

Director's Report

Business and Community Promotions Board Meeting

January 21st, 2025

1. Community Conversations Update

a. **Meeting Dates:** Following the discussion during the December board meeting, we finalized the dates for the **1st Quarter Community Engagement Meetings:**

- i. **East End Meeting:** April 10, 2025, at 6:00 PM at The Yards.
- ii. **Downtown Meeting:** April 17, 2025, at 6:00 PM at Club Hotel Annex.

2. **Survey Development:** To ensure comprehensive feedback, I propose utilizing **Google Forms** for a detailed survey covering general topics and area-specific concerns. We can send this to our mailing list of 395 recipients. Below are the draft survey questions:

a. **East End:**

- i. Would you be open to paid parking on the East End?
- ii. If there was a managed parking program, would you participate in a parking validation program for East End businesses?
- iii. Do you feel the current traffic flow in the East End is safe and efficient for pedestrians, cyclists, and drivers? If not, what improvements would you suggest?
- iv. Would you be open to one-way traffic going west on Riverside Drive, or closure to motor vehicles with enhanced emergency access bridge to bridge?
- v. Are there specific concerns or suggestions regarding ARGO-related traffic in adjacent neighborhoods?

b. **Downtown:**

- i. Would you like a staged construction process for the Miner Street redevelopment?
- ii. What features are most important to you in the Miner Street redesign? (e.g., pedestrian spaces, outdoor seating, winter-friendly activities)
- iii. What kinds of programming or events would you like to see in the redesigned Miner Street area?
- iv. Do you have any suggestions or questions about the paid parking program?
- v. Would you be interested in participating in a parking validation program?

c. **General:**

- i. How do you prefer to receive communication about community updates and events? (Options: mail, email, social media, flyers)
- ii. Would you participate in advertising opportunities that would reach I-70 traffic?
- iii. How have I-70 disruptions impacted your business, and what additional support would be helpful?
- iv. Are there specific inclusivity measures (e.g., wheelchair accessibility, translation services) you'd like to see in public spaces or events?
- v. What additional resources or partnerships would help you better attract and retain customers?
- vi. What is the best way for us to gather feedback and suggestions from businesses and residents on an ongoing basis?
- vii. What type of public forums or meetings would you be most likely to attend? (Options: in-person, virtual, hybrid)

3. Strategic Forward-Facing Marketing Action Plan Updates

a. Branding and Website Development:

- i. Partnering with **Ember** for brand strategy and visual identity development, including logos, messaging, and cohesive design.
- ii. Completed a brand dig survey and scheduled the first workshop to begin the strategy phase. Which will be on 1/28- if you would like to participate, please email me.
- iii. Purchased the domain **www.visitidahospingsco.com** for a community-focused tourism hub.
- iv. I have gained access to Visit Idaho Springs FB account and have setup an Instagram account as well.
- v. If any board members would like to join the branding and website committee, please let me know.

b. 2025 Marketing Timeline and Plan:

- i. Collaborating with **Thrive4Marketing** to create a detailed marketing plan, scheduled for adoption by February 2025. A rough draft is attached for your review.
- ii. Aligning marketing efforts with the finalized **2025 event calendar** to ensure seamless promotion and coordination.

4. Event Planning Timeline:

- a. Formed an **event planning oversight committee**, which held its first meeting on January 17, 2025.
- b. Our next priority is finalizing the 2025 event calendar. I've been added to the distribution list for special event applications, allowing for better collaboration and planning.
- c. We will be overseeing a **Spring and Fall event** co-sponsored by businesses, along with the 4th of July celebration and smaller block party-style events.
 - i. **Fur-ling Fest:** June 7 2025
 1. **Co-Sponsor** Tommyknockers
 - ii. **Fall Harvest Festival:** September 27, 2025.
 1. **Co-Sponsor** PickAxe Pizza
 - iii. **Mini Events (Block Party on Miner)**
 1. **July:** Block Party on Miner – **July 16, 2025**
 - a. **1400 Block**
 2. **August:** Block Party on Miner – **August 13, 2025**
 - a. **1500 Block**
 3. **September:** Block Party on Miner – **September 6, 2025**
 - a. **1600 Block**

5. Pond Hockey Tournaments Marketing Program

- a. We have developed a focused marketing campaign to enhance the experience of the participants and attendees from the Pabst Colorado Pond Hockey Tournament (February 14–16, 2025) and Cabin Creek Pond Hockey Tournament (February 22, 2025). The campaign highlights Idaho Springs' proximity to the tournaments, unique attractions like The Mighty ARGO and Indian Hot Springs, diverse dining options, and local shopping. Key tactics include geofenced banner ads, 30-second video ads, and targeted social media promotions. The campaign will run from February 10 to 22, with post-event analysis to assess impact and gather visitor feedback for future improvements.

6. Media Day Summary

- a. On January 22, 2025, we will host **Media Day in Idaho Springs** to showcase the city's exciting initiatives and foster partnerships with media professionals. The event will highlight the Downtown Master Plan, the Mighty ARGO Cable Car (MACC) project, and the Virginia Canyon Mountain Park (VCMP). Attendees will participate in guided tours, presentations, and a networking lunch featuring local favorites Beau Jo's and Tommyknockers. This event is a unique opportunity to build connections and promote Idaho Springs as a premier destination.