

Tourism Retail Advisory Committee Meeting

July 15, 2014 Agenda

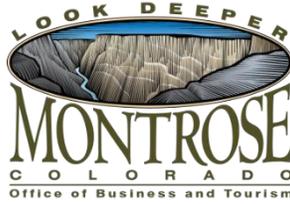
Members:

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

- 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



Tourism Retail Advisory Committee Meeting

June 24, 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: 7:05 AM

Time of adjournment: 9:10 AM

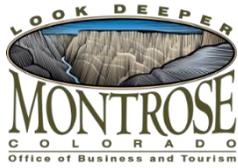
- Come to Order
 - Review of 5/13/2014 Meeting Notes
 - May Financial Report
 - OBT Executive Report – Rob Joseph
 - Discussion
 - Attendance Requirements
 - Special Events: Funding vs Sponsoring
 - Transit Study
 - New Business / Member Ideas
 - Old Business
 - Adjourn
-
- The May meeting notes and expenditure to budget report were approved, as presented, and will be posted to the OBT website.
 - OBT Executive Report
 - Visitor Center (VC) improvements included the completion of the removal of the counter and installation of: indoor sliding glass doors, track lighting for the front lobby, additional images by local artists, and outdoor bench; delivery of porch rocking chairs; completion of the new slat wall in the front lobby and museum dioramas in the Cimarron Room.
 - VC was open for the Memorial Day weekend including Memorial Day – the following are numbers for the visitors served (mostly from Colorado):

- 05/22 Thursday 9
 - 05/23 Friday 5
 - 05/24 Saturday 10
 - 05/26 Monday 2 (Memorial day)
- VC will be closed on July 4 due to minimal expected visitation.
- Special Events: Several TRAC members took advantage of an offer to fly in the B-25 “Maid in the Shade” due to OBT’s sponsorship of the event. The USS Montrose, VFW convention, MTA convention and bicycle tour events were all very successful.
- The 2014 Special Offer Passport Visitor Dining Guide was displayed along with current advertising efforts in the Watch - Adventure Guide, AAA Encompass, and Montrose Style.
- The inaugural *Montrose Learns* event has been scheduled for October 14 at the Pavilion.
- The free pint cards and coupon books are working well and are drawing visitors to participating establishments. There was discussion on how to enhance these programs and make them more comprehensive. Rob said that a new promotional offer card featuring family activities was nearly complete. Greg suggested extra outreach to include retailers. Rob asked members for help with ideas.
- Rob reported that the VC signage (both indoor and outdoor) are behind schedule due to vendor delays and that efforts were underway to use the city’s newly acquired billboard on Route 550 to direct people to the VC. Debbie said visitors stop in her store to ask about the location of the VC and while she directs them and hands out materials, a short term solution needs to be implemented. Rob agreed to check into sandwich boards that could be temporarily placed in various areas in the downtown to direct visitors to the VC.
- Rob reported that compared to 2013, January-April hotel excise taxes were up 15% and retail sales were up 2.4% in 2014.
- Conversation regarding attendance requirements yielded positive support to implement attendance expectations. Members agreed that attendance was important and Rob was tasked to follow up with members who missed two consecutive meetings to determine interest in continuing to remain on TRAC.
- Greg suggested that the special events budget be broken down into three separate components to include 1) sponsorship support , 2) community program support, and 3) special events that the OBT would take a lead role in and provide notable effort, resources and investment. Members were all in favor. Rob said this would be reflected in the 2015 budget work sheet that he was preparing for the July meeting.
- Rob asked if there was interest in pursuing Paul’s suggestion to form a subcommittee to review and assist with the 2015 budget. Members were in favor and Ken and Vince volunteered to be on the budget subcommittee. The subcommittee can use one more volunteer. Please contact Rob if you are interested in serving.
- Rob provided a summary of the transit study. Following the PowerPoint presentation, the group discussed the report for a good while. Committee members were unanimous in their belief that a cross county public transit system could yield many economic and quality of life benefits and in their support of the report’s recommendation that a task force be created to prepare and

provide a detailed implementation plan. The plan would include complete with schedules, budget and funding formula among other recommendations. TRAC agreed to have representation on the task force. Rob will present the committee's input to city councilors on Tuesday, July 1 during the city council meeting.

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 6 MONTHS ENDING JUNE 30, 2014

	JUNE	YTD	BUDGET	UNEXPENDED	PCNT
RETAIL SALES ENHANCEMENT					
SALARIES & BENEFITS	4,411.38	27,041.97	63,553.00	36,511.03	42.6%
OFFICE SUPPLIES	16.86	388.57	1,500.00	1,111.43	25.9%
POSTAGE	0.00	2.40	1,500.00	1,497.60	0.2%
PRINTING	837.96	1,112.21	10,000.00	8,887.79	11.1%
ADVERTISING	0.00	21,027.70	65,000.00	43,972.30	32.4%
PROFESSIONAL/CONTRACT SERVICES	0.00	986.35	39,123.00	38,136.65	2.5%
SPECIAL EVENT SUPPORT PROGRAMS	1,417.98	6,911.51	40,000.00	33,088.49	17.3%
TRAINING/CONFERENCE/TRAVEL	595.00	595.00	3,500.00	2,905.00	17.0%
MEETING EXPENSE	143.72	628.36	2,500.00	1,871.64	25.1%
BUSINESS DISTRICT SPECIAL PROJ	0.00	4,339.00	60,000.00	55,661.00	7.2%
PROJECTS <\$5,000	0.00	4,090.58	0.00	-4,090.58	
IT INTERFUND LEASE	0.00	0.00	804.00	804.00	0.0%
TOTAL RETAIL SALES ENHANCEMENT	7,422.90	72,443.65	314,480.00	242,036.35	23.0%
TOURISM PROMOTIONAL					
SALARIES & BENEFITS	4,411.29	26,767.00	63,551.00	36,784.00	42.1%
OFFICE SUPPLIES	16.87	409.34	1,000.00	590.66	40.9%
POSTAGE	231.31	1,893.77	10,000.00	8,106.23	18.9%
PRINTING	0.00	2,105.82	30,000.00	27,894.18	7.0%
ADVERTISING	3,229.82	38,539.83	170,000.00	131,460.17	22.7%
DUES/MEMBERSHIP/SUBS	0.00	0.00	1,850.00	1,850.00	0.0%
COMMUNICATIONS	5.22	20.95	0.00	-20.95	
PROFESSIONAL/CONTRACT SERVICES	475.00	16,752.93	60,725.00	43,972.07	27.6%
SPECIAL EVENT SUPPORT PROGRAMS	1,417.99	5,998.09	40,000.00	34,001.91	15.0%
TRAINING/CONFERENCE/TRAVEL	0.00	2,805.71	8,500.00	5,694.29	33.0%
MEETING EXPENSE	34.17	501.77	2,500.00	1,998.23	20.1%
EQUIPMENT/ FURNITURE <\$5,000	0.00	3,500.00	0.00	-3,500.00	
IT INTERFUND LEASE	0.00	0.00	5,375.00	5,375.00	0.0%
TOTAL TOURISM PROMOTIONAL	9,821.67	99,495.21	403,501.00	304,005.79	24.7%
VISITOR CENTER OPERATIONS					
OPERATING SUPPLIES	177.94	177.94	3,000.00	2,822.06	5.9%
CONTRACT/ PROFESSIONAL SERVICE	2,197.02	5,773.58	0.00	-5,773.58	
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	2,853.45	7,771.07	15,000.00	7,228.93	51.8%
TOTAL VISITOR CENTER OPERATIONS	5,228.41	18,178.46	47,000.00	28,821.54	38.7%
TOTAL TOURISM EXPENDITURES	15,050.08	117,673.67	450,501.00	332,827.33	26.1%



MEMO

TO: Tourism Retail Advisory Committee Meeting (TRAC)
FROM: Rob Joseph, Director
DATE: July 11, 2014
RE: Activity Report from June 25 through July 11

- Pursuant to direction from TRAC, OBT staff worked with local vendors (through an informal request for proposal) to design and create:
 - A 24.0" (w) x 36.0" (h) custom A-frame outdoor sandwich board in weather resistant moulded plastic with two full color printed faces featuring Visitor Center directional information. (An order for a second such sign was placed on July 10.)
 - (2) Double sided banner A-frames that supports one banner on each side (A-frame size: 51" x 38" and banner size: 45" x 32") – along with four full color printed faces featuring Visitor Center directional information.
 - (200) full color 11x17 high-gloss posters with VC information
 - (1,000) double sided, full color 4x6 postcards with VC information
- VC improvements: Installed interior signage.
- Received delivery of the city/recreation map and distributed (along with posters and postcards) to many hotels and restaurants and some downtown retail stores.
- Marketing and Advertising:
 - Completed the "Stay here, Play everywhere" slogan and ordered initial promotional t-shirts through an informal request for proposal from four local vendors.
 - Completed Alive Magazine advertisement.
- Transit Study: Presented the study to city council on July 1 and received unanimous council support to continue the investigation and conversation with Telluride and Mountain Village. The Daily Press and Watch Newspapers wrote favorable substantial articles and the OBT has since received a favorable Daily Press editorial in support of the project.
- Downtown Trolley: Engaged in a transit related project with All Points Transit to acquire a downtown trolley. APT wants to increase service to the downtown area. Moreover, grant money is available to purchase a trolley and APT and OBT are discussing a joint partnership to cover the required monetary grant match. The potential obstacle is who will be responsible for ongoing operation costs. While APT can account for a portion of these costs, it cannot do it entirely; therefore, DDA members would be asked to assist. To determine DDA business appetite, a survey is being discussed that would be released to DDA businesses to garner feedback for program support. The grant application is due August 4.

- Heidi's Presentation: Presented OBT 2014 accomplishments to attendees and explained the plans for directional and wayfinding signage. Several TRAC members were present and the presentation was well-received.
- Organized a signage team to tackle city-wide need for improved directional and wayfinding signs. One TRAC member is encouraged to volunteer. The first meeting is scheduled for August 13 from 1:30 until 3:30.
- Attended the Colorado Association of Destination Marketing Organizations annual conference. Montrose is tracking very well for the first four months of the year. Meeting minutes are attached.
- Special Events: Reports for AFF, USS Montrose, VFW Convention and the Colorado Bicycle Tour are included.

2014 Yearly Stats Consolidated

2014 OBT Stats	FB- new likes	Total unlikes	FB total followers	FB total reach- Qtrly Abrams	Visitor Count-Tourist	Visitor Count-Locals	Court guests asking VC staff for help	Unique Web Visits	VG online unique visitors	VG online page views	VG requests CTO	VG reader card/direct leads-OSVG	Abrams	EMAIL Blasts/ Newsletters	Encompass	Volunteer Hours
January	5	5	787	0	79	140	99	3,143	79	1,671	525	508	0	0		18.00
February	17	0	804	0	36	181	109	3,074	69	1,723	949	438	30	0		32.50
March	24	2	826	0	56	163	72	4,546	99	2,152	1,031	579	78	403		27.25
April	34	2	858	40,785	93	136	72	4,172	60	1,335	1,252	487	43	546		40.25
May	13	1	870	0	84	149	121	4,973	47	1,084	1,273	410	27	0		78.25
June	12	0	882	0	162	157	93	7,612	53	1,203	1,196	140	33			100.50
July															16	
August																
September[1]																
October																
November																
December																
2014 EOY	105	10	882	40,785	510	926	566	27,520	407	9,168	6,226	2,562	211	949		296.75
2013 EOY	307		782		272	990		783	764	17,590	27,483			57,744		235

Tourism Count	Daily	January	February	March	April	May	June	July	August	September	October	November	December
Monday	70												
Tuesday	71												
Wednesday	57												
Thursday	129												
Friday	107												
Saturday	76												

CADMO MINUTES – June 27-28, Board Retreat

Attendees: Jim Clark, Fort Collins CVB; Doug Price, Colorado Springs CVB; Debbie Kovalik, Barb Bowman, Grand Junction VCB; Jamie Greeman, Alamosa CVB; Gary Wheat, Visit Aurora; Katharina Papenbrock, Ouray Chamber Resort Asso.; Lisa Langer, Glenwood Springs Chamber Resort Asso.; Jennifer Green, Town of Pagosa Springs; Pamela Loughman, Gunnison/Crested Butte Tourism Asso.; Rob Joseph, City of Montrose; Chris Romer, Vail Valley Partnership; Tom Kern, Steamboat Springs Chamber Resort Asso.; Kelli Hepler, Delta County; Lucy Kay, GoBreck; Richard Scharf, Visit Denver; Nancy Rezac, Visit Longmont; Elizabeth Fogarty, Visit Estes Park; Bob Kunkel, Durango Area Tourism Office; Janie McCullough, CADMO.

Guests: John Ricks, CTO; Bob Vanourek, Triple Crown Leadership

DAY ONE

Business Updates

Aurora is hosting huge softball tournament this weekend. Up 27% this year. Breaking ground on new hotel this summer.

Colorado Springs has reached June 26th with no fires. YTD lodging tax up 3%. Been impacted by Broadmoor's west building being closed until mid-May for renovations. Took 130 rooms out of inventory. Pikes Peak Hill Climb this weekend.

Montrose is revamping its tourism program. Putting finishing touches on interactive visitor center. Launched mobile app and new website. Working on signage plan. Lodging tax revenue is up 15% for the first four months of the year and is looking forward to good June.

Longmont is hiring new staff. Just finished \$25,000 in tourism grants. Big softball tournament next weekend.

Fort Collins – Lodging tax up 20% YTD. Oil and gas backfilling into Fort Collins. Housing shortage in Fort Collins causing room increases. Experienced flooding early season. Retail, restaurant, rafting off. First two weeks in June were off, but business has rebounded since June 20th.

Vail – Winter sales tax collections strong throughout the valley. Vail working on 14 months in a row of record sales tax collections. Beaver Creek up in occupancy slightly. Vail up double digits in occupancy.

Steamboat – Sales tax up more than 8% for winter. Started Houston air service today via United Express, four times a week. \$250,000 air guarantee and \$50,000 in Houston for marketing campaign. Flights look strong after July 4th. Working on Dallas flight. Youth sports strong. Lodging up 9.8% in June.

Delta County – Up 7% YTD. Vacation Rental by Owner (VRBO), is becoming a problem. Discovered 20 properties selling lodging in homes. Would like to discuss solutions to VRBO at a future meeting. Gunnison River is super high due to water releases. Cancelled an entire month of fly fishing. New dinosaur tracks discovered in Gunny Gorge – new species. Farm to table and wine tours huge. HB1280 regarding Agritourism Limited Civil Liability passed Colorado Legislature this session. Colorado Agritourism Commission getting organized. Delta has a new distillery.

Estes Park – Awarded EDA grant for \$128,000. Gearing up for Rocky Mountain National Park Centennial. New Events complex nearing completion. Stats through the roof on website. Up 18% YTD – quite a bit from compression from people displaced by floods. New distillery and two new breweries in next 18 months. Estes Park had a similar pattern to Fort Collins in early summer business. Things kicked into gear last week. Flood damage not visible.

Alamosa – 354 days since last fire. Just hosted a very successful Rails and Ales Brewfest. 980 tickets sold. Nitty Gritty Dirt Band in town this weekend. Numbers are flat overall. Several properties in the community are not paying. New retail on main street. Sand Dunes visitation is up. Welcome Center visitation flat.

Denver – Up 25% YTD in lodging tax. Denver has hosted a number of prestigious events recently including the Clinton Global Initiative in June. In regards to the VRBO issue, both CH&LA and the national lodging association are very involved and would be good resources. Denver' city council has also started a task force on a "shared economy."

Grand Junction – Convention Center and Avalon Theater up 15% over last year. Finishing a \$10M renovation of the Avalon Theater (five year project), which is opening mid-September. Project adds 120 seats and 12,000 sq.ft. of space for rent, including a rooftop terrace. Added another winery for 22 total. All wineries are doing really well. Finally able to report an increase in business. Up 6.2% in lodging taxes YTD. Visitor Center flat YTD. International segment doing very well. Dealing daily with VRBO issue. Plethora of CTO FAMS. Grand Junction recently on The Today Show with a segment highlighting wineries and dinosaurs.

Glenwood Springs – April lodging tax up 17% and overall business is very good. Just finished Strawberry Days. Glenwood Springs has added three new restaurants. Rafting business has been good. There is a new ride up at the Caverns. Lots of great FAM tours this year.

Pagosa Springs – Up about 21% YTD, about 50% over 2009. No fires this year. Pagosa had fires burning in June the last two summers. Didn't get a lot of snow, so water levels are a little low. Just started tubing the San Juan River. Actually doing July 4th fireworks show this year. Just had 3rd brewery open. New brewery has the capacity size to distribute. Jenny is now managing the Visitor Center.

Ouray – Staying steady in numbers. 2-3% growth has flip-flopped over several years between occupancy and revenue. Ouray was cut off in January with massive rock slide. Finished work on roads on June 12th. Ridgway has experienced good success with Main Street program.

Breckenridge – Winter season in Breckenridge was a banner year. Perfect storm of conditions. The good business is spilling over into summer. Summer started earlier this year with June bookings pacing ahead 29%. Looking forward to Pro Cycling Challenge. Developing cultural and arts district in historic buildings in Breckenridge. Local ambassadors canvas the business community to see what they are experiencing as a result of legal retail sale of marijuana in Breckenridge. Suggested more in-depth session on marijuana sales and impacts for CADMO. Edibles will most likely have the biggest impact. Jim is doing a study on marijuana perceptions. The question was asked, has anyone seen negative impacts from legalized marijuana? Mostly “no.” A few questions from conventions, etc., but no big losses.

Gunnison/Crested Butte – New York Times in Crested Butte today reporting on the marijuana issue. First sell out weekend for Gunnison lodging last weekend. Local marketing district has marketing budget under review. County is doing the review. Review is based on the chamber request for funds. CBMR and town was up 31% for winter season. 22% lodging up YTD. Just launched new Book Direct system. Up 750 referrals over prior year. As a Local Marketing District, Pam can only market the chamber’s members. Jim suggested looking at the “all-inclusive” model. Doug Price also instituted that model two years ago. 10,000 people are expected to line Elk Ave. in Crested Butte for July 4th.

Future CADMO Initiatives

CADMO members discussed several possible future initiatives. They included:

- Creation of Website – Creating member portal, password protected that is a repository of all information. Richard expressed concern over who would make sure all information is updated on the site. Jim felt it was important that the information “live” somewhere. If we proceed with a website, there may be a way to utilize “Tourism Pays” on the Visit Denver site. Pamela Loughman also volunteered to set up a CADMO site. Other options will also be explored.
- Additional CADMO meetings with focused discussions on “like” issues to include VRBO, marijuana impacts, sales tax/funding/staffing models, donated product policies, ambassador communities, board policies, visitor center best practices, membership models (including “inclusive” model), bylaws and accreditation. Many of these could also be shared via a CADMO website, LinkedIn group, etc.
- Raising the collective voice of CADMO and our DMO members, especially with the CTO. Richard reminded the group that in the past board meeting minutes and other information highlights were shared with CADMO. Janie will readdress that strategy with the CTO. Jim suggested that we use our two CADMO members, Barb and Jamie for assistance in making sure CADMO’s voice is heard on CTO programs of importance to DMOs across the state.
- More CEO and Staff Education

Presentation from John Ricks, CTO

John shared some very positive numbers from the CTO on the 2013 campaigns and reviewed some of the new digital/social programs being initiated with the upcoming 2014 campaigns. (See attached PPT Presentation with all of the details).

John was asked about the current CTO staff, and more specifically the role of Kathy Green. Debbie reminded the CADMO members that TIAC is developing a strategy and getting ready to ask for increased resources for statewide tourism funding. She expressed some concern over staffing and are there enough FTEs to handle an increase in funding. John is not as concerned with additional dollars going to the advertising campaign, but there is some concern in areas that require additional manpower for additional programs, i.e. public relations.

There was also some concern expressed over Brand Colorado and their social campaigns on Facebook, etc. Why is Brand Colorado getting involved with tourism? It was agreed that a team from CADMO will meet with Brand Colorado to see where they are with their strategies for tourism.

Several topics were suggested as break-out sessions for the upcoming Governor's Tourism Conference:

Finally, Jim asked that Debbie Kovalik and Jamie Greeman serve on the CADMO Nominating Committee for the election of new officers at our CADMO meeting at the Governor's Tourism Conference.

DAY TWO

Bob Vanourek facilitated a morning session on Alternative Revenue Sources, Building Essential Relationships and Board Governance. It was an excellent session, and we have received a number of very favorable comments.

NEXT STEPS

1. Send SurveyMonkey out to CADMO members to determine next topics for future sessions
2. Develop a CADMO LinkedIn group for confidential discussion items
3. Work on the development of a strategy to raise the collective voice of CADMO with the CTO
4. Send updated roster of CADMO members to entire group
5. Begin working on date and content for next meeting

Adventure Film Festival Montrose 2014 – Report

Summary

The expectation for Adventure Film Festival Montrose's (AFFM) was that it would prove to be a growing year, specifically in regard to ticket sales, retail sales, out of town guests and nights of lodging. As Montrose knows, there is a lot of opportunity when it comes to creating a new reputation for well-executed, well-attended events – from both a local and regional perspective. The AFFM team understands that with continued time and investment, and by being responsive and adaptive to feedback from local businesses, residents and festival attendees, we can continue the positive momentum set in 2014 and reach higher standards set from year to year.

Overall, AFFM exceeded the team's expectations in its inaugural year – specifically in regards to the attendance of 396 total event attendees (See attachment) - with promising event plans on the horizon that the team believes will increase attendance, retail sales and nights of lodging in the years to come.

Sponsors

AFFM 2014 secured \$2750 in cash sponsorship and \$7350 in-kind.

Sponsors included:

- Montrose OBT (Presenting Sponsor)
- Montrose DDA
- Alpine Bank
- MEDC
- Colorado Smiles
- Colorado Yurt Company
- Brightleaf Power
- Ibex Clothing
- Prana Clothing
- Mountain Khakis Clothing
- The Fox Theater

Film Venue and Seating

The team's desire was to establish an event that would encourage and support pedestrian traffic in the downtown region, mitigating the need for vehicles and a large impact on downtown parking. The Fox Theater proved to be a core element to the event with its historical feel, artistic setting and its central location to the heart of downtown.

The Fox Penthouse location hosts 352 total seats: 56 seats were reserved for volunteers, media, The Watch staff, OBT/City of Montrose staff and sponsors.

Online ticket sales demographics:

- Out of 151 full festival passes sold through Friday morning:
- Ridgway: 9
- Grand Junction: 2
- Breckendridge: 1
- Austin, TX: 1
- Salt Lake City: 1
- Delta: 2
- Cody, WY: 1
- Ouray: 2
- Carbondale: 1
- Moab: 2
- Gunnison: 2
- Durango: 1
- Crested Butte: 1

The rest of the ticket sales took place at the registration site the day of the event and at The Fox Theater, dividing the remaining seats into full festival as well as daily passes.

Nights of Lodging

AFFM 2014 reported 14 nights of lodging.

The Program

In addition to films throughout the three-day event, there were three speakers giving presentations during the "Adventure Sessions." Each speaker hosted three, 45 minute sessions throughout downtown Montrose, for a total of six Adventure Sessions over the course of Saturday and Sunday.

The Block Party

There were 141 block party attendees. Tickets were available on-site for non-festival pass holders, with beer garden (Horsefly Brewing, Two Rascals Brewing and Colorado Boy) and food (Hog Rock BBQ) available for purchase. DJs P-Tex and Hot Wax mixed it up from 7-10pm. DJ P-Tex was a Montrose local and his brother, Hot Wax, drove in from Denver to assist. Scotty Kenton provided sound equipment for the block party. The DJs and Kenton each met us at our budget for entertainment and production costs, which were well below what they would typically charge for an event.

The Black Canyon Home Brewers Association donated the infrastructure required for the event at no charge and volunteered their time for set up and take down in exchange for festival passes.

Feedback from this part of the weekend was overwhelming positive. The most resounding request is to have a safe ride shuttle available in the future for safe rides after the block party, and to offer cocktails in addition to beer for purchase.

The Outdoor Consortium Dinner

OBT and MEDC partnered to sponsor a dinner catered by Guru's Restaurant in the Colorado Yurt downtown after the AFFM festival was completed. Business owners from the Western Slope region who work within the outdoor industry were invited to attend, as well as chambers, towns and manufacturers.

The consortium was used to discuss ways the team could utilize AFFM to better promote their businesses, services and towns. The dinner lasted 2.5 hours and the team left with an incredible list of action items for 2015 and beyond.

Feedback from Downtown Businesses

Sushitini: The owner attended one day of the festival and had only positive feedback. His wife was able to attend several days and shared the same sentiments. They were busier over the weekend than previous year and attribute it to AFFM.

Guru's: Standing room only Friday night. The busiest their business has ever been.

A + Y Gallery: Steady business throughout the AFFM weekend.

Great Harvest Bread Company: Steady business throughout the festival weekend.

R n R Sports Bar: Sinny Richardson offered a late night option on Saturday after the block party that included being open until 2pm and providing live music.

Horsefly Brewing Company: Phil Fresimuth also offered a late night option for Saturday night after the block party with live music. Phil reported standing room only that night, attributing their full house to AFFM.

Not all businesses reported an increase in sales, many businesses downtown were not open in April 2013, and/or some businesses changed their business model, making it difficult to measure increased retail sales. Businesses who offered feedback communicated that the event was a positive and a necessary new event for off-season in April. Many businesses have asked how they can be more involved next year, which is a strong indicator of the event's success.

Feedback from festival attendees suggested that requesting downtown restaurants to be open Sunday would be helpful. Many attendees were looking for breakfast, lunch and dinner options downtown during film breaks from The Fox. The only business open Sunday morning before the event start was A + Y Gallery, which did increase their average Sunday sales significantly.

The team believes that other businesses will choose to be open next year on Sunday based on the feedback received from the downtown Promotions Committee.

Looking Ahead

Having almost one, full year to plan and organize for the 2015 event will help tremendously. For 2014, the team had two months to plan and execute the event, even better highlighting its success given the short time frame.

In addition, AFF Boulder will be celebrating its 10 year anniversary in October and will be promoting the Montrose festival as a part of their program. Heather Zeilman, AFFM event director, and Jessica Corrigan, AFFM Emcee will be attending the Boulder festival to glean from their program – which sells out each year with over 3000 attendees – and to promote the Montrose Festival.

The date of AFFM 2015 has been pushed back one week later than 2014. The dates for 2014 were during the school district's spring break, as well as the last weekend to ski Telluride. We believe that although most weekends would prove some sort of scheduling conflict with other regional events, this move to the second weekend of April in 2015 will lend to an immediate local increase in attendance.

In 2014 The Watch partnered with OBT to co-present, with The Watch also publishing and distributing the official program, as well as promoting the event regionally in print and online. In 2015, Habitat for Humanity of Montrose County will replace The Watch in event promotion, while The Watch will continue to publish and distribute the official program, and serve as the media sponsor to promote the event regionally.

Ideas for upcoming years:

- Lodging and ticket packages will be available earlier (due to a two month time frame to plan and execute the event, they were only made available one week out from the event this year)
- Festival scheduling will adapt to encourage more free time to eat and shop
- Adventure Sessions presentations will be better scheduled to not include early morning sessions
- Add an outdoor expo available to Western Slope businesses in the outdoor industry as well as local and national sponsors of the festival
- Use the AFFM event schedule to connect Western Slope businesses and towns for resource sharing opportunities, networking, business development, etc.. I.e. creating a Western Slope video that would be used to promote what there is to see, do, experience and purchase on the Western Slope; workshops teaching businesses how to best utilize social media; networking sessions; speakers from the Colorado State Tourism Office, etc.
- Camping available at the Habitat for Humanity of Montrose County location.

- Add a component where each town, business, etc. that is involved in the Expo can develop a short commercial/video that we would play throughout the film schedule in the theater(s)
- Organize a shuttle service that would allow the festival program to extend outside of downtown if necessary to accommodate the growth anticipated in 2015
 - AFF corporate has tracked an average of 40% growth in year two across the board in each of the towns who have hosted AFF
- Potential online survey form to everyone who purchased tickets online, as well as downtown businesses and Montrose lodging
- Kick off AFFM at the Star Drive In?
- Contract a safe ride shuttle the night of the block party as well as after other late-night options.
- Organize new sponsorship levels that include vendor booths and short “film-like” commercials to be played during the film schedule as sponsor benefits
- Increase volunteer numbers as 2014 volunteers were worked hard! ...and had very little time to see films.
- Program full, one-day workshops for those interested in pursuing/learning about adventure video and writing using professionals from our sponsors (ie. Ibex Clothing videographer)
 - See if it is possible to coordinate using film equipment/software via Colorado Mesa
 - Film workshop students would spend a half day at the Black Canyon

The team thanks the TRAC committee for your review and feedback of the AFFM 2014 event and program, as well as the OBT staff for their financial and in-kind partnership and their tireless time invested in helping to ensure the event’s success.

For comments and questions, please contact Heather Zeilman at heather@habitatmontrose.org.

AFF attendees report

2014 AFF Sales Report	Day passes	Weekend passes
Presales/ Brownpaper Tickets On-line		151
4/04/2014 Yurt sales	17	3
4/4/2014 Evening sales	45	2
04/05/2014 Saturday	51	1
04/05/2014 Sunday	53	
Total Comp Tickets/ Sponsors/ Volunteers		73
Total	166	230
	TOTAL Attendees	396

NOTE: 141 attended the Beer Garden

AFF Financial Report 2014

Date	Film Festival	4/4-4/7/2014	Block Party	
\$100	\$200.00		Bock Party (141 in attendance)	\$165
\$50	\$50.00		Event attendance:	396
\$20	\$1,380.00			
\$10	\$40.00		On-site tickets	2533.02
\$5	\$115.00		Brown Paper Tickets	5160
Check	\$10.00	Schmerler		
Check	\$40.00	Drug Testing		
Cred.C	\$998.02	\$367.50+35.+595.52		
TOTAL	\$2833.02	TOTAL DEPOSIT	4/9/2014	
Petty Cash	-300			
Total	\$2533.02		Total Revenue	\$8254.02

Billable item	Vendor	Date Req. submitted	Amount
Poster printing	Peczuh Printing	3/25/2014	\$585.96
Poster delivery/Durango	USPS	RJ/CC	\$32.00
Black party wristbands	24 Hour Wristbands	RJ/CC	\$183.19
Party Cups	Bulk Party Products	RJ/CC	\$82.36
AFF logo embroidery volunteer tops	Montrose Embroidery	RJ/CC	\$257.79
Canyon Creek B&B	Canyon Creek B&B	5/15/2014	\$345.00
Banner	Montrose Signs	4/14/2014	\$550.00
Banner install		4/14/2014	\$90.00
Tent rental	True Value	4/14/2014	\$400.00
KVNF radio ads	KVNF radio	4/14/2014	\$340.00
Abrams/ B-roll	Abrams/ Video	5/7/2014	-\$1,450.00
Crane/ B-roll	Crane/ Video	Pending - invoice not yet submitted	-\$200.00
Name tags	Copy Cats	4/9/2014	\$61.57
Map printing	Copy Cats	4/9/2014	\$217.80

AFF Final Cash Report 2014

Block party sound	Scotty Kenton- 765-5470	5/14/2014	\$300.00
Volunteer party food	- Ah Chihuahua 240-2721	Pending W9	\$212.50
Fox Theater	Fox Theater	4/21/2014	\$950.00
AFF Cost	AFF Cost	5/14/2014	\$3,200.00
Security	Security	In kind	\$150.00
Port o Potty	Sani Serve	4/21/2014	\$120.00
Swag bags	OBT		
Bags 350 - # returned	350-96= 254 X \$4		\$1,016.00
Pens 350 - # returned	350-94= 256 x \$.65		\$166.40
Neck Wallets 350 - # returned	350-123= 227 x \$2		\$454.00
Water	144 x \$.90		\$132.48
OBT staff time-planning and follow up	Jennifer - 53 hrs, Stacey 32	OBT staff time-at event	Jennifer 18 hrs, Stacey 16, Kate 30
OBT Staff hours	149	TOTAL OBT contribution	\$8197.05
		Total funds collected by OBT	\$2533.02
		Total funds owed to the Watch	\$2335.97

Post-Event Report: USS Montrose Association Mini Reunion (June 13-17, 2014)

Summary

Montrose welcomed veterans of the USS Montrose Association and their families for a mini-reunion in Montrose, the namesake of the naval vessel they all served upon during their time in the military. The city and the OBT embraced the event with the knowledge that it directly addressed the OBT's mission and further was a community event of import.

The event drew 16 crewmembers (two from the Korean War Era and 14 from the Viet Nam Era). Additionally, there were 13 spouses, and 4 grandchildren.

The group's main "business" was to gather for a formal reception at the Warrior Resource Center and present the USS Montrose Model (to remain on display at the WRC), gather at City Hall for a photo at the site of the USS Montrose Ship's Bell, enjoy a private reception at Council Member Judy Ann Files' home, and to attend the City Council Meeting on Monday, June 16th to receive a proclamation declaring June 17th as USS Montrose Day, the day the ship's keel was laid in 1944. The Association also had built in plenty of time to sightsee and enjoy the many amenities Montrose and the surrounding area have to offer.

OBT Involvement

The OBT provided strong assistance, support, and guidance for the reunion organizer, assisting with guidance, information sharing, publicity, and coordination from January through June. We also help ensure a successful local welcoming involving all sectors of the community: citizens, businesses, and assets to encourage hospitality.

Hospitality and Feedback

The Visitor Center helped numerous attendees prior to their visit on the phone, through emails, and direct mailings of specific requested information.

Most attendees arrived June 13th-14th. While we encouraged registration to be staged at the Visitor Center so that we could immediately assist participants with planning their stay, the event organizer opted to register people at their hotel, given that it was a fairly small group. He then registered them at their hotel and encouraged attendees to visit the Visitor Center for individualized attention. The OBT welcomed people individually at the Visitor Center.

This event and the city's involvement in it received overwhelmingly positive feedback from participants and organizers, assistance. Numerous people remarked that they were thrilled and touched to be welcomed by American flags lining the streets (Townsend and Main) and complemented us on living in such a patriotic, hospitable town: "We had a great time. Many of us feel this one the most patriotic cities in the country."

Media

A joint news release with Montrose County was distributed to local media. Coverage included the Montrose Daily Press and The Watch.

One attendee was a woman whose father had been stationed on the USS Montrose. When she read about the upcoming events, she decided to attend the Saturday dedication.

Community

The event was an opportunity for the community to reaffirm their strong commitment to veterans as a “no barriers” community by welcoming the Association for their alumni reunion. In addition to the replica model of the ship remaining on display in the community, memorabilia from the ship was made available at the Montrose County Historical Museum and in various places throughout Montrose City Hall.

Assistance: Actual Costs

- Welcome Bags (15@\$5/ea) \$75
- Sub-total – Assistance: Actual Costs** **\$75**

Assistance: In-kind Costs

- Administrative Time (conservative estimates)
 - Event Coordination (15+ hours, Jan-Jun)
 - Visit Montrose Coordination (4+ hours, Jan-Jun)
- Volunteer Time
 - 2+ hours
- Sub-total – Assistance: In-kind Costs** **\$0**
- Sub-total – All Assistance (Actual and In-kind Costs)** **\$75**

Total Assistance (not including administrative or volunteer time) **\$75**

Summary: Nights of Lodging and Retail Enhancement

34 attendees

- 30 adults
- 4 children

36 rooms booked for multiple nights, resulting in 96 overnight adult stays

- 10 rooms for 3 nights (60 overnight stays)
- 3 rooms for 2 nights (36 overnight stays)

Lodging – 36 rooms @\$89/night: \$3,204

Retail Enhancement – 96 @ \$50/day/pp (not counting children) \$4,800

Total Tourism Promotion and Retail Enhancement Impact: **\$8,004**

Looking Ahead

The OBT considers this event positive for Montrose, as the city not only welcomed this important group to Montrose, the event allowed for positive collaboration with the County, local businesses, and assets. Due to the reception provided by the Montrose Community, it is possible that Montrose will host the group’s 2015 full reunion.

Post-Event Report: VFW State Convention (June 18-22, 2014)

Summary

Montrose welcomed the 94th Annual VFW State Convention, hosting the five-day event for the first time in its history. The city and the OBT embraced the event with the knowledge that it directly addressed the OBT mission of “putting heads in beds and making cash registers ring.”

The event met expectations: over 385 convention attendees attended the event, which accommodated various meetings, services, elections, meals and banquets, sporting tournaments, and excursions throughout their stay, utilizing various city and county assets, businesses, attractions, other local events to augment convention offerings.

OBT Involvement

The OBT provided strong assistance, support, and guidance for new event, helping with meetings, planning, and organization from January through June.

Media

As the VFW handled press at the state and local level, the OBT served to augment their efforts with mentions on Facebook.

Community

The event was an opportunity for the community to reaffirm their strong commitment to veterans as a “no barriers” community and was proud to welcome the State Convention for the first time since its inception.

Numerous people remarked that they were thrilled and touched to be welcomed by American flags lining the streets (Townsend and Main) and complemented us on living in such a patriotic, hospitable town.

Hospitality and Feedback

The OBT welcomed people at registration as well as individually at the visitor center. This event and the city’s involvement in it received overwhelmingly positive feedback from participants and organizers, including a proclamation from the Colorado State Ladies’ Auxiliary recognizing the OBT for their statewide VFW convention assistance.

Reports were received that attendees were seen using their “Pint Program” cards and “Restaurant Passport” coupons in town, and discussing “which coupon to use next” as they perused the offers. Large groups (as large as 30+) of attendees were seen at restaurants dining together, with wait staff welcoming attendees and making recommendations for attendees’ stays.

Assistance: Actual Costs

- “Welcome” Banner for E Main St \$400
- Welcome Bags: \$1,500: 300@\$5/ea
 - Bags (\$2.04/ea) \$612
 - Neck Wallets (\$2/ea) \$600
 - Pens (\$.65/ea) \$195
 - Restaurant Passport Coupon Books \$30
 - Coupons yet to be returned by participating restaurants
 - Pint Program Cards \$30
 - 34 cards used; \$207.50 in receipts; \$119 cost @\$3.50/pint
 - Tourism items: Adventure Guide, City Map \$30

• Registration/Welcome Table	\$36	
○ Flowers		\$13
○ Chocolates		\$23
• Convention Program Advertisements		
○ Front inside and back@\$150/ea	\$300	
○ Graphic Designer	\$75	
• Pavilion Fees Waived/Comp'd	\$1,109.86	
○ Room Rental		\$722.16
○ Bartender Fees		\$227.70
○ Stage		\$105
○ Linens		\$55
• Thank You Breakfast at Rotary Park		
○ Lions Club Pancake Breakfast		
▪ 250 attendees promised by VFW; 12 attended	\$548	
Sub-total – Assistance: Actual Costs		\$3,968.86

Assistance: In-kind Costs

• City Assets/Permitting Fees Waived		
○ Black Canyon Golf Course		
▪ Course reserved for 50+ players; 15 players showed		
▪ Bucket of balls at the driving range		
▪ \$20/players subsidized	\$300	
• normally \$50/player		
• 18 holes w/cart, simple lunch, pro shop discount		
○ Public Works		
▪ Delivery/Prep/Setup/Cleanup		
• Streets Department: Hanging Flags		
○ \$900 total to hang/rehang		
▪ Divided among 3 events: \$900/3=	\$300	
• Parks Department: Cerise Park		
○ Provisions for Caucus/Beer Garden	\$500	
▪ Officers		\$400
▪ Alcohol Permit		\$100
• Administrative Time		
○ Event Coordination (75+ hours)		
○ Wine Tour Package (6 hours)		
• Volunteer Time		
○ 24 hours in volunteer time		
Sub-total – Assistance: In-kind Costs		\$1,100

Total Assistance (not including administrative or volunteer time) **\$5,068.86**

Summary: Nights of Lodging and Retail Enhancement

Note that event organizers reported that numerous attendees arrived up to three days before and stayed up to two days after the convention; therefore, the numbers provided below are inherently conservative.

385 attendees @ 5 overnight stays/pp: $385 \times 5 = 1,925$

Lodging - @\$75/night \$96,000

 1/3 at single occupancy: $635 \text{ stays} \times \$75/\text{night} = \$47,625$

 2/3 at double occupancy: $1,290 \text{ stays} \times \$37.50/\text{night} = \$48,375$

Retail Enhancement - @ \$50/day/pp

1,925 x \$50=	\$96,250
Total Tourism Promotion and Retail Enhancement Impact	\$192,250

Looking Ahead

The OBT considers this event a true win for tourism in Montrose. Having experienced and completed one cycle with such an event, we would warmly welcome this particular event again and encourage others like it without hesitation.

Part of the reason for the success of this event is that the OBT is going over and above anything that has been offered to events to date, and we are keeping both visitors and locals in mind as we work with events and planners. We want to collaborate with local businesses and attractions to whet visitors' appetites to encourage return visits.

To Note/Lessons Learned

Moving forward, the OBT would require early-on two caveats to participate in such a large, complex, multi-facility, multi-day event:

- 1.) identify and agree upon a single point of contact/principal event planner to interface with the OBT liaison
- 2.) confirm/ensure that plenty of time is available to plan a quality event

Given that, ultimately, the responsibility for the event's success lies with the event planners, and that the OBT liaison would function to support and provide appropriate resources to assist with the event's success, establishing and clarifying such expectations and structure at the outset is an absolute requirement.

Post-Event Report: Bicycle Tour of Colorado (June 22, 2014)

Summary

Montrose welcomed the 20th Annual Bicycle Tour of Colorado (BTC) to town on Sunday, June 22, 2014. Montrose has hosted this tour a few times in its history, and the OBT embraced the event with the knowledge that it directly addressed our mission of “putting heads in beds and making cash registers ring.”

Over 635 cyclists and 100 support staff participated in the event, and Montrose was the first stop to welcome participants on their seven-day tour of the Western Slope. This tour is touted as, “Colorado’s Original Loop Tour.”

OBT Involvement

The OBT provided direct leadership and funding to ensure a successful local welcoming festival involving all sectors of the community: citizens, businesses, and assets to encourage hospitality. The OBT also consulted with the main event planners, providing assistance, support, and guidance by assisting and coordinating with meetings, recommendations, publicity, and organization from February through June.

Media

Pre-publicity in the tour program laid out three pages (maximum for a community without additional charge) of information and material promoting and welcoming visitors to Montrose. It included an OBT welcome to participants, encouraging them to explore Montrose before they arrived by downloading the Visit Montrose app. We also included a map of town, called out participating hotels, onsite amenities at Columbine Middle School, and highlighted shuttle bus availability with the in-town route and the two Black Canyon National Park tours sponsored by the OBT. It also promoted the OBT-sponsored “fee free” day for our three local museums, as well as other attractions, assets, and business offerings.

A news release was distributed to the city’s media list. Articles ran in the Montrose Daily Press twice and multiple mentions were run in the “Around the Valley” section.

The OBT had 125 posters printed to include both the BTC event, as well as the local bicycling groups’ “Bike-In Movie Summer Series,” which runs a movie June - August. By providing this poster with three months’ shelf life, the OBT extended the “shelf-life” of this advertising and will continue to have an advertising presence in the bicycle community throughout the summer months.

Both the City of Montrose and the Visit Montrose Facebook pages pushed multiple mentions about the event to encourage awareness and participation, both from vendors as well as encourage local attendees to come out to welcome these visitors to Montrose.

Community

One compelling reason for the OBT to take part in this event was to help promote Montrose as bicycle “friendly” and as a bicycle destination. By partnering with the two local bicycle groups, Montrose Area Bicycle Alliance (MABA) and the Colorado Plateau Mountain Bike Trail Association (COPMOBA), the OBT helped create relationships for future collaboration. Further, the OBT directly assisted with their immediate needs for funding to improve trails by supporting a beer garden fundraiser at the event. Proceeds were divided between the two groups for the purpose of trail building, while also supporting

local breweries who served at the event. MABA and COPMOBA reported that the beer garden brought in \$738 in profit. After covering the \$184.50 in CIRSA insurance, the two groups split 553.50 in proceeds (\$276.75/ea).

Hospitality and Feedback

The OBT welcomed people with a “Visitor Information” tent, a virtual satellite “Visitor Center,” manned by the Visit Montrose Coordinator and multiple volunteers throughout the day. She was able to maximize her time with these volunteers by reinforcing visitor center training them as they helped attendees.

The city’s involvement and hospitality received overwhelmingly positive feedback from participants and organizers. Numerous people remarked that they were thrilled at being so warmly received, noting that some host towns have all but shut down, “Afraid of our numbers, without a service or restaurant in sight.” The attendees who took the Black Canyon National Park tours were all smiles as they exited the shuttles, remarking with “wows” and, “I want to ride my bike up there next time!” It was a big hit that left them wanting more, which was the hope of the OBT.

We specially selected shuttle guides well-versed in community offerings and enthusiastic representatives of Montrose. The guides not only reported having a great time welcoming and helping direct people throughout the day, but they were also in a unique position to both present Montrose well and ascertain feedback about how to better such a future event. The main feedback for improvement was simply to have additional shuttles to cut down on the time between shuttle availability.

Also having access to a seasoned consultant, Scotty Kenton, who had hosted the same event in years past at the same venue, we were able to learn from his experience, sidestep possible issues, and make the event stronger. He made recommendations for tent/table placement, set up a cell phone charging station (a big hit), served as emcee throughout the day, which helped up keep attendees informed, from the different vendors offerings, to shuttle arrivals/departures, to ensuring dogs were kept leashed per city ordinance.

Assistance: Actual Costs

• Event Costs	\$4,630.31	
○ Flood Light (Monday morning)	\$148.16	
○ Tent, chair, and table rental; table cloth purchase	\$1,683.70	
○ Water	\$23.45	
○ Shuttles	\$1,425	
○ Entertainment/Announcements/Event Consulting	\$850	
○ Museum Stipends (3@\$100/ea)	\$300	
○ Black Canyon National Park Tours (2@\$100/ea)	\$200	
○ Media/Printing		
▪ Restaurant Passport Coupon Books (Virtual)	\$0	
▪ Tourism items: Adventure Guide, City Map	\$0	
▪ Poster	\$100	
Sub-total – Assistance: Actual Costs		\$4,730.31

Assistance: In-kind Costs

• City Assets/Permitting Fees Waived:	
○ Public Works (9 hours @\$50/hr)	\$450

<ul style="list-style-type: none"> ▪ Utilities and Parks Departments ▪ Delivery/Prep/Setup/Cleanup 	
○ Rotary Park	
<ul style="list-style-type: none"> ▪ Event Permit ▪ Beer Garden <ul style="list-style-type: none"> • Insurance • Officers • Alcohol Permit 	\$50 \$684.50 \$184.50 \$400 \$100
• Administrative Time (conservative estimates)	
<ul style="list-style-type: none"> ○ Event Coordination (135+ hours, Jan-Jun) ○ Visit Montrose Coordination (75+ hours, Sept-Jun) ○ Communications Specialist (16+ hours, Mar-Jun) ○ Competitive Sports Coordinator (8+ hours, Apr-Jun) 	
• Volunteer Time	
<ul style="list-style-type: none"> ○ 117.5+ hours 	
Sub-total – Assistance: In-kind Costs	\$1,184.50
Sub-total – All Assistance (Actual and In-kind Costs)	\$5,914.81

Receipts

Vendor Fees:	\$195	
<ul style="list-style-type: none"> • Businesses: 7 @\$25= • Nonprofits: 2 @\$10= 	\$175 \$20	
CIRSAC Insurance for Beer Garden for MABA reimbursement	\$184.50	
Receipts		-\$479.50

Total Assistance (not including administrative or volunteer time) **\$5,435.31**

Summary: Nights of Lodging and Retail Enhancement

735 attendees (635 participants and 100 staff)	
160+ rooms booked (85 rooms for staff and 75 rooms for riders)	
Lodging – 160 rooms @\$75/night:	\$12,000
Retail Enhancement – 735 @ \$50/day/pp	\$36,750
Total Tourism Promotion and Retail Enhancement Impact:	\$48,750

Looking Ahead

The OBT considers this event a true win for tourism in Montrose. The demographic (45-55 age range, professional, outdoor/athletic) is among the ideal targets for OBT outreach, and the fact that they enjoy outdoor activities is also an obvious demographic for our offerings.

Part of the reason for the success of this event is that the OBT is going over and above anything that has been offered to events to date, and we're keeping both visitors and locals in mind as we work with events and planners. We want to collaborate with local businesses and attractions to whet visitors' appetites to encourage return visits.

Having experienced and completed one cycle with this type of event, we would warmly welcome this particular event again and encourage others like it without hesitation. We have been encouraged to

directly reach out to “Ride the Rockies” event to begin a conversation about welcoming this event to Montrose.

To Note/Lessons Learned

Moving forward, the OBT would require early-on caveats to participate in such a large, complex, multi-facility, multi-day event:

- 1.) identify and agree upon a single point of contact/principal event planner to interface with the OBT liaison
- 2.) confirm/ensure that plenty of time is available to plan a quality event

Given that, ultimately, the onus for success of event is with the event planners, and that the OBT liaison would function to support and provide appropriate resources to assist with the event’s success, establishing such expectations and structure at the outset is an absolute requirement.