



**Grand County Colorado Tourism Board Marketing Committee Meeting
April 11, 2024, at 10:00 a.m.**

Present: Gaylene Ore, Carrie Tomlinson, Dave Huber, Jennifer Brown, Cheryl Spezia, and Paula Isakson, Karen Ruby, Kimberly Ramsawak

Carrie reviewed the marketing presentation with the GCCTB marketing committee.

*See attached presentation for all details

Steps In Progress

April 8 — Planning
April 15 - Vendor IOS, Outreach local specials
April 22 - Proofing, outreach summer events
April 29 - Ads Live
May 6 - Contractor meeting

Board Meeting Feedback Recap | General Visitation, Local Message, Sustainable Travel

Total Budget Breakdown |

Local: 18K
Sustainable: 28K
Visitation: 154K

Paid Promotions

1. Gaylene wanted to know the breakdown of summer and winter - plus in and out-state plan
 - Karen Ruby gave rough numbers: Approximately 184 K for Summer, May to September, 146K (in and out of state), and 37 K for winter.
2. Dave wanted to know if we are weighing summer too much over winter. Is this how we normally do our breakout?
 - Karen Ruby said we normally pass the torch to the community to help boost winter, and then we just add our dollars as an extra. She recommends that we keep the balance the way it is currently going. Concern about slow start to winter—do we reevaluate? The total budget for media is 250K—summer is 150K, and winter is 100 K.
3. Gaylene, we are also trying to look at other winter communities in Grand County. She is concerned that they may not get the needed exposure, per Jennifer's comments.
4. Dave suggested as we look at monthly spending, we can then take to the board to get recommendations.

Additional Miles Marketing Efforts:

- **Audience-** Austin Dallas Houston, Chicago, Kansas City and Minneapolis – Front Range: Denver, Colorado Springs, Boulder
- **Messaging Matrix|** - print/radio, paid social, SEM, Digital Native Display and CTV
- **Community Outreach |**-PR/Community Newsletter (Katie), Email, Chamber Communications.

- **Landing Page Strategy** - Brand Message, promote longer stays and offers/deals
- **How Goals Inform Content** -Chloe focuses on promoting commerce, lodging, sustainable tourism and location in Denver
- **In-County Promotions-** \$12K | Sky Hi Print & Digital, KFFR (Promote Stand Grand & Local Events) - Local event posters continue (handled by Ore Communications_
- **Key Event Assets | Niche Audience Goals—We need to work with a local photographer on an event budget of 5K. It was suggested that we partner with influencers with a budget of 20K and have them help tell the story** (they can help us get the word out with their audience).
 - This item was tabled. The committee would rather see a local event photographing, as Megan and Gaylene are hosting influencers through the PR budget.
- **Local Email | PR Email—\$4800.00—Carrie suggested we move this money to Megan’s budget or our media plan. Miles will work with Gaylene, Chambers, and board members to ensure property photo alignment with each town.**
- **Media** | National Parks Journal Stats reviewed.

Miles to do:

Work with Gaylene and the community on proper photography alignment.

Media spend per season.

Land agencies – work with Gaylene to get the content.

Work with Gaylene and local photographers to outline needed event photos.