

**GRAND JUNCTION CITY COUNCIL
MONDAY, SEPTEMBER 14, 2015**

**WORKSHOP, 5:00 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET**

To become the most livable community west of the Rockies by 2025

1. **Greater Grand Junction Sports Commission Request:** This presentation will include a status update on the Commission, as well as an action plan for the coming year and a request for continued financial support from the City of Grand Junction as Council prepares to set FY 16 budgets. [Attachment](#)
[Supplemental Workshop Documents](#)

2. **Vendor's Fees and Business Licenses:** Staff will present several options for Council's consideration that could be used to provide a sustainable funding source for ongoing economic development efforts. [Attachment](#)

3. **Other Business**

4. **Board Reports**



Date: September 10, 2015

Author: Jennifer Stoll, Executive Director

Proposed Meeting Date:

Workshop September 14, 2015

CITY COUNCIL STAFF REPORT WORKSHOP SESSION

Topic: Greater Grand Junction Sports Commission
Presenter (Name & Title): Jennifer Stoll, Executive Director

Summary:

The Greater Grand Junction Sports Commission continues to grow and gain momentum in the community, contributing to the economic vitality and branding awareness of our area to a regional and national audience. In the organization's initial year, 2015, the primary goals were to develop the foundation for the Commission, evaluate the capacity of our community to host sporting events and begin targeting appropriate events. This presentation will include a status update on the Commission, as well as an action plan for the coming year and a request for continued financial support from the City of Grand Junction as Council prepares to set FY 16 budgets.

Background, Analysis and Options:

Please see presentation and accompanying budget request.

Financial Impact/Budget:

Requesting a fiscal year 2016 contribution of \$29,500 from the City of Grand Junction to achieve the primary goals of: 1) Hire student assistant to help with website updating, social media, proposal research and writing, 2) Market our community to the broader sports tourism industry through attendance at industry conferences, tradeshows, events and rights holder meetings, 3) Continued membership and certification to industry professional association – National Association of Sports Commissions, 4) Contribute to the operational costs of the organization, and 5) Developing and implementing a targeted marketing campaign.

Previously presented or discussed:

Presented to Council for initial funding to build the foundation for the Commission on Monday, October 3, 2014. Funding request was \$15,000 and was approved.

Attachments:

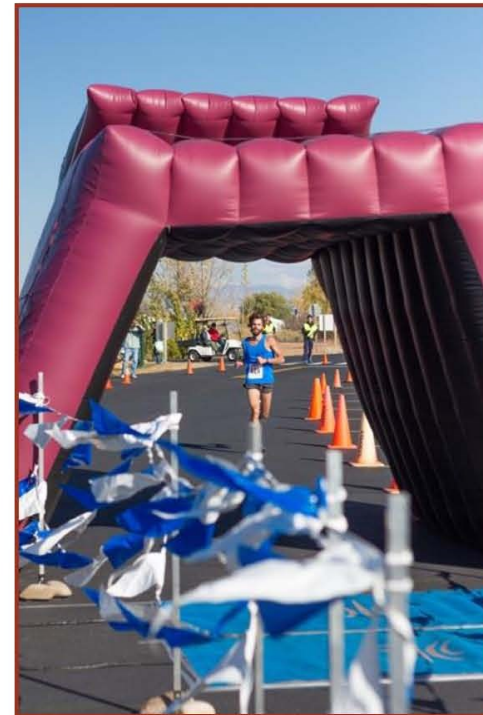
1. Greater Grand Junction Sports Commission Strategic Plan Update Presentation
2. Greater Grand Junction Sports Commission Proposed FY16 Budget Request



Strategic Plan Update:
City of Grand Junction
September 14, 2015

Initial Funding Report

- Approximately **\$27,000** from Grand Junction, Mesa County, Fruita and Palisade combined
- Funds received used to build the foundation for the commission:
 - Marketing material development (**~\$12,650**)
 - Industry conference/tradeshow and event attendance (**~\$9,100**)
 - Comprehensive venue and calendar audit (**~\$5,250**)



2014 US Bank Rim Rock Marathon

Developed Marketing Materials

- Logo developed
- Tradeshow display created
- Collateral printed
- Website created



GGJSC Logo



Grandjunctionsports.org



Tradeshow Display

Conference & Event Attendance



*2015 Maverick Mountain
Bike Championships*

- Attended
 - NASC Market Segment Meetings (September)
 - TEAMS Sports Conference (November)
 - NASC Sports Events Symposium (April)
 - USA Cycling Collegiate Road National Championships (May)
 - ConnectSports Marketplace (August)
- Upcoming
 - NASC Market Segment Meetings (September)
 - TEAMS Sports Conference (November)

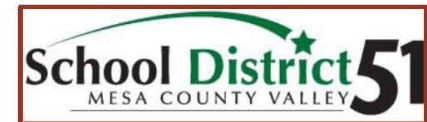
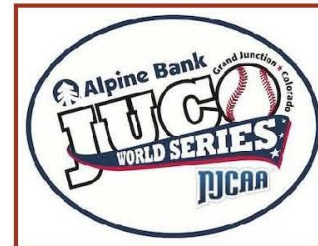
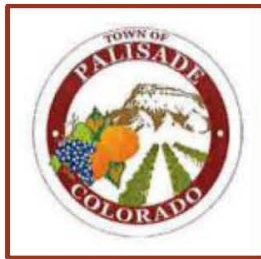
Comprehensive Audit

- Compilation of community assets (traditional and non-traditional), hotel availability, venues with opportunity, target sports, challenges, etc.
- Staff-level stakeholder presentation held May 14, 2015
- Fluid document to be updated as community evolves



Stocker Stadium

Participants



GREATER GRAND JUNCTION
SPORTS COMMISSION



Current Status

- Holding quarterly staff-level stakeholder meetings
- Building excellent relationships in the sport tourism industry
- Increasing liaison role in the community (i.e. Epic Rides, Special Olympics, Ride the Rockies)
- Expanding bid process for events (USAT, CHSAA, USAC, USCSA, SOCO, RTR, etc.)
- Key component to Chabin Concepts/North Star recommendations for economic development

Strategic Plan Update

Greater Grand Junction Sports Commission: Strategic Plan Phase I and II Outline

CATEGORY	SUB-CATEGORY	PHASE I Description: Brand building and event procurement Timeline: 01/01/2015 - 12/31/2015	PHASE II Description: Event management Timeline: 06/01/2015 - Ongoing
Organization Structure	Legal Structure	1. 501-C-3 through CMU Foundation 2. Articles of Incorporation 3. Bylaws	1. Continue Phase I
	Funding Structure	1. CMU ✓ 2. Governmental entities: City of Grand Junction, City of Fruita, Town of Palisade & Mesa County ✓ 3. Private parties: Sponsors and corporate partners 4. Fee structure: Pay-to-play model	1. Continue Phase I 2. Margin contribution from events: Events owned and operated by commission and revenue derived from events commission assists
	Board	1. Develop Board of Directors	
	Staff	1. Executive Director ✓ 2. Student employees (work study and/or interns)	1. Part-time evolving to full time Event Manager 2. Volunteer appreciation
	Calendar Management	1. Identify calendar approval method	1. Continue Phase I
	Financial Reporting	1. Budget development and analysis: Internal analysis monthly, external analysis quarterly 2. Incoming funds: CMU, governmental entities and private parties 3. Beneficiaries of event margin contribution	1. Continue Phase I
Facility/Venue & Calendar Audit		1. Conduct comprehensive audit: Facility/Venue, calendar and hotel capacity ✓ 2. Identify communication vehicle for updating ✓	1. Ongoing audit revisions and updates
Marketing	Building Brand Awareness and Perception	1. Advertising ✓ 2. Collateral ✓ 3. Digital and social media 4. Public relations 5. Tradeshow and travel Presence: Tradeshow, conferences and event attendance ✓	1. Continue Phase I 2. Implementation a. Sponsorship activation b. Spectator maximization c. Volunteer solicitation
Event Procurement and Management	Targeting	1. Identify events: Based upon audit, leads and networking ✓ 2. Bid Submission and Management ✓	1. Continue Phase I 2. Procure new events: Youth to professional level 3. Establish criteria for event selection
	Managing	1. Foundational events: Special Olympics Summer Games, Rim Rock Marathon, Maverick Classic, Mountain Bike Championships ✓	1. Continue Phase I 2. Market and manage new events
	Reporting Results	1. Economic impact reporting: During or post-event ✓ 2. Testimonials: Post-event ✓ 3. Event management feedback: Post-event ✓	1. Continue Phase I

Next Steps



2015 Special Olympics Summer Games Opening Ceremony Torch Lighting

- Continue implementation of Phase I & Phase II of Strategic Plan
- Actively solicit events and submit bid proposals
- Develop private sector partnerships
- Continue marketing community by attending industry conferences and events
- Implement marketing and advertising campaign in sport tourism industry
- Develop a Board of Directors

Fiscal Year 2016 Support Request

- CMU contribution approx. \$160,000/year
- Requesting **\$50,000** from governmental partners, broken down by percent sales and lodging tax revenue:
 - City of Grand Junction (59%) = **\$29,500**
 - Mesa County (34%) = **\$17,000**
 - City of Fruita (5%) = **\$2,500**
 - Town of Palisade (2%) = **\$1,000**

Greater Grand Junction Sports Commission Proposed FY16 Budget

Item	Amount	Subtotal	Notes
<u>Labor</u>			
Student Assistant ²			
<i>20 hrs per week x 45 weeks x</i>			
<i>\$10 per hour</i>	\$ 9,000.00		
		<u>\$ 9,000.00</u>	
<u>Travel</u>			
Sport Governing Body Meetings	\$ 2,000.00		
Event Meetings and Attendance	\$ 2,500.00		
Conferences/Tradeshows			
<i>NASC Symposium</i>	\$ 3,000.00		
<i>TEAMS Conference</i>	\$ 5,000.00		
<i>ConnectSports Marketplace</i>	\$ 5,000.00		
<i>NASC Market Segment</i>	\$ 2,500.00		
Local Mileage	\$ 1,000.00		
		<u>\$ 21,000.00</u>	
<u>Memberships & Education</u>			
CSEE Education Modules	\$ 750.00		
Association Memberships	\$ 1,000.00		
		<u>\$ 1,750.00</u>	
<u>Operational Costs</u>			
Bid Fees*	\$ 15,000.00		*Only used if bids are awarded
Personnel**	\$ 20,000.00		**Personnel expenses occur only if events are awarded and additional support is needed
Event Owner Site Visits	\$ 3,000.00		
Supplies	\$ 3,000.00		
		<u>\$ 6,000.00</u>	Not including Bid Fees or Personnel
<u>Marketing</u>			
Advertising	\$ 7,500.00		
Direct Mailings	\$ 500.00		
Sponsorship	\$ 2,750.00		
Promotional Items	\$ 1,500.00		
		<u>\$ 12,250.00</u>	

Total Contribution Requested	\$ 50,000.00
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	% Tax Revenue	2016 Request	2015 Contribution	2014 Contribution
Colorado Mesa University	N/A		\$ 162,575.00	\$ 159,950.00
City of Grand Junction	59%	\$ 29,500.00	\$ 15,000.00	\$ -
Mesa County	34%	\$ 17,000.00	\$ 10,000.00	\$ -
City of Fruita	5%	\$ 2,500.00	\$ 1,220.00	\$ -
Town of Palisade	2%	\$ 1,000.00	\$ 500.00	\$ -
		<u>\$ 50,000.00</u>	<u>\$ 26,720.00</u>	\$ -

2014 County Municipality Tax Revenue Breakdown

2014 Total Tax Revenue				
	Grand Junction	Mesa County	Fruita	Palisade
2014 Sales Tax Revenue	\$ 40,175,189.00	\$ 27,501,419.00	\$ 2,275,789.00	\$ 283,105.00
2014 Lodging Tax Revenue	\$ 1,243,284.00	\$ -	\$ 92,719.00	\$ 24,054.00
2014 Mesa County contribution back to municipalities	\$ 6,069,279.00	\$ -	\$ 1,896,650.00	\$ 1,327,655.00
Total	\$ 47,487,752.00	\$ 27,501,419.00	\$ 4,265,158.00	\$ 1,634,814.00

Total Tax Revenue	\$ 80,889,143.00
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	Grand Junction	Mesa County	Fruita	Palisade
Percent of Total Tax Revenue	59%	34%	5%	2%

2015 Community Weekend Hotel Availability

Month	Saturday	Sunday
January	01/10/15	01/11/15
	01/17/15	01/18/15
	01/24/15	01/25/15
	01/31/15	02/01/15
February	02/07/15	02/08/15
	02/14/15	02/15/15
	02/21/15	02/22/15
	02/28/15	03/01/15
March	03/07/15	03/08/15
	03/14/15	03/15/15
	03/21/15	03/22/15
April	04/04/15	04/05/15
	04/11/15	04/12/15
	04/18/15	04/19/15
	04/25/15	04/26/15
May	05/02/15	05/03/15
	05/09/15	05/10/15
	05/16/15	05/17/15
	05/23/15	05/24/15
June	06/06/15	06/07/15
	06/13/15	06/14/15
	06/20/15	06/21/15
	06/27/15	06/28/15

Month	Saturday	Sunday
July	07/04/15	07/05/15
	07/11/15	07/12/15
	07/18/15	07/19/15
	07/25/15	07/26/15
August	08/01/15	08/02/15
	08/08/15	08/09/15
	08/15/15	08/16/15
	08/22/15	08/23/15
September	08/29/15	08/30/15
	09/05/15	09/06/15
	09/12/15	09/13/15
	09/19/15	09/20/15
October	09/26/15	09/27/15
	10/03/15	10/04/15
	10/10/15	10/11/15
	10/17/15	10/18/15
November	10/24/15	10/25/15
	10/31/15	11/01/15
	11/07/15	11/08/15
	11/14/15	11/15/15
December	11/21/15	11/22/15
	11/28/15	11/29/15
	12/05/15	12/06/15
	12/12/15	12/13/15
December	12/19/15	12/20/15
	12/26/15	12/27/15

KEY:

	Plenty of Hotel Availability
	Moderate Hotel Availability
	Little to No Hotel Availability

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Entity	Venue	Website	Sports	Description	Amenities	Specifications	Parking	Major events hosted
Colorado Mesa University	Boysen Field and Football Practice Field	http://www.cmc.edu/sports/football/	Baseball Softball	Boysen Field is the practice facility for Colorado Mesa University's baseball team. The facility is a 100,000 sq ft facility with seating, lighting, and other amenities. It is the home of the Colorado Mesa University baseball team.	Baseball Softball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel and paved	Major events hosted: Baseball season for 100+ local games
	Women's Arena	http://www.cmc.edu/sports/womens-basketball/	Baseball Basketball Softball Cheer	Women's Arena is a 100,000 sq ft facility that is the home of the Colorado Mesa University women's basketball team. The arena is a multi-purpose facility that can be used for a variety of sports and events.	Baseball Basketball Softball Cheer Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel and paved	2011 USA Softball National Regional Tournament
	OJA Ballroom	No specific venue website	Ballroom	The OJA Ballroom is a large multi-purpose room in the University Center and is used for a variety of events and activities.	Ballroom Lighting Scoreboard Concessions	Capacity: 300	On-campus parking - paved	Western Film Film Festival
	OJA High Jump	No specific venue website	High Jump	The OJA High Jump is a 100,000 sq ft facility that is used for high jump events.	High Jump Lighting Scoreboard Concessions	Capacity: 100	On-campus parking - paved and gravel	Conference Championships
	OJA Land Volleyball Courts	No specific venue website	Volleyball	OJA has 10 indoor volleyball courts adjacent to the Men's & Women's Pavilion which will be home to the newly added, NCAA-sanctioned sand volleyball team in the spring of 2024.	Volleyball Lighting Scoreboard Concessions	10 courts	On-campus parking	
	OJA Softball Field	http://www.cmc.edu/sports/softball/	Softball	Opened in 2005, the OJA Softball Field was a 100,000 sq ft facility that is the home of the Colorado Mesa University softball team.	Softball Lighting Scoreboard Concessions Field lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel and paved Street parking - paved	Regional Division I Championships
	OJA Tennis Center	http://www.cmc.edu/sports/tennis/	Tennis	The OJA Tennis Center is a 100,000 sq ft facility that is the home of the Colorado Mesa University tennis team.	Tennis Lighting Scoreboard Concessions	10 courts Seating capacity: 100	On-campus parking - paved	Regional Division I Championships
	OJA Rowing Station	http://www.cmc.edu/sports/rowing/	Rowing	The OJA Rowing Station is a 100,000 sq ft facility that is the home of the Colorado Mesa University rowing team.	Rowing Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	Colorado Masters Rowing Association Short Track State Championships Special Olympics 2010-2011 NCAA Rowing & Diving Championships 2012-2013 NCAA Rowing & Diving Championships 2012-2013 Western Zone OAR State Championships 2012-2013 Rowing & Diving Championships 2013-2014 NCAA Rowing & Diving Championships 2013-2014 NCAA Rowing & Diving Championships
	Warrior Recreation Center	http://www.cmc.edu/sports/recreation-center/	Recreation Basketball Softball Cheer	Warrior Recreation Center is a 100,000 sq ft facility that is the home of the Colorado Mesa University recreation center.	Recreation Basketball Softball Cheer Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	Special Olympics
	Maverick Pavilion	http://www.cmc.edu/sports/maverick-pavilion/	Baseball Softball Basketball Cheer	The Maverick Pavilion is a newly renovated structure that is the home of the Colorado Mesa University baseball and softball teams.	Baseball Softball Basketball Cheer Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved and gravel	
Walker Field	http://www.cmc.edu/sports/walker-field/	Football Touch or Flag Football	Walker Field is the home of the Colorado Mesa University football team. The field is a 100,000 sq ft facility that is used for football games.	Football Touch or Flag Football Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	Conference Championships	

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Entity	Venue	Website	Sports	Description	Amenities	Specifications	Parking	Major events hosted
City of Grand Junction: Primary Facilities	Carson View Park	http://www.cityofgrandjunction.com/parks/	Football Baseball Basketball Softball Hockey Hockey Hockey	Carson View Park is one of the City of Grand Junction's premier parks and is a multi-use facility with a variety of sports fields, playgrounds, and other amenities.	Baseball Basketball Softball Hockey Hockey Hockey Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel and paved	Major events hosted: Baseball season for 100+ local games
	Columbia Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Columbia Park is a public recreation facility with a variety of sports fields, playgrounds, and other amenities.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	
	Drum Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Drum Park is a small park in Grand Junction with one large field that can be used for a variety of sports.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel	
	Elk Creek Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Elk Creek Park is an outdoor park with one large field that can be used for a variety of sports.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - gravel	
	Grand Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Grand Park is a multi-use facility with a variety of sports fields, playgrounds, and other amenities.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	48th of July fireworks celebration
	Grand Park Golf Course	http://www.cityofgrandjunction.com/golf/	Golf	Grand Park Golf Course is a 18-hole golf course that is the home of the City of Grand Junction's golf team.	Golf Lighting Scoreboard Concessions	18 holes Seating capacity: 1,000	On-campus parking - paved	
	Harold Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Harold Park is a multi-use facility with a variety of sports fields, playgrounds, and other amenities.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	
	Miller Park (located in south-west)	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Miller Park is a 100,000 sq ft facility that is the home of the Colorado Mesa University baseball and softball teams.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	
	Orchard Mesa Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Orchard Mesa Park is a 100,000 sq ft facility that is the home of the Colorado Mesa University baseball and softball teams.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	
	Pinnacle Park	http://www.cityofgrandjunction.com/parks/	Baseball Softball Basketball	Pinnacle Park is a 100,000 sq ft facility that is the home of the Colorado Mesa University baseball and softball teams.	Baseball Softball Basketball Lighting Scoreboard Concessions	100,000 sq ft Seating capacity: 1,000	On-campus parking - paved	

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Entity	Venue	Website	Facilities	Description	Available	Specifications	Parking	Major events hosted
Mesa County	Longfarms Mountain Park	www.mesacounty.net/longfarms	Mountain biking Downhill Ski Hockey Baseball	Longfarms Mountain Park is a large park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Soccer Tennis Basketball Hockey Baseball	Large parking fields Soccer field 1 Softball field 1 Soccer field 1 Softball court 1 Softball field 1 Softball court	On-site parking - paved 1000 total parking spaces	
	Mesa County Fairgrounds	www.mesacounty.net/fairgrounds	Events Miscellaneous events	The Mesa County Fairgrounds is one of the most used facilities in the county and brings in hundreds of events each year. With some new additions and updates to some of the older facilities in the valley.	Stadium lighting Concessions Restrooms Practice area Development fields Additional bleachers Fences Multiple covered and indoor arenas Sound systems in each arena Internet access	Capacity - 1000+ additional bleachers Total Capacity - 200 10000 sq ft 22 RV hookups (long-term) Community building - 10000 sq ft	Main on-venue - paved Event parking lot	USA Hockey Mountain State Cup
	Riverfront Trail	www.mesacounty.net/riverfront	Hiking Mountain biking Bicycling	The Riverfront Trail is a system of trails that runs along the Colorado River and provides visitors with a variety of beautiful spots to walk, run or bike and experience the beauty of the valley.			10.4 total miles of trail There are gaps of undeveloped trail	Multiple trailheads
City of Fruita	Fruta Middle School District Golf Course	www.fruita.org/golf	One golf	Fruta Middle School District Golf Course is a small course that consists of 36 holes and is located in Fruita. It is a great place to practice your golf and enjoy the view.			On-site parking - paved	
	Fruta Community Center	www.fruita.org/community	Swimming Dining Hobby area Baseball Tennis Tribunal	Fruta Community Center was built in 2012 and is a full service recreation center complete with a pool, baseball courts, an indoor track, a public court, a full length tennis, a bike center, a library, and a senior center. The pool has a 25-meter lap lane, a deep end, a motor sport pool and a hot tub. The community center is a great place for the community to get together recreationally.	Full service fitness center Group exercise studios Children's center Senior activity center Multi-purpose community rooms Cycling/bike repair Lockers Mesa County Branch Library Group table and chairs Playground Cafeteria Pool party room Bike repair	11,000 sq ft Indoor/basketball courts Outdoor basketball courts 10000 sq ft 10000 sq ft	Parking lot to the north - paved Parking lot to the northwest - paved Parking lot to the west - paved Bike parking across the street - paved	
	Fruta Mountain District Golf Course	www.fruita.org/golf	One golf	The Fruta Mountain District Golf Course was created in 2012 by John Brinkman and is located in Fruita. It is a beautiful course with a clubhouse, a pro shop, and a restaurant. The course is a challenging one and is well-maintained.	Clubhouse Pro shop Restaurant Practice area Practice area Practice area Practice area	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved Off-venue parking	
Town of Palisade	Palisade Mountain Park	www.palisade.org/palisade	One golf Baseball Softball Football Soccer	Palisade Mountain Park is a beautiful park located in Palisade. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Palisade Park	www.palisade.org/palisade	Football Baseball Softball Soccer	Palisade Park is a beautiful park located in Palisade. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Palisade Golf Course	www.palisade.org/golf	One golf	Palisade Golf Course is a beautiful course located in Palisade. It is a challenging one and is well-maintained.			On-site parking - paved	
National Park Service	Colorado National Monument	www.nps.gov/coloradonationalmonument	Mountain biking Hiking	The Colorado National Monument is a beautiful park located in Palisade. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Shoshone National Monument	www.nps.gov/shoshone	Mountain biking Hiking	The Shoshone National Monument is a beautiful park located in Palisade. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Entity	Venue	Website	Facilities	Description	Available	Specifications	Parking	Major events hosted
Bureau of Land Management	Little Bear Trail	www.blm.gov/littlebear	Hiking Mountain biking Off road motor sports	The Little Bear Trail is a beautiful trail located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Big Bend Canyon Trails	www.blm.gov/bigbend	Hiking Mountain biking Off road motor sports	The Big Bend Canyon Trails is a beautiful trail located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	Utah Mountain Bike Championship
	Beaver Creek Trails	www.blm.gov/beaver	Hiking Mountain biking Off road motor sports	The Beaver Creek Trails is a beautiful trail located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
U.S. National Forest Service	Gallop Trail	www.nfs.gov/gallop	Hiking Mountain biking Off road motor sports	The Gallop Trail is a beautiful trail located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Highway Lake State Park	www.nfs.gov/highway	Hiking Mountain biking Off road motor sports	The Highway Lake State Park is a beautiful park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Palisade National Forest	www.nfs.gov/palisade	Hiking Mountain biking Off road motor sports	The Palisade National Forest is a beautiful park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
Colorado State Parks	Palisade State Park	www.csparks.com/palisade	Hiking Baseball Softball Football Soccer	The Palisade State Park is a beautiful park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Highway Lake State Park	www.csparks.com/highway	Hiking Baseball Softball Football Soccer	The Highway Lake State Park is a beautiful park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	
	Vege Park Reserve	www.csparks.com/vege	Hiking Baseball Softball Football Soccer	The Vege Park Reserve is a beautiful park located in the town of Grand Junction. It features a large amount of trail space for multiple fields of varying size and sport, as well as a baseball field, a softball field, soccer fields, a tennis court, and an elite hockey rink.	Baseball Softball Football Soccer	18-hole field 18-hole field 18-hole field 18-hole field	On-site parking - paved	

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Facility	Venue	Website	Sports	Description	Amenities	Specifications	Parking	Major events hosted
Little League Fields	Boys and Girls Little League Park	http://www.bggsl.com	Baseball	Boys and Girls Little League is a little league complex with 3 small fields and 1 large field.		100' x 60' diamond	On-site parking - paved	
	Mountain Little League Park	http://www.mountainlittleleague.com	Baseball	Mountain Little League is a little league complex with 3 small fields and 1 large field.		100' x 60' diamond	On-site parking - paved	
School District 51	Orinville Area Little League Park	http://www.orinvillearea.com	Little League baseball	Orinville Area Little League is a little league complex and is located on the site of the Grand Valley Ballpark and Mesa County Fairgrounds.		100' x 60' diamond	On-site parking - paved	
	Central High School	http://www.centralhigh.org	Baseball	This gymnasium is home to the Central High School Warriors.	Concessions Locker rooms Capacity - 1245		On-site parking - paved	
	Franklin Monument High School	http://www.franklinmonumenthigh.org	Baseball	This gymnasium is home to the Frank's Monument High School Wildcats.	Concessions Locker rooms Capacity - 2354		On-site parking - paved	
	Grand Junction High School	http://www.gjhsd.org	Baseball	This gymnasium is home to the Grand Junction High School Tigers.	Concessions Locker rooms Capacity - 2300		On-site parking - paved	
	Palisade High School	http://www.palisadehigh.org	Baseball	This gymnasium is home to the Palisade High School Bulldogs.	Concessions Locker rooms Capacity - 1200		On-site parking - paved	
City of Grand Junction: Secondary Facilities	Bookoff Activity Center	No specific venue website	Futsal, Tennis	The Bookoff Activity Center is a small recreation center designed for all ages. It is located on the site of the former Bookoff Mall and is open to the public.		10' x 20' diamond	On-site parking - paved	
	Orinville Meadows Park	http://www.orinvillemeadows.com	Baseball	Orinville Meadows Park is a small park with limited field space and a small outdoor baseball court, as well as a small playground.	Playground equipment	3 acres	Street parking - paved	
	Desert Vista	http://www.desertvista.com	Baseball	Desert Vista Park is a small park with limited field space and a small outdoor baseball court.	Open space Phone booth Restrooms Playground equipment	3 acres	Street parking - paved	
	Duck Pond Park	http://www.duckpondpark.com	Baseball	Duck Pond Park is a small park with some field space, but no large enough to host any events.	Open space Phone booth Restrooms Playground equipment	4 acres	On-site parking - paved	
	High Rim Park	http://www.highrimpark.com	Baseball	High Rim Park is a small park in Orinville with a decent amount of field space and a small playground.	Open space Phone booth Restrooms Playground equipment	12 acres	On-site parking - paved	
	Horseshoe Park	http://www.horseshoepark.com	Baseball	Horseshoe Park is a small park with a walking path and some open space for leisure recreational activities.	Open space Phone booth Restrooms Playground equipment	3 acres	Street parking - paved	
	Orinville Park	http://www.orinvillepark.com	Baseball	Orinville Park is a small park on North Avenue that has a limited amount of field space and a small playground.	Open space Phone booth Restrooms Playground equipment	3.1 acres	Street parking - paved	
	Paradise Park	http://www.paradisepark.com	Baseball	Paradise Park is a fairly small park with some field space and a small playground.	Open space Phone booth Restrooms Playground equipment	3.5 acres	Street parking - paved	
	Frontage Park	http://www.frontagepark.com	Baseball	Frontage Park is a small park with some field space and a small playground.	Open space Phone booth Restrooms Playground equipment	3.6 acres	Street parking - paved	
	Bookoff Park	http://www.bookoffpark.com	Baseball	Bookoff Park is an open space, public park with playground equipment and a walking path, but does not have much potential for any competitive recreational activity.	Open space Phone booth Restrooms Playground equipment	17 acres	Street parking - paved	
	Shorewood Park	http://www.shorewoodpark.com	Baseball	Shorewood Park is a fairly large park with a lot of open space and a walking path. It is located on the site of the former Shorewood Mall and is open to the public.	Open space Phone booth Restrooms Playground equipment	13.5 acres	On-site parking - paved	
	Spring Valley Park	http://www.springvalleypark.com	Baseball	Spring Valley Park is a small, open space park.	Open space Phone booth Restrooms Playground equipment	3.1 acres	Street parking - paved	
	Spring Valley 2 Park	http://www.springvalley2park.com	Baseball	Spring Valley 2 is a small park with open space, a baseball park and some playground equipment.	Open space Phone booth Restrooms Playground equipment	2.7 acres	Street parking - paved	
Washington Park	http://www.washingtonpark.com	Baseball	Washington Park is a small park with some open space and a baseball court, as well as a small playground.	Open space Phone booth Restrooms Playground equipment	3.0 acres	Street parking - paved		
Westlake Park	http://www.westlakepark.com	Baseball	Westlake Park is a fairly large park with a good amount of open space, a walking path, a golf course, and a large skatepark.	Open space Phone booth Restrooms Playground equipment Golf course Skate park Trails	10 acres	Street parking - paved		

Greater Grand Junction Sports Commission: Comprehensive Venue Audit

Facility	Venue	Website	Sports	Description	Amenities	Specifications	Parking	Major events hosted	
Privately Owned	Adobe Creek Golf Course	http://www.adobecreekgolf.com	Golf	Opened in 1982, Adobe Creek Golf Course is a public course and was originally built as a 20-hole course with each end of the course named the "Lake of" and "Mountain of" respectively. In 2001, more holes were added and named the "Desert 17". This course is now a 27-hole course in beautiful Fruita, Colorado.	Pro-shop Clubhouse Driving range Full changing range Clubhouse Clubhouse Clubhouse	27 holes Par 72 Open 7 days a week Course rating 72.4 Slope rating 127 Elevation 5110'	On-site parking - paved		
	Bookoff Golf Course	http://www.bookoffgolf.com	Golf	Opened in 1985, Bookoff Golf Course is a private 18-hole course and is one of the premier golf courses in the Grand Junction area.	Swimming pool Private meeting rooms Clubhouse Fully stocked pro-shop Full service fitness center Private spa and massage services Lighted tennis courts (2 artificial and synthetic clay surfaces) Full changing range	18 holes 6,022 yards Par 71 Course rating 70.5 Slope rating 120	On-site parking - paved	Colorado West Amateur Tournament	
	Shawfield Soccer Complex	http://www.shawfield.com	Soccer	Shawfield Soccer Complex is a small privately owned complex for indoor soccer.		Golf	18 holes Par 72 Course rating 72.4 Slope rating 127	On-site parking - paved	
	Shorewood Golf Course	http://www.shorewoodgolf.com	Golf	Shorewood Golf Course is owned by Wilson Golf Group and is a public, 18-hole course which opened in 1997. This course is perfect for beginners and veterans of the sport.	Pro-shop Driving range Full changing range Clubhouse Clubhouse	18 holes Par 72 Course rating 70.4 Slope rating 116	On-site parking - paved		
	Grand Junction Climbing Center	http://www.gjclimbing.com	Rock climbing	Grand Junction Climbing Center is a climbing gym that is open to the public and is located on the site of the former Grand Junction Mall.			On-site parking - paved		
	Grand Junction Motor Speedway	http://www.gjmotor.com	Go Kart racing	Grand Junction Motor Speedway is a high speed go-kart track.			On-site parking - will be paved		
	Grand Valley BMX	http://www.grandvalleybmx.com	BMX	Grand Valley BMX is currently in the process of building a new course that will be one of the top BMX courses in the nation and is designed with the same dimensions as the Olympic course in the same location that was used in the 2002 Summer Olympics.			On-site parking - will be paved		
	Grand Valley Climbing	http://www.grandvalleyclimbing.com	Climbing	Grand Valley Climbing is a full service climbing gym that is open to the public and has several other features and amenities to help customers enjoy their time there.	High training Competition Pro Shop Clubhouse Dining area	14,000 square feet 40 top rope climbs Rope length from 12' to 50' Training Competition Restroom	On-site parking - paved		
	Jam Ranch	No specific venue website	Multi Run	Jam Ranch is the Home to Country Jam, and the newly founded, outdoor Music Festival. This large venue has great general and individual amenities and is located at 6000 Highway 26.			On-site parking - gravel		
	Junction Indoor Tennis Center	http://www.junctiontennis.com	Tennis	Junction Indoor Tennis Center is a tennis facility with indoor tennis courts.			On-site parking - paved		
	Mountain View	http://www.mountainview.com	Biathlon	Mountain View is a biathlon resort on the Grand Valley about 45 minutes east of Grand Junction.	Biathlon Training System	27 lifts 35 acres 200 acres of alpine terrain Lift capacity - 14,000 skiers per hour 600 vertical ft. Longest run 2 miles 100+ race trails 200+ cross-country trails 100+ snow-suit trails Major lift 3,000 feet to 4,000 feet	On-site parking - paved	Alpine Invitational Alpine Ski Race USCA Red Team USCA Blue Team USCA Green Team USCA Western Regional Championships	
	The Blaker Ice Arena	http://www.blakericearena.com	Hockey	The Blaker Ice Arena is home to Colorado Mesa University's club hockey team and has been in operation for over 40 years.	Pro-shop Driving range Clubhouse Large practice putting green Fully stocked pro-shop Hourly rates Private at group instruction	Par 72 2,007 yards Course rating 72.1 Slope rating 137 18 holes	On-site parking - paved		
Westwood Golf Course	http://www.westwoodgolf.com	Golf	Westwood Golf Course is located where Las Colinas Park will eventually be completed and will continue to be one of the better big golf courses in the Grand Junction area.			On-site parking - gravel			
Western Colorado Equestrian	http://www.westerncoloradoequestrian.com	Professional & Recreational Equestrian	Western Colorado Equestrian is the premier equestrian facility for Western Colorado and is located in Fruita.			On-site parking - gravel			



Date: September 10, 2015

Author: Tim Moore

Title/ Phone Ext: Interim City Manager

Proposed Meeting Date:

September 14, 2015

CITY COUNCIL STAFF REPORT WORKSHOP SESSION

Topic: Vendor’s Fees and Business Licenses
Staff (Name & Title): Tim Moore, Interim City Manager Jodi Romero, Financial Operations Director

Summary:

Staff will present several options for Council’s consideration that could be used to provide a sustainable funding source for ongoing economic development efforts.

Background, Analysis and Options:

For economic development efforts to be sustainable and effective North Star recommended that the investment for economic development, creating new jobs and investing in all sectors, be equal to the investment made to the Visitor and Convention Bureau’s efforts to market tourism in the region.

Based on a review with the County, City of Fruita and the Town of Palisade, the use of a vendor’s fee cap and a business license were identified as two opportunities for Grand Junction to generate a revenue investment stream dedicated to economic development. Each are summarized below.

Cap on Vendors Fee Compensation:

Attached is the information that was given to Council at a workshop last year. At that time the concept of capping the vendor’s fee was tabled. The numbers have not changed much but the current numbers are as follows:

- \$100 Cap Per Month, \$720k Savings, 223 Accounts Impacted, 5% of Total Accounts
- \$200 Cap Per Month, \$540k Savings, 99 Accounts Impacted, 2% of Total Accounts
- \$500 Cap Per Month, \$349k Savings, 32 Accounts Impacted, 1% of Total Accounts
- \$1,000 Cap Per Month, \$228k Savings, 113 Accounts Impacted, less than 1% of Total Accounts

Business License Fee:

Business licenses are a standard policy for most cities. It is also a standard policy for most businesses doing business in a community. Business licenses can also be good data sources to better understand the business mix, employment and the renewal process is an opportunity for business to comment on the local city business climate. Business licenses can be a flat fee or on a sliding scale (larger cities use a sliding scale). Using the average of business license fees locally, Grand Junction could create revenue to be dedicated to economic development of **\$172,500**

- Both the City of Fruita (\$25) and the Town of Palisade (\$50) have business license programs.
- The County does not have business license program.

Board or Committee Recommendation:

There is no board or committee recommendation.

Financial Impact/Budget:

The financial impact will vary depending on Council direction.

Legal issues:

No legal issues have been identified at this point.

Other issues:

The acceptance of the business community should be explored.

Previously presented or discussed:

Council reviewed the attached presentation at a workshop in 2014.

Attachments:

Presentation to Council from 2014

REVIEW OF VENDOR COMPENSATION EXPENSE



WHAT IS THE VENDOR'S FEE?

- Sales tax vendors are sometimes compensated by taxing jurisdictions for their collection and remittance of sales tax.
- Each taxing jurisdiction (state, local government) authorized its own vendors fee per ordinance or statute.
- The compensation is in the form of a “vendors fee” which is the portion of the sales tax collected by the vendor that they get to retain.
- The vendor fee is deducted from tax remitted on each return filed.

CITY OF GRAND JUNCTION VENDOR EXPENSE

3.33% of taxes collected

Reduced from 5% to 3.33% in 1983

Savings in vendor compensation expense is transferred to VCB

VENDOR FEE BY STATE

Of the 46 states that have sales tax:

- 19 do not offer vendors compensation
- 27 offer vendors compensation
- Colorado has the highest vendor compensation expense of all the states

State Sales Tax Rates and Vendor Discounts, Federation of Tax Administrators, 1/1/2014

COLORADO MUNICIPAL VENDOR COMPENSATION

Of the 69 home rule municipalities:

- 29 do not offer vendors compensation
- 32 offer less vendors compensation than the City of Grand Junction
- 6 offer the same rate of compensation as the City of Grand Junction
- 1 offers more compensation than the City of Grand Junction

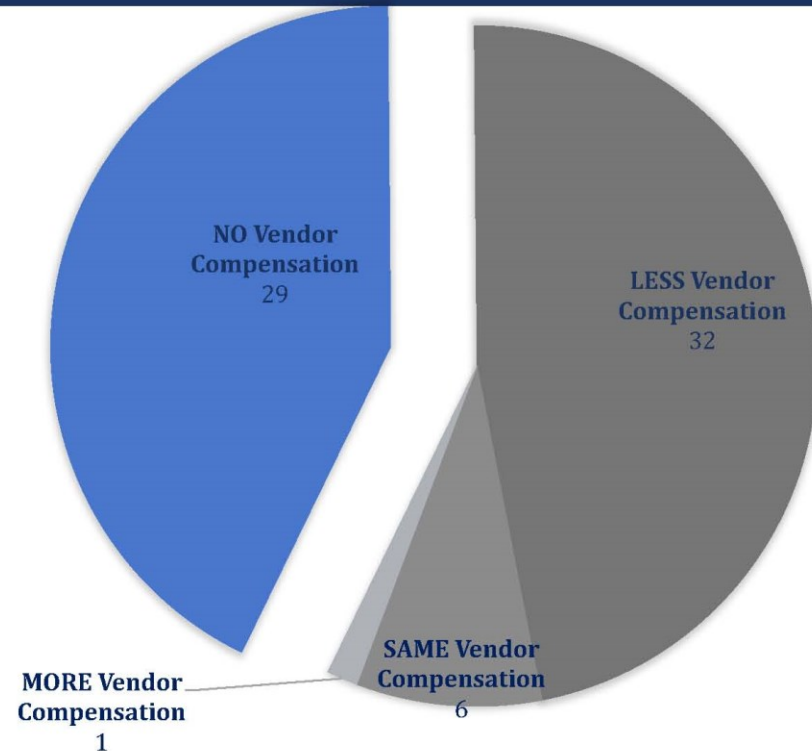
Colorado Department of Revenue Form 1002 (2014)



COLORADO HOME RULE MUNICIPAL VENDOR COMPENSATION

Cities with NO Vendor Compensation:

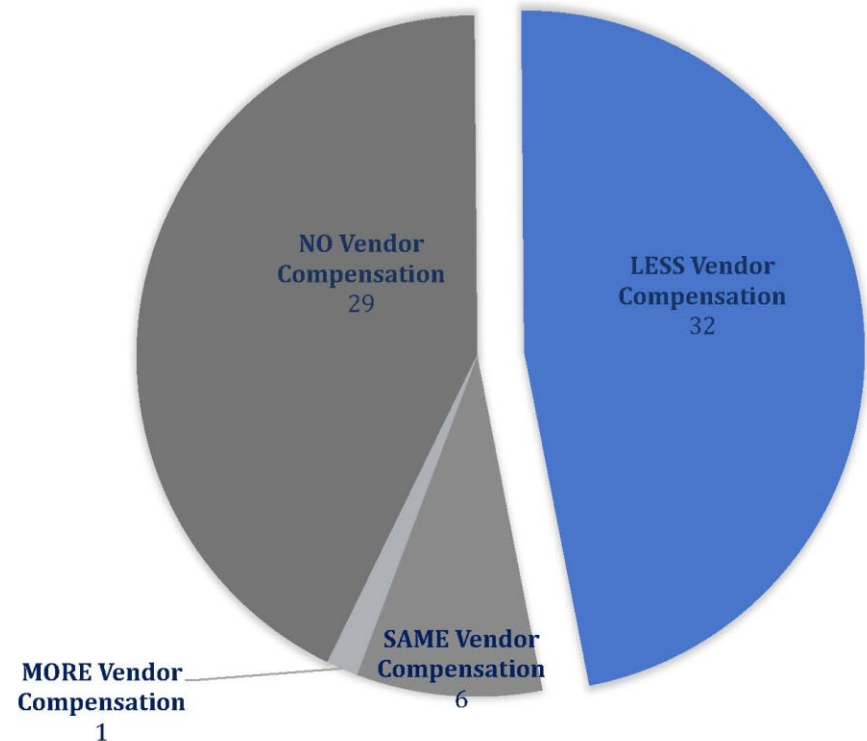
Denver, Colorado Springs, Fort Collins,
Lakewood, Pueblo, Boulder, Greeley, Golden,
Greenwood Village, **Rifle, Glenwood Springs,**
Delta, Avon, Black Hawk, Breckenridge,
Englewood, Federal Heights, Glendale,
Larkspur, Lone Tree, Louisville, Sheridan,
Snowmass, Steamboat, Sterling, Vail, Winter
Park, Woodland Park



COLORADO HOME RULE MUNICIPAL VENDOR COMPENSATION

Cities with LESS Vendor Compensation:

Aurora, Thornton, Arvada, Centennial,
Longmont, Loveland, Broomfield, Castle Rock,
Commerce City, Parker, Littleton, Wheat Ridge,
Montrose, Alamosa, Aspen, Brighton, Canon
City, Carbondale, Cherry Hills Village, Cortez,
Crested Butte, Durango, Edgewater, Evans,
Frisco, La Junta, Lafayette, Northglenn,
Ridgway, Silverthorne, Telluride, Windsor



COLORADO HOME RULE MUNICIPAL VENDOR COMPENSATION

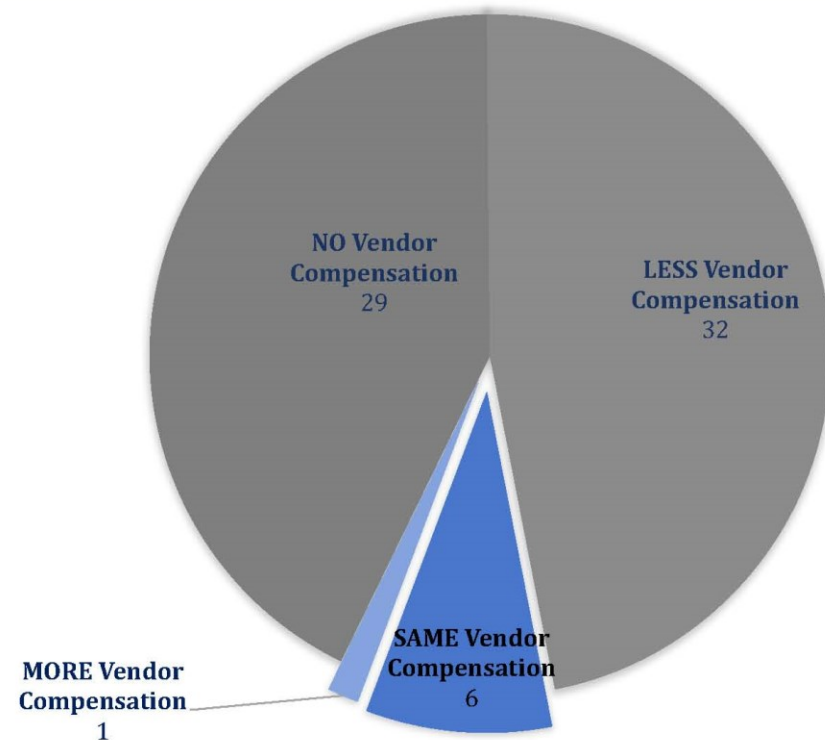
Cities with the Same Vendor Compensation:

Central City, Gypsum, Lamar, Mountain Village, Mt.

Crested Butte, Tinmath

City with More Vendor Compensation:

Gunnison



Most Populated
Cities

City	Population	Vendor Fee	Cap
Grand Junction	59,899	3.33%	
Parker	47,169	3.33%	\$ 200
Castle Rock	51,348	3.33%	\$ 200
Thornton	124,140	3.00%	\$ 25
Arvada	109,745	3.00%	\$ 100
Centennial	103,743	3.00%	
Longmont	88,669	3.00%	\$ 25
Broomfield	58,298	3.00%	\$ 200
Littleton	43,775	2.50%	\$ 100
Loveland	70,223	2.00%	\$ 100
Commerce City	48,421	2.00%	\$ 100
Aurora	339,030	0.50%	
Westminster	109,169	0	
Denver	634,265	0	
Colorado Springs	431,834	0	
Fort Collins	148,612	0	
Lakewood	145,516	0	
Pueblo	107,772	0	
Boulder	101,808	0	
Greeley	95,357	0	



VENDOR COMPENSATION COMPARISON

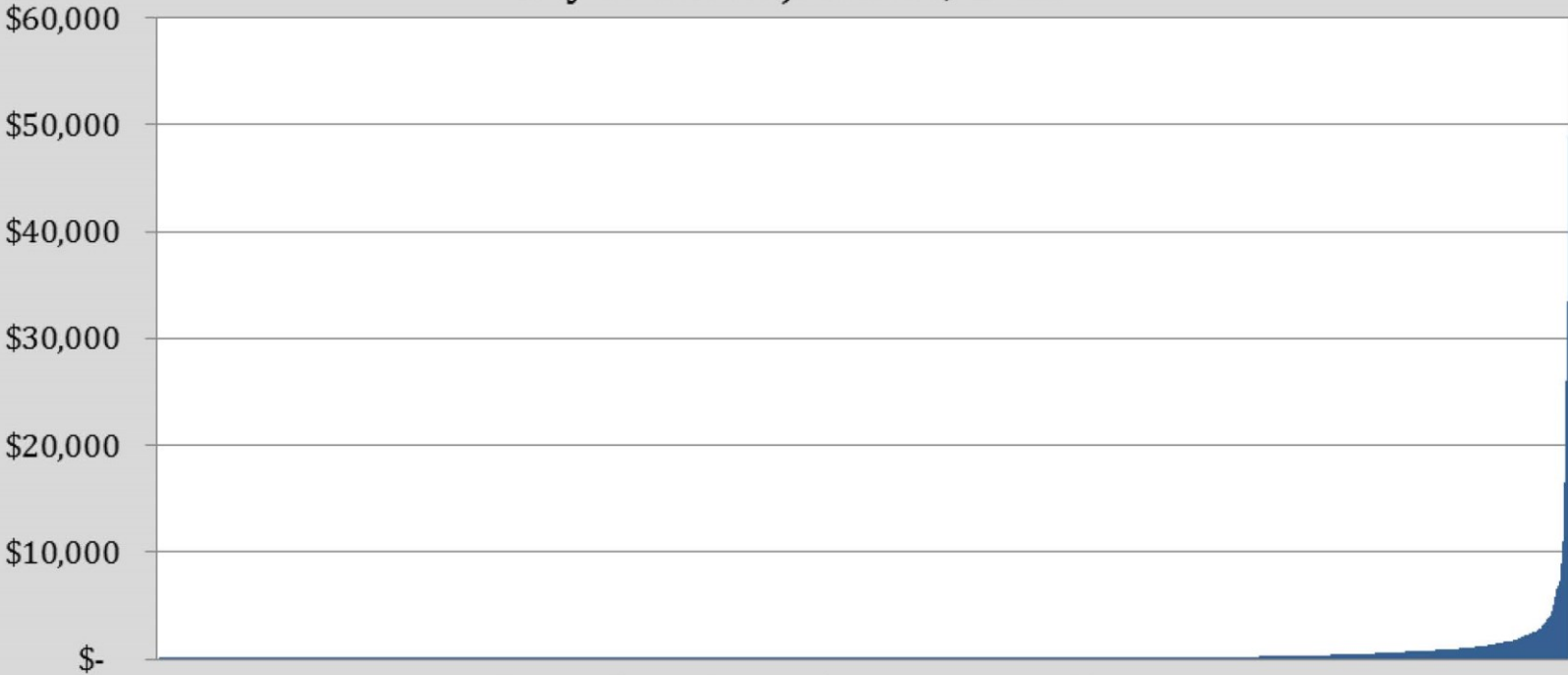
	Big-Box Retailer	Grocery Store	Department Store	Auto Repair Shop
	\$70 million annual sales 75% taxable \$1.4 million annual sales tax	\$35 million annual sales 20% taxable \$192,500 annual sales tax	\$35 million annual sales 100% taxable \$962,500 annual sales tax	\$150,000 annual sales 50% taxable \$2,000 annual sales tax
City of Grand Junction 3.33%; no cap	\$47,644	\$6,410	\$32,051	\$69
Montrose 1.33%; no cap	\$19,202	\$2,560	\$12,801	\$27
Castle Rock 3.33%; \$200	\$2,400	\$2,400	\$2,400	\$69
Glenwood Springs 3.33%; no cap	\$0	\$0	\$0	\$0



2013 VENDOR COMPENSATION EXPENSE

- \$1.35 million Total
 \$395 average compensation per account
- Top 10 Accounts (<1% of accounts)
 \$335,000 (25% of compensation)
- Top 50 Accounts (1.5% of accounts)
 \$620,000 (46% of compensation)
- Top 100 Accounts (3% of accounts)
 \$760,000 (56% of compensation)

Sales Tax Vendor Compensation by Account City of Grand Junction, 2013



Total Annual Vendor Fee by Account, Smallest to Largest

IMPACT OF VENDOR COMPENSATION CAP

\$100 Cap

- \$700,000 savings
- 380 accounts impacted
- \$1,200 maximum fee

\$200 Cap

- \$535,000 savings
- 180 accounts impacted
- \$2,400 maximum fee

\$500 Cap

- \$350,000 savings
- 53 accounts impacted
- \$6,000 maximum fee

Capped Vendor Compensation



Total Annual Vendor Fee by Account, Smallest to Largest