

**Boulder CVB  
Presentation to City Council  
9.20.16**



**The mission** of the Boulder Convention and Visitors Bureau (CVB) is to advocate and provide leadership to develop and promote the natural environment, art/culture, historic, and visitor potential for the express purpose of supporting the Boulder economy.



## Economic Impact

- Tourism contributes >\$400 million/year to Boulder's economy (2015 study, RRC Associates)
- Every \$1 spent to promote tourism in Boulder generates \$1.05 returned to the City in Economic Impact of Taxes Generated, and \$18.21 return on Earned Media value (2015 study)



## History

**1985:** Convention and Visitors Bureau (CVB) created in response to hotel industry and Chamber request to fund tourism marketing through an increase of taxes paid by guests staying in hotels.

**1986:** Restaurant food service tax

**2010:** Voter-approved tax increase to support increased marketing efforts in response to competition

The 2010 tax increase was split with the City to support infrastructure to benefit the residents and visitors.



# Governance

**The CVB is governed** by an appointed Board made up of City, cultural and industry leaders

<b>Bob Trotter</b>	<b>St. Julien Hotel and Spa</b>	<b>Board Chair</b>
<b>Teresa Lomax</b>	Gateway Fun Park	Past Chair
<b>Rob Linde</b>	RRC Associates	Former Chair
<b>Jan Burton</b>	Boulder City Council	City Council Representative
<b>Matt Chasansky</b>	City of Boulder, Office of Arts and Culture	Arts Commission Liaison
<b>Bryce Clark</b>	eggstrategy	At Large Member
<b>Nancy Geyer</b>	Boulder History Museum	At Large Member
<b>Mark Heinritz</b>	The Sink, West Flanders	At Large Member
<b>Daniel Dyrka</b>	CU Conference Services	At Large Member
<b>Tom McGann</b>	University of Colorado	At Large Member
<b>Cathy Rothweiler</b>	Residence Inn by Marriott	At Large Member
<b>Katy Schmoll</b>		Chamber Board Representative
<b>Steve Wallace</b>	Best Western Plus, Boulder Inn	Boulder Hotel & Motel Association President
<b>Molly Winter</b>	City of Boulder, Community Vitality	Environmental
<b>Bob Yates</b>	Boulder City Council	Alternate City Council Representative
<b>Sean Maher</b>	Downtown Boulder, BID	Ex-Officio Member
<b>John Tayer</b>	Boulder Chamber	Ex-Officio Member
<b>Neale Ward</b>	Boulder Hotel & Motel Association	Ex-Officio Member



# Boulder Sustainable Tourism Plan

- Started in 2004 and updated in 2012
- Key projects with new tax source:
  - Off season tourism promotion (Nov-April)
  - Continue to invest in latest technology
  - Invest in city-wide established sporting events
  - Cultural programs supporting grants for new and expanding events
  - Support services for visitors and residents
  - Mentoring small organizations with marketing and technical support



# Boulder CVB Programs

- Leisure Marketing and Advertising
- Visitor and Conference Services
- Group Sales
- Community Engagement



# Leisure Marketing



## Leisure Marketing

- Leisure Marketing and Advertising
  - Primary focus
- Fresh searchable content for website
  - Digital ads Nov-Apr
    - Tie back to website for measurement
    - Plus 2015 measured
      - Intent to Travel >200,000



# Leisure Marketing and Advertising

A photograph of a snowy mountain landscape. The snow is deep and uneven, with tracks visible. In the background, a large, rocky mountain peak rises against a clear blue sky. The scene is peaceful and scenic.

“Two roads  
diverged in a wood,  
and I –  
  
I took the one  
less traveled by.”  
– Robert Frost

**Come blaze your own trail.**  
Breathe the fresh air, eat in America's Foodiest Town, shop, stroll and bask on the patio—even in winter!—just 30 minutes from Denver.

**BOULDER**  
colorado • usa  
BOULDER CONVENTION AND VISITORS BUREAU  
800.444.0447 | BoulderColorado.com

A brochure titled "BOULDER'S Top Things to Do". The cover features a photograph of a mountain range and a town square. The text "BOULDER'S Top Things to Do" is prominently displayed. At the bottom right, there is an orange button with a play icon and the text "Local Guides". The Boulder logo is in the top left corner.

**BOULDER**  
colorado • usa

**BOULDER'S**  
**Top**  
Things  
to Do

**Local Guides**

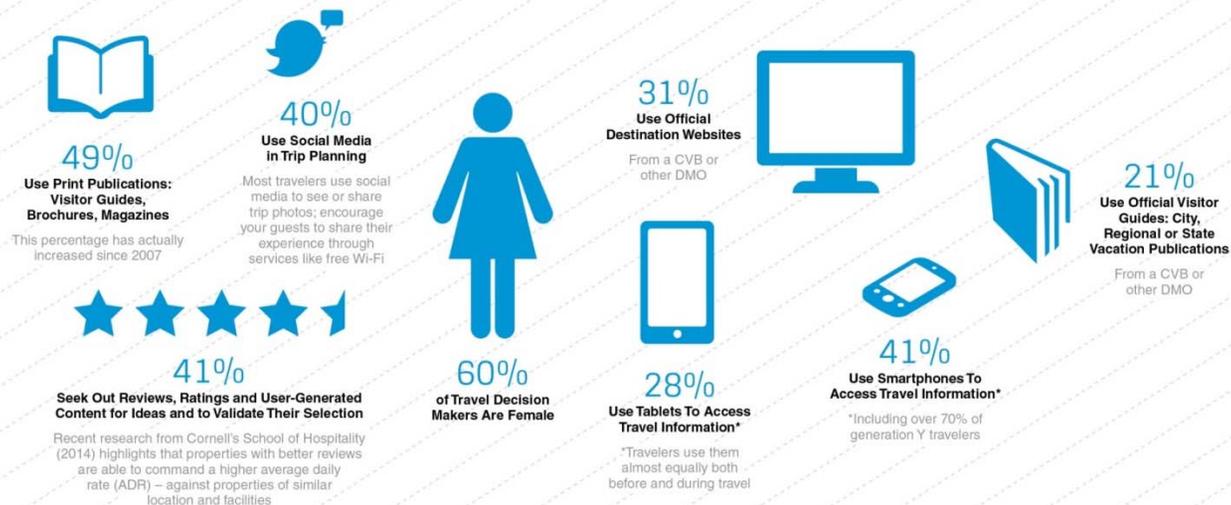


# Trend: Consumers demand multiple sources of information on many platforms with different content on each

## II. CONTENT DISTRIBUTION WITH THE HYPER-INFORMED TRAVELER

The traveler in 2015 uses more information from more sources than ever before in history. The average U.S. and International traveler uses literally dozens of websites (via desktop, tablet and smartphone) plus a range of offline media – notably print publications. The infographic below from the February 2015 “State of the American Traveler” highlights this information-rich environment.

Your content distribution needs to be set for success with this Hyper-Informed Traveler marketplace.



Source: Destination Analysts, "The State of the American Traveler," February 2015



# Key Messages in the multiple platforms

*Inspired by residents of Boulder*

- Outdoor recreation
  - Boulder's active lifestyle
- Local Fresh Food Culture, Micro Breweries, Wineries, Distilleries
  - Personalities that make Boulder stand out
- Arts and Culture diversity of creative offerings
  - Profiles of why Boulder offers inspiration
- Entrepreneurial/business culture that drives the hyper-engaged vibrancy
- Local culture (highly educated, liberal, "weird," environmentally-focused)



# Leisure Marketing and Advertising

## Efforts highlighted in Mid Year Report

- Emphasis on Nov – April
- Events hosted by residents cultural groups
- Five new videos and *Boulder Beer Trail* brochure
- Hosted 28 travel writers
- New website: Award winning!
- Increased use of social media



### Things to Do

Must-See Boulder +

Insider Guides +

Attractions +

Outdoor Recreation +

Shopping +

Nightlife +

Arts & Culture +

Things To Do With Kids +

Free Things To Do

National Laboratories

## Fall Activities in Boulder

Every fall, the cottonwoods, aspen, maples and other trees in and around Boulder put on a dazzling autumn show. Crimson and golden leaves float down to be whisked away by Boulder Creek and set the foothills aglow with brilliant color. Here's a short guide to enjoying fall foliage – and fall events – in Boulder.

### The Best Time for Fall Colors in Boulder

While the exact timing is different each year, the fall foliage in Boulder tends to be best Sept. 27-Oct. 25, and it's at its very best Oct 5-20. If you want to capture that quintessential Colorado photograph of the golden trees against a snow-capped mountain peak, nearby Long's Peak usually gets its first snowfall around Oct 5-20.

### Where to Go



- Events
- Annual Festivals & Events
- Arts & Culture
- Live Music**
- Sporting Events
- Workshops & Seminars
- Food & Dining Events
- Submit An Event

## Live Music in Boulder

Boulder's live music scene has a long history and a storied reputation. In the summer, there is live music almost every day of the week. Live music venues run the gamut – from a beautifully restored art deco theater to a hundred year old barn to open-air stages on **Pearl Street** – and they make Boulder's live music scene very accessible. Because of the town's rich music history, top-notch musicians are happy to make Boulder a stop on their tour. Check out the dates below for some great live music shows in Boulder.

HIDE FILTERS

Show Events By:

Day 
  Week 
  Month

9/12/2016	9/18/2016
Categories	Keywords



Free Visitor Guide

Download or Request Your FREE Visitor Guide

[Read More](#)

[View Map](#)

Sort: [Date](#) | [Name](#)

Showing 1 - 10 of 13

September 13, 2016



# Sporting Events



## Sporting Events

City partnered sporting events

Host events that mirror Boulder's  
active residents

### IRONMAN

- Cosponsored with City

Independence Day Softball

Haute Rockies

- Cosponsored with City





## Sporting Events

- Boulder has a strong reputation and many events want to be here
- Collaborative approach with the City to have greater value beyond impact economic





# Visitor and Conference Services



# Visitor and Conference Services

Serving residents hosting groups and families

## Brochure Distribution

- Family visits
- Residents hosting groups

## Partner Events

- Networking for collaboration
- Meet ups
- One on One Support

Researching new events and businesses for website

Currently:

- 879 Active listings
- 215 Upcoming Events





# Group Sales



## Group Sales

- Along with incentives for Nov – April
- Record-breaking year in 2015
- 2016: Increase of 35% in meetings and sports/event group nights over first half of 2015





# Group Sales

Conduct Sales Missions  
Outside Boulder

Reasons why to meet in Boulder





# Community Engagement



# Community Engagement

- Cultural event promotions - TripAdvisor
- Cultural grants – more dollars than sporting events
- Booking Engine for ticketed events

A screenshot of the Boulder Colorado USA website's 'ACTIVITIES' section. The page displays a search for activities on Sep 7th - Sep 8th, resulting in 8 activities. The activities listed are:

- Banjo Billy's Bus Tour**: Venue: Banjo Billy's Bus Tour, 1315 Cascade Ave., Boulder, CO 80302. Tickets from \$1400\*. Includes a 'BOOK >> DIRECT' button.
- DeVotchKa**: Venue: Colorado Music Festival, 900 Baseline Rd., Boulder, CO 80026. Price: Please call for price.
- The Colorado Chautauqua National H...**: Venue: The Colorado Chautauqua National Historic Landmark, 900 Baseline Road, Boulder, CO 80302. Tickets from \$1000\*. Includes a 'BOOK >> DIRECT' button.
- Boulder's Dinner Theatre**: Venue: Boulder's Dinner Theatre, 5501 Arapahoe Avenue, Boulder, CO 80303. Tickets from \$3000\*. Includes a 'BOOK >> DIRECT' button.

The website header includes navigation links for Meetings & Groups, Sports, Media, Film, Boulder CVB, Hotels, Events, Things to Do, Restaurants, and About Boulder. The main navigation bar has tabs for LODGINGS, ACTIVITIES, and RESTAURANTS. A search bar is located at the top right of the activities section.



## Cultural Grants

### **Support the community with cultural grants Started in 2013**

- *Support* Boulder's cultural groups to strengthen their offerings for citizens and visitors to enjoy
- Partner networking programs to meet other organizations for packaged offerings for residents and visitors
- Booking engine on CVB site for ticketed events
- The Boulder Arts and Culture Guide was developed to anchor Boulder as an arts destination



# Cultural Grant Program in 2016

**BIFF** **Boulder**  
**Jewish Film**  
**Festival**

**Adventure Film Fest**  
A History of the  
Visual Arts In Boulder

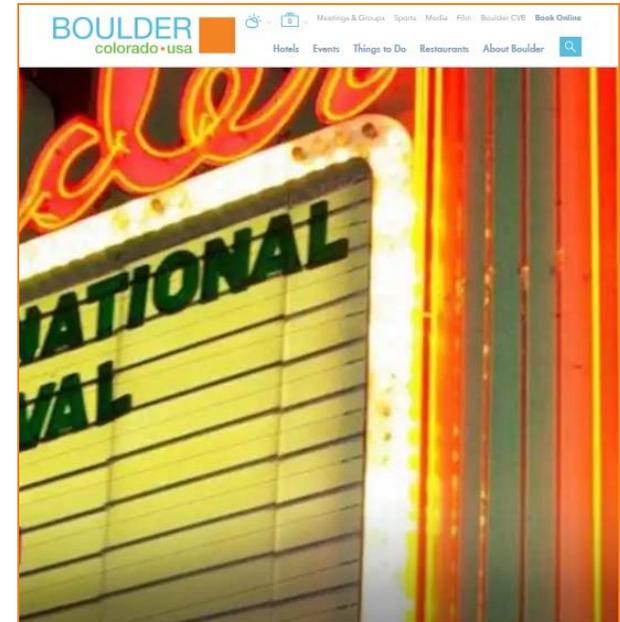
**Arts Week**

**Jaipur** **eTown 25th**  
**Literature** **Anniversary**  
**Festival** **MediaLive**

**Burgundy Wine Festival**  
Boulder International  
Chamber Music Competition



# Cultural Grant Program



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## Jaipur Literature Festival – JLF at Boulder

September 23-25, 2016

In September 2016, an offshoot of the largest free literary festival in the world, the **Jaipur Literature Festival**, is returning to Boulder. Established in India 10 years ago and drawing international acclaim, this three-day gathering of readers and writers celebrates literature across the globe, as well as local and regional writers.

### What to Enjoy

During JLF@Boulder, visitors can enjoy 50 sessions with world renowned authors, speakers and musicians from across the globe. There will be talks, readings, musical performances and writing workshops as part of the free, three day festival, happening September 23-25, 2016. In keeping with the festival's much lauded format, it will kick off with strong morning music session and end with a evening debate.

Approximately 80 authors from around the world will appear, giving presentations, readings, lectures and panel discussions. These will take place at the Boulder Public Library.

Special guest speakers in Boulder this year include Viet Thanh Nguyen, the Vietnamese American 2016 Pulitzer Prize winning author of *The Sympathizer*, and David Gousson, author of the bestselling *A Sting in the Tale* and *A Buzz in the Meadow* and the founder of England's Bumblebee Conservation Trust.

Specific themes at JLF at Boulder 2016 will include immigration, politics and conflict; environmental concerns such as fracking, climate change, the declining bee population,



Free Visitor Guide

Download or Request Your FREE Visitor Guide

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## Boulder Burgundy Wine Festival

October 20-23, 2016

For the sixth year in a row, during the **Boulder Burgundy Wine Festival**, Boulder will turn its attention to another beautiful part of the world: Burgundy, France and the renowned wines that come from that region.

Hosted by the **Boulder Wine Merchant**, one of Boulder's top wine shops, the fifth Annual Boulder Burgundy Festival will be held October 20-23, 2016.

The gathering is one of the leading Burgundy events in the U.S. today and it attracts top Burgundy producers and leading wine professionals from across the country. During the three day extravaganza, guests will taste some of the rarest wines of Burgundy at some of Boulder's most highly acclaimed restaurants.

Master Sommelier and Boulder Wine Merchant owner Brett Zimmerman says, "Selfishly, we thought hosting a Burgundy Festival would be the perfect opportunity to celebrate the wines of the region by tasting and sharing them with some of our friends, customers, restaurateurs, suppliers, and producers."

### What to Expect

Attendees will wine and dine with wine industry directors, taste delicious Burgundy wines and attend seminars with wine makers and top U.S. wine directors. In between events, you can explore Boulder's foodie culture that earned it the title of America's Foodiest City by *Bon Appetit* magazine.



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## Boulder International Film Festival

March 3-6, 2016

Named one of the "25 Coolest Film Festivals" in the world by *MovieMaker Magazine*, the **Boulder International Film Festival** brings films and filmmakers from around the world to Boulder for a four-day celebration of the art of cinema.

BIFF has developed a reputation as one of the most influential young film festivals in the U.S., with an extraordinary number of new but unknown feature films, documentaries and shorts that have gone on from early screenings at BIFF to significant box office success and multiple Oscar nominations.



Free Visitor Guide

Read More



### What to Expect

Films, films and more films. Long format, shorts, documentaries, dramas, comedies – just great films! Another highlight of the festival is that it honors a top actor each year, and the

# BOULDER ARTS & CULTURE Guide

*A Guide to Exploring Boulder's Creative Side*



- Things to Do
- Must-See Boulder +
- Insider Guides +
- Attractions
- Outdoor Recreation +
- Shopping +
- Nightlife +
- Arts & Culture -
- Galleries
- Museums
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- Artist-Inspired Itineraries
- Literary Boulder
- Artist Hangouts
- Things To Do With Kids +
- Free Things To Do
- National Laboratories
- Things To Do At CU
- Suggested Itineraries +
- Winter Activities +
- Spring Activities +
- Summer Activities +
- Fall Activities +
- Farm Trail +
- Vacation Packages

## Steve Spencer's Perfect Day in Boulder

Steve Spencer is a local painter and worked at the tea company [Celestial Seasonings](#) for 40 years. He managed the free tour program, where 140,000 visitors per year come to see the tea manufacturer's original art and take a tour. His own paintings are beloved by locals who find them hanging in local eateries.



*How would you spend your ideal day in Boulder?*

I'd start with breakfast at the [Chautauqua Dining Hall](#) and a walk up one of the trails around the Flatirons. I'd take a watercolor pad and find a spot to paint one of the spectacular views or just a close-up view of nature.

Getting around Boulder is best done on foot or bicycle, and it's all downhill to [Moe's Broadway Bagels](#) for lunch. Then it's just a few blocks to Pearl Street and the Boulder Arts and Crafts Gallery.



Several hours and several galleries later, as the sun sets over the mountains, I might watch some street performers or spend the evening at the [Colorado Shakespeare Festival](#), dinner at [Frasca Food and Wine](#) or [Oak at Fourteenth](#), and a chocolate from [Piece, Love and Chocolate](#).

Whew! I'm exhausted. But maybe just a quiet walk through a beautiful, older, residential neighborhood to end a day that celebrates the unique quality of life that Boulder offers, where artful living comes naturally.

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## Elisabeth Bowman's Perfect Day in Boulder

A self-described "Colorado semi-native and reincarnated muppet," Elisabeth Bowman is a writer, editor and improvisational actor. She has studied with the improv teachers from IQ, Upright Citizens Brigade, The Second City and more.



*What would your ideal day in Boulder look like?*

I'd start at [South Side Walnut Cafe](#) for a big, tasty breakfast. Then I'd head up into Chautauqua or another dog-friendly hiking spot in the foothills. I'd bring a lunch so we could enjoy the view.

Next, I'd ride my bike to [Pearl Street Mall](#). It's kind of like going to the circus. It's colorful, busy and active, yet it feels intimate, like we're all having this shared experience, smiling and strolling – like we're in on a shared secret.



I'd head to the [Boulder Dushanbe Teahouse](#) for afternoon tea. After tea, I'd visit the [Boulder Book Store](#), where the staff recommendations are an invitation to try something new, and [Savory Spice Shop](#), which is so intoxicating.

For dinner, maybe I'd have a bite to eat at [MudMarket](#). It's gluten free and has reasonable prices. If the [Catamounts](#) has a performance, I'd definitely catch it that evening. They select phenomenal plays and produce high-caliber shows that transport me to another world – oftentimes a very bizarre, intriguing one.

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## Leah Brenner's Perfect Day in Boulder

Leah Brenner is the executive director and curator of [madefile](#), an artist-centered store and gallery in downtown Boulder. A CU Boulder alum, Leah has lived and worked in Boulder for the past 17 years. Passionate about promoting and connecting local artists, Leah spends her free time going to art shows, seeing live music, rock climbing, snowboarding, hiking with her dogs and practicing yoga.



*How would you spend your perfect day in Boulder?*

My perfect day in Boulder starts with a Vinyasa class led by Rob Loud at the [Yoga Pod](#). After yoga, we would have brunch at [Tangente](#), which is the best under-the-radar brunch in Boulder (the chicken and waffles are not to be missed!).



In the afternoon, I'd take a creative workshop at the [Boulder School of Metals](#) (Introduction to Metal Working) or at [madefile](#) (Screenprinting 101 or Terrarium Building).

After class, we'd make our way to the featured art exhibit or opening reception at [BMoCA](#) (Boulder Museum of Contemporary Art).

Dinner would be at [Sushi Tara](#), then after-dinner drinks at [The Bitter Bar](#). If we were lucky, there would also be a guest band at the [Boulder Theater](#) or [Fox Theatre](#) to end the night.

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## Nancy Cranbourne's Perfect Day in Boulder

Nancy Cranbourne is the director and owner of [One Big Yes Productions](#), a film, dance and theater production company that arose as an extension of Nancy's dance company, [40 Women Over 40](#). One of her goals is to give dancers of all ages and levels opportunities to perform. Nancy's classes are known for being nurturing, fun and, at times, like "one big comedy show."



*How would you spend your perfect day in Boulder?*

I would start out having a cup of coffee at [Boxcar Coffee](#), and I'd also pick up some meats and cheeses to go from [Cured](#), which shares a space with Boxcar. I'm kind of a food nut, and as a dancer, you have to eat.

I'd have to do some yoga. Bari Campbell at [Core Power Yoga](#) is one of my favorites. I'd take her yoga sculpt class.

For lunch, I'd meet someone for a little bite at [Pizzeria Locale](#) – with wine. I believe in acting like an Italian even though I'm Swedish.



I'd catch a movie at the [Boe](#) (the [Boedecher Cinema](#)) or something live at [The Dairy](#) (Dairy Arts Center). I love to see any kind of live performance there or to stop in at [BMoCA](#) or one of Boulder's other arts venues.

If there were time, I'd have a margarita at [Centro](#) and maybe stop in [Fresh Thymes](#) for dinner (they have gluten-free options). If it's winter, I'd cozy up with my hubby by the fireplace or we'd have friends over for drinks on the patio in summer.

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## Big Head Todd's Perfect Day in Boulder

Since their formation in the mid 80s, followed by their hit song "Bittersweet," Boulder's [Big Head Todd and the Monsters](#) has gone on to national fame. They remain a local favorite and return to Boulder for a few shows every year. Here, the band members share their perfect day in Boulder.



*How would you spend a perfect day in Boulder?*

Start the day with breakfast and bloodies at the legendary [The Sink](#) on the Hill or with breakfast at [Tangente](#).

Next, grab a coffee at [The Laughing Goat](#) before a browse through [Albums On The Hill](#) and a hike up Chautauqua.



Watch the [Bulls](#) (CU's football team) kick our opponents' butts on the gridiron, have dinner at [Frasca Food and Wine](#) and then meet up for a concert at the [Boulder Theater](#).

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## Nancy Geyer's Perfect Day in Boulder

Nancy Geyer is CEO of the [Boulder History Museum](#), which is known for creative exhibits about Boulder culture – from beer to dogs to rock 'n' roll. Nancy is leading the museum's plan to convert a historic Masonic Lodge in downtown Boulder into a new, 18,000-square-foot space for the museum.



*Tell us about your ideal day in Boulder.*

My perfect day includes spending time with my family and friends – and my dog. It starts with an early-morning hike on the Mesa Trail toward the [National Center for Atmospheric Research](#) (NCAR), which winds along the foothills.

Then we would enjoy brunch in the [Chautauqua Dining Hall](#). Chautauqua has such a wonderful history and an absolutely beautiful setting.

Next, we would swing by the [Boulder History Museum](#) (currently only by appointment only), so I could show my friends the latest exhibit and pick up the map for the [Boulder Creek Path History Tour](#) (PDF). We'd then hike the [Boulder Creek Path](#) and stop at the locations indicated on the map to learn a little history along the way.

We would wander through the colorful [Boulder Farmers' Market](#) and stop by [BMoCA](#), with a stop off at the [Boulder Dushanbe Teahouse](#) for some late-afternoon tea and a snack.



I love [eTOWN](#), so if there were a live taping that evening, that would be at the top of my list. After the show, we would head down to Pearl Street for a late-night dinner at one of the many world-class restaurants.



# Cultural Program Public Relations

The CVB sponsored **Peter Greenberg**, the CBS News Travel Editor, for a segment on his podcast, **Travel Today**.

- Recorded in Boulder  
Sep 13<sup>th</sup>
- Broadcasted 300  
stations nationally  
Sep 17<sup>th</sup>

## Featured interviewees:

- Kathy Beeck, BIFF
- Jessie Friedman JLF
- Nick Forster, eTown
- Maeve Conran, KGNU
- John Griffin, CWA
- Nancy Geyer, Boulder History Museum
- Bobby Stuckey, Frasca Food & Wine

# 43

The number of organizations and businesses one-on-one

Executive Car Service  
A Spice of Life Catering  
Corporate Event Management  
Alpine Audio Visual  
Apex Ex  
Big Bang Catering  
Boulder Theater  
Boulder Transport  
Boulder Trip Service  
Boulder Walking Tours  
Boulder's Best Organics  
Calluna Events  
Colorado Wilderness Rides and Guides  
Creative Productions  
Culinary Hearts  
Daylight Productions & Rental  
Door to Door Organics  
Eight Days A Week Imaging & Copy Center  
Fastsigns  
Fireside Production  
Fox Theater  
Front Range Catering

Oakley Photography  
People Productions  
Photo Craft Imaging  
Precision Link Translation Services  
Pro Photo Rental  
RC Special Events  
Redstone Catering  
Steve Z Photography  
Summit Presentations  
Three Ring Events  
TransLingua  
Volunteer Connection  
Volunteers for Outdoor Colorado  
Walkabout Photography  
Z Baby Gear  
Harring Photography  
Hermes Worldwide Transportation  
J&S Audio Visual  
Life Exposed Photography  
Local Table Tours  
Lumia Organic

# 24

The number of community organizations offered technical assistance

Black Cat  
James Beard Foundation Dinner  
Wine Studio First Friday  
CU Welcome Back Parents Lounge  
BMoCA  
CU Sports Medicine and Performance Center  
Eldora Mountain Resort  
Farmers Market  
Downtown Boulder Inc & BID  
July 4<sup>th</sup> Fireworks Committee  
Boulder Arts Week  
CU Athletics

Cultural Plan Committee  
Cultural Summits  
Responsible Hospitality Group  
AACT - Addressing Alcohol Action Coalition Together  
City Study Tours  
Local Organizing Committee  
Conference on World Affairs  
Women Who Light the Community  
Boulder Valley Schools & Running Coaches  
Open Studios  
Colorado Music Festival  
City Departments  
B-cycle



## CVB in the Community

Jointly funded with the City a transportation alternative for access to Chautauqua for residential neighborhood relief.

Chautauqua Access Management Committee (CAMP)

Developing communication strategies for a balance of visitor mix within the state for long term effect.



## Value to the Boulder Residents in addition to taxes

Partnership with City Staff on new opportunities

- Sporting and Cultural events

Understanding residents' needs and how the CVB can assist.

- Such as making Boulder an arts and cultural destination.

CVB investments can support our overall community values

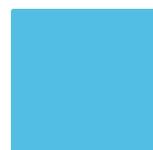
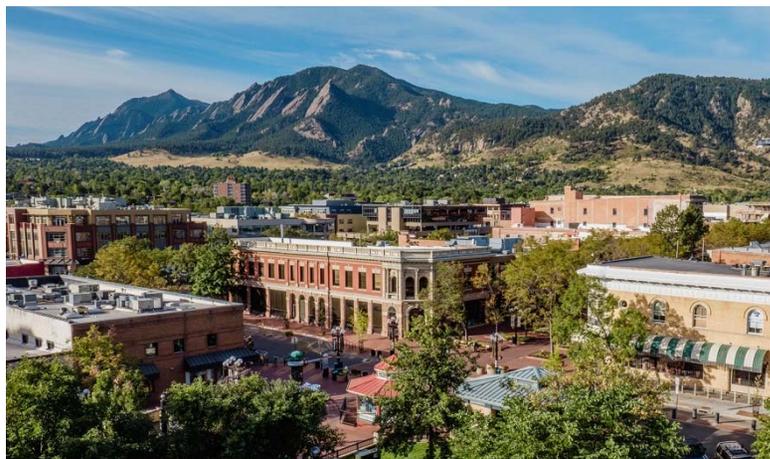
80% of tourism economic spending supports all of Boulder's infrastructure (police, fire, parks and recreation, roads and libraries)



## The Boulder CVB is Honored

Boulder is a very special place. Full of amazing people.

You, the residents, foster our inspiration. We are honored to represent it.



Q & A



# Marketing Budget - Messaging

