



MINUTES

Chaffee County Visitors Bureau Board Meeting
3:00PM Tuesday July 29, 2025

Location:
VIRTUAL

The board meeting covered various marketing and advertising initiatives, including proposals for state visitor guides, Colorado.com campaigns, and a data-driven tourism project in Chaffee County. The group discussed implementing new systems for measuring economic impact from music festivals and reviewed marketing metrics, including website traffic and digital advertising performance. Financial updates were shared regarding budget allocations and upcoming transitions, while staffing changes and potential tax increases were also addressed.

- Scott to submit Colorado Tourism Office matching grant application for data analytics platform by August 18th
- Scott to revise grant proposal to be more generic regarding data platform vendor
- Scott to prepare letters of support from Buena Vista town, Salida city, and Chaffee County for the grant application
- Scott to prepare letter of financial commitment from Visitors Bureau for grant matching funds
- Visitors Bureau to commit \$37,500 for data analytics campaign implementation
- Scott to prepare RFP for data analytics platform this fall to be ready for January implementation
- Scott to include visitor sentiment survey in the 2-51-50 celebration planning
- Scott to build polygons for festival event geofencing for data collection
- Scott to include 3 geofenced events for both Buena Vista and Salida in the data analytics plan
- Scott to prepare monthly dashboard with personas, lodging attribution, and spending trends for board presentation
- Scott to transition email system from MyEmma to Constant Contact by end of month
- Scott to meet with Jamie and Lance regarding Constant Contact system setup
- Scott to begin new advertising campaign in next week, segmenting through week before Christmas
- Jamie to post executive director position for Central Mountain SBDC
- Jamie to complete term through December
- Don to share final ballot language for 4% lodging tax increase by end of August

- Don to share allocation breakdown for additional lodging tax funding after ballot language is finalized
- Don to conduct interviews for Visitors Bureau marketing director position in first two weeks of September
- Chaffee County Commissioners to pursue ballot measure for 4% lodging tax increase

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Summary

Colorado State Visitor Guide Proposal

The board meeting began with a brief casual discussion about upcoming concerts and ticket sales. Travis called the meeting to order and confirmed that Jillian would be absent, with an AI companion taking notes instead. The board approved the June 24th meeting minutes. Scott presented a proposal for 2026 Colorado State Visitor Guide advertising, explaining that they had an opportunity to leverage remaining budget from an accelerated campaign that was split between pre-summer and post-summer impressions. The campaign would begin on August 1st.

Colorado Ad Proposal Decision

The group discussed a proposal for advertising in the Colorado State Vacation Guide, which offers a 20% discount on two full pages. Scott presented the options, including a potential \$76,600 investment for four full pages with co-op ads, or a simpler \$24,000 option for two full pages without co-op ads. Travis suggested going with the two-page option to save money and avoid potential complications with co-op ads. The group agreed that the two-page ad would still provide valuable added benefits, such as upgraded listings on Colorado.com and banner impressions. They decided to proceed with the two-page ad option, taking advantage of the discount and the added value perks.

Colorado.com Advertising Budget Review

Scott and Travis discussed the cost and effectiveness of advertising strategies for Colorado.com. They reviewed last year's spending, which included a two-page ad in the State Vacation Guide for \$30,000 and online display ads totaling \$40,600. They considered a new campaign with a two-page ad costing \$34,000 plus \$22,600 for additional advertising, totaling \$56,600. Scott emphasized that this investment would leverage the state's reach to 20 million people and had previously driven visitors to Colorado.com. Travis noted that the new campaign's cost was similar to last year's but spread across more channels.

Colorado.com Advertising Budget Discussion

The team discussed advertising plans for Colorado.com, deciding to proceed with two full-page ads and banner ads in the leads program for a budget of \$56,000, while Travis recommended keeping the approach simple and maintaining last year's level of advertising. They also reviewed a Colorado Tourism Office matching marketing grant, which Scott explained they have successfully received multiple times over the past 11 years, though he noted some uncertainty about the grant's connection to the 2-51-50 celebration.

Chaffey County Tourism Data Proposal

Scott presented a proposal for a data-driven tourism project in Chaffey County, focusing on identifying and attracting high-value visitors. He recommended using

Datafi's analytics platform for \$30,500, hiring a consultant for \$25,000, and running an ad campaign for \$20,000, totaling \$77,000. The project aims to create monthly dashboards, quarterly reports, and annual board presentations to track visitor spending, behavior, and demographics. Scott suggested pursuing a Colorado tourism matching grant to cover part of the cost, with the CCBB committing to \$37,500.

Data Analytics Grant Application Discussion

The group discussed a grant application for a data analytics program, with Scott explaining that a 2:1 match would require matching \$20,000 for a potential \$40,000 grant. Don raised questions about the sole-source vendor policy and suggested putting it out to RFP, though Scott clarified that Datafi was the better option. The group agreed to proceed with the grant application, with Scott requiring letters of financial commitment and support from the Visitors Bureau, Town of BV, City of Salida, and Chaffey County, to be submitted by August 18th.

Music Festival Economic Impact System

The group discussed implementing a data collection system to measure economic impact from music festivals in Buena Vista, with Scott explaining that the system could provide data starting January 1, 2026, and would require building polygons for different festival areas. They agreed to pursue a grant for this project, with Travis making a motion to recommend the grant idea and Jamie seconding it, while also adding a requirement to put out an RFP in the fall to be ready for January implementation. Don noted the potential for Buena Vista to contribute funds in future years if the value of the data is demonstrated, and the group agreed to seek letters of support from both the Visitors Bureau and local municipalities.

Marketing Metrics and Campaign Updates

Scott reported on various marketing metrics, noting that lodging tax income remained stable at \$4,000, up 8% from last year, while website traffic decreased with sessions dropping from 27,000 to 2,600. He discussed their digital advertising efforts, including a \$14,000 budget for responsible recreation messaging that reached 97,000 people, and mentioned that their Miles Colorado programmatic campaign would resume in the second half of the year. Scott also highlighted their successful use of live webcams, which received 186,669 views over a 90-day period, and mentioned plans to transition to a new email system called Constant Contact as their current contract with My Emma ends.

Financial and Operational Updates

The board meeting covered financial updates, with Scott reporting a budget of \$310,000 with \$775 remaining and plans to start advertising spending before Christmas. Jamie shared that SBDC is transitioning to Salesforce but will continue manual entries until September 30, while also organizing upcoming business accelerator events. Chris reported steady summer visitors at Crested Butte and submitted a master development plan to the Forest Service, while Travis noted a 4% decrease in River Runners visitors but positive water flow conditions in Browns Canyon. Don announced a new RFP for a marketing director position and shared that Chaffee County Commissioners are pursuing a 4% increase in the lodging tax, which will be voted on in November.



Marketing Director's Report

July 29, 2025

Budget & Lodging Tax Overview

- **YTD 2025 Lodging Tax Revenue:** \$32,004,484.21 (+8% year-over-year)
- **July 2025 Lodging Tax Collection:** N/A

Annual Marketing Budgets:

- **2022:** \$1,431,019
- **2023:** \$668,105
- **2024:** \$457,655
- **2025:** \$580,200

Digital Metrics

Website Performance:

- **2023 YTD:** 85,000 sessions
- **2024 YTD:** 180,000 sessions
- **2025 YTD:** 183,000 sessions
- **Last 30 Days:** 2,600 sessions

Responsible Recreation Budget: \$14,147

Spend \$392 Reach 97,000 In Chaffee County

Colorado.com & Programmatic Campaign

This campaign did not fulfill target exposure before July 1, 2025
Second half of campaign to run August 1-December 31, 2025.
20% discount on state visitor guide due to not fulfilling request.

YTD Website Traffic Sources

Latest data confirms that **Organic Search** remains the leading driver of website traffic, demonstrating the strength of our content and social media strategies:

Traffic Source	Sessions
Organic Search	86,412
Paid Social	35,525
Direct	26,483
Referral (Partner Sites)	23,284
Display & Paid Other	17,114
Email	14,100

Our continued focus on organic visibility, paid social, partnerships, and email marketing is proving highly effective in maintaining strong web traffic.

Email Campaign Performance — YTD 2025

- **Active Contacts:** 79,200
- **Total Emails Sent:** 2.4 Million
- **Average Open Rate:** 46% (**Industry Average: 21%**)

Our email campaigns significantly outperform industry benchmarks, highlighting the effectiveness of our messaging, growing audience, and targeted approach.

Currently moving email system to Constant Contact

Social Media

Video Content Produced to Date:

[2025 Video Library](#)

We worked with Buena Vista Recreation Department to produce a series of [videos promoting river safety at the Buena Vista Whitewater Park](#)

Working with Central Colorado Mountain Riders and Colorado State Parks to create responsible recreation and fundraising and stewardship awareness videos.

Key Projects & Initiatives

ColufulColorado.com Business listing audit.
Events calendar updates

Chaffee County Visitors Bureau – Responsible Recreation Outreach Report

Budget Reallocation & Strategic Shift

In response to a 60% reallocation of The Chaffee County Visitors Bureau (CCVB) budget to child care and affordable housing, we adapted by developing innovative, cost-effective methods to continue delivering responsible recreation messaging throughout Buena Vista and Salida, Colorado.

Innovation in Messaging:

- **Award-Winning Video Content**
CCVB produced nationally recognized videos to promote the *Adventure By Nature Pledge* and responsible recreation behavior, emphasizing stewardship of Chaffee County's public lands and waterways.
- **Live Webcam Network**
CCVB installed **26 live webcams** throughout the Arkansas River Valley. These are now the **most viewed pages** on <https://www.colorfulcolorado.com/webcams/>, providing a real-time window into our outdoor assets.
- **Live Streaming Integration**
Responsible recreation messages were amplified by **streaming webcam footage on Facebook and Instagram**, often overlaid with **audio scripts from existing CCVB campaigns**. Using a video switcher, CCVB was able to alternate between multiple cameras to maintain viewer engagement.
<https://www.facebook.com/nowthisiscolorado/live>

90-Day Performance Summary (Organic Reach Only)

Metric	Value
Total Unique Viewers (3-second)	186,669
Total 1-Minute Viewers	4,578
Total Watch Time	1,322.65 hrs
Total Reactions, Comments & Shares	9,562
– Reactions	8,206
– Comments	525
– Shares	831

		Budgeted 2025	Acutal
014-4500-42050	Legal Services	\$ 1,000.00	\$ -
014-4500-42100	Office Supplies	\$ 1,000.00	\$ -
014-4500-43100	Computer Services	\$ 600.00	\$ -
014-4500-43200	Gen Fund Contr Services	\$ 2,700.00	\$ -
014-4500-43210	Telephone	\$ 300.00	\$ 19.53
014-4500-43220	Postage	\$ 400.00	\$ -
014-4500-43300	Travel & Transportation	\$ 5,000.00	\$ 535.37
014-4500-43415	Offline Marketing	\$ 5,000.00	\$ -
014-4500-43520	VG Production	\$ -	\$ -
014-4500-43815	Website & Email Maint	\$ 30,000.00	\$ 5,815.00
014-4500-43600	Co-Op Advertising	\$ -	\$ 5,000.00
014-4500-43835	Marketing Director	\$ 105,000.00	\$ 64,750.00
014-4500-43855	Content Creator	\$ -	\$ -
014-4500-43860	Online CTO Grant	\$ -	\$ -
014-4500-43880	Online Marketing	\$ 344,000.00	\$ 147,804.13
014-4500-43885	Monarch Mountain	\$ -	\$ -
014-4500-43890	VG Fulfillment	\$ -	\$ -
014-4500-43895	Sustainable Tourism	\$ -	\$ -
014-4500-43920	Contracted Services	\$ 78,000.00	\$ 45,500.00
014-4500-43945	FAM Tours	\$ 2,000.00	\$ -
014-4500-44100	Misc Expenses	\$ 1,000.00	\$ -
014-4500-44200	Dues & Meetings	\$ 2,000.00	\$ -
014-4500-44500	Treasurer Fees	\$ 200.00	\$ -
014-4500-44910	Photo	\$ 2,000.00	\$ -

Totals

\$ 580,200.00	\$ 269,424.03
Budgeted	SPENT

Remaining 2025
\$ 1,000.00
\$ 1,000.00
\$ 600.00
\$ 2,700.00
\$ 280.47
\$ 400.00
\$ 4,464.63
\$ 5,000.00
\$ -
\$ 24,185.00
\$ (5,000.00)
\$ 40,250.00
\$ -
\$ -
\$ 196,195.87
\$ -
\$ -
\$ -
\$ 32,500.00
\$ 2,000.00
\$ 1,000.00
\$ 2,000.00
\$ 200.00
\$ 2,000.00

\$ 310,775.97
REMAINING

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	LODGING TAX	CHANGE	LODGING REVENUE	CCVB BUDGET
2014	\$0.00	\$51,720.00	\$10,317.00	\$425.65	\$71,081.00	\$2,336.00	\$10,079.00	\$88,175.00	\$9,919.00	\$10,438.00	\$189,850.47	\$135,879.65	\$580,220.77		\$30,538,000	
2015	\$178.30	\$57,779.98	\$6,975.15	\$3,954.00	\$46,516.08	\$29,508.80	\$7,193.84	\$109,526.79	\$2,531.70	\$3,268.81	\$184,860.75	\$24,836.16	\$477,130.36	-18%	\$25,112,105.26	\$501,029.88
2016	\$19,419.78	\$40,479.35	\$44,304.27	\$1,984.93	\$65,468.16	\$23,963.00	\$5,711.12	\$109,765.96	\$11,643.59	\$9,152.32	\$226,822.11	\$13,015.07	\$571,729.66	20.00%	\$30,091,000	\$564,300.00
2017	\$2,381.44	\$52,985.31	\$14,853.45	\$35,132.37	\$93,976.12	\$12,967.38	\$438.62	\$141,547.58	\$4,650.41	\$4,220.97	\$249,594.36	\$8,553.05	\$621,301.06	9%	\$32,700,052.63	613,059
2018	\$4,656.15	\$98,638.61	\$8,393.34	\$7,800.10	\$100,596.39	\$13,176.70	\$5,040.16	\$168,560.84	\$6,783.92	\$7,034.77	\$242,476.71	\$50,729.92	\$713,887.61	15%	\$37,573,000	562,816.74
2019	\$10,376.15	\$123,477.02	\$18,191.73	\$9,668.76	\$154,764.27	\$4,352.60	\$5,887.80	\$161,670.65	\$5,564.94	\$45,119.17	\$285,662.89	\$10,951.58	\$835,687.56	17.00%	\$43,983,526.32	663,714.96
2020	\$19,809.15	\$181,599.48	\$5,785.79	\$10,390.94	\$101,167.56	\$17,185.17	\$2,477.13	\$102,417.15	\$15,693.37	\$5,601.14	\$328,653.92	\$46,843.63	\$837,624.43	0%	\$44,085,473.68	696,553
2021	\$24,580.77	\$177,084.70	\$7,468.96	\$860.68	\$221,088.31	\$3,258.89	\$1,853.18	\$232,278.27	\$38,209.06	\$23,572.77	\$419,257.62	\$15,055.26	\$1,164,568.47	39%	\$61,293,052.63	\$900,607.59
2022	\$7,478.48	\$176,896.83	\$47,782.47	\$2,944.45	\$264,215.43	\$3,465.54	\$5,362.23	\$269,915.34	\$13,528.67	\$476.00	\$346,779.62	\$27,343.84	\$1,166,188.90	0.05%	\$61,378,315.79	\$1,459,639.03
2023	\$1,983.03	\$219,231.87	\$6,431.36	\$0.00	\$206,326.91	\$5,677.73	\$7,495.30	\$320,402.06	\$0.00	\$0.00	\$442,533.17	\$8,981.47	\$1,219,062.90	3.84%	\$61,097,947.37	\$700,000
2024	\$0.00	188,813.37	\$78,436.74	\$86,863.55	\$205,748.68	\$1,345.22	\$4,212.07	\$255,883.21	\$119,869.59	\$7,813.98	\$427,409.32	\$73,669.65	\$1,450,065.38	10%	\$76,319,210.53	\$477,655
2025	\$11,484.02	\$307,631.87	\$7,906.52	\$1,050.70	\$2,544.78	\$277,267.31							\$607,885.20	8%	\$32,004,484.21	
													\$10,245,352.30		\$536,176,168.42	\$580,000.00

Investing in Visitor Intelligence – Funding the Datafy Project



CHAFFEE COUNTY VISITORS BUREAU

**BUENA VISTA
& SALIDA**
Colorado

Goals of the Project

- **Purpose:** Use real data to understand and attract Chaffee County's highest-value visitors.
- **Tool:** Datafy Advanced Analytics & Attribution + 3rd Party Media Attribution.
- **Outcome:** Smarter marketing, targeted investment, and informed municipal planning.



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Colorado

Methodology – Visitor Profiling

- Segment visitors by behavior and interest

Analyze demographics, origin markets, dwell time, return rate - Calculate average spend by persona.



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Methodology – Event Analysis

Geofence 3 BV events + 3 Salida events

Metrics: foot traffic, spending, lodging lift, visitor journeys, local vs tourist ratios - Sample Events: FIBArk, Art Walk, Christmas Mountain, Meadow Creek, Paddlefest, 14erFest



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Methodology – Marketing Attribution

Pixel ColorfulColorado.com + campaign URLs -
Track Google, Meta, YouTube exposure -
Analyze ROAS, incremental lift, attribution of
visits to marketing



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Colorado

Deliverables

- Monthly Dashboards (personas, lodging/event attribution, spending trends)
- Quarterly Reports (visitor traits, ROI, campaign performance)
- Annual Board Presentation
- Persona Profiles (infographics for top 3 visitor types)
- Consultant-led data insights & board presentations



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Tools & Resources Needed

Datafy Advanced Analytics & Attribution
(\$30,500)

- 3rd Party Attribution Setup (\$2,000)
- Data Analyst Contract (\$25,000)
- Datafy Ad Campaigns (\$20,000+)



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Funding Strategy

Request: CTO Matching Grant – \$40,000 Match:
CCVB - \$37,500

Leverage insights to attract more off-season,
high-value visitors



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Conclusion

This project will:

- Quantify tourism ROI - Define Chaffee County's top visitor segments
- Empower smarter advertising & resource allocation
- Elevate local events and businesses



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Q&A / Discussion

Which personas/events should be prioritized?



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