



## Snowmass Tourism

February 18, 2016  
(8:30am-10:30am)

### MGS&SE REGULAR BOARD MEETING AGENDA

- ◆ **Roll Call**
- ◆ **Swear In New Board Members**, Rhonda Coxon, Town Clerk
- ◆ **Appoint 2016 Board Chair and Vice Chair**
- ◆ **Public Non-Agenda Items** (limit 3 minutes each)
- ◆ **Approval of Meeting Minutes from November 12 & December 10, 2015**, *Attachments A*
- ◆ **Programs For Review, Approval and/or Heads Up**
  - **Review/General Updates: (30 mins)**
    - Primary Tourism Metrics, *Attachments B*
      - Primary Dashboards
      - Marketing Dashboard, Touchpoints Overview & PR Report
      - Group Sales Dashboard
      - YTD Budgets & TOSV Tax
    - Committee Updates
    - Events Update
      - 2016 Summer Events Calendar, *Attachment C*
  - **Heads-Up/No Approval Requested: (45 mins)**
    - 2015 Wrap-Up Recap, *Attachment D*
    - Staffing, PR & Advertising Agencies Update
    - Miscellaneous Updates
      - 2015/2016 Snowmass Tourism Meeting Dates, *Attachment E*
- ◆ **Other Matters Arising**
- ◆ **Adjournment**



**S N O W M A S S**  
VILLAGE  
COLORADO

## Snowmass Tourism

### Minutes

Special Meeting of November 12, 2015

Marketing Group Sales & Special Events (Snowmass Tourism) Board Chair John Borthwick called to order the Regular Meeting at 8:34A.M..

#### ROLL CALL

**BOARD MEMBERS PRESENT:** John Borthwick, John Quigley, Timothy McMahon, Howard Gross, Christian Knapp and Leticia Hanke. Steve Santomo via phone.

**BOARD MEMBERS ABSENT:** Robert Sinko, Bob Purvis, and David Dugan

**STAFF MEMBERS PRESENT:** Rose Abello, Tourism Director; Fred Brodsky, Group Sales Director; Maria Hidalgo, Online Marketing Manager; Clint Kinney, Town Manager; Kiesha Techau, Group Coordinator; Patsy Popejoy, Public Relations Manager; Dave Elkan, Events Manager.

**PUBLIC PRESENT:** Jodi Church & Tom Cuccio, Destination Residences Snowmass; Trunge George & Kristin Harr, Snowmass Lodging Co.; Mary Harris, Timberline Condominiums; Jill Beathard, Snowmass Sun; and other interested members of the community

**PUBLIC NON-AGENDA ITEMS:** Borthwick reminded the Board that Marketing Director Beth Albert resigned and on behalf of the Board, acknowledged her many years of service with the Snowmass Tourism Department and wished her well on her future endeavors. Abello noted that she is still on staff until the end of 2015 to assist with the transition and there will be a going away party in her honor in the near future. Abello advised the Board of the seats that have term limits expiring at the end of 2015. Borthwick added that the Board should begin to think about assigning a new Chair and Co-Chair at the February meeting.

#### **PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP:**

- **Heads-Up/No Approval Requested:**
  - **Tactics/Strategy Discussion related to Business Plan:** Abello started with the reasons that this special meeting was requested, which is to have a tactical discussion of Snowmass Tourism's initiatives going into 2016, following the approvals that were received for the business plan and budgets at the last meeting. Abello proceeded to show slides, provide an overview and discuss in depth, current, ongoing and future strategies and endeavors. She provided numbers from DestiMetrics and Stay Aspen Snowmass showing current booking percentages and trends, specifically correlating a decline in international business (especially

Brazil), leading into her noting staff's focus to provide Snowmass with more nimble and direct sales channels and outlets. Abello continued to show the 2016 advertising campaigns, noting that there is some contingency funding available to spend, if needed, based on the success/results, as tracked with new reporting tactics.

Hidalgo walked through the online marketing, explaining what's been done, what has and hasn't worked, how things are being tracked and are pacing, new trends and what's next. She also elaborated on the new e-mail software as well as website and social media design, promotion, advertising and function. Knapp encouraged staff to look further into advertising with Instagram as well as making some other suggestions and comments before leaving the meeting. Abello commented on the improvement of the website and addition of a monthly newsletter, both focused on Group Sales contacts.

Abello shifted into a discussion on Public Relations, emphasizing the recent search for a PR Agency that will initially focus on developing story ideas with product development and pre-merchandizing what Snowmass has. With Guest Services, Abello specified an effort to improve signage, targeted to the international *i*, and utilizing the Guest Services offices as information centers, starting with the revamping of Town Park Station as well as mentioning other initiatives.

Brodsky commented on slides showing the productivity of the Sales Team over the past few years, described some of the current challenges in the group marketplace and discussed strategy for future. Tom Cuccio, Director of Reservations for Destination Residences Snowmass, addressed the Board & Staff, supported the need to find new business with the shifted strategy presented and agreed that staff continue to focus on the Ski Groups and CME groups that although shrinking, remain a vital foundation of group business in Snowmass. Abello noted that the new strategies focusing on filling Sunday through Thursday in the summer and making connections in the domestic fly markets was presented to and supported by the Group Sales Advisory Committee prior to being discussed with the Board today and will be discussed further with the stakeholders in upcoming planned meetings. Borthwick asked for feedback from the audience and Mary Harris, General Manager of the Timberline Condominiums gave her opinions and encouraged staff to communicate with the lodges for their cooperation with the Tour Operators. Brodsky explained that the ventures being presented are partnerships with local tour receptors who are selling cohesive packages and not the standard tour operator agreement with high commission percentages. Discussion ensued for this to be a collaborative effort and the need to try new things and develop new thinking in order to build business in potential new markets.

- **2016 Summer Events Calendar, Attachments A:** Abello and Brodsky presented the most recent 2016 calendar of event with key new highlights from the last time it was presented and noted that it is a continued work in progress.
- **Upcoming Snowmass Tourism Meeting Dates, Attachments B:** Borthwick noted that the next Board Meeting is December 10<sup>th</sup> and again reiterated the seat assignments that will be needed in February.

**OTHER ARISING MATTERS:** None at this time.

**ADJOURNMENT**

There being no further discussion, **Gross made a motion to adjourn the Special Meeting of the Snowmass Tourism Board, which was seconded by Quigley. The motion passed unanimously with 4 in favor and 0 opposed.**

The Meeting adjourned at approximately 10:02 A.M.

Respectfully submitted by:

\_\_\_\_\_  
Kiesha Techau



**S N O W M A S S**  
VILLAGE  
COLORADO

## Snowmass Tourism

### Minutes

Regular Meeting of December 10, 2015

Marketing Group Sales & Special Events (Snowmass Tourism) Board Chair John Borthwick called to order the Regular Meeting at 8:34A.M..

#### ROLL CALL

BOARD MEMBERS PRESENT: John Borthwick, Howard Gross, Christian Knapp Robert Sinko, David Dugan, Timothy McMahon, John Quigley, and Bob Purvis.

BOARD MEMBERS ABSENT: Steve Santomo and Leticia Hanke.

STAFF MEMBERS PRESENT: Rose Abello, Tourism Director; Fred Brodsky, Group Sales Director; Maria Hidalgo, Online Marketing Manager; Kiesha Techau, Group Coordinator; Liz Winn, Marketing Coordinator; Patsy Popejoy, Public Relations Manager.

PUBLIC PRESENT: Kristin Harr, Snowmass Lodging Co.; Jill Beathard, Snowmass Sun; and other interested members of the community.

PUBLIC NON-AGENDA ITEMS: None at this time.

APPROVAL OF MEETING MINUTES from October 15, 2015, Attachment A:

A motion to approve the minutes presented was made by Gross and seconded by Sinko. The motion was approved by a vote of 8 in favor and 0 opposed.

#### PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP:

- Review/General Updates:
  - Primary Tourism Metrics, Attachments B: Abello gave an overview of all numbers as presented on the Primary Metric documents and elaborated on how Snowmass is trending compared to other resorts (which was discussed at a DestiMetrics conference call she recently attended). Brodsky commented that a main takeaway from the metrics is that October is now becoming a viable month and Abello noted staff's focus to raise occupancy Mondays through Thursdays throughout the summer. Hidalgo, along with Abello, highlighted key notes on the Online Dashboard and advised the Board on the recent conversions, in order to focus on winter via the website and targeted online marketing. Abello commented on the Guest Services information that was presented and noted that Town Park Station is in final stages of its renovation and did open early along with the mountain. Abello continued to discuss the Public Relations Report, noting that an RFP went out for a PR Agency - responses are due by the end of the week in hopes to have the firm hired and on board in January. Abello followed-

up by going over the YTD budgets and TOSV Tax Report and answered all questions presented from the Board. Board and staff discussed where the budgets will land at year end with any additional revenue going to unappropriated carryover and can be reallocated and spent in the future years, within the two funds, through the budget process.

- **Committee Updates:**
  - **Group Sales Advisory Committee:** Quigley noted that the committee has not met since the last Board meeting and gave the Board a brief overview of the representation of the committee members. Brodsky referenced the production reports presented in the packet and elaborated on future strategy. Sinko reiterated the need for Board members to support the new efforts and actively communicate the direction to stakeholders/lodges.
- **Events Updates:**
  - **2016 Summer Events Calendar, Attachment C:** Abello reference the new changes to the updated summer events calendar which continues to be a work in progress and noted that some key events' lodging will be through SAS/Inntopia, highlighting those benefits.
- **Heads Up/No Approval Requested:**
  - **Miscellaneous Updates**
    - **2015/16 Snowmass Tourism Meeting Dates, Attachments C:** Abello noted that she had listened to the stakeholders' requests to meet with their own ilk verses one large meeting addressing all sectors (Lodging, Restaurant & Retail) and therefore hosted several meetings for the different sectors however, stressed that attendance was extremely low. Along with the Town Manager and staff, Abello is going to follow-up and ask stakeholders to be more engaged. She continued and presented an array of information that was provided at those meetings. Board members gave their opinions of the lack of participation and along with staff, discussed some suggestions to help energize involvement moving forward. Brodsky elaborated on the information that was provided at the lodging meeting related to the new directions of the Group Sales strategies. (Brodsky noted previously in the meeting that the Group Sales Advisory Committee Meeting scheduled for Jan 7<sup>th</sup> on the attachment will be moved to Jan 14<sup>th</sup>.)

**OTHER ARISING MATTERS:** Techau and Abello reminded the Board about the member seats with terms that are up/available. The deadline for applications to be submitted is December 11<sup>th</sup>. Borthwick indicated that he would be resigning from the board at the end of the February meeting as he is moving to the Front Range in the spring.

### **ADJOURNMENT**

There being no further discussion, **Gross made a motion to adjourn the Regular Meeting of the Snowmass Tourism Board, which was seconded by Purvis. The motion passed unanimously with 8 in favor and 0 opposed.** The Meeting adjourned at approximately 10:30 A.M.

Respectfully submitted by:

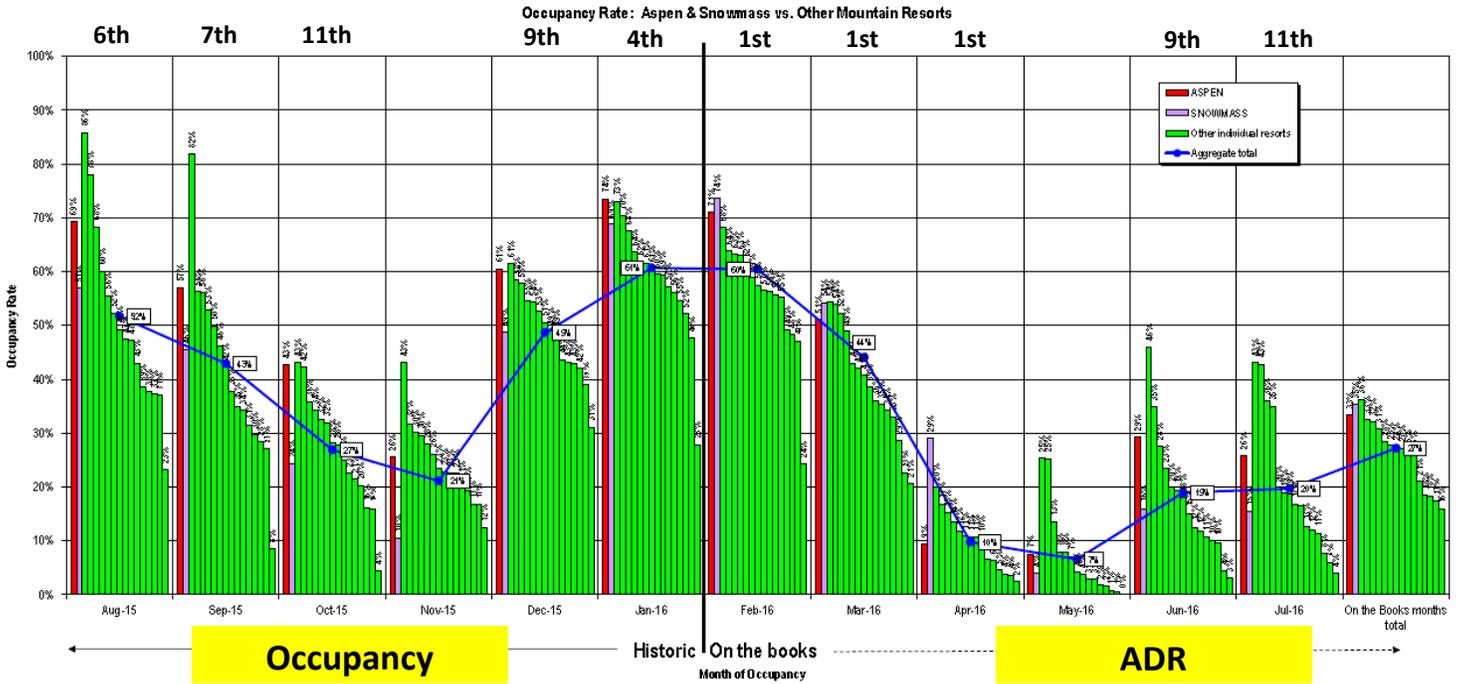
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Kiesha Techau

# Snowmass Tourism Primary Dashboard

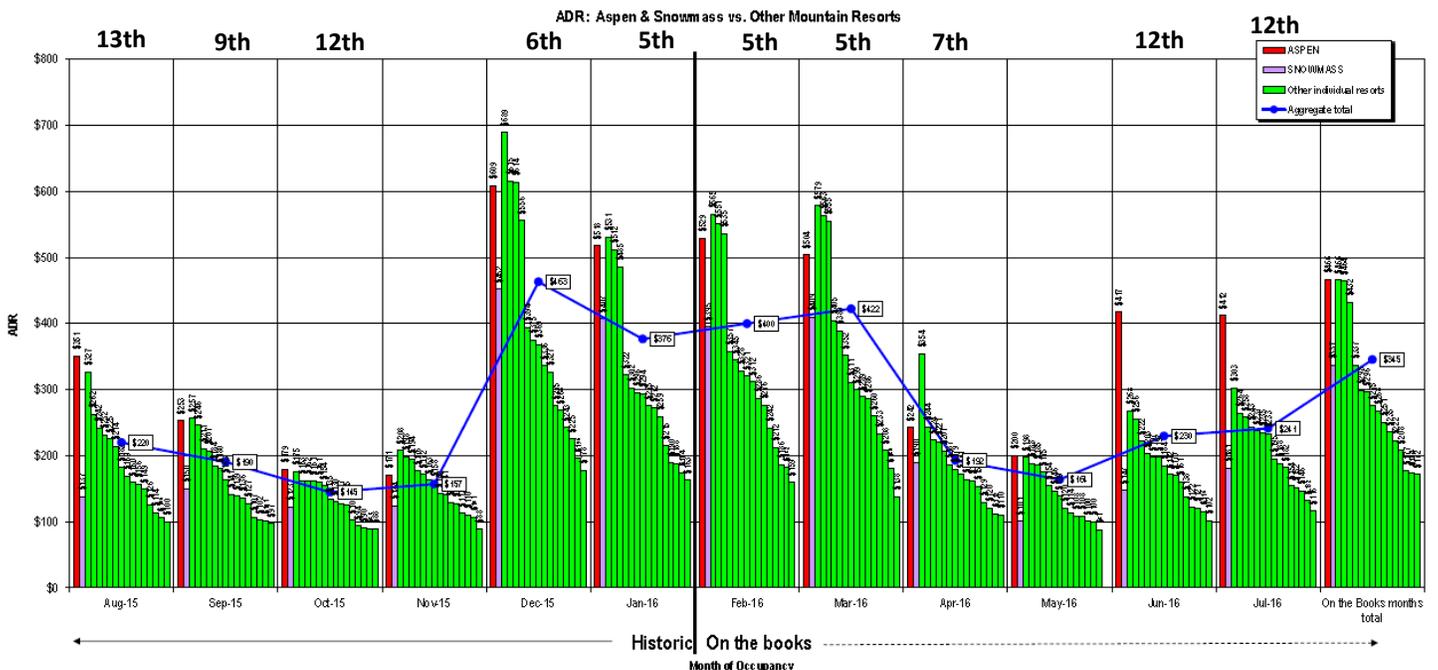


**Goal 1: maintain or improve rank in Winter and improve rank in Summer**



Winter	2011/12	2012/13	2013/14	2014/15	2015/16
Rank	7th	3rd	5th	4th	
# Dest	15	16	17	17	17
Summer	2012	2013	2014	2015	2016
Rank	11th	11th	8th	7th	
# Dest	16	17	17	17	

Winter	2011/12	2012/13	2013/14	2014/15	2015/16
Rank	5th	5th	5th	5th	
# Dest	15	16	17	17	17
Summer	2012	2013	2014	2015	2016
Rank	13th	11th	13th	13th	
# Dest	16	17	17	17	

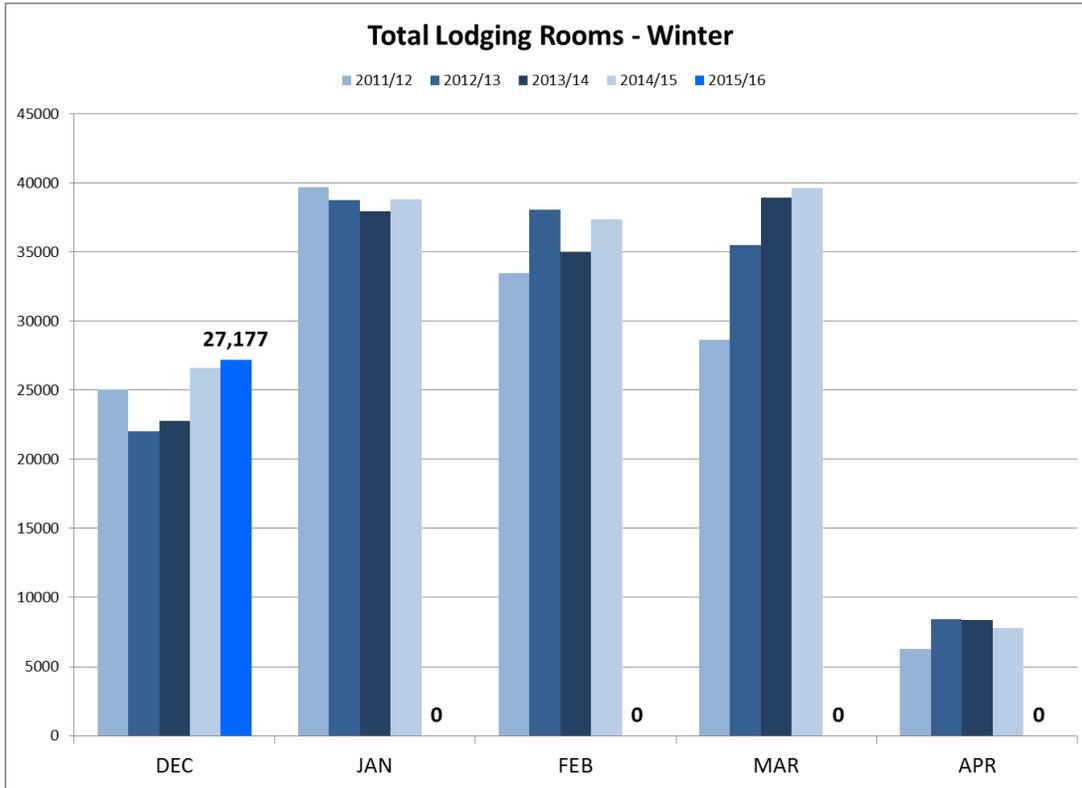


# Snowmass Tourism

## Primary Metrics

**Goal 2: Increase annual total demand for overnight visitation**

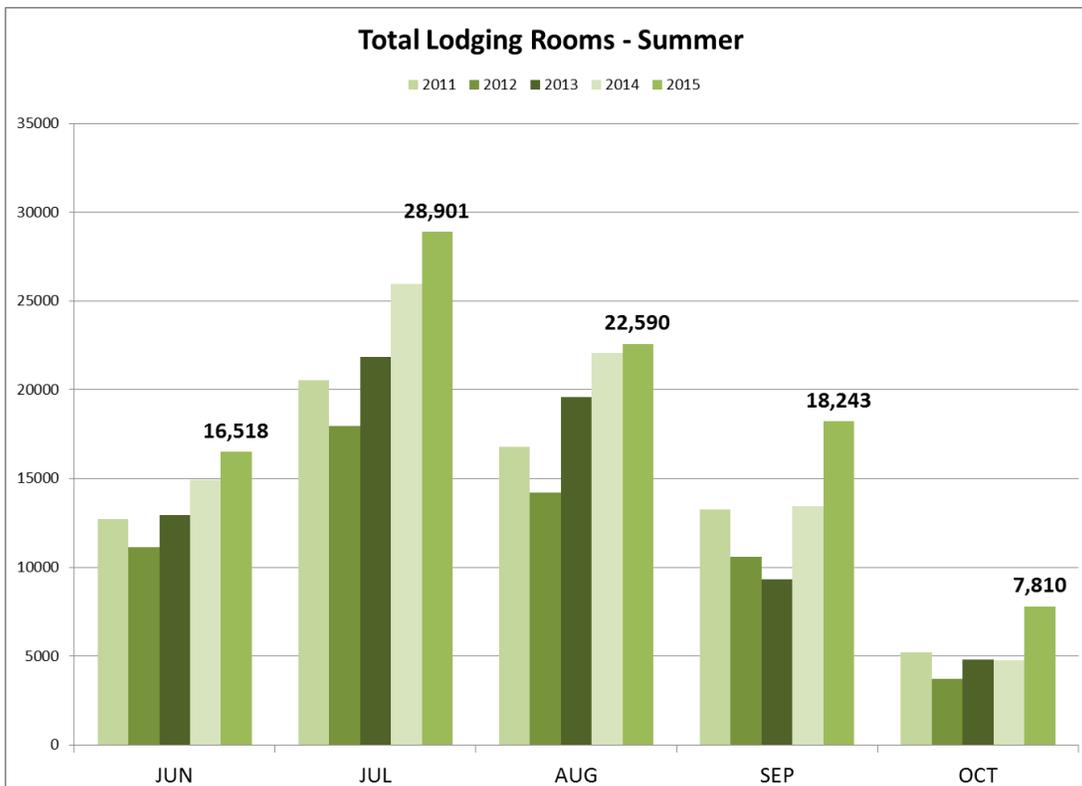
**Increase Occupancy & Lodging Tax by 15% in Summer, 5% in Winter**



### Total Lodging Rooms

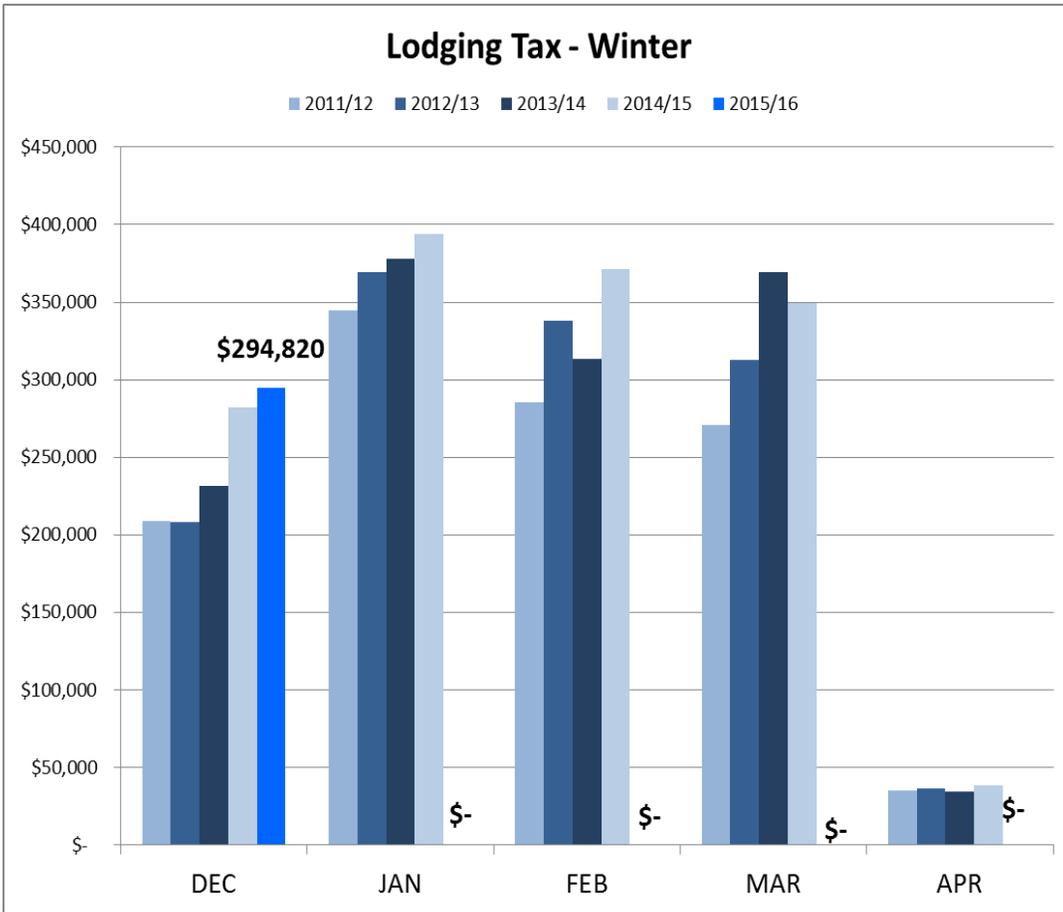
WINTER	TOTAL	
2011/12	133,206	↑11.1%
2012/13	142,735	↑7.2%
2013/14	143,017	↓0.2%
2014/15	150,249	↑5.1%
2015/16	27,177	

YTD Status (year end)	
Year	#Rms
2014	234,335
2015	249,087
<b>↑6.30%</b>	<b>+14,752</b>



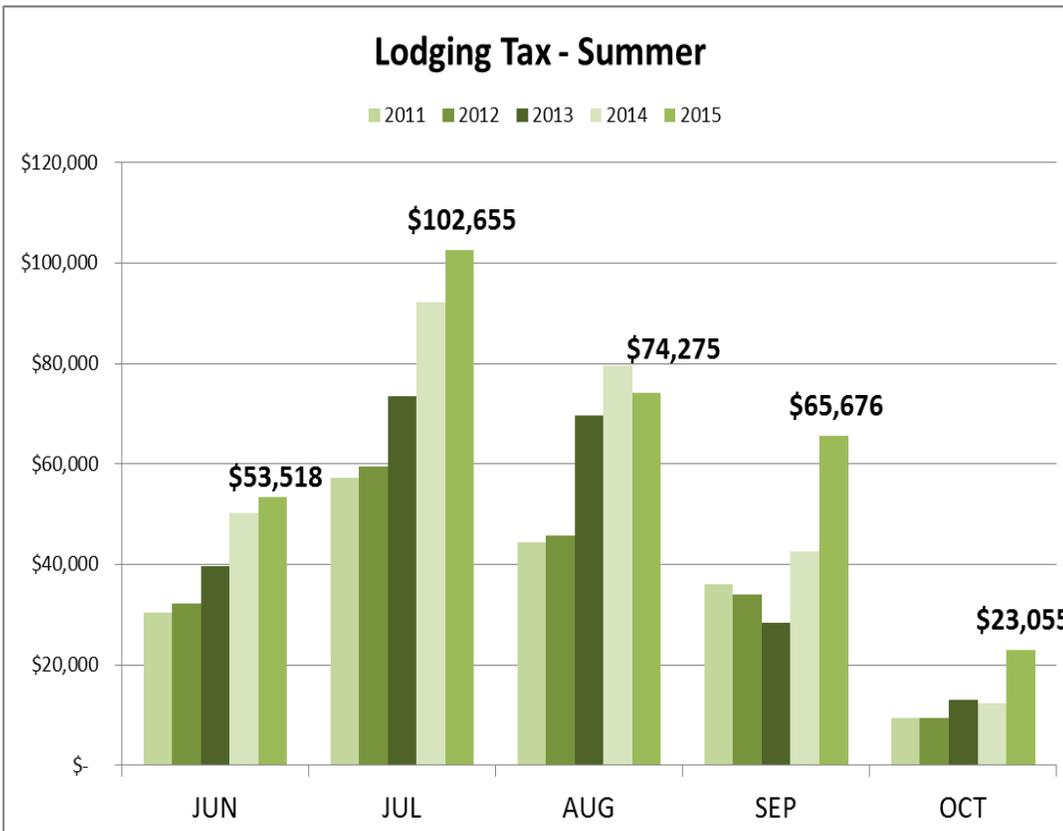
SUMMER	TOTAL	
2011	68,479	↑27.4%
2012	57,594	↓15.9%
2013	68,495	↑18.9%
2014	81,156	↑18.5%
2015	94,061	↑15.9%

**Lodging Tax (\$)**



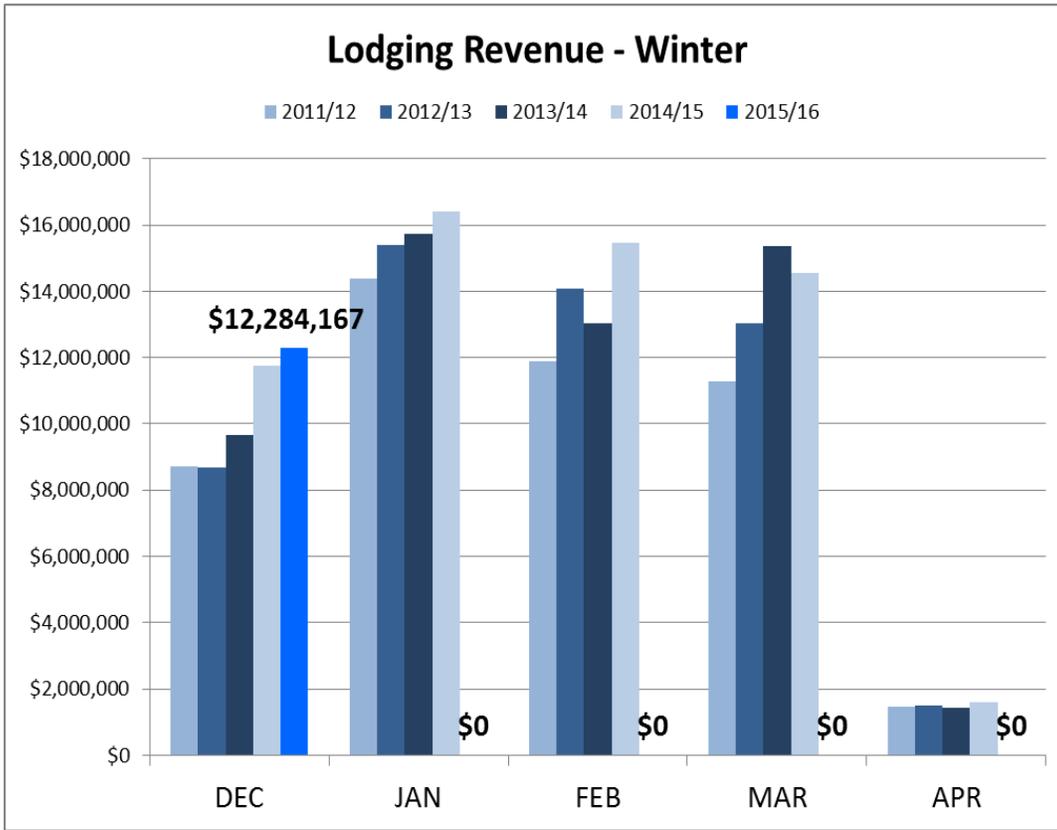
WINTER	TOTAL \$	
2011/12	\$1,144,666	↑11.5%
2012/13	\$1,264,399	↑10.5%
2013/14	\$1,326,285	↑4.9%
2014/15	\$1,434,726	↑8.2%
2015/16	\$294,820	

YTD Status (year end)	
Year	Lodging Tax
2014	\$1, 670,484
2015	\$1,778,975
↑6.49%	+\$108,491



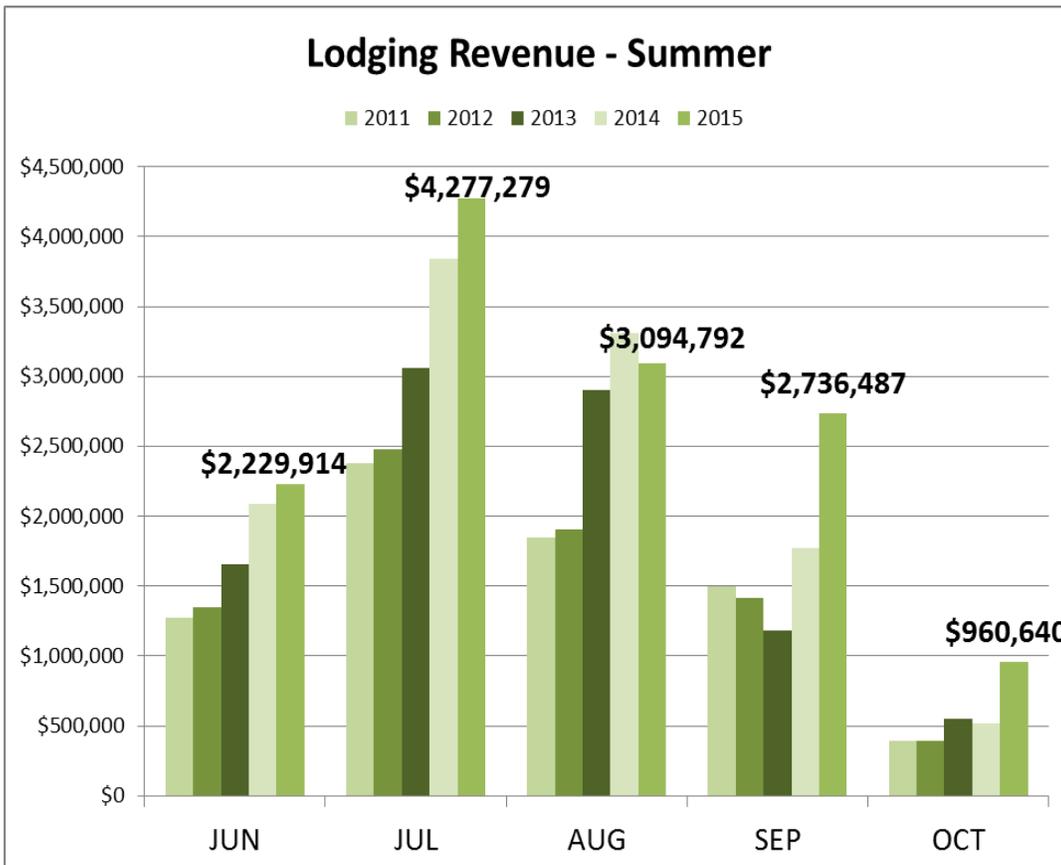
SUMMER	TOTAL \$	
2011	\$177,401	↑25.7%
2012	\$180,891	↑2.0%
2013	\$224,277	↑24.0%
2014	\$276,736	↑23.4%
2015	\$319,179	↑15.3%

## Lodging Revenue (\$)



WINTER	TOTAL \$	
2011/12	\$47,694,418	↑11.5%
2012/13	\$52,683,301	↑10.5%
2013/14	\$55,261,862	↑4.9%
2014/15	\$59,780,246	↑8.2%
2015/16	\$12,284,167	

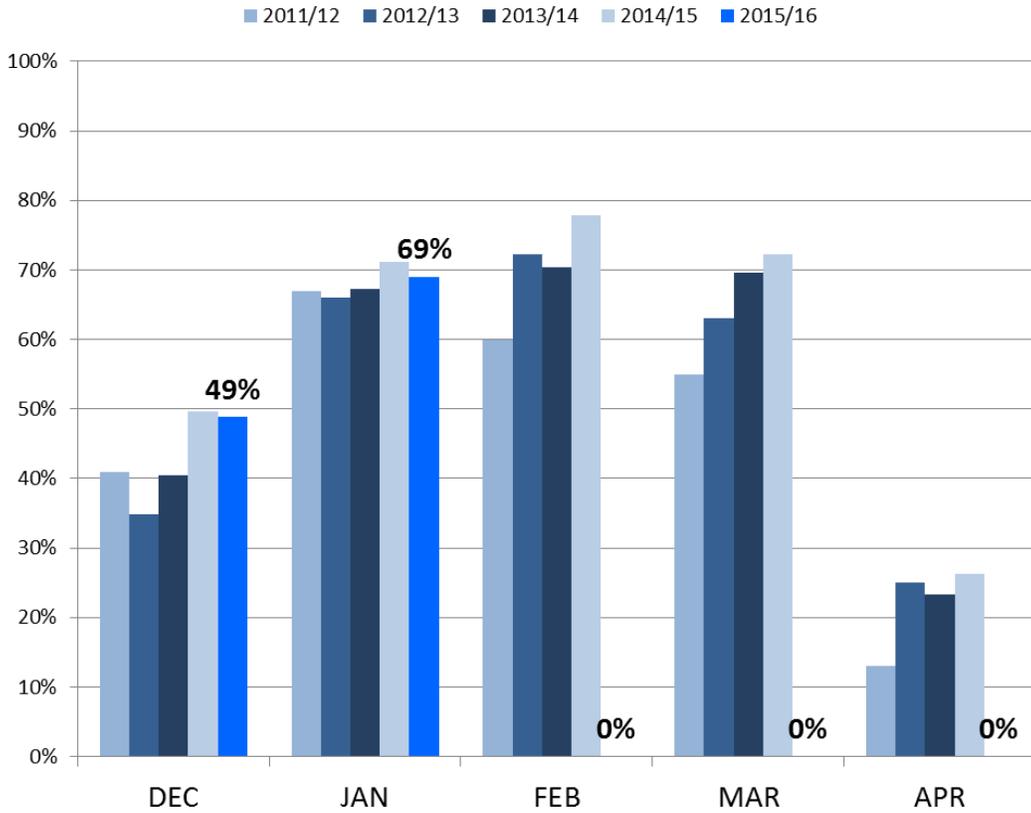
YTD Status (year end)	
Year	Lodging Rev
2014	\$69,603,515
2015	\$74,123,954
↑6.49%	+\$4,520,440



SUMMER	TOTAL \$	
2011	\$7,391,710	↑25.7%
2012	\$7,537,143	↑2.0%
2013	\$9,344,865	↑24.0%
2014	\$11,530,666	↑23.4%
2015	\$13,299,112	↑15.3%

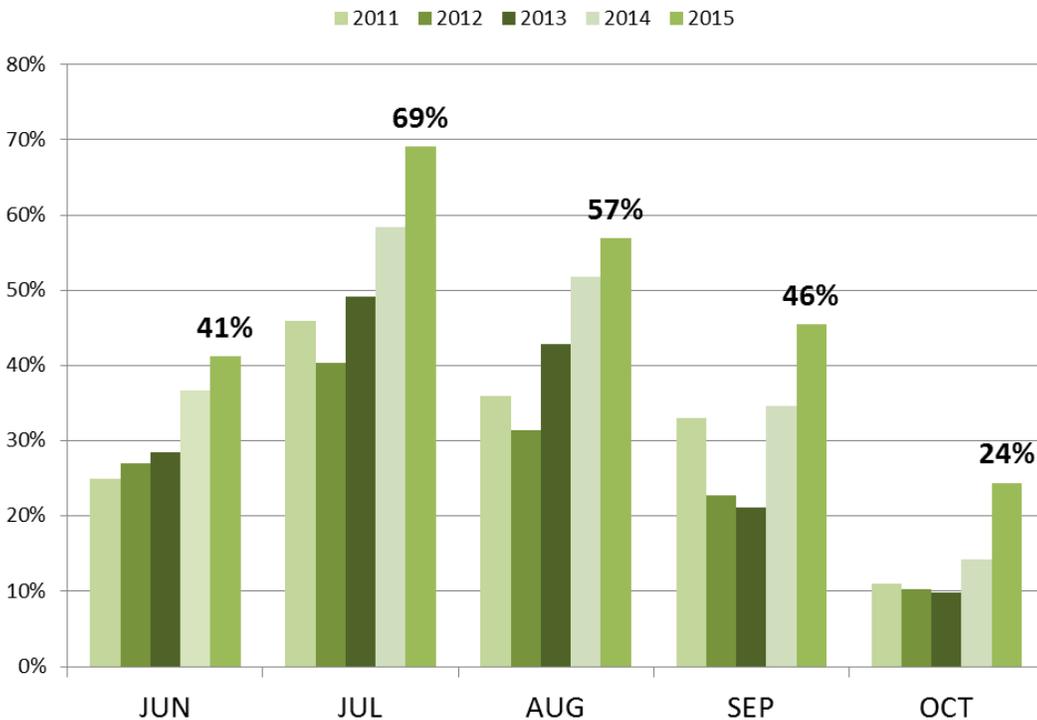
**Lodging Occupancy (%)**

**Paid Occupancy (%) - Winter**



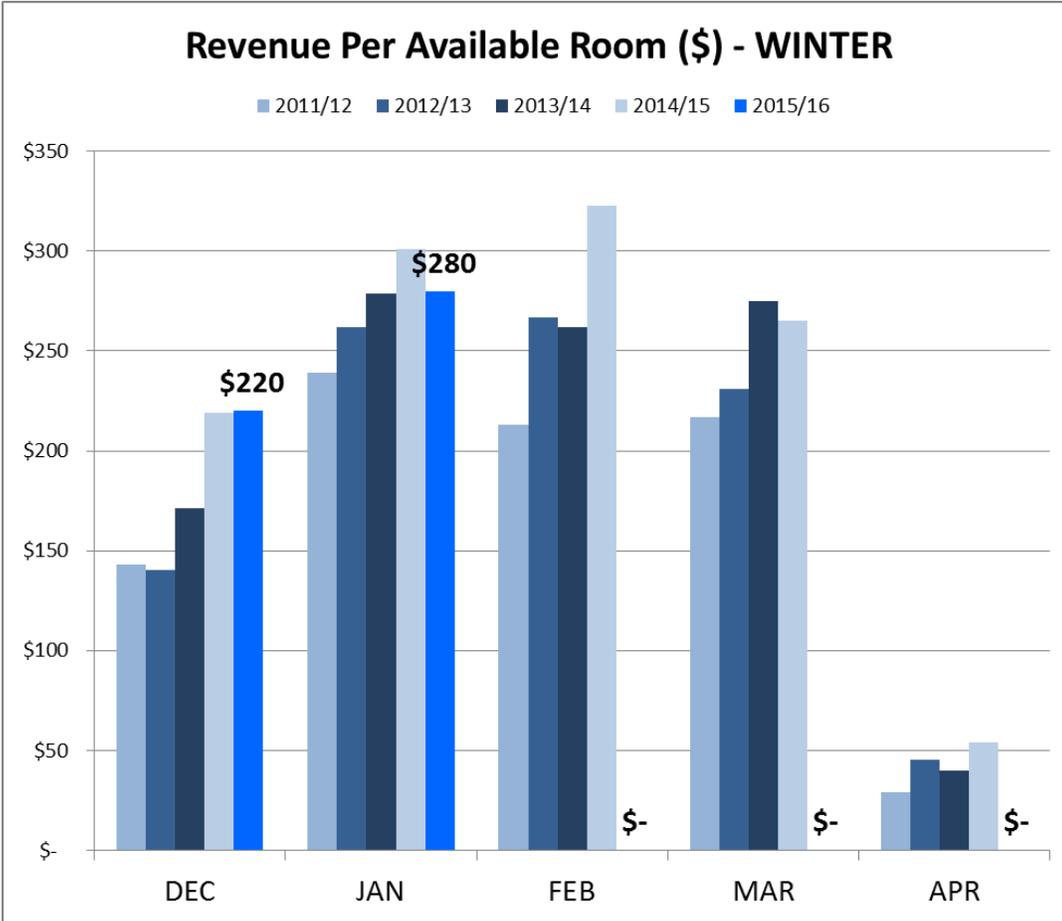
<u>WINTER</u>	<u>AVR %</u>	
2011/12	47%	↓0.4%
2012/13	52%	↑10.6%
2013/14	54%	↑3.8%
2014/15	59%	↑9.8%
2015/16		

**Paid Occupancy (%) - Summer**

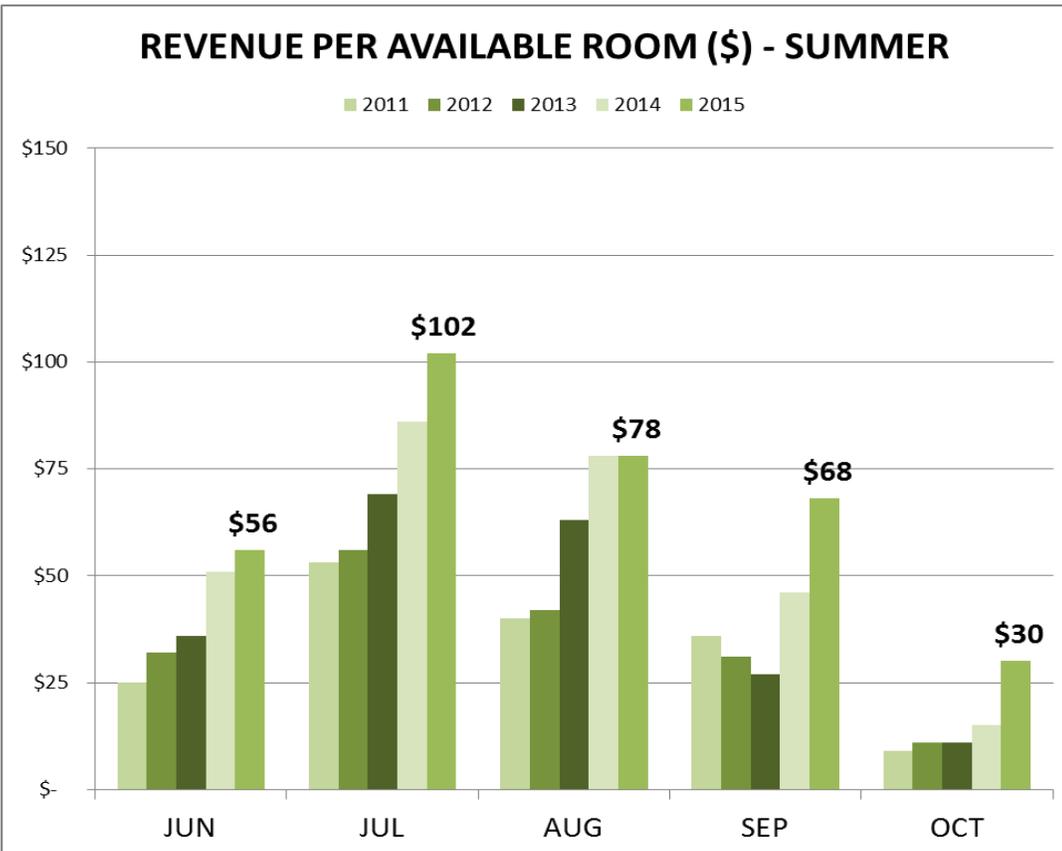


<u>SUMMER</u>	<u>AVR %</u>	
2011	30%	↑32.5%
2012	26%	↓12.7%
2013	30%	↑14.9%
2014	39%	↑29.3%
2015	47%	↑21.0%

**Revenue Per Available Room (\$)**



<u>WINTER</u>	<u>TOTAL \$</u>	
2011/12	\$168	↑5.7%
2012/13	\$189	↑12.4%
2013/14	\$205	↑8.7%
2014/15	\$232	↑13.1%
2015/16		

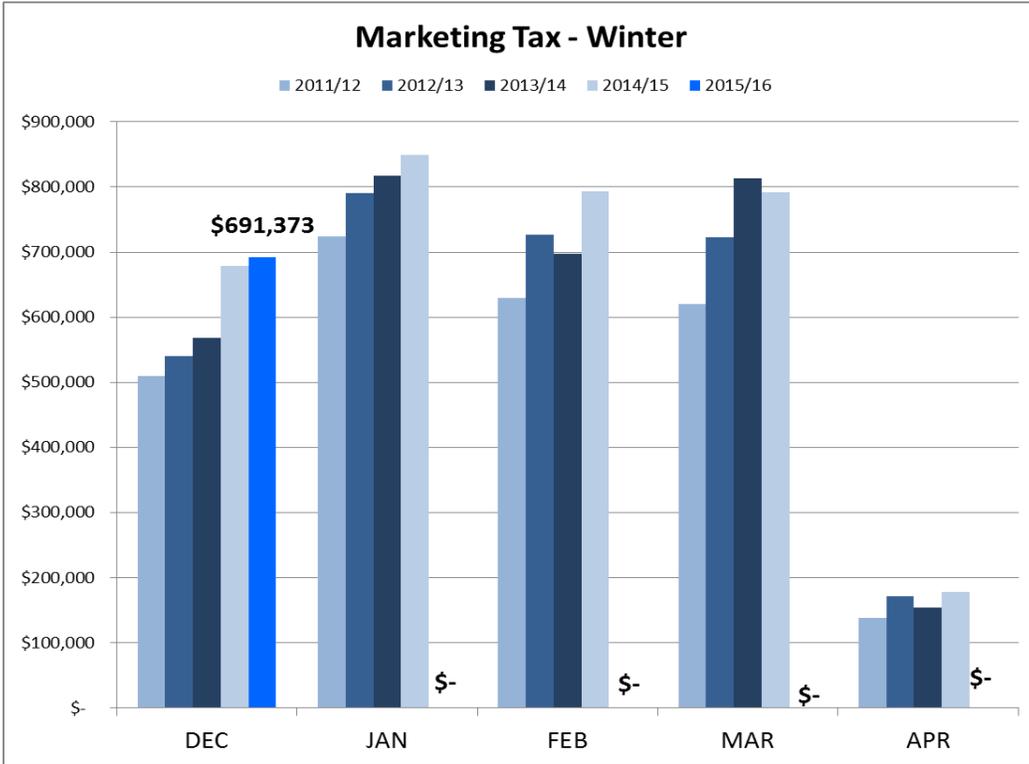


<u>SUMMER</u>	<u>TOTAL \$</u>	
2011	\$33	↑37.0%
2012	\$34	↑5.5%
2013	\$41	↑19.8%
2014	\$55	↑34.0%
2015	\$67	↑21.0%

# Snowmass Tourism Primary Dashboard



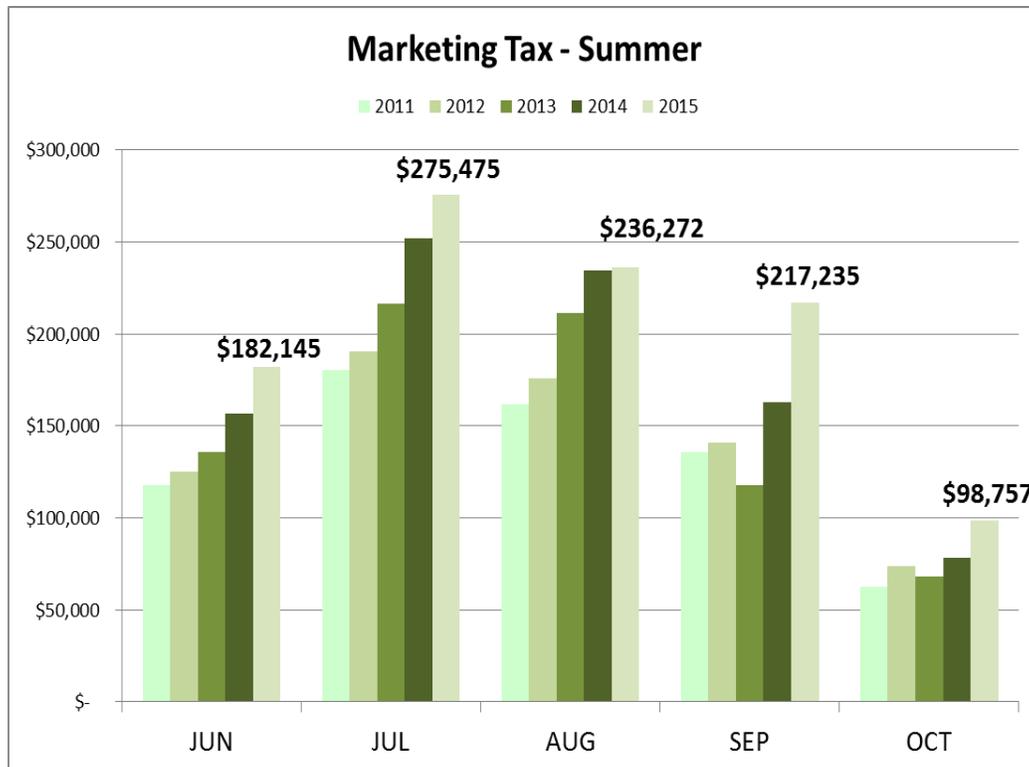
**Goal 3: Support the Retail, Food & Beverage sectors with an increase of +3% Winter and +10% Summer, year over year**



### Marketing Sales Tax

WINTER	TOTAL	
2011/12	\$2,620,281	↑6.5%
2012/13	\$2,950,308	↑12.6%
2013/14	\$3,049,992	↑3.4%
2014/15	\$3,290,214	↑7.9%
2015/16	\$691,373	

YTD Status (year end)	
Year	Revenue
2014	\$4,212,371
2015	\$4,497,467
<b>↑6.77%</b>	<b>+\$285,096</b>



SUMMER	TOTAL	
2011	\$657,852	↑17.8%
2012	\$705,884	↑7.3%
2013	\$749,544	↑6.2%
2014	\$884,144	↑17.9%
2015	\$1,009,885	↑14.2%

# Snowmass Tourism Online Dashboard

## General Observations

As of 1/31/16



**Website Sessions:** January set a new monthly all-time high in website session for us with December outpacing YOY.

**Website Users:** Correlated with website sessions.

**Sessions by Device:** Mobile continues to increase in prevalence, especially looking at YOY usage.

**Outbound Referrals:** Roughly flat in December and down a bit in January. Reflective of overall decrease in booking for this season from last season.

**Website Audience Summary:** Domestic website traffic continues to prevail with Colorado and direct flight markets in the top 5.

**Website Device Summary:** Ad campaign traffic has similar receptiveness on desktop as mobile.

**Top Website Traffic Sources:** Organic Google search and our digital ads continue to be our main sources of traffic. We moved our paid search funding forward to peak booking season and, thus, captured incrementally more traffic in December. Our video ad traffic continues to appear less engaged with our site and we are continuing to work with the ad provider to optimize our audience targeting.

**Paid Search:** In prior years we budgeted our paid search campaign evenly throughout the winter. This year, we moved more of the funding forward in an attempt to have a bigger presence during the peak booking period (pre-February). Thus, we saw materially more impressions in December and January versus the previous year.

**Email Marketing Summary:** We sent almost 50,000 emails in both December and January while materially improving our open rates. We have seen an up-tick in email engagement via clicks within the email body. In November, we started sending monthly stakeholder newsletters and in December, we started sending out a weekly "what's happening in Snowmass" newsletter to concierges.

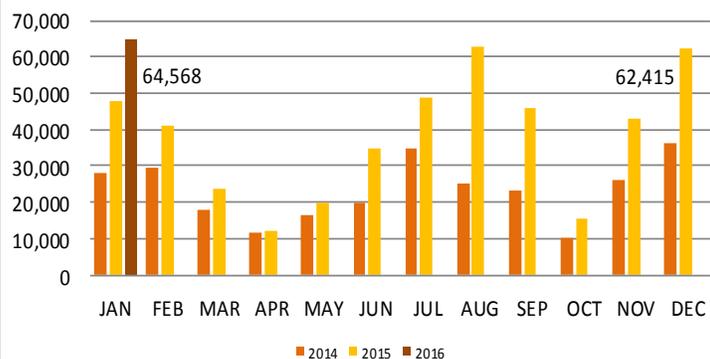
**Social Media Summary:** We have seen a good increase in Facebook fans via great post engagement and reach as well as paid ads targeting people who are physically in Snowmass inviting them to 'like' our page. Our Twitter followers continue to grow consistently even though Twitter usage as a platform is in a downtrend. Instagram continues to have our strongest growth in fans and engagement. We are working with a few locals to have a good stream of quality photos from around Snowmass showcasing different experiences.

# Snowmass Tourism Online Dashboard

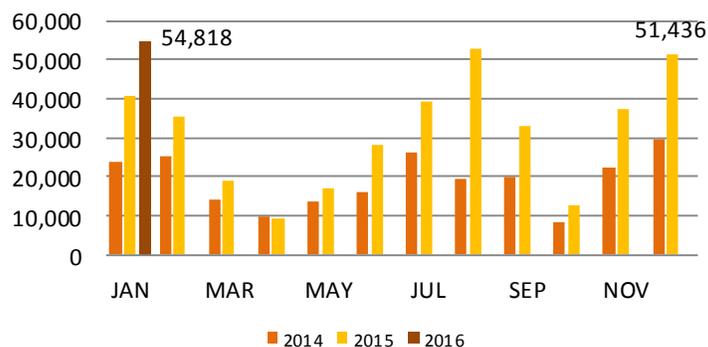
## As of 1/31/16



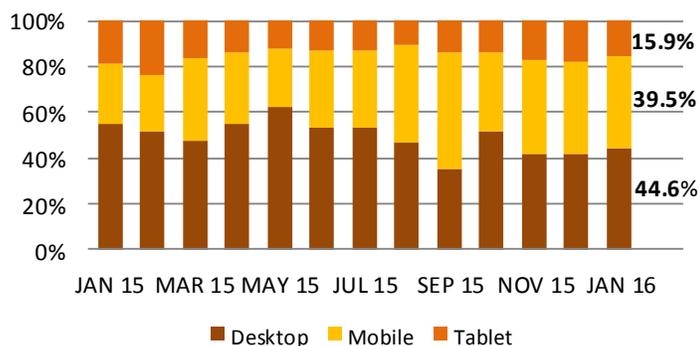
### Website Sessions



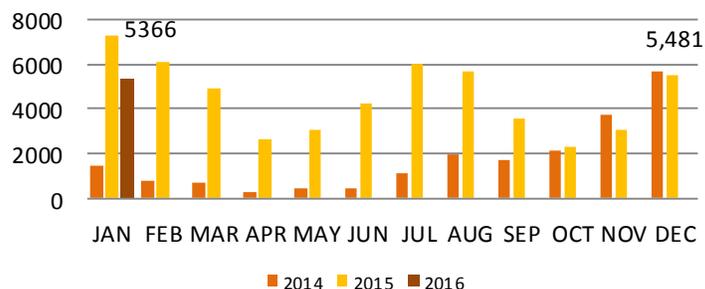
### Website Users



### Sessions by Device



### GoSnowmass.com Outbound Referrals



## GoSnowmass.com Audience Summary

Top Referring Countries/Regions - DECEMBER 2015			
Country	Sessions	Region	Sessions
United States	57,407	Colorado	10,923
India	1,271	Texas	7,630
Australia	775	California	6,114
Canada	356	Florida	4,388
Brazil	325	New York	3,858
United Kingdom	319	Illinois	3,767
Mexico	260	Georgia	2,343
Germany	124	Minnesota	1,469
(Not Set)	108	New Jersey	1,087
Argentina	88	North Carolina	990
<b>Total</b>	<b>62,415</b>	<b>Total</b>	<b>57,407</b>

Top Referring Countries/Regions - JANUARY 2016			
Country	Sessions	Region	Sessions
United States	59,994	Colorado	10,546
Australia	792	Texas	9,234
India	559	California	5,356
Canada	387	New York	4,421
Brazil	358	Florida	4,241
United Kingdom	349	Illinois	3,323
Mexico	288	Georgia	2,420
Panama	158	New Jersey	1,423
Germany	152	Minnesota	1,289
[Not set]	120	North Carolina	1,191
<b>Total</b>	<b>64,568</b>	<b>Total</b>	<b>59,994</b>

## GoSnowmass.com Device Summary

Top 3 Landing Pages By Device - DEC				Top 3 Landing Pages By Device - JAN			
Desktop	Sessions	Bounce Rate	Pages	Desktop	Sessions	Bounce Rate	Pages
/campaign/ski-in-ski-out-ski/	8180	78.12%	1.67	/campaign/ski-in-ski-out-ski/	8458	70.38%	1.72
[Home Page]	5075	30.68%	3.89	/campaign/stay-and-play/	5661	57.85%	2.05
/campaign/stay-and-play/	3225	78.05%	1.62	[Home Page]	4731	29.08%	3.92
Mobile				Mobile			
/campaign/ski-in-ski-out-ski/	6896	76.60%	1.61	[Home Page]	7655	70.06%	1.85
[Home Page]	5017	53.70%	2.38	/campaign/ski-in-ski-out-ski/	3914	78.77%	1.51
/campaign/stay-and-play/	4774	86.74%	1.29	/campaign/stay-and-play/	3710	76.17%	1.58
Tablet				Tablet			
/campaign/ski-in-ski-out-ski/	5024	82.01%	1.44	/campaign/ski-in-ski-out-ski/	3854	82.30%	1.39
/campaign/stay-and-play/	2454	86.96%	1.26	/campaign/stay-and-play/	2369	81.34%	1.42
[Home Page]	1171	33.99%	3.71	[Home Page]	1194	32.75%	3.91

## GoSnowmass.com Acquisition Summary

DECEMBER						
Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	15609	71.87%	11218	49.19%	2.48	139.75
FDLSMT / Display	13578	85.42%	11598	82.52%	1.44	31.99
google / cpc	9781	80.76%	7899	44.78%	2.76	103.29
FDLSMT / Mobile	8719	91.60%	7987	89.56%	1.18	20.10
(direct) / (none)	3992	78.41%	3130	59.84%	2.27	108.60
FDLSMT / Video	3431	70.62%	2423	96.44%	1.06	17.77
gosnowmass.com / referral	2093	69.57%	1456	27.23%	3.78	208.88
yahoo / organic	946	67.86%	642	48.20%	2.56	142.53
m.facebook.com / referral	875	84.23%	737	62.97%	1.85	40.08
bing / organic	728	65.52%	477	40.80%	2.88	140.23
<b>Total</b>	<b>62415</b>	<b>79.10%</b>	<b>49373</b>	<b>64.45%</b>	<b>2.06</b>	<b>84.97</b>

JANUARY						
Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	17415	74.68%	13005	50.47%	2.44	137.22
FDLSMT / Display	15191	93.64%	14225	61.70%	1.94	67.54
FDLSMT / Mobile	8484	87.59%	7431	88.25%	1.21	26.55
lm.facebook.com / referral	5386	72.71%	3916	91.40%	1.12	40.23
(direct) / (none)	4428	80.71%	3574	60.66%	2.20	96.85
google / cpc	3957	79.40%	3142	43.85%	2.91	116.67
FDLSMT / Video	2946	76.27%	2247	95.52%	1.08	15.27
gosnowmass.com / referral	1996	69.39%	1385	28.51%	4.04	235.64
yahoo / organic	955	71.41%	682	47.64%	2.48	126.80
m.facebook.com / referral	772	80.57%	622	69.82%	1.78	43.20
<b>Total</b>	<b>64568</b>	<b>81.15%</b>	<b>52400</b>	<b>63.27%</b>	<b>2.05</b>	<b>89.59</b>

## Paid Search Summary

PPC (Google)	OCT	NOV	DEC	JAN
CTR	2.14%	1.51%	1.88%	1.76%
Average Position	1.7	2.5	1.9	1.9
Bounce Rate	62.76%	39.73%	44.78%	43.85%

Source: Google AdWords

## Email Marketing Summary

Email Marketing	OCT	NOV	DEC	JAN
Sent	51336	50704	47208	47716
Opens	4397	5741	6720	6887
Open%	8.57%	11.32%	14.23%	14.43%
Clicks	320	522	721	1004
CTR on Open	7.28%	9.09%	10.73%	14.58%
Active Contacts	50133	49889	49673	49548

Source: Silverpop Engage

## Social Media Summary

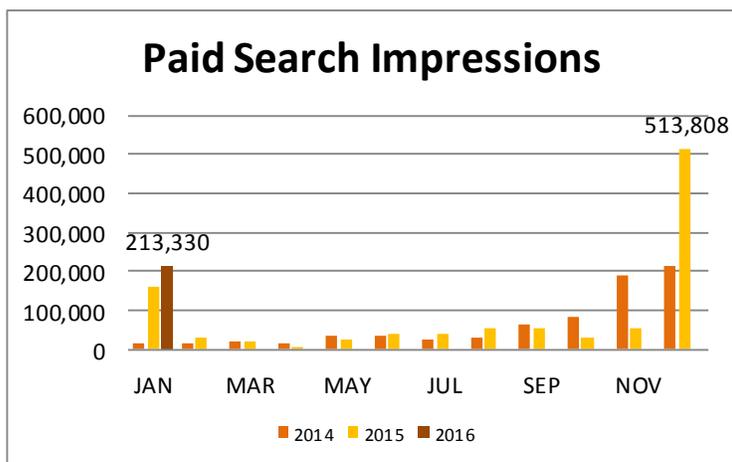
FACEBOOK	OCT	NOV	DEC	JAN
Fans	95,439	95,893	96,858	97,918
Change in Fans	0.4%	0.5%	1.0%	1.1%
Ave. Reach	9,718	18,252	32,200	43,603
Reach %	10.2%	19.0%	33.2%	44.5%

TWITTER	OCT	NOV	DEC	JAN
Followers	4,088	4,213	4,319	4,422
Change in Followers	2.6%	3.1%	2.5%	2.4%
Impressions	53.2k	59.3k	99.1k	65.1k

INSTAGRAM	OCT	NOV	DEC	JAN
Followers	6,182	6,734	7,462	8,167
Change in Followers	27.4%	8.9%	10.8%	9.4%
Engagement per post	256	347	364	408
Engagement %	4.1%	5.2%	4.9%	5.0%

Note: Facebook reach decreased as business now have to 'pay to play'

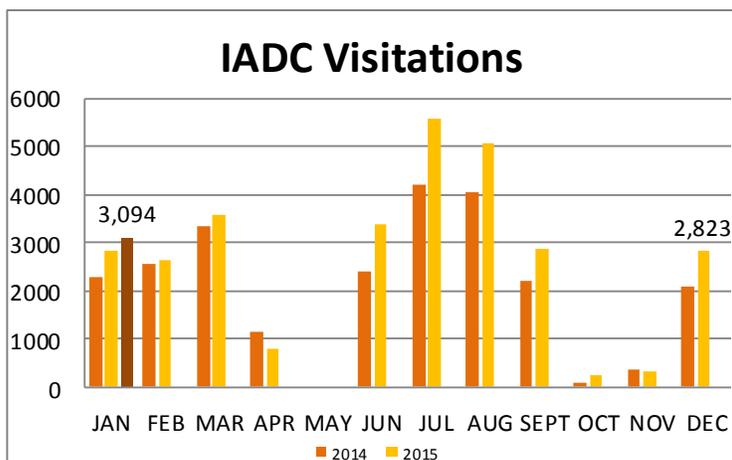
### Paid Search Impressions



Note: Impressions are directly correlated with budget availability and allocation.

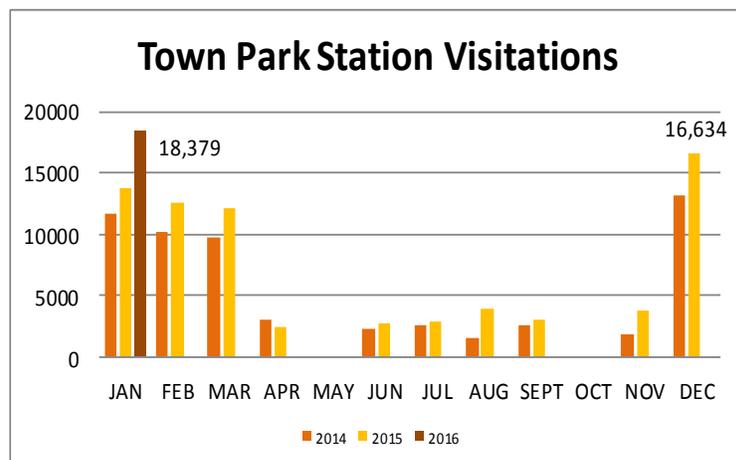
## Guest Services Summary

### IADC Visitations



Source: Guest Service Count

### Town Park Station Visitations



Source: Guest Service Count



## Online Marketing Glossary

### SEASONS

**Summer:** Summer is defined as June, July, August, September and October of any given year.

**Winter:** Winter is defined as January, February, March and April of any given year and includes December of the previous year.

### MARKETING

**Average Session Duration:** The average amount of time a user spends on gosnowmass.com.

**Bounce Rate:** The percentage of single-page sessions (i.e. visits in which the person left gosnowmass.com from the entrance page) to gosnowmass.com.

**CTR:** Click through rate, or the number of clicks relative to impressions.

**CTR on Open:** The number of clicks from an email marketing promotion relative to the number of opened emails (number of clicks divided by opens).

**Engaged Users:** The number of people who engaged with Snowmass Facebook page. Engagement includes any click or story created from a unique user.

**Goal Conversions:** : The number of times a user has completed one of the following indicators of interest: the number of clicks on the "check availability" button on the main lodging page; the number of clicks on the "contact us" buttons in the footer and on the group sales page; the number of clicks on the "book now" button on specials pages; and the number of clicks on the "share this" button. Although these actions are a strong indicator of intent to buy, they are not all encompassing. A better figure to look at is the number of external referrals.

**Goal Conversion Rate:** Number of goal completions relative to sessions (goal completions divided by sessions).

**IADC Visitation:** The number of visitors passing through the museum and information center at the Ice Age Discovery Center in a given month.

**Impressions:** The total number of times an ad or other unit is displayed.

**Media Value:** Or Advertising Cost Equivalent (ACE) Is a PR monetary value that measures how much the article would cost if it had been paid-for advertising in a publication.

**Percent Mobile:** The number of visitors to gosnowmass.com that accessed the site on a mobile device (smart phone, tablet, etc.).

**Open %:** The percentage of users who open email marketing promotions out of all who are sent the email (opens divided by sends).

**Outbound Referrals:** Any click from a business listing, lodging special or and event page on gosnowmass.com that takes a user to an external lodging, dining, retail or event website (including clicks to Stay Aspen Snowmass).

**Pages/session:** The average number of pages a user viewed per session.

**PR Impressions:** The number of people who have had the opportunity to be exposed to a story that has appeared in the media calculated by the specific outlet's circulation number or total readership.

**Sessions:** The number of individual sessions initiated by all the users to gosnowmass.com. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. Any future sessions from the same user during the selected time period are counted as additional sessions, but not as additional users.

**Town Park Station Visitation:** The number of visitors passing through the welcome center at Town Park Station in a given month.

**# Dest:** This is the number of destinations that were participating in MTRiP/Destimetrics during a given season/date range.

### GROUP SALES

**Definite:** A group that has signed a contract with at least one Snowmass lodging property and is committed to coming to Snowmass.

**Leads:** This is qualified group business that consists of 10 or more rooms for a one night minimum stay or longer and has a reasonable chance of booking in Snowmass.

**Prospect:** A group that has interest in Snowmass and a lead has been sent to Snowmass Lodging properties requesting rates and additional information as needed/requested by the client.

**Prospecting:** The search for new and qualified customers to potentially bring group business to Snowmass.

**Sales Trip:** A tradeshow or Sales Call in a specific region/destination to meet with potential clients

**Site Visit:** A meeting planner or signing representative of a group is in Snowmass to make a buying decision.

**Tentative:** A group that is actively considering Snowmass and has a contract from a lodging property for review/signature.

Snowmass Tourism: Winter 2015-2016  
Marketing Touchpoints

Attachment B



COLORADO OSVG: Co-Op Spread



COLORADO OSVG: Snowmass Full Page



SKI MAGAZINE: Full Page



OUTSIDE MAGAZINE: Full Page



WINTER CALENDAR POSTER: 11x17



WINTER KIOSKS



V.I.K. KIOSK

# NOVEMBER 2015

**Run Dates:**  
Oct 2015-Dec 2015

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM  
TRAVELANDLEISURE.COM

**Run Dates:**  
Oct 2015-Dec 2015

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM

**Run Dates:**  
Nov 2015-Dec 2015

EXPONENTIAL  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
TRAVELANDLEISURE.COM  
FACEBOOK\*  
DSTILLERY\*  
ONTHE SNOW.COM\*  
OPENSNOW.COM\*  
ORBITZ.COM\*

\*CO-OP WITH SKICO

**VIDEO CAMPAIGN**

**Run Dates:**  
Oct 2015-present

EXPONENTIAL

**CRM CAMPAIGN**

**Run Dates:**  
Dec 2015-Jan 2016

MATADOR NETWORK  
ONTHE SNOW.COM

DETAILS:

PRINT COLLATERAL

Winter Calendar Poster: distributed in various locations throughout Roaring Fork Valley.

Winter Kiosks: located at Aspen Airport, Gondola Plaza (Aspen), Snowmass Town Park Station and Base Village.

V.I.K. Kiosk: located at Snowmass Town Park Station.

PRINT ADS

CO OSVG Co-Op Spread: advertising for local accommodations.

CO OSVG Snowmass Ad: promoting summer 2016 events.

SKI Magazine:  
Issue: Family  
On Sale Date: Nov. 3  
Campaign: Fun 101

Outside Magazine:  
Issue: December  
On Sale Date: Nov. 17  
Campaign: Ski In/Ski Out

ONLINE/DIGITAL

- Ski In, Ski Out, Campaigns
- Family Ski Campaigns
- Other Campaigns

Markets: Houston, Dallas, Los Angeles, San Francisco, Minneapolis, Atlanta, Chicago, New York

Tertiary: Denver/Front Range

Placements:  
AdRoll Retargeting  
Colorado.com  
Expedia.com  
iExplore.com  
OnTheSnow.com  
On Sight Media Group  
Travelocity.com  
Undertone.com  
Yume.com  
DreamPlanGo  
iExplore.com / Travelmindset.com

TOP FACEBOOK POSTS

36,538 People Reached  
2,761 Likes, Comments & Shares  
2,407 Likes  
2,063 Comments  
414 Co Shares

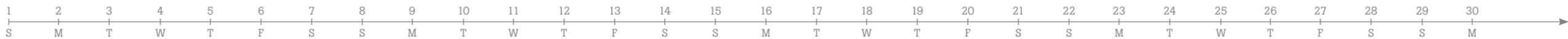
26,370 People Reached  
1,511 Likes, Comments & Shares  
1,302 Likes  
1,104 Comments  
198 Co Shares

28,123 People Reached  
1,381 Likes, Comments & Shares  
1,259 Likes  
1,178 Comments  
81 Co Shares

115,135 People Reached  
3,058 Likes, Comments & Shares  
2,538 Likes  
2,012 Comments  
526 Co Shares

28,852 People Reached  
1,781 Likes, Comments & Shares  
1,595 Likes  
1,267 Comments  
328 Co Shares

15,018 People Reached  
926 Likes, Comments & Shares  
823 Likes  
736 Comments  
87 Co Shares



Snowmass Tourism: Winter 2015-2016  
Marketing Touchpoints

Attachment B



# DECEMBER 2015

**Run Dates:**  
Oct 2015-Dec 2015

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM  
TRAVELANDLEISURE.COM

**Run Dates:**  
Oct 2015-Dec 2015

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM

**Run Dates:**  
Nov 2015-Dec 2015

EXPONENTIAL  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
TRAVELANDLEISURE.COM  
FACEBOOK\*  
DSTILLERY\*  
ONTHE SNOW.COM\*  
OPENSNOW.COM\*  
ORBITZ.COM\*

\*CO-OP WITH SKICO

**VIDEO CAMPAIGN**

**Run Dates:**  
Oct 2015-present

EXPONENTIAL

**CRM CAMPAIGN**

**Run Dates:**  
Dec 2015-Jan 2016

MATADOR NETWORK  
ONTHE SNOW.COM

**DETAILS:**

**PRINT COLLATERAL**

Retail Restaurant Guide: 400 tear pads distributed to businesses and restaurants in Snowmass.

Late Winter Brochure: 30,000 brochures distributed along Denver corridor, I-70 (Grand Junction to Burlington), DIA, 1-25 (Ft. Collins-Pueblo), Summit County.

Weekly Event Flyer: distributed on buses and throughout Snowmass.

V.I.K. Lanyard: 12,000, 4"x3" cards to be inserted with SkiCo report card.

V.I.K. Fortune Teller: 300 tear pads distributed to businesses and restaurants in Snowmass.

After Dark Series Posters: Series of posters promoting restaurants and night life in Snowmass.

**PRINT ADS**

After Dark Series Ads: Series of ads promoting restaurants and night life in Snowmass. Quarter page ads ran in local papers.

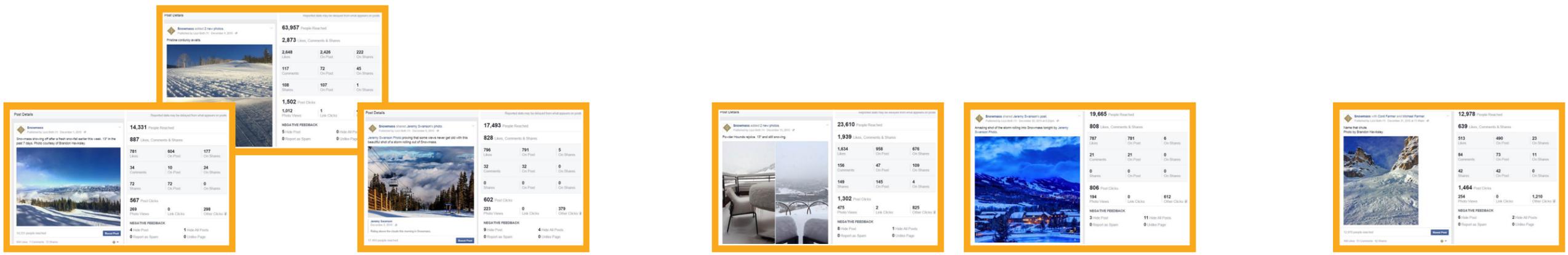
**ONLINE/DIGITAL**

- Ski Campaigns
- Family Ski Campaigns
- Other Campaigns

Markets: Houston, Dallas, Los Angeles, San Francisco, Minneapolis, Atlanta, Chicago, New York

Tertiary: Denver/Front Range

Placements:  
AdRoll Retargeting  
Colorado.com  
Expedia.com  
iExplore.com  
OnTheSnow.com  
On Sight Media Group  
Travelocity.com  
Undertone.com  
YuMe.com  
DreamPlanGo  
iExplore.com / Travelmindset.com



**TOP FACEBOOK POSTS**

Snowmass Tourism: Winter 2015-2016  
Marketing Touchpoints

Attachment B



**STAY WHERE YOU PLAY**  
FIND OUT MORE

**Run Dates:**  
Jan 2015-present

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM  
TRAVELANDLEISURE.COM

**STAY & PLAY LIKE A VERY IMPORTANT KID**  
FIND OUT MORE

**Run Dates:**  
Oct 2015-Dec 2016

ADROLL  
COLORADO.COM  
EXPEDIA.COM  
EXPONENTIAL  
MAGNETIC  
MATADOR NETWORK  
ONTHE SNOW.COM  
OPENSNOW.COM  
OUTSIDEONLINE.COM  
TRAVELCITY.COM

**VIDEO CAMPAIGN**

**Run Dates:**  
Oct 2015-present

EXPONENTIAL

**WISHES GRANTED.**  
ENTER TO WIN

**CRM CAMPAIGN**

**Run Dates:**  
Dec 2015-Jan 2016

MATADOR NETWORK  
ONTHE SNOW.COM

**TOP FACEBOOK POSTS**

Post ID	Views	Reactions	Comments	Shares	Post Clicks
1	19,258	1,215	700	310	1,029
2	20,081	7,198	945	800	1,445
3	7,725	532	476	426	80
4	13,695	717	636	535	101
5	58,565	3,264	3,030	2,790	249
6	9,038	551	495	419	76
7	22,613	1,374	1,147	749	298
8	5,644	475	415	327	96
9	14,917	879	757	546	211
10	1,257	837	104	49	88

DETAILS:

- PRINT COLLATERAL**
- After Dark Series Posters: Series of posters promoting restaurants and night life in Snowmass.
- Check Presenter: First press run quantity 3,000.
- Music Coasters: First press run quantity 2,500.
- Weekly Event Flyer: distributed on buses and throughout Snowmass.

- PRINT ADS**
- After Dark Series Ads: Series of ads promoting restaurants and night life in Snowmass. Quarter page ads ran in local papers.
- Mardi Gras Ad: Quarter page ad ran in local papers.

- ONLINE/DIGITAL**
- Ski In. Ski Out. Campaigns
- Family Ski Campaigns
- Other Campaigns
- Markets: Houston, Dallas, Los Angeles, San Francisco, Minneapolis, Atlanta, Chicago, New York
- Tertiary: Denver/Front Range
- Placements: AdRoll Retargeting, Colorado.com, Expedia.com, iExplore.com, OnTheSnow.com, On Sight Media Group, Travelocity.com, Undertone.com, YuMe.com, DreamPlanGo, iExplore.com / Travelmindset.com



## SNOWMASS TOURISM PUBLIC RELATIONS REPORT

### December 2015 & January 2016

#### MEDIA OUTREACH

Hosted/Co-hosted 16 journalists in December 2015 & January 2016

- **Rich Silver**, Editor, Weston Magazine Group, 14 regional magazines in the NYC Metro & Suburban NY/CT/NJ Markets
- **German Media Fam**
  - Bernhard Krieger, Founder & chief editor of the leading German speaking online ski magazine focused on the US, Ski USA, chief editor of Reisewelten, contributor for several ski magazines, gourmet magazines and newspapers.
  - Brigita Krieger, Co-founder and editor of Ski USA and freelance writer and photographer for German ski magazines, the national newspaper Die Welt and reporter for the German public radio.
- **German Media Fam**, Radio Hanover
  - Fred Dohmen, Managing Editor, Radio Hanover
  - Britt Jacobsen, Radio Hanover
- **American Airlines Brasil**
  - Adriana Boischio, AA Ski Club PR
  - Bruna de Paula Toni, O Estado de S. Paulo/Newspaper
  - Mona Soki Sung, Made To Live Magazine
  - Isa Melaragno, ASC Brazilian PR rep
- **Eric Rosen**, freelance writer for LA Times, BravoTV, LA Confidential Magazine, The Points Guy, QUEST Mag, Metrosource and Gaygation
- **Emanuele Bompan**, editor, Italian Sports Magazine MAX, Gazzetta dello Sport
- **Mexican Media Fam**
  - Analine Cedillo, El Reforma, National Newspaper
  - Marck Gutt, Bleu & Blanc, Volaris, Glamour, Nat Geo and others
  - Oscar Alonso, Mexican Radio, TV, Website, Social Media
  - Paola Maury, ASC Mexican PR rep/TMG
- **Amber Gibson**, travel writer, Chicago Tribune

#### NEWS RELEASES DISTRIBUTED

7 news releases distributed to international, national, regional and local media:

- January 25 "Beignet Done that!" Snowmass Celebrates 34 Years of Mardi Gras
- January 14 Moonlit Treks Debut in Snowmass
- January 12 Snowmass Tourism Presents A 'First Look' at the 2016 Snowmass Free Summer Concert Series
- December 29 Snowmass New Year's Activities, Torchlight Parade and Fireworks
- December 22 Snowmass Introduces "Snowmass After Dark"
- December 12 Snowmass Announces First Full Season of Innovative 'Very Important Kids' Winter Program
- December 6 Spend the Holidays in Snowmass

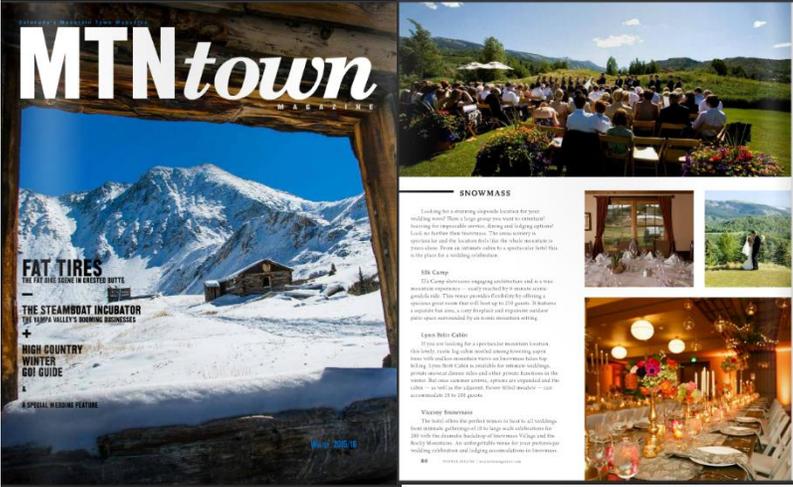
PR RESULTS

- 275 stories were written on Snowmass (and Aspen Snowmass) including trade/consumer magazines, regional, national and international publications in December 2015 and January 2016
- Equaling 26M media impressions
- Total PR value \$2.7M

MEDIA HIGHLIGHTS

Media coverage highlights from December 2015 and January 2016 include:

- Die Radioreise (German Travel Radio Show), *Interviews about skiing the Rockies and summer in Snowmass*
- Chicago Tribune: *Family Travel Five: Head for Ski Destinations for Family Fun (Snowmass VIK)*
- Mountain Town Magazine: *Weddings, Beautiful Venues in Colorado Mountain Towns (Snowmass)*
- Tribune News Services (Anne Cooke): *When Kids Ski, bargains and lessons meet on the slopes (Snowmass/VIK)*
- The New York Times: *Ski Holidays for the True Novice (there’s more than just skiing in the mountains)*
- Sunday Denver Post: *Spend the Holidays in Snowmass*



# Snowmass Tourism

## Group Sales Dashboard



### Department YOY Overview—2015 Q4/Year End

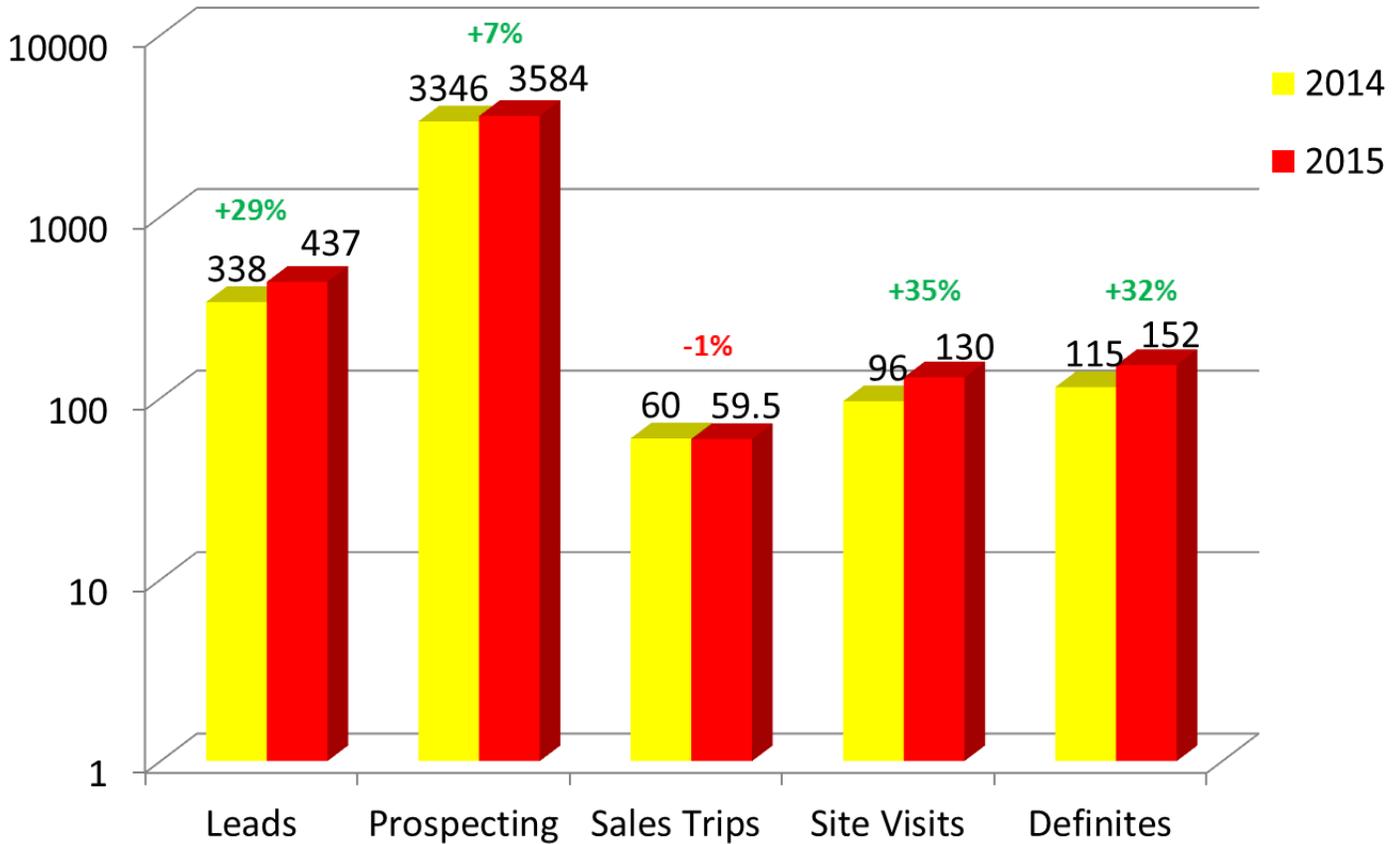
	2015 Q4 Goal	2015 Q4 Production	Production % Q1 Goal	2014 Q4 Production	2015 YTD Production	2015 Annual Goal	Production % Annual Goal
Leads	92	115	125%	87	437	371	118%
Prospecting	810	896	111%	897	3584	3180	113%
Sales Trips	15	20	133%	17.5	59.5	56	106%
Site Visits	25	24	100%	18	130	111	117%
FAM/Events		2			7	7	100%

### Rollover Production

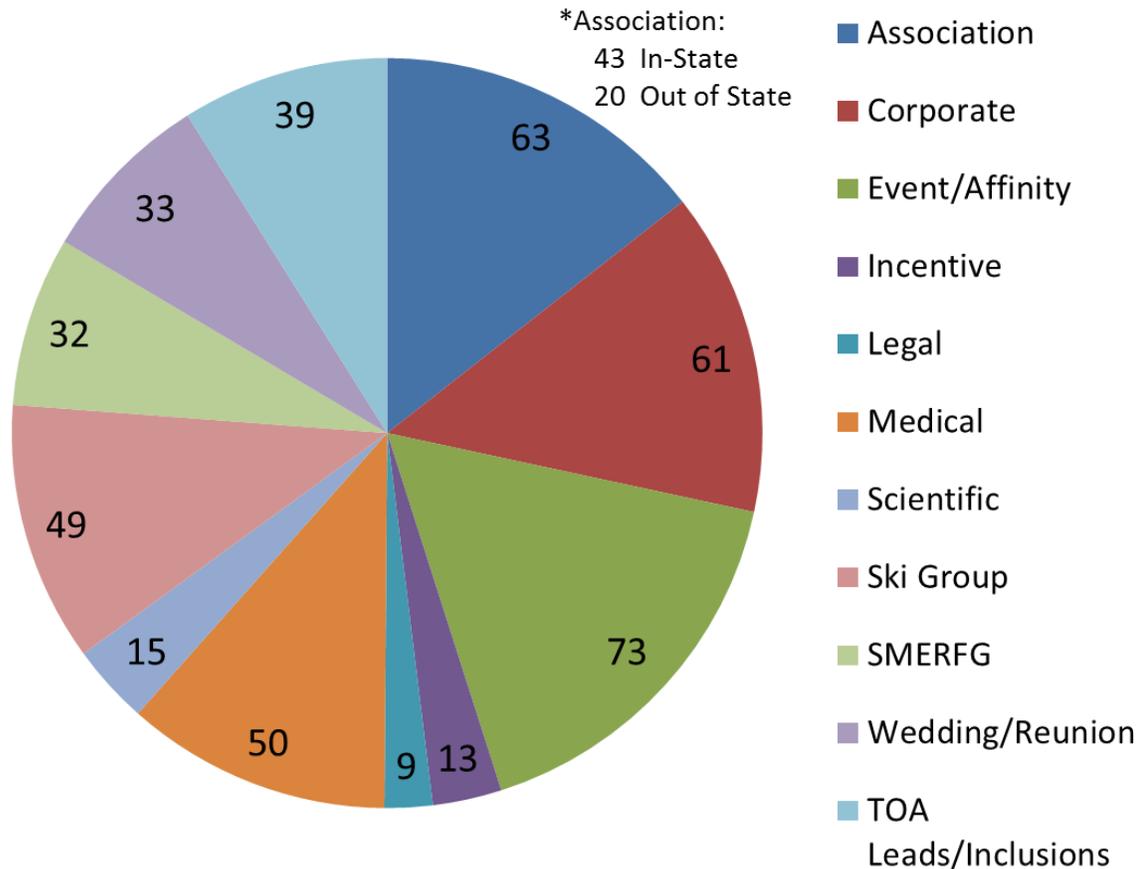
(Previous Prospects and Tentatives that carryover to turn in 2015)

Conversion	2013 Production	2013 % Leads	2014 Production	2014 % Leads	2015 Production	2015 % Leads
Prospect	0/5	0%	4/91	4%	106/437	24%
Tentative	0/5	0%	0/91	0%	17/437	4%
Definite	2/5	40%	19/91	21%	131/437	30%
Lost Business	3/5	60%	68/91	75%	183/437	42%

# Production Comparison 2014 vs 2015, YTD



# Leads by Market Segment 2015

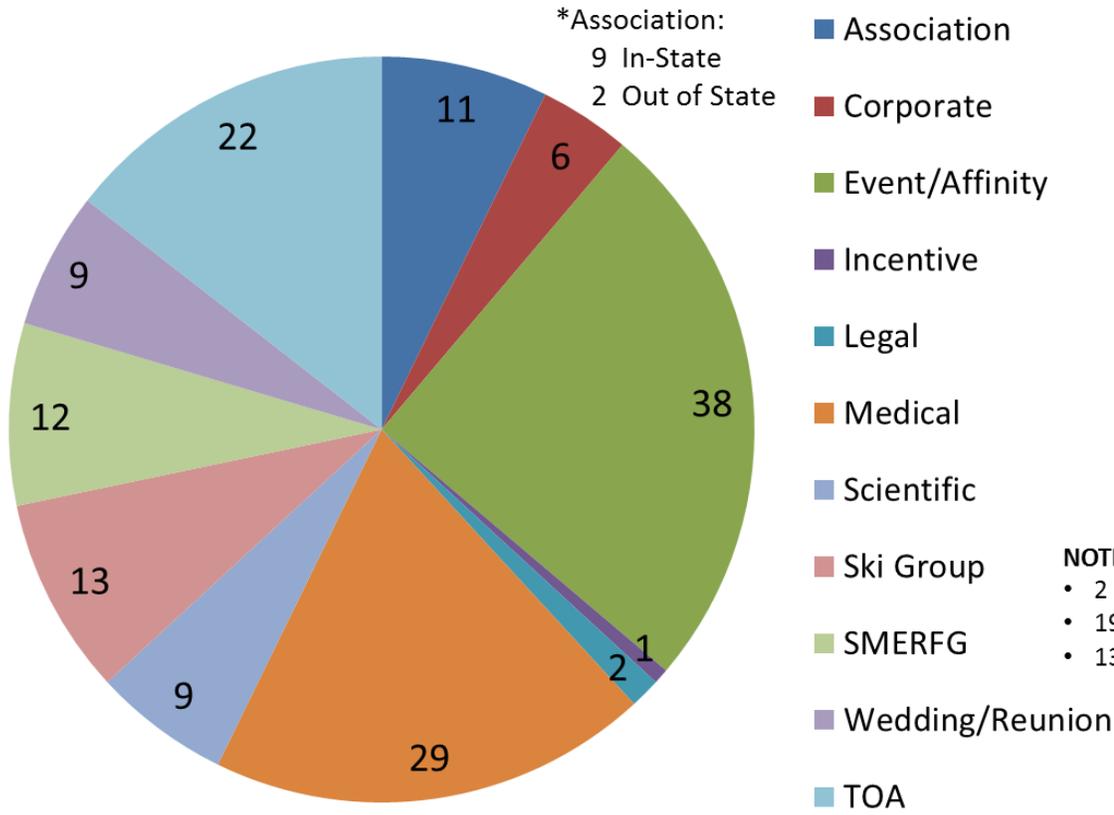


## 437 Total Leads

Year	# Leads
2015	92
2016	260
2017	65
2018	17
2019	1
2020	2

39 TOA  
- 12 Wholesale Rate Requests  
- 27 Brochure Inclusions

# Definites by Market Segment 2015



## 152 Total Definites

Year	# Definites
2014	1
2015	48
2016	88
2017	8
2018	6
2019	1

**NOTE:** All turned to definite in 2015

- 2 Lead was from 2013
- 19 Leads were from 2014
- 131 Leads were from 2015



# Budget Performance Report

Attachment B

Date Range 01/01/15 - 12/31/15

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd
<b>Fund 009 - Marketing &amp; Special Events Fund</b>									
<b>REVENUE</b>									
<b>401003</b>	<b>Sales Taxes - Marketing</b>								
401003-03	Sales Taxes - Marketing	4,174,904.00	252,968.00	4,427,872.00	125,892.21	.00	3,812,153.47	615,718.53	86
	<b>401003 - Sales Taxes - Marketing Totals</b>	<b>\$4,174,904.00</b>	<b>\$252,968.00</b>	<b>\$4,427,872.00</b>	<b>\$125,892.21</b>	<b>\$0.00</b>	<b>\$3,812,153.47</b>	<b>\$615,718.53</b>	<b>86%</b>
<b>404071</b>	<b>Event Revenue - Sponsorships</b>								
404071-02	Event Revenue - Sponsorships	25,000.00	(21,500.00)	3,500.00	.00	.00	4,900.00	(1,400.00)	140
	<b>404071 - Event Revenue - Sponsorships Totals</b>	<b>\$25,000.00</b>	<b>(\$21,500.00)</b>	<b>\$3,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4,900.00</b>	<b>(\$1,400.00)</b>	<b>140%</b>
<b>406007</b>	<b>Donations - Ice Age Discovery</b>								
406007-02	Donations - Ice Age Discovery	3,000.00	(1,385.00)	1,615.00	324.00	.00	1,939.00	(324.00)	120
	<b>406007 - Donations - Ice Age Discovery Totals</b>	<b>\$3,000.00</b>	<b>(\$1,385.00)</b>	<b>\$1,615.00</b>	<b>\$324.00</b>	<b>\$0.00</b>	<b>\$1,939.00</b>	<b>(\$324.00)</b>	<b>120%</b>
407001	Interest Income	900.00	985.00	1,885.00	323.11	.00	2,673.24	(788.24)	142
407003	Miscellaneous Income	.00	.00	.00	.00	.00	1,470.00	(1,470.00)	+++
407008	Accounts Payable Write Offs	.00	13,733.00	13,733.00	.00	.00	44,499.70	(30,766.70)	324
<b>407018</b>	<b>Co-op Reimbursement</b>								
407018-01	Co-op Reimbursement	.00	3,150.00	3,150.00	.00	.00	3,100.00	50.00	98
407018-02	Co-op Reimbursement - Marketing	25,000.00	2,000.00	27,000.00	.00	.00	33,693.10	(6,693.10)	125
	<b>407018 - Co-op Reimbursement Totals</b>	<b>\$25,000.00</b>	<b>\$5,150.00</b>	<b>\$30,150.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$36,793.10</b>	<b>(\$6,643.10)</b>	<b>122%</b>
	<b>REVENUE TOTALS</b>	<b>\$4,228,804.00</b>	<b>\$249,951.00</b>	<b>\$4,478,755.00</b>	<b>\$126,539.32</b>	<b>\$0.00</b>	<b>\$3,904,428.51</b>	<b>\$574,326.49</b>	<b>87%</b>
<b>EXPENSE</b>									
<b>501001</b>	<b>Payroll - Regular</b>								
501001-01	Payroll - Regular	567,386.00	17,135.00	584,521.00	95,282.22	.00	594,633.41	(10,112.41)	102
	<b>501001 - Payroll - Regular Totals</b>	<b>\$567,386.00</b>	<b>\$17,135.00</b>	<b>\$584,521.00</b>	<b>\$95,282.22</b>	<b>\$0.00</b>	<b>\$594,633.41</b>	<b>(\$10,112.41)</b>	<b>102%</b>
<b>501002</b>	<b>Payroll Overtime Regular</b>								
501002-01	Payroll Overtime Regular	20,000.00	.00	20,000.00	17,059.90	.00	30,773.27	(10,773.27)	154
	<b>501002 - Payroll Overtime Regular Totals</b>	<b>\$20,000.00</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$17,059.90</b>	<b>\$0.00</b>	<b>\$30,773.27</b>	<b>(\$10,773.27)</b>	<b>154%</b>
<b>501003</b>	<b>Payroll Benefits</b>								
501003	Payroll Benefits	270,362.00	(270,362.00)	.00	.00	.00	.00	.00	+++
501003-01	Payroll Benefits - Recreation Benefit	.00	11,546.00	11,546.00	1,106.95	.00	10,439.04	1,106.96	90
501003-04	Payroll Benefits - Housing Allowance	.00	30,000.00	30,000.00	2,500.00	.00	30,000.00	.00	100
501003-06	Payroll Benefits - Retirement	.00	38,132.00	38,132.00	4,234.62	.00	36,617.25	1,514.75	96
501003-08	Payroll Benefits - Medicare	.00	8,578.00	8,578.00	1,295.66	.00	9,237.45	(659.45)	108
501003-09	Payroll Benefits - Fica	.00	4,779.00	4,779.00	701.01	.00	4,765.27	13.73	100
501003-10	Payroll Benefits - Health Insurance	.00	120,561.00	120,561.00	10,738.98	.00	120,594.83	(33.83)	100
501003-11	Payroll Benefits - Seasonal Health Insurance	.00	550.00	550.00	.00	.00	.00	550.00	0
501003-13	Payroll Benefits - Dental Insurance	.00	3,396.00	3,396.00	197.29	.00	3,778.43	(382.43)	111
501003-14	Payroll Benefits - Vision Insurance	.00	1,260.00	1,260.00	120.32	.00	1,351.11	(91.11)	107
501003-15	Payroll Benefits - Standard - Life / AD& D	.00	1,707.00	1,707.00	221.13	.00	2,369.00	(662.00)	139

Account	Account Description	Adopted	Budget	Amended	Current Month	YTD	YTD	Budget - YTD	% used/
		Budget	Amendments	Budget	Transactions	Encumbrances	Transactions	Transactions	Rec'd
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	869.00	869.00	.00	.00	868.80	.20	100
501003-17	Payroll Benefits - Dependant Life	.00	47.00	47.00	3.32	.00	46.63	.37	99
501003-18	Payroll Benefits - Long Term Disability	.00	4,003.00	4,003.00	278.27	.00	3,965.30	37.70	99
501003-19	Payroll Benefits - Unemployment Insurance	.00	1,865.00	1,865.00	267.55	.00	1,905.22	(40.22)	102
501003-20	Payroll Benefits - Workmans Comp	.00	5,761.00	5,761.00	820.60	.00	8,510.82	(2,749.82)	148
	<b>501003 - Payroll Benefits Totals</b>	\$270,362.00	(\$37,308.00)	\$233,054.00	\$22,485.70	\$0.00	\$234,449.15	(\$1,395.15)	101%
501004	Training/ Registrations	10,000.00	.00	10,000.00	314.50	.00	3,126.56	6,873.44	31
501005	Travel & Meeting Expenses	35,000.00	.00	35,000.00	6,977.87	.00	48,796.97	(13,796.97)	139
502003	Contract Service	55,000.00	.00	55,000.00	10,261.55	.00	55,998.91	(998.91)	102
502004	Telephone	7,000.00	.00	7,000.00	1,043.70	.00	6,198.13	801.87	89
<b>502007</b>	<b>Maintenance Agreements - Copier</b>								
502007-01	Maintenance Agreements - Copier	.00	800.00	800.00	.00	.00	167.91	632.09	21
	<b>502007 - Maintenance Agreements - Copier Totals</b>	\$0.00	\$800.00	\$800.00	\$0.00	\$0.00	\$167.91	\$632.09	21%
<b>502008</b>	<b>Repairs - Equipment</b>								
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0
	<b>502008 - Repairs - Equipment Totals</b>	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%
<b>502009</b>	<b>Mailing - Postage</b>								
502009-01	Mailing - Postage	9,000.00	(6,000.00)	3,000.00	33.94	.00	1,312.19	1,687.81	44
	<b>502009 - Mailing - Postage Totals</b>	\$9,000.00	(\$6,000.00)	\$3,000.00	\$33.94	\$0.00	\$1,312.19	\$1,687.81	44%
<b>502010</b>	<b>Utilities - Electric</b>								
502010-03	Utilities - Electric	600.00	.00	600.00	130.90	.00	894.94	(294.94)	149
	<b>502010 - Utilities - Electric Totals</b>	\$600.00	\$0.00	\$600.00	\$130.90	\$0.00	\$894.94	(\$294.94)	149%
<b>502013</b>	<b>Leased Equipment - Copier</b>								
502013-01	Leased Equipment - Copier	10,000.00	.00	10,000.00	734.91	.00	8,792.15	1,207.85	88
	<b>502013 - Leased Equipment - Copier Totals</b>	\$10,000.00	\$0.00	\$10,000.00	\$734.91	\$0.00	\$8,792.15	\$1,207.85	88%
502017	Audit	4,309.00	.00	4,309.00	.00	.00	4,309.00	.00	100
<b>503001</b>	<b>Advertising - Jobs</b>								
503001-02	Advertising - Jobs	.00	.00	.00	1,080.44	.00	1,080.44	(1,080.44)	+++
	<b>503001 - Advertising - Jobs Totals</b>	\$0.00	\$0.00	\$0.00	\$1,080.44	\$0.00	\$1,080.44	(\$1,080.44)	+++
503002	Dues, Memberships, Subscriptions	3,000.00	5,000.00	8,000.00	.00	.00	6,979.06	1,020.94	87
503003	Miscellaneous	12,000.00	.00	12,000.00	2,187.11	.00	11,632.40	367.60	97
<b>503005</b>	<b>Supplies - Office</b>								
503005-01	Supplies - Office	8,000.00	.00	8,000.00	786.78	.00	2,904.96	5,095.04	36
503005-30	Supplies - Events	15,000.00	.00	15,000.00	29.22	.00	16,304.56	(1,304.56)	109
	<b>503005 - Supplies - Office Totals</b>	\$23,000.00	\$0.00	\$23,000.00	\$816.00	\$0.00	\$19,209.52	\$3,790.48	84%
<b>503007</b>	<b>Building Lease Payments - Rent</b>								
503007-01	Building Lease Payments - Rent	68,000.00	.00	68,000.00	5,051.26	.00	66,616.00	1,384.00	98
503007-02	Building Lease Payments - CAMS	8,500.00	.00	8,500.00	.00	.00	7,781.04	718.96	92
	<b>503007 - Building Lease Payments - Rent Totals</b>	\$76,500.00	\$0.00	\$76,500.00	\$5,051.26	\$0.00	\$74,397.04	\$2,102.96	97%
<b>503008</b>	<b>Insurance - Building</b>								
503008-01	Insurance - Building	185.00	(11.00)	174.00	.00	.00	173.35	.65	100
503008-02	Insurance - Vehicle	50.00	188.00	238.00	3.23	.00	237.76	.24	100
	<b>503008 - Insurance - Building Totals</b>	\$235.00	\$177.00	\$412.00	\$3.23	\$0.00	\$411.11	\$0.89	100%

Account	Account Description	Adopted	Budget	Amended	Current Month	YTD	YTD	Budget - YTD	% used/
		Budget	Amendments	Budget	Transactions	Encumbrances	Transactions	Transactions	Rec'd
<b>503009</b>	<b>Vehicle Expenses - Fuel</b>								
503009-01	Vehicle Expenses - Fuel	850.00	150.00	1,000.00	91.49	.00	769.78	230.22	77
503009-02	Vehicle Expenses - Oil	53.00	.00	53.00	.00	.00	26.13	26.87	49
503009-03	Vehicle Expenses - Parts & Supplies	1,000.00	200.00	1,200.00	15.00	.00	639.31	560.69	53
503009-06	Vehicle Expenses - Labor	2,100.00	.00	2,100.00	.00	.00	2,125.00	(25.00)	101
	<b>503009 - Vehicle Expenses - Fuel Totals</b>	<b>\$4,003.00</b>	<b>\$350.00</b>	<b>\$4,353.00</b>	<b>\$106.49</b>	<b>\$0.00</b>	<b>\$3,560.22</b>	<b>\$792.78</b>	<b>82%</b>
503027	Office Equipment	2,000.00	3,000.00	5,000.00	239.88	.00	4,890.36	109.64	98
550002	Signage	15,000.00	.00	15,000.00	1,492.44	.00	10,293.22	4,706.78	69
550003	Premiums	35,000.00	.00	35,000.00	7,841.79	.00	29,303.59	5,696.41	84
<b>550004</b>	<b>Summer Marketing - Collateral</b>								
550004-01	Summer Marketing - Collateral	78,359.00	.00	78,359.00	.00	.00	93,100.25	(14,741.25)	119
550004-02	Summer Marketing - Advertising	651,788.00	.00	651,788.00	21,690.00	.00	521,021.15	130,766.85	80
550004-03	Summer Marketing - Photography	35,000.00	.00	35,000.00	.00	.00	22,218.08	12,781.92	63
	<b>550004 - Summer Marketing - Collateral Totals</b>	<b>\$765,147.00</b>	<b>\$0.00</b>	<b>\$765,147.00</b>	<b>\$21,690.00</b>	<b>\$0.00</b>	<b>\$636,339.48</b>	<b>\$128,807.52</b>	<b>83%</b>
<b>550005</b>	<b>Winter Marketing - Collateral</b>								
550005-01	Winter Marketing - Collateral	89,297.00	.00	89,297.00	39,912.75	.00	116,962.59	(27,665.59)	131
550005-02	Winter Marketing - Advertising	541,053.00	.00	541,053.00	182,256.30	.00	332,013.59	209,039.41	61
550005-03	Winter Marketing - Photography	35,000.00	.00	35,000.00	25,660.36	.00	50,519.43	(15,519.43)	144
	<b>550005 - Winter Marketing - Collateral Totals</b>	<b>\$665,350.00</b>	<b>\$0.00</b>	<b>\$665,350.00</b>	<b>\$247,829.41</b>	<b>\$0.00</b>	<b>\$499,495.61</b>	<b>\$165,854.39</b>	<b>75%</b>
<b>550006</b>	<b>Online - Web Design &amp; Maintenance</b>								
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	6,143.36	.00	38,739.15	1,260.85	97
550006-02	Online - Social Media	30,000.00	13,125.00	43,125.00	4,331.14	.00	21,191.73	21,933.27	49
550006-03	Online - Search Engine Optimazation & Marketing	40,000.00	.00	40,000.00	14,343.75	.00	25,231.25	14,768.75	63
550006-04	Online - E-mail	10,000.00	36,875.00	46,875.00	2,590.00	.00	21,470.00	25,405.00	46
550006-05	Online - Miscellaneous	10,000.00	.00	10,000.00	8,813.00	.00	8,823.00	1,177.00	88
	<b>550006 - Online - Web Design &amp; Maintenance Totals</b>	<b>\$130,000.00</b>	<b>\$50,000.00</b>	<b>\$180,000.00</b>	<b>\$36,221.25</b>	<b>\$0.00</b>	<b>\$115,455.13</b>	<b>\$64,544.87</b>	<b>64%</b>
550007	RRC Occupancy	21,000.00	.00	21,000.00	.00	.00	22,035.00	(1,035.00)	105
550008	Sponsorship Tool	10,000.00	.00	10,000.00	429.80	.00	9,889.90	110.10	99
550010	Summer Events	890,000.00	8,742.00	898,742.00	44,290.96	.00	939,724.76	(40,982.76)	105
550011	Winter Events	320,000.00	17,000.00	337,000.00	158,075.01	.00	472,284.78	(135,284.78)	140
550012	Ice Age Discovery Center	90,000.00	6,000.00	96,000.00	5,707.39	.00	101,996.97	(5,996.97)	106
550013	Research Survey	.00	6,000.00	6,000.00	75.00	.00	8,690.57	(2,690.57)	145
550017	One Time Expenses	60,000.00	(3,500.00)	56,500.00	.00	.00	56,493.99	6.01	100
560001	Public Relations	100,000.00	.00	100,000.00	3,879.15	.00	80,885.36	19,114.64	81
560002	Rebate	50,000.00	400.00	50,400.00	.00	.00	50,300.00	100.00	100
	<b>EXPENSE TOTALS</b>	<b>\$4,261,892.00</b>	<b>\$67,796.00</b>	<b>\$4,329,688.00</b>	<b>\$691,341.80</b>	<b>\$0.00</b>	<b>\$4,144,801.10</b>	<b>\$184,886.90</b>	<b>96%</b>
	<b>Fund 009 - Marketing &amp; Special Events Fund Totals</b>								
	<b>REVENUE TOTALS</b>	<b>4,228,804.00</b>	<b>249,951.00</b>	<b>4,478,755.00</b>	<b>126,539.32</b>	<b>.00</b>	<b>3,904,428.51</b>	<b>574,326.49</b>	<b>87</b>
	<b>EXPENSE TOTALS</b>	<b>4,261,892.00</b>	<b>67,796.00</b>	<b>4,329,688.00</b>	<b>691,341.80</b>	<b>.00</b>	<b>4,144,801.10</b>	<b>184,886.90</b>	<b>96</b>
	<b>Fund 009 - Marketing &amp; Special Events Fund Totals</b>	<b>(\$33,088.00)</b>	<b>\$182,155.00</b>	<b>\$149,067.00</b>	<b>(\$564,802.48)</b>	<b>\$0.00</b>	<b>(\$240,372.59)</b>	<b>\$389,439.59</b>	

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd
<b>Fund 010 - Group Sales Fund</b>									
<b>REVENUE</b>									
<b>401003</b>	<b>Sales Taxes - Lodging</b>								
401003-04	Sales Taxes - Lodging	1,602,125.00	152,037.00	1,754,162.00	16,191.79	.00	1,492,911.69	261,250.31	85
	<b>401003 - Sales Taxes - Lodging Totals</b>	<b>\$1,602,125.00</b>	<b>\$152,037.00</b>	<b>\$1,754,162.00</b>	<b>\$16,191.79</b>	<b>\$0.00</b>	<b>\$1,492,911.69</b>	<b>\$261,250.31</b>	<b>85%</b>
407001	Interest Income	1,200.00	315.00	1,515.00	257.27	.00	2,093.61	(578.61)	138
407003	Miscellaneous Income	.00	.00	.00	.00	.00	1,289.88	(1,289.88)	+++
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	200.00	(200.00)	+++
<b>407018</b>	<b>Co-op Reimbursement</b>								
407018-01	Co-op Reimbursement	10,000.00	(9,440.00)	560.00	.00	.00	718.83	(158.83)	128
	<b>407018 - Co-op Reimbursement Totals</b>	<b>\$10,000.00</b>	<b>(\$9,440.00)</b>	<b>\$560.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$718.83</b>	<b>(\$158.83)</b>	<b>128%</b>
407056	Support for Groups	10,000.00	11,000.00	21,000.00	.00	.00	31,052.91	(10,052.91)	148
	<b>REVENUE TOTALS</b>	<b>\$1,623,325.00</b>	<b>\$153,912.00</b>	<b>\$1,777,237.00</b>	<b>\$16,449.06</b>	<b>\$0.00</b>	<b>\$1,528,266.92</b>	<b>\$248,970.08</b>	<b>86%</b>
<b>EXPENSE</b>									
<b>501001</b>	<b>Payroll - Regular</b>								
501001-01	Payroll - Regular	662,483.00	17,286.00	679,769.00	78,472.97	.00	604,032.53	75,736.47	89
501001-08	Payroll - Bonus	.00	.00	.00	30,237.50	.00	30,237.50	(30,237.50)	+++
	<b>501001 - Payroll - Regular Totals</b>	<b>\$662,483.00</b>	<b>\$17,286.00</b>	<b>\$679,769.00</b>	<b>\$108,710.47</b>	<b>\$0.00</b>	<b>\$634,270.03</b>	<b>\$45,498.97</b>	<b>93%</b>
<b>501002</b>	<b>Payroll Overtime Regular</b>								
501002-01	Payroll Overtime Regular	40,000.00	12,000.00	52,000.00	64,539.70	.00	100,039.01	(48,039.01)	192
	<b>501002 - Payroll Overtime Regular Totals</b>	<b>\$40,000.00</b>	<b>\$12,000.00</b>	<b>\$52,000.00</b>	<b>\$64,539.70</b>	<b>\$0.00</b>	<b>\$100,039.01</b>	<b>(\$48,039.01)</b>	<b>192%</b>
<b>501003</b>	<b>Payroll Benefits</b>								
501003	Payroll Benefits	274,417.00	(274,417.00)	.00	.00	.00	.00	.00	+++
501003-01	Payroll Benefits - Recreation Benefit	.00	6,678.00	6,678.00	514.77	.00	6,827.94	(149.94)	102
501003-06	Payroll Benefits - Retirement	.00	49,359.00	49,359.00	4,859.79	.00	42,794.78	6,564.22	87
501003-08	Payroll Benefits - Medicare	.00	11,123.00	11,123.00	1,921.63	.00	10,980.85	142.15	99
501003-10	Payroll Benefits - Health Insurance	.00	178,730.00	178,730.00	15,175.24	.00	173,922.49	4,807.51	97
501003-13	Payroll Benefits - Dental Insurance	.00	4,911.00	4,911.00	345.07	.00	6,015.56	(1,104.56)	122
501003-14	Payroll Benefits - Vision Insurance	.00	1,600.00	1,600.00	179.48	.00	1,941.22	(341.22)	121
501003-15	Payroll Benefits - Standard - Life / AD& D	.00	1,989.00	1,989.00	253.47	.00	2,747.84	(758.84)	138
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	1,039.00	1,039.00	.00	.00	1,039.20	(.20)	100
501003-17	Payroll Benefits - Dependant Life	.00	73.00	73.00	5.99	.00	79.37	(6.37)	109
501003-18	Payroll Benefits - Long Term Disability	.00	4,664.00	4,664.00	319.34	.00	4,632.42	31.58	99
501003-19	Payroll Benefits - Unemployment Insurance	.00	2,299.00	2,299.00	397.17	.00	2,267.19	31.81	99
501003-20	Payroll Benefits - Workmans Comp	.00	5,049.00	5,049.00	371.07	.00	6,045.76	(996.76)	120
	<b>501003 - Payroll Benefits Totals</b>	<b>\$274,417.00</b>	<b>(\$6,903.00)</b>	<b>\$267,514.00</b>	<b>\$24,343.02</b>	<b>\$0.00</b>	<b>\$259,294.62</b>	<b>\$8,219.38</b>	<b>97%</b>
501004	Training/ Registrations	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0
501005	Travel & Meeting Expenses	105,000.00	(20,000.00)	85,000.00	16,298.07	.00	79,566.25	5,433.75	94
502003	Contract Service	65,000.00	(18,000.00)	47,000.00	7,179.80	.00	43,437.65	3,562.35	92
502004	Telephone	7,500.00	(1,000.00)	6,500.00	810.77	.00	5,940.36	559.64	91
<b>502008</b>	<b>Repairs - Equipment</b>								
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0
	<b>502008 - Repairs - Equipment Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>0%</b>

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd
<b>502009</b>	<b>Mailing - Postage</b>								
502009-01	Mailing - Postage	2,500.00	(500.00)	2,000.00	85.79	.00	2,040.28	(40.28)	102
502009-03	Mailing - Tradeshow	7,500.00	(4,500.00)	3,000.00	250.89	.00	1,170.34	1,829.66	39
	<b>502009 - Mailing - Postage Totals</b>	<b>\$10,000.00</b>	<b>(\$5,000.00)</b>	<b>\$5,000.00</b>	<b>\$336.68</b>	<b>\$0.00</b>	<b>\$3,210.62</b>	<b>\$1,789.38</b>	<b>64%</b>
<b>502013</b>	<b>Leased Equipment - Copier</b>								
502013-01	Leased Equipment - Copier	7,000.00	1,500.00	8,500.00	650.00	.00	8,051.74	448.26	95
	<b>502013 - Leased Equipment - Copier Totals</b>	<b>\$7,000.00</b>	<b>\$1,500.00</b>	<b>\$8,500.00</b>	<b>\$650.00</b>	<b>\$0.00</b>	<b>\$8,051.74</b>	<b>\$448.26</b>	<b>95%</b>
502017	Audit	2,189.00	.00	2,189.00	.00	.00	2,189.00	.00	100
503002	Dues, Memberships, Subscriptions	10,000.00	(5,000.00)	5,000.00	.00	.00	3,363.00	1,637.00	67
503003	Miscellaneous	15,000.00	6,000.00	21,000.00	404.12	.00	19,315.05	1,684.95	92
<b>503005</b>	<b>Supplies - Office</b>								
503005-01	Supplies - Office	4,000.00	.00	4,000.00	46.12	.00	4,907.97	(907.97)	123
	<b>503005 - Supplies - Office Totals</b>	<b>\$4,000.00</b>	<b>\$0.00</b>	<b>\$4,000.00</b>	<b>\$46.12</b>	<b>\$0.00</b>	<b>\$4,907.97</b>	<b>(\$907.97)</b>	<b>123%</b>
<b>503007</b>	<b>Building Lease Payments - Rent</b>								
503007-01	Building Lease Payments - Rent	60,616.00	.00	60,616.00	5,051.26	.00	60,616.00	.00	100
	<b>503007 - Building Lease Payments - Rent Totals</b>	<b>\$60,616.00</b>	<b>\$0.00</b>	<b>\$60,616.00</b>	<b>\$5,051.26</b>	<b>\$0.00</b>	<b>\$60,616.00</b>	<b>\$0.00</b>	<b>100%</b>
<b>503009</b>	<b>Vehicle Expenses - Fuel</b>								
503009-01	Vehicle Expenses - Fuel	.00	100.00	100.00	27.84	.00	285.15	(185.15)	285
	<b>503009 - Vehicle Expenses - Fuel Totals</b>	<b>\$0.00</b>	<b>\$100.00</b>	<b>\$100.00</b>	<b>\$27.84</b>	<b>\$0.00</b>	<b>\$285.15</b>	<b>(\$185.15)</b>	<b>285%</b>
503027	Office Equipment	2,000.00	.00	2,000.00	.00	.00	2,017.37	(17.37)	101
<b>550014</b>	<b>Marketing - Collateral</b>								
550014-01	Marketing - Collateral	20,000.00	10,000.00	30,000.00	.00	.00	27,843.46	2,156.54	93
550014-02	Marketing - Industry Print Ads	20,000.00	.00	20,000.00	.00	.00	16,531.00	3,469.00	83
550014-03	Marketing - Online	10,000.00	.00	10,000.00	.00	.00	.00	10,000.00	0
	<b>550014 - Marketing - Collateral Totals</b>	<b>\$50,000.00</b>	<b>\$10,000.00</b>	<b>\$60,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$44,374.46</b>	<b>\$15,625.54</b>	<b>74%</b>
<b>550015</b>	<b>Direct Sales - Tradeshow</b>								
550015-01	Direct Sales - Tradeshow	85,000.00	.00	85,000.00	6,857.48	.00	71,155.51	13,844.49	84
550015-02	Direct Sales - Client Amenities/Premiums	30,000.00	10,000.00	40,000.00	6,185.48	.00	39,136.76	863.24	98
550015-03	Direct Sales - Client Entertainment	65,000.00	.00	65,000.00	3,751.03	.00	55,747.31	9,252.69	86
550015-04	Direct Sales - FAM	90,000.00	5,000.00	95,000.00	15,972.99	.00	92,815.38	2,184.62	98
	<b>550015 - Direct Sales - Tradeshow Totals</b>	<b>\$270,000.00</b>	<b>\$15,000.00</b>	<b>\$285,000.00</b>	<b>\$32,766.98</b>	<b>\$0.00</b>	<b>\$258,854.96</b>	<b>\$26,145.04</b>	<b>91%</b>
550016	Support for Groups	180,000.00	15,000.00	195,000.00	1,000.00	.00	186,739.12	8,260.88	96
	<b>EXPENSE TOTALS</b>	<b>\$1,767,205.00</b>	<b>\$20,983.00</b>	<b>\$1,788,188.00</b>	<b>\$262,164.83</b>	<b>\$0.00</b>	<b>\$1,716,472.36</b>	<b>\$71,715.64</b>	<b>96%</b>
	<b>Fund 010 - Group Sales Fund Totals</b>								
	REVENUE TOTALS	1,623,325.00	153,912.00	1,777,237.00	16,449.06	.00	1,528,266.92	248,970.08	86
	EXPENSE TOTALS	1,767,205.00	20,983.00	1,788,188.00	262,164.83	.00	1,716,472.36	71,715.64	96
	<b>Fund 010 - Group Sales Fund Totals</b>	<b>(\$143,880.00)</b>	<b>\$132,929.00</b>	<b>(\$10,951.00)</b>	<b>(\$245,715.77)</b>	<b>\$0.00</b>	<b>(\$188,205.44)</b>	<b>\$177,254.44</b>	
	Grand Totals								
	REVENUE TOTALS	5,852,129.00	403,863.00	6,255,992.00	142,988.38	.00	5,432,695.43	823,296.57	87
	EXPENSE TOTALS	6,029,097.00	88,779.00	6,117,876.00	953,506.63	.00	5,861,273.46	256,602.54	96
	Grand Totals	<b>(\$176,968.00)</b>	<b>\$315,084.00</b>	<b>\$138,116.00</b>	<b>(\$810,518.25)</b>	<b>\$0.00</b>	<b>(\$428,578.03)</b>	<b>\$566,694.03</b>	



# Budget Performance Report

Attachment B

Fiscal Year to Date 02/08/16

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 009 - Marketing & Special Events Fund										
REVENUE										
<b>401003</b>	<b>Sales Taxes - Marketing</b>									
401003-03	Sales Taxes - Marketing	4,560,708.00	.00	4,560,708.00	.00	.00	.00	4,560,708.00	0	3,812,153.47
	<b>401003 - Sales Taxes - Marketing Totals</b>	<b>\$4,560,708.00</b>	<b>\$0.00</b>	<b>\$4,560,708.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4,560,708.00</b>	<b>0%</b>	<b>\$3,812,153.47</b>
<b>404071</b>	<b>Event Revenue - Sponsorships</b>									
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	.00	.00	+++	4,900.00
	<b>404071 - Event Revenue - Sponsorships Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>	<b>\$4,900.00</b>
<b>406007</b>	<b>Donations - Ice Age Discovery</b>									
406007-02	Donations - Ice Age Discovery	.00	.00	.00	.00	.00	.00	.00	+++	1,939.00
	<b>406007 - Donations - Ice Age Discovery Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>	<b>\$1,939.00</b>
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	.00	1,500.00	0	2,673.24
407003	Miscellaneous Income	.00	.00	.00	.00	.00	.00	.00	+++	1,470.00
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++	44,499.70
<b>407018</b>	<b>Co-op Reimbursement</b>									
407018-01	Co-op Reimbursement	.00	.00	.00	.00	.00	.00	.00	+++	3,100.00
407018-02	Co-op Reimbursement - Marketing	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0	33,693.10
	<b>407018 - Co-op Reimbursement Totals</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>	<b>0%</b>	<b>\$36,793.10</b>
	<b>REVENUE TOTALS</b>	<b>\$4,587,208.00</b>	<b>\$0.00</b>	<b>\$4,587,208.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4,587,208.00</b>	<b>0%</b>	<b>\$3,904,428.51</b>
EXPENSE										
<b>501001</b>	<b>Payroll - Regular</b>									
501001-01	Payroll - Regular	658,487.00	.00	658,487.00	.00	.00	.00	658,487.00	0	594,633.41
	<b>501001 - Payroll - Regular Totals</b>	<b>\$658,487.00</b>	<b>\$0.00</b>	<b>\$658,487.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$658,487.00</b>	<b>0%</b>	<b>\$594,633.41</b>
<b>501002</b>	<b>Payroll Overtime Regular</b>									
501002-01	Payroll Overtime Regular	20,000.00	.00	20,000.00	.00	.00	.00	20,000.00	0	30,773.27
	<b>501002 - Payroll Overtime Regular Totals</b>	<b>\$20,000.00</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>0%</b>	<b>\$30,773.27</b>
<b>501003</b>	<b>Payroll Benefits - Recreation Benefit</b>									
501003-01	Payroll Benefits - Recreation Benefit	12,667.00	.00	12,667.00	.00	.00	.00	12,667.00	0	10,439.04
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	.00	30,000.00	0	30,000.00
501003-06	Payroll Benefits - Retirement	41,106.00	.00	41,106.00	.00	.00	.00	41,106.00	0	36,617.25
501003-08	Payroll Benefits - Medicare	8,515.00	.00	8,515.00	.00	.00	.00	8,515.00	0	9,237.45
501003-09	Payroll Benefits - Fica	5,451.00	.00	5,451.00	.00	.00	.00	5,451.00	0	4,765.27
501003-10	Payroll Benefits - Health Insurance	180,362.00	.00	180,362.00	.00	.00	.00	180,362.00	0	120,594.83
501003-11	Payroll Benefits - Seasonal Health Insurance	5,545.00	.00	5,545.00	.00	.00	.00	5,545.00	0	.00
501003-13	Payroll Benefits - Dental Insurance	2,222.00	.00	2,222.00	.00	.00	.00	2,222.00	0	3,778.43
501003-14	Payroll Benefits - Vision Insurance	1,749.00	.00	1,749.00	.00	.00	.00	1,749.00	0	1,351.11
501003-15	Payroll Benefits - Standard - Life / AD& D	1,749.00	.00	1,749.00	.00	.00	.00	1,749.00	0	2,369.00
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	.00	.00	.00	.00	.00	.00	+++	868.80
501003-17	Payroll Benefits - Dependant Life	76.00	.00	76.00	.00	.00	.00	76.00	0	46.63

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
501003-18	Payroll Benefits - Long Term Disability	4,692.00	.00	4,692.00	.00	.00	.00	4,692.00	0	3,965.30
501003-19	Payroll Benefits - Unemployment Insurance	1,975.00	.00	1,975.00	.00	.00	.00	1,975.00	0	1,905.22
501003-20	Payroll Benefits - Workmans Comp	988.00	.00	988.00	.00	.00	.00	988.00	0	8,510.82
	<b>501003 - Payroll Benefits - Recreation Benefit Totals</b>	<b>\$297,097.00</b>	<b>\$0.00</b>	<b>\$297,097.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$297,097.00</b>	<b>0%</b>	<b>\$234,449.15</b>
501004	Training/ Registrations	10,000.00	.00	10,000.00	.00	.00	.00	10,000.00	0	3,126.56
501005	Travel & Meeting Expenses	35,000.00	.00	35,000.00	.00	.00	159.84	34,840.16	0	48,796.97
502003	Contract Service	55,000.00	.00	55,000.00	.00	.00	1,600.00	53,400.00	3	55,998.91
502004	Telephone	7,000.00	.00	7,000.00	158.51	.00	203.51	6,796.49	3	6,198.13
	<b>502007 Maintenance Agreements - Copier</b>									
502007-01	Maintenance Agreements - Copier	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	167.91
	<b>502007 - Maintenance Agreements - Copier Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>0%</b>	<b>\$167.91</b>
	<b>502008 Repairs - Equipment</b>									
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
	<b>502008 - Repairs - Equipment Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>0%</b>	<b>\$0.00</b>
	<b>502009 Mailing - Postage</b>									
502009-01	Mailing - Postage	3,000.00	.00	3,000.00	.00	.00	436.03	2,563.97	15	1,312.19
	<b>502009 - Mailing - Postage Totals</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$436.03</b>	<b>\$2,563.97</b>	<b>15%</b>	<b>\$1,312.19</b>
	<b>502010 Utilities - Electric</b>									
502010-03	Utilities - Electric	600.00	.00	600.00	.00	.00	.00	600.00	0	894.94
	<b>502010 - Utilities - Electric Totals</b>	<b>\$600.00</b>	<b>\$0.00</b>	<b>\$600.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$600.00</b>	<b>0%</b>	<b>\$894.94</b>
	<b>502013 Leased Equipment - Copier</b>									
502013-01	Leased Equipment - Copier	11,000.00	.00	11,000.00	.00	.00	734.91	10,265.09	7	8,792.15
	<b>502013 - Leased Equipment - Copier Totals</b>	<b>\$11,000.00</b>	<b>\$0.00</b>	<b>\$11,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$734.91</b>	<b>\$10,265.09</b>	<b>7%</b>	<b>\$8,792.15</b>
502017	Audit	4,439.00	.00	4,439.00	.00	.00	.00	4,439.00	0	4,309.00
	<b>503001 Advertising - Jobs</b>									
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	.00	.00	+++	1,080.44
	<b>503001 - Advertising - Jobs Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>	<b>\$1,080.44</b>
503002	Dues, Memberships, Subscriptions	8,000.00	.00	8,000.00	.00	.00	112.00	7,888.00	1	6,979.06
503003	Miscellaneous	12,000.00	.00	12,000.00	.00	.00	68.24	11,931.76	1	11,632.40
	<b>503005 Supplies - Office</b>									
503005-01	Supplies - Office	8,000.00	.00	8,000.00	.00	.00	625.72	7,374.28	8	2,904.96
503005-30	Supplies - Events	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0	16,304.56
	<b>503005 - Supplies - Office Totals</b>	<b>\$23,000.00</b>	<b>\$0.00</b>	<b>\$23,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$625.72</b>	<b>\$22,374.28</b>	<b>3%</b>	<b>\$19,209.52</b>
	<b>503007 Building Lease Payments - Rent</b>									
503007-01	Building Lease Payments - Rent	68,500.00	.00	68,500.00	500.00	.00	1,500.00	67,000.00	2	66,616.00
503007-02	Building Lease Payments - CAMS	8,500.00	.00	8,500.00	648.42	.00	1,945.26	6,554.74	23	7,781.04
	<b>503007 - Building Lease Payments - Rent Totals</b>	<b>\$77,000.00</b>	<b>\$0.00</b>	<b>\$77,000.00</b>	<b>\$1,148.42</b>	<b>\$0.00</b>	<b>\$3,445.26</b>	<b>\$73,554.74</b>	<b>4%</b>	<b>\$74,397.04</b>
	<b>503008 Insurance - Building</b>									
503008-01	Insurance - Building	191.00	.00	191.00	.00	.00	.00	191.00	0	173.35
503008-02	Insurance - Vehicle	262.00	.00	262.00	.00	.00	.00	262.00	0	237.76
	<b>503008 - Insurance - Building Totals</b>	<b>\$453.00</b>	<b>\$0.00</b>	<b>\$453.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$453.00</b>	<b>0%</b>	<b>\$411.11</b>

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>503009</b>	<b>Vehicle Expenses - Fuel</b>									
503009-01	Vehicle Expenses - Fuel	870.00	.00	870.00	.00	.00	.00	870.00	0	769.78
503009-02	Vehicle Expenses - Oil	56.00	.00	56.00	.00	.00	.00	56.00	0	26.13
503009-03	Vehicle Expenses - Parts & Supplies	931.00	.00	931.00	.00	.00	.00	931.00	0	639.31
503009-06	Vehicle Expenses - Labor	2,100.00	.00	2,100.00	.00	.00	.00	2,100.00	0	2,125.00
	<b>503009 - Vehicle Expenses - Fuel Totals</b>	<b>\$3,957.00</b>	<b>\$0.00</b>	<b>\$3,957.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,957.00</b>	<b>0%</b>	<b>\$3,560.22</b>
503027	Office Equipment	6,000.00	.00	6,000.00	.00	.00	.00	6,000.00	0	4,890.36
510055	Transfer Out to CIP	187,500.00	.00	187,500.00	.00	.00	.00	187,500.00	0	.00
550002	Signage	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0	10,293.22
550003	Premiums	35,000.00	.00	35,000.00	.00	.00	.00	35,000.00	0	29,303.59
<b>550004</b>	<b>Summer Marketing - Collateral</b>									
550004-01	Summer Marketing - Collateral	75,000.00	.00	75,000.00	.00	.00	.00	75,000.00	0	93,100.25
550004-02	Summer Marketing - Advertising	590,000.00	.00	590,000.00	.00	.00	22,095.75	567,904.25	4	521,021.15
550004-03	Summer Marketing - Photography	40,000.00	.00	40,000.00	.00	.00	.00	40,000.00	0	22,218.08
	<b>550004 - Summer Marketing - Collateral Totals</b>	<b>\$705,000.00</b>	<b>\$0.00</b>	<b>\$705,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$22,095.75</b>	<b>\$682,904.25</b>	<b>3%</b>	<b>\$636,339.48</b>
<b>550005</b>	<b>Winter Marketing - Collateral</b>									
550005-01	Winter Marketing - Collateral	103,000.00	.00	103,000.00	.00	.00	.00	103,000.00	0	116,962.59
550005-02	Winter Marketing - Advertising	515,000.00	.00	515,000.00	.00	.00	22,095.75	492,904.25	4	332,013.59
550005-03	Winter Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	.00	60,000.00	0	50,519.43
	<b>550005 - Winter Marketing - Collateral Totals</b>	<b>\$678,000.00</b>	<b>\$0.00</b>	<b>\$678,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$22,095.75</b>	<b>\$655,904.25</b>	<b>3%</b>	<b>\$499,495.61</b>
<b>550006</b>	<b>Online - Web Design &amp; Maintenance</b>									
550006-01	Online - Web Design & Maintenance	55,000.00	.00	55,000.00	.00	.00	.00	55,000.00	0	38,739.15
550006-02	Online - Social Media	55,000.00	.00	55,000.00	.00	.00	.00	55,000.00	0	21,191.73
550006-03	Online - Search Engine Optimazation & Marketing	50,000.00	.00	50,000.00	.00	.00	.00	50,000.00	0	25,231.25
550006-04	Online - E-mail	35,000.00	.00	35,000.00	.00	.00	.00	35,000.00	0	21,470.00
550006-05	Online - Miscellaneous	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0	8,823.00
	<b>550006 - Online - Web Design &amp; Maintenance Totals</b>	<b>\$210,000.00</b>	<b>\$0.00</b>	<b>\$210,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$210,000.00</b>	<b>0%</b>	<b>\$115,455.13</b>
550007	RRC Occupancy	.00	.00	.00	.00	.00	5,450.00	(5,450.00)	+++	22,035.00
550008	Sponsorship Tool	10,000.00	.00	10,000.00	.00	.00	250.00	9,750.00	2	9,889.90
550009	Competitive Analysis	23,500.00	.00	23,500.00	.00	.00	5,450.00	18,050.00	23	.00
<b>550010</b>	<b>Summer Events</b>									
550010	Summer Events	845,000.00	.00	845,000.00	.00	.00	1,500.00	843,500.00	0	939,724.76
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0	.00
	<b>550010 - Summer Events Totals</b>	<b>\$995,000.00</b>	<b>\$0.00</b>	<b>\$995,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,500.00</b>	<b>\$993,500.00</b>	<b>0%</b>	<b>\$939,724.76</b>
550011	Winter Events	327,000.00	.00	327,000.00	.00	.00	155,990.65	171,009.35	48	472,284.78
550012	Ice Age Discovery Center	90,000.00	.00	90,000.00	2,000.00	.00	13,821.49	76,178.51	15	101,996.97
550013	Research Survey	20,000.00	.00	20,000.00	.00	.00	.00	20,000.00	0	8,690.57
550017	One Time Expenses	12,000.00	.00	12,000.00	.00	.00	.00	12,000.00	0	56,493.99
560001	Public Relations	115,000.00	.00	115,000.00	.00	.00	20,000.00	95,000.00	17	80,885.36
560002	Rebate	52,000.00	.00	52,000.00	3,450.00	.00	25,650.00	26,350.00	49	50,300.00
	<b>EXPENSE TOTALS</b>	<b>\$4,709,033.00</b>	<b>\$0.00</b>	<b>\$4,709,033.00</b>	<b>\$6,756.93</b>	<b>\$0.00</b>	<b>\$279,689.15</b>	<b>\$4,429,343.85</b>	<b>6%</b>	<b>\$4,144,801.10</b>
	<b>Fund 009 - Marketing &amp; Special Events Fund Totals</b>									
	<b>REVENUE TOTALS</b>	<b>4,587,208.00</b>	<b>.00</b>	<b>4,587,208.00</b>	<b>.00</b>	<b>.00</b>	<b>.00</b>	<b>4,587,208.00</b>	<b>0</b>	<b>3,904,428.51</b>
	<b>EXPENSE TOTALS</b>	<b>4,709,033.00</b>	<b>.00</b>	<b>4,709,033.00</b>	<b>6,756.93</b>	<b>.00</b>	<b>279,689.15</b>	<b>4,429,343.85</b>	<b>6</b>	<b>4,144,801.10</b>
	<b>Fund 009 - Marketing &amp; Special Events Fund Totals</b>	<b>(\$121,825.00)</b>	<b>\$0.00</b>	<b>(\$121,825.00)</b>	<b>(\$6,756.93)</b>	<b>\$0.00</b>	<b>(\$279,689.15)</b>	<b>\$157,864.15</b>		<b>(\$240,372.59)</b>

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 010 - Group Sales Fund										
REVENUE										
<b>401003</b>	<b>Sales Taxes - Lodging</b>									
401003-04	Sales Taxes - Lodging	1,806,787.00	.00	1,806,787.00	.00	.00	.00	1,806,787.00	0	1,492,911.69
	<b>401003 - Sales Taxes - Lodging Totals</b>	<b>\$1,806,787.00</b>	<b>\$0.00</b>	<b>\$1,806,787.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,806,787.00</b>	<b>0%</b>	<b>\$1,492,911.69</b>
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	.00	1,500.00	0	2,093.61
407003	Miscellaneous Income	.00	.00	.00	.00	.00	.00	.00	+++	1,289.88
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++	200.00
<b>407018</b>	<b>Co-op Reimbursement</b>									
407018-01	Co-op Reimbursement	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	718.83
	<b>407018 - Co-op Reimbursement Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>0%</b>	<b>\$718.83</b>
407056	Support for Groups	21,000.00	.00	21,000.00	.00	.00	.00	21,000.00	0	31,052.91
	<b>REVENUE TOTALS</b>	<b>\$1,830,287.00</b>	<b>\$0.00</b>	<b>\$1,830,287.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,830,287.00</b>	<b>0%</b>	<b>\$1,528,266.92</b>
EXPENSE										
<b>501001</b>	<b>Payroll - Regular</b>									
501001-01	Payroll - Regular	704,625.00	.00	704,625.00	.00	.00	.00	704,625.00	0	604,032.53
501001-08	Payroll - Bonus	.00	.00	.00	.00	.00	.00	.00	+++	30,237.50
	<b>501001 - Payroll - Regular Totals</b>	<b>\$704,625.00</b>	<b>\$0.00</b>	<b>\$704,625.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$704,625.00</b>	<b>0%</b>	<b>\$634,270.03</b>
<b>501002</b>	<b>Payroll Overtime Regular</b>									
501002-01	Payroll Overtime Regular	50,000.00	.00	50,000.00	.00	.00	.00	50,000.00	0	100,039.01
	<b>501002 - Payroll Overtime Regular Totals</b>	<b>\$50,000.00</b>	<b>\$0.00</b>	<b>\$50,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$50,000.00</b>	<b>0%</b>	<b>\$100,039.01</b>
<b>501003</b>	<b>Payroll Benefits - Recreation Benefit</b>									
501003-01	Payroll Benefits - Recreation Benefit	7,755.00	.00	7,755.00	.00	.00	.00	7,755.00	0	6,827.94
501003-06	Payroll Benefits - Retirement	49,324.00	.00	49,324.00	.00	.00	.00	49,324.00	0	42,794.78
501003-08	Payroll Benefits - Medicare	10,217.00	.00	10,217.00	.00	.00	.00	10,217.00	0	10,980.85
501003-10	Payroll Benefits - Health Insurance	218,509.00	.00	218,509.00	.00	.00	.00	218,509.00	0	173,922.49
501003-13	Payroll Benefits - Dental Insurance	2,020.00	.00	2,020.00	.00	.00	.00	2,020.00	0	6,015.56
501003-14	Payroll Benefits - Vision Insurance	1,590.00	.00	1,590.00	.00	.00	.00	1,590.00	0	1,941.22
501003-15	Payroll Benefits - Standard - Life / AD& D	1,770.00	.00	1,770.00	.00	.00	.00	1,770.00	0	2,747.84
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	.00	.00	.00	.00	.00	.00	+++	1,039.20
501003-17	Payroll Benefits - Dependant Life	63.00	.00	63.00	.00	.00	.00	63.00	0	79.37
501003-18	Payroll Benefits - Long Term Disability	5,054.00	.00	5,054.00	.00	.00	.00	5,054.00	0	4,632.42
501003-19	Payroll Benefits - Unemployment Insurance	2,114.00	.00	2,114.00	.00	.00	.00	2,114.00	0	2,267.19
501003-20	Payroll Benefits - Workmans Comp	1,057.00	.00	1,057.00	.00	.00	.00	1,057.00	0	6,045.76
	<b>501003 - Payroll Benefits - Recreation Benefit Totals</b>	<b>\$299,473.00</b>	<b>\$0.00</b>	<b>\$299,473.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$299,473.00</b>	<b>0%</b>	<b>\$259,294.62</b>
501004	Training/ Registrations	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
501005	Travel & Meeting Expenses	85,000.00	.00	85,000.00	.00	.00	2,420.30	82,579.70	3	79,566.25
502003	Contract Service	50,000.00	.00	50,000.00	.00	.00	4,023.00	45,977.00	8	43,437.65
502004	Telephone	6,500.00	.00	6,500.00	57.84	.00	157.84	6,342.16	2	5,940.36
<b>502008</b>	<b>Repairs - Equipment</b>									
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
	<b>502008 - Repairs - Equipment Totals</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>0%</b>	<b>\$0.00</b>
<b>502009</b>	<b>Mailing - Postage</b>									
502009-01	Mailing - Postage	2,000.00	.00	2,000.00	.00	.00	507.29	1,492.71	25	2,040.28
502009-03	Mailing - Tradeshow	3,000.00	.00	3,000.00	.00	.00	.00	3,000.00	0	1,170.34
	<b>502009 - Mailing - Postage Totals</b>	<b>\$5,000.00</b>	<b>\$0.00</b>	<b>\$5,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$507.29</b>	<b>\$4,492.71</b>	<b>10%</b>	<b>\$3,210.62</b>

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>502013</b>	<b>Leased Equipment - Copier</b>									
502013-01	Leased Equipment - Copier	9,000.00	.00	9,000.00	.00	.00	650.00	8,350.00	7	8,051.74
	<b>502013 - Leased Equipment - Copier Totals</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$650.00</b>	<b>\$8,350.00</b>	<b>7%</b>	<b>\$8,051.74</b>
502017	Audit	2,255.00	.00	2,255.00	.00	.00	.00	2,255.00	0	2,189.00
503002	Dues, Memberships, Subscriptions	5,000.00	.00	5,000.00	.00	.00	945.00	4,055.00	19	3,363.00
503003	Miscellaneous	20,000.00	.00	20,000.00	.00	.00	.00	20,000.00	0	19,315.05
<b>503005</b>	<b>Supplies - Office</b>									
503005-01	Supplies - Office	4,000.00	.00	4,000.00	.00	.00	.00	4,000.00	0	4,907.97
	<b>503005 - Supplies - Office Totals</b>	<b>\$4,000.00</b>	<b>\$0.00</b>	<b>\$4,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4,000.00</b>	<b>0%</b>	<b>\$4,907.97</b>
<b>503007</b>	<b>Building Lease Payments - Rent</b>									
503007-01	Building Lease Payments - Rent	61,038.00	.00	61,038.00	.00	.00	.00	61,038.00	0	60,616.00
	<b>503007 - Building Lease Payments - Rent Totals</b>	<b>\$61,038.00</b>	<b>\$0.00</b>	<b>\$61,038.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$61,038.00</b>	<b>0%</b>	<b>\$60,616.00</b>
<b>503009</b>	<b>Vehicle Expenses - Fuel</b>									
503009-01	Vehicle Expenses - Fuel	.00	.00	.00	.00	.00	.00	.00	+++	285.15
	<b>503009 - Vehicle Expenses - Fuel Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>	<b>\$285.15</b>
503027	Office Equipment	3,500.00	.00	3,500.00	.00	.00	.00	3,500.00	0	2,017.37
510055	Transfer Out to CIP	187,500.00	.00	187,500.00	.00	.00	.00	187,500.00	0	.00
<b>550014</b>	<b>Marketing - Collateral</b>									
550014-01	Marketing - Collateral	20,000.00	.00	20,000.00	.00	.00	.00	20,000.00	0	27,843.46
550014-02	Marketing - Industry Print Ads	20,000.00	.00	20,000.00	.00	.00	.00	20,000.00	0	16,531.00
550014-03	Marketing - Online	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0	.00
	<b>550014 - Marketing - Collateral Totals</b>	<b>\$55,000.00</b>	<b>\$0.00</b>	<b>\$55,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$55,000.00</b>	<b>0%</b>	<b>\$44,374.46</b>
<b>550015</b>	<b>Direct Sales - Tradeshow</b>									
550015-01	Direct Sales - Tradeshow	85,000.00	.00	85,000.00	.00	.00	4,334.00	80,666.00	5	71,155.51
550015-02	Direct Sales - Client Amenities/Premiums	40,000.00	.00	40,000.00	.00	.00	.00	40,000.00	0	39,136.76
550015-03	Direct Sales - Client Entertainment	65,000.00	.00	65,000.00	.00	.00	.00	65,000.00	0	55,747.31
550015-04	Direct Sales - FAM	95,000.00	.00	95,000.00	.00	.00	.00	95,000.00	0	92,815.38
	<b>550015 - Direct Sales - Tradeshow Totals</b>	<b>\$285,000.00</b>	<b>\$0.00</b>	<b>\$285,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4,334.00</b>	<b>\$280,666.00</b>	<b>2%</b>	<b>\$258,854.96</b>
550016	Support for Groups	195,000.00	.00	195,000.00	.00	.00	.00	195,000.00	0	186,739.12
	<b>EXPENSE TOTALS</b>	<b>\$2,029,891.00</b>	<b>\$0.00</b>	<b>\$2,029,891.00</b>	<b>\$57.84</b>	<b>\$0.00</b>	<b>\$13,037.43</b>	<b>\$2,016,853.57</b>	<b>1%</b>	<b>\$1,716,472.36</b>
	<b>Fund 010 - Group Sales Fund Totals</b>									
	<b>REVENUE TOTALS</b>	<b>1,830,287.00</b>	<b>.00</b>	<b>1,830,287.00</b>	<b>.00</b>	<b>.00</b>	<b>.00</b>	<b>1,830,287.00</b>	<b>0</b>	<b>1,528,266.92</b>
	<b>EXPENSE TOTALS</b>	<b>2,029,891.00</b>	<b>.00</b>	<b>2,029,891.00</b>	<b>57.84</b>	<b>.00</b>	<b>13,037.43</b>	<b>2,016,853.57</b>	<b>1</b>	<b>1,716,472.36</b>
	<b>Fund 010 - Group Sales Fund Totals</b>	<b>(\$199,604.00)</b>	<b>\$0.00</b>	<b>(\$199,604.00)</b>	<b>(\$57.84)</b>	<b>\$0.00</b>	<b>(\$13,037.43)</b>	<b>(\$186,566.57)</b>		<b>(\$188,205.44)</b>
	<b>Grand Totals</b>									
	<b>REVENUE TOTALS</b>	<b>6,417,495.00</b>	<b>.00</b>	<b>6,417,495.00</b>	<b>.00</b>	<b>.00</b>	<b>.00</b>	<b>6,417,495.00</b>	<b>0</b>	<b>5,432,695.43</b>
	<b>EXPENSE TOTALS</b>	<b>6,738,924.00</b>	<b>.00</b>	<b>6,738,924.00</b>	<b>6,814.77</b>	<b>.00</b>	<b>292,726.58</b>	<b>6,446,197.42</b>	<b>4</b>	<b>5,861,273.46</b>
	<b>Grand Totals</b>	<b>(\$321,429.00)</b>	<b>\$0.00</b>	<b>(\$321,429.00)</b>	<b>(\$6,814.77)</b>	<b>\$0.00</b>	<b>(\$292,726.58)</b>	<b>(\$28,702.42)</b>		<b>(\$428,578.03)</b>

TOWN OF SNOWMASS VILLAGE

MONTHLY REPORTS OF: Dec-15

REAL ESTATE TRANSFER TAXES

TOWN OF SNOWMASS VILLAGE SALES TAXES

TOWN'S PORTION OF PITKIN COUNTY'S SALES TAXES

EXCISE TAXES

PREPARED BY: FINANCE DEPARTMENT

SPECIAL NOTES:

REAL ESTATE TRANSFER TAX REPORTS - The Real Estate Transfer Tax is a land transfer tax upon the transfer of interest in real property. The tax is payable from the 1st day of August, 1986, of one-half of one percent (1/2%) of the consideration for the real property to the 31st day of July, 1991, and from the 1st day of August, 1991, of one percent (1%) of the consideration for the real property to the 31st day of July, 1996. This tax was extended by a vote of the people until the 31st day of December, 2006. On November 2nd, 2004, the electorate of the Town of Snowmass Village voted to extend this tax in perpetuity.

SALES TAX REPORTS PER GENERAL LEDGER reflect sales tax revenue collections for the months as indicated. Delinquent payment of sales tax will cause fluctuations in monthly totals since months in which delinquent sales tax payments were not made will be understated and months in which delinquent payments are made will be overstated. Of course, if the total delinquent payments are consistent from month to month, the degree of fluctuation will be lessened considerably.

SALES TAX REPORTS PER SALES TAX PROGRAM reflect actual sales tax generated for each month listed. Delinquent payments are posted back to the actual month they were generated, which causes the monthly amounts to continually fluctuate as they are updated.

EXCISE TAX REPORTS reflect a limited excise tax on improvements in excess of the maximum allowable floor area for a lot. Approved by the electors of the Town on November 2, 1999, the tax went into effective on March 23, 2000. On November 4, 2008, the electorate of the Town of Snowmass Village voted to extend this tax in perpetuity.

**TOWN OF SNOWMASS VILLAGE  
TOWN SALES TAX**

**HISTORICAL SUMMARY**

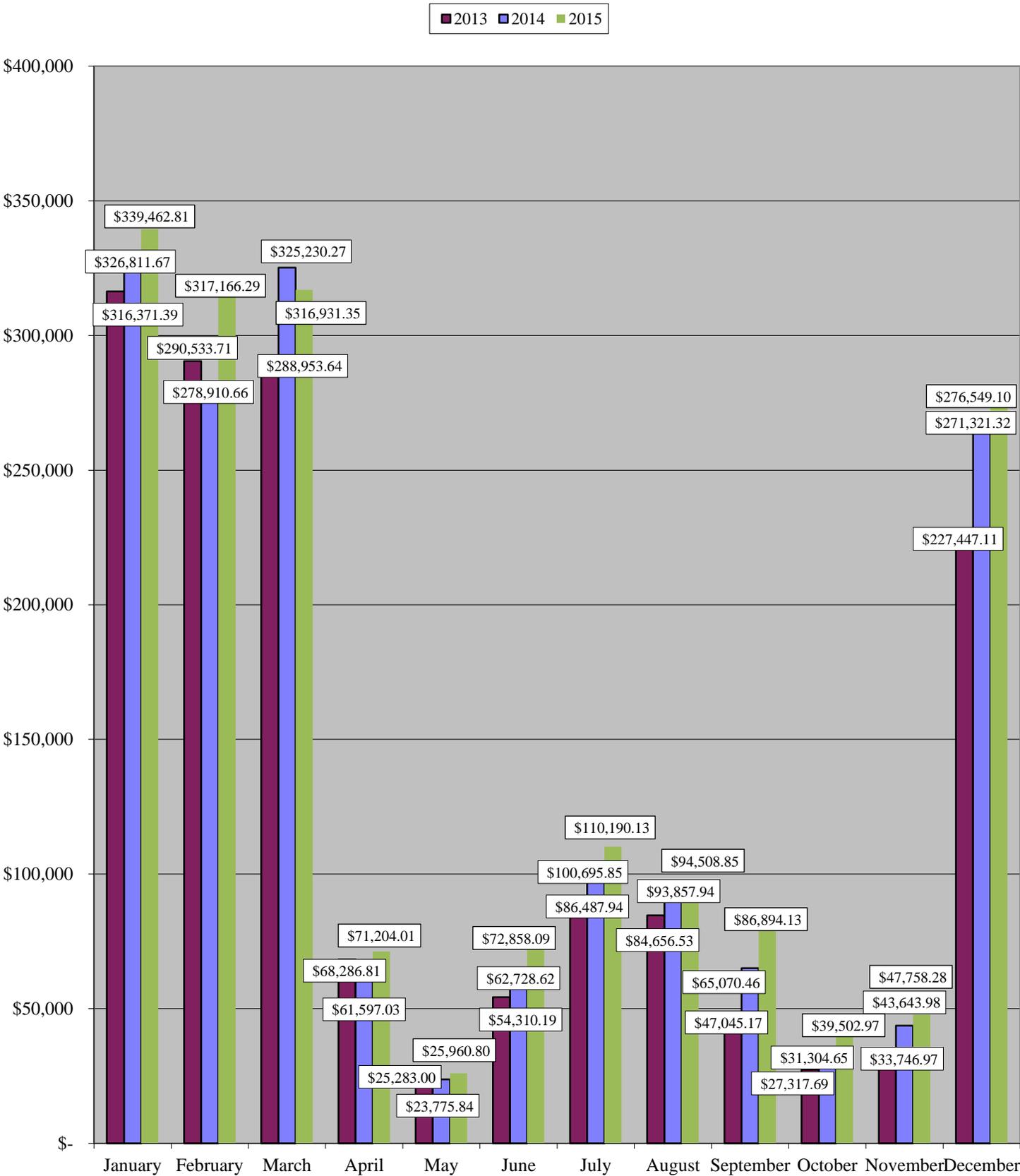
<b>MONTH GENERATED PER SALES TAX PROGRAM GENERAL FUND</b>	<b>2006 ACTUAL</b>	<b>2007 ACTUAL</b>	<b>2008 ACTUAL</b>	<b>2009 ACTUAL</b>	<b>2010 ACTUAL</b>	<b>2011 ACTUAL</b>	<b>2012 ACTUAL</b>	<b>2013 ACTUAL</b>	<b>2014 ACTUAL</b>	<b>2015 ACTUAL</b>	<b>2015 VARIANCE \$</b>	<b>2015 VARIANCE %</b>
January	\$ 213,904.01	\$ 247,667.73	\$ 275,511.80	\$ 235,150.96	\$ 237,395.99	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,462.81	\$ 12,651.14	3.87%
February	\$ 219,702.01	\$ 233,521.18	\$ 257,750.24	\$ 233,972.34	\$ 218,137.55	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,166.29	\$ 38,255.63	13.72%
March	\$ 247,724.00	\$ 266,534.92	\$ 282,034.66	\$ 207,639.25	\$ 219,713.37	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35	\$ (8,298.92)	-2.55%
April	\$ 53,755.14	\$ 68,673.42	\$ 58,568.32	\$ 64,962.60	\$ 63,844.05	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,204.01	\$ 9,606.98	15.60%
May	\$ 21,254.57	\$ 23,362.07	\$ 28,743.46	\$ 22,700.56	\$ 21,445.42	\$ 21,089.02	\$ 23,115.76	\$ 25,283.00	\$ 23,775.84	\$ 25,960.80	\$ 2,184.96	9.19%
June	\$ 49,989.72	\$ 54,649.56	\$ 49,192.84	\$ 44,427.07	\$ 39,843.22	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,728.62	\$ 72,858.09	\$ 10,129.47	16.15%
July	\$ 68,670.87	\$ 73,761.02	\$ 74,660.10	\$ 59,541.02	\$ 63,037.97	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,190.13	\$ 9,494.28	9.43%
August	\$ 67,570.57	\$ 78,505.13	\$ 75,008.20	\$ 52,148.97	\$ 54,943.43	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,508.85	\$ 650.91	0.69%
September	\$ 56,579.71	\$ 55,061.79	\$ 48,678.11	\$ 41,390.67	\$ 44,686.97	\$ 54,381.71	\$ 56,282.49	\$ 47,045.17	\$ 65,070.46	\$ 86,894.13	\$ 21,823.67	33.54%
October	\$ 25,975.43	\$ 35,283.06	\$ 27,485.16	\$ 21,847.62	\$ 20,837.67	\$ 24,912.08	\$ 29,531.21	\$ 27,317.69	\$ 31,304.65	\$ 39,502.97	\$ 8,198.32	26.19%
November	\$ 38,116.85	\$ 40,093.34	\$ 31,453.60	\$ 26,951.76	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 47,758.28	\$ 4,114.30	9.43%
December	\$ 203,514.86	\$ 192,332.33	\$ 176,317.83	\$ 172,112.25	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 276,549.10	\$ 5,227.78	1.93%
<b>TOTAL</b>	\$ 1,266,757.74	\$ 1,369,445.55	\$ 1,385,404.32	\$ 1,182,845.07	\$ 1,207,123.95	\$ 1,309,239.79	\$ 1,397,332.98	\$ 1,550,440.15	\$ 1,684,948.29	\$ 1,798,986.81	\$ 114,038.52	6.77%

<b>COUNTY SALES TAX MONTH GENERATED</b>	<b>2006 ACTUAL</b>	<b>2007 ACTUAL</b>	<b>2008 ACTUAL</b>	<b>2009 ACTUAL</b>	<b>2010 ACTUAL</b>	<b>2011 ACTUAL</b>	<b>2012 ACTUAL</b>	<b>2013 ACTUAL</b>	<b>2014 ACTUAL</b>	<b>2015 ACTUAL</b>	<b>2015 VARIANCE \$</b>	<b>2015 VARIANCE %</b>
January	\$ 316,809.72	\$ 353,197.52	\$ 375,824.59	\$ 327,140.55	\$ 335,476.89	\$ 349,604.60	\$ 428,272.94	\$ 437,527.12	\$ 463,857.69	\$ 499,107.23	\$ 35,249.54	7.60%
February	\$ 331,658.21	\$ 350,985.22	\$ 403,922.41	\$ 310,516.95	\$ 313,774.83	\$ 306,335.60	\$ 320,870.98	\$ 398,694.22	\$ 400,131.04	\$ 454,074.10	\$ 53,943.06	13.48%
March	\$ 348,141.76	\$ 370,379.54	\$ 399,215.72	\$ 317,608.54	\$ 317,083.30	\$ 388,053.94	\$ 313,714.14	\$ 392,640.65	\$ 446,211.39	\$ 444,771.76	\$ (1,439.63)	-0.32%
April	\$ 148,704.50	\$ 131,079.11	\$ 148,302.99	\$ 117,112.96	\$ 114,491.92	\$ 111,412.21	\$ 141,229.50	\$ 122,274.82	\$ 126,156.19	\$ 156,182.72	\$ 30,026.53	23.80%
May	\$ 83,061.69	\$ 95,680.96	\$ 85,464.19	\$ 73,188.86	\$ 71,805.14	\$ 80,443.13	\$ 73,615.04	\$ 75,041.43	\$ 86,479.84	\$ 90,631.82	\$ 4,151.98	4.80%
June	\$ 143,115.34	\$ 162,300.14	\$ 159,916.60	\$ 127,515.57	\$ 129,794.16	\$ 139,829.42	\$ 158,934.87	\$ 165,492.04	\$ 182,429.25	\$ 191,912.81	\$ 9,483.56	5.20%
July	\$ 198,664.35	\$ 200,265.43	\$ 218,420.85	\$ 170,641.20	\$ 196,231.06	\$ 207,857.26	\$ 219,716.57	\$ 237,121.16	\$ 270,883.00	\$ 288,392.92	\$ 17,509.92	6.46%
August	\$ 186,043.05	\$ 203,585.16	\$ 199,753.97	\$ 154,785.90	\$ 167,288.86	\$ 178,807.78	\$ 193,660.74	\$ 206,288.27	\$ 243,277.63	\$ 256,415.93	\$ 13,138.30	5.40%
September	\$ 167,672.19	\$ 147,205.10	\$ 168,746.24	\$ 120,094.74	\$ 124,779.29	\$ 147,889.65	\$ 147,544.04	\$ 155,386.49	\$ 181,350.68	\$ 206,943.89	\$ 25,593.21	14.11%
October	\$ 104,682.11	\$ 113,216.03	\$ 102,073.67	\$ 82,415.79	\$ 85,451.70	\$ 86,863.68	\$ 88,592.13	\$ 94,711.74	\$ 98,114.94	\$ 114,297.91	\$ 16,182.97	16.49%
November	\$ 79,837.78	\$ 100,792.77	\$ 89,465.48	\$ 84,023.01	\$ 90,143.10	\$ 99,117.85	\$ 95,083.72	\$ 99,993.83	\$ 94,089.08	\$ 126,814.97	\$ 32,725.89	34.78%
December	\$ 372,826.56	\$ 323,300.59	\$ 287,669.80	\$ 293,021.57	\$ 321,997.64	\$ 354,451.18	\$ 344,623.29	\$ 356,897.74	\$ 427,468.63	\$ 460,609.83	\$ 33,141.20	7.75%
<b>SUB-TOTAL</b>	\$ 2,481,217.26	\$ 2,551,987.57	\$ 2,638,776.51	\$ 2,178,065.64	\$ 2,268,317.89	\$ 2,450,666.30	\$ 2,525,857.96	\$ 2,742,069.51	\$ 3,020,449.36	\$ 3,290,155.89	\$ 269,706.53	8.93%
PREVIOUS YEAR BACK PAYMENT					\$ 21,074.78						\$ -	
<b>TOTAL</b>			\$ 2,638,776.51	\$ 2,178,065.64	\$ 2,289,392.67	\$ 2,450,666.30	\$ 2,525,857.96	\$ 2,742,069.51	\$ 3,020,449.36	\$ 3,290,155.89	\$ 269,706.53	8.93%

<b>GENERAL FUND COMBINED TOTALS</b>	\$ 530,713.73	\$ 600,865.25	\$ 4,024,180.83	\$ 3,360,910.71	\$ 3,475,441.84	\$ 3,759,906.09	\$ 3,923,190.94	\$ 4,292,509.66	\$ 4,705,397.65	\$ 5,089,142.70	\$ 383,745.05	8.16%
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<b>MONTH GENERATED PER SALES TAX PROGRAM MARKETING FUND</b>	<b>2006 ACTUAL</b>	<b>2007 ACTUAL</b>	<b>2008 ACTUAL</b>	<b>2009 ACTUAL</b>	<b>2010 ACTUAL</b>	<b>2011 ACTUAL</b>	<b>2012 ACTUAL</b>	<b>2013 ACTUAL</b>	<b>2014 ACTUAL</b>	<b>2015 ACTUAL</b>	<b>2015 VARIANCE \$</b>	<b>2015 VARIANCE %</b>
January	\$ 534,760.00	\$ 619,169.36	\$ 688,779.46	\$ 587,877.38	\$ 593,489.96	\$ 630,221.31	\$ 723,441.66	\$ 790,928.50	\$ 817,029.16	\$ 848,657.02	\$ 31,627.86	3.87%
February	\$ 549,255.00	\$ 583,802.95	\$ 644,375.59	\$ 584,930.84	\$ 545,343.88	\$ 525,483.21	\$ 629,549.10	\$ 726,334.28	\$ 697,276.66	\$ 792,915.73	\$ 95,639.07	13.72%
March	\$ 619,310.00	\$ 666,337.31	\$ 705,086.64	\$ 519,098.11	\$ 549,283.40	\$ 690,302.03	\$ 619,699.77	\$ 722,384.09	\$ 813,075.69	\$ 792,328.36	\$ (20,747.33)	-2.55%
April	\$ 134,387.86	\$ 171,683.59	\$ 146,420.82	\$ 162,406.51	\$ 159,610.11	\$ 125,903.24	\$ 137,401.51	\$ 170,717.03	\$ 153,992.59	\$ 178,010.04	\$ 24,017.45	15.60%
May	\$ 53,136.43	\$ 58,405.16	\$ 71,858.62	\$ 56,751.41	\$ 53,613.58	\$ 52,735.74	\$ 57,789.36	\$ 63,207.50	\$ 59,439.59	\$ 64,901.99	\$ 5,462.40	9.19%
June	\$ 124,974.29	\$ 136,623.91	\$ 122,982.12	\$ 111,067.69	\$ 99,608.10	\$ 117,557.74	\$ 125,144.24	\$ 135,775.46	\$ 156,821.56	\$ 182,145.23	\$ 25,323.67	16.15%
July	\$ 171,677.14	\$ 184,402.56	\$ 186,650.25	\$ 148,852.53	\$ 157,594.94	\$ 180,401.51	\$ 190,257.94	\$ 216,219.85	\$ 251,739.63	\$ 275,475.34	\$ 23,735.71	9.43%
August	\$ 168,926.43	\$ 196,262.82	\$ 187,520.47	\$ 130,372.43	\$ 137,358.58	\$ 161,470.13	\$ 175,947.58	\$ 211,641.32	\$ 234,644.84	\$ 236,272.16	\$ 1,627.32	0.69%
September	\$ 141,449.29	\$ 137,654.46	\$ 121,695.27	\$ 103,476.70	\$ 111,717.44	\$ 136,036.71	\$ 140,706.24	\$ 117,612.94	\$ 162,676.14	\$ 217,235.32	\$ 54,559.18	33.54%
October	\$ 64,938.57	\$ 88,207.64	\$ 68,712.89	\$ 54,619.06	\$ 52,094.16	\$ 62,385.64	\$ 73,828.02	\$ 68,294.21	\$ 78,261.62	\$ 98,757.43	\$ 20,495.81	26.19%
November	\$ 95,292.14	\$ 100,233.34	\$ 78,634.01	\$ 67,379.39	\$ 70,232.17	\$ 83,285.39	\$ 79,622.49	\$ 84,367.42	\$ 109,109.95	\$ 119,395.69	\$ 10,285.74	9.43%
December	\$ 508,787.14	\$ 480,830.83	\$ 440,794.56	\$ 430,280.64	\$ 487,931.56	\$ 510,188.76	\$ 539,944.44	\$ 568,617.78	\$ 678,303.28	\$ 691,372.74	\$ 13,069.46	1.93%
<b>TOTALS</b>	\$ 3,166,894.29	\$ 3,423,613.93	\$ 3,463,510.70	\$ 2,957,112.69	\$ 3,017,877.88	\$ 3,275,971.41	\$ 3,493,332.35	\$ 3,876,100.38	\$ 4,212,370.71	\$ 4,497,467.05	\$ 285,096.34	6.77%

Town Sales Tax  
Month Generated Per Sales Tax Program



**TOWN OF SNOWMASS VILLAGE  
SUMMER AND WINTER TOWN SALES TAXES  
GENERAL FUND**

**SUMMER TOWN SALES TAX PER SALES TAX PROGRAM**

MONTH	2009	2010	2011	2012	2013	2014	2015	\$ VARIANCE	% VARIANCE
<i>JUNE</i>	\$ 44,427.07	\$ 39,843.22	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,728.62	\$ 72,858.09	\$ 10,129.47	16.15%
<i>JULY</i>	\$ 59,541.02	\$ 63,037.97	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,190.13	\$ 9,494.28	9.43%
<i>AUGUST</i>	\$ 52,148.97	\$ 54,943.43	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,508.85	\$ 650.91	0.69%
<i>SEPTEMBER</i>	\$ 41,390.67	\$ 44,686.97	\$ 54,381.71	\$ 56,282.49	\$ 47,045.17	\$ 65,070.46	\$ 86,894.13	\$ 21,823.67	33.54%
<b>TOTAL</b>	\$ 197,507.73	\$ 202,511.59	\$ 237,391.85	\$ 252,822.40	\$ 272,499.83	\$ 322,352.87	\$ 364,451.20	\$ 42,098.33	13.06%
^\$ INC/(DEC)	\$ (50,031.52)	\$ 5,003.86	\$ 34,880.26	\$ 15,430.55	\$ 19,677.43	\$ 49,853.04	\$ 42,098.33		
^% INC/(DEC)	-20.21%	2.53%	17.22%	6.50%	7.78%	18.29%	13.06%		

**WINTER TOWN SALES TAX PER SALES TAX PROGRAM**

MONTH	2009	2010	2011	2012	2013	2014	2015	\$ VARIANCE	% VARIANCE
<i>NOVEMBER-Previous Year</i>	\$ 31,453.60	\$ 26,951.76	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 9,897.01	29.33%
<i>DECEMBER-Previous Year</i>	\$ 176,317.83	\$ 172,112.25	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 43,874.21	19.29%
<i>JANUARY</i>	\$ 235,150.96	\$ 237,395.99	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,462.81	\$ 12,651.14	3.87%
<i>FEBRUARY</i>	\$ 233,972.34	\$ 218,137.55	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,166.29	\$ 38,255.63	13.72%
<i>MARCH</i>	\$ 207,639.25	\$ 219,713.37	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35	\$ (8,298.92)	-2.55%
<i>APRIL</i>	\$ 64,962.60	\$ 63,844.05	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,204.01	\$ 9,606.98	15.60%
<b>TOTAL</b>	\$ 949,496.58	\$ 938,154.97	\$ 1,011,695.49	\$ 1,081,426.49	\$ 1,211,972.33	\$ 1,253,743.71	\$ 1,359,729.76	\$ 105,986.05	8.45%
^\$ INC/(DEC)	\$ (156,794.11)	\$ (11,341.61)	\$ 73,540.52	\$ 69,731.00	\$ 130,545.84	\$ 41,771.38	\$ 105,986.05		
^% INC/(DEC)	-14.17%	-1.19%	7.84%	6.89%	12.07%	3.45%	8.45%		

TOWN SALES TAX COMPARISON  
BY MONTH, BY INDUSTRY  
GENERAL FUND  
2014 TO 2015 VARIANCE

TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	JANUARY	JANUARY	JANUARY	VARIANCE	VARIANCE	FEBRUARY	FEBRUARY	FEBRUARY	VARIANCE	VARIANCE
Lodging	\$ 153,925.83	\$ 157,508.08	\$ 164,157.52	\$ 6,649.44	4.22%	\$ 140,772.56	\$ 130,440.09	\$ 154,653.69	\$ 24,213.60	18.56%
Restaurants	\$ 51,496.77	\$ 54,591.98	\$ 56,447.14	\$ 1,855.16	3.40%	\$ 52,660.42	\$ 53,983.09	\$ 55,511.51	\$ 1,528.42	2.83%
Sports Equip/Clothing	\$ 47,536.18	\$ 50,916.33	\$ 51,638.79	\$ 722.46	1.42%	\$ 41,085.90	\$ 40,794.66	\$ 44,296.47	\$ 3,501.81	8.58%
Food/Drug/Liquor Stores	\$ 22,890.98	\$ 23,475.99	\$ 25,452.93	\$ 1,976.94	8.42%	\$ 19,582.26	\$ 19,350.26	\$ 24,514.26	\$ 5,164.00	26.69%
General Retail	\$ 17,848.49	\$ 15,607.64	\$ 17,401.76	\$ 1,794.12	11.50%	\$ 15,488.49	\$ 11,915.34	\$ 17,314.55	\$ 5,399.21	45.31%
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 1,592.41	\$ 2,222.68	\$ 2,152.71	\$ (69.97)	-3.15%	\$ 1,585.31	\$ 2,170.21	\$ 2,278.05	\$ 107.84	4.97%
Utilities	\$ 21,080.73	\$ 22,488.97	\$ 22,211.97	\$ (277.00)	-1.23%	\$ 19,358.77	\$ 20,257.01	\$ 18,597.77	\$ (1,659.24)	-8.19%
<b>TOTAL</b>	<b>\$ 316,371.39</b>	<b>\$ 326,811.67</b>	<b>\$ 339,462.82</b>	<b>\$ 12,651.15</b>	<b>3.87%</b>	<b>\$ 290,533.71</b>	<b>\$ 278,910.66</b>	<b>\$ 317,166.30</b>	<b>\$ 38,255.64</b>	<b>13.72%</b>

TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	MARCH	MARCH	MARCH	VARIANCE	VARIANCE	APRIL	APRIL	APRIL	VARIANCE	VARIANCE
Lodging	\$ 130,251.07	\$ 153,789.68	\$ 145,597.51	\$ (8,192.17)	-5.33%	\$ 14,879.66	\$ 14,352.75	\$ 15,956.20	\$ 1,603.45	11.17%
Restaurants	\$ 57,999.77	\$ 64,728.54	\$ 62,068.83	\$ (2,659.71)	-4.11%	\$ 12,922.67	\$ 12,331.44	\$ 15,327.95	\$ 2,996.51	24.30%
Sports Equip/Clothing	\$ 42,091.07	\$ 48,854.19	\$ 44,470.53	\$ (4,383.66)	-8.97%	\$ 4,862.69	\$ 8,075.98	\$ 7,847.63	\$ (228.35)	-2.83%
Food/Drug/Liquor Stores	\$ 17,693.75	\$ 17,777.84	\$ 23,335.49	\$ 5,557.65	31.26%	\$ 7,216.76	\$ 3,241.95	\$ 6,626.89	\$ 3,384.94	104.41%
General Retail	\$ 19,734.54	\$ 19,123.60	\$ 20,212.79	\$ 1,089.19	5.70%	\$ 11,019.61	\$ 7,061.40	\$ 9,896.56	\$ 2,837.16	40.18%
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 1,643.66	\$ 2,447.49	\$ 1,790.98	\$ (656.51)	-26.82%	\$ 1,717.33	\$ 123.91	\$ 238.25	\$ 114.34	92.28%
Utilities	\$ 19,539.78	\$ 18,508.92	\$ 19,455.21	\$ 946.29	5.11%	\$ 15,668.10	\$ 16,409.60	\$ 15,308.52	\$ (1,101.08)	-6.71%
<b>TOTAL</b>	<b>\$ 288,953.64</b>	<b>\$ 325,230.26</b>	<b>\$ 316,931.34</b>	<b>\$ (8,298.92)</b>	<b>-2.55%</b>	<b>\$ 68,286.82</b>	<b>\$ 61,597.03</b>	<b>\$ 71,204.00</b>	<b>\$ 9,606.97</b>	<b>15.60%</b>

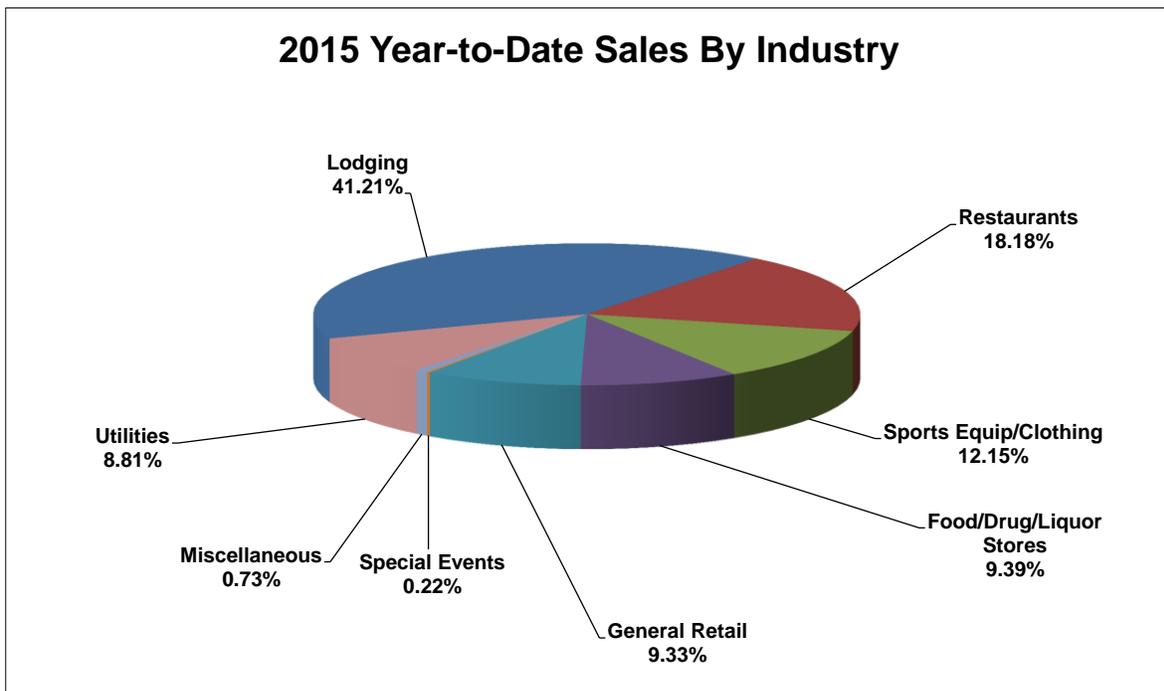
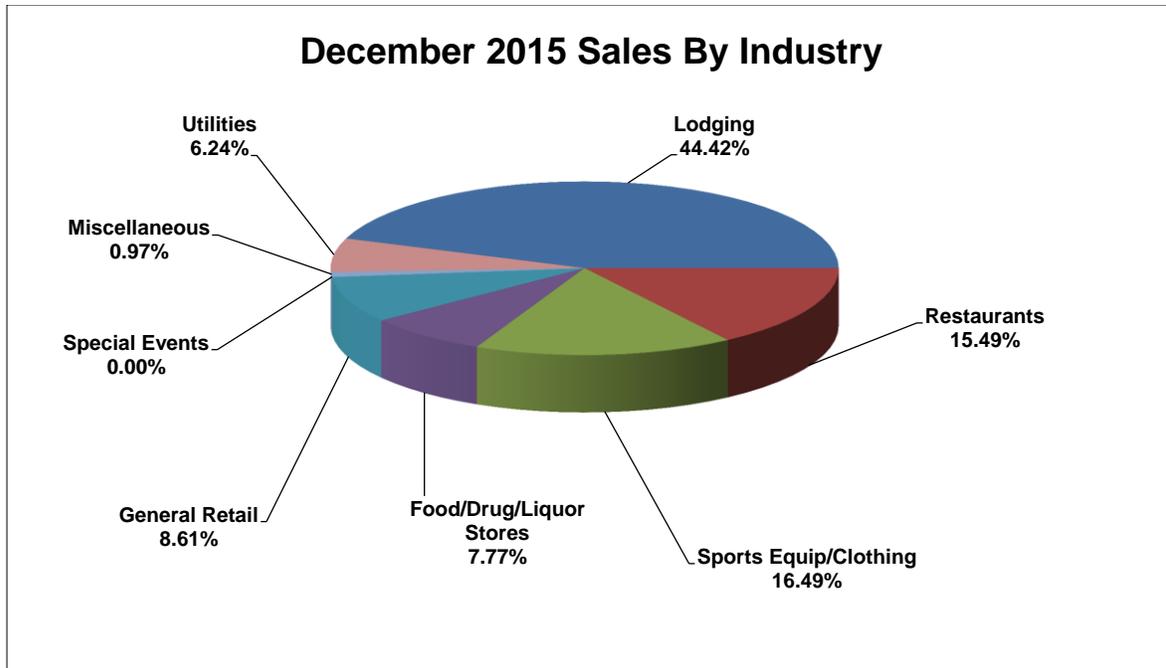
TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	MAY	MAY	MAY	VARIANCE	VARIANCE	JUNE	JUNE	JUNE	VARIANCE	VARIANCE
Lodging	\$ 2,446.31	\$ 1,728.00	\$ 1,165.29	\$ (662.71)	-32.56%	\$ 16,548.10	\$ 20,919.32	\$ 22,302.94	\$ 1,383.62	6.61%
Restaurants	\$ 1,815.73	\$ 3,372.76	\$ 2,117.06	\$ (1,255.70)	-37.23%	\$ 13,142.42	\$ 12,427.06	\$ 14,558.63	\$ 2,131.57	17.15%
Sports Equip/Clothing	\$ 73.42	\$ 167.73	\$ 211.88	\$ 44.15	26.32%	\$ 1,208.28	\$ 1,639.56	\$ 1,722.92	\$ 83.36	5.08%
Food/Drug/Liquor Stores	\$ 3,924.53	\$ 1,612.57	\$ 4,241.56	\$ 2,628.99	163.03%	\$ 6,980.16	\$ 5,095.46	\$ 12,209.29	\$ 7,113.83	139.61%
General Retail	\$ 4,889.02	\$ 4,496.71	\$ 6,859.86	\$ 2,363.15	52.55%	\$ 7,808.64	\$ 11,574.95	\$ 11,605.79	\$ 30.84	0.27%
Special Events	\$ 32.26	\$ -	\$ -	\$ -	#DIV/0!	\$ 370.59	\$ 979.03	\$ 428.91	\$ (550.12)	-56.19%
Miscellaneous	\$ 198.75	\$ 243.53	\$ 281.86	\$ 38.33	15.74%	\$ 461.64	\$ 1,166.61	\$ 751.25	\$ (415.36)	-35.60%
Utilities	\$ 11,902.97	\$ 12,154.54	\$ 11,083.29	\$ (1,071.25)	-8.81%	\$ 7,790.36	\$ 8,926.63	\$ 9,278.37	\$ 351.74	3.94%
<b>TOTAL</b>	<b>\$ 25,282.99</b>	<b>\$ 23,775.84</b>	<b>\$ 25,960.80</b>	<b>\$ 2,184.96</b>	<b>9.19%</b>	<b>\$ 54,310.19</b>	<b>\$ 62,728.62</b>	<b>\$ 72,858.10</b>	<b>\$ 10,129.48</b>	<b>16.15%</b>

TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	JULY	JULY	JULY	VARIANCE	VARIANCE	AUGUST	AUGUST	AUGUST	VARIANCE	VARIANCE
Lodging	\$ 30,595.83	\$ 38,427.49	\$ 42,767.36	\$ 4,339.87	11.29%	\$ 28,990.03	\$ 33,116.37	\$ 30,948.38	\$ (2,167.99)	-6.55%
Restaurants	\$ 21,549.50	\$ 23,672.84	\$ 25,761.87	\$ 2,089.03	8.82%	\$ 21,462.67	\$ 22,367.80	\$ 23,196.88	\$ 829.08	3.71%
Sports Equip/Clothing	\$ 3,917.53	\$ 4,146.62	\$ 4,535.65	\$ 389.03	9.38%	\$ 3,823.17	\$ 4,178.52	\$ 3,974.05	\$ (204.47)	-4.89%
Food/Drug/Liquor Stores	\$ 13,547.54	\$ 15,819.20	\$ 15,711.15	\$ (108.05)	-0.68%	\$ 10,430.78	\$ 13,381.38	\$ 14,355.77	\$ 974.39	7.28%
General Retail	\$ 9,272.59	\$ 9,389.77	\$ 12,056.56	\$ 2,666.79	28.40%	\$ 7,840.23	\$ 8,781.49	\$ 12,656.35	\$ 3,874.86	44.13%
Special Events	\$ -	\$ 745.95	\$ 853.07	\$ 107.12	14.36%	\$ 3,649.02	\$ 2,909.08	\$ 145.19	\$ (2,763.89)	-95.01%
Miscellaneous	\$ 169.96	\$ 270.80	\$ 206.70	\$ (64.10)	-23.67%	\$ 167.34	\$ 301.13	\$ 302.95	\$ 1.82	0.60%
Utilities	\$ 7,434.99	\$ 8,223.17	\$ 8,297.78	\$ 74.61	0.91%	\$ 8,293.29	\$ 8,822.17	\$ 8,929.28	\$ 107.11	1.21%
<b>TOTAL</b>	<b>\$ 86,487.94</b>	<b>\$ 100,695.84</b>	<b>\$ 110,190.14</b>	<b>\$ 9,494.30</b>	<b>9.43%</b>	<b>\$ 84,656.53</b>	<b>\$ 93,857.94</b>	<b>\$ 94,508.85</b>	<b>\$ 650.91</b>	<b>0.69%</b>

TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	SEPTEMBER	SEPTEMBER	SEPTEMBER	VARIANCE	VARIANCE	OCTOBER	OCTOBER	OCTOBER	VARIANCE	VARIANCE
Lodging	\$ 11,858.52	\$ 17,724.18	\$ 27,368.13	\$ 9,643.95	54.41%	\$ 5,476.31	\$ 5,139.17	\$ 9,606.08	\$ 4,466.91	86.92%
Restaurants	\$ 10,196.73	\$ 13,152.38	\$ 17,635.16	\$ 4,482.78	34.08%	\$ 2,993.05	\$ 5,215.17	\$ 6,375.19	\$ 1,160.02	22.24%
Sports Equip/Clothing	\$ 2,092.39	\$ 1,939.48	\$ 2,788.07	\$ 848.59	43.75%	\$ 314.89	\$ 411.31	\$ 473.09	\$ 161.78	39.06%
Food/Drug/Liquor Stores	\$ 5,655.56	\$ 8,726.56	\$ 9,498.71	\$ 772.15	8.85%	\$ 4,592.72	\$ 5,160.82	\$ 5,649.83	\$ 489.01	9.48%
General Retail	\$ 8,167.21	\$ 12,559.64	\$ 17,316.03	\$ 4,756.39	37.87%	\$ 5,211.51	\$ 5,915.11	\$ 8,163.99	\$ 2,248.88	38.02%
Special Events	\$ -	\$ 634.83	\$ 2,505.43	\$ 1,870.60	294.66%	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 525.19	\$ 639.34	\$ 785.71	\$ 146.37	22.89%	\$ 152.80	\$ 245.55	\$ 184.21	\$ (61.34)	-24.98%
Utilities	\$ 8,549.58	\$ 9,694.05	\$ 8,996.89	\$ (697.16)	-7.19%	\$ 8,576.42	\$ 9,217.52	\$ 9,050.58	\$ (166.94)	-1.81%
<b>TOTAL</b>	<b>\$ 47,045.18</b>	<b>\$ 65,070.46</b>	<b>\$ 86,894.13</b>	<b>\$ 21,823.67</b>	<b>33.54%</b>	<b>\$ 27,317.70</b>	<b>\$ 31,304.65</b>	<b>\$ 39,502.97</b>	<b>\$ 8,198.32</b>	<b>26.19%</b>

TOWN SALES TAX BY INDUSTRY	2015/2014					2015/2014				
	2013	2014	2015	\$	%	2013	2014	2015	\$	%
	NOVEMBER	NOVEMBER	NOVEMBER	VARIANCE	VARIANCE	DECEMBER	DECEMBER	DECEMBER	VARIANCE	VARIANCE
Lodging	\$ 5,077.08	\$ 5,445.23	\$ 3,916.44	\$ (1,528.79)	-28.08%	\$ 96,505.24	\$ 117,478.81	\$ 122,844.95	\$ 5,366.14	4.57%
Restaurants	\$ 4,615.70	\$ 4,226.50	\$ 5,226.82	\$ 1,000.32	23.67%	\$ 39,777.67	\$ 41,418.08	\$ 42,847.37	\$ 1,429.29	3.45%
Sports Equip/Clothing	\$ 2,673.21	\$ 9,623.38	\$ 10,959.57	\$ 1,336.19	13.88%	\$ 39,277.26	\$ 47,172.58	\$ 45,613.98	\$ (1,558.60)	-3.30%
Food/Drug/Liquor Stores	\$ 4,563.76	\$ 5,546.07	\$ 5,794.77	\$ 248.70	4.48%	\$ 14,857.90	\$ 22,187.15	\$ 21,482.96	\$ (704.19)	-3.17%
General Retail	\$ 4,915.54	\$ 6,426.36	\$ 10,478.58	\$ 4,052.22	63.06%	\$ 17,437.03	\$ 23,580.99	\$ 23,818.39	\$ 237.40	1.01%
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!
Miscellaneous	\$ 311.06	\$ 1,532.54	\$ 1,399.01	\$ (133.53)	-8.71%	\$ 2,659.65	\$ 2,737.54	\$ 2,685.33	\$ (52.21)	-1.91%
Utilities	\$ 11,590.61	\$ 10,843.90	\$ 9,983.09	\$ (860.81)	-7.94%	\$ 16,932.37	\$ 16,746.17	\$ 17,256.12	\$ 509.95	3.05%
<b>TOTAL</b>	<b>\$ 33,746.96</b>	<b>\$ 43,643.98</b>	<b>\$ 47,758.28</b>	<b>\$ 4,114.30</b>	<b>9.43%</b>	<b>\$ 227,447.12</b>	<b>\$ 271,321.32</b>	<b>\$ 276,549.10</b>	<b>\$ 5,227.78</b>	<b>1.93%</b>

TOWN SALES TAX BY INDUSTRY	2015/2014				
	SUB-TOTAL 2013	SUB-TOTAL 2014	SUB-TOTAL 2015	\$	%
			VARIANCE	VARIANCE	
Lodging	\$ 637,326.54	\$ 696,069.17	\$ 741,284.49	\$ 45,215.32	6.50%
Restaurants	\$ 290,633.10	\$ 311,487.64	\$ 327,074.41	\$ 15,586.77	5.00%
Sports Equip/Clothing	\$ 188,955.99	\$ 217,920.34	\$ 218,532.63	\$ 612.29	0.28%
Food/Drug/Liquor Stores	\$ 131,936.70	\$ 141,375.25	\$ 168,873.61	\$ 27,498.36	19.45%
General Retail	\$ 129,632.90	\$ 136,433.00	\$ 167,783.21	\$ 31,350.21	22.88%
Special Events	\$ 4,051.87	\$ 5,268.89	\$ 3,932.60	\$ (1,336.29)	-25.36%
Miscellaneous	\$ 11,185.10	\$ 14,101.33	\$ 13,057.01	\$ (1,044.32)	-7.41%
Utilities	\$ 156,717.97	\$ 162,292.65	\$ 158,448.87	\$ (3,843.78)	-2.37%
<b>TOTAL</b>	<b>\$1,550,440.17</b>	<b>\$1,684,948.27</b>	<b>\$1,798,986.83</b>	<b>\$114,038.56</b>	<b>6.77%</b>



**TOWN OF SNOWMASS VILLAGE  
LODGING TAX**

**HISTORICAL SUMMARY**

MONTH GENERATED PER SALES TAX PROGRAM LODGING TAX FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2015 VARIANCE \$	2015 VARIANCE %
January	\$ 238,132.00	\$ 287,856.91	\$ 309,477.10	\$ 273,741.97	\$ 267,342.08	\$ 287,186.22	\$ 344,908.67	\$ 369,419.20	\$ 378,021.48	\$ 393,978.22	\$ 15,956.74	4.22%
February	\$ 251,073.00	\$ 278,151.37	\$ 304,196.01	\$ 273,441.00	\$ 236,149.45	\$ 227,530.21	\$ 285,123.06	\$ 337,842.05	\$ 313,055.88	\$ 371,087.73	\$ 58,031.85	18.54%
March	\$ 289,604.00	\$ 307,405.63	\$ 325,299.92	\$ 223,858.49	\$ 213,208.46	\$ 301,791.29	\$ 270,936.96	\$ 312,598.77	\$ 369,060.46	\$ 349,416.88	\$ (19,643.58)	-5.32%
April	\$ 34,841.00	\$ 43,341.22	\$ 30,778.37	\$ 35,022.89	\$ 40,801.54	\$ 24,436.18	\$ 34,813.37	\$ 36,319.21	\$ 34,445.40	\$ 38,293.81	\$ 3,848.41	11.17%
May	\$ 2,141.00	\$ 3,435.26	\$ 3,858.68	\$ 3,273.12	\$ 4,245.40	\$ 3,129.13	\$ 4,411.29	\$ 5,262.19	\$ 4,147.02	\$ 2,797.84	\$ (1,349.18)	-32.53%
June	\$ 29,457.00	\$ 34,028.26	\$ 27,715.49	\$ 25,895.22	\$ 21,542.26	\$ 30,500.86	\$ 32,293.78	\$ 39,714.37	\$ 50,190.94	\$ 53,517.94	\$ 3,327.00	6.63%
July	\$ 50,892.00	\$ 60,656.85	\$ 59,130.53	\$ 37,095.50	\$ 51,337.70	\$ 57,152.41	\$ 59,456.39	\$ 73,428.18	\$ 92,223.92	\$ 102,654.70	\$ 10,430.78	11.31%
August	\$ 44,262.00	\$ 57,888.72	\$ 58,992.50	\$ 30,820.98	\$ 37,116.87	\$ 44,311.48	\$ 45,754.22	\$ 69,572.69	\$ 79,478.92	\$ 74,275.01	\$ (5,203.91)	-6.55%
September	\$ 30,195.00	\$ 31,762.32	\$ 24,053.29	\$ 21,667.03	\$ 24,718.23	\$ 35,951.51	\$ 34,033.36	\$ 28,428.49	\$ 42,507.46	\$ 65,675.68	\$ 23,168.22	54.50%
October	\$ 4,303.00	\$ 11,004.30	\$ 8,741.87	\$ 4,956.39	\$ 6,385.36	\$ 9,484.79	\$ 9,353.69	\$ 13,133.03	\$ 12,334.74	\$ 23,055.35	\$ 10,720.61	86.91%
November	\$ 9,588.00	\$ 10,919.38	\$ 7,893.87	\$ 6,383.12	\$ 7,455.46	\$ 11,155.05	\$ 10,744.97	\$ 12,185.48	\$ 13,068.86	\$ 9,401.74	\$ (3,667.12)	-28.06%
December	\$ 190,504.00	\$ 196,883.37	\$ 176,062.35	\$ 157,195.00	\$ 185,444.51	\$ 208,883.97	\$ 208,219.99	\$ 231,701.47	\$ 281,949.27	\$ 294,820.00	\$ 12,870.73	4.56%
<b>TOTAL</b>	\$ 1,174,992.00	\$ 1,323,333.59	\$ 1,336,199.98	\$ 1,093,350.71	\$ 1,095,747.32	\$ 1,241,513.10	\$ 1,340,049.75	\$ 1,529,605.13	\$ 1,670,484.35	\$ 1,778,974.90	\$ 108,490.55	6.49%

MONTH GENERATED PER GENERAL LEDGER LODGING TAX FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2015 VARIANCE \$	2015 VARIANCE %
January	\$ 233,738.11	\$ 294,018.89	\$ 271,038.61	\$ 273,195.15	\$ 267,666.93	\$ 286,982.37	\$ 344,582.58	\$ 369,584.47	\$ 390,921.18	\$ 394,234.48	\$ 3,313.30	0.85%
February	\$ 248,319.88	\$ 277,925.65	\$ 362,564.02	\$ 273,709.42	\$ 235,465.05	\$ 227,241.48	\$ 281,531.47	\$ 339,432.26	\$ 322,419.24	\$ 371,093.66	\$ 48,674.42	15.10%
March	\$ 274,917.46	\$ 307,862.25	\$ 317,516.23	\$ 225,947.50	\$ 213,709.55	\$ 300,015.50	\$ 273,468.17	\$ 312,463.17	\$ 340,858.79	\$ 344,032.10	\$ 3,173.31	0.93%
April	\$ 56,675.20	\$ 41,894.06	\$ 39,159.35	\$ 34,973.46	\$ 40,964.45	\$ 24,311.22	\$ 34,306.17	\$ 36,789.73	\$ 34,582.20	\$ 42,826.75	\$ 8,244.55	23.84%
May	\$ 2,047.78	\$ 3,630.95	\$ 4,271.68	\$ 3,273.12	\$ 5,267.72	\$ 5,921.62	\$ 4,672.67	\$ 4,071.89	\$ 4,469.02	\$ 3,622.47	\$ (846.55)	-18.94%
June	\$ 27,773.62	\$ 33,942.20	\$ 25,611.65	\$ 24,823.85	\$ 21,652.46	\$ 30,576.89	\$ 32,387.50	\$ 39,714.37	\$ 50,074.94	\$ 52,784.99	\$ 2,710.05	5.41%
July	\$ 49,307.23	\$ 58,901.61	\$ 57,937.49	\$ 35,851.33	\$ 50,151.87	\$ 57,083.41	\$ 59,544.10	\$ 73,797.01	\$ 91,892.96	\$ 102,826.18	\$ 10,933.22	11.90%
August	\$ 42,365.78	\$ 56,059.35	\$ 57,854.28	\$ 29,593.69	\$ 38,263.70	\$ 43,177.72	\$ 46,226.07	\$ 70,611.86	\$ 80,061.35	\$ 75,393.21	\$ (4,668.14)	-5.83%
September	\$ 28,766.54	\$ 30,787.72	\$ 23,513.25	\$ 21,642.58	\$ 24,093.03	\$ 36,980.27	\$ 33,343.91	\$ 28,306.29	\$ 42,118.22	\$ 65,733.43	\$ 23,615.21	56.07%
October	\$ 4,310.02	\$ 11,004.30	\$ 12,993.64	\$ 8,529.83	\$ 7,099.36	\$ 9,408.79	\$ 9,353.69	\$ 10,647.63	\$ 12,674.70	\$ 24,172.63	\$ 11,497.93	90.72%
November	\$ 9,569.26	\$ 9,144.54	\$ 7,572.87	\$ 6,399.76	\$ 7,392.41	\$ 11,155.05	\$ 11,336.59	\$ 14,797.48	\$ 13,247.65	\$ 16,191.79	\$ 2,944.14	22.22%
December	\$ 190,987.33	\$ 192,386.87	\$ 173,935.11	\$ 156,244.83	\$ 184,738.20	\$ 209,061.23	\$ 207,223.37	\$ 231,524.12	\$ 281,909.17	\$ 296,299.50	\$ 14,390.33	5.10%
<b>TOTAL</b>	\$ 1,168,778.21	\$ 1,317,558.39	\$ 1,353,968.18	\$ 1,094,184.52	\$ 1,096,464.73	\$ 1,241,915.55	\$ 1,337,976.23	\$ 1,531,740.28	\$ 1,665,229.42	\$ 1,789,211.19	\$ 123,981.77	7.45%

**LODGING TAX PER GENERAL LEDGER  
BUDGET TO ACTUAL SUMMARY**

	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
January				
February	\$ 394,234.48	\$ 394,234.48	0.00%	\$ -
March	\$ 371,093.66	\$ 371,093.66	0.00%	\$ -
April	\$ 344,032.10	\$ 344,032.10	0.00%	\$ -
May	\$ 42,826.75	\$ 42,826.75	0.00%	\$ -
June	\$ 3,622.47	\$ 3,622.47	0.00%	\$ -
July	\$ 52,614.78	\$ 52,784.99	0.32%	\$ 170.21
August	\$ 102,826.18	\$ 102,826.18	0.00%	\$ -
September	\$ 75,393.21	\$ 75,393.21	0.00%	\$ -
October	\$ 65,733.43	\$ 65,733.43	0.00%	\$ -
November	\$ 12,245.94	\$ 24,172.63	97.39%	\$ 11,926.69
December*	\$ 289,539.00	\$ 312,491.29	7.93%	\$ 22,952.29
<b>TOTAL</b>	\$ 1,754,162.00	\$ 1,789,211.19	2.00%	\$ 35,049.19

## TOWN OF SNOWMASS VILLAGE

SALES TAX PER GENERAL LEDGER  
BUDGET TO ACTUAL SUMMARY

\*Please note that the December budget amount includes both the November and December budget.

## TOWN SALES TAX GENERAL FUND

MONTH RECEIVED	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY				
FEBRUARY	\$ 339,561.25	\$ 339,561.25	0.00%	\$ -
MARCH	\$ 314,664.39	\$ 314,664.39	0.00%	\$ -
APRIL	\$ 319,108.27	\$ 319,108.27	0.00%	\$ -
MAY	\$ 72,561.14	\$ 72,561.14	0.00%	\$ -
JUNE	\$ 26,070.88	\$ 26,070.88	0.00%	\$ -
JULY	\$ 72,355.68	\$ 72,355.68	0.00%	\$ -
AUGUST	\$ 105,259.51	\$ 105,259.51	0.00%	\$ -
SEPTEMBER	\$ 101,340.38	\$ 101,340.38	0.00%	\$ -
OCTOBER	\$ 87,154.56	\$ 87,154.56	0.00%	\$ -
NOVEMBER	\$ 28,441.94	\$ 36,428.45	28.08%	\$ 7,986.51
DECEMBER*	\$ 304,631.00	\$ 321,145.87	5.42%	\$ 16,514.87
<b>TOTAL</b>	<b>\$ 1,771,149.00</b>	<b>\$ 1,795,650.38</b>	<b>1.38%</b>	<b>\$ 24,501.38</b>

## TOWN SALES TAX MARKETING FUND

MONTH RECEIVED	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY				
FEBRUARY	\$ 848,903.11	\$ 848,903.11	0.00%	\$ -
MARCH	\$ 786,660.99	\$ 786,660.99	0.00%	\$ -
APRIL	\$ 797,770.66	\$ 797,770.66	0.00%	\$ -
MAY	\$ 181,402.85	\$ 181,402.85	0.00%	\$ -
JUNE	\$ 65,177.19	\$ 65,177.19	0.00%	\$ -
JULY	\$ 180,889.19	\$ 180,889.19	0.00%	\$ -
AUGUST	\$ 263,148.78	\$ 263,148.78	0.00%	\$ -
SEPTEMBER	\$ 253,350.95	\$ 253,350.95	0.00%	\$ -
OCTOBER	\$ 217,886.41	\$ 217,886.41	0.00%	\$ -
NOVEMBER	\$ 71,104.85	\$ 91,071.13	28.08%	\$ 19,966.28
DECEMBER*	\$ 761,577.02	\$ 802,864.69	5.42%	\$ 41,287.67
<b>TOTAL</b>	<b>\$ 4,427,872.00</b>	<b>\$ 4,489,125.95</b>	<b>1.38%</b>	<b>\$ 61,253.95</b>

\*\*Please note that the County December budget amount includes the October, November and December budget.

## COUNTY SALES TAX

MONTH RECEIVED	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY				
FEBRUARY				
MARCH	\$ 499,107.23	\$ 499,107.23	0.00%	\$ -
APRIL	\$ 454,074.10	\$ 454,074.10	0.00%	\$ -
MAY	\$ 444,771.76	\$ 444,771.76	0.00%	\$ -
JUNE	\$ 156,182.72	\$ 156,182.72	0.00%	\$ -
JULY	\$ 90,631.82	\$ 90,631.82	0.00%	\$ -
AUGUST	\$ 191,912.81	\$ 191,912.81	0.00%	\$ -
SEPTEMBER	\$ 288,392.92	\$ 288,392.92	0.00%	\$ -
OCTOBER	\$ 256,415.93	\$ 256,415.93	0.00%	\$ -
NOVEMBER	\$ 185,468.71	\$ 206,943.89	11.58%	\$ 21,475.18
DECEMBER**	\$ 633,745.00	\$ 701,722.71	10.73%	\$ 67,977.71
<b>TOTAL</b>	<b>\$ 3,200,703.00</b>	<b>\$ 3,290,155.89</b>	<b>2.79%</b>	<b>\$ 89,452.89</b>

RETT REPORT  
HISTORICAL SUMMARY

MONTH RECEIVED	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2015 VARIANCE \$	2015 VARIANCE %
JANUARY	\$ 76,412.54	\$ 61,100.00	\$ 132,010.00	\$ 132,347.83	\$ 32,600.00	\$ 93,516.67	\$ 60,916.67	186.86%
FEBRUARY	\$ 30,029.00	\$ 258,830.00	\$ 85,510.00	\$ 74,043.65	\$ 296,726.00	\$ 162,929.00	\$ (133,797.00)	-45.09%
MARCH	\$ 335,480.00	\$ 110,958.70	\$ 88,445.00	\$ 201,311.35	\$ 211,090.00	\$ 399,478.50	\$ 188,388.50	89.25%
APRIL	\$ 225,872.52	\$ 239,315.00	\$ 286,043.60	\$ 241,259.50	\$ 253,546.50	\$ 350,285.00	\$ 96,738.50	38.15%
MAY	\$ 124,218.50	\$ 70,650.56	\$ 53,620.00	\$ 210,743.64	\$ 230,527.55	\$ 124,970.00	\$ (105,557.55)	-45.79%
JUNE	\$ 137,430.00	\$ 78,656.50	\$ 61,615.00	\$ 125,133.49	\$ 166,325.00	\$ 224,718.96	\$ 58,393.96	35.11%
JULY	\$ 171,400.00	\$ 781,200.63	\$ 189,115.00	\$ 188,775.00	\$ 80,499.50	\$ 232,775.00	\$ 152,275.50	189.16%
AUGUST	\$ 63,140.29	\$ 95,013.00	\$ 85,611.00	\$ 75,195.50	\$ 163,085.50	\$ 47,715.00	\$ (115,370.50)	-70.74%
SEPTEMBER	\$ 163,700.00	\$ 112,834.99	\$ 902,200.00	\$ 113,067.50	\$ 226,731.63	\$ 264,304.05	\$ 37,572.42	16.57%
OCTOBER	\$ 111,250.00	\$ 196,450.00	\$ 63,630.00	\$ 557,975.00	\$ 229,315.00	\$ 118,020.50	\$ (111,294.50)	-48.53%
NOVEMBER	\$ 124,600.00	\$ 107,670.00	\$ 67,455.00	\$ 99,615.00	\$ 183,450.00	\$ 118,117.50	\$ (65,332.50)	-35.61%
DECEMBER	\$ 60,340.00	\$ 34,275.00	\$ 203,765.50	\$ 341,387.00	\$ 185,025.00	\$ 388,650.00	\$ 203,625.00	110.05%
<b>TOTAL</b>	<b>\$ 1,623,872.85</b>	<b>\$ 2,146,954.38</b>	<b>\$ 2,219,020.10</b>	<b>\$ 2,360,854.46</b>	<b>\$ 2,258,921.68</b>	<b>\$ 2,525,480.18</b>	<b>\$ 266,558.50</b>	<b>11.80%</b>

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ 93,516.67	\$ 93,516.67	0.00%	\$ -
FEBRUARY	\$ 162,929.00	\$ 162,929.00	0.00%	\$ -
MARCH	\$ 399,478.50	\$ 399,478.50	0.00%	\$ -
APRIL	\$ 350,285.00	\$ 350,285.00	0.00%	\$ -
MAY	\$ 124,970.00	\$ 124,970.00	0.00%	\$ -
JUNE	\$ 224,718.96	\$ 224,718.96	0.00%	\$ -
JULY	\$ 232,775.00	\$ 232,775.00	0.00%	\$ -
AUGUST	\$ 47,715.00	\$ 47,715.00	0.00%	\$ -
SEPTEMBER	\$ 264,304.05	\$ 264,304.05	0.00%	\$ -
OCTOBER	\$ 114,815.82	\$ 118,020.50	2.79%	\$ 3,204.68
NOVEMBER	\$ 91,852.00	\$ 118,117.50	28.60%	\$ 26,265.50
DECEMBER	\$ 92,640.00	\$ 388,650.00	319.53%	\$ 296,010.00
<b>TOTAL</b>	<b>\$ 2,200,000.00</b>	<b>\$ 2,525,480.18</b>	<b>14.79%</b>	<b>\$ 325,480.18</b>

## TOWN OF SNOWMASS VILLAGE

EXCISE TAX REPORT  
HISTORICAL SUMMARY

MONTH RECEIVED	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2015 VARIANCE \$	2015 VARIANCE %
JANUARY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
FEBRUARY	\$ 32,316.73	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
MARCH	\$ 23,514.40	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
APRIL	\$ -	\$ -	\$ -	\$ -	\$ 177,249.10	\$ 85,304.26	\$ (91,944.84)	-51.87%
MAY	\$ 53,002.20	\$ -	\$ 52,849.32	\$ -	\$ -	\$ -	\$ -	#DIV/0!
JUNE	\$ -	\$ -	\$ -	\$ 3,741.21	\$ -	\$ -	\$ -	#DIV/0!
JULY	\$ 175,372.74	\$ -	\$ -	\$ 1,584.15	\$ 43,193.94	\$ -	\$ (43,193.94)	-100.00%
AUGUST	\$ 82,626.95	\$ -	\$ 146,671.94	\$ -	\$ -	\$ -	\$ -	#DIV/0!
SEPTEMBER	\$ 62,827.20	\$ -	\$ 49,372.87	\$ -	\$ -	\$ 117,992.22	\$ 117,992.22	#DIV/0!
OCTOBER	\$ 123,777.25	\$ 172,223.33	\$ 328,255.70	\$ 161,504.95	\$ 169,453.00	\$ -	\$ (169,453.00)	-100.00%
NOVEMBER	\$ -	\$ -	\$ 43,224.96	\$ -	\$ -	\$ 148,230.00	\$ 148,230.00	#DIV/0!
DECEMBER	\$ 48,415.36	\$ 1,236.04	\$ -	\$ -	\$ -	\$ 152,403.75	\$ 152,403.75	#DIV/0!
<b>TOTAL</b>	<b>\$ 601,852.83</b>	<b>\$ 173,459.37</b>	<b>\$ 620,374.79</b>	<b>\$ 166,830.31</b>	<b>\$ 389,896.04</b>	<b>\$ 503,930.23</b>	<b>\$ 114,034.19</b>	<b>29.25%</b>

## BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2015 REVISED BUDGET	2015 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ -	\$ -	#DIV/0!	\$ -
FEBRUARY	\$ -	\$ -	#DIV/0!	\$ -
MARCH	\$ -	\$ -	#DIV/0!	\$ -
APRIL	\$ 85,304.26	\$ 85,304.26	0.00%	\$ -
MAY	\$ -	\$ -	#DIV/0!	\$ -
JUNE	\$ -	\$ -	#DIV/0!	\$ -
JULY	\$ -	\$ -	#DIV/0!	\$ -
AUGUST	\$ -	\$ -	#DIV/0!	\$ -
SEPTEMBER	\$ 64,695.74	\$ 117,992.22	82.38%	\$ 53,296.48
OCTOBER	\$ -	\$ -	#DIV/0!	\$ -
NOVEMBER	\$ -	\$ 148,230.00	#DIV/0!	\$ 148,230.00
DECEMBER	\$ -	\$ 152,403.75	#DIV/0!	\$ 152,403.75
<b>TOTAL</b>	<b>\$ 150,000.00</b>	<b>\$ 503,930.23</b>	<b>235.95%</b>	<b>\$ 353,930.23</b>

# SNOWMASSIVE

## SUMMER 2016



THAT'S THE BEAUTY  
of SNOWMASS

  
SNOWMASS  
COLORADO

**GO**  
SNOWMASS  
COLORADO

# SUMMER EVENTS

# 2016 Snowmass Summer Event Plan

(as of February 5, 2016)

**JUNE 3-4**

## **RAGNAR TRAIL**

The Ragnar Trail is a gritty trifecta of the most scenic trail running loops Mother Nature can serve up. Each trail loop begins and ends at Ragnar Village. Teams will run relay style, rotating through all three loops.



**JUNE 8 - AUG 17**

## **SNOWMASS RODEO**

Celebrating its 44th season, the Snowmass Rodeo is the longest running rodeo in Colorado. This authentic Western event includes bull riding, team roping, barrel racing and bronco riding. Kids compete in calf scramble and mutton bustin.' There's even a petting zoo and a mechanical bull. Top off the night with marshmallows around a cozy campfire.



**JUNE 11**

## **SNOWMASS CRAFT-BEER RENDEZVOUS PRESENTED BY THE COLORADO BREWERS GUILD**

The ultimate hoppy kick-off to the summer season. Sip and savor at the 3hr grand tasting event featuring more than 50 craft breweries showcasing multiple styles each. Up your homebrew game at workshops hosted by craft brewers from around the state. Enjoy a fun 5k run to get that metabolism going, and finally, Watch the sunset on Fanny Hill as a free concert featuring the Royal Southern Brotherhood closes out the day's festivities.



**JUNE 11 - AUG 11**

## **SUMMER OF FREE MUSIC**

This free concert series draws crowds by the thousands to enjoy the country's most distinguished rock, R&B, soul, and Latin performers. Bring a picnic and a blanket for the ultimate al fresco experience. Cocktails and beer are available for purchase. Kids' Zone available at select performances.

**Saturday, June 11:** Royal Southern Brotherhood  
6:30pm-9:00pm, Fanny Hill

*Presented by the Snowmass Craft-Beer Rendezvous & Jazz Aspen Snowmass (JAS)*

**Thursday, June 23:** TBA  
6:30pm-9:00pm, Fanny Hill

**Thursday, June 30:** Steel Pulse, Prince Ea and DJ Drez  
5:30pm-10:00pm, Fanny Hill

*Presented by Wanderlust Aspen Snowmass*

**Friday, July 1:** Karsh Kale & The Wanderlust Tribe and Magic Giant

6:0pm-10:00pm, Fanny Hill  
*Presented by Wanderlust Aspen Snowmass*



**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

## SUMMER OF FREE MUSIC CONTINUED

**Saturday, July 2:** Xavier Rudd, Son Little and Elijah Ray  
6:00pm-11:00pm, Fanny Hill  
*Presented by Wanderlust Aspen Snowmass*

**Thursday, July 14:** Leftover Cuties  
6:30pm-9:00pm, Fanny Hill  
*Presented by JAS*

**Saturday, July 16:** Deaf Camp Benefit, TBA  
4:00pm-9:00pm, Base Village  
*Presented by Aspen Camp & JAS*

**Friday, July 22:** TBA  
6:30pm-9:00pm, Fanny Hill  
*Presented by Anderson Ranch Arts Center*

**Thursday, July 28:** Chali 2na  
6:30pm-9:00pm, Fanny Hill  
*Presented by Enduro World Series & JAS*

**Saturday, August 6:** Tartan Terrors  
6:30pm-9:00pm, Fanny Hill  
*Presented by Colorado Scottish Festival & JAS*

**Thursday, August 11:** The Samples  
6:30pm-9:00pm, Fanny Hill



## JUNE 16 & 18

### HERITAGE FIRE AND GRAND COCHON

These two events complement the **FOOD & WINE Classic in Aspen, June 16-18.**

**Thursday:** Heritage Fire is an annual wood-fired meat-laden feast featuring chefs and farmers working together to spotlight traditional outdoor cooking techniques. An outstanding collection of wineries, breweries, craft distillers and more than 40 notable chefs and butchers cooking 3,000 pounds of heritage breed animals in celebration of breed diversity and family farming.

**Saturday:** Each year, chefs take part in regional competitions across the country for the chance to travel to the Grand Cochon and compete to be crowned "King or Queen of Porc." This head to tail, winner-take-all culinary showdown includes more than 1200 pounds of heritage breed pork and the signature dishes that won these chefs their ticket to Snowmass.



## JUNE 20-24

### 13TH ANNUAL AREDAY SUMMIT, FILM FEST AND EXPO

AREDAY, America's premier renewable energy summit, offers a deep immersion into topics designed to precipitate a historic and necessary transition to an environmentally sound future.



**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

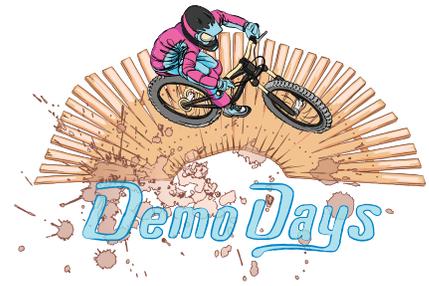
JUNE 25

**THE PRESTIGE IMPORTS SNOWMASS LOOP MOUNTAIN BIKE FONDO**

JUNE 25-26

**SNOWMASS DEMO DAYS**

Demo the season's hottest downhill bikes, fat bikes and road bikes on the trails of Bike Snowmass and the scenic roads and bike paths of Snowmass Village. Whether novice or expert, participants can elevate their Snowmass biking experience by talking one-on-one with exhibitors and demoing the season's newest bike products.



JUNE 30 - JULY 3

**WANDERLUST ASPEN SNOWMASS**

This four day festival includes everything you treasure about yoga, epic musical performances, thought-provoking lectures, delicious farm-to-table dinners, wine tastings, hikes, films and much more. Featuring three nights of FREE music on Fanny Hill with Steel Pulse, Karsh Kale & The Wanderlust Tribe, Xavier Rudd and others!



JULY 9-10

**THE MBS SUMMER CRUSH AT SNOWMASS PRESENTED BY MBS CROSSFIT**

The MBS Summer Crush at Snowmass is a single day competition of CrossFit-style workouts designed by 6-time CrossFit Games athlete and owner of MBS CrossFit, Pat Burke. The event takes place Saturday, July 9th, in the village of Snowmass Mountain ski resort. The competition will be for 4-person teams and individuals with different divisions for beginner to experienced CrossFit athletes. Good food, vendors, music, and an event after-party at the village on Saturday night. Come celebrate the mountains in Snowmass this summer.



JULY 16

**DEAF CAMP BENEFIT**

Deaf Camp Benefit was established in the 70s with the help of John Denver, Jimmy Buffet, Nitty Gritty Dirt Band and others to support the great things Aspen Camp does for deaf and hard of hearing kids. The Deaf Camp Benefit is a free event though donations are encouraged to benefit the Aspen Camp of the Deaf and Hard of Hearing.



JULY 17-22

**50TH ANNIVERSARY ANDERSON RANCH**

Enjoy a week of Anderson Ranch festivities in celebration of their 50th anniversary, culminating with a concert on Friday, July 22nd on Fanny Hill.



JULY 22-24

**SNOWMASS DOUBLES VOLLEYBALL**

This boutique mountain tournament is produced by Volleyball of the Rockies, organizers of some of the largest volleyball tournaments in the state. Sand and grass courts will be located throughout Snowmass Village with plenty of spectating opportunities.

**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

**JULY 27-31****ENDURO WORLD SERIES**

The Enduro World Series (EWS) links the largest mountain bike enduro events in the world with the best trails possible. The team behind the EWS has one goal - to globally develop and progress the discipline of enduro for the riders, the sport and the industry. The 2016 season of the EWS will once again feature eight rounds across three continents, including four completely new venues in Chile, Argentina, France and Aspen Snowmass. Don't miss the free concert on Thursday featuring Chali 2na!

**AUG 5-7****VIDA MTB SERIES FLAGSHIP CLINIC**

This Flagship VIDA Clinic provides women with the opportunity to connect with VIDA coaches and fully immerse themselves into the nitty-gritty of proper biking technique and the confidence needed to tackle new challenges over the course of the three day event. VIDA will complete the Flagship weekend with healthy meals, yoga, bike maintenance classes and happy hour events.

**AUG 6-7****COLORADO SCOTTISH FESTIVAL & ROCKY MOUNTAIN HIGHLAND GAMES**

This renowned festival, now in it's 53rd year, features bagpipes, highland dancers, great highland athletes, clans, dogs of the British Isles, British cars, Celtic music, a free concert and more. Dog friendly! Free Admission.

**AUG 6****AUDI POWER OF FOUR MOUNTAIN BIKE RACE**

This aggressive cross-country mountain bike race starts with a ride to the top of Snowmass, across Buttermilk, up Highlands, then up to the Sundeck on Aspen Mountain. 200 people accept this yearly challenge which is quickly becoming a staple on the Colorado racing calendar.

**AUG 7****AUDI POWER OF FOUR TRAIL**

A 50K ultra trail-running race, that covers all four area mountains, headlines a weekend that also includes a 22K trail run as well as a Vertical K race. The 50K and Vertical K are part of the US Skyrunner Series. The races begin at the base of Aspen Mountain and will finish at Snowmass Base Village.

**AUG 12-13****RAGNAR RELAY COLORADO**

Ragnar Relay Colorado is the overnight running relay race that makes testing your limits a team sport. Racers run in teams day and night from Copper Mountain to Snowmass. Last year 2,500 people from around the country participated in this event.



**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

AUG 18-21

**ZOPPÉ ITALIAN FAMILY CIRCUS**

The Zoppé Italian Family Circus welcomes guests into the intimate 500-seat tent for a one-ring circus that honors the best history of the Old-World Italian tradition. Starring Nino the Clown, the circus is propelled by a central story that feature acrobatic feats, equestrian showmanship, canine capers, clowning and plenty of audience participation. This intimate theatrical show has been entertaining audiences for seven generations.



AUG 20

**CHALK IT UP!**

Chalk It Up! allows visitors and locals alike to get in touch with their inner artist, create one of a kind sidewalk art masterpieces and compete for cash prizes or peruse the chalk art created by other artists and vote for their favorite.



SEPT 2-4

**JAS ASPEN SNOWMASS LABOR DAY EXPERIENCE**

Three days of world-class performances on multiple stages, eclectic food and beverage vendors, kiddie corner and more. Past acts have included Lenny Kravitz, Kid Rock, No Doubt, the Black Eye Peas, Widespread Panic and more.



SEPT 10-11

**TOUGH MUDDER COLORADO**

This team oriented 10-12 mile (18-20km) obstacle course is designed to test physical strength and mental grit. With the most innovative course, over 1.5 million inspiring participants world-wide to date, and more than \$6.5 million raised for the Wounded Warrior project, Tough Mudder is the premier adventure challenge series in the world.

SEPT 16-18  
SEPT 16-17  
SEPT 15-18**SNOWMASS BALLOON FESTIVAL  
SNOWMASS WINE FESTIVAL  
MOTORING CLASSIC AT  
ASPEN SNOWMASS**

The 41st Annual Snowmass Balloon Festival is coupled with a theatrical Night Glow, the Snowmass Wine Festival, and the Motoring Classic at Aspen Snowmass Classic Car Show. This event has made people Fall in Love with Snowmass. Affectionately known as "Balloon, Wine and Classic Cars" this weekend is the perfect close to the summer in Snowmass.



SEPT 24

**GOLDEN LEAF HALF MARATHON**

Chosen by *Trail Runner* magazine as one of "America's 14 Most Scenic Races" this classic trail running race from Snowmass to Aspen provides 980' elevation gain and a 1,712' descent over its 13.1 miles.



**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

SEPT 24-25

**CU IN SNOWMASS COLLEGIATE  
BIKE RACES AND BANZAI  
OPEN DOWNHILL**

This will be the third year that Snowmass hosts college cyclists from around the region competing in a cross country and downhill races. Last year, 200 racers plus friends and families participated. The public will be able to register for the famed Banzai downhill.



- ALL EVENTS ARE SUBJECT TO CHANGE -



**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

## June 2016

 Weekly Events

 Special Events

 Athletic Events

 Music

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3 Ragnar Trail Snowmass	4 Ragnar Trail Snowmass	5
6	7	8 Snowmass Rodeo	9	10	11 Craft-Beer Rendezvous Free Music Series: Royal Southern Brotherhood	12
13	14	15 Snowmass Rodeo	16 Heritage Fire	17	18 Grand Cochon	19
20 AREDAY Summit	21 AREDAY Summit	22 Snowmass Rodeo AREDAY Summit	23 Free Music Series: TBA AREDAY Summit	24	25 Snowmass Demo Days	26 Snowmass Demo Days
27	28	29 Snowmass Rodeo	30 Free Music Series: Steel Pulse, Prince Ea, & DJ Drez Colorado Wanderlust Festival			

## July 2016

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 Free Music Series: Karsh Kale & The Wanderlust Tribe, and Magic Giant Colorado Wanderlust Festival	2 Free Music Series: Xavier Rudd, Son Little, and Elijah Ray Colorado Wanderlust Festival	3 Colorado Wanderlust Festival
4	5	6 Snowmass Rodeo	7	8	9 The MBS Summer Crush at Snowmass	10 The MBS Summer Crush at Snowmass
11	12	13 Snowmass Rodeo	14 Free Music Series: Leftover Cuties	15	16 Free Music Series: Deaf Camp Benefit TBA	17 Anderson Ranch 50th Anniversary
18 Anderson Ranch 50th Anniversary	19 Anderson Ranch 50th Anniversary	20 Snowmass Rodeo Anderson Ranch 50th Anniversary	21 Anderson Ranch 50th Anniversary	22 Snowmass Doubles Volleyball Tournament Free Music Series: TBA Anderson Ranch 50th Anniversary	23 Snowmass Doubles Volleyball Tournament	24 Snowmass Doubles Volleyball Tournament
25	26	27 Snowmass Rodeo Enduro World Series	28 Free Music Series: Chali 2na Enduro World Series	29 Enduro World Series	30 Enduro World Series	31 Enduro World Series

**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

## August 2016

 Weekly Events

 Special Events

 Athletic Events

 Music

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Challenge Aspen's Vince Gill & Amy Grant Gala & Golf Classic	2 Challenge Aspen's Vince Gill & Amy Grant Gala & Golf Classic	3 Snowmass Rodeo	4	5 VIDA MTB Series Flagship Clinic	6 VIDA MTB Series Flagship Clinic Free Music Series: Tartan Terrors Audi Power of Four Mountain Bike Race CO Scottish Festival	7 VIDA MTB Series Flagship Clinic Audi Power of Four Trail Run CO Scottish Festival
8	9	10 Snowmass Rodeo	11 Free Music Series: The Samples	12 Ragnar Relay Colorado	13 Ragnar Relay Colorado	14
15	16	17 Snowmass Rodeo	18 Zoppé Italian Family Circus	19 Zoppé Italian Family Circus	20 Zoppé Italian Family Circus Chalk It Up!	21 Zoppé Italian Family Circus
22	23	24	25	26	27	28
29	30	31				

## September 2016

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2 JAS Labor Day Experience	3 JAS Labor Day Experience	4 JAS Labor Day Experience
5	6	7	8	9	10 Tough Mudder Colorado	11 Tough Mudder Colorado
12	13	14	15 The Motoring Classic	16 41st Annual Snowmass Balloon Festival Snowmass Wine Festival The Motoring Classic	17 41st Annual Snowmass Balloon Festival Snowmass Wine Festival The Motoring Classic	18 41st Annual Snowmass Balloon Festival The Motoring Classic
19	20	21	22	23	24 CU in Snowmass Collegiate MTB Races Golden Leaf Half Marathon	25 CU in Snowmass Collegiate MTB Races
26	27	28	29	30		

**JOIN THE FUN! Visit [gosnowmass.com/events](http://gosnowmass.com/events) to find out more.**

# 2015 SNOWMASS TOURISM ANNUAL REPORT



THAT'S THE BEAUTY  
of SNOWMASS



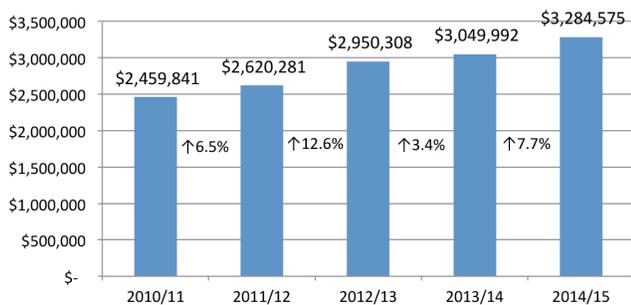
**SNOWMASS**  
COLORADO

## Snowmass Tourism 2015 Recap

The mission of Snowmass Tourism is to support the town's economy through activities, events and programs that attract visitors and associated spending. Snowmass Village has a strong and unique value proposition for its visitors. Snowmass Tourism is well positioned to increase the competitiveness of its marketing, group sales, guest service and event initiatives.

Snowmass Tourism is funded by a 2.5% sales tax and a 2.4% lodging tax. Among the Key Performance Indicators (KPIs) measured by Snowmass Tourism are tax receipts, occupancy and revenue per available room night.

### WINTER MARKETING TAX



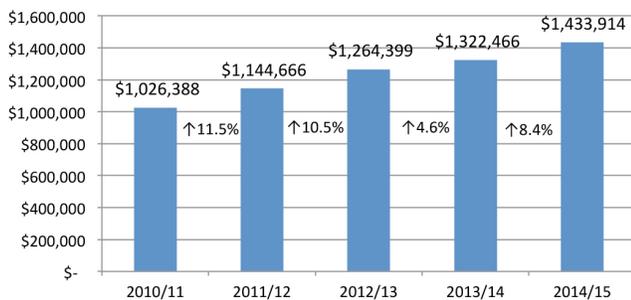
**Growth increase of 33.5%**

### SUMMER MARKETING TAX



**Growth increase of 53.4%**

### WINTER LODGING TAX



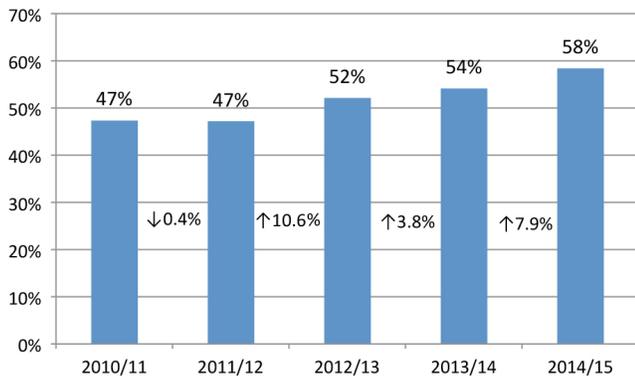
**Growth increase of 39.7%**

### SUMMER LODGING TAX



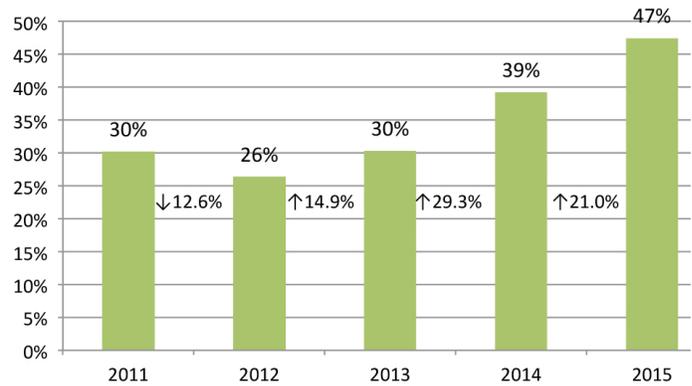
**Growth increase of 79.1%**

### WINTER OCCUPANCY



**Growth increase of 23.4%**

### SUMMER OCCUPANCY



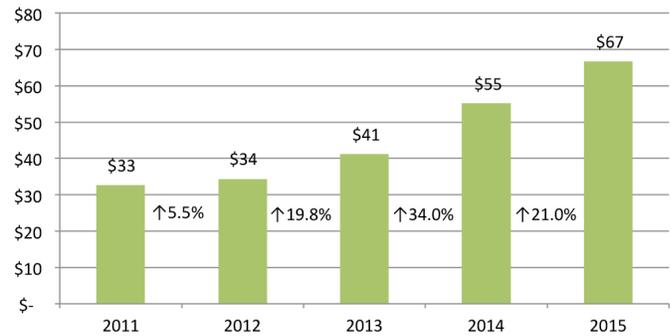
**Growth increase of 56.7%**

### WINTER REVPAR



**Growth increase of 42.8%**

### SUMMER REVPAR



**Growth increase of 103.0%**

## 2015 Destination Marketing

Snowmass Tourism Marketing and Special Events manage a 2.5% sales tax fund for the Town of Snowmass Village to promote Snowmass Village as a premier year-round destination with a focus on winter and summer. The 2015 budget was over \$4.4M (Revenues) and was allocated to special events and an integrated marketing campaign including advertising, public relations, guest services, print collateral, website and social media.

### KEY METRICS: PERCENTAGE CHANGE IN SALES TAX (MARKETING FUND) REVENUE 2015 OVER 2014

JAN	FEB	MAR	APR	MAY	JUN	
<b>+3.87%</b>	<b>+13.72%</b>	<b>-2.55%</b>	<b>+15.60%</b>	<b>+9.19%</b>	<b>+16.15%</b>	
JUL	AUG	SEPT	OCT	NOV	DEC	YTD
<b>+9.43%</b>	<b>+0.69%</b>	<b>+33.54%</b>	<b>+26.19%</b>	<b>+9.43%</b>	<b>+1.93%</b>	<b>+6.77%</b>

## Winter - 2014/2015

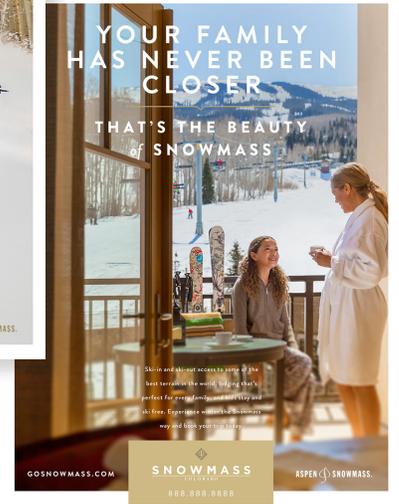
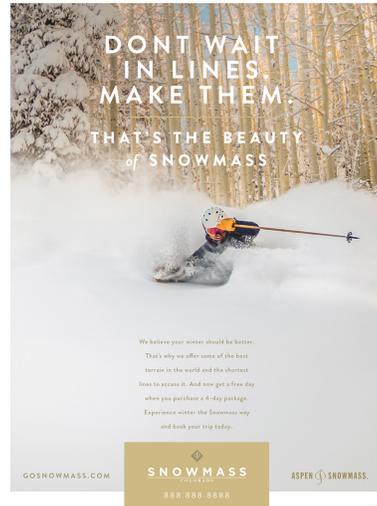
### AUDIENCE

#### Target:

- Adults 25-54
- HHI \$100k+
- Families and Independents
- Adventurists - athletic and young-at-heart (regardless of age)
- Active - looking for a fun winter destination where their family can enjoy time together
- Learning and Growing - enjoying a sense of discovery

#### Markets:

1. Regional (direct fly markets) - Houston, Chicago, Los Angeles, San Francisco, Atlanta, Dallas
2. National
3. Front Range



### PRINT

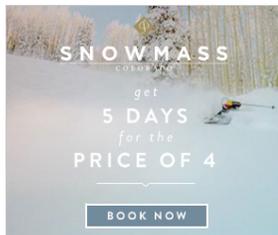
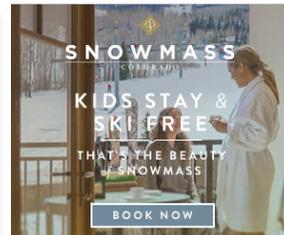
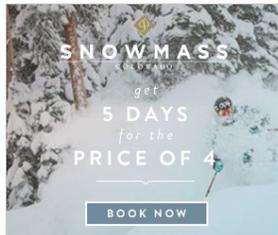
Print Impressions: 1.15 MM  
 Ski Magazine  
 Outside Magazine  
 Mountain Magazine



### DIGITAL

AdRoll Retargeting  
 Colorado.com  
 Expedia.com  
 iExplore.com  
 OnTheSnow.com  
 On Sight Media Group  
 Travelocity.com  
 Undertone.com  
 YuMe.com  
 DreamPlanGo  
 iExplore.com / Travelmindset.com

Impressions: 27.7MM  
 CTR: 0.23%  
 Travel Industry Benchmark CTR: 0.07%

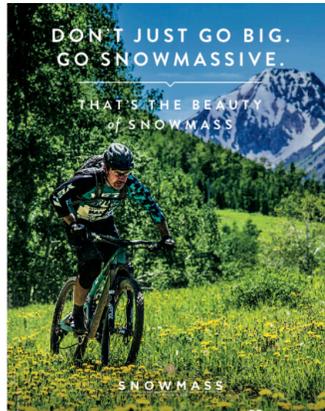


## Summer - 2015

### AUDIENCE

#### Target:

- Adults 25-64
- HHI \$100K+
- Families - leave the video games behind, enjoy discovery and adventure together
- Independents - couples that are looking to get away from the daily grind
- Aggressive - adrenaline focused, mountain bikers
- Empty Nester - grandparents, kids have left the house and grandkids are their focus



#### Markets:

1. Colorado
2. Direct Flight & Top Markets: Houston, Dallas, Los Angeles, San Francisco, Chicago, New York
3. National

### PRINT

Print Impressions: 640,000  
Outside Magazine



### DIGITAL

5280.com  
AdRoll  
Colorado.com  
Expedia.com  
iExplore/TravelMindset  
Jambands.com  
Eventful  
DenverPost.com  
Westword.com  
Undertone  
Yume

Impressions: 24MM

CTR: 0.36% (vs. 0.14% from last year)

Travel Industry Benchmark CTR: 0.07%



## Winter - 2015/2016 (in progress)

### AUDIENCE

#### Target:

- Adults 25-64
- HHI \$100k+
- Adventurists - athletic and young-at-heart (regardless of age)
- Active - looking for a fun winter destination where their family can enjoy time together

#### Markets:

1. Direct Flight & Top Markets: Houston, Dallas, Los Angeles, San Francisco, Minneapolis, Atlanta, Chicago, New York
2. National
3. Front Range of Colorado



### PRINT

Print Impressions: 975k  
 Ski Magazine  
 Outside Magazine



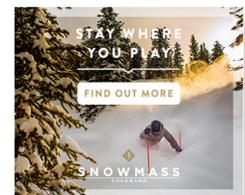
### DIGITAL

AdRoll Retargeting  
 Colorado.com  
 Expedia.com  
 travelocity.com  
 Travel + Leisure  
 OnTheSnow.com  
 OpenSnow.com  
 OutsideOnline.com  
 Exponential  
 Matador Network

YTD Impressions: 17,895,550

YTD Click-Through-Rate (CTR): 0.29%

Travel Industry Benchmark CTR: 0.07%

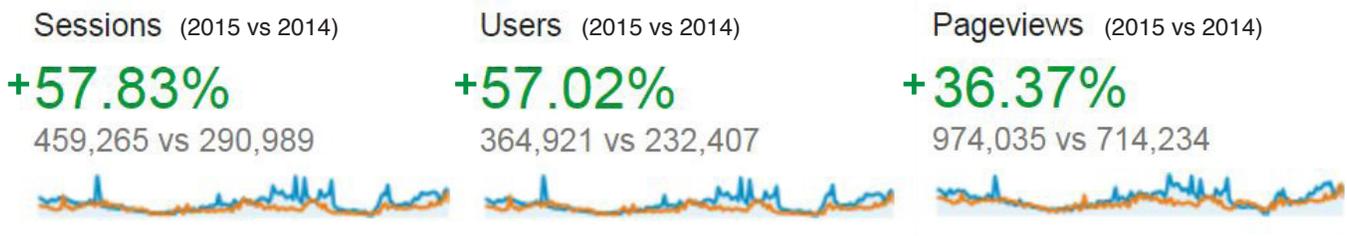


## ONLINE MARKETING

### Website Improvements:

We have continued to make improvements to gosnowmass.com in order to keep our site fresh and informative. Improvements in 2015 include:

- A new, more visual community calendar
- Adding video to our home page
- Launched a new Inntopia lodging booking platform with Stay Aspen Snowmass
- Integrating aggregated social media images of Snowmass to a new photo section of our website
- Creating targeted digital ad campaign landing pages to provide only the most relevant information to people who are interested in specific aspects of Snowmass



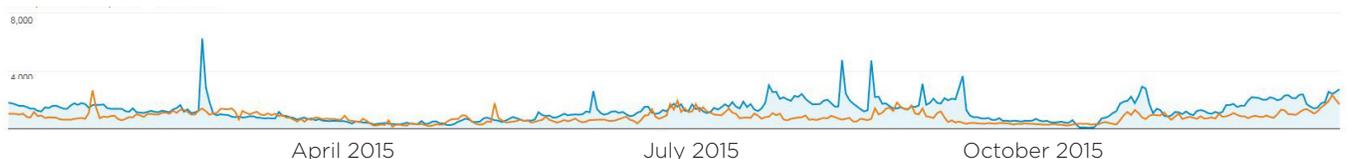
While the online marketing budget was consistent from 2014 to 2015 and we had a gap of a couple of months between online marketing managers, we managed to significantly increase our traffic to gosnowmass.com year-over-year.

### Results

- Organic search engine traffic increased by 73% from 97,656 to 168,497
- Paid search engine traffic declined slightly by 8% from 28,111 to 25,701 due to budget shift enabling increase in organic
- Social media traffic increased by 339% from 4,307 to 18,917
- Direct traffic increased by 73% from 29,631 to 51,387

## Year Over Year Total Website Sessions

Jan 1, 2015 - Dec 31, 2015: ● Sessions  
 Jan 1, 2014 - Dec 31, 2014: ● Sessions



## SOCIAL MEDIA IMPROVEMENTS

	THEN	NOW
	In 2014, a year after its creation, Snowmass grew its Instagram fan base to 2,900 followers.	In 2015, the Snowmass Instagram fan base has grown organically to over 7,900 total followers. An increase of over 172%.
	Snowmass started 2015 with 87,250 Facebook fans.	Snowmass wrapped up 2015 with a total of 96,858 fans. An increase of 11%.
	In 2014, Snowmass had over 44,500 views on YouTube.	In 2015, Snowmass had 51,548 views, an increase of over 15%, with an estimated total minutes watched of 58,830.
	Snowmass ended 2014 with approximately 3,363 followers on Twitter.	In 2015, Snowmass Twitter followers increased to 4,394 total, over 30% growth.

## PUBLIC RELATIONS

Increased collaboration with Industry Partners including Aspen Skiing Company and Colorado Tourism office to leverage international public relations and budget.

### International Public Relations Highlights

#### Continual PR international collaboration with industry partners and efforts including:

- Aspen Chamber Resort Association (5th summer) hosted: two media groups from the UK; two media groups from Australia along with several individual media fams
- Colorado Tourism Office (CTO) hosted: Germany; Iceland Air/Netherlands; Japan; Brazil; UK and France
- Aspen Skiing Company co-hosted: Germany; Canada; China; UK; Australia; Brazil; Argentina and Mexico

### Domestic Public Relations Highlights

#### Public Relations Initiatives

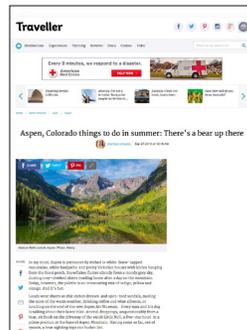
- Proactively pitched story angles in key domestic and direct fly markets including Denver, Chicago, Dallas, LA, Atlanta and high HHI areas of Florida. Tertiary markets included Denver/Front Range, Grand Junction and Colorado Springs
- Partnered with summer event producers to increase Snowmass media coverage
- Hosted and co-hosted 160 media from the U.S. and from 10 different international markets
- Co-hosted international media totaling 22 FAMS in partnership with ACRA, CTO and the Aspen Skiing Company
- Distributed 75 news releases to local, regional, national and international media

## PR Value 2015

- Nearly 1,200 stories covered Snowmass including trade/consumer magazines, newspapers and regional, national and international TV/Radio coverage
- Equaling 100M media impressions
- Total PR value of approximately \$9M - increase of \$1M over 2014

## Media Highlights

- USA Today: *10 Best Off Season Ski Resorts for Summer Adventure*
- National Public Radio: *The Black Summit Draws African-American Skiers & Boarders to Snowmass*
- Everett Potter's Travel Report: *Not Your 80's Snowmass*, 2 page story on the progress of Snowmass
- Daily Telegraph: *The Low Down on Which of the Rockies Resort Aspen Snowmass' Four Mountains is Best for You for Summer*
- Self Magazine/Australia: *This Famous Ski Destination Just Became a Summer Sports Hot Spot*
- Roots Rated Where to Go Outdoors: *The 7 Biggest and Best Mountain Bike Trails in Aspen Snowmass*
- Vagabond 3: *Adventure Weekend in Snowmass, CO*
- Chicago Tribune: *New Ways to Enjoy Fall Foliage Around the Country*
- Fairfax Media's Traveller Australia: *Aspen Snowmass, Colorado, Things to Do in the Summer*
- Colorado Meetings + Events Spring 2015: *Snowmass Destination Story, Boots to Meetings in a Snap*



## PRINT COLLATERAL

**Aspen Snowmass Vacation Planner:** Collaboration with ACRA and Aspen Sojourner Magazine, March 2015. 80,000 print distribution, including 19,000 at DIA and direct mail to approximately 35,000 recipients. As of January 19, 2016 there have been 1,366 digital views of the Vacation Planner in English. 137 digital views of the Portuguese translation and 324 views of the Spanish translation.

**Snowmass Early Winter Brochure 2015-2016:** 12,000 print distribution including fulfillment at 10 Colorado Welcome Centers, DIA, the 1-70 corridor and throughout the Roaring Fork Valley.

**Snowmass Winter Brochure 2015-2016:** 30,000 print distribution including fulfillment at 10 Colorado Welcome Centers, DIA, the 1-70 corridor and throughout the Roaring Fork Valley.

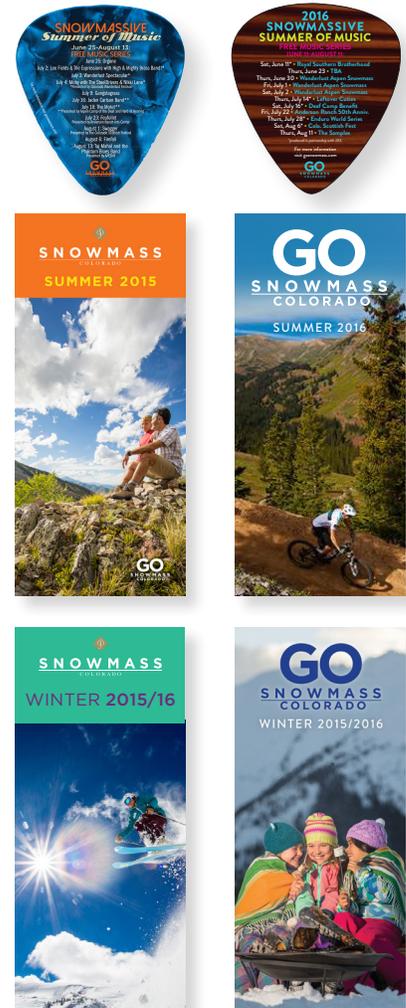
**Snowmass Summer Retail/Restaurant Guide 2015:** 6,000 print distribution including Snowmass Groups, fulfillment, and local guest service centers and lodges.

**Snowmass Winter Shopping/Dining Maps 2015-2016:** 400 pad print distribution including Snowmass Groups, and local guest service centers and lodges.

**Snowmassive Summer of Free Music Coasters:** Developed 'guitar pick'-shaped bar coasters listing all of the Snowmassive Summer 2015 music offerings. These were distributed to local bars and restaurants for their use. These have also been produced for Snowmassive Summer 2016.

**Snowmass Summer Events Check Insert:** Created Snowmassive Summer 2015 check inserts listing all summer events. These were distributed to bars, restaurants and retailers in Snowmass Village for their use. These have also been produced for Snowmassive Summer 2016.

**Snowmass Summer Brochure 2016 (available Mid-Feb, 2016):** 40,000+ print distribution including fulfillment at 10 Colorado Welcome Centers, DIA, the 1-70 corridor and throughout the Roaring Fork Valley.



# ADVERTISING

Winter - 2015/2016 (in progress)

## SNOWMASS AFTER DARK SERIES:

Developed Snowmass After Dark campaign to encourage visitors and locals alike to dine/drink in Snowmass. Campaign included postering, weekly advertisements in Snowmass Sun and Aspen Times as well as supplemental ads on Aspen Public Radio and in the Aspen Daily News.

**SNOWMASS AFTER DARK**

**OUR DINING TERRAIN IS EXCEPTIONAL TOO**

At Snowmass, the dining is as varied as the terrain. Our local restaurants serve a wide variety of cuisines that perfectly satisfy post-ski cravings.

With nearly 30 restaurants serving dinner — all easily reachable by foot, shuttle or snowcat — Snowmass is as much about dining as downhill.

For restaurant information and descriptions visit [GOSNOWMASS.COM](http://GOSNOWMASS.COM)

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

**SNOWMASS AFTER DARK**

**BIG DEALS FOR VERY IMPORTANT KIDS**

At Snowmass, you don't have to retreat to your hotel room once the lift closes. We've got a whole world of V.I.K. (and parent) friendly activities, from bowling to sing-a-longs, storytelling to s'mores, mastodons to moonlit snowshoe tours.

Nearly 20 Snowmass restaurants offer imaginative kids' dinner menus, some starting as low as \$6.

There's so much to do, you'll have to sneak in time to sleep.

**AVI** SNOWMASS ONLY IMPORTATION

For restaurant information and descriptions visit [GOSNOWMASS.COM](http://GOSNOWMASS.COM)

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

**SNOWMASS AFTER DARK**

**NEW YEAR'S EVE**

**LIGHT IT UP**

Ski in our Torchlight Parade down Fanny Hill,\* or witness the descent at 5:45pm. At 10:00pm, we'll light up the mountain with fireworks!

**LIVE IT UP**

Enjoy one of the celebrations at a number of restaurants in Snowmass or dine à la carte and then ring in the New Year after the fireworks at Base Camp Bar & Grill, New Belgium Ranger Station, Slopeside Lanes, Turk's or Zane's.

\*For more information on the Torchlight Parade, or to register, call 970.922.0560.

For more information visit [GOSNOWMASS.COM](http://GOSNOWMASS.COM)

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

**SNOWMASS AFTER DARK**

**NOW THIS IS DINING OUT**

Dinner under the stars means something special when there are 74 bazillion of them. Travel by snowshoe, ski, gondola, snowcat or dogled over breathtakingly luminous snow and find yourself in the warm embrace of great food and great company.

**TWILIGHT DOGSLED RIDES AND DINNER AT KRABLOONIK**  
Reservations: 970.923.3953

**LYNN BRITT CABIN SNOWCAT DINNER RIDES**  
Reservations: 970.923.8715

**ULLR NIGHTS AT ELK CAMP**  
Tickets: 970.923.1227

**MOONLIT TREKS AND DINNERS**  
Reservations: 970.923.0920

For more information visit [GOSNOWMASS.COM](http://GOSNOWMASS.COM)

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

**SNOWMASS AFTER DARK**

**DINING WITH THE STARS**

Enjoy a 1.2mi Moonlit Trek & Dinner — A snowshoe or cross-country ski tour under the stars to Anderson Ranch Arts Center for cocoa with The Snowmass Chapel & photos with the Snowmass Fire Department. Afterwards, head to the Snowmass Club's Black Saddle Bar & Grille for a pasta feast, live music & s'mores.

Moonlit Treks & Dinners take place on select Saturdays (FEB 20 & MAR 19)

Dinner: \$15/person. Reservations Required 970.923.0929  
Dinner will sell out; Rentals: \$10/person. Rentals begin at 5:30pm at The Snowmass Cross Country Center.

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

**SNOWMASS AFTER DARK**

**SKI BIG DRINK SMALL WE'RE CRAZY LIKE THIS**

The Village is home to nearly 20 restaurants and bars that feature handcrafted beers, many of them brewed here in the Roaring Fork Valley. Several serve Snowmass' own **AMF Amber Lager**, brewed nearby at the Roaring Fork Beer Company and named after one of our most legendary runs.

Altitude Rules: Drunk happens, and it happens faster at altitude. Please drink responsibly, drink lots of water, and take advantage of Snowmass' Free Village Shuttles to get around safely.

For bar and restaurant information visit [GOSNOWMASS.COM](http://GOSNOWMASS.COM)

**GO** SNOWMASS COLORADO THE ASPEN TIMES SNOWMASS SUN

## AIR SERVICE

- In collaboration with community partners, Snowmass Tourism participated in the Air Development Council to garner new and expanded air service to Aspen.
- New seasonal air service was obtained through Delta Airlines with daily direct flights from Atlanta to Aspen and weekly direct flight from Minneapolis/St Paul. An additional daily flight from Dallas on American was also added for winter 2015.
- Recently new and expanded summer air service has been announced including new non-stop flights from Chicago and expanded Los Angeles and Dallas service on American Airlines. United Airlines also announced new non-stop service from San Francisco and extended service from Chicago and Los Angeles.

## GUEST SERVICE

Guest Service Center visitors from January 1, 2015 - December 31, 2015:

Town Park Station	74,075, a nearly 40% increase over 2014's 53,073
Ice Age Discovery Center	30,353, a 28% increase over 2014's 23,687

In 2015 both the Ice Age Discovery Center and Town Park Station were renovated/updated. Improvements have been very well received by the public and we continually evaluate how to enhance the guest experience in these two venues.



## MARKETING RESEARCH

In 2015, Snowmass Tourism conducted surveys of guests in both winter and summer, of stakeholders after each event, and of event registrants in cooperation with several summer event partners.

### Guest Intercept Surveys

Guest intercept surveys provide an opportunity for us to understand our guest profile, measure satisfaction, identify areas for improvement, and capture contact information enabling us to engage with our guests year-round. A total of 500 surveys were completed in winter and 250 were completed in summer.

Snowmass Mammoth Fest

June 2015

Prepared for:  
Snowmass Village

Prepared by:  
Intercept Insight, LLC  
PO Box 2378  
Avon, CO 81620  
970.331.1086  
www.interceptinsight.com

## Summer Intercept Survey 2015

In summer, Colorado continues to be the largest source of Snowmass guests accounting for approximately one-half of all visitors. Three-quarters of independent travelers drive here in summer and the vast majority brings children with them. More than four-in-ten have household incomes of \$100,000 or more. For approximately one-half, this past summer's visit was their first to Snowmass. Of those who had been here before, about 60 percent had been here in winter. In addition, three-quarters report that they are "very likely" or "extremely likely" to return to Snowmass Village in the future.

## Winter Intercept Survey 2014/15

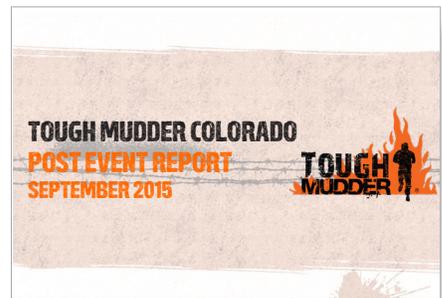
Unlike summer, in winter, three-quarters of guests fly here, nearly one-in-five are international visitors and the remainder come from major markets throughout the U.S. with heavy concentrations from New York, California, Illinois, Texas, Florida and the Front Range. And again, for about one-half, this past winter's trip was their first to Snowmass. Of those traveling here in the winter, only 50 percent had also been here in summer. Slightly more winter visitors than summer visitors report a strong likelihood (83%) to return to Snowmass at some point in their future.

## Stakeholder Surveys Summer 2015

A total of 300 surveys were collected via email from Snowmass stakeholders – lodges, merchants, restaurateurs, town employees, and advisory board members – following special events. Stakeholders provided feedback on Snowmass Tourism's event strategy and execution. Overall, the strategy is working. Events are driving trial and generating incremental room nights. Stakeholders requested moving more events closer to the commercial cores of the Village. Two Summer 2016 events: Colorado Scottish Festival and Snowmass Craft Beer Rendezvous have been relocated.

## Event Registrant Surveys

Post-event email surveys were administered to registrants from each of the following events: Tough Mudder, Colorado Scottish Festival, Mammoth Fest, Ragnar, and Snowmass Balloon Festival. Survey questions focused on demographics, satisfaction, travel behavior and intent to return. In each survey, more than one half of respondents were first -timers (50% or more) to the resort and reported coming to Snowmass specifically for that event (72-95%). Majorities also reported a desire to return to Snowmass in the future. Moreover, the above events generated between 400 and 5,000 (Tough Mudder) room nights each. Through the survey process, Snowmass Tourism gathered contact information from nearly 2,000 attendees at the above events.



## 2015 Events in Review

### SNOWMASS MARDI GRAS PARADE & CELEBRATION 2.17

Snowmass celebrated 34 years of Fat Tuesday revelry with the biggest Mardi Gras bash in the mountains. From mask-making for kids to a mid-afternoon madcap parade to crawdad boils and parties at local bars, the authentic fete offered Cajun fun for every age including live music in Base Village and fireworks on Snowmass Mountain.

**Attendance** 1,500  
**Returning** Yes  
**Years** 34



### RAGNAR TRAIL SNOWMASS 6.5-6

This 24-hour trail running relay event took place in Town Park and on trails throughout Snowmass.

**Attendance** 2,500  
**Returning** Yes  
**Years** 3



### SNOWMASS RODEO 6.10-8.19

The Snowmass Rodeo celebrated its 42nd season as the longest running rodeo in Colorado. This authentic western event took place every Wednesday evening through mid-August.

**Attendance** 12,123  
**Returning** Yes  
**Years** 42



### SUMMER OF FREE MUSIC 6.12-8.13

From Snowmass Mammoth Festival to the Thursday Night Concert Series, to the Deaf Camp Benefit, the Snowmass Free Music series was a great success and featured Moby, Gangstagrass, The Motet, Swagger, Firefall, Taj Mahal & more!

**Attendance** 23,000  
**Returning** Yes  
**Years** 25



### 3RD ANNUAL SNOWMASS MAMMOTH FEST 6.12-14

Year three of the Snowmass Mammoth Fest in Town Park featured 12+ bands and over 35 microbrews. Friday (free) was on the mall featuring Arthur Lee Land & WhiteWater Ramble and the chili cook-off. After the Saturday morning chili finals on the mall, the scene shifted to Town Park for two days full of great music and micro brews.

**Attendance** 5,500  
**Returning** No  
**Years** 3



### HERITAGE FIRE AND GRAND COCHON 6.19-20

Friday: Heritage Fire was a whole-animal live-fired fest. A meat-laden feast featuring chefs and farmers working together to spotlight traditional outdoor cooking techniques. The list of heritage and heirloom foods featured included dry-aged beef, spit-roasted sturgeon, whole pigs, lambs, goat, lobster, squab, rabbit, duck, chicken, artisan cheese, oysters and heirloom vegetables.

Saturday: Grand Cochon was an epic pork feast featuring top chefs preparing whole heritage breed pigs. With Winemakers, brewers, distillers and craft food makers, Grand Cochon created an authentic culinary event while celebrating champions in the Good Food Movement.

**Attendance** 600  
**Returning** Yes  
**Years** 1



# SPECIAL EVENTS

## **BIG MOUNTAIN ENDURO ASPEN/SNOWMASS 6.27-28**

Big Mountain Enduro = Big Mountain Biking Fun. BME celebrated its 4th year in Snowmass as the first stop for the Enduro Series with nearly 350 racers over two days. Racers zig-zagged the entire Village while riding up the lifts and trails to race down the most exciting sections of dirt offered in the Rocky Mountains.

**Attendance** 500

**Returning** Yes

**Years** 2

## **WANDERLUST FESTIVAL 7.2-5**

Wanderlust Colorado made its 2nd appearance in Snowmass in 2015. Yoga, lifestyle, hiking, meditation, unique vendors and shopping all made this event a can't miss for 4th of July weekend. In addition, the weekend featured three free musical events on Fanny Hill and a July 4th celebration BBQ.

**Attendance** 2,000

**Returning** Yes

**Years** 2

## **DEAF CAMP BENEFIT 7.18**

Deaf Camp Benefit was established in the 60's with the help of John Denver, Jimmy Buffet, Nitty Gritty Dirt Band, and the likes to support the great things Aspen Camp does for deaf and hard of hearing kids.

**Attendance** 1,600

**Returning** Yes

**Years** 3

## **AUDI POWER OF FOUR TRAIL 50K, 22K AND VERTICAL K 7.18-19**

PO4 celebrated its 3rd year of the Ultra Trail Run from Aspen to Snowmass which covered all four ski areas. In 2015, this race was a part of the Skyrunner World Series of events.

**Attendance** 250

**Returning** Yes

**Years** 3

## **SNOWMASS DOUBLES VOLLEYBALL PRESENTED BY SPALDING 7.24-26**

More than 300 people took part in this exciting event with an AVP Huntington Beach slot open to the top men and women's teams.

**Attendance** 400

**Returning** Yes

**Years** 3

## **SNOWMASS BIKE DEMO DAYS 7.25-26**

One of the busiest weekends the Snowmass Gondola has ever experienced in summer, guests demoed brand new road, mountain, cross, and downhill bikes from their favorite brands on Snowmass' world famous trails free of charge.

**Attendance** 350

**Returning** Yes

**Years** 1

## **3RD ANNUAL ROOF OF THE ROCKIES JEEP JAMBOREE 7.30-8.1**

120 Jeeps and 300 people came from around the world to take part in this event which used approved trails around the valley/region.

**Attendance** 400

**Returning** No

**Years** 3



## AUDI POWER OF FOUR MOUNTAIN BIKE RACE 8.1

This aggressive cross-country mountain bike race started with a ride to the top of Snowmass, across Buttermilk, up Highlands, then up to the Sundeck on Aspen Mountain. 200 people accepted this yearly challenge which is quickly becoming a staple on the Colorado racing calendar.

**Attendance** 200  
**Returning** Yes  
**Years** 4



## COLORADO SCOTTISH FESTIVAL AND ROCKY MOUNTAIN HIGHLAND GAMES 8.1-2

The color and pageantry of the Colorado Scottish Festival enthralled many. This renowned festival, which was in its 52nd year, made its Snowmass debut in 2015. Bagpipes, highland dancers, great highland athletes, clans, dogs of the British Isles, British cars and Celtic music, including a free concert, and more.

**Attendance** 2,000  
**Returning** Yes  
**Years** 1



## MINIS IN THE MOUNTAINS (MITM) 8.6-9

MINIs in the Mountains (MITM) was an annual gathering of MINI enthusiasts from around the country, Canada, Mexico and as far away as Great Britain. MITM was hosted by the Denver, CO based MINI Cooper car club, www.mini5280.org and featured a free public car show in the Mall, group drives and other activities and social events throughout the weekend.

**Attendance** 600  
**Returning** No  
**Years** 1



## RAGNAR RELAY COLORADO 8.7-8

Ragnar is the overnight running relay race that tests its participants' limits as racers run in teams day and night from Copper Mountain to Snowmass.

**Attendance** 2,500  
**Returning** Yes  
**Years** 4



## 12TH ANNUAL AREDAY SUMMIT, FILM FEST & EXPO 8.8-13

AREDAY, America's premier renewable energy summit, offered a deep immersion into topics designed to precipitate a historic and necessary transition to an environmentally sound future.

**Attendance** 200  
**Returning** Yes  
**Years** 1



## RIDE FOR THE CURE® 8.15

The Susan G. Komen Ride for the Cure® is one of the oldest bike races in the country to support breast cancer education and awareness. The ride included a 40 or 80 mile option to challenge riders. In 2015, Snowmass was the start and finish of the ride.

**Attendance** 200  
**Returning** No  
**Years** 1



## CHALK IT UP! 8.15

Artists from around the region created chalk art on the mall and Base Village.

**Attendance** 150  
**Returning** Yes  
**Years** 4

## MUDDERELLA

8.22

Building on the success of Tough Mudder, Mudderella brought a 5-7 mile course to Snowmass which included 12-15 obstacles, designed by women, for women. The event was a true athletic challenge, designed to test all-around fitness.

**Attendance** 3000

**Returning** No

**Years** 1

## THE ZOPPÉ ITALIAN FAMILY CIRCUS

8.28-30

The Zoppé Italian Family Circus welcomed guests into their intimate 500 seat tent for a one-ring circus that honored the best history of the Old-World Italian tradition. Starring Nino the clown, the circus featured acrobatic feats, equestrian showmanship, canine capers, clowning and plenty of audience participation. This intimate theatrical show has been entertaining audiences for seven generations with an enchanting exhibition of European Circus.

**Attendance** 2,000

**Returning** Yes

**Years** 1

## JAS ASPEN SNOWMASS LABOR DAY EXPERIENCE

9.4-6

Three days of world-class performances on multiple stages, eclectic food and beverages, vendors and more. The 2015 lineup included Lenny Kravitz, No Doubt, Hozier and more!

**Attendance** 23,700

**Returning** Yes

**Years** 25

## TOUGH MUDDER COLORADO

9.12-13

Back again for its second year, Tough Mudder Colorado brought more than 10,000 people to Snowmass Village. This untimed, unscored event featured a 13+ mile course with a myriad of obstacles, pitting teams against the mountain.

**Attendance** 10,000

**Returning** Yes

**Years** 2

## SNOWMASS BALLOON FESTIVAL

9.18-20

## SNOWMASS WINE FESTIVAL

9.18-19

## THE MOTORING CLASSIC AT ASPEN SNOWMASS

9.19

The Snowmass Balloon Festival turned 40! Coupled with a theatrical nightglow, the Snowmass Wine Festival, and The Motoring Classic at Aspen Snowmass, this event has become a standout for fall in the Rockies. Affectionately known as "Balloon, Wine & Classic Cars" this weekend was the perfect close to Summer in Snowmass.

**Attendance** 5,000

**Returning** Yes

**Years** 40

## GOLDEN LEAF HALF MARATHON

9.26

Chosen by Trail Runner magazine as one of "America's 14 Most Scenic Races" this classic trail running race from Snowmass to Aspen provided a 980' elevation gain and a 1,712' descent over its 13.1 miles.

**Attendance** 100

**Returning** Yes

**Years** 30



# SPECIAL EVENTS

## CU IN SNOWMASS COLLEGIATE BIKE RACES AND BANZAI OPEN DOWNHILL

9.26-27

This was the 3rd year that Snowmass hosted collegiate cyclists from around the region competing in cross country and downhill races. New in 2015, the public was able to register to participate in the famed Banzai Downhill.

**Attendance** 500

**Returning** Yes

**Years** 3



## SNOWMASS HOLIDAY FUN

12.21-24

The North Pole came to the Snowmass Village Mall and Base Village when Santa's magical village opened to hear the last minute requests from girls and boys. Complimentary photos with Santa were offered daily along with roaming carolers on December 23rd and 24th.

**Attendance** 400

**Returning** Yes

**Years** 10



## SNOWMASS NEW YEAR'S EVE CELEBRATION

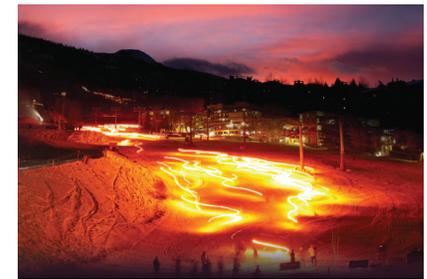
12.31

Whether viewer or participant, the New Year's Eve Torchlight Parade down Snowmass' slopes looked magnificently luminous and fireworks illuminated the night sky at 10:00pm in conjunction with the ball drop in Times Square.

**Attendance** 350

**Returning** Yes

**Years** 10



# Group Sales

The Group Sales Department is responsible for creating demand for Snowmass, distributing leads to the lodging community and helping to close and retain business without actually contracting business. The department is largely evaluated on lead distribution within the lodging community as well as “effort and activity” (i.e. prospecting, sales trips and site visits) in the marketplace. Sales conversions and bookings are also tracked.

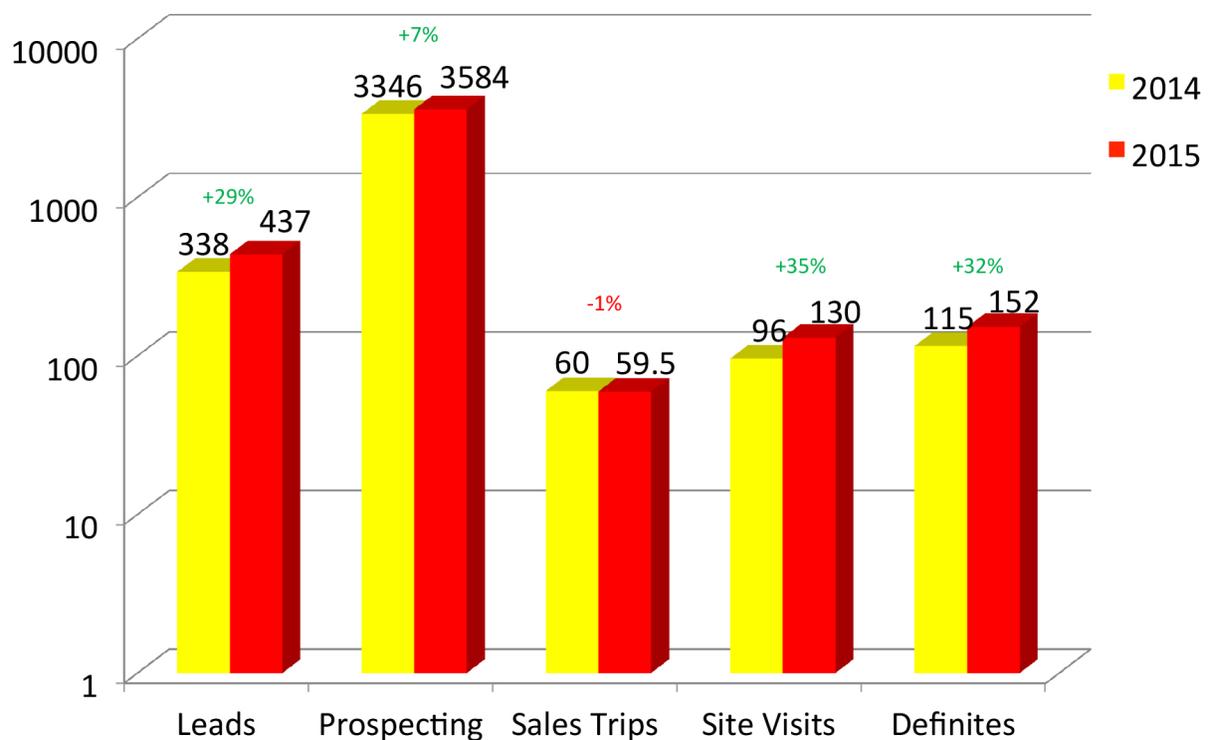
## KEY METRICS: PERCENTAGE CHANGE IN LODGING TAX REVENUE 2015 OVER 2014

JAN	FEB	MAR	APR	MAY	JUN		
<b>+4.22%</b>	<b>+18.54%</b>	<b>-5.32%</b>	<b>+11.17%</b>	<b>-32.53%</b>	<b>+6.63%</b>		
JUL	AUG	SEPT	OCT	NOV	DEC	YTD	
<b>+11.31%</b>	<b>-6.55%</b>	<b>+54.50%</b>	<b>+86.91%</b>	<b>-28.06%</b>	<b>+4.56%</b>	<b>+6.49%</b>	

### Year over Year Production Comparison

All pertinent metrics for the Group Sales Department were up significantly year-over-year which lead to substantial increases in definite bookings. The department continues to put a heavy emphasis on prospecting as well as site visits. It has always been the philosophy of the department that, “once we get a prospect here, we can close them.”

### PRODUCTION COMPARISON 2014 VS 2015



## GROUP SALES DASHBOARD (2015)

	2015 Production	2015 Annual Goal	Production % Annual Goal
Leads	437	371	118%
Prospecting	3584	3180	113%
Sales Trips	59.5	56	106%
Site Visits	130	111	117%
FAM/Events	7	7	100%

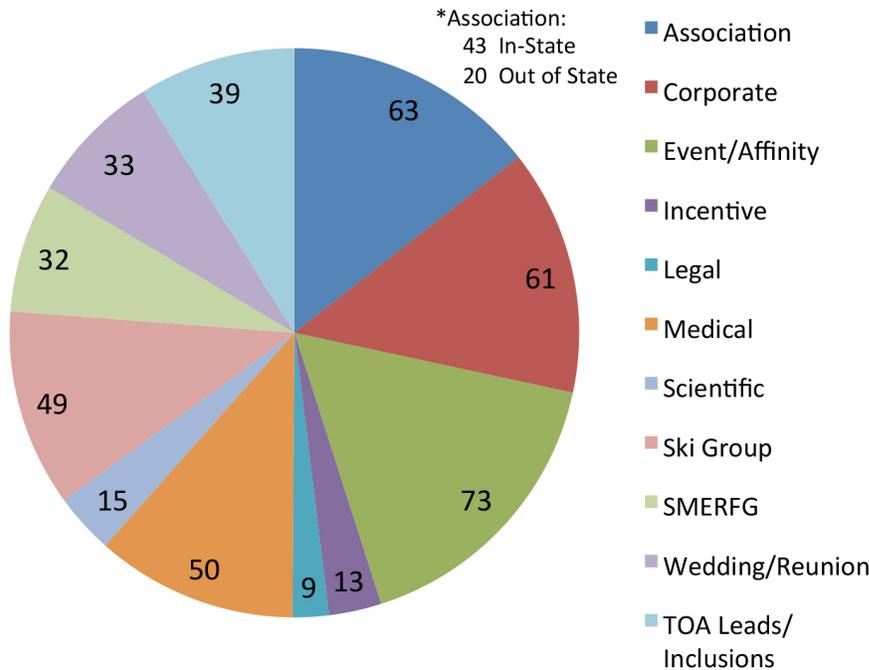
Conversion	2013 Production (Rollover)*	2013 % Leads (Rollover)*	2014 Production (Rollover)*	2014 % Leads (Rollover)*	2015 Production	2015 % Leads
Prospect	0/5	0%	4/91	4%	106/437	24%
Tentative	0/5	0%	0/91	0%	17/437	4%
Definite	2/5	40%	19/91	21%	131/437	30%
Lost Business	3/5	60%	68/91	75%	183/437	42%

\* 2013 and 2014 are Leads that were booked in those years however, were still in the Prospect or Tentative stage at the end of the 2014 fiscal year. Therefore, the numbers shown represent the conversion progress that has taken place in 2015.

## Market Segments

The traditional Snowmass group market segments such as medical and ski group were strong again in 2015 from a lead and booked business perspective. The department continued to close business in the event/ social segment at a high rate and it was, once again, a catalyst for summer growth in 2015. Conversely, lead production in the corporate segment was high with a limited amount of business turned definite.

### LEADS BY MARKET SEGMENT 2015



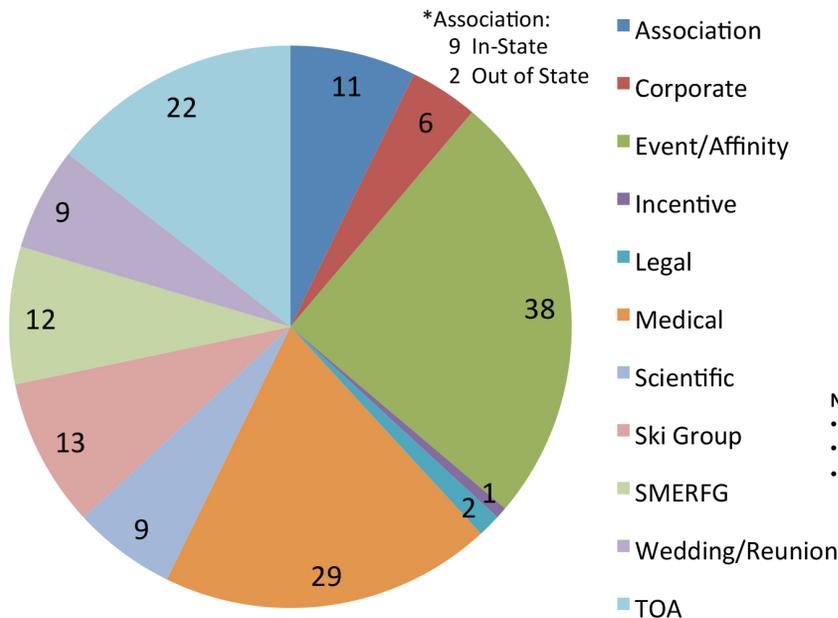
#### 437 Total Leads

Year	# Leads
2015	92
2016	260
2017	65
2018	17
2019	1
2020	2

#### 39 TOA

- 12 Wholesale Rate Requests
- 27 Brochure Inclusions

### DEFINITES BY MARKET SEGMENT 2015



#### 152 Total Definites

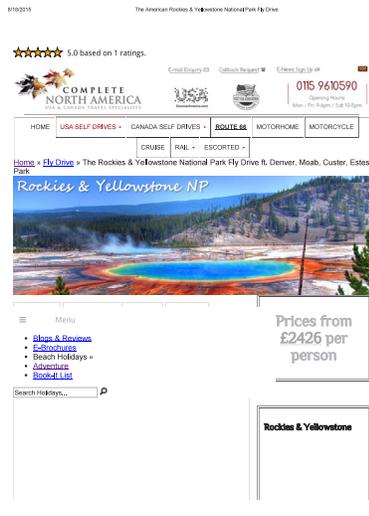
Year	# Definites
2014	1
2015	48
2016	88
2017	8
2018	6
2019	1

#### NOTE: All turned to definite in 2015

- 2 Lead was from 2013
- 19 Leads were from 2014
- 131 Leads were from 2015

## Tour Operator Outreach

Largely because of the need to bring mid-week vacationers to Snowmass in the summer, Snowmass Tourism completed its first full year of work in the leisure market in 2015. A large array of contacts were made both domestically and internationally, many contracts were put into place with Snowmass lodges and Snowmass in many of these tour operator's catalogs which were issued globally. 2015 will serve as a springboard in the leisure market, with Snowmass Tourism working hard to better position the Snowmass product to achieve greater successes in the future.



## 2016 Upcoming Snowmass Tourism Meeting Dates (as of Feb 11, 2016)

Thursday, Feb 18 <sup>th</sup>	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, March 3 <sup>rd</sup>	Group Sales Advisory Committee – 8:30am Small Conference Room
Tuesday, April 12 <sup>th</sup>	Special Events Committee – 10:00am Small Conference Room
Thursday, Apr 14 <sup>th</sup>	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, April 28 <sup>th</sup>	Marketing Advisory Committee – 8:30am Crestwood
Thursday, May 5 <sup>th</sup>	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, June TBD	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, June 23 <sup>rd</sup>	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Jul 7 <sup>th</sup>	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Aug 11 <sup>th</sup>	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, Sep 8 <sup>th</sup>	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Sep 22 <sup>nd</sup>	Marketing Advisory Committee – 8:30am Crestwood
Tuesday, Oct 11 <sup>th</sup>	Special Events Committee – 10:00am Small Conference Room
Thursday, Oct 13 <sup>th</sup>	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, Nov 3 <sup>rd</sup>	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Nov 17 <sup>th</sup>	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Dec 8 <sup>th</sup>	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers