

AGENDA ITEM #1.

Scott L. Ford

City Council Report / January 9, 2018

December 14th – Steamboat Springs Chamber Resort Association Monthly Board Meeting

The key highlight was a review of the proposed 2018 Program of Work and the 2018 budget.
Copy attached to my report

December 20th – Steamboat Springs Economic Development Council

Key highlight was the discussion and purpose of an ad-hoc Public Policy Committee. The purpose would be to review areas where changes in public policy could enhance/improve the business climate in the Steamboat Springs area.

Steamboat Springs Chamber Resort Association

2018 Proposed Program of Work

GOALS	STRATEGIC OBJECTIVES	STRATEGY TIMING
1 Attain stable and sustainable long-term funding	Revitalize sustainable funding committee	Q1 2018
	Finalize ideal funding source	Q2 2018
	Determine timeline for ballot initiative	Q2 2018
	Develop a communications strategy	Q2 2018/ dependent on ballot timeline
2 Develop a comprehensive organizational communication strategy	Create Community Development department and align staff to support new efforts	Q1 2018
	Articulate and educate the community on Economic and Business Development, Community Development and Destination Marketing efforts	Q4 2018
3 Implement organizational repositioning recommendations and rebranding to reflect the mission	Create and implement the brand launch	Q1 2018
	Initiate efforts to reduce organizational focus on special event production	Q3 2018
	Collaborate with City staff to maximize favorable event impacts and minimize disruptions to the community	Q4 2018
	Commit to new product development efforts that focus on agritourism and	Q4 2018
	Initiate a process to investigate, study and pursue upgraded office and Visitor Center building(s)	Q3 2018
4 Reach higher value guests	Increase Accomodations Tax by 2% in May-October	Q4 2018
	Increase length of stay from 4.1 nights to 4.5 nights	2019
	Increase out of state visitation	Q4 2018
5 Improve visitor experience	Create product development plan and implementation schedule	2019
	Achieve a Net Promoter Score of 77%	Q4 2018
6 Retain and expand business in Routt County	Develop a business retention and expansion (BRE) program	Q2 2018
	Develop an industry cluster program	Q4 2018
	Improve and convey membership value measured by 91% retention and 60 new members	Q4 2018
	Market our economic development opportunities outside the community	Q4 2018
7 Initiate business advocacy effort	Establish an ad hoc committee to create framework for new Policy Committee (sub-committee of the EDC)	Q2 2018
	Establish a Policy Committee to research issues and provide guidance, when needed, to the Board and government officials	Q4 2018

2:09 PM
 11/02/17
 Accrual Basis

Steamboat Springs Chamber Resort Association, Inc
Profit & Loss Budget Performance
 January through September 2017
 EOY Reforecast and 2018 Budget

		2017 Original Full Year Budget	2017 Q3 Full Year Reforecast	2018 Budget	2017 vs. 2018 Budget	2018 vs. EOY Reforecast
	Income					
	Marketing Income	861,500	862,800	881,500	\$ 20,000	\$ 18,700
	CD Income	485,515	523,233	503,555	\$ 18,040	\$ (19,678)
	SE Income	218,510	234,985	236,425	\$ 17,915	\$ 1,440
	ED Income	165,925	171,570	169,000	\$ 3,075	\$ (2,570)
	Total Income	1,731,450	1,792,588	1,790,480	\$ 59,030	\$ (2,108)
	Wages and Benefits					
	46000 · Wages and Benefits	779,543	732,040	791,129	\$ 11,586	\$ 59,089
	Other Expenses					
	3400 · Office Expense	56,994	59,653	56,950	\$ (44)	\$ (2,703)
	3500 · Program Expenses	49,750	111,769	71,675	\$ 21,925	\$ (40,094)
	Marketing Expenses Other	493,590	500,863	513,590	\$ 20,000	\$ 12,727
	CD Expenses Other	199,101	227,643	205,671	\$ 6,570	\$ (21,972)
	SE Expenses Other	122,603	124,857	126,640	\$ 4,037	\$ 1,783
	ED Expenses Other	21,800	19,253	16,550	\$ (5,250)	\$ (2,703)
	Total Expense	1,723,381	1,776,078	1,782,205	\$ 58,824	\$ 6,127
	Net Income	8,069	16,510	8,275	\$ 206	\$ (8,235)