



Marketing, Group Sales and Special Events Board

Thursday, June 15, 2023

8:30 AM

130 Kearns Road

Council Chambers

Agenda

- 1. Roll Call**
- 2. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 3. Approval of Meeting Minutes from Previous Meetings**
 - 3.1. Approval of Previous Meeting Minutes**
[MGSSE Board Meeting Minutes 4.13.23.pdf](#)
- 4. Programs for Review, Approval and/or Heads Up**
 - 4.1. Primary Dashboards**
[Primary Dashboards](#)
 - 4.2. Marketing Dashboards**
[Marketing Dashboard](#)
[Digital Marketing Dashboard](#)
[PR Dashboard](#)
 - 4.3. Group Sales Dashboard**
[Group Sales Dashboard](#)
 - 4.4. Budget Performance Overview**
[Budget Performance Report](#)
- 5. Other Matters Arising**
 - 5.1. 1 + 1 = 3 Promotion**
 - 5.2. Snowmass Ice Age Discovery Update**
- 6. Ajournment**



**Marketing, Group Sales and Special Events Board
Regular Tourism Department Meeting Minutes
Thursday, April 13, 2023
8:30 AM
130 Kearns Road
Council Chambers**

1. Roll Call

Present: Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore, Jami Downs
Absent: Andy Gunion, Vince Vito, Tim McMahon
John Kenny arrived 8:36am

2. Public Non-Agenda Items
(Limit 3 Minutes Each)

Discussion on the Town's recent construction on Brush Creek. McNellis introduced Shane Vetter, the Town's new Senior Events Producer.

3. Approval of Meeting Minutes from Previous Meetings

3.1 Approval of Meeting Minutes 2.16.23
[MGSSE Board Meeting Minutes 2.16.23](#)

Jo Mallory-Graczynski motioned to Approve . Wendy Harris seconded. All in favor.

4. Programs for Review, Approval and/or Heads Up

4.1 Primary Dashboards

McNellis explained summer occupancy is lower than previous years.
[Primary Dashboards.pdf](#)

4.2 Marketing Dashboards

[Marketing Dashboard.pdf](#)
[Digital Marketing Dashboard.pdf](#)
[Public Relations Dashboard.pdf](#)

4.3 Group Sales Dashboard

Welsheimer provided an overview of Q1 Groups metrics.
[Group Sales Dashboard.pdf](#)

5. Other Matters Arising

5.1 Snowmass Ice Age Discovery Update, Virginia McNellis

McNellis presented the branding (including logo and design direction) and current state of website development. McNellis outlined the signage and installments that will be integrated throughout Town.

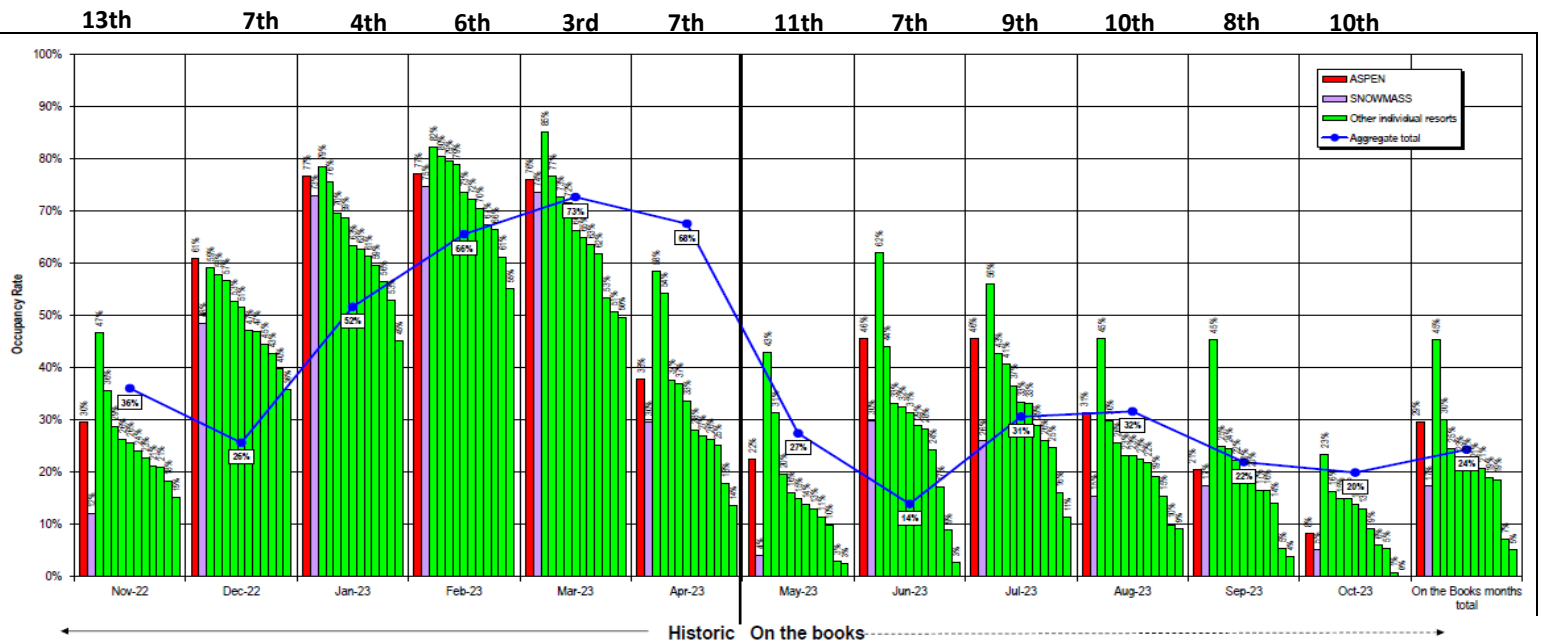
6. Adjournment

John Kenny motioned to Approve . Guion Stewart-Moore seconded. All in favor.

Snowmass Tourism

Primary Dashboard

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

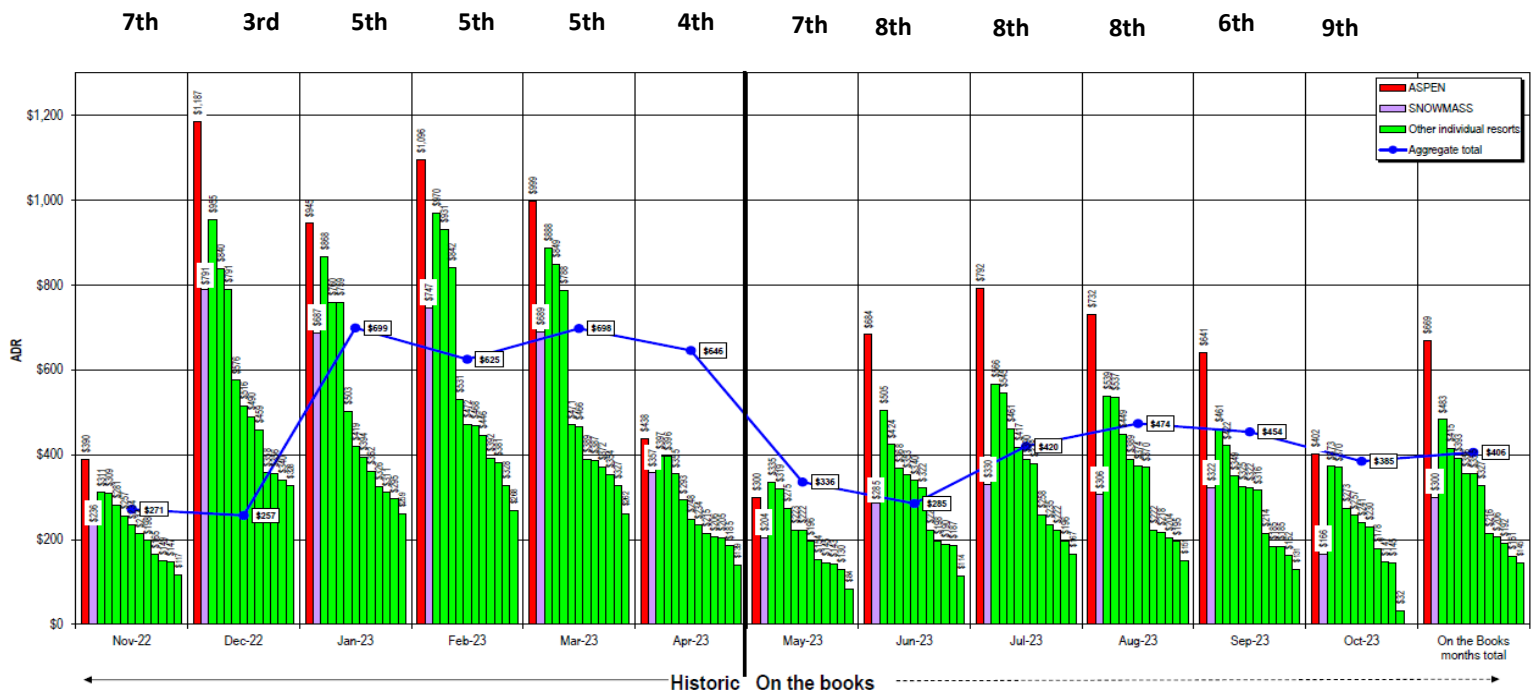


Occupancy

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	1st	4th	9th	4th	7th
# Dest	17	17	17	13	13
Summer	2018	2019	2020	2021	2022
Rank	6th	7th	9th	4th	7th
# Dest	16	17	17	17	13

ADR

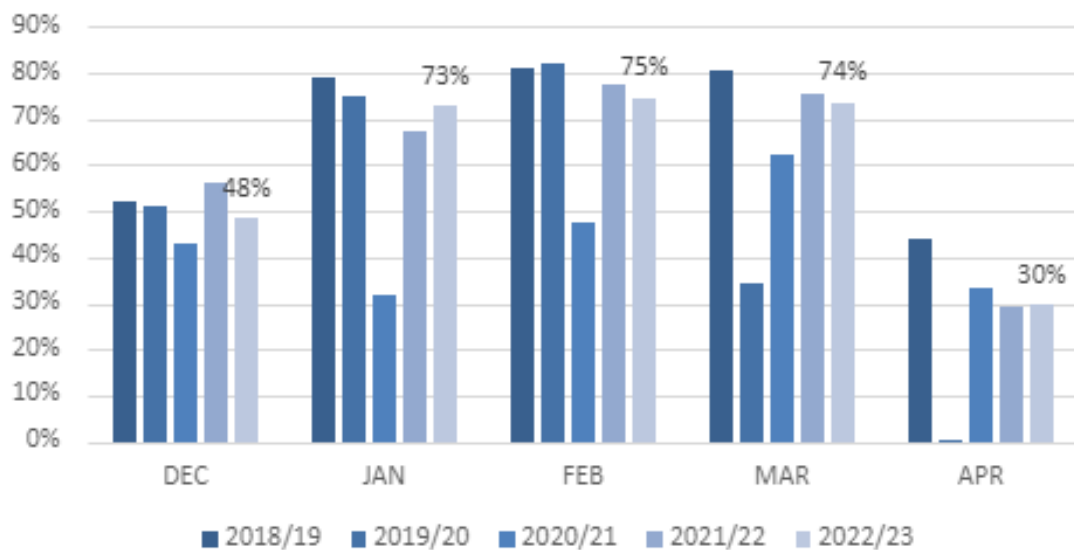
Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	6th	6th	6th	6th	5th
# Dest	17	17	17	13	13
Summer	2018	2019	2020	2021	2022
Rank	10th	10th	9th	8th	8th
# Dest	16	17	17	17	13



Goal 2: Increase annual total demand for overnight visitation

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

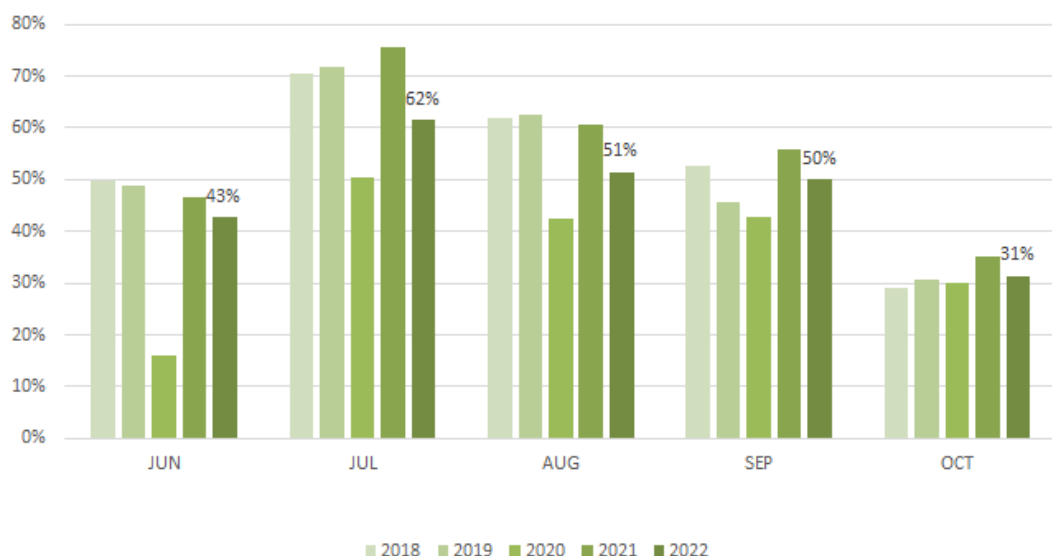
Paid Occupancy (%) - Winter



Lodging Occupancy %

WINTER	Occupancy	
2018/19	67%	↑8.3%
2019/20	49%	↓28.0%
2020/21	44%	↓10.3%
2021/22	61%	↑40.8%
2022/23	55%	↓9.7%

Paid Occupancy (%) - Summer



SUMMER	Occupancy	
2018	53%	↑9.3%
2019	52%	↓1.7%
2020	36%	↓29.7%
2021	55%	↑50.3%
2022	48%	↓13.0%

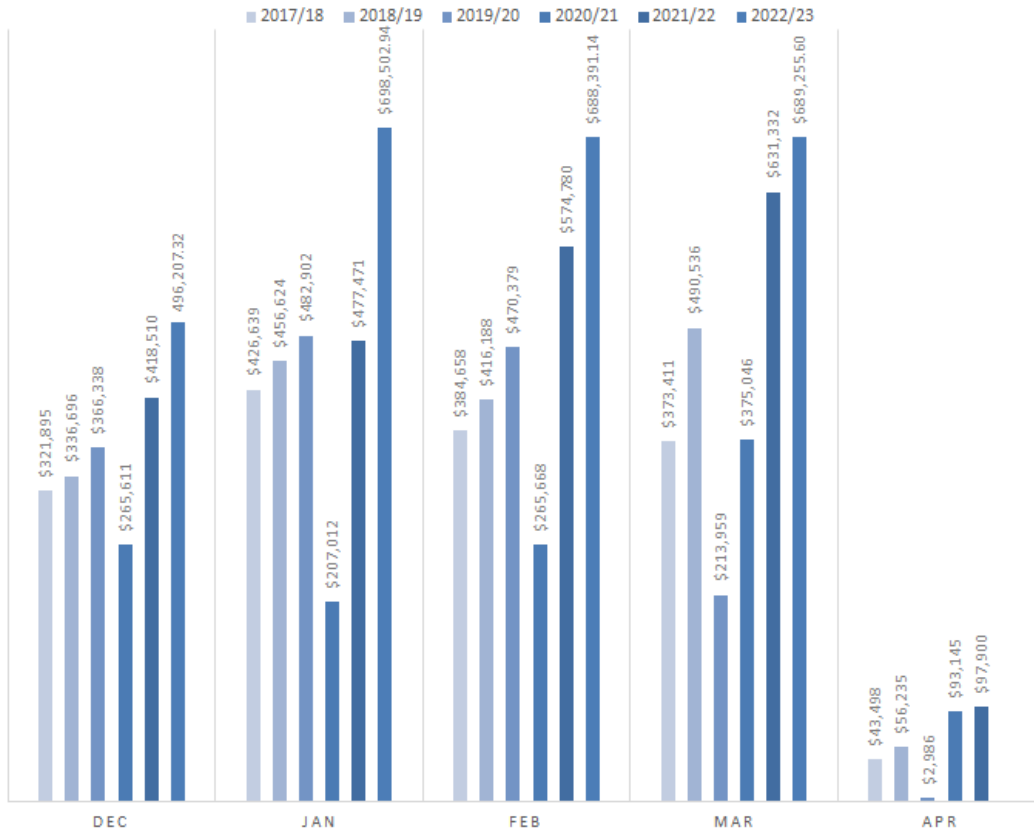
Month	Current Year rooms sold	Prior Year rooms sold	Percent Change
22-Nov	3,242	3,187	1.73%
22-Dec	18,150	16,249	11.70%
23-Jan	29,003	24,689	17.47%
23-Feb	27,409	28,418	-3.55%
23-Mar	31,341	31,578	-0.75%
23-Apr	9,835	8,812	11.61%
23-May	1,937	2,087	-7.19%
23-Jun	12,486	13,529	-7.71%
23-Jul	11,612	15,444	-24.81%
23-Aug	6,817	9,197	-25.88%
23-Sep	7,626	7,914	-3.64%
23-Oct	1,789	1,932	-7.40%
23-Nov	373	486	-23.25%
winter season	118,980	112,933	5.35%
summer season	38,541	46,084	-16.37%

as of May 31, 2023

Month	Current Year Revenue		Prior Year Revenues		Percent Change
22-Nov	\$	833,220	\$	867,746	-3.98%
22-Dec	\$	15,476,128	\$	13,475,117	14.85%
23-Jan	\$	21,418,010	\$	15,631,110	37.02%
23-Feb	\$	21,505,239	\$	18,447,513	16.58%
23-Mar	\$	21,605,876	\$	19,533,172	10.61%
23-Apr	\$	3,511,790	\$	2,890,096	21.51%
23-May	\$	380,487	\$	380,884	-0.10%
23-Jun	\$	3,477,416	\$	3,693,961	-5.86%
23-Jul	\$	3,840,050	\$	4,436,551	-13.45%
23-Aug	\$	2,086,033	\$	2,609,566	-20.06%
23-Sep	\$	2,364,538	\$	2,316,358	2.08%
23-Oct	\$	309,262	\$	387,161	-20.12%
23-Nov	\$	124,970	\$	174,831	-28.52%
winter season	\$	84,350,263	\$	70,844,754	19.06%
summer season	\$	11,768,037	\$	13,056,436	-9.87%

Lodging Tax (\$)

LODGING TAX - WINTER



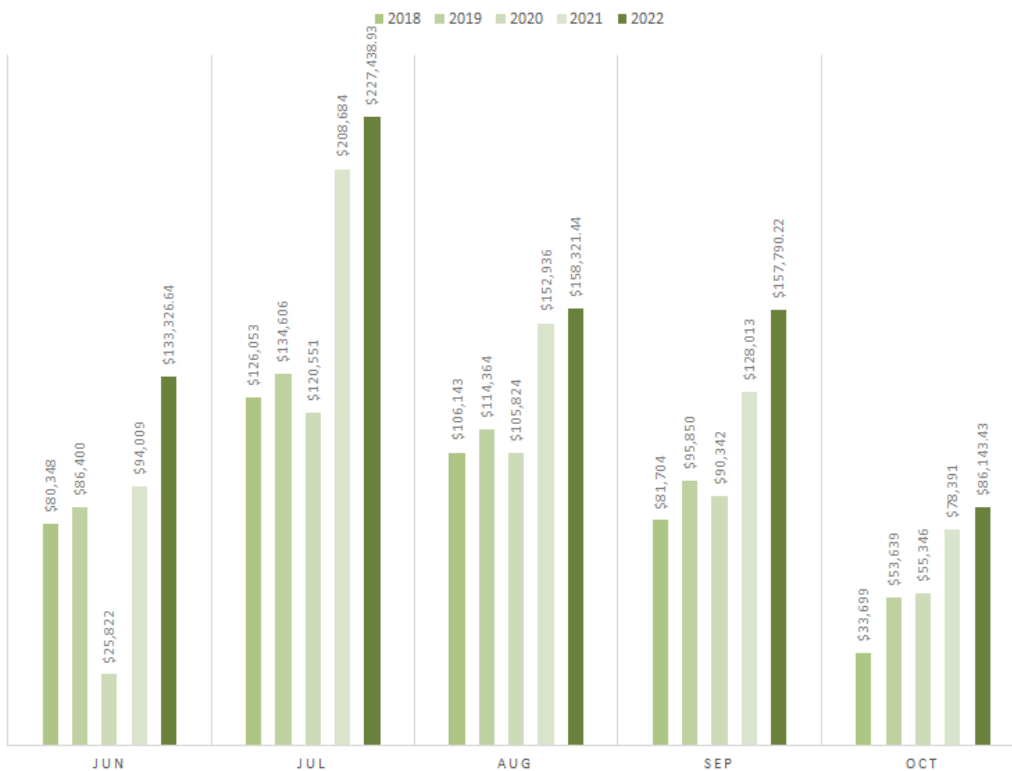
WINTER	TOTAL \$ Dec-April	
2018/19	\$1,756,279	↑ 13.3%
2019/20	\$1,536,564	↓ 12.5%
2020/21	\$1,206,482	↓ 21.5%
2021/22	\$2,199,994	↑ 82.4%
2022/23	\$2,572,352*	↑ 16.9%

*Data Dec- Mar Only

Lodging Tax Totals for Jan-Mar

Year	Lodging Tax
2021	\$847,727
2022	\$1,683,383
2023	\$2,076,150

LODGING TAX - SUMMER

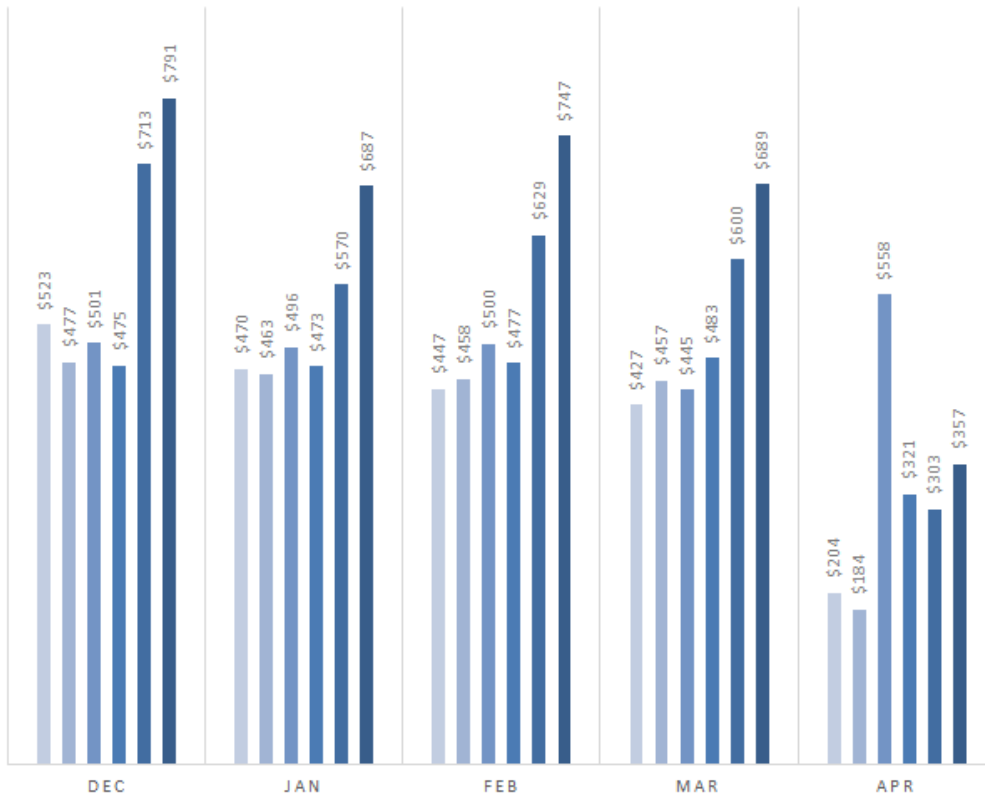


SUMMER	TOTAL \$ Jun-Oct	
2018	\$427,946	↑ 10.4%
2019	\$484,858	↑ 13.3%
2020	\$397,885	↓ 17.9%
2021	\$662,034	↑ 66.5%
2022	\$763,021	↑ 15.2%

Average Daily Rate (\$)

WINTER AVERAGE DAILY RATE (\$)

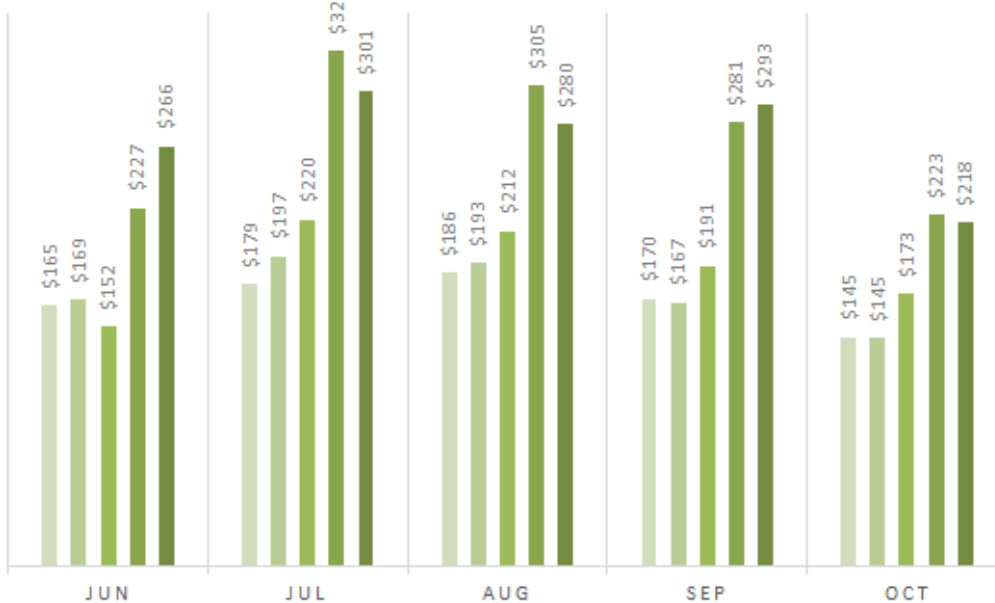
2017/18 2018/19 2019/20 2020/21 2021/22 2022/23



WINTER	ADR AVG \$ Dec- April	
2018/19	\$458	↑2.4%
2019/20	\$500	↑9.18%
2020/21	\$475	↓5.0
2021/22	\$600	↑26.4%
2022/23	\$689	↑14.9%

SUMMER AVERAGE DAILY RATE (\$)

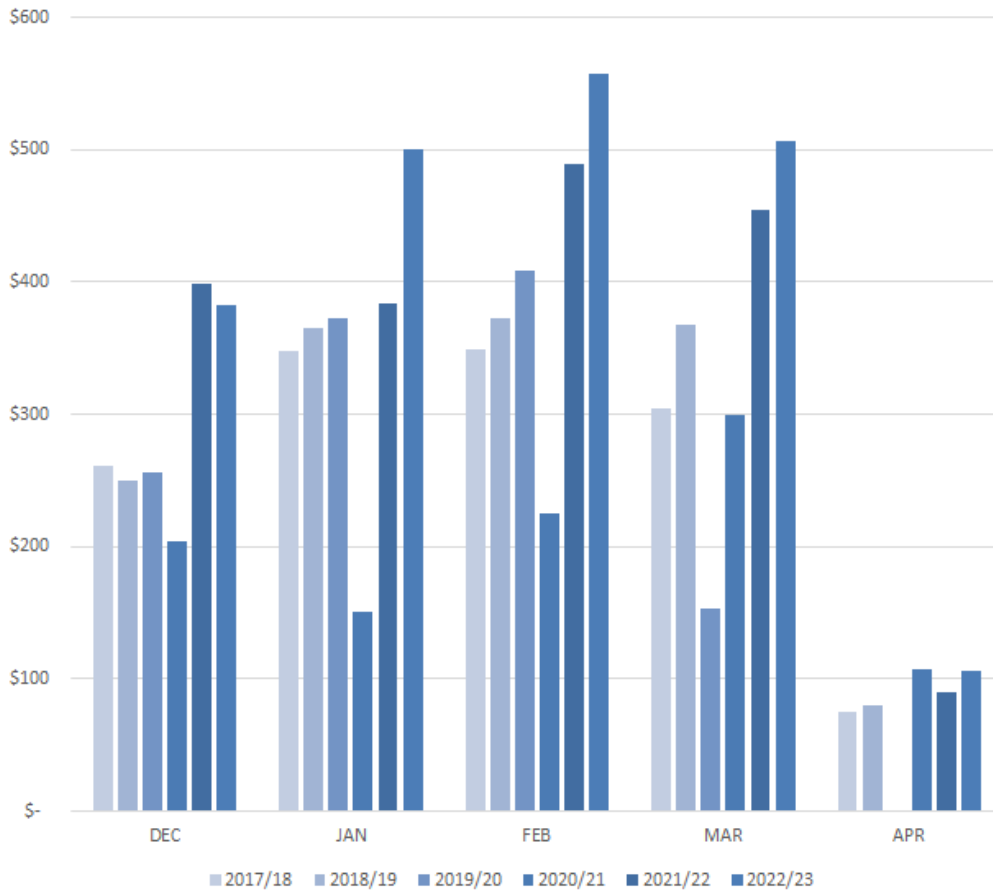
2018 2019 2020 2021 2022



SUMMER	ADR \$ Jun-Oct	
2018	\$169	↑3.8
2019	\$174	↑2.9
2020	\$190	↑8.9%
2021	\$272	↑43.7%
2022	\$272	↓0.03%

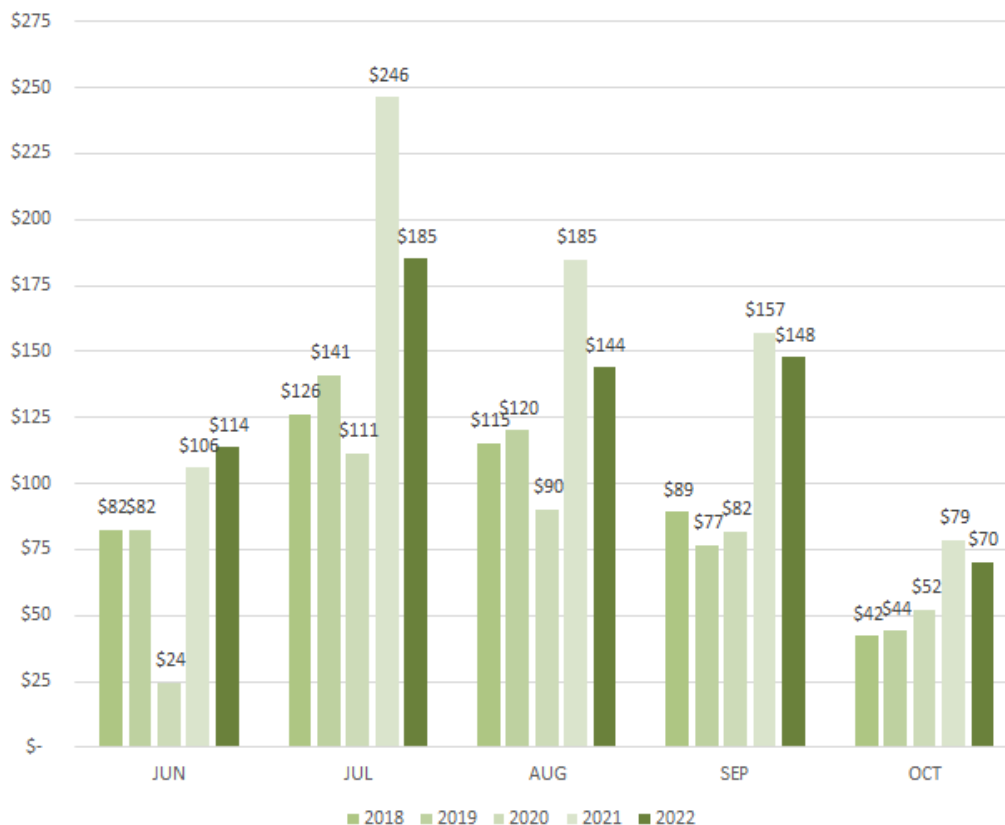
Revenue Per Available Room (\$)

Revenue Per Available Room (\$) - Winter



WINTER	RevPAR AVG Dec-April	
2018/19	\$287	↑7.2%
2019/20	\$238	↓17.0%
2020/21	\$197	↓17.1%
2021/22	\$363	↑84.0%
2022/23	\$410	↑13.1%

Revenue Per Available Room (\$) - Summer



SUMMER	RevPAR AVG Jun- Oct	
2018	\$91	↑12.7%
2019	\$93	↑2.0%
2020	\$72	↓22.5%
2021	\$155	↑115%
2022	\$132	↓14.5%

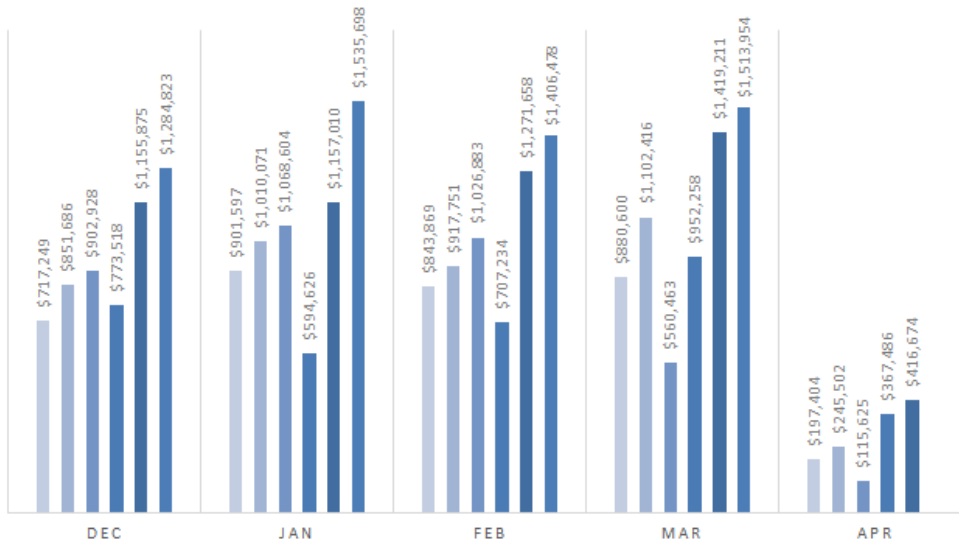
Snowmass Tourism

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 TAX - WINTER

■ 2017/18 ■ 2018/19 ■ 2019/20 ■ 2020/21 ■ 2021/22 ■ 2022/2023



Marketing Sales Tax

WINTER	TOTAL \$ Dec-April	
2018/19	\$4,127,426	↑16.6%
2019/20	\$3,674,503	↓11.0%
2020/21	\$3,395,024	↓7.6%
2021/22	\$5,418,363	↑59.6%
2022/23	\$5,740,953*	↑5.9%*

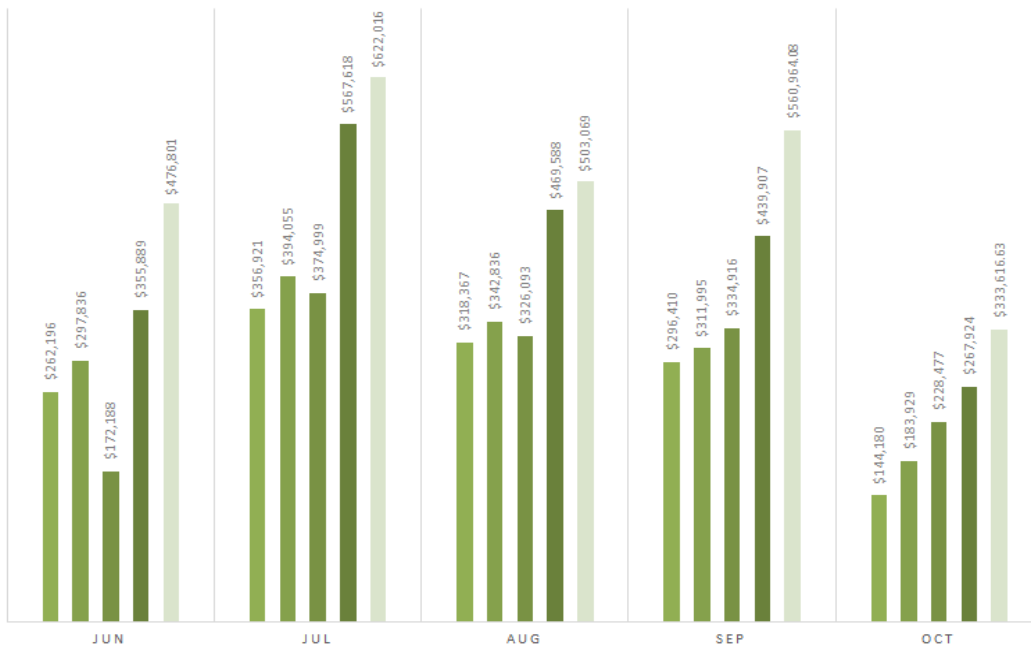
*Data Dec- Mar ONLY

Marketing Tax Totals Jan-March

Year	Revenue
2021	\$2,254,119
2022	\$3,847,879
2023	\$4,456,131

MARKETING TAX - SUMMER

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022



SUMMER	TOTAL Jun- Oct	
2018	\$1,378,073	↑15.2%
2019	\$1,530,652	↑11.1%
2020	\$1,436,674	↓6.1%
2021	\$2,100,927	↑46.2%
2022	\$2,494,440	↑18.7%

APRIL + MAY 2023

PRINT COLLATERAL

This Week In Snowmass Ad (Winter)

Half page in the Aspen Times, Aspen Daily News, & Snowmass Sun

Run dates: 4x weekly, November 24 – April 16



Weekly Events Flyer (Winter)

Distributed to Aspen and Snowmass concierges

Distributed weekly November 24 – April 16



PRINT ADS

Outside Magazine Ad

Full page

Ad version: Rock 'n Roll

Flight Date: On Sale May 16



Texas Monthly Magazine Ad

Full page

Ad version: Joy

Flight Date: On Sale May 18



OUT OF HOME

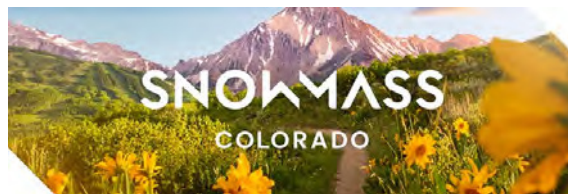
Digital Billboard

DIA: Pena Blvd

8 second rotation

Ad version: Snowmass

Flight Dates: May 29 – August 20



INTERACTIVE

Programmatic Display Banner Ads

TheTradedesk: Cross-Device Banners

Ad Versions: Harmony, Chill, Heart, Tales

Flight Dates: April 1 – September 30



Programmatic Display Banner Ads

Colorado.com Display: Cross-Device Banners

Ad Versions: Harmony, Chill, Heart, Tales

Flight Dates: April 1 – September 30



Programmatic Display Banner Ads

VRBO + Hotels.com: Cross-Device Banners

Ad Versions: Harmony, Chill, Heart, Tales

Flight Dates: May 1 – September 30

Programmatic Display Banner Ads

TripAdvisor: Cross-Device Banners

Ad Versions: Harmony, Chill, Heart, Tales

Flight Dates: May 1 – September 30

Programmatic Display Banner Ads

Outside Online: Cross-Device Banners

Ad Versions: Air, Flow

Flight Dates: May 1 – September 30



Programmatic Display Banner Ads

Pinkbike: Cross-Device Banners

Ad Versions: Air, Flow

Flight Dates: May 1 – September 30

Native Banners and Sponsored Content

Colorado.com: Native Banner Ad

Ad Versions: Chill, Thrills, Concert, Serenity

Flight Dates: April 1 – September 30

Sponsored Content

Colorado.com: City Page Carousel

Ad Versions: photos/captions

Flight Dates: April 1 – September 30



Snowmass
Title: Magnify Chill
Description: 90+ miles of hiking and biking trails put nature at your doorstep.
CTA: Happy trails for you >



Snowmass
Title: Magnify Thrills
Description: World-class trails and endless mountain activities invite adventure for all levels.
CTA: Your adventure awaits >



Snowmass
Title: Magnify Serenity
Description: No queues. No crowds. Just wide-open spaces that invite you to explore.
CTA: Take the trails less traveled >



Snowmass
Title: Magnify Melody
Description: Free concerts with a view, where music and mountains mingle.
CTA: Amplify your senses >

INTERACTIVE CONTINUED...

Sponsored Content

Outside Online Digital
(Backpacker): Custom eBlast

Ad version: Rock & Roll

Date: May 10

**Sponsored Content**

Outside Online Digital: Partner
Spotlight

Ad version: Rock & Roll

Flight Dates: May 1 – Sept 30

**Sponsored Content**

Pinkbike: Desktop Takeover

Ad version: Rock & Roll

Date: May 4

**Pre-Roll/Mid-Roll Video**

Outside Online: Video Ad

Ad version: Adrenaline (:15)

Flight Dates: May 1 – Sept 30

**High Impact Display Ads**

Trade Desk/Gum Gum

Ad version: Banner/video

Flight Dates: May 1 – Sept 30

**Podcast Audio Ads**

Wondery

Ad version: Magnify Summer
pre-produced :45

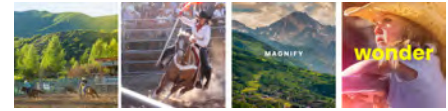
Flight Dates: May 1 – Aug 31

Social Ads

Facebook/Instagram:
Carousel Ads, Stories

Ad Versions: Rodeo,
Concerts

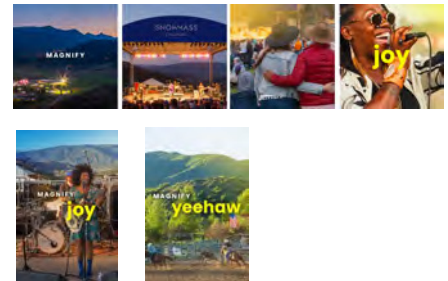
Flight Dates: April 1 – Sept 30

**Social Ads**

Facebook/Instagram: Single
Image Ads

Ad Versions: Rodeo,
Concerts

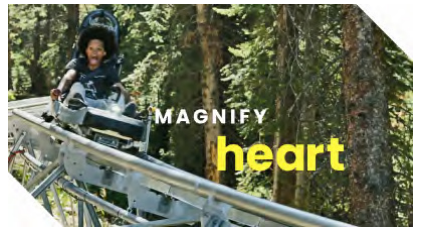
Flight Dates: April 1 – Sept 30

**Social Ads**

Facebook/Instagram: Video
Ads

Ad Versions: Family (:15),
Adrenaline (:15)

Flight Dates: April 1 – Sept 30

**Social Ads**

YouTube: Trueview for
Action Video

Ad Versions: Family (:15, :30),
Adrenaline (:15, :30)

Flight Dates: April 1 – Sept 30

**Video Ads**

Connected TV (MNTN)

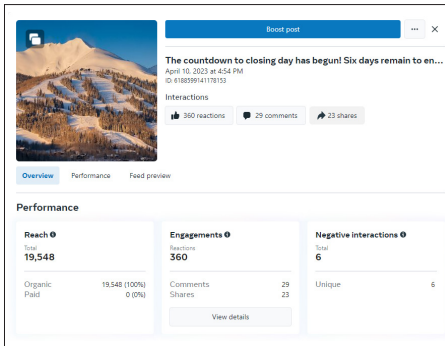
Ad Versions: Family (:15),
Adrenaline (:15)

Flight Dates: May 1 – July 25

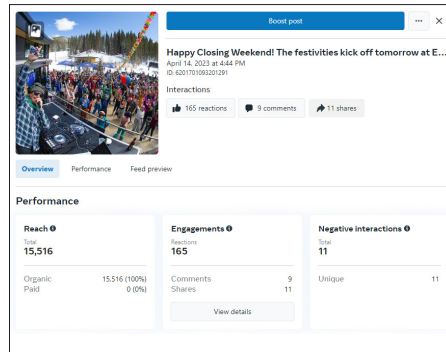


TOP FACEBOOK POSTS

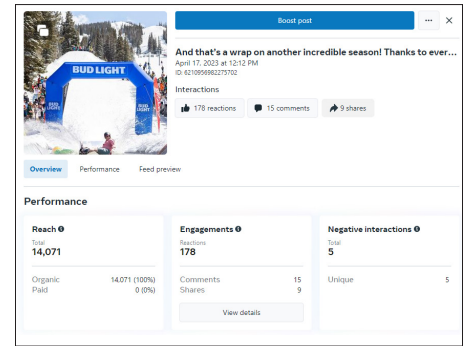
April 10



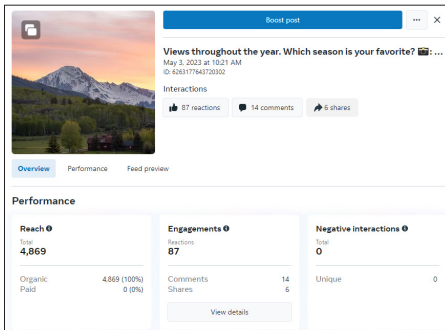
April 14



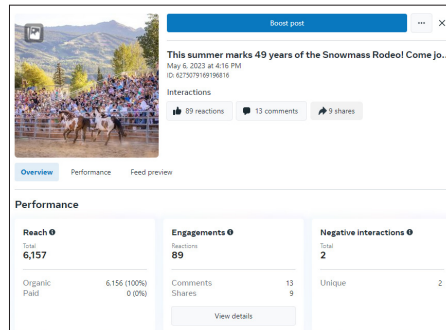
April 17



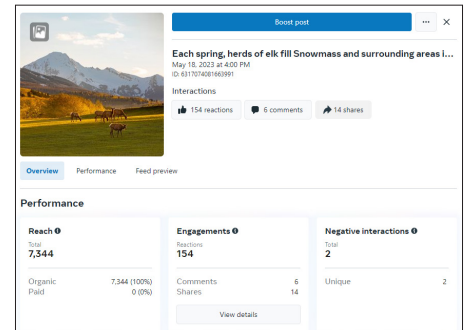
May 3



May 6

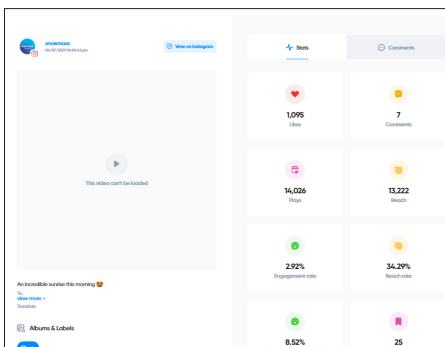


May 18

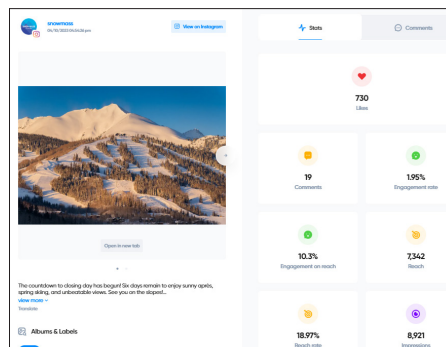


TOP INSTA POSTS

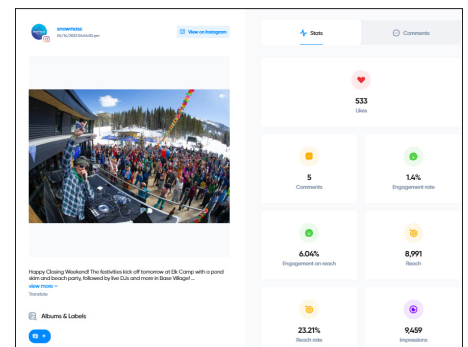
April 7



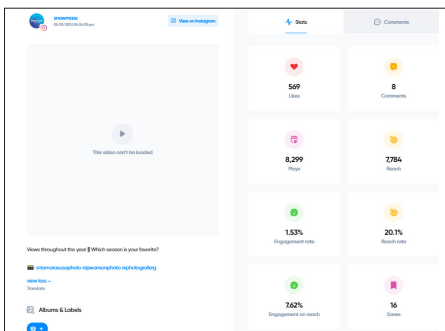
April 10



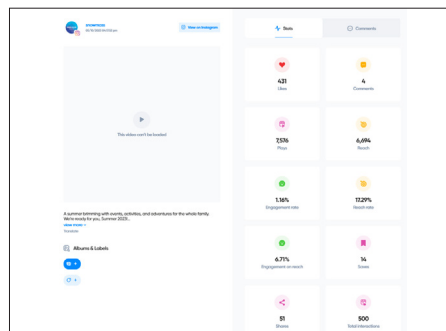
April 14



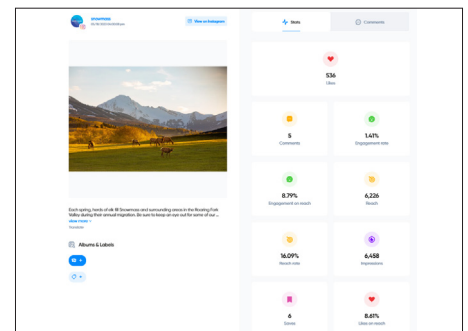
May 1



May 10

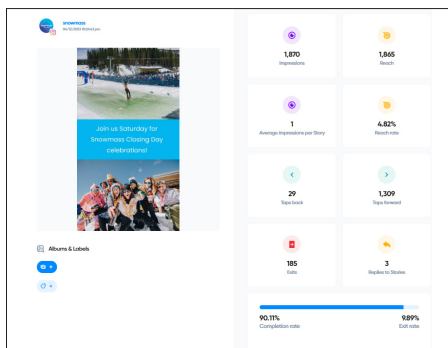


May 18

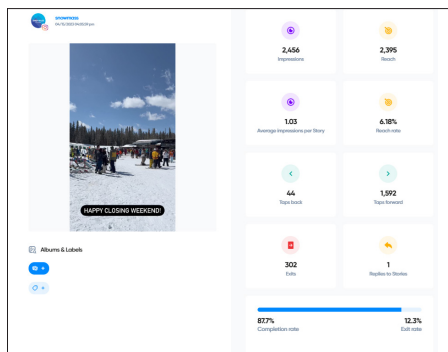


TOP INSTA STORIES

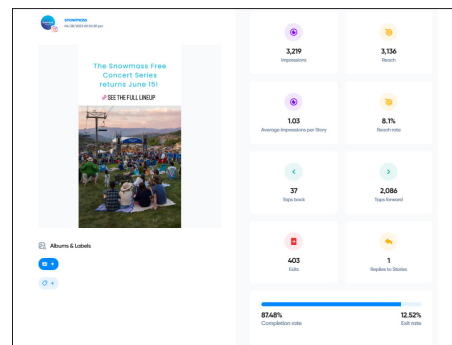
April 12



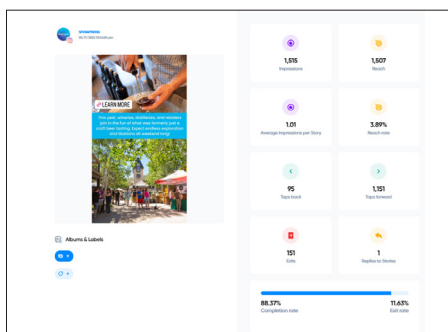
April 15



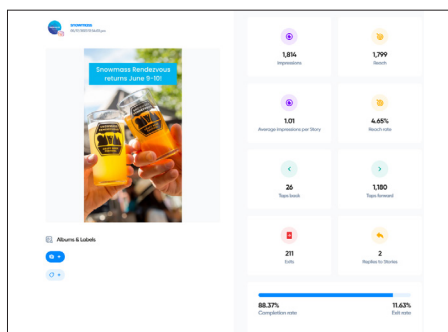
April 28



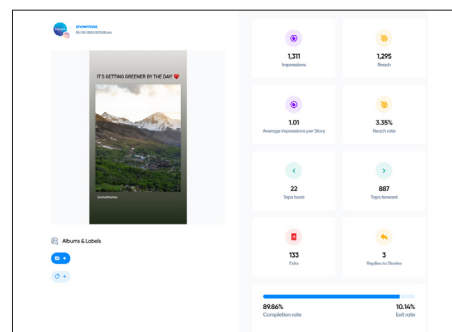
May 17



May 17



May 30



General Observations

As of 5/31/23



Website Sessions: Website sessions remain muted though the discrepancy to previous years was much less noticeable in April and May.

Outbound Referrals: Our referrals continue to outpace previous years highlighting our continues status as a trusted online resource for stakeholder information.

Website Activity by Traffic Source: Our engagement from paid and organic search as well as paid media is trending higher. Meanwhile, social media driven engagement is hitting lows. This isn't surprising given the nature of social media users wanting to remain in -platform. And, we work to make sure that out social messaging is primarily for impressions versus any expectation of meaningful-website engagement.

Website Audience Summary: Our audience looked a lot like that of last year's during this quieter period.

Content Interest by Season: So far, we are starting to see our usual increase in summer-related traffic. To be see if we continue our usual pace or if it softens in-line with overall traffic.

Social Media Summary: Our Instagram Stories continue to dramatically outperform last year during this period.

Social Media Ad Summary: May saw a significant increase in impressions per person as we began more concentrated event marketing efforts for the summer.

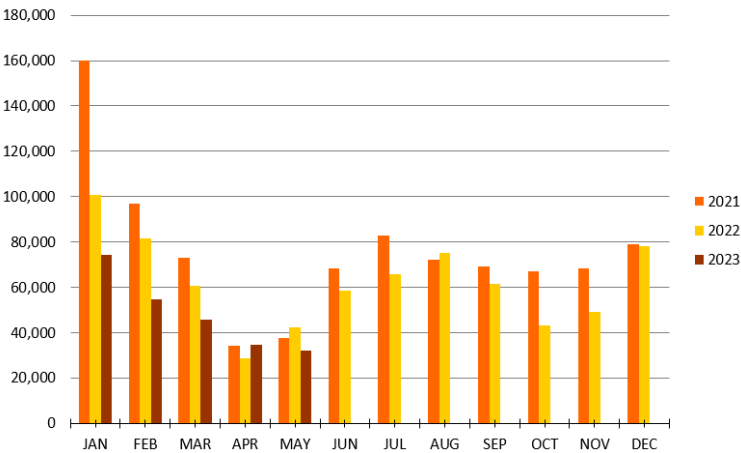
Social Media Video Ad Summary: Our view views remain consistent relative to the number of people who were served our video.

Paid Search: Our engagement from paid search-generated traffic continues to trend higher which also serves to bolder our SEO as well.

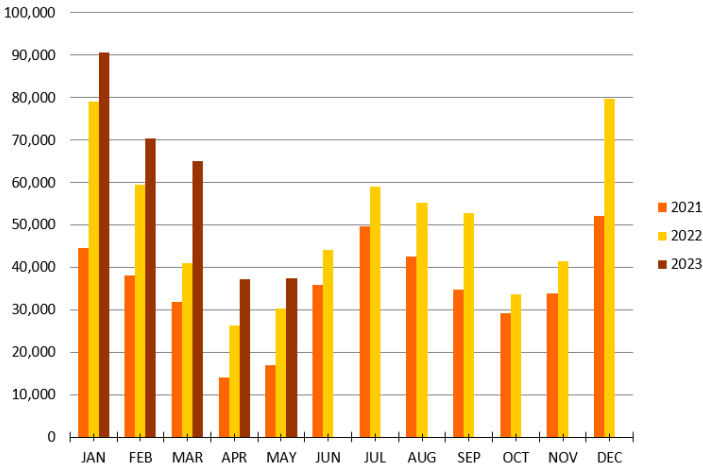
Email Marketing Summary: April and May are seasonally quiet email months; though our engagement held pretty firm over 20%.

Snowmass Tourism Online Dashboard
As of 5/31/23

Website Sessions

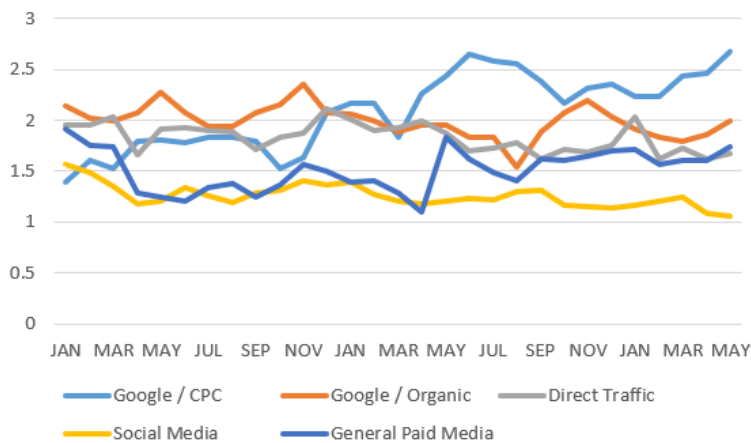


GoSnowmass.com Outbound Referrals

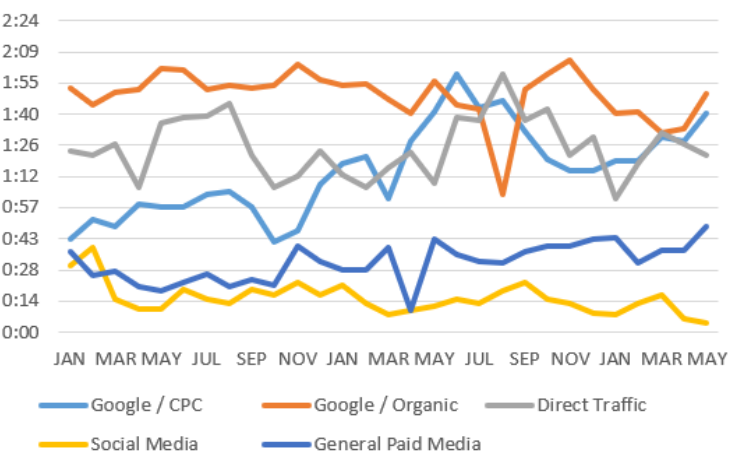


GoSnowmass.com Activity by Traffic Source

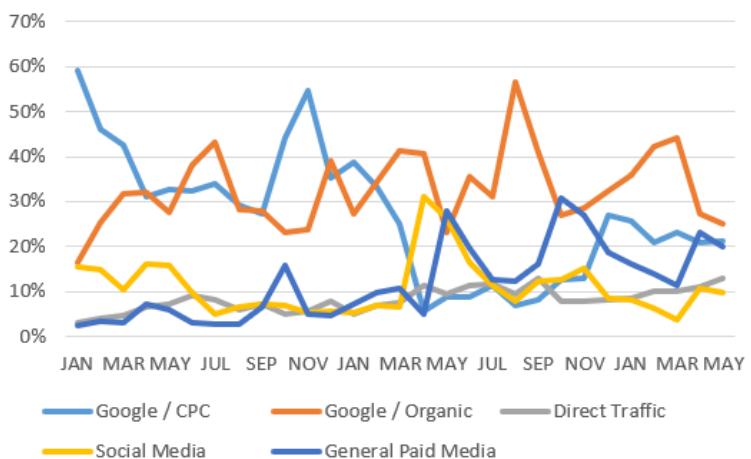
Web Pages per Session by Traffic Source



Ave. Session Duration by Traffic Source



% of Total Sessions by Traffic Source



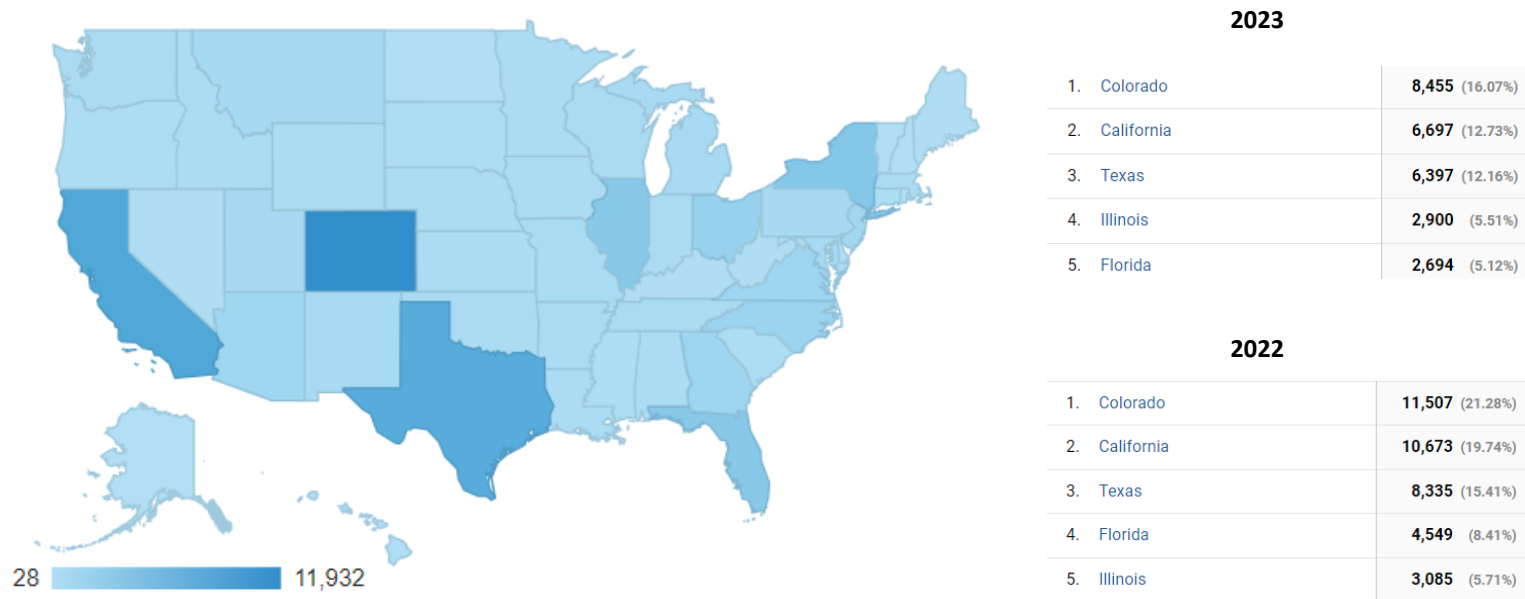
Google/CPC: Usually, this is our largest source of web traffic and our 2nd most engaged paid source behind Bing.

Google/Organic: Top two source of web traffic and engagement. Viewed as a culminating source that combines all of our marketing efforts including non-digital.

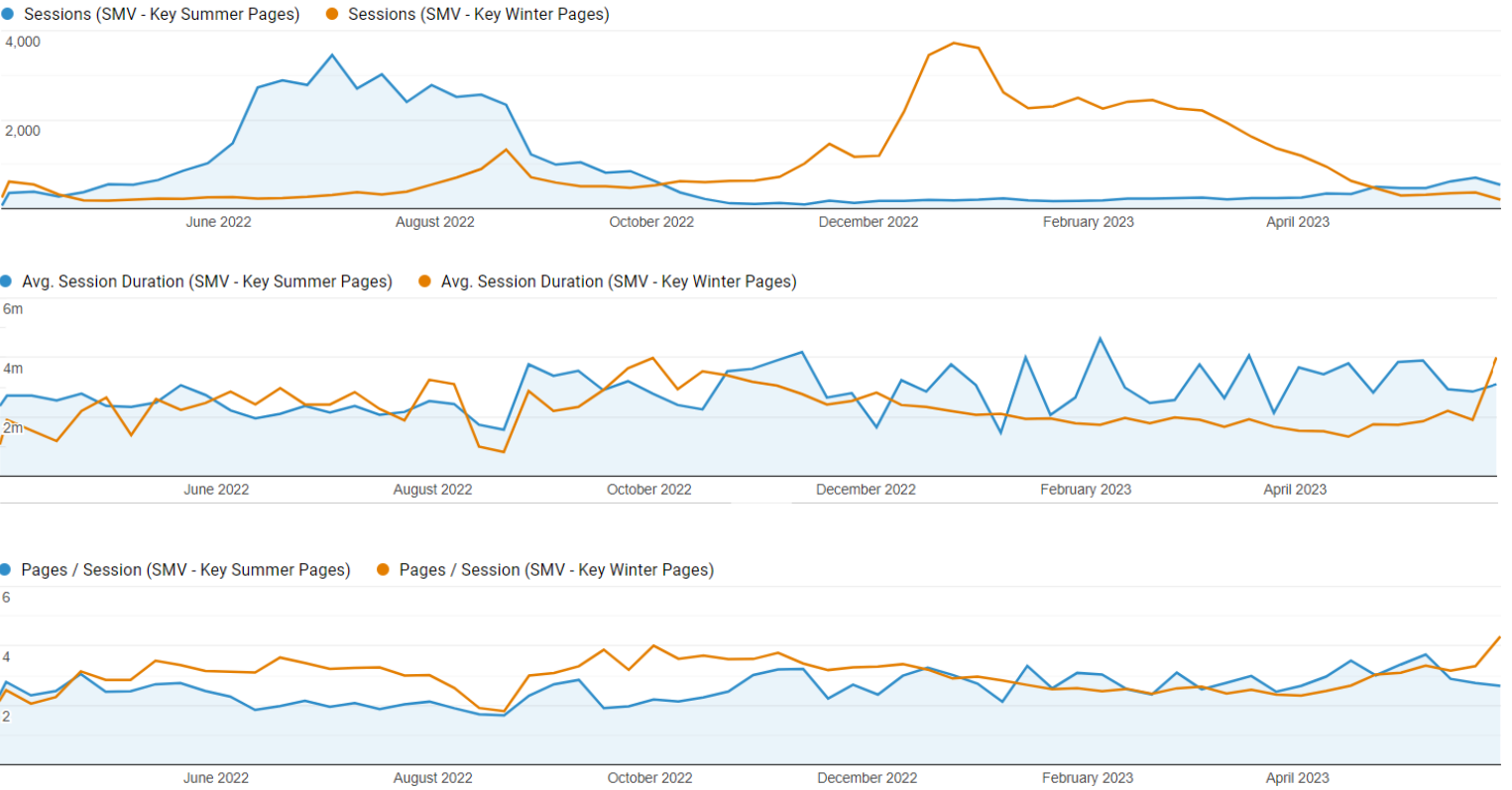
Direct Traffic: Viewed as web traffic from ‘friends,’ those whose web history is familiar with us already.

Social Media: On average, not a major source of web traffic or engagement. Web visitation tends to be more purposeful (i.e. event details, specific content piece, etc) with less broad engagement

General Paid Media: Primary focus is on impressions, majority of web traffic is viewed as icing on the cake.



GoSnowmass.com Content Interest by Season



Social Media Summary

ATTACHMENT B

	INSTAGRAM			PINTEREST		FACEBOOK
	Followers	Stories Impressions	Post Likes	Video 95% Viewed	Non-Video Engagements	Page Reach
Jun 21	30,600	32,300	5,500	9,100	12,700	443,999
Jul 21	30,800	38,300	6,300	14,200	5,500	406,441
Aug 21	30,900	17,800	4,500	14,300	6,000	453,235
Sep 21	31,200	17,900	7,600	12,200	8,400	730,239
Oct 21	31,570	2,950	3,000	4,600	7,400	502,256
Nov 21	31,960	4,100	4,000	5,000	4,800	438,470
Dec 21	32,705	22,800	9,700	4,780	6,060	409,560
Jan 22	33,410	12,300	6,600	10,490	8,190	563,815
Feb 22	33,958	24,200	5,700	6,100	3,900	608,492
Mar 22	34,300	14,000	4,100	1,960	2,400	567,162
Apr 22	34,340	8,200	2,100	18	2,200	2,825,994
May 22	34,284	4,100	780	8	7,600	2,576,896
Jun 22	34,292	8,760	676	127	4,900	2,075,253
Jul 22	35,303	5,489	801	81	5,380	2,107,906
Aug 22	35,692	10,603	1,628	10	4,300	551,705
Sep 22	36,149	28,251	7,859	10	3,250	596,571
Oct 22	36,299	31,950	9,986	15	3,730	661,388
Nov 22	36,608	Not Available	5,240	10	3,930	289,997
Dec 22	37,080	35,970	9,307	7	3,570	278,778
Jan 23	37,481	35,212	6,972	11	3,885	405,868
Feb 23	37,843	41,727	4,089	10	2,173	417,653
Mar 23	38,536	16,100	7,519	10	1,348	668,416
Apr 23	38,723	19,045	4,744	4	198	1,946,813
May 23	38,708	10,705	2,317	8	200	849,478

Social Media Video Performance	APR	MAY
People Served:	764,385	245,729
Impressions:	2,442,657	1,365,673
Impressions per Person:	3.2	5.6
% of Views at 50%:	3%	6%
# of Viewers Who Watched 50%:	22,782	15,207
% of Views at 100%:	2%	2%
# of Viewers Who Watched 100%:	12,796	5,072

Paid Search Summary

Paid Search (Google)	APR	MAY
Search Campaigns		
Impressions	57,000	52,200
CTR	11.71%	11.97%

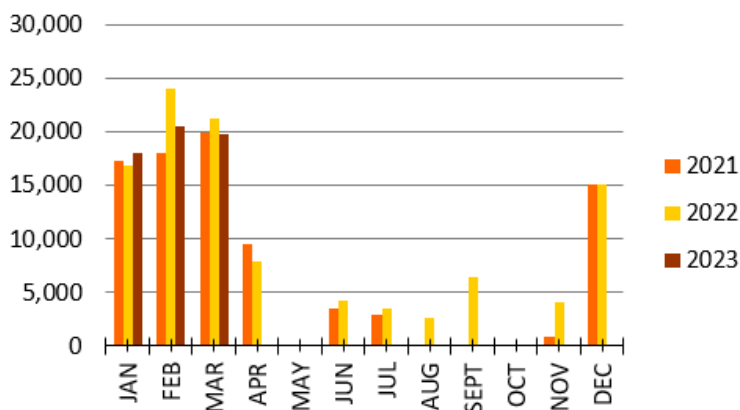
Social Media Ad Performance	APR	MAY
Total People Served:	764,385	245,729
Total Impressions:	2,442,657	1,365,673
Impressions per Person:	3.2	5.6
% People Taking Action:	2.63%	2.21%
Ads with Website Click Goals		
% People Clicking to Website (CTR):	4.56%	5.29%
% People Engaging with Ad:	4.57%	5.36%
Ads with Impression Goals		
% People Engaging with Ad:	2.32%	0.57%
% People Clicking to Website (CTR):	1.04%	0.54%

Email Marketing Summary

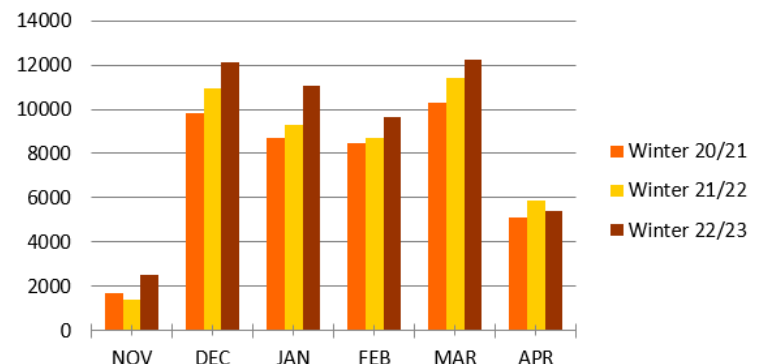
Email Marketing	FEB	MAR	APR	MAY
Sent	3,700	5,200	1,940	1,375
Unique Opens	1,543	1,965	725	505
Open%	42%	38%	37%	37%
Unique Clicks	621	668	220	120
CTR on Open	40.2%	34.0%	30.3%	23.8%

Guest Services Summary

Town Park Station Visitations



S'mores Distributed



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.

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

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.

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.

Reach: the total number of people who view our content on a particular channel

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



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

April & May 2023

SNOWMASS TOURISM & B PUBLIC RELATIONS PR SUMMARY

In April & May 2023, Snowmass Tourism PR pitched Snowmass stories to local, regional, and national writers, focusing on summer news including Yarn Bombing, the Snowmass Ice Age Discovery, Village wide development projects, new summer events and restaurant openings, and more. Snowmass Tourism PR also designed and ordered all 2023 premiums, as well as updated all summer press materials including fact sheets on biking, sustainability, kid friendly activities, free activities in Snowmass, Snowmass 101, and more. Additionally, Snowmass Tourism PR worked with B Public Relations on 2023 summer messaging and strategy, for both influencers and editorial. Snowmass Tourism PR hosted one journalist and two influencer groups in Snowmass Village over April & May 2023. In addition, Snowmass Tourism PR, in conjunction of Aspen Chamber Resort Association, finalized PR plans and summer hosting dates with PR reps in the UK, Australia, and Mexico for Summer 2023. Media engagement in April & May 2023 included 20 pitched stories to national, regional, and local publications, resulting in interest from *Aspen Daily News*, *Aspen Public Radio*, *Aspen Sojourner*, *Aspen Times*, *Heidi Guide*, *Lux Magazine*, *PEAK Magazine*, *Red Bull Magazine*, *Summer in Snowmass*, *Wall Street Journal*, and more.

In April & May 2023, B Public Relations pitched Snowmass stories to regional and national writers, positioning Snowmass as the best destination to face your fears, highlighting unique recreational activities for every age, showcasing lodging features for every guest, and positioning Snowmass as a unique bachelor or bachelorette destination. BPR continued to work with Group Sales Director Drew Welsheimer to gather information from meeting planners to inform a pitch on mountain meeting demand. BPR also began the coordination of a New York City deskside trip, reaching out to a targeted list of travel writers to secure in-person meetings. Due to limited media availability, the trip was postponed. Instead, BPR and Snowmass Tourism PR met in Denver for a day of strategy meetings and hosting discussions. In April & May 2023, BPR also distributed invitations and coordinated summer hostings with writers who contribute to *Conde Nast Traveler*, *Dujour*, *Fodor's*, *Fox 31 Denver*, *Outside*, *Pure Wow*, *TripSavvy*, etc. Additionally, BPR secured three writers who contribute to publications including *Southern Bride*, *San Antonio Weddings*, and *Brides of Houston* to attend the Group Sales Wedding FAM in August. Media outreach and engagement resulted in coverage in top national and regional publications such as *Forbes*, *Off Path Travel*, *The Denver Gazette*, *The Denver Post*, *Tripadvisor*, *Uncover Colorado*, and more.

MEDIA HOSTING & OUTREACH

In April & May 2023, Snowmass Tourism PR hosted and co-hosted one journalist and two influencer groups in Snowmass Village. Snowmass Tourism coordinated transportation, lodging, and itineraries, in addition to hosting meals and activities. Snowmass Tourism PR worked with several stakeholders in partnership for hosting, including Challenge Aspen, Destination Residences, and Viewline Resort Snowmass.

- **Challenge Aspen Influencer Hosting**
 - **Daniella Alvarez** (153k Instagram)
- **Destination Residences Individual Hosting**
 - **Freelance (USA Today, Brave Ski Mom)** Kristen Lumis
- **Viewline Snowmass Resort Influencer FAM**
 - **Caelynn Miller Keyes** (1.36 million Instagram)
 - **Elizabeth Weber** (261K Instagram; TikTok 390K)
 - **Gabriella Halikas** (197K Instagram; TikTok 685K)
 - **Jennifer Leezy** (349K Instagram)
 - **Kayla Richart** (836K Instagram; TikTok 646K)
 - **Lily May Mac** (3.8 million Instagram; TikTok 230K)
 - **Luana Barron** (1M Instagram; TikTok 1.2M)
 - **Serene Russell** (243K Instagram)

PRESS RELEASES DISTRIBUTED

Four news releases were distributed to national, regional, and local media

- April 12 Changes Abound on Snowmass Tourism's Event Team
- April 26 Snowmass Tourism Announces 2023 Band Lineup for Snowmass Free Concerts
- May 11 Aspen, Snowmass Village, Basalt, Carbondale & Glenwood Springs Unveil the Roaring Fork + Farm Map
- May 18 Summer Kicks Off in Snowmass with June Event Lineup

PR RESULTS

Total PR Stories in April & May 2023 – Approximately 343 stories

- Equaling approximately 307.2 million media impressions
- Equaling approximately \$868.8k in ad value

MEDIA HIGHLIGHTS

Media coverage highlights from April & May 2023 include:

- **Colorado Meetings & Events:** Four-Season Playground
- **Forbes:** Father's Day Gift Guide: The Best U.S. Trips for Adventurous Dads
- **Forbes:** Colorado Has Plenty to Offer in The Summer
- **Inside Hook:** The 10 Best Summer Trips for Every Kind of Traveler
- **The Gazette:** 2023 Summer and Fall Events in And Around Denver
- **The Gazette:** Fairs, Rodeos and July 4 Events in Colorado
- **The Denver Post:** The Best Colorado Summer Festivals 2023: Your Guide to Live Music, Craft Beer, Food, Dance and More
- **Travel Off Path:** Top 7 Destinations to Go to For Under \$400 This Summer

- **Tripadvisor:** 7 Beginner-Friendly Mountain Biking Destinations Across the Us
- **Tripadvisor:** The Best Places to Spend Long, Lazy Summer Weekends
- **Uncover Colorado:** Colorado's Top Wine Festivals In 2023

SNOWMASS TOURISM & B PUBLIC RELATIONS INFLUENCER CAMPAIGN

Snowmass Tourism, with support from BPR, continues to build on a successful influencer campaign to drive immediate exposure and to push key marketing messages in the digital space. For the Summer 2023 season, a partnership is confirmed with one influencer.

1. Nelson Holland of @fatblackandgettinit, July 12 - 14
 - a. 59,300 followers on Instagram / 5.15% engagement rate (high)
 - b. 122,000 followers on TikTok / 1% engagement rate (average)
 - c. Top market exposure in Colorado, California, New York and Texas

Group Sales In the Year, For the Year Business Breakdown

- 130 leads received in the year for the year
 - 57 of the 130 fall in Q3
 - 11 are Definite
 - 22 are still alive (prospect/tentative)
- 126 at the same time in 2022 for 2022
 - 63 fell in Q3
 - 13 were Definite
 - None were still alive at this time in 2022



Budget Performance Report

Fiscal Year to Date 06/07/23

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 - Tourism Fund										
REVENUE										
402005	Grants	10,000.00	.00	10,000.00	.00	.00	.00	10,000.00	0	10,000.00
404071										
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	.00	.00	+++	3,500.00
	404071 - Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$3,500.00
407001	Interest Income	88,024.00	47,299.00	135,323.00	.00	.00	247,356.01	(112,033.01)	183	162,740.57
407003	Miscellaneous Income	.00	.00	.00	.00	.00	1,350.00	(1,350.00)	+++	5,560.00
407018										
407018-02	Co-op Reimbursement - Marketing	12,500.00	.00	12,500.00	.00	.00	.00	12,500.00	0	.00
	407018 - Totals	\$12,500.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$12,500.00	0%	\$0.00
407056	Support for Groups	.00	20,000.00	20,000.00	.00	.00	.00	20,000.00	0	.00
413001										
413001-04	Lease proceeds	.00	.00	.00	.00	.00	.00	.00	+++	22,694.07
	413001 - Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$22,694.07
	REVENUE TOTALS	\$110,524.00	\$67,299.00	\$177,823.00	\$0.00	\$0.00	\$248,706.01	(\$70,883.01)	140%	\$204,494.64
EXPENSE										
501001										
501001-01	Payroll - Regular	928,096.00	824,518.00	1,752,614.00	.00	.00	597,618.06	1,154,995.94	34	818,344.99
	501001 - Totals	\$928,096.00	\$824,518.00	\$1,752,614.00	\$0.00	\$0.00	\$597,618.06	\$1,154,995.94	34%	\$818,344.99
501002										
501002-01	Payroll Overtime Regular	10,000.00	5,000.00	15,000.00	.00	.00	5,720.91	9,279.09	38	7,372.88
	501002 - Totals	\$10,000.00	\$5,000.00	\$15,000.00	\$0.00	\$0.00	\$5,720.91	\$9,279.09	38%	\$7,372.88
501003										
501003-01	Payroll Benefits - Recreation Benefit	18,765.00	10,425.00	29,190.00	.00	.00	15,930.48	13,259.52	55	16,788.18
501003-04	Payroll Benefits - Housing Allowance	30,000.00	.00	30,000.00	.00	.00	12,500.00	17,500.00	42	30,000.00
501003-06	Payroll Benefits - Retirement	80,641.00	73,528.00	154,169.00	.00	.00	61,984.51	92,184.49	40	73,740.50
501003-08	Payroll Benefits - Medicare	12,362.00	12,028.00	24,390.00	.00	.00	10,472.30	13,917.70	43	12,671.15
501003-09	Payroll Benefits - Fica	6,547.00	.00	6,547.00	.00	.00	2,408.18	4,138.82	37	5,356.15
501003-10	Payroll Benefits - Health Insurance	318,441.00	257,488.00	575,929.00	.00	.00	205,702.74	370,226.26	36	246,889.53
501003-13	Payroll Benefits - Dental Insurance	4,082.00	3,602.00	7,684.00	.00	.00	5,819.66	1,864.34	76	7,072.95
501003-14	Payroll Benefits - Vision Insurance	1,771.00	1,562.00	3,333.00	.00	.00	1,693.08	1,639.92	51	2,301.32
501003-15	Payroll Benefits - Standard - Life / AD& D	5,493.00	5,008.00	10,501.00	.00	.00	3,770.39	6,730.61	36	4,571.65
501003-17	Payroll Benefits - Dependant Life	90.00	79.00	169.00	.00	.00	62.40	106.60	37	79.20
501003-18	Payroll Benefits - Long Term Disability	7,185.00	6,551.00	13,736.00	.00	.00	4,854.12	8,881.88	35	5,880.93
501003-19	Payroll Benefits - Unemployment Insurance	1,876.00	1,659.00	3,535.00	.00	.00	1,439.14	2,095.86	41	1,740.25
501003-20	Payroll Benefits - Workmans Comp	841.00	743.00	1,584.00	.00	.00	1,611.88	(27.88)	102	4,085.20
	501003 - Totals	\$488,094.00	\$372,673.00	\$860,767.00	\$0.00	\$0.00	\$328,248.88	\$532,518.12	38%	\$411,177.01
501004	Training/ Registrations	12,350.00	18,000.00	30,350.00	.00	.00	5,212.57	25,137.43	17	5,944.20
501005										
501005	Travel & Meeting Expenses	45,000.00	(45,000.00)	.00	.00	.00	4.00	(4.00)	+++	40,364.14



Budget Performance Report

Fiscal Year to Date 06/07/23

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 - Tourism Fund										
EXPENSE										
501005										
501005-01	Travel & Meeting Expenses - Marketing	.00	37,500.00	37,500.00	320.25	.00	7,358.23	30,141.77	20	.00
501005-02	Travel & Meeting Expenses - Groups	.00	89,000.00	89,000.00	4,807.25	.00	23,489.55	65,510.45	26	.00
501005-03	Travel & Meeting Expenses - Special Events	.00	7,500.00	7,500.00	.00	.00	2,290.70	5,209.30	31	.00
	501005 - Totals	\$45,000.00	\$89,000.00	\$134,000.00	\$5,127.50	\$0.00	\$33,142.48	\$100,857.52	25%	\$40,364.14
502003	Contract Service	25,000.00	12,000.00	37,000.00	.00	246.20	4,222.60	32,531.20	12	2,593.36
502004	Telephone	9,120.00	5,600.00	14,720.00	1,150.00	.00	6,032.90	8,687.10	41	7,867.78
502007										
502007-01	Maintenance Agreements - Copier	2,500.00	2,500.00	5,000.00	.00	.00	140.75	4,859.25	3	393.37
	502007 - Totals	\$2,500.00	\$2,500.00	\$5,000.00	\$0.00	\$0.00	\$140.75	\$4,859.25	3%	\$393.37
502008										
502008-01	Repairs - Equipment	1,000.00	1,000.00	2,000.00	.00	.00	.00	2,000.00	0	.00
	502008 - Totals	\$1,000.00	\$1,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0%	\$0.00
502009										
502009-01	Mailing - Postage	1,500.00	2,000.00	3,500.00	.00	.00	192.15	3,307.85	5	31.34
502009-03	Mailing - Tradeshow	.00	2,000.00	2,000.00	.00	.00	320.74	1,679.26	16	.00
	502009 - Totals	\$1,500.00	\$4,000.00	\$5,500.00	\$0.00	\$0.00	\$512.89	\$4,987.11	9%	\$31.34
502010										
502010-03	Utilities - Electric	1,000.00	.00	1,000.00	.00	.00	194.54	805.46	19	998.53
	502010 - Totals	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$194.54	\$805.46	19%	\$998.53
502013										
502013-01	Leased Equipment - Copier	3,000.00	3,000.00	6,000.00	.00	.00	1,657.58	4,342.42	28	878.52
502013-11	Leased Equipment - Interest	.00	.00	.00	.00	.00	.00	.00	+++	4.21
502013-12	Leased Equipment - Principal	.00	.00	.00	.00	.00	.00	.00	+++	1,773.51
	502013 - Totals	\$3,000.00	\$3,000.00	\$6,000.00	\$0.00	\$0.00	\$1,657.58	\$4,342.42	28%	\$2,656.24
502017	Audit	6,095.00	3,096.00	9,191.00	.00	.00	.00	9,191.00	0	5,300.00
502019	Software Licensing	41,200.00	19,000.00	60,200.00	.00	1,400.00	30,148.00	28,652.00	52	.00
502029	Accounting & Administrative Fee	23,482.00	11,742.00	35,224.00	.00	.00	.00	35,224.00	0	22,799.00
503002	Dues, Memberships, Subscriptions	7,725.00	11,700.00	19,425.00	.00	.00	10,350.27	9,074.73	53	6,392.36
503003	Miscellaneous	54,000.00	(38,000.00)	16,000.00	.00	.00	11,141.53	4,858.47	70	48,508.19
503005										
503005-01	Supplies - Office	7,000.00	5,000.00	12,000.00	.00	43.00	828.44	11,128.56	7	2,788.85
503005-30	Supplies - Events	20,000.00	.00	20,000.00	.00	.00	952.64	19,047.36	5	16,957.80
	503005 - Totals	\$27,000.00	\$5,000.00	\$32,000.00	\$0.00	\$43.00	\$1,781.08	\$30,175.92	6%	\$19,746.65
503007										
503007-01	Building Lease Payments - Rent	64,890.00	58,710.00	123,600.00	.00	.00	2,743.16	120,856.84	2	402.88
503007-02	Building Lease Payments - CAMS	8,015.00	.00	8,015.00	.00	.00	3,395.28	4,619.72	42	7,217.21
503007-06	Building Lease Payments - Town Hall	.00	.00	.00	.00	.00	49,362.10	(49,362.10)	+++	57,509.04
503007-11	Building Lease Payments - Rent Interest	.00	.00	.00	.00	.00	.00	.00	+++	180.35



Budget Performance Report

Fiscal Year to Date 06/07/23

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 - Tourism Fund										
EXPENSE										
503007										
503007-12	Building Lease Payments - Rent principal	.00	.00	.00	.00	.00	.00	.00	+++	7,319.65
	503007 - Totals	\$72,905.00	\$58,710.00	\$131,615.00	\$0.00	\$0.00	\$55,500.54	\$76,114.46	42%	\$72,629.13
503008										
503008-01	Insurance - Building	272.00	.00	272.00	.00	.00	87.02	184.98	32	108.05
503008-02	Insurance - Vehicle	360.00	.00	360.00	.00	.00	224.00	136.00	62	276.00
	503008 - Totals	\$632.00	\$0.00	\$632.00	\$0.00	\$0.00	\$311.02	\$320.98	49%	\$384.05
503009										
503009-01	Vehicle Expenses - Fuel	1,400.00	1,400.00	2,800.00	.00	.00	112.69	2,687.31	4	1,893.34
503009-03	Vehicle Expenses - Parts & Supplies	495.00	495.00	990.00	.00	.00	1,929.97	(939.97)	195	6,511.33
503009-06	Vehicle Expenses - Labor	1,750.00	1,750.00	3,500.00	.00	.00	.00	3,500.00	0	2,996.25
	503009 - Totals	\$3,645.00	\$3,645.00	\$7,290.00	\$0.00	\$0.00	\$2,042.66	\$5,247.34	28%	\$11,400.92
503027	Office Equipment	5,000.00	5,000.00	10,000.00	.00	.00	959.99	9,040.01	10	3,786.27
503028	Sky Cab/Skittles	.00	54,000.00	54,000.00	.00	.00	.00	54,000.00	0	.00
507020										
507020-01	Capital Other - Leases	.00	.00	.00	.00	.00	.00	.00	+++	22,694.07
	507020 - Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$22,694.07
510055	Transfer Out to CIP	375,000.00	200,000.00	575,000.00	.00	.00	575,000.00	.00	100	350,000.00
550001	Airline Support	20,000.00	20,000.00	40,000.00	.00	.00	37,625.28	2,374.72	94	15,277.50
550002	Signage	30,000.00	10,000.00	40,000.00	.00	1,213.29	8,912.09	29,874.62	25	38,062.43
550003	Premiums	35,000.00	35,000.00	70,000.00	.00	3,628.25	32,728.28	33,643.47	52	37,957.80
550004										
550004-01	Summer Marketing - Collateral	100,000.00	.00	100,000.00	.00	.00	.00	100,000.00	0	101,192.41
550004-02	Summer Marketing - Advertising	740,000.00	.00	740,000.00	.00	.00	89,817.77	650,182.23	12	611,868.63
550004-03	Summer Marketing - Photography	63,000.00	.00	63,000.00	.00	.00	10,500.00	52,500.00	17	68,303.70
	550004 - Totals	\$903,000.00	\$0.00	\$903,000.00	\$0.00	\$0.00	\$100,317.77	\$802,682.23	11%	\$781,364.74
550005										
550005-01	Winter Marketing - Collateral	90,000.00	.00	90,000.00	.00	.00	16,205.03	73,794.97	18	74,811.22
550005-02	Winter Marketing - Advertising	820,000.00	.00	820,000.00	.00	.00	254,738.57	565,261.43	31	902,347.93
550005-03	Winter Marketing - Photography	63,000.00	.00	63,000.00	.00	.00	58,168.44	4,831.56	92	48,683.04
	550005 - Totals	\$973,000.00	\$0.00	\$973,000.00	\$0.00	\$0.00	\$329,112.04	\$643,887.96	34%	\$1,025,842.19
550006										
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	.00	.00	926.14	39,073.86	2	17,757.56
550006-02	Online - Social Media	65,000.00	.00	65,000.00	.00	2,000.46	24,455.37	38,544.17	41	39,356.32
550006-03	Online - Search Engine Optimization & Marketing	117,000.00	.00	117,000.00	.00	850.00	3,400.00	112,750.00	4	108,794.83
550006-04	Online - E-mail & Content Marketing	17,000.00	.00	17,000.00	.00	.00	3,384.20	13,615.80	20	6,941.94
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	.00	.00	.00	2,500.00	0	.00
	550006 - Totals	\$241,500.00	\$0.00	\$241,500.00	\$0.00	\$2,850.46	\$32,165.71	\$206,483.83	14%	\$172,850.65
550008	Sponsorship Tool	13,000.00	.00	13,000.00	.00	.00	893.78	12,106.22	7	4,218.01



Budget Performance Report

Fiscal Year to Date 06/07/23

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 - Tourism Fund										
EXPENSE										
550009	Competitive Analysis	29,000.00	.00	29,000.00	.00	.00	14,031.00	14,969.00	48	35,411.50
550010										
550010	Summer Events	1,160,000.00	70,000.00	1,230,000.00	.00	.00	146,957.01	1,083,042.99	12	981,154.47
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0	150,000.00
550010 - Totals		\$1,310,000.00	\$70,000.00	\$1,380,000.00	\$0.00	\$0.00	\$146,957.01	\$1,233,042.99	11%	\$1,131,154.47
550011	Winter Events	770,000.00	75,000.00	845,000.00	.00	.00	502,368.32	342,631.68	59	549,545.02
550012	Ice Age Discovery Center	225,000.00	.00	225,000.00	.00	2,200.00	51,212.01	171,587.99	24	63,896.00
550013	Research Survey	15,000.00	.00	15,000.00	.00	.00	10,000.00	5,000.00	67	20,999.33
550014										
550014-01	Marketing - Collateral	.00	5,000.00	5,000.00	.00	.00	.00	5,000.00	0	.00
550014-02	Marketing - Industry Print Ads	.00	106,000.00	106,000.00	.00	.00	27,342.27	78,657.73	26	.00
550014-03	Marketing - Online	.00	78,500.00	78,500.00	.00	.00	22,083.00	56,417.00	28	.00
550014 - Totals		\$0.00	\$189,500.00	\$189,500.00	\$0.00	\$0.00	\$49,425.27	\$140,074.73	26%	\$0.00
550015										
550015-01	Direct Sales - Tradeshow	.00	72,800.00	72,800.00	.00	.00	64,318.01	8,481.99	88	.00
550015-03	Direct Sales - Client Entertainment	.00	40,000.00	40,000.00	.00	.00	12,858.05	27,141.95	32	.00
550015-04	Direct Sales - FAM	.00	116,000.00	116,000.00	.00	.00	6,833.00	109,167.00	6	.00
550015 - Totals		\$0.00	\$228,800.00	\$228,800.00	\$0.00	\$0.00	\$84,009.06	\$144,790.94	37%	\$0.00
550016	Support for Groups	.00	139,000.00	139,000.00	.00	.00	29,781.07	109,218.93	21	.00
550017	One Time Expenses	7,500.00	7,500.00	15,000.00	.00	.00	.00	15,000.00	0	.00
560001	Public Relations	153,000.00	.00	153,000.00	.00	26,353.71	37,483.57	89,162.72	42	97,460.40
560002	Rebate	55,000.00	.00	55,000.00	.00	.00	49,450.00	5,550.00	90	51,650.00
EXPENSE TOTALS		\$6,923,344.00	\$2,445,984.00	\$9,369,328.00	\$6,277.50	\$37,934.91	\$3,186,411.51	\$6,144,981.58	34%	\$5,887,074.52
Fund 009 - Tourism Fund Totals										
REVENUE TOTALS		110,524.00	67,299.00	177,823.00	.00	.00	248,706.01	(70,883.01)	140%	204,494.64
EXPENSE TOTALS		6,923,344.00	2,445,984.00	9,369,328.00	6,277.50	37,934.91	3,186,411.51	6,144,981.58	34%	5,887,074.52
Fund 009 - Tourism Fund Totals		(\$6,812,820.00)	(\$2,378,685.00)	(\$9,191,505.00)	(\$6,277.50)	(\$37,934.91)	(\$2,937,705.50)	(\$6,215,864.59)		(\$5,682,579.88)
Grand Totals										
REVENUE TOTALS		110,524.00	67,299.00	177,823.00	.00	.00	248,706.01	(70,883.01)	140%	204,494.64
EXPENSE TOTALS		6,923,344.00	2,445,984.00	9,369,328.00	6,277.50	37,934.91	3,186,411.51	6,144,981.58	34%	5,887,074.52
Grand Totals		(\$6,812,820.00)	(\$2,378,685.00)	(\$9,191,505.00)	(\$6,277.50)	(\$37,934.91)	(\$2,937,705.50)	(\$6,215,864.59)		(\$5,682,579.88)