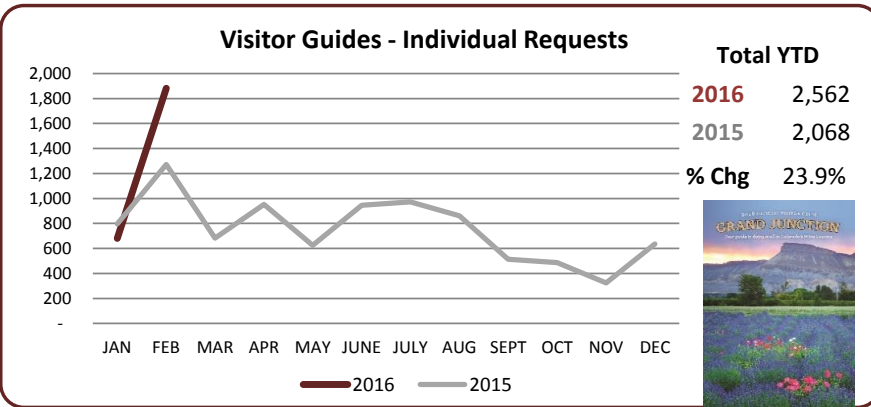
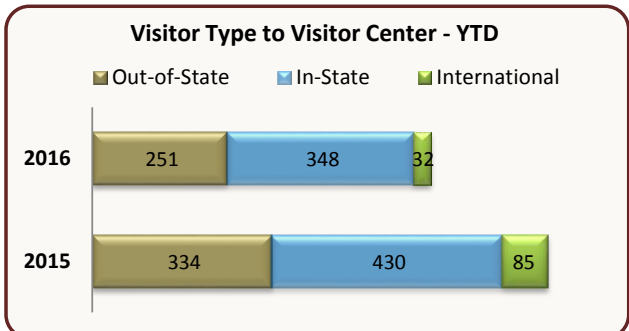
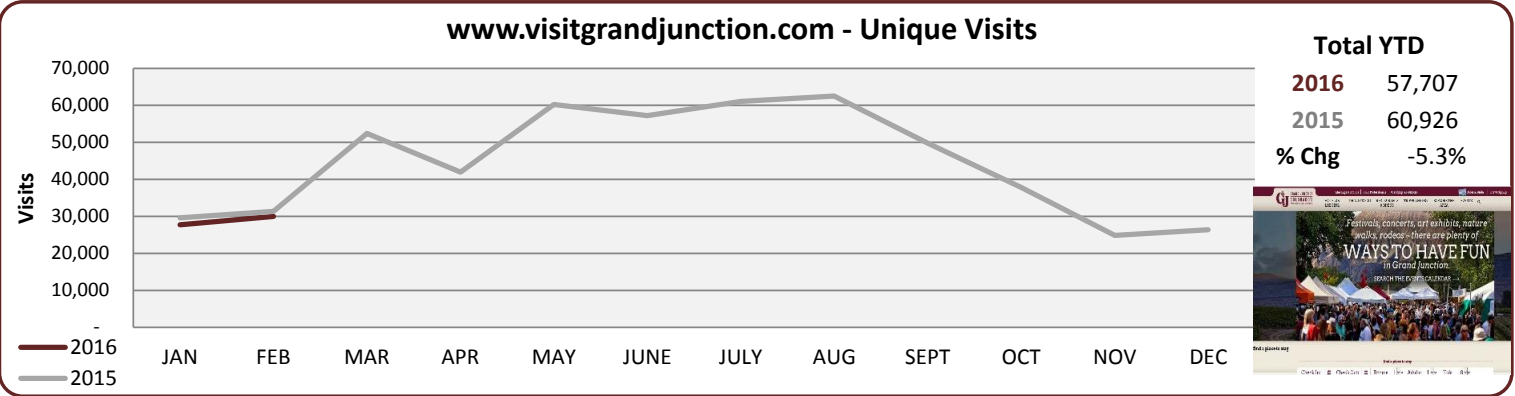
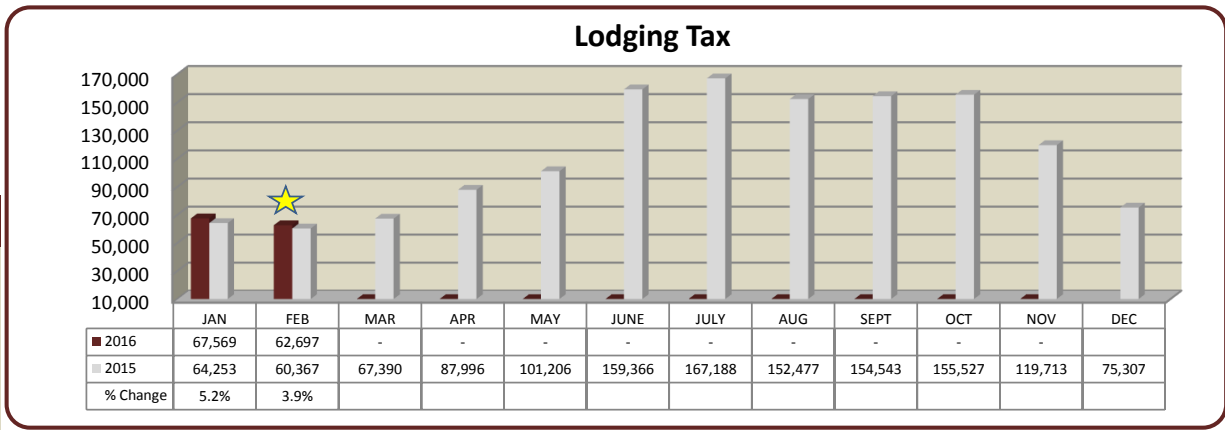




| Lodging Tax YTD | | |
|-----------------|----|---------|
| 2016 | \$ | 130,266 |
| 2015 | \$ | 124,620 |
| Var | \$ | 5,646 |
| % Chg | | 4.5% |



Sales / Convention Services

| | Current | 2016 Goal | % of Goal |
|----------------------------------|------------------|-----------|-----------|
| Sales Leads | 30 | 97 | 31% |
| Front Range Sales Leads | 2 | 15 | 13% |
| Convention Servicing # of Groups | 60 | 125 | 48% |
| Economic Impact to Date* | \$ 29,038 | | |

*Estimated from past leads that the group sales department has confirmed this year.

The Bottom Line

- The NEW VCB website launched on February 3rd. The site is now completely responsive, which allows for an easier viewing experience on mobile devices and tablets.
- VCB Board and Staff welcomed the new director of the Colorado Tourism Office, Cathy Ritter, to the Grand Valley.
- GJVCB staff along with representatives from the Clarion Inn, DoubleTree Hotel, and Tiara Rado Golf Course attended the 2016 Denver Golf Expo on February 19th - 21st.
- On February 21st - 25th, GJVCB staff attended the Go West Summit tradeshow in Anchorage, AK.
- The 2015 GJVCB Annual Report was released at the Board of Directors meeting on February 9th.

Lodging Tax Collections - 2011 - 2016

