



Breckenridge Marketing Advisory Committee (BMAC) Agenda
May 7, 2012

1:00 – 4:00 p.m. Breckenridge Police Station

1. Approval of Minutes* – March 12, 2012 meeting
2. Approval of Agenda
3. Reservations for the Summit season recap*
4. 12-Month Calendar Review*
5. Summer Marketing Plan – Scott Fortner
6. Improve the Breckenridge Experience follow-up - Scott
 - a. BSR & BRC net promoter score extrapolating & comparison
 - b. RRC's report – requested info from BMAC, other resort towns NPS
7. Update Reports
 - a. Breckenridge Ski Resort (incl. Dew Tour) – Kieran Cain
 - b. DMO: Top Performance Indicators/Matrix*, 3–5 year goals, Cen Rez*, BRC Board – Scott/Bill
 - c. BRC Marketing Committee – Dick Sosville
8. New Business – event proposals
 - a. Rodeo – update only
 - b. Breck Bike Week*
 - c. Snowball*
9. Old Business updates
 - a. Accommodations Tax report from other Mountain Communities – Kim
 - b. AEG Summer Concerts – Kim
 - c. Ice Castle opportunity – Kim
 - d. Farmers Market on gondola lot
 - e. Today in America – Kim
10. Next Meeting - June 18; remaining meetings - July 16, August 20, September 17, October 15, November 19, and December 17

**Indicates an attachment*

NOTE: ToB Financials* & BRC President Report* are provided as info only; no discussion planned.

BMAC Mission Statement

The purpose of the Breckenridge Marketing Advisory Committee (BMAC) is to advise Town Council on best practices that will maximize the effectiveness and efficiency of all tourism marketing investments made with town marketing funds.



Breckenridge Marketing Advisory Committee (BMAC) Agenda
March 12, 2012
Breckenridge Police Station

In attendance: BMAC members - Dick Carleton, Mike Dudick, Dick Sosville, Toby Babich, John Cronin, Peyton Rodgers & Bruce Horii; ToB staff –Kim Dykstra-DiLallo; BRC staff – John McMahon, Bill Wishowski, Scott Fortner, BRC Board - Kieran Cain, Guests: David Abrahamson

Call to order – 1:06 p.m. by Dick Sosville

1. Approval January 25, 2012 meeting minutes - moved by Dick Carleton, seconded by Mike Dudick
2. Approval of Agenda - approved
3. BMAC Operating Relationships/Procedures (Protocol) – Dick Sosville passed out a revised document from the first joint meeting of BRC and BMAC (handouts). Goal is to define what BMAC needs from the DMO – (handout). Also handed out the DMO/BRC’s goals for 2012. Is this sufficient? Dick C noted that he feels the most important goal to evaluate is, are we gaining occupancy overall? John McMahon remarked that as we and our competitors add rooms, how can we measure this? John and Kim/ToB to work on getting this tool refined, including if the accommodations tax figures being reported include strictly lodging or does it include food/beverage; get to a ‘heads in beds’ figures and gather figures from our competitive set. This will establish a baseline from which we can move forward. Discussion ensued about the confusion surrounding the Cen Rez report that Bill sends out as it only represents a small percentage of the lodging so the direction was given that this report would not be sent to BMAC or Town Council members. The MTRip report (twice per month) is very helpful to all businesses for staffing levels determination.
 - a. Goals – it was agreed that this group will focus only on several top-line goals, or ‘Top Performance indicators’; they are: Market Share, Annual Occupancy, ADR, Event Attendance, Cen Rez (net gain/loss), Web Market Share/Social Media stats, Group Sales leads, and Net Promoter Score (and comparison/cross tabulation with BSR’s). These will appear on the top portion of the Goals sheet (i.e. metrics); the lower portion will continue to include indicators and measures that will provide more detail to support the ‘Top Performance’ indicators.
 - b. Setting the Goals – the agreed upon process is that the BRC staff members recommends specific goals to the BRC Marketing Committee, which then goes to the BRC Board, then to BMAC and finally to the Town Council. The goals are set and the BRC is charged with the plan and strategies to fulfill these goals. The target date to present to BMAC is July 1st for the following year goals.

- c. Meeting Frequency & Duration – Dick S asked how many times this group needs to meet. Consensus was that ideally this group would meet six times per year/every other month, but that we are not there yet. Agreed to meet monthly and evaluate in the Fall. Due to school’s spring break, the April and May meetings will be combined on May 7th; starting in June BMAC will meet on the third Monday of the month from 1 – 4 p.m. (June 18, July 16, August 20, September 17, October 15, November 19, and December 17).
4. Improve the Breckenridge Experience – Dick Sosville: passed out the summer research highlights; Key result – 39% are 1st time visitors from out-of-state, net promoter score (NPS) was 65%; BSR’s NPS goal is 85%. Action: BRC to work with BSR on extrapolating and comparison. After seeing these results, Dick was concerned that we are disappointing our first time guests; we may not be doing an effective job on communicating what there is to do besides the event that they are attending. And are there Town assets that we’re not using or need others? Mike would like to see the comments from the ‘Passives’ to understand to see where we need to improve. John is working with RRC to get these findings. All agreed that investigating this issue is an area that BMAC should focus on. Dick C: it is important to engage the line-level employees as they are the ones that touch the guests so would like to investigate this area. Kieran – Denver’s Go the Extra Mile was successful. Dick C: asks this group consider recommending a sales person for Town assets. Mike D: need to focus on why people are dissatisfied. Dick S: BRC will get RRC to provide the requested data, and challenges this group to think about the questions. Bruce: do other destinations do a NPS, and can we get this info to compare? John to ask RRC if they do this research for others and can we review/compare.
5. Update Reports
 - a. Brand Research – Dick Sosville: after an RFP process, have hired a company (Reality Check), they are meeting, researching, and becoming familiar with our community; they are gathering info from past guests, stakeholders in our community, etc. – there are 8 cells. They are shooting for mid-May for a final report, and will report to this group (June meeting), as a joint with BRC Board. Then how to execute, communicate, educate, and convince this community will be the challenge.
 - b. Breckenridge Ski Resort – Kieran Cain: improved guest experience has been a focus this season, including 50 wishes. Spring Fever starts this Sat., lots of events, concerts; seems to be a bit disjointed of the mountain/town connection and would like to investigate more ways to collaborate. Received a MOU from Dew Tour for Dec. 13 – 16, and hope to announce by end of month; requested 1,100 room nights over 5 – 6 nights, peak nights will be 3 nights; BSR to have to provide two more venues. Bruce: big picture for him is that he needs a commitment from BSR to have Peak 9 open. Issues/Qs: 1) BSR to answer the operations/opening question and 2) what is the cost per night that the lodging companies are asking for? Over the average, the room augmentation will be approx. \$100/room for a total of \$100,000 - \$110,000 for two years. All are supportive of the event. Perhaps funding can come from Marketing and from General Funds. Mike will bring the TC up to date at tomorrow’s meeting and ask for a head nod for financial support.

- c. Summer Marketing Plan – Scott Fortner: going thru the protocol with approval from the BRC Marketing Committee; briefly went through the creative process for the summer.
 - d. DMO: 3 – 5 year goals, budget, Cen Rez, BRC Board – John McMahon: would like to discuss the 3-5 year goals at a later meeting. Budget – additional amount given from Mktng. Fund so provided revised plan with his report. Colorado Meetings named the BRC/BVCB as the top destination.
 - e. BRC Marketing Committee (gondola opening activities) – Dick Sosville: group has met twice; had a great web marketing discussion and feels confident about PR; his major concerns are photo library and a creative firm (placement & creative, placement or creative); it is vital to get the brand platform first and then do an RFP process for creative/placement. Mike D requested that this committee monitor that the spend is being spent as accepted in the Marketing Plan. Dick Sosville relayed that the TC agreed to open the gondola early for the summer season; he suggests that we be able to report back to TC as to the success of an early opening; Scott and Kieran are meeting to strategize how to maximize this early opening.
6. New Business
- a. Farmer’s Market on gondola lots – Dick Carleton: Restaurant Association is in discussions with BSR to put something on the ski area lots on Saturday. Issues: coordination with Town on existing events/commitments, is this the right place for foot traffic, who would organize; great idea but where do we find resources. BRC and ToB to get together to discuss.
 - b. AEG Summer Concerts – Kim Dykstra-DiLallo: consensus that -1) if this were a concert series (3-4 shows/summer), 2) the level of talent is similar to Lovett/Hiatt, 3) the band draws acceptable demographics, 4) marketing reach is in the front range, 5) nights are used to fill in shoulder times (Thurs., Sun., Fri & Sat if available), BMAC approved up to \$10,000 per concert (double cash contribution of 2011) from the funds held in the ToB fund. Dick S relayed that the BMF did a survey and received 400 responses, and the Board was taking these suggestions to make major changes. (HAND OUT)
 - c. Ice Castle opportunity – Kim Dykstra-DiLallo: Having great success in Silverthorne and are have contacted Breckenridge on possibly wanting to utilize the Riverwalk lawn for next winter. Staff will collect data from this past winter’s ice castle and the effects on the grass. Feeling that this would provide more activities for families and even without requested data that staff will be collecting, BMAC gave this a positive head nod but would recommend that the cost (\$15,000 for a pipe to supply water) come out of a Capital Improvement Project budget.
 - d. Today in America – John: \$20k cost and it is really an economic development tool than a tourism piece; does having Terry Bradshaw attached to our brand be beneficial? BMAC doesn’t recommend this expenditure from the Marketing Fund.
7. Next Meeting Agenda – Dick Sosville requested input on topics to him via email.

Reservations for the Summit Winter 2011/2012 Summary



Overview of our Business

- RFTS represents properties throughout Summit County, but 99% of business is for properties in/around Breckenridge

- Up to 14 employees during the winter
 - Five YR employees, including management

- Currently work with 25 lodging suppliers throughout Summit County, with 19 located in Breckenridge
 - Work with both 3rd party and owned/operated suppliers

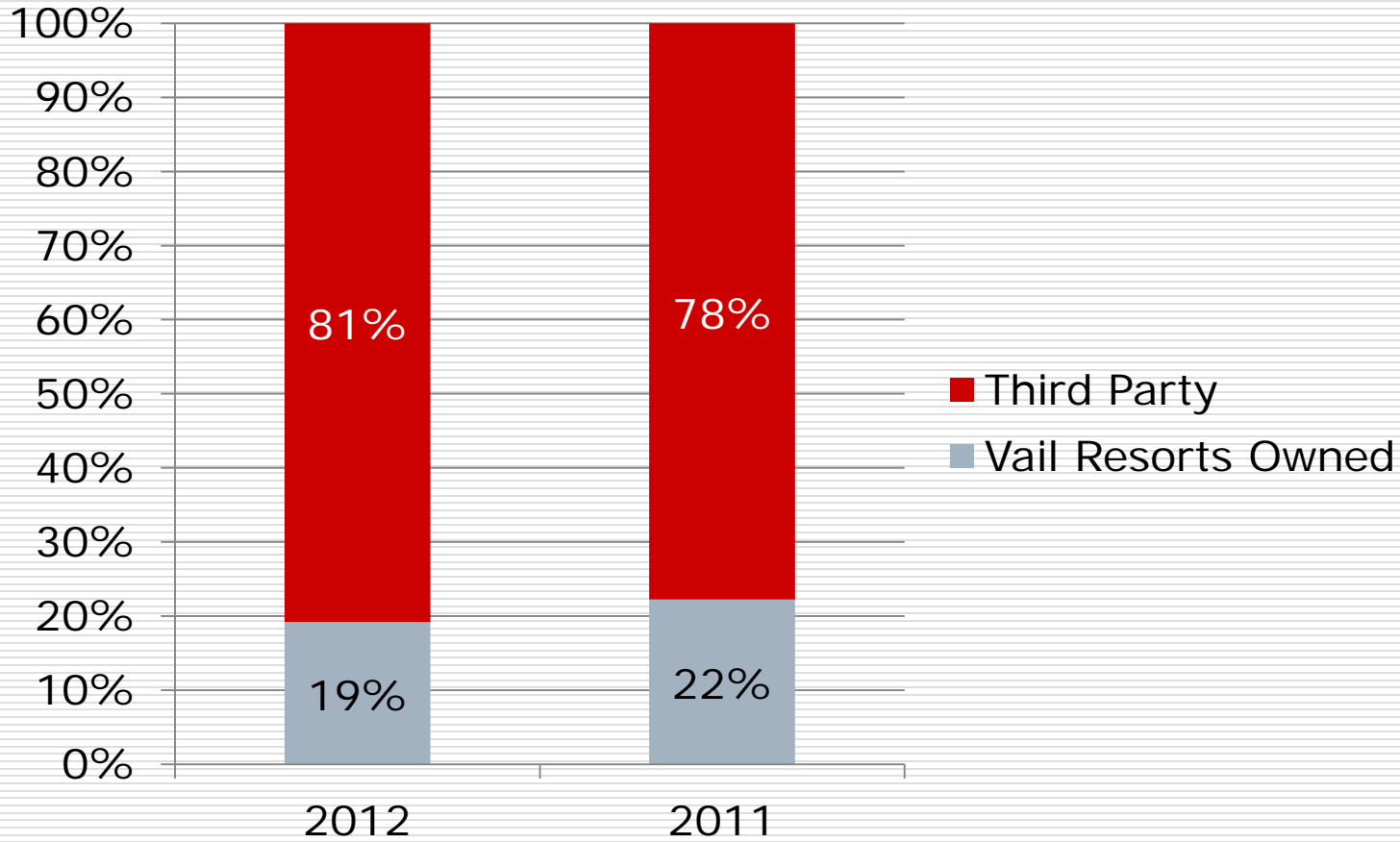
The Numbers

- ❑ Winter Season RN's down 1%
 - ❑ Lodging revenue up 7% with ADR posting an 8% increase
 - ❑ \$5.4M in lodging revenue for Breckenridge
 - ❑ Length of stay down slightly, 3.69 nights TY vs. 3.77 nights last year
-

The Numbers

- ❑ Call volume down 23%
 - ❑ Call Center YTD Conversion is up 21%
 - ❑ Online total traffic up 6%
 - ❑ Online cart conversion up 10%
-

Room Nights by Supplier



Segmentation

Room Nights	2011/12	2010/11
Voice	71%	80%
Online	29%	20%

Reservations	2011/12	2010/11
Voice	66%	78%
Online	34%	22%

Segmentation

- Increase in online segment driven by:
 - Shift from traditional media to online and social marketing
 - Continued improvements to Breck.com
 - Guests using resort websites to research snow conditions and compare across resorts
-

Guest geography

	2011/12 RN's	2010/11 RN's
International	5.4%	4.3%
Domestic	94.6%	95.7%
Out-of-state	90.7%	91.7%
In-state	9.3%	8.3%

Guest geography

- Domestic RN's down 3%
 - Biggest losses were NY (-151 RN's) and CA (-137 RN's)
 - Top 5 states remained same YOY: TX, CO, FL, IL, NY
 - Colorado was up 118 RN's (9%) YOY
 - Colorado guests commented they came to Breck given it was in better shape than most other resorts

 - International RN's up 25.5%

 - Countries with significant gain to last year
 - Netherlands: 146 RN's compared to 0 last year
 - Mexico: 123 RN's compared to 30 RN's last year
 - Japan: 47 RN's compared to 0 last year
 - Italy: 46 RN's compared to 0 last year
-

Successes

- ❑ Continued to demonstrate the “one stop shop” model is effective, and is what our guests are looking for
 - ❑ 7% revenue growth and nearly flat RN's despite an extremely challenging snow year
 - ❑ Continued strong participation from our lodging partners in promotions
-

Looking forward

- ❑ Summer RN's are pacing 78% ahead of last year
 - ❑ August is demonstrating the biggest increase to last year, up 146%
 - ❑ Working with properties to load Winter 2012/13 rates
-

Thank you

Questions?

BMAC annual calendar

January

- Winter update and marketing adjustments (if needed)
- Summer Plan Kickoff - BMAC/BRC

February

- Spring forecast and marketing adjustments (if needed)
- Summer marketing plan presentation

June

- Previous winter recap/feedback for future winter strategies
- Brand Research Presentation – BMAC/BRC (2012 only)

July

- 18 month lodging forecast
- Projected TOB tourism funding for upcoming year
- Winter/Year Round Marketing Plan Kickoff (BMAC/BRC)
- Begin future year goal setting

August

- Summer Update
- Brief upcoming budget target discussion
- Goal refinement

October

- Approval of recommended BRC board budget targets
- Approval of recommended goals
- Recommendation of marketing fund breakout to TC
- Recommendation of DMO annual agreement to TC

November

- Previous summer recap/feedback future summer strategies

Ongoing

- Special funding request
- Threats to tourism (ie: drought, crisis)

(4.25.12)

BRC DASHBOARD - MARCH 2012

BRC Dashboard

Monthly

Yearly

	ACTUALS MARCH 2010	ACTUALS MARCH 2011	ACTUALS MARCH 2012	MONTHLY 2010 v. 2011 VARIANCE	%	ACTUAL YTD 2010	ACTUAL YTD 2011	ACTUAL YTD 2012	YTD 2011 vs 2012 VARIANCE	Actual %	2012 YEAREND GOALS	2011 ACTUALS	
MARKET SHARE													
Lodging Revenue Share													
Annual Occupancy	62.0%	64.6%	62.6%	-2.0%	-3.10%	59.70%	60.37%	59.70%	-0.67%	-1.10%	34.8%	35.3%	
Room Nights	44,346	44,446	43,777	-669	-1.51%	123,928	121,028	121,364	336	0%	241,417	237,703	
Average Daily Rate	\$221	\$233	\$253	\$20	8.58%	\$215	\$214	\$232	\$18	9%	\$179.50	184.92	
Web Market Share											TBD		
NPS Score											TBD		
WELCOME CENTER													
Walk in Visitors	20,669	20,827	22,546	1,719	8%	58,227	54,998	56,522	1,524	3%	265,104	274,078	
SALES													
Leads	5	17	19	2	12%	10	39	89	50	128%	210	185	
Lost/Canceled leads	7	5	12	7	140%	60	10	32	22	220%	100	71	
Lead Room Nights	569	2,907	4,206	1,299	45%	1,138	5,990	13,373	7,383	123%	30,000	26,038	
Booked Leads	2	11	3	-8	-73%	4	20	12	-8	-40%	55	47	
Booked room nights	240	855	433	-422	-49%	1,593	1,492	1,003	-489	-33%	6,200	5,627	
Conference attendees assisted	0	0	125	125		0	0	380	380		9,000	5,793	
Potential Revenue from booked room nights	\$36,000	\$128,250	\$60,450	-\$67,800	-53%	\$238,950	\$148,800	\$145,950	-\$2,850	-2%	\$900,000	\$834,326	
SPECIAL EVENTS													
Event Attendance	1,925	0	0	0	0%	58,645	52,135	60,020	7,885	15%	150,000	144,762	
TOWN TOURISM TAX REVENUE / IN MILLIONS N - FEBRUARY *** FEBRUARY ONLY ***													
Lodging T.	\$12.37	\$12.86	\$13.88	\$1.02	8%	\$24.86	\$26.14	\$26.65	\$0.51	2%	\$75.16	83.86	
Retail Tax	\$8.38	\$8.92	\$9.33	\$0.41	5%	\$16.91	\$17.84	\$18.29	\$0.45	3%	\$71.69	72.64	
Restaurant/Bar Tax	\$8.34	\$8.66	\$10.35	\$1.69	20%	\$16.85	\$17.70	\$20.27	\$2.57	15%	\$64.90	71.18	
MISC. REPORTS													
ADVERTISING AND PROMOTIONS													
Advertising Impressions	* Reported Season	N/A	N/A	N/A		N/A	7,886,126	0	-7,886,126	-100%	113,051,000		
Value added promotions	* Reported Season	N/A	N/A	N/A		N/A	\$2,314,528	0	-\$2,314,528	-100%	\$341,259		
Gobreck.com Landing Page Visits	* See Attached	26,418	37,492	38,220	728	2%	110,552	172,660	162,134	-10,526	-6%	715,762	650,693
Unique GoBreck.com site visits	* See Attached	22,123	30,354	29,964	-390	-1%	92,171	139,519	127,889	-11,630	-8%	575,749	523,409
Time Avg. on site		3:33	3:40	3:34	-0:06	-2%	4:01	4:06	3:27	0:39	10%	4:03	3:29
Avg # of pages visited		108,093	141,812	230,070	88,258	62%	429,342	686,322	944,277	257,955	38%	2,730,987	2,482,716
E-Newsletter sent		1	3	3	0	0%	5	9	9	0	0%	30	24
E-Newsletter subscribers			5,877	6,123	246	4%	8,334	14,911	16,384	1,473	10%	72,600	66,000
Vacation Planner		544	507	549	42	8%	550	510	557	47	9%	5,000	4,600
Publications emailed/downloads		6,238	5,143	5,233	90	2%	20,453	17,374	17,512	138	1%	65,236	62,130
Facebook Referrals	* Social Media - !	148	284	153	-131	-46%	607	3,427	1,984	-1,443	-42%	28,000	14,312
Facebook Reached		1,121	2,585	32,384	29,799	1153%	3,777	9,558	53,128	43,570	456%	25,960	N/A
Twitter Referrals	* Social Media - !	7	18	1	-17	-94%	66	91	5	-86	-95%	400	266
Twitter Followers		N/A	N/A	1,485	0		689	782	4,733	3,951	505%	3,155	2,042
Youtube Referrals	* Social Media -	N/A	0	0	0		0	1	0	-1	-100%	40	35
Youtube Visitation		1,094	1,485	1,588	103	7%	3,363	3,517	9,229	5,712	162%	57,213	29,734
The Connection/Blog		N/A	N/A	523	0		0	0	523	523	0%	1,500	
PUBLIC RELATIONS													
Advertising Equivalency		N/A	\$61,866	\$160	-\$61,706	-100%	N/A	\$594,951	\$149,173	-\$445,778	-75%	\$1,680,000	\$1,528,973
Consumer Impressions		5,690,933	239,071	347,677	108,606	45%	5,690,933	35,583,619	177,062,139	141,478,520	398%	47,777,000	43,435,337
Journalist Assisted		7	15	3	-12	-80%	30	54	44	-10	-19%	170	155
Journalist Hosted		0	1	9	8	800%	5	13	21	8	62%	52	50
*note, new equivalency formula													
CENTRAL RESERVATIONS													
Booked Reservations		384	268	140	-128	-48%	1,272	1,314	661	-653	-50%	4,246	3,216
Booked Room Nights		861	614	399	-215	-35%	2,731	3,345	1,880	-1,465	-44%	9,923	8,069
Booked Lodging Revenue		\$161,786	\$135,709	\$80,390	-\$55,319	-41%	\$662,713	\$792,296	\$441,638	-\$350,658	-44%	\$2,137,004	\$1,827,048
Misc. Revenue		\$111,721	\$48,419	\$33,368	-\$15,051	-31%	\$363,062	\$325,229	\$182,600	-\$142,629	-44%	\$777,260	\$694,181
Net/Gain Loss		-\$62,399	-\$37,461	-\$31,774	\$5,687	-15%	-\$55,501	-\$3,523	-\$41,398	-37,875	1075%	-\$113,983	-\$115,525
MEMBERSHIP													
		0	4	4			0	5	3	-2	-40%	450	433

May 2011 - April 2012 BCR Budget and Contribution -YTD

This document explains how Breckenridge Central Reservations revenue and Cost of Goods Sold is tracking to budget, the impact of changes to the vendor agreement and the value of "Add Backs"

Breckenridge Central Reservations provides to the Breckenridge Resort Chamber operations and the relative burden on the marketing budget.

Revenue	Actual	Budget	Budget Variance #	Budget Variance %	Year End Budget
Lodging	\$ 1,735,472	\$ 2,037,587	\$ (302,114)	-14.8%	\$ 2,102,504
Lift Tickets	\$ 217,927	\$ 282,130	\$ (64,203)	-23%	\$ 283,673
Other	\$ 406,586	\$ 405,644	\$ 942	0%	\$ 418,561
Total Revenue	\$ 2,359,986	\$ 2,725,361	\$ (365,375)	-13.4%	\$ 2,804,738
Cost of Goods Sold					
Lodging	\$ 1,513,521	\$ 1,746,171	\$ (232,651)	-13.3%	\$ 1,801,772
Lift Tickets	\$ 201,958	\$ 267,862	\$ (65,904)	-25%	\$ 269,329
Other	\$ 405,769	\$ 406,832	\$ (1,063)	0%	\$ 449,256
Total COGS	\$ 2,121,248	\$ 2,420,865	\$ (299,617)	-12.4%	\$ 2,520,357
Gross Profit	\$ 238,737	\$ 304,496	\$ (65,759)	-21.6%	\$ 284,381
Expenses	\$ 345,264	\$ 358,875	\$ (13,611)	-3.8%	\$ 391,492
Net Profit	\$ (106,527)	\$ (54,379)	\$ (52,148)	95.9%	\$ (107,111)
Add Backs					
Marketing Surcharge - 3%	\$ 43,674	\$ 38,210	\$ 5,464	14%	\$ 46,085
Administrative overhead	\$ 66,630	\$ 66,568	\$ 62	0%	\$ 72,818
New Revenue	\$ 224	\$ -	\$ 224	#DIV/0!	\$ -
Total Add Backs	\$ 110,528	\$ 104,778	\$ 5,750	5.5%	\$ 118,903
Adjusted Net Income	\$ 4,002	\$ 50,399	\$ (46,397)	-92.1%	\$ 11,792

As of March 31, 2012 Financials; March 2012

Assumptions Caveats

Marketing Surcharge based on 2010 Actuals/2011 Budget + 1% increase to be implemented by September 2011.
*Additional Revenue does not include **Membership Dues of \$33,674***

New Revenue includes increases commission percentage by 3%; factored at 2.5% allowing for net rate suppliers

New Revenue includes revenue from Breckenridge Lodging Association affiliate agreement

New Revenue includes revenue from Member affiliate programs

Commission adjustment and Member Affiliate Revenue is actually reflected in Lodging Revenue

BMAC Meeting: May 7, 2012

Breck Bike Week Outline / Summary



1. Event Background
 - a. History
 - b. Format
 - c. Mission
 - d. Video (2.5 min)
2. Why we are reaching out to BMAC
 - a. Current infrastructure
 - b. Current implications
3. Efforts and progress to date
 - a. Transition from start-up to formidable event
 - b. Participant feedback and growth
4. Vision for future
 - a. Draw more high profile bike industry exhibitors / demo companies
 - b. Increase participant numbers and general visitorship to Breck
 - c. Event on par with other nationally known bike festivals (i.e. Sea Otter Classic, Outerbike, Crested Butte Bike Week)
5. Funding Requests
 - a. Seed money and operating budget
 - b. Subsidization for demo companies
6. Estimated length of BMAC funding

Snowball music festival, proposed by AEG Live

Event Description: A music festival with 4 stages that has about 65 performers from all over the world who perform over 3 days (from 2–10 p.m.). In addition to the music, there are arts and craft vendors, food vendors, interactive art displays as well as performance art (i.e. fire dancers or aerial dancers). A chance to see upcoming talent that has not hit the mainstream market yet, similar to “Coachella” in the early days.

SnowBall has been in Nottingham Park in Avon for the past two years. Event founder contacted BSR who referred them to BRC. Then AEG Live approached the Town; looking to see if this is an event that Breckenridge would like to host; main reasons for moving is that they are running out of room, most notably lodging. AEG Live’s goal is to have five around the country and these festivals are “becoming a brand”; produced 1st SnowGlobe in Tahoe this past New Year’s Eve weekend; their positioning is that this is a music component complimenting action sports.

Demographic targeted – ‘Tastemaker’ music fans in their 20's and early 30's.

Estimated attendance - 10,000 per day or 30,000 over the three days

Estimated Event Marketing Value - Mainly social/electronic media, online and via facebook and social media. Difficult to attach a value because it is not a traditional marketing spend. Bottom line is that the word of mouth is worldwide. There was coverage on MTV last year; a lot of music and travel blogs.

Site Description/ Community Impact (i.e. road closures, etc.) – AEG developed plans and maps for parking, transportation flow, shuttle service, pedestrian flow on site and emergency. Impact depends on the where the site location is and what works best.

Dates – Need to discuss further with everybody involved. Avon 2012 dates were March 2–4.

Proposed Sales of Food, Liquor and/or Goods & Services – Yes, as mentioned above in Event Description; they have used the general manager of the Fox and Boulder Theaters who operates the bar staff, sales and inventory.

Website: <http://www.snowballmusicfestival.com/>

Additional info from ToB and BRC staff research – NOTE: Please keep this information confidential as staff spoke to staff on anonymity:

SNOWBALL - Feedback from Town of Avon event staff:

From ToA’s outreach, majority of lodging properties are not supportive of this event, mainly because of challenges with property damage and the number of guests per room (8-10 not uncommon). ToA asked SnowBall to consider an April date to which the lodging properties indicated that they may be more open. ToA concerned with the 140 arrests (2012), which they feel is not good for their brand or SnowBall’s brand. ToA asked SnowBall to come up with ideas to change the drug culture and the alcohol (under age) drinking to reduce these issues. Parking and transportation are large impacts. 45 homeowners adjacent to event site signed a petition objecting to Snowball in year #2 (sound and trespassing issues); ToA held a meeting with SnowBall presentation but only 2 homeowners came. ToA

estimates a \$2.6 million in economic impact, so in this tough economy, they indicated that they would likely welcome the event, but with significant changes to the drug and alcohol culture associated with the event.

Feedback from ToA Police Sergeant:

PD brought in a narcotics squad of 10-12 officers and 12 extra duty officers, in addition to 70-80 security staff for 2012's event based on 2011's experience. There were: 100 arrests for underage violations (most were 18-21 years); 42 or 43 arrests for narcotics crimes; 2 drug over doses; 1 felony menacing with a knife (no reported injuries).

SNOWGLOBE - Feedback from South Lake Tahoe re: SnowGlobe, held December 29 - 31, 2011 on a field in the center of town:

Public Affairs & Communications Manager and Police Chief:

- Prior to agreeing to SnowGlobe, visited Snowball in Avon March 2011. Felt the organizer did a good job with security, transportation (directional signs) and communicating with their target population (mainly thru social media).
- South Lake Tahoe worked with the organizer consistently between April and the December event. Reported that SLT doesn't typically coordinate large scale events so no systems are in place; SLT put together an event committee consisting of PD, PW and other town departments to work with the organizer.
- Organizers were not charged for any costs incurred by city.
- There were 15 officers assigned to the event (10 uniform, 5 UC narcotics officers); focused on larger quantity sales & distribution; less than 20 arrests (mostly underage drug or alcohol possession), 2 individuals transported to medical facility; provided "amnesty" bins for drugs and alcohol at the entrance.
- Happy with the heavy level of security the organizer provided.
- Felt the organizer did a good job with traffic and infrastructure; felt they followed through on their commitments (i.e. 10k attendance, effective transportation, etc.).
- Organizers were generally flexible with 11pm shut down time; they moved talent to other venues, including casinos over state line, which did not require any SLT police resources.
- Noise level was the biggest issue - mostly bass (i.e. vibration felt as far away as several miles away from the concert site) which created complaints; SLT did not specify acceptable limits of noise & felt organizer pushed the limits; SLT was told by organizers that the "noise" was contractual (with the talent). One night the event did run late and organizer was cited.
- Post-event, informal business survey reported an uptick in business and that businesses were particularly happy given the low snow year; casinos were busy with after parties; SLT felt event was very successful in providing alternative entertainment on New Year's Eve, which was one of SLT's goals.
- Chief stated the SLT council has mixed feelings on the event; would like to bring it back as it is a boom for business; however they have a desire to control the noise.

Website: <http://snowglobemusicfestival.com/>

Third event in Vermont (SnowMont) was cancelled.

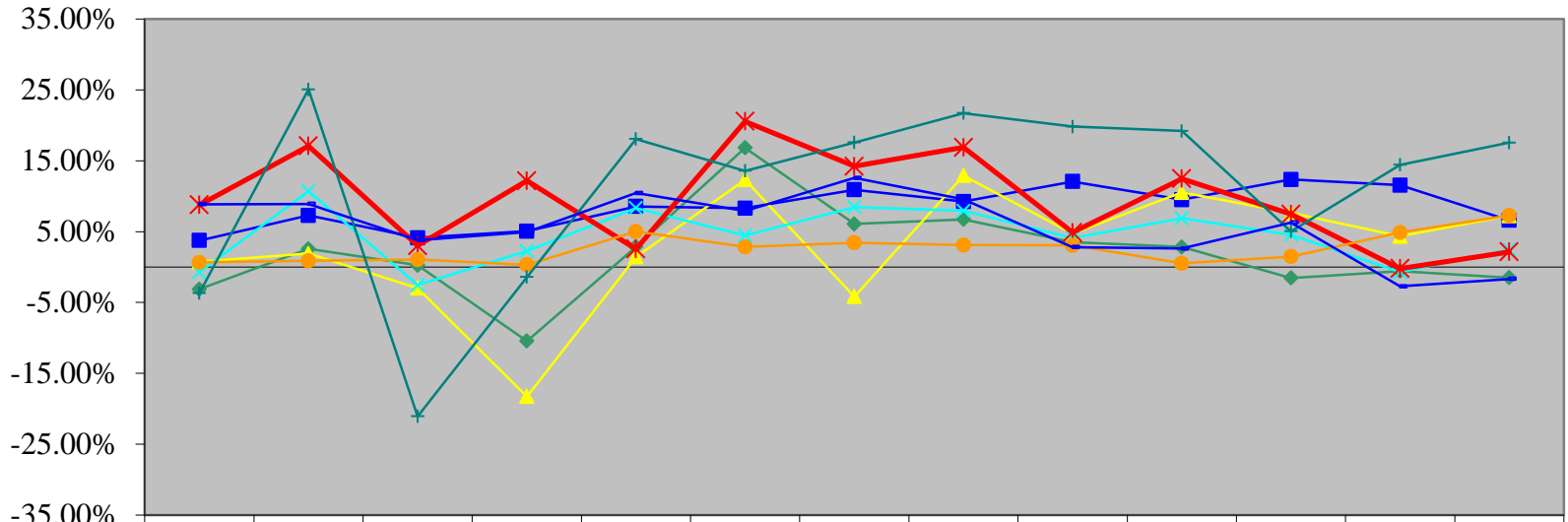
Mountain Communities Report

Taxable Sales (based on Sales/Use tax collected) 2012/2011 to 2011/2010

	February 2011/2010	March 2011/2010	April 2011/2010	May 2011/2010	June 2011/2010	July 2011/2010	August 2011/2010	September 2011/2010	October 2011/2010	November 2011/2010	December 2011/2010	January 2012/2011	February 2012/2011
Sales - Winter Park (5%)	\$ 10,516,140	\$ 14,552,040	\$ 5,050,140	\$ 1,750,420	\$ 3,231,900	\$ 5,006,680	\$ 4,090,620	\$ 3,528,940	\$ 1,915,920	\$ 3,241,820	\$ 12,019,620	\$ 9,999,880	\$ 10,359,120
	\$ 10,856,100	\$ 14,188,720	\$ 5,037,320	\$ 1,954,500	\$ 3,141,960	\$ 4,286,100	\$ 3,856,240	\$ 3,306,640	\$ 1,850,960	\$ 3,152,780	\$ 12,207,320	\$ 10,057,420	\$ 10,516,140
<i>Winter Park % Inc(Dec) in sales</i>	-3.13%	2.56%	0.25%	-10.44%	2.86%	16.81%	6.08%	6.72%	3.51%	2.82%	-1.54%	-0.57%	-1.49%
	Year-to-date:												
	-1.04%												
Sales - Aspen (2.2%)	\$ 51,759,667	\$ 58,389,000	\$ 21,122,524	\$ 16,610,476	\$ 36,892,810	\$ 53,990,857	\$ 46,505,190	\$ 36,411,905	\$ 21,355,333	\$ 22,510,476	\$ 77,518,476	\$ 64,929,476	\$ 55,170,000
Note: 2.1% prior to 09/2009	\$ 49,888,667	\$ 54,425,095	\$ 20,287,095	\$ 15,812,381	\$ 33,990,667	\$ 49,855,952	\$ 41,933,238	\$ 33,334,000	\$ 19,056,429	\$ 20,554,905	\$ 69,004,095	\$ 58,205,286	\$ 51,759,667
<i>Aspen % Inc(Dec) in sales</i>	3.75%	7.28%	4.12%	5.05%	8.54%	8.29%	10.90%	9.23%	12.06%	9.51%	12.34%	11.55%	6.59%
	Year-to-date:												
	9.22%												
Sales - Breckenridge (2.5%)	\$ 39,807,120	\$ 51,042,080	\$ 19,456,480	\$ 9,346,280	\$ 16,525,880	\$ 26,830,240	\$ 19,781,680	\$ 19,900,920	\$ 12,728,000	\$ 17,342,200	\$ 25,244,760	\$ 20,589,640	\$ 21,345,240
	\$ 39,509,320	\$ 50,090,800	\$ 20,050,360	\$ 11,433,600	\$ 16,292,120	\$ 23,888,280	\$ 20,641,280	\$ 17,625,200	\$ 12,156,240	\$ 15,691,040	\$ 23,451,920	\$ 19,731,860	\$ 19,903,560
<i>Breckenridge % Inc(Dec) in sales</i>	0.75%	1.90%	-2.96%	-18.26%	1.43%	12.32%	-4.16%	12.91%	4.70%	10.52%	7.64%	4.35%	7.24%
	Year-to-date:												
	5.80%												
Sales - Steamboat Springs (4%)	\$ 42,929,432	\$ 53,756,111	\$ 22,693,571	\$ 21,806,436	\$ 32,607,127	\$ 38,192,028	\$ 35,271,914	\$ 33,326,705	\$ 25,183,868	\$ 26,297,596	\$ 58,311,483	\$ 43,716,215	\$ 43,986,981
	\$ 43,246,775	\$ 48,555,125	\$ 23,286,025	\$ 21,323,550	\$ 30,104,250	\$ 36,562,450	\$ 32,522,525	\$ 30,875,525	\$ 24,191,900	\$ 24,603,175	\$ 55,779,750	\$ 44,033,350	\$ 42,929,432
<i>Steamboat % Inc(Dec) in sales</i>	-0.73%	10.71%	-2.54%	2.26%	8.31%	4.46%	8.45%	7.94%	4.10%	6.89%	4.54%	-0.72%	2.46%
	Year-to-date:												
	0.85%												
Sales - Vail (4%)	\$ 70,078,400	\$ 78,585,450	\$ 29,792,250	\$ 11,832,300	\$ 22,398,775	\$ 37,033,225	\$ 32,761,775	\$ 22,248,625	\$ 15,585,500	\$ 19,710,750	\$ 79,616,125	\$ 69,743,100	\$ 71,579,875
	\$ 64,434,000	\$ 67,125,100	\$ 28,923,350	\$ 10,548,125	\$ 21,844,125	\$ 30,719,175	\$ 28,683,800	\$ 19,035,625	\$ 14,859,050	\$ 17,526,875	\$ 74,094,075	\$ 69,892,200	\$ 70,078,400
<i>Vail % Inc(Dec) in sales</i>	8.76%	17.07%	3.00%	12.17%	2.54%	20.55%	14.22%	16.88%	4.89%	12.46%	7.45%	-0.21%	2.14%
	Year-to-date:												
	0.97%												
Sales - Glenwood (3.7%)	\$ 23,529,973	\$ 29,394,486	\$ 25,255,270	\$ 27,367,811	\$ 35,053,973	\$ 33,378,838	\$ 32,683,865	\$ 33,575,892	\$ 28,540,946	\$ 27,297,081	\$ 39,180,946	\$ 25,594,595	\$ 25,241,946
	\$ 23,376,432	\$ 29,138,459	\$ 24,993,405	\$ 27,281,541	\$ 33,379,351	\$ 32,458,297	\$ 31,597,838	\$ 32,564,811	\$ 27,692,595	\$ 27,157,730	\$ 38,606,838	\$ 24,403,703	\$ 23,529,973
<i>Glenwood % Inc(Dec) in sales</i>	0.66%	0.88%	1.05%	0.32%	5.02%	2.84%	3.44%	3.10%	3.06%	0.51%	1.49%	4.88%	7.28%
	Year-to-date:												
	6.06%												
Sales - Snowmass (1%)	\$ 21,017,000	\$ 27,469,800	\$ 5,036,700	\$ 2,109,000	\$ 4,701,100	\$ 7,157,900	\$ 6,457,900	\$ 5,436,900	\$ 2,491,200	\$ 3,346,400	\$ 20,498,200	\$ 28,832,300	\$ 24,706,097
	\$ 21,813,100	\$ 21,964,700	\$ 6,381,100	\$ 2,139,400	\$ 3,982,200	\$ 6,302,400	\$ 5,492,600	\$ 4,467,000	\$ 2,079,100	\$ 2,807,600	\$ 19,514,500	\$ 25,198,500	\$ 21,017,000
<i>Snowmass % Inc(Dec) in sales</i>	-3.65%	25.06%	-21.07%	-1.42%	18.05%	13.57%	17.57%	21.71%	19.82%	19.19%	5.04%	14.42%	17.55%
	Year-to-date:												
	15.85%												
Sales - Crested Butte (4%)	\$ 3,940,300	\$ 5,237,700	\$ 1,813,400	\$ 2,171,900	\$ 4,647,275	\$ 8,447,800	\$ 7,082,275	\$ 5,453,700	\$ 2,768,225	\$ 2,394,025	\$ 5,605,050	\$ 3,519,150	\$ 3,874,100
	\$ 3,619,325	\$ 4,809,925	\$ 1,747,325	\$ 2,069,975	\$ 4,207,950	\$ 7,827,200	\$ 6,291,325	\$ 4,977,950	\$ 2,692,375	\$ 2,332,850	\$ 5,274,000	\$ 3,617,975	\$ 3,940,300
<i>Crested Butte % Inc(Dec) in sales</i>	8.87%	8.89%	3.78%	4.92%	10.44%	7.93%	12.57%	9.56%	2.82%	2.62%	6.28%	-2.73%	-1.68%
	Year-to-date:												
	-2.18%												

Mountain Communities - Monthly Comparison

Increase or Decrease in Taxable Sales



	Feb. 11/10	Mar. 11/10	Apr. 11/10	May 11/10	June 11/10	July 11/10	Aug. 11/10	Sept. 11/10	Oct. 11/10	Nov. 11/10	Dec. 11/10	Jan. 12/11	Feb. 12/11
◆ Winter Park	-3.13%	2.56%	0.25%	-10.44%	2.86%	16.81%	6.08%	6.72%	3.51%	2.82%	-1.54%	-0.57%	-1.49%
■ Aspen	3.75%	7.28%	4.12%	5.05%	8.54%	8.29%	10.90%	9.23%	12.06%	9.51%	12.34%	11.55%	6.59%
▲ Breckenridge	0.75%	1.90%	-2.96%	-18.26%	1.43%	12.32%	-4.16%	12.91%	4.70%	10.52%	7.64%	4.35%	7.24%
✕ Steamboat Springs	-0.73%	10.71%	-2.54%	2.26%	8.31%	4.46%	8.45%	7.94%	4.10%	6.89%	4.54%	-0.72%	2.46%
* Vail	8.76%	17.07%	3.00%	12.17%	2.54%	20.55%	14.22%	16.88%	4.89%	12.46%	7.45%	-0.21%	2.14%
● Glenwood Springs	0.66%	0.88%	1.05%	0.32%	5.02%	2.84%	3.44%	3.10%	3.06%	0.51%	1.49%	4.88%	7.28%
+ Snowmass	-3.65%	25.06%	-21.07%	-1.42%	18.05%	13.57%	17.57%	21.71%	19.82%	19.19%	5.04%	14.42%	17.55%
◆ Crested Butte	8.87%	8.89%	3.78%	4.92%	10.44%	7.93%	12.57%	9.56%	2.82%	2.62%	6.28%	-2.73%	-1.68%

FINANCIAL MEMORANDUM

TO: TIM GAGEN, TOWN MANAGER
FROM: CLERK AND FINANCE DIVISION
SUBJECT: FEBRUARY NET TAXABLE SALES & RETT REPORTING
DATE: 4/3/2012

This memo explains significant items of note in relation to sales that occurred within the Town of Breckenridge in the month of February. Real Estate Transfer Tax, including an analysis of the monthly “churn” and sales by property type, is also included.

New Items of Note:

Net Taxable Sales

- Overall, Net Taxable sales for February fared well. We were up 9.2% over 2011. We also rose above 2006 #s overall.
- Restaurants continue to track as the best year ever. Returns are beginning to show an increase over prior year on an individual restaurant level. In response to the observation that this may be due more to the # of open restaurants included in the sector more than the success of individual restaurants, I can offer the following statistics:

Restaurant Sector	Increase over PY	Decrease over PY	New restaurants (over PY)	Closed restaurants (over PY)
Jan	28 restaurants	35 restaurants	10	5
Feb	43 restaurants	20 restaurants	12	6

- Retail sales are showing improvement. After collecting on unfiled returns for Jan, both months are now tracking ahead of 2006#s.
- While supplies may have tracked ahead of prior year, this wasn't saying much & we continue to track behind 2005.
- Utilities was down 8.4% & behind 2006. However, it was a warm January and this decrease over prior year is consistent with what I saw on my personal bill that was due in February.

Real Estate Transfer Tax

- Total March collections fell behind prior year by 54.1%. However, we are ahead of YTB budget by 1.1%
- We also fell behind PY churn for the month by 54% (or \$98,597).
- The month did fall short of budget by 14%.
- YTD sales of townhomes and single family homes are up vs. prior year.
- YTD Timeshares & single family homes comprised the majority of the sales for the month.

Continuing Items of Note:

- Net Taxable Sales are reported in the first Council meeting following the due date of the tax remittance to the Town of Breckenridge. Taxes collected from the customer by the vendor are remitted to the Town on the 20th of the following month.

- Quarterly taxes are reported in the last month of the period. For example, taxes collected in the first quarter of the year (January – March), are include on the report for the period of March.
- Net Taxable Sales are continually updated as late tax returns are submitted to the Town of Breckenridge. Therefore, you may notice slight changes in prior months, in addition to the reporting for the current month.
- 2012 Real Estate Transfer Tax budget is based upon the monthly distribution for 2007. The reasoning is that we should compare to a year with a “normal distribution.”

**TOWN OF BRECKENRIDGE
TAXABLE SALES ANALYSIS BY BUSINESS SECTOR**

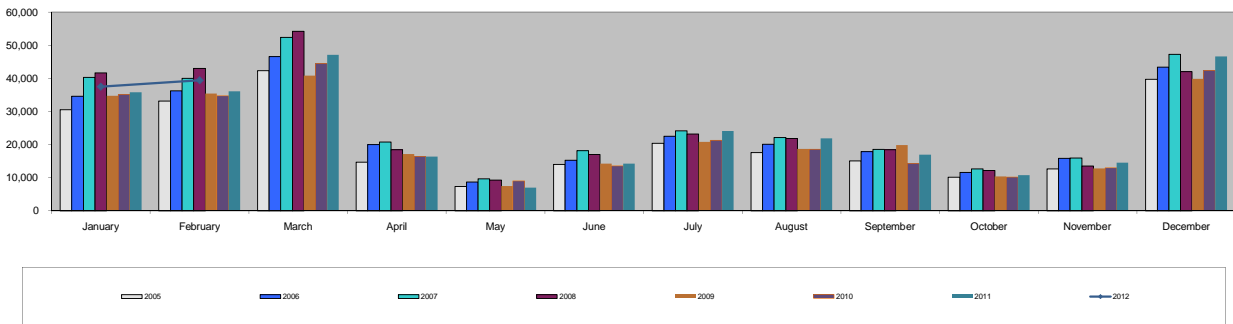
(in Thousands of Dollars)

Total - All Categories*

* excluding Undefined and Utilities categories

	Actual 2005	YTD 2005	Actual 2006	YTD 2006	Actual 2007	YTD 2007	Actual 2008	YTD 2008	Actual 2009	YTD 2009	Actual 2010	YTD 2010	Actual 2011	YTD 2011	Actual 2012	YTD 2012	Monthly 11-12	YTD % Change 11-12
January	30,549	30,549	34,589	34,589	40,283	40,283	41,665	41,665	34,783	34,783	35,105	35,105	35,805	35,805	37,497	37,497	4.7%	4.7%
February	33,171	63,720	36,236	70,825	40,034	80,317	43,052	84,717	35,453	70,236	34,791	69,896	36,128	71,933	39,437	76,934	9.2%	7.0%
March	42,370	106,090	46,603	117,428	52,390	132,707	54,237	138,954	40,810	111,046	44,485	114,381	47,101	119,034	0	76,934	n/a	n/a
April	14,635	120,725	19,963	137,391	20,758	153,465	18,483	157,437	17,171	128,217	16,346	130,727	16,371	135,405	0	76,934	n/a	n/a
May	7,355	128,080	8,661	146,052	9,629	163,094	9,251	166,688	7,475	135,692	8,999	139,726	6,971	142,376	0	76,934	n/a	n/a
June	14,043	142,123	15,209	161,261	18,166	181,260	16,988	183,676	14,286	149,978	13,557	153,283	14,235	156,611	0	76,934	n/a	n/a
July	20,366	162,489	22,498	183,759	24,168	205,428	23,160	206,836	20,788	170,766	21,346	174,629	24,134	180,745	0	76,934	n/a	n/a
August	17,625	180,114	20,071	203,830	22,125	227,553	21,845	228,681	18,656	189,422	18,603	193,232	21,878	202,623	0	76,934	n/a	n/a
September	15,020	195,134	17,912	221,742	18,560	246,113	18,481	247,162	19,806	209,228	14,320	207,552	16,969	219,592	0	76,934	n/a	n/a
October	10,170	205,304	11,544	233,286	12,687	258,800	12,120	259,282	10,410	219,638	10,226	217,778	10,740	230,332	0	76,934	n/a	n/a
November	12,647	217,951	15,877	249,163	15,943	274,743	13,483	272,765	12,809	232,447	12,985	230,763	14,549	244,881	0	76,934	n/a	n/a
December	39,687	257,638	43,431	292,594	47,258	322,001	42,076	314,841	39,859	272,306	42,343	273,106	46,651	291,532	0	76,934	n/a	n/a
Totals	257,638		292,594		322,001		314,841		272,306		273,106		291,532		76,934			

2012 Monthly Sales Tax Activity (in thousands of dollars)



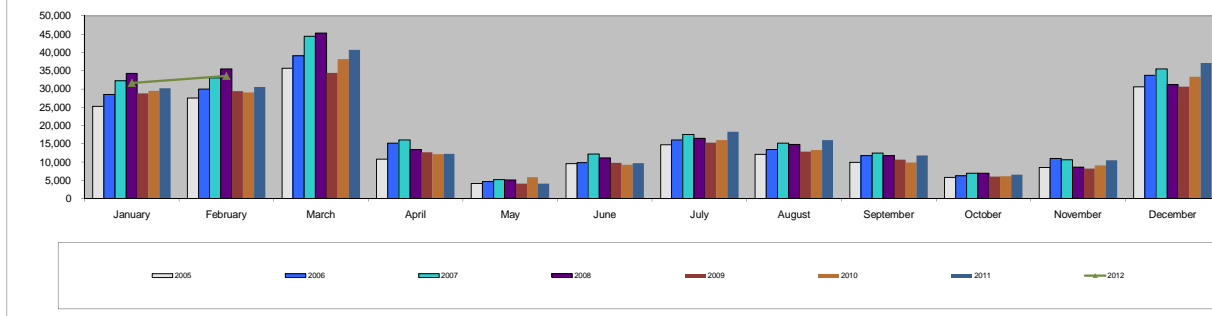
**TOWN OF BRECKENRIDGE
TAXABLE SALES ANALYSIS BY BUSINESS SECTOR**

(In Thousands of Dollars)

Retail-Restaurant-Lodging Summary

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD % Change 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD		
January	25,240	25,240	28,528	28,528	32,258	32,258	34,290	34,290	28,802	28,802	29,538	29,538	30,174	30,174	31,663	31,663	4.9%	4.9%
February	27,553	52,793	29,972	58,500	33,039	65,297	35,511	69,801	29,401	58,203	29,090	58,628	30,504	60,678	33,565	65,228	10.0%	7.5%
March	35,705	88,498	39,051	97,551	44,390	109,687	45,338	115,139	34,428	92,631	38,136	96,764	40,676	101,354	0	65,228	n/a	n/a
April	10,773	99,271	15,134	112,685	16,025	125,712	13,410	128,549	12,653	105,284	12,154	108,918	12,281	113,635	0	65,228	n/a	n/a
May	4,179	103,450	4,647	117,332	5,146	130,858	5,111	133,660	4,125	109,409	5,836	114,754	4,077	117,712	0	65,228	n/a	n/a
June	9,568	113,018	9,789	127,121	12,225	143,083	11,112	144,772	9,829	119,238	9,302	124,056	9,713	127,425	0	65,228	n/a	n/a
July	14,766	127,784	16,038	143,159	17,499	160,582	16,446	161,218	15,305	134,543	15,993	140,049	18,296	145,721	0	65,228	n/a	n/a
August	12,122	139,906	13,446	156,605	15,167	175,749	14,815	176,033	12,859	147,402	13,261	153,310	16,010	161,731	0	65,228	n/a	n/a
September	9,897	149,803	11,761	168,366	12,418	188,167	11,794	187,827	10,705	158,107	9,894	163,204	11,834	173,565	0	65,228	n/a	n/a
October	5,824	155,627	6,248	174,614	6,934	195,101	6,977	194,804	5,986	164,093	6,143	169,347	6,517	180,082	0	65,228	n/a	n/a
November	8,557	164,184	10,963	185,577	10,650	205,751	8,637	203,441	8,234	172,327	9,068	178,415	10,513	190,595	0	65,228	n/a	n/a
December	30,619	194,803	33,736	219,313	35,517	241,268	31,211	234,652	30,667	202,994	33,363	211,778	37,081	227,676	0	65,228	n/a	n/a
Totals	194,803		219,313		241,268		234,652		202,994		211,778		227,676		65,228			

2012 Monthly Sales Tax Activity (in thousands of dollars)



Tourism Ratio (Retail + Restaurant)/Lodging

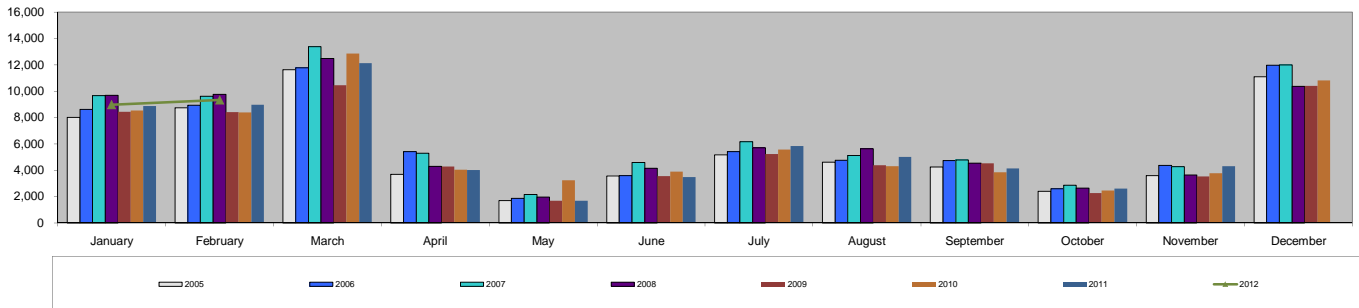
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Retail Sales

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD		
January	8,001	8,001	8,607	8,607	9,665	9,665	9,684	9,684	8,430	8,430	8,530	8,530	8,862	8,862	8,966	8,966	1.2%	1.2%
February	8,744	16,745	8,942	17,549	9,607	19,272	9,763	19,447	8,401	16,831	8,378	16,908	8,982	17,844	9,331	18,297	3.9%	2.5%
March	11,632	28,377	11,774	29,323	13,373	32,645	12,479	31,926	10,449	27,280	12,851	29,759	12,125	29,969	0	18,297	n/a	n/a
April	3,678	32,055	5,406	34,729	5,287	37,932	4,301	36,227	4,274	31,554	4,032	33,791	4,006	33,975	0	18,297	n/a	n/a
May	1,708	33,763	1,858	36,587	2,165	40,097	1,965	38,192	1,675	33,229	3,251	37,042	1,679	35,654	0	18,297	n/a	n/a
June	3,565	37,328	3,589	40,176	4,597	44,694	4,153	42,345	3,558	36,787	3,895	40,937	3,477	39,131	0	18,297	n/a	n/a
July	5,174	42,502	5,403	45,579	6,176	50,870	5,700	48,045	5,240	42,027	5,582	46,519	5,834	44,965	0	18,297	n/a	n/a
August	4,620	47,122	4,757	50,336	5,110	55,980	5,631	53,676	4,384	46,411	4,302	50,821	5,003	49,968	0	18,297	n/a	n/a
September	4,249	51,371	4,726	55,062	4,783	60,763	4,527	58,203	4,536	50,947	3,848	54,669	4,132	54,100	0	18,297	n/a	n/a
October	2,404	53,775	2,591	57,653	2,866	63,629	2,635	60,838	2,277	53,224	2,453	57,122	2,609	56,709	0	18,297	n/a	n/a
November	3,586	57,361	4,376	62,029	4,267	67,896	3,641	64,479	3,540	56,764	3,764	60,886	4,301	61,010	0	18,297	n/a	n/a
December	11,099	68,460	11,971	74,000	12,000	79,896	10,358	74,837	10,403	67,167	10,824	71,710	11,629	72,639	0	18,297	n/a	n/a
Totals	68,460		74,000		79,896		74,837		67,167		71,710		72,639		18,297			

2012 Monthly Sales Tax Activity (in thousands of dollars)



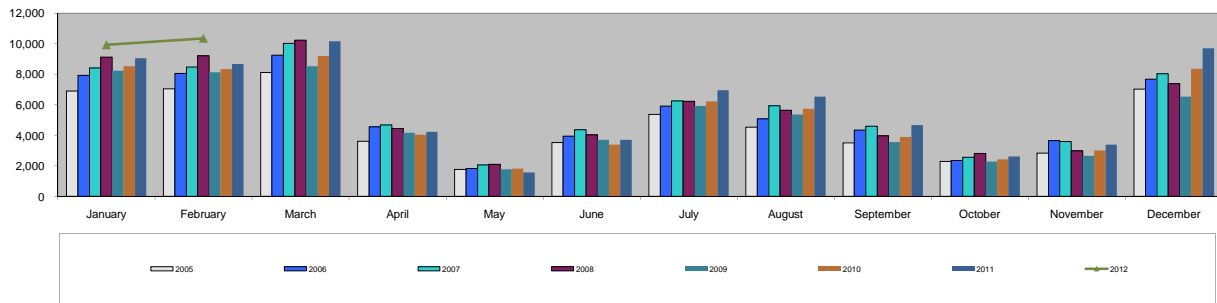
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Restaurants/Bars

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD				
January	6,897	6,897	7,924	7,924	8,414	8,414	9,117	9,117	8,231	8,231	8,515	8,515	9,039	9,039	9,922	9,922	9.8%	9.8%
February	7,047	13,944	8,058	15,982	8,467	16,881	9,208	18,325	8,129	16,360	8,343	16,858	8,660	17,699	10,351	20,273	19.5%	14.5%
March	8,117	22,061	9,256	25,238	10,015	26,896	10,240	28,565	8,527	24,887	9,186	26,044	10,151	27,850	0	20,273	n/a	n/a
April	3,609	25,670	4,552	29,790	4,678	31,574	4,440	33,005	4,173	29,060	4,042	30,086	4,222	32,072	0	20,273	n/a	n/a
May	1,760	27,430	1,832	31,622	2,058	33,632	2,107	35,112	1,783	30,843	1,812	31,898	1,570	33,642	0	20,273	n/a	n/a
June	3,525	30,955	3,938	35,560	4,370	38,002	4,030	39,142	3,712	34,555	3,397	35,295	3,704	37,346	0	20,273	n/a	n/a
July	5,375	36,330	5,905	41,465	6,249	44,251	6,218	45,360	5,931	40,486	6,222	41,517	6,949	44,295	0	20,273	n/a	n/a
August	4,521	40,851	5,067	46,532	5,933	50,184	5,639	50,999	5,365	45,851	5,729	47,246	6,526	50,821	0	20,273	n/a	n/a
September	3,498	44,349	4,340	50,872	4,585	54,769	3,971	54,970	3,565	49,416	3,883	51,129	4,656	55,477	0	20,273	n/a	n/a
October	2,290	46,639	2,352	53,224	2,564	57,333	2,818	57,788	2,285	51,701	2,420	53,549	2,618	58,095	0	20,273	n/a	n/a
November	2,841	49,480	3,651	56,875	3,593	60,926	2,972	60,760	2,649	54,350	3,006	56,555	3,380	61,475	0	20,273	n/a	n/a
December	7,017	56,497	7,681	64,556	8,028	68,954	7,371	68,131	6,524	60,874	8,351	64,906	9,701	71,176	0	20,273	n/a	n/a
Totals	56,497		64,556		68,954		68,131		60,874		64,906		71,176		20,273			

2012 Monthly Sales Tax Activity (in thousands of dollars)



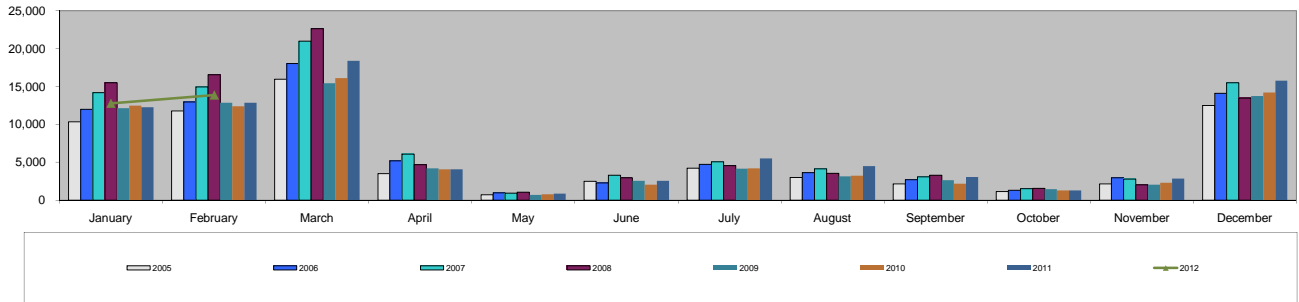
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Short-Term Lodging

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD				
January	10,342	10,342	11,997	11,997	14,179	14,179	15,489	15,489	12,141	12,141	12,493	12,493	12,273	12,273	12,775	12,775	4.1%	4.1%
February	11,762	22,104	12,972	24,969	14,965	29,144	16,540	32,029	12,871	25,012	12,369	24,862	12,862	25,135	13,883	26,658	7.9%	6.1%
March	15,956	38,060	18,021	42,990	21,002	50,146	22,619	54,648	15,452	40,464	16,099	40,961	18,400	43,535	0	26,658	n/a	n/a
April	3,486	41,546	5,176	48,166	6,060	56,206	4,669	59,317	4,206	44,670	4,080	45,041	4,053	47,588	0	26,658	n/a	n/a
May	711	42,257	957	49,123	923	57,129	1,039	60,356	667	45,337	773	45,814	828	48,416	0	26,658	n/a	n/a
June	2,478	44,735	2,262	51,385	3,258	60,387	2,929	63,285	2,559	47,896	2,010	47,824	2,532	50,948	0	26,658	n/a	n/a
July	4,217	48,952	4,730	56,115	5,074	65,461	4,528	67,813	4,134	52,030	4,189	52,013	5,513	56,461	0	26,658	n/a	n/a
August	2,981	51,933	3,622	59,737	4,124	69,585	3,545	71,358	3,110	55,140	3,230	55,243	4,481	60,942	0	26,658	n/a	n/a
September	2,150	54,083	2,695	62,432	3,050	72,635	3,296	74,654	2,604	57,744	2,163	57,406	3,046	63,988	0	26,658	n/a	n/a
October	1,130	55,213	1,305	63,737	1,504	74,139	1,524	76,178	1,424	59,168	1,270	58,676	1,290	65,278	0	26,658	n/a	n/a
November	2,130	57,343	2,936	66,673	2,790	76,929	2,024	78,202	2,045	61,213	2,298	60,974	2,832	68,110	0	26,658	n/a	n/a
December	12,503	69,846	14,084	80,757	15,489	92,418	13,482	91,684	13,740	74,953	14,188	75,162	15,751	83,861	0	26,658	n/a	n/a
Totals	69,846		80,757		92,418		91,684		74,953		75,162		83,861		26,658			

2012 Monthly Sales Tax Activity (in thousands of dollars)



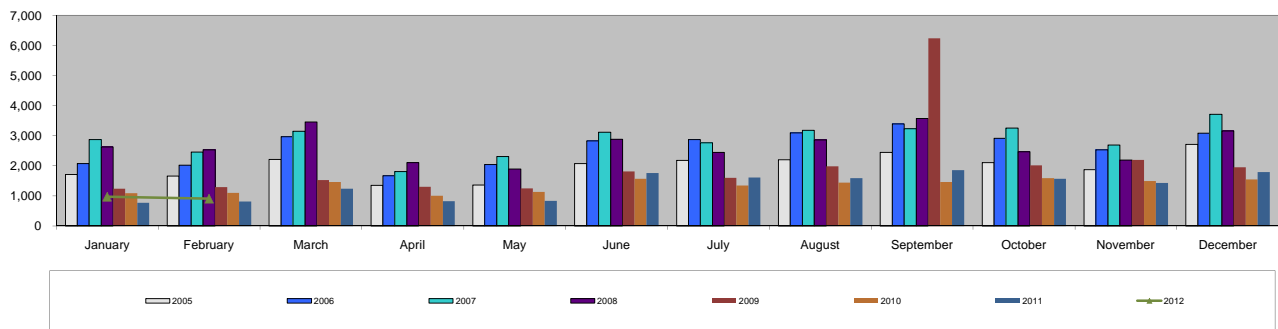
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Supplies

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD				
January	1,720	1,720	2,084	2,084	2,876	2,876	2,631	2,631	1,240	1,240	1,095	1,095	777	777	977	977	25.7%	25.7%
February	1,669	3,389	2,031	4,115	2,459	5,335	2,532	5,163	1,297	2,537	1,111	2,206	821	1,598	910	1,887	10.8%	18.1%
March	2,216	5,605	2,967	7,082	3,156	8,491	3,463	8,626	1,530	4,067	1,472	3,678	1,245	2,843	0	1,887	n/a	n/a
April	1,359	6,964	1,680	8,762	1,813	10,304	2,114	10,740	1,305	5,372	1,006	4,684	829	3,672	0	1,887	n/a	n/a
May	1,370	8,334	2,045	10,807	2,314	12,618	1,894	12,634	1,250	6,622	1,139	5,823	841	4,513	0	1,887	n/a	n/a
June	2,083	10,417	2,836	13,643	3,119	15,737	2,886	15,520	1,814	8,436	1,573	7,396	1,765	6,278	0	1,887	n/a	n/a
July	2,186	12,603	2,872	16,515	2,770	18,507	2,450	17,970	1,602	10,038	1,354	8,750	1,619	7,897	0	1,887	n/a	n/a
August	2,211	14,814	3,096	19,611	3,187	21,694	2,869	20,839	1,990	12,028	1,446	10,196	1,597	9,494	0	1,887	n/a	n/a
September	2,452	17,266	3,394	23,005	3,234	24,928	3,574	24,413	6,237	18,265	1,471	11,667	1,857	11,351	0	1,887	n/a	n/a
October	2,107	19,373	2,924	25,929	3,259	28,187	2,470	26,883	2,016	20,281	1,595	13,262	1,575	12,926	0	1,887	n/a	n/a
November	1,876	21,249	2,537	28,466	2,693	30,880	2,199	29,082	2,196	22,477	1,495	14,757	1,437	14,363	0	1,887	n/a	n/a
December	2,712	23,961	3,091	31,557	3,713	34,593	3,160	32,242	1,958	24,435	1,548	16,305	1,794	16,157	0	1,887	n/a	n/a
Totals	23,961		31,557		34,593		32,242		24,435		16,305		16,157		1,887			

2012 Monthly Sales Tax Activity (in thousands of dollars)



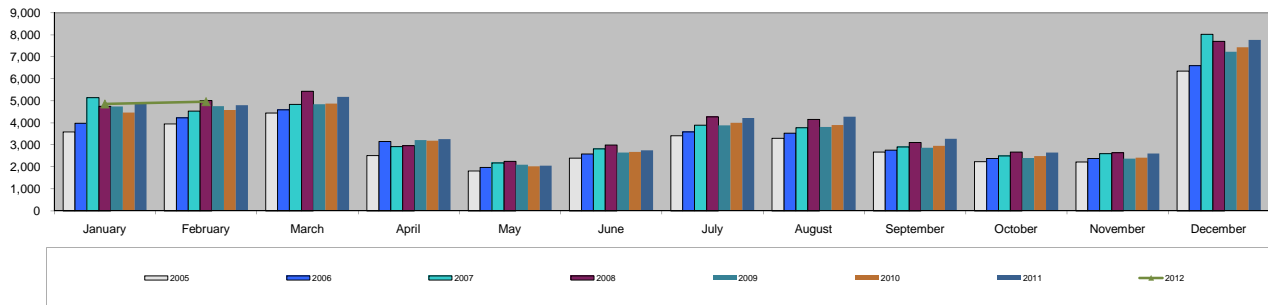
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Grocery/Liquor Stores

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD				
January	3,589	3,589	3,977	3,977	5,149	5,149	4,744	4,744	4,741	4,741	4,472	4,472	4,854	4,854	4,857	4,857	0.1%	0.1%
February	3,949	7,538	4,233	8,210	4,536	9,685	5,009	9,753	4,755	9,496	4,590	9,062	4,803	9,657	4,962	9,819	3.3%	1.7%
March	4,449	11,987	4,585	12,795	4,844	14,529	5,436	15,189	4,852	14,348	4,877	13,939	5,180	14,837	0	9,819	n/a	n/a
April	2,503	14,490	3,149	15,944	2,920	17,449	2,959	18,148	3,213	17,561	3,186	17,125	3,261	18,098	0	9,819	n/a	n/a
May	1,806	16,296	1,969	17,913	2,169	19,618	2,246	20,394	2,100	19,661	2,024	19,149	2,053	20,151	0	9,819	n/a	n/a
June	2,392	18,688	2,584	20,497	2,822	22,440	2,990	23,384	2,643	22,304	2,682	21,831	2,757	22,908	0	9,819	n/a	n/a
July	3,414	22,102	3,588	24,085	3,899	26,339	4,264	27,648	3,881	26,185	3,999	25,830	4,219	27,127	0	9,819	n/a	n/a
August	3,292	25,394	3,529	27,614	3,771	30,110	4,161	31,809	3,807	29,992	3,896	29,726	4,271	31,398	0	9,819	n/a	n/a
September	2,671	28,065	2,757	30,371	2,908	33,018	3,113	34,922	2,864	32,856	2,955	32,681	3,278	34,676	0	9,819	n/a	n/a
October	2,239	30,304	2,372	32,743	2,494	35,512	2,673	37,595	2,408	35,264	2,488	35,169	2,648	37,324	0	9,819	n/a	n/a
November	2,214	32,518	2,377	35,120	2,600	38,112	2,647	40,242	2,379	37,643	2,422	37,591	2,599	39,923	0	9,819	n/a	n/a
December	6,356	38,874	6,604	41,724	8,028	46,140	7,705	47,947	7,234	44,877	7,432	45,023	7,776	47,699	0	9,819	n/a	n/a
Totals	38,874		41,724		46,140		47,947		44,877		45,023		47,699		9,819			

2012 Monthly Sales Tax Activity (in thousands of dollars)



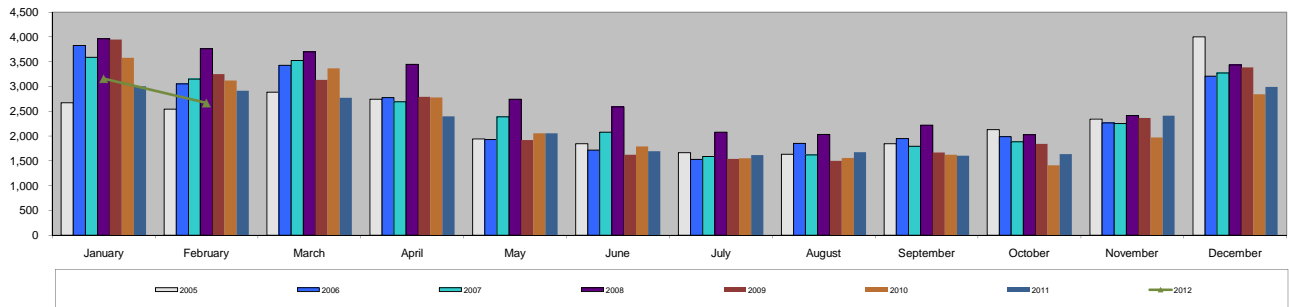
**TOWN OF BRECKENRIDGE
TAXABLE REVENUE ANALYSIS BY BUSINESS SECTOR**

(in Thousands of Dollars)

Utilities

	2005		2006		2007		2008		2009		2010		2011		2012		Monthly 11-12	YTD 11-12
	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD	Actual	YTD				
January	2,675	2,675	3,829	3,829	3,591	3,591	3,961	3,961	3,950	3,950	3,577	3,577	3,004	3,004	3,159	3,159	5.2%	5.2%
February	2,540	5,215	3,056	6,885	3,149	6,740	3,765	7,726	3,253	7,203	3,118	6,695	2,913	5,917	2,668	5,827	-8.4%	-1.5%
March	2,883	8,098	3,428	10,313	3,525	10,265	3,699	11,425	3,134	10,337	3,365	10,060	2,772	8,689	0	5,827	n/a	n/a
April	2,741	10,839	2,778	13,091	2,694	12,959	3,448	14,873	2,792	13,129	2,779	12,839	2,400	11,089	0	5,827	n/a	n/a
May	1,939	12,778	1,926	15,017	2,386	15,345	2,742	17,615	1,917	15,046	2,057	14,896	2,057	13,146	0	5,827	n/a	n/a
June	1,846	14,624	1,713	16,730	2,078	17,423	2,588	20,203	1,620	16,666	1,793	16,689	1,693	14,839	0	5,827	n/a	n/a
July	1,663	16,287	1,529	18,259	1,588	19,011	2,075	22,278	1,539	18,205	1,548	18,237	1,614	16,453	0	5,827	n/a	n/a
August	1,629	17,916	1,854	20,113	1,621	20,632	2,031	24,309	1,497	19,702	1,558	19,795	1,673	18,126	0	5,827	n/a	n/a
September	1,843	19,759	1,949	22,062	1,792	22,424	2,219	26,528	1,667	21,369	1,625	21,420	1,604	19,730	0	5,827	n/a	n/a
October	2,127	21,886	1,987	24,049	1,883	24,307	2,026	28,554	1,845	23,214	1,412	22,832	1,632	21,362	0	5,827	n/a	n/a
November	2,340	24,226	2,264	26,313	2,251	26,558	2,411	30,965	2,364	25,578	1,972	24,804	2,409	23,771	0	5,827	n/a	n/a
December	4,005	28,231	3,206	29,519	3,271	29,829	3,435	34,400	3,389	28,967	2,845	27,649	2,991	26,762	0	5,827	n/a	n/a
Totals	28,231		29,519		29,829		34,400		28,967		27,649		26,762		5,827			

2012 Monthly Sales Tax Activity (in thousands of dollars)

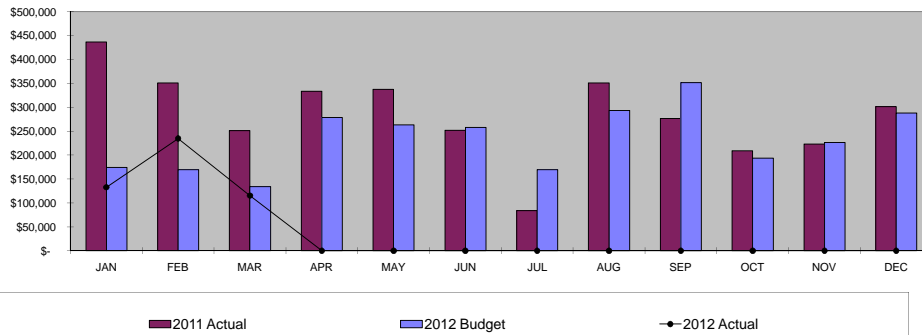


**TOWN OF BRECKENRIDGE
REAL ESTATE TRANSFER TAX COLLECTIONS
REPORTED IN THE PERIOD EARNED**

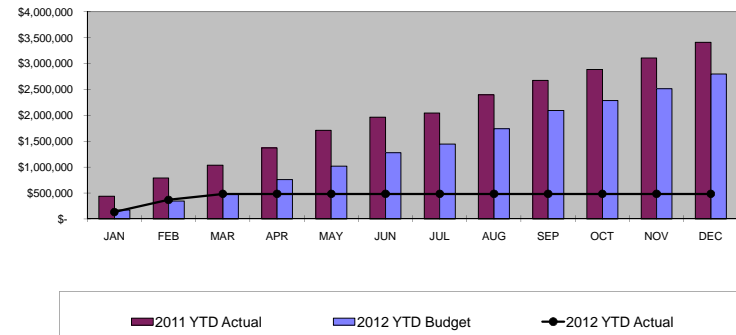
Sales Period	2007 Collections			2011 Collections			2012 Budget			2012 Monthly				2012 Year to Date			
	Tax Collected	Year To Date	Percent of Total	Tax Collected	Year To Date	Percent of Total	Tax Budgeted	Year To Date	Percent of Total	Actual	% of Budget	% Change from 2007	% Change from 2011	Actual	% of Budget	% Change from 2007	% Change from 2011
JAN	\$ 352,958	\$ 352,958	6.2%	\$ 436,605	\$ 436,605	12.8%	\$ 174,140	\$ 174,140	6.2%	\$ 132,557	76.1%	-62.4%	-69.6%	\$ 132,557	76.1%	-62.4%	-69.6%
FEB	342,995	695,953	12.3%	350,866	787,471	23.1%	169,224	343,364	12.3%	234,630	138.7%	-31.6%	-33.1%	367,186	106.9%	-47.2%	-53.4%
MAR	271,817	967,770	17.1%	250,986	1,038,457	30.5%	134,107	477,470	17.1%	115,321	86.0%	-57.6%	-54.1%	482,507	101.1%	-50.1%	-53.5%
APR	564,624	1,532,394	27.0%	333,424	1,371,881	40.3%	278,570	756,040	27.0%	-	0.0%	n/a	n/a	482,507	63.8%	-68.5%	-64.8%
MAY	533,680	2,066,074	36.4%	337,577	1,709,458	50.2%	263,303	1,019,342	36.4%	-	0.0%	n/a	n/a	482,507	47.3%	-76.6%	-71.8%
JUN	522,999	2,589,073	45.6%	251,806	1,961,263	57.6%	258,033	1,277,375	45.6%	-	0.0%	n/a	n/a	482,507	37.8%	-81.4%	-75.4%
JUL	343,610	2,932,683	51.7%	83,522	2,044,785	60.0%	169,527	1,446,903	51.7%	-	0.0%	n/a	n/a	482,507	33.3%	-83.5%	-76.4%
AUG	594,349	3,527,032	62.1%	350,730	2,395,515	70.3%	293,235	1,740,138	62.1%	-	0.0%	n/a	n/a	482,507	27.7%	-86.3%	-79.9%
SEP	711,996	4,239,028	74.7%	276,774	2,672,289	78.5%	351,278	2,091,416	74.7%	-	0.0%	n/a	n/a	482,507	23.1%	-88.6%	-81.9%
OCT	392,752	4,631,779	81.6%	208,831	2,881,120	84.6%	193,773	2,285,189	81.6%	-	0.0%	n/a	n/a	482,507	21.1%	-89.6%	-83.3%
NOV	459,147	5,090,926	89.7%	223,271	3,104,391	91.2%	226,530	2,511,719	89.7%	-	0.0%	n/a	n/a	482,507	19.2%	-90.5%	-84.5%
DEC	\$ 584,308	\$ 5,675,235	100.0%	\$ 301,397	\$ 3,405,788	100.0%	\$ 288,281	\$ 2,800,000	100.0%	\$ -	0.0%	n/a	n/a	\$ 482,507	17.2%	-91.5%	-85.8%

2012 budget is based upon 2007 monthly distribution

2012 Monthly RETT Tax Collections



2012 Y.T.D. RETT Collections

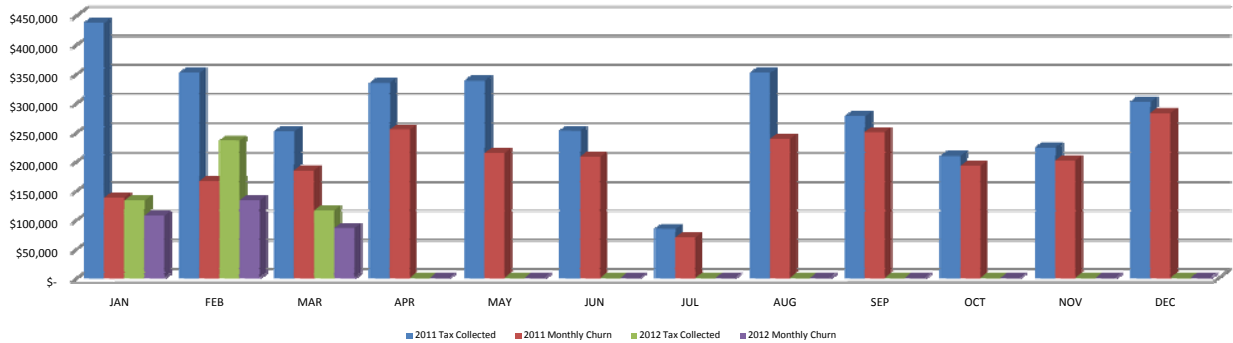


**TOWN OF BRECKENRIDGE
REAL ESTATE TRANSFER TAX CHURN
REPORTED IN THE PERIOD EARNED**

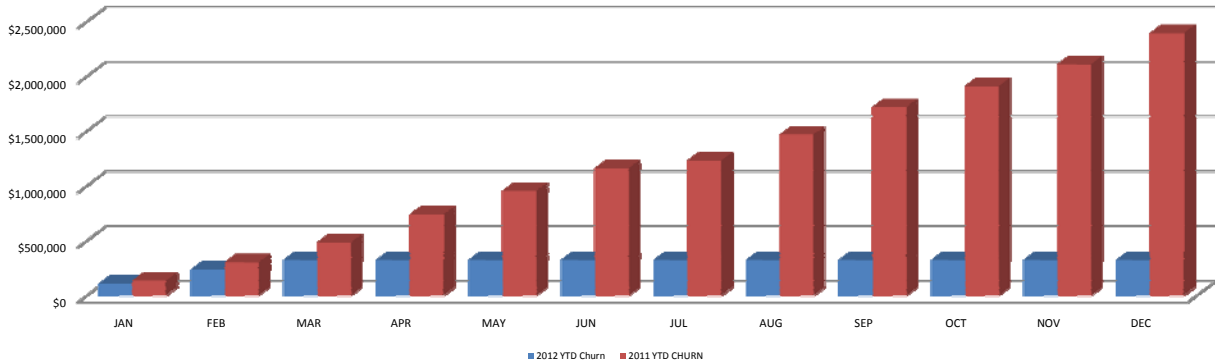
Sales Period	Tax Collected	Year To Date	2011 Collections				Monthly Churn	YTD Churn	% of YTD Total
			New Construction						
			Grand Lodge	1 Ski Hill	Water House	Other			
JAN	\$ 436,605	\$ 436,605	246,243	0	53,370	0	\$ 136,992	\$136,992	31.4%
FEB	\$ 350,866	\$ 787,471	147,234	26,482	11,550	0	\$ 165,599	\$302,592	38.4%
MAR	\$ 250,986	\$ 1,038,457	57,703	0	9,300	0	\$ 183,982	\$486,574	46.9%
APR	\$ 333,424	\$ 1,371,881	41,651	7,296	19,170	11,300	\$ 254,006	\$740,580	54.0%
MAY	\$ 337,577	\$ 1,709,458	87,830	36,403	0	0	\$ 213,344	\$953,925	55.8%
JUN	\$ 251,806	\$ 1,961,263	44,417	0	0	0	\$ 207,389	\$1,161,314	59.2%
JUL	\$ 83,522	\$ 2,044,785	14,277	0	0	0	\$ 69,244	\$1,230,558	60.2%
AUG	\$ 350,730	\$ 2,395,515	107,470	0	0	5,050	\$ 238,210	\$1,468,768	61.3%
SEP	\$ 276,774	\$ 2,672,289	27,114	0	0	0	\$ 249,660	\$1,718,428	64.3%
OCT	\$ 208,381	\$ 2,880,670	2,223	0	0	14,800	\$ 191,359	\$1,909,787	66.3%
NOV	\$ 223,271	\$ 3,103,941	5,083	17,212	0	0	\$ 200,975	\$2,110,762	68.0%
DEC	\$ 301,397	\$ 3,405,338	7,928	0	0	11,300	\$ 282,169	\$2,392,931	70.3%

Sales Period	Tax Collected	Year To Date	2012 Collections				Monthly Churn	YTD Budget	YTD Churn	% of YTD Total	% Change In Churn from Prior Year
			New Construction								
			Grand Lodge	1 Ski Hill	Water House	Other					
JAN	\$ 132,557	\$ 132,557	26,492	0	0	0	\$ 106,065	\$ 174,140	\$106,065	80.0%	-22.6%
FEB	\$ 234,630	\$ 367,186	69,718	0	0	32,250	\$ 132,661	\$ 343,364	\$238,726	65.0%	-21.1%
MAR	\$ 115,321	\$ 482,507	29,935	0	0	0	\$ 85,385	\$ 477,470	\$324,112	67.2%	-33.4%
APR	\$ -	\$ 482,507					\$ -	\$ 756,040	\$324,112	n/a	n/a
MAY	\$ -	\$ 482,507					\$ -	\$ 1,019,342	\$324,112	n/a	n/a
JUN	\$ -	\$ 482,507					\$ -	\$ 1,277,375	\$324,112	n/a	n/a
JUL	\$ -	\$ 482,507					\$ -	\$ 1,446,903	\$324,112	n/a	n/a
AUG	\$ -	\$ 482,507					\$ -	\$ 1,740,138	\$324,112	n/a	n/a
SEP	\$ -	\$ 482,507					\$ -	\$ 2,091,416	\$324,112	n/a	n/a
OCT	\$ -	\$ 482,507					\$ -	\$ 2,285,189	\$324,112	n/a	n/a
NOV	\$ -	\$ 482,507					\$ -	\$ 2,511,719	\$324,112	n/a	n/a
DEC	\$ -	\$ 482,507					\$ -	\$ 2,800,000	\$324,112	n/a	n/a

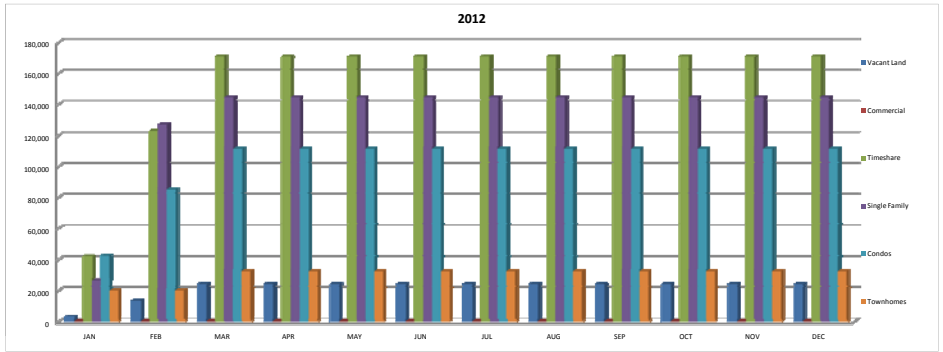
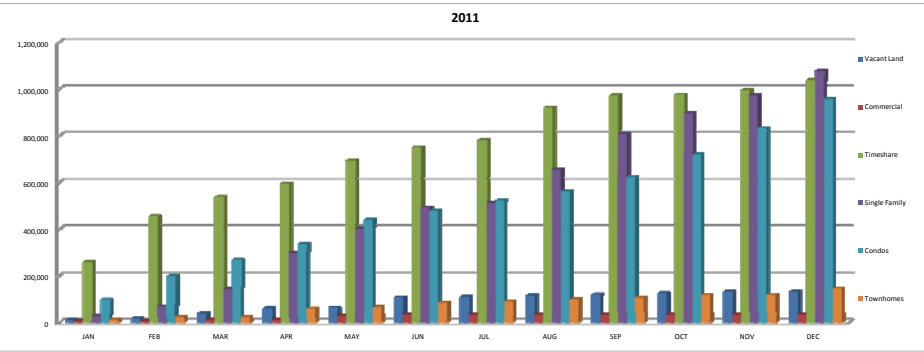
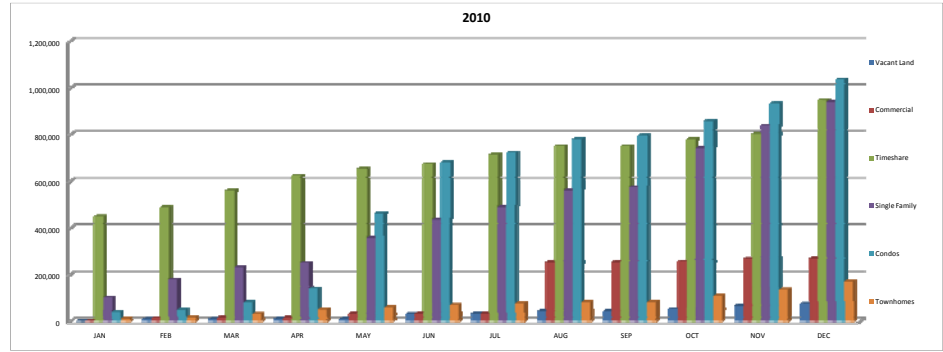
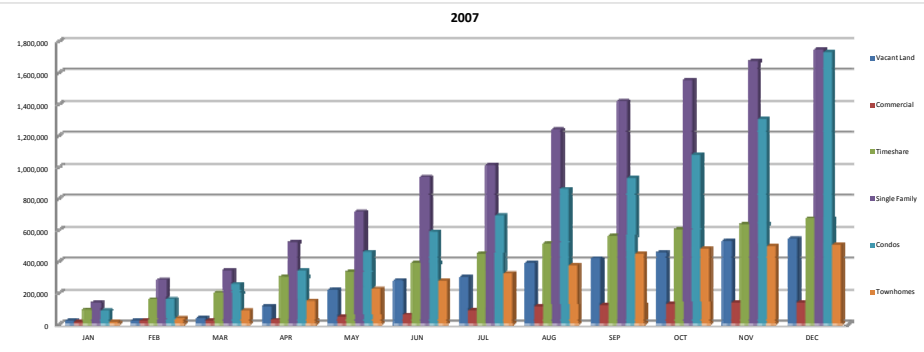
RETT Monthly Collections vs. Churn



YTD Churn Analysis



**TOWN OF BRECKENRIDGE
REAL ESTATE TRANSFER TAX COLLECTIONS
YTD CATEGORIES BY MONTH**





From the President

The GM Roundtable held on March 8th was well attended. Over 60 attended and updates were given on lodging from Breckenridge Central Reservations, Spring/Summer from BRC Marketing, Breckenridge Ski Resort spoke to Spring Fever events, and the Lodging Survey was discussed.

Advertising, Marketing and Events are working closely with BSR to “Kick off the Summer” June 16th, with Kingdom Days coinciding with the Gondola and Fun Park opening at BSR. The Town Party will also overlap on the same weekend. Kingdom Days will have a landing site on the web, with all weekend activities displayed.

Brand Research is on schedule and to be wrapped up in June. The BRC Marketing Committee working with staff, is addressing the need for Photo Library organization; combining, documenting and categorizing all photos. This re-organization will help for viewing by key committees, streamline with media sharing and general access, speaking as well to understanding of use and rights. The mobile app and web site are a continued focus.

The PR firm “People’s Ink” has been selected as the new PR contractor and “Meltwater” has been selected as the new PR clipping service. The BreckConnection.com blog has been launched, moving forward with steady postings and current updates.

BCR March revenue collected is down -67% to budget, reservations booked in March are down -48% to 2011, March room nights booked down -35% to 2011, March booked lodging revenue down -41% to 2011. Last minute bookings via the GoBreckNow channel are the biggest deficit. Call conversion in March was 8.9%. Call Volume for March was down -34% to 2011, and web visits were up 2% to 2011.

The March Welcome Center visitor count was up 8.3% to 2011.

March Group Sales “Lead” numbers for March are up 12%, showing YTD 128% increase from 2011. Colorado Meetings and Events Magazine voted Breckenridge “Best of” Destination Marketing Organization for population for population under 25,000.

BRC Event department orchestrated the Spring Fever “Golden Easter Egg Hunt” on April 7th, including over 44 businesses. Future summer events include the kick off to summer with Kingdom Days, June 16th – 17th; 4th of July; Breck Bike Week, July 5th – 8th; and USA Pro Cycling Challenge, August 24th. A PRCA Rodeo is the new event this summer, looking at 5 weekends in August and September.

ACTIVITY SUMMARY – MARCH 2012

I. Advertising and Marketing

- Wrapping up winter media online results.
- Working with BSR on a "Kick off to summer" PR & Marketing initiative.
- Brand Research process on schedule questioner's in circulation
- Working on Search analysis with Brad Perry
- Prep. for GM Roundtable, BMAC, BRC & Mkt. Committee
- Executing Phase II of summer mkt. plan Online, refining the network of sites.
- Wrapping up the Winter Consumer Survey

II. Public Relations

- People's Ink selected as new PR contractor via ad-hoc group from marketing committee – contract negotiations and fact-finding sessions underway
- Meltwater selected as new PR clipping service – we hope this resolves metrics inconsistencies.
- BreckConnection.com blog launched w/regular contributors and content updates
- March hosted journalists included FAMs from CTO and Wyndham – coverage included About.com, PeterGreenberg.com (plus mentions in daily and weekly newsletter) and others
- Summer kickoff planning in place with ski area – efforts to time after season extension messaging completed/distributed by BSR

III. Breckenridge Central Reservations

- March Revenue collected was \$140,767; down \$278,852 to budget (-67%).
- A total of 140 reservations were booked in March; down -272 (-66%) to budget and -128 (-48%) to 2011.
- BCR booked 399 room nights in March; down 436 nights (-52%) to budget and down 215 (-35%) to 2011.
- BCR booked \$80,390 in lodging revenue in March, -\$99,967 (-55%) to budget and down \$55,319 (-41%) to last year.
 - ADR on reservations were down \$14.31 (-6.6%) to budget and -\$19.54 to 2011
 - The Ave LOS on bookings was 2.9 nights; up .9 nights to the 2.0 nights on budget and 2.3 nights in 2011
- The greatest deficits occurred in last minute bookings via the GoBreckNow channel or packages. Last minute distressed inventory reservations booked via GoBreckNow were down to expected levels by 230 reservations. Nights booked were down 338 and lodging revenue was down by \$66,324
 - From the 3rd consecutive month distressed inventory sales were up in the call center and down via the online channel
- BCR handled 629 calls in March for a call conversion of 8.9%
 - March 2011 volume was 959 calls and an 9.8% call conversion
 - A total 428 of the 629 calls were information/fax/political advertisement calls.
 - During March BCR turned down 29 callers because of a lack of inventory

- BCR sold \$33,368 in incremental revenue in March 2012.
 - Down \$88,002 to budget and down \$15,052 to 2011
 - \$40,283 of the budget deficit was lift ticket revenue
 - \$15,138 of the budget deficit was Activity revenue
 - \$13,985 of the budget deficit was Ski Rental revenue
 - \$7,895 of the budget deficit was Insurance revenue
 - \$5,741 of the budget deficit was Shuttle revenue

Welcome Center

- 22,546 visitors entered the Welcome Center; +8.3% to 2011
- March revenue sold was \$10,973, down \$4,765 to 2011.
 - Lodging was up \$901, Activity revenue was down \$5,708, the sale of Knick knacks were up \$42.

Breckenridge Occupancy:

- MTRiP Data reports March occupancy at 63%, -4.1% from 65% in March 2011.
 - ADR was \$253 vs. \$250 in 2011
- March room nights sold were 43,777 vs. 45,582 in 2011 and 44,346 in 2010
- March RevPAR was \$158 vs. \$163 in 2011.
- March Occupancy Market Share Index vs. MTRiP Colorado was -0.5%
- The MTRiP Colorado occupancy in March was 58.8%, -3.5% to 2011
- The MTRiP Aggregate occupancy in March was 54%; -4% to 2011

Central Reservations Initiatives

Initiatives include:

- Lodging Reward Cooperative program with Breckenridge Lodging Association
- \$100 Value added program with Lodging Properties
- Work with Property Management Companies to provide database for direct marketing efforts with a BCR Call to Action
- Connection to Inntopia data warehouse to grow the database more efficiently
- Promotional giveaway on GoBreck.com and BCR Facebook page to grow database
- Contact Retailers and Restaurants to investigate feasibility of value added program participation for BCR reservations that tracks results more effectively than previous initiatives.
- Activity Vendor day in early June 2012
- Grow revenue through targeted efforts to database, co-op shows and in market programs

IV. Group Sales Department - March

- Colorado Meetings & Events Magazine “Best OF” Destination Marketing Organization for population under 25,000!
- Attended and exhibited at MIC (Meetings Industry Council) Annual Trade show with over 300 meeting planners in attendance
- Hosted the MIC Ski Day with 8 planners
- Destination Colorado Road Show and Sales Calls in Dallas
- Quarterly Newsletter out to all Meeting Planners
- Planning the Breckenridge Bridal Bash – June 1-3

V. Events

- Spring Fever
 - Golden Easter Egg Hunt – April 7, 5:00 p.m.
 - 5,000 Eggs
 - 44 Businesses participated
 - Event grew from last year. At least 200 children in Blue River Plaza.
 - Golden eggs contained cash prizes (Redeemed at Welcome Center). All vouchers were redeemed.

- Kingdom Days
 - Working with Denver University Events Class – Internship Research project
 - Town Party on Saturday (Concert, Food and Petting Zoo)
 - Treated Like Royalty – Sidewalk sale days
 - New Event Activities being evaluated:
 - Cowboy Poetry
 - Ridge Street Party/Band – Fatty’s to extend liquor license
 - Events during Outhouse Race
 - Public Arts District
 - Native American Dancers

- Independence Day Celebration
 - Airshow Over Breckenridge – immediately following parade
 - Parade
 - Cody Canada and the Departed – July 6 (Concert to benefit Advocates for Victims of Assault)
 - July Arts Festival – July 6-8

- Breck Bike Week – July 5-8
 - Initial Planning Stages
 - Assisting CBST with sponsorship proposals

- USA Pro Cycling Challenge – Stage Start August 24
 - Community Outreach and Education

- Oktoberfest – September 14-16
 - Working on feasibility of expanding event to include Friday street party from 2 p.m. – 6 p.m.
 - Proposed new vendor fee structure

- Events Associations
 - Attended Colorado Festival and Events Association Convention in Blackhawk –Sandy and Heidi
 - International Festival and Events Conference to be held in Denver in September – Sandy

- New Event Opportunities being evaluated (ongoing):
 - Snowball Music Festival
 - PRCA Rodeo
 - Yoga Fest
 - Ferris Wheel

VI. MEMBERSHIP

- 4 New Members in March: Twin Moose Yogurt, Mug Shot Café, while You're Not Home, Dr. Candace Cooley.
- Teaming up with Town of Breck on Bike to Work Program, which will kick off May 1?
- Community Wide Vendor Day tentatively set for June 7, 4-6pm at the Riverwalk Center.