



## Grand County Colorado Tourism Board

# COMMUNITY CONNECTOR

Welcome to the Grand County Colorado Tourism Board's NEW partner newsletter! This monthly bulletin will provide updates about what the GCCTB staff and board have been working on lately, while also offering resources and support for our community partners (this means YOU!) We hope this tool will help promote, inform, encourage and improve Grand County's tourism experiences for both visitors and locals alike. Reply to this e-mail and let us know what you think, what you'd like to know and how we can help YOU!

### GCCTB Collaborates With Grand Places 2050 Initiative to Promote Sustainable Tourism Principles



#StandGrand is a stewardship campaign started by Grand Places 2050, a collaboration of local government entities, land managers, non-profit organizations and private businesses working to plan for the future of sustainable recreation and tourism in Grand County. The initiative focuses on Grand County's PLACES - people, land, access, conservation, ecosystems and sustainability to protect and conserve natural and cultural resources while providing equitable access and a quality outdoor recreation experience for current and future generations.

### Social Media Success



Liked by e-bagen and 123 others  
visitgrandcounty Some of the final sculptures from this weekend's Colorado Snow Sculpting Championship at the Breckinridge Resort will be going to the winners. Your turn to vote, tell us you favor in the comments. Congrats to all of the participants who spent the hours working these masterpieces.  
A member of our Grand County Agriculture District is also up for a grand prize. Please contact Pat@visitgrandcounty.com for more info.  
Visit all 3 contests.

@VisitGrandCounty is close to hitting 5,000 followers on Instagram! Look for an upcoming contest with prizes to help us reach 5k this month.

Get featured on our social feeds by using these hashtags in your posts!

Learn  
More

#visitgrandcounty #gogrand  
#grandcountycolorado  
#wearegrand #standgrand

## Grand County in the News

As a direct result of a  
press release distributed  
by GCCTB staff in

January, Grand County was recently featured in the  
article "[Grand County, Colorado unveils winter  
wonderland](#)" in the [Denver Gazette](#) with an  
estimated ad value of \$11,153.



Want to be featured in future articles? Just reply to  
this e-mail with info about any newsworthy  
happenings (ie: upcoming deals, promotions,  
updates, specials, events, etc) or just interesting  
tidbits about your biz that you think might make for  
a good story. We'd love to hear from you!



Check out the new "Modern  
West" series on Visit Grand  
County's YouTube channel  
[@grandcountycolorado8045](#)  
featuring intimate encounters  
with some of our most iconic  
local characters. Stay tuned for  
more behind-the-scenes  
content to come soon...

## Help Us Create Grand Experiences for Visiting Media

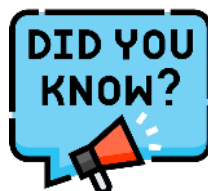
This month GCCTB welcomes social media  
influencer Nataliya Zasadko to explore the County  
for her account [@littleradadventure](#), which focuses  
on outdoor adventure and family fun. **Media visits  
produce 6x the return on investment than traditional  
advertising** and is an important part of GCCTB's PR  
strategy.

We'd love to get you involved in this process!  
Contact us if you know of a person or business  
interested in helping us provide activities, meals,  
lodging and/or story ideas for visiting media.

Contact  
Us



This month on the **970 Grand  
County podcast** the GCCTB  
Interim Director, Gaylene Ore,  
chats with long-time local  
resident Dede Fay about history  
topics like the original naming of  
Williams Fork Reservoir, the  
controversial 1883 North Park  
fight and the truth behind the  
Rocky Mountain Railway. [Listen  
here!](#)



## Tourism Creates Job Opportunities

The impact of visitor spending on Grand County residents is substantial,  
*generating five times more jobs* than the sectors of agriculture, government,  
manufacturing and mining combined!



*The mission of the Grand County Colorado Tourism Board is to inspire a sustainable, year-round tourism economy 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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