

FY2017 Marketing Matching Grant Award Recipients

\$25,000

Chaffee County Visitors Bureau

Title: Agritourism along the Collegiate Peaks Scenic Byway

Project Description: This campaign will promote Collegiate Peaks Scenic Byway in Chaffee County as the top Agritourism destination in Colorado and include the towns of Buena Vista, Salida and Poncha Springs through a video series. Videos will feature local food producers, breweries, distilleries, wineries, historic stops and Agritourism events.

\$25,000

City of Montrose

Title: Air Marketing Program

Project Description: Marketing program aimed at attracting new visitors to stay in Montrose and play in the surrounding region, particularly to ski. The pilot program combines online marketing tools with local amenities designed to improve the visitor's experience and encourage repeat stays.

\$25,000

Clear Creek County Tourism Bureau, Inc.

Title: Old West. New Adventure – The History and Heritage of Clear Creek County

Project Description: A new program and experience targeting Front Range residents and out of state visitors to come explore Colorado's history and mining heritage through the creation of an online interactive map, trip itineraries, and special events.

\$25,000

Colorado Cross Country Ski Association

Title: Inspiring the Colorado Nordic Industry to Come To Life

Project Description: Promotion of Colorado as an accessible, affordable and exceptional cross-country skiing and snowshoeing destination through a comprehensive online marketing program including social media, cooperative deal campaign, SEO, advertising, PR, website enhancements, e-newsletters and more, as well as the promotion of the new Colorado Nordic Race Series and Season Punch Pass for use at CCCSA member businesses.

\$25,000

Colorado Springs Convention & Visitors Bureau

Title: Crafts & Drafts

Project Description: Crafts & Drafts is a multi-faceted campaign focusing on the Pikes Peak region's craft beverage industry that will feature new creative for the landing page, emails and ads, as well as a downloadable passport to encourage visitation to the more than 35 craft breweries, wineries, distilleries and cideries.

\$9,500

Colorado Wine Industry Development

Title: Governor's Cup Winemaking Competition Documentary

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Project Description: Production of a documentary and additional video footage to tell the story of Colorado wine and the journey leading to the CO Governor's Cup Winemaking Competition.

\$5,000

Dolores County Development Corporation

Title: Dolores County "Stop Somewhere Special" Campaign

Project Description: Creation of a website and visitors guide (print and online) highlighting the outdoor recreation options and to get motorists to stop as they are traveling in the area.

\$20,000

Durango Area Tourism Office

Partners: Pagosa Springs, Ouray and Cortez

Title: Crafted Beverages of the SW

Project Description: Create and promote a marketing campaign focused on the independent breweries, wineries, distilleries and cideries located in the SW corner of Colorado, specifically in the four counties of La Plata, Archeleta, Montezuma, and Ouray. The campaign would also include promotion of a calendar of special events that feature the crafted beverage products produced in this same region, and any operators of tours to the same locations.

\$25,000

Fremont County Tourism Council

Project Description: Using a more focused message derived from a recent branding study, this project will focus primarily on inbound marketing techniques using social media marketing, web and mobile advertising, email programs, and direct fulfillment requests of printed visitor's guide. The grant funding will also cover printing and distribution of the Fremont Adventure Recreation guide with detailed maps and descriptions of trails in the area.

\$25,000

Applicant: Grand County

Project Description: Expansion of media placements from more traditional advertising avenues - i.e. print, digital banners, outdoor, emails - to include more content marketing and native advertising outlets.

\$25,000

Greater Grand Junction Sports Commission

Title: The Greater Grand Junction Sports Commission's Awareness Boosting Campaign

Project Description: A campaign designed to increase awareness of the region's ability to host significant sports tourism events through a variety of marketing mediums such as attendance at industry conferences, marketing collateral and a video series, with the ultimate goal of attracting more sports events, and the participants and spectators associated with these events, to the region.

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- \$25,000** **Gunnison-Crested Butte Tourism Association**
- Project Description: Marketing campaign focused on building awareness of the Gunnison Valley as a premier mountain biking destination through promotion of increased non-stop summer daily air service from Houston (IAH) to the Gunnison-Crested Butte Regional Airport.
- \$20,965** **History Colorado- El Pueblo History Museum**
- Project Description: Development of targeted marketing to motorcoach tour operators in an effort to bring national and international motorcoach tours to History Colorado museums and historic sites and the communities in which they reside, including: Montrose, San Luis Valley, Trinidad, Pueblo, Leadville, Denver, and Platteville.
- \$25,000** **Mesa Verde Country Visitor Information Bureau**
- Title: Ancient Trails Heritage Loop
- Project Description: Creation of a self guided heritage tour by podcast highlighting the archaeological and heritage sites in the region.
- \$25,000** **North Fork Valley Creative Coalition**
- Title: North Fork Valley Marketing Optimization
- Project Description: Website development, social media marketing, and print/digital advertising to promote the creative arts and outdoor recreational opportunities in the valley. Creation and promotion of Art and Agriculture tours.
- \$4,320** **Northeast Colorado Travel Region**
- Partners: Morgan County, Logan County, Washington County, Phillips County, Yuma County and Sedgwick County
- Title: Northeast Colorado Travel Guide
- Project Description: Creation of a travel guide that will promote tourism throughout northeastern Colorado.
- \$14,198** **Old Colorado City Foundation**
- Title: Old Colorado City, Where History Comes to Life
- Project Description: Launch a new website and increase exposure on other social media outlets. Produce 7 part video series, "Where History Comes to Life".
- \$25,000** **Ouray Chamber Resort Association**
- Partners: Lake City/Hinsdale Chamber of Commerce and Silverton Chamber of Commerce
- Title: Discover the Alpine Loop: Colorado's Most Adventurous Scenic Byway

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Project Description: The focus of this campaign is to introduce the Alpine Loop and all of its unique historical and outdoor activities to a new domestic audience and engage them with messaging that also encourages ethical, responsible backcountry travel through product development including creation of full day itineraries, video creation and brochures

\$25,000

Pagosa Springs Town Tourism Committee

Partners: Chaffee County, Glenwood Springs, Ouray County and Steamboat Springs

Title: Colorado Historic Hot Springs Loop

Project Description: Advertising, promotion and publicity for the Colorado Historic Hot Springs Loop, an initiative that encourages travelers to explore the attractions along a scenic 720-mile route that highlights Chaffee County, Pagosa Springs, Ouray County, Glenwood Springs and Steamboat Springs.

\$11,000

Poudre Heritage Alliance

Partners: Cache la Poudre, Sangre de Cristo, and South Park National Heritage Areas

Title: Colorado Heritage Driving Tour

Project Description: Colorado's three National Heritage Areas are partnering to develop a landing page, brochure, and marketing program designed to educate visitors about Colorado's National Heritage Areas, inspire tourists to drive the Heritage Areas Route, and identify potential collaborations with other tourism industries.

\$12,800

Pueblo Arts Alliance

Project Description: Strengthening the promotion of the Pueblo Creative Corridor as a Southern Colorado tourism destination by aligning the design of a collaborative unified signage project with a robust, multi-channel marketing campaign that will include new and redesigned collateral and tactics targeting travelers along I-25 and within other Front Range communities.

\$12,283

Rocky Mountain Repertory Theatre

Project Description: Print advertisement, digital and social media marketing, and print and distribution of collateral and materials aimed to attract destination tourism to Grand Lake from major theater markets such as Chicago and New York.

\$23,100

Salida Circus Outreach Foundation

Title: Salida Social Circus Festival/Bluegrass on the Arkansas

Project Description: Targeting a national and international audience this project supports the promotion and marketing of a circus and music festival. The campaign includes the creation of promotional videos, website development, social media marketing, and print advertising.

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San Luis Valley Tourism Association

Partners: Alamosa County, Rio Grande County, Mineral County and Saguache County

Title: Keep It Cool in the San Luis Valley 2017 Marketing Campaign

Project Description: The "Keep It Cool in the San Luis Valley" advertising campaign markets the six counties in the San Luis Valley as a "cool" tourist destination to "hot" markets such as the Colorado Front Range as well as the southwest markets of New Mexico, Arizona, and Texas through banner ads, a visitors guide and map.

\$25,000

Sangre de Cristo Arts and Conference Center

Partner: Pueblo Zoo

Title: Artists and Animals: Cultural Crossroads

Project Description: The campaign is designed to attract traveling families to the Pueblo region by highlighting family-friendly and affordable events and activities, as well as day-and weekend trip options. The campaign emphasizes reaching visitors through the use of outdoors billboards and social media platforms.

\$5,000

Santa Fe Trail Scenic and Historic Byway

Partners: La Junta, Trinidad, Lamar and Las Animas

Title: Santa Fe Trail CO Scenic and Historic Byway-Mountain Branch marketing

Project Description: Creation of digital and print marketing pieces and mobile user-friendly website.

\$15,000

State of Colorado – Colorado Parks and Wildlife

Title: Colorado Parks and Wildlife Photography

Project Description: Photography for all 42 state parks to upgrade the public facing photo database and to use for marketing efforts, including website, social media channels and print publications.

\$20,000

Tour Colorado

Title: Destination Architect Marketing Toolbox

Project Description: A concerted strategy to expand our state marketing efforts to the domestic professional tour operators through new marketing opportunities through 1) an enhanced website which will include interactive regional maps and theme based tour pages, 2) a social and media program, and 3) a Colorado Tour Planner Guide.

\$25,000

Town of Silverthorne

Partner: Town of Dillion

Title: Explore Exit 205 Visitor's Guide

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Project Description: Production and creation of an inspirational and educational travel guide aimed at attracting first-time and novice mountain adventurers f to take the plunge and plan a vacation off Exit 205 - the base camp for Summit County adventure.

\$25,000

Visit Estes Park

Partners: Alamosa CVB, Mesa Verde Country VIB, City of Montrose, Grand Junction VCB, and Grand Lake Chamber of Commerce

Title: Colorado National Parks Tour

Project Description: The 6 participating Colorado national park and national monument destinations are working together to promote Colorado's national park system experiences, leveraging the momentum of the 2016 NPS Centennial campaign, growing awareness about the lesser-known parks & destinations, focusing on rural Colorado, and encouraging responsible, sustainable use of these protected lands. Marketing will include social media influencer postings, video creation, interactive landing page, and tri-fold brochure.