

VISIT GRAND JUNCTION  
BOARD OF DIRECTORS MEETING

December 12, 2017

DoubleTree by Hilton Hotel  
743 Horizon Dr.  
Grand Junction, CO

PRESIDING: Julie Shafer

MEMBERS PRESENT: Susie Kiger, Brad Taylor, Jamie Lummis, Josh Niernberg, Don Bramer (arrived at 3:28 p.m.), Britt Mathwich (arrived at 4:18 p.m.)

MEMBERS ABSENT: Kevin Reimer

STAFF PRESENT: Greg Caton, Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado

GUESTS: Linda Hill and Jill Coyle, Hill Aevium

Minutes of the October 10, 2017 meeting: Brad Taylor requested a correction to the statement he made recorded in the minutes relating to the logo on the Tour of the Moon jersey. Once a quorum was present, Brad Taylor motioned to approve the minutes; Josh Niernberg seconded. Minutes approved.

Hill Aevium Advertising Presentation

Linda Hill and Jill Coyle, from Hill Aevium Advertising, reviewed the strategies, projects and advertising efforts over the past 3 years. Jill mentioned that the intercept studies and guest research results showed that once people visit Grand Junction, they are loyal and will come back but the challenge is to get them here first. The driving factors are outdoor recreation and the scenery. Most of the media buys were in online advertising, leisure magazines and newspapers, followed by groups and meetings. She explained the strategies for print, broadcast and out-of-home media along with the results and successes. Media recommendations for 2018 were also shared. A copy of the presentation is attached to the minutes.

Visit Grand Junction (VGJ) was honored with an HSMAI Adrian Silver Award for the 2017 Official Grand Junction Visitor Guide.

Linda thanked the Board and Staff for the opportunity to work with VGJ and wished them further success. The Board and Staff thanked Linda, Jill and their team for their support.

Special Events Funding

Debbie Kovalik explained that an administrative change will be made with regards to reviewing and processing applications for special event funding. Beginning with 2018 events, the deadline for applications will be February 1<sup>st</sup>. Staff will review all applications and make their recommendations for funding to the Special Events Committee for a one-time review. The committee's recommendations will be shared and discussed with all board members at the February 13, 2018 board meeting. If a 2018 event requests funding after the February 1<sup>st</sup> deadline, the staff and board can review on a special case basis. For 2019 events, the application deadline will be August 1, 2018. This will assist with planning for the 2019 budget. Staff will update the Special Events policy outlining this administrative change and forward it to the Board.

Staff will be working with the Greater Grand Junction Sports Commission with regards to sporting events and a meeting has been set up to discuss partnership opportunities.

## Other Business

- Doug Russo, General Manager of the DoubleTree by Hilton Hotel, explained to the Board about the recent increase in fees for all ground transportation providers providing shuttle service to the airport. This also includes hotels providing this service to their guests. Several lodging properties did not receive notice of the increase which has been adjusted from a fixed fee based on the number of hotel rooms, to a per-trip fee. Currently, each property is charged a flat fee of \$.20 per room, per month. The airport is proposing an increase to \$3.50 per trip which will negatively affect the budgets of all hotels providing this service. Many of the General Managers have met with the Grand Junction Regional Airport Board to express their concerns about the fee increase and the timing of the communication. The Board agreed to review all ground transportation arrivals for the next 3 months to determine what the next steps should be. Greg Caton mentioned there is an opportunity to meet with the new Executive Director of the airport and explore ways on improving communications between the hotels and the airport.

Brad Taylor suggested that the Visit Grand Junction Board should meet regularly with the Grand Junction Regional Airport Board.

- Debbie Kovalik recognized Jamie Lummis for his 2 years of service and Don Bramer for his 3 years of service and efforts as Vice-Chair on the Visit Grand Junction Board of Directors. She presented a gift to each of them. She also recognized Julie Shafer for her efforts as Board Chair and presented her with an engraved gift.
- Election of Officers for 2018 – Julie Shafer reported that Brad Taylor had expressed interest in serving as Vice-Chair. Brad recommended Julie to remain as Board Chair for 2018. An election by ballot was held. By a majority of the vote, Julie Shafer was elected to serve as Board Chair and Brad Taylor was elected to serve as Vice-Chair for 2018. Britt Mathwich expressed interest in serving as Board Chair for 2019.
- Barbara Bowman mentioned that the VGJ staff attended the Front Range Tradeshow in Denver on December 6<sup>th</sup>. Ninety meeting planners stopped by our booth and 2 RFP's were received from the show. She further mentioned that she will be attending the National Tour Association's Travel Exchange Conference on December 14<sup>th</sup> through 18<sup>th</sup> in San Antonio, TX, and has 36 appointments with various tour operators.

Barbara thanked Greg Caton for his assistance with securing the Colorado Municipal League's (CML) annual conference for 2023. An estimated 1,200 people will be in attendance. CML's interest in Grand Junction for this conference stemmed from the upcoming improvements to Two Rivers Convention Center (TRCC) and the building of two new hotels in downtown. Greg added that this example highlights the importance of improving TRCC to further attract large-size conferences.

- Greg updated the Board on the search for the Executive Director position for VGJ. Skype interviews will take place in December with in-person interviews taking place in January.

There being no further business, Don Bramer motioned to adjourn the meeting; Jamie Lummis seconded. Motion passed. The meeting adjourned at 4:54 p.m.

hill  
aevium  
▪ BRAND  
EVOLUTION

**VISIT GRAND JUNCTION**  
Board Presentation  
December 12, 2017

WHERE WE'VE BEEN  
OVER THE PAST THREE YEARS



# OVER THE PAST 3 YEARS

## 2015



### STRATEGY

Increased media spend by 6.5%

Implemented a 3- year research strategy

Launched "Dramatically Different" campaign which won an HSMAl award

Lined up all of our marketing and advertising efforts with the VCB's strategic Plan

Lodging tax increased by 13%; occupancy saw a gain of 9.1% over 2014

## 2016



### GROWTH

Completed the Overnight Visitor Survey

Completed the Community Envisioning Sessions

Won an HSMAl for the Group Sales Direct Mail Piece

Moved the VCB to the Star Report

Complete re-design of the Visitor Guide; increase of 35.55% year to date downloads

Lodging tax increased by 3.4%, Occupancy saw a gain of 3.4% and rate increased by 2% over 2015

## 2017



### REACH

Released the Economic Impact of Tourism Study to the community

Conducted an image and perception study with those who have not visited

Completed a competitive analysis

Compiled all data into a message strategy document

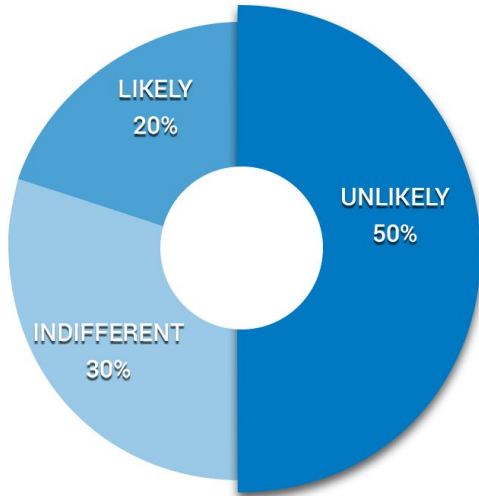
Research drove the Creative Concepting steps to rebranding Grand Junction

# RESEARCH, RESEARCH, RESEARCH OVERVIEW

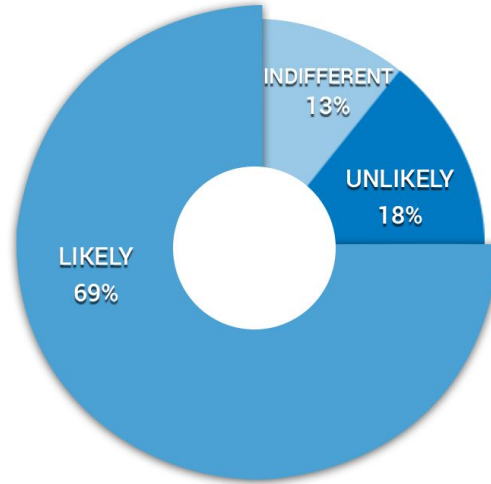


# LIKELIHOOD TO VISIT

People who have NOT visited Grand Junction

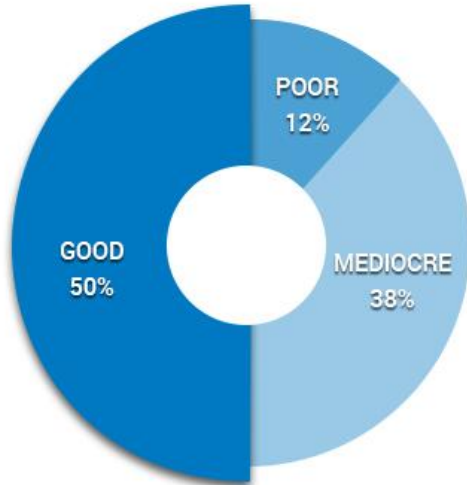


People who HAVE Visited Grand Junction

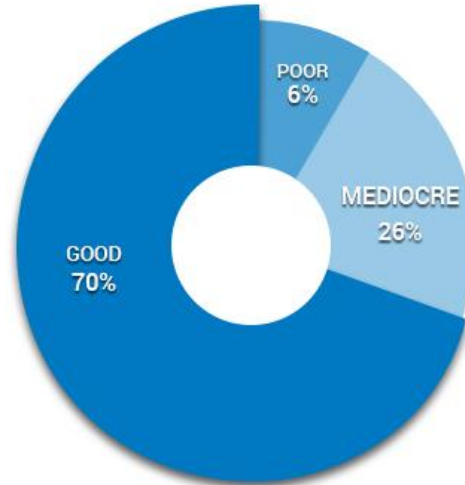


# PERCEPTION OF GRAND JUNCTION

People who have NOT visited Grand Junction



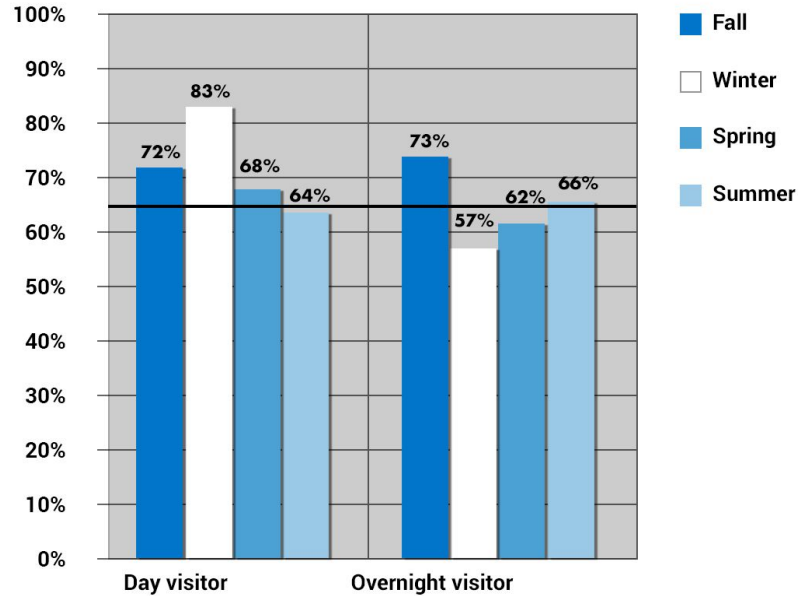
People who HAVE visited Grand Junction





ONCE THEY COME, THEY RECOMMEND...

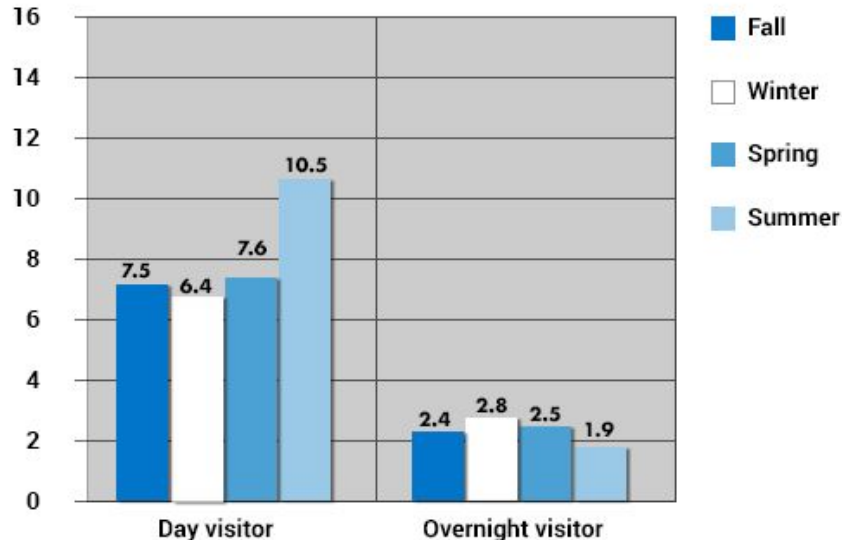
## Visit Experience: Likelihood to Recommend



... AND THEY COME BACK

## Visit Profile: Visits per Year

On average, how many times do you visit Grand Junction during a year?  
Average number of visits by season and segment



SO WHAT DOES THE RESEARCH TELL US IN A  
NUTSHELL?

Once they come, they are loyal to GJ

*But we have to get them here*



## ...DRIVING FACTORS

Top performing **perceptions** were broken into two groupings:

### OUTDOOR RECREATION

- Has a great trail system
- Has a variety of Outdoor Activities
- Has good outdoor recreation
- Offers authentic experiences

### LANDSCAPE/SCENERY

- Beautiful and scenic place
- Bold landscape contrasts
- Dramatically Different side of Colorado
- Gateway to Colorado National Monument

# COMPETITIVE LANDSCAPE

## WHAT IS GOING TO SET US APART?

DESTINATION	POSITIONING
Moab, UT	Where Adventure Begins Two National Parks. One Destination.
Glenwood Springs, CO	Land of Water
Estes Park, CO	Base Camp for Rocky Mountain National Park
Gunnison-Crested Butte, CO	Colorado ~ Pure & Simple 750+ Miles of Mountain Bike Trails
Durango	A Dozen Vacations in One Destination
Ouray	Land of Ice and Steam
Grand Junction	Colorado's Wine Country

TRENDS

 **TRENDS**

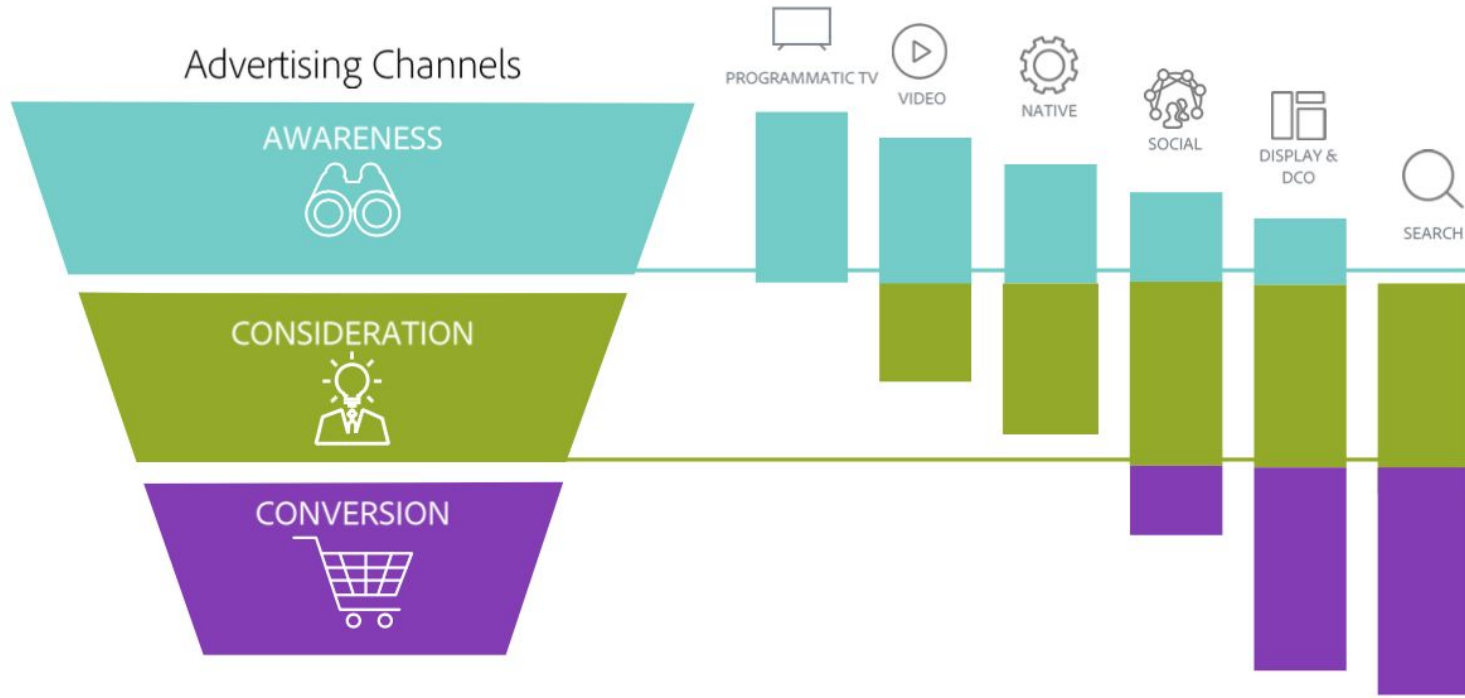
**"For the first time in 22 years**

Colorado is one of the top 10 tourist-drawing states in America."

- Denver Business Journal

# MEDIA STRATEGY

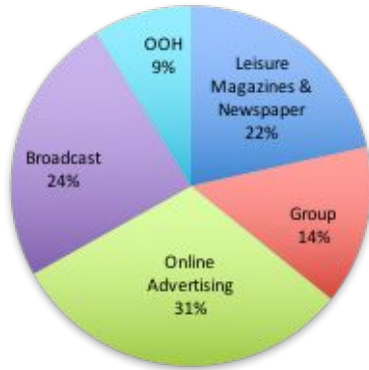
## A Full Funnel Approach





# MEDIA OVERVIEW

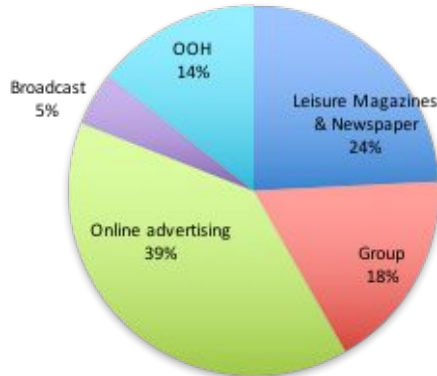
## 2015 Media by Spend



## 2016 Media by Spend



## 2017 Media by Spend



Total Account Budget:  
\$340,000

# EVOLUTION OF MEDIA 2015- 2017

## **Print Media Strategy**

Moved away from big and expensive publications with broad targets (Texas Monthly, Denver Post Newspaper)

Changed the strategy to smaller publications with more specific audiences (**Aspen Times Food & Wine Magazine, Glow Magazine, Vail Daily, Salt Lake Magazine Great Getaways Section**)

## **Broadcast Media Strategy**

Moved from broad Comcast buys, to targeting connected TV (Hulu), to targeted online video players.

## **Out-Of-Home Media Strategy**

We have remained steady with strategically placed billboards in Denver from 2015-2016.

Added to the mix in 16/17, we placed bus ads in Eagle County in order to reach the adventurous people looking for somewhere to go during mud season.

# 2017 MEDIA WINS

## Roots Rated (Content Marketing)

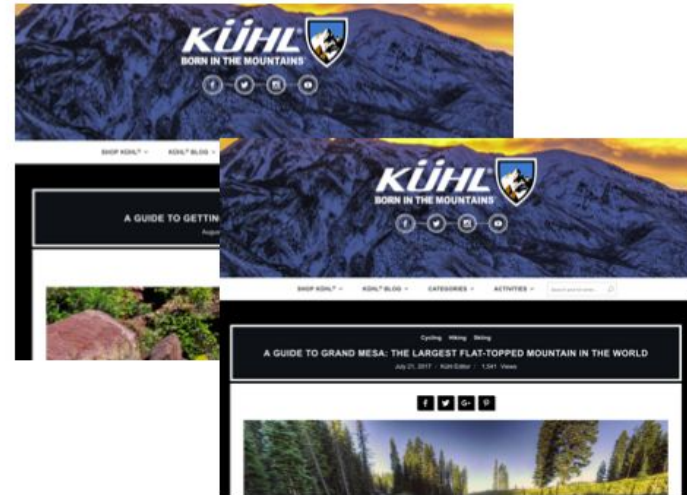
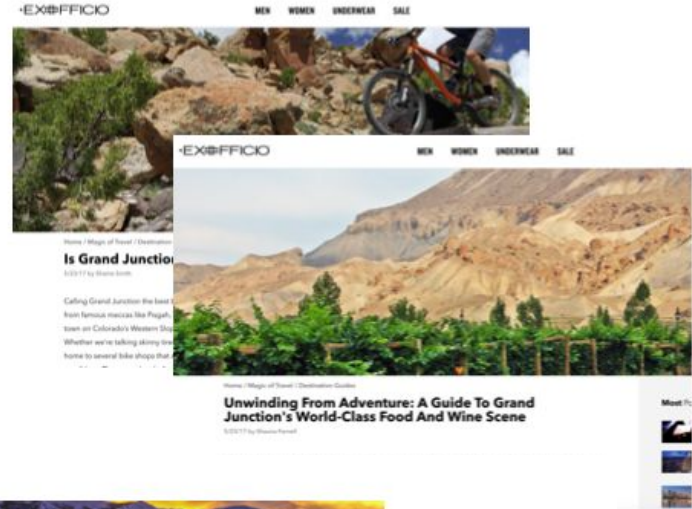
- Reached over **1.4 Million people** on facebook and had over **5,000 read articles** about GJ and over **7,000 people interacted** with the post and GJ's facebook page
- Two outdoor brands picked up our articles (**ExOfficio** and **Kuhl**), which garnered increased impressions and engagement from trusted 3<sup>rd</sup> party sources

## Social Media

- For \$4,000 we received over **577,175 impressions** and had 6,053 people click through to the GJ website

## AdTaxi Custom Email

- With one email, we were able to reach almost **9,000 Baby Boomers**, and 1,200 of them clicked over to the website



# 2017 MEDIA WINS

## Pre-roll (video) Online

- Mountain Biking and Golf adgroups had pre-roll that performed significantly better than banners. For Wine, banners out-performed pre-roll by a small margin.

## Formatted banners on Colorado.com

- Click-through-rates of 0.50% or higher we observed and we continue to see colorado.com performing strongly, as we have in the past

## MTBR.com

- This mountain biking website proved to be a great way to target mountain bikers, by sending 1,500 people to the GJ website (a 0.75% CTR)

**Visit Grand Junction**  
Sponsored · 🌐

Fall is here and there's plenty of mountain biking fun to be had in Grand Junction before winter arrives!

**“MY IDEA OF STREAMING ENTERTAINMENT.”**

**Find Your Adventure**  
From hard rock to hero dirt, look no further than Grand Junction.

[Learn More](#)

21 Reactions

👍 Like    💬 Comment    ➦ Share

They're starting an outdoor wine club, shouldn't you?



**"CAME FOR THE WINE"**

Plan your getaway today!

Click here to see what awaits you!

Learn More

18 Reactions 2 Comments 1 Share

👍 Like    💬 Comment    ➦ Share



Come and ride Powderhorn's lift accessed bike path your nights exploring Grand Junction!



**Bike and stay this weekend!**

👍 Like Page

Target the best location this season. Grand Junction is here to service your every hunting need.



**Your Hunting Basecamp**

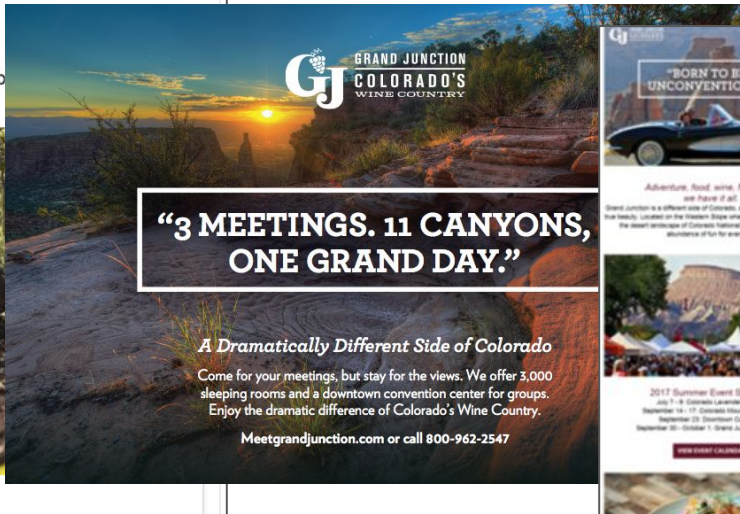
Everything you need, all in one place: Grand Junction, Colorado.

VISITGRANDJUNCTION.COM

Learn More

39 Likes 1 Comment 3 Shares

👍 Like    💬 Comment    ➦ Share



Learn

Will eating trigger? Visit the [Gj website](#).

**COLORADO COME TO LIFE**

**Gj GRAND JUNCTION COLORADO'S WINE COUNTRY**

**"CAME FOR THE ADVENTURE. STAYED FOR THE VIEWS."**

**Bike, Swing, Smile – It's Spring in Grand Junction**

Sunshine and warm weather come early to western Colorado and Grand Junction is the spot for outdoor adventures. Now that warm weather is here, we offer a great selection of activities for any outdoor recreation enthusiast looking to brave their winter clothes and enjoy the dramatically different side of Colorado.

Pick your adventure according to your mood — or — take on ALL of our activities in one exciting day!

Need more inspiration? [Watch our slides here.](#)

From rafting or tubing along the Colorado River to mountain biking in the Lurch Loops to teeing off on any of our five local golf courses to being in the Colorado National Monument, we have something for everyone this time of year. Even better, connect your adventurous day with Colorado's Wine Country featuring amazing dining paired with local wine and a vibrant downtown. Welcome to Grand Junction!

**PLAN YOUR VISIT**    [BOOK TODAY!](#)

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**Gj**

**"BORN TO BE UNCONVENTIONAL."**

Adventure, food, wine, festivals — and more!

Grand Junction is a different side of Colorado, a land of great contrasts and true beauty. Located on the Eastern Slope where the vibrant Rockies meet the desert-sprinkles of Colorado, Grand Junction offers a wide array of adventures, dining, and a destination of fun for everyone.

2017 Summer Event Sampling

July 7 - 8 Colorado Limestone Festival  
September 14 - 17 Colorado Mountain Festival  
September 23 - 24 Downtown Old Street  
September 28 - October 1 Grand Junction Art Show

[VIEW EVENT CALENDAR](#)

**Foodies Rejoice!**

In downtown Grand Junction, visitors can savor the best locally sourced ingredients Colorado has to offer.

[DISCOVER OUR RESTAURANTS](#)

**23 Wineries to Tour**

More than dozens of wineries, you'll have trouble picking out your favorite!

[DISCOVER WINERIES](#)

From breath-taking scenery to family-friendly events to the wining and dining, Grand Junction has something for everyone to enjoy here. What Your Trip is...

**Gj**

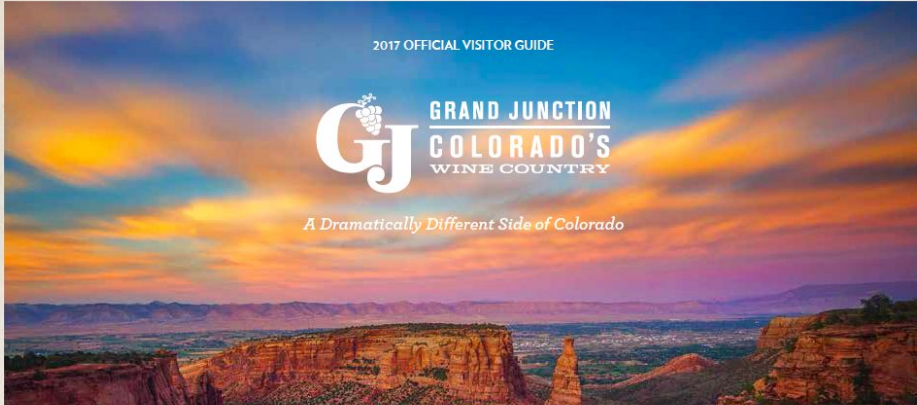
# MEDIA RECOMMENDATIONS FOR 2018

- Reduce the number of AdGroups and focus more budget on the ones that perform best (i.e. General Adventure, Mountain Biking, National Monument)
- Continue to push video/pre-roll (especially with new footage from 2017)
- Pursue niche websites & publications (i.e. MTBR) to reach specific audiences
- Increase Social Media advertising budget and test different ad formats and creative
- Increase Content Marketing budget (i.e. Roots Rated, Matador Network) and re-purpose the content in ads across different mediums (i.e. social, AdNetwork, email)

2017 OFFICIAL VISITOR GUIDE



*A Dramatically Different Side of Colorado*



**ADVENTURE**



Lean up and let your scenery take your breath away.

**Something for Everyone**

Whatever gets you outside, you'll find it near Grand Junction. Our temperate climate and sunny days mean you can come here any time of year and explore your passion. Before you arrive, start your

adventure must-do list with suggestions and local recommendations at [visitgrandjunction.com](http://visitgrandjunction.com) — and don't forget the sunscreen.

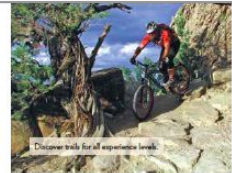


**HSMAI  
ADRIAN  
AWARDS  
WINNER**

Re-design of the Visitor Guide increased downloads by 35.55% year-to-date, 2017.

**Fun Facts:**

- There are 1.2 million acres of public land surrounding Grand Junction, much of it open to ATVs and OHVs.
- One of the state's top-rated public golf courses is in Grand Junction.
- You can bike wine country year-round — just follow the Fruit & Byway map divided into 3 routes and look for the road markers.
- Grand Junction makes a great central base for hunters, surrounded by thousands of acres teeming with large game.



Discover trails for all experience levels.

**Find an itinerary!**

**Feeling Extreme?**

Strap on your helmet and head to the many world-class mountain bike regions surrounding Grand Junction. For a challenging ride, look no further than the Tabeguache/Lunch Loops trail network near the Colorado National Monument's East Entrance or try the brand new lift-accessible downhill mountain bike park at Powderhorn Mountain Resort. For OHV enthusiasts, Bangs Canyon and Rabbit Valley Recreation Area are don't-miss areas. Jet boating

located 25-miles up the Colorado River, will definitely get your blood pumping!

**Family Fun**

In town, the paved Colorado Riverfront Trail meanders along the Colorado River for over 28 miles and offers great bird watching, something grandparents and grandkids can enjoy together. Plenty of local shops rent bikes for a family cruise around town, and several rafting outfits can take your whole family on a relaxing float down the Colorado. The Grand Mesa offers many great hikes.

**Water Lovers**

Fishermen love the 300+ lakes on the Grand Mesa, and Corn Lake is stocked several times a year to keep the fish biting. Bring your SUP, or rent one, to explore our lakes and rivers. If you want rapids to raft, the Westwater Canyon stretch of the Colorado River offers Class III and IV rapids, and the Ruby-Horseshoe Canyon section has Class I and II rapids. Be sure to reserve your permits through the Bureau of Land Management or book your trip with one of our experienced rafting companies.



Take off with a background like nowhere else.