



# CHAMP

Heritage, Cultural, and Agritourism

Free Peer-to-Peer Mentoring

Expand or Improve Your Public-Facing Attraction

## The City of Loveland Farmers Market, Loveland



### Project:

The City of Loveland Farmers Market at Fairgrounds Park helps connect area residents and visitors with local agriculture producers and artisans selling fresh produce, meat, dairy items, honey, beverages, baked goods and other handmade items. This is the eighth year of operation for the market.

### Mentor: Beth Buehler

In 1995, Colorado native Beth Buehler established Buehler Communications Inc., a public relations, marketing and writing/editing business that is based in Crested Butte, Colorado. Her clients have ranged from tourism organizations,

festivals, a distillery and developers to hospitals, retailers, electric utilities, manufacturers, universities and more. Over the past 20+ years, she has served as editor of five magazines and various newsletters and written for numerous publications.

*"I think the key to the program was to match the project up with a mentor that is passionate about the project and knowledgeable. Beth was the perfect match for this project and so knowledgeable how to market to the visitors of Colorado." Executive Director, Jeanne Boswell*



### CHAMP Project:

The purpose of this project was to focus on implementing new marketing strategies that would attract visitors on their way to Rocky Mountain National Park.

*"My CHAMP experience was over the top successful and I can't thank the CHAMP staff enough for selecting me to be a part of this program. I am so grateful for the experience." Executive Director, Jeanne Boswell*

### CHAMP Outcomes To-Date:

- An analysis of the current marketing efforts and position of the Farmers Market was completed to guide the development of future marketing strategies.
- A brief marketing and strategy plan was created to target area visitors with success metrics and budget. Since implementing the plan strategies, gross revenue has increased 10% from 2015 and attendance has increased 25% in 2016.
- Introductions were made with potential partners to help increase awareness and accessibility of the market.

- Brand strategies were implemented to help with market recognition. Items created include a logo, staff shirts, market bags, rack cards and additional advertising placements.
- Content for summer marketing placement opportunities was reviewed to ensure consistency with branding and marketing strategies.
- Relationships with other Colorado Tourism resources were established to further the exposure of the market.



*“The CHAMP program took The City of Loveland farmers market to another level,” Jeanne Boswell, Executive Director of the Market.*

### **Words of Encouragement for Peers:**

*“No need to be hesitant all the work is for the good of the project. Fresh ideas and direction is always a positive. Having someone on the outside looking in with a different view and give input and direction that you may not have thought of. What I really liked about the program was that I was given lots of ideas, resources and connections. I chose a few things I could do and implement this year and have several additional ideas to implement in the years to come. I know I can always reach out to Beth in the future even though the program has come to an end.”*

### **Has your new venture inspired further expansion with your project or others in your community?**

The Market was left with many ideas for expansion and partnerships for future implementation. For now, the focus is on tackling the most important strategies and resources.



### **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>

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