

## ***FY2018 Colorado Tourism Office Marketing Matching Grant Recipients***

**\$25,000**

### **Basalt Chamber of Commerce**

Partners: Town of Basalt, Eagle County, and Pitkin County

Project Description: The *Basalt Rocks!* campaign, focuses on establishing Basalt, and the surrounding area as a destination in its own right, and will utilize a mix of print, out-of-home, digital and social media.

**\$25,000**

### **Breckenridge Creative Arts**

Project Description: A year-round marketing campaign, titled *Make It Here*, to promote the unique, year-round hands-on creative experiences and interactive events in the Breckenridge Arts District, a Colorado-Certified Creative District, along with other public spaces of cultural participation, production and consumption in Breckenridge, Colorado.

**\$25,000**

### **Clear Creek County Tourism Bureau**

Project Description: Development of an itinerary builder to attract and introduce visitors to amenities, local businesses and attractions located in Clear Creek County.

**\$21.715**

### **Colorado Campground and Lodging Owners Association**

Project Description: A marketing campaign to inspire young and old, families, couples, and those unattached, to go camping anywhere in Colorado through a mix of print and digital marketing. The target audience spans around across the country and around the globe, as well as those outdoor enthusiasts in Colorado.

**\$25,000**

### **Colorado Cross Country Ski Association**

Project Description: CCCSA members' diverse seasonal activities, as well as the new Winter Fun Series, Race Series and Season Punch Pass, will be promoted through a comprehensive online marketing program that features social media, SEO, ads, PR, videos, website enhancements and more.

**\$25,000**

### **Colorado Dude & Guest Ranch Association**

Project Description: CDGRA's marketing campaign revolves around driving travel from top international markets through direct-to-consumer advertising, media and travel agent outreach, and CTO co-ops.

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**\$5,000**

### **Colorado Fourteeners Initiative**

Project Description: Development of a series of short educational videos focused toward in-state and out-of-state tourists regarding mountain safety when climbing the popular 14ers--especially the more technical peaks. The videos aim to continue growing 14er hiking while lessening accidents by unprepared visitors.

**\$10,975**

### **Colorado Front Range Region**

Partners: Boulder CVB, Visit Estes Park, Visit Fort Collins, Visit Greeley, Visit Longmont, Visit Loveland

Project Description: Visit Northern Colorado (formerly the Front Range Travel Region) is pursuing a new multimedia campaign which includes production and distribution of online videos, PR, and an itinerary brochure to be used as an illustration of the unique offerings the region has for international visitors.

**\$25,000**

### **Colorado Springs Convention & Visitors Bureau**

Project Description: Crafts & Drafts 2.0 is a leisure travel marketing campaign targeted towards those who enjoy outdoor recreation and craft beverages utilizing print and multiple digital platforms.

**\$25,000**

### **Colorado Distillers Guild**

Project Description: Creation of an interactive spirits trail, the Colorado Spirit Trail, to promote the growing distillery industry in Colorado and promote tourism throughout the state by encouraging visitors to visit distilleries, farms, historic sites and participating in recreation through the creation of a website, videos, and print collateral.

**\$25,000**

### **Delta County Tourism Cabinet**

Project Description: An integrated social media plan which focuses on content creation, user generated photography and sharing the Delta County brand across a variety of digital platforms.

**\$25,000**

### **Destination Colorado**

Project Description: Marketing campaign aiming to raise awareness of Colorado as a meetings destination through attendance at new national trade shows and through paid advertising.

**\$20,000**

### **Durango Area Tourism Office**

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Project Description: Marketing campaign to promote the region's over 30 independent craft beverage producers of beer, wine, spirits, cider, non-alcoholic sodas, as well as specialty coffee and teas producers. The campaign also promotes Colorado agritourism, farm-to-table and small batch, and independent manufacturers, side trips to cultural, historic, outdoor, and other area attractions.

**\$25,000**

### **Fremont County**

Project Description: The 2018 Royal Gorge Region tourism marketing campaign will focus on in bound marketing techniques using social media, video, along with web and mobile to promote the county's less traveled trails, outdoor recreation opportunities, and heritage offerings.

**\$25,000**

### **Grand Junction**

Project Description: Inspired by the Outdoor Retailers Market move to Colorado, this campaign aims to elevate awareness of the Grand Valley as the Outdoor Capital of Colorado through print, digital and tradeshow participation.

**\$25,000**

### **Grand Lake Area Chamber of Commerce**

Partners: Winter Park; Granby; and Never Summer Wilderness Area

Project Description: The campaign, Colorado Backcountry Adventure, will promote the pristine winter recreational opportunities in Grand County and the neighboring region through print, digital, video and user generated content.

**\$25,000**

### **Huerfano County Tourism Board**

Project Description: Promotion of itinerary-based and audio-visual storytelling heritage tours throughout the county via a combination of print, digital media and utilizing social media targeting.

**\$25,000**

### **Pagosa Springs Town Tourism Committee**

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

Project Description: The highly successful Colorado Historic Hot Springs Loop marketing campaign will expand their audience by targeting tour group operations through participation at IPW and the creation of pre-packaged itineraries.

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### **\$12,771.50 Rio Blanco County**

Project Description: Implementation of a countywide strategic marketing program utilizing online, print, display, billboard, radio, tradeshow participation, and Colorado Welcome Centers.

### **\$13,000 Rocky Mountain Repertory Theatre**

Project Description: Building on the success of Rocky Mountain Repertory Theatre's 50th Anniversary Season in 2017, RMRT is planning an enhanced marketing campaign to attract destination tourism to Grand Lake from new regional and national markets.

### **\$12,500 Southern Colorado Crossroads of Culture**

Project Description: Creation a mobile friendly southeast Colorado Tourism website with inspirational content including videos, to guide visitors to discover the niche market of "El Cuartelejo" or the Far Quarter of Colorado.

### **\$13,275 Steelworks Park**

Partners: Crested Butte Mountain Heritage Museum; Florence Pioneer Museum and Research Center; Orient Land Trust; Redstone Historical Society; Southern Colorado Coal Miner's Museum; and Walsenburg Mining Museum

Project Description: The marketing campaign brings seven invested partners together to develop a new "Can You Dig It" website, interactive app and print maps that drive Colorado tourism and travel experiences at historical sites focused on Colorado's once largest employer and landholder Colorado Fuel & Iron's steel mill, coal and iron ore mines, coke ovens and related points of interest.

### **\$25,000 Telluride Tourism Board**

Project Description: Summer Out of Home (OOH) advertising campaign in the Phoenix market promoting direct flights from Phoenix to Montrose Regional Airport (MTJ).

### **\$7,000 Tour Colorado**

Project Description: Creation and implementation of a Colorado Group Tour Planner FAM trip and expansion of the Colorado Group Tour Planner.

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### **Tourism Council of Carbondale**

Partners: Salida Creative District; Chaffee County Visitors Bureau; Crested Butte Creative District; Gunnison-Crested Butte Tourism Association; Delta County Tourism; North Fork Creative Coalition; Ridgway Creative District; and the Ridgway Chamber.

Project Description: The Colorado Creative Corridor will offer visitors to the State a new story of their favorite town or an invitation to try a lesser-known destination. The “Corridor” is a route that leads visitors some 331 miles to five Creative District destinations, traveling through several different regions, geographical features and communities providing unique experiences and features that tell the rich story of Colorado mountain culture.

**\$25,000**

### **Town of Eagle**

Project Description: Implementation of a marketing campaign, Exit @ Eagle, which will highlight Eagle as an easy –access stop off for Front Range explorers, regional travelers, and national tourists who want to experience the outdoors.

**\$25,000**

### **Town of Silverthorne**

Partner: Town of Dillon

Project Description: After a successful first year of Exit 205, Silverthorne and Dillon plan to build on this success with more content, increased distribution, paid advertising and digital marketing.

**\$25,000**

### **Visit Estes Park**

Project Description: The six participating Colorado national park and monument destinations - Estes Park (RMNP), Grand Lake (RMNP), Grand Junction (CO National Monument), Montrose (Black Canyon), Cortez (Mesa Verde) & Alamosa (Sand Dunes) are partnering to promote Colorado’s national park system (NPS) experiences, leveraging the momentum of the increased popularity of national park visitation. The program encourages responsible and sustainable use of the public lands and encourages visitation throughout the state.