

CITY COUNCIL COMMUNICATION FORM

FROM: Laura Soard, Steamboat Springs Chamber Resort Association
THROUGH: NA
DATE: May 24, 2022
ITEM: 2022 Chamber Destination Management Communications and Promotion Proposal. (Soard)

_____ DIRECTION
_____ INFORMATION
_____ ORDINANCE
_____ MOTION
_____ RESOLUTION
_____ PROCLAMATION

I. REQUEST/ISSUE & BACKGROUND INFORMATION:

The Steamboat Springs Chamber staff is providing an update of the 2022 Destination Management Communications and Promotion efforts.

II. SUMMARY AND ALTERNATIVES:

Presentation of the 2022 Chamber Destination Management Communications and Promotion plans and creative campaigns.

III. STAFF RECOMMENDATION:

This information is an update of our 2022 program.

IV. FISCAL IMPACT:

Proposed Expenditure: n/a
Funding Source: The City has funded these programs through the General Fund through an annual contract.

V. LEGAL ISSUES:

The City and SSC have annual contracts for these programs.

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

In 2022, we propose to evolve several years' worth of Destination Management messaging and create campaigns that speak to sustainable travel and responsible visitation. The proposal considers every stage of the visitor experience and the impacts on the local community and employs strategies that align decision making at the intersection of economic, social and environmental impacts.

VII. CONSISTENCY WITH COUNCIL GOALS AND POLICIES:

Tourism marketing and messaging invites visitors to our area who stimulate the local economy and benefit hotels, attractions, restaurants, cultural institutions, transportation providers, local agriculture, retail and countless other businesses. It helps support the City's vision of preserving the past while assuring an economically culturally and environmentally sustainable future.

ATTACHMENTS:

1. Presentation to City Council