

Tourism Retail Advisory Committee Meeting

December 2, 2014

7:00 AM – 9:00 AM

Members:

Brandon Hert

CJ Brafford

Debbie Blanchard

Edd Franz

Fletcher Flower

Greg Fishinging

Judy Ann Files

Kathy Ellis

Ken Watson

Lance Michaels

Marne Kirstatter

Paul Derence

Paul Zaenger

Rick Warner

Scott Beyer

Scott Voorhis

Sinny Richardson

Vince Fandel

Agenda:

- Come to Order
- Introduction of Guests
- Announcements
- Review of 10/28/2014 Meeting Notes
- September Financial Report
- OBT Executive Report – Rob Joseph
- Discussion
 - DMO to CMO (paper is included in the meeting packet)
 - Brochure Display Stands
 - 2014 Hospitality Summit
 - 2015 Meeting Agenda
- New Business / Member Ideas
- Old Business
- Adjourn

Future Meeting Topics

- Sign up for 2015 events
- Water Park
- Yard Sale & Sidewalk Deals
- 2015 Strategic Plan
- Retail Shopping Habits Survey
- Way Finding Signage
- Ad Agency RFP
- DMAP Certification
- 2016 National Park Centennial
- Black Canyon Golden Ticket
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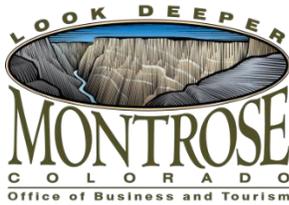


10/28/2014 Meeting Notes

- The meeting began at 9:10 am.
- The following members were present: Brandon, CJ, Fletcher, Greg, Judy Ann, Kathy, Ken Paul Z, Rick, Rob, Scott V, and Vince
- The following members were unable to attend: Debbie, Edd, Paul D, Scott B, and Sinny
- The following guests were present: Marne Kirstatter (Sales & Marketing Manager - Hampton Inn), Lance Michaels (Executive Director - Downtown Development Authority), Stacey Ryan (Special Events Coordinator - OBT), Jennifer Loshaw (Visit Montrose Coordinator - OBT)
- Announcements
 - Jim Anderson has resigned as the community liaison citing satisfaction with the OBT's efforts, where the program is headed, and his one and a half years of service on the TRAC as reasons.
 - Matt Makowski is resigning due to a promotion which will require that he work from Grand Junction. Matt said that his time with TRAC has been fulfilling and stated that Gold's would like to keep their seat. He asked that Kelly Kuboske who will be taking over as GM of the Montrose location be considered. Kelly will be invited to attend the December meeting.
 - TRAC members expressed gratitude for Jim and Matt's dedication, time, oversight, and contributions while wishing them good health and continued success in their future endeavors.
 - Marne and Lance were welcomed as new members.
 - There was discussion as to having additional lodging/restaurant representation. TRAC would like to extend an invitation to Eric Feeley who will be invited to attend the December meeting.
 - A meeting has been scheduled with the city manager, Greg and Rob as follow up to the September meeting's discussion about the retail shopping habits survey.
 - The downtown trolley application was unsuccessful, OBT and All Points Transit will continue to seek grant opportunities.
 - There was significant conversation about the Montrose Bucks program. The summary is included in the "Old Business" section.
 - December 2 – breakfast will be served, a different venue would be great
 - Rob presented a summary of the October 27 meeting with lodgers and various businesses to discuss the winter activity package promotion.
 - Now that the data analytics report has been reviewed by and presented to council, the OBT is preparing the advertising agency RFP for 2015.
- The 9/9 meeting notes were approved, as presented, and will be posted to the OBT Website.
- The September expenditure to budget and activity code reports was approved, as presented, and will be posted to the OBT website.
- There were no questions concerning the OBT Executive Report.

- Discussion
 - Data analytics:
 - There was discussion about the data analytics process. Rob described how the data was collected and the challenges encountered. There was some discussion on whether or not city council ought to implement an ordinance requiring RSETP contributors to provide analytics data, but the majority were opposed. There were no objections or concerns as to the project and the group is excited about how the data can impact visitor conversions. Rob offered to go over the report and the PowerPoint presentation, but the group decided it was not necessary since the material included in the packet was comprehensive and there had been ample time for review prior to the meeting.
 - Special events:
 - Erica Weeks started on October 20. Part of her time will be spent on writing grants for public works and part of it will be to administer the city youth competitive baseball program. Her office is at the golf course and so she will also assist in marketing that asset. The competitive sports program will now be administered by the OBT. As such, the 10K for the 2015 budget that was previously earmarked as a direct transfer to competitive sports is no longer the case. Since the OBT will be administering competitive sports programming directly, TRAC agreed to combine the two special event committees. It was also suggested that OBT make one final announcement regarding the November 10 deadline for submitting special events assistance applications.
 - Tourism display stands for partners – This topic was postponed to a future meeting due to time limitations.
 - There is generally a strong feeling of trust for the work that the OBT is doing and committee members are supportive of its activities. The current meeting format was also commended because it supports the collaborative partnership between the TRAC and OBT in the RSETP effort.
- New Business
 - Please see “Old Business” for conversation surrounding changes and new ideas for the Bucks program.
- Old Business
 - The new Bucks logo was discussed along with the proposed marketing packet to include a window cling for participating businesses and an accompanying program poster.
 - Kathy asked if there was a report on Bucks checks issued versus redeemed. Rob agreed to ask finance for such a report.
 - The committee was pleased with the suggestions to enhance the program and with the new program branding.

- The committee made suggestions as to the size and verbiage of the poster. OBT staff agreed to make the changes, update the Bucks web page and provide a downloadable Montrose Bucks flyer. The webpage and flyer would be accessed by clicking either of the following two links:
 - www.VisitMontrose.com/Bucks
 - www.CityOfMontrose.org/Bucks
- TRAC suggested 11x14 size for posters and 8.5x11 size for downloadable flyers.
- In an effort to address previous requests by some TRAC members for retail businesses to be more involved in Montrose Bucks program TRAC discussed what might be done for the upcoming holiday season. It was agreed that TRAC members would each take four \$25 Secret Santa checks (checks numbers are recorded). The TRAC member keeps one check and gives one check each to three surrounding RSETP businesses along with a program flyer. (These activities help manage potential challenges that may arise due to misperception (e.g. favoritism, misuse of funds, etc.). Beginning the week of November 17, business owners randomly select one shopper and give him/her the check. A picture and name of the check recipient and TRAC member is taken at that time and forwarded to Bucks@www.VisitMontrose.com no later than 6 p.m. Thursday, November 20. (Please consider taking several high resolution digital pictures.)
- OBT staff agreed to contact the Montrose Daily Press and the Watch to have the pictures placed in the respective papers for Thanksgiving week.
- It was decided that the group will discuss how this test round works out at the December 2 meeting. Particulars for the ongoing nature of this program will be discussed if it is decided to continue the program.
- OBT staff agreed to contacting and giving checks to those members who were unable to attend last week's meeting.
- This Secret Santa effort will complement the traditional efforts of former City Councilor Carol McDermott.
- Adjourn
 - The meeting was adjourned at 8:45. A group photo was taken in front of the newly installed visitor center outdoor sign. The photo will appear in the OBT Thanksgiving edition of the Montrose Daily Press.



MEMO

TO: Tourism Retail Advisory Committee (TRAC)
FROM: Rob Joseph, OBT Director
DATE: November 24, 2014
RE: OBT Executive Report – October 17 through November 24

- OBT is considering moving toward becoming a community marketing organization (see attached paper).
- August Financial Update
 - Retail sales tax collection: ▲ 2.5% / ▲ 4.7% YTD
 - Hotel excise tax: ▲ 6.4% / ▲ 2.3% YTD
 - Restaurant excise tax: ▼ Down 7.7% / ▲ 2.7% YTD
- September Financial Update
 - Retail sales tax collection: ▲ 2.2% / ▲ 4.4% YTD
 - Hotel excise tax: ▲ 8.5% / ▲ 3.3% YTD
 - Restaurant excise tax: ▲ 7.0% / ▲ 3.2% YTD
- VC
 - No Report

		Visitors	Residents
Monday	10/13/2014	8	7
Tuesday	10/14/2014	2	3
Wednesday	10/15/2014	18	13
Thursday	10/16/2014	12	13
Friday - PD for marijuana on patio	10/17/2014	28	10
Saturday - PD for lost purse in bathroom	10/18/2014	8	10

Monday	10/20/2014	4	2
Tuesday	10/21/2014	5	8
Wednesday	10/22/2014	2	8
Thursday	10/23/2014	5	3
Friday	10/24/2014	12	8
Saturday	10/25/2014	5	6

Monday	10/27/2014	6	6
Tuesday	10/28/2014	13	8
Wednesday	10/29/2014	15	2
Thursday	10/30/2014	2	10
Friday	10/31/2014	4	7

October Total		319	193
Saturday	11/1/2014	9	8

Monday	11/3/2014	5	9
Tuesday	11/4/2014	4	11
Wednesday	11/5/2014	5	3
Thursday	11/6/2014	2	9
Friday	11/7/2014	4	8
Saturday	11/8/2014	0	8

Monday	11/10/2014	7	3
Tuesday	11/11/2014	3	5
Wednesday	11/12/2014	2	10
Thursday	11/13/2014	2	13
Friday	11/14/2014	0	1
Saturday	11/15/2014	6	7

Monday	11/17/2014	7	3
Tuesday	11/18/2014	2	14
Wednesday	11/19/2014	3	12
Thursday	11/20/2014	0	10
Friday	11/21/2014	21	6
Saturday - PD called to remove loitering young man	11/22/2014	4	3
November Total - to date		86	143

2014 YTD	Visitors	Residents
Monday	330	267
Tuesday	387	435
Wednesday	405	356
Thursday	446	421
Friday	504	313
Saturday	458	196
Totals	2530	1988
YTD Combined Total = 4518		

- **Special Events**

- The 2014 Hospitality Summit post event report is attached.
- Received great feedback from the Montrose Marlins and the American Society of Public Works regarding welcome bags and overall hospitality.
- The 2015 Grants Cycle: the Special Events Committee met on Thursday, November 20, and discussed 15 grant submissions.
- Montrose Bucks program update/promotions: the Bucks logo and program materials (hard copy and online) were revamped in preparation for the holiday promotions (18 Nov at the Holiday Gift Expo; 24 Nov – 20 Dec at the Visitor Center).
- Seasonal SHPE creation/design: developing season-specific (winter, spring-summer, and fall) slogans, changing to season-specific color scheme and icons; images to be used in street banners for a year-round welcoming presence (see “Welcome to Winter” example).

- Holiday special events and advertising: Tree Lighting, Santa's Cabin, and the Parade of Lights in the MDP, The Watch, The Montrose Monitor, JACKfm, etc.
- Will be adding tagline "The OBT is proud to bring you these messages on behalf of the Montrose merchants who generously contribute to the retail sales enhancement fund" to footer of all RSE messaging starting with the Thanksgiving 2014 Daily Press inserts.
- Partnered with the Montrose Daily Press and Pavilion to co-produce the 2014 Holiday Preview Show. Please see the attached event report.

- Website / Communication / Collateral
 - Completed Cerro Summit Recreation Area tri-fold.
 - Enhanced VisitMontrose.com packages page and added packages.

- Projects
 - Pavilion meeting room scheduling software and hardware were installed and the second seating area for the lobby and art for the walls were delivered.

- Water Park Update as of 11/14
 - Construction within the river started on 11/5 after Colorado Parks and Wildlife completed their fish count surveys. The contractor has bypassed the river into twin 48 inch pipes around the first two whitewater drop structures at the upstream end of the project and is planning to set the first drop structure this afternoon. Concrete pours to fill the drop structures will likely start on Tuesday. Prior to construction in the river, the contractor was able to take advantage of some favorable weather and construct about 1,300 feet of the concrete recreation trail. The remainder will be constructed in the spring. So far, there haven't been any major surprises, complications, or safety issues. As with any project within a river, water management is the largest challenge but so far the contractor has done a great job of staying ahead of it.

2014 Yearly Stats Consolidated

Month	FB- new likes	FB - unlikes	FB - followers	FB - boosted post reach	Twitter/ Followers	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 by Abrams leads	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		100.50
July	227	0	1,109	48,752		438	227	71	10,061	6,193	336	5,437	926	65	26	55,993	37	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]	310	0	1,715	0	424	560	258	56	5,932	3,172	480	14,092	436	63	45	38,420	36	67.00
October	20	6	1,741	0	430	319	193	45	5,695	2,968	411	15,540	387	36	23	10,074	4	124.00
November										2,252								
December										2,566								
2014 EOY	958	16	1,741	40,785		2,444	1,845	823	56,181		2,391	66,746	8,656	2,780	467	168,678	84	667.25
2013 EOY	307	na	782	na		272	990	na		39,379	764	17,590	27,483	na	na	57,744	na	235

50 SPE VC hours included

	EOM YTD Total Tourist	EOM YTD Total Local
Monday	291	237
Tuesday	353	386
Wednesday	343	307
Thursday	414	353
Friday	429	266
Saturday	410	148
	2240	1697

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 2014

	OCTOBER	YTD	BUDGET	UNEXPENDED	PCNT
RETAIL SALES ENHANCEMENT					
SALARIES & BENEFITS	7,865.07	48,775.36	63,553.00	14,777.64	76.7%
OFFICE SUPPLIES	-	463.06	1,500.00	1,036.94	30.9%
POSTAGE	-	2.40	1,500.00	1,497.60	0.2%
PRINTING	689.43	4,777.47	10,000.00	5,222.53	47.8%
ADVERTISING	2,151.98	51,477.59	65,000.00	13,522.41	79.2%
DUES/MEMBERSHIP/SUBS	-	397.50	-	(397.50)	
PROFESSIONAL/CONTRACT SERVICES	837.50	8,918.01	39,123.00	30,204.99	22.8%
SPECIAL EVENT SUPPORT	1,589.62	19,887.78	40,000.00	20,112.22	49.7%
PROGRAMS	55.00	7,569.70	27,000.00	19,430.30	28.0%
TRAINING/CONFERENCE/TRAVEL	-	2,562.45	3,500.00	937.55	73.2%
MEETING EXPENSE	389.45	1,309.47	2,500.00	1,190.53	52.4%
BUSINESS DISTRICT SPECIAL PROJ	1,712.58	16,983.74	60,000.00	43,016.26	28.3%
PROJECTS <\$5,000	1,736.45	10,262.99	-	(10,262.99)	
IT INTERFUND LEASE	-	345.92	804.00	458.08	43.0%
TOTAL RETAIL SALES ENHANCEMENT	17,027.08	173,733.44	314,480.00	140,746.56	55.2%
TOURISM PROMOTIONAL					
SALARIES & BENEFITS	7,681.90	48,198.64	63,551.00	15,352.36	75.8%
OFFICE SUPPLIES	-	590.51	1,000.00	409.49	59.1%
POSTAGE	-	2,994.94	10,000.00	7,005.06	29.9%
PRINTING	3,494.51	29,756.24	30,000.00	243.76	99.2%
ADVERTISING	892.79	86,043.55	170,000.00	83,956.45	50.6%
DUES/MEMBERSHIP/SUBS	-	1,775.00	1,850.00	75.00	95.9%
PROFESSIONAL/CONTRACT SERVICES	750.00	27,883.34	60,725.00	32,841.66	45.9%
SPECIAL EVENT SUPPORT	1,589.63	20,687.75	40,000.00	19,312.25	51.7%
PROGRAMS	33.98	1,448.07	10,000.00	8,551.93	14.5%
TRAINING/CONFERENCE/TRAVEL	173.20	9,539.86	8,500.00	(1,039.86)	112.2%
MEETING EXPENSE	218.43	1,073.04	2,500.00	1,426.96	42.9%
EQUIPMENT/ FURNITURE <\$5,000	155.25	7,369.75	-	(7,369.75)	
IT INTERFUND LEASE	-	2,766.00	5,375.00	2,609.00	51.5%
TOTAL TOURISM PROMOTIONAL	14,989.69	240,126.69	403,501.00	163,374.31	59.5%
VISITOR CENTER OPERATIONS					
PRINTING	-	307.30	-	(307.30)	
OPERATING SUPPLIES	-	528.62	3,000.00	2,471.38	17.6%
ADVERTISING	-	35.70	-	(35.70)	
CONTRACT/ PROFESSIONAL SERVICE	-	7,971.47	-	(7,971.47)	
VOLUNTEER APPRECIATION PROGRAM	150.00	414.88	15,000.00	14,585.12	2.8%
PROMOTIONAL ITEMS	9,496.12	14,088.82	-	(14,088.82)	
BUILDING REPAIRS	-	90.00	-	(90.00)	
MEETING EXPENSE	-	20.62	4,000.00	3,979.38	0.5%
COMMUNITY PROGRAMMING	-	-	10,000.00	10,000.00	0.0%
EQUIPMENT/ FURNITURE <\$5,000	1,448.80	10,781.49	15,000.00	4,218.51	71.9%
OPERATING EQUIPMENT	-	540.19	-	(540.19)	
CAPITAL IMPROVEMENTS	-	19,012.00	-	(19,012.00)	
TOTAL VISITOR CENTER OPERATIONS	11,094.92	53,791.09	47,000.00	(6,791.09)	114.4%
TOTAL TOURISM EXPENDITURES	26,084.61	293,917.78	450,501.00	156,583.22	65.2%

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
51							
General Advertising and promotions							
ADVERTISING			09/30/2014 (09/14) Balance	200-6050-331-000			4,794.25
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	4,794.25
ATDEncumbrance	.00	ATDActual	4,794.25 Total	4,794.25 ATDBudget	15,000.00 Unexpended	10,205.75	
ADVERTISING			09/30/2014 (09/14) Balance	290-6000-331-000			42,951.13
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	42,951.13
ATDEncumbrance	.00	ATDActual	42,951.13 Total	42,951.13 ATDBudget	105,000.00 Unexpended	62,048.87	
PROFESSIONAL/CONTRACT SERVICES			09/30/2014 (09/14) Balance	290-6000-353-000			5,405.00
			10/31/2014 (10/14) 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)	
ADVERTISING			09/30/2014 (09/14) Balance	580-7805-331-000			504.00
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	504.00
ATDEncumbrance	.00	ATDActual	504.00 Total	504.00 ATDBudget	.00 Unexpended	(504.00)	
Total General Advertising and promotions:					.00	.00	53,654.38
52							
Co-op Advertising							
ADVERTISING			09/30/2014 (09/14) Balance	200-6050-331-000			3,767.82
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	3,767.82
ATDEncumbrance	.00	ATDActual	3,767.82 Total	3,767.82 ATDBudget	15,000.00 Unexpended	11,232.18	
ADVERTISING			09/30/2014 (09/14) Balance	290-6000-331-000			20.00
			10/31/2014 (10/14) 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:					.00	.00	3,787.82
53							
Colorado Flights Alliance							
ADVERTISING			09/30/2014 (09/14) Balance	200-6050-331-000			17,500.00
			10/31/2014 (10/14) 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	
ADVERTISING			09/30/2014 (09/14) Balance	290-6000-331-000			17,500.00
			10/31/2014 (10/14) 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	
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	200-6050-353-000			712.50
			09/30/2014 (09/14) Balance				
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	712.50
ATDEncumbrance	.00	ATDActual	712.50 Total	712.50 ATDBudget	.00 Unexpended	(712.50)	
<hr/>							
			PROFESSIONAL/CONTRACT SERVICES	290-6000-353-000			782.50
			09/30/2014 (09/14) Balance				
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	782.50
ATDEncumbrance	.00	ATDActual	782.50 Total	782.50 ATDBudget	.00 Unexpended	(782.50)	
<hr/>							
Total Videography:					.00	.00	1,495.00
<hr/>							
57							
RSE - Programs - Montrose Bucks							
			PROFESSIONAL/CONTRACT SERVICES	200-6050-353-000			.00
			09/30/2014 (09/14) Balance				
10/15/2014	AP	1057	JOHNSON, LEANNA SUE		87.50		
**VendorNo: 12820 **Inv. No: TFC00138 **Desc: Stay Here Shop Here Logo and Cling Development **Inv. Date: 10/15/2014 **PO No: 91388 **Remit Name: JOHNSON, LEANNA SUE **Merchant Vendor No: 12820 **Merchant Vendor Name: JOHNSON, LEANNA SUE **Invoice Created By: j Bates							
			10/31/2014 (10/14) Period Totals and Balance		87.50 *	.00 *	87.50
ATDEncumbrance	.00	ATDActual	87.50 Total	87.50 ATDBudget	.00 Unexpended	(87.50)	
<hr/>							
Total RSE - Programs - Montrose Bucks:					87.50	.00	87.50
<hr/>							
58							
RSE - Programs - SBRC							
			PROGRAMS	200-6050-358-000			5,000.00
			09/30/2014 (09/14) Balance				
			10/31/2014 (10/14) 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	
<hr/>							
Total RSE - Programs - SBRC:					.00	.00	5,000.00
<hr/>							
61							
RSE - Business District - Area 1 - DDA							
			SPECIAL PROJECTS	200-6050-488-000			4,339.00
			09/30/2014 (09/14) Balance				
			10/31/2014 (10/14) 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)	
<hr/>							
Total RSE - Business District - Area 1 - DDA:					.00	.00	4,339.00
<hr/>							
68							
EVENT SUPPORT - EVENTS							

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
SEASONAL/INTERN SALARIES			09/30/2014 (09/14) Balance	100-5115-113-000			102.50
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	102.50
ATDEncumbrance	.00	ATDAActual	102.50 Total	102.50 ATDBudget	.00 Unexpended	(102.50)	
FICA CONTRIBUTION			09/30/2014 (09/14) Balance	100-5115-141-000			3.06
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	3.06
ATDEncumbrance	.00	ATDAActual	3.06 Total	3.06 ATDBudget	.00 Unexpended	(3.06)	
PRINTING			09/30/2014 (09/14) Balance	200-6050-212-000			1,223.12
			10/31/2014 (10/14) Period Totals and Balance		.00 *	.00 *	1,223.12
ATDEncumbrance	.00	ATDAActual	1,223.12 Total	1,223.12 ATDBudget	.00 Unexpended	(1,223.12)	
ADVERTISING			09/30/2014 (09/14) Balance	200-6050-331-000			44.77
10/02/2014	AP	422	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13201 **Desc: Watch Listen Show - Oct-Nov 2014 - Save the Date Full Page Ad **Inv. Date: 10/2/2014 **PO No: 91183 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		332.50		
10/13/2014	AP	749	HOLYFIELD, KEN **VendorNo: 11447 **Inv. No: 9618 **Desc: 2 - 72in x 24in Stay Here Play Everywhere Banners **Inv. Date: 10/13/2014 **PO No: 91288 **Remit Name: HOLYFIELD, KEN **Merchant Vendor No: 11447 **Merchant Vendor Name: HOLYFIELD, KEN **Invoice Created By: JBates		65.48		
10/01/2014	AP	781	GOLD'S GYM MONTROSE **VendorNo: 15230 **Inv. No: CITY20001 **Desc: TV Advertising Renewal **Inv. Date: 10/1/2014 **PO No: 91289 **Remit Name: GOLD'S GYM MONTROSE **Merchant Vendor No: 15230 **Merchant Vendor Name: GOLD'S GYM MONTROSE **Invoice Created By: JBates		600.00		
			10/31/2014 (10/14) Period Totals and Balance		997.98 *	.00 *	1,042.75
ATDEncumbrance	.00	ATDAActual	1,042.75 Total	1,042.75 ATDBudget	.00 Unexpended	(1,042.75)	
SPECIAL EVENT SUPPORT			09/30/2014 (09/14) Balance	200-6050-357-000			12,982.41
09/25/2014	AP	370	GUNNISON COUNTRY PUB, LLC **VendorNo: 10623 **Inv. No: 70609 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Advert - Oct 23-24 **Inv. Date: 9/25/2014 **PO No: 91173 **Remit Name: GUNNISON COUNTRY PUB, LLC **Merchant Vendor No: 10623 **Merchant Vendor Name: GUNNISON COUNTRY PUB, LLC **Invoice Created By: JBates		258.00		
09/18/2014	AP	412	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13092 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/18/2014 **PO No: 91222 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		183.75		

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
09/25/2014	AP	414	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13105 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/25/2014 **PO No: 91221 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		15.75		
09/30/2014	AP	416	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13170 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/30/2014 **PO No: 91220 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		63.00		
10/02/2014	AP	419	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13200 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 10/2/2014 **PO No: 91182 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		78.25		
10/02/2014	AP	421	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13200 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 10/2/2014 **PO No: 91182 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		.50		
10/06/2014	AP	435	WICK COMMUNICATIONS INC **VendorNo: 25480 **Inv. No: 253-08312014 **Desc: 2014 SE Funding - Montrose Farmers Market - MDP Insert - May-Oct 2014 **Inv. Date: 10/6/2014 **PO No: 91184 **Remit Name: WICK COMMUNICATIONS INC **Merchant Vendor No: 25480 **Merchant Vendor Name: WICK COMMUNICATIONS INC **Invoice Created By: JBates		600.00		
09/30/2014	AP	446	TELLURIDE EXPRESS **VendorNo: 99960 **Inv. No: 13779 **Desc: 2014 SE Funding - Oktoberfest - Telluride Express - Sep 27 **Inv. Date: 9/30/2014 **PO No: 91171 **Remit Name: TELLURIDE EXPRESS **Merchant Vendor No: 99960 **Merchant Vendor Name: TELLURIDE EXPRESS **Invoice Created By: JBates		120.00		
10/09/2014	AP	606	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13234 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - 10/9 advertising - 10/23- 24/2014 **Inv. Date: 10/9/2014 **PO No: 91247 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: j Bates		78.75		
10/27/2014	AP	1098	PINE CONE UNLIMITED LLC **VendorNo: 18580 **Inv. No: 48166 **Desc: 2014 Winter Packages Luncheon Workshop		191.62		

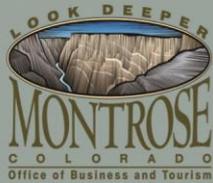
Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
			**Inv. Date: 10/27/2014 **PO No: 91428 **Remit Name: PINE CONE UNLIMITED LLC **Merchant Vendor No: 18580 **Merchant Vendor Name: PINE CONE UNLIMITED LLC **Invoice Created By: jbates				
			10/31/2014 (10/14) Period Totals and Balance		1,589.62 *	.00 *	14,572.03
ATDEncumbrance		.00 ATDActual	14,572.03 Total	14,572.03 ATDBudget	20,000.00 Unexpended	5,427.97	
ADVERTISING			09/30/2014 (09/14) Balance	290-6000-331-000			119.77
10/02/2014	AP	423	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13201 **Desc: Watch Listen Show - Oct-Nov 2014 - Save the Date Full Page Ad **Inv. Date: 10/2/2014 **PO No: 91183 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		332.50		
10/13/2014	AP	750	HOLYFIELD, KEN **VendorNo: 11447 **Inv. No: 9618 **Desc: 2 - 72in x 24in Stay Here Play Everywhere Banners **Inv. Date: 10/13/2014 **PO No: 91288 **Remit Name: HOLYFIELD, KEN **Merchant Vendor No: 11447 **Merchant Vendor Name: HOLYFIELD, KEN **Invoice Created By: JBates		65.49		
			10/31/2014 (10/14) Period Totals and Balance		397.99 *	.00 *	517.76
ATDEncumbrance		.00 ATDActual	517.76 Total	517.76 ATDBudget	.00 Unexpended	(517.76)	
SPECIAL EVENT SUPPORT			09/30/2014 (09/14) Balance	290-6000-357-000			12,982.42
09/25/2014	AP	371	GUNNISON COUNTRY PUB, LLC **VendorNo: 10623 **Inv. No: 70609 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Advert - Oct 23-24 **Inv. Date: 9/25/2014 **PO No: 91173 **Remit Name: GUNNISON COUNTRY PUB, LLC **Merchant Vendor No: 10623 **Merchant Vendor Name: GUNNISON COUNTRY PUB, LLC **Invoice Created By: JBates		258.00		
09/18/2014	AP	413	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13092 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/18/2014 **PO No: 91222 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		183.75		
09/25/2014	AP	415	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13105 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/25/2014 **PO No: 91221 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		15.75		
09/30/2014	AP	417	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13170 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/30/2014 **PO No: 91220 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071		.63		

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
			**Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates				
09/30/2014	AP	418	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13170 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 9/30/2014 **PO No: 91220 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		62.37		
10/02/2014	AP	420	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13200 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - Oct 23-24 **Inv. Date: 10/2/2014 **PO No: 91182 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: JBates		78.75		
10/06/2014	AP	436	WICK COMMUNICATIONS INC **VendorNo: 25480 **Inv. No: 253-08312014 **Desc: 2014 SE Funding - Montrose Farmers Market - MDP Insert - May-Oct 2014 **Inv. Date: 10/6/2014 **PO No: 91184 **Remit Name: WICK COMMUNICATIONS INC **Merchant Vendor No: 25480 **Merchant Vendor Name: WICK COMMUNICATIONS INC **Invoice Created By: JBates		600.00		
09/30/2014	AP	447	TELLURIDE EXPRESS **VendorNo: 99960 **Inv. No: 13779 **Desc: 2014 SE Funding - Oktoberfest - Telluride Express - Sep 27 **Inv. Date: 9/30/2014 **PO No: 91171 **Remit Name: TELLURIDE EXPRESS **Merchant Vendor No: 99960 **Merchant Vendor Name: TELLURIDE EXPRESS **Invoice Created By: JBates		120.00		
10/09/2014	AP	607	THE SLOPE LLC **VendorNo: 23071 **Inv. No: 13234 **Desc: 2014 SE Funding - Western Colorado Hospitality Summit - 10/9 advertising - 10/23-24/2014 **Inv. Date: 10/9/2014 **PO No: 91247 **Remit Name: THE SLOPE LLC **Merchant Vendor No: 23071 **Merchant Vendor Name: THE SLOPE LLC **Invoice Created By: j Bates		78.75		
10/27/2014	AP	1099	PINE CONE UNLIMITED LLC **VendorNo: 18580 **Inv. No: 48166 **Desc: 2014 Winter Packages Luncheon Workshop **Inv. Date: 10/27/2014 **PO No: 91428 **Remit Name: PINE CONE UNLIMITED LLC **Merchant Vendor No: 18580 **Merchant Vendor Name: PINE CONE UNLIMITED LLC **Invoice Created By: j Bates		191.63		
10/31/2014 (10/14) Period Totals and Balance					1,589.63 *	.00 *	14,572.05
ATDEncumbrance	.00	ATDActual	14,572.05 Total	14,572.05 ATDBudget	20,000.00 Unexpended	5,427.95	
<hr/>							
CONTRACT/ PROFESSIONAL SERVICE			09/30/2014 (09/14) Balance	290-6005-353-000			65.00
					10/31/2014 (10/14) Period Totals and Balance	.00 *	65.00
<hr/>							
ATDEncumbrance	.00	ATDActual	65.00 Total	65.00 ATDBudget	.00 Unexpended	(65.00)	

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Debit Amount	Credit Amount	Balance
PROMOTIONAL ITEMS			09/30/2014 (09/14) Balance	290-6005-360-000			.00
10/07/2014	AP	776	MARKETING TOOLS LLC **VendorNo: 14568 **Inv. No: 390320 **Desc: Quote 414547 **Inv. Date: 10/7/2014 **PO No: 91281 **Remit Name: MARKETING TOOLS LLC **Merchant Vendor No: 14568 **Merchant Vendor Name: MARKETING TOOLS LLC **Invoice Created By: JBates		1,625.00		
10/22/2014	AP	778	MARKETING TOOLS LLC **VendorNo: 14568 **Inv. No: 392918 **Desc: Quote 443443 OBT Bags 10,000 **Inv. Date: 10/22/2014 **PO No: 91280 **Remit Name: MARKETING TOOLS LLC **Merchant Vendor No: 14568 **Merchant Vendor Name: MARKETING TOOLS LLC **Invoice Created By: JBates		6,753.40		
10/31/2014 (10/14) Period Totals and Balance					8,378.40 *	.00 *	8,378.40
ATDEncumbrance	4,164.90	ATDActual	8,378.40 Total	12,543.30 ATDBudget	.00 Unexpended	(12,543.30)	
Total EVENT SUPPORT - EVENTS:					12,953.62	.00	40,476.67
Number of Transactions: 28 Number of Accounts: 22					Debit	Credit	Proof
Grand Totals:					13,041.12	.00	13,041.12

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



Montrose, Colorado Office of Business and Tourism
and the Western Business Alliance of Colorado
warmly welcome you and your team to experience
Western Colorado hospitality.



WESTERN
BUSINESS
ALLIANCE
of Colorado



Western Colorado
HOSPITALITY SUMMIT

MONTROSE PAVILION EVENTS CENTER

OCTOBER 23-24, 2014



Overall Impressions

- Evaluations-Curriculum
- Anecdotal
- Financial
- Event characteristics
 - Montrose Mindset (hospitality)
 - Conflicting activities
 - Location
 - Divisive Nature-DDA, Chamber, City/County
 - More Partnering with City

Business Sponsors

- Bank of Colorado
- Alpine Bank
- Flower Motor
- Hartman Welding
- Colorado Smiles
- Region 10
- DMEA
- Wells Fargo
- Town of Ouray-Tourism

2014 WCHS Advertising-Overview

- Advertising reached an approx. 60 mile radius of Montrose
- Included Print, Online, Radio and TV
- Leveraged “non-profit” discounts, package rates and sponsorships
- More than 140 spots ran from August – October
- OOP Budget = Print: \$4500; Radio: \$1800; TV \$1450; Internet: \$500
- Sponsorship Value = approx. \$4000

2014 WCHS Advertising-Print



Paid and Sponsorship Ads included:

- Two full page ads in Wed/Sunday issues
- Three ¼ page ads in Wed/Sunday issues
- Two ½ page ads in weekly Shopper
- One week ads on montrosepress.com

LOOK DEEPER
MONTROSE
COLORADO
Office of Business and Tourism

Western Business Alliance of Colorado and the Montrose Office of Business and Tourism warmly welcome you and your team to experience Western Colorado hospitality.

WESTERN BUSINESS ALLIANCE of Colorado

FIVE STAR HOSPITALITY

Western Colorado
HOSPITALITY SUMMIT
MONTROSE PAVILION • OCTOBER 23-24

THURSDAY 10/23:
1-5 PM
Certified Guest Service Professional Course (CGSP®)
Class size limited, must be pre-registered, additional fee applies.

OPEN TO THE PUBLIC:
Cocktail Reception 4:30 - 6 PM
(complimentary cocktail for early bird registrants!)

Keynote: Jeff Havens 6 PM
An award-winning, nationally recognized and very entertaining speaker.

Customer Service Education = Business Success!

Get motivated & inspired by learning from applicable seminars and interactive workshops with topics that include:

- First Impressions Over the Phone
- Dealing with a Difficult Customer
- Managing Your Business Facebook Page
- Customer Service in the Healthcare Environment

among many others!

FRIDAY 10/24:
ALL DAY
Break-out sessions with fun, content rich topics.

SAVE \$20
when you register by
SEPTEMBER 23rd!

Call (970) 901-6761 for
Group Discounts!

Registration & Info: WesternColoradoHospitality.com



2014 WCHS Advertising-Print

GUNNISON COUNTRY TIMES
Printing all the news we know about for more than 100 years

Paid and Ad-Value Ads included :

- Two half page ads in weekly issue
- Three ¼ page ads in weekly issue
- Free inclusion on website

Life • 2014 • Sunday, October 12, 2014

Printed on 100% Recycled Paper with 50% Recycled Fiber and Soy-based Inks
www.gunnisoncountrytimes.com

WESTERN COLORADO HOSPITALITY SUMMIT

5

Western Colorado
HOSPITALITY SUMMIT
MONTROSE PAVILION • OCTOBER 23-24

EDUCATION
7-4 PM
Certified Guest Service Professional Course (CGSP®)
Class size limited, must be pre-registered, additional fee applies.

OPEN TO THE PUBLIC
Cocktail Reception 4:30 - 8 PM
(complimentary receipt for early bird registration)

Keynote: Jeff Havens, CEO
Alpine Skiing, National Hospitality Association
and more exciting speakers!

Business
Get motivated & inspired by learning from applicable seminars and interactive workshops with topics that include:
First Impressions Over the Phone
Dealing with a Difficult Customer
Managing Your Business Facebook Page
Customer Service in the Healthcare Environment
among many others!

Registration fee: \$100. WesternColoradoHospitality.com

RELAXATION
ALL DAY
Break-out sessions with food, cocktail and topics.

SAVE \$20
when you register by
SEPTEMBER 22nd!

CALL 970.901.0411 for
Group Discounts!

Bank of Colorado Daily Press WCHS Alpine Bank

2014 WCHS Advertising-Print



Ad Package included:

- One ½ page ad in Sentinel Weekly
- Two ¼ page ads in Wed, Sunday issues
- One week ads on GJSentinel.com

2014 WCHS Advertising-Print



Paid and Ad-Value Ads included:

- Two ½ page ads in weekly issues
- Three 2x6 page ads in weekly issues
- Inclusion in MOBT's Save The Date
- One month online banner ad Sept 22-Oct. 22.

October 23rd-24th

Western Colorado Hospitality Summit

Montrose Pavilion

Customer Service Education = Business Success

Thursday: Certified Guest Services Program (CGSP®) 1-5pm (limited space, must pre-register)

Networking Event and Keynote with Jeff Havens - 5:30pm (open to public)

Friday: Keynote, seminars and interactive workshops 7:30am - 4:30pm (breakfast, lunch and refreshments served)

WesternColoradoHospitality.com

November 9th

1ST ANNUAL American Indian Heritage Film Festival

Celebrating National Indian Heritage Month

Live entertainment between films. Vendors, displays, and food throughout the day. Update on the Ute Indian Museum Expansion Project, starting in early 2015, including a building model and plans--and more!

10am-6pm, Montrose Pavilion. Free, with a donation requested for films. (970) 249-1098

November 24th - December 20th

Holiday Montrose Bucks Promotion

For every \$100 in Montrose Bucks purchased, receive \$20 in Montrose Bucks, free.

Montrose Bucks "Montrose currency" and are an incentive to shop local and are accepted like cash by most Montrose businesses.

November 28th

Holiday Tree Lighting

5:30-6:30pm

S. First St., between Cascade and Townsend Avenues. Bring the family downtown to welcome Santa and celebrate the annual holiday tree lighting!

Parade of Lights, December 6th

E. Main St., between Pythian and Rio Grand Avenues. 2014 Theme: "Christmas Stories; Portray a holiday story from a favorite book or film!" Registration forms available at:

2014 Advertising-Online

GJSentinel.com

GUNNISON COUNTRY TIMES

Printing all the news we know about for more than 100 years

the
WATCH
NEWSPAPERS

MONTROSE
Daily Press

11 NEWS

REGIONAL NEWS BRIEFS

NICOLAY TELLS HORROR TALES AT TALKING GOURDS OCT. 7TH

Special to the Mirror
TELLURIDE-The Telluride Institute's Talking Gourds guest performer for Tuesday, Oct. 7th will be Farmington horror writer and spelunker/poet Scott Nicolay at

Telluride next year. As always, following Club announcements and performances, we'll have a short break and then pass the gourd around the room to give Club members and at-



Western Business Alliance of Colorado and the Montrose Office of Business and Tourism warmly welcome you and your team to experience Western Colorado hospitality.

5 YEARS OF HOSPITALITY

Western Colorado
HOSPITALITY SUMMIT
MONTROSE PAVILION • OCTOBER 23-24

THURSDAY 10/23:
1-5 PM
Certified Guest Service Professional Course (CGSP®)
Class size limited, must be pre-registered, additional fee applies.

OPEN TO THE PUBLIC:
Cocktail Reception 4:30 - 6 PM

Customer Service Education = Business Success!
Get motivated & inspired by learning from applicable seminars and interactive workshops with topics that include:
First Impressions Over the Phone
Dealing with a Difficult Customer
Managing Your Business Facebook Page
Customer Service in the Healthcare Environment among many others!

FRIDAY 10/24:
ALL DAY
Break-out sessions with fun, content rich topics.

SAVE \$20
when you register by **SEPTEMBER 23rd!**

Call (970) 901-6761 for Group Discounts!

2014 Advertising-Radio



CPR/NPR Radio:

- 30 spots over 3 weeks targeting Western Slope
- 20 Spots over 2 weeks targeting Roaring Fork

The Vault:

- 50 spots over 2 weeks
- Editorial considerations



2014 WCHS Advertising-TV



Paid and Sponsorship
Ads included:

- 16 TV commercials run over 2 weeks
- Corner peel ad on kkco11news.com
- Mobile & Banner Ads
- 50 spots in Live News Streaming
- Production of TV commercial
- Editorial considerations



2014 WCHS Editorial

- Editorial placements were leveraged through press releases and existing ad buys
- Due to mid-term elections editorial opportunities were limited
- Media outside of Montrose were not interested in editorial without advertising commitments
- Three press releases written and distributed

2014 WCCHS Editorial

WEDNESDAY
October 15,
2014

VOL 132, NO. 73
75 cents

MONROSE, CO
81401



www.monrostepress.com

SEE READING, PAGE A3

LOCAL

Tuesday, June 23, 2014 A11

Hospitality summit provides tools to refresh customer engagement

BY JASON WHEELER
DAILY PRESS STAFF WRITER

Hospitality and guest services could be considered the most important area of business. And in order to improve the level of guest services of businesses on the Western Slope, the Western Colorado Hospitality Summit will be held Thursday, Oct. 23 and Friday, Oct. 24. Organized by the Western Business Alliance of Colorado and the Montrose Office of Business and Tourism, this will be the second annual summit.

Co-director Sue Hansen said last year's summit came about because the organizers felt if Montrose and the Western Slope were going to continue to attract repeat visitors, there needed to be an opportunity to brush up and improve upon the level of guest services.

"One of the things we observed is that most people feel

"I never said — Steve, did I say that?" Dunlap asked,

"frustration" because the city is trying to draft its budget

PHOTO COURTESY OF THE WESTERN SLOPE CHAMBERS OF COMMERCE

they have to go to Denver or Salt Lake in order to get some kind of quality training," Hansen said. "We wanted to be able to bring that level that had been unsurpassed before to Montrose."

Hansen said holding the summit in Montrose would establish the city as an education hub, and take hospitality that is normally thought of as guest services at hotels and restaurants, and drill it down to offices, retail outlets and businesses where employees and staff could be hospitable to clientele.

Last year's summit, Hansen said, drew about 170 people, which she felt was pretty good for the first event. She said the organizers contacted all the Chambers of Commerce on the Western Slope to help with mailing and spread the word. Hansen said this year she would like the attendance to double.

The conference, held at the Montrose Pavilion Event Center, located at 1800 Pavilion Dr., will have 12 sessions along with speakers in the morning. Hansen said Rob Joseph, director of the Office of Business and Tourism, will open Friday with a talk on helping to understand why it's important to be guest-friendly from the perspective of the tourist industry. There will be speakers and breakout sessions throughout the day on various topics.

"Honestly, I think that we do a darn good job here in Montrose of our customer service overall, but everybody can learn something new," Hansen said. "No matter how technologically advanced we get, it still comes down to friendly, open, I-can-get-you-that service."

The opening keynote for the summit will begin at 6 p.m. Thursday, following a

reception that'll run until 7 p.m. Jeff Haver and regular on NBC, will provide with a talk about service.

Hansen said her opening reception address and networking opportunities will be on the rest of the day. The Guest Service Course is only open to registered.

Registration is individual and \$40 for the Guest Certification Course for both. Registration completed online Thursday 5 p.m.

For more info, visit www.westernhospitality.com.

Generation gap in service

Customer service styles differ across generations

BY JASON WHEELER
DAILY PRESS STAFF WRITER
There were about 140 attendees at the second annual Western Colorado Hospitality Summit on Friday.

The goal of the two-day event was to help people in all professions improve the level of guest services on the Western Slope.

One session of the summit, "Critical Components of Customer Service for Boomers, Xers and Millennials" drew about 49 people and was presented by Sue Hansen. Hansen has been involved in the professional and personal improvement industry for more than 15 years, and teaches across generations.

"This is the first time all four generations have been in the workplace," Hansen said, noting the differences in generations have led to conflict on the job site.

Hansen started the session off by stating the different generations are not cut and dry and that selling to each generation is different. Generations outlined were the Traditionalists, born before 1946, Baby Boomers, born from 1946 to 1964, Gen X, born from 1965 to 1981, Millennials, born from 1982 to 2000 and Gen Z, born after 2001. Hansen said those who are Gen Z have changed how people communicate and look at the world and are still open to new influences.

Hansen said those in customer service need to take themselves out of their frames of reference and approach buyers in the way they want to be approached.

She said there needs to be a shift to getting in the head of the customer.

"Get out of your head," Hansen said. "Not everybody thinks the way you do."

Hansen also gave some tips on serving each generation. This included education and more formality at a relaxed pace to the Traditionalists, appreciating and being personable to Baby Boomers, giving room for Gen X to make decisions while being efficient and competent, Millennials find long lines excruciating and desire a lively pace, while finding methodical approaches boring.

As for Gen Z, Hansen said that generation is still too young to know how they would like to be served, but has seen that they desire constant customer service, instant action and have low verbal communication. She also said Gen Z seems to have similar trends to the Baby Boomers, nicknaming the generation "Boomerlet."

Session attendees found it to very informative. Carol Garrard, from the Ouray Chamber Resort Association, said it helped her be aware to the differing styles of service across generations. Kelly Rhoderick, from Abrams Advertising, said it was recognition that isn't normally thought of.

"We don't think enough on a daily basis how to serve different generations," Rhoderick said.

Friday's sessions wrapped



Published for the Uncompaggre Valley and Dorothy Voo of Olathe

Inside the daily press

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NATION	A5	COMICS	A14
BUSINESS	A6	WEATHER	A15
OPINION	A7	OBITUARIES	A16

News:

In wake of thefts, residents told to lock up
Page A3

Today's

Partly cloudy with high near 76 leading to a generally clear night with lows around 44.
See details, A15



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2014 WCHS Editorial

GUNNISON COUNTRY TIMES
Printing all the news we know about for more than 100 years

Gunnison Country Times

BUSINESS CENTS

The peak of commerce

Customer service, social media highlight summit

The second annual Western Colorado Hospitality Summit will include a strong focus on customer service education and social media engagement.

The Western Business Alliance and the City of Montrose Office of Business and Tourism are co-presenters of the summit, which is being held Oct. 23 and 24 in the Montrose Pavilion.

"The motto of the summit is 'Customer Service Equals Business Success,' and the speakers and agenda we have this year reflects just that," said Terri Leben, co-director of the event.

Agenda topics this year include "First Impressions Over the

Phone," "Dealing with a Difficult Customer," "Managing Your Business Facebook Page" and more. Networking events are also built into the summit, and this year's keynote speaker is the irreverent Jeff Havens, whose work includes "Uncrapify Your Life" and "Release Your Inner Tyrant."

A Certified Guest Service Professional course is also on tap.

Attendees of the Western Colorado Hospitality Summit include business owners, managers and staffers in industries such as restaurant, hotel, transportation, travel and tourism, medical and other professionals from all over the Western Slope.

For more information or to register, visit www.WesternColoradoHospitality.com. The fee is \$129. For student tickets and group discounts, contact Leben at 970.901.6761.

WESTERN COLORADO HOSPITALITY SUMMIT ANNOUNCES AGENDA AND SPEAKERS

Special to the Mirror

MONTROSE – The organizers of the 2nd annual [Western Colorado Hospitality Summit](#) are excited to announce the 2014 agenda and speaker line-up, which includes topics such as [First Impressions Over the Phone](#), [Dealing with a Difficult Customer](#), [Managing Your Business Facebook Page](#), [From Good To Great](#), and [Customer Service in the Healthcare Environment](#), among others. The Western Business Alliance (WBA) and the City of Montrose Office of Business and Tourism (OBT) are co-presenters of the Western Colorado Hospitality Summit.

As a result of a generous sponsorship by the Bank of Colorado, The Western Colorado Hospitality Summit is also proud to open to the public, the Thursday night networking event and keynote speech with nationally known irreverent and hilarious presenter, [Jeff Havens](#), whose works include "Uncrapify Your Life" and "Release Your Inner Tyrant." The agenda also includes a world-recognized Certified Guest Service Professional (CGSP®) course that will give successful candidates official

recognition and certification, including a lapel pin, for employees in the guest service industry. The CGSP course will be held Thursday afternoon; it has limited space and is an additional fee, and interested participants are encouraged to register early. The Western Colorado Hospitality Summit is October 23 and 24, held at the Montrose Pavilion. Those who register online by September 23rd receive a \$20 discount.

"The Western Colorado Hospitality Summit motto is 'Customer Service Equals Business Success', and the speakers and agenda we have this year reflects just that," said Terri Leben, co-Director of The Western Colorado Hospitality Summit.

Attendees of the Western Colorado Hospitality Summit will include business owners, managers, and staffers in industries such as restaurant, hotel, transportation, travel and tourism, medical, and other professionals from all over the Western Slope of Colorado.

"We have been vetting speaker candidates since last year's Hospitality Summit, and we feel like we found a great range of

intriguing presenters, with rich backgrounds, who will serve the needs for attendees across all industries that rely on customers," said Sue Hansen, co-director of the Western Colorado Hospitality Summit.

The Western Colorado Hospitality Summit also launched a Facebook page (www.facebook.com/WesternColoradoHospitality), where organizers, speakers, attendees, and those with an interest in topics related to hospitality and customer service will engage, interact, and have the opportunity to win Hospitality Summit tickets as well. To participate in the Western Colorado Hospitality Summit Facebook page, search Western Colorado Hospitality on Facebook and LIKE the page.

For more information visit www.WesternColoradoHospitality.com. Early Bird registration fee is \$109.00 until September 23, 2014; then it will be \$129.00. For student tickets and group discounts (3 or more), please contact Terri Leben at Terri@WBAColorado.com or (970) 901-6761.

2014 WCHS Editorial



2014 WCHS Social Media

- Created a FACEBOOK page @westerncoloradohospitality and hashtag #COHospitality
- Daily and twice daily updated posts included articles, quotes, promotions, speaker details and sponsor shout-outs
- 183 LIKES by event date

2014 Social Media

The image shows a screenshot of the Facebook page for the Western Colorado Hospitality Summit. The page header includes the name 'Western Colorado Hospitality Summit' and navigation options like 'Page', 'Activity', 'Insights', and 'Settings'. The main content area features several posts:

- A post by Terri Leben (October 20 at 5:05pm) stating: "Looks like Camp Robber is investing in Hospitality, 5 of their staff... See More".
- A post by Sue Hansen (October 14 at 12:58pm) stating: "Walgreens-Shirley rocks it every time.".
- A post by Sue Hansen (October 9 at 10:16am) stating: "Did you know that a survey of 6,000 people released July 26 found th... See More".
- A link share by Western Colorado Hospitality Summit (October 14) with the text: "Pay it forward today... Who in your community gives great service??? Nominate someone who provides a great customer/client experience for the chance to win Western Colorado Hospitality Summit tickets (\$129 value each) for you and your nominee. Who's your favorite bartender, realtor, retailer, gym trainer, Dr's office admin, wireless sales person??? Let's hear from you! #cohospitality". The link is to www.westerncoloradohospitality.com.
- A link share by Western Colorado Hospitality Summit (October 10) with the text: "Want to differentiate yourself in your business? Realtors, Restaurant Staff, Hotel Staff, Front Desk Administrators... You can get ahead of your competition with a Certified Guest Services Professional accreditation. This 4-hour course is... See More".

On the right side, there is a 'THIS WEEK' summary showing 1 Page Like, 0 Post Reach, 1 UNREAD Notification, and 0 Messages. Below this is a 'Recent' section for 2014 and a 'See Your Ad Here' section.

At the bottom left, there is a 'PEOPLE' section showing 183 likes and a 'Find New Customers' button. Below that is a 'LIKED BY THIS PAGE' section featuring KBUT Community Radio.

2014 WCHS Marketing Materials

- Created save the date post cards, distributed to 783 Sales Tax Licensees, Businesses in Chambers across Western Slope-Delta, Montrose, Cortez, Carbondale, Craig, CB, Durango, GJ, Gunnison, Ouray, Palisade.
- In Person invitations to 35 local businesses
- Alpine Bank and BOC Western Slope locations
- Created 300 post cards to promote Thursday night's free event sponsored by Bank of Colorado.

2014 WCHS Marketing Materials

Postcards distributed for Thursday's free & open to public event sponsored by Bank of Colorado and CGSP course

<p>Western Colorado HOSPITALITY SUMMIT MONTROSE PAVILION EVENTS CENTER</p>		<p>Western Colorado HOSPITALITY SUMMIT MONTROSE PAVILION EVENTS CENTER</p>	
 Bank of Colorado Presents	THURSDAY, OCTOBER 23, 2014 FREE & OPEN TO THE PUBLIC!	THURSDAY, OCTOBER 23, 2014 Certified Guest Service Professional Course	
4:30 - 6:00 PM		1:00 - 5:00 PM	
Cocktail Reception and Refreshments <i>Great networking opportunity!</i>	LAUGH & LEARN <i>Opening Keynote</i> JEFF HAVENS <i>Award-winning, nationally recognized & very entertaining speaker.</i>	Recognized worldwide the CGSP® designation is an acknowledgment of exemplary guest service for employees in the guest services industry. Those working in any area or level of hospitality qualify to attend. Successful candidates will receive a certificate and CGSP® gold lapel pin in recognition of their knowledge and skills in guest service. <i>Class size limited, must be pre-registered, additional fee applies.</i>	
Don't forget to register for a full day of seminars and workshops Friday, Oct. 24th! (Includes lunch and refreshments) More Information & Registration Online: WesternColoradoHospitality.com		Save \$20 when you sign up for CGSP Course + the Full Summit Pass! (Includes lunch and refreshments) More Information & Registration Online: WesternColoradoHospitality.com	

2014 WCHS Thank you!

Western Colorado
HOSPITALITY SUMMIT

Thanks to all our Sponsors & Supporters!

Bank of Colorado
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Office of Business and Tourism

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Daily Press

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WELLS FARGO

"Thank you to the Chambers and Tourism organizations that helped promote this event!"

Aspen Chamber Resort Association
Carbondale Chamber of Commerce
Cortez Area Chamber of Commerce
Craig Chamber of Commerce
Crested Butte/Mt. Crested Butte Chamber of Commerce
Delta Chamber of Commerce
Durango Chamber of Commerce
Glenwood Springs Chamber Resort Association
Montrose Chamber of Commerce
Montrose Office of Business and Tourism
Ouray Chamber Resort Association
Palisade Chamber of Commerce
Town of Mountain Village
Telluride Tourism Board

ASPEN
CHAMBER OF
RESORT ASSOCIATION

CARBONDALE

CORTEZ

CRAIG
CHAMBER OF
COMMERCE

OURAY
CHAMBER OF
COMMERCE

DELTA AREA
CHAMBER OF
COMMERCE

DURANGO

GLENWOOD SPRINGS

MONTROSE
OFFICE OF BUSINESS AND TOURISM

MOUNTAIN VILLAGE

OURAY

PALISADE
CHAMBER OF COMMERCE

Attendance Breakdown

- Certified Professional Guest Services = 22-
 - 8 attended the full summit
- \$100 billed = 18
- Ala Carte, billed at \$10 per class = 17
 - (does not include any MOBT volunteers, attended at no charge)
- Comp sponsor attendees = 18
- Registered on line @ \$109 = 25
- Registered on line @ \$129 = 12
- Registered at sales tax discount \$57 = 2
- MOBT requested tickets = 13
 - (does not include, Stacey, Jennifer or Rob)
- Speakers = 11

Accounting Summary

- In-Kind-Terri & Sue: combined
 - 10hrs/week approximately time valued @ \$25 per hour
 - 9-10months planning
- Estimated \$10,000 (\$5000 each)
- Budget Shortfall \$(4387)
- Absence Business Sponsors: \$(14887)

Income		
Registration		7,221
Business Sponsors		10,500
Chamber/Tourism Sponsors		1000
Presenting Partner (MOBT)		10000
Total Income		28721
Expense		
Keynote Speaker		8100
Misc Speaker		1441
Public relations contract		3000
Web & Design		2220
Breakfast & Lunch		1568
Hand outs		362
Bags		345
Pavilion		1419
Insurance		207
Administration		280
Advertising (TV, Print, Radio, Internet)		8455
Printing		1825
Postage		3006
CMU Certification Course		880
Total Expense		33108
Short fall		-4387

Next Year

- Need?
- Want?
- Location?
- Speaker Quality?
- Thursday/Friday Format?

Possible Topics

- Service recovery
- **Stress in dealing with CS**
- Branding your business in a brand heavy world
- Advance Social Media
- Good customer service for municipalities
- Body language effectiveness
- First Impressions in person
- Addressing recreational marijuana laws in terms of tourism
- More small business example of success with branding and evolution.
- Marketing NOT FB
- Motivating others without seeming bossy
- Providing WOW service with technology
- Retaining and training the seasonal employee-emphasis-Telluride
- Next Summit-Telluride?

9:15 a.m.-9:25 a.m.

Break & Hastings Book Store

Concurrent Sessions (choose one)

9:25 a.m.-10:25 a.m.

“Hello, I’m a person.” The First Impression: Making it Count

Josh Freed

“Hello, thank you for calling. If you work the front desk, answer the phone or interact with customers you may not be aware that you have the power to affect the outcome of the conversation. You choose to treat the person like a disturbance, or a human being. You, the first person that speaks with the customer can make or break the first impression of the business or organization. Often the managers and owners of a business don’t realize just how important your job is. In this session you will learn the do’s and don’ts that will make the first impression the best impression. Thank you for calling, I hope you enjoyed your impression of this business.”

9:25 a.m.-10:25 a.m.

NOT Always Right! Survival techniques to handle a difficult customer.

Tisha McCombs

We all know that there will be times when no matter how hard we've tried to satisfy a customer's needs that frustration and conflict still arise and you can be left facing an angry and sometimes unreasonable customer. Learn how to navigate these tough situations and still be able to leave the customer feeling like an important, valued part of your business by recognizing the needs of the customer, making sure they feel like they're being heard, and finding a solution that meets the company's needs while also providing the customer with a solution that they feel is acceptable.

9:25 a.m.-10:25 a.m.

You, Your Service and Your Product are Unique...Do Your Customers Know It?

Delaney Keating, Small Business Development Center

Beyond customer service, price and experience - what is it that makes your place special? What is your uniqueness that sets you apart from others providing the same services? Dive in with some new tools to explore your service with a fresh perspective. These tools will inspire you to build stronger local and regional campaigns that are emotionally engaging to answer not only what and where, but WHY?

10:25 a.m.-10:45 a.m.

Break & Hastings Book Store

Concurrent Sessions (choose one)

10:45 a.m.-11:45 a.m.

Critical Components of Customer Service for Boomers, Xers, and Millennials

Sue Hansen, Sue Hansen Speaks

When people can simply hop on the internet for goods and services how can we stand out when products are the same or due to the rural nature of your community, customers have little choices? Today more than ever, customer service, is the differentiator of any successful organization. Learn how to navigate the components for best service and learn the best way to service each generation! Invaluable advice!

10:45 a.m.-11:45 a.m.

The Power of PR

Casey Corrigan, Clutch Media

Having a public relations plan is critical in today’s marketplace regardless of your industry. It is all about building relationships, communicating your message and promoting your business. Learn the elements of public relations and discover how even the simplest of PR plans can have a major impact on your business.

10:45 a.m.-11:45 a.m.

When your “Customer” is Sick-Including Compassion in your Service Delivery

Jana Thomas, MA, CHWC, Certified health coach and Motivational Speaker

It can be tough to please the most discerning customer, and even more difficult when that customer has a fever, chills and aches all over. Delivering exceptional customer service in health care may require a shift in your mindset. Learn how to step out of survival mode and deliver WOW service. This presentation will help you take your vision of great customer care to the next level.

11:45 a.m.-12:30 p.m.

Lunch & Networking

General Session-Auditorium

12:45 p.m.-1:45 p.m.

How We Do It...6 Powerful Questions

Bryce Berry Owner, Gold's Gym

In 1965, Joe Gold opened the first Gold's Gym, and he began a tradition of commitment, passion and dedication that is still practiced today. Our associates have been making a difference by helping people achieve their potential through fitness. Our commitment to our customer shines with every interaction. The experience must be top notch and hiring the right people is our secret weapon! We choose and train passionate, highly qualified and customer friendly staff. How do we succeed even in competitive market places? Our culture is high trust, accountability and unsurpassed service. Learn how we do all that with 6 impactful and revealing questions.

1:45 p.m.-2:00 p.m.

Break & Hastings Book Store

Concurrent Sessions (choose one)

2:00 p.m.-3:00 p.m.

Is Good Good Enough?

Paul Magnani, Grand Junction Radio

We can always be better at anything we do. Some of us think that being "good" is sufficient, and if you're talking about a hamburger, maybe that is satisfactory. If you are talking about how you perform at your job, in your personal life, in your avocations, is that ok? What happens when you set your goal to be "great" instead of just good. After all, too many of us settle for good, when great is within our reach. Learn what it takes to get to the next level and get ready to be great!

2:00 p.m.-3:00 p.m.

The Social Interface-Making Your Facebook Page Actually Work for You

Leia Morrison

Whether you're looking to increase awareness about a brand, drive traffic to your brick and mortar storefront, engage on a deeper level within your community or increase online sales Facebook is an inexpensive and viable option for all business owners. This Entry Level session is best suited for restaurant managers, retailers, event organizers and service providers who are looking for an introduction to this very available marketing resource. Learn how to set up a Facebook business page, how often and what to post, how to run an ad campaign or boost, how to increase fans and finally the basics on how to use Facebook insights.

2:00 p.m.-3:00 p.m.

Creating Memorable Experiences through Collaboration and Cooperation

Rob Joseph, Montrose Office of Business and Tourism

It doesn't matter whether you are working in a hospital, a small business, restaurant, hotel or even local government, discover and explore ways in which you can enhance the experience your organization offers. There many ways we can make an experience memorable, and through creative cooperation we can boost that level of pleasure so our patients, guests, patrons have an experience that turns THEM into your sales and advertising team!

General Session

3:00 p.m.-4:00 p.m.

Creating a High Performance Culture

Rob Santilli, CEO Gunnison Valley Hospital

We know when we have culture that isn't service oriented, but how can we turn that culture around to create high performance cultures that speak to our customers? It takes some energy to make it happen, but when we understand the expectations, and have the freedom to be empowered we can clearly change the culture. Learn the qualities of a high service environment and how each of us can turn the tide and delight our own customers.

Closing

4:00 p.m.-4:30 p.m.

Don't Make it so Hard... for me to be Your Customer

Sue Hansen

We want to you back to your world with a little laughter! Sometimes it's difficult to be the customer too! We all want our customers to have an experience to remember...but what will they remember is the key. Will it be the experience of a lifetime or will it be just the thing to send them to Facebook to talk about that horrendous experience? Let's talk about your customers experience as we close out this day of learning.

Thank you for attending! See you next year!

How did you find the delivery of the topic? Effective?

Electronic age and percentages were good.Somewhat informative but what about the bank's point of view.,scattered but informative and entertaining.Visuals would help.Good kept attention. Real and Genuine.Very good. Was able to relate topic to all industries.yes effective.very effective and easy to relate to. educational and interesting.Casual and effective.Very interesting and presented in an enteraining way.Very helpful.Excellent Made it valuable for me. Awesome.Very good information of differnet types of topics. Effective. Thorough.Very good delivery, makes you think about things differently.

What other topics would you like to see presented?

First Impressions in person.More first impressions. More tactics.Rapport buildings easy to refer to and harder to establish.I'd like to hear more about the slow down concept.

Jana Thomas-When the Customer is a Patient 12 3

How did you find the delivery of the topic? Effective?

Effective, thoughtful, energizing,She was great.Very Effective.Phenomenal, very dynamic.Jana is an amazing presenter!Very effective.Inspirational.

Tisha Wise McCombs The Customer is not always ri 12 15 2

How did you find the delivery of the topic? Effective?

concise and effective.good. I like the humorous aspect.Great.We can definitely use this at our company. Very effective.Practical application. Effective. Easy to listen to. She was calm, collected and knowledgeable.Great Speaker. Animated and entertaining. Good job. Effective powerpoint. not a lot of good ideas, but will be a good reminder.Concise and explanatory

Delaney Keating Branding 3 12 3

How did you find the delivery of the topic? Effective?

Effective.Excellent. Very Effective.Helpful for my business. A little "here's the facts" for me.Gained knowledge not known.Great.i would have liked to break out in groups to discuss each of our own branding projects.Great to see other perspectives.Quite effective and good info.Dull very ineffectie

Leia Morrison The Social Interface 5 3

How did you find the delivery of the topic? Effective?

A+, Great! All the material was really effective and will be used in the future. I will use to post more events on the Montrose Tourism page. Very informative. I'd like more time on this topic.Awesome and great discussion. I will use for marketing WFC services to employes and job seekers. Great.Needs more time. a bit over my head.

What other topics

Instagram, twitter more in depth. Any computer info and longer on this topic.

Rob Santilli Creating a High Performance 17 6 2

How did you find the delivery of the topic? Effective?

Well delivered-inspirational. Great leadership ideas.Excellent speaker.Kudos to the success at GVH. Best of the day!Excellent. Many things I'd like to implement.Very effective.Best of the Day-not including the comedian.Great info. Very relatable.Very good. Great.Very interesting and knowledgeable. Great speaker. Passionate. Made me want to work for him.Dynamic and doable.I work in Health care and will use it everyday.Good points. took a while to get through.Lots of information.

Britt Mathwich	Certification CPGS	8	2	1
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Very effective. Very basic and more hotel/motel and restaurant related.personable-specific. Very effective.Very effective speaker. He did very well. I will use this at work.Excellent.Very Effective.Good content but his use and navigation of the computer was distracting.

Bryce A Berry	How We do it 6 questions	1	1	16
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How did you find the delivery of the topic? Effective?

good. Effective. His questions challenged me to sit down and answer them. Hard to follow and act like Jeff Havens. somewhat effective. A little more interaction would have been great. Need visuals. He had good info, just not the more dynamic delivery. Seemed nervous and hard to follow. a little generic. Excellent information but energy of the presenter could be higher. great info, but slow getting there. kind of disorganized. pretty good. mundane. needs help with delivery. more comments but all the same content: poor speaker etc

Paul Magnani	Is good good enough	9	11	8
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How did you find the delivery of the topic? Effective?

Calm and cool. Great. More than I expected. So much food for thought. Very Effective. Very Effective and easy to relate. Highly Effective. A little more energy would have been more effective. Kind of slow-missed connection. didn't seem like he cared to be there, like it was a chore. low energy, nonchalant. Very entertaining, kept me engaged. practical. video was corny. I liked the pace of the information-thoughtful. Energy would have been good. I liked him a lot but he could liven it up a bit more. More interaction with the audience.

Sue Hansen	customer service by generati	20	5	
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Very effective.good.very well organized.Very effective.So creative.Wow, great notes for each level employee.Super entertaining.Liked the exercise.Amazing.Extremely effective well done.Effective.great.Excellent, relavant.AS always, sue was great. Very engaging, fun and memorable.Eye opening.

overall conference

11

6

1

than descriptions. Other than that I learned how to be better with the people I work with and for. I would like more preconference info spread over 2 days.Most speakers were good, but some lacked energy. More show of bad and good service.Speakers were not as prepared as they should be. I thought it was good.eliminate the certification to teach CS. Customer service for those not selling anything, but providing a free service. Good program. would be great to market to business community as a whole hospitality focus. good info overall. could be a little more in depth. loved keynote speaker. would love focused tracks adn perhaps certifications.Once again an amazing summit. I learned so much and hope to partner/attend this again.most everythign that was covered was good. could improve delivery in some areas.honestly Sue was the best speaker I wnet to. Some speakers were painful. got some

next year suggestions

service recovery

Stress in dealing with CS

Branding your business in a brand heavy world

Advance Social Media

Good customer service for municipalities

Body language effectiveness

First Impressions in person

Addressing recreational marijuana laws in terms of tourism

More small business example of success with branding and evolution.

Marketing NOT FB

motivating others without seeming bossy

providing WOW service with technology

Western Colorado Hospitality Summit
2014 Budget

Income

Registration	7,221	
Business Sponsors	6,000	BOC, Hartman, CO Smiles
Chamber/Tourism Sponsors	1000	Rgn 10, Wells, DMEA, Ouray
Lunch Sponsor	1000	Flower
Breakfast Sponsor	3500	Alpine
Keynote Sponsor	10000	MOBT
Total Income	28721	

Expense

Keynote Speaker	8100
Misc Speaker	1441
Public relations contract	3000
Web & Design	2220
Breakfast & Lunch	1568
Hand outs	212
Bags	345
Pavilion	1419
Insurance	207
Administration	280
Television	1450
Radio	1800
Print Media	4855
Internet	350
Printing	1825
Postage	3006
CMU course	880
Total Expense	32958

Rob / Stacey -

Though the shortfall is greater than the bills attached, we felt we should pay some of the deficit also. - Please let us know your thoughts on the attached bills and how we should proceed.

Thanks
Jen $\frac{1}{2}$ / Stu

Western Colorado Hospitality Summit Mailer Distribution

- 379 Cortez Chamber
- 400 Carbondale Chamber
- 320 Craig Chamber
- 300 Crested Butte Chamber
- 810 Durango Chamber
- 272 Delta Chamber
- 930 Grand Junction Chamber
- 260 Gunnison Chamber
- 275 Ouray Chamber
- 208 Palisade Chamber
- 783 Montrose Sales tax list
- 150 Montrose Chamber non sales tax members
- 1000 Alpine Bank Locations
- 500 Bank of Colorado locations

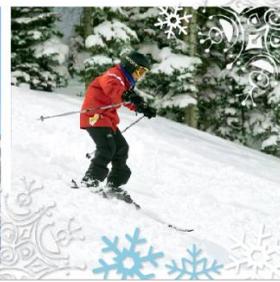
Total = 6587

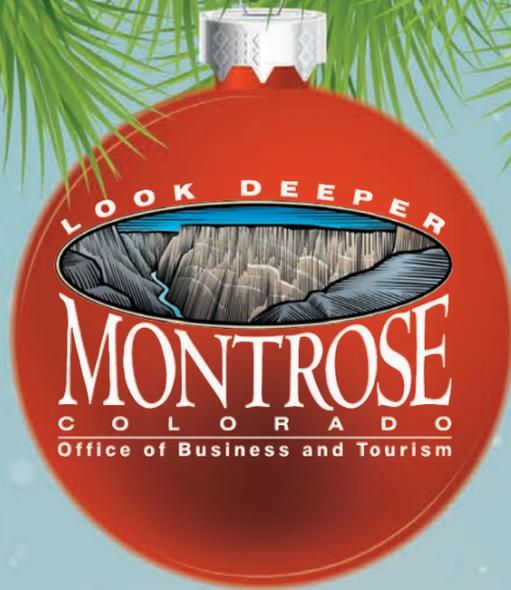
Welcome to **WINTER**

Stay here. Play everywhere.

MONTROSE COLORADO

VISITMONTROSE.COM/WINTER





Holiday Greetings

Ten months after their arrival at Plymouth, the Pilgrims had built a half dozen houses, a common meeting place, and storehouses for supplies and food. They had much to be thankful for, but would not have survived the winter had it not been for the help of the Wampanoag Indians.

Thanksgiving, our national holiday that brings together friends and families, stems from the feast held in the autumn of 1621 by the Pilgrims and the Native Americans to celebrate the colony's first successful harvest. The feast was not a single sit-down meal; the Wampanoag and the English ate some meals together and some separately over the course of several days.

Now as we enter this holiday season, let's pause to remember those we've lost this year, welcome those who have joined our community, and respect and love our friends and family. Let's then linger to give thanks for all that we have. And then, let's re-ignite our dreams and passion for what we have yet to accomplish and look forward to the opportunities for personal and professional growth and challenges that await on the horizon.

Thank you, our valued residents, for the trust you place in us to responsibly and effectively steward your tourism and retail sales enhancement programs. We appreciate that you continue to push us to be better.

If you're traveling to be with loved ones across town or country, may the journey be a safe one and your time filled with happiness and laughter. If you're the host this year, may you also have patience!

Have a wonderful holiday,

TRAC

Tourism and Retail Advisory Committee



The OBT's Tourism and Retail Enhancement Advisory Committee pose outside of the Downtown Visitor Center at 107 South Cascade Avenue. Clockwise from bottom left: Fletcher Flower (Flower Motors), Brandon Hert (Days Inn), Lance Michaels (Downtown Development Authority), Rob Joseph (City of Montrose Office of Business and Tourism), Vince Fandel (Region 10 Small Business Resource Center), Greg Fishering (High Mesa Communications), Marne Kirstatter (Hampton Inn), Paul Zaenger (Black Canyon National Park), Ken Watson (Black Canyon Jet Center), Scott Voorhis (Heidi's Deli), Judy Ann Files (City of Montrose City Council), Rick Warner (Cedar Creek RV Park, Mini Golf, & RV Rental), CJ Brafford (Ute Indian Museum), and Kathy Ellis (City of Montrose City Council). Committee members not pictured: Debbie Blanchard (D'Medici Footwear and Clothing), Edd Franz (Bureau of Land Management), Paul Derence (Hot Water Productions), Scott Beyer (Scott's Printing and Graphic Design), and Sinny Richardson (RnR Sportsbar).

Stay here. Shop here.
MONTROSE **BUCK\$**



1017 E. Main St., Montrose, CO
(970) 252-8800
 Sun.-Sat. 9 am-9 pm



8 S. Grand Ave., Montrose, CO
(970) 275-3265



1521 Oxbow Dr., Suite 105, Montrose, CO
(970) 270-2044
 Sun.-Sat. 6:30 am to 4 pm



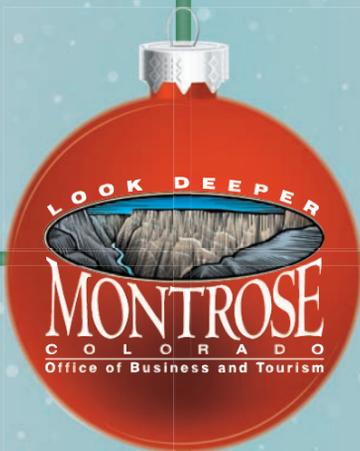
1320 S. Townsend Ave. Montrose, CO
(970) 249-7787



1541 Oxbow Dr. Montrose, CO
(970) 249-6440
 Tues.-Thurs. 11 am-9 pm
 Fri.-Sat. 11 am-9:30 pm
 Sun. 11 am-8 pm
 Closed Monday



1521 Oxbow Dr., Montrose, CO
(970) 249-7427
 Open Sun-Thurs. 11 am to 8 pm
 Fri. & Sat. 11 am to 8 pm



157 Ogden Rd., Montrose, CO
(970) 249-2460
 Mon. - Thu.: 11:00 am-10 pm
 Fri. - Sat.: 11:30 am-11 pm
 Sun.: 10:00 am-9 pm



336 E. Main St., Downtown
(970) 252-7337
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The OBT is proud to bring you these messages on behalf of the Montrose merchants who generously contribute to the retail sales enhancement fund.

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Holiday Preview Show 2014

The Holiday Preview was tied into our Gift Guide. Rob Joseph the Assistant City Manager and Director of The City of Montrose, Office of Business and Tourism (OBT) was the first person I approached. He accepted my offer to be a co-sponsor, the city waived the fee for the use of the Montrose Pavilion, provided tables and linens for the booths in their main conference room. The show was Tuesday, November 18th from 5pm to 9pm. The Montrose Pavilion provided space in the lobby for food and drinks, we also had Montrose Implement set up a snowmobile, an ATV and a side-by-side ATV in the lobby. They also provided employees that night to assist with any of our needs. Christmas music played over the speakers and a P.A. system was made available for us to do announcements and talk about each vendor throughout the evening. Vendors gave away prizes throughout the evening.

We kept the cost at a minimum to the vendor by combining the print ad in the Gift Guide and a booth into one price. All ads in the Gift Guide were full color and distributed in the Montrose Daily Press and the Montrose County Shopper on November 12th and November 13th respectively, over 11,500 homes.

Cost to the Vendors was as follows;

- ¼ page \$250
- 1/2 page \$450
- Full page \$800
- Inside Cover or Page 3 \$850
- Back Cover \$1000

With a purchase of a half page ad or larger the Vendor was able to choose their booth first and could have two booths, if needed.

Other than production and distribution cost we spent \$412 for a variety of food trays that we purchased from City Market. The Coffee Trader and Taco John's were food sponsors, Coffee Trader provided hot cider and Taco John's provided 350 churros.

The event was promoted through our products. A daily 5 col x 12.5" ad in the Montrose Daily Press ran everyday starting two weeks prior to the event. A half page ad was placed on the cover of our Holiday Gift Guide. We picked up the 5 col x 12.5" ad in the Montrose County Shopper. We sent three email blasts leading up to the show. We boosted two Facebook postings for a total of \$100 on our Facebook page which generated about 15,000 views. We also placed an ad in all three positions on our website and an ad on our mobile site for two weeks and an interstitial ad on our website for four days leading up to the event. We placed a print ad on our MDP mast head for 4 days leading up to the event. Placed rack cards on our single copy machines. We also placed a banner ad at the top of our front page promoting the OBT Montrose Bucks exchange for four days prior to the event. For the Sunday prior to the event we did a full page with our story about the event placed around a cut out ad for the event.

We had 26 vendors advertise in the Holiday Gift Guide and two vendors placed an ad in the Montrose Daily Press. They committed after we published the Holiday Gift Guide. 24 vendors participated in the Preview Show. Many vendors were set up to take in sales at the show. The OBT received \$13,800 in exchange for \$16,560 in Montrose Bucks. This was a good draw for the show. We did not have a way of doing a head count, but it was a consensus of our staff and the vendors that there were more than 400 people who participated. Many vendors stated that they had more than enough sales or contacts that

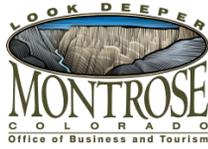
night to more than pay for the booth space and time and effort it had taken to set up and tear down for the show. All vendors participating told me personally that they would participate again in 2015.

I would make the following changes for 2015. The show night worked out great, but I would change the time to 5pm to 8pm from 5pm to 9pm, increase the food budget, and provide live music (perhaps the high school show choir or the high school jazz band). The show created quite the buzz around town.

Dennis Anderson
Advertising Director
Montrose Daily Press

The Holiday Preview Show

5pm to 9pm
MONTROSE PAVILION
EVENT CENTER



MONTROSE OFFICE OF BUSINESS AND TOURISM

4 HOUR MONTROSE BUCKS PROMOTION

5pm to 9pm at the Preview Show \$100 Cash gets you \$120 in Bucks!

Montrose Bucks are "Montrose currency" and an incentive to shop Montrose. Bucks are accepted like cash by most Montrose businesses. \$100 limit per customer. Cash only. While supplies last. Bucks expire December 31, 2014



SUNDAY
November 16,
2014

VOL 132, NO. 101
\$1.50

MONTROSE, CO
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MONTROSE Daily Press

OVER \$474.75
IN SAVINGS
ON THE MONTROSE BUCKS

www.montrosepress.com

City moves on chance for property

Two land purchases for strategic planning

BY DREW SETTERHOLM
DAILY PRESS STAFF WRITER

The City of Montrose invested in its long-term plans for the Black Canyon Golf Course and Sunset Mesa sports complex with the recent purchases of two properties.

The city closed on a deal Nov. 11 for 7.2 acres of vacant land on Miami Road, bordering the golf course, for a price of \$87,500. On Oct. 9, the city agreed to a \$169,000 purchase of 4.98 acres on Chipeta Drive at the intersection of Sunset Mesa Road.

City Manager Bill Bell said the purchases would figure into the city's long-term strategic planning goals for the golf course and sports complex.

The Miami Road property addresses multiple goals for the Black Canyon Golf Course, which the city purchased earlier this year. The vacant land could be converted into a new entrance to the course, add an executive course for youth golf programs or to prevent golfers from having to interact with traffic on Birch Street, Bell explained.

"We're just now planning to brainstorm about the future of that property," he said. "We really need to relocate the maintenance sheds and improve the presence of the course as you walk to the clubhouse."

If and when the city decides to create a road access through the new property, it will be named DeJulio Way, for the previous owners of the property, Bell said.

Montrose Mayor Bob Nicholson said converting the property to a new entry for the course would be a "long-term thing for us." Bell said the expansion or relocation of buildings could take place "maybe in the next couple of years."

The purchase of the 5-acre residential property at the base of Sunset Mesa could also lead to an improved entrance to city property, Bell said.

Future plans for the property

SEE LAND, PAGE A3

"WE'RE JUST NOW PLANNING TO BRAINSTORM ABOUT THE FUTURE OF THAT PROPERTY. WE REALLY NEED TO RELOCATE THE MAINTENANCE SHEDS AND IMPROVE THE PRESENCE OF THE COURSE AS YOU WALK TO THE CLUBHOUSE,"

BILL BELL, CITY MANAGER

MONTROSE 20 BROOMFIELD 24

HEARTBREAKER



NATHAN MEACHAM/DAILY PRESS

Senior Nick Foster walks toward the Montrose sideline after the Indians' final pass fell incomplete and Broomfield stormed the field Saturday.

Want more?
See additional photos of the game at montrosepress.com and the Montrose Daily Press Facebook page.

The Montrose football team watched its fourth-quarter lead slip away, a final pass fall incomplete and its 2014 season come to an end on a cold Saturday afternoon in Broomfield. • The Indians led 20-10 early in the fourth quarter, but the Eagles stormed back to win 24-20 and advance to the 4A semifinals. • A 97-yard drive by Broomfield's backup quarterback with less than three minutes left in the game ended in the game-winning touchdown, and the Montrose offense couldn't put together a miracle with the 52 seconds left on the clock.

CHECK OUT PAGE 7 FOR MORE COVERAGE OF THE GAME

Shirley Sanburg preserves history through 'talking tree' photos

BY FORE-KIN TRAILS
GENEALOGICAL SOCIETY

There are many ways to preserve history and Shirley Sanburg of Montrose chose a most unusual one — photographing carvings on trees.

Sanburg began taking pictures of tree carvings as a young woman in 1964 and continued the hobby for many years, accumulating hundreds of examples.

They were taken in many places as she and her husband, Monte Sanburg, hiked, snowmobiled and spent time at the family cabin on the Uncompahgre Plateau.

The oldest carving she found bears the name Doyle and the date of 1849. Next oldest is a carving of a date only — 1886. There's a carving dated 1904 of particular

local interest. It bears the last names of Galloway and Tobin who were early families in Montrose.

There's a wide variety of carvings shown in her collection. Some are simply signatures and/or a date. One is kind of a map — it says "Lost Horse Trail" with an arrow pointing directions. Ranchers carved their brands into the bark. There are pictures of horses, Indians, houses and of course, nudes. Much of the artwork was probably done by Basque shepherders whiling away lonely hours.

Sanburg's photography has indeed preserved history, as much of the carving was done on aspen trees. They have a life span of about 100 years and by now many trees with carvings will have died and vanished



COURTESY PHOTO

A horse is one of many images carved into trees throughout the years.

as they disintegrated on the forest floor.

What started as a hobby for Sanburg has evolved into something being studied by archeologists. They call carvings on trees that record names, dates and images arborglyphs.

A doctor of history at the University of Nevada, Reno, is investigating the Basque connection with the aspen carvings.

An Internet article called an arborglyph a botanical relic with a limited life span and said, "It is a race against time to find and document carvings on tree trunks that are living, just recently dead or preserved."

The genealogy society researches various aspects of history in Montrose County and publishes its discoveries in a quarterly magazine. Copies may be purchased at the society's Montrose Genealogy Center, 700 East Main. The Center is open Monday through Thursday from 1 to 4 p.m. and the first and third Saturday from 9:30 a.m. to 12:30 p.m.



Published for the Uncompahgre Valley and Jon Thurston of Montrose

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Find out what is happening for the holidays
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TODAY'S WEATHER

Partly cloudy skies. High 31F. Winds light and variable. See details, A13



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Thelma Newlin

a Happy 90th Birthday!



SATURDAY, Nov. 22nd
1:00-4:00pm

Montrose Elks Lodge
Cards Only, No Gifts Please



COURTESY PHOTO

The Holiday Preview Show is a one-stop shop for your Christmas gifts.

Holiday show offers unique gift ideas

STAFF REPORT

The Montrose Daily Press and the City of Montrose, Office of Business and Tourism are sponsoring the Holiday Preview Show this Tuesday, Nov. 18, 5 p.m. to 9 p.m. at the Montrose Pavilion Event Center.

The show is free to the public. The Montrose Business Office and Tourism will have a booth at the show for a Montrose Bucks promotion. At the event, \$100 cash gets you \$120 in Montrose Bucks. Montrose Bucks are accepted at most Montrose businesses just like cash.

Twenty-seven local businesses will have booths at the preview show. If you are looking for unique gift ideas or want to purchase some of your holiday gifts early then attending the show is good way to get a jump start on your holiday shopping.

"The idea behind the Holiday Preview Show is for Montrose businesses to have a warm marketing opportunity with local consumers and present to potential customers merchandise or services that maybe these customers did not know were available here," said Dennis Anderson, advertising director of the Montrose Daily Press. "The hope is that this show is a success and we can create other opportunities for local businesses to have other events throughout the year. It's unique because I don't know of a lot of events that a person can walk out with more money than they came in with, I mean right away you go to the Office of Business and Tourism booth give them \$100 cash and they'll give you \$120 in Montrose Bucks. It's free money.

Then you can take that \$120 in Montrose Bucks and buy merchandise or discounted gift certificates at the show. A shopper can easily double their money." Montrose Bucks are accepted at almost every store in Mon-

trose. You can enjoy a cup of hot cider from Coffee Trader plus a variety of snack foods, including churros from Taco John's while perusing

the booths and talking with vendors. Some of the vendors at the show include: The Bridges, who will

be selling discounted gift certificates plus certificates for four rounds of golf priced at \$199; Any-time Fit-

ness will be selling \$100 gift cards for \$10; Ultra hobbies will have its remote control merchandise on display; Camp Robber restaurant will be selling discounted gift cards and presenting their catering services; Merle Norman will be doing cosmetic demos and giving away free samples.

Listen to holiday music while DMEA gives you money saving tips

about using LED lighting for the holidays, or check out the Can-am Maverick Turbo side by side ATV and the 2014 Skidoo Summit 800R from Montrose Implement. Habitat Restore will display some of the merchandise it has for sell at the store, or if you looking for a way to give back during the holiday season talk to the business about being a volunteer at the store. Check out merchandise from Around the Corner Art Gallery, clothing and accessories from Nina Suzannes's, Tiffany's Etc., Hypoxia, D'medi, and Rhonda's Redo. Tim Frates Laser Engraving and Custom Frames will be displaying personalized gift ideas. Megapixel Digital Imaging will do live demos of do it yourself stretched canvas kits and also giveaway two kits. Tri-River will have the Big Green Egg on display. Other vendor's include, Davis Service Center, Norris-Snell Real Estate, Face-it, Plexus, Straw Hat Farms, Alpine Floral and Snap Fitness. This is an opportunity to shop local during the holiday season and keep your dollars working in your community.

**PRIZES
REFRESHMENTS
HOLIDAY MUSIC
DISCOUNTS**

5pm to 9pm
**MONTROSE PAVILION
EVENT CENTER**
Free to the Public

Montrose
businesses will be
displaying holiday
gift ideas for the
upcoming season.

**COME AND GET
GIFT IDEAS FOR THAT HARD-TO-BUY-FOR
PERSON IN YOUR LIFE.**



**Montrose Office of Business and Tourism
4 Hour Montrose Bucks Promotion
5pm to 9pm at the Preview Show**

**\$100 Cash gets you
\$120 in Bucks!**

Montrose Bucks are "Montrose currency" and an incentive to shop Montrose. Bucks are accepted like cash by most Montrose businesses. \$100 limit per customer. Cash only. While supplies last. Bucks expire December 31, 2014

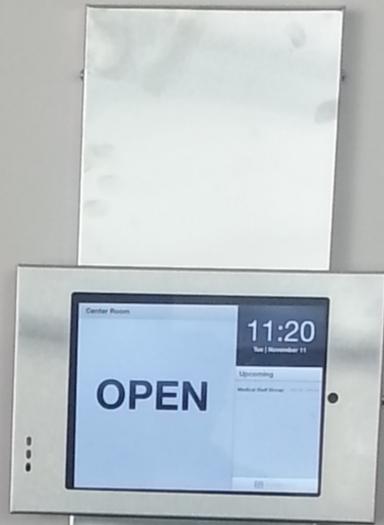


Montrose Daily Press











Rob Joseph
Strategic Issues in Destination Management
November 24, 2014

From DMO to CMO

Overview

Forward thinking destination marketing organizations (DMO) realize that an important consideration for their future is the question of relevance and ability to advocate for their work in the face of seismic shifts in the destination management industry. Not long ago, DMOs created the marketing communication, however, today's technology allows individuals to craft messages for viewers from all over the world to read and form opinions via a variety of sources. As people learn about destinations through word of mouth, social media, and other venues, an opportunity exists for DMOs to prepare and disseminate a different message. Nowadays people buy and talk about the experience. Because of this game changing emphasis, trailblazer DMOs are taking heed by re-engineering themselves into community marketing organizations (CMO) and re-packaging the promise of the destination to include the community and its culture within the context of the overall guest experience.

While both DMOs and CMOs are communications professionals, CMOs can deliver significant advantages and economies of scale by releasing coordinated brand-centric community messaging into the marketplace that is appealing to both visitors and residents. When stakeholders align collectively and get behind the brand promise, the community embodies and exudes a particular vibe (examples include Orlando's Disney World, New Orleans and Las Vegas). This is the manifestation of how the community defines itself collectively and is

characterized by look, feel, and tonality – it is what the destination stands for and the values it embraces. This unified voice can also be compelling for people looking to relocate and for attracting new business activity. In fact, successful DMOs are starting to be players in the resident relocation and economic development (ED) markets by forging relations and determining their place in all things ED within their community.

From the moment a visitor arrives at a location, s/he forms an impression; therefore, destination marketers must ask: What is that impression? Is there a sense of arrival? Are gateways visually attractive? Do people feel welcome? Are ambassador and customer service trainings provided to residents and employees? The CMO is in a position to craft a better experience for visitors and residents because it can protect and oversee branded service standards and ensure they are consistent with the destination's promise and unique selling proposition.

Concept Application

Destination marketing staff are tourism politicians and ambassadors. Their power is to connect and champion their destination to audiences with a single coherent brand-centric voice. As the overarching marketing arm for the community, the CMO can help community clients construct distinct messages that contain the brand promise. It can market community assets and events such as local television channels, DDAs, public golf courses, and competitive baseball and softball tournaments.

The following actions should be considered when positioning to become a CMO: the visitor center becomes an attraction and the destination concierge; an educational curriculum is created with the city manager and the tourism retail advisory committee on how the city and community operate (similar to a Citizens Police Academy program); a hospitality and customer

service training course is developed that includes classroom, online trainings and tours of area assets and culminates with a certificate for successful completion; a relocation program is created for individuals and businesses; the local government channel is rebranded (e.g. Channel 191 becomes VisitMontrose TV); and a “Locals Us It, Locals Love It” campaign is started as a catalyst for storytelling through community members’ experience.

Perceived Outcomes

Moving from a DMO to a CMO begins to address the current three dominant trends in the travel industry: The importance of social media and personalized content, understanding tourism within the context of economic development, and brand development. Through the efforts of a supported CMO, community groups can gain leverage as the focus expands from tourism to community marketing.

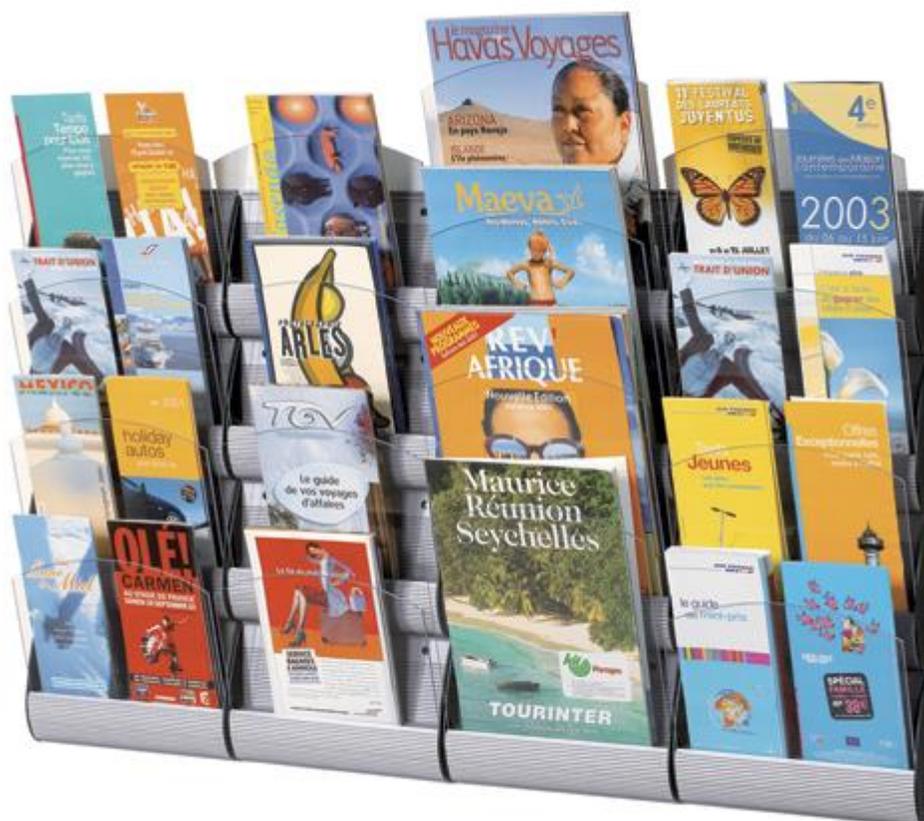
This holistic and integrated approach brings a singular and brand-centric focus to everything and provides professional assistance to groups with good intentions, but limited resources who are unable to afford professionals to assist with marketing their message. Participating organizations are not disenfranchised, rather they retain autonomy of their boards, approve the final work, and benefit from marketing efforts that are consistent with and support the messaging of other community groups.

Community relationship management is a fundamental aspect of DMO relevance and advocacy. A coordinated message, good government relations, and involved stakeholders make for an appealing community, whether for residents, visitors, and businesses or folks in search of a place to call home.

PAPERFLOW Maxi Clear Pocket Literature Display

http://www.thelibrarystore.com/product/ad87-90013/magazine_and_brochure

- Mounting hardware included
- Use separately or group them together
- Pamphlet / Magazine 67.95 each



PAPERFLOW Quick Fit Wall Displays

http://www.thelibrarystore.com/product/ad87-90015/magazine_and_brochure

- Transparent Panels
- Pamphlet unit has 5 pockets, magazine unit has 4 pockets
- Mounting hardware included
- Use separately or group them together
- Available in black, gray, silver
- Pamphlet \$70.95
- Magazine \$95.95



Contemporary Literature Holders

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- Clean, contemporary design with three tiered pockets
- Crystal clear pocket fronts allow for full visibility
- Business card holder molded into the unit
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- Available in black or gray
- Pamphlet \$33.95
- Magazine \$38.95



PAPERFLOW 3 Compartment Floor Literature Display

http://www.thelibrarystore.com/product/ad87-50017/magazine_and_brochure

- Polystyrene construction
- Dimensions: 42-2/3" H x 17-1/2" W x 14" D
- Pockets measure 17"W, allowing for all types of literature to be displayed
- 8 compartments per unit
- Available in black or gray
- \$204.95



3-Tiered Wall Literature Rack, Curved, (3)2.5" d Green-edge Trays, Dividers, Silver

<http://www.displays2go.com/P-10251/Flyer-Holders-Include-3-Green-Edged-Pockets?st=Category&sid=21290&position=16>

Small display takes up little space, yet still has a huge presence

Green-edged acrylic pockets are a safer alternative to glass

Smooth, silver-coated side supports will match any décor

- 1 \$245.68
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- 12-29 \$202.06



24 x 36 Poster Frame for Wall, Curved, (2) 2.5" d Clear Trays, Dividers, Silver

<http://www.displays2go.com/P-10246/Leaflet-Display-Features-Sign-Holder?st=Category&sid=21290&position=20>

- 1-3 \$278.12
- 4-9 \$258.13
- 10-24 \$242.76



Luxe™ Literature Rack - 9 Pocket

<http://www.thelibrarystore.com/product/87-50001/h>

- Silver coated, brushed aluminum frame and clear acrylic pockets
- Center pocket dividers allow for the pockets to be sized for magazines or pamphlets
- Each compartment holds up to 1" of literature
- Construction: Brushed aluminum frame with clear acrylic pockets
- Pocket Size: 1" D
- Dimensions: 41" H x 31-3/4" W x 5"
- Warranty: 5 year limited
- \$175.95



Wood Twelve Pocket Magazine and Brochure Rack

<http://office-storage.nationalbusinessfurniture.com/Wood-Twelve-Pocket-Magazine-and-Brochure-Rack-33101.aspx>

- Light oak, medium oak, mahogany
- Wooden Mallet twelve pocket magazine and brochure rack is constructed of hardwood solids and veneers with clear acrylic pocket fronts.
- Literature rack has six magazine and six brochure pockets.
- Magazine pockets measure 9"W x 12"H x 2"D
- Brochure pockets are 4-1/2"W x 12"H x 2"D.
- Rack is pre-drilled for wall mounting and includes hardware.
- Ships fully assembled.
- 1 \$198
- 2 \$179



Oak Magazine Floor Rack

http://www.thelibrarystore.com/product/ad88-00240/magazine_and_brochure

- Light oak, medium oak, mahogany
- Display literature, brochures, and magazines
- Twelve uniquely molded pockets hold 12"H x 9"W magazines
- Solid oak sides are gently curved, giving the rack a distinctive modern look
- \$248.99

