



Tourism Retail Advisory Committee  
City Council Chambers  
July 20, 2016

Members:

CJ Brafford

Scott Beyer

Debbie Blanchard

Vince Fandel

Eric Feely

Judy Ann Files

Fletcher Flower

Edd Franz

Ashley Pietak

Scott Voorhis

Rick Warner

Paul Zaenger

Agenda:

- Call to Order
- Introduction of Guests
- Announcements
- Review of April 19 Meeting Notes
- Executive Report
- Working Group Reports
- Old Business
  - RSE e-Newsletter – Feedback on first issue
  - Update on TRAC members – Ashley Pietak and Paul Derence
- New Business and General Discussion
  - Special Events Policy – Discussion about expanding the OBT's role in community events beyond marketing support
  - Montrose Air Marketing Program to complement Colorado Flights Alliance marketing efforts
  - Future agenda items
  - Schedule and locations for remaining 2016 quarterly meetings
    - Wednesday, October 19, 2016 at Ute Museum
    - Wednesday, January 21, 2016 location TBD
    - Discussion regarding time of day and meals
- Adjourn
- Group photo





# MEMO

DATE: July 15, 2016  
 TO: Tourism Retail Advisory Committee (TRAC)  
 CC: City Council, William Bell, Rob Joseph  
 FROM: David Spear, OBT Operations Manager  
 RE: OBT Executive Report

On behalf of the OBT staff, it is my pleasure to share with you a summary of the OBT's activities and accomplishments for the second quarter of 2016.

### 2016 Second Quarter Financial Update\*

Retail sales tax collection: ▲ 4.9%      Total revenue: \$5,468,860 (▲ \$254,311)  
 Hotel excise tax: ▲ 0.7%      Total revenue: \$26,121 (▲ \$180)  
 Restaurant excise tax: ▲ 6.1%      Total revenue: \$149,345 (▲ \$8644)  
 Retail Enhancement  
 Fund Revenue: ▲ 2.1%      Total revenue: \$118,140 (▲ \$2375)

\* January through May returns only

Year-end Expenditures to Budget Comparison*				
	Total Expenditures	Budget	Unexpended	% of Budget
Retail Sales				
Enhancement Fund	\$146,889	\$317,618	\$170,729	46.2%
Tourism Promotion Fund	\$201,049	\$427,918	\$226,869	47.0%

\*As of June 30, 2016, with 50% of the budget year expended.

### Marketing

The OBT's 2016 emphasis on social media marketing is yielding excellent results as demonstrated by the year-to-date analytics. On Facebook, the second quarter has produced 1,592 new likes and a total of 309,849 page impressions, of which 108,673 are





organic visitors, 127,822 are viral views, and 72,510 are paid. Females over 55 are the primary Facebook audience, followed by an equal spread of males and females ages 35-54. As of the end of the Q2, the Facebook channel has grown by 63% in 2016.

The VisitMontrose Instagram account has gained over 100 new followers and many users are tagging @VisitMontrose and #MontroseCo, further increasing viral content across that channel. Several posts containing beautiful photography have been received, which are featured as much as possible. For the second quarter, engagement is up over 190% with 746 Instagram likes.

Twitter has grown as well with new followers increasing by 350% and engagements increasing by 235%. Men between the ages of 35-44 are our largest audience.

VisitMontrose.com visits continue to increase and there was a dramatic increase in online visitor guide downloads in the second quarter. The numbers reflect a 31% growth in overall website visits over last year and a 36% increase in unique web visits.

The Colorado Tourism Office Marketing Grant video project is in full swing. The videos, the first of them to be released in July, are expected to perform very well on social media. Email advertising is being coordinated with the release of the videos. The next email send is slated for Monday, July 18 and will feature the Montrose Water Sports Park and the FUNC Festival. As a part of our MAP program, the Olathe Sweet Corn Festival and the Bridges Restless Heart concert will also be featured on the send.

### **Programs and Events**

A second quarter highlight for the OBT was providing a face for the City of Montrose at the 2016 Bicycle Tour of Colorado (BTC). This was the first time in BTC history that Montrose hosted the event as its start and finish.

Q2 has also included preparations for upcoming events like the Fourth of July and FUNC Fest. These are events for which the city/OBT takes the lead event planning role and include tasks like permitting paperwork, contracts, developing media pieces, outreach, logistics, etc.

During this National Park Service (NPS) Centennial year, the city has taken on additional events in which we will play a leadership role. These include the NPS Founders Day





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(8/27), which will be held at the Montrose Farmers' Market (MFM). This win/win scenario brings more people to the MFM while the MFM harkens to the NPS theme of land stewardship and provides a built-in, vendor-based event to support the NPS celebration.

Program development and process standardization continues to be a strong focus, consistent with our DMAI accreditation. The 2017 *Contributor Guidelines* were developed in Q2 to invite local participation in creating visitor materials, particularly for *Visit Montrose*, the Official Montrose Visitor Guide (OMVG). The document takes a creative approach to setting forth the style and focus of written and visual materials that the OBT is seeking.

The first quarterly RSE newsletter, *Making Connections*, was forwarded to contributing businesses on April 29. This effort aims to communicate OBT efforts on the business side of the house. The second issue of the newsletter is scheduled for the July/August timeframe.

### **Guest Services**

Guest services personnel expanded in Q2 to include Paul Cañada and Wendy Jackson, two seasonal employees who have done an excellent job of caring for visitors during peak season and assisting with a variety of administrative tasks.

A total of 1,058 promotional bags were prepared and distributed to event attendees during the quarter, along with 63 customized visitor information packets that were mailed from the visitor center. These were in addition to 6,086 visitor guide requests that were fulfilled.

A significant number of visitor center guests are individuals who have recently moved to the area or who are contemplating the possibility. During Q2, 137 relocation packets were distributed; 89 to visitors considering relocation and 48 to guests who had already moved here. An increasing number of guests who express an interest in relocating are young, active retirees as well as younger professionals with families.

Overall visitor center guest numbers (local and non-local) are up 22% year-to-date, and while out-of-town guest numbers were down almost 4% for June, July visitation is on track to significantly outpace 2015.





July 15, 2016

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Guest Services hosted five familiarization (FAM) tours in partnership with the Colorado Tourism Office. The tours included 35 international guests from Colombia (writers from three newspapers, an American Airlines rep, and a TV film crew), Italy (travel writers from Lonely Planet Italia and Radio Capital Italy), France (tour operators), and Netherlands (social media blogger and tour operators), as well as 25 domestic guests.



# GROUP REPORT

from January 1, 2016 - June 30, 2016

 @visitmontrose

 My Montrose

 Visit Montrose

 www.visitmontrose.com

 Montrose Water Spo...

## GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	14,801	
Sent Messages	238	
New Twitter Followers	219	
New Facebook Fans	2,011	

**14,804 INTERACTIONS**  
 BY **13,307** UNIQUE USERS  
 544,372 POTENTIAL REACH

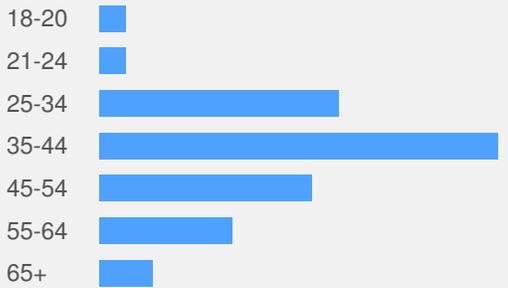


## TWITTER STATS

across all Twitter accounts

### FOLLOWER DEMOGRAPHICS

 **63%** MALE FOLLOWERS  
 **37%** FEMALE FOLLOWERS



### TWITTER STATS

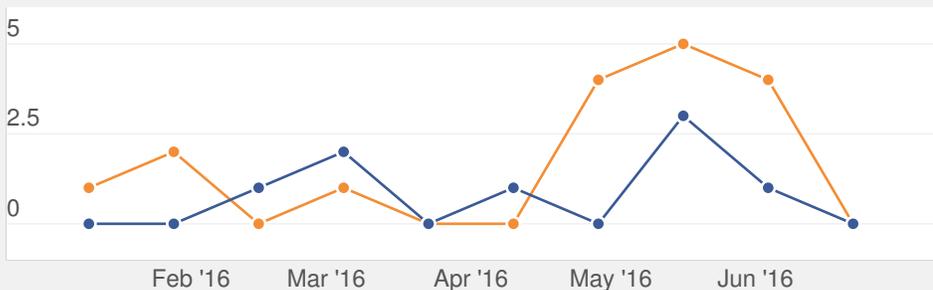
 **219**  
 New Twitter Followers in this time period

 **3**  
 Link Clicks

 **17**  
 Mentions

 **8**  
 Retweets

### DAILY INTERACTIONS



### OUTBOUND TWEET CONTENT

 **4** Plain Text

 **3** Links to Pages

 **17** Photo Links

# FACEBOOK STATS across all Facebook pages

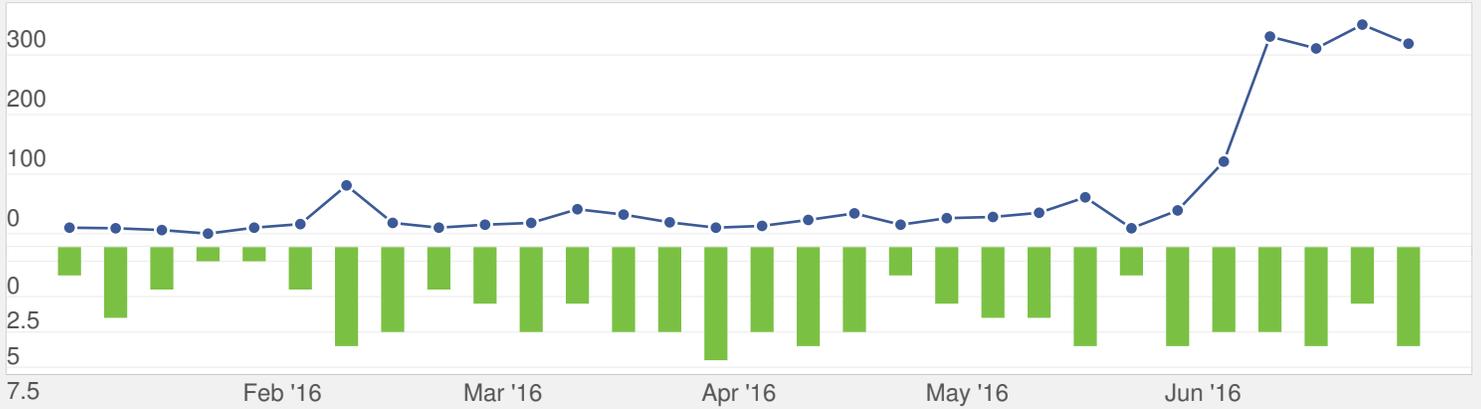


## My Facebook Pages

7.3k Total Likes, and 1.05k people talking about this

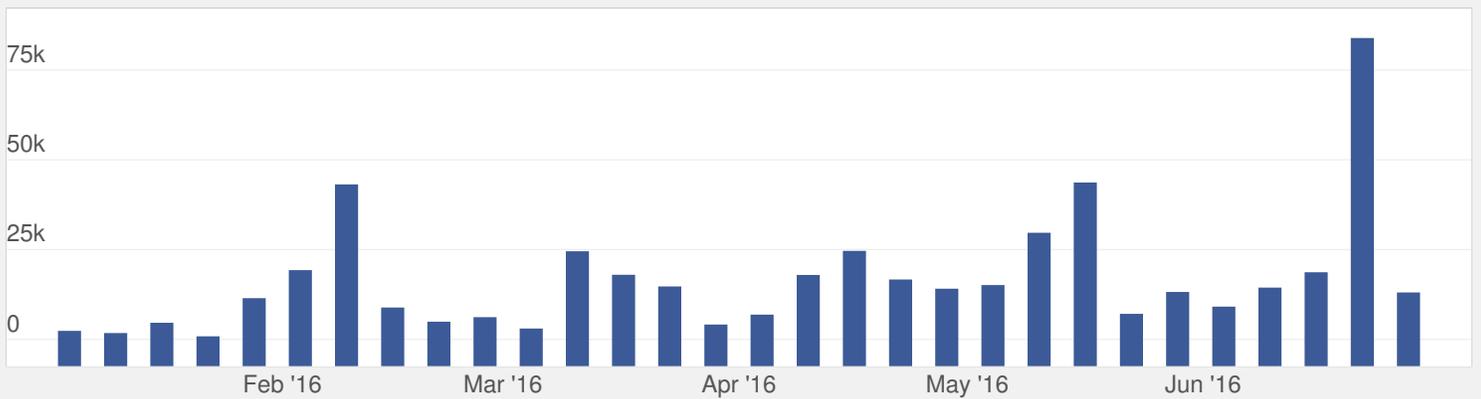
### FAN GROWTH

New Fans **2.0k** Unliked your Page **116**

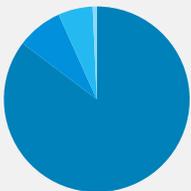


### PAGE IMPRESSIONS

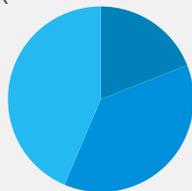
Impressions **495,953** by **313,023** users



### IMPRESSIONS



- Page Post 184.0k
- Checkin 17.2k
- Fan 13.0k
- Other 1.5k
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 94.0k
- Organic 184.6k
- Viral 215.7k

### BY DAY OF WEEK

AVG

TOTAL

Day	Avg Impressions	Total Impressions
Sun	2.7k	68.9k
Mon	3.1k	80.6k
Tue	3.4k	87.8k
Wed	2.8k	74.0k
Thu	2.7k	70.7k
Fri	1.9k	50.4k
Sat	2.4k	63.5k

### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER

#### TOP COUNTRIES

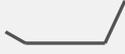
#### TOP CITIES

Age Group	Male	Female
13-17	892	989
18-24	8.7k	11.9k
25-34	21.7k	31.7k
35-44	27.6k	35.1k
45-54	29.3k	34.0k
55+	45.7k	59.4k

Country	Impressions
United States	299.6k
France	2.3k
Germany	930
Mexico	892
United Kingdom	629

City	Impressions
Montrose, CO	56.1k
Denver, CO	7.8k
Grand Junction, CO	6.5k
Colorado Springs, CO	6.2k
Delta, CO	3.5k



Web Traffic	55,164	
Social Traffic	584	
Twitter Posts	5	
Web Mentions	1	

Leading Social Traffic Source  
Facebook **551 views**

## TOP SOCIAL REFERRERS

- #1** VISIT: Check out the latest edition of Mile High Sports Magazine to see how you can "Tee it up Montrose" <https://t.co/JmlSKep4O>  
[MileHighSports](#) 10,025 followers · <http://www.visitmontrose.com>
- #2** VISIT: Check out the latest edition of Mile High Sports Magazine to see how you can "Tee it up Montrose" <https://t.co/JmlSKep4O>  
[MileHighSports](#) 10,005 followers · <http://www.visitmontrose.com>
- #3** VISIT: Make sure to check out "Tee It Up Montrose" in the latest addition of MHS Magazine! <https://t.co/JmlSKep4O> <https://t.co/EdMRqus1aQ>  
[MileHighSports](#) 9,946 followers · <http://www.visitmontrose.com>

**CITY OF MONTROSE**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 6 MONTHS ENDING JUNE 30, 2016**

	JUNE	YTD	BUDGET	UNEXPENDED	PCNT
<b>RETAIL SALES ENHANCEMENT</b>					
SALARIES & BENEFITS	7,894.89	49,444.72	135,804.80	86,360.08	36.4%
OFFICE SUPPLIES	-	779.35	500.00	(279.35)	155.9%
POSTAGE	1,982.64	7,762.00	10,000.00	2,238.00	77.6%
PRINTING	30.00	22,615.28	25,000.00	2,384.72	90.5%
MARKETING & ADVERTISING	797.31	22,327.12	20,000.00	(2,327.12)	111.6%
DUES/MEMBERSHIP/SUBS	-	897.00	1,000.00	103.00	89.7%
COMMUNICATIONS	-	-	-	-	
PROFESSIONAL/CONTRACT SERVICES	3,230.40	10,860.45	30,000.00	19,139.55	36.2%
SPECIAL EVENT SUPPORT	-	-	-	-	
PROGRAMS	-	5,000.00	15,000.00	10,000.00	33.3%
TRAINING/CONFERENCE/TRAVEL	-	3,403.45	5,000.00	1,596.55	68.1%
MEETING EXPENSE	130.51	1,004.25	1,500.00	495.75	67.0%
SPECIAL PROJECTS	-	-	30,000.00	30,000.00	0.0%
PROJECTS <\$5,000	-	608.36	-	(608.36)	
TRANSFER TO OTHERS	2,541.67	15,250.02	30,500.00	15,249.98	
IS INTERFUND LEASE	-	6,936.94	13,313.00	6,376.06	52.1%
<b>TOTAL RETAIL SALES ENHANCEMENT</b>	<b>16,607.42</b>	<b>146,888.94</b>	<b>317,617.80</b>	<b>170,728.86</b>	<b>46.2%</b>
<b>TOURISM PROMOTIONAL</b>					
SALARIES & BENEFITS	11,432.57	59,512.39	135,804.80	76,292.41	43.8%
OFFICE SUPPLIES	-	511.10	500.00	(11.10)	102.2%
POSTAGE	2,252.65	8,816.89	10,000.00	1,183.11	88.2%
PRINTING	30.00	22,615.27	25,000.00	2,384.73	90.5%
MARKETING & ADVERTISING	20,489.61	50,492.45	100,000.00	49,507.55	50.5%
DUES/MEMBERSHIP/SUBS	-	2,297.00	2,300.00	3.00	99.9%
COMMUNICATIONS	-	-	-	-	
PROFESSIONAL/CONTRACT SERVICES	2,975.39	12,140.67	30,000.00	17,859.33	40.5%
SPECIAL EVENT SUPPORT	-	-	-	-	
PROGRAMS	-	-	-	-	
TRAINING/CONFERENCE/TRAVEL	-	2,538.54	8,000.00	5,461.46	31.7%
MEETING EXPENSE	130.50	2,848.92	1,500.00	(1,348.92)	189.9%
SPECIAL PROJECTS	-	-	30,000.00	30,000.00	0.0%
EQUIPMENT/ FURNITURE <\$5,000	-	608.35	-	(608.35)	
IS INTERFUND LEASE	-	11,632.55	27,313.00	15,680.45	42.6%
<b>TOTAL TOURISM PROMOTIONAL</b>	<b>37,310.72</b>	<b>174,014.13</b>	<b>370,417.80</b>	<b>196,403.67</b>	<b>47.0%</b>
<b>VISITOR CENTER OPERATIONS</b>					
OFFICE SUPPLIES	69.58	117.05	500.00	382.95	23.4%
OPERATING SUPPLIES	-	(24.76)	-	24.76	-5.0%
ADVERTISING	-	12.53	-	(12.53)	
VOLUNTEER APPRECIATION PROGRAM	101.91	268.54	2,000.00	1,731.46	13.4%
BUILDING REPAIRS	-	-	-	-	
TRAINING/CONFERENCE/TRAVEL	-	-	-	-	
MEETING EXPENSE	77.37	109.60	-	(109.60)	
PROMOTIONAL ITEMS	23.30	455.64	-	(455.64)	
EQUIPMENT/ FURNITURE <\$5,000	-	2,746.78	5,000.00	2,253.22	54.9%
<b>TOTAL VISITOR CENTER OPERATIONS</b>	<b>272.16</b>	<b>3,685.38</b>	<b>7,500.00</b>	<b>3,814.62</b>	<b>49.1%</b>
<b>SPECIAL EVENT SUPPORT</b>					
SE - FUNDING AND GRANTS	4,994.66	4,994.66	10,000.00	5,005.34	49.9%
SE - COMMUNITY IMPACT AWARD	3,500.00	3,750.00	5,000.00	1,250.00	75.0%
SE - COMMUNITY EVENTS	100.00	918.94	15,000.00	14,081.06	6.1%
RESEARCH & DEVELOPMENT	7,135.00	13,686.00	20,000.00	6,314.00	68.4%
<b>TOTAL SPECIAL EVENT OPERATIONS</b>	<b>15,729.66</b>	<b>23,349.60</b>	<b>50,000.00</b>	<b>26,650.40</b>	<b>46.7%</b>
<b>TOTAL TOURISM EXPENDITURES</b>	<b>53,312.54</b>	<b>201,049.11</b>	<b>427,917.80</b>	<b>226,868.69</b>	<b>47.0%</b>

# CITY OF MONTROSE

## MONTHLY SALES, USE & EXCISE TAX REPORT

Date: July 14, 2016

Month	<b>Retail Sales Tax 3.0%</b>			<b>Construction Use Tax 3.0%</b>			<b>Use &amp; Auto Tax 3.0%</b>		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	1,023,082	1,001,279	2.2%	6,716	6,303	6.6%	55,775	67,126	-16.9%
Feb	1,026,745	985,473	4.2%	22,137	3,243	582.6%	76,987	106,818	-27.9%
Mar	1,180,836	1,130,169	4.5%	32,404	24,547	32.0%	91,813	94,165	-2.5%
Apr	1,072,824	1,019,176	5.3%	12,335	11,392	8.3%	75,302	76,352	-1.4%
May	1,165,373	1,078,452	8.1%	40,564	38,615	5.0%	81,854	82,793	-1.1%
June		1,263,247			19,459			218,915	
July		1,232,283			7,836			118,590	
Aug		1,174,836			14,238			87,674	
Sept		1,198,538			12,967			103,647	
Oct		1,127,520			11,146			92,604	
Nov		1,105,167			16,908			85,572	
Dec		1,427,531			12,066			78,027	
<b>YTD Total</b>	<b>5,468,860</b>	<b>5,214,549</b>	<b>4.9%</b>	<b>114,156</b>	<b>84,100</b>	<b>35.7%</b>	<b>381,732</b>	<b>427,254</b>	<b>-10.7%</b>

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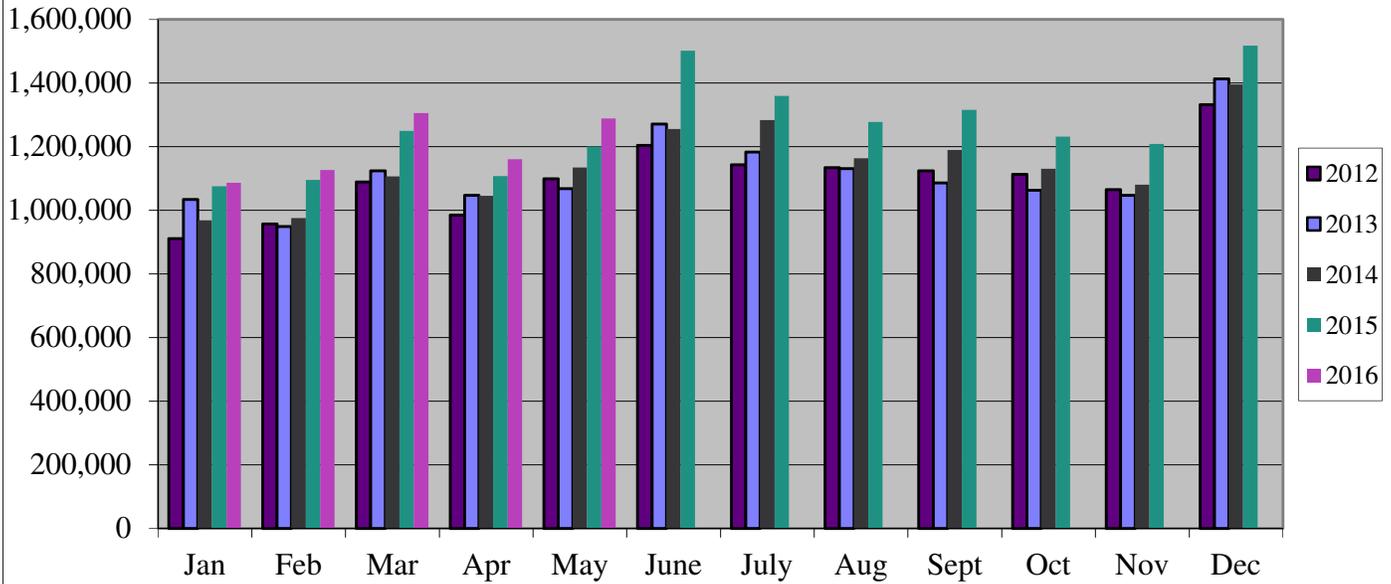
Month	<b>Total Collected Sales and Use Tax</b>			<b>Sales and Use Budget</b>		<b>Montrose Recreation District 0.3%</b>		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Budget 2016</i>	<i>Budget Variance 2016</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	1,085,573	1,074,708	1.0%	1,020,388	6.4%	108,558	107,417	1.1%
Feb	1,125,869	1,095,534	2.8%	1,028,093	9.5%	112,588	109,492	2.8%
Mar	1,305,053	1,248,881	4.5%	1,189,745	9.7%	128,499	124,639	3.1%
Apr	1,160,461	1,106,920	4.8%	1,051,390	10.4%	118,462	110,638	7.1%
May	1,287,791	1,199,860	7.3%	1,152,490	11.7%	130,827	119,922	9.1%
June		1,501,621		1,396,659			150,076	
July		1,358,709		1,282,920			135,801	
Aug		1,276,748		1,213,342			127,613	
Sept		1,315,152		1,245,357			131,447	
Oct		1,231,270		1,166,654			123,095	
Nov		1,207,647		1,148,629			120,702	
Dec		1,517,624		1,447,054			151,651	
<b>YTD Total</b>	<b>5,964,748</b>	<b>5,725,903</b>	<b>4.2%</b>	<b>5,442,106</b>	<b>9.6%</b>	<b>598,934</b>	<b>572,108</b>	<b>4.7%</b>

Month	<b>Hotel Excise Tax 0.90%</b>			<b>Restaurant Excise Tax 0.80%</b>			<b>Total Collected Hotel &amp; Restaurant Tax</b>		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	4,144	3,994	3.8%	25,156	25,767	-2.4%	29,300	29,761	-1.5%
Feb	4,729	4,059	16.5%	28,472	25,145	13.2%	33,201	29,204	13.7%
Mar	4,991	5,023	-0.6%	32,983	29,412	12.1%	37,974	34,435	10.3%
Apr	4,894	4,919	-0.5%	29,471	27,980	5.3%	34,365	32,899	4.5%
May	7,363	7,946	-7.3%	33,263	32,397	2.7%	40,626	40,343	0.7%
June		9,284			32,139			41,423	
July		14,872			35,297			50,169	
Aug		13,780			33,104			46,884	
Sept		11,485			31,830			43,315	
Oct		7,526			30,859			38,385	
Nov		4,265			25,984			30,249	
Dec		4,092			28,794			32,886	
YTD	26,121	25,941	0.7%	149,345	140,701	6.1%	175,466	166,642	5.3%

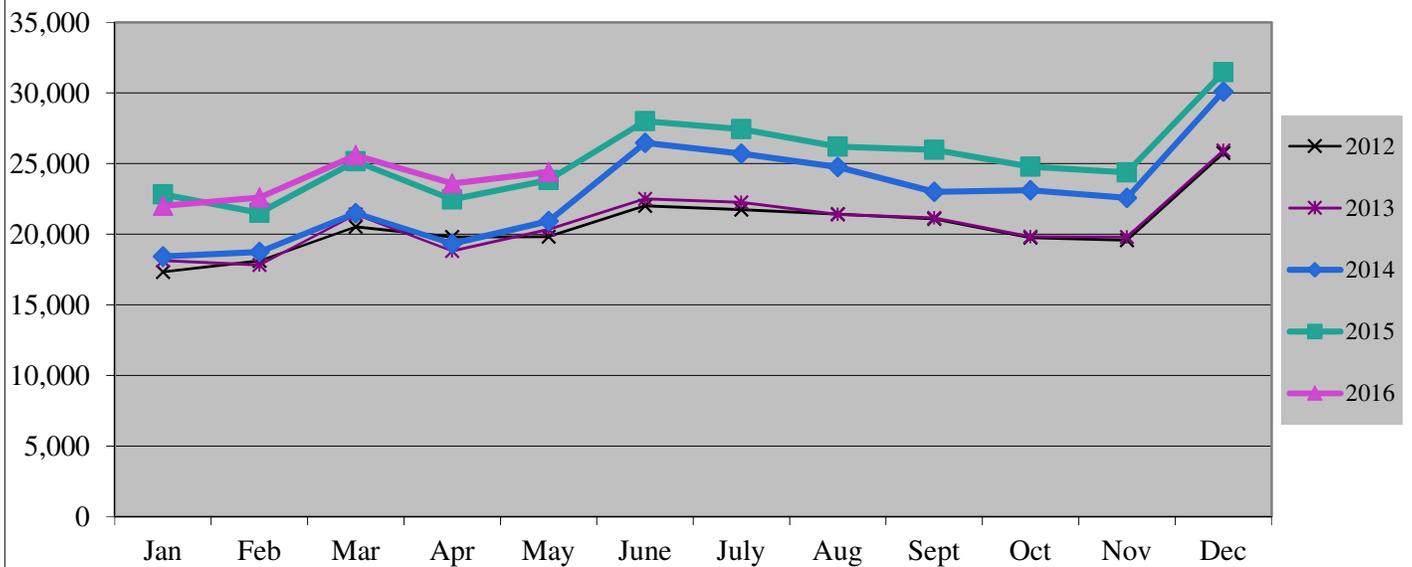
<b>Hotel &amp; Rest. Budget</b>		
Month	<i>Budget</i>	<i>Budget Variance</i>
	<i>2016</i>	<i>2016</i>
Jan	28,562	2.6%
Feb	28,029	18.5%
Mar	33,050	14.9%
Apr	31,577	8.8%
May	38,732	4.9%
June	39,775	
July	48,193	
Aug	45,037	
Sept	41,601	
Oct	36,852	
Nov	29,032	
Dec	31,560	
YTD	159,950	9.7%

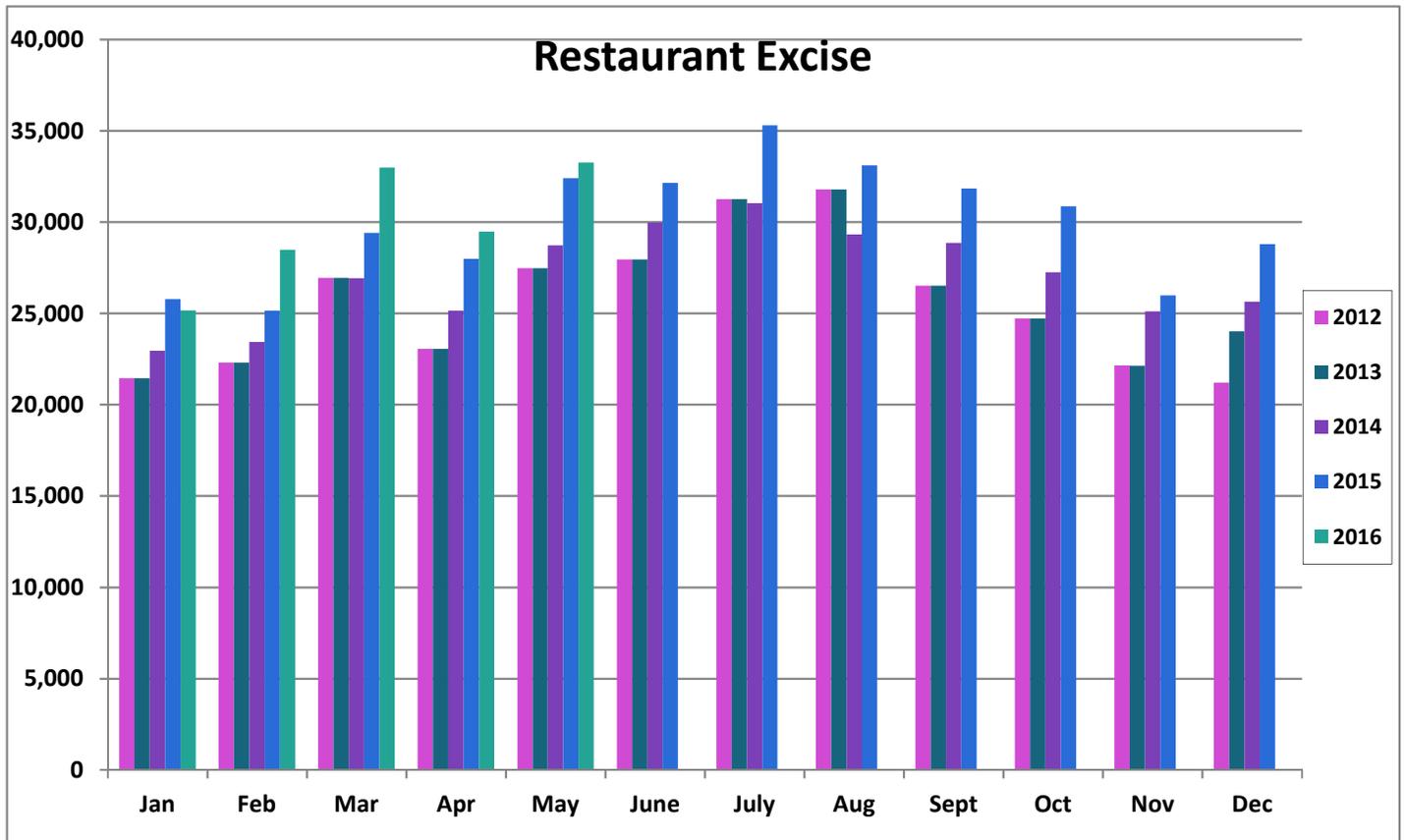
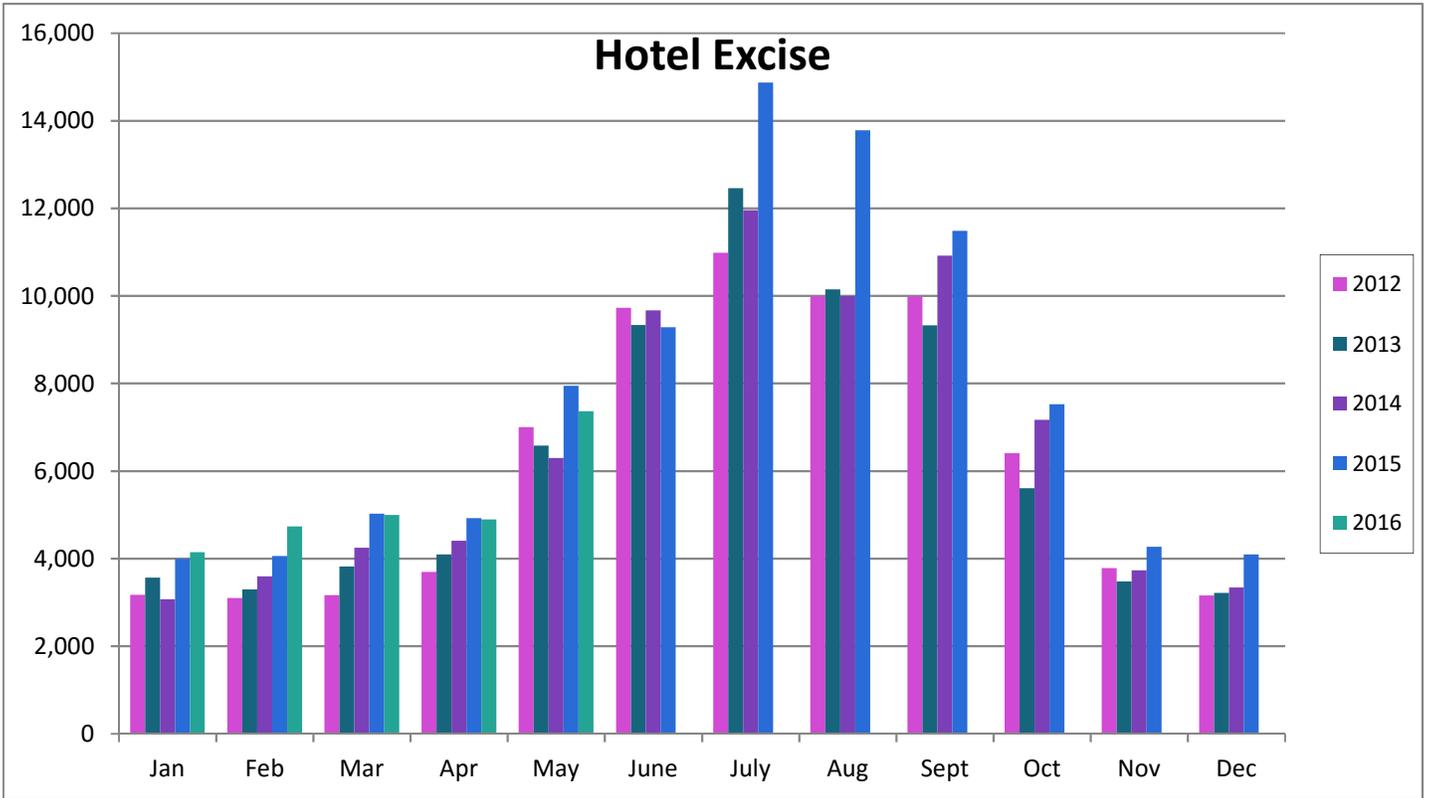
<b>Retail Enhancement Program</b>		
Current Year 2016	Prior Year 2015	<i>% of Increase/ Decrease</i>
		<i>Decrease</i>
22,008	22,814	-3.5%
22,584	21,507	5.0%
25,577	25,162	1.6%
23,577	22,445	5.0%
24,394	23,837	2.3%
	27,992	
	27,441	
	26,204	
	25,969	
	24,785	
	24,380	
	31,457	
118,140	115,765	2.1%

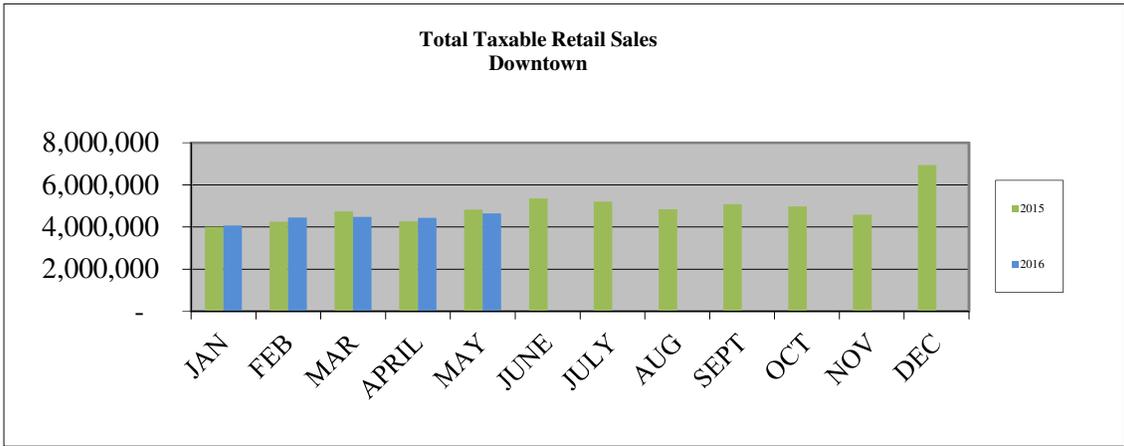
### TOTAL CITY SALES & USE TAX



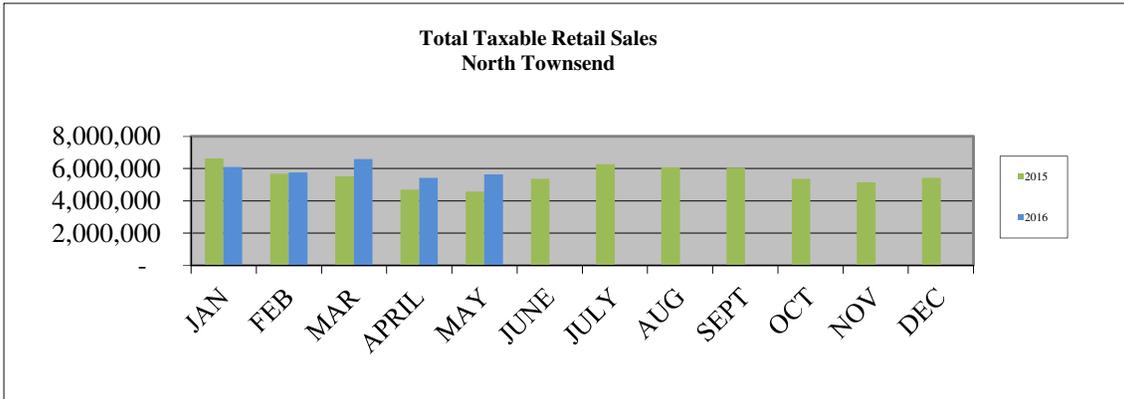
### Retail Enhancement Program



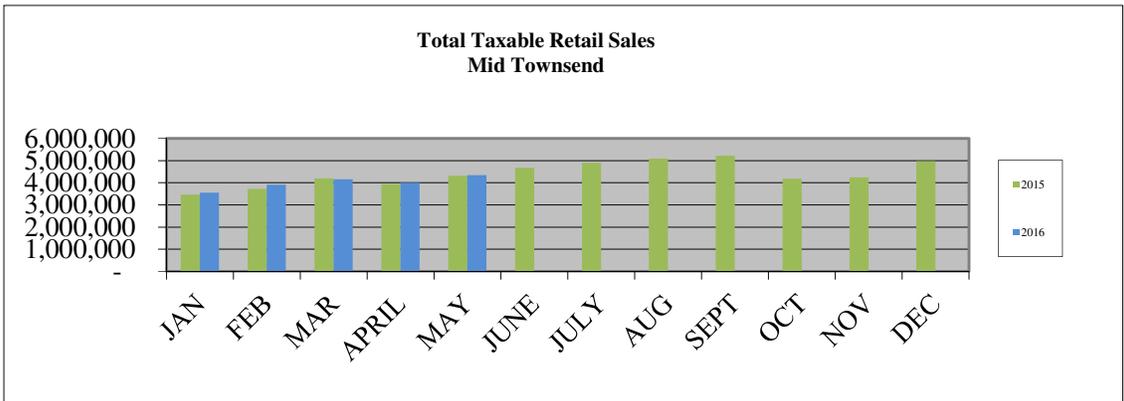




AREA 1: 2011=DDA BOUNDARY



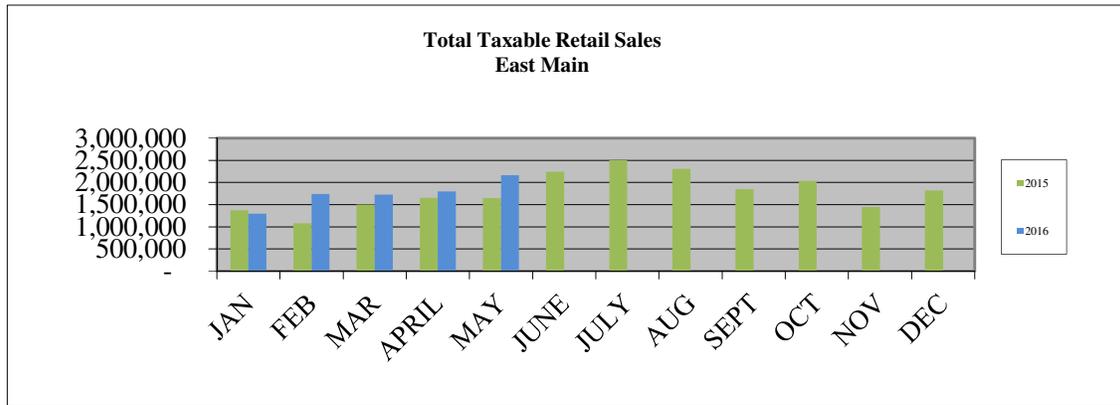
AREA 2: \*NORTH CITY LIMIT TO NORTH 2ND STREET



AREA 3: MID TOWNSEND SOUTH 2ND STREET TO E OAK GROVE RD



**AREA 4: SOUTH TOWNSEND E OAK GROVE RD TO SOUTH CITY LIMIT**



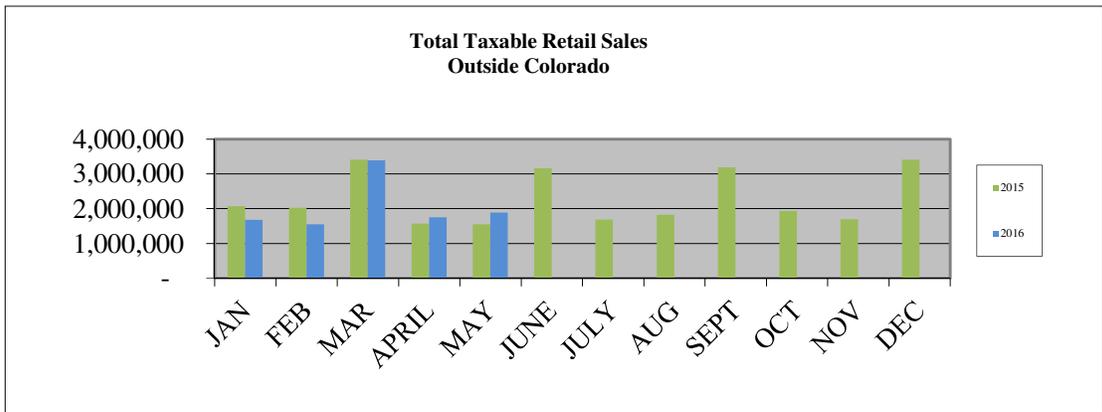
**AREA 5: EAST MAIN SAN JUAN AVENUE TO EAST CITY LIMIT**



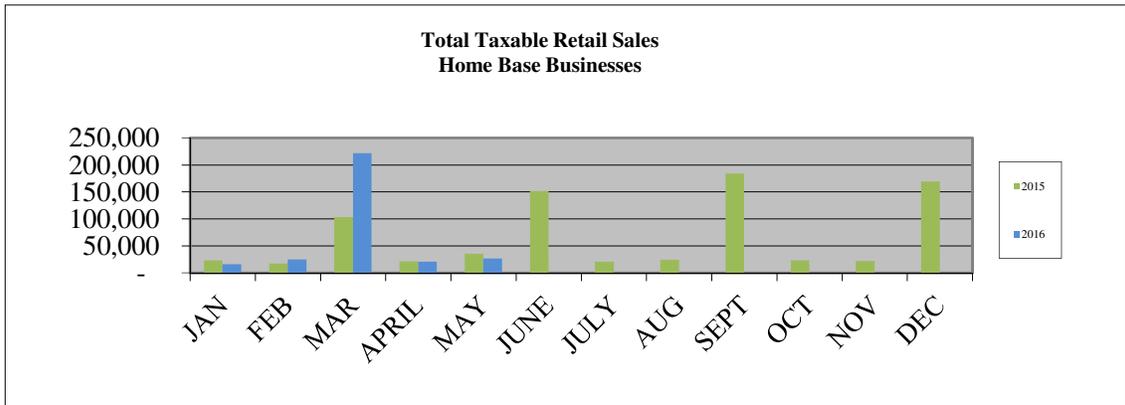
**AREA 6: ALL OTHER LOCATIONS INSIDE CITY LIMITS OF MONTROSE**



AREA 7: OTHER CITIES WITHIN COLORADO



AREA 8: OUTSIDE COLORADO



AREA 9: HOME BASE BUSINESSES



Tourism Retail Advisory Committee  
The Bridges  
April 19, 2016

Agenda:

- Call to Order
- Introduction of Guests
- Announcements
- Review of February 23 Meeting Notes
- Executive Report
- Old Business
  - Nomination and approval of committee secretary
  - Election cycle assignments
  - Review of working groups and next steps
- New Business and General Discussion
  - RSE e-Newsletter
  - Future agenda items
  - Schedule and locations for remaining 2016 quarterly meetings
- Adjourn
- Group photo

Notes:

Call to Order

The meeting was called to order at 7:58 a.m. by CJ Brafford

- Members present: CJ Brafford, Judy Ann Files, Debbie Blanchard, Eric Feely, Fletcher Flower, Paul Zaenger, Vince Fandel, and David Spear
- Members absent: Scott Beyer, Paul Derence, Edd Franz, Rick Warner, and Scott Voorhis
- Guests: Stacey Ryan (OBT Program Coordinator)



## Announcements

- The Colorado Tourism Office (CTO) Roadshow will come to Montrose on May 5. The visit and stakeholder meeting are intended to introduce the new CTO director and to inform local stakeholders of their efforts to elevate tourism in Colorado. All TRAC members were encouraged to attend. An invitation to the event will be included in the first issue of the RSE newsletter. The OBT has planned a series of activities for the CTO entourage, which include dinner at The Bridges and a sunset and night sky tour of the Black Canyon on May 4, the main roadshow event at the Museum of the Mountain West, and a tour of the Downtown Visitor Center.

The CTO will feature Black Canyon National Park prominently in their 2016 marketing efforts, and one of the marketing videos featuring the Black Canyon will be previewed at the meet and greet at the Museum of the Mountain West. They also featured the Black Canyon in their two-page spread in the current issue of *Conde Nast*.

- The Montrose City Council has appointed Judy Ann Files as their TRAC representative. As stated in the *TRAC Operating Procedures and Policies*, her appointment will place her as co-chair of the committee along with CJ Brafford.
- Paul reported that Good Morning America (GMA) will be doing a live remote at the Black Canyon sometime in May. National Geographic has said they will be highlighting the Black Canyon later in the year. Both items are part of the National Park centennial celebration.

## Review of February 23 Meeting Notes

- There were no adjustments to the notes. A question from CJ regarding the 2016 International Sportsmen's Expo (ISE), which OBT and BLM staff attended in January, prompted a discussion regarding the excellent exposure that the expo provides for Montrose. The committee discussed the possibility of having additional local representation at the event, such as from The Bridges. The event has paid admission, which establishes a qualified and motivated audience. The OBT is open to having additional local partners attend the event and is considering having a booth at the 2017 fishing expo that precedes the ISE.

## Executive Report

- The executive report is now structured to provide updates in each of the primary elements of the OBT.
- Debbie asked about the handling of Retail Sales Enhancement (RSE) and Tourism Promotion (TP) funds that remain unused at the end of the budget year. David explained that any RSE and TP surpluses are carried forward to the respective fund balances for the following year and are not forfeited to the city's General Fund.



- David answered questions relating to terminology contained in the marketing statistics, followed by a discussion about what the statistics reveal about our social media audience. The OBT has increased its focus on digital/social media marketing in 2016 and will continue to expand its efforts in future years. Kelly Rhoderick, marketing coordinator, will attend the next TRAC meeting to answer questions and provide additional details regarding the OBT's marketing strategies.

#### Old Business

- Nomination and approval of committee secretary  
David reviewed the functions included with the assignment and offered to assist the future secretary in fulfilling their role. Debbie was nominated at the February 23 meeting, but was unable to serve in that capacity. Vince Fandel was nominated and approved as TRAC secretary.
- Election cycle assignments  
The February meeting notes reflect the committee's approval for David to assign members to election cycles, which were also reflected in the notes. The committee agreed with the assignments as proposed. Attendance rules were reviewed and it was agreed that Paul Derence would be asked about his plans for serving on the TRAC. The *TRAC Procedures and Policies* allow for members to be replaced mid-cycle and it was agreed that Ashley Pietak would be approached about serving on the committee as the lodging representative.
- Review of working groups and next steps  
Election Working Group – Vince Fandel was approved to lead the group. He will follow through with Paul and Ashley. Ann Duncan and Tricia Joy were recommended as replacements for Paul if he is no longer available to serve as one of the At Large representatives. Paul Zaenger and David will also serve with the Election Working Group.  
Budget Working Group – Participants: Vince Fandel and Fletcher Flower. Staff representative: David Spear. Group lead: Vince Fandel  
Marketing Working Group – Participants: Paul Zaenger, Edd Franz, Rick Warner, and CJ Brafford. Staff representative: Kelly Rhoderick. Group lead: Paul Zaenger  
Events Working Group – Participants: Debbie Blanchard, Eric Feely, and Scott Voorhis. Staff representative: Stacey Ryan. Group lead: None was appointed. Stacey outlined some of the processes involved with event proposals in each category as outlined in the *Event Partnership Programs* document that was recently reviewed by TRAC and released.

#### New Business and General Discussion

- RSE e-Newsletter  
Stacey reported that the newsletter will be sent to all RSE contributors with a focus on topics that are relevant and informative to them. Significant community and competitive



sports events will be featured with encouragement for businesses to lend their support through special offerings and hospitality targeting event participants. It will also highlight OBT programs that business owners can take advantage of. The first edition will go out at the end of the month. The committee was invited to offer their input to future newsletter articles/content. A quarterly distribution schedule was favored by the committee.

- Schedule and locations for remaining 2016 quarterly meetings
  - Wednesday, July 20, City Council Chambers
  - Wednesday, October 19, Ute Indian Museum
  - Wednesday, January 18, 2017 – Location to be determined

Adjourn

The meeting was adjourned at 9:16 a.m.





## Tourism Retail Advisory Committee (TRAC) Members

### **Lodging Industry**

- Rick Warner (Year one)
- Ashley Pietak (Year two)

### **Restaurant Industry**

- Scott Voorhis (Year one)
- Eric Feely (Year two)

### **Retail and Recreation Industry**

- Debbie Blanchard (Year two)
- Fletcher Flower (Year one)

### **Outdoor Recreation**

- Paul Zaenger (Year one)
- Edd Franz (Year two)

### **Heritage or Agritourism Industry**

- CJ Brafford (Year two)

### **Business Group or Organization**

- Scott Beyer (Year one)

### **At Large**

- Vince Fandel (Year one)
- Vacant (Year two)

## Working Groups

### **Elections**

Vince Fandel (Lead)  
Paul Zaenger  
Staff representative: David Spear

### **Marketing**

Paul Zaenger (Lead)  
Edd Franz  
Rick Warner  
CJ Brafford  
Staff representative: Kelly Rhoderick

### **Events**

Debbie Blanchard  
Eric Feely  
Scott Voorhis  
Staff representative: Stacey Ryan

### **Budget**

Vince Fandel (Lead)  
Fletcher Flower  
Staff representative: David Spear

# making CONNECTIONS



QUARTER 1 - 2016

**Welcome to *Making Connections***, the new quarterly Retail Sales Enhancement (RSE) Bulletin brought to you by the Office of Business and Tourism (OBT). The OBT's dual mission is to increase tourism traffic while boosting retail sales. How? One important way is by working together with RSE Fund contributors like you to fulfill the Montrose brand promise of "Stay here. Play everywhere."

**First Impressions, Lasting Impressions.** Local businesses and their front line employees often provide a destination's first impression. That's a lot of responsibility! Let us assist with that first "touch" and help make it a powerful and positive one — for all of us. *Making Connections* features a "Spotlight on Services" section where we share information about tools, community assets, and resources offered through the OBT to support your efforts as a business owner and Montrose Ambassador.

**Ambassadors for All Seasons.** Whether attracting new customers or solidifying the loyalty of existing ones, approaching customer interactions with an eye toward making connections for your benefit as well as the community's sends a powerful message of community spirit to locals and visitors alike. Let us help. Encourage your guests to stop by the Downtown Visitor Center for a warm western Colorado welcome and assistance with how to stay and play in Montrose!

**Give Us a Piece of Your Mind!** We invite all Montrose businesses to open the lines of communication and help us develop solutions to common concerns and challenges. Share your thoughts, feedback, and ideas for enhancing retail sales in Montrose. Go ahead: make a connection! Stop by the Downtown Visitor Center at 107 S Cascade Ave, call 970.240.1402, or click the button below.

**Let's get the ideas flowing!**

## Get on track!

Tourism Retail Advisory Committee (TRAC) members are a key connection between the OBT and YOU. This dedicated group of business owners and representatives hail from the community's retail and tourism segments. Serving as ambassadors to their sectors, TRAC members help shape OBT activities, share information with the public, and convey comments and suggestions back to the committee.

[Learn More about TRAC](#)

## Calling local tourism industry partners!



# COLORADO TOURISM OFFICE HITS THE ROAD

The CTO celebrates  
Travel and Tourism Week  
with the first ever  
*Discover Colorado Roadshow*

Thursday, May 5 | 9-10:30 am  
[Museum of the Mountain West](#)

The public is welcome.

The CTO entourage will visit several cities throughout the state, including Montrose, to introduce new CTO Director Cathy Ritter and present the new summer marketing campaign.

Updates will include what's new within the CTO and for Colorado tourism as a whole.

**Help us extend a healthy dose of western Colorado hospitality to the CTO!**

## Spotlight on Services: Mobile Apps

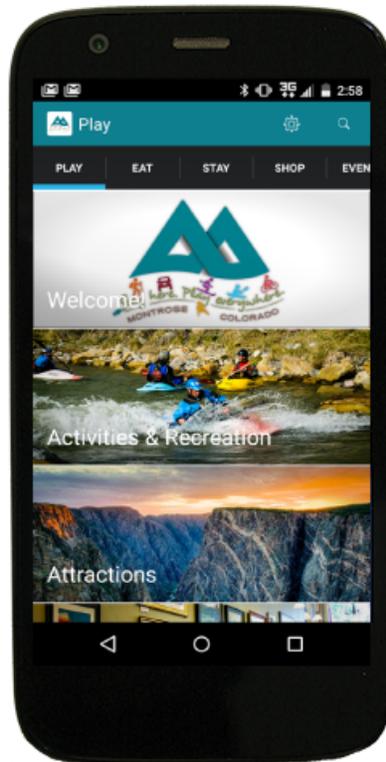
Montrose has more than one free app, but so what? Apps are powerful. Check out these versatile tools that offer something for everyone.

## Visit Montrose

### For Businesses.

Designed to promote retail sales, this app is a free way to advertise your business to both locals and visitors. Ensure that your listing is complete and searchable so people can find you. By investing a minute to enhance your listing, more people will be able to do business with you — sooner rather than later.

Take a moment to complete your listing!



Download the Visit Montrose App

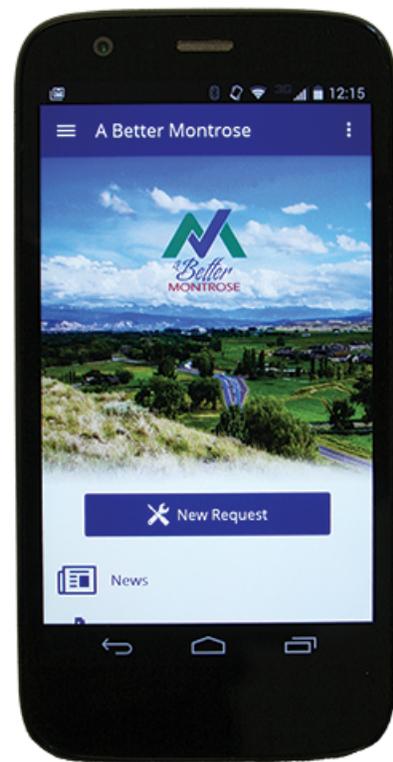
### For Visitors and

**Locals.** This app helps residents better understand what's available in the city. Visitors and locals can view a calendar of events, discover restaurants and businesses like yours, and find new things to do and see. Locals make strong destination ambassadors, too. Make sure you're on their radar so that they can recommend YOUR business!

## A Better Montrose

**For the Montrose Community.** Have an idea that will improve the quality of life in Montrose? This app will allow you to submit those ideas for consideration. Some ideas are easily approved and implemented, while more complex suggestions will likely involve further discussion, approval, planning, and budgeting. Either way, we would love to hear your ideas and will keep you updated about the status of your suggestion.

Download now!



## Save the Date and Participate!

Special events build a sense of community. They reveal and enhance the local character. They create a “sense of place” by highlighting what’s unique and special about the area. They foster a feeling of connection and belonging.

*And they are a potential boon for businesses.*

Scores of attendees and visitors are attracted to town through group tours, leisure travel, meetings and conventions, festivals, and more. Be prepared to allure attendees with your own special offers and unique enticements.

### **Competitive Sports Tournaments**

A powerful tourism driver, competitive team sport tournaments and meets draw hundreds of participants from outside the area, often for full- or multi-day activities. Here are a few events bringing scores of teams to stay and play in Montrose:

- June 24-27: Youth Competitive Baseball Tourney
- July 16 weekend: Montrose Marlins Swim Meet



[More about the BTC](#)

## Bicycle Tour of Colorado

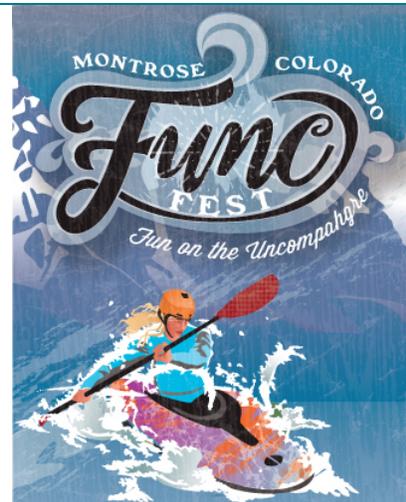
Montrose serves as both the start and finish of this year's 22nd annual group leisure tour. On Saturday, June 18, a welcome celebration for nearly 700 participants at Rotary Park will include music along with food and retail vendors. OBT shuttles will run from 1-9 pm to distribute participants to eat and shop throughout town. Call 970.240.1402 or [email](#) for vendor information.

## 2nd Annual FUNC Fest

**Saturday, July 30**

**Montrose Water Sports Park, Riverbottom Park**

A water-centric summer highlight, the FUNC Fest spotlights the city's new world-class asset and draws national and international visitors, competitors, and retailers. Scheduled to sync up with the Outdoor Retailers Expo in Salt Lake City the following weekend, the FUNC Fest looks to entice both locals and expo attendees and exhibitors from throughout the nation on their annual trek through Colorado en route to the expo.

[Get FUNC-y!](#)

## NPS Centennial: Astronomy Festival

The NPS marks its milestone Centennial with celebrations all year. This year's 7th Annual Astronomy Festival, June 1-4, will be particularly celebratory, as the Black Canyon National Park was certified in 2015 as an International Dark Sky Park, Colorado's first and only the ninth in the nation. The sky's the limit when it comes to the growing popularity of "astrotourism," the ecotourism term for witnessing rare astrological events, including our amazing night skies.

**So, what do you think?** Let us know your thoughts, feedback, and ideas. Drop by the Downtown Visitor Center at 107 S Cascade Ave, call 970.240.1402, or [email](#) us. We're here for you!



 Like

 Forward

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info@visitmontrose.com | 970.497.8558

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