

Visit Grand Junction
Advisory Board of Directors Meeting
September 9, 2025, 3 pm - 5 pm

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

Presiding: Elizabeth Fortushniak, Chair

Visit Grand Junction Board Members Present: Theresa Horvat, Manon Desrosiers, Tammy Anderson, Tevfik Demirciftci

Absent: Pat Nichols-Perrin, Joe Burtard, Brenda Greene, Julie Shafer

Visit Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist; Teagan McLennan, Content Specialist

Guests: Ben Snyder, Executive Director, Grand Junction Sports Commission

The meeting was called to order at 3:11 p.m. by Board Chair Elizabeth Fortushniak.

Minutes from the July 8, 2025, advisory board meeting: Theresa Horvat motioned to approve the minutes as written; Manon Desrosiers seconded. Motion passed.

Community Updates and Q&A – Grand Junction Sports Commission

Ben Snyder, Executive Director of the Grand Junction Sports Commission (GJSC), provided an overview of the GJSC's events for 2025, which included JUCO and Rides & Vibes. Future initiatives include developing sports venues and recruiting additional national events, such as the Nautique WWA National Championships, which was hosted in Grand Junction for the first time in July 2025. Fogarty thanked Ben for the update and asked how Visit Grand Junction could further support the GJSC. Ben conveyed appreciation for Visit Grand Junction's partnership.

Visit Grand Junction Updates

Fogarty shared an update on Grand Junction's lodging tax collections and hotel performance metrics for July 2025's business activity. Key metrics for May 2025 and June 2025 were also presented.

For July 2025's business, Grand Junction's lodging tax collections were 2.3% below July 2024. July 2025 hotel occupancy was 77.6%, ADR was \$116.87, and RevPAR was \$90.72. Year-to-date lodging tax collections are 4.7% below through July 2025's business compared to the same seven-month period in 2024. The reduction is primarily due to hotel cannibalization – rooms being rented for 30 or more day stays, rendering them non-taxable. Notable hotel metrics include:

- July 2025's RevPAR of \$90.72 was the second highest recorded for the month of July.
- July 2025 occupancy was 5.5% above July 2024 occupancy, and outpaced Colorado, both including and excluding ski towns, and the U.S.
- The August 2024 through July 2025 rolling 12-month ADR pacing was 2.2% above the August 2023 through July 2024 rolling 12-month ADR, and outpaced the U.S., and Colorado, both including and excluding ski towns.
- The May 2025 RevPAR of \$103.59 was the highest RevPAR in Grand Junction history.

Other updates include:

The November 11, 2025, Visit Grand Junction Advisory Board meeting has been rescheduled to November 12, 2025, based on the Doodle Poll results from the advisory board members.

- Board seats expiring December 31, 2025, include Joe Burtard, Elizabeth Fortushniak, and Julie Shafer. Burtard and Fortushniak are term-limited. Shafer, currently serving a partial term, is eligible to apply for a full term. Applications are due to the City Clerk's office by October 15, 2025. The terms of other advisory board members were also reviewed.
- Fogarty shared an update regarding the Escalante Ranch Project located in Delta, CO, which aims to incorporate private land parcels into the Dominguez-Escalante National Conservation Area. Fogarty asked for board input so that she could incorporate that into the listening session feedback.
- No significant update regarding the Memorandum of Understanding (MOU) with the Grand Junction Regional Air Service Alliance (GJRASA). Visit Grand Junction continues to update monthly the proprietary data worksheet to assist the GJRASA with their strategies.

- Advisory Board Members attending the 2025 Colorado Governor's Tourism Conference with Visit Grand Junction staff include: Tammy Anderson, Joe Burtard, Tefvik Demirciftci, Manon Desrosiers, Brenda Greene, Pat Nichols-Perrin, and Elizabeth Fortushniak. Mayor Pro-Tem Laurel Cole will also be in attendance.
- Data was presented illustrating the decline in lodging tax revenue resulting from 30+ day stays, along with corresponding impacts on sales and lodging tax collections - noting the continued negative affects it causes.
- ADP U.S. Industry data was highlighted comparing August 2025 to July 2025, noting that of the 54,000 jobs gained, 50,000 were in the leisure and hospitality sector.
- Travel expert Jeanenne Tornatore promoted Grand Junction in 21 Live TV segments and 10 online broadcasts across major markets, including WGN Chicago, FOX Sacramento, FOX Las Vegas, CBS Charleston, NBC Atlanta and FOX Denver. Outdoor recreation, arts, music, dining, craft beverages, Downtown Grand Junction, Nature's Trifecta (Colorado National Monument, Rattlesnake Canyon Arches, Grand Mesa), and other area attractions were mentioned.
- Fogarty mentioned the August 2025 Stakeholder eNews and the impact of branding and understanding your customer.

There being no further business, Tammy Anderson motioned to adjourn; Theresa Horvat seconded. Motion passed.

The meeting adjourned at 4:59 p.m.