

Grand Junction Visitor and Convention Bureau's

Top 5 Monumental Achievements of 2016

#5 – 22 Special Events received over \$55,000 in sponsorship funding and marketing grants.

- Includes events such as JUCO, Grand Junction Off-Road, Tour of the Moon, Winefest, Downtown Music Festival, Downtown Car Show, Grand Valley Marathon, just to name a few

#4 – Launched a completely new and responsive website which reported close to 1.6 million pageviews and more than 440,000 unique visitors.

- The improved digital platform ensures that Grand Junction remains among leading destinations that are adapting to rapid changes in consumer behavior with expanding mobile connectivity.

#3 – The GJVCB received 3 national marketing awards

- HSMAI Bronze Adrian Award for a direct mail campaign for meeting planners
- HSMAI Bronze Adrian Award for website redesign
- Travel Weekly's Silver Magellan Award as a top-of-industry destination site

#2 – Over 3.5 BILLION Public Relations Impressions

- Two stories on Yahoo alone generated the majority of impressions
- Coverage highlights also included Forbes, Huffington Post, Dallas Morning News, Sports Guide, U.S. News, The Denver Post, Fox 31 News, plus many more.

#1 – Lodging tax collections were up 3.4% over 2015 and 13% over 2014

One more I might add that the GJVCB Sales Team also generated 115 group lead opportunities for meetings and conventions that equates to almost 33,000 room night opportunities.

AAA mentioned during the recession that "Flat is the new Up!", however, as you can see, tourism continues to be the silver lining in the economy as we continue to see positive and sustainable growth year-over-year.

In tribute to Mary Tyler Moore, "We're gonna make it after all!"

Introduce Tucker:

I now would like to introduce our featured speaker, Dr. Tucker Hart Adams.

Dr. Adams has a Ph.D in Economics and is a leading regional economist. She has a long history of working with local governments to understand and improve their economy. Studies include evaluating the impact aging on the Pikes Peak Region of Colorado, the impact of Colorado State University – Pueblo and Rocky Mountain Steel on the Pueblo economy and providing analysis that helped the Pueblo EDC persuade a Mexican cement plant to locate there. In addition to working with the Grand Junction Visitor and Convention Bureau, she has also worked with the Metro Denver EDC, the City of Estes Park and the City of Wisconsin Dells, among others, to document the success of and improve their economic development activities.

Dr. Adams has been a Senior Partner in Applied Economics at Summit Economics since 2010 and has served as a trustee and board member on several organizations. Her last economic impact analysis for us was in 2004 and we're excited to receive her updated analysis.

Please join me in welcoming Dr. Tucker Hart Adams.

Concluding Comments (after Tucker):

Thank you, Dr. Adams.

Dr. Adams' full report will be posted on our website www.visitgrandjunction.com today.

At your seat is the VCB's 2016 Annual Report which celebrates our successes in 2016 and on your way out you can pick up the 2017 Official Grand Junction Visitor Guide, fresh off the presses.

On behalf of the VCB Staff and Board of Directions, we would like to thank you very much for attending our annual meeting.