



Snowmass Tourism

April 14, 2016
(8:30am-10:30am)

MGS&SE REGULAR BOARD MEETING AGENDA

- ◆ **Roll Call**
- ◆ **Public Non-Agenda Items** (limit 3 minutes each)
- ◆ **Approval of Meeting Minutes from February 18, 2016, *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
 - **Heads-Up/No Approval Requested: (45 mins)**
 - Vladimir Jones (new Advertising Agency)
 - Miscellaneous Updates
 - 2015/2016 Snowmass Tourism Meeting Dates, *Attachment C*
- ◆ **Other Matters Arising**
- ◆ **Adjournment**



Snowmass Tourism

Minutes

Regular Meeting of February 18, 2016

Marketing Group Sales & Special Events (Snowmass Tourism) Board Chair John Borthwick called to order the Regular Meeting at 8:32A.M.

ROLL CALL

BOARD MEMBERS PRESENT: John Borthwick, Christian Knapp, Robert Sinko, David Dugan, Mary Harris, John Quigley, Reed Lewis and Leticia Hanke.

BOARD MEMBERS ABSENT: Howard Gross and Timothy McMahon.

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

PUBLIC PRESENT: Mike Sura, 2016 MGSSE Board Member; Sue Way, Aspen Skiing Co/Treehouse; Tom Cuccio, Destination Residences Snowmass; Trunge George, Snowmass Lodging Co.; Jon Walters, Westin Snowmass; Rachel Good, Related/Base Village Operations; and other interested members of the community.

SWEAR IN OF NEW BOARD MEMBERS

Borthwick welcomed the new Board members and Town Clerk, Rhonda Coxon, swore in the new and returning Board members; Mary Harris, Reed Lewis, David Dugan and Mike Sura. Borthwick announced that this will be his last official meeting and Mike Sura will be attending as a Board member at the next meeting but is currently attending as an audience member. Each new Board member gave a brief introduction regarding their backgrounds and positions in the Village. Borthwick acknowledged Bob Purvis's service on the Board and contributions.

APPOINTMENT OF NEW OFFICERS:

John Borthwick nominated Howard Gross as Chair. **Quigley made a motion to approve the Chair and Borthwick seconded that motion. The motion was approved by a vote of 7 in favor and 0 opposed.** John Quigley nominated Robert Sinko as Vice Chair. **Borthwick made a motion to approve the Vice-Chair as nominated and Quigley seconded that motion. The motion was approved by a vote of 7 in favor and 0 opposed.**

PUBLIC NON-AGENDA ITEMS: Audience member Emzee Veazy III addressed the Board with several observations and opinions of ways in which he feels that the Town can be marketed.

APPROVAL OF MEETING MINUTES from November 12 & December 10, 2015, Attachment A: A motion to approve the November 12, 2015 minutes presented was made by Knapp and seconded by Quigley. The motion was approved by a vote of 6 in favor and 0 opposed (Lewis abstained from voting). A motion to approve the December 10, 2015 minutes presented was made by Borthwick and seconded by Knapp. The motion was approved by a vote of 6 in favor and 0 opposed (Lewis abstained from voting).

PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP:

- **Review/General Updates:**
 - **Primary Tourism Metrics, Attachments B:** Abello began by thanking Borthwick for his service and contributions to the Board and introduced new Marketing Director Virginia McNellis. Abello gave an overview of all numbers as presented on the Primary Metric documents and noted that while Snowmass is pacing down compared to the previous year, Snowmass is currently leading in occupancy compared to all other resorts in the competitive set. Abello also noted slight increases to the summer numbers versus what was previously reported due to adjustments made by DestiMetrics based on the new reporting procedures and commented on the reasons for the summer growth. Quigley, Sinko, Brodsky and audience member Cuccio all commented on their occupancy and RevPAR perceptions for January to April, noting the issues with the foreign exchange rates and suggesting a need to push for transient business to which Abello agreed and will provide input on later in her presentation. Hidalgo, along with Abello, highlighted key notes on the Online Dashboard noting a significant focus on winter advertising and promotions via the website and targeted online marketing. Borthwick asked staff to look at mobile load times of the gosnowmass.com web pages and to be conscious of this when making changes. Harris commented that Stay Aspen Snowmass referrals are down by 20%; Brodsky and Hidalgo specified that new platforms have been built for a few key events which are being hosted through SAS/Inntopia and would account for the some of the difference as the bookings are now going direct versus showing as a referral. Abello commented on the Guest Services Summary and Advertising Touchpoints Overview, providing some samples of the different and new collateral/materials mentioned. Dugan suggested adding the paved trail that connects the Viceroy to Base Village to the Village maps and the Board advocated that staff again, look into working with Google on correcting their mapping issues causing inaccuracy with stakeholders' addresses/locations. Abello continued to present the Public Relations Report and noted that Lou Hammond & Associates, the new PR Agency, is on board. Brodsky presented the Group Sales Dashboard, highlighting current successes and next steps. Abello followed-up by going over the 2015 Year End budgets, 2016 YTD budgets and TOSV Tax Report.
 - **Committee Updates:**
 - **Special Events Advisory Committee:** With Gross absent from this meeting, Brodsky noted that in the last committee meeting they reviewed the upcoming summer schedule of events, mostly focusing on budgets. Sinko asked if the events were evaluated using the formula/scorecard that was previously created and Brodsky & Abello stated that the committee did take into account the survey results which are highlighted in the Annual Report, *Attachment D* of the packet, and made changes accordingly. The Board and staff agreed that it would be very beneficial to have both quantitative and qualitative input which would include the surveys and something similar to the scorecard.

Audience/committee member Cuccio and Brodsky also commented on the ability to utilize SAS as a booking platform for events.

- **Group Sales Advisory Committee:** Quigley and Brodsky noted that the committee evaluated the group sales efforts, reviewed ways to evolve the sales directive to reflect the needs for the current Village product and discussed new markets and strategies that would support the entire lodging community.
- **Marketing Advisory Committee:** Sinko stated that the committee is evolving with several new members representing a lot of different segments of the community. They looked at the future and did a lot more brainstorming versus debriefing.

Sinko, Gross and Quigley will remain the Board representatives as heads of their respective committees (as noted above) for 2016.

- **Events Updates:**
 - **2016 Summer Events Calendar, Attachment C:** Abello presented the current summer events calendar which continues to evolve.
- **Heads Up/No Approval Requested:**
 - **2015 Wrap-Up Recap, Attachment D:** Abello highlighted some key notes as outlined in the Recap report provided.
 - **Staffing, PR & Advertising Agencies Update:** Abello stated that a new Advertising Agency will be commissioned within the next few days and an agency summit will be happening in the very near future.
 - **Miscellaneous Updates:** Brodsky elaborated on the new strategy to create sales channels in direct fly markets which will be initiated by the Group Sales team and supported by marketing. He also mentioned the progress in the summer focused Tour Operator initiative and with the new local Adventure Travel agencies. Harris expressed her concern in moving forward with Tour Operators without involving and discussing the strategy/direction with the lodging properties first. Staff agreed to schedule a meeting with the lodges to help communication, clarify perception and stress the need for partnership between Snowmass Tourism and the lodging community.
 - **2015/16 Snowmass Tourism Meeting Dates, Attachment E:** No comments.

OTHER ARISING MATTERS: Sinko commented on the Snowmass Loop Trail and the opportunity it creates for the mountain biking experience in Snowmass Village. Kinney and Hidalgo elaborated on the naming and signage process. Sinko thanked Borthwick for his tenure and efforts on the Board over the past few years.

ADJOURNMENT

There being no further discussion, **Quigley made a motion to adjourn the Regular Meeting of the Snowmass Tourism Board, which was seconded by Knapp. The motion passed unanimously with 6 in favor and 0 opposed.** The Meeting adjourned at approximately 10:41 A.M.

Respectfully submitted by:

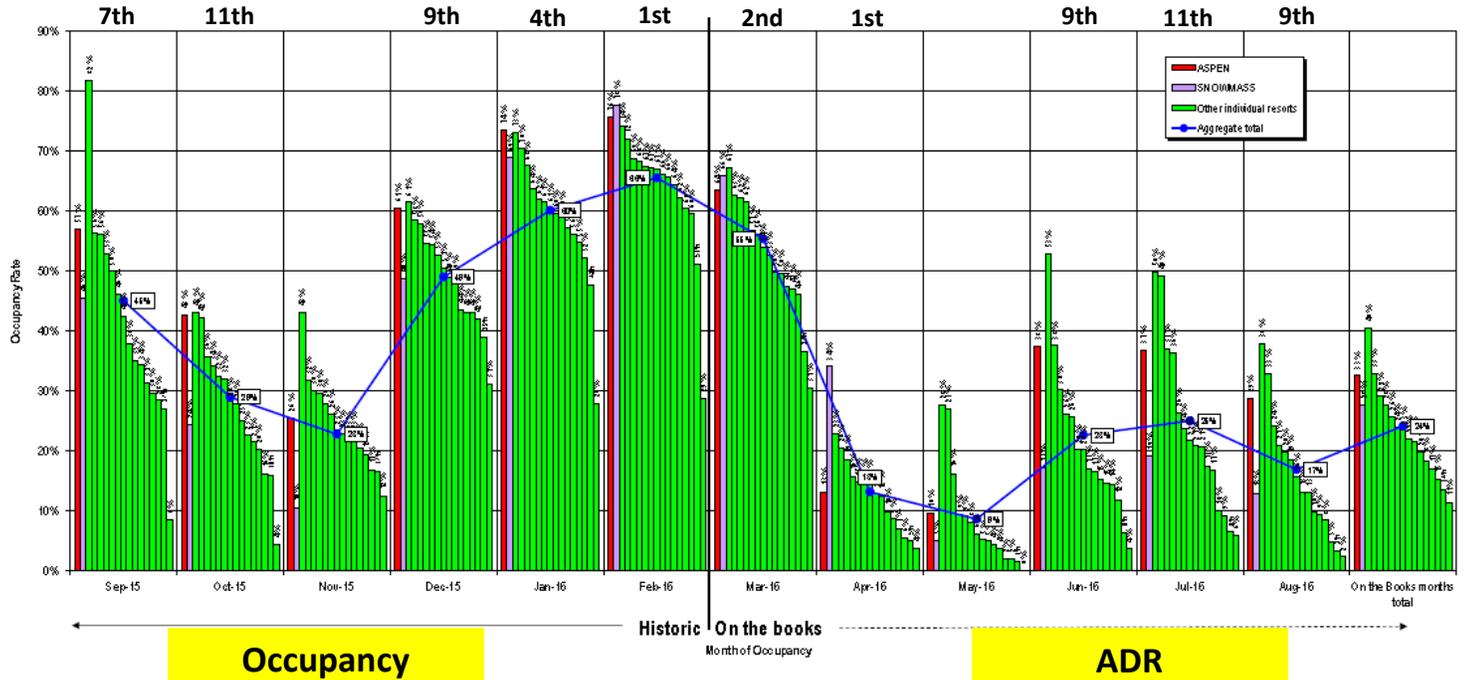
Kiesha Techau

Snowmass Tourism Primary Dashboard



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

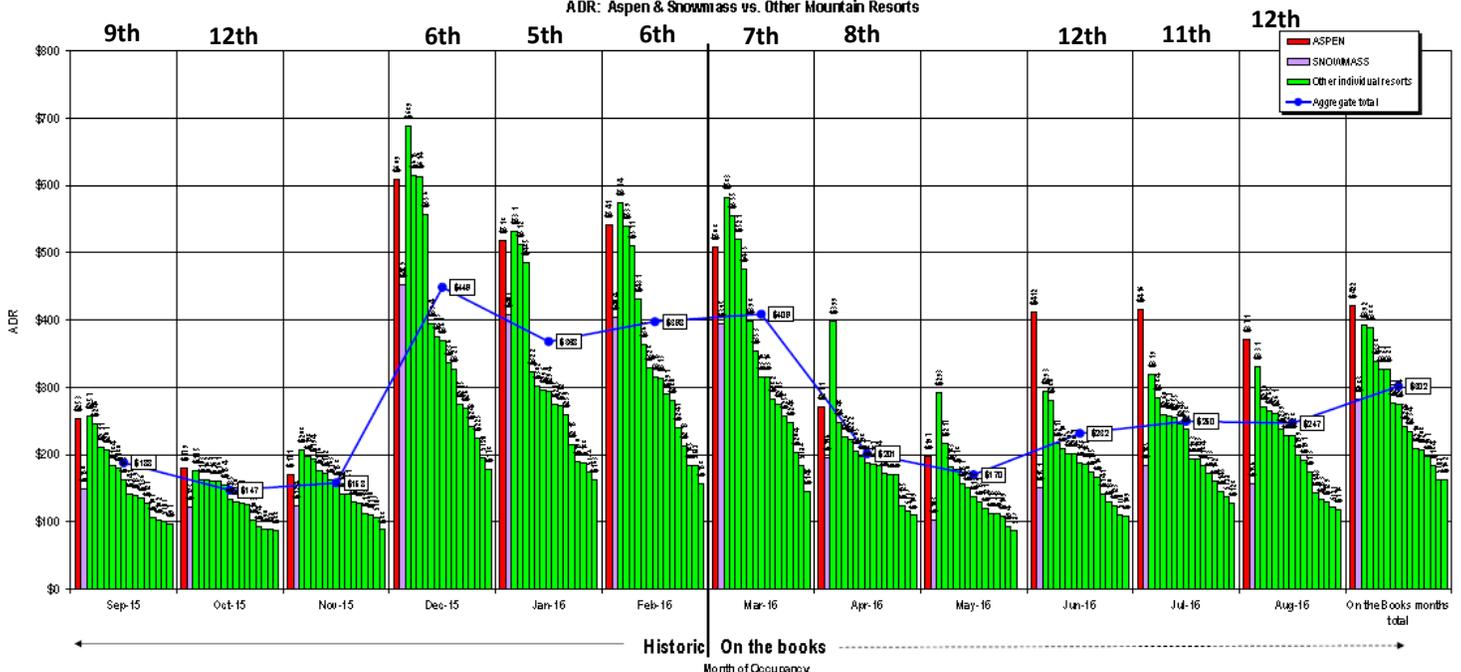
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



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	

ADR: Aspen & Snowmass vs. Other Mountain Resorts



Snowmass Tourism

Primary Metrics



Goal 2: Increase annual total demand for overnight visitation

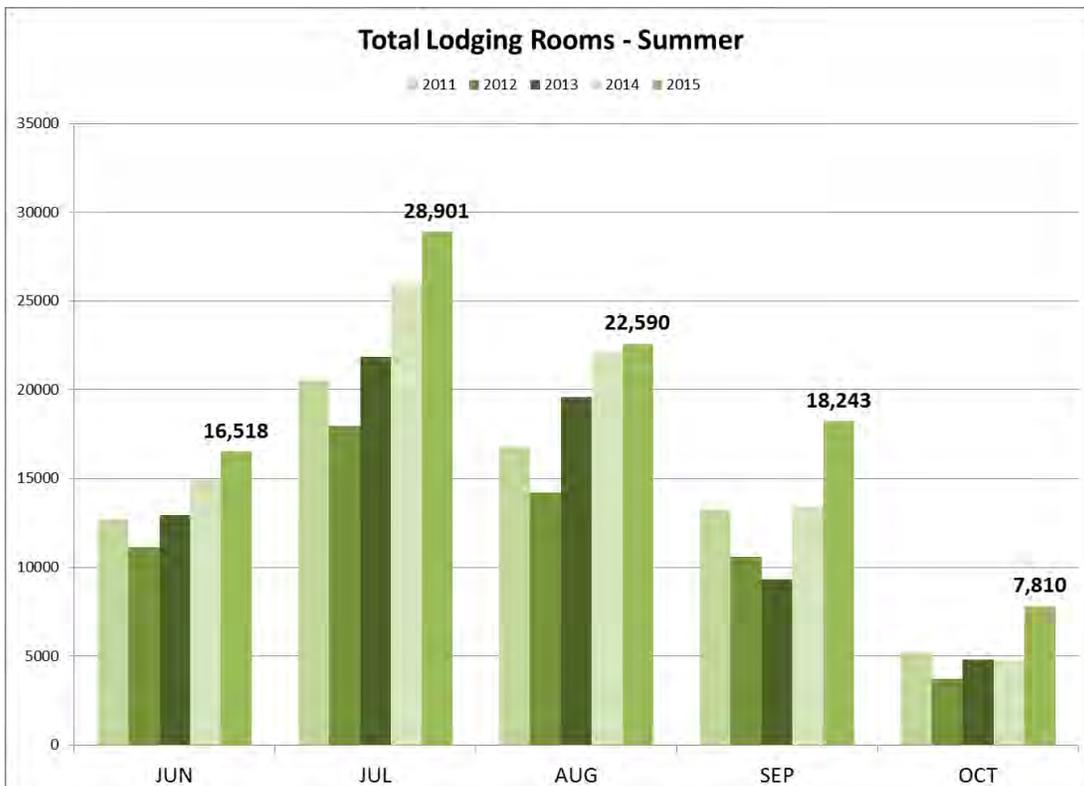
Increase Occupancy & Lodging Tax by 15% in Summer, 5% in Winter



Total Lodging Rooms

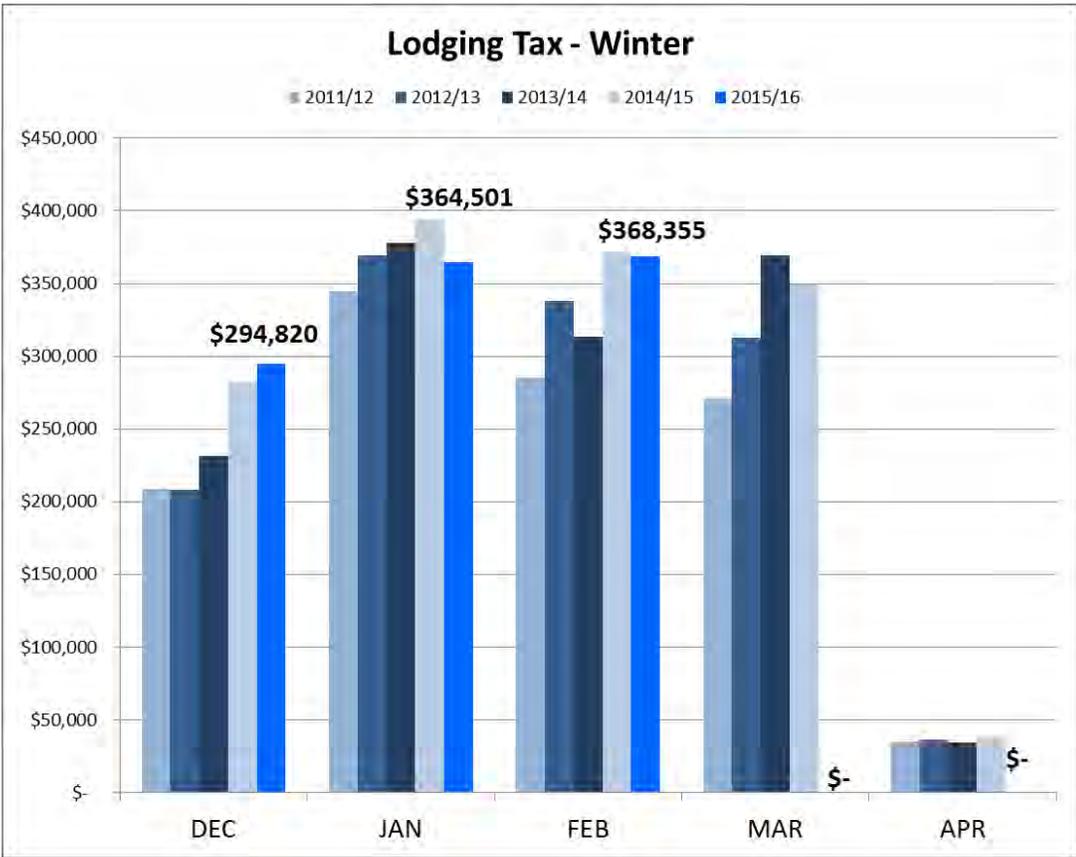
WINTER	TOTAL	
2011/12	133,206	↑11.1%
2012/13	142,735	↑7.2%
2013/14	143,017	↓0.2%
2014/15	149,641	↑4.6%
2015/16	102,484	

YTD Status (Feb 2016)	
Year	#Rms
2015	75,976
2016	75,306
↓0.88%	-670

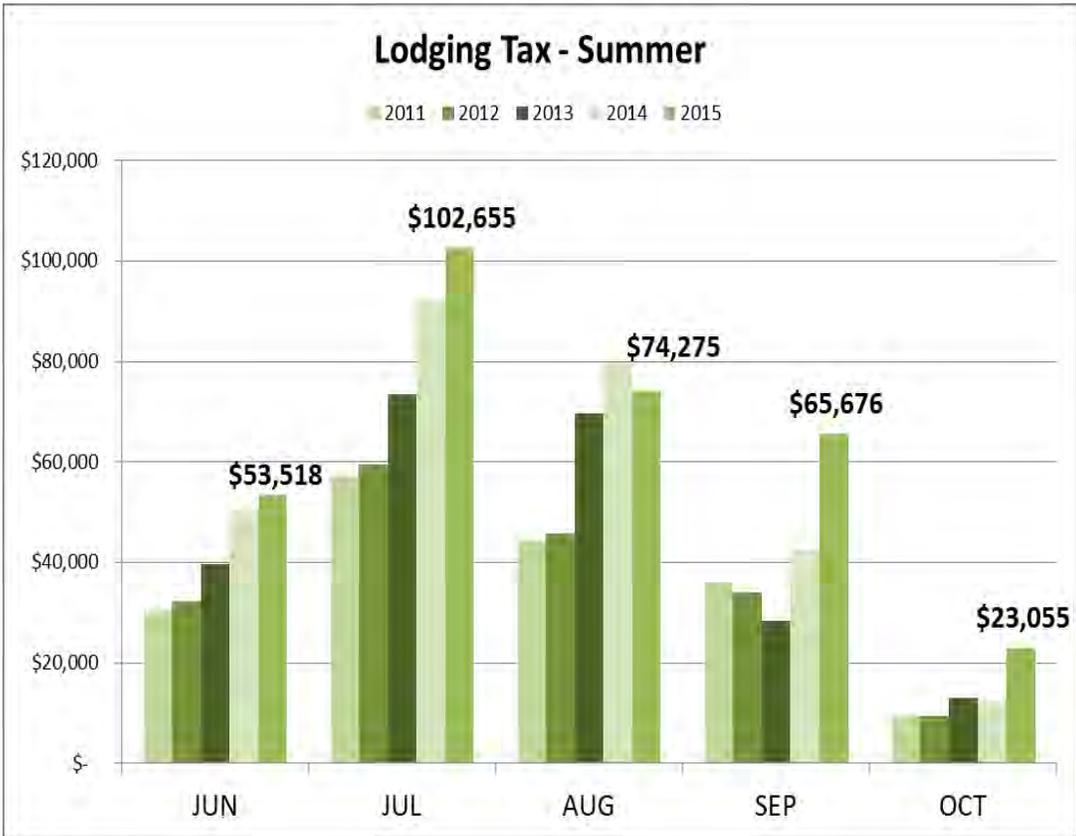


SUMMER	TOTAL	
2011	68,479	↑27.4%
2012	57,594	↓15.9%
2013	68,495	↑18.9%
2014	81,156	↑18.5%
2015	94,061	↑15.9%

Lodging Tax (\$)



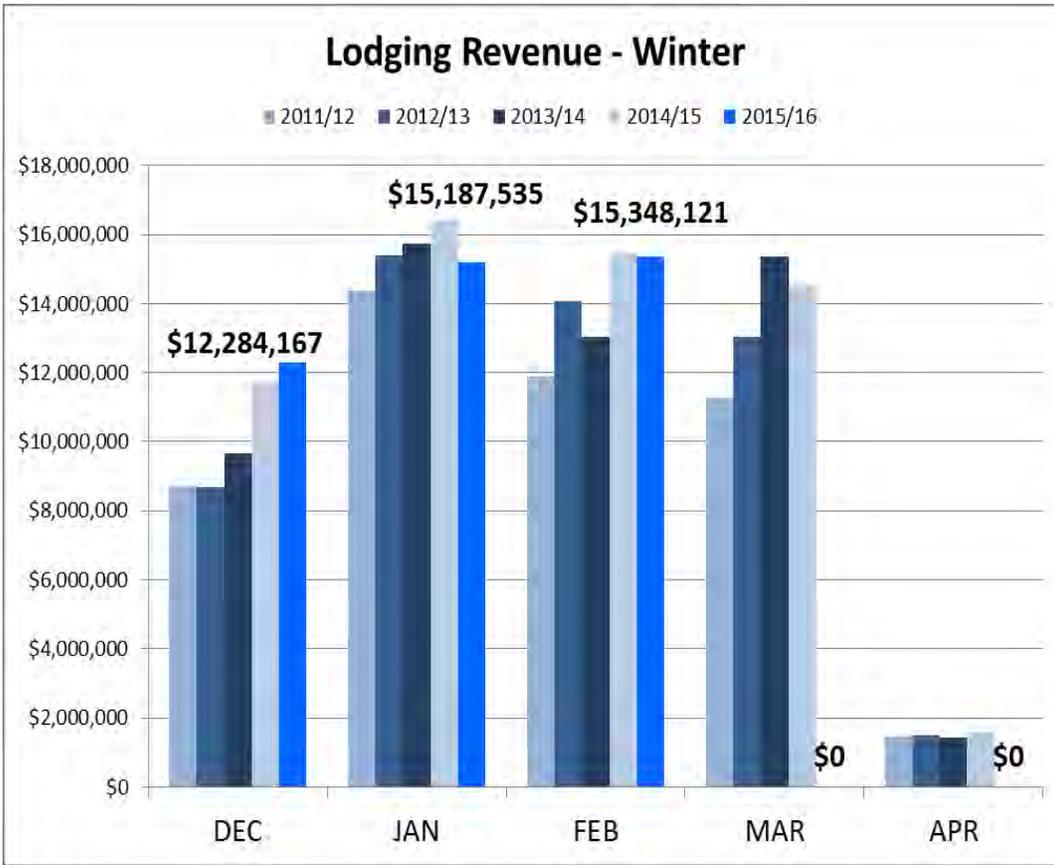
WINTER	TOTAL \$	
2011/12	\$1,144,666	↑11.5%
2012/13	\$1,264,399	↑10.5%
2013/14	\$1,326,285	↑4.9%
2014/15	\$1,434,726	↑8.2%
2015/16	\$1,027,676	



YTD Status (Feb 2016)	
Year	Lodging Tax
2015	\$765,066
2016	\$732,856
↓4.21%	-\$32,210

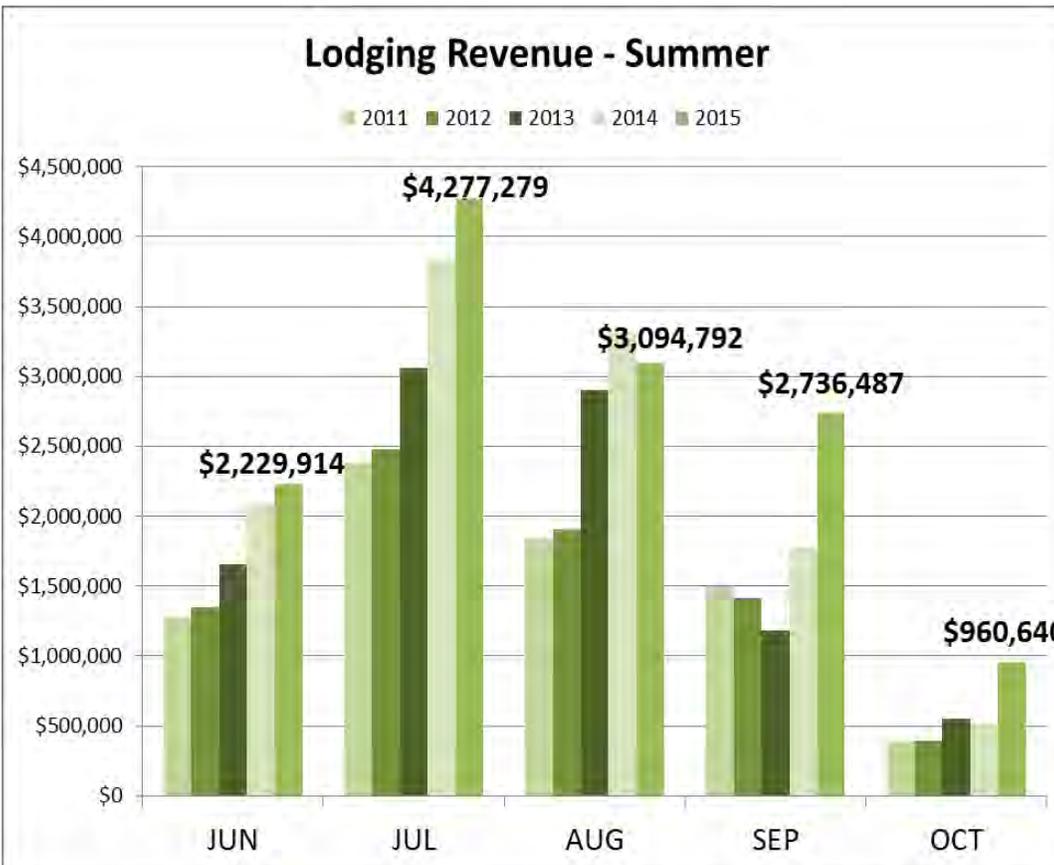
SUMMER	TOTAL \$	
2011	\$177,401	↑25.7%
2012	\$180,891	↑2.0%
2013	\$224,277	↑24.0%
2014	\$276,736	↑23.4%
2015	\$319,179	↑15.3%

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	\$42,819,823	

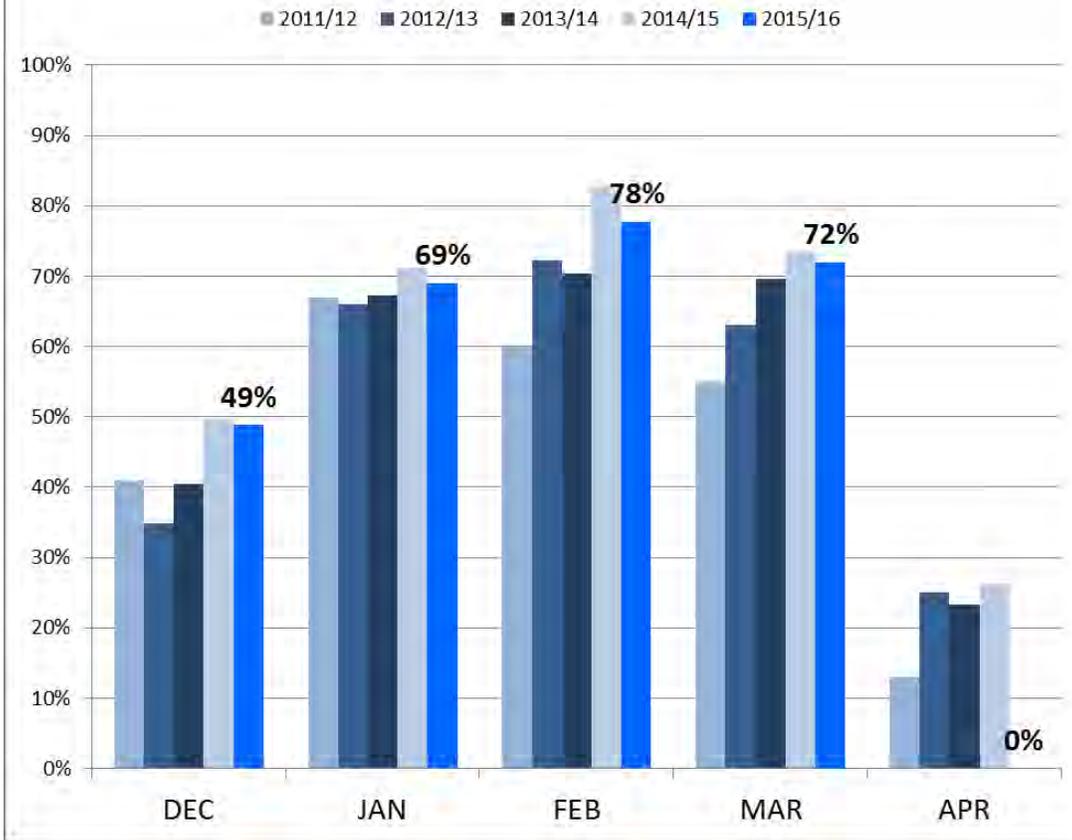
YTD Status (Feb 2016)	
Year	Lodging Rev
2015	\$31,877,748
2016	\$30,535,657
↓4.21%	-\$1,342,091



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%

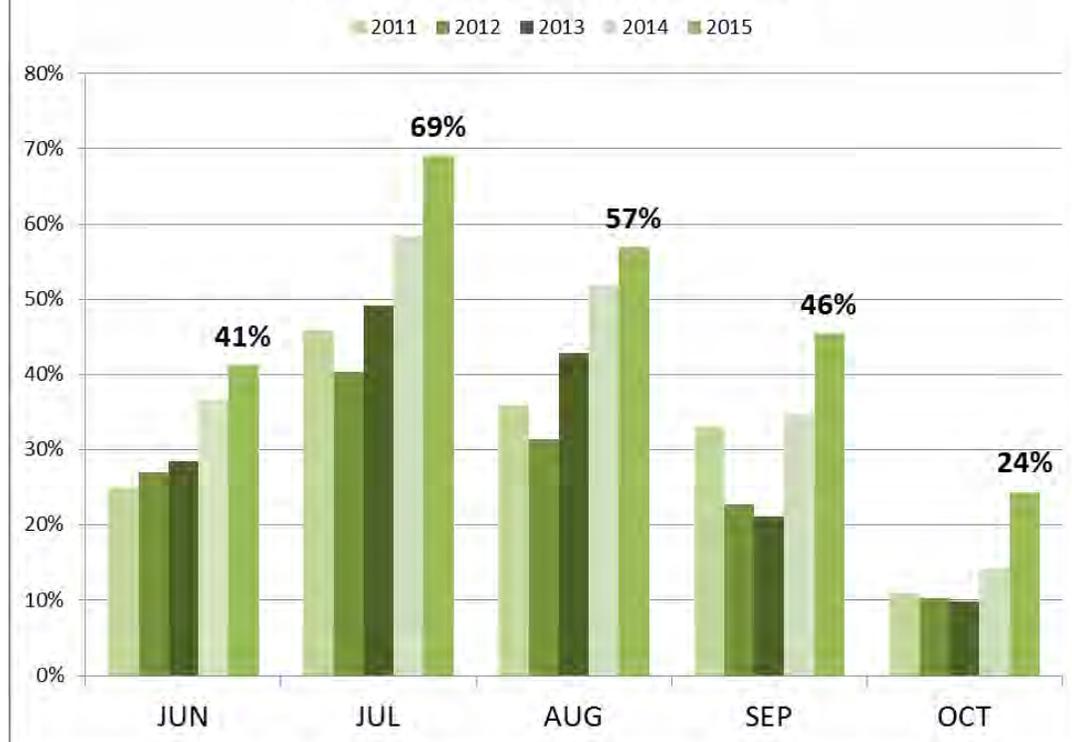
Lodging Occupancy (%)

Paid Occupancy (%) - Winter



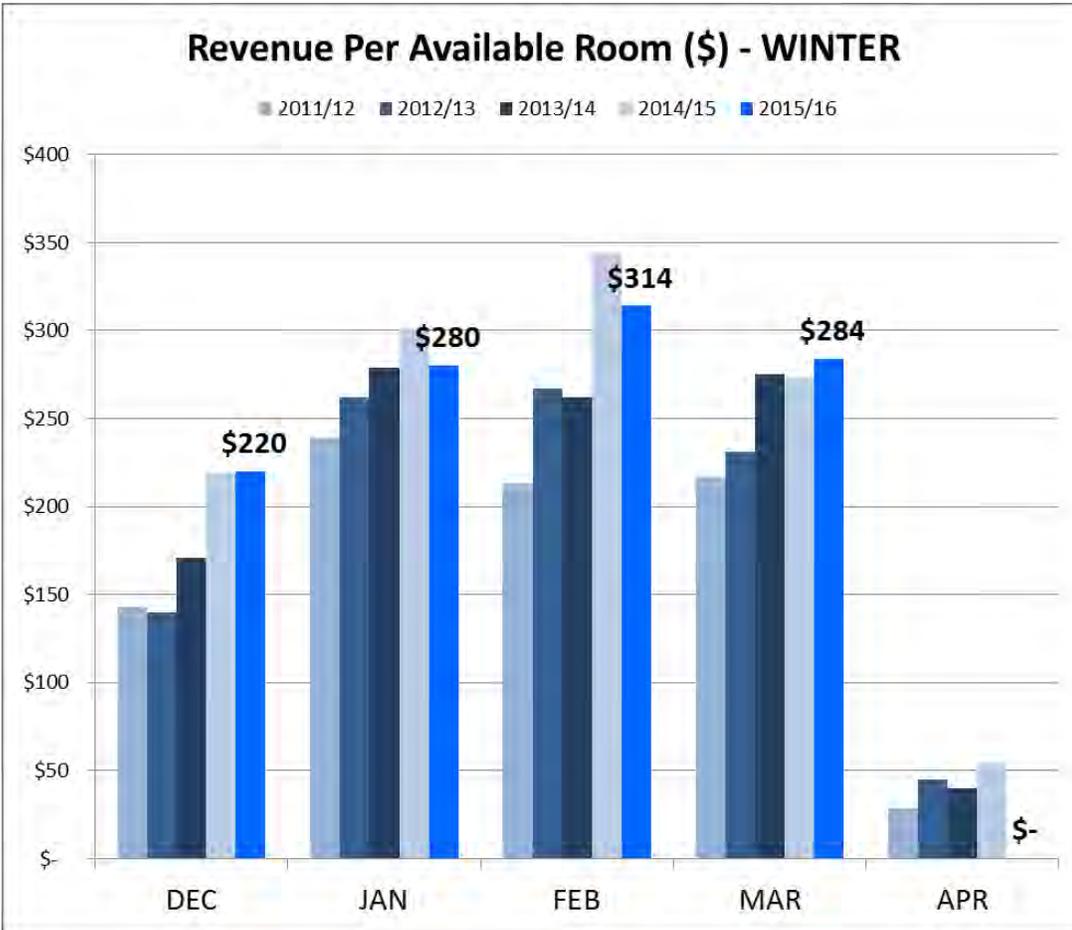
<u>WINTER</u>	<u>AVR %</u>	
2011/12	47%	↓0.4%
2012/13	52%	↑10.6%
2013/14	54%	↑3.8%
2014/15	61%	↑12.0%
2015/16		

Paid Occupancy (%) - Summer

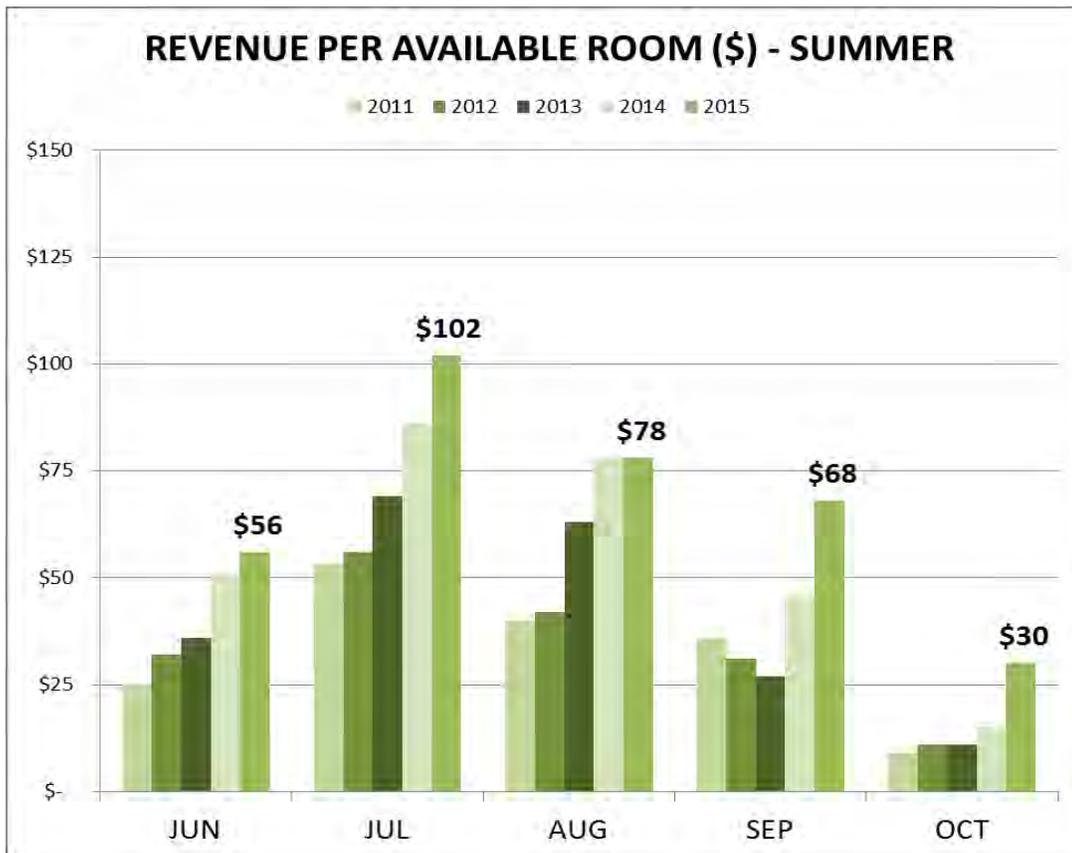


<u>SUMMER</u>	<u>AVR %</u>	
2011	30%	↑32.5%
2012	26%	↓12.7%
2013	30%	↑14.9%
2014	39%	↑29.3%
2015	47%	↑21.0%

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	\$238	↑16.0%
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	\$2,332,945	

YTD Status (Feb 2016)	
Year	Revenue
2015	\$1,641,573
2016	\$1,614,945
↓1.62%	-\$26,627.91



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 3/31/16



Website Sessions: Continue to outpace monthly year-over-year sessions.

Website Users: Correlated with website sessions.

Sessions by Device: Huge increase in the percentage of mobile use from last year.

Outbound Referrals: Referrals are down for the past 3 months

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

Website Device Summary: Our digital ad campaigns rolled off at the end of February

Top Website Traffic Sources: The majority of the decline in our website traffic is due to our winter digital ad campaign running off. That being said our direct traffic was bigger in March than February.

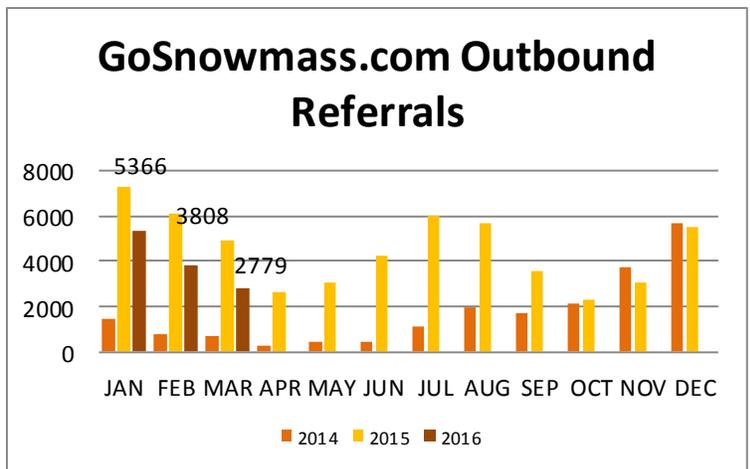
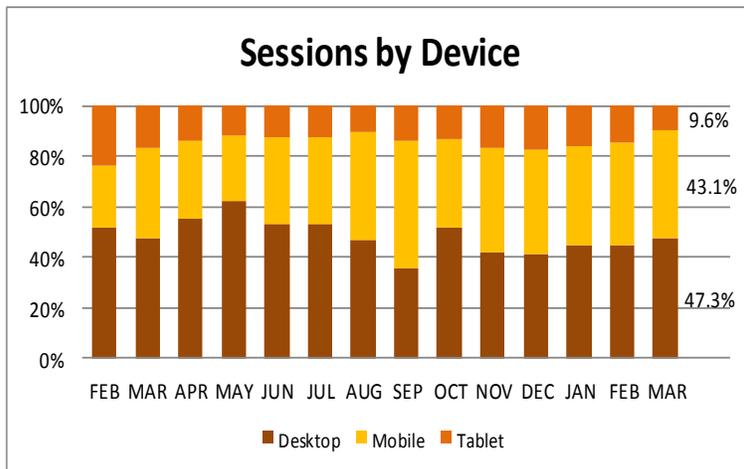
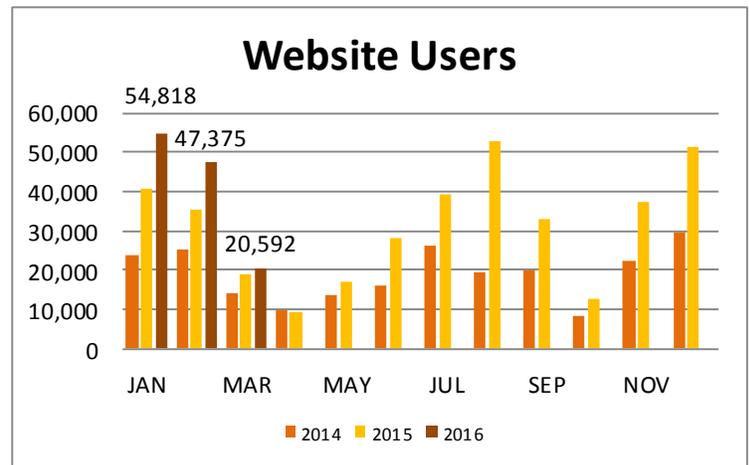
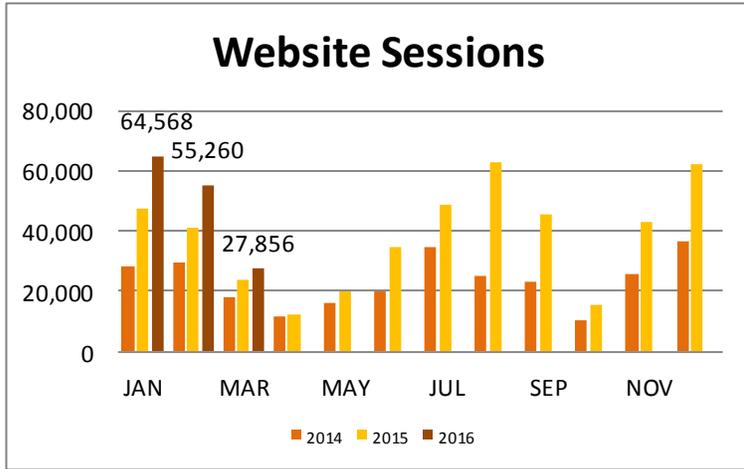
Paid Search: Our click through rates declined in February and March likely due to the booking window for winter winding down.

Email Marketing Summary: We had a great open rate in February as we sent fewer emails and a generally lower rate in March due to tapering interest in winter, even though we touted a 40% off sale which drive a high click-through rate on those who opened the email. We continue to see a steady decline in overall contacts, which is good, as people realize they are not interested in engaging with us.

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 even as we start to slow down in our growth a bit also likely due to decreased excitement for ski season as it comes to an end.

Snowmass Tourism Online Dashboard

As of 3/31/16



GoSnowmass.com Audience Summary

Top Referring Countries/Regions - FEBRUARY 2016			
Country	Sessions	Region	Sessions
United States	51,634	Colorado	14,244
Australia	440	Texas	6,965
United Kingdom	374	California	4,433
Canada	339	New York	3,181
Mexico	216	Florida	2,800
Germany	201	Illinois	2,513
Brazil	167	Georgia	1,538
India	163	Minnesota	1,226
(not set)	158	New Jersey	924
France	91	Michigan	831
Total	55,260	Total	51,634

Top Referring Countries/Regions - MARCH 2016			
Country	Sessions	Region	Sessions
United States	25,719	Colorado	9,607
Australia	385	Texas	3,377
Canada	223	California	1,878
(not set)	184	New York	1,360
United Kingdom	177	Florida	1,220
Mexico	154	Illinois	1,089
Germany	111	Minnesota	464
Brazil	104	Georgia	445
India	72	New Jersey	438
France	48	Utah	395
Total	27,856	Total	25,719

Top 3 Landing Pages By Device - FEB

Desktop	Sessions	Bounce Rate	Pages
/specials/spring-escape-package/	8351	67.09%	1.89
[Home Page]	3396	31.15%	3.78
/campaign/ski-in-ski-out-ski/	3231	79.98%	1.45
Mobile			
/	5132	68.67%	1.87
/specials/spring-escape-package/	5084	75.43%	1.50
/campaign/stay-and-play/	2065	68.81%	1.78
Tablet			
/campaign/ski-in-ski-out-ski/	2094	87.01%	1.28
/campaign/stay-and-play/	1604	81.05%	1.51
/specials/spring-escape-package/	1176	73.21%	1.68

Top 3 Landing Pages By Device - MAR

Desktop	Sessions	Bounce Rate	Pages
/specials/spring-escape-package/	2942	78.96%	1.54
[Home Page]	2916	29.32%	3.88
/events/	524	33.21%	3.14
Mobile			
[Home Page]	3724	64.63%	2.01
/specials/spring-escape-package/	987	80.45%	1.35
/dining/	595	60.00%	2.00
Tablet			
[Home Page]	504	25.79%	4.02
/specials/spring-escape-package/	234	76.92%	1.45
/dining/	203	63.55%	2.03

GoSnowmass.com Acquisition Summary

FEBRUARY

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
FDLSMT / Display	19807	91.35%	18093	69.09%	1.80	87.22
google / organic	14754	74.04%	10924	53.56%	2.29	122.27
FDLSMT / Mobile	4680	85.11%	3983	89.57%	1.17	16.75
lm.facebook.com / referral	3745	69.27%	2594	91.27%	1.12	46.34
(direct) / (none)	3461	81.68%	2827	56.98%	2.34	92.73
FDLSMT / Video	1792	89.56%	1605	90.90%	1.11	35.69
google / cpc	1618	83.07%	1344	44.68%	2.57	91.03
gosnowmass.com / referral	1186	62.90%	746	30.69%	3.68	174.42
yahoo / organic	821	70.65%	580	51.89%	2.24	122.13
m.facebook.com / referral	693	83.41%	578	72.29%	1.61	27.09
Total	55260	81.67%	45131	65.51%	1.95	90.06

MARCH

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	13296	72.66%	9661	52.90%	2.31	122.89
FDLSMT / Display	4046	86.13%	3485	78.37%	1.52	64.54
(direct) / (none)	3619	81.87%	2963	57.97%	2.29	94.88
lm.facebook.com / referral	1871	54.94%	1028	91.56%	1.12	52.44
gosnowmass.com / referral	892	54.37%	485	26.91%	3.80	198.90
yahoo / organic	814	70.39%	573	50.61%	2.29	136.01
bing / organic	582	72.85%	424	43.81%	2.63	124.91
FDLSMT / Mobile	400	86.75%	347	94.00%	1.13	15.46
m.facebook.com / referral	361	77.01%	278	87.81%	1.27	28.61
colorado_com / referral	294	73.13%	215	52.38%	2.36	93.55
Total	27856	73.92%	20592	59.86%	2.15	107.01

Paid Search Summary

PPC (Google)	DEC	JAN	FEB	MAR
CTR	1.88%	1.76%	1.54%	1.48%
Average Position	1.9	1.9	2.0	2.2
Bounce Rate	44.78%	43.85%	44.68%	45.16%

Source: Google AdWords

Email Marketing Summary ATTACHMENT B

Email Marketing	DEC	JAN	FEB	MAR
Sent	47208	47716	7662	47241
Opens	6720	6887	1665	3900
Open%	14.23%	14.43%	21.73%	8.26%
Clicks	721	1004	172	477
CTR on Open	10.73%	14.58%	10.33%	12.23%
Active Contacts	49673	49548	49497	49231

Source: Silverpop Engage

Social Media Summary

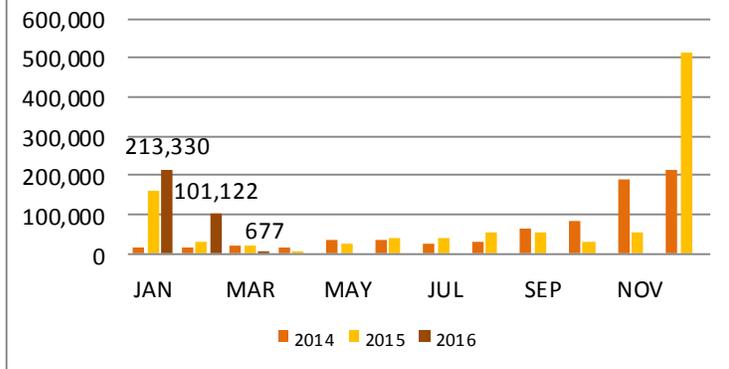
FACEBOOK	DEC	JAN	FEB	MAR
Fans	96,858	97,918	98,733	99,414
Change in Fans	1.0%	1.1%	0.8%	0.7%
Ave. Reach	32,200	43,603	43,002	25,674
Reach %	33.2%	44.5%	43.6%	25.8%

TWITTER	DEC	JAN	FEB	MAR
Followers	4,319	4,422	4,512	4,582
Change in Followers	2.5%	2.4%	2.0%	1.6%
Impressions	99.1k	65.1k	44.4k	58.3k

INSTAGRAM	DEC	JAN	FEB	MAR
Followers	7,462	8,167	8,608	9,183
Change in Followers	10.8%	9.4%	5.4%	6.7%
Engagement per post	364	408	376	389
Engagement %	4.9%	5.0%	4.4%	4.2%

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

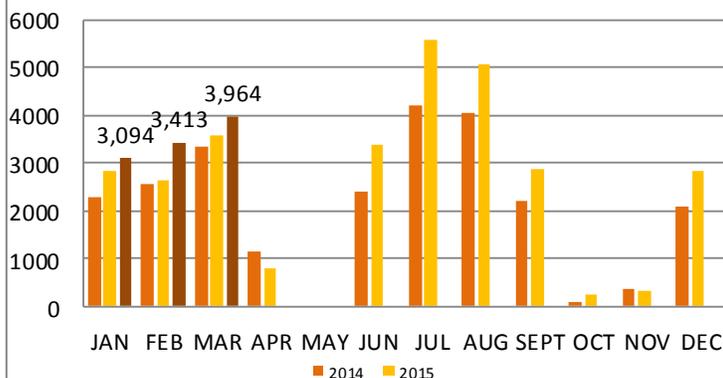
Paid Search Impressions



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

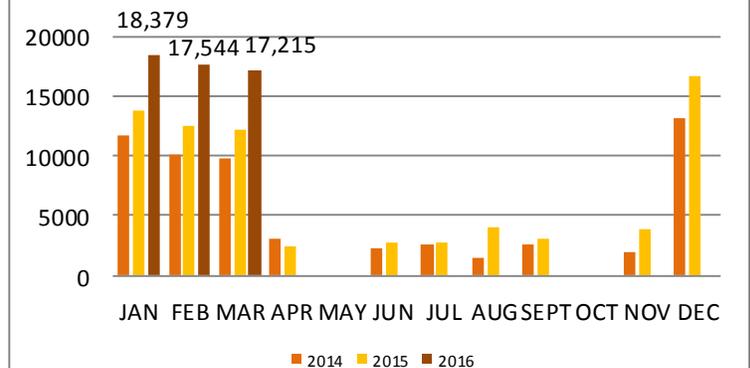
Guest Services Summary

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

Addendum: Attachment B
DETAILS:

COLLATERAL

Summer Brochure: 20,000 brochures distributed along Denver corridor, I-70 (Grand Junction to Burlington), DIA, I-25 (Ft. Collins-Pueblo), Summit County, as well as Visitor Centers throughout CO

Weekly Event Flyer: distributed on buses and throughout Snowmass

Valentine E-card: e-mailed to stakeholders and group sales database

Music Coaster: reprint with updated line up

E-Magazine Ads: to be placed in Summer Travel Guide

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

WEEKLY EVENT FLYER

WEEKLY EVENT FLYER

WEEKLY EVENT FLYER

WEEKLY EVENT FLYER

FEBRUARY 2016

Run Dates:
Jan 2015-present

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

Run Dates:
Oct 2015-present

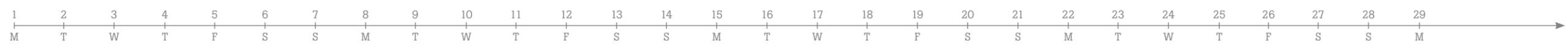
ADROLL
COLORADO.COM
EXPEDIA.COM
EXPONENTIAL
MAGNETIC
MATADOR NETWORK
ONTHESNOW.COM
OPENSNOW.COM
OUTSIDEONLINE.COM
TRAVELCITY.COM

VIDEO CAMPAIGN

Run Dates:
Oct 2015-present

EXPONENTIAL

TOP FACEBOOK POSTS



Snowmass Tourism: Winter 2015-2016
Marketing Touchpoints

Addendum: Attachment B
DETAILS:

COLLATERAL

E-Magazine Ads: to be placed in Summer Travel Guide

St. Patrick's Day Poster: distributed throughout Roaring Fork Valley

Winter Shopping Poster: distributed throughout Roaring Fork Valley

Spring Fling Poster: distributed throughout Roaring Fork Valley

Weekly Event Flyer: distributed on buses and throughout Snowmass

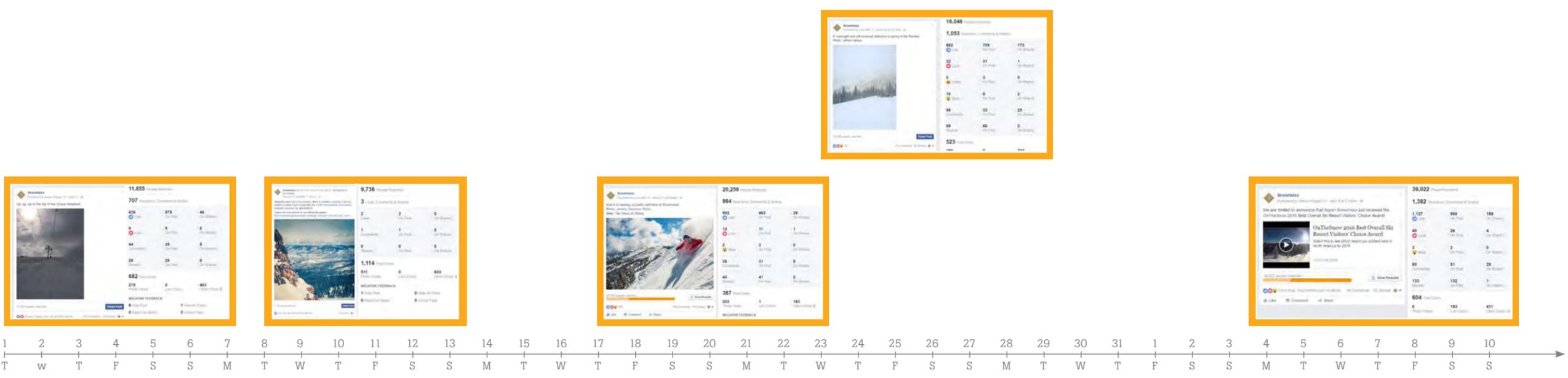
Snowmass Summer Travel Guide: E-magazine with editorial-style destination content to be distributed to 100,000+ contacts and promoted with digital advertising campaign

PRINT ADS

St. Patrick's Day Ad: quarter page in local papers

Winter Shopping Ad: quarter page in local papers

Spring Fling Ad: half page in local papers



TOP FACEBOOK POSTS



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

February & March 2016

LOU HAMMOND & ASSOCIATES PR SUMMARY

Key activities/initiatives completed by LH&A in February & March 2016 included presenting 30 media opportunities/Hot Tips to the Snowmass community. Media engagement included 20 pitched stories to publications resulting in story interest from the Dallas Morning News, Conde Naste Traveler, National Geographic Traveler, the Chicago Tribune, Fox News “Go to Travel Gal”, Departures and Colorado Meetings & Events.

MEDIA OUTREACH

Hosted/Co-hosted 22 journalists in February & March 2016

- **Helly Hansen Media Fam**
 - **Alex Pasquariello**, Freelance writer, CNN Traveler, AFAR, Bloomberg BusinessWeek, Endless Vacation Jetsetter.com, Condé Nast Traveler: Snow.com, AFAR Endless Vacation / EndlessVacation.com, Executive Travel: Bloomberg BusinessWeek
 - **Rob Story**, Freelance writer, Mountain Magazine & Ski Magazine
 - **Stephen Sebestyen**, Senior Web Content Producer, Ski & Skiing Magazine
 - **Greg Ditrinco**, Editorial Director, Ski & Skiing Magazine
 - **Jonathan Hunn**, Freelance writer, Independent News (UK)
 - **Frederick Reimers**, Freelance writer, Gear Institute & Outside Magazine
 - **Brady Barry**, Marketing Manager, Helly Hansen US
- **Eileen Ogintz**, Creator, Taking the Kids Syndicated Newspaper Column
- **German Media Fam/Julie Moser, German PR Rep, Uschi Liebl**
 - **Franziski Horn**, Freelance Editor for German National Newspapers
 - **Dominik Pranti**, Travel Editor, Suddeutsche Zeitung & Frankfurter Allgemeine Zeitung
 - **Frederick Jotten**, Editor, Die Zeit & Spiegel Online
- **Sarah Bliss**, Freelance writer, Travel & Leisure, Yahoo Travel & Bellhop Simply Travel
- **Alan Weschler**, Freelance outdoor writer, The Wall Street Journal, Bloomberg News, The Associated Press & Climbing Magazine
- **Yined Ramirez-Hendricks**, American Airlines Nexos Inflight Magazine
- **Canadian Media Fam/Laura & Mark Johnston, CSUSA Canadian PR Reps**
 - **Holly Crawford**, Editor-in-Chief, West of the City Magazine & westofthecity.com
 - **Thomas Jacob**, Publisher and Editor-in-Chief, YYZ Living Magazine & yyzliving.com
 - **Natasha Mekhail**, Editor-in-Chief of luxury brands at Spafax publications; Bombardier Experience Magazine, Mercedes-Benz Magazine, enRoute Magazine and Fairmont Hotels & Resorts Magazine
- **Alister & Paine Magazine for Executives**
 - **Jenna Marie Bostock**, Editor in Chief
 - **Brian Aitkin**, Founder and Chief Strategist
 - **Steve MacDonnell**, Photojournalist
 - **Anthony Chiaravallo**, Digital Marketing & Content Manager

NEWS RELEASES DISTRIBUTED

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

- March 31 Spring Fling Snowmass Closing Day Festivities
- March 23 Grand Cochon & Heritage Fire Events Heat Up Snowmass Colorado this Summer
- March 10 Get Lucky in Snowmass! Party on St. Patrick’s Day, Thursday, March 17
- February 25 Cochon555 Takes over Snowmass on National Pig Day
- February 23 Snowmass Positions Itself as a Leader in Adventure Travel
- February 16 Snowmass Tourism Offering Free Booth Space at Select Summer Concerts to local Non-Profit Organizations
- February 9 Yeehaw! The Rodeo Celebrates 43 Years
- February 2 Snowmass Celebrates Mardi Gras – Enjoy Everything from Beignets to Crawfish Boils, Microbrews to Hurricanes

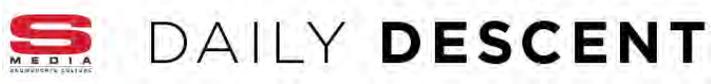
PR RESULTS

- 120 stories were written on Snowmass (and Aspen Snowmass) including trade/consumer magazines, regional, national and international publications in February and March 2016
- Equaling 12M media impressions
- Total PR value \$1.5M

MEDIA HIGHLIGHTS

Media coverage highlights from February and March 2016 include:

- **Snowaction Magazine:** *Snowmassive: Snowmass Rules!*
- **The Courier Mail:** *Is this America’s Best-kept Travel Secret? Discovering Aspen Snowmass...in Summer*
- **Denver Life Magazine Editor’s Pick:** *Starry Night: Snowmass After Dark*
- **Adventure Travel News:** *Snowmass Helps Launch Two New Tour Receptive Companies*
- **Daily Descent:** *The FuntasticFour Reveal the Secrets of Aspen Snowmass*
- **Houston Chronicle & Dallas Morning News:** *Head to Snowmass for Family Fun*
- **Make it Better (Chicago Magazine):** *The Top Ski Destinations for Kids (Snowmass VIK, IADC & Krabloonik)*



The Dallas Morning News

Snowmass Tourism

Group Sales Dashboard



Department YOY Overview—2016 Q1

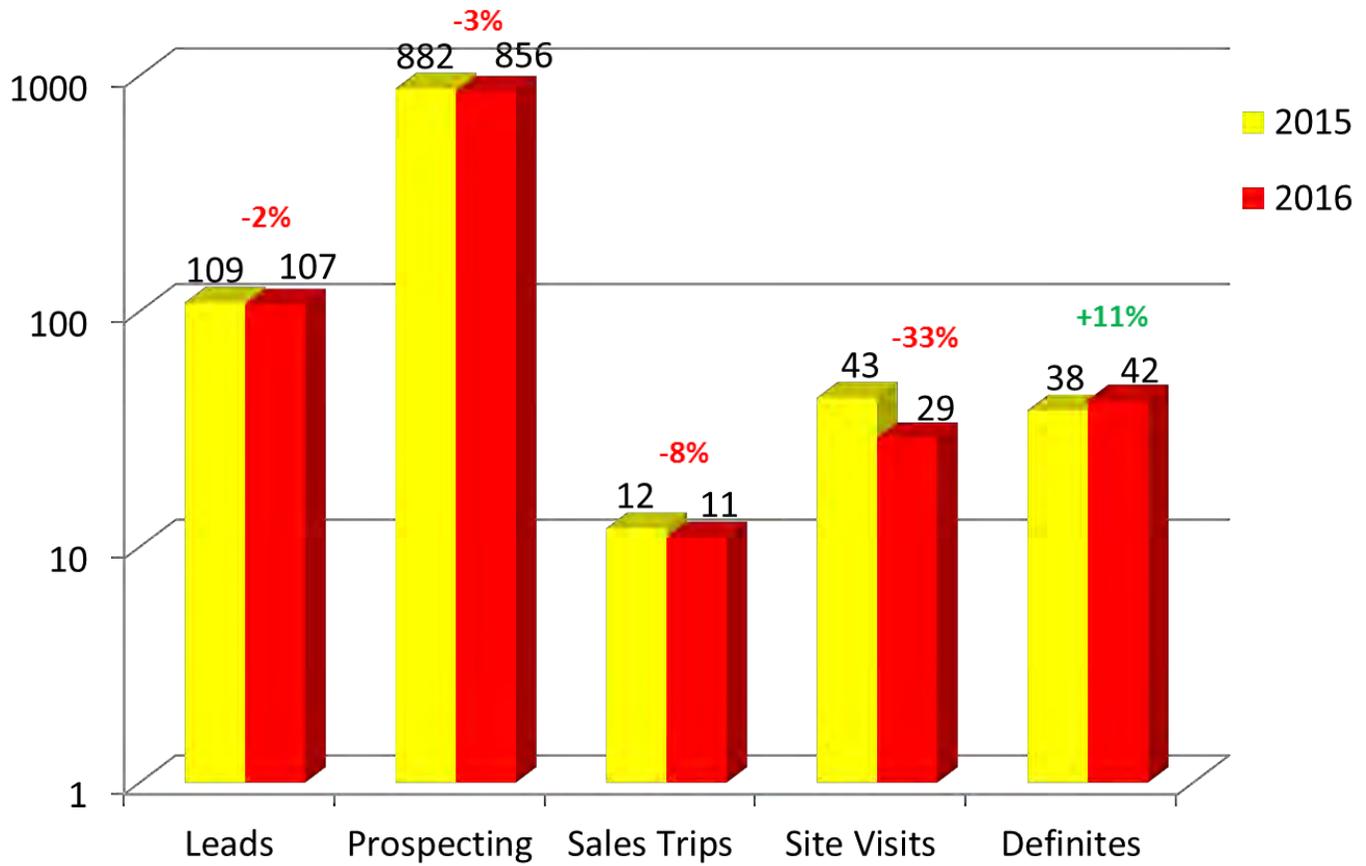
	2016 Q1 Goal	2016 Q1 Production	Production % Q1 Goal	2015 Q1 Production	2016 YTD Production	2016 Annual Goal	Production % Annual Goal
Leads	103	107	104%	109	107	417	26%
Prospecting	797	856	107%	882	856	3208	27%
Sales Trips	10	11	110%	12	11	53	21%
Site Visits	31	29	94%	43	29	119	24%
FAM/		1		0	1	7	14%

Rollover Production

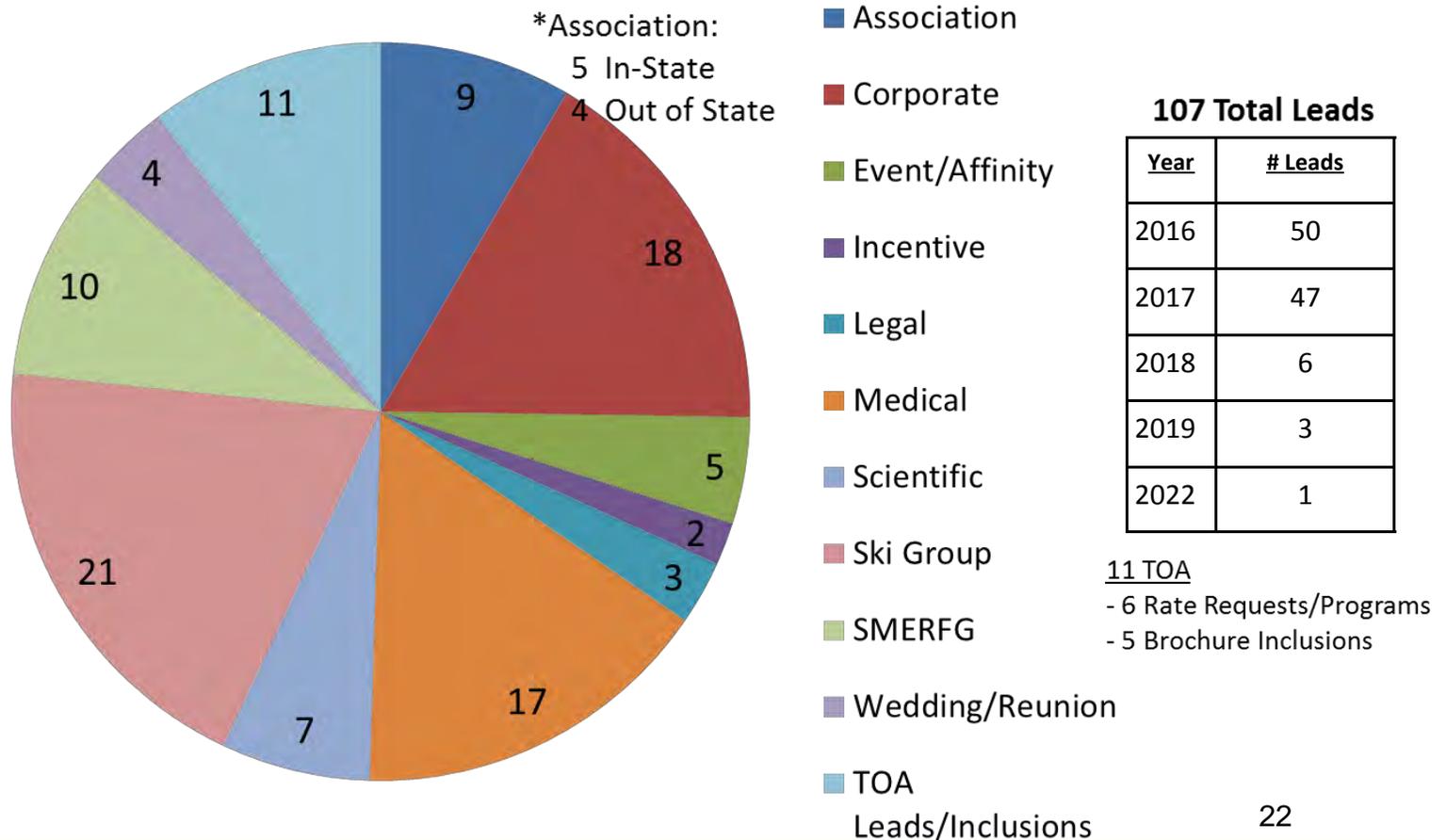
(Previous Prospects and Tentatives that carryover to turn in 2016)

Conversion	2014 Production	2014 % Leads	2015 Production	2015 % Leads	2016 Production	2016 % Leads
Prospect	1/4	25%	32/123	26%	54/107	50%
Tentative	0/4	0%	3/123	2%	14/107	13%
Definite	1/4	25%	22/123	18%	19/107	18%
Lost Business	2/4	50%	66/123	54%	21/107	19%

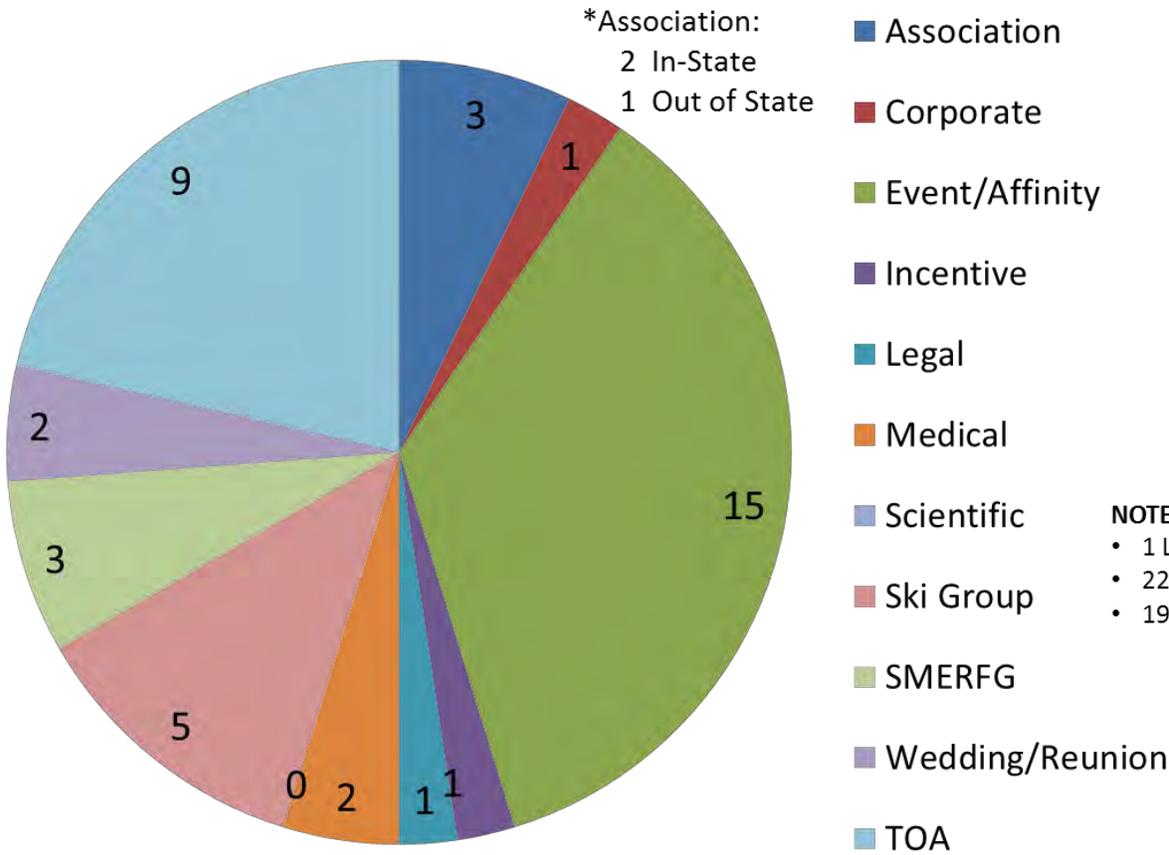
Production Comparison 2015 vs 2016 Q1



Leads by Market Segment (2016 Q1)



Definites by Market Segment (2016 Q1)



42 Total Definites

Year	# Definites
2016	33
2017	8
2018	1
2019	0

NOTE: All turned to definite in 2016

- 1 Lead was from 2014
- 22 Leads were from 2015
- 19 Leads were from 2016

Budget Performance Report

Fiscal Year to Date 04/07/16

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										
401003	Sales Taxes - Marketing									
401003-03	Sales Taxes - Marketing	4,560,708.00	.00	4,560,708.00	.00	.00	1,639,712.05	2,920,995.95	36	4,489,125.95
401003 - Sales Taxes - Marketing Totals		\$4,560,708.00	\$0.00	\$4,560,708.00	\$0.00	\$0.00	\$1,639,712.05	\$2,920,995.95	36%	\$4,489,125.95
404071	Event Revenue - Sponsorships									
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	.00	.00	+++	4,900.00
404071 - Event Revenue - Sponsorships Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$4,900.00
406007	Donations - Ice Age Discovery									
406007-02	Donations - Ice Age Discovery	.00	.00	.00	.00	.00	890.00	(890.00)	+++	1,939.00
406007 - Donations - Ice Age Discovery Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$890.00	(\$890.00)	+++	\$1,939.00
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	865.74	634.26	58	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
407018	Co-op Reimbursement									
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
407018 - Co-op Reimbursement Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%	\$36,793.10
REVENUE TOTALS		\$4,587,208.00	\$0.00	\$4,587,208.00	\$0.00	\$0.00	\$1,641,467.79	\$2,945,740.21	36%	\$4,581,400.99
EXPENSE										
501001	Payroll - Regular									
501001-01	Payroll - Regular	658,487.00	.00	658,487.00	.00	.00	128,172.07	530,314.93	19	594,633.41
501001 - Payroll - Regular Totals		\$658,487.00	\$0.00	\$658,487.00	\$0.00	\$0.00	\$128,172.07	\$530,314.93	19%	\$594,633.41
501002	Payroll Overtime Regular									
501002-01	Payroll Overtime Regular	20,000.00	.00	20,000.00	.00	.00	363.44	19,636.56	2	30,773.27
501002 - Payroll Overtime Regular Totals		\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$363.44	\$19,636.56	2%	\$30,773.27
501003	Payroll Benefits - Recreation Benefit									
501003-01	Payroll Benefits - Recreation Benefit	12,667.00	.00	12,667.00	.00	.00	6,926.98	5,740.02	55	10,439.04
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	5,000.00	25,000.00	17	30,000.00
501003-06	Payroll Benefits - Retirement	41,106.00	.00	41,106.00	.00	.00	7,934.34	33,171.66	19	36,617.25
501003-08	Payroll Benefits - Medicare	8,515.00	.00	8,515.00	.00	.00	2,321.99	6,193.01	27	9,237.45
501003-09	Payroll Benefits - Fica	5,451.00	.00	5,451.00	.00	.00	1,591.83	3,859.17	29	4,765.27
501003-10	Payroll Benefits - Health Insurance	180,362.00	.00	180,362.00	.00	.00	32,836.52	147,525.48	18	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	610.22	1,611.78	27	3,778.43
501003-14	Payroll Benefits - Vision Insurance	1,749.00	.00	1,749.00	.00	.00	372.00	1,377.00	21	1,351.11
501003-15	Payroll Benefits - Standard - Life / AD& D	1,749.00	.00	1,749.00	.00	.00	640.71	1,108.29	37	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	8.63	67.37	11	46.63
501003-18	Payroll Benefits - Long Term Disability	4,692.00	.00	4,692.00	.00	.00	873.67	3,818.33	19	3,965.30
501003-19	Payroll Benefits - Unemployment Insurance	1,975.00	.00	1,975.00	.00	.00	479.13	1,495.87	24	1,905.22



Budget Performance Report

Fiscal Year to Date 04/07/16

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										
EXPENSE										
501003	Payroll Benefits - Recreation Benefit									
501003-20	Payroll Benefits - Workmans Comp	988.00	.00	988.00	.00	.00	692.97	295.03	70	8,510.82
	501003 - Payroll Benefits - Recreation Benefit Totals	\$297,097.00	\$0.00	\$297,097.00	\$0.00	\$0.00	\$60,288.99	\$236,808.01	20%	\$234,449.15
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	254.18	.00	15,788.93	19,211.07	45	48,790.92
502003	Contract Service	55,000.00	.00	55,000.00	.00	.00	18,788.00	36,212.00	34	55,998.91
502004	Telephone	7,000.00	.00	7,000.00	143.98	.00	1,363.34	5,636.66	19	6,198.13
502007	Maintenance Agreements - Copier									
502007-01	Maintenance Agreements - Copier	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	167.91
	502007 - Maintenance Agreements - Copier Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$167.91
502008	Repairs - Equipment									
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
	502008 - Repairs - Equipment Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$0.00
502009	Mailing - Postage									
502009-01	Mailing - Postage	3,000.00	.00	3,000.00	.00	.00	795.30	2,204.70	27	1,312.19
	502009 - Mailing - Postage Totals	\$3,000.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$795.30	\$2,204.70	27%	\$1,312.19
502010	Utilities - Electric									
502010-03	Utilities - Electric	600.00	.00	600.00	.00	.00	98.25	501.75	16	894.94
	502010 - Utilities - Electric Totals	\$600.00	\$0.00	\$600.00	\$0.00	\$0.00	\$98.25	\$501.75	16%	\$894.94
502013	Leased Equipment - Copier									
502013-01	Leased Equipment - Copier	11,000.00	.00	11,000.00	.00	.00	2,219.82	8,780.18	20	8,792.15
	502013 - Leased Equipment - Copier Totals	\$11,000.00	\$0.00	\$11,000.00	\$0.00	\$0.00	\$2,219.82	\$8,780.18	20%	\$8,792.15
502017	Audit	4,439.00	.00	4,439.00	.00	.00	.00	4,439.00	0	4,309.00
503001	Advertising - Jobs									
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	.00	.00	+++	1,080.44
	503001 - Advertising - Jobs Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$1,080.44
503002	Dues, Memberships, Subscriptions	8,000.00	.00	8,000.00	.00	.00	1,210.75	6,789.25	15	6,979.06
503003	Miscellaneous	12,000.00	.00	12,000.00	.00	.00	561.98	11,438.02	5	11,632.40
503005	Supplies - Office									
503005-01	Supplies - Office	8,000.00	.00	8,000.00	.00	.00	936.27	7,063.73	12	2,904.96
503005-30	Supplies - Events	15,000.00	.00	15,000.00	.00	.00	35.88	14,964.12	0	16,304.56
	503005 - Supplies - Office Totals	\$23,000.00	\$0.00	\$23,000.00	\$0.00	\$0.00	\$972.15	\$22,027.85	4%	\$19,209.52
503007	Building Lease Payments - Rent									
503007-01	Building Lease Payments - Rent	68,500.00	.00	68,500.00	5,586.50	.00	22,846.00	45,654.00	33	66,616.00
503007-02	Building Lease Payments - CAMS	8,500.00	.00	8,500.00	648.42	.00	3,242.10	5,257.90	38	7,781.04
	503007 - Building Lease Payments - Rent Totals	\$77,000.00	\$0.00	\$77,000.00	\$6,234.92	\$0.00	\$26,088.10	\$50,911.90	34%	\$74,397.04
503008	Insurance - Building									
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



Budget Performance Report

Attachment B

Fiscal Year to Date 04/07/16

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										
EXPENSE										
	503008 - Insurance - Building Totals	\$453.00	\$0.00	\$453.00	\$0.00	\$0.00	\$0.00	\$453.00	0%	\$411.11
503009	Vehicle Expenses - Fuel									
503009-01	Vehicle Expenses - Fuel	870.00	.00	870.00	.00	.00	57.01	812.99	7	768.91
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	2.30	928.70	0	654.52
503009-06	Vehicle Expenses - Labor	2,100.00	.00	2,100.00	.00	.00	85.00	2,015.00	4	2,125.00
	503009 - Vehicle Expenses - Fuel Totals	\$3,957.00	\$0.00	\$3,957.00	\$0.00	\$0.00	\$144.31	\$3,812.69	4%	\$3,574.56
503027	Office Equipment	6,000.00	.00	6,000.00	.00	.00	4,579.68	1,420.32	76	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	1,640.41	13,359.59	11	10,293.22
550003	Premiums	35,000.00	.00	35,000.00	.00	.00	5,724.92	29,275.08	16	29,303.59
550004	Summer Marketing - Collateral									
550004-01	Summer Marketing - Collateral	75,000.00	.00	75,000.00	.00	.00	3,250.00	71,750.00	4	93,100.25
550004-02	Summer Marketing - Advertising	590,000.00	.00	590,000.00	.00	.00	22,810.49	567,189.51	4	521,021.15
550004-03	Summer Marketing - Photography	40,000.00	.00	40,000.00	.00	.00	1,500.00	38,500.00	4	22,218.08
	550004 - Summer Marketing - Collateral Totals	\$705,000.00	\$0.00	\$705,000.00	\$0.00	\$0.00	\$27,560.49	\$677,439.51	4%	\$636,339.48
550005	Winter Marketing - Collateral									
550005-01	Winter Marketing - Collateral	103,000.00	.00	103,000.00	.00	.00	16,364.13	86,635.87	16	116,962.59
550005-02	Winter Marketing - Advertising	515,000.00	.00	515,000.00	.00	.00	95,418.85	419,581.15	19	332,013.59
550005-03	Winter Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	22,978.99	37,021.01	38	50,519.43
	550005 - Winter Marketing - Collateral Totals	\$678,000.00	\$0.00	\$678,000.00	\$0.00	\$0.00	\$134,761.97	\$543,238.03	20%	\$499,495.61
550006	Online - Web Design & Maintenance									
550006-01	Online - Web Design & Maintenance	55,000.00	.00	55,000.00	.00	.00	12,688.34	42,311.66	23	38,739.15
550006-02	Online - Social Media	55,000.00	.00	55,000.00	.00	.00	6,433.69	48,566.31	12	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	2,800.00	32,200.00	8	21,470.00
550006-05	Online - Miscellaneous	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0	8,823.00
	550006 - Online - Web Design & Maintenance Totals	\$210,000.00	\$0.00	\$210,000.00	\$0.00	\$0.00	\$21,922.03	\$188,077.97	10%	\$115,455.13
550007	RRC Occupancy	.00	.00	.00	.00	.00	.00	.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	10,900.00	12,600.00	46	.00
550010	Summer Events									
550010	Summer Events	845,000.00	.00	845,000.00	1,500.00	.00	41,771.90	803,228.10	5	939,724.76
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0	.00
	550010 - Summer Events Totals	\$995,000.00	\$0.00	\$995,000.00	\$1,500.00	\$0.00	\$41,771.90	\$953,228.10	4%	\$939,724.76
550011	Winter Events	327,000.00	.00	327,000.00	.00	.00	168,281.84	158,718.16	51	472,284.78
550012	Ice Age Discovery Center	90,000.00	.00	90,000.00	2,000.00	.00	23,876.31	66,123.69	27	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	302.00	11,698.00	3	56,493.99

Budget Performance Report

Fiscal Year to Date 04/07/16

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										
EXPENSE										
560001	Public Relations	115,000.00	.00	115,000.00	.00	.00	45,143.68	69,856.32	39	80,885.36
560002	Rebate	52,000.00	.00	52,000.00	.00	.00	52,750.00	(750.00)	101	50,300.00
EXPENSE TOTALS		\$4,709,033.00	\$0.00	\$4,709,033.00	\$10,133.08	\$0.00	\$796,320.66	\$3,912,712.34	17%	\$4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals										
REVENUE TOTALS		4,587,208.00	.00	4,587,208.00	.00	.00	1,641,467.79	2,945,740.21	36	4,581,400.99
EXPENSE TOTALS		4,709,033.00	.00	4,709,033.00	10,133.08	.00	796,320.66	3,912,712.34	17	4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals		(\$121,825.00)	\$0.00	(\$121,825.00)	(\$10,133.08)	\$0.00	\$845,147.13	(\$966,972.13)		\$436,591.60
Fund 010 - Group Sales Fund										
REVENUE										
401003 Sales Taxes - Lodging										
401003-04	Sales Taxes - Lodging	1,806,787.00	.00	1,806,787.00	.00	.00	733,723.09	1,073,063.91	41	1,789,211.19
401003 - Sales Taxes - Lodging Totals		\$1,806,787.00	\$0.00	\$1,806,787.00	\$0.00	\$0.00	\$733,723.09	\$1,073,063.91	41%	\$1,789,211.19
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	676.18	823.82	45	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
407018 Co-op Reimbursement										
407018-01	Co-op Reimbursement	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	718.83
407018 - Co-op Reimbursement Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$718.83
407056	Support for Groups	21,000.00	.00	21,000.00	.00	.00	.00	21,000.00	0	31,052.91
REVENUE TOTALS		\$1,830,287.00	\$0.00	\$1,830,287.00	\$0.00	\$0.00	\$734,399.27	\$1,095,887.73	40%	\$1,824,566.42
EXPENSE										
501001 Payroll - Regular										
501001-01	Payroll - Regular	704,625.00	.00	704,625.00	.00	.00	157,666.34	546,958.66	22	604,032.53
501001-08	Payroll - Bonus	.00	.00	.00	.00	.00	(30,237.50)	30,237.50	+++	30,237.50
501001 - Payroll - Regular Totals		\$704,625.00	\$0.00	\$704,625.00	\$0.00	\$0.00	\$127,428.84	\$577,196.16	18%	\$634,270.03
501002 Payroll Overtime Regular										
501002-01	Payroll Overtime Regular	50,000.00	.00	50,000.00	.00	.00	861.16	49,138.84	2	100,039.01
501002 - Payroll Overtime Regular Totals		\$50,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$861.16	\$49,138.84	2%	\$100,039.01
501003 Payroll Benefits - Recreation Benefit										
501003-01	Payroll Benefits - Recreation Benefit	7,755.00	.00	7,755.00	.00	.00	5,189.64	2,565.36	67	6,827.94
501003-06	Payroll Benefits - Retirement	49,324.00	.00	49,324.00	.00	.00	9,834.78	39,489.22	20	42,794.78
501003-08	Payroll Benefits - Medicare	10,217.00	.00	10,217.00	.00	.00	2,543.79	7,673.21	25	10,980.85
501003-10	Payroll Benefits - Health Insurance	218,509.00	.00	218,509.00	.00	.00	48,947.27	169,561.73	22	173,922.49
501003-13	Payroll Benefits - Dental Insurance	2,020.00	.00	2,020.00	.00	.00	1,035.21	984.79	51	6,015.56
501003-14	Payroll Benefits - Vision Insurance	1,590.00	.00	1,590.00	.00	.00	538.44	1,051.56	34	1,941.22
501003-15	Payroll Benefits - Standard - Life / AD& D	1,770.00	.00	1,770.00	.00	.00	760.41	1,009.59	43	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	17.97	45.03	29	79.37

Budget Performance Report

Fiscal Year to Date 04/07/16

Include Rollup Account and Rollup to Account



501003-18	Payroll Benefits - Long Term Disability	5,054.00	.00	5,054.00	.00	.00	1,037.91	4,016.09	21	4,632.42
501003-19	Payroll Benefits - Unemployment Insurance	2,114.00	.00	2,114.00	.00	.00	524.59	1,589.41	25	2,267.19
501003-20	Payroll Benefits - Workmans Comp	1,057.00	.00	1,057.00	.00	.00	378.02	678.98	36	6,045.76
501003 - Payroll Benefits - Recreation Benefit Totals		\$299,473.00	\$0.00	\$299,473.00	\$0.00	\$0.00	\$70,808.03	\$228,664.97	24%	\$259,294.62
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	1,610.06	.00	12,545.01	72,454.99	15	79,566.25
502003	Contract Service	50,000.00	.00	50,000.00	1,400.00	.00	12,514.40	37,485.60	25	43,437.65
502004	Telephone	6,500.00	.00	6,500.00	300.00	.00	1,553.70	4,946.30	24	5,940.36
502008 Repairs - Equipment										
502008-01	Repairs - Equipment	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
502008 - Repairs - Equipment Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$0.00
502009 Mailing - Postage										
502009-01	Mailing - Postage	2,000.00	.00	2,000.00	.00	.00	1,021.03	978.97	51	2,040.28
502009-03	Mailing - Tradeshows	3,000.00	.00	3,000.00	.00	.00	13.32	2,986.68	0	1,170.34
502009 - Mailing - Postage Totals		\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$1,034.35	\$3,965.65	21%	\$3,210.62
502013 Leased Equipment - Copier										
502013-01	Leased Equipment - Copier	9,000.00	.00	9,000.00	.00	.00	1,934.91	7,065.09	21	8,051.74
502013 - Leased Equipment - Copier Totals		\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$0.00	\$1,934.91	\$7,065.09	21%	\$8,051.74
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	1,920.00	3,080.00	38	3,363.00
503003	Miscellaneous	20,000.00	.00	20,000.00	.00	.00	865.92	19,134.08	4	19,315.05
503005 Supplies - Office										
503005-01	Supplies - Office	4,000.00	.00	4,000.00	.00	.00	.00	4,000.00	0	4,907.97
503005 - Supplies - Office Totals		\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00	\$0.00	\$4,000.00	0%	\$4,907.97
503007 Building Lease Payments - Rent										
503007-01	Building Lease Payments - Rent	61,038.00	.00	61,038.00	5,086.50	.00	20,346.00	40,692.00	33	60,616.00
503007 - Building Lease Payments - Rent Totals		\$61,038.00	\$0.00	\$61,038.00	\$5,086.50	\$0.00	\$20,346.00	\$40,692.00	33%	\$60,616.00
503009 Vehicle Expenses - Fuel										
503009-01	Vehicle Expenses - Fuel	.00	.00	.00	.00	.00	33.04	(33.04)	+++	257.31
503009 - Vehicle Expenses - Fuel Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$33.04	(\$33.04)	+++	\$257.31
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
550014 Marketing - Collateral										
550014-01	Marketing - Collateral	20,000.00	.00	20,000.00	.00	.00	6,749.00	13,251.00	34	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
550014 - Marketing - Collateral Totals		\$55,000.00	\$0.00	\$55,000.00	\$0.00	\$0.00	\$6,749.00	\$48,251.00	12%	\$44,374.46
550015 Direct Sales - Tradeshows										
550015-01	Direct Sales - Tradeshows	85,000.00	.00	85,000.00	.00	.00	12,226.50	72,773.50	14	71,155.51
550015-02	Direct Sales - Client Amenities/Premiums	40,000.00	.00	40,000.00	423.36	423.36	7,235.05	32,341.59	19	39,136.76
550015-03	Direct Sales - Client Entertainment	65,000.00	.00	65,000.00	.00	.00	8,989.46	56,010.54	14	55,747.31
550015-04	Direct Sales - FAM	95,000.00	.00	95,000.00	(500.00)	.00	3,930.00	91,070.00	4	92,815.38
550015 - Direct Sales - Tradeshows Totals		\$285,000.00	\$0.00	\$285,000.00	(\$76.64)	\$423.36	\$32,381.01	\$252,195.63	12%	\$258,854.96

Budget Performance Report

Fiscal Year to Date 04/07/16

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 010 - Group Sales Fund										
EXPENSE										
550016	Support for Groups	195,000.00	.00	195,000.00	.00	.00	2,107.60	192,892.40	1	186,739.12
EXPENSE TOTALS		\$2,029,891.00	\$0.00	\$2,029,891.00	\$8,319.92	\$423.36	\$293,082.97	\$1,736,384.67	14%	\$1,716,444.52
Fund 010 - Group Sales Fund Totals										
REVENUE TOTALS		1,830,287.00	.00	1,830,287.00	.00	.00	734,399.27	1,095,887.73	40	1,824,566.42
EXPENSE TOTALS		2,029,891.00	.00	2,029,891.00	8,319.92	423.36	293,082.97	1,736,384.67	14	1,716,444.52
Fund 010 - Group Sales Fund Totals		(\$199,604.00)	\$0.00	(\$199,604.00)	(\$8,319.92)	(\$423.36)	\$441,316.30	(\$640,496.94)		\$108,121.90
Grand Totals										
REVENUE TOTALS		6,417,495.00	.00	6,417,495.00	.00	.00	2,375,867.06	4,041,627.94	37	6,405,967.41
EXPENSE TOTALS		6,738,924.00	.00	6,738,924.00	18,453.00	423.36	1,089,403.63	5,649,097.01	16	5,861,253.91
Grand Totals		(\$321,429.00)	\$0.00	(\$321,429.00)	(\$18,453.00)	(\$423.36)	\$1,286,463.43	(\$1,607,469.07)		\$544,713.50

TOWN OF SNOWMASS VILLAGE

MONTHLY REPORTS OF: Feb-16

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.

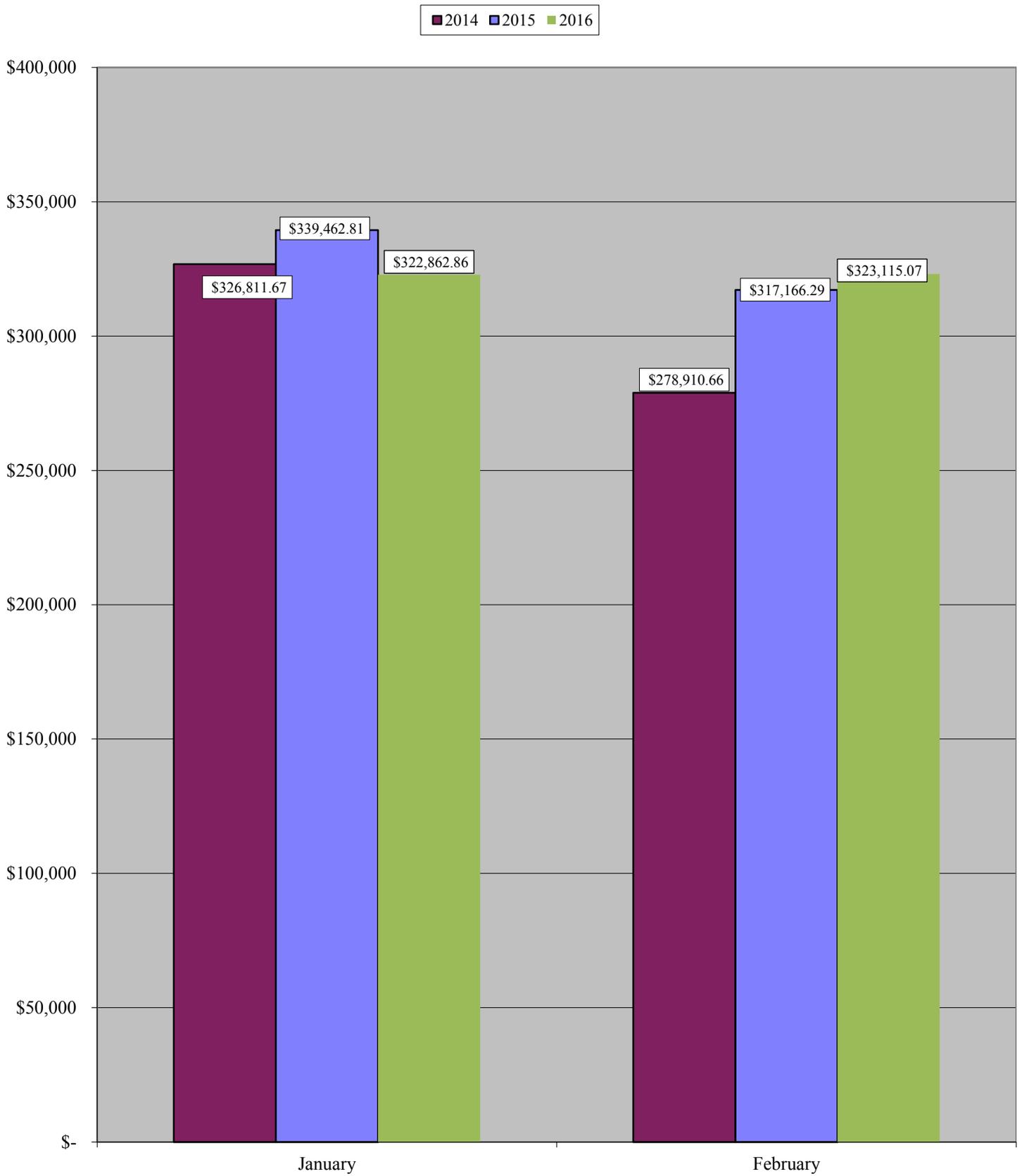
TOWN OF SNOWMASS VILLAGE
TOWN SALES TAX

HISTORICAL SUMMARY

MONTH GENERATED PER SALES TAX PROGRAM GENERAL FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
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	\$ 322,862.86	\$ (16,599.95)	-4.89%
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	\$ 323,115.07	\$ 5,948.78	1.88%
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			
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			
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			
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			
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			
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			
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			
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			
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			
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			
TOTAL	\$ 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	\$ 645,977.93	\$ (10,651.17)	-1.62%

MONTH GENERATED PER SALES TAX PROGRAM MARKETING FUND	2006 ACTUAL	2007 ACTUAL	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
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	\$ 807,157.17	\$ (41,499.85)	-4.89%
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	\$ 807,787.67	\$ 14,871.94	1.88%
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			
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			
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			
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			
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			
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			
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			
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			
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			
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			
TOTALS	\$ 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	\$ 1,614,944.84	\$ (26,627.91)	-1.62%

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	2011	2012	2013	2014	2015	2016	\$ VARIANCE
JUNE	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,728.62	\$ 72,858.09		
JULY	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,190.13		
AUGUST	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,508.85		
SEPTEMBER	\$ 54,381.71	\$ 56,282.49	\$ 47,045.17	\$ 65,070.46	\$ 86,894.13		
TOTAL	\$ 237,391.85	\$ 252,822.40	\$ 272,499.83	\$ 322,352.87	\$ 364,451.20	\$ -	\$ -
^\$ INC/(DEC)	\$ 34,880.26	\$ 15,430.55	\$ 19,677.43	\$ 49,853.04	\$ 42,098.33		
^% INC/(DEC)	17.22%	6.50%	7.78%	18.29%	13.06%		

WINTER TOWN SALES TAX PER SALES TAX PROGRAM

MONTH	2011	2012	2013	2014	2015	2016	\$ VARIANCE
NOVEMBER-Previous Year	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 47,758.28	\$ 4,114.30
DECEMBER-Previous Year	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 276,549.10	\$ 5,227.78
JANUARY	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,462.81	\$ 322,862.86	\$ (16,599.95)
FEBRUARY	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,166.29	\$ 323,115.07	\$ 5,948.78
MARCH	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35		
APRIL	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,204.01		
TOTAL	\$ 1,011,695.49	\$ 1,081,426.49	\$ 1,211,972.33	\$ 1,253,743.71	\$ 1,359,729.76	\$ 970,285.31	\$ (1,309.09)
^\$ INC/(DEC)	\$ 73,540.52	\$ 69,731.00	\$ 130,545.84	\$ 41,771.38	\$ 105,986.05		
^% INC/(DEC)	7.84%	6.89%	12.07%	3.45%	8.45%		

TOWN SALES TAX COMPARISON
BY MONTH, BY INDUSTRY
GENERAL FUND
2015 TO 2016 VARIANCE

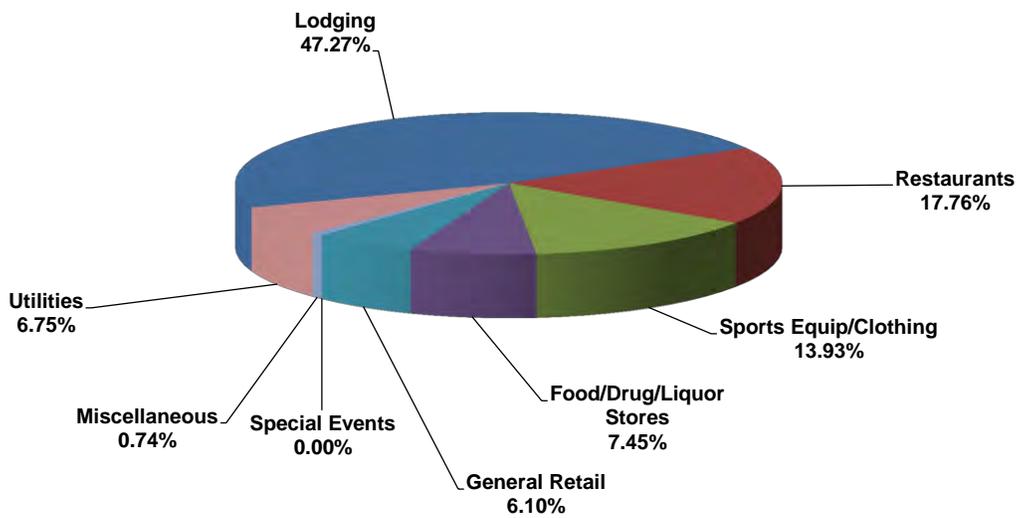
TOWN SALES TAX BY INDUSTRY	2016/2015						2016/2015					
	2014 JANUARY	2015 JANUARY	2016 JANUARY	\$ VARIANCE	% VARIANCE	2014 FEBRUARY	2015 FEBRUARY	2016 FEBRUARY	\$ VARIANCE	% VARIANCE		
Lodging	\$ 157,508.08	\$ 164,157.52	\$ 151,875.79	\$ (12,281.73)	-7.48%	\$ 130,439.63	\$ 154,653.69	\$ 153,480.86	\$ (1,172.83)	-0.76%		
Restaurants	\$ 54,591.98	\$ 56,447.14	\$ 55,132.72	\$ (1,314.42)	-2.33%	\$ 53,983.09	\$ 55,511.51	\$ 59,576.61	\$ 4,065.10	7.32%		
Sports Equip/Clothing	\$ 50,916.33	\$ 51,638.79	\$ 49,318.47	\$ (2,320.32)	-4.49%	\$ 40,794.66	\$ 44,236.47	\$ 40,662.11	\$ (3,634.36)	-8.20%		
Food/Drug/Liquor Stores	\$ 23,475.99	\$ 25,452.93	\$ 23,888.74	\$ (1,564.19)	-6.15%	\$ 19,350.26	\$ 24,514.26	\$ 24,228.24	\$ (286.02)	-1.17%		
General Retail	\$ 15,607.64	\$ 17,401.76	\$ 17,672.61	\$ 270.85	1.56%	\$ 11,915.81	\$ 17,314.55	\$ 21,761.08	\$ 4,446.53	25.68%		
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!		
Miscellaneous	\$ 2,222.68	\$ 2,152.71	\$ 2,247.77	\$ 95.06	4.42%	\$ 2,170.21	\$ 2,278.05	\$ 2,523.01	\$ 244.96	10.75%		
Utilities	\$ 22,488.97	\$ 22,211.97	\$ 22,726.76	\$ 514.79	2.32%	\$ 20,257.01	\$ 18,597.77	\$ 20,883.16	\$ 2,285.39	12.29%		
TOTAL	\$ 326,811.67	\$ 339,462.82	\$ 322,862.86	\$ (16,599.96)	-4.89%	\$ 278,910.67	\$ 317,166.30	\$ 323,115.07	\$ 5,948.77	1.88%		

TOWN SALES TAX BY INDUSTRY	2016/2015					
	SUB-TOTAL 2014	SUB-TOTAL 2015	SUB-TOTAL 2016	\$ VARIANCE	% VARIANCE	
Lodging	\$ 287,947.71	\$ 318,811.21	\$ 305,356.65	\$ (13,454.56)	-4.22%	
Restaurants	\$ 108,575.07	\$ 111,958.65	\$ 114,709.33	\$ 2,750.68	2.46%	
Sports Equip/Clothing	\$ 91,710.99	\$ 95,935.26	\$ 89,980.58	\$ (5,954.68)	-6.21%	
Food/Drug/Liquor Stores	\$ 42,826.25	\$ 49,967.19	\$ 48,116.98	\$ (1,850.21)	-3.70%	
General Retail	\$ 27,523.45	\$ 34,716.31	\$ 39,433.69	\$ 4,717.38	13.59%	
Special Events	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Miscellaneous	\$ 4,392.89	\$ 4,430.76	\$ 4,770.78	\$ 340.02	7.67%	
Utilities	\$ 42,745.98	\$ 40,809.74	\$ 43,609.92	\$ 2,800.18	6.86%	
TOTAL	\$ 605,722.34	\$ 656,629.12	\$ 645,977.93	\$ (10,651.19)	-1.62%	

February 2016 Sales By Industry



2016 Year-to-Date Sales By Industry



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	2016 ACTUAL	2016 VARIANCE \$	2016 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	\$ 364,500.85	\$ (29,477.37)	-7.48%
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	\$ 368,354.91	\$ (2,732.82)	-0.74%
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			
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			
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			
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			
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			
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			
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			
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			
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			
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			
TOTAL	\$ 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	\$ 732,855.76	\$ (32,210.19)	-4.21%

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	2016 ACTUAL	2016 VARIANCE \$	2016 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	\$ 362,167.15	\$ (32,067.33)	-8.13%
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	\$ 369,443.94	\$ (1,649.72)	-0.44%
March	\$ 274,917.46	\$ 307,862.25	\$ 317,516.23	\$ 225,947.50	\$ 213,709.55	\$ 300,015.50	\$ 273,468.11	\$ 312,463.17	\$ 340,858.79	\$ 344,032.10			
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			
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			
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			
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			
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			
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			
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			
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			
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			
TOTAL	\$ 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	\$ 731,611.09	\$ (33,717.05)	-4.41%

LODGING TAX PER GENERAL LEDGER
BUDGET TO ACTUAL SUMMARY

	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
January	\$ -			
February	\$ 398,107	\$ 362,167.15	-9.03%	\$ (35,939.85)
March	\$ 374,739	\$ 369,443.94	-1.41%	\$ (5,295.06)
April	\$ 347,412			
May	\$ 43,247			
June	\$ 3,658			
July	\$ 53,304			
August	\$ 103,836			
September	\$ 76,134			
October	\$ 66,379			
November	\$ 24,410			
December*	\$ 315,561			
TOTAL	\$ 1,806,787.00	\$ 731,611.09	-5.34%	\$ (41,234.91)

TOWN OF SNOWMASS VILLAGE

RETT REPORT
HISTORICAL SUMMARY

MONTH RECEIVED	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
JANUARY	\$ 61,100.00	\$ 132,010.00	\$ 132,347.83	\$ 32,600.00	\$ 93,516.67	\$ 111,560.00	\$ 18,043.33	19.29%
FEBRUARY	\$ 258,830.00	\$ 85,510.00	\$ 74,043.65	\$ 296,726.00	\$ 162,929.00	\$ 240,410.00	\$ 77,481.00	47.56%
MARCH	\$ 110,958.70	\$ 88,445.00	\$ 201,311.35	\$ 211,090.00	\$ 399,478.50			
APRIL	\$ 239,315.00	\$ 286,043.60	\$ 241,259.50	\$ 253,546.50	\$ 350,285.00			
MAY	\$ 70,650.56	\$ 53,620.00	\$ 210,743.64	\$ 230,527.55	\$ 124,970.00			
JUNE	\$ 78,656.50	\$ 61,615.00	\$ 125,133.49	\$ 166,325.00	\$ 224,718.96			
JULY	\$ 781,200.63	\$ 189,115.00	\$ 188,775.00	\$ 80,499.50	\$ 232,775.00			
AUGUST	\$ 95,013.00	\$ 85,611.00	\$ 75,195.50	\$ 163,085.50	\$ 47,715.00			
SEPTEMBER	\$ 112,834.99	\$ 902,200.00	\$ 113,067.50	\$ 226,731.63	\$ 264,304.05			
OCTOBER	\$ 196,450.00	\$ 63,630.00	\$ 557,975.00	\$ 229,315.00	\$ 118,020.50			
NOVEMBER	\$ 107,670.00	\$ 67,455.00	\$ 99,615.00	\$ 183,450.00	\$ 118,117.50			
DECEMBER	\$ 34,275.00	\$ 203,765.50	\$ 341,387.00	\$ 185,025.00	\$ 388,650.00			
TOTAL	\$ 2,146,954.38	\$ 2,219,020.10	\$ 2,360,854.46	\$ 2,258,921.68	\$ 2,525,480.18	\$ 351,970.00	\$ 95,524.33	37.25%

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ 74,059	\$ 111,560.00	50.64%	\$ 37,501.00
FEBRUARY	\$ 129,028	\$ 240,410.00	86.32%	\$ 111,382.00
MARCH	\$ 316,358			
APRIL	\$ 277,401			
MAY	\$ 98,967			
JUNE	\$ 177,961			
JULY	\$ 184,341			
AUGUST	\$ 37,787			
SEPTEMBER	\$ 209,310			
OCTOBER	\$ 93,464			
NOVEMBER	\$ 93,541			
DECEMBER	\$ 307,783			
TOTAL	\$ 2,000,000.00	\$ 351,970.00	73.31%	\$ 148,883.00

TOWN OF SNOWMASS VILLAGE

EXCISE TAX REPORT
HISTORICAL SUMMARY

MONTH RECEIVED	2011 ACTUAL	2012 ACTUAL	2013 ACTUAL	2014 ACTUAL	2015 ACTUAL	2016 ACTUAL	2016 VARIANCE \$	2016 VARIANCE %
JANUARY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
FEBRUARY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
MARCH	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
APRIL	\$ -	\$ -	\$ -	\$ 177,249.10	\$ 85,304.26	\$ -	\$ -	
MAY	\$ -	\$ 52,849.32	\$ -	\$ -	\$ -	\$ -	\$ -	
JUNE	\$ -	\$ -	\$ 3,741.21	\$ -	\$ -	\$ -	\$ -	
JULY	\$ -	\$ -	\$ 1,584.15	\$ 43,193.94	\$ -	\$ -	\$ -	
AUGUST	\$ -	\$ 146,671.94	\$ -	\$ -	\$ -	\$ -	\$ -	
SEPTEMBER	\$ -	\$ 49,372.87	\$ -	\$ -	\$ 117,992.22	\$ -	\$ -	
OCTOBER	\$ 172,223.33	\$ 328,255.70	\$ 161,504.95	\$ 169,453.00	\$ -	\$ -	\$ -	
NOVEMBER	\$ -	\$ 43,224.96	\$ -	\$ -	\$ 148,230.00	\$ -	\$ -	
DECEMBER	\$ 1,236.04	\$ -	\$ -	\$ -	\$ 152,403.75	\$ -	\$ -	
TOTAL	\$ 173,459.37	\$ 620,374.79	\$ 166,830.31	\$ 389,896.04	\$ 503,930.23	\$ -	\$ -	#DIV/0!

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ -	\$ -	#DIV/0!	\$ -
FEBRUARY	\$ -	\$ -	#DIV/0!	\$ -
MARCH	\$ -	\$ -		
APRIL	\$ 38,088	\$ -		
MAY	\$ -	\$ -		
JUNE	\$ -	\$ -		
JULY	\$ -	\$ -		
AUGUST	\$ -	\$ -		
SEPTEMBER	\$ 52,682	\$ -		
OCTOBER	\$ -	\$ -		
NOVEMBER	\$ 66,183	\$ -		
DECEMBER	\$ 68,047	\$ -		
TOTAL	\$ 225,000.00	\$ -	#DIV/0!	\$ -

2016 Upcoming Snowmass Tourism Meeting Dates (as of Apr 1, 2016)

Tuesday, April 12 th	Special Events Committee – 10:00am Small Conference Room
Thursday, Apr 14 th	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, April 28 th	Marketing Advisory Committee – 8:30am Crestwood
Thursday, May 5 th	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, June 9 th	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, June 23 rd	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Jul 7 th	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Aug 11 th	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, Sep 1 st	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Sep 22 nd	Marketing Advisory Committee – 8:30am Crestwood
Tuesday, Oct 11 th	Special Events Committee – 10:00am Small Conference Room
Thursday, Oct 13 th	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers
Thursday, Nov 3 rd	Group Sales Advisory Committee – 8:30am Small Conference Room
Thursday, Nov 17 th	Marketing Advisory Committee – 8:30am Crestwood
Thursday, Dec 8 th	Marketing, Group Sales & Special Events Board – 8:30am Council Chambers