

SAN JUAN COUNTY TOURISM FUND BOARD

AGENDA

June 22, 2020

DUE TO THE COVID 19 EMERGENCY THE TOURIS BOARD WILL CONDUCT ITS PUBLIC MEETINGS VIRTUALLY UNTIL FURTHER NOTICE. THE INFORMATION NECESSARY TO CONNECT TO THIS PUBLIC MEETING IS LISTED BELOW

Call to Order: 8:30 A.M.

Roll Call:

Tourism Fund Board Minutes July 15, 2019

New Business:

Funding Requests for 2020-2021

Buy Local Silverton

Cascade Village

Chamber of Commerce

Silverton Ski-Joring

Silverton Standard

Silverton Whiteout

San Juan Development/Town of Silverton/Chamber of Commerce

Town of Silverton

Other

Financial Report

Old Business:

Adjourn

Join Zoom Meeting

<https://zoom.us/j/92136473203>

Meeting ID: 921 3647 3203

One tap mobile

+16699006833,,92136473203# US (San Jose)

+12532158782,,92136473203# US (Tacoma)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

Meeting ID: 921 3647 3203

SAN JUAN COUNTY TOURISM BOARD
MINUTES MONDAY, JULY 15, 2019
AT 9:30 A.M.

Call to Order:

The meeting was called to order by Chairman Paul Zimmerman at 9:36 a.m. Present were Board Members Joe Jepson, Jim Lindaman, Judy Graham, and Julie Singer by telephone.

Applications:

Judy Graham moved to approve the minutes of October 22, 2018 and seconded by Joe Jepson. Motion passed unanimously.

Vicki Alper representing Cascade Village by telephone requests \$12,000 this year for expanded advertisement through marketing as a wedding venue and corporate meeting location.

Joe Jepson moved for funding \$10,500 (same as 2018) and seconded by Jim Lindaman. Motion passed unanimously.

Deanne Gallegos representing the Silverton Area Chamber of Commerce requests \$50,000 for vacation guides, their website, Certified advertising contract, summer and winter marketing, radio advertising, and promotional video.

Joe Jepson moved for funding \$50,000 (same as 2018) and seconded by Judy Graham. Motion passed unanimously.

Michelle Hamilton representing Mountain Studies Institute requests \$2000 for print advertising for the Innovation Expo and to hire a videographer to create a promotional video for future expos.

Judy Graham moved for funding \$2000 and seconded by Julie Singer. Graham and Singer vote Yes. Zimmerman, Lindaman, & Jepson, vote No. Motion failed.

Joe Jepson moved for funding \$1250 (\$1000 more than 2018) and seconded by Jim Lindaman. Jepson, Lindaman, Zimmerman, & Singer vote Yes. Graham votes No. Motion passed.

Laura DesPalmas representing Silverton Skijoring requests \$10,000 for advertisement, a professional MC, radio, tv, and social media promotions and soft goods merchandise.

Jim Lindaman moved for funding \$4800 all requested with the except of no soft merchandise and seconded by Joe Jepson. Zimmerman, Lindaman, Jepson vote Yes. Singer and Graham vote No. – Motion Passed

Silverton Standard, no representation, requests \$2500 for their publication of Destination Silverton magazine.

Joe Jepson moved for funding \$2500 (\$500 more than 2018) and seconded by Judy Graham. Motion passed unanimously.

Silverton Whiteout is requesting \$1300 for bike race event marketing.

Judy Graham moved for funding \$1300. The motion died for lack of a second.

Joe Jepson moved for funding \$1100 (same as 2018), with a request for a breakdown next year of where they used the funds and seconded by Jim Lindaman. Motion passed unanimously.

Julie Singer left the meeting.

Melanie Russek and Deanne Gallegos, in person, and Lisa Branner, by telephone, representing San Juan Development, Silverton Area Chamber of Commerce, and the Town of Silverton. Jointly, they request \$30,000 for Durango airport mural, Heritage Tourism Marketing Campaign, Adventure Tourism Marketing Campaign, and Billboard update. The group will bring back a proposal for the billboard and town entrance restoration separately.

Jim Lindaman moved for funding \$18,000 (All except the billboard restoration) and seconded by Joe Jepson. Motion passed unanimously.

Ted Pope representing The Theatre Mine requests \$7789 for advertisement in magazines, newspapers, and posters of their annual theatre festival.

Paul Zimmerman moved for funding \$500 (first-year request) and requests attendance records for next year and seconded by Jim Lindaman. Judy Graham recused from the vote. Zimmerman, Lindaman, and Jepson vote Yes. Motion passed unanimously.

Lisa Branner representing The Town of Silverton, by telephone, requests \$10,000 for Summer Sounds, Kendall Mt Ski Area, Silverton Mobile App, and Special Event Rentals.

Jim Lindaman motioned for funding \$7500 (same as 2018) and seconded by Joe Jepson. Motion passed unanimously.

Public Discussion:

Tiffany deKay requested to confirm that the board is spending as much or more than the revenue generated last year.

Willy Tookey provided, \$96,150 is approved for 2019 whereas \$90,000 was budgeted. \$94,000 was generated in lodging revenue in 2018.

Adjournment:

Joe Jepson moved to adjourn and seconded by Paul Zimmerman. Meeting adjourned at 12:23 p.m.

NOTICE

The San Juan County Tourism Fund Board is requesting proposals from agencies or entities interested in contracting with the Board for the advertising and marketing of tourism for Silverton and San Juan County. It is anticipated that the total expenditures for the advertising and marketing of tourism shall not exceed \$90,000.00 for the 2020-2021 budget year. Proposals should be submitted to the San Juan County Administrator located at 1557 Greene Street or may be mailed to PO Box 466, Silverton, CO 81433 or emailed to sanjuancounty@frontier.net. All proposals must be received by 4:00 P.M. Friday, June 19, 2020. For further information contact the County Administrator at 970-387-5766.

June 16, 2020

Dear San Juan County Tourism Fund Board of Directors:

I am writing on behalf of a new Facebook page and group that myself and Darlene Watson have created called BUY Local Silverton. BUY Local Silverton is open to every business license holder in Silverton and to any lover of Silverton.

We have endured continuous unforeseen burdens to our economic stability, and many of my local graphic design clients have voiced their concerns to me and they are as follows:

1. Our community needs an extra hand getting the word out that we are open for business since the social media buzz suggests that San Juan County is still closed.
2. Many of our businesses haven't attempted social media and want help being recognized.
3. Businesses are looking for a positive place to post their needs, wares and services.
4. There are new residents who seem to not know all the wonderful things that are available to them within our county.
5. Many of our tourists are also unaware of what they can purchase locally and often hit the big box stores before coming to town and we lose out.

Darlene is also part of the Economic Recovery team and they have given their full support. The Town of Silverton has reached out to partner with us and has encouraged us to pursue tourism funds to further promote our above goals by creating better communication from local to local and local to tourist with the hopes of keeping money spent in town and generate more sales tax and lodging tax revenue for San Juan County and the Town of Silverton.

Darlene and I will continue to donate our time to the project and have already contributed some of our personal funds to get a jump start of the re-opening branding of Silverton. We are seeking \$500 to continue the boosting of our posts on Facebook to capture a larger audience (our potential tourist base) and to possibly create some stickers for the locals to help promote the cause.

Thank you for your time and consideration.

Gina M. Rosato
The Creative Crackerjack, LLC/Route 550 Gifts

Darlene Watson
Silverton Grocery/The Bent Elbow Hotel & Restaurant/Close to Heaven Extended Stay RV Park

Attached: Examples of our three messages customized to each re-opening phase.



June 17, 2020

Mr. William Tookey
San Juan County Administrator

Mr. Tookey,

I am submitting our proposal for advertising and marketing support for your upcoming 2020-2021 budget year. First, on behalf of Cascade Village we extend our thanks to all of you in Silverton for your unrelenting support of the Community during these most trying months. All of you have worked tirelessly to protect and sustain residents and businesses. We greatly appreciate your efforts and commitment to communications.

Due to Covid-19 we backed off of much of our advertising and promotion as to not waste dollars in the short term. As our Community opens up again we will begin again building our business to not only support Cascade Village, but Silverton and San Juan County.

We look forward to continuing our growth in this upcoming year and with the support of San Juan County, we anticipate doing the following:

1. In order to build business while complying with state Orders we will direct our immediate focus on small groups or Elopement weddings. These will comply with the Public Health Orders while generating visitor and lodging business.
2. We want to expand our venue to include Corporate team building meetings. We are the perfect locale and size to accommodate two, three and four day meetings for groups of 30 to 50.
3. Further the development and expansion of our website, www.CascadeVillage.com. Our website, which is dedicated to weddings, events and vacationing, is the cornerstone on which our business has been built. Having launched it in October 2016, it has been the key to informing and exciting prospective guests about the potential of Cascade Village and the surrounding area for their groups. While our efforts have been effective, it is absolutely imperative that we continue to invest in its development as we optimize loading speed, written and visual content, and visibility on Google (search engine optimization or SEO).
4. Increase awareness of Cascade Village for couples already actively looking for mountain wedding venues in Colorado, by launching a major advertising campaign through Google's pay-per-click platform, Google AdWords. This form of advertising is not only very cost effective but puts Cascade Village at the top of most related search results. It is also trackable and detailed, thereby allowing us to maximize our returns while minimizing wasted expenditures.
5. Expand our presence on social media by producing and scheduling content for our Facebook, Pinterest and Instagram pages. These profiles will be further enhanced by our creating and optimizing appropriate advertisements across related social media profiles.
6. Continue our present marketing and advertising strategies through industry-related websites such The Knot, The Wedding Spot, Eventective, The Wedding Wire, My Wedding, Retreat Central, Reception Halls, Unique Venues and, of course, www.SilvertonColorado.com.

7. Bolster our presence at wedding expos and bridal fairs, including two in Durango and one in Farmington.
6. Produce informative and exciting collateral marketing materials such as brochures, flyers, business cards, and posters.

In pursuit of these ambitious goals, we are seeking \$10,500 in marketing support from San Juan County for this upcoming year, which, when added to our internal marketing budget, will drive many more visitors to San Juan County and specifically Silverton. Cascade Village will become an even bigger contributor to county tax revenue as these visitors will spend their vacation dollars and rent more condos, thereby driving lodging and sales taxes while improving property values. If our recent success is any indicator, our ability to attract new faces from all around the Country is only beginning. We look forward to continuing to contribute to San Juan County's prominence as a premier wedding, retreat and vacation destination.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charlie Tyack', with a long horizontal flourish extending to the right.

Charlie Tyack
Chairman, Marketing & Events
Cascade Village Events



June 19, 2020

San Juan County Tourism Board

Dear Tourism Board members,

Please find the attached Tourism Fund proposal request for the continued annual support of \$50,000 to be used during the 2020-2021 marketing year submitted by the Silverton Area Chamber of Commerce.

The focus for the Silverton Chamber of Commerce this next year will be continued diversification of tourist groups, back country user types in all seasons, social media exposure and Heritage Tourism. With the strong collaboration with Town of Silverton and Regional Marketing Partners and DMO's, we will focus on consistency and quality of tourism visitors in San Juan County. The Silverton Chamber of Commerce will continue to focus on the collaborative tourism marketing plan in advertisements, website, and social media with the current regional efforts/partnerships.

A primary focus for this year will be to continue to enhance our website www.SilvertonColorado.com, social media pages, exposure on Colorado.com as well as improving marketing messaging and design plan for ads, brochures and social media. These channels will be utilized specifically to serve tourism recruitment in San Juan County and Silverton while diversifying our tourist types, messaging, and exposures. At over a million hits on www.SilvertonColorado.com, 19,000 plus unique followers on @VisitSilverton Instagram, 18,000 plus unique followers on Facebook, SACC receives the most exposure from potential visitors seeking information about our County/Town than any other in the county. We will also be continuing to work with videographers and photographers to add to the inventory of new and improved images of our county and town for marketing purposes on website, social media, and advertisement.

One of the biggest marketing opportunities still is the Silverton Official Vacation Guide brochure. This year we focused more on imagery of the area because of the old saying "a picture is worth 1,000 words". A total of 100,000 are printed annually and 60,000 are distributed through Certified Folder to 510 locations within the State of Colorado. We also provide this brochure to all surrounding Visitor Centers, Colorado Welcome Centers, Chamber of Commerce offices as well as many business locations in the Western Slope and out of state. We receive address and email "leads lists" through the Colorado Tourism Office, Rocky Mountain National Parks, Grand Canyon National Park and Mesa Verde National Park to receive leads but continue to push more towards digital copies, email campaigns and social media out to potential tourists. The Chamber has increased our presence on the Colorado Tourism Office website and plan on growing the leads list exponentially through their search engine and our new landing page.

We offer many advertising opportunities throughout the year to ensure a greater Silverton/San Juan County business presence in marketing materials and have partnered with local surrounding tourism offices, DMO's, Visitor Centers and other Chamber of Commerce to increase the awareness of what Silverton and San Juan County have to offer. The Director of Chamber of Commerce sits on many area tourism focused boards and networking groups. The Director is also a part of the newly formed Western Slope DMO's group lead and managed by Colorado Tourism Office.

The Silverton Chamber of Commerce will also continue a strong focus on our social media and internet marketing tactics to promote specific Silverton events. San Juan County as a whole and Silverton as a vacation destination. @VisitSilverton Instagram account now has over 19,000 unique followers growing daily and the Silverton Chamber Facebook page has over 18,000 unique followers. Social Media is an extraordinarily strong and personal way to interact and recruit tourism as well as promote special events in town. We have had photos and posts on both Instagram and Facebook that have been viewed over 100,000 unique times regularly. Our Instagram page has over 5,000 unique views per hour from 7am – 9pm 7 days a week!

Thank you for your consideration of this proposal and I look forward to having the opportunity to meet with the Tourism Board members to answer and questions regarding this submitted proposal.

Sincerely,

DeAnne Gallegos
Executive Director
Silverton Area Chamber of Commerce

The Mountains are Calling
114 Greene Street • PO Box 565 • Silverton, Colorado 81433
970-387-5654 ph • 970-387-0282 fx
www.silvertoncolorado.com



2020-2021 TOURISM FUNDS MARKETING PLAN

ITEM/DESCRIPTION	S AMOUNT REQUESTED
<p>MILES FOR COLORADO OFFICIAL STATE VACATION GUIDE (OSVG): PRINT ADVERTISING PLUS WEBSITE LISTING CTO provides us with address and email leads lists that have requested visitor information specifically about Silverton and San Juan County. CTO has the largest tourism budget in the state of CO and to align with that and their monies spent on advertising has already proven to be successful. We are continuing to increase our awareness through Colorado.com and increase the number of quality “leads” of potential visitors to our area and take advantage of impromptu advertising opportunities throughout the year including social media collaborations and take overs of the Visit Colorado Instagram page. Will acquire page exposure of Silverton/San Juan County by purchasing a landing page and content on Colorado.com</p>	<p>\$9,000</p>
<p>CERTIFIED FOLDER DISPLAY SERVICE, INC. Distribution of 72,000 Silverton Official Vacation Guides to 510 locations CFDS services potentially might have an increase in price during this marketing year. CERTIFIED has given Silverton free rack display space as it comes up in New Mexico Region as a barter system with free racks located in Silverton Locations</p>	<p>\$6600</p>
<p>WEBSITE, INTERNET & SOCIAL MEDIA: MANAGEMENT AND ADVERTISING: These combined budgets will be used to enhance silvertoncolorado.com’s photo and content data specifically targeting increased tourism money to our area and the purchase of social media campaigns for specific area events, increased lodging visitors, visitor leads list and overall information accessible to the public about San Juan County and Silverton as a whole. Maintaining website and increasing click rates/retention of visitors. Continue growing @VisitSilverton social media channels and content</p>	<p>\$5400</p>
<p>FLEXABLE BUDGET: to take advantage of any marketing/social media opportunities that come up but have not been identified in this document or price increases of advertising throughout the year’s campaign</p>	<p>\$2000</p>
<p>TRAVEL SHOWS: SNOW SHOW IN NOV partnering with Silverton Mountain AND THE INTERNATIONAL SPORTSMEN’S EXPO IN PHOENX as a co-op with regional partners to bring down costs of shows</p>	<p>\$4000</p>
<p>SUMMER MARKETING: *2020-2021 advertising included: Colorado Map Company; Durango Herald Southwest Colorado Summer Guide and also in the newspaper; Durango Magazine Summer Guide; Summit Publishing - Elevation Outdoors ; Four Corners Biker Rally; RV Journal (regional); Silverton Standard and the Miner’s Summer Destination Magazine & OHV Map; Travel Host; Ouray/Ridgeway Vacation Guide (Partner with Ouray to attend travels shows); The Watch’s Summer Adventure Guide; Local iQ Summer Guide (Albuquerque); Wellspring Publishing ; All Aboard magazine which includes website listing & events, Adventure Pro, Telluride Publishing; CPC; San Juan Skyways; Adventure Pro Magazine, WEST 105 Magazine, Colorado Life Magazine; CTO calendar of events. etc</p>	<p>\$10,000</p>
<p>WINTER MARKETING: *2020-2021 advertising included: Durango Herald Southwest Colorado Winter Guide and also in the newspaper for Winter events ads; Durango Magazine Winter Guide; Silverton Standard and the Miner - Winter Destination; Summit Publishing - Elevation Outdoors (Boulder); Adventure Pro, Westword – The Edge: Winter Activity Guide (Denver); promotion of Skijoring, Dog Sled Races, Snowscape & ski areas; Ouray Ice Festival Guide; Ouray/Ridgeway Visitor Guide; Colorado Activity Centers; The Watch’s Winter Activity Guide ; Colorado Life Magazine; WEST 105 Magazine, Winter Rack Card; CTO calendar of events; Regional Events Calendar. Website calendar of events ads and more</p>	<p>\$9000</p>
<p>RADIO ADVERTISING: Radio spots that are only free and or exchange of social media or website exposure (barter system)</p>	<p>\$0</p>
<p>PROMOTIONAL VIDEO FOOTAGE/VIDEO & TELEVISION SPOTS: we will use this budget to obtain the rights to use already created video footage of the area and obtain new promotional video to create a library of data/footage that can be used to create promotional video of San Juan County and Silverton and create new content for Silverton Vimeo. YouTube and Social Media channels. Airport video program and Colorado Tourism Office website/social media channels</p>	<p>\$4000</p>

*assumption: all or any marketing opportunity can change at any given time

\$50,000

The Mountains are Calling

414 Greene Street • PO Box 565 • Silverton, Colorado 81433

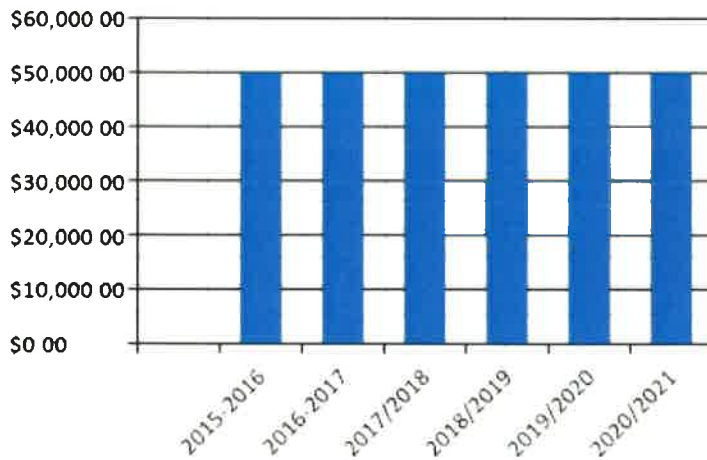
• 970-387-5654 ph • 970-387-0282 fx

www.silvertoncolorado.com

@VisitSilverton

YEAR by YEAR Comparison of Chamber/Tourism Fund Budget breakdown 2015

	<u>Promotional Videos</u>	<u>CTO</u>	<u>Radio</u>	<u>Certified</u>	<u>Flexible</u>	<u>Shows</u>	<u>Web</u>
2015/2016	6000	6600	1000	6500	2000	6400	4500
2016/2017	3000	7600	1700	6500	3000	8400	2000
2017/2018	4000	7600	700	6500	2500	8400	1500
2018/2019	5000	8000	300	6500	1900	6000	1500
2019/2020	3000	9000	200	6600	2400	5500	1000
2020/2021	4000	9000	0	6600	2000	4000	1000



2015-2016	2016-2017
\$50,000.00	\$50,000.00

- 2020

<u>Social Media</u> 2500	<u>Summer</u> 9000	<u>Winter</u> 5500	<u>TOTALS</u> \$50,000.00
<u>Social Media</u> 2000	<u>Summer</u> 9000	<u>Winter</u> 6800	<u>TOTALS</u> \$50,000.00
<u>Social Media</u> 2500	<u>Summer</u> 9000	<u>Winter</u> 7300	<u>TOTALS</u> \$50,000.00
<u>Social Media</u> 2500	<u>Summer</u> 10000	<u>Winter</u> 8300	<u>TOTALS</u> \$50,000.00
<u>Social Media</u> 3500	<u>Summer</u> 10000	<u>Winter</u> 8800	<u>TOTALS</u> \$50,000.00
<u>Social Media</u> 4400	<u>Summer</u> 10000	<u>Winter</u> 9000	<u>TOTALS</u> \$50,000.00
2017/2018 \$50,000.00	2018/2019 \$50,000.00	2019/2020 \$50,000.00	2020/2021 \$50,000.00



PO Box 454
Silverton, Co. 81433

June 18, 2019

To the San Juan County Tourism Board,

This letter is being sent as a request for funding in the amount of \$10,000 to assist in the advertising, promotion, and production of our 12th annual Silverton Skijoring event. The event will be held February 13th and 14th, 2021. Due to the COVID-19 pandemic and shut down, we are finding it more difficult to raise the \$30,000 needed to host this event. As all of you know, the town and businesses are facing exceptional financial challenges. This event brings many visitors from all over the Four Corners area and beyond and it has consistently been extremely beneficial to the Silverton economy. We are asking for help funding the event as a whole, excluding soft goods. We would propose having banners made thanking and acknowledging your contribution to the event on jumps, balconies, etc. and having the announcer acknowledge the donation over the loud speaker. This event / jump / item is supported by the SJC Tourism fund, for example.

The Skijoring Board of Directors is planning for large crowds of spectators and participants on both days. We brought in newly formed teams of horses and riders last year, as well as the motorcycle drag strip that brought many other spectators into town and kept them around longer. Skijoring brought in an estimated additional 1,000 people to the event in 2020 totaling approximately 5,000 people over the weekend. We plan to offer a parking area and a shuttle service this year and handicap parking / viewing areas. We strive to make the event the best skijoring event in the States for the participants, spectators, and community. We use as many local businesses as possible for our event needs in an attempt to keep money within the Silverton economy. We kindly ask for your support of \$10,000

The Basics:


It cost \$33,000 to put on the event in 2020.

We operate as a non-profit organization.

Funding expenses from the 2020 event.

- Radio, television, newspaper, social media advertising, graphics, website \$6,750
- Professional Announcers - \$2,000
- Flyers, business cards, post cards, banners, sticker advertising with an estimated cost of \$1,400
- Professional timekeeper with live stream of times / photo finish \$2,500
- Video / photo \$3,000
- Lodging for out of town event staff \$4,200
- Professional course builder \$500
- Participant jerseys \$800
- Other services EMS/starting line coordinator / veterinary \$2600
- Portable toilets \$2,950
- Insurance \$4,046

Thank you for your consideration and ongoing support!


Karen Srebacic-Sites (President, Silverton Skijoring)
PO Box 454
Silverton, CO. 81433
970-903-1961

Proposal to San Juan County Tourism Fund What is the Silverton Whiteout

Feb 6th is the 7th annual Silverton White Out for snow bikes, skis, snowshoes, runners, etc. The course is designed such that you experience the combination of alley riding, pass by the historical Blair Street, a bit of singletrack, a moment of feeling way out there, and some amazing views! The course will be around 8 miles (we will adjust depending on snow conditions as we want everyone to have fun and hoping you all are out there for around an hour but no more than 2). There are various "aid" stations out on course such as Arrastra (tent, fire and snacks), and top of Shrine Hill (fire and best view ever!) for you to stop and enjoy the environments should you choose to do so! Categories are solo, duo, 3-4 person teams and family teams (we will be offering an optional shortened version of the course for kids 14 and younger). You're welcome to use one bike for your team! Don't let not having a bike deter you, as there are ways to rent them and we'll have a demo fleet up in Silverton as well. Event headquarters are at the Grand Imperial on Greene street and the bar, restaurant, warm fire, and music will be going all day so plan on hanging there when your team member is out in the elements (White Out elements that is).

Race Organizers

Jon Bailey: Creative Director

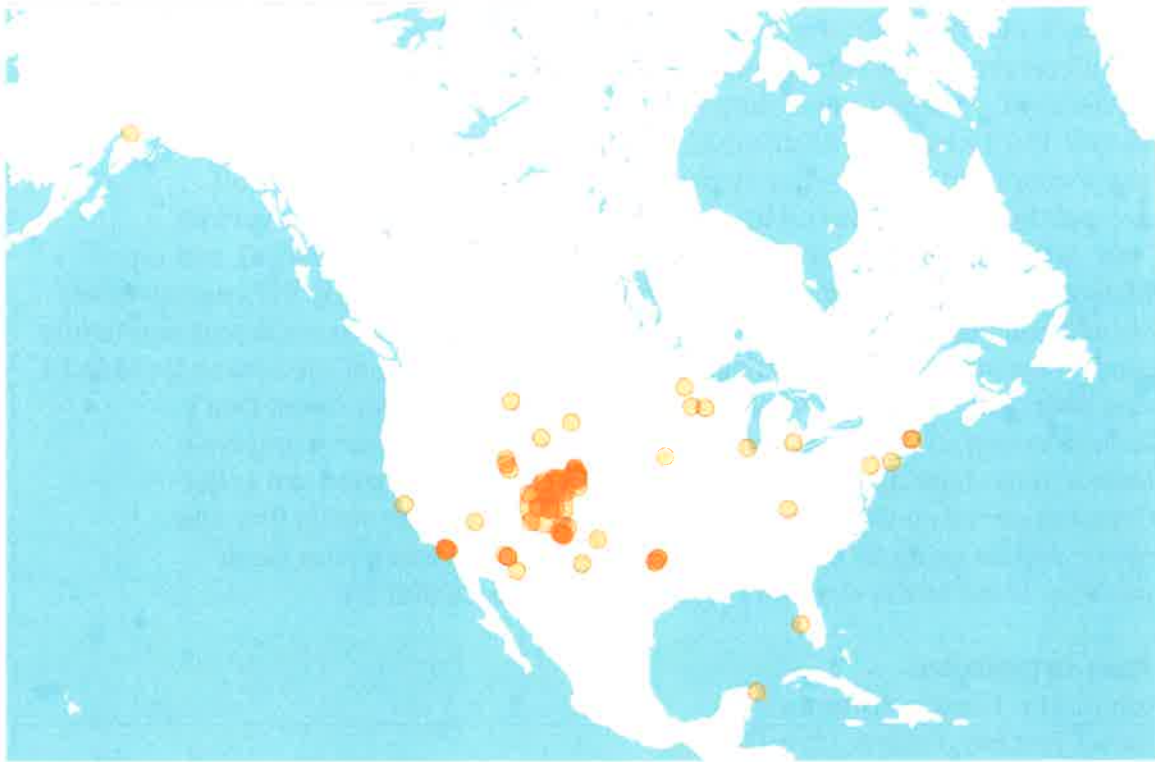
Sarah Tescher: Follow Thru Director

Nuts and Bolts

Whiteout brings over 200 riders into Silverton along with their friends and family who partake in Snowscape and volunteer for the event. The race encourages people to stay in Silverton for the weekend. In the past, restaurants are full of happy people with money happy to spend it on food and drink. Last year, the WO was able to be a big part of booking the whole town of Silverton and many of the hotels and vacation rentals were full. Since the birth of the event in 2014, Deeanne with the Chamber of Commerce as well as Mel from San Juan Economic Development have been a huge advocate for the Whiteout. This has helped tremendously with the event's current success. We see the importance of integration with the Town of Silverton/San Juan County and the Whiteout. By joining these resources the Silverton Whiteout is a permanent fixture in the economic circle of Silverton's winter season.

Last year, we opened the course to all non-motorized users of the groomed trails: Runners, skiers, snow shoers, and ebikes. Our goal is to grow the event via these user groups but need a bigger marketing push to do so.

Whiteout Demographics (Where our participants are coming from/past 6 years)



Marketing Ask From Fund

Art/Posters/Flyers cost the event \$800^{[[SEP]]}

Social Media Campaign with some print cost to event \$1000

Total Request \$1800

Past and Current Media/Publications Print and Online:

Durango Herald

Extensive Social Media exposure, Facebook page, Instagram & Website

Silverton Standard

Adventure Pro

Destination Silverton^{[[SEP]]}

Take Me Outdoors Podcast

Colorado Life

The Gulch^{[[SEP]]}*DeAnne from Chamber has also paid for sponsor content

Mountain Flyer

More info? www.silvertonwhiteout.com Facebook Silverton Whiteout Sarah Tescher (970)779-8480 or sarah@durangodevo.com



Town of
Silverton

2020-2021 JOINT MARKETING PROPOSAL – COVID-19 EMERGENCY RESPONSE

ITEM/DESCRIPTION: Year-round tourism/recreation marketing plan jointly executed by Silverton Chamber of Commerce & Town of Silverton in response to the COVID-19 crisis.	\$ AMOUNT REQUESTED
<p>PRIORITY I: DURANGO LA PLATA COUNTY AIRPORT MURAL Continuation of effort started in 2018/2019 to provide four season recreation focused marketing targeting the Durango La Plata County Airport with graphics & video. 12 month contract with FastSigns & DurangoTV will provide exposure to 400,000+ people annually and includes:</p> <ul style="list-style-type: none"> • Mural on North ½ of Baggage Wall of the Durango Municipal Airport’s baggage claim; • Brochure placement; • 30 second ad spot on Digital Display on baggage wall; • Durango TV: 30 second ad spot on DTV station 8x daily. <p>Graphics for have been designed and installed at the Durango La Plata County Airport, so cost represents only the contract renewal for a year. The monthly contract fee in year three is \$650. This fee will be will be prorated based upon airport traffic.</p>	\$8,000
<p>PRIORITY II: TOWN WELCOME SIGNAGE (PHASE 1: BILLBOARDS AT ENTRANCE TO TOWN) The Silverton Area Chamber of Commerce and Town of Silverton have discussed a comprehensive plan to create welcome signage at all entrances to town, including an entrance monument and coordinated signage on the highway, at the train depot, and where county roads lead into town. This is envisioned as a multi-phase, multi-year project, with Phase 1 focusing on the community’s most immediate need: the two existing billboards that greet visitors at the highway. Due to COVID-19, drive markets are expected to be our strongest tourism markets this year. The tired appearance of these billboards creates a negative first impression for travelers on the Million Dollar Highway. Since the structural integrity of the billboards themselves is good, it makes sense to prioritize new graphics and messaging as the first phase of the Town Welcome Signage project, allowing us to freshen up the first impression of the community in a relatively cost effective way. Project includes the following:</p> <ul style="list-style-type: none"> • Conceptualization of marketing message (a community survey is already under way) • Graphic design • Resurfacing of billboards • Installation 	\$12,000
<p>PRIORITY III: PRINT & DIGITAL ADVERTISING Continue the high quality, recreation and cultural tourism focused advertising campaign previously funded by the Tourism Board, extending this campaign through a full year. Target audience is Colorado primarily, to align with efforts of state and regional marketing partners like the Colorado Tourism Office. Secondly, drive markets in the Four Corners region may be targeted. Flexibility in determining how to spend these funds will be imperative as we navigate the uncertainties of the COVID-19 crisis and seek to be responsive to opportunities as they arise.</p>	\$10,000
<p>Assumption: all or any marketing opportunity can change at any given time.</p>	\$30,000



Town of
Silverton

June 19, 2020

To: San Juan County Tourism Board
Re: Joint COVID-19 Recovery Marketing Plan

We are writing to request \$30,000 in San Juan County Tourism Board funds to implement a joint marketing plan for Silverton and San Juan County for 2020/2021.

For the past two years, the Silverton Area Chamber of Commerce and the Town of Silverton have worked collaboratively to develop and execute recovery marketing plans designed to counteract the negative impacts of a number of crises including drought, fire, and historic avalanche cycles. In light of the current COVID-19 pandemic, we propose the continuation of these efforts. Our priorities include the following:

Priority I – Durango La Plata County Airport Mural (\$8,000)

12 month contract to continue the effort started in 2018/2019 to provide four season recreation focused marketing targeting the Durango La Plata County Airport with graphics & video.

Priority II – Billboards at Entrance to Town (\$12,000)

Now more than ever, a facelift for the two billboards that greet visitors at the entrance to town is needed, with a goal of attracting more visitors traveling the Million Dollar Highway by car.

Priority III – Digital & Print Advertising Campaign (\$10,000)

Continue the high quality, recreation and cultural tourism focused advertising campaign previously funded by the Tourism Board, aligning all efforts with state and regional marketing partners like the Colorado Tourism Office for maximum impact.

To keep Tourism Fund dollars recirculating in our community, locals will be used to implement these strategies whenever possible. All efforts will be executed jointly by the Chamber and the Town, thereby magnifying their reach.

Thank you for your consideration and we look forward to implementing this plan.

Sincerely,

Handwritten signature of DeAnne Gallegos.

DeAnne Gallegos
Silverton Area Chamber of Commerce

Handwritten signature of Lisa K. Branner.

Lisa K. Branner
Town of Silverton



Town of Silverton

Special Event Facility Rentals - \$2,000

The Town of Silverton has a number of facilities and parks that are ideal locations for hosting memorable events including weddings, family reunions, conferences, club meetings and more. Funds requested from the Tourism Board will be used to market Kendall Mountain Community Center, Memorial Park, Columbine Park, Molas Lake Campground and Historic Town Hall to groups looking for a unique venue to host their special gathering. Channels for distributing information may include print and digital advertising, directory listings, and wedding or special event trade shows. Prior to COVID-19, bookings of Town facilities were up by 60% over 2020 budget projections, indicating that the past few years of consistent, engaging marketing efforts were paying off. While many bookings for the 2020 summer season have been cancelled or re-scheduled due to the pandemic, we are confident that with continued promotion our bookings for the remainder of 2020 and 2021 will be strong.

All Town marketing efforts are subject to change to allow adaptation to market factors, and will be executed in full cooperation with partner agencies like the Silverton Area Chamber of Commerce to magnify their impact.

The Tourism Board generously supported Town advertising efforts in 2019/2020, which bolstered our efforts to promote our community and its unique attractions. The Town is deeply grateful for this support. Your kind consideration and support of this year's request is greatly appreciated.

Please do not hesitate to contact me at 970-759-5557 or lbranner@silverton.co.us with any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Branner".

Lisa K. Branner
Community Relations Manager



Town of
Silverton

June 19, 2020

To: San Juan County Tourism Board
Re: Request for Funds

Esteemed Tourism Board Members,

I am writing to request \$10,000 in San Juan County Tourism Board funds for a variety of marketing projects, both summer and winter, which will help promote Silverton and San Juan County to a broad regional audience over the course of the next year.

Summer Sounds 2021 - \$3,000

While plans for our third year of the Summer Sounds Music Series were halted due to the COVID-19 pandemic, we are committed to bringing this successful and popular event back for the summer of 2021. This free monthly open air music series typically takes place on the third Friday of the month in Columbine Park, June through September. The concerts are family friendly and feature live music, food and libations. We saw a marked increase in attendance over the past two years, drawing audiences of approximately 200 each evening in 2019. While the concerts provide a cultural experience for locals, they are also designed to attract regional visitors from surrounding communities. The concerts are planned for Friday evenings with the intention of drawing regional visitors who will stay the weekend. Summer Sounds is promoted to a broad regional audience throughout the spring and summer via social media, radio, and print advertising as well as through a public relations campaign and widespread hanging of event posters. Tourism Fund dollars help boost the signal and increase the frequency of this advertising, ensuring a robust turnout for these events from communities like Durango, Farmington, Ouray, Ridgway, Montrose and even Grand Junction.

Kendall Mountain Ski Area - \$5,000

Due to an anticipated reduction in summer tourism, the Town will put increased energy into promoting the winter season at Kendall Mountain Ski Area. Kendall's unique and family friendly environment has broad appeal for families with small children or those just learning to ski. For winter 2019/2020 a variety of family friendly events including Ski with Santa, monthly Ski Free Sundays, Community Ski Races, and Snowscape Winter Carnival activities helped boost weekend visitation to Kendall and to town. This event-focused strategy will continue in winter 2020/2021, and will be complemented by print and digital marketing campaigns including social media, video, print advertising and more. These efforts will attract a broad regional audience and encourage visitors to stay and play in Silverton and San Juan County this winter. Areas targeted for advertising may include regional drive markets in CO, TX, NM, AZ.

LODGING TAX FUND

Funding Requests	Approved	Approved	Approved	Approved	Approved	Approved	Approved	Requested	Difference from Previous Year
	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021		
Blair St Assoc.	125.00	475.00	505.00	643.00	829.00	-	-	-	-
Buy Local Silverton								500.00	
Cascade Village			4,000.00	7,500.00	10,500.00	10,500.00	10,500.00	10,500.00	-
Chamber of Commerce	40,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	-
Historical Society		425.00	1,495.00	1,485.00		-	-	-	-
Mountain Studies Institute					250.00	1,250.00			(1,250.00)
Silverton 4th of July Assoc.			600.00			-	-	-	-
Silverton Ski-Loring	1,000.00	2,000.00	2,000.00	2,000.00	3,000.00	4,800.00			(4,800.00)
Silverton Standard	1,100.00	2,000.00	2,200.00	2,200.00	2,000.00	2,500.00			(2,500.00)
Silverton Threads	350.00	500.00	500.00	500.00	1,000.00	-			-
Silverton Whiteout				1,100.00	1,100.00	1,100.00		1,800.00	700.00
SJDA/TOS/COC	15,000.00				30,000.00	18,000.00		30,000.00	12,000.00
The Theatre Mine						500.00			(500.00)
Town of Silverton		1,600.00			7,500.00	7,500.00		10,000.00	2,500.00
4X4 Mudbog		500.00							-
TOTAL	57,575.00	57,500.00	61,300.00	65,428.00	106,179.00	96,150.00	102,800.00	102,800.00	6,650.00

Lodging Tax	2013	2014	2015	2016	2017	2018	2019	2020
	January	251.56	426.18	701.10	1,083.78	35.05	126.80	885.93
February	5,367.95	2,668.48	4,077.00	7,581.19	10,406.98	8,318.23	10,816.00	14,088.47
March	124.84	2,154.07	1,562.49	1,544.89	786.00	3,097.25	145.07	454.00
April	1,804.04	244.26	1,628.77	195.49	1,543.39	2,002.98	33.00	-
May	10,422.11	9,156.90	7,663.37	7,263.06	13,776.57	11,375.54	17,612.98	14,069.00
June	923.22	3,501.09	5,081.21	4,849.00	1,094.30	1,356.34	952.07	300.40
July	1,578.77	485.15	701.40	1,394.08	309.00	2,702.84	170.21	
August	8,558.57	7,668.43	7,553.08	9,590.21	10,799.07	11,477.00	14,372.43	
September	750.84	42.85	1,142.83	1,354.94	5,661.40	7,956.78	2,738.12	
October	2,018.28	1,401.72	955.14	3,733.58	2,632.10	666.79	2,848.73	
November	20,776.80	26,608.93	30,235.35	39,304.00	38,017.00	43,574.04	47,263.00	
December	836.11	1,021.84	2,306.73	1,011.00	2,839.96	2,029.95	1,790.37	
Total	53,413.09	55,379.90	63,608.47	78,905.22	87,900.82	94,684.54	99,627.91	32,641.31
Year to Date	18,893.72	18,150.98	20,713.94	22,517.41	27,642.29	26,277.14	30,445.05	32,641.31

LODGING TAX FUND

Lodging Tax Tourism Fund 6/1/20

189,475.99