

# TOURISM COUNCIL OF CARBONDALE

CARBONDALE, CO  
*your*  
**BASE CAMP**  
*for*  
ADVENTURE



# Carbondale Tourism Mission

The Tourism Council of Carbondale is committed to creating a strong tourism economy by promoting the Town.



# Carbondale Tourism

- Tourism Council of Carbondale Structure

- Board & Staff

- Marketing & Public Relations Consultants

- Lodging Tax

- 45+ Properties

- Exceeded \$100,000 in 2016 lodging tax collection

- 17% increase over 2015

- 50% increase since 2011

# Carbondale Tourism

- ▣ Three Pillars of Promotion
  - Outdoor Recreation
    - Access, efforts, and attractions
  - Creative Tourism
    - Creative assets, services, and experiences
  - Agritourism & Heritage
    - Local food and farm experiences, alongside community history

# Carbondale Tourism

## ■ Because...

- All three pillars are supported by the Colorado Office of Economic Development
- “Tourism is a model for collaboration, and has potential for overlap,” Governor Hickenlooper, GovCon 2016
- “60 % of Colorado Tourism is Outdoor Recreation,” Governor Hickenlooper, GovCon 2016
- “Your creative district and creative energy is your capital,” – Debbie Braun, ACRA

# Carbondale Tourism

## ■ Focus & Energy

- A large marketing focus for Carbondale Tourism is directed on traditional media outreach and securing press coverage
- With a small budget, we operate in a highly-strategic manner, focusing specifically on Front Range and Roaring Fork Valley media outlets, to help grow our existing visitor markets
- We align our messaging around travel trends, where we know other bigger partners are having success (e.g. CTO's Agritourism program)
- We also work with local and regional partners on opportunities including Carbondale Arts and local-based organizations
- PR programs include media FAM visits...Four writers attended our 2016 Agritourism media fam, covering publications ranging from Delicious Living, Nourish Magazine, Denver Life Magazine, Curbed and Travel + Leisure

# Carbondale Tourism

## ■ In the Works for 2017:

- 2017 Promotion of our creative tourism assets, including the Carbondale Creative District
- Development of neighboring destination partnerships, including the West Elk Loop & Roaring Fork Valley
- Development of a long-term strategic plan
- Increase revenue sources for tourism promotion & marketing

# Carbondale Tourism

- Target Markets, determined by carbondale.com traffic:

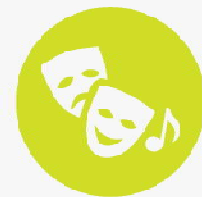
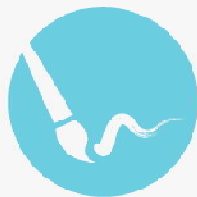
- Aspen
- Glenwood Springs
- Carbondale
- Denver
- Aurora
- Boulder
- Colorado Springs
- Lakewood
- Dallas
- Chicago



# Carbondale Tourism

- Carbondale Creative District

- Carbondale is home to upward of 200 creative organizations, businesses, artists and artisans. Authenticity, heritage, creativity and collaboration dominate the Carbondale Creative District vision. Carbondale is considered as a place that fosters creativity, collaboration and artistic exploration.



# Carbondale Tourism

## ▣ Carbondale Creative District, Cont.

### ■ Rio Grande ARTway

#### Rio Grande ARTway Vision

The Rio Grande ARTway is a creative placemaking project that reflects the cultural diversity of the community, inspires greater use of non-motorized transportation, preserves our heritage, and strengthens our core creative community.

#### Goals

- Give voice to Carbondale's different cultures and communities (identified as Youth, Latino, Environmentalists, Seniors, Artists, Ranchers, and Bicyclists)
- Attract bicycling and other human powered visitors from surrounding communities to the Carbondale Creative District.
- Increase and promote pedestrian and bike connectivity between Carbondale neighborhoods.
- Interpret Carbondale's rich history.
- Add Creative District wayfinding.
- Add creative educational spaces.
- Create edible experiential landscapes.
- Add trail surface options.

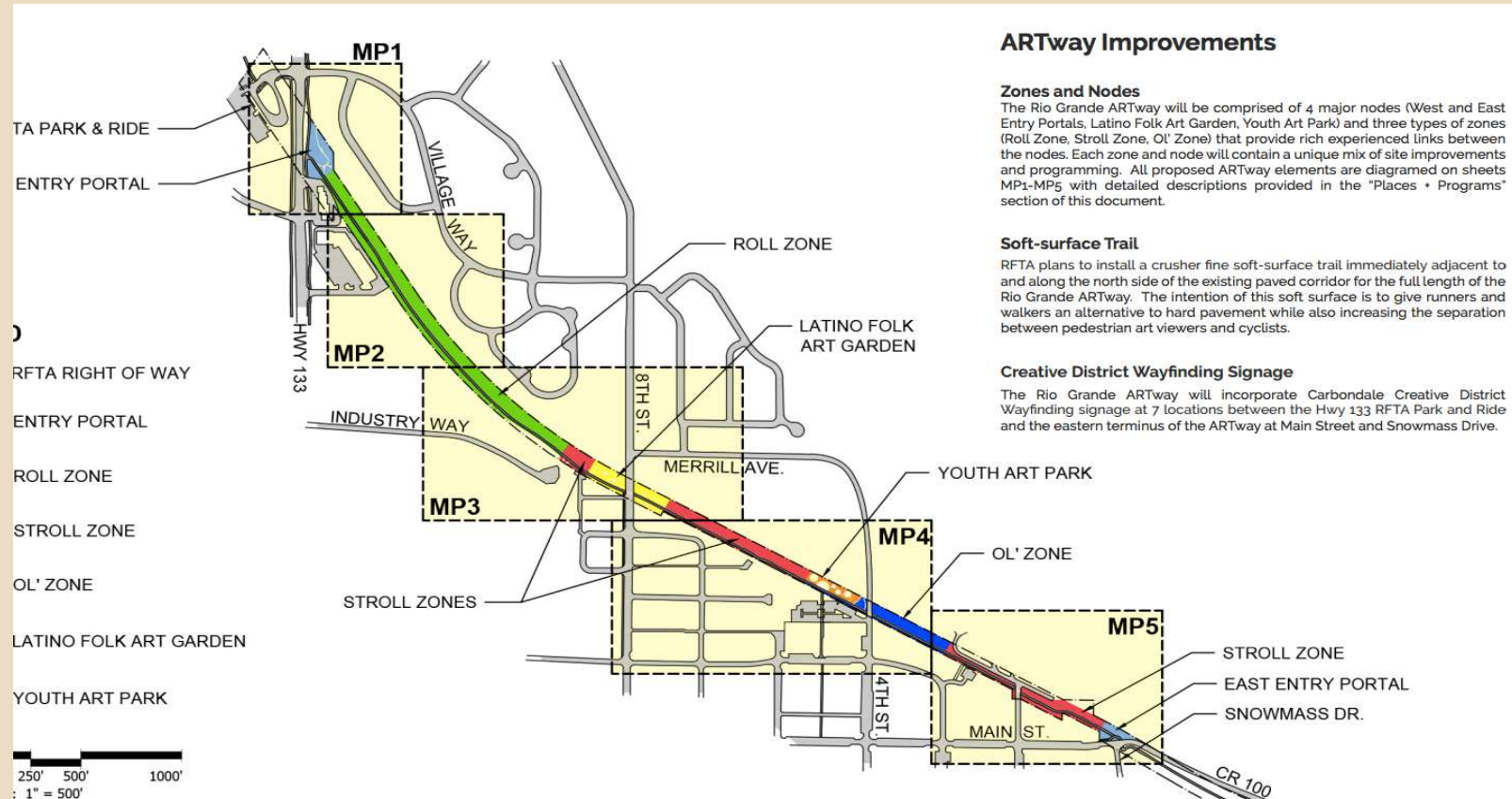


*"Art-flag project" rendering by Laura Stover*

# Carbondale Tourism

## ■ Carbondale Creative District, Cont.

### ■ Rio Grande ARTway



# Carbondale Tourism

## ▣ Carbondale Creative District, Cont.

### ■ Rio Grande ARTway

#### Latino Folk Art Garden

An artful garden and gathering space that gives voice to Carbondale's Latino community. The Latino Folk Art Garden will span the intersection of the Rio Grande ARTway and 8th Street to take advantage of proximity to a Town of Carbondale Irrigation Ditch. This cultural garden will integrate edible landscape elements with shaded seating areas and artistic expressions of the Latino community.

##### Improvements:

- Irrigated garden spaces
- Edible landscape
- Small gathering spaces
- Side trails
- Shade trees
- Art installations
- Benches
- Wayfinding signage

##### Key Collaborative Partners:

- RFTA
- CCAH
- Valley Settlement Project

Project Lead: TBD

Target Completion Date: TBD

Estimated Cost: TBD

A cultural flavorspace





# Carbondale Tourism

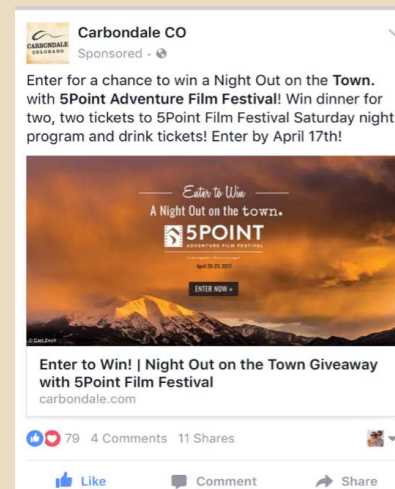
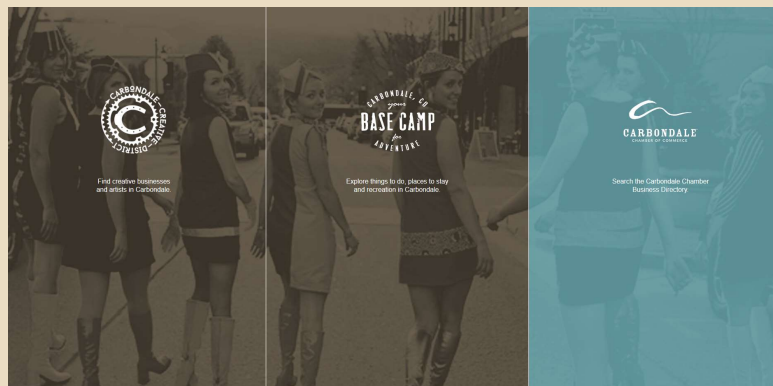
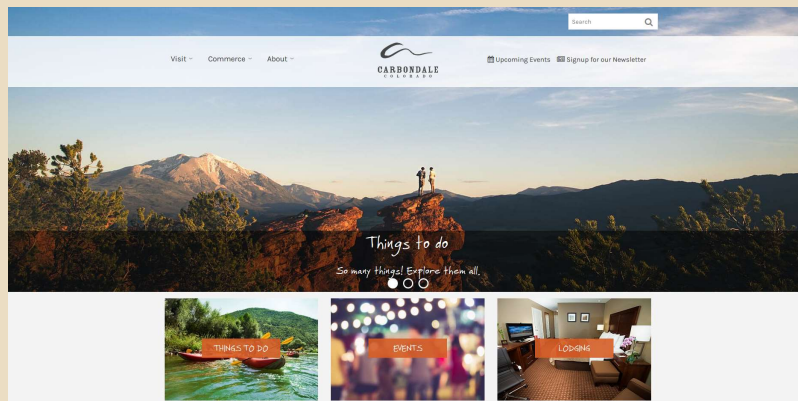
## ■ Agritourism

- Producers, Makers, and Purveyors,” Carbondale Agritourism Media FAM, September 17-19, 2016



# Carbondale Tourism

## ▣ Collaborations, Partnerships, Promotions



# TOURISM COUNCIL OF CARBONDALE

THANK YOU.

