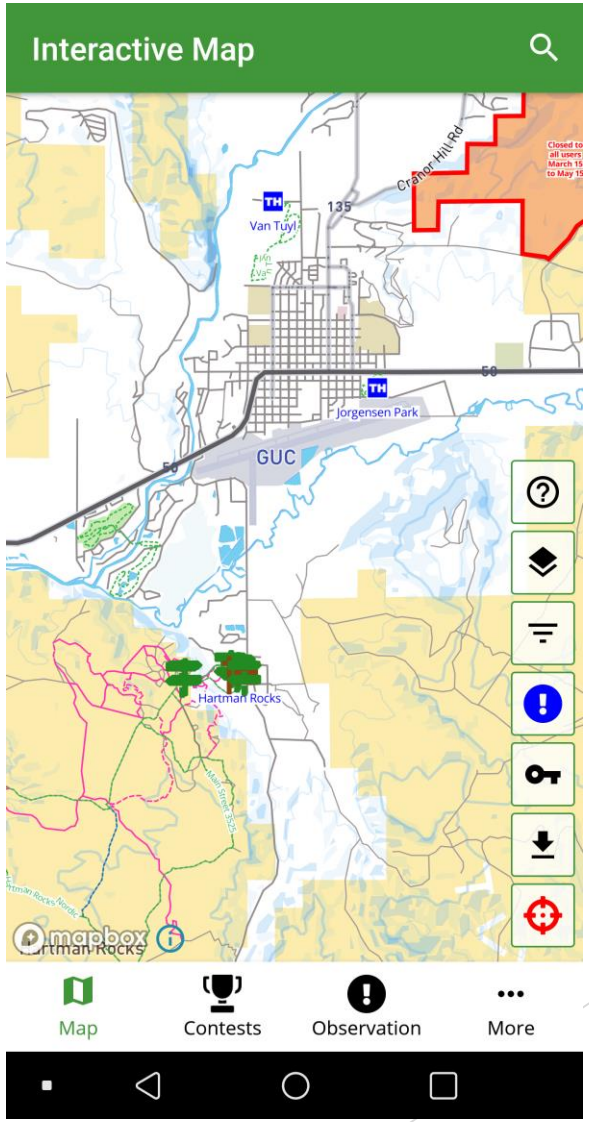
Economic Development & ICELab Updates

- Staff Hired
  - David Assad
  - Darcie Perkins
- Accelerators Underway
  - Catapult
  - Regional
- REDI Grant and City of Gunnison Scope of Work
  - Scheduled to wrap up this summer.
  - Second REDI Grant applied for with the County



Winter Mapping Partnership





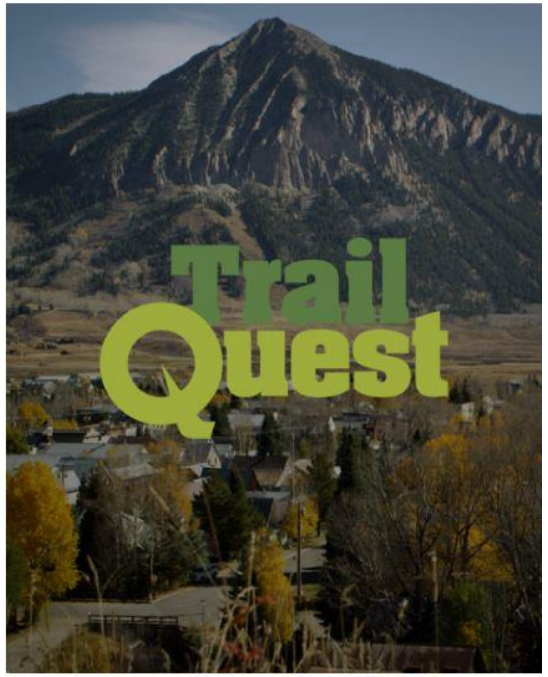
TrailQuest

Stats at end of 2018 Season

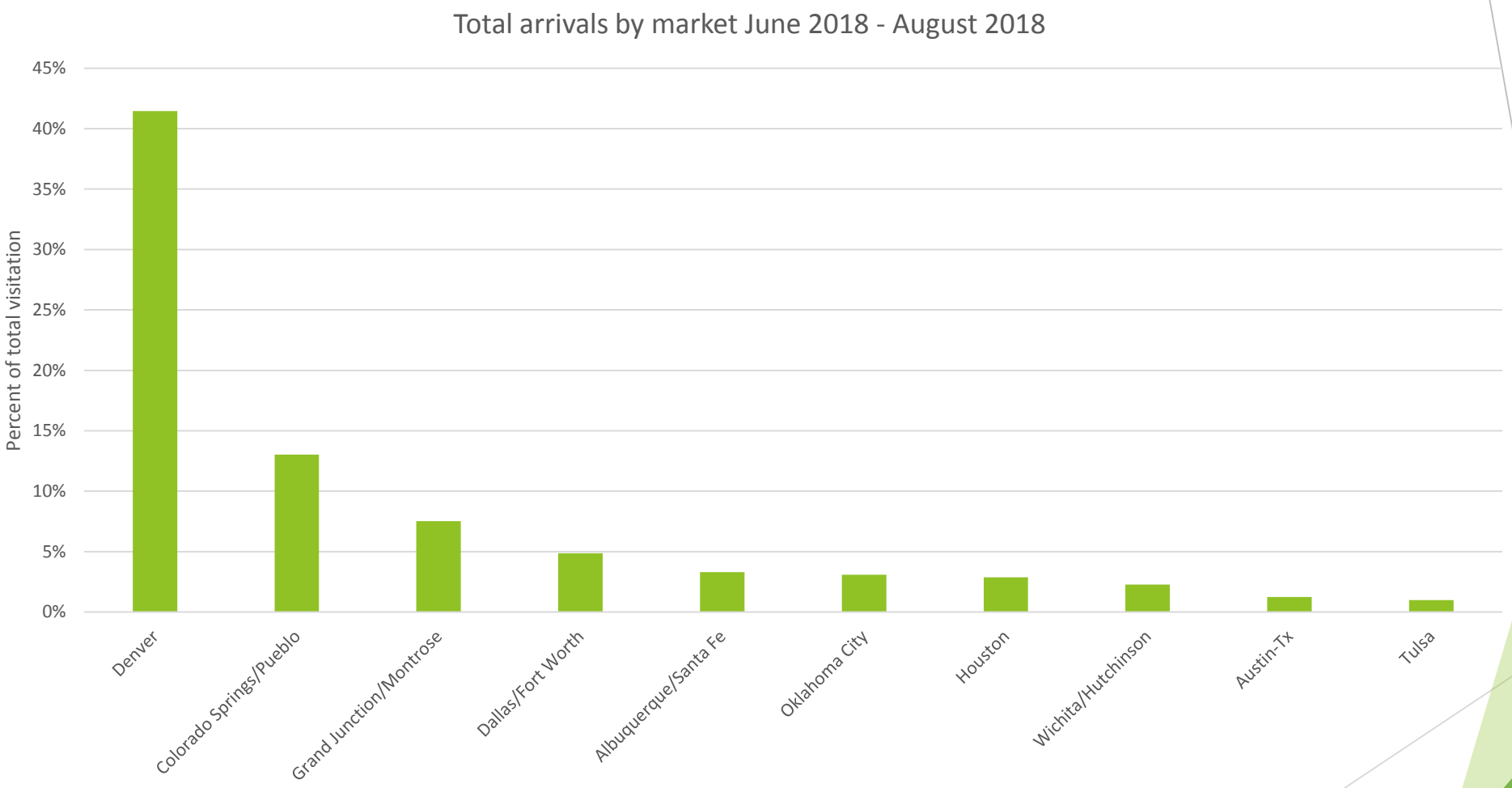
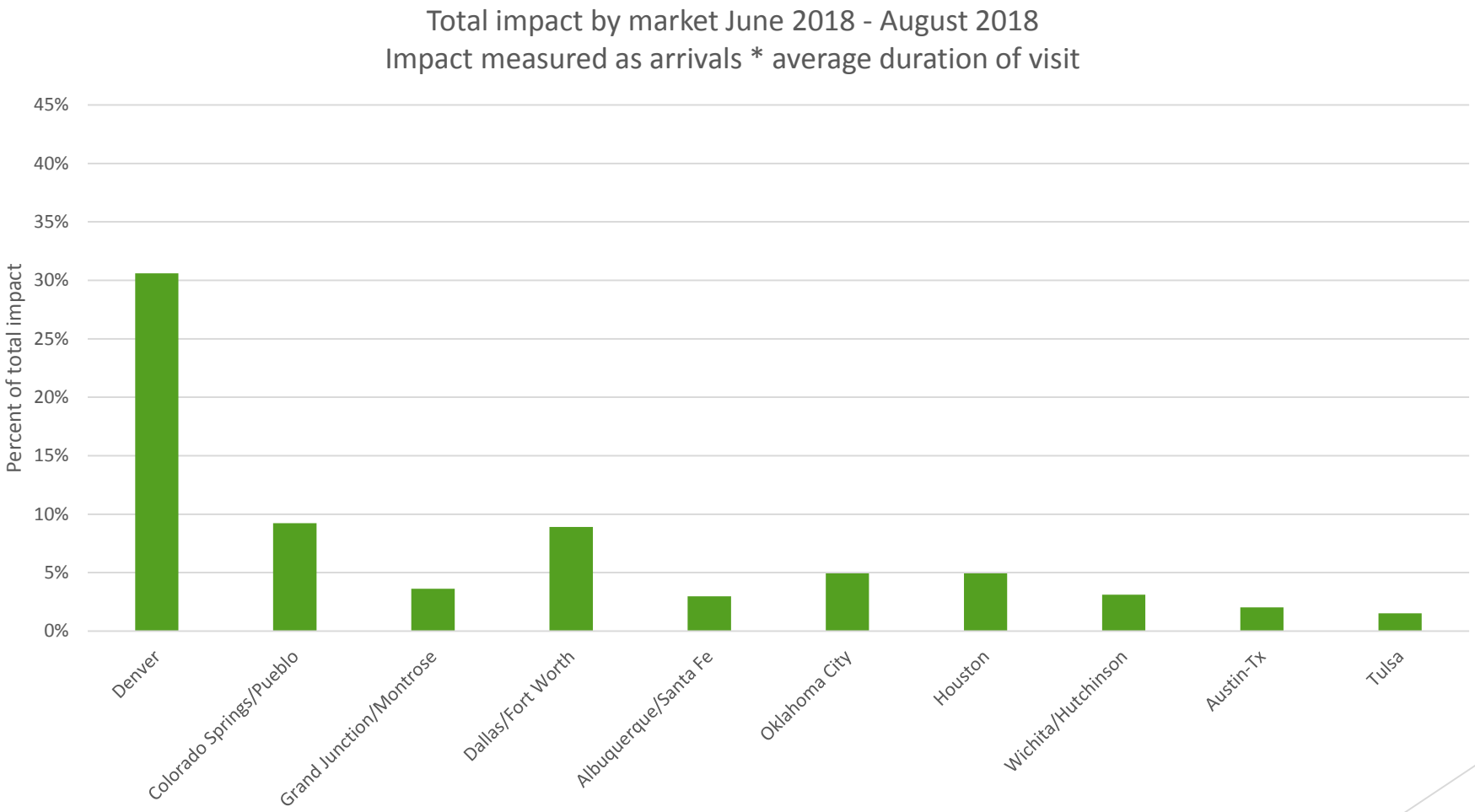
- 3 Finishers in Mountain Biking
- 10,000 Downloads to date
- 193 participants with 20+ unique miles

Goals for 2019 include doubling downloads and participation.

Promotion in 2019



Arrivalist: Summer Arrivals by Market



Arrivalist: Summer Impact by Market