

Grand County Colorado Tourism Board

# *2023 ANNUAL REPORT*



## **MISSION STATEMENT**

We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions and respecting our environment and resources.

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## *Tourism Matters*

Visitor spending in Grand County plays a pivotal role in generating essential tax revenue for the funding of crucial services like our police and firefighters while also aiding in the maintenance and improvement of our infrastructure, including road paving. Additionally, property taxes stemming from second homes, short-term vacation rentals and tourism businesses are vital in supporting our educational institutions financially.

- Sales Tax: 70% of Grand County's Sales Tax is attributed to tourism, marking a 50% increase from 2021.
- Local Tax: Thanks to our thriving tourism economy, each household in Grand County is spared from an additional annual tax burden of \$7,111.
- Support: Visitors contribute an average of \$1,576,986 every day, benefitting and enriching our local community.
- Jobs: The impact of visitor spending is substantial, generating five times more jobs in Grand County compared to the combined sectors of Agriculture, Government, Manufacturing and Mining.

Data Source: Dean Runyan Associates Annual Economic Impact

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## GCCTB BOARD OF DIRECTORS

### **Grand County Colorado Tourism Board Members**

Rebecca Bierden - Vicious Cycle Brewery

Jennifer Brown - Mountain Gal Boutique

Elizabeth Brumm - Devil's Thumb Ranch

Nancy Dulac - Nancy Dulac Grand County Real Estate (Secretary/Treasure)

Ron Ellis - Upstream Design (President)

Ken Fosha - Drowsy Water Ranch

Dave Huber - Granby Ranch

Cheryl Spezia - Winter Park Resort

Kristen Spronz - YMCA of the Rockies (Vice President)

Joanna Whitemarsh - Grand River Aviation

### **Contractors**

Gaylene Ore - Interim Executive Director

Paula Isakson - Administrative Assistance

Advertising/Media - Miles Partnership

Public Relations - Ore Communications, Inc





# *Introduction*

As we look back at last year, we are proud of the accomplishments of the Grand County Colorado Tourism Board. This year has been full of challenges and triumphs which have molded the trajectory of our organization into one of resilience and innovation.

I am delighted to serve as the Interim Executive Director and I am thankful for the support of administrative assistant Paula Isakson. This decision underscores the board's commitment to adaptability and foresight in navigating the dynamic landscape of tourism.

In pursuit of our dedication to staying current and relevant, we embarked on a transformative journey to rebrand our identity. The outcome is a new, dynamic brand that encapsulates the essence of Grand County, complemented by a modern and user-friendly website. This comprehensive overhaul amplifies our online presence and establishes the groundwork for increased engagement with our target audience.

Our board proudly welcomed five new members this year, each contributing unique skills and perspectives from across the county. Our new board members have brought fresh ideas, and have strengthened our strategic decision making, and have helped us better navigate the tourism industry.

Education and community engagement have been a priority this year. We sponsored three successful Google Business Seminars, providing valuable insights and tools for local businesses to thrive in the digital landscape. Furthermore, we assumed a prominent role as a major sponsor of the Grand County Economic Summit, fostering collaboration and innovation for the economic well-being of Grand County.

Recognizing the pivotal role of social media in today's interconnected world, we strategically hired a social media contractor to elevate our online presence and engage with our audience across various platforms. This move aligns seamlessly with our commitment to staying at the forefront of digital marketing and harnessing the power of social media to position Grand County as a premier tourist destination.

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Reflecting on the past year's achievements, we sincerely thank our dedicated contractors, esteemed board members, valued partners and the Grand County community. We have achieved significant milestones through collaborative efforts and a shared vision.

Looking ahead, we are excited about the future possibilities and remain unwavering in our commitment to promoting Grand County as a destination that captivates the hearts of visitors and fosters sustainable growth for the local community.

Thank you for your support.

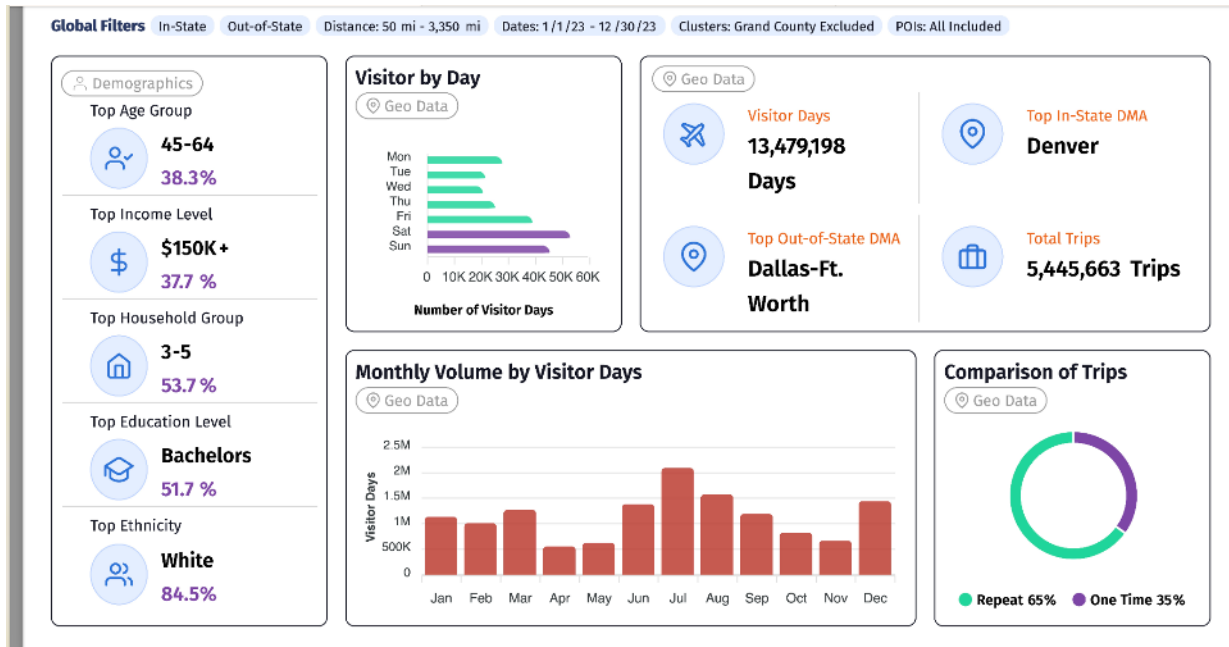
***Gaylene Ore***

Sincerely,  
Gaylene Ore  
Interim Executive Director  
Grand County Tourism Board



# Visitation Numbers/Data

Based on Datafy in-county reporting



## 2023 Destination Summary

**Global Filters** In-State Out-of-State Distance: 50 mi - 3,350 mi Dates: 1/1/23 - 12/30/23 Clusters: Grand County Excluded POIs: All Included

### MSA Visitation

MSA	Trips
Denver-Aurora, CO	1,764,413
Rural Colorado	136,597
Greeley, CO	126,590
Fort Collins-Loveland, CO	122,627
Dallas-Fort Worth-Arlington, TX	107,567
Colorado Springs, CO	99,584
Orlando-Kissimmee, FL	78,777
Houston-Sugar Land-Baytown, TX	75,258
Kansas City, MO-KS	70,316
Boulder, CO	68,928
Chicago-Naperville-Elgin, IL-IN-WI	53,900

### Cluster Visitation

Cluster	Visitor Days
Fraser Valley Recreation District	8,995,225
Rocky Mountain NP	5,417,043
Town of Granby	5,327,946
Town of Winter Park	5,094,539

The Denver-Aurora MSA continues to generate the majority of trips to Grand County. Outdoor Recreation continues to see significant visitation throughout 2023.

**Recommendations:**  
Deeper analysis on Denver-Aurora market to understand historical visitor patterns.



## 2023 Destination Summary

**Global Filters** In-State Out-of-State Distance: 50 mi - 3,350 mi Dates: 1/1/23 - 12/30/23 Clusters: Grand County Excluded POIs: All Included

Visitors seen in Grand County in 2023 have an average length of stay of 2.5 days. When understanding the breakout of Length of Stay, we have a few different ways we can view this:

Top Chart: represents Length of Stay for all trips taking place within Grand County. This will account for anyone seen in any of our POIs during their stay. This shows 70% of all trips to the destination are 1-day trips.

Bottom Chart: for this one, we activate "leisure mode" which looks at the length of stay for visitors who are seen in lodging properties or resort POIs during their stay. This is indicative of a more leisure-focused visitor. You'll see in this chart, only about 41% of visitors are seen for 1-day, while the rest are multi-day trips.

Recommend: additional in-depth analysis on the 6+ day and 1-day visitors to better understand who they are, where they are coming from, when they come, and what they do in destination. This analysis will assist in identifying if more aggressive filtering should take place to filter out longer-range commuters and second homeowners.

### Trips by Length of Stay

Geo Data



1 Day 70%	2 Days 7.82%
3 Days 5.98%	4 Days 4.61%
5 Days 2.6%	6+ Days 8.95%

### Trips by Length of Stay

Geo Data

Leisure Mode Active



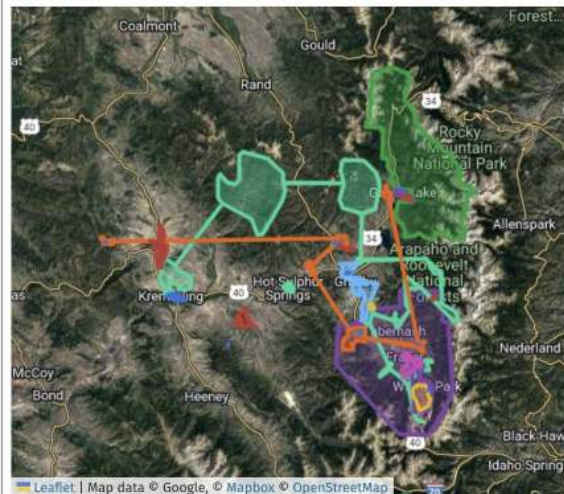
1 Day 41%	2 Days 10.9%
3 Days 9.93%	4 Days 10.1%
5 Days 6.27%	6+ Days 21.9%

## 2023 Destination Summary

**Global Filters** In-State Out-of-State Distance: 50 mi - 3,350 mi Dates: 1/1/23 - 12/30/23 Clusters: Grand County Excluded POIs: All Included

### Selected POIs

Color by: Cluster



### Specific Filtering for Report:

- Caladan Model used
- exclude anyone who lives in Grand County
- exclude Grand County POI (this will remove travel-through visitors or those picked up on roadways)
- exclude commuters (people seen 15x or more in a month)

### Additional Recommendations:

- review dashboard POIs. Potentially update or reorganize



## Glossary

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**Census Demographics** - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

**Cluster** - A grouping of POIs based on venue type, visit purpose, etc.

**Home Zip Code** - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

**Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

**Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.

**Repeat vs One Time Visitors** - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

**Trips** - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

## Glossary

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**Trip Length** - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

**Unique Device** - A unique mobile device determined by unique identifiers.

**Unique Visitors** - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

**Visitor Days** - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

**Zip Code vs Postal Zip Code** - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.



# *Media Relations*

Our public relations endeavors secured significant visibility across premier media platforms, including the Houston Chronicle, Boston Globe, Insider, Colorado Public Radio, Shondaland and AAA. Exceptional features and mentions in these distinguished outlets elevated our brand and propelled us beyond our predefined 2023 goals.

## **Media Engagements**

Throughout the year, GCCTB extended warm welcomes to media representatives, providing them with immersive experiences to craft compelling articles about our destination and stakeholders. Notable media hosted in 2023 include:

- Kit Bernardi, featured in USA Today and Travel Girl Magazine
- Alison Ramsey, contributor to Leisure Group Travel Magazine
- Kari Bodnarchuck, featured in the Boston Globe and Houston Chronicle
- Alisha McDarris, contributing to Popular Science, Backpacker, Outdoor and Thrillest
- Thorston Boenner, contributing to Gravel Touren Magazine (German publication)

## **970 Grand County Podcast**

Our engaging 10-15 minute weekly podcast featured visiting journalists, event organizers, local specialists and more, offering a captivating glimpse into our destination to entice visitors and locals alike.

- 2023 Impressions - 94 million
  - Ad Value - \$870,000
  - Total Article Placements - 27
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# *Marketing*

## ORGANIC & PAID ADVERTISING

### 2023 Recap

- Goal: Raise awareness of Grand County as a destination and showcase all various experiences or motivators.
  - Targeted Markets: Colorado Residents and the following destination audiences:
    - Texas (Austin, Dallas, Houston)
    - Kansas City (MO and KS)
    - Omaha
    - Chicago
    - Minnesota
  - Channels: Programmatic Display/Banner Ads, Google, Bing
  - YouTube: 2023 Spend: \$3,600
    - Impressions: 168,682
    - Views: 107,714
    - View-thru Rate: 64%
    - Clicks: 190, CTR 0.1%
  - Website Sessions: 382,000
  - Social Media Impressions: 3.7 million
  - Social Media Likes: 41,000
  - Clicks on Social Links to Website: 30,000
  - New Photos: 455
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## Top Performing Social Posts



## Google Analytics (GA4) Recap

Comparing Google Analytics 4 (GA4) statistics for Grand County is crucial as it provides a dynamic snapshot of the county's digital performance and user engagement over time, allowing the assessment of any potential impacts regarding respective marketing strategies.

### GA 2023-2022 Year Comparison

#### **(GA UA) Jan 1 - June 30, 2023 vs. same period 2022**

YOY (year over year) sessions were down 4% and pageviews were down 8%. The bounce rate rose 8% and the average session duration fell 13%. Newsletter Signups were up 29%. Vendor Profile Views fell 18% and Clicks to Activity, Lodging, and Dining fell 21%.

Organic traffic accounted for 51% of all sessions, but fell 16%, YOY. Paid search sessions accounted for 20%, and rose 54%. Paid social sessions rose 109% and Referrals fell 55%. Mobile sessions fell 4%, Desktop sessions fell 12%, while tablet sessions rose 93%.

The top page was the Homepage which rose 19%, along with the Grand Lake page which rose 8%, and the RMNP page which rose 41% YOY.

#### **(GA4) July 1 - Dec 26, 2023 vs. same period 2022**

YOY sessions were down 23% and pageviews were down 23%. The engagement rate rose 3%. Organic traffic accounted for 56% of all sessions, but fell 27%, YOY. Paid search sessions



accounted for 15% of sessions, but fell 17%. Direct/none sessions rose 2%, Referrals rose 10%, and Paid social sessions fell 65%.

The top page was the Homepage which rose 184%. In the top 10 pages, there were rises from the Calendar page up 11%, Summer Activities - Play up nearly 500%, RMNP up 33%, Lodging - Eat and Stay up 99%, and Lake Granby - Lakes and Rivers up 99%.

#### **(GA4) Jan 1 - Dec 26, 2023 vs. same period 2022**

Sessions were down 15% and pageviews were down 17% YOY. The engagement rate rose 3%. The highest performing month, like last year, was July. Organic made up 54% of all sessions in 2023. Organic sessions fell 23%, paid search rose 15%, referrals fell 30%, direct/none rose 1%, and paid social fell 27%. Mobile sessions fell 16%, Desktop sessions fell 17%, while tablet sessions rose 23%. Though page views were down, the top 10 pages had large YOY increases. The homepage rose 449%, the Summer Activities - Play page rose over 1,100%, and the Lodging page rose 285%

#### **2024 Plan**

- Develop new content, feature vendors and events and provide trip inspiration.
  - Consolidate vendors and streamline dollars to create cost efficiencies and collect accurate first-party data by merging campaign efforts to establish a more holistic media plan.
  - Flight media spend across channels, especially during peak demand periods, i.e. summer.
  - Utilize video as an overarching, awareness-driving tactic in order to showcase all there is to see and do in Grand County throughout the year.
  - Bolster investment in the CTO co-op in order to tap into new opportunities.
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## WEBSITE (VisitGrandCounty.com)

In the past year, Grand County Colorado Tourism Board invested in a five-year sustainability strategy as well as a brand evolution. The website content, design and strategy will reflect the new priorities in addition to an evolved look and feel.

### Website Goals

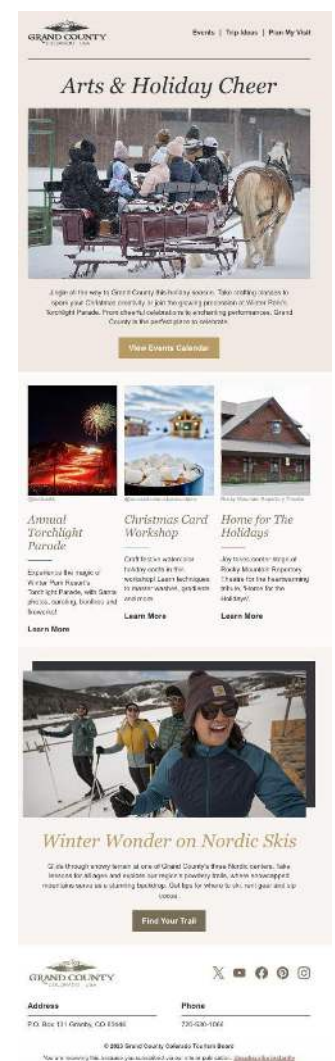
- Promote overnight visitation to Grand County
- Refer visitors to Chambers of Commerce
- Refer visitors to local businesses
- Promote email subscription opt-in

### New Website Features

1. **Database Audit + Additions:** Businesses in the County are now able to log in to add/edit their information.
2. **Promote Towns:** A primary brand point has identified “Stronger Together” as a means for promoting Grand County.
3. **Responsible Tourism Messaging:** Sustainability, including Leave No Trace principles, is a core theme weaved through content, design and structure.

## E-NEWSLETTERS

- Leisure monthly and Local bi-monthly e-newsletters
- New deployment from Beetle Eye to Send Grid launched December 2023
- Email List: 146K database
- Leisure E-newsletter 2023 statistics:
  - Total Delivered: 261,745
  - Opens: 84,837
  - Open Rate: 22.58%
  - Clicks: 2,832
  - CTR: 1.12%
- Local/Industry E-newsletter 2023 statistics;
  - Total Delivered: 2,945
  - Opens: 937
  - Open Rate: 33.23%
  - Clicks: 83
  - CTR: 1.27%





# *Colorado Tourism Office Grant*

The Colorado Tourism Office's Tourism Management Grant provides funding to support and facilitate projects that contribute to the development of the tourism industry statewide. The following are key accomplishments from the scope of work — that is on time and on track for 3/31/24 completion — that have occurred to date.

- Facilitated in-person workshops across Kremmling, Winter Park/Fraser and Granby. All three workshops received great feedback with Winter Park/Fraser requesting additional workshops in 2024. We will continue to work to improve results, as we audited Apple Maps, Bing, TripAdvisor and Google to assess what the county looks like currently with 76% of the businesses/attractions found and audited were complete. 79% of the GBPs found and audited were verified.

Upcoming work that will be accomplished in early 2024 before the final report are as follows:

- Virtual training opportunities via a Grand County-branded online academy
- One-on-one assistance from Miles Partnership (continued efforts)
- Recognition and free 360 photography from the county tourism board for completing the program

The completion of this project will enhance the quality of life for visitors and residents in the Grand County community via the following:

- In-market county sessions and presentations at Grand County Economic Summit to educate the overall community.
- Empower tourism business owners and representatives with the knowledge and tools to create a strong digital presence for their businesses.
- Provide the opportunity on behalf of GCCTB for business owners to present their business general information in a good first digital impression for visitors researching their next adventure.
- The ultimate goal is to elevate the brand of Grand County and thus maximize the economic impact of tourism across the region.



# *Branding*

At the start of 2023, The Grand Country Colorado Tourism Board finished a five-year tourism sustainability plan. The premise rests on how tourism will improve the vitality of the community looking into the future, which led to the chance to develop how the brand can enhance that vision. The primary audience for the tourism brand is key visitors that match the personas built in the sustainability report. A secondary audience was defined as Grand County residents as a means to instill the value of tourism in the area.

This research-backed effort included input from the Coraggio consultant team, in-person stakeholder interviews with Chamber leaders and refinements on survey feedback from the board and administration. Key messages were also tested in online panels with target visitors.

*The following is a brief description of the branding execution highlights.*

## **Destination Brand Essence**

Grand County represents the absolute best of the Mountain West. Colorado's year-round playground inspires high-altitude adventure for explorers of all ages who share our independent spirit.

The West is wild and alive and well in Grand County. It's timeless, modern and elevated — and here, elevated describes more than the landscape; it's a reverence for the environment, people and experiences we enjoy.

## **Key Elements to lean into in marketing messaging**

1. Grand County is stronger together with its communities. Together, we can build strong brand awareness around a unified destination experience. A destination that has something to offer any lover of the Rockies or the great outdoors.
  2. Grand County signifies the absolute best of what Colorado has to offer without the pretension, high prices and anxiety of some other popular destinations.
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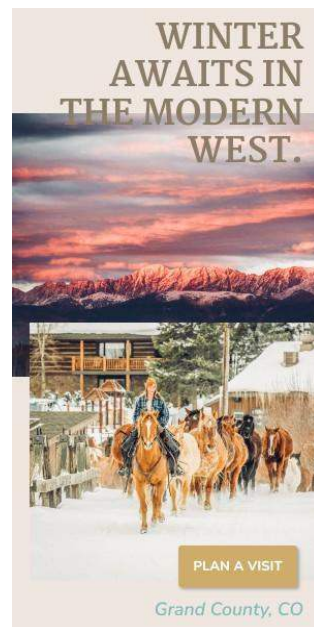
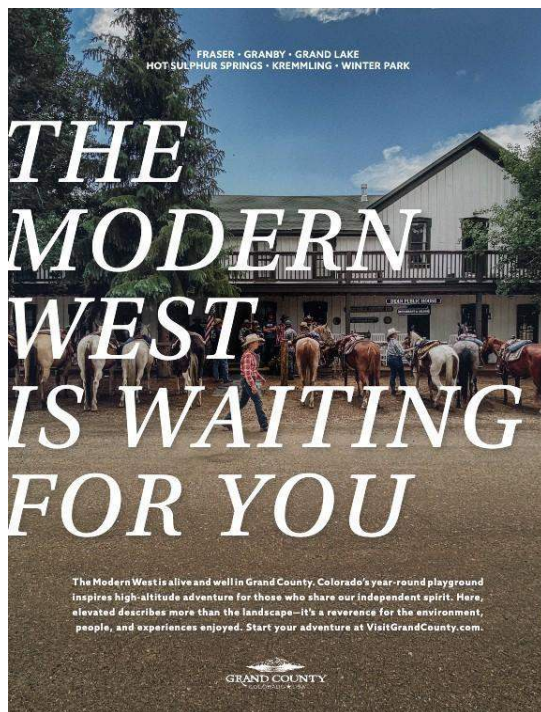
3. This is the real-deal Colorado experience. As a four-season, outdoor-adventure magnet for all to enjoy, we welcome those who are respectful of nature and wildlife to come join us as we marvel at the grand expanse of beauty that is ours every day to enjoy and share  
— and yours to discover.

## Visual Direction

The aim is to stand out from other competitor areas with a distinct look and feel to the marketing assets. To reflect the Modern West mindset and stay authentic to each unique experience, the visual style will have a focal point in the piece with an expanse of environment to surround it.

The hues and colors will have a vintage feel, with slightly desaturated tones to compliment the rugged yet modern West feel. Bluebird skies, warm whites, earth-tone tans and a small pop of color in the reds or oranges will give Grand County a signature look all its own.

Paired with touches of minimalistic compositions, the style will bridge modern aesthetics and rich Western history to embody the grand and authentic experiences visitors encounter.





# *Community Engagement/Relations*

## GRANTS

In 2023, the GCCTB allocated a total of \$607,685 in grants dedicated to events and marketing for local Chamber of Commerce's and non-profit organizations. Notable recipients of these grants include:

- Winter Park and Fraser Chamber
- Destination Granby
- Hot Sulphur Springs Chamber
- Kremmling Chamber
- Grand Lake Chamber
- Headwaters Trails Alliance
- Winter Park High Country Rodeo
- Headwaters Event Center
- Grand County Blues Festival
- Town of Fraser
- Kowtown Gravel Race
- Rocky Mountain Repertory Theatre
- Headwaters Land Trust
- Grand Lake Trail Grooming
- Troublesome Fest
- Colorado Mesa University Cross-Country Skiing and Biathlon event

This substantial contribution from the GCCTB reflects its commitment to supporting and enhancing the vibrant community activities and cultural events within Grand County.

## LOCAL PROFILES

In collaboration with local stakeholders, our PR Firm conducted interviews for advertorial placement in the Sky Hi News, featuring perspectives from key figures such as:

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- Jeremy Krones – Headwaters Land Trust
- Katie Hearsum – Town of Grand Lake
- Elizabeth Brumm – Devil's Thumb Ranch

## OTHER NOTABLE ACTIONS

### Marketing Workshops (October 2023)

- Locations: Kremmling, Granby, Winter Park
- Positive feedback from Chambers on format and content
- 1 on 1 support provided to local businesses
- Add new dates and locations for 2024

### Destination Optimization 360 Photography

- Miles to develop 2024 strategy for internal photo inventory analysis and subsequent outreach to local businesses. Immediate outreach for winter with bigger outreach anticipated for early summer.

### Winter Photoshoot

- Miles to kickoff winter photoshoot initiative with Odessey and establish budget, timelines, expectations, etc. with the intention to use local photographers.

### Session at the Economic Summit

- Business Digital Marketing Workshops x3
- 17% decrease in missing data for Grand County profiles
- 4% increase in completeness

## Meetings

Engaging in meaningful discussions with local stakeholders, inviting them to our monthly board meetings for valuable input.

Participate in key stakeholder meetings such as Grand Places 2050, Town Board Meetings and Grand County Board of County Commissioners to foster collaboration and strengthen community bonds.

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Conduct face-to-face meetings with over 100 local businesses through strategic poster distribution, putting a human touch to the Grand County Tourism Board.

## **Resources**

Empower our community with resources, including insightful data from platforms like Datafy and AirDNA, to enhance their understanding of trends in our county and industry.

Collaborate directly with local businesses, offering valuable resources such as business listings, event calendars and workshops — while ensuring they are well informed about the wealth of resources available on our website.

## **Collateral**

Since December, we have initiated the distribution of monthly event calendar posters, reaching businesses across Grand County and resulting in an impressive 50 additional business listings on our website.

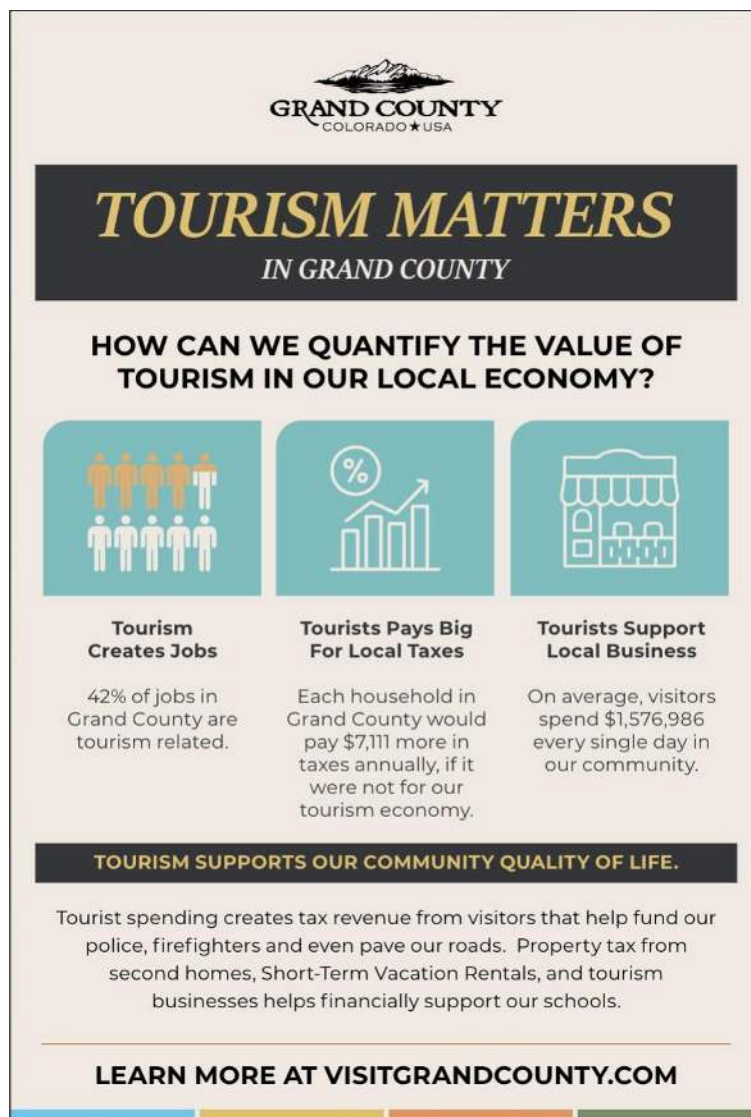
- Resulted in 71 QR code engagements for the December poster.





## INFOGRAPHIC

Tourism is a critical part of Grand County's economy. It is the largest employer in the county and the primary driver of tax revenue and economic development. The new advocacy infographic that was created in October has been distributed externally and internally across the tourism industry with the goal of showcasing the value of tourism and communicating how tourism revenue enhances local schools, community services, local businesses, libraries and other services.





# *Destination Stewardship*

In 2022, the board undertook a transformative journey with the creation and implementation of a destination stewardship plan. Derived from this comprehensive plan, we have strategically integrated a suite of initiatives with the overarching goal of cultivating a robust and sustainable economy in Grand County.

## **2023 Actions:**

- Cultivated community cohesion by actively sharing details about events throughout Grand County via the widespread distribution of an all-encompassing monthly event poster, encouraging both visitors and residents to explore diverse areas within the county.
  - Empowered business owners to showcase their events within Grand County, contributing to a vibrant and interconnected community.
  - Collaborated with local and state organizations, including Headwaters Trails Alliance, and Colorado Tourism Office to understand and support their sustainability goals. This involves promoting their initiatives and potentially providing grants aligned with our shared sustainability objectives.
  - Partnered with the Anterro Group to actively contribute to the development of sustainability plans in Grand County, ensuring our collective efforts create a lasting impact on the community.
  - Forged a strategic alliance with Headwaters Trails Alliance to elevate the marketing initiatives of "Stand Grand" and "Leave No Trace," Amplifying the reach and impact on the community's natural resources and environment.
  - Hosted a county-wide Destination Stewardship workshop through the Colorado Tourism Office.
  - Supported Grand Lake's effort for Colorado Tourism Office Dark Sky mentorship program.
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## *Summary*

The Grand County Tourism Board's 2023 Annual Report showcases significant achievements in tourism impact, marketing, website enhancement, community engagement and destination stewardship. The commitment to sustainability and community well-being is evident, promising continued success in the coming years.

