



CHAFFEE COUNTY VISITORS BUREAU
**BUENA VISTA
& SALIDA**
Colorado

COLORFULCOLORADO.COM

MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 PM August 27th, 2024 held virtually

Attending:

Virtual - Scott Peterson, Jaime Billesbach, Katie Davis, Lori Roberts, Sarah Briam, Liz Morgan, Travis Hotchard

Guests:

Don Reimer, PT Woods, Terry Deveney, Erick Miller, Jillian Chernofsky

1. Call to Order 3:02pm

2. Introduction of Chaffee County Visitors Bureau Board Candidates: Joni Baker, Woodland Motel, Terry Deveney, GRI, Owner/Manager, Pinon Vacation Rentals, Broker Associate Pinon Real Estate Group, Jillian Chernofsky, Creekside Chalets

Terry - I'm Terry. I own Pinon Vacation Rentals, I've been in the area for 15 years. My husband and I also own Roxy's Liquor. I served on the Camber Board as well as the FIBark Board.

Jillian - I own Creekside Chalets with my husband, I've lived here for 10 years and I'd love to help out. I love marketing.

Travis - Joni doesn't seem to be on the call but everyone saw her letter of interest. Do we need to add a vote to the agenda?

Don - We will go over the recommendation from the board at the next meeting. So if there was an official answer even at this meeting, maybe add it to the bottom of the agenda.

3. Public Comment Period – limited to 3 minutes per person

Erick - I moved to Salida 26 years ago and bought my home 4 years later on 1st street. Devolution is the transfer of power over an existing Colorado state highway. This will affect the intersection of highway 50 and the bridge over the Arkansas River. It states that if a highway is no longer functional and the street starts to act like a main street this can happen. CDOT can even pay towards the maintenance of the devolution highways. In March 2022, residents stated their main concern was to preserve the character of the city. I have met with Dan Shore about this, The next step is to issue a meeting where devolution can be publicly talked about. My goal today is to introduce it to you and to seek your formal public endorsement at a later date.

Travis - When are you planning on presenting this to the City Council?

Erick - Two weeks is when I feel like I'll have that support.

Liz - I'm all in favor of walkability and safety. I will say it's a little confusing that your pitch is focused on historic preservation and not safety.

Erick - I would suggest, it's a major part of it, it's a narrow urban corridor

PT - I had this conversation with CDOT when I was mayor, and they were interested if we devolved all of 291, which includes two bridges. They were not interested if we did not take a bridge.

Erick - I took a look at stature to see if that was an obligation. It can be parcel, portion of.

PT - I think the city is taking on a bridge that may need 50 million dollars, but that is a huge hurdle.

Erick - Other municipalities have dealt with this as well. The upfront cost would obviously have to incorporate the cost of a bridge.

Sarah - I'm happy to support as a downtown business.

Jamie - I'm just curious about our ability as a board to support this.

Don - The board can certainly provide a letter of support, but I think that is the extent of the action this board could take.

4. Approval of Meeting Minutes July 30th, 2024

Travis makes a motion to approve minutes, Jamie seconds. All in favor, none opposed.

5. Miles Partnership Colorado Tourism Office Advertising - \$72,600

Scott - Miles partnership sells advertising for the Colorado tourism office. This is pretty similar to what we have done in the past. The lead generation program is that when people fill out the visitor guide request they are required more information. This has been a great lead generation platform. The state has spent a lot of money to drive people to these sites. Year to date we have generated about 25k email and address leads from the campaign this year. We expect to generate 40k this year for that \$5k amount. The grand total for this is \$36k for those campaigns, This is good because once they have visited Colorado.com

Travis - This is already budgeted as a part of our online marketing?

Scott - Yes, this is already in the budget.

Jamie - Can you show me this on their site? And if their visitor's guide is downloadable, are we paying to be in that as well?

Scott - We were not planning on being in the print, just digital

Sarah - What would we offer instead of the guide?

Scott - Right now I'm thinking of a giveaway for businesses to offer. I'm open to ideas, but right now that seems to be what will work.

Jamie - Will that be one of our largest purchases with our budget for online marketing?

Scott - Yes, that will be our biggest spend and that is the most successful.

Liz - I don't know, it seems like a lot of money. I was going to ask for some money to help rebuild the visitor's center, and I think the lodging tax is meant for that. And I wonder if there is a balance between the online spending and the money going towards supporting the visitor when they are here. I just have some concern about spending that much money.

Lori - If we are not going to have the visitor's guide, I think the online package and what Scott has presented is valuable. I've had some conversations with people in our downtown, we are here as a presence and we say have you been downtown, and send people to downtown. And maybe we won't ever go back to the printed but I see the value to what Scott is presenting. And I understand what Liz is asking as well, it is in the bylaws to support the Chambers.

Jamie - I agree with Lori that we have already cut out the guide. And we have a hired professional to make these decisions and he is saying the numbers are here. I would hate to cut out so much at once. It would be hard to track if we cut everything at once.

Travis - I would be inclined to think that way as well. I wouldn't want to cut the marketing too much.

Don - Question for Scott, this money was budgeted in 2024, is that correct? And the term on the contract would be mid September 24 through mid sept 25 correct?

Scott - 1/1/25, 8/14/25, 12/31/24 would be the start dates.

Don - So this is for work to be performed in 2025, but that should be the 2025 budget not 2024, and that has not been approved yet. I would discourage the board from making any formal action on this because this is a budget request, it has not been approved, so you cannot approve contracts for 2025 yet.

Jamie - Are there hard deadlines with that?

Travis -Don, when will the budget be approved?

Don - Sept 15th for the following year.

Liz - Is this something we are doing in 2024?

Scott - Yes, we have done the exact same things

Liz - and this is the same cost?

Scott - Yes,

Travis - So we push this along to another meeting?

Don - We would like to know if the board supports it, a formal recommendation on the budget request as a whole, and the direction of the overall campaigns.

Travis - We did approve this budget last meeting and talked about it so Scott could present it to the commissioners. Does anyone have any concerns or want to make any amendments?

Katie - I don't have concerns about the number but I think my concern is more about the data and the return on investment we are getting out of our decisions. It's going to be difficult as a small mountain town to balance everything and the data would be helpful to have to back up decisions.

Travis - Well it seems like we can move forward from this topic, does anyone disagree and want to keep discussing this? I'll take that as a no, so we need to wait for the commissioner to approve this budget before we can move forward with signing contracts.

PT I don't see any roadblocks with the budget.

6. Colorado Tourism Office Matching Marketing Grant - \$20,000 CCVB Match Streaming the Sounds of Chaffee County Deadline September 10, 2024 - \$60,000 Budget

Scott - This is the big grant opportunity that the Colorado Tourism Office offers up every year. This grant is due to be submitted in September 2024. We have received it a few years in the past. Streaming the sounds of Chaffee County. With this campaign, I often look at what the hotspots are with the state. Music and the arts is one of their line items. We have 72 music venues in this county, it is very unique that we have so much music in this valley. Most are at night, which allows for guests to stay overnight and eat and drink at restaurants and bars. I think this is a really great avenue to pursue.

Liz - Are there music rights we have to worry about with live streaming?

Travis - It kind of reminds me of the hot springs loop, it's a really unique take on how to promote the area. So you're asking for the approval of the financial commitment if you win the grant?

Scott - Yeah, I need a letter of financial commitment and letters of support.

Don - So if you get the grant, it would be committing county dollars so it would need to get on the agenda for September 10th and have it go before the commissioners.

Travis - I would vote to recommend to the county commissioners for approval,

Jamie - I would second that.

Travis - Anyone abstains? Liz abstains. But we have a quorum so the recommendation passes. All in favor, none opposed.

7. Stakeholder Survey, Visitor Survey

Scott - For the guests it is asking different questions than the stakeholders. Asking visitors why they chose Chaffee County. So I just wanted to make sure that nobody objects to the survey before it goes out or if there is anything we can do to make it better.

Travis - I think it's a good idea, I don't see anything right off the bat

Jamie - Is there some sort of carrot for the visitor's?

Scott - I can try a giveaway, I can reach out to the stakeholders and see if there is anything anyone would want to offer.

Katie - Could we switch from google forms to survey monkey?

Scott - Yes, I'll get more stats that way.

Travis - Does anyone object to this getting sent out?

8. Marketing Director Report

Scott - I put together a slide/presentation for the potential candidates. I have been the marketing director since 2015. Most DMO's use a lot of subcontractors but I came on with a skill set so I don't need to pay out those jobs.

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

Sarah - We are still booking float fishing trips through September.

Jaime - I was at the budget meeting today as well because we are running out of funding from the covid relief programs. The week of September 10th we are headed out to workshops to learn about the trends with AI and how they can help out with small businesses. We are doing a lean business plan workshop and we are holding those in Fairplay, Leadville, BV and Salida.

Lori - all good here at the chamber. Older crowd is traveling and they love to let us help them with suggestions... working on budgets etc.

Travis - Running through Labor Day, flows are looking good.

We will hold an official email vote for the new applicants. But they seem very qualified and we are looking forward to having them on the board.

10. Meeting Adjourned 4:47pm



CHAFFEE COUNTY VISITORS BUREAU

**BUENAVISTA
& SALIDA**

Colorado

COLORFULCOLORADO.COM

SCOTT PETERSON

MARKETING DIRECTOR CHAFFEE COUNTY VISITORS BUREAU

(2015 – 2024)

SKILLS

- LOCAL AND REGIONAL KNOWLEDGE
- BRAND MANAGEMENT
- SOCIAL MEDIA
- CONTENT MARKETING
- SEARCH ENGINE OPTIMIZATION
- DIGITAL ADVERTISING
- PUBLIC RELATIONS
- NETWORKING & PARTNERSHIPS
- DATA ANALYSIS & REPORTING
- COPY WRITING
- WEB DESIGN
- PROJECT MANAGEMENT
- PHOTOGRAPHY
- VIDEO PRODUCTION
- EVENT PLANNING & MANAGEMENT
- GRAPHIC DESIGN
- BUDGET MANAGEMENT
- EMAIL MARKETING
- WORD PRESS
- HTML
- PRINT DESIGN

PHOTO: SCOTT PETERSON

LODGING TAX

IN 1988, THE VOTERS OF CHAFFEE COUNTY, COLORADO, APPROVED A LODGING TAX INITIATIVE.

The approval of the lodging tax in 1988 marked an important step in Chaffee County's efforts to develop its tourism industry and promote the area's natural beauty and attractions to a broader audience. The revenue generated from the tax has been used to fund various initiatives and marketing campaigns aimed at increasing tourism and supporting the local hospitality industry.

2015 LODGING TAX: \$477,130.36
2023 LODGING TAX: \$1,219,062.90
155% INCREASE

PHOTO: SCOTT PETERSON

EARLY PROJECTS

THE MAJORITY OF PROJECTS ARE DONE IN-HOUSE TO SAVE MONEY FOR ADVERTISING

- 2015 Change domain from Nowthisiscolorado.com to: ColorfulColorado.com
- 2016 Redesigned website in house
- 2016 Chaffee County Interactive Mapping Project
- 2016 Hiking, Biking, & Winter Trails Guides
- 2016 Colorado Tourism Office Matching Grant: Agritourism Campaign \$40,000
- 2016 Video Content: Produced Over 700 Videos Promoting Tourism
- 2017 Designed Visitor In-House
- 2018 Designed Visitor In-House
- 2019 Designed Visitor In-House
- 2019 21 Live WebCams Leased



PHOTO: SCOTT ANDERSON

AWARDS & ACCOLADES

THE CHAFFEE COUNTY VISITORS BUREAU HAS RECEIVED AWARDS AND GRANTS

- 2020 Colorado Tourism Office Matching Grant:
Chaffee County Sustainable Tourism \$40,000
- 2020 Now This Is Love Auction 10 days and generated \$116,514.88
- 2021 WINNER: Adventure By Nature Pledge: Colorado Governors Tourism Conference Outstanding Sustainability Initiative Award
- 2021 RUNNERUP: Now This Is Love Auction: Colorado Governors Tourism Conference Governor's Award for Outstanding Community Tourism Initiative Award



PHOTO: SCOTT ANDERSON

RECENT PROJECTS

WE ARE PROUD OF THE CHAFFEE COUNTY VISITORS BUREAU: DEDICATED TO SUSTAINABLE TOURISM GROWTH AND ECONOMIC OPPORTUNITIES FOR OUR COMMUNITY

2022 FUNDED: Rec Ranger, Rec Adopters, Porta Potti Billboards, Garna Green Event Trash Can Advertising, Wildfire Signs Advertising

2023 Colorado Tourism Office Destination Blueprint program

2024 Chaffee County Destination Stewardship Plan



PHOTO: SCOTT ANDERSON

DESTINATION STEWARDSHIP ACTION PLAN

THE 2024 CHAFFEE COUNTY VISITORS BUREAU (CCVB) DESTINATION STEWARDSHIP ACTION PLAN IS A STRATEGIC INITIATIVE DEVELOPED THROUGH THE COLORADO TOURISM OFFICE'S DESTINATION BLUEPRINT PROGRAM. IT OUTLINES A COMPREHENSIVE APPROACH TO ENHANCING RESPONSIBLE TOURISM, COMMUNITY ENGAGEMENT, AND SUPPORT FOR LOCAL BUSINESSES AND NONPROFITS IN CHAFFEE COUNTY.

Key Priorities:

1. **Responsible Recreation Education:** Expand education and messaging to promote respectful use of outdoor spaces.
2. **Community Awareness:** Increase resident awareness of tourism's value and benefits.
3. **Local Business Promotion:** Strengthen support for and engagement with local businesses.
4. **Volunteer Opportunities:** Encourage outdoor recreation users to give back to the community.
5. **Nonprofit Support:** Motivate businesses to support local nonprofits focused on stewardship and sustainability.



PHOTO: SCOTT ANDERSON

DESTINATION STEWARDSHIP ACTION PLAN

Goals and Action Items:

1. **Adventure By Nature Pledge:** Expand the program with initiatives like educational videos, stakeholder email campaigns, and creating promotional coupons to encourage responsible recreation.
2. **Nonprofit Visibility:** Increase volunteerism and donations by enhancing event webpages, producing promotional videos, and encouraging business participation in nonprofit activities.
3. **Local Business Promotion:** Launch a Video Co-op Program to create affordable promotional videos, provide free access to CVCB's video and photo assets, and improve local business visibility.
4. **Community Education:** Develop a communications plan to engage tourism stakeholders, conduct resident sentiment surveys, and create a database of CVCB advocates.
5. **Outdoor Recreation Support:** Partner with local organizations to improve outdoor recreation infrastructure, digital mapping, and promote diverse recreation opportunities.



PHOTO: SCOTT ANDERSON

DESTINATION STEWARDSHIP ACTION PLAN

Outcome Measurement:

Each goal includes specific action steps with short, medium, long-term, and ongoing timelines. Key Performance Indicators (KPIs) are established to measure success, including grant awards, video views, survey responses, and the number of participating businesses and volunteers.

This plan aims to ensure sustainable tourism growth, bolster community pride, and protect Chaffee County's natural and cultural resources.



PHOTO: SCOTT ANDERSON

THANK YOU



PHOTO: SCOTT ANDERSON



Marketing Directors Report
August 27, 2024

Lodging Tax -7%

VISITOR GUIDES

12,000 new visitor guides printed 11/13/23
10,500 visitor guides mailed YTD
1,500 visitor guides remaining

PROJECTS:

CTO Tourism Management Grant, reports, extension and execution
Apply For: 2025 Colorado Tourism Office Matching Marketing Grant Streaming The Sounds Of Chaffee County
Stakeholder & Visitor Surveys
Fall & Winter Video Campaigns
Press Trips: Tripadvisor, Outside Magazine, Condé Nast Traveler

WEBSITE TRAFFIC

188,000 YTD 2023
177,000 YTD 2024 +6%

EMAIL CAMPAIGN

101,800 Active Email Contacts
103,300 Emails sent
38% Open rate

SOCIAL MEDIA

LAST 28 DAYS

2023 MONTHLY SPEND: \$0
2024 MONTHLY SPEND: \$294.73

Content overview

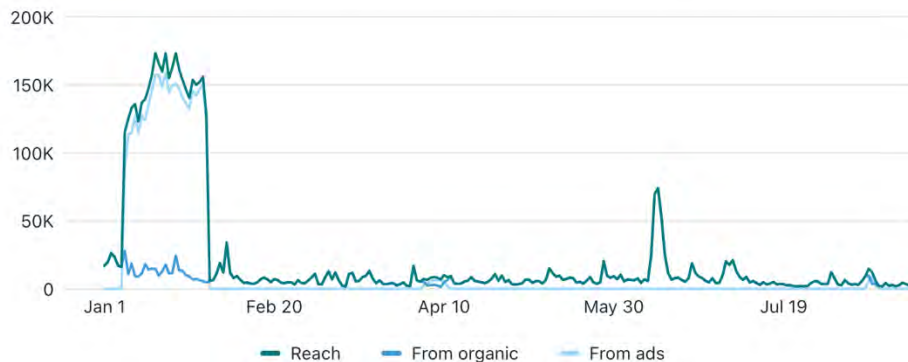
Facebook

Content overview

Breakdown: Organic/ads

All Reels Videos Live Posts Stories

Reach 1.8M ↓ 29.8% **3-second views** 639.4K ↑ 1% **1-minute views** 10.8K ↓ 49.1% **Content interactions** 61.2K ↓ 44.6% **Minutes viewed** 122d 5h ↓ 11.5%



Reach breakdown

Jan 1 – Aug 26

Total
1,762,777 ↓ 29.8%

From organic
855,759 ↓ 16.5%

From ads
1,068,060 ↓ 28.9%

Content overview

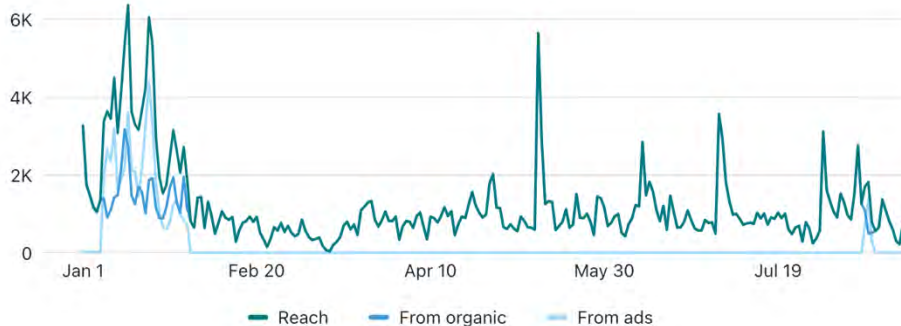
Instagram

Content overview

Breakdown: Organic/ads

All Posts Stories

Reach 72.5K ↓ 95.8% **Content interactions** 11.5K ↑ 100%



Reach breakdown

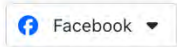
Jan 1 – Aug 26

Total
72,505 ↓ 95.8%

From organic
43,013 ↑ 22.1%

From ads
32,835 ↓ 98.1%

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the Transportation & Accommodation Services category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

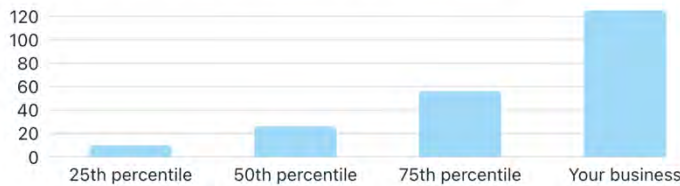
Published content ⓘ

125

Higher than others

Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

How often your business published versus others in this category



Create post ▼

Facebook followers ⓘ

125.2K

Higher than others

Typically: 13K

Follows ⓘ

146

Similar to others

Typically: 133

Content interactions ⓘ

4.6K

Higher than others

Typically: 1.3K

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

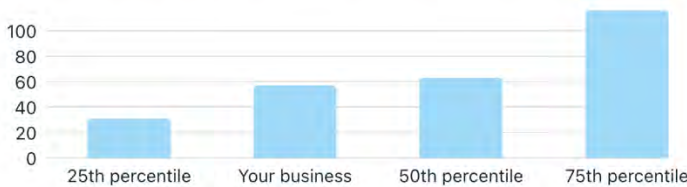
Published content ⓘ

57

Similar to others

Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

How often your business published versus others in this category



Create post ▼

Instagram followers ⓘ

39.7K

Higher than others

Typically: 3.9K

Follows ⓘ

748

Higher than others

Typically: 109

Content interactions ⓘ

2.3K

Higher than others

Typically: 1.1K

BOOK DIRECT

July 21,000 Website Visitors 6,504 Searches = 31%
June 24,000 Website Visitors 6,904 Searches = 28%
May 18,000 Website Visitors 4,203 Searches = 23%
April 13,000 Website Visitors 2,919 Searches = 22%
March 24,000 Website Visitors 3,429 Searches = 14%
February 9,200 Website Visitors 935 Searches = 10%
January 55,000 Website Visitors 2,524 Searches = 4%



VIDEO PROJECTS

January

[Avalanche Awareness video 2024](#)

[Weddings and Meetings Video](#)

[Buena Vista Walking Tour](#)

[Artist Profile Video Nora Larimer](#)

[Fat Biking in BV and Salida](#)

[Salida National Historic District](#)

[Browns Canyon National Monument](#)

[Salida Railroad](#)

[Valley of the Chiefs](#)

[Tubing on Snow](#)

[Snow Shoeing Cross Country Skiing](#)

[Soak in the Hot Springs](#)

February

[Winter Fly Fishing](#)

[Winter Snowmobiling](#)

[Winter Dog Sledding](#)

[Historic Towns and Libations Loop](#)

[A World of Winter Wonder](#)

[Escape the Ordinary](#)

[Winter Wonder Beyond the Slopes \(Long\)](#)

[Cool Jobs Stephanie Perko \(Oveja Negra\)](#)

[Made Local Oveja Negra](#)

[Inspired Adventure](#)

[Life is Better Outdoors](#)

[Winter Beyond the Slopes](#)

March

[Inspired Adventure Winter](#)

[Rock Hounding & Gold Panning](#)

[White Water Rafting](#)

[Make yourself at home](#)

[Backcountry skiing](#)

[Experience Springtime Adventure](#)

[Springtime Artists Salida](#)

[Springtime Adventure in a Day](#)

[Embrace the Thrill of Winter](#)

[Salida's Timeless Allure](#)

[Springtime Charm Salida and BV](#)

[Adventure and Tranquility](#)

April

[Libations Loop Springtime Expertience](#)
[Discover Natures Wonders](#)
[Adenture at Every Turn](#)
[Unforgettable Adventure](#)
[Family Playground](#)
[Head to the Mountains](#)
[Rock Climbing and Hot Springs](#)
[Buena Vista in the Springtime](#)
[Salida Water Park and Surf Wave](#)
[Salida Springtime](#)
[Buena Vistas Outdoor Paradise](#)
[Arkansas River of Buena vista and Salida](#)

May

[Waterpark and Trails from Town](#)
[Salida Fishing, Art and Hot Springs](#)
[Paddleboarding short Reel](#)
[Apache Drive in Theater short Reel](#)
[Fly Fishing on the Arkansas River](#)
[The Arkansas River A Fly Fishing Paradise](#)
[Buena Vista Colorado's Playground](#)
[Dining Town Tour and River Walk](#)
[Adventure and Relaxation](#)
[Adventure by Nature Pledge Short Reel 1](#)
[Adventure by Nature Pledge Short Reel 2](#)
[Paddlefest 2024 Promo](#)

June

[Dining and Town Tour](#)
[Adventure Parks](#)
[FIBArk Set Up Day](#)
[FIBArk Day 1](#)
[FIBArk Day 2](#)
[FIBArk 2024 Parade](#)
[FIBArk Day 3](#)
[Live Music Scene BV Salida](#)
[What is Summer?](#)
[Chaffee Rec Adopters Long Version](#)
[Chaffee Rec Adopters Short version](#)
[Ultimate Summer Adventure Salida](#)

July

[Escape to Buena Vista](#)
[Camp Fires 2024](#)

[Salida Creative Arts District Siri](#)

[Fishing in Buena Vista Siri](#)

[Majestic Views SM](#)

[Rafting Adventure SM](#)

[Jeeping SM](#)

[Mountain Biking Adventure SM](#)

[Rock Climbing Adventure SM](#)

[Fishing in Tranquility SM](#)

[Horseback Adventure SM](#)

[Alpine Lake Serenity](#)

[Best Beach in Colorado](#)

August

[Salida 76 Promo](#)

[Banana Belt Race Promo](#)

[Colorados Favorite Hot Springs](#)

[River Surfing Safety](#)

[BV Newest Hot Springs and Botanical](#)

[SMT Maintenance and Stewardship](#)

[SMT Engagement Opportunities](#)

[SMT about SMT Video](#)

[illegible]

		Budgeted 2024	Acutal
014-4500-42050	Legal Services	\$ 1,000.00	\$ -
014-4500-42100	Office Supplies	\$ 1,000.00	\$ -
014-4500-43100	Computer Services	\$ 500.00	\$ -
014-4500-43200	Gen Fund Contr Services	\$ 2,700.00	\$ -
014-4500-43210	Telephone	\$ 300.00	\$ -
014-4500-43220	Postage	\$ 400.00	\$ -
014-4500-43300	Travel & Transportation	\$ 5,000.00	\$ 855.53
014-4500-43415	Offline Marketing	\$ 20,000.00	\$ 30,277.92
014-4500-43520	VG Production	\$ -	\$ -
014-4500-43815	Website & Email Maint	\$ 30,000.00	\$ 36,063.50
014-4500-43600	Co-Op Advertising	\$ -	\$ 2,500.00
014-4500-43835	Marketing Director	\$ 105,000.00	\$ 70,000.00
014-4500-43855	Content Creator	\$ -	\$ -
014-4500-43860	Online CTO Grant	\$ -	\$ 5,000.00
014-4500-43880	Online Marketing	\$ 206,555.00	\$ 152,028.41
014-4500-43885	Monarch Mountain	\$ -	\$ -
014-4500-43890	VG Fulfillment	\$ -	\$ 10,906.49
014-4500-43895	Sustainable Tourism	\$ -	\$ -
014-4500-43920	Contracted Services	\$ 78,000.00	\$ 52,000.00
014-4500-43945	FAM Tours	\$ 2,000.00	\$ 45.56
014-4500-44100	Misc Expenses	\$ 1,000.00	\$ -
014-4500-44200	Dues & Meetings	\$ 2,000.00	\$ 640.62
014-4500-44500	Treasurer Fees	\$ 200.00	\$ -
014-4500-44910	Photo	\$ 2,000.00	\$ -

Totals

\$ 457,655.00	\$ 360,318.03
Budgeted	SPENT

Remaining 2024
\$ 1,000.00
\$ 1,000.00
\$ 500.00
\$ 2,700.00
\$ 300.00
\$ 400.00
\$ 4,144.47
\$ (10,277.92)
\$ -
\$ (6,063.50)
\$ (2,500.00)
\$ 35,000.00
\$ -
\$ (5,000.00)
\$ 54,526.59
\$ -
\$ (10,906.49)
\$ -
\$ 26,000.00
\$ 1,954.44
\$ 1,000.00
\$ 1,359.38
\$ 200.00
\$ 2,000.00

\$ 97,336.97
REMAINING

Scott,

Appreciate the consideration on those 2025 plans I sent over. YTD numbers on the current campaigns follow below as requested. A few screenshots are also attached to offer additional insight on views and referrals.

159,009 emails delivered – 52,821 opens – 2,034 referrals from 1x June send

1,652,367 native Colorado.com and programmatic impressions delivered – 10,653 referrals - .64% CTR

5,213 Welcome Leads

50k+ sponsored city page views generating 12,101 referrals from links in that sponsored content

YTD minimum total of 1.8-million impressions and 30,001 direct referrals/clicks to colorfulcolorado.com

If we cut everything off today, based on current year digital spend and placements, you'd finish around \$1.50 CPC. But we have:

- Another programmatic campaign pending that last year delivered over 2.7 million impressions and 4,200 clicks
- ROS native impressions delivering and resulting clicks from across Colorado.com coming in through the end of the year
- Sponsored content and leads programs that will continue to add to your view and referral totals

So long story short, we're crushing it. Have additional campaigns still to come that are going to add to the annual totals and drive your CPC even lower. And, as you knew I would say, are delivering you the absolutely most qualified audience and clicks out there.

Let me know what you think and if you need further details or information of any kind. Hope you have a great weekend!

Thanks,

Pat

Pat Attkisson Travel Media Sales & Marketing Executive

miles partnership

303-867-8241

pat.attkisson@milespartnership.com

www.colorado.com

DMO	BUDGET	STAFF	Visitor Guide	Oct-23 Facebook	Oct-23 Instagram	8/26/24	8/26/24
<u>Visit Denver</u>	\$38,400,000	62	YES	<u>362,000</u>	<u>163000 followers</u>	366,000	168,000
<u>Snowmass Tourism</u>	\$7,200,000	15	NO	<u>105,000</u>	<u>39,8000 followers</u>	105,000	41,800
<u>Visit Colorado Springs</u>	\$6,041,710	20	YES	<u>96,000</u>	<u>79,6000 followers</u>	99,000	86,200
<u>Visit Aurora</u>	\$5,000,000	16	YES	<u>6,500</u>	<u>5,377 followers</u>	8,000	7,000
<u>Breckenridge Tourism Office</u>	\$4,750,000	24	DIGITAL	<u>65,000</u>	<u>63,4000 followers</u>	68,000	71,200
<u>Aspen Chamber Resort Association</u>	\$3,300,000	10	NO	<u>3,000</u>	<u>143000 followers</u>	3,000	150,000
<u>Visit Estes Park</u>	\$3,001,283	11	DIGITAL	<u>183,000</u>	<u>92,1000 followers</u>	186,000	101,000
<u>Visit Grand Junction</u>	\$2,890,000	8	YES	<u>34,000</u>	<u>26,2000 followers</u>	36,000	27,700
<u>Gunnison/Crested Butte</u>	\$2,300,000	4	NO	<u>58,000</u>	<u>25,5000 followers</u>	60,000	31,200
<u>Telluride Tourism Board</u>	\$2,300,000	13	YES	<u>122,000</u>	<u>84,3000 followers</u>	129,000	96,600
<u>Visit Durango</u>	\$2,247,000	12	DIGITAL	<u>93,000</u>	<u>92,3000 followers</u>	93,000	92,900
<u>Boulder CVB</u>	\$2,021,315	12	YES	<u>36,000</u>	<u>44,8000 followers</u>	37,000	48,600
<u>Vail Valley Partnership</u>	\$1,400,000	9	NO	<u>4,000</u>	<u>1,392 followers</u>	4,100	1,500
<u>Visit Loveland – City of Loveland</u>	\$1,107,524	3	DIGITAL	<u>17,000</u>	<u>16,9000 followers</u>	18,000	17,700
<u>Visit Glenwood Springs</u>	\$999,394	2	YES	<u>76,000</u>	<u>23,3000 followers</u>	76,000	25,600
<u>Visit Pagosa Springs</u>	\$800,000	2	DIGITAL	<u>36,000</u>	<u>22,1000 followers</u>	37,000	24,600
<u>Alamosa Convention & Visitors Bureau</u>	\$739,620	3	YES	<u>14,000</u>	<u>5,708 followers</u>	16,000	7,368
<u>Steamboat Springs Chamber</u>	\$700,000	2	NO	<u>800</u>	<u>74,8000 followers</u>	876	77,400
<u>Grand County Colorado Tourism Board</u>	\$683,669	3	NO	<u>40,000</u>	<u>4,671 followers</u>	40,000	4,947
<u>Manitou Springs</u>	\$675,719	6	YES	<u>56,000</u>	<u>22,4000 followers</u>	58,000	24,000
<u>Greater Pueblo Chamber of Commerce</u>	\$655,000	4	DIGITAL	<u>8,900</u>	<u>4,209 followers</u>	11,000	6,383
<u>Ouray Tourism Office</u>	\$634,188	2	DIGITAL	<u>27,000</u>	<u>39,8000 followers</u>	28,000	43,500
<u>chaffee County Visitors Bureau</u>	\$700,000	1	YES	<u>122,000</u>	<u>38,1000 followers</u>	125,000	39,000
<u>Visit Longmont</u>	\$461,000	3	YES	<u>9,900</u>	<u>12,3000 followers</u>	10,000	13,000
<u>Mesa Verde Country Tourism Office</u>	\$444,000	2	YES	<u>30,000</u>	<u>2,090 followers</u>	30,000	2,118
<u>Fremont County Tourism Council</u>	\$265,795	1	YES	<u>585</u>	<u>5,188 followers</u>	780	6,417
<u>Visit Greeley</u>	\$250,000	2	DIGITAL	<u>3,200</u>	<u>2,115 followers</u>	3,200	2,200
<u>Morgan County</u>	\$211,330	1	NO	<u>4,200</u>	<u>185 followers</u>	4,600	234
<u>Visit Arvada</u>	\$164,215	2	NO	<u>6,000</u>	<u>1,641 followers</u>	6,300	1,971
<u>Visit Moffat County</u>	\$144,667.00	1	NO	<u>3,300</u>	<u>515 followers</u>	3,600	603

Tourism Council of Carbondale

\$137,000

1 NO

5,200 8,126 followers

5,200

8,596

Business and Marketing Plan for the Chaffee County Visitors Bureau: Streaming the Sounds of Chaffee County.

Executive Summary

The “Streaming the Sounds of Chaffee County” initiative aims to spotlight and invigorate Colorado’s rich music heritage and contemporary talent by promoting music events throughout Chaffee County, with a special focus on off-peak seasons. As a significant economic driver, Colorado’s music industry generates over \$1.4 billion in revenue and supports more than 16,000 jobs. In 2023 alone, Chaffee County’s 72 music venues hosted 1,522 events, 2024 is tracking to host 1,800 live music events, underscoring the region's vibrant music culture.

This initiative seeks to integrate live music into various venues, including public spaces, restaurants, and breweries, thereby supporting local musicians and enhancing the vibrancy of the local music scene. By leveraging live streaming, we aim to reach a broader audience, boost visibility, and drive tourism to the area.

The plan is aligned with the Colorado Tourism Office's Destination Stewardship Strategic Plan, which emphasizes support for the Arts and Creative Industries. Specifically, this initiative complements their efforts to elevate Colorado's music scene by organizing and promoting events in rural areas and during off-peak seasons, further enriching the cultural landscape of Chaffee County.

Objectives

1. **Showcase Colorado’s Musical Richness:** Elevate Chaffee County's diverse music heritage and contemporary talent to spotlight the region's unique cultural offerings.
2. **Stimulate the Local Economy:** Drive tourism and boost revenue for local businesses by hosting music-related events that attract visitors.
3. **Empower Local Musicians:** Create valuable performance opportunities and increase visibility for local artists, helping to grow their careers.
4. **Strengthen Community Bonds:** Foster community connection and cultural appreciation through the shared experience of live music.
5. **Expand Reach Through Technology:** Utilize live streaming and digital platforms to broaden the audience and increase engagement with Chaffee County’s music events.

By promoting these music events, we aim to encourage overnight stays, thereby enhancing the collection of lodging tax in Chaffee County.

Tactics and Resources

1. Event Scheduling

- **Daily, Weekly, or Monthly Music Events:** Promote regular live music events in various venues, such as parks, town squares, and festivals.
- **Music Festivals:** Promote larger-scale events that attract visitors from different regions.
- **County-Wide Music Campaigns:** Promote music events across Chaffee County, showcasing diverse genres and performers.
- **Promotion of Unique Music Venues:** Develop content that highlights unique music venues, including, local characters, historical and architectural features.

2. Live Streaming Integration

- **Streaming Platforms:** Use YouTube Live, Facebook Live, and Instagram Live to broadcast events to a wider audience.
- **Event Promotion:** Market live-streamed events through social media, email newsletters, and local media.
- **Interactive Features:** Incorporate live chat, audience polls, and virtual meet-and-greets to engage viewers.

Marketing Strategies

1. Digital and Social Media

- **Facebook Page:** Create a dedicated page to promote live music in Chaffee County.
- **Event Calendars:** Develop and maintain calendars for upcoming and past live music events.
- **Email Database:** Build a database of music enthusiasts to send weekly updates on live music events. Offer giveaways to encourage sign-ups.
- **Video Promotion:** Create and share videos that highlight the unique features of venues and upcoming events.

2. On-the-Ground Promotion

- **Event Booths:** Set up booths at live music events to promote giveaways and capture email sign-ups.
- **Local Partnerships:** Collaborate with local lodgers, activity providers, and businesses to donate packages for giveaways and offer industry rates for traveling musicians.
- **Performers' Promotion:** Work with bands to promote events to their fan base and leverage their reach.

3. Giveaways and Fan Engagement

- **Ultimate Fan Experience:** Create giveaways that include meet-and-greets, VIP tickets, lodging, and activities.
- **Free Tickets and Merchandise:** Work with performers to offer free tickets and merchandise for promotions.

Indicators of Success

- **Visitor Engagement:** Track the percentage of visitors who attend music events and their feedback.
- **Event Attendance:** Measure attendance for both in-person and online events.
- **Social Media Metrics:** Analyze engagement levels, including likes, shares, and comments on live-streamed events.
- **Economic Impact:** Evaluate increased revenue for local businesses and tourism-related spending.
- **Survey Data:** Collect data on audience demographics, spending habits, and origin through surveys linked to email and ticketing systems.

Partnerships

1. **Colorado Creative Industries:** Collaborate on grant opportunities and promotional support.
2. **Local Governments:** Work with local authorities for event permits and community engagement.
3. **Local Arts and Performance Organizations:** Partner to promote and manage local events.
4. **CTO Competitive Grants:** Apply for grants to support event marketing and production.
5. **Colorado Creative Industries Colorado Creates Grant:** Secure funding for event production and promotion.

Role of the Tourism Industry

1. **Event Promotion:** Actively promote music events across various venues.
2. **Publicity:** Use social media, local media, and tourism websites to publicize events.
3. **Support Local Musicians:** Provide opportunities for local artists and promote their performances.
4. **Live Streaming:** Implement and manage live streaming to extend event reach.

Budget and Financials

- **Marketing and Promotion:** Allocate funds for advertising, social media campaigns, video production, and live streaming events.
- **Grants and Funding:** Seek financial support through grants and sponsorships to cover event and promotional costs.

Conclusion

The “Streaming the Sounds of Chaffee County” initiative is a transformative plan designed to elevate the region's music scene while driving economic growth and community engagement. By showcasing the rich musical heritage and contemporary talent of Colorado, this initiative not only supports local musicians but also positions Chaffee County as a vibrant cultural destination. The strategic integration of live music into diverse venues, coupled with the use of live streaming technology, will broaden the reach of these events, attracting visitors and boosting tourism, especially during off-peak seasons.

Aligned with the Colorado Tourism Office's goals, this plan reinforces the importance of the Arts and Creative Industries in rural areas, contributing to the overall economic and cultural vitality of Chaffee County. By fostering a deeper appreciation for music and encouraging overnight stays, this initiative will have a lasting impact, enhancing the community's vibrancy and ensuring the continued growth of the local economy. Together, we will create a thriving music scene that resonates far beyond the boundaries of Chaffee County, drawing in audiences from across Colorado and beyond.

Work with hotels to get music rate for artists

Tourism Marketing Grant Grant Summary

The Tourism Marketing Grant provides funding to support tourism marketing campaigns and initiatives.

The minimum funding request is \$2,500 and the maximum is \$50,000. Matching funds are required, and based on funding request as outlined below:

- \$50,000 - \$20,001 - 2:1 funding match required
 - o For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$2 in matching funds. For example, if your total project budget is \$60,000, you can request a \$40,000 grant and you will need to provide the remaining \$20,000 as a cash match.
- \$20,000 - \$2,500 - 4:1 funding match required
 - o For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$4 in matching funds. For example, if your total project budget is \$12,500, you can request a \$10,000 grant and you will need to provide the remaining \$2,500 as a cash match.

Grant goals are to:

- Build a robust tourism economy and advance the state's competitive position through promotion and support for industry partners across the state
- Strengthen the tourism industry and our state through support for responsible travel and destination stewardship campaigns
- Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers
- Maximize the economic return on public and private investments in Colorado by leveraging funds to optimize marketing impact

Tourism Marketing Grant applications are being accepted through 4 p.m. (MST) September 10, 2024.

The Importance of Video in Tourism Marketing for Chaffee County

Video content has become a cornerstone of effective tourism marketing, particularly in a destination like Chaffee County, where the stunning natural beauty and unique local experiences are best conveyed through visual storytelling. In an increasingly competitive market, video marketing on social media platforms has proven to be a critical tool for driving both awareness and engagement.

One of the significant advantages that Chaffee County has over other Colorado Destination Marketing Organizations (DMOs) is our ability to produce high-quality video content at a fraction of the market cost. We have successfully developed video content for just \$500 per finished minute, compared to the industry average of \$3,000 per finished minute. This cost efficiency has enabled us to create a rich library of visual assets that are not only invaluable for our own social media campaigns but are also available for reuse by stakeholders in their marketing efforts. This collaborative approach amplifies the reach and impact of our videos, making them a shared resource that benefits the entire community. The success of these videos is evident in their ability to secure matching grants, which are vital for sustaining and expanding our marketing initiatives. Moreover, our videos have played a crucial role in educating visitors about responsible recreation, ensuring that our natural resources are preserved for future generations. They have also been instrumental in promoting local nonprofits, helping these organizations raise much-needed funds and awareness.

By contracting with a local company to produce these videos, we are not just investing in our marketing efforts; we are investing in our community. This local partnership ensures that the money stays within the area, supporting local families and providing them with the economic stability necessary to thrive in Chaffee County. It also fosters a sense of community pride and ownership, as the success of our tourism industry directly contributes to the local economy and the well-being of our residents.

In conclusion, video marketing is not just a powerful tool for attracting visitors to Chaffee County; it is a vital component of our economic strategy. The ability to produce cost-effective, high-quality videos gives us a distinct advantage in the competitive tourism market, while also supporting local businesses and nonprofits. As we continue to leverage these assets, we are ensuring that Chaffee County remains a vibrant, attractive destination for visitors and a prosperous community for our residents.