



TOURISM MARKETING/PR PLAN

2019/2020

Town of Minturn
Minturn, Colorado

June 2019

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GRANT PROVIDED BY:

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Background

Minturn, the historical gem of the Vail Valley, is situated two miles south of I-70 and between the well-known resort towns of Vail and Beaver Creek. The town was established in 1904 and has a full-time population of just over 1,000, as well as a number of part-time residents who own vacation properties. Minturn is surrounded on three sides by forest, it serves as the gateway to the recreational offerings of the White River National Forest, and has the Holy Cross Wilderness bordering the southwest side.

Most importantly, Minturn and is a small town with big character and offers features that today's travelers appreciate such as historic architecture, charming homes, locally owned restaurants and shops, and affordable options for lodging and dining when compared to Vail and Beaver Creek.

The region in which Minturn exists is a predominantly tourism and service-based economy. These sectors therefore dominate Minturn's economic picture as well. Minturn is heavily reliant on destination travelers to keep local businesses and the town as a whole viable and vibrant, much like other towns of a similar size in Colorado that attract visitors.

For the last few years, 80% of gross sales generated within the Town of Minturn have been from the retail and service sectors. Local restaurants dominated the retail trade sector representing 44% of the total. Services contributed 31%, and the next largest contributor of sales tax was the construction industry at 16%.

There is concern that Minturn has lost several neighborhood businesses such as a grocery store, dry cleaner and hardware store presumably due to competition from regional or national chains locating in the Vail and Eagle River valleys, where higher density populations make business more economically feasible. But there is still a nice mix of unique, locally owned businesses of interest to tourists and a lot of character to Minturn.

Economic Development Vision

“The Town of Minturn is strategically positioned geographically between two world-class ski resorts. Minturn recognizes that a positive visitor experience is directly related to a positive economic environment. Streetscape improvements in the downtown core are necessary to enhance the pedestrian experience by making the town a more attractive place for visitors and residents alike. A diverse mix of businesses catering to the local community and tourists are necessary for a stable, year-round economy. Special efforts should be made to promote the existing businesses in town and to also facilitate new business development. Additionally, the town should promote its unique history to capitalize on the heritage tourism market.” – from 2009 Community Plan

This vision remains relevant for Minturn today and was mentioned in the Economic Development Strategic Plan adopted in September 2016. Also, the three main goals and accompanying objectives and action steps tie back to cultivating increased visitation: Tourism - Increase Guest Visitation, Place Making - Re-imagine Public Spaces, and Support Local Small Business.

The **Tourism** section of the 2016 economic development plan outlined five objectives. Here is what has happened so far.

1. Multi-Use River Plan – 4 new access points for fishing.
2. Downtown Minturn Employee Parking Plan – Parking in the downtown area is limited, and the idea is to get employees to park elsewhere. Street parking now has a two-hour limit, and the town is monitoring and ticketing. This is still being worked on along with parking for the Minturn Market. For May – October 2019, the bigger concern is improvements being made to U.S. Highway 24 that are disrupting flow of traffic through town, including the central business district.
3. Destination Minturn Campaign - This is the purpose behind developing a marketing plan to create more awareness of Minturn. Public relations efforts began in January 2019.
4. Artist Co-op – This hasn't happened, but the Vail Valley Art Guild is partnering with the Minturn Community Fund to present First Fridays art events that involve local businesses and directly ties into a mention below about improving the events calendar.
5. Grants for Beautification – Improvements have been made to the north entrance into town.

The Place Making section also has two tourism-related objectives:

1. Create Back to Basics Communication Points (community board, newspaper updates, websites, email blasts and social media). – Most of this for locals/part-time residents, except social media is for both locals and visitors.
2. Improve the Events Calendar (third-party event programming, winter program options and funding, holiday décor contests to increase seasonal aesthetics) – Created an events poster for summer 2019 and looking to expand winter programming with things like the 115th anniversary celebration (15 Days of Minturn) in 2019.

What sets Minturn apart as a tourism destination?

Minturn is known for being more eclectic than the other nearby younger communities. The town wants to protect the niche that it occupies: small town and small, local businesses. Several items were pulled from the SWOT analysis results in the Economic Development Strategic Plan and additional items were added.

Strengths

- Authenticity – real town, no chain shops and restaurants (see attached fact sheet for a list of retailers and restaurants)
- Walkable core where many retailers and restaurants are located
- Funky character (e.g., Minturn Country Club that’s not really a club but a restaurant, Holy Toledo consignment store in a former church, and Minturn Saloon dating back to 1901 and serving as one of the Vail Valley’s most historic restaurants)
- Nice mix of shops and restaurants (Italian grocery store, two coffee houses, BBQ restaurant, winery/cidery, clothing, jewelry, home décor and more)
- Recreational opportunities, experiences and events (see attached fact sheet)
- Proximity to resorts – Vail, Beaver Creek, Ski Cooper and Tennessee Pass Nordic Center
- Access to rafting and kayaking
- Off busy Interstate 70, peaceful
- Attractions: Maloit Park, Meadow Mountain, Little Beach Park, Minturn Fitness Center, Eagle River, outdoor trails and resources
- Part of Colorado’s “Top of the Rockies Scenic Byway,” which crosses the Continental Divide three times and passes Colorado’s two tallest peaks: Mount Elbert and Mount Massive. Connects Leadville, Minturn, Twin Lakes and Copper Mountain. This route also is one of America’s Byways.

Opportunities

- Minturn’s biggest opportunity lies in the area of tourism due to its location in between two internationally known ski resorts, Vail and Beaver Creek.
- Vacation homeowners (part-time residents) also offer a big opportunity to help fund local causes and projects through donating money and time, shopping locally, paying property taxes, and bringing friends and family to Minturn.
- The county bus system Eco Transit has limited service from the Vail Transportation Center to Minturn (6 routes in summer) but it is a way for area residents and visitors to get back and forth without a car. One ride is \$4 and a day pass \$8.
- Vacant commercial spaces are available but be strategic when filling and recruiting businesses that help round out mix and perhaps better afford rent in Minturn vs. Vail and Beaver Creek
- Continue looking at event calendar and evaluating/working with tourism assets (see attached fact sheet for list of lodging, outfitters, parks and recreation locations).
- More affordable to stay and dine vs. Vail and Beaver Creek.

Weaknesses

- Although Minturn is in close proximity to Vail and Beaver Creek, the community has been struggling with growth and vitality. Several local businesses have indicated that 2018 was a difficult year and expressed that they think visitor numbers are dropping. The overall sales tax number for 2017 was \$636,074 compared to \$620,544 for 2018, which verifies there was a drop. Was there a loss of a business or two that caused this or was it a true drop in sales? However, 2017 represented a significant jump from the 10 years prior.
- Improvements must be paid for in advance of increased tax revenue generated by tourism growth.
- Bedroom/tourist communities such as Minturn that are in close proximity to more expensive resort towns can have a difficult time providing for needs because the relatively large amount of residential use creates costs not met by the small amount of commercial sales tax funds.
- Small bed base for leisure lodging and groups.
- Being a small municipality, the Town of Minturn has a limited budget for marketing, tourism promotion and events.
- Traffic through town is a pro and a con. It can feel like too much but also is vital to having opportunity to capture the interest of those passing through.
- Parking downtown is limited but the town is addressing how to keep parking open for tourists.

Threats

- A seasonal, tourist-oriented economy means that infrastructure, resources and services have additional demands placed by visitors and part-time residents.
- Minturn is small enough (just over 1,000 residents) that one or two businesses can dominate or completely occupy an entire category. Therefore, loss or addition of a single business can have a significant impact on gross sales in the community.
- Becoming strictly a bedroom community with limited local businesses if people only shop in the busier Vail Valley corridor that is getting the larger retailers and restaurants with name recognition.
- Upcoming loss of two downtown historic buildings that are next door to each other. One may be beyond repair but the other one seems viable. If Minturn loses more historic buildings, it will impact the charm of downtown.

Competition

Primary competition

Vail, Beaver Creek, Edwards, Avon are competition but also partners in creating a tourism region that is stronger together. Plus Vail and Beaver Creek are the primary draws to the area.

Secondary Competition

Other small mountain towns/regions in Colorado

Customer profile

There is limited visitor statistics currently available. Ask lodging properties what they are tracking and if they can provide where are customers visiting from. It would be helpful to have more information.

Statistics available

Town of Minturn Business Survey - June 2019

Customer Type by Market Segment

Destination Guests: 56%

Locals: 44%

Minturn Market Survey Results

Estimated Market Attendance: 28,000

Average Age of Respondents: 49

Respondents Income Over \$100K: 62%

Intent to Return: 92% of respondents are “very” or “extremely likely” to return in the future

Favorite Summertime Hobbies: Hiking, mountain biking and water activities

Lifestyle Categories: outdoor enthusiast, sports enthusiast, and traveler

Minturn Involvement: 43% planned to shop and/or dine in Minturn

Customer Base

- Locals (Primary Residence): 54%
- 2nd Homeowners: 22%
- Paid Lodging: 16%

- Timeshare/Other: 8%

Audiences for various programs & events

People visiting Minturn & Vail Valley

Residents (full-time 80% and part-time 20%, approximately)

Others living in the Vail Valley

What's important to the customer?

Authentic

Unique

Rich history

Easy to enjoy area

Recreation/things to do

Not crowded

More affordable than neighboring towns

What currently triggers customers/potential customers to think of Minturn?

Signage on Interstate 70 (for Minturn exit)

Already driving through town on Highway 24 with another destination in mind

People searching for a place to stay near Vail and Beaver Creek

Minturn websites: www.gominturn.com, www.minturn.org, local businesses

Current marketing and PR efforts

Events

Mentions on Colorado.com and media outlets

What Minturn wants to accomplish with marketing efforts

Goals:

Increase awareness of Minturn as a tourist destination and attract more visitors.

Increase engagement with and awareness of local businesses to help drive tourism and maintain a healthy local economy.

Objectives:

Create and implement a strategic, targeted marketing plan to increase awareness and visitor numbers and increase sales tax number annually from the high mark of \$636,074 in 2017.

Make sure marketing plan works in tandem with the 2016 Economic Development Strategic Plan by continuing the implementation of the tourism section and other related tourism items.

Seek grant funding for marketing efforts, events and photo and video assets to help build budget.

Recruit more groups (corporate, nonprofit, association and social groups) to host small meetings and events in Minturn.

Continue looking at possibility of introducing new events to extend tourist season and build up months that are not as strong.

Gain more involvement from local community/businesses in marketing and event efforts.

Figure out ways to monitor progress of tourism marketing and PR efforts, such as looking at what the retail, lodging and food/beverage sectors are contributing to local sales tax generation and better understanding about who is visiting Minturn.

Tactics

Logo

Current

Two logos showing up when searching online for tourist information is confusing.

Circular Minturn logo is being used on all marketing materials, and there is a consistent use of the blue color to create a brand look. The colorful Go Minturn logo with mountains, sun and downtown buildings is showing up on a website, Facebook page, etc.

New Ideas

The circular logo has been updated to include “Founded in 1904.”

The Go Minturn logo is being phased out for the circular logo.

Slogan

Current

“Small Town, Big Charm” – this works and is in tandem with Minturn is being promoted.

Printed Marketing Materials

Current:

Minturn Red Cliff Map & Directory brochure (printed in partnership with Minturn Community Fund and supported by advertising.

2019 Summer Events Poster – produced by the Town of Minturn, distributed around town and the valley, and posted online.

Fact Sheet – One side is about the town, geography, getting here and activities and the reverse side lists restaurants, retailers, lodging, outfitters, parks & recreation, nearby resorts. Printed on a laser printer in-house at the Town of Minturn in order to keep listing current.

New Ideas:

- Add some itineraries and more photos to the map and directory, so it serves as more of a mini visitor guide.
- Develop a Minturn rack card that can be displayed at area visitor centers (and possibly Colorado Tourism Office visitor centers as well) and/or get on a rack card with Vail Valley Partnership that can be placed in all local shops, restaurants and lodging properties.
- Hand out small flyers at key Vail Valley events to promote Minturn happenings.

Websites

Current

There are two websites promoting tourism. Like the two logos, this is a bit confusing for the visitor and prospective businesses and residents.

Going to new website platform summer 2019 (Civic Plus), all info will now be located on www.minturn.org.

1. Town Website – minturn.org
2. Economic Development/Tourism Website - gominturn.com

New Ideas

- Around the end of July, there will be an upgraded minturn.org website that is more visitor friendly and combines information from the two websites mentioned above and minturnmarket.org. The two web URLs gominturn.com and minturnmarket.org will go away and forward people to minturn.org.
- Consider adding a simple media room with the fact sheet, press releases, story ideas, photos and who journalists can contact for more information.
- Make sure to post the Minturn & Red Cliff Map & Directory online so it's easy for tourists to find and any future tourism marketing materials.

Public/Media Relations

A local firm hired by the Town of Minturn, sita media & communications, developed an initial six-month PR plan for Minturn in January 2019. The plan is successfully getting Minturn up and running in the PR realm, and covers PR basics (media relations, press releases, social media). See the attached. A plan for the second half of 2019 is in the works as a contract extension is likely.

The PR firm also has been assisting with the development of promotions (e.g., token program for local business discounts to ease frustration of road construction, writing flyers and fact sheets, gathering photo assets and coming up with a program for businesses to team up and get professional photos inexpensively, etc.)

PR Plan

PR Goals:

Promote a deep sense of Colorado community through a focus on the destination, visitor awareness, town history, online presence and partnerships.

PR Tactics:

- Storytelling – media pitches and press releases
- Social Media
- Partnerships
- Events & Activations

The Stories Being Told:

Calendar of PR activities from January – June 2019 included media pitching ideas, two press releases (what's new for spring/summer and what's new for fall/winter) and media meetings.

New Ideas

- Come up with a framework and list of willing local partners to host media
- Work with PR teams at VVP, Vail Mountain and Beaver Mountain Resort and express willingness to host media and what that might look like
- Add a couple more press release topics like key events, outdoor adventures, things that might surprise you about Minturn, etc. What's new items can be included in these themes as well.
- *Help A Reporter Out* – Get registered for free service that allows you to respond to stories journalists are working on, www.helpareporter.com.

Partnerships

The best way to expand a marketing budget is by partnering with other entities that are promoting the area and state and doing it successfully and possibly with larger funding. In Minturn's case, it's clearly Minturn businesses/organizations, Vail Valley Partnership and the Colorado Tourism Office. VVP and CTO in particular have tools in place and good media/vendor contacts and can help make tourism marketing more affordable than Minturn standing alone. Vail Mountain's and Beaver Creek Resort's PR teams also should be kept in the loop and be familiar with Minturn as they have the most interaction with journalists from throughout the globe.

Minturn Businesses/Organizations

The Town of Minturn Business Survey completed in June 2019 provides important insights from local businesses with survey results available just as marketing plan was getting finished.

Current

There are very few Minturn businesses listed on Interstate 70 signage and more hopefully will be recruited, especially those that will hopefully entice people to make a stop (coffee houses, BBQ restaurant, etc.)

It has been relatively difficult to gather business owners/managers for meetings so look at content of meetings, those invited to attend, ways to make the meetings more meaningful and time of day/day of week.

New Ideas

Indicate that Minturn is a historic business district / historic downtown on interstate signage. Also look as possibilities for promoting arts-related businesses.

Cindy hopes that the Town of Minturn can help buy down the cost of signage on the interstate so more businesses will participate.

Convene tourism related businesses and entities two to four times a year. Increase interest in attendance by offering topics/education that businesses want and include discussion about marketing/PR for the upcoming season. The Town of Minturn Business Survey indicates businesses would find the following business services most helpful:

- 51% - Advertising or marketing of Main Street as a destination
- 46% - Website and internet resources
- 46% - Co-op/Shared advertising opportunities
- 46% - Co-op programs with the Town, such as highway exit signage
- 40% - Downtown business directories, brochures and maps
- 31% - Networking events (e.g., breakfast/lunch meetings and business after hours)

Discuss ways how businesses can track where customers are from so there is a better understanding of customer base.

Talk about how important it is for local businesses to be an extension of Minturn's marketing and PR efforts by doing their own and sharing Minturn tourism-related social media posts and quality articles about visiting Minturn. The recent business survey indicates that 69% of businesses advertise, here is the breakdown of what marketing tools these businesses use:

- 79% - Website
- 75% - Social Media
- 42% - Other (magazines, direct mail, e-news, booking channels)
- 33% - Vail Daily
- 29% - Local Radio
- 21% - Posters/Signs
- 13% - Chamber of Commerce

Vail Valley Partnership

Current

Website Mentions

- Minturn page, <https://www.visitvailvalley.com/minturn/>
- Events, Minturn Market under farmers markets, <https://www.visitvailvalley.com/summer/events/>
- Historic Mountain Drive, <https://www.visitvailvalley.com/fall-events-and-attractions/fall-attractions/>
- Adventurer, Minturn Mile/Minturn Saloon <https://www.visitvailvalley.com/winter/adventure/>

- Bargain Hunter, White River National Forest office in Minturn for trail information, <https://www.visitvailvalley.com/spring/bargain-hunter/>
- Wellness Seeker, Minturn Fitness Center, <https://www.visitvailvalley.com/summer/wellness-seeker/>
- Yoga & Fitness, Yoga at Little Beach Community Park, <https://www.visitvailvalley.com/fall-wellness-seeker/fall-athletic-clubs/> and Minturn Fitness Center, <https://www.visitvailvalley.com/summer-wellness-seeker/yoga-and-fitness/>
- Lodging, Bunkhouse, <https://www.visitvailvalley.com/fall-first-timer/fall-lodging/>

Can log in as a VVP member and provide event listing.

There is a weekly e-newsletter and social media that Minturn can submit information and photos for consideration.

New Ideas

- Website – Keep track of where Minturn is being mentioned and make sure that Minturn is submitting information regularly to VVP for press releases, web content, social media, etc. Be diligent about getting more events listed as currently there is only a mention of the Minturn Market under Farmers Markets, <https://www.visitvailvalley.com/summer/events/>.
- Visitor Guide – Minturn doesn't need to produce it's own lengthy visitor guide when it makes more sense to be part of the guide produced by Vail Valley Partnership/Vail Daily. The valley is stronger marketing together, and more people will see Minturn's information as a result. Cindy plans to purchase a page for Minturn, and an ad buy comes with editorial mentions. Make sure to inquire what mentions are planned and try to keep them in stride with the marketing/PR positioning of Minturn. Make sure events are listed in the guide for example.
- Media Hosting – Offer to help host media as they visit the valley. It helps VVP to have assistance with entertaining, lodging, meals, etc., and it enriches the journalists' visits to have more to write about. Not all journalists will be able to fit Minturn into a story, but many will like telling readers/viewers something new like why Minturn is a hidden gem and the historic heart of the Vail Valley. That is a widely unknown story.
- Make sure to be in regular contact and consider serving on a committee (especially anything marketing and events related).

Colorado Tourism Office

Current

- Minturn's PR firm is increasing Minturn's interaction by communicating with the CTO PR team through responding to CTO PR Hot Sheet requests and attending a quarterly media reception in Denver.
- Minturn has some mentions on Colorado.com, but it would be helpful to have more.
- Cindy is trying to get more Minturn businesses, attractions and events to post their free listings on Colorado.com. Continue this effort and have a laptop available to help at next meeting of tourism-related businesses.

New Ideas

- Attend the Colorado Governor's Conference on Tourism and meet the staff and other destinations, build relationships, find out about CTO initiatives, and learn more about tourism marketing, PR, etc.
- Invite CTO staff/PR team to visit Minturn and host their stay, especially during times when everything is open and there are things to do (events, great weather for trail outings, etc.).
- Make sure to be on the PR team's email list for when journalists are seeking specific and quick information. This is different than the PR Hot Sheet list.
- Submit "Field Guide" itineraries, one for summer/fall and one for winter and perhaps team up with other towns in the area.
 - Fill out a form posted at <https://docs.google.com/forms/d/e/1FAIpQLSdOK66rwsORgnJ4HGMCItiffMbMq8wIWes7cE7KwjCoDc7hA/viewform>
 - Field guide itineraries are designed in a 3-3-1 format. Each day should include three spots to dine (breakfast, lunch and dinner), three activities to do and one great place to stay when the day's adventure is over.
 - Contact for more information: Natazshya Rodriguez, marketing communications coordinator, at natazshya.rodriguez@state.co.us.
- Watch for opportunities for takeovers of CTO's Instagram account as well as options to purchase social media advertising with CTO sharing the cost. Get on Dave Fluegge's email list for alerts.
- Consider placing Minturn brochure or a rack card at nearest CTO welcome center:
Silverthorne Welcome Center
246-V Rainbow Drive, Silverthorne, CO 80498
970-468-0353, nvessey@outletsatsilverthorne.com

- Welcome Center Policies & Guidelines: <https://industry.colorado.com/welcome-centers-policies-guidelines>
- Welcome Center Distribution Request: <https://industry.colorado.com/welcome-center-distribution-request>
- Team up with other Vail Valley towns or towns along the byway to apply for a CTO marketing grants. Best to team up and show partnering like the Colorado Hot Springs Loop that involves five destinations.
 - Small Marketing Matching Grant for up to \$10,000 in matching funds. https://industry.colorado.com/sites/default/files/FY20_Small_MarketingMatch_2.pdf
 - Marketing Matching Grant for up to \$25,000 in matching funds. https://industry.colorado.com/sites/default/files/FY20_MarketingMatch_2.pdf

Contacts

Staff

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Contractors/Partner Firms

- Carly Holbrook, carly.holbrook@state.co.us (PR)
- Caitie Johnson, caitlin.johnson@colorado.com (PR)
- Dave Fluegge, dave.fluegge@colorado.com (Social Media)
- Hannah Brown, Content Director, Miles Partnership, 303-867-8215, hannah.brown@milespartnership.com (printed publications and website, colorado.com)

Advertising

Affording advertising can be difficult for any small town. One of the best ways to make this happen is through cooperative advertising, which means bringing businesses in town together to advertise as a group or team up with other towns and like attractions in the area.

Current

Local – The Town of Minturn is purchasing a page for the first time in the upcoming Vail Valley Partnership tourism guide, goes out in the fall for 2020.

Local media advertising for events and Minturn Market.

New Ideas

Work closely with Vail Valley Partnership to buy ads, utilize CTO's co-op advertising programs (social media, digital media, user generated content co-op with Crowdriff) <https://industry.colorado.com/co-ops>, and look into cost of CTO visitor guide and digital advertising.

Gather local businesses to do co-op advertising in Vail Valley menu guide, CTO outlets, etc.

Social Media

Facebook and Instagram tend to be the two social media outlets travelers use most according to Dave Fluegge, who handles social media for CTO. Also make sure that posts tie into marketing goals and objectives and overall brand identity.

Current

Facebook – www.facebook.com/goMINTURN/

- Postings managed by Cindy
- Mainly promoting events and providing community news to locals

Instagram – www.instagram.com/gominturn/

- Postings managed by sita media & communications

New Ideas

Consider advertising opportunities on social media. See what VVP is doing in this area.

Create a campaign around a certain theme/season or have a contest.

Events

Minturn has a nice calendar of events for a town of its size. Before taking on new events, consider what organization can handle staffing, volunteers, budget capacity, etc.

The Town of Minturn organizes Barstool Racing, Independence Day celebration, Minturn Market, Halloween festivities, tree lighting, winter markets, and 15 Days of Minturn in December 2019 for the town's 115th anniversary. The Town also helps sponsor but does not organize some other events like the Minturn Concert Series, Running & Mountain Bike Series, School of Rock Music Camp as well as a grant program for bringing events to town or offering a new event.

Current Events

- Barstool Races, March
- First Fridays in Minturn by Vail Valley Art Guild – first Fridays of every month
- Minturn Market – Every Saturday mid-June through mid-September
- Yoga in the Park – Every market Sunday (Minturn Community Fund)
- Drive-In Movies – Select Saturdays and Sundays in summer (Blue Starlite Mini Urban Drive-In Theatre)
- Minturn Summer Concert Series – Thursday nights in July and August (Minturn Community Fund)
- Independence Day Celebration – July 2, 2019
- Halloween Celebration - October

- Town Tree Lighting – Last Friday in November
- Winter/Holiday Market – First two Saturdays in December

In the recent Town of Minturn Business Survey, responding business said the following events increase foot traffic.

57% - Minturn Market
 20% - Summer Concert Series
 20% - Holiday Market
 17% - Minturn Halloween
 11% - Barstool Racing
 11% - Independence Day
 3% - Drive-In Movies

New Ideas

The biggest gap seems to be in the winter. What additional events can be done that capture some of the Vail/Beaver Creek visitor market as well as area locals? Consider outdoor-related competitions and fun events that play off Minturn’s history and funky/distinct brand.

Promotions

Current

Paving Pain Relievers Traffic Token Incentive Program – Running from June – August 2019 while road construction is underway. The tokens serve as currency for guests and locals to redeem special offers from businesses in town. Good idea!

Minturn is celebrating 115 years in 2019, and Cindy is planning a 15 days of Minturn promotion/event in December (Dec. 1 – 15).

New Ideas

Merchants may want to team up for Memorial Day and Labor Day sidewalk sales, and restaurants can join as well. These tend to be good tourist weekends and create energy.

Marketing to Groups

- Cindy is well-versed in working with groups and hotels. Tap into that expertise and consider promoting to small corporate groups, leisure groups and families.
- Call a meeting for lodging, restaurants and outfitters to see what collectively Minturn can offer groups.
- Create a page on minturn.org website for groups and list the local point of contact for groups.
- Work with Vail Valley Partnership and Destination Colorado, who are already reaching out to groups and meeting/event planners.
- The recent Mountain Con 2019 is a good example of how Minturn hosted a group using the Minturn Fitness Center, Eagle River Inn (open for groups only), Minturn Inn, etc. www.mountain-con.com

Resources

Financial

The Town of Minturn is funding the budget for marketing, PR and events

Pursue marketing matching grant money through Colorado Tourism Office

People

Cindy Krieg, Town of Minturn Economic Development Coordinator (handles economic development, events and marketing)

Mallory Kaufman and Melany Muro, sita media and communications

Business owners and representatives of entities who can help with marketing the community and events

Marketing/PR Budget

See the 2019 budget in the Attachments/Links section. The Town of Minturn is contributing \$75,000 and currently there is no grant income. Note that some line items have changed since the budget was submitted like an increase in PR and no longer doing Live! In Minturn.

When working on a 2020 budget, consider using the following categories.

EXPENSES

Advertising

2020 Visitor Guide Vail Valley Partnership/Vail Daily
Local print and radio advertising for events
Cooperative advertising with local merchants and Vail Valley Partnership that reaches Vail Valley tourists and beyond
Colorado Tourism Office (digital, visitor guide, etc.)

Graphic Design

Communications/Print

Summer Events Poster
Map/Directory Brochure
Flyers
Rack cards
Notices & Announcements (newsletter, business briefs, etc.)
Other

Website

Hosting
Administration
Other

Social Media

Advertising
Colorado Tourism Office social media programs

Public/Media Relations

Representation by a PR firm
Media Hosting
Media Gifts
Attending CTO Media Receptions

Events

Barstool Racing

Independence Day (July 2)

Minturn Concert Series

Minturn Market

Halloween

Tree Lighting

Winter Markets

Other

- School of Rock Music Camp
- Running & Mountain Bike Series with Vail Recreation District

GoMinturn Events Program

(Grants that organizations can apply for to organize/bring events to Minturn)

Promotions/Special Campaigns

(Like the Summer 2019 “Business Open” campaign during road and sidewalk construction)

Other

General marketing

Miscellaneous

INCOME

Town of Minturn

Minturn Market

Grants

Evaluation

Here are some ways marketing efforts can be evaluated.

- Were marketing goals and objectives met?
- Look at sales tax growth, especially in categories related to tourism (retail, restaurants/bars and lodging).
- Check in with retailers, restaurants and lodging partners to see if numbers are up or down for the year and where their customers are from.
- How many groups were booked?
- How much coverage did PR and social media efforts result in?

Timeline for Event & Marketing/PR Efforts

This is just a very basic timeline that can be made more detailed and transferred to a spreadsheet. Individual spreadsheets/documents may be needed for things like the PR plan, specific events, advertising, etc.

January

Set up Minturn Market in Manage My Market. Open Registration and notify past vendors when registration is open. Recommend tiering registration in the future – open up first to full time vendors, and then later for part time.

Planning for Barstool Racing

February

Planning for (and promotion of) Barstool Racing

March

Barstool Racing event

April

Start promoting spring/summer season

Begin planning for Independence Day celebration

May

Print summer events poster/rack cards

Finalize planning for summer Market. Cut off registration once full.

June

Minturn Market begins

July

July 1 - Online applications for CTO marketing matching grants open
Minturn Market continues

August

Aug. 16 - CTO marketing matching grant applications due
Minturn Market continues

September

Sept. 29 – Oct. 1 - Colorado Governor's Conference on Tourism in Denver
Minturn Market ends

Planning for Halloween event

October

Start working on PR plan for 2020

Begin promoting winter season, especially to print media

Begin planning for Barstool Racing

November

Update Minturn & Red Cliff Map & Directory as needed for 2020 before busy winter season starts

December

Winter markets

Other special events?

Ongoing

Media relations

Partner relations

Updates to fact sheet, map/directory, website, etc.

Attachments/Links

2019 Economic Development Budget (Marketing, PR, Events)

Public Relations Plan for January – June 2019

Press Release – Spring & Summer Bring Out the Best in Minturn

Fact Sheet

2019 Summer Events Poster,

<http://minturn.org/pdf/2019/TOM%20Summer%20Events%202019.pdf>

Minturn & Red Cliff Map & Directory, <http://gominturn.com/assets/images/Pocketmap.pdf>
(link only shows map and not the other side of the brochure)2