

September 9, 2014 Tourism Retail Advisory Committee Meeting

Members:

Brandon	Judy Ann	Scott B
CJ	Kathy	Scott V
Debbie	Ken	Sinny
Edd	Matt	Steve
Fletcher	Paul D	Vince
Greg	Paul Z	Rob
Jim	Rick	

Meeting start: 7:00 AM

Time of adjournment: 9:00 AM

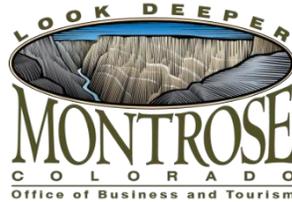
Agenda:

- Come to Order
- Review of 6/24/2014 Meeting Notes
- July/August Financial Report
- OBT Executive Report – Rob Joseph
- Discussion
 - 2015 Budget Work Sheets
 - 2015 Goals
 - Restaurant Weekend
- New Business / Member Ideas
- Old Business
- Adjourn

Future Meeting Topics:

- E-mail marketing presentation – October
- Newsletter – October
- Data analytics – November meeting





Tourism Retail Advisory Committee Meeting

July 15, 2014 Meeting Notes

Members:

Brandon	Judy Ann	Scott B
CJ	Kathy	Scott V
Debbie	Ken	Sinny
Edd	Matt	Steve
Fletcher	Paul D	Vince
Greg	Paul Z	Rob
Jim	Rick	

* Names in red indicate members who were unable to attend

Meeting start: 7:00 AM

Time of adjournment: 9:00 AM

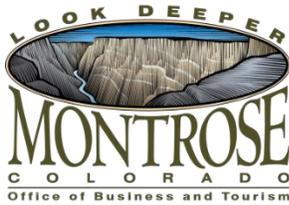
Agenda:

- Come to Order
- Review of 6/24/2014 Meeting Notes
- June Financial Report
- OBT Executive Report – Rob Joseph
- Discussion
 - 2015 Budget Work Sheets
 - Sporting Tournament Program
 - Lodging Sector Seat
 - Transportation / Downtown Trolley
 - Signage Plan and Timeline
 - Montrose Bucks
- New Business / Member Ideas
- Old Business
- Adjourn

- The 6/24 meeting notes were approved, as presented, and will be posted to the OBT Website.
- The 6/24 expenditure to budget report was approved, as presented, and will be posted to the OBT website.
- Rob presented the OBT Executive Report

Open Discussion

- Several members requested that a printed schedule of events be printed and made available for a 3-6 month rolling period for those w/o smartphones and access to website.
- There was conversation about how the vibrancy of sporting events, and softball events in particular, have diminished over the years. Montrose has had a good reputation in the past and it is believed that the inability to enjoy post-game celebrations in the parking lot with beer has exacerbated the problem.
- The committee was generally in favor of assigning a lump sum line item for the competitive sport program, but advised that criteria be set for tournament sports to mirror those that exist in the special event application. They advised it would be important to collect information such as the number of necessary overnight stays, and where players were coming from.
- The committee agreed to ask the Red Arrow Inn to represent the vacant hotel seat.
- Rob discussed the OBT's efforts to become DMAP and CEEdC certified. The committee was supportive of the tourism certification, but advised against pursuing the economic development one at this time due to the excessive demand on Rob's schedule. Rob agreed – he will pursue DMAP accreditation and place the CEEdC activities on hold.
- The committee discussed the challenges associated with the lengthy required messaging intervals for electronic signs. Rob agreed to present the committee's thoughts and recommendations to the city manager.
- Rob was asked to reach out to Steve White to see if Steve was interested in being part of TRAC.
- There was discussion about the Montrose Bucks program and how to create a special program for businesses so they could purchase promotional bucks. One idea was to allow businesses to purchase \$100 per month / per business while another was to reserve 20% of the total budgeted Montrose Bucks for RSE businesses.



MEMO

TO: Tourism Retail Advisory Committee (TRAC)
FROM: Rob Joseph, OBT Director
DATE: September 5, 2014
RE: OBT Executive Report – July 12 through September 5

- VC
 - Signage: There is now a billboard on Route 50. As visitors enter Montrose from the eastern gateway they are welcomed and directed to the visitor center (VC). Additional temporary signs have assisted in directing visitors to the VC. Signs similar to the one for the electric vehicle recharging stations have been ordered and expected to be delivered and installed by September 11. The large outdoor VC sign continues to be delayed. A sign was sent and received on August 19th, but was found to be damaged. It was sent back and we are waiting to receive the replacement.
 - Two water refill station are now up and running. One is directly outside the visitor center while the other is by the event plaza.
 - Visitations increased significantly for the months of July and August.
- Special Events
 - The 1st Annual Black Canyon Soccer Invitational over Labor Day weekend was a success.
 - Soccer Tournament:
 - Hampton Inn: Rate \$101.44
 - 7 Rooms Rented- 1 Night= 7 rooms totaling \$710.08
 - 9 Rooms Rented- 2 Nights= 18 rooms totaling \$1,825.82
 - Jellystone RV Park: Rate \$35
 - 4 RV Sites Rented- 2 Nights= 8 RV Sites totaling \$280
 - Red Arrow: Rate \$79.99
 - 5 Rooms Rented- 1 Night=5 rooms totaling \$399.95
 - Days Inn: Rate \$89.99
 - 3 Rooms Rented- 1 Night=3 rooms totaling \$269.97
 - 29 teams / 392 players
 - 12 teams stayed overnight
 - According to the Competitive Sports Coordinator (CSC) there were plenty of hotel stays that happened this year as compared to years past. She had difficulty in gathering complete numbers, and the following represent those numbers that were reported:
 - Hotel Stays to date:
 - Baseball Tournaments:
 - Days Inn: Rate \$89.99 per night

- 5 Rooms Rented- 2 Nights= 10 rooms totaling \$899.99
 - Swim Meet:
 - Holiday Inn: Rate \$111.21 per night
 - 9 Rooms Rented- 2 Nights= 18 rooms totaling \$2,001.78
 - Red Arrow: Rate \$89.99 per night
 - 7 rooms rented-1 night= 7 rooms totaling \$629.93
 - Days Inn: Rate \$89.99 per night
 - 2 Rooms Rented- 1 Nights= 2 rooms totaling \$179.80
 - Sporting Events Total: 78 room rentals totaling \$7,197.32
 - The Competitive Sports Coordinator resigned to take a position in Denver. Her last day was Friday, September 5, 2014.
 - The first Montrose Learns event is scheduled for Wednesday, October 15.
- Website / Mobile App / Collateral
 - The switch to a responsive design website is underway and delivery of the new technology is expected by the end of September.
 - The first printing of the map was a resounding success. 2,500 maps were received shortly after July 4 and another 2,000 were ordered in late August.
 - 7 new rack cards were designed and printed. This is the first installment of what is to be a comprehensive library of things to do in the Montrose area for all four seasons.
 - As has been suggested by TRAC members, OBT is now researching display stands to purchase and provide to various partners which will display Montrose-specific recreational and entertainment activities.
 - Visit Montrose Facebook page crossed the 1,000 likes threshold and is bringing in qualified leads.
- Programs
 - Final approval was received for the installation of two visitor kiosks at the airport. The kiosks will be installed in late September/early October in plenty of time to welcome the 2014-15 winter guests.
 - The Pavilion is undergoing a second set of upgrades as we continue to reposition it as a premier regional event center. A second visitor kiosk and a special event monitor will be installed by the end of September along with new room scheduling software and hardware, a second seating area for the lobby, a large outdoor sign and art.
 - The second of five scheduled value cards, the Family Fun Card, is now complete and in distribution.
 - OBT entered into a collaborative marketing effort with the Coffee Trader to co-brand t-shirts.
 - OBT was approached by a Montrose business for rights to sell Look Deeper and Stay here, Play everywhere merchandise and souvenirs.
 - OBT ran a successful promotional Montrose Bucks campaign from August 19 until and was scheduled to end on Saturday, August 30; however, due to enthusiastic community support, available bucks were exhausted a few days early. More than 125 individuals took advantage of the promotion.
- Advertising
 - Advertising numbers are up significantly from 2013. The newly redesigned visitor guide continues to receive numerous compliments. The electronic visitor guide was

completed and launched on August 4. Advertisers received a pleasant surprise when they discovered that their websites or Facebook pages were linked as a complimentary and un-promised addition.

- Digital visitor guide distribution began August 4.
 - Previous year
 - 187 unique viewers
 - 4354 page views
 - No other features available (linking, social sharing ie Facebook, Pinterest)
 - August 2014
 - 757 unique viewers
 - 22509 page views
 - 70 clicked links to specific advertisers
 - 9 social shares (shared with their network ie Facebook and Pinterest)

2014 Yearly Stats Consolidated

2014 OBT Stats	FB- new likes	FB - unlikes	FB - followers	FB - reach	Visitor Count- Tourist	Visitor Count- Locals	Visitor Count - Court	Unique Web Visits - 2014	Unique Web Visits - 2013	VG online unique visitors	VG online page views	VG requests CTO	VG reader card/direct leads-OSVG	Mailed visitor guide request	EMAIL Blasts/ Newsletters	Encompass	Volunteer Hours- SPE not included unless noted
January	5	5	787	0	79	140	99	2,830	2,499	79	1,671	525	508	0	0		18.00
February	17	0	804	0	36	181	109	2,496	2,242	69	1,723	949	438	30	0		32.25
March	24	2	826	0	56	163	72	5,146	2,043	99	2,152	1,031	579	78	403		27.25
April	34	2	858	40,785	93	136	72	4,087	2,229	60	1,335	1,252	487	43	546		41.75
May	13	1	870	0	84	149	121	4,965	3,742	47	1,084	1,273	410	27	0		78.25
June	12	0	882	0	162	157	93	6,873	5,183	53	1,203	1,196	140	33	0	16	100.50
July	227	0	1,109	48,752	438	227	71	10,061	6,193	336	5,437	926	65	26	55,993	53	76.00
August	296	0	1,405	0	617	241	85	8,096	4,290	757	22,509	681	54	162	63,242	7	102.25
September[1]																	
October																	
November																	
December																	
2014 EOY	628	10	1,435	40,785	1,565	1,394	722	44,554		1,500	37,114	7,833	2,681	399	120,184	76	476.25
2013 EOY	307	na	782	na	272	990	na	783		764	17,590	27,483	na	na	57,744	na	235

50 SPE VC hours included

	YTD Total Tourist	YTD Total Local
Monday	151	187
Tuesday	190	291
Wednesday	160	244
Thursday	251	255
Friday	220	201
Saturday	216	92
	1188	1270

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2014

	JULY	YTD	BUDGET	UNEXPENDED	PCNT
RETAIL SALES ENHANCEMENT					
SALARIES & BENEFITS	4,574.79	31,616.76	63,553.00	31,936.24	49.7%
OFFICE SUPPLIES	11.69	400.26	1,500.00	1,099.74	26.7%
POSTAGE	0.00	2.40	1,500.00	1,497.60	0.2%
PRINTING	0.00	1,112.21	10,000.00	8,887.79	11.1%
ADVERTISING	1,894.14	22,921.84	65,000.00	42,078.16	35.3%
PROFESSIONAL/CONTRACT SERVICES	0.00	986.35	39,123.00	38,136.65	2.5%
SPECIAL EVENT SUPPORT PROGRAMS	4,623.24	12,859.75	40,000.00	27,140.25	32.1%
PROGRAMS	0.00	5,320.00	27,000.00	21,680.00	19.7%
TRAINING/CONFERENCE/TRAVEL	1,967.45	2,562.45	3,500.00	937.55	73.2%
MEETING EXPENSE	65.28	693.64	2,500.00	1,806.36	27.7%
BUSINESS DISTRICT SPECIAL PROJ	0.00	4,339.00	60,000.00	55,661.00	7.2%
PROJECTS <\$5,000	211.79	4,302.37	0.00	-4,302.37	
IT INTERFUND LEASE	0.00	69.81	804.00	734.19	8.7%
TOTAL RETAIL SALES ENHANCEMENT	13,348.38	87,186.84	314,480.00	227,293.16	27.7%
TOURISM PROMOTIONAL					
SALARIES & BENEFITS	4,456.31	31,223.31	63,551.00	32,327.69	49.1%
OFFICE SUPPLIES	60.58	469.92	1,000.00	530.08	47.0%
POSTAGE	0.00	1,893.77	10,000.00	8,106.23	18.9%
PRINTING	192.66	2,298.48	30,000.00	27,701.52	7.7%
ADVERTISING	6,651.81	45,191.64	170,000.00	124,808.36	26.6%
DUES/MEMBERSHIP/SUBS	0.00	0.00	1,850.00	1,850.00	0.0%
COMMUNICATIONS	5.26	26.21	0.00	-26.21	
PROFESSIONAL/CONTRACT SERVICES	5,396.25	22,149.18	60,725.00	38,575.82	36.5%
SPECIAL EVENT SUPPORT PROGRAMS	7,410.83	13,408.92	40,000.00	26,591.08	33.5%
PROGRAMS	0.00	200.00	10,000.00	9,800.00	2.0%
TRAINING/CONFERENCE/TRAVEL	582.86	3,388.57	8,500.00	5,111.43	39.9%
MEETING EXPENSE	84.85	586.62	2,500.00	1,913.38	23.5%
EQUIPMENT/ FURNITURE <\$5,000	0.00	3,500.00	0.00	-3,500.00	
IT INTERFUND LEASE	0.00	592.69	5,375.00	4,782.31	11.0%
TOTAL TOURISM PROMOTIONAL	24,841.41	124,929.31	403,501.00	278,571.69	31.0%
VISITOR CENTER OPERATIONS					
OPERATING SUPPLIES	53.84	231.78	3,000.00	2,768.22	7.7%
CONTRACT/ PROFESSIONAL SERVICE	1,997.89	7,771.47	0.00	-7,771.47	
VOLUNTEER APPRECIATION PROGRAM	0.00	0.00	15,000.00	15,000.00	0.0%
PROMOTIONAL ITEMS	0.00	4,455.87	0.00	-4,455.87	
MEETING EXPENSE	0.00	0.00	4,000.00	4,000.00	0.0%
COMMUNITY PROGRAMMING	0.00	0.00	10,000.00	10,000.00	0.0%
EQUIPMENT/ FURNITURE <\$5,000	1,444.70	9,215.77	15,000.00	5,784.23	61.4%
TOTAL VISITOR CENTER OPERATIONS	3,496.43	21,674.89	47,000.00	25,325.11	46.1%
TOTAL TOURISM EXPENDITURES	28,337.84	146,604.20	450,501.00	303,896.80	32.5%

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2014

	AUGUST	YTD	BUDGET	UNEXPENDED	PCNT
RETAIL SALES ENHANCEMENT					
SALARIES & BENEFITS	4,085.44	35,702.20	63,553.00	27,850.80	56.2%
OFFICE SUPPLIES	0.00	400.26	1,500.00	1,099.74	26.7%
POSTAGE	0.00	2.40	1,500.00	1,497.60	0.2%
PRINTING	713.50	1,825.71	10,000.00	8,174.29	18.3%
ADVERTISING	21,436.00	44,357.84	65,000.00	20,642.16	68.2%
DUES/MEMBERSHIP/SUBS	0.00	397.50	0.00	-397.50	
PROFESSIONAL/CONTRACT SERVICES	1,118.66	2,155.01	39,123.00	36,967.99	5.5%
SPECIAL EVENT SUPPORT PROGRAMS	1,829.17	14,688.92	40,000.00	25,311.08	36.7%
TRAINING/CONFERENCE/TRAVEL	0.00	2,562.45	3,500.00	937.55	73.2%
MEETING EXPENSE	14.04	707.68	2,500.00	1,792.32	28.3%
BUSINESS DISTRICT SPECIAL PROJ	0.00	4,339.00	60,000.00	55,661.00	7.2%
PROJECTS <\$5,000	1,690.93	5,993.30	0.00	-5,993.30	
IT INTERFUND LEASE	0.00	140.02	804.00	663.98	17.4%
TOTAL RETAIL SALES ENHANCEMENT	32,099.45	119,804.00	314,480.00	194,676.00	38.1%
TOURISM PROMOTIONAL					
SALARIES & BENEFITS	4,085.42	35,308.73	63,551.00	28,242.27	55.6%
OFFICE SUPPLIES	0.00	469.92	1,000.00	530.08	47.0%
POSTAGE	524.10	2,435.26	10,000.00	7,564.74	24.4%
PRINTING	20,713.50	23,011.98	30,000.00	6,988.02	76.7%
ADVERTISING	19,687.95	64,879.59	170,000.00	105,120.41	38.2%
DUES/MEMBERSHIP/SUBS	0.00	0.00	1,850.00	1,850.00	0.0%
PROFESSIONAL/CONTRACT SERVICES	1,998.66	24,197.84	60,725.00	36,527.16	39.8%
SPECIAL EVENT SUPPORT PROGRAMS	1,952.68	15,361.60	40,000.00	24,638.40	38.4%
TRAINING/CONFERENCE/TRAVEL	982.96	1,182.96	10,000.00	8,817.04	11.8%
MEETING EXPENSE	5,393.89	8,782.46	8,500.00	-282.46	103.3%
EQUIPMENT/ FURNITURE <\$5,000	24.09	610.71	2,500.00	1,889.29	24.4%
IT INTERFUND LEASE	1,781.26	5,281.26	0.00	-5,281.26	
TOTAL TOURISM PROMOTIONAL	57,144.51	182,690.85	403,501.00	220,810.15	45.3%
VISITOR CENTER OPERATIONS					
OPERATING SUPPLIES	165.30	397.08	3,000.00	2,602.92	13.2%
CONTRACT/ PROFESSIONAL SERVICE	0.00	7,821.47	0.00	-7,821.47	
VOLUNTEER APPRECIATION PROGRAM	100.00	100.00	15,000.00	14,900.00	0.7%
PROMOTIONAL ITEMS	0.00	4,455.87	0.00	-4,455.87	
MEETING EXPENSE	0.00	0.00	4,000.00	4,000.00	0.0%
COMMUNITY PROGRAMMING	0.00	0.00	10,000.00	10,000.00	0.0%
EQUIPMENT/ FURNITURE <\$5,000	0.00	9,215.77	15,000.00	5,784.23	61.4%
OPERATING EQUIPMENT	0.00	540.19	0.00	-540.19	
CAPITAL IMPROVEMENTS	0.00	17,164.00	0.00	-17,164.00	
TOTAL VISITOR CENTER OPERATIONS	265.30	39,694.38	47,000.00	7,305.62	84.5%
TOTAL TOURISM EXPENDITURES	57,409.81	222,385.23	450,501.00	228,115.77	49.4%

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
51							
General Advertising and promotions							
			07/31/2014 (07/14) Balance	200-6050-331-000			4,144.25
08/09/2014	AP	1484	MAVIS, BENNETT **VendorNo: 15505 **Inv. No: 47383 **Desc: Full Page Ad in Fall 2014 Issue- Montrose Monitor **Inv. Date: 8/9/2014 **PO No: 90580 **Remit Name: MAVIS, BENNETT **Merchant Vendor No: 15505 **Merchant Vendor Name: MAVIS, BENNETT **Invoice Created By: jbates		650.00		
			08/31/2014 (08/14) Period Totals and Balance		650.00 *	.00 *	4,794.25
ATDEncumbrance	.00	ATDActual	4,794.25 Total	4,794.25 ATDBudget	15,000.00 Unexpended	10,205.75	
			07/31/2014 (07/14) Balance	290-6000-331-000			29,423.37
07/30/2014	AP	1498	SOUTHEAST PUBLICATIONS USA **VendorNo: 21765 **Inv. No: 1014426 **Desc: KOA/Jellystone site map co-op w. Black Canyon Golf Course **Inv. Date: 7/30/2014 **PO No: 90576 **Remit Name: SOUTHEAST PUBLICATIONS USA **Merchant Vendor No: 21765 **Merchant Vendor Name: SOUTHEAST PUBLICATIONS USA **Invoice Created By: jbates		504.00		
			08/31/2014 (08/14) Period Totals and Balance		504.00 *	.00 *	29,927.37
ATDEncumbrance	.00	ATDActual	29,927.37 Total	29,927.37 ATDBudget	105,000.00 Unexpended	75,072.63	
			07/31/2014 (07/14) Balance	290-6000-353-000			5,405.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	5,405.00
ATDEncumbrance	.00	ATDActual	5,405.00 Total	5,405.00 ATDBudget	.00 Unexpended	(5,405.00)	
			07/31/2014 (07/14) Balance	580-7805-331-000			.00
07/30/2014	AP	1499	SOUTHEAST PUBLICATIONS USA **VendorNo: 21765 **Inv. No: 1014426 **Desc: KOA/Jellystone site map co-op w. Black Canyon Golf Course **Inv. Date: 7/30/2014 **PO No: 90576 **Remit Name: SOUTHEAST PUBLICATIONS USA **Merchant Vendor No: 21765 **Merchant Vendor Name: SOUTHEAST PUBLICATIONS USA **Invoice Created By: jbates		504.00		
			08/31/2014 (08/14) Period Totals and Balance		504.00 *	.00 *	504.00
ATDEncumbrance	.00	ATDActual	504.00 Total	504.00 ATDBudget	.00 Unexpended	(504.00)	
Total General Advertising and promotions:					1,658.00	.00	40,630.62

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
52							
Co-op Advertising							
ADVERTISING			07/31/2014 (07/14) Balance	200-6050-331-000			1,232.82
08/16/2014	AP	885	WICK COMMUNICATIONS INC **VendorNo: 25480 **Inv. No: 47343 **Desc: Ad- Meet me Montrose **Inv. Date: 8/16/2014 **PO No: 90517 **Remit Name: WICK COMMUNICATIONS INC **Merchant Vendor No: 25480 **Merchant Vendor Name: WICK COMMUNICATIONS INC **Invoice Created By: JBates		2,535.00		
			08/31/2014 (08/14) Period Totals and Balance		2,535.00 *	.00 *	3,767.82
ATDEncumbrance	.00	ATDActual	3,767.82 Total	3,767.82 ATDBudget	15,000.00 Unexpended	11,232.18	
ADVERTISING			07/31/2014 (07/14) Balance	290-6000-331-000			20.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	20.00
ATDEncumbrance	.00	ATDActual	20.00 Total	20.00 ATDBudget	30,000.00 Unexpended	29,980.00	
Total Co-op Advertising:					2,535.00	.00	3,787.82

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
53							
Colorado Flights Alliance							
			07/31/2014 (07/14) Balance	200-6050-331-000			17,500.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	17,500.00
ATDEncumbrance	.00	ATDActual	17,500.00 Total	17,500.00 ATDBudget	35,000.00 Unexpended	17,500.00	
<hr/>							
			07/31/2014 (07/14) Balance	290-6000-331-000			17,500.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	17,500.00
ATDEncumbrance	.00	ATDActual	17,500.00 Total	17,500.00 ATDBudget	35,000.00 Unexpended	17,500.00	
<hr/>							
Total Colorado Flights Alliance:					.00	.00	35,000.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
54							
Videography							
		PROFESSIONAL/CONTRACT SERVICES	07/31/2014 (07/14) Balance	200-6050-353-000			712.50
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	712.50
ATDEncumbrance		.00 ATDActual	712.50 Total	712.50 ATDBudget	.00 Unexpended	(712.50)	
		PROFESSIONAL/CONTRACT SERVICES	07/31/2014 (07/14) Balance	290-6000-353-000			782.50
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	782.50
ATDEncumbrance		.00 ATDActual	782.50 Total	782.50 ATDBudget	.00 Unexpended	(782.50)	
Total Videography:					.00	.00	1,495.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
58							
RSE - Programs - SBRC							
			07/31/2014 (07/14) Balance	200-6050-358-000			5,000.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	5,000.00
ATDEncumbrance		.00 ATDActual	5,000.00 Total	5,000.00 ATDBudget	5,000.00 Unexpended	.00	
Total RSE - Programs - SBRC:					.00	.00	5,000.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
61							
RSE - Business District - Area 1 - DDA							
			07/31/2014 (07/14) Balance	200-6050-488-000			4,339.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	4,339.00
ATDEncumbrance		.00 ATDActual	4,339.00 Total	4,339.00 ATDBudget	.00 Unexpended	(4,339.00)	
Total RSE - Business District - Area 1 - DDA:					.00	.00	4,339.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
68							
EVENT SUPPORT - EVENTS							
			07/31/2014 (07/14) Balance	200-6050-212-000			737.96
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	737.96
ATDEncumbrance	.00	ATDActual	737.96 Total	737.96 ATDBudget	.00 Unexpended	(737.96)	
<hr/>							
			07/31/2014 (07/14) Balance	200-6050-331-000			44.77
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	44.77
ATDEncumbrance	.00	ATDActual	44.77 Total	44.77 ATDBudget	.00 Unexpended	(44.77)	
<hr/>							
			07/31/2014 (07/14) Balance	200-6050-357-000			7,598.33
07/31/2014	AP	59	HABITAT FOR HUMANITY **VendorNo: 10680 **Inv. No: 072814 **Desc: 2014 Moonshiner's Ball Tickets **Inv. Date: 7/31/2014 **PO No: 90286 **Remit Name: HABITAT FOR HUMANITY **Merchant Vendor No: 10680 **Merchant Vendor Name: HABITAT FOR HUMANITY **Invoice Created By: j Bates		175.00		
07/31/2014	AP	118	BLUE SKY MUSIC **VendorNo: 91216 **Inv. No: 47146 **Desc: 2014 Main in Motion Concert Promotion **Inv. Date: 7/31/2014 **PO No: 90285 **Remit Name: BLUE SKY MUSIC **Merchant Vendor No: 91216 **Merchant Vendor Name: BLUE SKY MUSIC **Invoice Created By: j Bates		150.00		
08/05/2014	AP	267	MONTROSE COMMUNITY FOUNDATION **VendorNo: 15675 **Inv. No: 390 **Desc: 2014 MPD True Blue Affair - Table of Friends **Inv. Date: 8/5/2014 **PO No: 90381 **Remit Name: MONTROSE COMMUNITY FOUNDATION **Merchant Vendor No: 15675 **Merchant Vendor Name: MONTROSE COMMUNITY FOUNDATION **Invoice Created By: JBates		225.00		
07/25/2014	AP	367	SAN JUAN MOUNTAIN RUNNERS **VendorNo: 96153 **Inv. No: 51714 **Desc: 2014 SE Funding - Black Canyon Ascent - Post- Event Invoice - 5-17-14 **Inv. Date: 7/25/2014 **PO No: 90318 **Remit Name: SAN JUAN MOUNTAIN RUNNERS **Merchant Vendor No: 96153 **Merchant Vendor Name: SAN JUAN MOUNTAIN RUNNERS **Invoice Created By: j Bates		200.00		
07/17/2014	AP	2090	TROPHY CASE, INC. THE **VendorNo: 23633 **Inv. No: 55649 **Desc: Black Canyon Soccer Invitational Special Event Funding- Montrose Avalanche Soccer **Inv. Date: 7/17/2014 **PO No: 90647 **Remit Name: TROPHY CASE, INC. THE **Merchant Vendor No: 23633 **Merchant Vendor Name: TROPHY CASE, INC. THE **Invoice Created By: JBATES		1,080.50		
			08/31/2014 (08/14) Period Totals and Balance		1,830.50 *	.00 *	9,428.83
ATDEncumbrance	.00	ATDActual	9,428.83 Total	9,428.83 ATDBudget	20,000.00 Unexpended	10,571.17	

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
ADVERTISING			07/31/2014 (07/14) Balance	290-6000-331-000			119.77
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	119.77
ATDEncumbrance	.00	ATDAActual	119.77 Total	119.77 ATDBudget	.00 Unexpended	(119.77)	
SPECIAL EVENT SUPPORT			07/31/2014 (07/14) Balance	290-6000-357-000			7,598.34
07/31/2014	AP	58	HABITAT FOR HUMANITY **VendorNo: 10680 **Inv. No: 072814 **Desc: 2014 Moonshiner's Ball Tickets **Inv. Date: 7/31/2014 **PO No: 90286 **Remit Name: HABITAT FOR HUMANITY **Merchant Vendor No: 10680 **Merchant Vendor Name: HABITAT FOR HUMANITY **Invoice Created By: jbates		175.00		
07/31/2014	AP	119	BLUE SKY MUSIC **VendorNo: 91216 **Inv. No: 47146 **Desc: 2014 Main in Motion Concert Promotion **Inv. Date: 7/31/2014 **PO No: 90285 **Remit Name: BLUE SKY MUSIC **Merchant Vendor No: 91216 **Merchant Vendor Name: BLUE SKY MUSIC **Invoice Created By: jbates		150.00		
08/05/2014	AP	268	MONTROSE COMMUNITY FOUNDATION **VendorNo: 15675 **Inv. No: 390 **Desc: 2014 MPD True Blue Affair - Table of Friends **Inv. Date: 8/5/2014 **PO No: 90381 **Remit Name: MONTROSE COMMUNITY FOUNDATION **Merchant Vendor No: 15675 **Merchant Vendor Name: MONTROSE COMMUNITY FOUNDATION **Invoice Created By: JBates		225.00		
07/25/2014	AP	368	SAN JUAN MOUNTAIN RUNNERS **VendorNo: 96153 **Inv. No: 51714 **Desc: 2014 SE Funding - Black Canyon Ascent - Post- Event Invoice - 5-17-14 **Inv. Date: 7/25/2014 **PO No: 90318 **Remit Name: SAN JUAN MOUNTAIN RUNNERS **Merchant Vendor No: 96153 **Merchant Vendor Name: SAN JUAN MOUNTAIN RUNNERS **Invoice Created By: jbates		200.00		
07/17/2014	AP	2089	TROPHY CASE, INC. THE **VendorNo: 23633 **Inv. No: 55649 **Desc: Black Canyon Soccer Invitational Special Event Funding- Montrose Avalanche Soccer **Inv. Date: 7/17/2014 **PO No: 90647 **Remit Name: TROPHY CASE, INC. THE **Merchant Vendor No: 23633 **Merchant Vendor Name: TROPHY CASE, INC. THE **Invoice Created By: JBATES		1,080.50		
			08/31/2014 (08/14) Period Totals and Balance		1,830.50 *	.00 *	9,428.84
ATDEncumbrance	.00	ATDAActual	9,428.84 Total	9,428.84 ATDBudget	20,000.00 Unexpended	10,571.16	
CONTRACT/ PROFESSIONAL SERVICE			07/31/2014 (07/14) Balance	290-6005-353-000			65.00
			08/31/2014 (08/14) Period Totals and Balance		.00 *	.00 *	65.00
ATDEncumbrance	.00	ATDAActual	65.00 Total	65.00 ATDBudget	.00 Unexpended	(65.00)	
Total EVENT SUPPORT - EVENTS:					3,661.00	.00	19,825.17
Number of Transactions: 14 Number of Accounts: 18					Debit	Credit	Proof

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
Grand Totals:					<u>7,854.00</u>	<u>.00</u>	<u>7,854.00</u>

Report Criteria:

Actual Amounts
Activity-to-date Balances
Accounts With Balances Or Activity
Summarize Payroll Detail
Print Period Totals
Print Grand Totals
Include All Comments
Include Accounts: None
All Segments Tested for Total Breaks
[Report].Activity Number = 51-69

2015 OBT Executive Summary

In 1990, City of Montrose merchants approached city council and requested a reduction to their vendor fee with the stipulation that said assets be placed into a retail sales enhancement (RSE) fund to be used to promote retail sales in the city. In 2002, Ordinance 1914 established the tourism promotional (TP) fund with the objective of “promoting tourism, advertising the community, attracting conferences, conventions and meetings or for other purposes related to attracting tourist and visitor business to the City.” Prior to the RSE program, establishments collecting sales tax kept 3.33% of the city’s 3% sales/use tax as a fee for timely collection and remittance. Now, vendors keep 1.33% and 2% funds the RSE program. Hotels charge an additional .9% and restaurants .8% to their patrons which is used to fund the TP program.

Budgeted expenditures in 2014 continued the work that began in 2013 and concentrated mostly on building the foundation of the tourism and retail sales enhancement programs. The 2015 Office of Business and Tourism (OBT) budget has evolved to include separate budgets for the visitor center and special event activity pursuant to changing the visit Montrose and special event coordinator positions to exempt status in 2014. While administrative costs are still accounted for in the TP and RSE budgets, the visitor center and special event budgets reflect operational and program activities and costs. Of note is the increase in the special event activity line item aggregate to \$85,000 (from \$80,000 in 2014) to account for competitive sports tournament support. A distinction has also been made to address the varying needs of our community; therefore, in addition to special event sponsorship, OBT is proposing to support community and nonprofit events.

The 2015 OBT budget also emphasizes the goal to aggressively market Montrose as a tourism destination as demonstrated by the nearly 60% of combined funds dedicated to the advertising, programs and special project and special event line items. This is consistent with the April 2013 report to the Montrose City Council that after the first twenty months of foundation building the OBT’s focus would turn to marketing and continued program development. To support this end and to maintain and increase the current pace of growth, the OBT is proposing to add three part time positions to assist with visitor center, special event and social and digital media efforts.

The Supporting Combined Schedule of RSETP Projects on the following page provides a snapshot of how the OBT is expending funds. The overview presents the overall picture for the OBT’s budget along with percentages of total budget. Please note that while both RSE and TP funds are included, funds are never co-mingled. The individual budget worksheets display the specific line items and amounts allocated for each activity. Because both visitor center and special event efforts affect both tourism and retail sales, their budgets are allocated back to the RSE and TP funds equally.

CITY OF MONTROSE
Office of Business and Tourism
Supporting Combined Schedule of RSETP Projects
2015 BUDGET

SALARIES & WAGES	169,428	18.55%
CAPITAL IMPROVEMENTS/EQUIPMENT/FURNITURE	20,000	2.19%
ADVERTISING	330,000	36.13%
CFA - 70K		
Co-Op - 40K		
FAM and Media - 10K		
Gateway Marquees - 80K		
General and niche - 115K		
Promotional Items - 15000		
INTERFUND LEASE	36,040	3.95%
MISC (operating supplies, dues, volunteer appreciation)	7,850	0.86%
PROGRAMS & SPECIAL PROJECTS	125,000	13.69%
District-Specific Improvement - 30K		
Hospitality/Customer Appreciation - 5K		
Montrose Bucks - 25K		
SBRC - 5K		
Transit - 60K		
POSTAGE & PRINTING	45,500	4.98%
Postage - 9.5K		
Printing - 36K		
PROFESSIONAL/CONTRACT SERVICES	70,000	7.66%
SPECIAL EVENTS	85,000	9.31%
Special Events - 65K		
Event Sponsorship - 5K		
Community Events - 5K		
Competitive Sports - 10K		
TRAINING/CONFERENCE/TRAVEL & MEETINGS	24,500	2.68%
Training/Conference/Travel - 18.5K		
Meetings - 6K		
GRAND TOTAL	913,318	100.00%
RETAIL SALES ENHANCEMENT	338,234	37.03%
SPECIAL EVENT OPERATIONS	87,750	9.61%
TOURISM PROMOTION	418,584	45.83%
VISITOR CENTER OPERATIONS	68,750	7.53%

Account Number	Account Title	2010-10 Prior year 4 Actual	2011-11 Prior year 3 Actual	2012-12 Prior year 2 Actual	2013-13 Prior year Actual	2014-14 Current year Actual	2014-14 Current year Budget	2015-15 Future year Budget
RETAIL SALES ENHANCEMENT FUND								
RETAIL SALES ENHANCEMENT								
2006050111000	SALARIES & WAGES	.00	.00	.00	13,777.98	22,430.30	41,550.00	44,125.00
Budget notes:								
Positions include: Visit Montrose Coordinator (50%), Special Events and Press Release coordinator (50%)								
2006050112000	CONTINUOUS PART TIME WAGES	.00	.00	.00	.00	350.00	.00	17,446.00
Budget notes:								
Positions include: 1/2 of three continuous part time employees; 1/2 of Technician shared with Pavilion (3 mo)								
2006050113000	SEASONAL/INTERN WAGES	.00	.00	.00	.00	1,245.00	.00	2,300.00
2006050114000	PERFORMANCE INCENTIVE BONUS	.00	.00	.00	.00	.00	830.00	1,383.00
2006050116000	STIPENDS	.00	.00	.00	433.10	703.82	1,300.00	1,300.00
2006050141000	FICA CONTRIBUTION	.00	.00	.00	1,019.81	1,821.92	3,342.00	4,959.00
2006050142000	401A CONTRIBUTION	.00	.00	.00	.00	.00	2,623.00	3,330.00
2006050144000	HEALTH/DENTAL PREMIUMS	.00	.00	.00	1,336.36	4,829.39	13,412.00	9,307.00
2006050145000	WORKERS COMP PREMIUM	.00	.00	.00	.00	65.25	137.00	205.00
2006050148000	DISABILITY PREMIUMS	.00	.00	.00	13.62	71.08	159.00	159.00
2006050150000	HSA CONTRIBUTION	.00	.00	.00	35.00	100.00	200.00	200.00
2006050210000	OFFICE SUPPLIES	.00	.00	.00	743.21	400.26	1,500.00	500.00
2006050211000	POSTAGE	.00	.00	.00	118.36	2.40	1,500.00	500.00
2006050212000	PRINTING	.00	.00	.00	1,628.27	1,112.21	10,000.00	5,000.00
2006050331000	ADVERTISING	.00	.00	.00	56,905.73	22,921.84	65,000.00	105,000.00
Budget notes:								
~2015 General advertising & promotions (15K); co-op advertising (15K); 1/2 of E Gateway welcome marquee (20K); 1/2 of S Gateway welcome marquee (20K); Colorado Flights Alliance (TMRAO) (35K)								
2006050332000	DUES/MEMBERSHIP/SUBS	.00	.00	.00	.00	397.50	.00	1,000.00
Budget notes:								
~2015 International Economic Development Council \$400								
2006050344000	COMMUNICATIONS	.00	.00	.00	5.13	15.72	.00	.00
Budget notes:								
~2015 800#								
2006050353000	PROFESSIONAL/CONTRACT SERVICE	240,554.46	240,964.36	246,117.69	26,337.01	986.35	39,123.00	20,000.00
Budget notes:								
~2015 Videography; PR; program collateral development; new software to improve efficiencies; short-term project support								
2006050357000	SPECIAL EVENT SUPPORT	.00	.00	.00	50,901.85	12,859.75	40,000.00	.00
Budget notes:								
~2015 Moved to department 6010 - Special Events								
2006050358000	PROGRAMS	.00	.00	.00	11,600.00	5,320.00	27,000.00	35,000.00
Budget notes:								
~2015 Includes Montrose Bucks (25K); hospitality/customer appreciation (5K); Small Business Resource Center(Region 10) (5K)								

Account Number	Account Title	2010-10 Prior year 4 Actual	2011-11 Prior year 3 Actual	2012-12 Prior year 2 Actual	2013-13 Prior year Actual	2014-14 Current year Actual	2014-14 Current year Budget	2015-15 Future year Budget
2006050370000	TRAINING/CONFERENCE/TRAVEL	.00	.00	.00	142.36	2,562.45	3,500.00	6,000.00
Budget notes:								
~2015 2 individuals - attend International Council of Shopping Centers Convention; International Economic Development Council/Economic Development Council of Colorado								
2006050371000	MEETING EXPENSE	.00	.00	.00	1,291.86	693.64	2,500.00	2,500.00
2006050488000	SPECIAL PROJECTS	.00	.00	.00	16,000.00	4,339.00	60,000.00	60,000.00
Budget notes:								
~2015 District specific improvement projects (30K); transit project (30K)								
2006050491000	COUNCIL INITIATIVES	6,961.00	.00	.00	.00	.00	.00	.00
2006050544000	PROJECTS <\$5,000	.00	.00	.00	7,009.36	4,302.37	.00	.00
2006050853000	IT INTERFUND LEASE	.00	.00	.00	263.74	69.81	804.00	18,020.00
2006050942000	COMPUTER EQUIPMENT	.00	.00	.00	999.99	.00	.00	.00
Total RETAIL SALES ENHANCEMENT:		247,515.46	240,964.36	246,117.69	190,562.74	87,600.06	314,480.00	338,234.00
RETAIL SALES ENHANCEMENT FUND Revenue Total:		.00	.00	.00	.00	.00	.00	.00
RETAIL SALES ENHANCEMENT FUND Expenditure Total:		247,515.46	240,964.36	246,117.69	190,562.74	87,600.06	314,480.00	338,234.00
Net Total RETAIL SALES ENHANCEMENT FUND:		247,515.46-	240,964.36-	246,117.69-	190,562.74-	87,600.06-	314,480.00-	338,234.00-

Account Number	Account Title	2010-10 Prior year 4 Actual	2011-11 Prior year 3 Actual	2012-12 Prior year 2 Actual	2013-13 Prior year Actual	2014-14 Current year Actual	2014-14 Current year Budget	2015-15 Future year Budget
TOURISM PROMOTIONAL FUND								
TOURISM								
2906000111000	SALARIES & WAGES REGULAR	.00	.00	.00	19,399.85	22,430.09	41,550.00	44,125.00
	Budget notes:							
	Positions include: Visit Montrose Coordinator (50%), Special Events and Press Release coordinator (50%)							
2906000112000	CONTINUOUS PART TIME WAGES	.00	.00	.00	.00	420.00	.00	17,446.00
	Budget notes:							
	Positions include: 1/2 of three continuous part time employees; 1/2 of Technician shared with Pavilion (3 mo)							
2906000113000	SEASONAL/INTERN WAGES	.00	.00	.00	.00	810.00	.00	2,300.00
2906000114000	PERFORMANCE INCENTIVE BONUS	.00	.00	.00	.00	.00	830.00	1,383.00
2906000116000	STIPENDS	.00	.00	.00	649.70	703.82	1,300.00	1,300.00
2906000141000	FICA CONTRIBUTION	.00	.00	.00	1,468.70	1,793.71	3,342.00	4,959.00
2906000142000	401A CONTRIBUTION	.00	.00	.00	.00	.00	2,623.00	3,330.00
2906000144000	GROUP INSURANCE	.00	.00	.00	1,336.30	4,829.39	13,410.00	9,307.00
2906000145000	WORKERS COMPENSATION	.00	.00	.00	.00	65.25	137.00	205.00
2906000148000	DISABILITY INSURANCE	.00	.00	.00	13.62	71.05	159.00	159.00
2906000150000	HSA CONTRIBUTION	.00	.00	.00	35.00	100.00	200.00	200.00
2906000210000	OFFICE SUPPLIES	.00	.00	.00	570.81	469.92	1,000.00	500.00
2906000211000	POSTAGE	.00	.00	.00	3,441.11	1,893.77	10,000.00	500.00
2906000212000	PRINTING	.00	.00	.00	13,045.01	2,298.48	30,000.00	5,000.00
2906000331000	ADVERTISING	.00	.00	.00	101,483.37	45,191.64	170,000.00	210,000.00
	Budget notes:							
	~2015 Co-op advertising (25K); Colorado Flights Alliance (TMRAO) (35K); FAM and media (10K); general and niche market advertising (100K); 1/2 of E Gateway welcome marquee (20K); 1/2 of S Gateway welcome marquee (20K)							
2906000332000	DUES/MEMBERSHIP/SUBS	.00	.00	.00	252.01	.00	1,850.00	1,850.00
2906000344000	COMMUNICATIONS	.00	.00	.00	533.86	26.21	.00	.00
2906000353000	PROFESSIONAL/CONTRACT SERVICE	.00	360,272.24	383,694.44	42,835.18	22,149.18	60,725.00	50,000.00
	Budget notes:							
	~2015 Videography; PR; program collateral development; direct e-mail marketing; short-term; outdoorsmen cameos							
2906000357000	SPECIAL EVENT SUPPORT	.00	.00	.00	26,318.95	13,408.92	40,000.00	.00
2906000358000	PROGRAMS	.00	.00	.00	.00	200.00	10,000.00	30,000.00
	Budget notes:							
	~2015 Transit project (30K)							
2906000370000	TRAINING/CONFERENCE/TRAVEL	.00	.00	.00	2,014.32	3,388.57	8,500.00	10,500.00
	Budget notes:							
	~2015 Governor's Tourism Conference; Colorado Association Direct Marketing Organization; Direct Marketing Association International; Go West Summit							
2906000371000	MEETING EXPENSE	.00	.00	.00	1,639.28	586.62	2,500.00	2,500.00
2906000530000	RENTALS	.00	.00	.00	53.00	.00	.00	.00
2906000544000	EQUIPMENT/ FURNITURE <\$5,000	.00	.00	.00	41,216.26	3,500.00	.00	5,000.00

Account Number	Account Title	2010-10 Prior year 4 Actual	2011-11 Prior year 3 Actual	2012-12 Prior year 2 Actual	2013-13 Prior year Actual	2014-14 Current year Actual	2014-14 Current year Budget	2015-15 Future year Budget
Budget notes:								
~2015 An additional Water bottle filling station								
2906000740000	AID TO OTHERS	360,840.06	.00	.00	.00	.00	.00	.00
2906000853000	IT INTERFUND LEASE	.00	.00	.00	93.95	592.69	5,375.00	18,020.00
2906000942000	COMPUTER EQUIPMENT	.00	.00	.00	6,568.91	.00	.00	.00
Total TOURISM:		360,840.06	360,272.24	383,694.44	262,969.19	124,929.31	403,501.00	418,584.00
VISITOR CENTER OPERATIONS								
2906005211000	POSTAGE	.00	.00	.00	.00	.00	.00	8,000.00
Budget notes:								
~2015 OMVG and other collateral								
2906005212000	PRINTING	.00	.00	.00	.00	.00	.00	25,000.00
Budget notes:								
~2015 OMVG and other collateral								
2906005221000	OPERATING SUPPLIES	.00	.00	.00	632.39	231.78	3,000.00	750.00
2906005331000	ADVERTISING	.00	.00	.00	168.10	35.70	.00	.00
2906005353000	CONTRACT/ PROFESSIONAL SERVIC	.00	.00	.00	168.53	7,771.47	.00	.00
2906005358000	VOLUNTEER APPRECIATION PROGR	.00	.00	.00	.00	.00	15,000.00	2,500.00
Budget notes:								
~2015 Volunteers will work on a point based system which will add up to recognition by the OBT								
2906005360000	PROMOTIONAL ITEMS	.00	.00	.00	5,113.33	4,455.87	.00	15,000.00
Budget notes:								
~2015 Items purchased with the intent to promote the brand and place image of Montrose								
2906005366000	BUILDING REPAIRS	.00	.00	.00	.00	90.00	.00	.00
2906005370000	TRAINING/CONFERENCE/TRAVEL	.00	.00	.00	.00	.00	.00	2,000.00
Budget notes:								
~2015 Governor's Tourism Conference; Volunteer Management Training								
2906005371000	MEETING EXPENSE	.00	.00	.00	12.84	.00	4,000.00	500.00
Budget notes:								
~2015 Visitor Center Operations - Volunteer meetings, cold drinks and local coffee for visitors								
2906005488000	COMMUNITY PROGRAMMING	.00	.00	.00	.00	.00	10,000.00	.00
2906005544000	EQUIPMENT/ FURNITURE <\$5,000	.00	.00	.00	6,546.11	9,215.77	15,000.00	5,000.00
Budget notes:								
~2015 Track lighting in the Cimarron Room; Possible upgrades to the Cascade Room								
2906005942000	OPERATING EQUIPMENT	.00	.00	.00	12,553.92	540.19	.00	.00
2906005962000	CAPITAL IMPROVEMENTS	.00	.00	.00	36,024.34	17,164.00	.00	10,000.00
Budget notes:								
~2015 Porch upgrades for year round usage; Puppy parking								

Account Number	Account Title	2010-10 Prior year 4 Actual	2011-11 Prior year 3 Actual	2012-12 Prior year 2 Actual	2013-13 Prior year Actual	2014-14 Current year Actual	2014-14 Current year Budget	2015-15 Future year Budget
Total VISITOR CENTER OPERATIONS:		.00	.00	.00	61,219.56	39,504.78	47,000.00	68,750.00
SPECIAL EVENT OPERATIONS								
2906010211000	POSTAGE	.00	.00	.00	.00	.00	.00	500.00
2906010212000	PRINTING	.00	.00	.00	.00	.00	.00	1,000.00
Budget notes:								
~2015 Coupon books; posters and flyers for community events sponsored by the City								
2906010221000	OPERATING SUPPLIES	.00	.00	.00	.00	.00	.00	750.00
Budget notes:								
~2015 Event Box; office supplies; tents needed for trade shows								
2906010357000	SPECIAL EVENT SUPPORT	.00	.00	.00	.00	.00	.00	65,000.00
Budget notes:								
~2015 AFF: Hospitality Summit; Music Series; Food Farm Forum								
2906010360000	EVENT SPONSORSHIP	.00	.00	.00	.00	.00	.00	5,000.00
Budget notes:								
~2015 Sponsorships and NPO support								
2906010361000	COMMUNITY EVENT SUPPORT	.00	.00	.00	.00	.00	.00	5,000.00
Budget notes:								
~2015 July 4 Parade and Fireworks; Tree Lighting; Holiday Parade; Santa's Cabin; Earth Week								
2906010371000	MEETING EXPENSE	.00	.00	.00	.00	.00	.00	500.00
2906010750000	COMPETITIVE TOURNAMENT SUPPO	.00	.00	.00	.00	.00	.00	10,000.00
Total SPECIAL EVENT OPERATIONS:		.00	.00	.00	.00	.00	.00	87,750.00
TOURISM PROMOTIONAL FUND Revenue Total:		.00	.00	.00	.00	.00	.00	.00
TOURISM PROMOTIONAL FUND Expenditure Total:		360,840.06	360,272.24	383,694.44	324,188.75	164,434.09	450,501.00	575,084.00
Net Total TOURISM PROMOTIONAL FUND:		360,840.06-	360,272.24-	383,694.44-	324,188.75-	164,434.09-	450,501.00-	575,084.00-
Net Grand Totals:		608,355.52-	601,236.60-	629,812.13-	514,751.49-	252,034.15-	764,981.00-	913,318.00-