

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS BUDGET WORKSHOP SUMMARY

August 18, 2015

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

Presiding: Brad Taylor, Chair

Board Members present: Susie Kiger, Sharon Woelfle, Kevin Reimer, Kate Graham, and Billie Witham

Board Members absent: Glen Gallegos and Don Bramer

Staff present: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, and Kim Machado

The meeting convened at 2:18 p.m.

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Debbie Kovalik explained the City of Grand Junction's current budget process and direction for 2016. The 2016 budget that the GJVCB staff is proposing today may not be the final budget that the Grand Junction City Council approves and adopts.

Barbara Bowman reviewed the 2016 projected revenues. Staff is projecting a 4% increase in lodging tax revenue for 2016 based on where we expect to end for 2015. National indicators are forecasting increases in average daily rate (ADR), occupancy (OCC), and consumer spending. Grand Junction is seeing a slight uptick in ADR (\$83.27) and OCC (56.4%) YTD verses previous years but is still much lower than our regional competitors. Conventions and meetings are expected to increase in 2016. As of now, no major events are expected to occur in 2016 that will significantly increase OCC. Combined with the GJVCB's other revenue sources (vendor's fee, marketing services revenue, retail sales revenue), total revenue increase over 2015 is expected to be 3% (\$61,392).

Barbara then reviewed the requested operating budget. Staff is requesting an 8.3% increase (\$79,500) for the following:

- Special Event funding – \$25,000 increase. The board has suggested a separate line item for funding and attracting new events.
- Capital - \$20,000 for purchase of a RV trailer for a mobile visitor center.
- Advertising - \$22,000 increase for airport grant, winter and spring campaigns, and other marketing campaigns.
- Public Relations contract - \$9,000 increase for additional public relations opportunities and services from Ore Communications.
- Operating expenses - \$3,500 increase for printer replacement, postage/freight, and staff training.

Mistalynn Meyeraan mentioned that Miles Media is not requesting an increase for 2016. Most of this year's budget is for redesigning our website which will be completed by the end of the year, thus the current contract amount (\$170,000) can be used for other website and internet marketing opportunities for 2016. Hill Aevium is suggesting an \$85,000 increase to the 2016 advertising contract which will be used for new photography, video, and research. This requested increase has not been placed into the 2016 requested budget. If the board agrees with this request, other areas of the operating budget will need to be adjusted to accommodate the increase. Mistalynn will email the "wish lists" from all contractors to the board for review.

The board will review the suggested 2016 budget and discuss it further at September regular board meeting.

The meeting adjourned at 3:20 p.m.