



CHAMP

Heritage, Cultural, and Agritourism

Free Peer-to-Peer Mentoring

Expand or Improve Your Public-Facing Attraction

Montrose County Historical Society, Montrose

Project:

Since 1968, the Montrose County Historical Society has endeavored to preserve, display and interpret the history and cultural legacy of Montrose County and its surrounding region.

Mentor: Gaylene Ore

A travel, tourism and consumer marketing specialist, Gaylene brings more than 25 years of related experience to her client relationships. Gaylene has worked in media markets throughout Colorado and the nation, earning recognition for companies and nonprofit organizations. She founded Ore Communications in 1999.

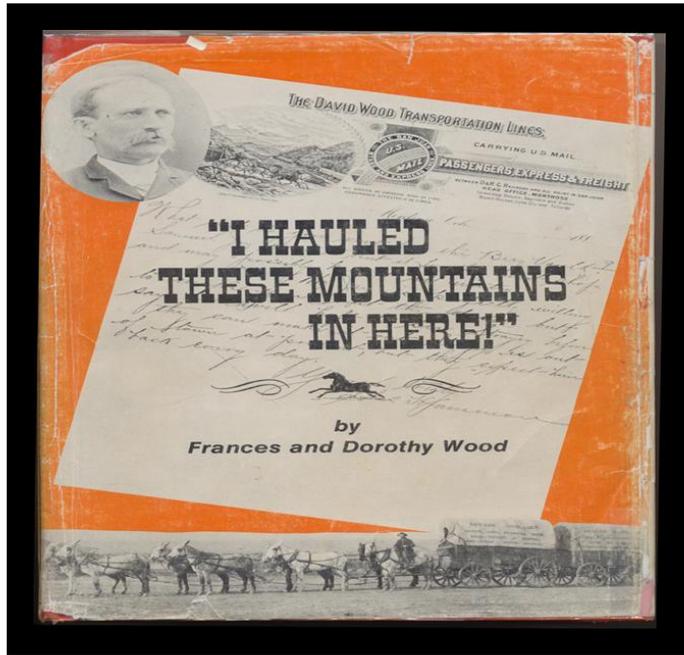


CHAMP Project:

Their CHAMP project focused on analyzing and reviewing past approaches to presenting and marketing the museums assets, making recommendations for improvement and creating a compelling action plan that will greatly increase local awareness, develop appreciation, and generate support for preserving authentic local history.

CHAMP Deliverables:

- An outline and action plan for immediate and future marketing and public relation strategies was developed to increase awareness of the Montrose and the region. Strategies included utilizing videos, social media, funding opportunities, media relationships, and web site improvements.
- Due to awareness driven activities visitor's numbers increased to about 200 more guests, than last year.
- Activities to engage museum guests in history were incorporated into the museums.
- The society created a Ghost Walk Tour that engages attendees in the history of Montrose. Tours on average have 45 people in attendance.



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