

AGENDA

Chaffee County Visitors Bureau Board Meeting

3:00 PM Tuesday, April 22, 2025

In attendance: Scott Peterson , Jillian Chernofsky, Travis Hochard, Gina Lucrezi, Sara Law, Lance Kittel, Don Reimer, Jamie Billesbach, Katie Davis, Joni Baker, Josiah, Dave Armstrong

Location:

VIRTUAL

1. **Call to Order** 3:02 pm
2. **Public Comment Period – limited to 3 minutes per person**
 - a. No comment
3. **Approval of March 25, 2025 Board Meeting Minutes**
 - a. Jamie makes a motion to approve the minutes. Jillian seconds.
4. **Recommendation for the Appointment of Lance Kittel to the Chaffee County Visitors Bureau, representing the Heart of the Rockies Chamber of Commerce.**
 - a. Lori Roberts is taking an extended leave of absence. Lance has extensive experience in digital marketing and business development. The board voted to approve his position. Katie made a motion to approve. Joni Baker seconded. County officials will officially appoint the position. Welcome to the Board, Lance.
5. **2025 Spring Campaign**
 - A. Scott discussed the performance of the website traffic and social media campaigns. He noted that website traffic was up significantly due to the extra spending for the big spring campaign. The social media campaigns had reached millions. Scott highlighted the importance of monitoring negative comments on social media and the need to hide them. He also mentioned the use of video content in their campaigns, which allowed them to target specific audiences and track their engagement.
6. **Marketing Director Report**
 - a. Scott also shared that the CTO predicts a 5-12% decrease in tourism this year, which could impact their advertising efforts. Jamie raised concerns about the potential impact of the State of Colorado's lawsuit against the Trump administration on tourism. Sara Law presented a proposal for the Placer AI data analytics tool, which provides detailed foot traffic information, customer demographics, and interests. The tool could be used to track year-over-year data and could be purchased for \$20,000 by

Chaffee County. The team discussed the potential benefits and challenges of using such a data analysis tool for marketing and visitor tracking. Scott expressed concerns about the tool's effectiveness and the need for clear questions to guide its use. Don suggested that the tool could be useful for tracking visitor demographics and marketing strategies but emphasized the need for a dedicated team to manage it. Katie and Travis raised concerns about privacy and the necessity of a team to interpret the data. The Placer AI discussion will be on the agenda for a future meeting. Board members are tasked with creating a list of questions they want to learn from the Placer AI data.

Scott then shared a report from the Colorado Tourism Office, which showed average daily rates, occupancy, and revenue per available unit. He also discussed visitor trends and city visitation, noting that the majority of visitors come from Texas and Colorado.

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

- a. Jillian- Creekside Chalets launched a new AI chatbot on the website to help answer questions from our guests.
- b. Lance- Working on more consistent social media messaging for the Heart of the Rockies Chamber of Commerce.
- c. Jamie—She shared upcoming Power of WE events, and she is excited about a Zoom live virtual event with the author of Marathon Mindset.
- d. Katie- Updated the team on the economic development assessment and parks and recreation master plan update in Poncha Springs. Meeting tonight for input on plans.
- e. Joni- Enjoying a little downtime before the busy summer ahead.
- f. Travis- River Runners opens in two weeks. Upper Basin looks to be at 83% snowpack, which will make for an average water year.

8. Meeting Adjourned 4:35 pm



Marketing Directors Report
April 22, 2025

Although I do not currently have a formal contract in place, I am continuing to work as if under contract during this interim period to ensure there is no disruption to our efforts.

LODGING TAX

YTD 2025 \$328,073.11 -7% YTD

April Was +10% YTD

Lodging Tax April 2025 \$1,050.70

2022 Budget: \$1,431,019

2023 Budget: \$668,105

2024 Budget: \$457,655

2025 Budget: \$580,200

This is a complex report from many different sources.

Bottom Line: 7,885,000+ Impressions In 30 Days

112,000 Visitors To ColorfulColorado.com in 30 Days

WEBSITE TRAFFIC YTD

85,000 - 2023

96,000,000 - 2024

266,000 2025 YTD

71,000 Visitors Last 30 Days

EMAIL CAMPAIGN

Active Email Contacts 98,70000

1.6M Emails sent 2025

108,203 Opened Emails In Last 30 Days

39% Open rate (industry average: 21%).

GOOGLE ADWORDS KEYWORD CAMPAIGN SUMMARY

- **Promotion:** \$1,000 bonus with \$1,500 spend
- **Daily Spend:** \$150/day
- **Spend:** \$2,176
- **Results:**
 - **77,065 impressions**
 - **9,987 clicks**
 - **Average CPC:** \$0.22

Strategy:
Focused on broad match keywords like "resorts in Colorado," "places in Colorado," and "things to do in Colorado" to maximize reach among discovery-phase travelers. Intentionally **avoided targeting town names** (awareness already present) and **specific activities** (to support, not compete with, private businesses.

Start: April 8, 2025 | Ends: July 1, 2025 | Budget \$12,600



Social Media Tactics

- Focused on **entertaining video content** rather than direct advertising ("soft sell" approach).
- **Paid social campaigns** allow targeting by geographic location and audience interests, with estimated reach projections available before launch.
- Campaigns are **dynamic**, enabling unique messaging, A/B testing of creatives, and audience segmentation.
- Engagement (likes, loves, shares, and positive comments) significantly **boosts organic reach** and acts as third-party endorsements.
- **Challenges:**
 - Ongoing need to monitor and hide negative comments, including political backlash against Colorado and anti-tourism sentiment from Colorado residents.

Here is a link to all the videos we created this last month for the spring campaign. There are many different formats of the same videos for different platforms.

<https://www.dropbox.com/scl/fo/2volo38bkhf3rtmn9rwwz/AOiXe77CTTqT7B6Ty4N69HY?rlkey=usosyilyqpslabv6wwawrehrv&st=6vuvxl5v&dl=0>

Here is a link to all CCVB Photo & Video Assets:

<https://www.dropbox.com/scl/fo/6g5bkzszlyggzxw57v841/AAZqE8A0tTwwUvD-EH0yEvo?rlkey=71j1d09p0vyg160uze6qwpqnz&st=t1rgjy1k&dl=0>



Performance

March 25, 2025 - April 21, 2025

Customize view: Business

Views

Views

6.3M ↑ 521.1%

From followers 7% ↓ 63.2%

From non-followers 93% ↑ 14.8%



Reach

Facebook reach

1.1M ↑ 51.3%

From followers 42,095 ↑ 44.6%

From non-followers 1,015,432 ↑ 52.2%



Interactions

Content interactions

18.6K ↑ 167.2%

From followers 6,747 ↑ 79.8%

From non-followers 11,821 ↑ 269.8%



Follows

Follows

1.1K ↑ 277.4%

Unfollows 276 ↑ 36%

Net follows 826 ↑ 828.1%



Performance

March 25, 2025 - April 21, 2025

Customize view: Business

Views

Views

1.4M ↑ 1.3K%

From followers 4% ↓ 85.7%

From non-followers 96% ↑ 33.3%



Reach

Instagram reach

729K ↑ 1.7K%

From followers 10,852 ↑ 79.5%

From non-followers 715,767 ↑ 2.0K%



Interactions

Content interactions

5.1K ↑ 238.2%

From followers



From non-followers



Follows

Follows

712 ↑ 105.2%

Unfollows 258 ↓ 7.5%



PAID SOCIAL MEDIA

Affluent Baby Boomers & Retirees (50-70, \$100K-\$250K+ income) \$19,000

March 24 – July 2, 2025 100 Days \$190/Day

Estimated audience size: 793,900 - 934,000

Estimated Daily Results:

Reach 21K - 59K

Link clicks 636 - 1.8K

Geo Target Front-Range-Mountain Towns, Colorado

Audience details

Location: United States: Colorado Springs (+50 mi), Denver (+50 mi), Fairplay (+50 mi), Fort Collins (+25 mi) Colorado

Exclude location: United States: Chaffee County Colorado

Optimize locations: Age:50 - 65+

Interests: Luxury Travel, First class travel, Road trip, National park, Adventure travel, Spas, Fly fishing, Wine tasting, FineDiningLovers, Craft Beer and Brewing, Whisky, Visual arts, Historic preservation, Microbrewery or Cultural history

Income: Household income: top 25%-50% of ZIP codes (US)

And must also match:Interests: Mountains, Ecotourism, Natural environment, Hotels, Vacations or Travel

And must also match:Interests: Colorado

Results

March 28-April 21, 2025

24 days \$788/Day

SPEND: \$18,926

IMPRESSIONS: 2,622,744

COST PER 1,000 \$7.22

FREQUENCY: 2.9

LINK CLICKS: 40,789

COST PER CLICK: 0.46

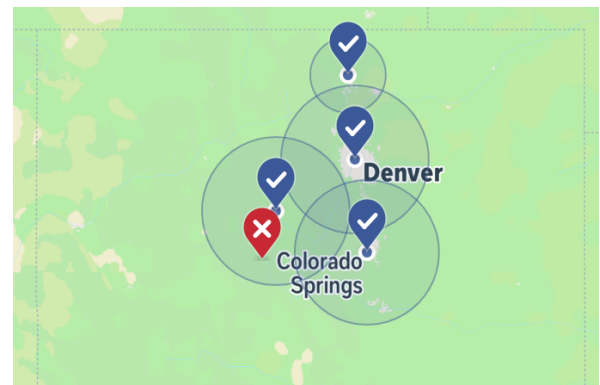
One reason I like using videos because you can re target these audiences depending on how engaged they were.

3 Second Video Views: 128,000

Video Play At 100%: 16,901

Video Play At 75%: 20,636

Video Play At 50%: 101,062



**Now This is Colorado**
Published by [Scott Peterson](#)
March 28 at 12:39 PM · 🌐

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[HTTPS://WWW.COLORFULCOLORADO.COM](https://www.colorfulcolorado.com)
Salida: Where Art Meets History [Learn more](#)

👍❤️ 6.5K 240 💬 577 ➦



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240 💬 577 ➦

**Family Travelers (30-55, \$85K-\$175K income)
\$19,000**

March 24 – July 2, 2025 100 Days \$190/Day

Estimated audience size: 2,100,000 -
2,500,000

Estimated daily results

Reach 19K - 56K

Link clicks 571 - 1.6K

March 28-April 21, 2025

Geo Target Front-Range-Mountain Towns,
Colorado Audience details **Location: United
States:** Colorado Springs (+50 mi), Denver (+50
mi), Fairplay (+50 mi), Fort Collins (+25 mi)
Colorado

Exclude location: United States: Chaffee
County Colorado

Age: 30 – 55 gender: Female

People who match: Income: Household income:
top 25%-50% of ZIP codes (US), Parents:
Parents with preschoolers (03-05 years) ,
Parents with early school-age children (06-08
years) or Parents with preteens (09-12 years)
And must also match: Interests: Colorado

Results

March 28-April 21, 2025

24 days \$824/Day

SPEND: \$19,772.31

IMPRESSIONS: 3,850,364

COST PER 1,000 \$6.41

FREQUENCY: 2.7

LINK CLICKS: 55,161

COST PER CLICK: 0.35

One reason I like using videos because
you can re target these audiences
depending on how engaged they were.

3 Second Video Views: 348,844

Video Play At 100%: 10,856

Video Play At 75%: 17,176

Video Play At 50%: 101,062



For some reason I could not link to the add
since it has completed. Here is a link to the
video on VIMEO.

<https://vimeo.com/1077329423>



Accelerated Programmatic Advertising & Colorado.com Campaign

(January 1, 2025 – April 20,2025):

- **Over 25,000** combined page views for [Buena Vista](#) and [Salida](#) on Colorado.com, indicating strong interest in these key destinations.
 - **11,661** total "Salida" page views, with **3,801** specifically on your sponsored city page, demonstrating enhanced prominence.
 - **14,948** total "Buena Vista" page views, including **7,719** on your sponsored city page, highlighting significant engagement.
- **Over 2.8 Million** total impressions served, amplifying Chaffee County's presence across relevant audiences.
 - **729,702** native impressions on Colorado.com, strategically positioning your message within a trusted travel resource.
 - **2,054,883** programmatic impressions, extending your reach to a broader network of potential visitors.
- **11,433** total referrals/clicks directly to ColorfulColorado.com, translating interest into tangible website traffic.
 - **3,817** clicks originating from your native Colorado.com placements, showcasing the platform's effectiveness in driving direct engagement.
 - **2,501** clicks from your programmatic advertising, demonstrating the value of reaching a wider online audience.
 - **29,308** valuable leads delivered through Colorado.com, representing highly engaged potential travelers.
 - **2,807** clicks from sponsored links within relevant content, indicating strong user interest in exploring Chaffee County further.

Key Projects and Initiatives

Spring - Social Media Campaign

Care For Colorado Meeting

Music Marketing Plan Interviews

Colorado Tourism Office International Team Partner Relations Meeting

Poncha Springs Meeting

Hokkaido + Colorado Sister Byways Program, a collaborative initiative between the Colorado Scenic and Historic Byways Program and Scenic Byway Hokkaido in Japan. This effort aims to establish a formal Sister Byways Proclamation to foster professional exchange, cultural and economic collaboration, and sustainable tourism development between our two regions.

TravelStorysGPS – Colorado Byways Program, Colorado Department of Transportation
Colorado Scenic Byways Mobile & Web-based Tours

May 15, 2025 2:30

Stakeholder Presentation - Elevating Chaffee County's Music Scene 3 Year Plan