

CAST Survey re: Marketing Dollars Spent and Source of Funds

Park City, Utah	\$75,000	The City contributes \$75,000 annually from general revenues for a joint venture marketing effort with the Chamber of Commerce. All other general marketing for the Park City businesses is the responsibility of the Park City Chamber Bureau, which is funded by County-levied hotel occupancy tax.
Town of Jackson, Wyoming	\$2.1 million	Last year, the town and county passed a 2% lodging tax to support promotion of the community. The tax went into effect April 1 of this year. The sixty percent of the tax designated for promotions is currently estimated to bring in \$2.1 million. A board external to the town and county has been put in place to direct disbursement of those funds. The budget for FY2012 is still under development.
Mt. Crested Butte, Colorado	\$352,000	\$352,000 is the amount of the 2011 "Marketing and Events" Budget and 85% is for winter with 15% for summer. The source is a 4% Admissions Tax (most from lift ticket sales) and 25% of the tax collected goes to transportation. The balance goes to marketing ; these percentages can change through the budget process.
Crested Butte, Colorado	\$756,000	The Gunnison-Crested Butte Tourism Association reports that their total budget is \$900K which is funded through a 4% LMD tax. The \$756,000 spent directly on marketing efforts goes to public relations, advertising, travel trade shows, familiarization trips and other items related to marketing for both travel and trade. Revenues are split as equitably as possible between year-round efforts, summer, spring, fall and winter.
Fraser, Colorado	50,000	We contribute about \$50K to our Chamber of Commerce for marketing annually. The source of the Marketing dollars is general sales tax (essentially, it's the value of the vendor fee.)
Vail, Colorado	Approx \$4 mm	\$2 mm from an LMD fund is used for spring, summer and fall marketing. And \$2mm is spent on special events - the second \$2 mm comes from business licence fees (about \$300K) and the remainder from general fund.
Silverthorne, Colorado	\$93,000	\$15K from Lodging Tax (general marketing), \$78K from General Fund (\$8K visitor's center, \$36K Rec Center, \$34K Pavillion)
Estes Park, Colorado	\$1.250mm	2% Lodging Tax collected by LMD
Frisco, Colorado	\$278,000	Advertising for Summer - \$178,000, Winter - \$100,000. also Events production and marketing (including salaries) total \$600,000 in Summer and \$75,000 in Winter.
Breckenridge, Colorado	\$2.250mm	\$2.1 General and \$150K for UPCC/Breck Stage. Marketing dollars are spent by the Breckenridge Resort Chamber/GoBreck.com. 60% Winter, 40% Summer. Council formed the Breckenridge Marketing Advisory Committee (BMAC) with the mission: to advise town council on best practices that will maximize the effectiveness and efficiency of all tourism marketing investments made with town marketing funds. A small portion of marketing dollars (\$122K) is awarded to Breckenridge nonprofits that are in essence 'niche' marketing entities (i.e. music festivals, film festivals, BOEC, Backstage Theatre, etc). Marketing dollars come from (1) a special revenue fund that collects business license fees, (2) a portion of sales tax (2.8% of tax collected - Town rate is 2.4%) and (3) 56% of accommodations tax collected (accommodations tax rate is 3.4%).
Aspen, Colorado	\$1,482,680	This is primarily summer marketing. The source is a 1.5% accommodations tax.
Winter Park, Colorado	\$910,000	This amount includes : \$475,000 for general marketing, \$100,000 for the Ski Free program and \$335,000 for Destination Downtown (events). All funds are managed by the Chamber of Commerce. The source is a 1/2% sales tax passed by voters in the late 90's.
Grand Lake, Colorado	\$55,000	\$20K in Winter, \$35K in Summer. Paid for by a combination of Town of GL, GCCTB and Chamber Advertisers.
Steamboat Springs, Colorado	675,000	\$600K for summer marketing (which also pays a good deal of overhead at our Chamber Resort Association) and \$75,000 for summer special events. All of this from our general fund. We also have an LMD that supports winter marketing and airline seats, however, in the last two years no funds have been used for winter marketing.