

GRAND JUNCTION VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS MEETING

August 8, 2017

DoubleTree Hotel  
743 Horizon Dr.  
Grand Junction, CO

PRESIDING: Julie Shafer, Chair

MEMBERS PRESENT: Susie Kiger, Josh Niernberg, Brad Taylor, Tim Pollard, Jamie Lummis, Britt Mathwich

Members Absent: Kevin Reimer, Don Bramer

STAFF PRESENT: Greg Caton, Debbie Kovalik, Mistalynn Meyeraan, Kim Machado

GUESTS: Kristi Pollard – Grand Junction Economic Partnership, Todd Sadow (phone) and Shon Birch – Grand Junction Off-Road

The meeting was called to order at 3:07 p.m.

Minutes from the July 11, 2017 board meeting: Jamie Lummis moved to approve the minutes as written; Brad Taylor seconded. Minutes approved.

Debbie Kovalik updated the board members on upcoming events in the area. Tour of the Moon is sold out at 2,400 riders. This event occurs on the same weekend as the Grand Junction Air Show and hotels are expected to be sold out. VIP tickets, tours and tasting events are sold out for the Colorado Mountain Winefest in September. Events at Las Colonias include Pork and Hops on September 8<sup>th</sup> and 9<sup>th</sup> and Oktoberfest on October 14<sup>th</sup>.

#### Grand Junction Economic Partnership Update

Kristi Pollard, Executive Director of the Grand Junction Economic Partnership (GJEP), presented the new video “Another Grand Day” featuring single-day activities related to business, recreation and lifestyle in the Grand Valley. The VCB helped fund this second version as the title sponsor. This video targets the outdoor manufacturing industry.

Kristi further reported that GJEP has 117 active prospects and 84 business leads. They have assisted 30 local businesses with expansion and job growth projects in 2016 and are currently assisting 7 year-to-date. They have worked with a total of 79 new companies in 2016 and 28 companies in 2017 with the outdoor product manufacturing most represented (23%) out of all industries they have assisted.

The economic development tools GJEP is using to recruit businesses to the area include “Jump Start Mesa County”, the foreign trade zone, the Los Angeles direct flight, and the WEDA Prospect Development Program. The foreign trade zone is a federally approved status that municipalities can apply for that can give local manufacturers tax breaks on imported and exported goods. The regional zone area is 60 miles or 90 minutes from the Grand Junction Regional Airport which means areas as far

as Montrose can utilize the zone. Annual fees may run up to \$200,000, mostly for the cost of a customs agent. Administration of the zone will be through the Grand Junction Chamber of Commerce. The WEDA Prospect Development Program assists GJEP in identifying over 2,000 national and international company prospects to market through monthly emails, request for proposals and direct inquiries, and trade shows. "Jump Start Mesa County" has 8 approved businesses in the program year-to-date with 5 new businesses to be approved this year.

Kristi also shared results of GJEP's advertising efforts. A total of \$22,000 has been spent on advertising year-to-date with a 13.8 million reach. Earned media has resulted in 38 placements with over 6 million impressions and an ad equivalency of \$75,000. GJEP's website was recently redesigned with additional videos, testimonials and pictures. With the addition of a marketing director at GJEP, their social media presence has significantly increased. More print and web ads will be forthcoming along with videos with a health care and tech focus.

### 2017 Grand Junction Off-Road Report

Todd Sadow, President of Mountain Bike America, LLC, presented via teleconference the 2017 Grand Junction Off-Road post-event community report. Event attendance was estimated at 12,000 with 1,610 of that representing out-of-town visitors. There were 694 registered riders for the events which is a 17% increase over 2016. 83 riders participated in all 3 events. Of the post-survey respondents, 58% were from Colorado, 42% from out-of-state, 20% from Grand Junction and 13% from Arizona. 14% of the attendees were first time visitors to Grand Junction. 41% of non-resident riders visited Grand Junction in advance of the event to pre-ride the trails.

37% of attendees visited other area attractions including Colorado National Monument, wineries, Palisade, Fruita and the Colorado Riverfront Trail. 92% of the respondents indicated they had a positive experience at the events and are more likely to return to Grand Junction. Almost 100% said they will recommend the Grand Junction Off-Road to a friend or colleague. 30% would not have visited Grand junction if the Grand Junction Off-Road did not exist.

Social media results for the 2017 event include over 2.8 million impressions on Facebook with 212,250 video views and an engagement of over 165,607 posts, likes or comments on the page. Earned media had a potential reach of over 5.9 million impressions with an estimated value of over \$70,000.

Event managers estimate the economic impact of the 2017 event at \$2.5 million, with an estimated marketing value of over \$100,000. 35% of survey respondents stayed in hotels, 19% stayed in a vacation rental, 26% stayed in a tent or RV and 20% stayed with family or friends. Total number of hotels rooms was estimated at 314 with 879 total room nights. The Grand Junction Off-Road donated \$29,190 to local non-profit agencies.

Objectives for the 2018 event include a 20% increase in riders to 850 and increased media coverage. They would also like to enhance the rider experience through safer and more enjoyable trail selection with support of the BLM and COPMOBA, and refine the community relationship by decreasing infrastructure costs. The 2018 event will take place on May 18 – 20, 2018.

Todd thanked the board and the GJVCB for their sponsorship and support of this year's event.

### Golf Familiarization (FAM) Tour Results

Mistalynn Meyeraan shared the 6 stories resulting from a golf FAM on June 27 – 29, 2017. The articles featured positive coverage of Tiara Rado and Redlands Mesa golf courses, along with reasons why to visit Grand Junction.

Debbie mentioned that staff will be reviewing the current process of hosting FAMs. Recommendations will be made in the areas of planning and budgeting the right kind of FAMs to ensure the best and highest return on investment. Opportunities for sponsorships to reduce costs will also be considered.

There being no further business, Josh Niernberg motioned to adjourn the meeting; Jamie Lummis seconded. Motion passed. The meeting adjourned at 5:20 p.m.