

GRAND JUNCTION VISITOR & CONVENTION BUREAU
BOARD OF DIRECTORS MEETING

August 18, 2015

Tiara Rado Golf Course – Rock Bar Grille
2057 S. Broadway
Grand Junction, CO

PRESIDING: Brad Taylor, Chair

MEMBERS PRESENT: Susie Kiger, Sharon Woelfle, Billie Witham, Kate Graham, Kevin Reimer

ABSENT: Glen Gallegos, Don Bramer

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado, Kristin Lynch, Erin Chapman, Holly Prickett, Katharina Morrison, Nicole Blake

The meeting was called to order at 3:29 p.m.

Minutes from the July 14, 2015 board meeting: Susie Kiger moved to approve the minutes as written, Sharon Woelfle seconded; minutes approved.

Volunteer Recognition

Katharina Morrison recognized the following visitor center volunteers:

- Jean Yale – 4,000 hours
- Betty Crinklaw – 1,000 hours

Neither Jean nor Betty were able to attend today's meeting. Brad asked Katharina to pass on to them the board's appreciation for their volunteer service.

Staff Reports

- Marketing and Public Relations – Mistalynn Meyeraan reported the following:
 - Unique visits to the website are up 35.9% year to date over this time last year.
 - Familiarization tours (FAMs) are winding down and now the team is working on planning for 2016. She expressed appreciation to Randy Rudd, General Manager of the Holiday Inn and Suites, for their partnership in hosting several journalists this year.
 - New content has been added to the website; bird watching and luxurious getaways in Grand Junction.
 - A co-op with the Colorado Tourism Office social media campaign on peaches and Winefest resulted in over 160,000 likes in the first 24 hours and a final report is still pending.
 - On July 27th, Grand Junction was featured on the Today Show with Hoda and Kathie Lee where a Wine Country giveaway trip was awarded to a cancer survivor from Florida.

- During the week of August 3rd, Mistalynn promoted peaches on the Front Range which included live, on-air television interviews with two Denver stations. She also had a desk-side visit with AAA of Colorado and the Colorado Springs Gazette.
- Group Sales – Erin Chapman reported that many leads were received in the last few weeks which will help get on track towards our leads goal. She attended the Japanese Sales Mission in Los Angeles and was able to visit with approximately 50 tour operators. The annual Peach Giveaway was held on August 5th at two locations in Denver. 84 meeting planners were in attendance. Over 800 invitations to the two events were sent out. Kevin Reimer mentioned he would like to see a Grand Junction and/or Palisade winery represented at both locations. Erin said she will look into it for next year.
- Convention and Event Services – Kristin Lynch reported that July was a slower month for servicing events. Coming up will be the Wine Trains, one at the end of August and another at the end of September. AAA of Colorado is looking into adding more Wine Trains for 2016. The BMX Mile High Nationals will be held on August 21 - 23, 2015 and staff will be assisting with this event.
- Visitor Services – Katharina Morrison reported that visits to the visitor center are up 5.8% YTD over this time last year. Volunteers have seen many visitors from other countries as well as out-of-state.

GJVCB Intern Presentation

The GJVCB's intern, Nicole Blake, presented to the board her objectives and accomplishments during her internship with the VCB. Areas of focus included: Ride the Rockies, media FAMs, research, and social media.

Special Events Funding Discussion and Approval

A recap of the July 28, 2015 workshop was given and included information regarding the following special event funding requests:

- Downtown Car Show – Requesting \$3,480. After the workshop, GJVCB staff followed up with the event coordinator regarding their recommended advertising for the event. The coordinator has since decided to apply the funds towards targeted marketing outside of Mesa County using the Grand Junction Free Press to place Google and Facebook ads. Kevin Reimer motioned to approve funding of \$1,500; Kate Graham seconded. Motion passed by a 4 to 2 majority.
- Rim Rock Marathon – Requesting \$1,500. At the workshop, the board was in favor of awarding \$1,250. Kevin Reimer motioned to approve funding of \$1,250; Sharon Woelfle seconded. Motion unanimously approved.

Also at the workshop, the board was in favor of awarding up to \$10,000 for the 2016 Grand Junction Off-Road event. Kate Graham motioned to approve funding up to \$10,000; Susie Kiger seconded. Motion passed. Brad will contact Dave Grossman regarding the board's approval and also request video footage of the 2015 Grand Junction Off-Road event.

On August 7th and August 13th, the GJVCB staff met with some of the Special Event Committee members to discuss suggestions for a rating sheet and approval criteria for special event funding requests. This proposed process is similar to what the Special Event Committee has done in the past.

Mistalynn shared the suggested rating sheet (attached) with the board and reviewed each of the criteria and ratings. Staff will incorporate the suggested revisions and the committee will begin using the rating sheet going forward. Staff will also create a post evaluation form for each event to determine if the appropriate marketing strategies were used and the event generated the estimated number of room nights. This will be helpful for considering future funding requests for the same event.

Mistalynn then reviewed the proposed edits to the Special Events Policy (attached) and Special Event Funding application (attached). The board agreed with the revisions on both documents.

The board recommended that at least four (4) board members should serve on the Special Events Committee. The board agreed that the committee can approve requests up to \$5,000. For requests over \$5,000, the committee can recommend that the application be placed on a consent agenda for the next regular board meeting for approval by the entire board.

The board also considered limiting the number of years for funding the same event and whether or not to revise the special events policy regarding fundraisers. The board agreed that if an event or fundraising event will bring people in from out of town, the application for special event funding should be considered regardless of how many years the GJVCB has provided funding assistance.

Board Discussion Items

- Board Member Recruitment – In addition to the vacancy of Per Nilsson, the terms for Brad Taylor, Kate Graham, and Glen Gallegos will expire at the end of this year. Applications to fill these seats are currently being accepted by the City Clerk's office through November 6, 2015.

Other Business

- Brad spoke with Mike Heaston from Tour of the Moon. Mike is concerned with the rumor of a potential government shutdown that would impact this event scheduled for October 3, 2015. Other governmental agencies have not received information of a potential shutdown. As the event approaches, the board may direct staff to compose a letter to U.S. and state legislators stating the board's concerns.

There being no further business, Kate Graham motioned to end the meeting; Sharon Woelfle seconded, motion passed. The meeting adjourned at 5:04 p.m.

APPLICATION FOR VCB SPECIAL EVENT MARKETING ASSISTANCE

Applicant/Sponsoring Organization: _____

Name of Event: _____

Date(s) of Event: _____ Time: _____ Location: _____

First-time Event? Yes No If no, # of years event has been held: _____ Previous attendance: _____ Total: _____
Out of Town: _____

Contact person: _____ Phone: _____ Fax: _____

Address: _____ Email: _____

Description of Event: _____

Describe how this event complements or supplements the VCB's marketing efforts of attracting overnight visitation to Grand Junction: _____

What audience does this event target? _____

Explain how this event will attract out of town attendees: _____

Describe how and where you will market this event and how the GJVCB branding will be included: _____

Have you applied for venue or permit(s) approval(s)? _____

Please list (or attach samples of) existing marketing materials:

- Logo/artwork: _____
Proposed printed materials
(newspaper/ magazine ads, flyers,
 etc.): _____

Website/web address: _____

Other materials: _____

Please list other sponsors: _____

APPLICATION FOR VCB SPECIAL EVENT MARKETING ASSISTANCE

Is the amount you are requesting from the VCB greater than 50% of your total marketing budget for the event?

Do you give a percentage of your event earnings to a local nonprofit organization?

Would you like assistance from the VCB Sales Team on a lodging lead?

What VCB marketing assistance do you believe would be most beneficial to this event? Please check all categories that you would like the VCB Board to consider. Please indicate if there is a specific publication, city or region you would like considered.

- Special interest publication: _____
- Newspaper or print ad: _____
- Radio: _____
- Printing costs (describe: entry forms, flyers, posters, etc.): _____

- Mailing or other material distribution: _____
- Website listing/link (provide web address): _____
- Press release (indicate if assistance needed in editing and/or distributing): _____
- Free Listing on www.colorado.com
- Other types of marketing support (please specify): _____

Amount of Marketing Assistance requested: \$ _____

The VCB will provide direct marketing assistance to events selected under this policy. **The GJVCB does not manage, own, or permit events, but rather provides liaison assistance to event organizers, marketing assistance, and special event marketing funding.** Marketing assistance may be in the form of paid advertising, printed materials, direct mail, electronic advertising and mail, distribution of printed materials or other types of marketing deemed appropriate by the VCB. Supported events will not receive a cash award from the VCB. The VCB shall have the final decision on the marketing assistance to be provided; will place advertising or contract with vendors for services; and will pay invoices directly to the media outlets or other vendors.

PRINTING COSTS – IMPORTANT INFORMATION: The City of Grand Junction has an exclusive contract with a local printing company. Event organizers are required to use the services of the City-approved contractor for all print projects approved for Special Events awards.

APPLICATION FOR VCB SPECIAL EVENT MARKETING ASSISTANCE

Examples of types of special events marketing assistance the VCB may provide:

- Listing on Colorado.com
- Resort/community newspaper advertising (i.e. *Vail Daily*, *Aspen Times*, *Glenwood Post Independent*, *Colorado Springs Gazette*, *The Villager*, etc.)
- Denver Post advertising
- Printing costs for flyers, rack cards, or posters (for distribution outside of Mesa County)
- Special interest publication advertising (i.e. *Competitor Magazine*, *AAA Encompass Magazine*, *Colorado Runner*, etc.)
- Online advertising on targeted websites (i.e. DenverPost.com, Active.com)
- Radio advertising (on stations outside of Mesa County)
- Facebook advertising
- Google ad words / pay-per-click advertising
- Press release distribution

Existing benefits to events:

- Online Calendar of Events listing on VisitGrandJunction.com website (approximately 250,000 unique visitors annually)
- Posts on VCB's social media sites (Facebook, Twitter, Instagram, etc.)
- Post flyers in Visitor Center
- Provide event details to visitors via phone and email
- Provide monthly detailed calendar of events to local media

**Other assistance for events and groups is available through Convention Services at the Grand Junction VCB. Please contact the Convention Services Coordinator at 970-244-1480 or kristinl@gjcity.org for details on how the VCB can assist. Examples include: welcome packets to participants, assistance with a visitor information booth at your event, room blocks, site tours, information on the Grand Junction Event Task Force, and so much more.*

Grand Junction VCB Special Event Funding – Event Review Form

Applicant / Organization _____

Event _____ Date of Event _____

1. Multiple Date Event / partnered with another event?

- 1 day = 1 point
 - 2 days = 3 points
 - 3 or more days = 5 points
- _____

2. Annual Event (sustainable beyond one year?)

- Annual Event = 5 points
 - One Time Event = 0 points
- _____

3. Time of Year Scheduled:

- Off Season (Nov–Feb) = 5 points
 - Shoulder Season (Oct, Mar, Apr) = 3 points
 - High Season (May–Sept) = 1 point
- _____

4. New, unique and innovative event

- Year Event = 5 points
 - 3-5 years old = 3 points
 - Over 5 years old = 1 point
- _____

5. Percentage of out-of-town participants / attendees

- Less than 30% = 1 point
 - 30-60% = 3 points
 - Over 60% = 5 points
- _____

6. Number of Hotel Room Nights

- 0-50 room nights = 1 point
 - 51-150 room nights = 3 points
 - Over 150 room nights = 5 points
- _____

7. Income to area economy / ROI

- Under \$100K = 1 point
 - \$100K – \$500K = 3 points
 - Over \$500K = 5 points
- _____

8. Efforts to secure funding from outside sources/other sponsors

- 1–3 sponsors = 1 point
 - 4–6 sponsors = 3 points
 - Over 6 sponsors = 5 points
- _____

9. PR Value of Event (For GJ & VCB)

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

10. Benefit to community, beyond a single business/org. (i.e. - percentage given to a nonprofit?)

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

11. Overall effectiveness of the marketing plan

- Poor = 1 point
 - Average = 3 points
 - Excellent = 5 points
- _____

12. Effort to execute event without continued support

- Low = 1 point
 - Medium = 3 points
 - High = 5 points
- _____

****Bonus Points – Are they doing a sales lead through the VCB? If yes, +2 points**

Notes:

Total Points: _____ / 60 points possible

Evaluated by: _____ **Date:** _____

Grand Junction VCB Special Event Funding – Event Review Form

Discussion:

- Adding verbiage to the special event policy stating something to the effect of:
The GJVCB does not manage, own, or permit events, but rather provides liaison assistance to event organizers, marketing assistance, and special event marketing funding.

- How many times a year to consider applications – monthly, twice a year, quarterly
 - Impact for various options?
 - 120 day requirement?

- Entire board review process vs. a special events committee presenting recommendations
 - Time commitment needed

- Limit the number of years to fund an event?
 - If we want to continue to fund a particular event in order to “have a place at the table”, should the event be given funds separately like is done with JUCO and Winefest?
 - i.e. Peach Festival, Art & Jazz Festival (a community/social obligation?)

- Any policy on awarding money to events that are fundraisers?

- Revisions needed to the Special Events Policy and/or Application?

SPECIAL EVENT POLICY

The Grand Junction Visitor & Convention Bureau (VCB) annual budget includes a line item for Special Event marketing support. The primary objective of the VCB Special Events line item is to develop a partnership between the VCB and events that promote tourism activities which utilize public accommodations within the City of Grand Junction. Events may be cultural, ethnic, historic, educational or recreational or a combination thereof. Events should have strong appeal to a large part of our community and potential visitors. The resulting economic and non-economic benefits of this program are intended to promote the general welfare of the City residents.

The VCB will provide direct marketing assistance to events selected under this policy. The VCB does not manage, own, or permit events, but rather provides liaison assistance to event organizers and local organizing committees (LOCs), marketing assistance, and special event marketing funding. Marketing assistance may be in the form of paid advertising, printed materials, direct mail, electronic advertising and mail, distribution of printed materials or other types of marketing deemed appropriate by the VCB. Supported events will not receive a cash award from the VCB.

The VCB may review requests for marketing assistance throughout the year and can award marketing assistance equivalent to or less than the Special Events budget. The Board in its sole discretion may expend all or part of the budgeted amount. The Special Events Committee, comprised of Board members appointed by the Chair, shall review applications, research events and make recommendations on marketing assistance. The full Board will vote on the Committee's recommendations.

Either the Board or the City Council may, without cause or reason being stated, decline to support any application and may, instead, support others. The Board and the City Council may discontinue or modify all or a portion of the policy at any time.

CRITERIA

Marketing assistance through the VCB Special Events budget will be given to events that the Board believes:

- will encourage overnight stay in the community by out-of-town visitors,
- will establish a long term investment in the community. In doing so, an area calendar of events is strengthened,
- complement and supplement the marketing efforts of the VCB,
- will adequately report evaluations of impact 45 days after conclusion of the event,

- will provide a good “rate of return” to the community comparing the amount of support requested with the total out-of-town revenue,
- will accomplish promotion of tourism in Grand Junction,
- will encourage and solicit attendance from the general public.

RESTRICTIONS

Applications will be accepted throughout the year. Event organizers are encouraged to submit applications ~~180 days~~ as early as possible before the event date in order to maximize marketing efforts. Applications must be submitted not less than 120 days before the event date in order for marketing efforts to be effective. An organization that has received VCB support but has not submitted a written evaluation within 45-days of completion of the event may not be eligible for future support. Applicants may request specific types of marketing assistance. The VCB shall have the final decision on the marketing assistance to be provided; will place advertising or contract with vendors for services; and will pay invoices directly to the media outlets or other vendors.

Board members and staff of the Visitor & Convention Bureau, and families of the Board and staff, the City Council and full and part time employees and staff of the City of Grand Junction are ineligible to submit requests for funding on behalf of any organization/event.

REQUIREMENTS

In order for an event to qualify for VCB Special Event marketing assistance, applicants must meet the following requirements:

1. Complete, written proposals must be received at the VCB office not less than 120 days before the event date. Applications will be reviewed by the VCB Board committee and finalists may be asked to make an oral presentation to the VCB Board. Applicants will receive a response within 45 days of receipt of the application.
2. Changes in dates, times, and/or nature of the event may result in withdrawal of the VCB’s marketing assistance.
- ~~3. Successful applicants must sign a Letter of Agreement acknowledging acceptance of the VCB’s marketing assistance.~~
4. Supported events shall acknowledge the contribution by the VCB and the City of Grand Junction on all promotional literature by prominently using the official VCB logo and placing reciprocal links to the VCB’s website on the website for the supported event.

5. A written evaluation form supplied by the VCB must be submitted within 45 days after conclusion of the event.
6. All applications must be submitted on forms provided by the VCB. Narratives should not exceed five pages, must be typewritten, and double-spaced.
7. If an event is held in a community other than Grand Junction, the application shall provide detailed information of the financial support provided by that community.