



Tuesday, July 15, 2025, 3:00 – 4:30 p.m.

Meeting location: Hotel Polaris, 8989 Northgate Blvd, Colorado Springs, CO 80921

Partnership Committee Meeting Notes

- **Welcome** – Curtis Bova, General Manager, Hotel Polaris, and VCOS Board Member

MISSION – It is the mission of the Visit Colorado Springs Partnership Committee to provide oversight and input to VCOS staff on innovative strategies, programs, and policies that:

- Retain current partners through high satisfaction with VCOS affiliation
- Attract new partners through demonstrated value and a sense of community
- Maximize advertising/enhancement revenue through innovative options and marketing

- **Members in Attendance**

- Curtis Bova, Hotel Polaris
- Sandy Elliot, City of COS Parks, Recreation & Cultural Services
- Terri Hays, Tri-Lakes Chamber
- Jonathon Toman, Cultural Office of the Pikes Peak Region
- Debbie LaMont, Promenade Shops at Briargate
- Michelle Rozell, Cripple Creek Heritage Center
- Jenn Straylow, New Altitude Co-Working & Office Space
- Kendyl Berger, Flying Horse Resort & Club
- Trip Uhalt, Cave of the Winds
- Doug Price, Visit COS (Virtual)
- Staff:
 - Alexea Venericon, Dir. of Communications
 - Amy Long, Chief Development Officer
 - Kim Griffis, Senior Director of Partnership Development
 - Lindsey Pevey, Partner Relations Manager
 - Kate Hertz, Communications Coordinator
 - Doug Price, President/CEO (Virtual)

- **Partner Programs Updates**

- New partners / dropped partners report (by Kim Griffis, Visit COS)
 - 2024 – by end of June 2024, we had (37) new partners, (23) dropped
 - 2025 – by end of June 2025, (34) new, (27) dropped
- Partnership Sales and Onboarding Materials Review - New designs and messaging

- Discussion points from attendees:
 - Strong reason to join – Make sure you’re getting your ‘tourism high’
 - Some information needs to be carried over to other materials
 - A lot of information, might need to cut back to not be overwhelming
 - Tourism pays, digital performance, etc. can be combined with partner benefits sheet
 - New idea: Provide a guided questionnaire to help figure out what it is they need in a partnership
 - Add Testimonials
 - Make sure prospects know who our partners are to see if they want to join the club
 - Partnership with other partners needs to be highlighted
 - Internal facts that partners want to know, but prospects wouldn’t know what it is yet
 - Sales team sheet – no contact info is currently included, what do each of them do, info sheet for each (is this info even necessary)
 - What are the benefits of different levels?
 - Postcard has way too much information
 - We are using a lot of internal verbiage (areas don’t make sense to even our partners)
 - Visual impact
 - Tighten to information
 - Lean into infographic format
 - Lean into a color scheme of corporate colors of blues and red/orange
 - Seems too much like a flyer rather than engaging the prospect
 - Add photos for a more personal touch
 - QR codes and contact information could make it easier to access information
 - Facts and statistics change so often – QR codes are great for that
 - Ask AI which formats are better for various audiences
 - Event calendars on material like a postcard
 - Brand consistency!
- **Tourism Awards Celebration, September 11, 2025**
 - Location – Garden of the Gods Resort / Indoor – Outdoor setting
 - Theme: Starlight Soiree: Honoring the Brightest in Tourism
 - Nominations are live
 - Winner selection process
 - Base needs to be broadened
- **Neighborhood Project on the VCOS Website** (Presented by Alexea and Kate)
 - Attendee Discussion:
 - Is there a way that we can distinguish between businesses that are partners vs non-partners?
 - Most pages include partners, it’s more the outlier areas that don’t have many partners
- **2025 Colorado Governor’s Conference on Tourism** (GovCon), October 21-24, at Hotel Polaris

➤ **2025 Events Overview**

- Partner Academy: July 16, 2:00–3:30 p.m. – VCOS Conference Room
- Summer Mixer: August 14, 5:30–7:30 p.m. – Putts & Pours at Adventure Miniature Golf
- Tourism Awards Celebration: September 11, 5:30–8:30 p.m. - Garden of the Gods Resort
- Tourism Masterclass: October 15, 2:00 – 3:30 p.m. – Topic and location to be determined
- Partner Academy: November 19, 2:00 – 3:30 p.m. – Visit COS Conference Room
- Holiday Open House: December 11, 3:00 – 6:00 p.m. – Visit COS Offices

➤ **Final 2025 Partnership Committee Meeting**

- Tuesday, September 2, 2025, 3:00 – 4:30 p.m. – Visit COS Conference Room
 - Will be adjusting this date based on the close proximity to Labor Day Weekend