

Clear Creek County Tourism Bureau Marketing Project Deliverables FY18

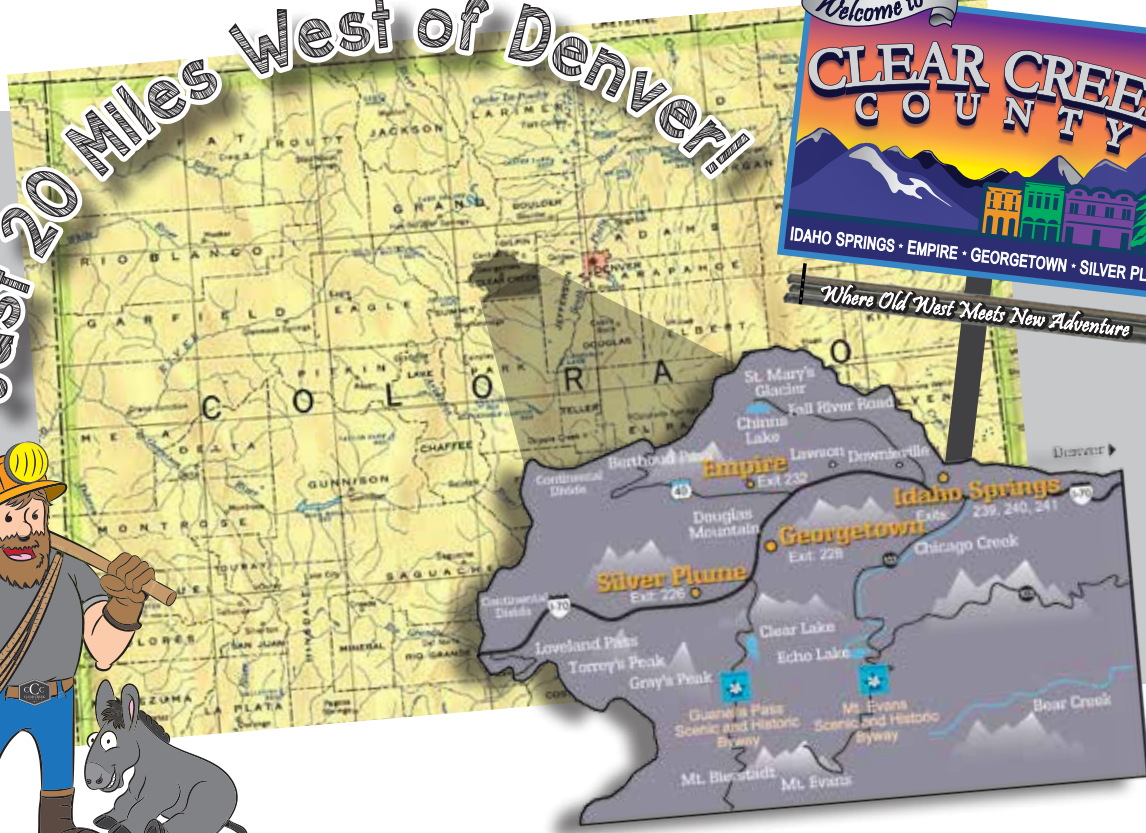


Let's Explore Clear Creek County!

Hi, My name is CJ miner and I'm here to assist you in planning your visit to Clear Creek County. Just answer a few quick questions and I'll dig up some ideas for you!

LET'S GET STARTED

Just 20 Miles West of Denver!



The 2018 Clear Creek County Itinerary Builder grant project was a success! The new campaign allowed us to take another step towards becoming a Colorado destination versus another “pass-through” community. Funding allowed us to create a fun, easy to use itinerary builder where we were able to introduce local amenities, businesses, and attractions to online visitors and generate custom itineraries for them to browse, save, and share with others.

In addition to the new online trip planning resource, we launched an online marketing campaign, announced the new feature on Facebook, purchased print advertisements in community newspapers, printed posters, window clings, and another 10,000 mini miner mascots to supplement the campaign.

Cassandra Patton,
Director
Clear Creek County Tourism Bureau



This section showcases screen shots of the digital interactive itinerary builder that was designed as a trip planning resource highlighting our gorgeous Victorian mountain communities and promoting unique accommodations, outdoor recreational opportunities, along with dining options, attraction options, and so much more...

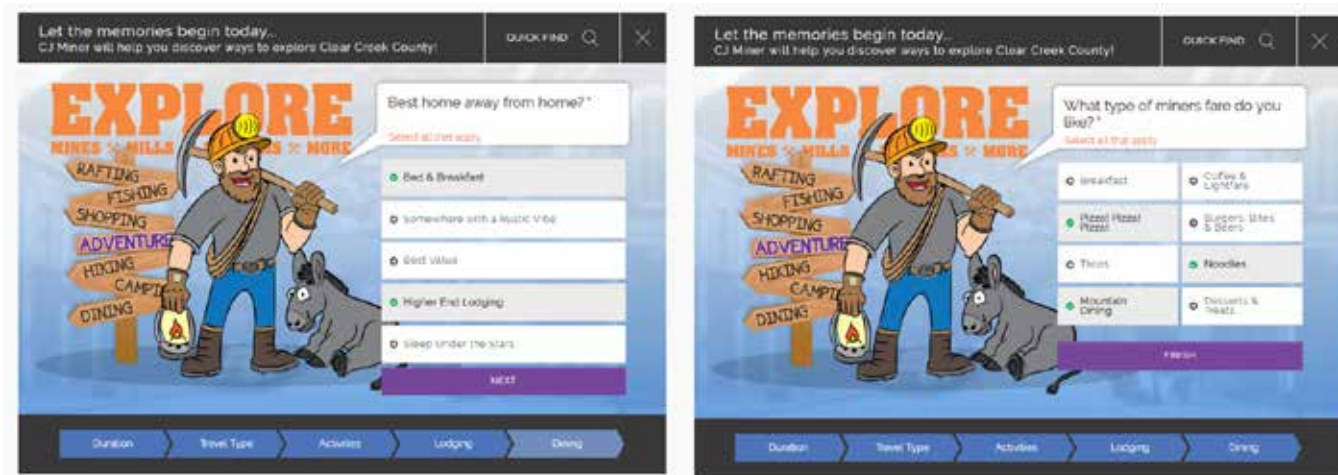
The "Adventure Guide" can be easily accessed on the right hand column and is also served as an automatic pop-up throughout the website.

Clear Creek County Itinerary Builder

Screenshots of Multiple Choice Questions

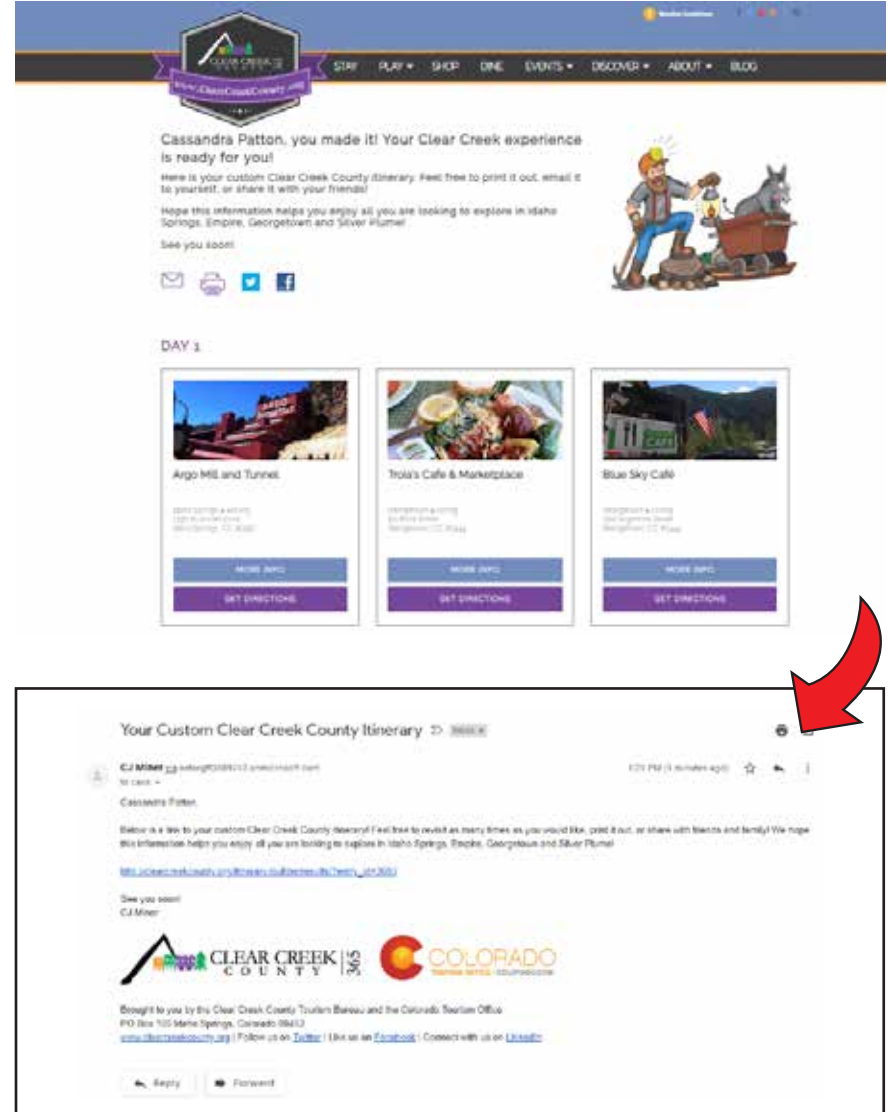
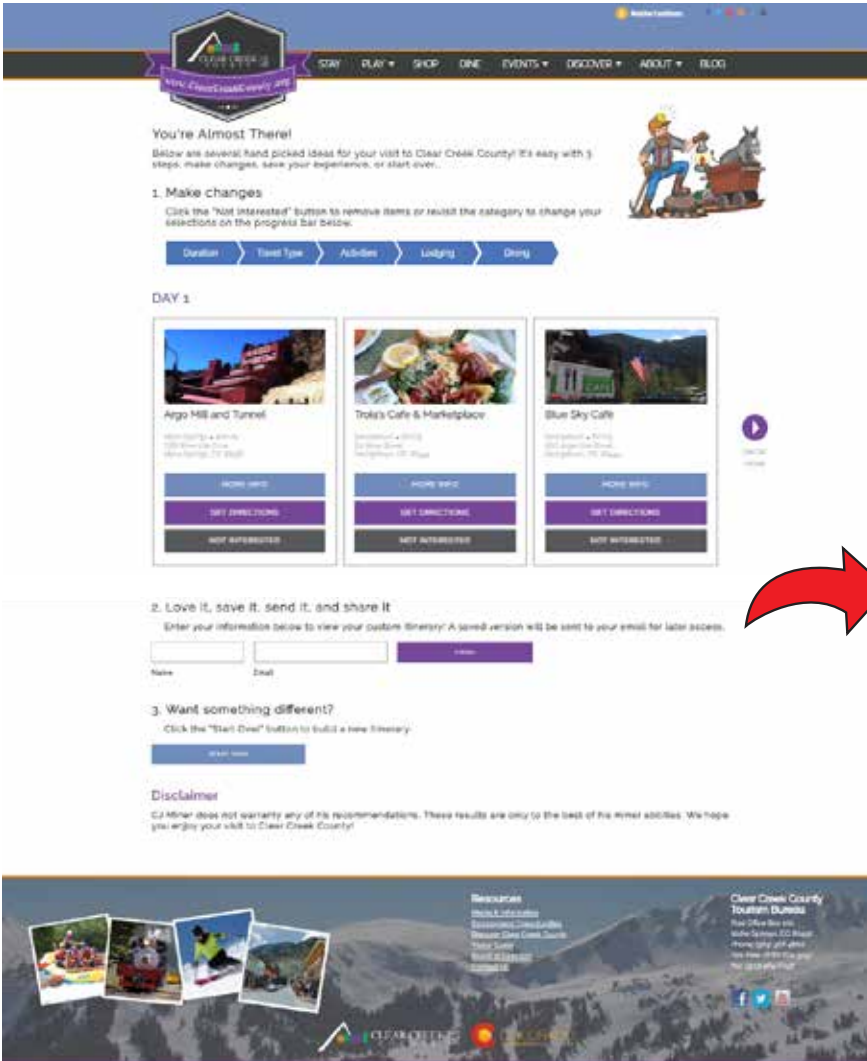


Guests quickly answer 5 multiple choice questions to create their custom itinerary



Clear Creek County Itinerary Builder

Screenshots of Customized Results

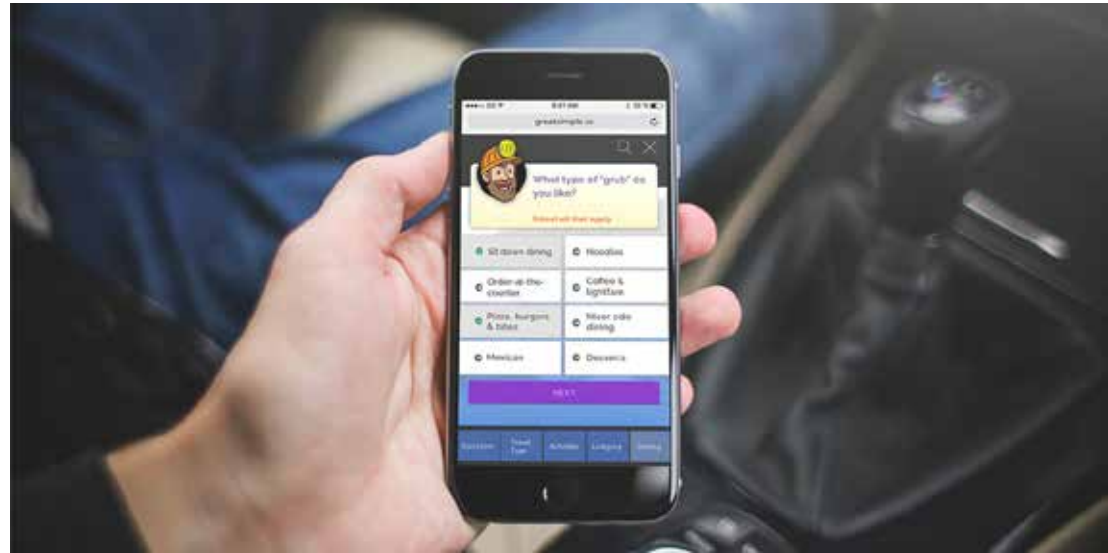


Final selections may be saved by entering name and email address for later access or sharing with others.

Designed with the end user in mind - this new feature can be easily accessed from a smart phone or tablet with a slightly simplified design.

Our technology design firm also ran a story on the new feature:

www.karshhagan.com/blog/2018/08/14/trip-planning-made-easy



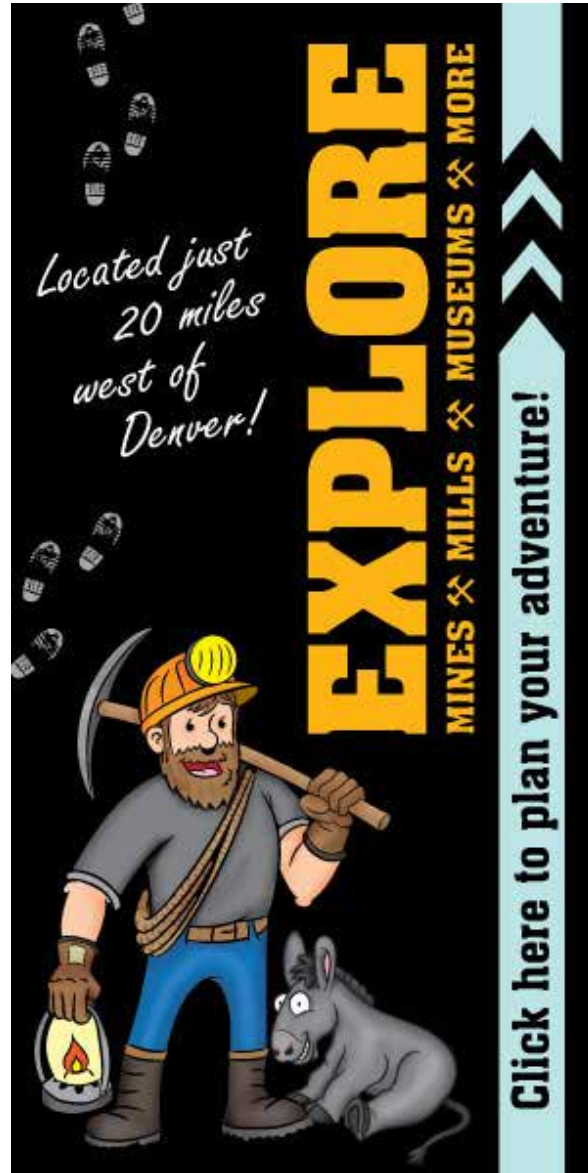
... the "Adventure Guide", an online itinerary builder for activities in Clear Creek County. The Adventure Guide is a fun and easy-to-use tool that can help visitors, newcomers, and even the most seasoned of Colorado natives find something new and exciting to do in Clear Creek County ...



EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to plan your adventure!

Illustration of a miner with a pickaxe and a donkey.



Located just
20 miles
west of
Denver!

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to plan your adventure!

Illustration of a miner with a pickaxe, a donkey, and boot prints.



Plan Your Adventure!



www.ClearCreekCounty.org



20 miles west of Denver!

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Click here to
Plan your
Adventure!

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Clear Creek County Itinerary Builder
Organic Facebook Posts

Clear Creek County
Published by Cassandra Marie [?] · August 20 · 🌐

Have you tried out our new trip planner? If not - here are a few reasons why from the team that helped bring our idea to life!
>>OR<< Visit www.ClearCreekCounty.org to try it out!



KARSHHAGAN.COM
Trip Planning Made Easy
Karsh Hagan, a full service and digital marketing agency teame...

939 People Reached 14 Engagements 24 Clicks **Boost Post**

👍 Hotel Chateau Chamonix, Sam Wallace and 5 others 4 Shares

Clear Creek County
Published by Cassandra Marie [?] · June 1 · 🌐

So much happening in Clear Creek County this weekend! Be sure to visit www.clearcreekcounty.org to plan your trip today!



1,803 People Reached 91 Engagements 150 Clicks **Boost Post**

👍❤️ 62 1 Comment · 10 Shares · 1K Views

👍 Like 💬 Comment ➦ Share 🌐

Clear Creek County Itinerary Builder

Flyers - Window Clings 9" x 6"



Clear Creek County Itinerary Builder

Mentions in Media - Clear Creek Courant Newspaper



Idaho Springs approve comprehensive plan

Document helps with vision

Idaho Springs now has a clear plan for the city's future. The city council on Nov. 15 unanimously approved its long-range comprehensive plan, which spells out the city's vision for residential and commercial development.

"It is a plan that looks into the future," said community development planner Als Tiedebach. "It is a policy document to provide guidance to the city. It is to be used for consistent decision making. It is to prioritize our priorities and set goals for the future. The plan weaves together the ideas we have done over the past 10 years, and where development density should be."



Trip planner in the works for county's tourism website

"OUR GOAL AT THE TOURISM BUREAU IS TO MAKE SURE THAT EVERY TOURISM-RELATED EVENT AND ACTIVITY IS PROMOTED THE SAME AS SOMEONE ELSE."

— TOURISM DIRECTOR CASSANDRA PATTON

Visitors to Clear Creek County will soon be able to plan their trip remotely, thanks to a \$25,000 matching grant from the state tourism office.

"This itinerary builder is going to be a part of our website," said tourism director Cassandra Patton. "The goal is still to... (show) that we are more than a pass-through community, and to develop a fun and easy way to attract and introduce visitors to activities they might not be aware of."

Patton will answer simple questions on the site, which will generate an itinerary to help them explore the county, showcasing local businesses.

"What are they interested in? Scenic drives? And that will lead them down a list of things," Patton said, adding no tourism-related business will be left out.

"Our goal at the tourism bureau is to make sure that every tourism-related event and activity is promoted the same as someone else," Patton said. "We're not going to single it out one business or leave out anyone. It is all inclusive in trying to get... dollars spent in the county."

Patton hopes the trip builder will be operational by Memorial Day weekend.

"We have a lot of work to do this winter to prepare this new technology," Patton said. "The first step is identifying what technology design firm we're going to work with and what content is going to be included."

Patton said \$25,000 will be spent on the itinerary builder, \$20,000 on an online advertising campaign, \$3,000 on a local promotions campaign, and \$2,000 on flyers and posters.

SHELTER PET OF THE WEEK

KINGSTON

Kingston is a friendly 1-year-old male Shepherd mix. He is good with other large dogs and would make a great working companion. Come to the shelter and meet Kingston and all the adoptable dogs and cats!

"Daddy's Place"

The Best Dog, Best Adoption Place, 100% Success - 100% Adoption

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clearcreekradio.com

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JacAttack

Thursdays

1:00pm - 3:00pm

102.7 FM & 103.9 FM

CLEARCREEKRADIO.COM

The Voice of Clear Creek Valley

POLICE BLOTTER

CRIME CALLS FROM NOV. 6-NOV. 12

- Monday, Nov. 6 — A deputy and animal control officer responded to a report of missing animals at a residence along York Gulch Road.
- Monday, Nov. 6 — An animal control officer initiated a call about an animal chasing wildlife near Timber Mountain Road.
- Monday, Nov. 6 — A deputy took a report of credit card theft along Woodward Street in Silver Plume.
- Tuesday, Nov. 7 — An Idaho Springs police officer was on foot patrol in the 2400 block of Miner Street when he observed a person who reportedly had an outstanding felony arrest warrant in Clear Creek County. The person was taken into custody without incident.
- Tuesday, Nov. 7 — Clear Creek deputies intruded a highway closure at mile marker 241 of Interstate 76 because of multiple accidents.
- Wednesday, Nov. 8 — A deputy and animal control officer responded to a report of missing animals at a residence along York Gulch Road.
- Thursday, Nov. 9 — Clear Creek Dispatch received a report of big horn sheep on the highway near mile marker 243 of Interstate 76. The call was passed on to Colorado State Patrol.
- Thursday, Nov. 9 — Idaho Springs police responded to a report of an assault at a home along Colorado Boulevard. The assailant had reportedly fed the scene after the bond desk staff told the person they were calling the police. NPD issued an arrest warrant for several charges including assault, and a suspect was arrested the next day without incident at their place of employment.
- Saturday, Nov. 11 — Clear Creek Dispatch received a call from a Park River Road resident regarding someone trespassing on their property. During the

EXPLORE

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Authentic Colorado mining towns boasting more than 150 years of history, heritage, and culture!

The perfect location for relaxing, enjoying Colorado cuisine and locally crafted ale, visiting unique shops and art galleries, or simply exploring the surrounding forests, rich with beauty and endless recreational activities.



Visit ClearCreekCounty.org to plan your adventure!

20 Miles West of Denver! Idaho Springs * Empire * Georgetown * Silver Plume



Clear Creek County Itinerary Builder
 Print Advertising - Colorado Community Media



ARVADA PRESS
 Colorado Community Media

GREEN GOATS:
 Saying naaaaaah to pesticides, Standley Lake de-weeding method P10



HOUSE SHOW:
 You can bring the concert to your home P14

JEFFCO FAMOUS: Annual event honors best and brightest of Jeffco athletes P24

CANDIDATE Q&As: Primary election candidate information for Jefferson County's contested races and the governor contest Pages 6-9

ART START: Newly approved plan charts artistic direction for Arvada P20

MorningStar
 SENIOR LIVING OF ARVADA

THE BOTTOM LINE
 "When I owned the bakery, wedding cakes were not of the main things I wanted to do. I look forward to getting back to it."

ARTS

...to be actively used for recreational and artistic uses.
 ...The number plan will be 10 to 15...
 ...The city of Arvada will...
 ...The city of Arvada will...
 ...The city of Arvada will...

LEARN, GROW AND PLAY AT THE YMCA!
 Read an advertisement to read for an advertisement.
 The 4th Annual...
 The 4th Annual...
 The 4th Annual...

EXPLORE
 MINES x MILLS x MUSEUMS x MORE
 Authentic Colorado mining towns boasting more than 100 years of history, heritage, and culture!
 The perfect location for relaxing, enjoying Colorado culture and locally crafted ale, visiting unique shops and art galleries, or simply enjoying the surrounding forests, rich with beauty and endless recreational activities.
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 20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume
 COLORADO CLEAR CREEK





Clear Creek County Itinerary Builder
Posters - 13" x 19" and 24" x 36"



FRONT



BACK



**THE ADVENTURES OF
C.J. MINER**

Take him with you while you EXPLORE
Clear Creek County, Colorado!

Mines, mills, museums, shopping,
dining, hiking, rafting, and more...
C.J. Miner would love to come along
and share in your adventure!

Don't forget to snap a few
photos and share them on his
Facebook Page or simply tag him
in your photos along the way!

Facebook.com/CJMiner303
#EXPLORECLEARCREEK



Clear Creek County Tourism Bureau

PO Box 100 | Idaho Springs, CO 80452 | 303.567.4660 o | 303.569.6296 f | www.ClearCreekCounty.org

