



CHAFFEE COUNTY VISITORS BUREAU
**BUENA VISTA
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AGENDA

Chaffee County Visitors Bureau Board Meeting

1:00PM Tuesday, July 25th, 2023

In Person + VIRTUAL Held at Best Western Inn, 733 US Hwy 24 N, Buena Vista, CO 81211

Attending:

In person - Scott Peterson, Dylan Jewell, Heather Rupska

Virtual - Sarah Briam, Dan Bender, Lori Roberts, Jamie Billesbach

Guests:

Virtual - PT Woods,

1. **Call to Order 1:05pm**
2. **Public Comment Period – limited to 3 minutes per person - None**
3. **Approval of June 27, 2023 Board Meeting Minutes**

We will put this into the agenda for the next meeting.

4. **ROVE - Colorado Data Consortium - \$8,000 Scott Peterson**

Scott- This is the data consortium I spoke to you about last month. One platform for all the tourist data. One of the most important things is the mobile location data. We will have 20 locations in the valley we can track data for. When you download an app, you opt in to allow the app to use your location. The apps sell that data, then we can geo fence an area based on that data. The founding partners make it possible for smaller communities to be able to buy in. This is a tiered system, \$8k is the tier we would come in at. We also get historical data back to 2019 and statewide data. This is for one year. There are a lot of features that are available and the app is hoping to expand, for example using credit card tracking. We can pay \$4k this year and \$4k next year.

Heather - From a business standpoint, should the CCVB be paying for this or the county?

PT – You can always send a proposal but it does sound like a CCVB task. But maybe partnering with the EDC to split costs. Doesn't sound like a typical county task. But if this was included in the budget for the CCVB, it would be reasonable.

Scott – I'm proposing a \$700k budget, but commissioners wanted a \$500k cushion. So we had saved about 1.2 mil in reserves. We took about \$200k this year, and we plan on \$200k next year and would make us budget neutral.

Heather – it's hard to do anything without this data. I have a lot of businesses asking for this information.

Lori – We get asked a lot for this data, for startups. We send them to the EDC or SBDC.

Jaime - I get asked this stuff all the time as well by businesses looking to start here or scale here.

Heather – How can we go about this, summer 2023 is already passed but information is still useful. Do we want to table and check with EDC, what budget line item is this going on?

Scott – We pay them next year, but we can start accessing the data now. I think getting information tracking now is the best idea.

Jaime – I motion to approve this contract with Rove and get the numbers going now,

Lori I second

All in favor, none opposed.

Scott – I'll get a contract to legal.

5. 2024 Chaffee County Visitors Bureau Budget – \$700,000 Scott Peterson

Scott - This is similar to last year's budget, I think this is a safe number that the visitor's bureau needs to run at. Fixed items: the website, my salary, Dave's salary, and there will be \$300k for online marketing. There isn't anything in the budget to redo the Visitor's Guide right now, that's typically 10k and that will drain our reserves down to \$500k and that's where the reserves are to stay. If things stay the same economically, we will have \$530 next year which will be really hard to run things at.

Jamie - If things start tanking, will you be able to see where the social media marketing is working?

Scott – it's tough, because we aren't really selling anything so it's hard to track. How to track success, there are ways but it is expensive. That's why the visitor's guide is good.

Heather – Is there a way to raffle off a winter trip, for people who come here?

Scott – Typically I do those to track data and get emails. We could do a visitors survey. Any questions, concerns? I have a meeting at the beginning of September to get everything with the budget approved.

Lory – I motion that we approve this budget, but add the data rove by \$8k as a separate line item and reduce another item by that amount

Dylan - I second.

All in favor, none opposed.

6. Marketing Director Report

Lodging Tax is down -31% YTD

Visitor Guides

54,840 visitor guides mailed YTD

SOCIAL MEDIA NowThisIsColorado

FACEBOOK

Followers: 122,099

Reach: 108,898

Engagements: 18,831

Instagram: 37,200 Followers

13,100 Accounts Reached in 30 Days

SOCIAL MEDIA SalidaChamberOfCommerce

FACEBOOK

Followers: 5,100

Reach: 9,400

Instagram: 2,500 Followers

1,500 Accounts Reach

SOCIAL MEDIA BuenaVistaChamberOfCommerce

FACEBOOK

Followers: 5,500

Reach: 5,200

Instagram: 9,100 Followers

5,200 Accounts Reach

WEBSITE TRAFFIC YTD 2023 VS 2022

+38.71%

153,627 vs 110,753

EMAIL CAMPAIGN

Active Email Contacts 163.7k

2.5 M Emails Sent YTD

33% Open Rate

7. Board Member Reports – up to 15 minutes Questions and comments about board reports

Jaime – We are about \$10k short in sponsorship for our next event. It was a great lineup and we have great speakers for the outdoor summit. All of the colleges are reaching out as well to be involved. But If I can't make it more statewide, we may not

do it next year. We have more clients but a lot of our consultants are off this time of year so we are very busy.

Dan – Season pass sales are strong for Monarch, the Crest is doing well. The tram is doing better than we expected. Summer projects are coming along.

Lori – We are busy at the chamber. Thursdays seem to be busier than the weekends. Denver, Co Springs, lots of people getting married. We just hired a marketing director and we are lucky to have her. We will start working on cleaning up the website.

Dylan – July was very busy. We are seeing less reservations and more walk-ins. When they stay though, they are staying for a lot longer, 4-5 days. For August, reservations are down but our rates are up.

PT – Not a whole lot, the fair is going on. The Budget will be in September. The low overhead dam will on the Arkansas River will be taken out same time as reconstruction of scout wave happens in September/October

Sarah - We are very busy downtown. Fishing has been good. We are lucky to have the flows we have with the high temperatures. It is keeping our fishery healthy and vibrant.

Heather – We are rolling out the tiered systems in the chamber: three base tiers and three premiere tiers. It was an overnight success for our members. Gold Rush Days are coming back to East Main. We are allowing the road to stay open. We will be reaching out for help moving forward with planning. We need a committee to operate this festival.

8. Meeting Adjourned 2:08