

Visit Grand Junction
Advisory Board of Directors Meeting
December 13, 2022, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

Presiding: Kelsey Coleman

Visit Grand Junction Board Members Present: Tammy Anderson, Paul Petersen, Paula Skrzypczak, Elizabeth Fortushniak, Brenda Greene, Pat Nichols-Perrin

Absent: Joe Burtard and Mikhail Blosser

Grand Junction City Council Member Present: Councilmember Phil Pe'a

City of Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

The meeting was called to order at 3:05 p.m. by Board Vice Chair, Kelsey Coleman.

Minutes from the November 8, 2022, meeting: Tammy Anderson motioned to approve the minutes as written; Brenda Greene seconded. Motion passed.

Community updates and Q&A

Dr. Nathan Perry, Associate Professor of Economics at Colorado Mesa University, presented the final results of the Economic Impact of Outdoor Recreation in Mesa County study. Visit GJ assisted in the study by initiating a national survey that provided consumer data from guests who have visited the Grand Junction area. Dr. Perry explained the process and the various levels of measurement used in the study. Results from the study concluded that the total direct economic impact of outdoor recreation, including outdoor recreation businesses and outdoor recreation tourism, is \$321,625,137, or 4.8% of GDP. When including indirect (supply chain) and induced spending effects, the GDP impact rises to \$484,474,065, or 7.2% of GDP. The direct job impact is 7,620, or 8.4% of total jobs. When including indirect and induced effects, the number rises to 9,897, or 11% of jobs.

Elizabeth Fogarty thanked Dr. Perry for his work on the study and for partnering with Visit GJ for some of the data.

Visit Grand Junction Advisory Board of Directors Reappointments

Elizabeth mentioned that at the December 7, 2022, regular City Council meeting, Tammy Anderson, Joe Burtard, and Kelsey Coleman were reappointed by City Council to serve a second term to the Visit GJ Advisory Board. Each of their terms is January 1, 2023, through December 31, 2025.

The term periods of every Visit GJ Advisory Board Member were recapped as a reference.

Election of 2023 Visit Grand Junction Advisory Board Officers

At the November 8, 2022, board meeting, Kelsey Coleman had expressed interest in serving as the Board Chair for 2023. Brenda Greene had expressed interest in service as the Vice Chair for 2023. An election by written ballot was held for the board members. No other board member had expressed interest in service as an officer. By a majority vote, Kelsey Coleman was elected to serve as Board Chair and Brenda Greene was elected to service as Vice Chair for 2023.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections for September and October 2022. From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), September 2022's business was a factor of 2.7% higher compared to September 2021 (adjusted for late and missing payments). October 2022's business was a factor of 2.4% higher compared to October 2021 (adjusted for late and missing payments). Year-to-date lodging tax collections are 8.2% higher compared to the same ten-month period in 2021.

Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for October 2022 was 70.4%, ADR was \$107.31, and RevPAR was \$75.50.

Other updates Elizabeth shared include:

- Community Meetings and Events that Elizabeth recently attended include a City Council meeting for ad tech contract approval and a City Council meeting for the 2023 budget adoption, Tourism Industry Association of Colorado quarterly board meeting, Colorado Mesa University Hospitality and Business Management board meeting, The Art Center of Western Colorado board meeting, CTO Tourism Marketing Committee, Grand Junction Regional Air Service Alliance, Grand Circle Association meeting, City of Grand Junction Child Care Center ribbon cutting, and the Grand Junction Area Chamber of Commerce annual economic outlook luncheon.
- Visit GJ, along with twelve other destination marketing organizations in the western U.S., is participating in a DMO Website User and Conversion Study conducted by Destination Analysts, on behalf of the DMA West (Destination Marketing Associations of the West) Education & Research Foundation. This year-long research, from January 1 through December 31, 2023, will uncover demographic and psychographic profiles of users who access a destination's website. The study will also estimate the return on investment the website brings to the community. An interim comprehensive report of findings and initial ROI estimates will be available in the third quarter of 2023, with the complete analysis being released in the second quarter of 2024. Visit Grand Junction will utilize this data in a variety of ways, including adjusting content on VisitGrandJunction.com along with applying actionable insights from the data received.
- Visit GJ has concluded an RFP for the VisitGrandJunction.com website design and hosting. An agency with global expertise in DMO websites has been selected and contract negotiations are in progress.
- Recent media coverage of Grand Junction included online articles on Insider.com ("I'm an Outdoor Enthusiast Who Loves Going Camping and Glamping – Here are 9 of the Most Beautiful Places to Visit in the Winter") and Travel + Leisure ("9 Best Places to Live in Colorado, According to Real Estate Experts"). In addition, Travel Lemming published an article, "50 Best Places to Travel in 2023", which is a significant press story because it is the first "world" list Grand Junction has landed on. Only two destinations in Colorado were included – Grand Junction and Crested Butte.

There being no further business, Pat Nichols-Perrin motioned to adjourn; Brenda Greene seconded. Motion passed.

The meeting adjourned at 4:35 p.m.