

September 16, 2005

Gary Hall
Custer County Extension Agent
Colorado State University Cooperative Extension
205 South 6th (P.O. Box 360)
Westcliffe, CO 81252

Dear Gary:

On behalf of the Office of Economic Development and International Trade and the Branding Assessment team, we appreciated the warm welcome to Custer County. You and your team did an outstanding job in preparing the information we requested and getting it to us quickly. We were impressed with the attendance at the assessment meeting, the thought and creativity that went into project planning and depth of commitment to the community. Custer County is a great model for one of our first branding assessments. Thank you.

Enclosed you will find a branding reference notebook with the following information:

- Application
- Image Surveys
- Review of Marketing/Web Materials
- Persona Reviews
- Theme Ideas
- Assets and Challenges
- Recommendations
- Creative Planning Questionnaire
- Resources

The Branding Team reviewed your assessment and the information provided from our meetings. We gave careful consideration to your current situation as well as where you would like to be in the future. In the branding recommendations section you will find both short- and long-term recommendations, as well as some that involve no cost.

As part of the assessment process we have built in a reporting mechanism so that we can hear back from you in six months to see the progress you have made. This also helps us to gauge our program and how helpful the recommendations we provide are to your community. We would like to set a follow up meeting/conference call with you for February 16, 2006.

I will contact you soon to review the enclosed material and answer any questions you may have.

We thank you again for allowing us the opportunity to conduct one of our first branding assessments in Custer County. We enjoyed working with you and your team, and hope this is the beginning of a very productive collaboration. Feel free to contact me with any questions.

Sincerely,

Stefanie Dalgard
Director of Communications
Colorado Office of Economic Development and International Trade

Colorado

Custer County Branding Assessment

Custer County Attendees

- Angie Arterburn:** Lived in town 9 years, native of Colorado, owns a graphics company and husband is an artist
- Charles Bogle:** Lived in town 3 years, chamber member, retired, started veterans American Legion.
- Allen Butler:** Lived in town 22 years, from Oklahoma, Mayor of Silver Cliff, owns convenience store
- Chuck Felman:** Town council of Westcliffe
- Gary Hall:** Colorado State Co-op Extension Agent
- Wanda Johnson:** Lived in town 2 years, native of Colorado, member of Econ Dev. Team
- Jan Lee:** Gallery owner, from California, on Econ Dev. Team and chamber member.
- Dena Meek:** Lived in town 1 year, from Texas, owns graphic design studio
- Gene Neiges:** Lived in town 6 years, from NYC, in real estate
- Linda Nemire:** Lived in town 3 years, from Texas, works with a construction company
- Jess Price:** Lived in town 20 years, Mayor of Westcliffe, has owned and owns a few different businesses
- Peggy Quint:** Lived in town 7 years, works at the bank
- Dick ?:** Lived in town 14 years, county commissioner

Colorado

Branding Assessment

Branding Application/Profile – Communities

Please fill out electronically and email to: Stefanie Dalgar at sdalgar@state.co.us

Primary Contact Information:

Name of Community/County: Custer County

Contact Person: Gary Hall

Address: P.O. Box 360, Westcliffe, CO 81252

Phone: 719-783-2514 Fax: 719-783-0908 Cell: 719-429-5149

Email: gary.hall@colostate.edu Web site: <http://www.coopext.colostate.edu/custer/>

Name of individual completing this application if different from above: _____

Primary Contact Responsibilities:

- Setup/coordinate Assessment logistics
- Collect requested documentation (as listed below) or collect data as outlined in the application and welcome letter
- Gather marketing material, including electronic versions
- All of the information must be provided to the TEAM members at least two (2) weeks before the assessment for review. **Please email as many documents as possible.**

Send all materials to:

Stefanie Dalgar
Office of Economic Development and International Trade
1625 Broadway, Suite 1700
Denver, CO 80202
sdalgar@state.co.us
303-892-3893

Intent & Commitment

- **Why do you want to begin the branding process?**
The Custer County Community Economic Development Committee (CCCEDC) has identified making a brand or image for Custer County as one of their four short term goals. They and many others feel it is important to have a brand for marketing to get started and so the other short term goals can be accomplished.
- **What do you want to achieve by undertaking this process – what is your #1 goal?**
To determine a brand or image for Custer County that can be used in marketing efforts.
- **What is your commitment to following through on this process? (How much time and resources are you willing to allocate to implement this program?)**
Gary Hall will dedicate his time while the team is in the County. Many members of the CCCEDC and Chamber of Commerce will help with the process.

Please provide at least two of the following documents or complete the following profile/questionnaire:

- Community Assessment (if applicable)
 - Brand Image Survey
 - Strategic Plan
 - Comprehensive Plan/City or County
 - Community/County Profile Sheet (if not available, please provide information as listed below)
-

1. **How large is your organization/staff?** 15 on Committee, 2 in Extension Office
 2. **How old is your organization?** Committee started in January 2005
 3. **Where do your funding sources come from?** _____
Individual Businesses, Enterprise Zones, Custer County, Chamber of Commerce
 4. **Do you have a marketing budget?** Chamber of Commerce has a marketing budget
 5. **What do you think your current brand is?** Chamber has a list of top 9 which is attached.
-
6. **How would you define branding?** _____
A logo, image or saying that can quickly identify/relate to something in our case, Custer County

Community Background:

A paragraph on community/county/organization history of economic development in your community/region

- A. Many different groups have tried to work on economic development but there has always been a lack of coordination among all the different entities involved. So most of the efforts fail. Here is one such effort by the town of Silver Cliff. The city itself conducted the survey.

Custer County Project Priority List

Nov. 15, 2004

- I. Water Augmentation
- II. Equestrian Center
- III. Develop Heritage Tourism
- IV. Additional Public Land Access
- V. Water Pressure, Storage and System Expansion
- VI. Silver Cliff Business District
- VII. Post Secondary Education Presence
- VIII. RV Services (Water/Dump Station/Dumpster)

Other projects (# of votes)

- (18) R&D Industry
- (18) Encourage Clean (Green) Businesses
- (18) Medical Support (Staff and Professionals)
- (17) Visioning/Identity
- (16) Agro Tourism
- (16) Research Mining Potential
- (16) Adequate and Affordable Housing
- (16) County-wide Broadband Service
- (15) Highway Beautification for Silver Cliff
- (14) "Long eagle" Telecommuters
- (13) Commercial Greenhouse
- (12) Bike Ride
- (12) Multi-use Trail from Town(s) to Lake DeWeese
- (12) Town and County Road Improvements
- (11) Community Meeting Rooms/Facility
- (10) Create Multi-Use Trail Systems
- (9) Value Added Wood Products
- (9) Alternative Energy
- (8) Expand Tourism Season
- (8) Tourism Board
- (7) Youth Recreational Facilities and Programs
- (6) Lake DeWeese into State Park
- (6) Rural Transit Authority
- (5) Improve Transportation in and out of valley
- (5) Better Street Signage
- (4) Value Added Agriculture
- (4) Concerted Economic Development Efforts
- (4) County Translator for Channels 7 and 9
- (3) Downtown Parking
- (3) Coordination of Volunteers in support of Medical/Fire/Community needs
- (2) Airport Shuttle
- (2) Collect and Evaluate previously held events
- (0) Sangre de Cristo National Park
- (0) Graduated Care Facility for Elderly

Mission/goals

Custer County Community Economic Development Committee Mission Statement:

To coordinate the community economic development activities within Custer County through the cooperation and participation of government entities, businesses, organizations and individuals.

Objectives

1. To clearly define "economic development" with regards to the goals of the citizens and businesses of Custer County.

2. To establish a clear mission statement and measurable goals for both short term and long term community economic development in Custer County.
3. To meet monthly at a date and time to be determined (The first meeting was held Jan 24th, 11:00 am - 1:00 pm at the Rancher's Roost, Cliff Lanes, in Westcliffe).

**Custer County Community Economic Development Committee
Short Term Goals**

1. Work on an event center
2. Develop a sense of identity
3. Develop tourism
4. Educate the public and businesses of what Custer County has to offer
5. Provide map/location: Custer County is located west of Pueblo County, south of Fremont County, north of Huerfano County and east of Saguache County.

Population/median age: 3784/42

Identify main industries: Construction of homes, real estate, tourism, school, government, agriculture

Specific rankings: low

Demographics:

Retail sales by city and county: \$13,975 in 1997

County & city property tax rate

Median household income: \$34,731 in 1999

Describe housing stock (multi-family, single family homes, rental units, etc.):

3,250 Housing Units in 2002

Employment:

Average wages hourly/monthly: \$2,146.50/month

If an increase, why?

Describe your employment base? Construction of homes and support industry
Tourism

Has it increased or decreased (and why?)

List your primary employers and number of employees:

Custer County Schools 152, Custer County 112

Transportation:

List the types of transportation (i.e. airport, trains, and buses) and provide details on the services provided (i.e. business names, number of planes, etc.)

Airport, van for public. Airport is small rural airport. Van is operated by local Rotary Club.

List main interstates/roadways

Main highways include Hwy 96 and 69. Other highways in the County include Hwy 165 and 67.

Recreational/Tourism:

List the recreational

Hiking trails, fishing lakes, ATV trails, scenery, swimming pool, camps, golf course, bowling alley, health clubs (2)

List tourism/cultural attractions

Bishops Castle, Beckwith Ranch, All Aboard Westcliffe, Jones Theater, mountains, trails, Silver Cliff Museum, Mission Wolf

List dining and accommodations facilities

Dining: Chile Bears, Yoders, Pizza Madness, Wild Tyme Deli, Rancher's Roost, Sangritas, Subway, Hungry Mountain, Karens, Alpine Lodge, Letter Drop Inn, San Isabel Lodge, Wetmore Steak House, Pizza Express, Alices Upstairs Restaurant, Marian's Gourmet Take-Out, Mining Company Restaurant, Oak Creek General Store, Poag Mahone's Pub and Grill,

Accommodations: Westcliffe Inn, Yoders, Antlers, Golden Courner Suites Motel, Country Inn, Alpine Lodge Cabins, The Courtyard Inn, Grape Creek RV Park, The Lodge at San Isabel, Shining Mountain Rentals,

Health Services:**Identify health services and providers:**

Wet Mountain Valley Clinic, Dentist part time,

Infrastructure/Natural Resources:**List the utility providers:**

Sangre de Cristo Electric, Independent LP Gas Providers, CenturyTel

Identify Natural Resources:

Water, Mountains, grass, wildlife diversity, sunshine, forest

Financial Stability:**Describe financial institution:**

Colorado Mountain Bank and Fremont Bank

Identify marketing budget/partners in the community:**Educational:**

Student ratios K-12: 1-20

Higher Education Opportunities:

Drive to Pueblo or Canon City for Community College of CSU Pueblo

Other:**For further information, please contact:**

Stefanie Dalgard

Office of Economic Development & International Trade

1635 Broadway, Suite 1700

Denver, CO 80202

Telephone: 303-892-3840

Fax: 303-892-3725

www.AdvanceColorado.com

Colorado

Custer County Branding Assessment

Marketing Materials Assessment

Logo:

- There really is not one except for the county's seal-type, outdated logo that they have been putting on some items. Publications are printed using a type treatment as sort of a logo, but there are no standards currently being followed in this area. The development of a consistent, brand-reflective logo is a primary objective for this effort.

Marketing Materials:

- Annual Guide Book: They printed 30,000 of the 2005 guide. These are distributed throughout Colorado visitor information points and those located in TX. Their current run of this guide will run out Jan. 1, 2006.
 - Group feels the content is fairly good but it is not well organized
 - Difficult for the reader to find the information
 - The Ads are not distributed well within the content
 - Some liked the information and organization of the 2004 guide better
 - This guide is for both for tourism and relocation
 - Currently they are getting bids to produce the 2006 issue
 - They cannot tell if it is working
 - Book is missing itineraries and seasonal information that would better help visitors plan their activities
 - There is not a consolidated activity listing with associated vendors
- Event Collateral: Each event handles the printing of flyers/posters of events
- New magazine: A local business/artist is putting together an annual magazine to promote the area
- Ads: Placed within a 150 mile radius, plus in some regional guide books

Who are materials targeted to:

- Tourists

How is the message getting out:

- Welcome/Visitor Centers
- Trade show – Tulsa (through Colorado Activity Center)
- Through local businesses
- Magazine: Colorado visitor centers/art shows in CO and UT, trade shows

What is working:

- They don't feel any of it is really working

Marketing plan:

- **Annual Marketing Budget:** \$3,500 from the Chamber. Goes to ads and placement, events, Web site, etc.
- They do trade with radio station in Canon City to promote activities and events
- Guidebook generates ad sales which pays for the production/design and printing of it and covers some money for the Web site

PR:

- Handled through chamber and they send out press releases to a media list targeted to Colorado
- Under marketed
- Not utilizing CTO PR leads

Working relationships:

- Work with Colorado's Frontier – Action 22 Tourism Committee

Other:

- Not taking advantage of any other marketing services, i.e, CTO
- No Lead generators
- Don't have brochure or flyers in surrounding area tourist racks
- Scenic Byway: Not leveraged
- No co-ops with regional partners (towns or businesses)
- No events flyer (spring/summer or fall/winter)

Colorado

Custer County Branding Assessment

Web Assessment & Recommendations

Url(s) - <http://www.custercountyco.com/>

Overview:

- They do not feel the Web site is working. It does not have a branded look and the navigation is poor.
- Web site does not have a cohesive look to the guide book.
- There are a few other domain name sites that are functioning as Custer County promotional sites, but handled by individuals. (custerguide.com)
- Email name is different than URL: email = custco@ris.net, URL = www.custercountyco.com
- At meeting they did not know if any tracking information was really available
- There is an ex-chamber web site vendor who has a competing Web site that is listed better on the search engine, has a better format and who attracts away advertising dollars from the official site (the Chamber's)

Consistency with Overall Brand:

The site is not consistent with print materials in use at the time of its creation.

Current User Interface:

"Awful" as their description

Search Engine Marketability & Listings:

Not Currently

Site Traffic Reporting:

N/A

Recommendations:

- Once a solid brand has been created, develop a County wide web site
 - Events Calendar
 - Agendas for day trips, 3-day stays and weekly stays
 - Allow visitors to sign up for an eNewsletter
 - Activities Guide
 - Services directory with mini sites for businesses
 - Maps / Locations
 - Printable Materials with Contact Information
 - Have e-commerce on site
 - Sell art from area and tourism paraphernalia
 - Book activity packages (lodging, activities, box lunches for activities, etc.)
- Create specific calls to action at the web site. These should be emphasized and act as the focal points throughout your web site. Some of these may include:
 - Join our eNewsletter
 - Book an itinerary package online
 - Request a Relocation Package / Real Estate Listings
 - Request an Official Guide Book
- Create alliance with the 3rd party site owner to work together
 - Consistent Branding
 - Control over messaging

- o Greater development resources

Colorado

Custer County Branding Assessment

Persona Reviews

Persona #1 Tourist

Name: Jan

Gender: Female

Age: 40

Where do they Live: Texas

Marital Status: Married

Household Income: 125K

Children: 2, teenagers

Occupation: Business owner or executive

Level of Education: college

What would prompt this person to come here?

*To get away

Visit a small town

Get back to basics

Beautiful mountains

Cool climate vacation

Colorado History/Heritage tourism/western experience

*Unique experience

Less expensive

*They want a different experience this year

Challenges faced in achieving your communication goals with this person

(list in order of relevance with the biggest challenge at the top)

What is there for the kids to do

Many places in town are closed on Sundays

General lack of service – (not to be confused with customer service)

No skiing

Misperception re: winter

Persona #2 Retiree

Name: Bill

Gender: M

Age: 58

Where do they Live: Denver

Marital Status: Married

Household Income: n/a

Children: Grown kids

Occupation: Business owner or executive

Level of Education: College

Monthly Income/Net Worth: Fixed retirement incomes, modest assets, purchase homes under 200K, Net worth: 700K

Why do they come here?

Get involved

Natural beauty/climate

Join a real community!

Involvement opportunities

What would prompt this person to come?

To get away

Two Red Hat Society groups

Slow down

Health and pace

Get creative

Prompt medical attention

Excellent 1st response

Simple life

Proximity – close to major services (Pueblo, Canon City, Taos, Colorado Springs, Denver)

Low taxes

Challenges faced in achieving your communication goals with this person

(list in order of relevance with the biggest challenge at the top)

Not on the state map

Altitude - elevation (7,800 ft.)

Misperception re: winter

Water sewer

No pharmacy

In network physicians might

Persona #3 Internet Enabled Worker

Name: Jay

Gender: M

Age: 43

Where do they Live: Texas (could be from anywhere)

Marital Status: Married

Household Income:

Children: 3 kids

Occupation: Sole Proprietor

Level of Education: College

Why do they come here?

Good schools

Join a real community!

Sports

Culture for kids

Lessons for kids

No class boundaries

Low crime

Natural beauty/climate

Involvement opportunities

What would prompt this person to come?

To get away

Slow down

Health and pace

Get creative

Prompt medical attention

Excellent 1st response

Simple life

Proximity – close to major services (Pueblo, Canon City, Taos, Colorado Springs, Denver)

Challenges faced in achieving your communication goals with this person

(list in order of relevance with the biggest challenge at the top)

Not on the state map

Altitude - elevation (7,800 ft.)

Misperception re: winter

Water sewer

No pharmacy

In network physicians might

Colorado

Custer County Branding Assessment

Themes

Key Items Discussed:

- Arts / galleries / Theater
- Scenery beauty (mountains/plains)
- Great climate / weather
- Best kept secret
- Enchanted land
- Undiscovered
- No trash
- Wild lands
- Destination area (?)
- **End of the highway**
- Safe
- **Slower pace/ inner peace**
- **Open 10ish**
- Small town
- Sense of community
- Friendly, helpful people
- Waving
- **People make the place**
- Everyone knows every one on a first name bases
- People reinvent themselves here – see the value of life
- No class boundaries
- Added years to our lives
- Responsible people
- Can be involved or choose not to be involved in the community
- Could make more money else where but quality of life is worth more.
- Great opportunity (a lot of missing businesses)
- Activities (great hiking, ATV's, fishing, hunting, golf, etc)
- No stoplights
- Norman Rockwell setting
- Have good mail/package service
- Western Experience
- New pool, bowling alley, tennis courts and fire truck
- Low taxes

Leave it behind to relax your pace of life and experience beauty and any activity you want. We are open 10ish.

The following three themes were identified for Custer County relating to their core of the assessment:

- Relax and Live
- The People Make the Place
- It's all Near By (Proximity)

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Custer County Branding Assessment

Assets & Challenges Overview

Assets

- Tourism & Recreation Potential
 - Heritage/western Tourism
 - Rock Climbing / hiking
 - Biking
 - ATV's
 - Four wheeling
 - Water Sports
 - Kayaking
 - Rafting
 - Fishing
 - Camping
 - Golf
 - Hunting
 - Scenic Byway
 - Visitors Center
 - Horse back riding
 - Regular annual events
- Natural Beauty and peaceful pace
- High Speed Internet Access
- Possible Entrepreneur Opportunities (need more traffic)
- There is a core group of people that are very active who have committed to work together to see the town move forward.
- Good mail and package delivery system
- Prompt medical attention / Excellent 1st response
- Proximity – close to major services (Pueblo, Canon City, Taos, Colorado Springs, Denver)
- Low taxes
- Community cohesiveness
- There is a nearby Christian camp which attracts thousands of visitors a year

Challenges

- They feel they are 3 to 4 years behind everyone else regarding growth curve.
- They have a seasonal economy (stronger summer) and need to balance it out.
- Some of the residents have to leave because lack of opportunity and finances.
- Unless you move there with money or have a money source from outside the town (e.g. database consultant or other web-based business) most people have to have 3 jobs in order to survive.
- Not on state map
- It is a destination by itself, you would not see it going to somewhere else
- Not a ski destination
- Limited phone service
- Misperception of weather – they are not snowed in 8 months of the year
- Pace too slow
- Not many businesses, stores and services as some areas. This leads to the perception people may sacrifice some of their conveniences if they move to town.
- Lack of service – not open all the time (closed on Sundays and some open when they want and close when they want.) Open 10ish!
- Not a lot for kids to do. There are activities such as horseback riding, hiking, ATV's, but for teenagers it is too slow.
- Slow growth / unwanted growth
- FEAR: Town will grow too fast and lose its unique small town asset.
- Social Environment – no nightlife, no shopping
- Limited budget

Colorado

Custer County Branding Assessment

Branding Recommendations

Overall Branding Assessment Objectives

Develop a preliminary marketing direction consistent with the values, goals and objectives of the community. Evaluate materials, systems and resources. Make recommendations as to how the community can move forward.

Pre-meeting Stated Mission Statement

To coordinate the community's economic development activities within Custer County through the cooperation and participation of government entities, businesses, organizations and individuals.

State Branding Feedback

This is the main mission piece in most communities that is 100% necessary to achieve a consistent branding message. You have done a wonderful job in organizing these entities to proceed with your efforts.

Pre-meeting Stated Goals & Objectives

1. To clearly define "economic development" with regards to the goals of the citizens and businesses of Custer County.
2. To establish a clear mission statement and measurable goals for both short term and long term community economic development in Custer County.
3. To meet monthly at a date and time to be determined (The first meeting was held Jan. 24th, 11:00 am - 1:00 pm at the Rancher's Roost, Cliff Lanes, in Westcliffe).

State Branding Feedback

During our meeting we discussed economic development and that the community did not want to try and become a big city. The current residents live there for many reasons including simple living and the surrounding natural beauty. Based on the branding themes uncovered during our meeting, economic development efforts should attempt to stay true to this way of life. Economic development efforts therefore should focus on tourism, attracting retirees and attracting Internet workers who can earn money remotely. These will all produce revenue streams to the town without changing the desired way of life.

Branding Recommendations (In order of implementation)

1. Research and evaluate lodging tax collections and other possible tax revenue options to fund marketing activities
2. Establish strong brand themes for the county (see suggestions above, page 14-15)
3. Create a representative logo and related brand standards guide
4. Redesign Web site (see recommendations in previous section, page 10 & creative steps below, page 20)
5. Develop an online marketing program taking advantage of free site directories available like Colorado.com, discovercolorado.com, etc. to drive Web site traffic
6. Develop email eNewsletter to send to the existing list serve monthly
7. Create a consolidated effort county-wide to capture email addresses and physical addresses to communicate ongoing with all county contacts
8. Create a brand awareness program to include the new logo and a link to your new site on all County and local / area business Web sites (reciprocal linking)

9. Redesign guide book to meet the specific needs of the identified target audiences
 - Use Creative Steps & Suggestions form below to plan this guide
 - Emphasize your new logo and brand
 - Create compelling itineraries and packages
 - Spread advertising throughout the content
 - Make sure messaging is all “on theme”
10. Create an event flyer. Do one for spring/summer and another for fall/winter
11. Create an itinerary flyer (1-day, 3-day, 5-day, 7-day trips). This would include the walking tours, activities, events, etc. There should be a single phone number or location on the web where visitors can go to reserve a complete package. These flyers could have a space open for individual businesses to put their business name on them and to send to past guests.
12. Create co-operative relationships with surrounding towns and businesses. Examples:
 - Christian Retreat
 - National Forest
 - Surrounding towns – create a three or four-day itinerary flyer promoting driving trips to each location with event/activities listed. Goal is to have the travelers stay one or two nights in each town.
 - Real Estate companies
13. PR advice provided for free by OEDIT (Stefanie Dalgat at 303-892-3840)
14. As dollars allow, develop an online marketing program using SEO and paid submissions to drive Web site traffic
15. As dollars allow, mail physical pieces to contacts 2 times per year. Mail when new guidebook is complete, plus event flyer and itinerary flyer, then 6 months later with new event flyer and itinerary flyer. Promote signups to eNewsletter communications.

Additional Items:

- **Timing:**
 - Due to limited budget, continue to focus on summer with an emphasis to have a consistent revenue stream throughout the entire summer and not just around events
 - Start to push the shoulder seasons – spring and fall to extend the peak season
 - Once the summer is stronger and more revenue for advertising is generated, focus on winter
- **Targets:**
 - **Primary:** Focus on your surrounding areas – Colorado Springs/Castle Rock, Pueblo, Canon City...
 - **Secondary:** Regional, Denver/front range, Texas (feeder cities), New Mexico (feeder cities)
 - Focus market on older, retiree and couples with no kids for shoulder season.
 - Market to small group market (CSAE = Colorado Society of Association Executives)
 - Tie in with Christian retreat
 - To promote winter with limited budget, work with outside companies such as snowmobile companies for trade/co-op dollars to promote town
- **Design Ideas:**
 - Visuals:
 - Add people in photos
 - Idea: shoot a couple sitting and having coffee on Main Street. Show the back of their heads looking down Main Street at the mountains. Caption: “start your day whenever you want – we’re in no hurry”
 - Activity pictures as specific as possible to your geographic location. Things people can only do there.

The following are additional recommendations from the Custer County Branding Team that can be implemented immediately and at no cost:

- **Free listing** – Vacation Guide
Contact: Mollie Christensen at molliec@weaver-group.com or 303-458-1211 x229
- **Free listing** - www.colorado.com Web site
Visit: <http://www.colorado.com/static.php?file=partners> or,
Contact: Mollie Christensen at molliec@weaver-group.com or 303-458-1211 x229
- **Free Calendar of Events** -- www.colorado.com Web site
Visit: <http://www.colorado.com/static.php?file=partners> or,
Contact: Mollie Christensen at molliec@weaver-group.com or 303-458-1211 x229
- Send event information and PR that are tourist related for other publications
Contact: Stefanie Dalgar at sdalgar@state.co.us
- Custer County Tourism Brochures at all Welcome / Visitor Centers – continue existing effort
Contact: Cindi Meharg, Welcome Ctr. Manager at cwcfuita@qwest.net or 970-858-9335
- Scenic ByWay: Post on Web site and promote
- Heritage Tourism: Work with Colorado Tourism Heritage Tourism Program Manager to promote heritage sites
Contact: Scott Campbell at scott.campbell@state.co.us or 303-892-3840
- Sign up for all OEDIT eNewsletters – www.AdvanceColorado.com - for information on various opportunities and content for town-wide communications efforts
- Utilize Advancing Colorado Theme/logo (we will email this to you)



Creative Planning Questionnaire

In order to create a single, strong branding voice, all communications and creative pieces must address the following questions and issues prior to their development.

Using this broad list of key identifiers and answering these questions for every creative piece you develop, for every event you produce, for all points of contact in which you promote your community, you will ensure that you are staying “on brand” with your messaging.

Before producing anything be sure you can answer the following questions.

Your Overall Branding Themes (these never change):

Relax and Live
The People Make the Place
It's all Near By (Proximity)

Goal of the Logo, Print Piece, Ad, Web Site, etc..

Target Audience(s) – List in order of importance.

What would prompt this person to care about what we have to say?

What message(s) are we trying to convey?

Ideas: Promotion of vast outdoor activities
“Start your day when you want – we are in no hurry”

What are the challenges in communicating with these audiences?
(see above under Challenges)

How is the target audience going to come in contact with this piece?

- Find us on the search engines
- Brochure racks
- Visitor centers
- Co-operative businesses/towns/activity companies/etc.

What is our emphasized Call to Action of this piece?

- Make an online reservation Today
- Join our email eNewsletter list
- Purchase artwork

Additional Questions for a Logo

How will the Logo Be Used?

What Colors Should you Use?

See book at http://www.amazon.com/exec/obidos/tg/detail/-/0966638328/qid=1126638312/sr=2-1/ref=pd_bbs_b_2_1/102-3905571-8176133?v=glance&s=books

Are ongoing printing costs a concern?

Will this logo look good in small and large sizes?

Colorado

Custer County Branding Assessment

Resource Assets

Communications Director:	Gary Hall
Marketing Plan Development:	Economic Development Committee Chamber
Graphic Designer:	Angela Arterburn Dina Meek Jan Lee
Printing:	Angela Arterburn
Copywriting:	Dina Meek
PR:	Angela Arterburn
Web:	Dina Meek Amy Molton
Internet Marketing:	Amy Molton
Application Development:	Maybe Amy Molton

Colorado

Office of Economic Development & International Trade

Business Development Representatives

The following is a list of each BDR, contact information and areas of responsibility.

Denver Metro BDR: Jeff Holwell

303-892-3840 – jeff.holwell@state.co.us

- Division Administration
- Job Training Programs
- Statewide Prospects

Counties

Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson

Eastern Colorado BDR: Darlene Scott

719-346-4644 – darlene.scott@state.co.us

- Director of Community Assessment Programs

Counties

Baca, Bent, Cheyenne, Crowley, Elbert, Kit Carson, Kiowa, Las Animas, Lincoln, Logan, Morgan, Otero, Phillips, Prowers, Sedgwick, Washington, Yuma

South Central Colorado BDR: Chuck Broerman

719-227-1699 – chuck.broerman@state.co.us

- E-Synchronist Software/Retention Program
- Retention Programs

Counties:

Alamosa, Chaffee, Conejos, Costilla, Custer, El Paso, Fremont, Huerfano, Mineral, Park, Pueblo, Rio Grande, Saguache, Teller

North Central Colorado BDR: Pete Roskop

303-892-3840 – peter.roskop@state.co.us

- Legislative Liaison and Lobbyist
- Colorado First Program
- Space and Aerospace Programs

Counties:

Clear Creek, Gilpin, Grand, Jackson, Larimer, Summit, Weld

Western Colorado BDR: Keith Snodgrass

970-318-6994 – keith.Snodgrass@state.co.us

- Welcome aboard to “*Advancing Colorado*”
- Energy Development Programs
- Manufacturing Programs

Counties:

Archuleta, Delores, Delta, Eagle, Garfield, Gunnison, Hinsdale, Lake, La Plata, Mesa, Moffat, Montezuma, Montrose, Ouray, Pitkin, Rio Blanco, Routt, San Miguel, San Juan

Communications and Information Technology BDR: Jonita LeRoy

303-892-3840 – jonita.Leroy@state.co.us

- Tech Week
- Rural Technology Assessments
- Science & Technology Commission

Bioscience & Emerging Industries BDR: Chris Shapard

303-892-3840 – christine.shapard@state.co.us

- Bioscience & Emerging Industries
- BDR Liaison to Advance Colorado Center

International Trade BDR: Sandi Moilanen

303-892-3840 – sandi.moilanen@state.co.us

- Tradeshow Programs

Colorado

Branding Group

Chris Christmas
BrandHouse07
975 Lincoln Street
Penthouse 15B
Denver, CO 80203
C: 303-564-5813
xmas@brandhouse07.com

Ben Wright
ccintellect
1621 18th Street, Suite 40
Denver, CO 80202
303-292-3300 x10
ben.wright@ccintellect.com

John Metzger
Metzger Associates
885 Arapahoe Ave.
Boulder, CO 80302
303-786-7000
john@metzger.com

Nechie Hall
PRACO
PO Box 387
Colorado Springs, CO 80901
719-473-0704
nechie@praco.com

Karen Ruby
Signature Advertising
1123 Auraria Parkway, G100
Denver, CO 80204
303-893-3335
karen@signature-ad.com

Vickie Thomas
Thomas Martin and Associates
7501 Powderhorn Drive
Littleton, CO 80124
303-790-2521
vthomastma@aol.com

Mark McIntosh
PSA Committee Chair
Victory Productions
1062 Fillmore
Denver, CO 80206
303-333-0424
mark@seekvictory.com
Larry Nelson
w3w3.com Radio Network
1888 Sherman Street,
Denver, CO 80203
303-860-9393 / 303-831-1400
larry@w3w3.com

John Vachalek
Webolutions
6000 East Evans Avenue,
Suite 2-200
Denver, CO 80222
303-300-2640
john@webolutions.com

OEDIT
Brian Vogt
Director
1625 Broadway, Suite 1700
Denver, CO 80202
303-892-3840
brian.vogt@state.co.us

Stefanie Dalgar
Director of Communications
303-892-3893
sdalgar@state.co.us