



Snowmass Tourism

June 15, 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 April 14, 2016, Attachment A**
- ◆ **Programs For Review, Approval and/or Heads Up**
 - **Heads-Up/No Approval Requested: (80 mins)**
 - Board Member Roles & Responsibilities Review, *Attachment C* - Clint Kinney
 - Summer Marketing Campaign Overview
 - Branding Platforms Presentation (Vladimir Jones)
 - 2016 Biking Initiatives Update
 - **Review/General Updates: (30 mins)**
 - Primary Tourism Metrics (Q&A), *Attachments B*
 - Primary Dashboards
 - Marketing Dashboard, Marketing Touchpoints & PR Report
 - Group Sales Dashboard
 - YTD Budgets & TOSV Tax
 - Committee Updates
 - New Event Survey Summary, *Attachment D*
 - **Heads-Up/No Approval Requested: (10 mins)**
 - Miscellaneous Updates
 - 2015/2016 Snowmass Tourism Meeting Dates, *Attachment E*
 - 2016 Summer Events Calendar, *Attachment F*
- ◆ **Other Matters Arising**
- ◆ **Adjournment**



Snowmass Tourism

Minutes

Regular Meeting of April 14, 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: Howard Gross, John Quigley, Christian Knapp, Robert Sinko, David Dugan, Mary Harris, Reed Lewis, Mike Sura, Timothy McMahon and Leticia Hanke.

BOARD MEMBERS ABSENT: None.

STAFF MEMBERS PRESENT: Rose Abello, Tourism 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; Sue Whittingham, Guest Services Supervisor, Owen Green, Marketing Assistant.

PUBLIC PRESENT: Tom Cuccio, Destination Residences Snowmass; Trung George, Snowmass Lodging Co.; Jennifer Slaughter, Anderson Ranch; Justyna Zack, Related/Snowmass Hospitality; Sunnee Hope, Molly Davis, Debbie Frickey, Lisa Bruns & Johney Burke, Vladimir Jones (Marketing/Advertising Agency) and other interested members of the community.

PUBLIC NON-AGENDA ITEMS: None at this time.

APPROVAL OF MEETING MINUTES from February 18, 2016, Attachment A:
A motion to approve the February 18, 2016 minutes presented was made by Knapp and seconded by Sinko. The motion was approved by a vote of 9 in favor and 0 opposed

PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP:

- Review/General Updates:
 - Primary Tourism Metrics, Attachments B: Abello provided an overview of all numbers as presented on the Primary Metric documents, noting changes since reporting at the last Board meeting. She noted that while Snowmass is pacing slightly down compared to the previous

year, she feels that Snowmass will make up some ground by the end of the winter, based on forecasted April numbers provided by Destimetrics. McMahon asked for clarification regarding paid versus pure occupancy and Sinko commented that 2/3 of the “owner occupancy” is booked via a vrbo type of system and 1/3 is booked via a local property management company. Abello commented that although the Marketing Tax is currently down 1.62% or \$26K+, it will not affect any of the planned marketing strategies and advertising efforts. Hidalgo highlighted key notes on the Online Dashboard and pointed out a significant increase in mobile usage. Abello commented on the Guest Services Summary noting that both Town Park Station and Ice Age Discovery Center are closed for the season and will reopen on June 2nd. All of the guest services staff will be returning for the summer season except for Tom Temme, who has resigned to pursue a graduate degree, and a replacement will be actively sought. McNellis summarized the Marketing/Advertising Touchpoints, noting that the Summer Brochure has been printed earlier than past years by strategically simplifying the piece and eliminating the detail which is provided online. Abello commented on the shared recycled bag idea that came out of several meetings with the Snowmass Retailers. McNellis showed the Board the new e-magazine, noting how it can be customized, outlined currently scheduled promotional avenues and highlighting ads focused on the Go Snowmass Card, Win a Trip (database builder), the Mass Pass, Rec Center, VIK and more. Abello continued to present the Public Relations Report and noted that due to the volume and short turnaround times, Lou Hammond & Associates (LH&A) will be sending their “Hot Tips” directly to the stakeholders moving forward, in order to get faster responses. Dugan requested clarification on how the requests will be sent so that the stakeholders know how to recognize and prioritize these – Abello advised the group LH&A will be sending via e-mail and using a dedicated e-mail address - she will send that information out to the rest of the stakeholders as well. Abello reiterated the news that Fred Brodsky has resigned and noted that he will be on board until the beginning of July and welcomed any input from the Board on potential candidates or how to restructure the Group Sales Director position. Abello continued to comment on the first quarter numbers as presented in the Group Sales Dashboard. Abello responded to Lewis’s question, advising that the FAM agendas and site visits are customized based on what the group/meeting planner is looking for, spending the majority of their time in the places of interest to them that will best accommodate their needs. Abello agreed with Sinko and Lewis that bringing in a new Director is a good opportunity to look, evaluate and possibly restructure current processes and the targeted group focus.

A conversation ensued regarding the Boards involvement and how the Board meetings should be structured. Several board members feel that the meetings are more staff driven, by informing the Board of what has already been done versus stimulating a discussion that involves the Board’s input on what direction and focus for staff to move forward. Gross and Abello commented that these detailed discussions should happen at the Committee levels versus during the Board meetings and noted that at any time, direct communication can be given to Abello – Sinko also noted that Board retreats are a great opportunity to discuss strategy in more detail. All agreed that the committee meetings need to be more interactive, with more involvement from stakeholders and collaboration on direction. Sinko noted that there are several new members on the current Board and he requested a briefing on the Board members roles. Gross asked the Board members to commit to studying the packets in advance of the meetings so less time is spent detailing what is presented and more time is available for discussion and open dialog.

- **Committee Updates:** skipped at this time.

- **Heads Up/No Approval Requested:**
 - **Miscellaneous Updates:**
 - **2015/16 Snowmass Tourism Meeting Dates, Attachment C:** Abello highlighted some upcoming committee meeting dates, noting that the summer campaign creative will be unveiled at the April 28th MAC Meeting.
 - **2016 Summer Events Calendar, Attachment D:** Abello noted that another free concert has been added on Thursday, July 7th, bringing the total to 12 free concerts this summer, 6 on Thursdays. Lewis commented that he has heard some grumbling within the community because not all concerts are on Thursdays and Abello commented on the increased number of concerts and caliber of this year's bands. Harris stated that the lodging community is going to meet to discuss and address potential parking issues with more events/concerts on the weekends and stressed the need to get out the message about alternative transportation and parking.
 - **Vladimir Jones (new Advertising Agency):** Abello introduced Molly Davis, Account Supervisor with Vladimir Jones (VJ) and Davis introduced the rest of their team members in attendance. Davis, Bruns & Burke went on to present an array of slides and information pertaining to the following topics: 2016 priorities and opportunities, specific to the summer campaign; media objectives strategies and planning parameters; and digital key performance indicators (KPIs). Discussion ensued between VJ, staff and Board members regarding targeted audiences, pondering the targeted income range and stressing the goal to cross market the summer season by reaching out to the loyal winter guests. McNellis emphasized the importance of KPIs in knowing what advertising channels influenced the audience's commit to travel. She followed up Burke's presentation by asking Board members feedback on her request to stakeholders, which is to allow Snowmass Tourism to track some visitor information on the their websites correlating it to visitors that may have gotten there by seeing a Snowmass Tourism ad or visiting their website – Abello added that this information will help determine the best avenues to spend advertising dollars and noted that the information received can be shared. Hidalgo also commented that this is a very easy process to install, which she and VJ can help with and several Board members asked further questions and agreed that it would be something they would consider or do.

OTHER ARISING MATTERS: Gross, in speaking as head of the Special Events Committee, noted that the last Events Scorecard was determined to be very subjective and therefore, the Committee is working on a way for it to be more objective and incorporate concrete data, which they will explain at the next meeting.

ADJOURNMENT

There being no further discussion, **McMahon made a motion to adjourn the Regular Meeting of the Snowmass Tourism Board, which was seconded by Harris. The motion passed unanimously with 9 in favor and 0 opposed.** The Meeting adjourned at approximately 10:48 A.M.

Respectfully submitted by:

Kiesha Techau

ARTICLE XIII**Nondiscrimination in Employment
and Services****Sec. 2-291. Statement of policy.**

It is the express policy of the Town to comply with the provisions of applicable law by all officials and employees. (Ord. 10-1997 §2)

Sec. 2-292. Compliance coordinator.

The Town Manager shall be the coordinator for compliance with the provisions of all applicable law. For purposes of the Americans with Disabilities Act, the Town Manager shall be the ADA Coordinator. (Ord. 10-1997 §2)

Sec. 2-293. Appeal procedure.

Any person who feels aggrieved due to purported noncompliance of the provisions of the law by the Town shall inform the Town Manager in writing and request correction of the purported noncompliance. The Town Manager shall investigate the purported noncompliance and take such actions as are necessary and proper to alleviate any actual noncompliance. Such investigation shall be completed expeditiously within thirty (30) days; provided, however, that under circumstances where the Town Manager determines that an extended period of investigation is required, such investigation shall be completed in a period not greater than six (6) months from the receipt by the Town Manager of the instance of purported noncompliance. The provisions of this Section shall not apply to employment-related matters between the Town and an employee. (Ord. 10-1997 §2)

Secs. 2-294—2-310. Reserved.**ARTICLE XIV****Marketing, Group Sales and
Special Events Board****Sec. 2-311. Establishment.**

A permanent Marketing, Group Sales and Special Events Board, specifically designated as *advisory*, is hereby created for the purposes of:

- (1) Marketing;
- (2) Creation, promotion and execution of special events;
- (3) Public relations; and
- (4) Sales and marketing programs to attract group reservations;

for development of tourism for the benefit of the Town as a whole. The members of the Board shall collectively possess relevant skills and knowledge in the areas of marketing, group sales, special events, public relations, interpersonal relations, management and team building. The Board shall carry out its powers and duties with the express mandate that its decisions be made for the benefit of the Town as a whole. (Ord. 11-2002 §1; Ord. 18-2005 §1)

Sec. 2-312. Qualifications.

All members of the Marketing, Group Sales and Special Events Board shall be Town residents or employed in the Town. No member of the Town Council shall serve on the Board. The Town Council may only remove members of the Board, as follows:

- (1) For misfeasance, nonfeasance or malfeasance of office by approval of a majority of the members of the Town Council; or

Administration & Personnel — Marketing, Group Sales & Special Events Board

§2-312

(2) For any reason, by approval of at least three-quarters (¾) of the members of the Town Council. (Ord. 11-2002 §1; Ord. 18-2005 §2)

Sec. 2-313. Composition.

The Marketing, Group Sales and Special Events Board shall consist of nine (9) members and one (1) "ex-officio" member. The members of the Board, subject to the provisions of Section 2-316 below, shall be the following:

(1) Three (3) nominees of the Town lodging industry nominated by the lodging businesses in the Town;

(2) Three (3) members at-large;

(3) One (1) nominee of the Aspen Skiing Company;

(4) One (1) nominee of the Town retail industry;

(5) One (1) nominee of the Town food and beverage industry; and

(6) One (1) "ex-officio" member of the Board to be appointed by the Town Council to represent the ongoing development business in the Town. Said "ex-officio" member of the Marketing, Group Sales and Special Events Board shall be a nonvoting member but shall enjoy all other rights of Board membership, including the right to be present during executive sessions of the Board. Said "ex-officio" member position may or may not be appointed from time to time in the discretion of the Town Council. (Ord. 11-2002 §1; Ord. 18-2005 §3; Ord. 6-2007 §1; Ord. 6-2011 §1)

Sec. 2-314. Advisory Committee.

The Marketing, Group Sales and Special Events Board shall create and appoint the members to three (3) advisory committees to assist

the Board in the exercise of its duties. A Marketing, Group Sales and Special Events Board member shall chair each Advisory Committee to provide cohesion between the Board and the committee. Preference for committee members will be that members are employed within the constituency group they represent. The Group Sales Advisory Committee is intended to be made up substantially of members of the lodging constituency group that support the success of the Marketing, Group Sales and Special Events Board and shall advise the Marketing, Group Sales and Special Events Board on group sales budgets, programming and operations. The Marketing Advisory Committee is intended to be composed of members from representative marketing and hospitality industries that support the success of the Marketing, Group Sales and Special Events Board and shall advise the Marketing, Group Sales and Special Events Board on marketing programs, campaigns and the like. The Events Advisory Committee is intended to be made up of members engaged in the event creation, promotion and operation industry that support the success of the Marketing, Group Sales and Special Events Board and shall advise the Marketing, Group Sales and Special Events Board on special and recurring event creation, promotion and operations. The Board will strive to include representation by members of specific industries, such as the transportation industry, and entities such as the Aspen Chamber Resort Association, the Aspen Skiing Company, the Snowmass Lodging Association, Stay Aspen Snowmass, nonprofit cultural organizations and the like. (Ord. 11-2002 §1; Ord. 18-2005 §4; Ord. 6-2011 §2)

Sec. 2-315. Initial appointment and initial terms of office.

The Marketing, Group Sales and Special Events Board shall be appointed by the Town Council to serve overlapping terms of three (3) years, which shall expire at the first regular meeting of the Town Council annually. The initial term of the additional member of the

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Board appointed pursuant to Paragraph 2-313(c), above shall be two (2) years and the initial term of the additional member of the Board appointed pursuant to Paragraph 2-313(c), above shall be one (1) year. (Ord. 11-2002 §1; Ord. 18-2005 §5)

Sec. 2-316. Terms of office and appointment.

(a) Following the completion of the initial terms of office, each succeeding term shall be for three (3) years.

(b) A nomination for membership to the Marketing, Group Sales and Special Events Board shall be made to the Town Council by the Snowmass Village retail, food and beverage, and lodging industries. An industry nominee need not be a member of that industry. One (1) nomination is to be presented to the Town Council by each industry, or, in the case of the lodging industry as per the requirements of Section 2-313 of this Code; provided, however, that in the event an industry, or the lodging industry as per the requirements of Section 2-313 of this Code, cannot agree on a nominee, multiple nominees may be nominated. In determining the nominee for an industry, only a business that is licensed pursuant to Section 4-2 of this Code may vote, one (1) vote per business.

(c) The Town Council must appoint the nominee of an industry identified in Subsections 2-313(1), (4) and (5) to the Board, if the nominee is qualified and if only one (1) person is nominated by the industry. If more than one (1) person is nominated to the Board by an industry identified in Subsections 2-313(1), (4) and (5), the Town Council must appoint one (1) of the industry nominees. In the event an industry fails to designate a nominee, then the Town Council shall choose the member of the Board for the industry. The Town Council may refuse to appoint a nominee to the Board of an industry identified in Subsections 2-313(1), (4) and (5), only if at least three-quarters (¾) of the members

of the Town Council, present and voting, do not approve the nominee; in which event, the Town Council may choose and appoint the member of the Board for that industry.

(d) The members of the Board nominated pursuant to Subsections 2-313(2), (3) and (6) shall be chosen and appointed by the Town Council.

(e) A business may only have one (1) employee, officer, owner or holder of any indices of ownership in the business be a nominee of an industry or a member of the Board. (Ord. 11-2002 §1; Ord. 18-2005 §6)

Sec. 2-317. Attendance at meetings.

Each member of the Marketing and Special Events Board shall regularly and promptly attend all scheduled meetings to the extent practicable. In the event any member of the Board is consistently late for commencement of a scheduled meeting, or absent from two (2) consecutive regularly scheduled meetings without the prior approval of a majority of all the other members of the Board, such action shall be considered misfeasance of office and shall constitute grounds for removal. (Ord. 11-2002 §1)

Sec. 2-318. Vacancies.

In the event that a vacancy occurs on the Marketing and Special Events Board, the Town Council shall appoint a new member to serve the remaining term. Such appointment shall be accomplished in a manner specified in Section 2-305. (Ord. 11-2002 §1)

Sec. 2-319. Organizational meetings; bylaws.

The members of the Marketing and Special Events Board shall elect annually, from its membership, officers whose terms of office shall be for one (1) year with eligibility for re-election. The Board shall adopt bylaws for its

Administration & Personnel — Marketing, Group Sales & Special Events Board

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organization and for the transaction of its business not inconsistent with the provisions of this Article. All meetings of the Board shall be open to the public and the Board shall keep a public record of its proceedings. Board meetings shall be held at a minimum of quarterly. (Ord. 11-2002 §1)

Sec. 2-320. Powers and duties.

In addition to carrying out its purpose, the Marketing, Group Sales and Special Events Board shall have the following powers and duties:

- (1) Develop programs and policies to accomplish its purposes;
- (2) Authorize the Town Manager to enter into contracts or agreements to carry out its purposes, including administrative support;
- (3) Direct the expenditure of funds for marketing, including print, online, electronic media, e-mail and direct mail solicitation, as well as for public relations and administrative expenses;
- (4) Create, promote and execute special events;
- (5) Prepare an annual budget for approval of the Town Council;
- (6) Coordinate with the Town Manager to ensure monies are spent consistently with the approved budget for the Board;
- (7) Annually provide, for approval by Town Council, a business plan that includes relevant performance standards; and
- (8) Make quarterly reports to the Town Council showing the performance of the approved business plan. Prior to making a

report to the Town Council, the Marketing, Group Sales and Special Events Board and the Town Council will mutually agree to a report format. (Ord. 11-2002 §1; Ord. 6-2011 §3)

Secs. 2-321—2-335. Reserved.

ARTICLE XV**Part-Time Residents Advisory Board****Sec. 2-336. Establishment.**

An advisory Part-Time Residents Advisory Board is hereby created by the Town Council to carry out such duties as directed by the Town Council and generally to provide a mechanism of communication and education between owners of residential real property in the Town who reside part time in the Town and the Town Council. (Ord. 09-2005 §1; Ord. 12-2008 §1)

Sec. 2-337. Qualifications.

All members of the Part-Time Residents Advisory Board must:

- (1) Be nonresident fee simple owners of residential real property situate in the Town or the designated representative of an entity that is a fee simple owner of real property situate in the Town;
- (2) Not declare the Town their primary residence;
- (3) Not be eligible to vote in the Town; and
- (4) Not be in residence in the Town for more than six (6) months in any calendar year. (Ord. 09-2005 §1; Ord. 12-2008 §1)



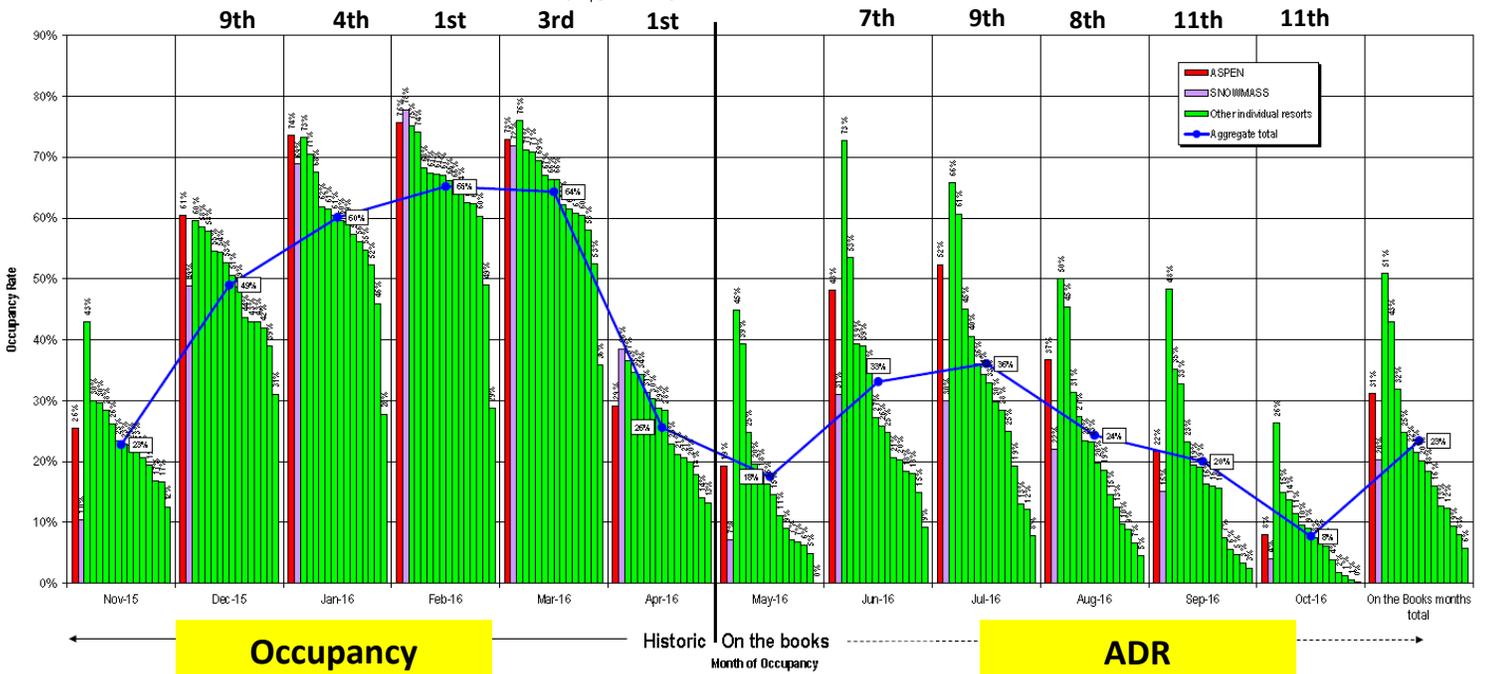
Snowmass Tourism Primary Dashboard

S N O W M A S S

COLORADO

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

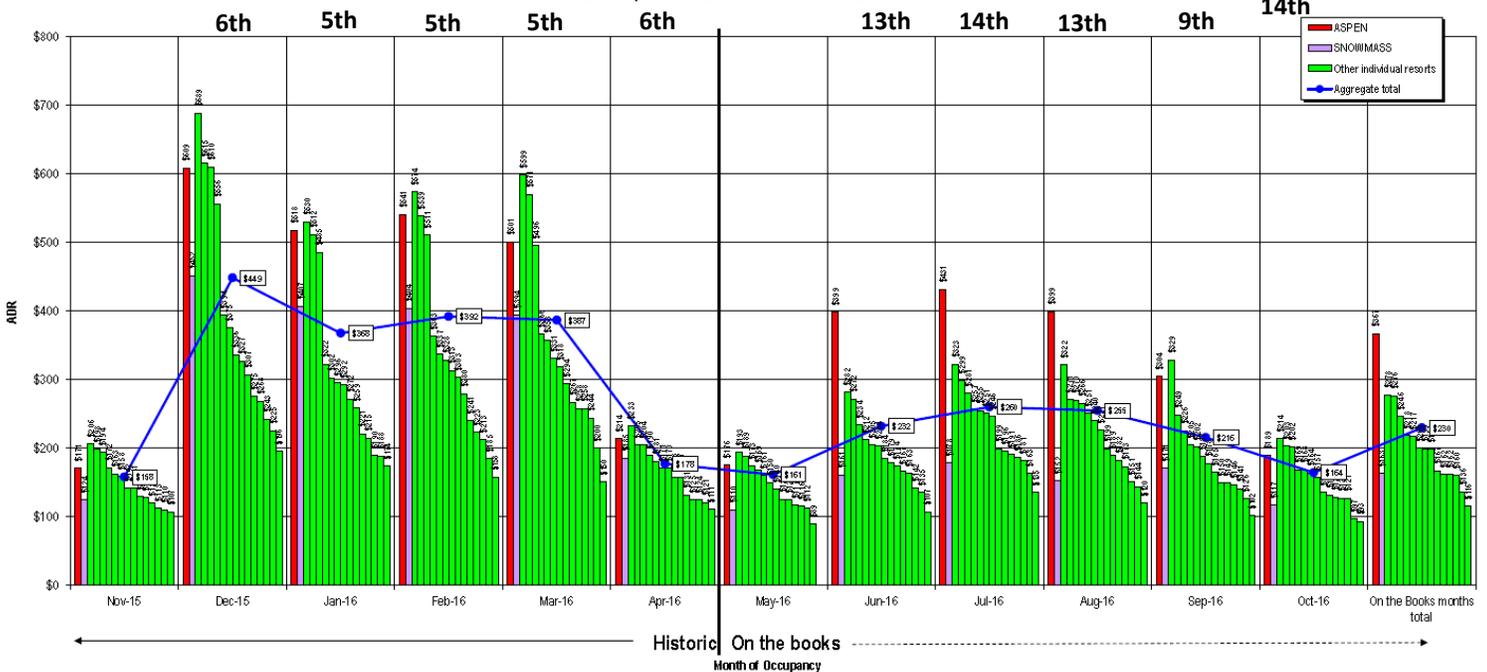
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



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

ADR: Aspen & Snowmass vs. Other Mountain Resorts



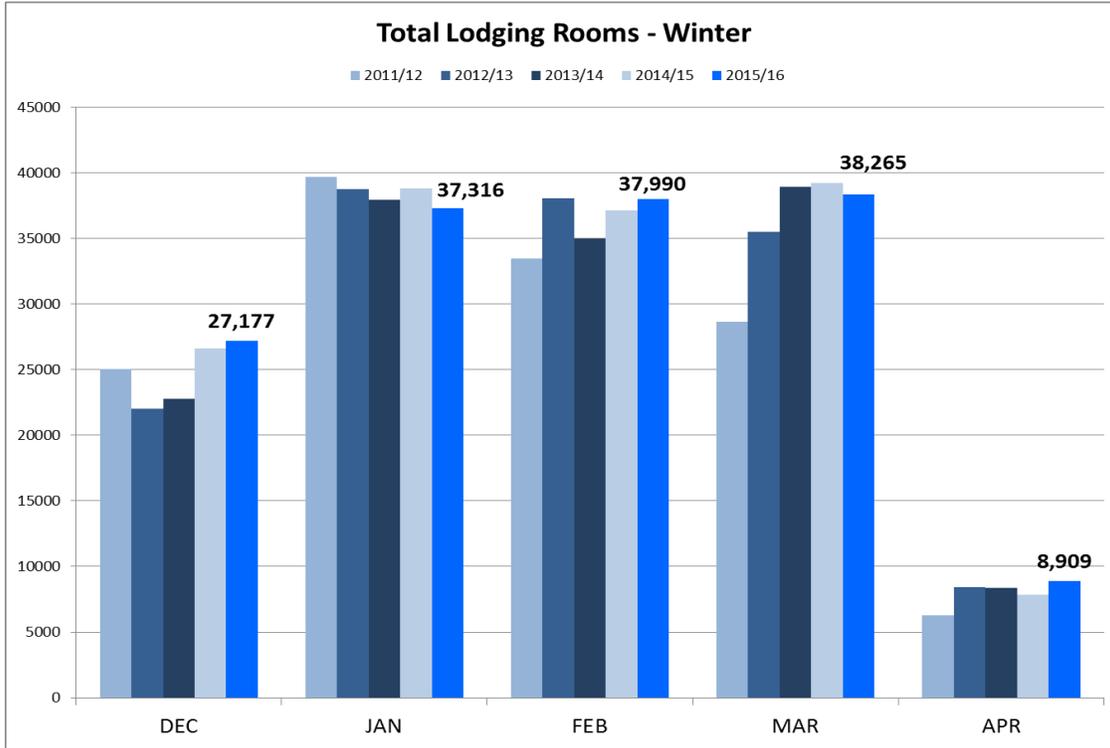
Snowmass Tourism

Primary Metrics



Goal 2: Increase annual total demand for overnight visitation

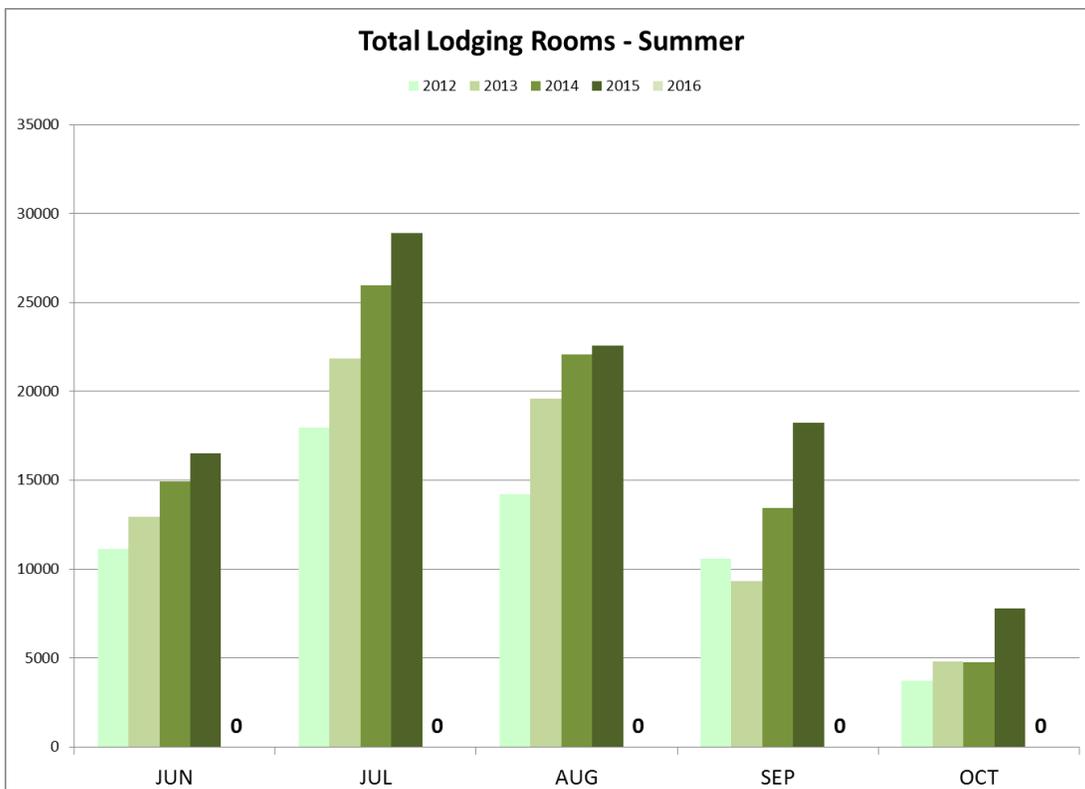
Increase Occupancy & Lodging Tax by 10% in Summer, 4% in Winter



Total Lodging Rooms

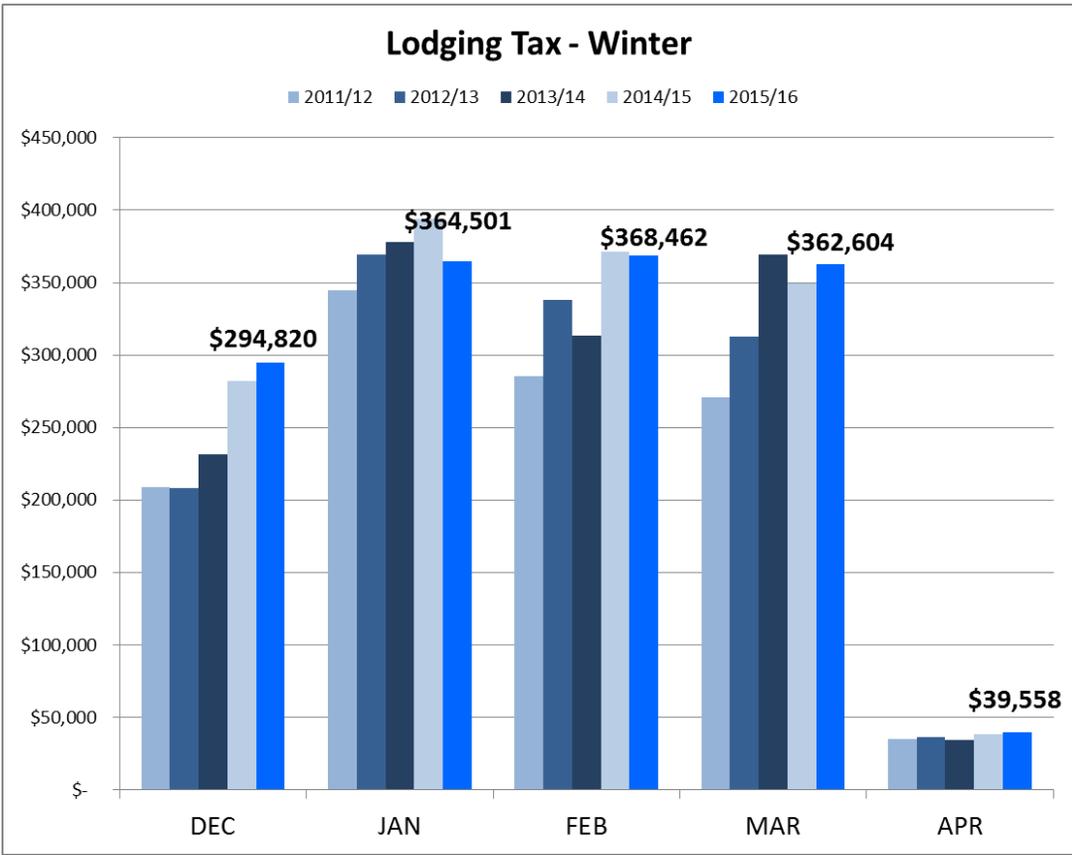
WINTER	TOTAL	
2011/12	133,206	↑11.1%
2012/13	142,735	↑7.2%
2013/14	143,017	↓0.2%
2014/15	149,718	↑4.7%
2015/16	149,750	↑0.0%

YTD Status (April 2016)	
Year	#Rms
2015	123,079
2016	122,573
↓0.4%	-506



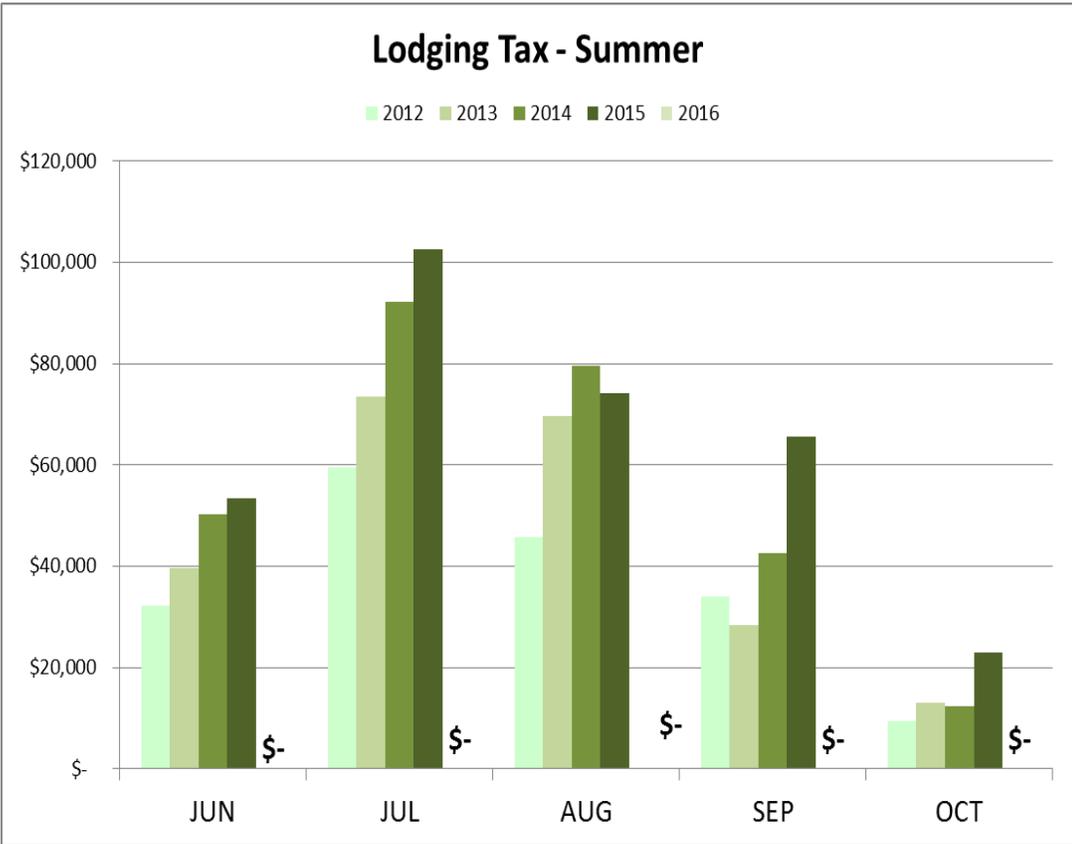
SUMMER	TOTAL	
2012	57,594	↓15.9%
2013	68,495	↑18.9%
2014	81,156	↑18.5%
2015	94,061	↑15.9%
2016		

Lodging Tax (\$)



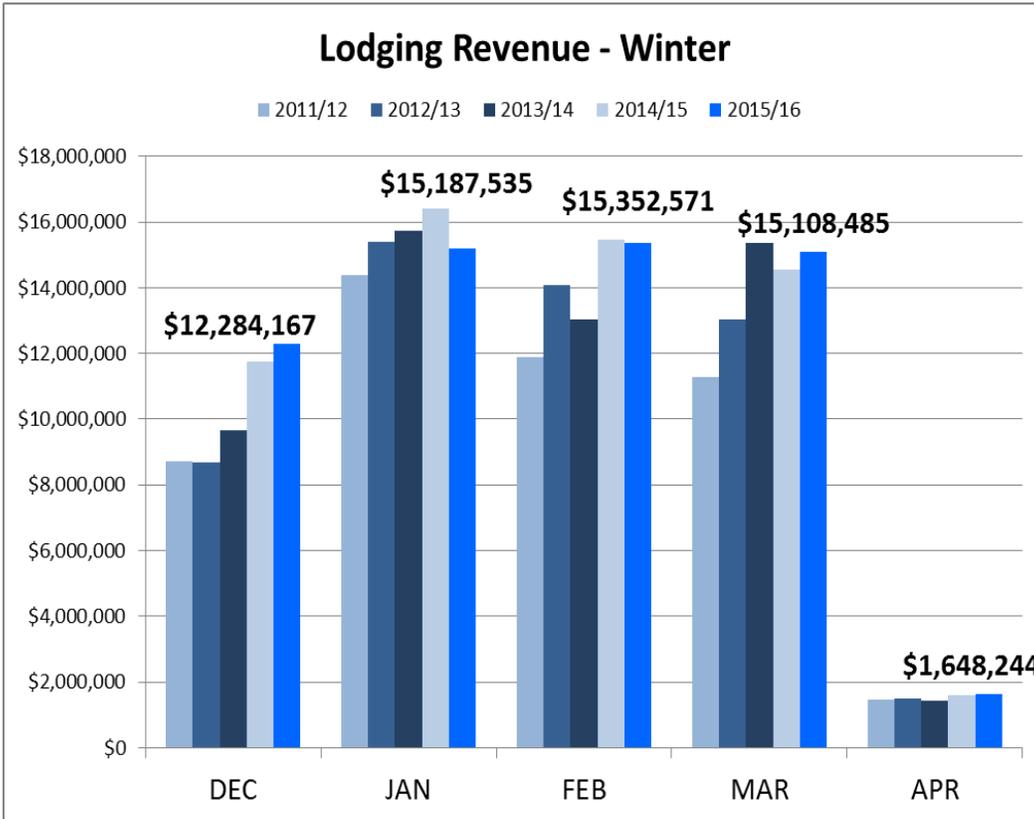
<u>WINTER</u>	<u>TOTAL \$</u>	
2011/12	\$1,144,666	↑11.5%
2012/13	\$1,264,399	↑10.5%
2013/14	\$1,326,285	↑4.9%
2014/15	\$1,434,726	↑8.2%
2015/16	\$1,429,944	↓0.3%

<u>YTD Status (April 2016)</u>	
Year	Lodging Tax
2015	\$1,152,777
2016	\$1,135,124
↓1.53%	-\$17,653

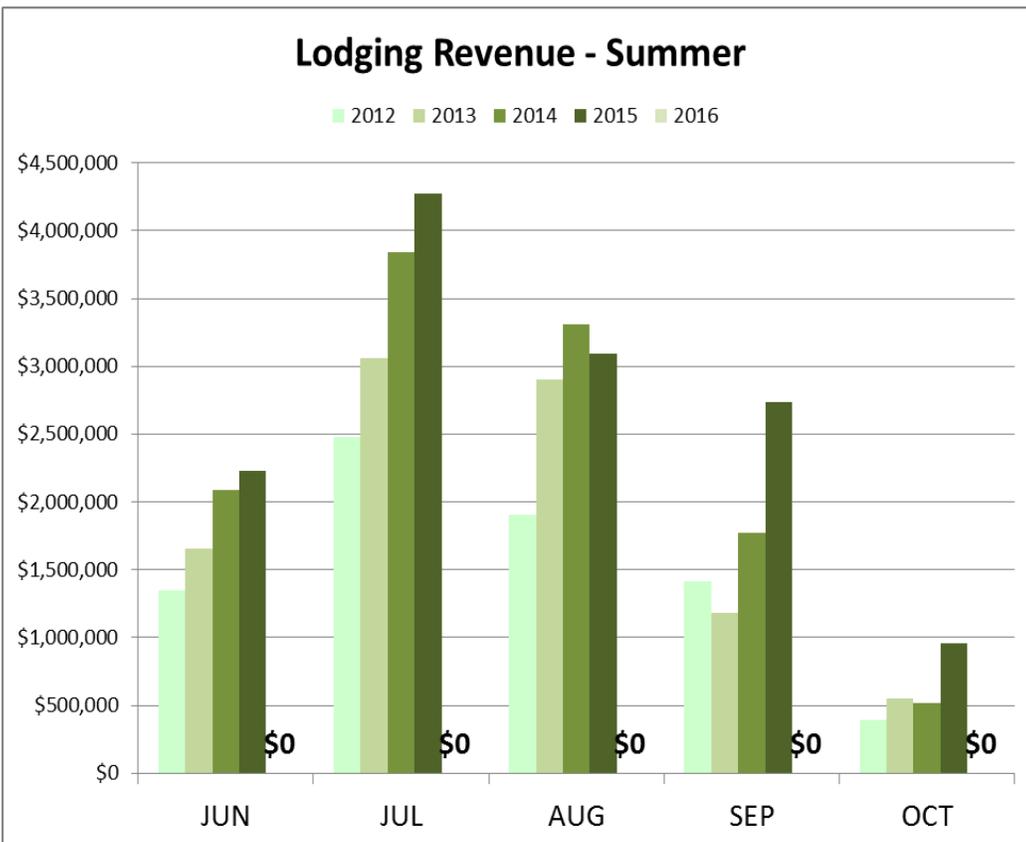


<u>SUMMER</u>	<u>TOTAL \$</u>	
2012	\$180,891	↑2.0%
2013	\$224,277	↑24.0%
2014	\$276,736	↑23.4%
2015	\$319,179	↑15.3%
2016		

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	\$59,581,003	↓0.3%

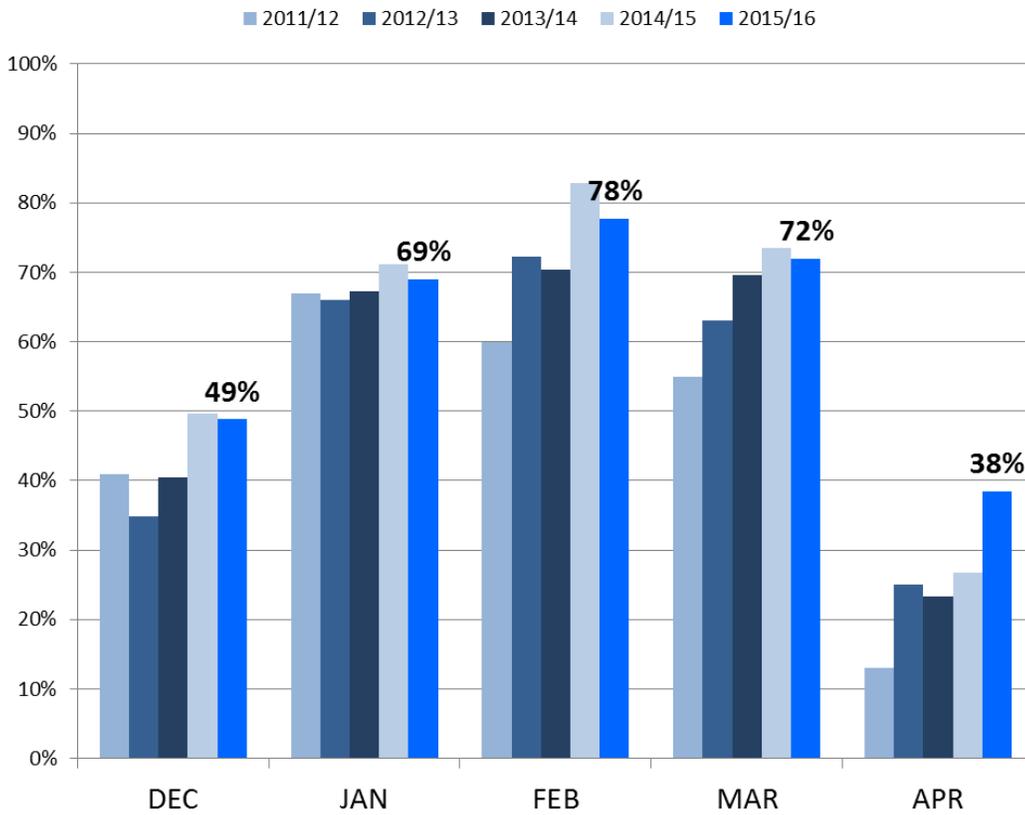


YTD Status (April 2016)	
Year	Lodging Rev
2015	\$48,032,360
2016	\$47,296,836
↓1.53%	-\$735,524

SUMMER	TOTAL \$	
2012	\$7,537,143	↑2.0%
2013	\$9,344,865	↑24.0%
2014	\$11,530,666	↑23.4%
2015	\$13,299,112	↑15.3%
2016		

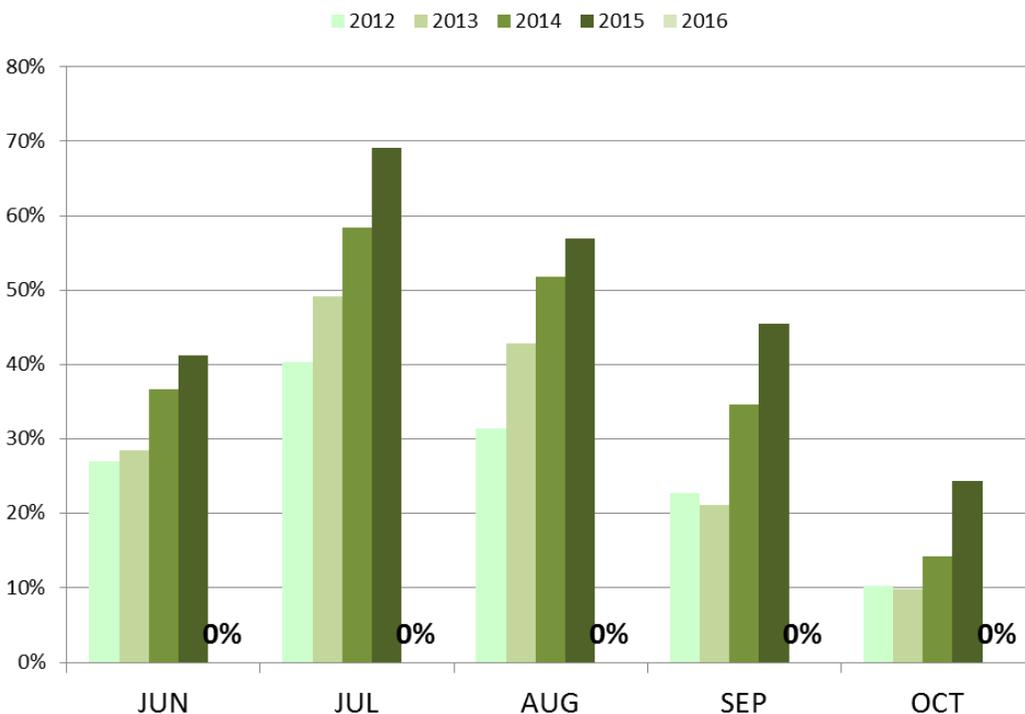
Lodging Occupancy (%)

Paid Occupancy (%) - Winter



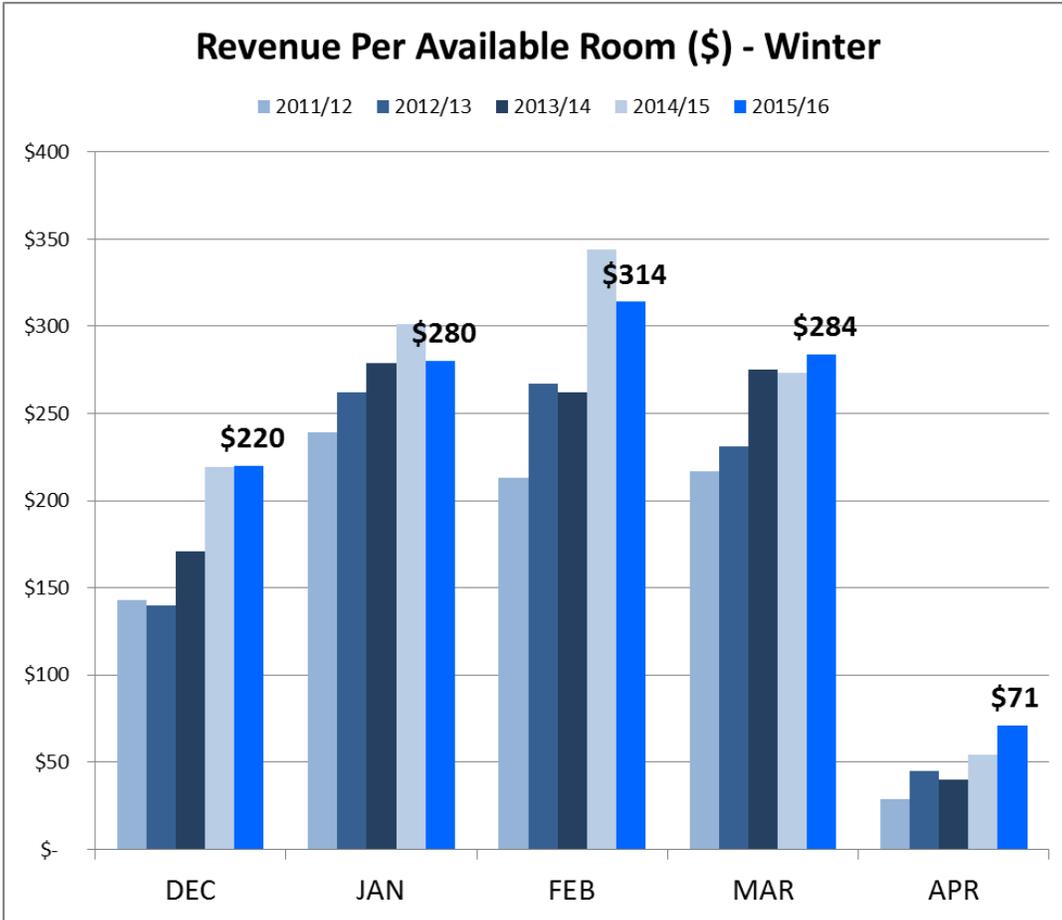
<u>WINTER</u>	<u>AVR %</u>	
2011/12	47%	↓0.4%
2012/13	52%	↑10.6%
2013/14	54%	↑3.8%
2014/15	61%	↑12.2%
2015/16	61%	↑0.6%

Paid Occupancy (%) - Summer

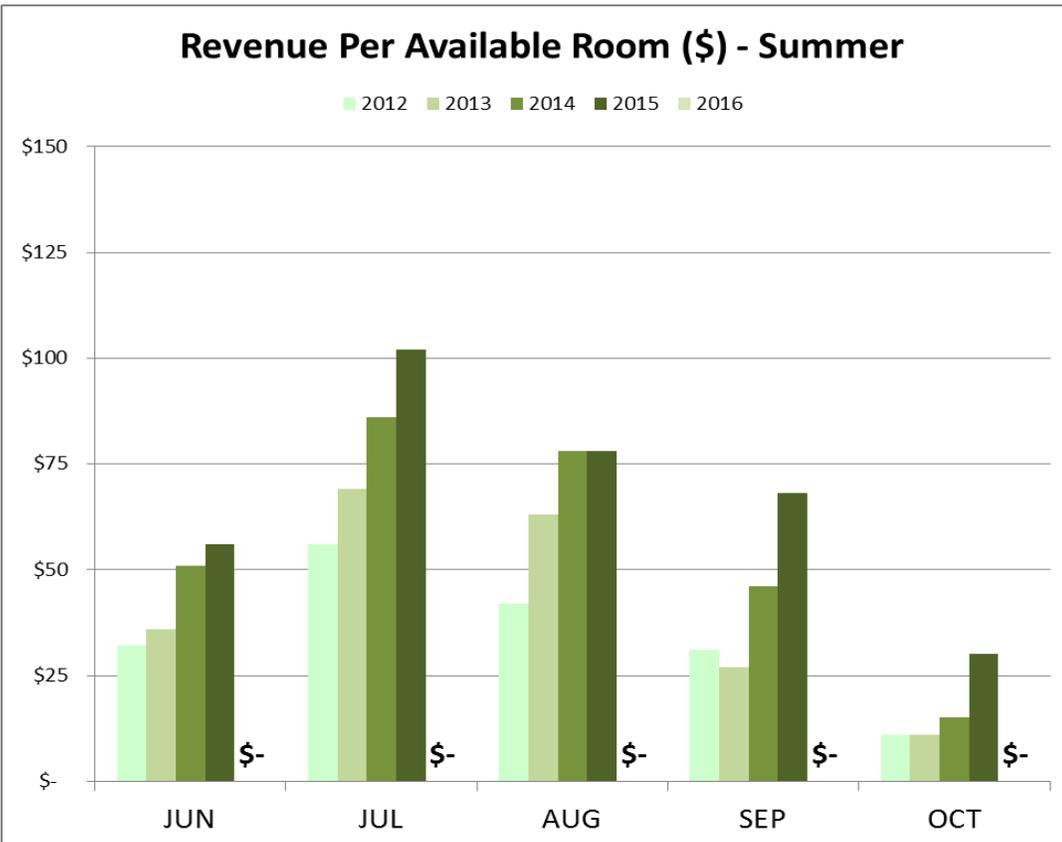


<u>SUMMER</u>	<u>AVR %</u>	
2012	26%	↓12.7%
2013	30%	↑14.9%
2014	39%	↑29.3%
2015	47%	↑21.0%
2016		

Revenue Per Available Room (\$)



WINTER	TOTAL \$	
2011/12	\$168	↑5.7%
2012/13	\$189	↑12.4%
2013/14	\$205	↑8.7%
2014/15	\$238	↑16.0%
2015/16	\$234	↓1.8%

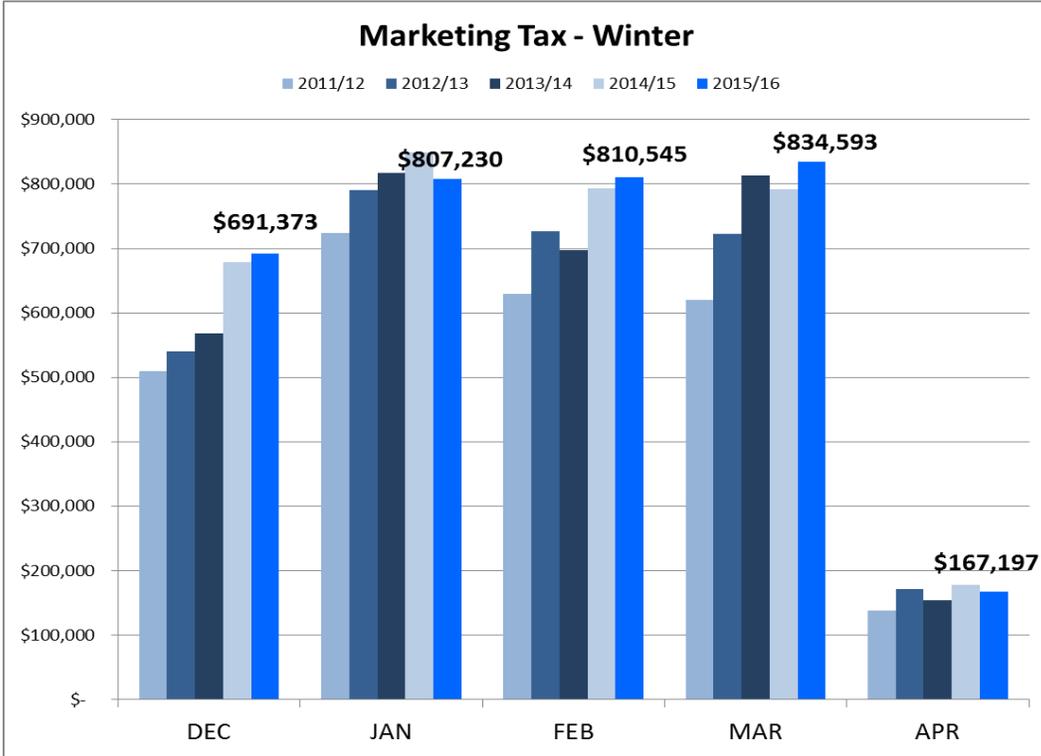


SUMMER	TOTAL \$	
2012	\$34	↑5.5%
2013	\$41	↑19.8%
2014	\$55	↑34.0%
2015	\$67	↑21.0%
2016		

Snowmass Tourism Primary Dashboard



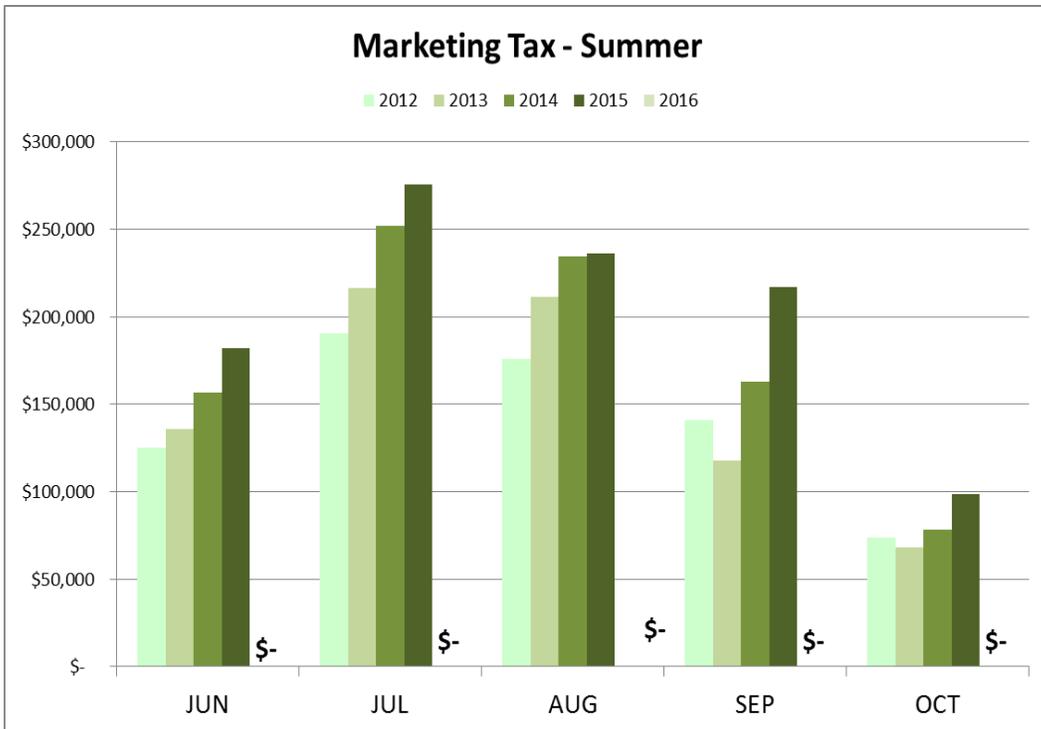
Goal 3: Support and promote the Retail, Food & Beverage sectors with an increase of +5% Winter and +10% Summer, year over year



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	\$3,310,937	↑0.63%

YTD Status (April 2016)	
Year	Revenue
2015	\$2,611,911
2016	\$2,619,564
↑0.29%	\$7,653



SUMMER	TOTAL	
2012	\$705,884	↑7.3%
2013	\$749,544	↑6.2%
2014	\$884,144	↑18.0%
2015	\$1,009,885	↑14.2%
2016		

Snowmass Tourism Online Dashboard

General Observations

As of 5/31/16



Website Sessions: Continue to outpace monthly year-over-year sessions, even with new mix of online marketing.

Website Users: Correlated with website sessions.

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

Outbound Referrals: Starting in May, we now have the ability to track the number of clicks to outbound websites that are not exclusively via buttons but also, just general hyperlinks. Thus, our baseline for outbound referrals will now be more accurate going forward, though will show up as an exaggerated increase in year-over-year referrals. Additionally, this will now reduce our bounce rate significantly as people who are clicking on these links are no longer viewed as 'bounces' since they've taken an official 'action.'

Website Audience Summary: Domestic website traffic continues to prevail with Colorado and key target regions.

Website Device Summary: April was a very quiet month in general due to end of ski season and lack of digital ads. Starting in May, our events page should continue to be among our top pages. We will see a growing number of campaign landing pages as our primary landing pages going forward through the end of our summer campaign.

Top Website Traffic Sources: The majority of our website traffic in April is from Google search or people who are visiting us directly. We do not really do any paid advertising in April so this is as expected. In May, we see more paid search users as we started our paid search campaign early in the month. Towards the end of the month of May we went live with our digital ads ("adara/vj-media") so have started seeing some traffic flowing in from there. This year we have gone with a predominantly programmatic digital media buying strategy which means that we are targeting a specific type of person who is most likely to engage with us versus targeting visitors of specific websites who may be more or less likely to engage with us. Thus, we expect to see potentially fewer website visitors than we had in the past from ads, but we expect these visitors to be more qualified. Specifically, we are targeting a lower bounce rate, time on site and pages viewed. Currently, Adara is not performing up to our standards so our agency, Vladimir Jones, is investigating the performance.

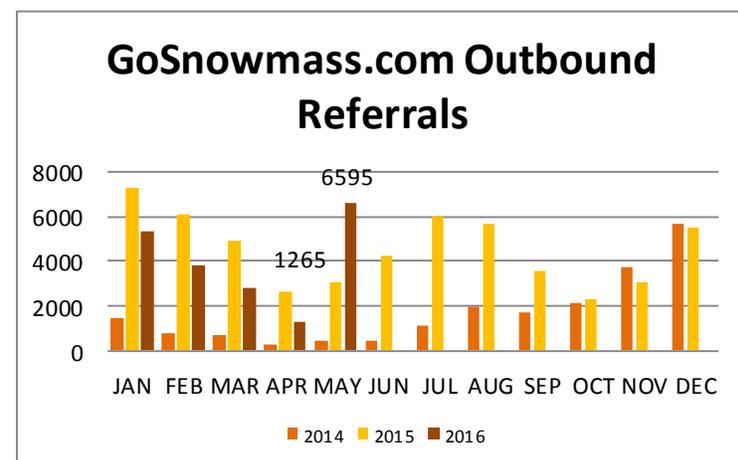
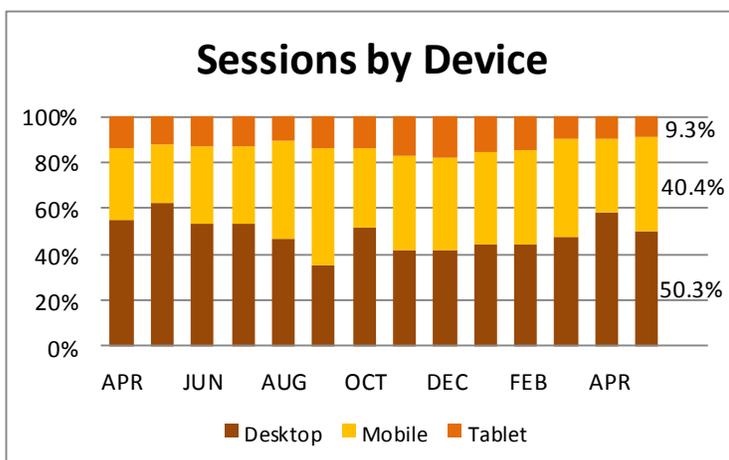
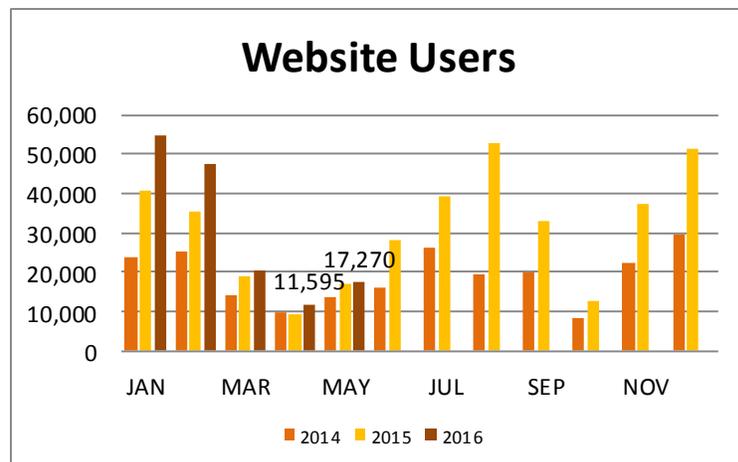
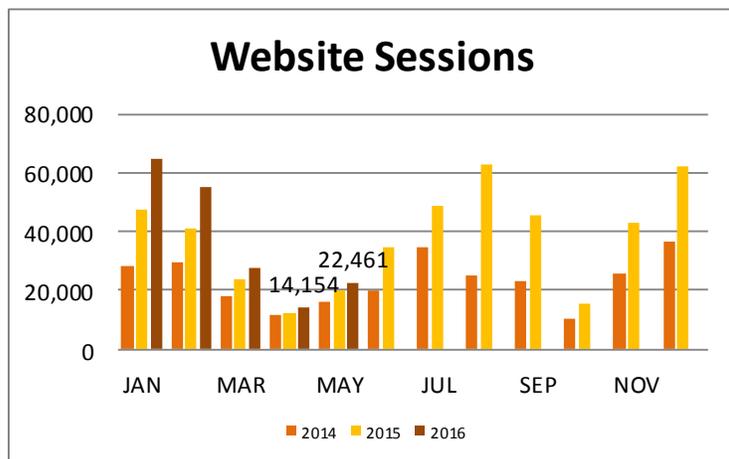
Paid Search: We did not run paid search campaigns in April. We launched our paid search campaign in May with a strong number one average search result ranking. We are now running video ads in Google (they appear on the right column when targeted) which will result in a lot more paid search impressions but also a lower click-through rate than solely executing more pure paid search.

Email Marketing Summary: We have started our summer event email campaign which will more fully show itself through results starting in June. We saw consistent performance in April and May, with a slightly higher than average engagement rate in April as we sent out our summer event calendar.

Social Media Summary: We are approaching 100,000 fans on Facebook. That number isn't particularly significant as we focus primarily on engagement with qualified fans versus absolute impressions and fan size. That being said, this growth is all qualified and mostly organic, which is a plus. We have started doing a bit of advertising on Twitter which has dramatically increased the number of impressions across the platform. This is the first month we are doing this so will monitor performance versus spend especially closely. Instagram continues to be our work horse with consistent growth and engagement. We are also doing some advertising on Instagram.

Snowmass Tourism Online Dashboard

As of 5/31/16



GoSnowmass.com Audience Summary

Top Referring Countries/Regions - APRIL 2016			
Country	Sessions	Region	Sessions
United States	11,897	Colorado	5,137
(not set)	663	Texas	1,022
Australia	457	California	572
United Kingdom	151	Florida	550
Canada	114	New York	513
Russia	108	Illinois	353
Brazil	81	Utah	203
India	60	Pennsylvania	193
Germany	55	Georgia	190
France	42	Virginia	172
Total	14,154	Total	11,879

Top Referring Countries/Regions-MAY 2016			
Country	Sessions	Region	Sessions
United States	20,258	Colorado	8,369
Australia	427	Texas	2,430
(Not Set)	393	California	1,397
United Kingdom	217	Illinois	844
Canada	138	New York	754
Brazil	128	Florida	752
India	78	Maryland	387
Mexico	78	Pennsylvania	288
Germany	66	Missouri	277
New Zealand	55	Georgia	276
Total	22,461	Total	20,258

GoSnowmass.com Device Summary

Top 3 Landing Pages By Device - APR			
Desktop	Sessions	Bounce Rate	Pages
[Home Page]	2084	35.51%	3.79
/specials/spring-escape- /events/	603	99.67%	1.01
	528	39.39%	3.13
Mobile			
[Home Page]	818	40.46%	2.85
/events/	378	50.00%	2.07
/activity/free-concerts/	194	76.29%	1.55
Tablet			
[Home Page]	264	28.03%	3.79
/events/	102	53.92%	2.44
[Not Top 25]			

Top 3 Landing Pages By Device - MAY			
Desktop	Sessions	Bounce Rate	Pages
[Home Page]	3566	36.17%	3.65
/events/	668	36.98%	3.59
/activity/free-concerts/	452	51.77%	3.02
Mobile			
[Home Page]	1587	50.16%	2.40
/event/snowmass-craft-beer- rendezvous/	851	81.79%	1.20
/campaign/outdoor-activities/	791	83.06%	1.31
Tablet			
[Home Page]	531	34.46%	3.74
/events/	155	52.26%	2.65
[Not Top 25]			

GoSnowmass.com Acquisition Summary

APRIL

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	6821	74.36%	5072	55.48%	2.39	127.64
(direct) / (none)	2868	80.23%	2301	60.36%	2.37	107.89
FDLSMT / Display	679	97.94%	665	99.12%	1.02	1.02
gosnowmass.com / referral	640	57.66%	369	26.09%	3.83	242.29
m.facebook.com / referral	384	78.65%	302	76.56%	1.46	31.22
bing / organic	351	72.93%	256	45.01%	3.04	168.86
yahoo / organic	322	75.47%	243	50.93%	2.46	129.99
colorado_com / referral	253	80.24%	203	50.20%	2.42	100.03
wanderlust.com / referral	180	72.22%	130	64.44%	1.80	139.84
facebook.com / referral	146	67.81%	99	56.85%	2.38	129.07
Total	14154	75.30%	10658	58.12%	2.39	124.71

MAY

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	8022	72.91%	5849	53.40%	2.38	133.43
(direct) / (none)	3886	82.66%	3212	61.19%	2.28	111.75
google / cpc	2476	76.70%	1899	49.80%	2.51	99.97
m.facebook.com / referral	1433	91.35%	1309	78.72%	1.33	24.04
gosnowmass.com / referral	891	56.23%	501	29.74%	3.78	226.86
facebook.com / vj-social	764	90.31%	690	83.90%	1.34	24.56
lm.facebook.com / referral	723	78.15%	565	89.76%	1.14	44.35
adara / vj-media	475	86.74%	412	90.74%	1.31	25.72
bing / organic	407	74.69%	304	42.26%	2.94	176.75
yahoo / organic	365	71.23%	260	43.29%	2.74	132.67
Total	22461	76.89%	17270	58.23%	2.29	112.20

Paid Search Summary

PPC (Google)	FEB	MAR	APR	MAY
CTR	1.54%	1.48%	N/A	0.40%
Average Position	2.0	2.2	N/A	1.0
Bounce Rate	44.68%	45.16%	N/A	49.80%

Source: Google AdWords

Email Marketing Summary

Email Marketing	FEB	MAR	APR	MAY
Sent	7662	47241	46441	46581
Opens	1665	3900	3628	3580
Open%	21.73%	8.26%	7.81%	7.69%
Clicks	172	477	481	338
CTR on Open	10.33%	12.23%	13.26%	9.44%
Active Contacts	49497	49231	49090	48986

Source: Silverpop Engage

Social Media Summary

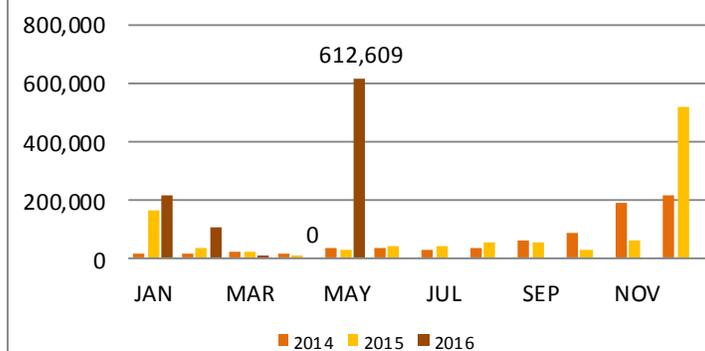
FACEBOOK	FEB	MAR	APR	MAY
Fans	98,733	99,414	99,683	99,699
Change in Fans	0.8%	0.7%	0.3%	0.0%
Ave. Reach	43,002	25,674	19,445	25,399
Reach %	43.6%	25.8%	19.5%	25.5%

TWITTER	FEB	MAR	APR	MAY
Followers	4,512	4,582	4,612	4,655
Change in Followers	2.0%	1.6%	0.7%	0.9%
Impressions	44.4k	58.3k	34.9k	227k

INSTAGRAM	FEB	MAR	APR	MAY
Followers	8,608	9,183	9,431	9,502
Change in Followers	5.4%	6.7%	2.7%	0.8%
Engagement per post	376	389	283	301
Engagement %	4.4%	4.2%	3.0%	3.2%

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

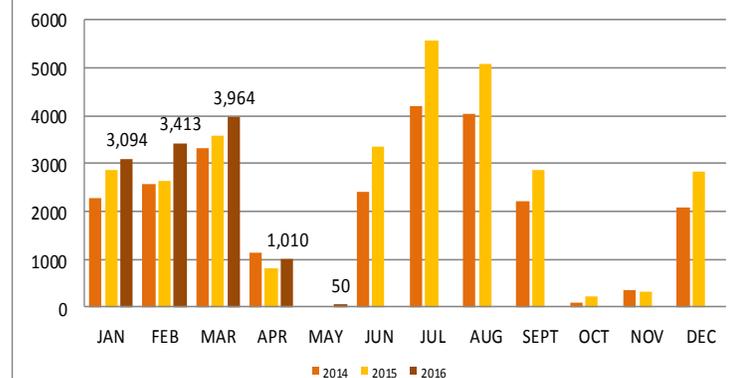
Paid Search Impressions



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

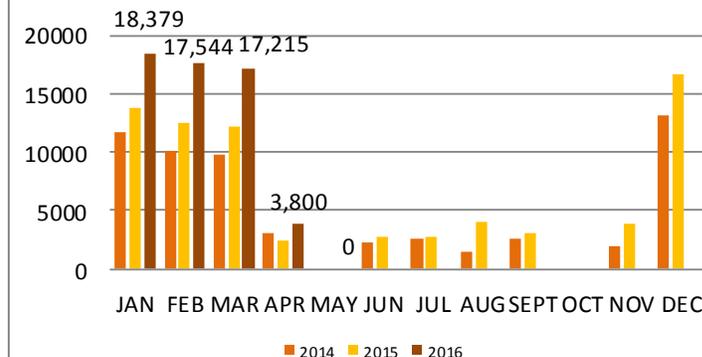
Guest Services Summary

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: Summer 2016
Marketing Touchpoints

Summer Kiosks
Launch date: May 1

Check Insert Reprint
Launch date: May 6

Summer Brochure Reprint
Launch Date: May 12

Heritage Fire/
Grand Cochon Ad
Local papers
Launch date: May 19

Craft Beer Ad
Local papers
Launch date: May 18

Summer Of Free Music
Poster
Launch date: May 23

Craft Beer Rendezvous
Poster
Launch date: May 23

Vida Poster
Launch date: May 31

Summer Calendar
Poster
Launch date: May 23

Heritage Fire/
Grand Cochon
Poster
Launch date: May 31

Bike Demo Days
Poster
Launch date: May 31

MAY 2016

Pre Roll Video
YouTube/VIANT
Destination Markets
Front Range
Launch date: May 23

Display Banners - Brand
ADARA
Destination Markets
Front Range
Multiple versions
Launch date: May 23

Display Banners - Events
ADARA
Destination Markets
Front Range
Roaring Fork Valley
Multiple versions
Launch date: May 23

Cinema Ads
Locations:
Denver
Ft. Collins
Colorado Springs
Grand Junction
Launch date: May 27

E-blasts - Events
Snowmass Tourism
Launch date: May 12

E-blasts - Summer
Travel Guide
Snowmass Tourism
Launch date: May 12
Snowmass Hospitality
Launch date: May 13

Digital Billboards -
Brand
Denver (5)
Grand Junction (2)
Multiple versions
Launch date: May 16

Digital Billboards -
Event
Denver (5)
Grand Junction (2)
Multiple versions
Launch date: May 16

Social Ads -
Travel Guide
Facebook
Twitter
Launch date: May 12

Social Ads - Events
Facebook
Twitter
Launch date: May 16

KSPN (Aspen-GWS):
Craft Beer, 60 second spot
Launch date: May 23

KSPN (Aspen-GWS):
Grand Cochon/Heritage Fire, 30 second spot
Launch date: May 28

29,003 People Reached
13,513 Video Views
238 Reactions, Comments & Shares

4,616 People Reached
121 Reactions, Comments & Shares

13,143 People Reached
574 Reactions, Comments & Shares

6,620 People Reached
269 Reactions, Comments & Shares

3,961 People Reached
184 Reactions, Comments & Shares

Attachment B
DETAILS:

COLLATERAL

Summer Kiosks: located at Town Park Station, Aspen/Pitkin Airport, Gondola Plaza and Aspen Highlands

Summer Brochure Reprint: 5,000 additional brochures to be distributed along I-70 corridor (Grand Junction to Burlington), DIA, 1-25 (Ft. Collins-Pueblo), Summit County, as well as Visitor Centers throughout CO

Check Insert Reprint: 7,500 additional to be distributed to restaurants throughout Snowmass

All Posters: distributed throughout the Roaring Fork Valley

PRINT ADS

Craft Beer Ad: quarter page in Aspen Times and Snowmass Sun

Heritage Fire/Grand Cochon Ad: quarter page in Aspen Times and Snowmass Sun

DIGITAL

OUT OF HOME

E-BLASTS

CINEMA

SOCIAL ADS

RADIO ADVERTISING

TOP FACEBOOK POSTS

Snowmass Tourism: Summer 2016
Marketing Touchpoints

Music Coaster Reprint
Launch date: June 3

Snowmass Loop Postcard
Launch date: June 15

Craft Beer Ad
Local papers
Through June 10

Retail/Restaurant Tear Pads
Launch date: June 5

Wanderlust Poster
Launch date: June 13

Retail Poster
Launch date: June 13

Bike Snowmass Poster
Launch date: June 13

Dining Poster
Launch date: TBD

V.I.K. Brochure
Launch date: TBD

JAS June Program Ad
Launch date: June 24

Heritage Fire/Grand Cochon Ad
Local & Regional papers
Through June 15

Summer of Free Music Ad
Local papers
Launch date: June 8

Rodeo Program Ad
Launch date: June 8

Demo Days Ad
Local papers
Launch date: June 15

Wanderlust Ad
Local papers
Launch date: June 17

Bike Snowmass Ad
Local papers
Launch date: June 22

Dining Ad
Launch date: June 29

JUNE 2016

Display Banners - Brand ADARA
Destination Markets Front Range
Multiple versions
Ongoing through June

Display Banners - Events ADARA
Destination Markets Front Range Roaring Fork Valley
Multiple versions
Ongoing through June

Pre Roll Video YouTube/VIANT
Destination Markets Front Range
Ongoing through June

Cinema Ads
Locations: Denver Ft. Collins Colorado Springs Grand Junction
Weeks of June 17 and 24

Digital Billboards - Brand
Denver (5) Grand Junction (2)
Multiple versions
Ongoing through June

Digital Billboards - Event
Denver (5) Grand Junction (2)
Multiple versions
Ongoing through June

High Impact Takeovers Retargeting
Launch date: June 6

Native Content - Brand & Event
Destination Markets Front Range
Launch date: June 13

E-blasts - Events Eventful
Heritage Fire/Grand Cochon
Launch date: June 2

E-blasts - Events Snowmass Tourism
Craft Beer, Heritage Fire/Grand Cochon
Launch date: June 3

E-blasts - Events Westword
Upcoming music
Launch date: June 3
Upcoming events
Launch date: June 6

E-blasts - Events Colorado.com
Brand messaging
Launch date: June 15

Social Ads - Brand
Facebook Twitter
Brand video
Launch date: June 3

KSTR/MAGIC (GJ-Montrose):
Craft Beer, 30 second spot
Launch date: June 4

KSPN (Aspen-GWS):
Free Concert Series, 30 second spot
Launch date: June 6

ASPEN PUBLIC RADIO (Aspen-GWS):
Craft Beer, 20 second spot
Launch date: June 7

ASPEN PUBLIC RADIO (Aspen-GWS):
Heritage Fire/Grand Cochon 20 second spot
Launch date: June 13

Social Ads - Events
Facebook Twitter
Ongoing through June

Attachment B
DETAILS:

COLLATERAL

Music Coaster Reprint: Quantity 2,500 distributed to restaurants and bars throughout Snowmass

Retail/Restaurant Tear Pads: 100 pads (5,000 sheets), distributed to restaurants & merchants throughout Snowmass

All Posters: distributed throughout the Roaring Fork Valley

Snowmass Loop Postcard: 1,500 distributed to merchants throughout Snowmass

V.I.K. Brochure: Quantity 6,000 distributed throughout the Roaring Fork Valley

PRINT ADS

Craft Beer Ad: quarter page in Aspen Times, Aspen Daily News, Snowmass Sun, Vail Daily and Glenwood Post Independent

Heritage Fire/Grand Cochon Ad: quarter page in Aspen Times, Aspen Daily News, Snowmass Sun, Vail Daily and Glenwood Post Independent

Summer of Free Music Ad: single full page ad in Snowmass Sun and Aspen Daily News, multiple half and quarter page ads in Aspen Times

Rodeo Program Ad: 2-page spread in Rodeo Program

JAS Program Ad: full page ad in June Experience Program

Demo Days Ad: quarter page ad

Wanderlust Ad: quarter page ad

Bike Snowmass Ad: quarter page ad

Dining Ad: quarter page ad

DIGITAL

OUT OF HOME

E-BLASTS

CINEMA

SOCIAL ADS

RADIO ADVERTISING

TOP FACEBOOK POSTS

Planning a heavy schedule of event-related posts including Craft Beer, Heritage Fire/Grand Cochon, Free Concert Series, Rodeo and more



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

April & May 2016

LOU HAMMOND & ASSOCIATES PR SUMMARY

Key activities/initiatives completed by LH&A in April & May 2016 included presenting 20 media opportunities/Hot Tips to the Snowmass community. Media engagement included 20 pitched stories to publications resulting in story interest from the Men's Journal, Robb Report, Jetsetter.com and Brides. Stories were secured in Chicago Tribune, Departures, Thrillist, Colorado Meeting & Events and Sherman's Travel.

MEDIA OUTREACH THROUGH LOU HAMMOND & ASSOCIATES

May 10 to 12 in NYC, Lou Hammond & Associates secured lunch/dinner media events along with deskside meetings with Snowmass Tourism and the following 19 journalists/pubs:

- Karen Cicero, Parents Magazine
- Lisa Loverro, Shape Magazine
- Alex Postman, Conde Nast Traveler
- Mandy Fisher, MomTrends
- Sherrie Nachman, Forbes Magazine
- Janine Berey, Sports Illustrated
- Lisa Battis, Travel + Leisure
- Christina Garofalo, ShermansTravel
- Brekke Fletcher, WSJ. Magazine
- Andrea Syrtash, Freelance On-Air Personality and Conde Nast Traveler
- Kaitlin Menza, Freelance for Hearst Magazines, Conde Nast Traveler and Women's Health
- Shandana Durrani, Freelance for Pursuitist
- Laurie Werner, ForbesLife
- Allison Tibaldi, Mommy Poppins
- Jason Stahl, Muscle & Fitness
- Martin Fritz Huber, Outside Magazine
- Devorah Lev-Tov, Freelance for Hemispheres and New York Magazine
- Molly McArdle, Freelance for Travel + Leisure
- Hilary Sheinbaum, Freelance for USA Today, Travel + Leisure

NEWS RELEASES DISTRIBUTED

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

- May 31 Pimps of Joytime to Headline Deaf Camp Benefit on Saturday, July 16
- May 26 Over 50 of the Nation's Top Chefs Cook Up a Gourmet Feast as Heritage Fire Returns to Snowmass in June
- May 17 Snowmass Heats Up with a Culinary Triple Header
- May 12 Snowmass Combines Camp Activities and Adult Time for an Unforgettable Family Vacation
- May 9 On Tap in Snowmass the New Snowmass Craft Beer Rendezvous
- May 5 2nd Annual Snowmass Demo Days Gets Bigger & Better
- May 3 Snowmass Announces Full Lineup for Summer of Free Music Series
- April 20 American Renewable Energy Institute Announces 2016 AREDAY Summit

PR RESULTS

- 100 stories were written on Snowmass including trade/consumer magazines, regional, national and international publications in April and May 2016
- Equaling 10M media impressions
- Total PR value \$1.3M

MEDIA HIGHLIGHTS

Media coverage highlights from April and May 2016 include:

- **Departure Magazine:** *10 Amazing Summer Trips to Plan Now*
- **Adventure Travel News:** *How Snowmass Intends to Make the Rocky Mountain State a World-Class, Year-Round Adventure Travel Destination*
- **Hartford Courant:** *12 Travel Tidbits, From Family Fun to Colorado Rodeo in Snowmass*
- **Travel + Leisure:** *Snowmass One of the Most Relaxing Vacation Spots in the United States*
- **Conde Nast Traveler:** *Jennifer Fisher’s Family-Friendly Guide to Aspen Snowmass*



Snowmass Tourism

Group Sales Dashboard



Department YOY Overview—2016 Q1

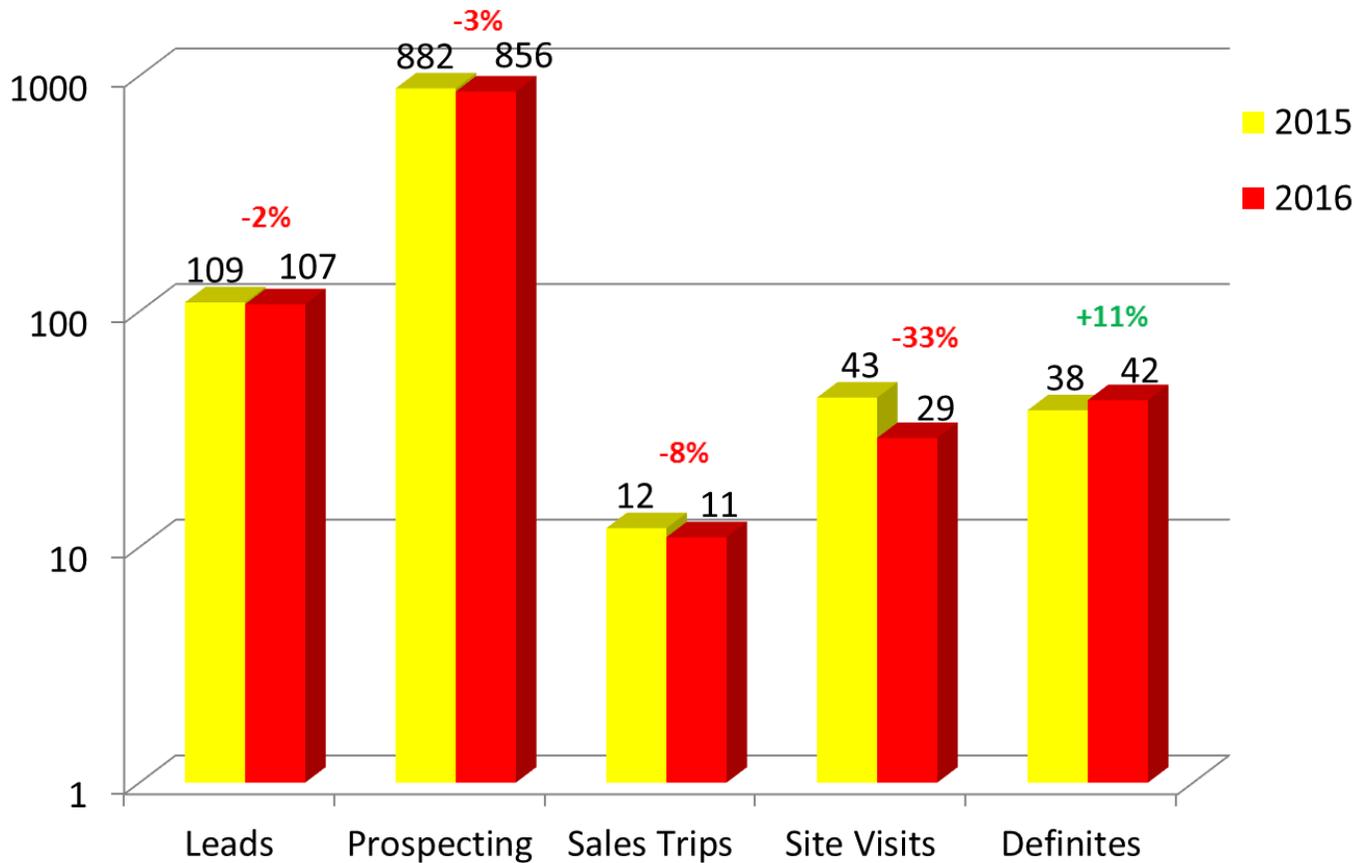
	2016 Q1 Goal	2016 Q1 Production	Production % Q1 Goal	2015 Q1 Production	2016 YTD Production	2016 Annual Goal	Production % Annual Goal
Leads	103	107	104%	109	107	417	26%
Prospecting	797	856	107%	882	856	3208	27%
Sales Trips	10	11	110%	12	11	53	21%
Site Visits	31	29	94%	43	29	119	24%
FAM/		1		0	1	7	14%

Rollover Production (2016 YTD)

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

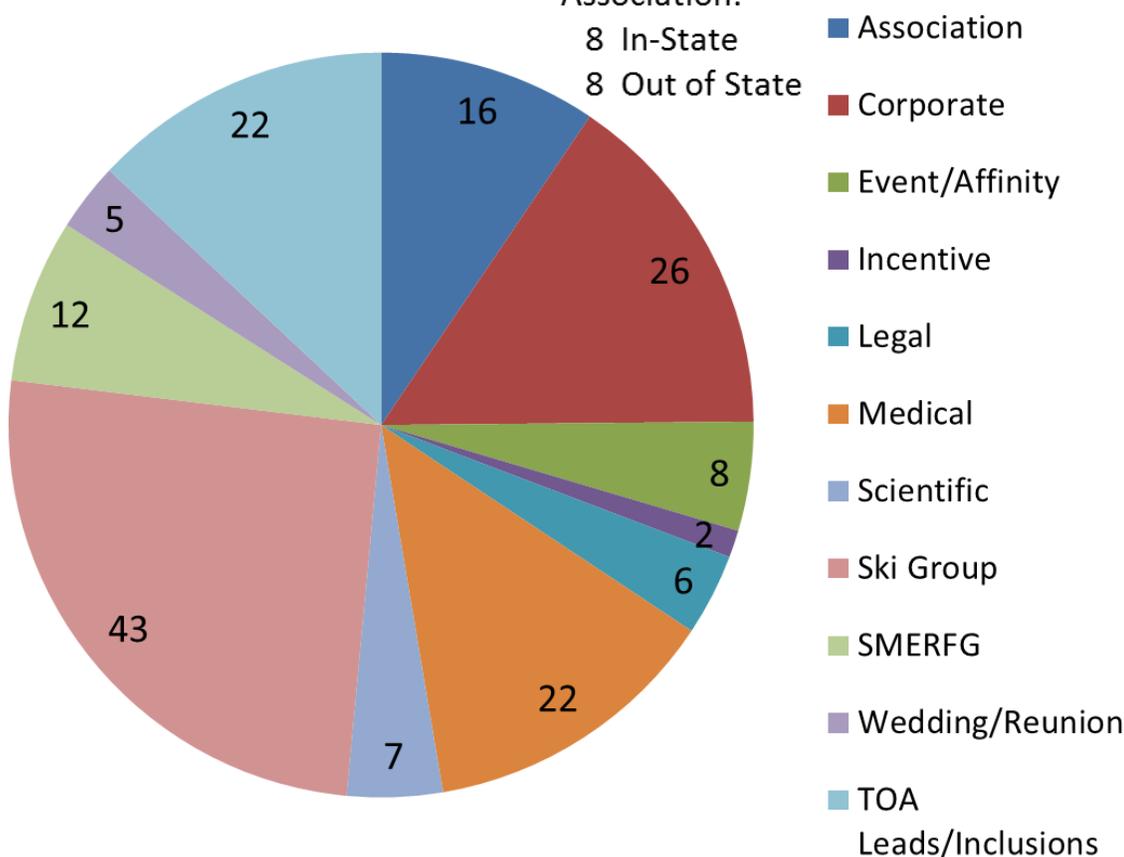
Conversion	2014 Production	2014 % Leads	2015 Production	2015 % Leads	2016 Production	2016 % Leads
Prospect	0/4	0%	14/123	11%	57/169	34%
Tentative	0/4	0%	3/123	2%	19/169	11%
Definite	1/4	25%	26/123	21%	40/169	24%
Lost Business	3/4	75%	80/123	65%	53/169	31%

Production Comparison 2015 vs 2016 Q1



Leads by Market Segment (2016 YTD)

*Association:
8 In-State
8 Out of State

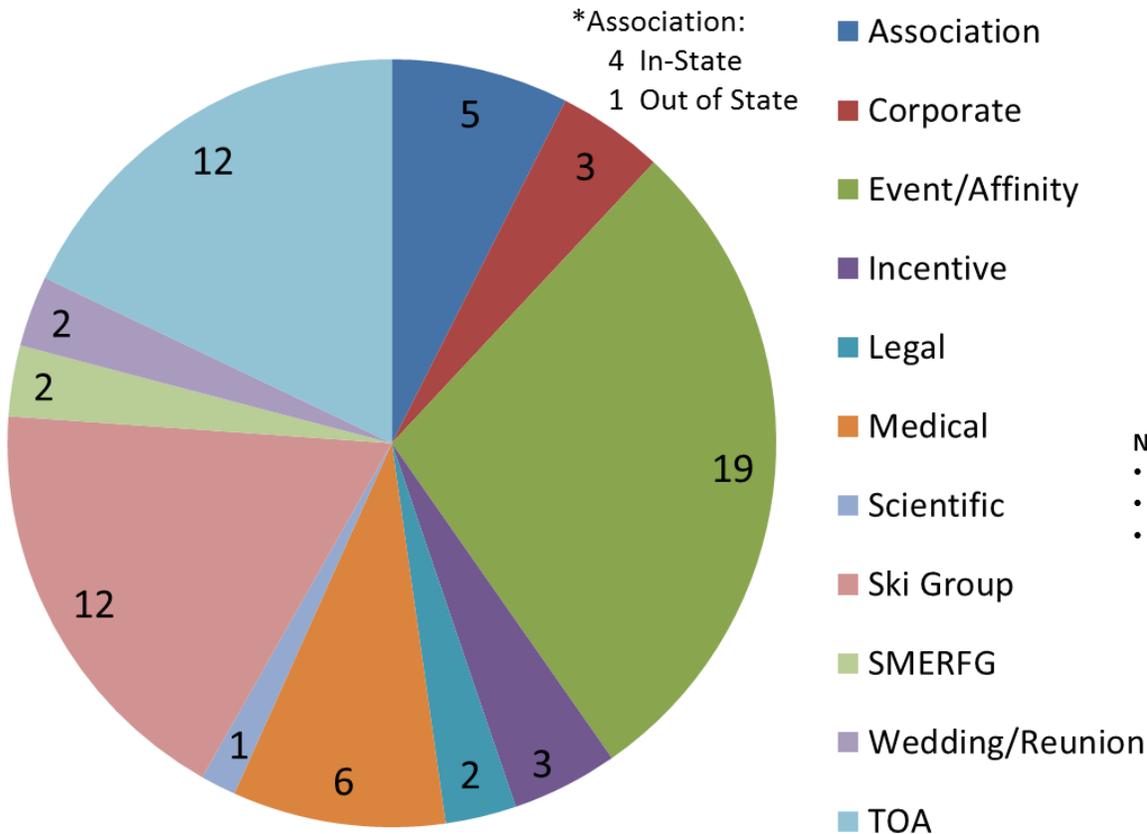


169 Total Leads

Year	# Leads
2016	69
2017	74
2018	18
2019	6
2020	1
2021	0
2022	1

22 TOA
- 3 Rate Requests/Programs
- 19 Brochure Inclusions

Definites by Market Segment (2016 YTD)



67 Total Definites

Year	# Definites
2016	43
2017	23
2018	1
2019	0

NOTE: All turned to definite in 2016
 • 1 Lead was from 2014
 • 26 Leads were from 2015
 • 40 Leads were from 2016

12 TOA
 - 1 Rate Requests/Programs
 - 11 Brochure Inclusions



Budget Performance Report

Fiscal Year to Date 06/08/16

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										
401003	Sales Taxes - Marketing									
401003-03	Sales Taxes - Marketing	4,560,708.00	.00	4,560,708.00	12,562.38	.00	2,659,297.79	1,901,410.21	58	4,489,125.95
401003 - Sales Taxes - Marketing Totals		\$4,560,708.00	\$0.00	\$4,560,708.00	\$12,562.38	\$0.00	\$2,659,297.79	\$1,901,410.21	58%	\$4,489,125.95
404071	Event Revenue - Sponsorships									
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	17,600.00	(17,600.00)	+++	4,900.00
404071 - Event Revenue - Sponsorships Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17,600.00	(\$17,600.00)	+++	\$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	2,029.24	(529.24)	135	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	800.00	24,200.00	3	33,693.10
407018 - Co-op Reimbursement Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$800.00	\$24,200.00	3%	\$36,793.10
REVENUE TOTALS		\$4,587,208.00	\$0.00	\$4,587,208.00	\$12,562.38	\$0.00	\$2,680,617.03	\$1,906,590.97	58%	\$4,581,400.99
EXPENSE										
501001	Payroll - Regular									
501001-01	Payroll - Regular	658,487.00	.00	658,487.00	.00	.00	220,158.33	438,328.67	33	594,633.41
501001 - Payroll - Regular Totals		\$658,487.00	\$0.00	\$658,487.00	\$0.00	\$0.00	\$220,158.33	\$438,328.67	33%	\$594,633.41
501002	Payroll Overtime Regular									
501002-01	Payroll Overtime Regular	20,000.00	.00	20,000.00	.00	.00	6,515.50	13,484.50	33	30,773.27
501002 - Payroll Overtime Regular Totals		\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$6,515.50	\$13,484.50	33%	\$30,773.27
501003	Payroll Benefits - Recreation Benefit									
501003-01	Payroll Benefits - Recreation Benefit	12,667.00	.00	12,667.00	.00	.00	8,982.00	3,685.00	71	10,439.04
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	10,000.00	20,000.00	33	30,000.00
501003-06	Payroll Benefits - Retirement	41,106.00	.00	41,106.00	.00	.00	13,992.46	27,113.54	34	36,617.25
501003-08	Payroll Benefits - Medicare	8,515.00	.00	8,515.00	.00	.00	3,779.10	4,735.90	44	9,237.45
501003-09	Payroll Benefits - Fica	5,451.00	.00	5,451.00	.00	.00	2,150.79	3,300.21	39	4,765.27
501003-10	Payroll Benefits - Health Insurance	180,362.00	.00	180,362.00	.00	.00	58,438.01	121,923.99	32	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	1,127.10	1,094.90	51	3,778.43
501003-14	Payroll Benefits - Vision Insurance	1,749.00	.00	1,749.00	.00	.00	680.48	1,068.52	39	1,351.11
501003-15	Payroll Benefits - Standard - Life / AD& D	1,749.00	.00	1,749.00	.00	.00	1,114.89	634.11	64	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	15.27	60.73	20	46.63
501003-18	Payroll Benefits - Long Term Disability	4,692.00	.00	4,692.00	.00	.00	1,520.61	3,171.39	32	3,965.30
501003-19	Payroll Benefits - Unemployment Insurance	1,975.00	.00	1,975.00	.00	.00	779.69	1,195.31	39	1,905.22



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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	1,122.06	(134.06)	114	8,510.82
	501003 - Payroll Benefits - Recreation Benefit Totals	\$297,097.00	\$0.00	\$297,097.00	\$0.00	\$0.00	\$103,702.46	\$193,394.54	35%	\$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	157.92	.00	36,177.40	(1,177.40)	103	48,790.92
502003	Contract Service	55,000.00	.00	55,000.00	.00	.00	30,596.95	24,403.05	56	55,998.91
502004	Telephone	7,000.00	.00	7,000.00	.00	.00	2,379.95	4,620.05	34	6,198.13
502007	Maintenance Agreements - Copier									
502007-01	Maintenance Agreements - Copier	1,000.00	.00	1,000.00	.00	.00	286.05	713.95	29	167.91
	502007 - Maintenance Agreements - Copier Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$286.05	\$713.95	29%	\$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	932.87	2,067.13	31	1,312.19
	502009 - Mailing - Postage Totals	\$3,000.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$932.87	\$2,067.13	31%	\$1,312.19
502010	Utilities - Electric									
502010-03	Utilities - Electric	600.00	.00	600.00	.00	.00	174.10	425.90	29	894.94
	502010 - Utilities - Electric Totals	\$600.00	\$0.00	\$600.00	\$0.00	\$0.00	\$174.10	\$425.90	29%	\$894.94
502013	Leased Equipment - Copier									
502013-01	Leased Equipment - Copier	11,000.00	.00	11,000.00	.00	.00	3,788.85	7,211.15	34	8,792.15
	502013 - Leased Equipment - Copier Totals	\$11,000.00	\$0.00	\$11,000.00	\$0.00	\$0.00	\$3,788.85	\$7,211.15	34%	\$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	1,819.75	6,180.25	23	6,979.06
503003	Miscellaneous	12,000.00	.00	12,000.00	.00	.00	1,200.22	10,799.78	10	11,632.40
503005	Supplies - Office									
503005-01	Supplies - Office	8,000.00	.00	8,000.00	.00	.00	1,556.78	6,443.22	19	2,904.96
503005-30	Supplies - Events	15,000.00	.00	15,000.00	.00	.00	1,070.46	13,929.54	7	16,304.56
	503005 - Supplies - Office Totals	\$23,000.00	\$0.00	\$23,000.00	\$0.00	\$0.00	\$2,627.24	\$20,372.76	11%	\$19,209.52
503007	Building Lease Payments - Rent									
503007-01	Building Lease Payments - Rent	68,500.00	.00	68,500.00	5,086.50	.00	33,519.00	34,981.00	49	66,616.00
503007-02	Building Lease Payments - CAMS	8,500.00	.00	8,500.00	.00	.00	3,890.52	4,609.48	46	7,781.04
	503007 - Building Lease Payments - Rent Totals	\$77,000.00	\$0.00	\$77,000.00	\$5,086.50	\$0.00	\$37,409.52	\$39,590.48	49%	\$74,397.04
503008	Insurance - Building									
503008-01	Insurance - Building	191.00	.00	191.00	.00	.00	181.76	9.24	95	173.35
503008-02	Insurance - Vehicle	262.00	.00	262.00	.00	.00	17.08	244.92	7	237.76



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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	\$198.84	\$254.16	44%	\$411.11
503009	Vehicle Expenses - Fuel									
503009-01	Vehicle Expenses - Fuel	870.00	.00	870.00	.00	.00	77.03	792.97	9	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	\$164.33	\$3,792.67	4%	\$3,574.56
503027	Office Equipment	6,000.00	.00	6,000.00	.00	.00	5,018.47	981.53	84	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	2,299.46	12,700.54	15	10,293.22
550003	Premiums	35,000.00	.00	35,000.00	.00	.00	7,589.54	27,410.46	22	29,303.59
550004	Summer Marketing - Collateral									
550004-01	Summer Marketing - Collateral	75,000.00	.00	75,000.00	.00	.00	13,064.19	61,935.81	17	93,100.25
550004-02	Summer Marketing - Advertising	590,000.00	.00	590,000.00	.00	.00	23,335.49	566,664.51	4	521,021.15
550004-03	Summer Marketing - Photography	40,000.00	.00	40,000.00	.00	.00	1,540.00	38,460.00	4	22,218.08
	550004 - Summer Marketing - Collateral Totals	\$705,000.00	\$0.00	\$705,000.00	\$0.00	\$0.00	\$37,939.68	\$667,060.32	5%	\$636,339.48
550005	Winter Marketing - Collateral									
550005-01	Winter Marketing - Collateral	103,000.00	.00	103,000.00	.00	.00	20,280.59	82,719.41	20	116,962.59
550005-02	Winter Marketing - Advertising	515,000.00	.00	515,000.00	.00	.00	106,197.87	408,802.13	21	332,013.59
550005-03	Winter Marketing - Photography	60,000.00	.00	60,000.00	.00	.00	30,015.32	29,984.68	50	50,519.43
	550005 - Winter Marketing - Collateral Totals	\$678,000.00	\$0.00	\$678,000.00	\$0.00	\$0.00	\$156,493.78	\$521,506.22	23%	\$499,495.61
550006	Online - Web Design & Maintenance									
550006-01	Online - Web Design & Maintenance	55,000.00	.00	55,000.00	.00	.00	18,563.35	36,436.65	34	38,739.15
550006-02	Online - Social Media	55,000.00	.00	55,000.00	.00	.00	9,471.16	45,528.84	17	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	4,200.00	30,800.00	12	21,470.00
550006-05	Online - Miscellaneous	15,000.00	.00	15,000.00	.00	.00	750.00	14,250.00	5	8,823.00
	550006 - Online - Web Design & Maintenance Totals	\$210,000.00	\$0.00	\$210,000.00	\$0.00	\$0.00	\$32,984.51	\$177,015.49	16%	\$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	975.20	9,024.80	10	9,889.90
550009	Competitive Analysis	23,500.00	.00	23,500.00	.00	.00	16,350.00	7,150.00	70	.00
550010	Summer Events									
550010	Summer Events	845,000.00	.00	845,000.00	1,100.00	.00	261,356.55	583,643.45	31	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	\$1,100.00	\$0.00	\$261,356.55	\$733,643.45	26%	\$939,724.76
550011	Winter Events	327,000.00	.00	327,000.00	.00	.00	170,873.39	156,126.61	52	472,284.78
550012	Ice Age Discovery Center	90,000.00	.00	90,000.00	.00	.00	27,412.94	62,587.06	30	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



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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	58,546.01	56,453.99	51	80,885.36
560002	Rebate	52,000.00	.00	52,000.00	.00	.00	52,950.00	(950.00)	102	50,300.00
EXPENSE TOTALS		\$4,709,033.00	\$0.00	\$4,709,033.00	\$6,344.42	\$0.00	\$1,279,223.89	\$3,429,809.11	27%	\$4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals										
REVENUE TOTALS		4,587,208.00	.00	4,587,208.00	12,562.38	.00	2,680,617.03	1,906,590.97	58	4,581,400.99
EXPENSE TOTALS		4,709,033.00	.00	4,709,033.00	6,344.42	.00	1,279,223.89	3,429,809.11	27	4,144,809.39
Fund 009 - Marketing & Special Events Fund Totals		(\$121,825.00)	\$0.00	(\$121,825.00)	\$6,217.96	\$0.00	\$1,401,393.14	(\$1,523,218.14)		\$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	1,135,833.12	670,953.88	63	1,789,211.19
401003 - Sales Taxes - Lodging Totals		\$1,806,787.00	\$0.00	\$1,806,787.00	\$0.00	\$0.00	\$1,135,833.12	\$670,953.88	63%	\$1,789,211.19
407001	Interest Income	1,500.00	.00	1,500.00	.00	.00	1,578.63	(78.63)	105	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	\$1,137,411.75	\$692,875.25	62%	\$1,824,566.42
EXPENSE										
501001	Payroll - Regular									
501001-01	Payroll - Regular	704,625.00	.00	704,625.00	.00	.00	253,832.22	450,792.78	36	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	\$223,594.72	\$481,030.28	32%	\$634,270.03
501002	Payroll Overtime Regular									
501002-01	Payroll Overtime Regular	50,000.00	.00	50,000.00	.00	.00	20,873.71	29,126.29	42	100,039.01
501002 - Payroll Overtime Regular Totals		\$50,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$20,873.71	\$29,126.29	42%	\$100,039.01
501003	Payroll Benefits - Recreation Benefit									
501003-01	Payroll Benefits - Recreation Benefit	7,755.00	.00	7,755.00	.00	.00	5,519.64	2,235.36	71	6,827.94
501003-06	Payroll Benefits - Retirement	49,324.00	.00	49,324.00	.00	.00	16,314.50	33,009.50	33	42,794.78
501003-08	Payroll Benefits - Medicare	10,217.00	.00	10,217.00	.00	.00	4,238.76	5,978.24	41	10,980.85
501003-10	Payroll Benefits - Health Insurance	218,509.00	.00	218,509.00	.00	.00	79,982.06	138,526.94	37	173,922.49
501003-13	Payroll Benefits - Dental Insurance	2,020.00	.00	2,020.00	.00	.00	1,725.35	294.65	85	6,015.56
501003-14	Payroll Benefits - Vision Insurance	1,590.00	.00	1,590.00	.00	.00	897.40	692.60	56	1,941.22
501003-15	Payroll Benefits - Standard - Life / AD& D	1,770.00	.00	1,770.00	.00	.00	1,267.35	502.65	72	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	29.95	33.05	48	79.37



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501003-18	Payroll Benefits - Long Term Disability	5,054.00	.00	5,054.00	.00	.00	1,729.85	3,324.15	34	4,632.42
501003-19	Payroll Benefits - Unemployment Insurance	2,114.00	.00	2,114.00	.00	.00	874.15	1,239.85	41	2,267.19
501003-20	Payroll Benefits - Workmans Comp	1,057.00	.00	1,057.00	.00	.00	638.33	418.67	60	6,045.76
501003 - Payroll Benefits - Recreation Benefit Totals		\$299,473.00	\$0.00	\$299,473.00	\$0.00	\$0.00	\$113,217.34	\$186,255.66	38%	\$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	343.25	.00	27,713.78	57,286.22	33	79,566.25
502003	Contract Service	50,000.00	.00	50,000.00	.00	.00	15,343.60	34,656.40	31	43,437.65
502004	Telephone	6,500.00	.00	6,500.00	200.00	.00	2,763.29	3,736.71	43	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	1,142.60	857.40	57	2,040.28
502009-03	Mailing - Tradeshows	3,000.00	.00	3,000.00	.00	.00	245.48	2,754.52	8	1,170.34
502009 - Mailing - Postage Totals		\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$1,388.08	\$3,611.92	28%	\$3,210.62
502013 Leased Equipment - Copier										
502013-01	Leased Equipment - Copier	9,000.00	.00	9,000.00	.00	.00	3,422.09	5,577.91	38	8,051.74
502013 - Leased Equipment - Copier Totals		\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$0.00	\$3,422.09	\$5,577.91	38%	\$8,051.74
502017	Audit	2,255.00	.00	2,255.00	.00	.00	.00	2,255.00	0	2,189.00
503001 Advertising - Jobs										
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	1,745.88	(1,745.88)	+++	.00
503001 - Advertising - Jobs Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,745.88	(\$1,745.88)	+++	\$0.00
503002	Dues, Memberships, Subscriptions	5,000.00	.00	5,000.00	.00	.00	2,320.00	2,680.00	46	3,363.00
503003	Miscellaneous	20,000.00	.00	20,000.00	.00	.00	1,523.48	18,476.52	8	19,315.05
503005 Supplies - Office										
503005-01	Supplies - Office	4,000.00	.00	4,000.00	.00	.00	217.87	3,782.13	5	4,907.97
503005 - Supplies - Office Totals		\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00	\$217.87	\$3,782.13	5%	\$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	30,519.00	30,519.00	50	60,616.00
503007 - Building Lease Payments - Rent Totals		\$61,038.00	\$0.00	\$61,038.00	\$5,086.50	\$0.00	\$30,519.00	\$30,519.00	50%	\$60,616.00
503009 Vehicle Expenses - Fuel										
503009-01	Vehicle Expenses - Fuel	.00	.00	.00	.00	.00	63.22	(63.22)	+++	257.31
503009 - Vehicle Expenses - Fuel Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$63.22	(\$63.22)	+++	\$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	1,904.88	13,095.12	13	.00
550014 - Marketing - Collateral Totals		\$55,000.00	\$0.00	\$55,000.00	\$0.00	\$0.00	\$8,653.88	\$46,346.12	16%	\$44,374.46
550015 Direct Sales - Tradeshows										
550015-01	Direct Sales - Tradeshows	85,000.00	.00	85,000.00	270.00	.00	33,298.51	51,701.49	39	71,155.51
550015-02	Direct Sales - Client Amenities/Premiums	40,000.00	.00	40,000.00	.00	.00	11,267.02	28,732.98	28	39,136.76



Budget Performance Report

Fiscal Year to Date 06/08/16

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 010 - Group Sales Fund										
EXPENSE										
550015	Direct Sales - Tradeshows									
550015-03	Direct Sales - Client Entertainment	65,000.00	.00	65,000.00	40.90	.00	17,612.42	47,387.58	27	55,747.31
550015-04	Direct Sales - FAM	95,000.00	.00	95,000.00	.00	.00	5,915.00	89,085.00	6	92,815.38
	550015 - Direct Sales - Tradeshows Totals	\$285,000.00	\$0.00	\$285,000.00	\$310.90	\$0.00	\$68,092.95	\$216,907.05	24%	\$258,854.96
550016	Support for Groups	195,000.00	.00	195,000.00	.00	.00	28,538.60	166,461.40	15	186,739.12
	EXPENSE TOTALS	\$2,029,891.00	\$0.00	\$2,029,891.00	\$5,940.65	\$0.00	\$549,991.49	\$1,479,899.51	27%	\$1,716,444.52
Fund 010 - Group Sales Fund Totals										
	REVENUE TOTALS	1,830,287.00	.00	1,830,287.00	.00	.00	1,137,411.75	692,875.25	62	1,824,566.42
	EXPENSE TOTALS	2,029,891.00	.00	2,029,891.00	5,940.65	.00	549,991.49	1,479,899.51	27	1,716,444.52
	Fund 010 - Group Sales Fund Totals	(\$199,604.00)	\$0.00	(\$199,604.00)	(\$5,940.65)	\$0.00	\$587,420.26	(\$787,024.26)		\$108,121.90
Fund 055 - Capital Improvement Program										
EXPENSE										
Department 79 - Other CIP										
Division 70 - Snowmass Tourism										
579300	Snowmass Tourism Product Enhancement	300,000.00	.00	300,000.00	.00	.00	1,046.25	298,953.75	0	.00
	Division 70 - Snowmass Tourism Totals	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$1,046.25	\$298,953.75	0%	\$0.00
	Department 79 - Other CIP Totals	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$1,046.25	\$298,953.75	0%	\$0.00
	EXPENSE TOTALS	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$0.00	\$1,046.25	\$298,953.75	0%	\$0.00
Fund 055 - Capital Improvement Program Totals										
	REVENUE TOTALS	.00	.00	.00	.00	.00	.00	.00	+++	.00
	EXPENSE TOTALS	300,000.00	.00	300,000.00	.00	.00	1,046.25	298,953.75	0	.00
	Fund 055 - Capital Improvement Program Totals	(\$300,000.00)	\$0.00	(\$300,000.00)	\$0.00	\$0.00	(\$1,046.25)	(\$298,953.75)		\$0.00
Grand Totals										
	REVENUE TOTALS	6,417,495.00	.00	6,417,495.00	12,562.38	.00	3,818,028.78	2,599,466.22	59	6,405,967.41
	EXPENSE TOTALS	7,038,924.00	.00	7,038,924.00	12,285.07	.00	1,830,261.63	5,208,662.37	26	5,861,253.91
	Grand Totals	(\$621,429.00)	\$0.00	(\$621,429.00)	\$277.31	\$0.00	\$1,987,767.15	(\$2,609,196.15)		\$544,713.50

TOWN OF SNOWMASS VILLAGE

MONTHLY REPORTS OF: Apr-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.

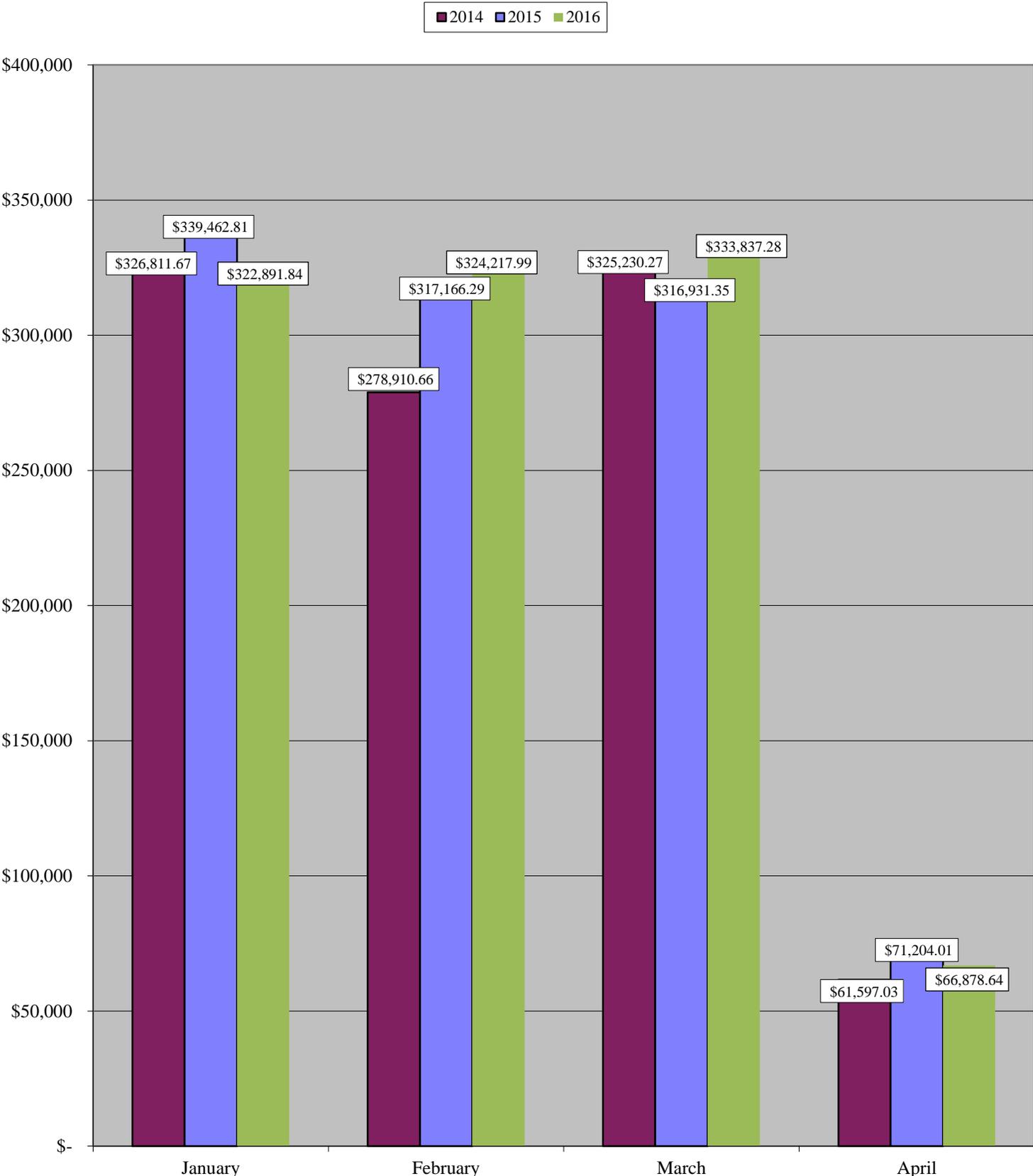
TOWN OF SNOWMASS VILLAGE
TOWN SALES TAX

HISTORICAL SUMMARY

MONTH GENERATED PER SALES TAX PROGRAM GENERAL FUND	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	\$ 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	\$ 322,891.84	\$ (16,570.97)	-4.88%
February	\$ 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	\$ 324,217.99	\$ 7,051.70	2.22%
March	\$ 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	\$ 333,837.28	\$ 16,905.93	5.33%
April	\$ 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	\$ 66,878.64	\$ (4,325.37)	-6.07%
May	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 35,283.06	\$ 27,485.16	\$ 21,847.62	\$ 20,837.67	\$ 21,812.08	\$ 29,531.21	\$ 27,317.69	\$ 31,304.65	\$ 39,502.97			
November	\$ 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	\$ 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	\$ 1,369,445.55	\$ 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	\$ 1,047,825.75	\$ 3,061.29	0.29%

MONTH GENERATED PER SALES TAX PROGRAM MARKETING FUND	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	\$ 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	\$ 807,229.59	\$ (41,427.43)	-4.88%
February	\$ 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	\$ 810,544.96	\$ 17,629.23	2.22%
March	\$ 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	\$ 834,593.20	\$ 42,264.84	5.33%
April	\$ 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	\$ 167,196.61	\$ (10,813.43)	-6.07%
May	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 3,423,613.93	\$ 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	\$ 2,619,564.36	\$ 7,653.21	0.29%

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
<i>JUNE</i>	\$ 47,008.29	\$ 50,057.70	\$ 54,310.19	\$ 62,728.62	\$ 72,858.09		
<i>JULY</i>	\$ 71,423.14	\$ 76,103.18	\$ 86,487.94	\$ 100,695.85	\$ 110,190.13		
<i>AUGUST</i>	\$ 64,578.71	\$ 70,379.03	\$ 84,656.53	\$ 93,857.94	\$ 94,508.85		
<i>SEPTEMBER</i>	\$ 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
<i>NOVEMBER-Previous Year</i>	\$ 28,092.87	\$ 33,314.16	\$ 31,848.99	\$ 33,746.97	\$ 43,643.98	\$ 47,758.28	\$ 4,114.30
<i>DECEMBER-Previous Year</i>	\$ 195,145.44	\$ 204,075.50	\$ 215,977.79	\$ 227,447.11	\$ 271,321.32	\$ 276,549.10	\$ 5,227.78
<i>JANUARY</i>	\$ 252,088.53	\$ 289,376.67	\$ 316,371.39	\$ 326,811.67	\$ 339,462.81	\$ 322,891.84	\$ (16,570.97)
<i>FEBRUARY</i>	\$ 210,193.28	\$ 251,819.65	\$ 290,533.71	\$ 278,910.66	\$ 317,166.29	\$ 324,217.99	\$ 7,051.70
<i>MARCH</i>	\$ 276,120.81	\$ 247,879.91	\$ 288,953.64	\$ 325,230.27	\$ 316,931.35	\$ 333,837.28	\$ 16,905.93
<i>APRIL</i>	\$ 50,054.56	\$ 54,960.60	\$ 68,286.81	\$ 61,597.03	\$ 71,204.01	\$ 66,878.64	\$ (4,325.37)
TOTAL	\$ 1,011,695.49	\$ 1,081,426.49	\$ 1,211,972.33	\$ 1,253,743.71	\$ 1,359,729.76	\$ 1,372,133.13	\$ 12,403.37
[^] \$ 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%		

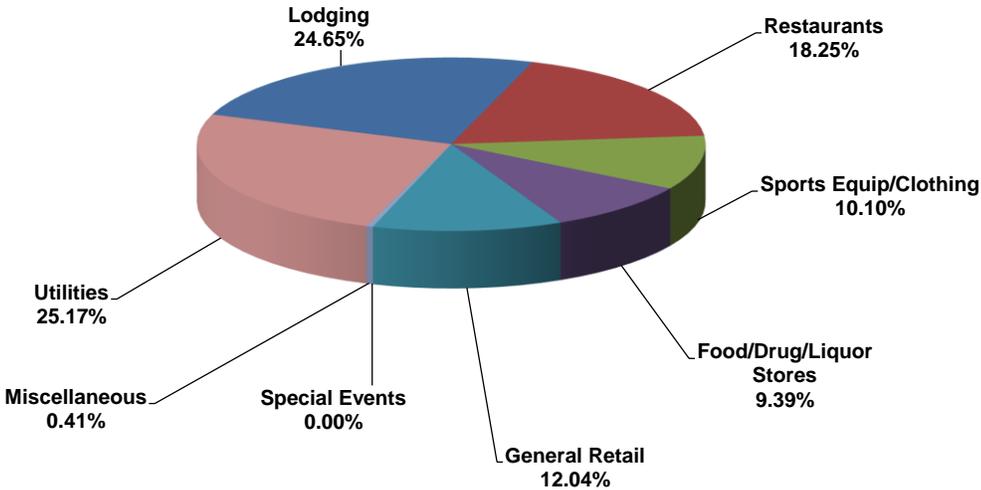
TOWN SALES TAX COMPARISON
BY MONTH, BY INDUSTRY
GENERAL FUND
2015 TO 2016 VARIANCE

TOWN SALES TAX BY INDUSTRY	2016/2015						2016/2015					
	2014	2015	2016	\$	%	2014	2015	2016	\$	%		
	JANUARY	JANUARY	JANUARY	VARIANCE	VARIANCE	FEBRUARY	FEBRUARY	FEBRUARY	VARIANCE	VARIANCE		
Lodging	\$ 157,508.08	\$ 164,157.52	\$ 151,875.79	\$ (12,281.73)	-7.48%	\$ 130,439.63	\$ 154,653.69	\$ 153,528.26	\$ (1,125.43)	-0.73%		
Restaurants	\$ 54,591.98	\$ 56,447.14	\$ 55,132.72	\$ (1,314.42)	-2.33%	\$ 53,983.09	\$ 55,511.51	\$ 60,361.55	\$ 4,850.04	8.74%		
Sports Equip/Clothing	\$ 50,916.33	\$ 51,638.79	\$ 49,318.47	\$ (2,320.32)	-4.49%	\$ 40,794.66	\$ 44,236.47	\$ 44,158.54	\$ (137.93)	-0.31%		
Food/Drug/Liquor Stores	\$ 23,475.99	\$ 25,452.93	\$ 23,902.36	\$ (1,550.57)	-6.09%	\$ 19,350.26	\$ 24,514.26	\$ 24,246.80	\$ (267.46)	-1.09%		
General Retail	\$ 15,607.64	\$ 17,401.76	\$ 17,887.97	\$ 2,886.21	1.64%	\$ 11,915.81	\$ 17,314.55	\$ 18,516.67	\$ 1,202.12	6.94%		
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	\$ 322,891.84	\$ (16,570.98)	-4.88%	\$ 278,910.67	\$ 317,166.30	\$ 324,217.99	\$ 7,051.69	2.22%		

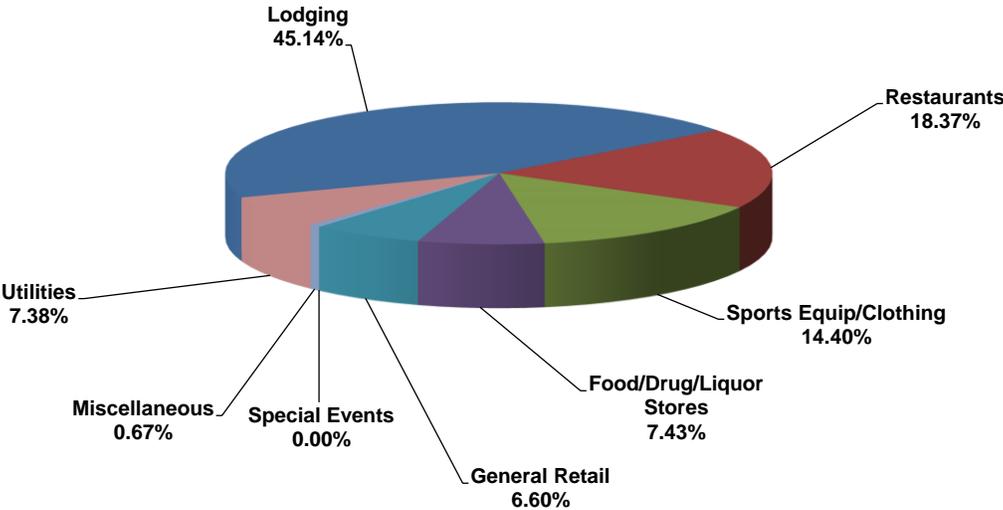
TOWN SALES TAX BY INDUSTRY	2016/2015						2016/2015					
	2014	2015	2016	\$	%	2014	2015	2016	\$	%		
	MARCH	MARCH	MARCH	VARIANCE	VARIANCE	APRIL	APRIL	APRIL	VARIANCE	VARIANCE		
Lodging	\$ 153,789.68	\$ 145,597.51	\$ 151,089.79	\$ 5,492.28	3.77%	\$ 14,352.23	\$ 15,956.20	\$ 16,482.70	\$ 526.50	3.30%		
Restaurants	\$ 64,728.54	\$ 62,068.83	\$ 64,612.21	\$ 2,743.38	4.42%	\$ 12,331.44	\$ 15,327.95	\$ 12,202.82	\$ (3,125.13)	-20.39%		
Sports Equip/Clothing	\$ 48,854.19	\$ 44,470.53	\$ 50,854.51	\$ 6,183.98	13.91%	\$ 8,075.98	\$ 7,847.63	\$ 6,752.34	\$ (1,095.29)	-13.96%		
Food/Drug/Liquor Stores	\$ 17,777.84	\$ 23,335.49	\$ 23,433.56	\$ 98.07	0.42%	\$ 3,241.95	\$ 6,626.89	\$ 6,282.35	\$ (344.54)	-5.20%		
General Retail	\$ 19,123.60	\$ 20,212.79	\$ 24,925.81	\$ 4,713.02	23.32%	\$ 7,061.92	\$ 9,898.56	\$ 8,052.29	\$ (1,846.27)	-18.65%		
Special Events	\$ -	\$ -	\$ 14.83	\$ 14.83	#DIV/0!	\$ -	\$ -	\$ -	\$ -	#DIV/0!		
Miscellaneous	\$ 2,447.49	\$ 1,790.98	\$ 1,991.04	\$ 200.06	11.17%	\$ 123.91	\$ 238.25	\$ 275.51	\$ 37.26	15.64%		
Utilities	\$ 18,508.92	\$ 19,455.21	\$ 16,915.52	\$ (2,539.69)	-13.05%	\$ 16,409.60	\$ 15,308.52	\$ 16,830.63	\$ 1,522.11	9.94%		
TOTAL	\$ 325,230.26	\$ 316,931.34	\$ 333,837.27	\$ 16,905.93	5.33%	\$ 61,597.03	\$ 71,204.00	\$ 66,878.64	\$ (4,325.36)	-6.07%		

TOWN SALES TAX BY INDUSTRY	2016/2015					
	SUB-TOTAL	SUB-TOTAL	SUB-TOTAL	\$	%	
	2014	2015	2016	VARIANCE	VARIANCE	
Lodging	\$ 456,089.62	\$ 480,364.92	\$ 472,976.54	\$ (7,388.38)	-1.54%	
Restaurants	\$ 185,635.05	\$ 189,355.43	\$ 192,509.30	\$ 3,153.87	1.67%	
Sports Equip/Clothing	\$ 148,841.16	\$ 148,253.42	\$ 150,883.86	\$ 2,630.44	1.77%	
Food/Drug/Liquor Stores	\$ 63,846.04	\$ 79,929.57	\$ 77,865.07	\$ (2,064.50)	-2.58%	
General Retail	\$ 53,708.97	\$ 64,827.66	\$ 69,182.74	\$ 4,355.08	6.72%	
Special Events	\$ -	\$ -	\$ 14.83	\$ 14.83	#DIV/0!	
Miscellaneous	\$ 6,964.29	\$ 6,459.99	\$ 7,037.33	\$ 577.34	8.94%	
Utilities	\$ 77,664.50	\$ 75,573.47	\$ 77,356.07	\$ 1,782.60	2.36%	
TOTAL	\$ 992,549.63	\$ 1,044,764.46	\$ 1,047,825.74	\$ 3,061.28	0.29%	

April 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	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	\$ 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	\$ 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	\$ 368,461.71	\$ (2,626.02)	-0.71%
March	\$ 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	\$ 362,603.65	\$ 13,186.77	3.77%
April	\$ 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	\$ 39,557.85	\$ 1,264.04	3.30%
May	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 1,323,333.59	\$ 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	\$ 1,135,124.06	\$ (17,652.58)	-1.53%

MONTH GENERATED PER GENERAL LEDGER LODGING TAX FUND	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	\$ 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	\$ 364,279.15	\$ (29,955.33)	-7.60%
February	\$ 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	\$ 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	\$ 361,607.18	\$ 17,575.08	5.11%
April	\$ 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	\$ 40,502.85	\$ (2,323.90)	-5.43%
May	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 9,144.54	\$ 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	\$ 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	\$ 1,317,558.39	\$ 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	\$ 1,135,833.12	\$ (16,353.87)	-1.42%

LODGING TAX PER GENERAL LEDGER BUDGET TO ACTUAL SUMMARY	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
January	\$ -			
February	\$ 398,107	\$ 364,279.15	-8.50%	\$ (33,827.85)
March	\$ 374,739	\$ 369,443.94	-1.41%	\$ (5,295.06)
April	\$ 347,412	\$ 361,607.18	4.09%	\$ 14,195.18
May	\$ 43,247	\$ 40,502.85	-6.35%	\$ (2,744.15)
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	\$ 1,135,833.12	-2.38%	\$ (27,671.88)

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	\$ 252,278.35	\$ (147,200.15)	-36.85%
APRIL	\$ 239,315.00	\$ 286,043.60	\$ 241,259.50	\$ 253,546.50	\$ 350,285.00	\$ 469,447.50	\$ 119,162.50	34.02%
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	\$ 1,073,695.85	\$ 67,486.68	6.71%

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	\$ 252,278.35	-20.26%	\$ (64,079.65)
APRIL	\$ 277,401	\$ 469,447.50	69.23%	\$ 192,046.50
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	\$ 1,073,695.85	34.74%	\$ 276,849.85

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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!
APRIL	\$ -	\$ -	\$ -	\$ 177,249.10	\$ 85,304.26	\$ -	\$ (85,304.26)	-100.00%
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	\$ -	\$ (85,304.26)	-100.00%

BUDGET TO ACTUAL SUMMARY

MONTH RECEIVED	2016 BUDGET	2016 ACTUAL	% TO BUDGET	\$ VARIANCE
JANUARY	\$ -	\$ -	#DIV/0!	\$ -
FEBRUARY	\$ -	\$ -	#DIV/0!	\$ -
MARCH	\$ -	\$ -	#DIV/0!	\$ -
APRIL	\$ 38,088	\$ -	-100.00%	\$ (38,088.00)
MAY	\$ -	\$ -		\$ -
JUNE	\$ -	\$ -		\$ -
JULY	\$ -	\$ -		\$ -
AUGUST	\$ -	\$ -		\$ -
SEPTEMBER	\$ 52,682	\$ -		\$ -
OCTOBER	\$ -	\$ -		\$ -
NOVEMBER	\$ 66,183	\$ -		\$ -
DECEMBER	\$ 68,047	\$ -		\$ -
TOTAL	\$ 225,000.00	\$ -	-100.00%	\$ (38,088.00)

Snowmass Summer Events

2015 Research Summary

Attachment Ö

	Ragnar Trail^ 6/ 5-6	Mammoth Festival* 6/12-14	Heritage Fire/Cocon# 6/19-20	Wander-lust^ 7/ 2-4	Scottish Festival* 8/ 1-2	Tough Mudder^ 9/ 12-13	Balloon Festival** 9/18-20
Attendance	2,500	3,700	600	2,000	2246	9,988	8811
Occupancy (week of)	44%	60%	72%	93%	94%	94%	76%
First timers	48%	NA	NA	TBD	NA	55%	64% First time to event
% in ppd lodging staying in SMV	NA	89%	NA	TBD	84%	60%	65%
Total HH or Party spend	NA	Paid Lodging – \$682 Other Overnight – \$180 Local/Day - \$104	NA	TBD	Paid Lodging – \$646 Other Overnight – \$49 Local/Day - \$89	\$1869	Paid Lodging – \$674 Other Overnight – \$111 Local/Day - \$42
Intent to return to event	47%	62%	NA	TBD	67%	87%	78%
Intent to return to Snowmass	54%	NA	NA	TBD	NA	NA	NA
NPS	49% “Very likely”	43	NA	TBD	37	NA	78
% event purpose of SMV visit	NA	94%	NA	TBD	95%	98%	72%

^ Event sponsored questionnaire sent post event, * SMT sponsored questionnaire sent post event, ** SMT sponsored questionnaire administered @ the event. # No post event surveys administered.

Snowmass Summer Events

2015 Research Summary

Attachment Ö

	Ragnar Trail^ 6/ 5-6	Mammoth Festival* 6/12-14	Heritage Fire/Cocho 6/19-20	Wander-lust^ 7/ 2-4	Scottish Festival* 8/ 1-2	Tough Mudder^ 9/ 12-13	Balloon Festival** 9/18-20
MARKET SEGMENTS:							
Locals	NA	31%	NA	TBD	12%	2%	42%
Day visitors	NA	5%	NA	TBD	16%	*98%	5%
In state overnight	NA	46%	NA	TBD	63%		29%
Out of state overnight	NA	18%	NA	TBD	9%		24%
						* day+ in and out of state	

^ Event sponsored questionnaire sent post event, * SMT sponsored questionnaire sent post event, ** SMT sponsored questionnaire administered @ the event.

Summary Event Questions

ATTENDANCE

Source: SMT Events Department/Event Producers

OCCUPANCY

Source: Destimetrics

% FIRST TIME VISITORS TO SMV

Had you ever visited Snowmass Village before participating in the INSERT NAME OF EVENT? Yes, in summer. Yes, in winter, Yes in both summer and winter. No, not until this event. (Asked only of Non-Roaring Fork Residents)

% in PAID LODGING

What type of accommodations, did you use during this event?

- Paid Lodging,
- Day Trip (non-Roaring Fork Valley resident returning home after the event)
- Friends/Family
- 2nd Home/Timeshare
- My Primary Residence (I am a Roaring Fork Valley full-time resident or seasonal employee living in the Valley)
- On-site camping,
- Other (Please specify: _____)

% (in PAID LODGING) STAYING IN SNOWMASS VILLAGE

(of those staying in paid lodging)

What town did you stay in?

- Snowmass Village
- Aspen,
- Basalt
- Carbondale
- El Jebel
- Glenwood Springs
- Other

Summary Event Questions – continued

TOTAL Lodging Spend

Ask only of those who stayed in paid lodging within Snowmass Village. How much did you spend on your lodging accommodations (total household spend)?

TOTAL HH or Party Spend

NOT including event tickets or lodging, approximately how much, in total, did your household spend over the course of this event with vendors, dining/drinks (bars and restaurants), retail and other activities?

INTENT TO RETURN TO THIS EVENT

How likely is it that you will attend this event in the future? Response categories: Not at all likely, not very likely, somewhat likely, very likely or extremely likely

INTENT TO RETURN TO SNOWMASS

How likely are you to return to Snowmass next summer? Would you say ... 100% - definitely will return, 75% probably will return, 50% maybe, don't know, 25% unlikely, 0% will not return. (Asked only of Non-Roaring Fork Residents)

NET PROMOTER SCORE

On a scale of 0 to 10, where 0= Not at all Likely and 10= Extremely Likely, how likely are you to recommend this event to your friends or family?

PERCENT WHERE EVENT WAS PURPOSE OF SNOWMASS VISIT

Did you visit Snowmass Village in whole or part because of this event, or did you hear about the event after you arrived? Or (if all registrations are in advance)... Did you visit Snowmass Village in whole or part because of this event?

MARKET SEGMENT

Capture zip code and then derived from zip + type of accommodations.

2016 Upcoming Snowmass Tourism Meeting Dates (as of June 9, 2016)

* dates are subject to change

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

SNOWMASSIVE

SUMMER 2016



THAT'S THE BEAUTY
of SNOWMASS


SNOWMASS
COLORADO

GO
SNOWMASS
COLORADO

SUMMER EVENTS

2016 Snowmass Summer Event Plan

(as of June 9, 2016)

JUNE 3-4

RAGNAR TRAIL SNOWMASS

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 43rd season, the Snowmass Rodeo is the longest running rodeo in Colorado. This authentic Western event includes a BBQ, 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 Fanny Hill for its relaxed atmosphere and spectacular mountain setting 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, view gosnowmass.com for more info.



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: Taj Mahal Trio

6:30pm-9:00pm, Fanny Hill

Presented by AREDAY

Thursday, June 30: Steel Pulse, Prince Ea and DJ Drez

6:00pm-10:00pm, Fanny Hill

Presented by Wanderlust Aspen Snowmass



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

SUMMER OF FREE MUSIC CONTINUED

Friday, July 1: Karsh Kale & The Wanderlust Tribe and Magic Giant
6:30pm-10:00pm, Fanny Hill
Presented by Wanderlust Aspen Snowmass

Saturday, July 2: Xavier Rudd, Son Little and Elijah Ray
6:30pm-11:00pm, Fanny Hill
Presented by Wanderlust Aspen Snowmass

Thursday, July 7: Dave Jordan & the NIA
6:30pm-9:00pm, Fanny Hill
Presented by TURKS
A benefit for AVSC & Snowmass Ski Patrol

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

Saturday, July 16: Deaf Camp Benefit featuring Pimps of Joytime, Jes Grew, and Mack Bailey, Bobby Mason and Rich Ganson
1:00pm-9:00pm, Base Village
Presented by Aspen Camp & JAS

Friday, July 22: Jamestown Revival
6:30pm-9:00pm, Fanny Hill
Presented by Anderson Ranch Arts Center & JAS

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
Presented by JAS



JUNE 16 - 18

HERITAGE FIRE, ASIAN SPEAKEASY DINNER & GRAND COCHON

Complementing the **FOOD & WINE Classic Weekend**

Thursday, June 16: 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.

Friday, June 17: This 2.5 hour experience begins with a reception hosted by Francesco Mionetto and is followed by a five perfectly paired courses with Mionetto sparkling wines. The dinner will feature 6 Washington DC chefs paying homage to Chinese, Sichuan, Korean, Thai and Japanese dishes that inspire chefs to globalize their menu with new ingredients.



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

JUNE 16 - 18

GRAND COCHON

Saturday, June 18: 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.



JUNE 25

THE PRESTIGE IMPORTS SNOWMASS LOOP MOUNTAIN BIKE FONDO

New to the Colorado mountain bike calendar, this event will showcase Snowmass' new “Snowmass Loop” in a single or double track lap around Snowmass. The Snowmass Loop is a more than 20 mile course with over 3k of vertical, non-stop single track with scenic vistas and aspen groves. Intermediate and advanced riders will love this fast and diverse course.



JUNE 25-26

SNOWMASS DEMO DAYS

Demo the season's hottest bikes on the lift-served downhill trails of The Snowmass Bike Park and the scenic cross-country trails, roads and bike paths of Bike Snowmass. Biking enthusiasts 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

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 competition will consist of 4-person teams with divisions ranging from beginner to experienced CrossFit athletes. Good food, vendors, music, and an event after-party on Saturday night.



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

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. Festivities include exhibitions, workshops, lectures and more, culminating with a concert on Friday, July 22nd on Fanny Hill.

**JULY 21-24****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.

**JULY 28-31****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!



ENDURO
WORLD SERIES

AUG 1-2**CHALLENGE ASPEN'S VINCE GILL & AMY GRANT GALA & GOLF CLASSIC**

The Vince Gill & Amy Grant Gala and Golf Classic has been an overwhelming success for Challenge Aspen as the cornerstone of their annual fundraising efforts. The event is hosted by Grammy Award winners Vince Gill and Amy Grant, friends of Vince and Amy, disabled athletes and wounded veterans. Featuring two days of musical and golf excellence, the Classic provides an unforgettable experience. Proceeds benefit Challenge Aspen, providing year-round recreational, educational and cultural experiences for anyone with a cognitive or physical disability.

**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.



JOIN THE FUN! Visit gosnowmass.com/events to find out more.

AUG 5-7

COLORADO SCOTTISH FESTIVAL & ROCKY MOUNTAIN HIGHLAND GAMES

This renowned festival, now in its 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.



AUG 19-21

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.



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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. 2016 acts include Stevie Wonder, The Killers, Duran Duran, Train, Thievery Corporation and Andy Grammer!



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 15-17
SEPT 17**SNOWMASS BALLOON FESTIVAL
SNOWMASS WINE FESTIVAL
THE FINEST AUTOMOBILE AUCTION
FERRARI SHOWCASE**

The 41st Annual Snowmass Balloon Festival is coupled with a theatrical Night Glow, the Snowmass Wine Festival, a Ferrari showcase and The Finest Automobile Auction at Aspen Snowmass. This event has made people Fall in Love with Snowmass. Affectionately known as "Balloon, Wine and 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.



SEPT 24-25

**CU IN SNOWMASS COLLEGIATE
BIKE RACES AND BONZAI
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 Bonzai Downhill.



- ALL EVENTS ARE SUBJECT TO CHANGE -

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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 Asian Speakeasy Dinner	18 Grand Cochon	19
20 AREDAY Summit	21 AREDAY Summit	22 Snowmass Rodeo AREDAY Summit	23 Free Music Series: Taj Mahal Trio AREDAY Summit	24 AREDAY Summit	25 Snowmass Demo Days Prestige Imports Snowmass Loop Mountain Bike Fondo	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
11	12	13 Snowmass Rodeo	14 Free Music Series: Leftover Cuties	15	16 Free Music Series: Deaf Camp Benefit Pimps of Joytime, Jes Grew, and special guests	17 Anderson Ranch 50th Anniversary
18 Anderson Ranch 50th Anniversary	19 Anderson Ranch 50th Anniversary	20 Snowmass Rodeo Anderson Ranch 50th Anniversary	21 Snowmass Doubles Volleyball Tournament Anderson Ranch 50th Anniversary	22 Snowmass Doubles Volleyball Tournament Free Music Series: Jamestown Revival Anderson Ranch 50th Anniversary	23 Snowmass Doubles Volleyball Tournament	24 Snowmass Doubles Volleyball Tournament
25	26	27 Snowmass Rodeo	28 Free Music Series: Chali 2na Enduro World Series	29 Enduro World Series	30 Enduro World Series	31 Enduro World Series

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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 CO Scottish Festival	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	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 Finest Automobile Auction	16 Snowmass Balloon Festival Snowmass Wine Festival The Finest Automobile Auction	17 Snowmass Balloon Festival Snowmass Wine Festival Ferrari Showcase The Finest Automobile Auction	18 Snowmass Balloon Festival
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		

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