

Visit Grand Junction
Advisory Board of Directors Meeting
April 11, 2023, 3 pm – 5 pm

The meeting was held at Castle Creek Manor, 638 Horizon Dr., Grand Junction, CO.

Presiding: Brenda Greene, Vice Chair

Visit Grand Junction Board Members Present: Paul Petersen, Joe Burtard, Paula Skrzypczak, Tammy Anderson

Absent: Elizabeth Fortushniak, Pat Nichols-Perrin, Mikhail Blosser, Kelsey Coleman

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

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

Guests: Ben Snyder, Executive Director, Greater Grand Junction Sports Commission; Julia Blanchette, Colorado Mesa University student

The meeting was called to order at 3:16 p.m. by Board Vice Chair Brenda Greene.

Minutes from March 14, 2022, meeting: Joe Burtard motioned to approve the minutes as written; Paul Petersen seconded. Motion passed.

Visit Grand Junction Updates

Lodging tax collections for February 2023's business were not available to report by the time of this meeting.

Elizabeth Fogarty provided an update on Grand Junction hotel metrics for February 2023. Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for February 2023 was 52.7%, ADR was \$84.07, and RevPAR was \$44.27. Grand Junction's year-to-date occupancy through February was 48.2%, ADR was \$81.89, and RevPAR was \$39.49. A comparison of Grand Junction's February 2023 and year-to-date metrics to Colorado and the U.S. was also shared.

Other updates include:

- Community Meetings and Events that Elizabeth attended recently include the CADMO Quarterly Meeting; Colorado Tourism Office Marketing Committee; The Art Center of Western Colorado Board Meetings; CPR, AED, & Active Threat Training with Visit GJ staff; and the City Manager State of the City presentation with Visit GJ staff.

Due to lack of time, the public relations and other marketing updates will be shared at the May 9, 2023, advisory board meeting.

Community Updates and Q&A

Ben Snyder, Executive Director of the Greater Grand Junction Sports Commission (GGJSC), provided updates on GGJSC's programs and events for 2023. The Grand Junction Rides & Vibes MTB and Music Festival will be held on May 5 and 6. The event includes 15 local and regional bands across two stages in Downtown Grand Junction. Professional cyclists, including two Olympians, will be participating in the races. Other events scheduled for this year include the Desert's Edge Triathlon, and Rim Rock Marathon, along with several soccer, lacrosse, and youth baseball tournaments.

The GGJSC is developing a three to five-year strategic plan to grow sports tourism in the Grand Junction area. He stated that the new recreation center that Grand Junction voters recently passed would help with venue inventory. However, additional hotel rooms are needed to accommodate and balance popular time periods for events. Ben added that the GGJSC is hiring a Marketing Manager this year.

Ben expressed appreciation for the partnership with the City of Grand Junction and Visit Grand Junction. Elizabeth thanked Ben for the partnership with Visit Grand Junction and encouraged him to reach out if there was anything else Visit GJ could assist with. Ben replied that any event content and image assets that could be shared on social channels would be helpful. Elizabeth encouraged Ben to share event data with Visit GJ as that information is useful when pitching events.

There being no further business, Paula Skrzypczak motioned to adjourn; Tammy Anderson seconded. Motion passed. The meeting adjourned at 4:52 p.m.