

Monday, May 12, 2014

Custer County Tourism Board

Accomplishments of past two years:

- Launched Facebook Page and other mobile friendly elements of website in 2012
- Updated our Mission Statement – December 2012
- Updated our Business and Marketing Plan – December 2012
(To be updated in 2014)

NOTE: The CCTB Governing documents were updated so that the CCTB would better make decisions inline with the goals and objectives of its mission and marketing plan; and not be driven by the pressures or the economic needs of other local entities that are duplicating efforts of the county tourism board.

Additionally, several goals have been identified in which the CCTB is looking for local partners/resources to assist in completing. (See Business Goal #4, items 2-6 on pages 8-9 of the CCTB Marketing Plan)

- Hosted 3 annual Event's Round Ups (and updated website with new events annually, 2011, 2012, 2013)

Attendance at this past year's event was down.

Why ? A possible perception that Government/(Events Coordinator) is going to solve the problem and do it for us

- Completed Re-Branding Effort in Collaboration with 'Cliffs - Discover 740 Miles of Wow - 2013
- Completed new "Fulfillment" Piece, in Collaboration with 'Cliffs - 2013
- Updated Facebook Page and authorized contest funds to reach 500 likes. (2014. Contest status – incomplete)
- Appointed Sub-Committee to explore Video development (2014 Status – initial stages of committee investigation)

- Investigated “Bill Board” advertising (2013. Status - on hold. CDOT making it more difficult, desirable locations unavailable at present)
- Completed Re-design of Website with New Branding – Stand Alone (May 2014. Site re-design was delayed due to collaboration with ‘Cliffs)
- Continued to use regional print advertising in target markets
 - Chafee County - Summer Adventure – into 2014
 - Fremont County – Royal Gorge Adventure Guide – into 2014
 - Pueblo County – Seasons Magazine – Fall 2013
 - High Plains Journal – discontinued
- Collaboration Full Page OSVG and www.VisitSouthernColorado.com website. Advertisement 2012, 2014. Results exceed stand alone 1/3 page ad in 2013. Partners are Huerfano County and the City of Trinidad.
- Mailed Discover Pieces to over 1,000 direct and regional/indirect leads 2014 YTD.
- Continue to work with Colorado Department of Revenue and CHLA to identify statewide and national lodging trends and occupancy rates regionally.
- Continue to follow Longwood’s Study and other State Branding news.
- Established more ex-officio board members in January 2014 to cross-pollinate with other local entities to derail duplication of efforts.
- Began a concentrated effort to publish stories in local newspapers to inform the community and our peer groups of our progress and successes.
- Worked with Paul Wenke to suggest amendments to the “Events Coordinator” Project, suggesting changes that include all of Custer County and are inline with market trends and county capacity.
- Hosted a Presentation by Miles Weaver’s associate Josepha Penta to clarify issues regarding the importance of advertising in the OSVG and on Colorado.com in January 2014.
- Developed Power Point presentation entitled “A Look at Heads & Bed’s: in Custer County” in February of 2014 and presented to Chamber of Commerce group.

□ Provided funding to other organizations:

- \$6,200 CART for printing Discover Guide
- \$1,750 for county's contribution to 3-panel kiosk in Wetmore / CDOT Project
- \$500 for Brew with a View – 1st year award
- \$500/\$400/\$300 for Quilter's Event (3 year max grant awards)
- \$500 Frontier Pathways FAM Tour
- \$500 Writer's Workshop
- \$350 Ride Westcliffe

NEXT Special Events Marketing Grant Deadline May 27th, for June 9th meeting. (Up to \$1,800; to potentially be awarded at June meeting)