MARKETING & COMMUNICATION COMMITTEE MEETING:

February 5, 2026

IN ATTENDANCE:

Doug Price, VCOS
Lindsay Cluckey, VCOS
Melissa Williams, VCOS
Sheridan Powell, VCOS
Kate Hertz, VCOS
Sarah O'Brien, The Broadmoor
Jonathan Toman, Cultural Office
Carly Vaughn, Orange142
Annie Rosack, US Olympic & Paralympic Museum
Tommy Schield, US Olympic & Paralympic Museum
Jarrod Long, Sun Capital Hotels - Hampton Inn Central
Lauren DeMarco, Colorado Springs Sports Corp
Bria Yatsko, Norwood Development Group
Joe Hollmann, City of Colorado Springs
Mason Kroll, Springhill Suites & Element Colorado Springs Downtown
Shelby Clarke, Buffalo Lodge Bicycle Resort
Torie Giffin, Buffalo Lodge Bicycle Resort
Jesse McCoy, Visit Manitou Springs
PK McPherson, PPRA
Dave Harris, Ghost Town Museum
Jack Hebert, RagTag Studios
Garrett Dahms, UCCS
Johanna Blickenstaff, CC

I. NEW & EXCITING UPDATES:

INFLUENCERS & MEDIA VISITS

- COMPLETED
  - Abbie Dzara, @Colorado Kid Adventures
  - Todd Walker, Minneapolis-St. Paul Magazine
- UPCOMING:
  - History & Heritage
  - Allegiant Routes
  - Accessible Travel

PEAK INTO COS PODCAST

- Gigi Turner, Singing Bowls
- Michelle Rozell, Cripple Creek
- Up nest: Nathan Halverson, COS Conservatory

KATE'S CONTENT COORDINATION CORNER

- Recent content:

    - Educational content is doing numbers on Facebook
    - Local giveaway to collect information about
- Looking ahead:
    - Educational history series starring Doris

2026 LIVE CAMPAIGNS:

1. **OCUSA**
    - "Don't just watch the games, experience them"
    - Launched earlier than usual to tie in the Winter Games
    - In market until March 9th
    - Landing page: VisitCOS.com/ocusa
2. **LART**
    - Value of Tourism
    - Native ads, LinkedIn, social ads
    - "This is why we have nice things"
    - Directs to our "Local's Corner" page with local-only deals, data about tourism, feedback form
    - Running through March
    - Landing page: VisitCOS.com/locals-corner
3. **Meetings**
    - Focusing on high-conversion publications
    - Print + paid search
    - Directing to our meetings landing page
    - Targeting meeting planners
    - Landing page: VisitCOS.com/meet

WELLNESS PASS

- Launched Tuesday, 42 user signups so far
- Year-round pass
- Deals & discounts to wellness offerings
- Join us for the Partner Mixer/expo on February 11th at Strata in Garden of the Gods Resort

2026 WEBSITE PERFORMANCE

- Still navigating the constant change of the Google Search Landscape
- A lot of bot stuffing coming from China that's greatly inflating our direct traffic
    - Even excluding that traffic, our increase is at 7% (still great!)
- YoY Traffic from LLMs is growing like crazy still, and has a much higher engagement rate

ATTRIBUTION DATA

Ad Attribution:

- Pulled data tied to our 2025 ads (2 campaigns don't have mature data yet
- Visit rate is way higher than the national standard
- 39.9 days to visit (may be skewed by some Front Range targeting)
- Waiting on the economic impact of this data
- Campaign breakdown
    - Still will advertise at ABQ balloon fence, but won't do another campaign around it

- The Allegiant campaign had low visits, but the campaign had a big ask
- Most successful campaign: Arts Month, Crafts & Drafts, Fall
- Waiting on Meetings & Winter numbers, should have Meeting info any day now, Winter numbers in March

Website Attribution

- Data is only one month old, so skewing towards early arrivals
- Visits and impressions are already really good
- 1% visit rate
- Data maturity rate is 90 days
- Data is broken down by pages:
  - Christmas pages had a very successful visit rate

SYMPHONY DASHBOARD

- 2025 US visitors – measured where they came from, what specifically they visited
  - Plan to send out Spanish advertisements
- International visitors
  - Mexico is high, Thailand and Singapore
  - Avg length of stay = a week
  - They like golf!

II. COMING SOON—WHAT WE'RE WORKING ON

MURAL EVENT

- Inviting the featured attractions, CSPM, media
- Feb 25 @ 10am
- Brief words
- Refreshments for attendees

UPCOMING CAMPAIGNS

- Already working on Summer Leisure campaign
- Crafts and Drafts up next
- Later:
  - Fall
  - Arts month
  - Winter

AMERICA 250 | COLORADO 150

- The organizing committee meets monthly
- State will have activations, including media outreach, passports, events, etc.
- VCOS will also have activations, including media outreach, blog posts, social media posts, etc.
  - Influencer collaboration down the road to cover historical approach
- Events and ways to get involved will be highlighted on PikesPeakArea150.com

BRAND ANTHEM VIDEO

- Funded by CTO Tourism Marketing Grant 2026
- Theme: How our history fuels and drives our present – ties into 250 | 150
- Script: developing with help from Ashley Cornelius
- Timeline: Aiming for mid-July launch
- Pillars:
    - History & Heritage
    - Arts & Culture
    - Outdoor adventure
    - Sports & Wellness
    - Military, Space & Defense

ROUND TABLE

1. ***What would you like to see in the brand anthem video and corresponding campaign?***
    - Not only professional athletes, but also average people enjoying natural training grounds
    - Pillars will be interwoven, not listed off
    - It's hard to tell our military story in a compelling way
    - USAFA Chapel
    - Switchback stadium = covers entertainment and sports
    - Palmer statue with Pikes Peak in the background
    - Rafting? May be out of budget/scope
    - Is it a Pikes Peak Region video, or just Colorado Springs?
    - FAC = was the Broadmoor Art Academy
    - Can tie history into all categories
    - Purpose of brand anthems is typically resident sentiment, cultivating buy-in
    - Can we incorporate the term "Spacious Skies"?
2. ***What are YOUR 250 | 150 initiatives/how can we help support you?***
    - **Sports Corp:**
        - Philharmonic likely back at Ford Amphitheater on July 4th
        - Helping promote other firework shows on July 4th (Patty Jewett, Switchbacks)
    - **City of COS:**
        - One of the signature initiatives is the Hey Neighbor collab: 150 tables, May-September
        - Working with Denver nonprofit Longer Tables
        - Bringing whole neighborhoods to have a meal together
        - Built off the 1000 neighborhood gatherings campaign
        - All hosts will also have a dinner together on Sept 28th: National Good Neighbor Day
    - **Buffalo Lodge**
        - Celebrating 10th year anniversary
        - Roll Bike Art Festival: "Rolling into a new era" theme for art call
    - **Manitou Springs**

- Wine Festival and Emma Crawford will be tying in 250 | 150

III. UPCOMING EVENTS

- **Wellness Expo Partner Mixer** – February 11th, 5:30-7:30pm Strata Wellness at GotG Resort
- **Mural Event**– February 25, 10am at the VCOS office
- **Annual Business Meeting-** March 5, Cheyenne Mountain Resort, 11:30am-1pm
- **Partner Academy-** March 25, 2-3:30pm, at the VCOS office

IV. MEMBER UPDATES

- **Ghost Town Museum:** Quiet January, but up a little from usual
- **Buffalo Lodge:**
  - Boothed at the Iowa Bike Festival, brought cases of OVPs and ran out!
  - Marketing for events is going quite successfully
  - Up for best hotel and best music venue in the Springs, down last year but had the best January ever
- **RagTag Studios:**
  - New office space
  - Adding new team members
  - Scaling this year
- **Manitou Springs:**
  - Visitors Guide going to print soon
  - Four new businesses
    - A few still in the works…
    - Come to Manitou Thai & Ramen!
  - Great 2025, 2026 will be very people & experience focused
  - Jubilee coming up in March to celebrate 75th anniversary
  - Next weekend is Manitou Mardi Gras, Carnivale, Gumbo Cookoff
- **Sports Corp:**
  - Downtown Winter Fest!
    - 10am-3pm
- **Pikes Peak Region Attractions**
  - Launched new website, first time in 8 years!
  - Launched a fully native translation Spanish website
  - Gearing up for the season
- **Norwood**
  - Crawling out of starting a new CRM
  - Gearing up for the season: concert series!
  - Always trying to keep resident satisfaction in communities and shopping centers high
  - Kickball tournament at America the Beautiful between apartment buildings, hope to bring in more teams (please join!)

- **Hampton Inn**
  - New General Manager, bringing in fresh ideas
    - Food truck rally in the Hampton parking lot, could kick off as early as April
- **City of COS**
  - Quarterly volunteer-led community cleanups, working with nonprofits and running a resident-focused educational campaign
  - Promoting stuff throughout the Games, putting together a list of athletes with ties to COS
  - Current priorities:
    - Peak Innovation Park, the economic benefit and development
    - Balanced growth
  - New Social Media Manager!
- **Orange 142**
  - Now working with USOPM more, expanded their partnership
- **UCCS**
  - Just put up ad at COS Airport
    - New branding language and photography
  - Part of new campaign, with new videos called "Stories of Possibility"
    - Highlights adult learners, UCCS impact on the community
- **Broadmoor**
  - Broadmoor sessions end of January
    - Continuing to hold every Q1
  - Last month of Colorado Appreciation/250|150 Prex Fixe menu at the 5 restaurants
  - Easter soon, choir concert
  - Focusing on the seasonal/wilderness/all-inclusive properties
    - Incentivizing people to go for the trial of experiencing new properties
    - Cloud camp has new 3-day packages
      - 3-day women's only mahjong camp
      - Fly-fishing camp – women's only
    - Emerald Valley Ranch
      - Jack Arnold hosting BBQ event
- **USOPM**
  - Open all 7 days during the Games!
  - Winter Games-specific tour
  - Games broadcast live every day
  - Working closely with NBC, sent the curator and assistant to Milan
    - Adding artifacts every few days – having athletes stop by
    - Lots of exciting activation
  - GotG featured on the Team USA apparel, reached out to Nike to get gear shipped (for display, not for purchase)
    - Hoping to display at GotG, Airport, USOPM