**Marketing Committee Meeting**

**April 6, 2023**

**Attendance**:

VCOS Team: Melissa Williams, Amy Long, Alexea Veneracion, Sheridan Powell, Bailey Ashida, Doug Price

Eric Nissan, UCCS Marketing

Scott Flexman, The Broadmoor

Sarah O’Brien, The Broadmoor

Jessica Kimber, Mayor’s Office

PK Mcpherson, PPRA

Lisa Neener, USAFA

Morgan Gray, City Communications Olympic City

Meagan Thomas, Springs Native Creative

Aidan Ryan, COS Airport

Jess, Cheyenne Mtn Resort

Molly Sharples, Sports Corp

* Alexea recapped 2023 ambassadors
  + Q1 Ambassador- Baeh Gill. Stayed at The Broadmoor, did trivia night, tried the Terrain Hopper
    - Content is saved as a highlight on Instagram
  + Q2 Ambassador- Kyana with @ blackadventuremom
    - May, family friendly activities
* Alexea on Media Relations
  + Sports market, meetings and conventions, local coverage at the annual business meeting, Doug’s award, Afar, U.S. News, Out There Colorado
  + Connecting with 12 new travel reporters
  + Q2 media newsletter, planning to launch early May
  + National Travel and Tourism Week promotion plan (May 7-13)
    - Social media giveaway featuring different partners
    - Economic data on LinkedIn about the impact of tourism
    - Include workforce numbers that have grown since pre-Covid. Working with the Pikes Peak Workforce Center
* Alexea on Social Media
  + Influencer collaborations, trending reels, Colorado Tourism Office co-op post, VisitCOS Madness
* Sheridan on Peak Into COS Podcast
  + Planning to relocate at the end of April due to Dave looking for studio space other than the CS Indy
  + Latest episodes: Christian Haywood with Garden of the Gods Visitor Center and Gillian Rossi with COS Parks/Leave No Trace
  + Coming soon: Bobby Mikulas with Kinship Landing and April with Peak Into Our Week on Kid-friendly Activities, and Josh and John with ICONs
  + Total Downloads so far: 2,585
* Sheridan on Accessibility and DEI work
  + Accessibility Task Force
    - CTO Tourism Management Grant awarded. Will put towards Wheel the World
    - Website Updates: Accessible Itinerary Recommendations
    - Certified Autism Destination Work
    - Not just about what VCOS, but what the city can do
  + DEI Committee
    - Q1 Meeting
      * Staff and Volunteer Training is scheduled for April and May. By Destinations International
      * DEI Commitment Statement work
* Melissa on Website Performance and Recovery
  + Numbers continue to improve
  + Using 2019 as a benchmark and also seeing positive recovery over 2019
  + Improvement in:
    - organic traffic to Partner Detail Pages
    - organic traffic to Homepage
    - organic traffic to Pikes Peak page
    - Average rank on Google
  + Letter of Concern from Andy Nienas about website
    - Estimates loss of $20k in revenue for his business
    - What went wrong? Want full transparency. Additional financial restitution.
    - Alex Heiman from Tempest is coming to visit in person (April 25) and is ready to speak with stakeholders and answer questions
* Melissa on Creative and Campaigns
  + Leisure Summer and Fall
    - “Colorado Springs Might Just Surprise You”
  + Share COS
    - “Brought to you by tax dollars paid by visitors”
    - Campaign is teeing up a possible increase in LART
  + Crafts & Drafts
    - Laura Tiller with Ink & Bone Design Co.
    - Cryptids theme. Legendary. Deals are so good you can’t believe it!
    - Wanted to make sure to include diversity. Laura authentically included diverse characters in her artwork
* Amy on the CTO ARPA Grant
  + Meetings and Events Campaign
    - Print, Digital, Retargeting. Landing Page. Video. CVENT listing & advertising. Emails.
  + Working with Ross Creative, Orange 142, and Windstar
  + Campaign Timeline
    - Can launch digital this year, and print next year. Delay in getting UEI number
* Bailey on Printed Materials
  + Official Vacation Planner
    - 2023 – printed 400,000. June digital campaign
    - 2024 – planning has begun. Theme: Legendary
  + Dining, Shopping, Entertainment Guide (DSG)
    - Printing May 1
    - Adding a digital PDF to the website this year
    - Matt McMullen designing
* Updates from committee
  + Eric Nissan, UCCS
    - New engineering building at UCCS, brining in 1000 more engineering students
  + Sara O’Brien, The Broadmoor
    - Sara will be on maternity leave!
  + Meagan Thomas
    - Taste of Pikes Peak. Thursday, July 27
    - Launching 5 Things in Colorado Springs newsletter subscription launching April 2023. Offshoot from Springs Native
  + Molly Sharples
    - Moving from Colorado Springs. Leaving at end of May 2023
    - Launched Rocky Mountain State Games registration
    - Launched Pikes Peak Apex Trail Run, 5k and 10k. Sept. 10, 2023
  + Jess, The Broadmoor
    - Hiring mixer on April 29, Saturday
    - Meeting space renovation is almost complete.
    - Group campaign
  + Jonathan Toman (COPPeR, Peak Radar)
    - Downtown Partnership
      * Groundbreaking for Art Space
      * 25th annual Art on the Streets this summer
    - Peak Radar
      * Outdoor summer concert guide
      * First Friday this week, April 7
      * Angela is now the official Executive Director
      * New roles announced: Program Director of Creative Economy and Program Director of Education
  + Tom Strand, City Council President
    - Last day on city council on April 18
    - May 16 is when the runoff election will be. Ballots will go out in the last week of April/first week of May.
    - 4 new members elected to city council, sworn in April 18 at CSPM.
      * April 19, choose new chair and vice chair of Utilities
  + PK, Pikes Peak Region Attractions
    - 2 new hires
      * Full time photo and video person
      * Full time digital ads manager
    - New campaign is “Come for the mountains, stay for the memories”
  + Doug Price, VCOS
    - Space Symposium in 2 weeks
    - Dani B requested that hotel TVs play “Why COS” video

Next meeting is Thursday, June 1, 2023