



CHAMP

Heritage, Cultural, and Agritourism
Free Peer-to-Peer Mentoring
Expand or Improve Your Public-Facing Attraction

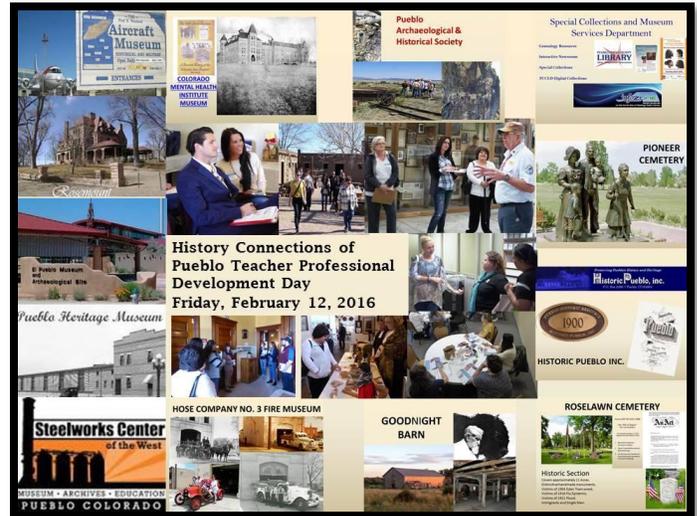
History Connections of Pueblo

Project:

History Connections of Pueblo is a group of eight museums, two cemeteries, archaeological society, Goodnight Barn Restoration and preservation group that have a coordinated effort to educate and promote the diverse history of the region, citizens and visitors.

Mentor: Dave Santucci

Dave Santucci is the President of Destination Consulting Services and the Vice President of Marketing for the Chattanooga Convention and Visitors Bureau. He has 15+ years experience as a strategic marketing and communications professional. He has developed integrated marketing and communications strategies for destinations, attractions, hotels and non-profits. Santucci has strong skills in strategic communication, brand strategy, content and digital marketing.

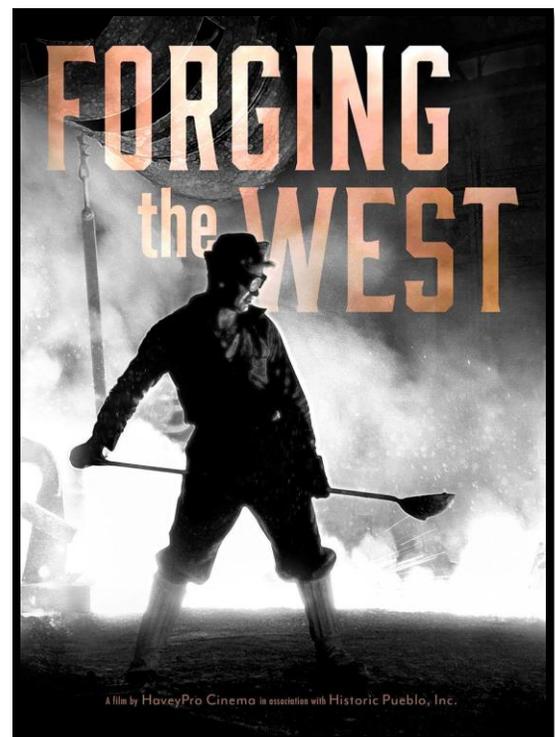


CHAMP Project:

Their project focused on developing a joint marketing plan to attract visitors to the various locations.

CHAMP Outcomes To-Date:

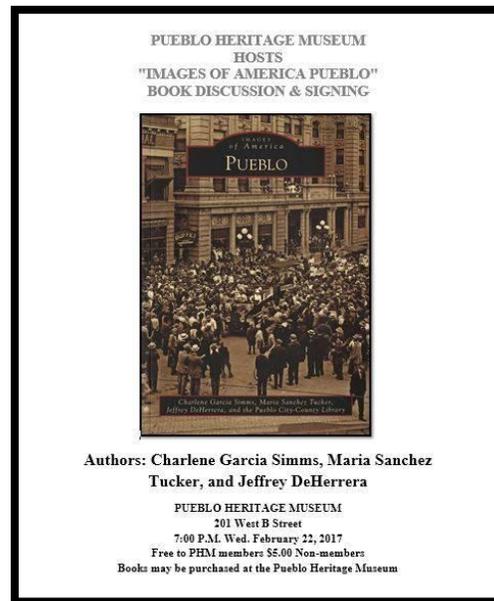
- A facilitated a meeting with project participants that led to building alignment and commitment to marketing goals.
- An individualized marketing analysis and plan that outlined specific marketing strategies for each entity to implement and/or improve such as websites, signage, hours, and social media presence.
- A group marketing plan with specific recommendations on how to implement and leverage joint marketing strategies to increase awareness of offerings to locals and tourists.
- A partnership with Black Hills Energy to distribute 30,000 bookmarks to schools and for tourists.
- Relationships established with Colorado Tourism Heritage and Colorado Preservation to learn about partnership opportunities, marketing efforts, and training opportunities.



Words of Encouragement for Peers:

"We would recommend a CHAMP project to anyone wanting an outside view of their town and specifically their museum or site to apply for a CHAMP project grant."

"The request and approval was very quick for the CHAMP grant and Dave got on the request very quickly."



About CHAMP

The Cultural, Heritage/Agritourism Mentor Program, or CHAMP, exists to stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado. CHAMP is a FREE peer-assistance and training program for farms and ranches, businesses, museums, attractions and organizations that want to improve or expand their own cultural, heritage tourism or agritourism offerings.

To Learn More or Apply to the Program

Please visit the CHAMP website: <http://industry.colorado.com/champ-program>

Questions? CHAMP Coordinator: Kara Penn| kara@missionspark.org | 303.579.2219