



**To collaboratively promote, support and grow our strong and vital community**



# Reflect on the *Past...* Plan for the *Future...*

We strive to be an innovative organization, so our community can prosper!

## VALUE OF CHAMBERS OF COMMERCE

When chambers thrive so do the businesses they support. Chambers across Colorado are a critical piece of the economy as they work to convene businesses of every size and industry, and to champion economic success for all communities across our state.



Chambers of Commerce across Colorado represent more than 50,000 businesses and 1,000,000 employees.

We are conveners in our communities. We are advocates for business.

*We are chamber strong.*

# A Strategic Plan for the *f u t u r e* ... Celebrating 90 Years in 2025!

Beginning with a rebrand of our local municipal chamber, we transitioned to a regional alliance.



We then enlisted trusted **industry professionals** to facilitate our strategies by developing a new strategic plan.

## 3-5 Year Big Picture Goals

- Catalyst for Change
- Catalyst for Progress
- We are forward thinking but also rooted in the history of the area's communities
- Known as a regional partner and the Go-To resource
- Be a connector of communities
- Be a resource for start up businesses and new business owners

- We value our relationships with the City, County and our community partners in economic development, tourism and small business support. We will continue to grow and nurture these relationships.
- Provide consistent education for our members
- Traffic is directed to the chamber website to find a business
- We are doing effective legislative advocacy at the local, regional and state levels

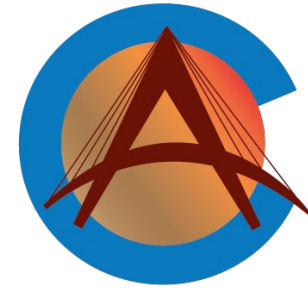
## Our Priorities

In the 2022-2025 Strategic Plan, the RGCA Board of Directors adopted the 3C's Structure:

- Be the **Catalyst** for business growth
- Be the **Convener** of Influencers and Leaders to ensure the success of the Royal Gorge Region
- Be the **Champion** for a strong and vital community



# Stronger Together



## We are now a 3-C Chamber



Catalyst  
for business growth

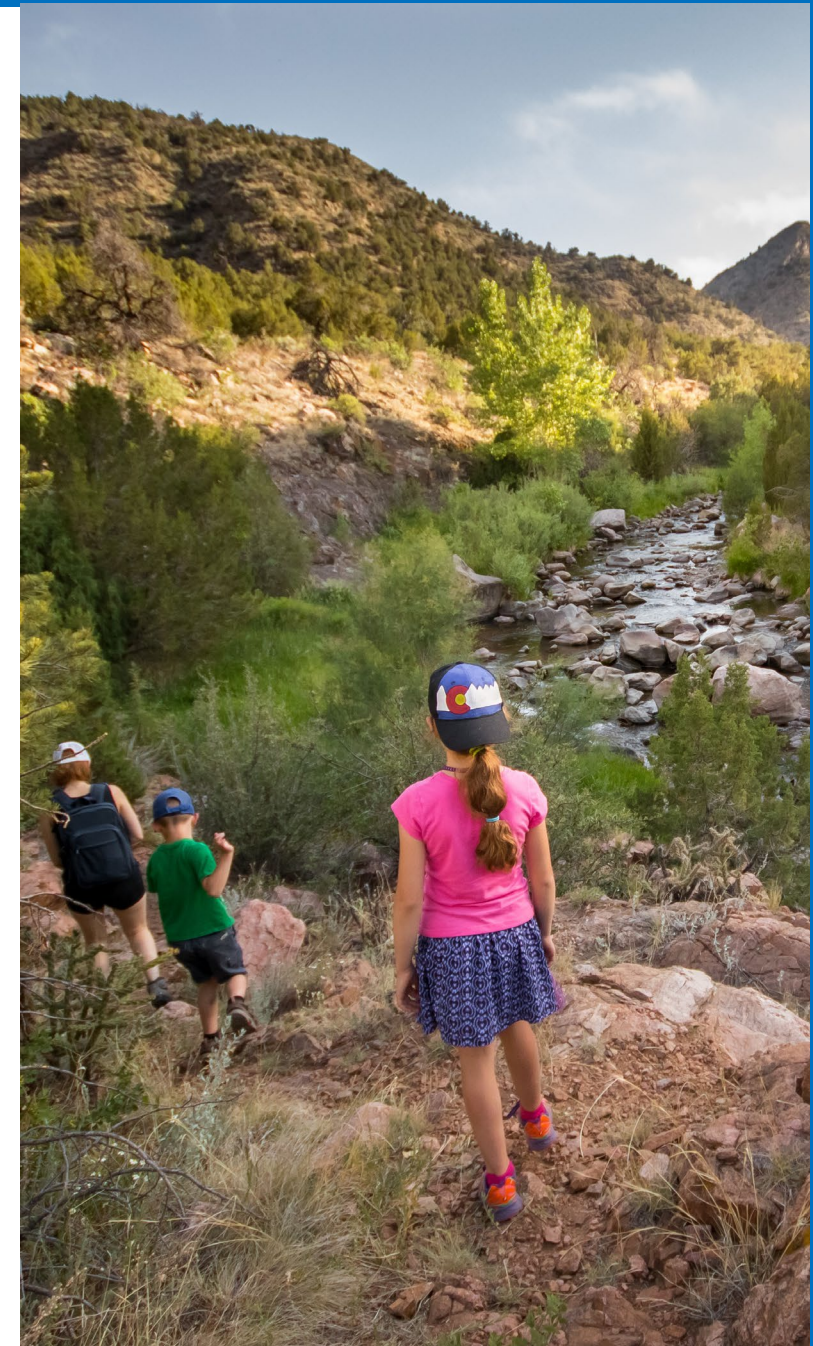


Convener  
of influencers & leaders



Champion  
for a strong & vital community

**The Mission of the Chamber Alliance is to promote and connect the businesses of our region by providing a collaborative platform that stimulates opportunities to thrive and grow. We will provide the tools to boost the abundant opportunities and enhance the quality of life that is available to all that call the beautiful Royal Gorge Region their home.**





# Connecting with Industry Leading Organizations



COLORADO CHAMBER  
ALLIANCE

## *Keeping up with the State-of-the-Art Chamber practices...*

We joined the ACCC in September 2021. We represent our region each October at their annual conference where Chamber of Commerce Executives, Staff and Board Members from across Colorado gather to commence with professional development, mentoring, peer networking and legislative access.



In October 2023, the RGCA was honored to earn two ACCC First Place awards in the categories of member retention and revenue growth.



## CHAMBERS OF COMMERCE FIND VALUE IN MEMBERSHIP WITH ACCC

### EXECUTIVE MENTORING AND PEER NETWORK

Connect with chamber professionals from around Colorado to grow your professional network. ACCC members range from urban to rural areas, from the Western Slope to the Front Range, and from resort chambers to regional business-focused groups. Regardless of your chamber's orientation, members of ACCC provide a valuable peer network for sharing ideas, guidance and best practices.

### LEGISLATIVE ACCESS

Chambers of commerce in Colorado represent more than 50,000 businesses and 1,000,000+ employees. We are the leading advocacy groups to help ensure that the state of Colorado and our local regions remain economically viable now and into the future. Membership in ACCC gives access to the Colorado Chamber legislative agenda and gives local chambers the chance to join statewide business coalitions in championing business causes, giving chambers a powerful voice at the state legislature.

### PROFESSIONAL DEVELOPMENT

The ACCC Annual Conference, Regional Roundtables and chamber industry events provide chamber professionals with valuable professional development and networking opportunities. We bring together chamber professionals, industry partners and keynote speakers to share best practices so you can bring new ideas and innovative solutions to your chamber, adding value to your organization and to your community.



# Additional organizational memberships contribute to the success of our efforts...



Created in 1965 to improve the business climate for all sizes of businesses from a state-wide, multi-industry perspective

**We have joined our peer chambers throughout the state to help the Colorado Chamber of Commerce achieve their bold strategic initiative known as Vision 2033.**

Vision 2033 is a plan of action to ensure the State strengthens and secures its position as a leader in the global economy and is the best state in the nation for business. The Colorado Chamber collected input by bringing together leaders in business, economic development, workforce, education, housing, and other community representatives to ensure statewide representation of priorities for Colorado's economic prosperity.





# Additional organizational memberships contribute to the success of our efforts...



In 2023 Rich began a three-year path through the W.A.C.E. Academy program to become a credentialed chamber executive, adding a new level of professionalism to our organization.

Created in 1924, the association has played a significant role in the growth and development of Chamber of Commerce professionals, including assistance for new chamber executives and other staff. Membership provides access to a network of experienced chamber executives and exposure to emerging trends and usable ideas on every facet of chamber of commerce operations.





# Recognizing the value of strong local partnerships

Our success is built upon the trust that we earn with the community governments and agencies that form the fabric of our region.

Reconfirming the chamber's commitment to engaging with these foundational entities as we fulfill the obligations and expectations of our combined missions and goals to better serve our citizens and their livelihoods.



# A New Era of Partnerships

*It doesn't take a village... it takes villages!*



Working to create collaboration and streamline assets with neighboring Chambers of Commerce and other related business and economic development organizations.

National trends demonstrate Chambers of Commerce, especially in smaller areas, are forming alliances and partnerships to leverage resources. Results are boosting participation, outreach and programming, keeping these vital community agencies relevant in a changing world.



Southern Colorado & Pikes Peak SBDC's

Southern Colorado Business Partnership





# Roadmap to a regional *A l l i a n c e . . .*

*As new opportunities arise, we are poised to capitalize on behalf of our business community.*

- Partnering to produce and promote more effective and better coordinated community events with expanded regional audiences.
- Extend networking events around the region to include a more inclusive participation.
- Launched a refreshed website that better integrates visibility of our other communities.
- Updated technologies across multiple platforms to connect and create a more integrated member experience.
- Business member recruitment from all communities to participate in committees that help the Chamber Alliance shape the economic prosperity of the county.
- Broader reach of educational and advocacy-based events.



## Following, are just a few of our most significant updates since 2022:

- Upgraded subscription to the most premium level of the association software Chambermaster-Growth Zone, an industry leading cloud-based membership management platform designed specifically for the support of chambers of commerce.
- Completely refreshed modern website paired with a simple and powerful app where you can access chamber benefits from the palm of your hand. The website now features:
  - Enhanced Business Page options that provides superior SEO (Search Engine Optimization) scores through our chamber registered backlink, driving more traffic to your business and website.
  - More web-based business promotion, recognition and advertising opportunities.
  - More business resources at the click of the mouse.
  - More online forms for simplified registrations and benefit applications.
- A completely re-designed seven-tiered member benefit program where our businesses can customize the chamber features that are best suited for their growth and prosperity.
- Overhauled programming for our monthly *Business after Hours* networking events, now regularly drawing 80-100 participants.
- Re-formatted, linkable weekly *e-Blast* that goes out to over 5,000 addresses to promote your business and events.
- Enhanced Ribbon Cutting options to raise the exposure of significant local business accomplishments.
- Increased business and brand visibility through event sponsorship programs.
- Revitalized monthly *Lunch & Learn* programming featuring topics that help educate businesses grow and prosper.
- Added promotional opportunities through co-op billboards, event vendor spaces and media channels.
- New high-visibility areas within our refreshed downtown Main St. office/regional visitor center to display your business cards and literature.
- New partnership alliance with both the Pueblo West Chamber of Commerce and the Pueblo Latino Chamber of Commerce, where there are now exciting new opportunities to promote businesses beyond the reaches of Fremont County.
- **Coming Soon:** New expanded location to be established at the historic Denver & Rio Grande train station on Royal Gorge Blvd with a regional visitor information center, co-working office space options, and a business information / education hub.



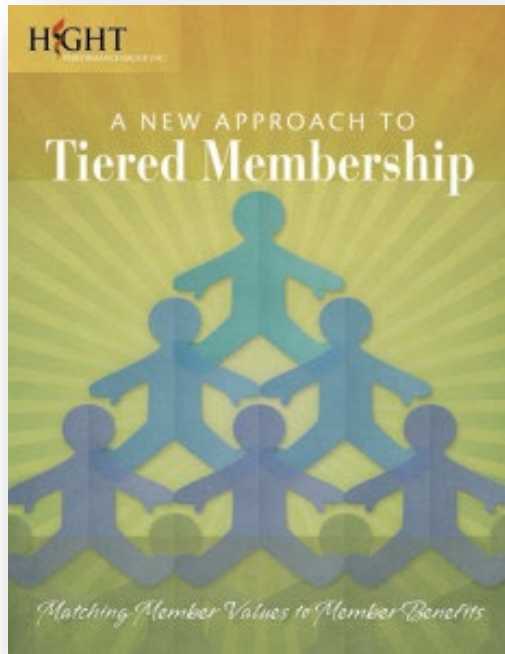
# Increased value for our Members

*More choices to move businesses forward* ▶▶▶



Another national trend amongst Chambers of Commerce has shown that membership benefits are no longer relevant to the number of employees that a business has. The traditional chamber *fair-share* business model of membership dues and benefits based on employee base has evolved into a more effective tier-based structure.

**Businesses can now choose member benefits based on their specific needs and goals.**



Consultant Cathi Hight brought 20+ years of organizational development experience with Chambers of Commerce throughout North America. In November of 2021, we engaged Cathi to begin a months long process of facilitating our transition to this new tier system that will enable us to better support our expanded Alliance members.

This 18-month process began with a community forum in November 2021 in which stakeholders from around the county were given a chance to tell us what they most needed from a newly revitalized chamber. After numerous follow up engagements and planning, the benefits were launched in May of 2022.



**Community Visionaries**



**Community Investors**





## INVESTOR BENEFITS

*Designed by our Members,  
For our Members!*

**BENEFIT VALUE**

		COMMUNITY VISIONARY	← COMMUNITY INVESTORS →			← COMMUNITY CONNECTORS →				← INDIVIDUAL →	
		TIER 7 \$849/mo \$9,995	TIER 6 \$429/mo \$4,995	TIER 5 \$219/mo \$2,495	TIER 4 \$89/mo \$995	TIER 3 \$56/mo \$595	TIER 2 \$29/mo \$295	TIER 1 \$19/mo \$195	FRIEND OF CHAMBER \$12/mo \$125	COMMUNITY BENEFACTOR SPECIAL PRICING	
		PRESIDENT'S CIRCLE	LANDMARK	STAKEHOLDER	PLATINUM	GOLD	SILVER	BRONZE	ASSOCIATE ANNUAL	PATRON LIFETIME	
1	Business Information displayed at Chamber (positioning recognized by tier level for business cards, marketing materials)	Varies	Position 1+	Position 2	Position 3	Position 4	Position 5	Position 6			
2	Business referrals and exposure from Chamber Staff and Business Directory	Priceless	✓	✓	✓	✓	✓	✓	✓	✓	
3	Chamber Membership Certificate & Decal with recognized investment level (virtual on request)	\$40	Customized Plaque	✓	✓	✓	✓	✓	✓	✓	
4	Standard Ribbon Cutting package for grand openings/reopenings/anniversaries	\$250	✓	✓	1	1	1	discounted	**	**	
5	Enhanced Ribbon Cutting package for grand openings/reopenings/anniversaries	\$400	1	1							
6	Eligible for business and community recognition awards	Priceless	✓	✓	✓	✓	✓	✓			
7	Eligible to be featured on regularly scheduled media broadcasts	\$150 per	4	2	1	1	1	1			
8	Access cost-effective advertising at member-pricing (chamber website, business directory, eblast, social media)	Priceless	✓	✓	✓	✓	✓	✓			
9	Standard Listing in Business Directory (Company name, address, phone number, links for website and social media and Google Map, hours of operation, key words, 240-character description, one alphabetical and one category, SEO)	\$200	✓	✓				Standard	**	**	
	Enhanced Listing (adds bolded listing with logo, 1,500-word description, photo gallery, videos, additional category links, SEO boost)	\$250	✓	✓	Enhanced +	Enhanced +	Enhanced				
	Enhanced + Listing (same as above plus chamber staff sets it up for you)	\$500	✓	✓							
	Premium Enhanced Listing (Includes links from banners and homepage tier recognition)	\$1,500	Premium	Premium							
10	Rotating Banner Ad in Business Directory that links to listing (primary category, hi-res logo, select month for ads, monthly rate)	\$100/month	12 months + Special	12 months	8 months	6 months	3 months	**			
11	Access to Member Information Center features (MIC) and mobile app (post Hot Deals, member-to-member coupons, community)	\$250	✓	✓	✓	✓	✓	✓			
12	Access to classes/seminars on maximizing Chambermaster software features for your business	\$25/class	✓	✓	✓	✓	✓	✓			
13	E-blast Ads (announcements, promotions, advertisements) E-blasts are sent out once per week.	\$25/ea	24 weeks	12 weeks	6 weeks	4 weeks	2 weeks	**	**	**	
14	On-demand chamber mailing list in Excel file (request = 300+ contacts, updated quarterly, no emails, 1 - 4 requests)	\$300	8 requests	4 requests	3 requests	2 request	1 request	**	**	**	
15	Member spotlight or featured promotion (social media channels with web link)	\$150	12	8	3	2	1				
16	Eligible to host a chamber Business After Hours premier networking event (conditions apply, fees not included)	Priceless	Exclusive Right	First Right	✓	✓	✓	✓			
17	Community Aspirations Fund (sponsor a start-up business (under one year) or a Category 4 Non-Profit at Bronze)	\$390	3 sponsorships	2 sponsorships	**	**	**				
18	Discounts on co-op ad in the Royal Gorge Region Visitor Guide and chamber produced maps (pending availability)	Varies	Exclusive-Position	Main-Position	✓	✓	✓	✓			
19	Empasized member tier recognition at chamber office / visitor center in downtown Cañon City	\$500 - \$1,500	Exclusive Position	1st Position	3rd Position	4th Position					
20	Additional "same-owner" business memberships included at Silver at Gold Level	up to \$885	3 add'l biz @Gold	2 add'l biz @ Silver							
21	Additional "same-owner" business memberships discounted (30% off of up to 3 additional Silver or Gold level memberships)	up to \$1249.50	✓	✓	✓	✓	✓	✓			
22	Additional Business Associate memberships included with applicable business types (i.e., realtors)	\$150/per	12	8	2						
23	Credit towards chamber advertising, events, or sponsorship	Varies	\$2,500*	\$1,500							
24	Investor level recognition (logos on traveling banners/signs at all events, website homepage, eblasts, select materials)	\$2,500	Exclusive Position	1st Position							
<b>RELATIONSHIP-BUILDING + EDUCATION + OTHER RESOURCES</b>											
25	Business After Hours premier networking event passes (monthly, \$10 for RSVPs, \$15 at the Door, \$20 non-member guests)	\$20/ticket	48 tickets + Speaking	36 tickets	16 tickets	10 tickets	6 tickets	2 tickets	1 ticket	12 tickets	
26	Build connections and exposure through chamber committees and taskforce participation	Priceless	✓	✓	✓	✓	✓	✓	✓	✓	
27	Access to chamber events, programs, seminars, workshops, and services at special member pricing	Varies	✓	✓	✓	✓	✓	✓	✓	✓	
28	Access to Notary Services at special member pricing	\$20/per	✓	✓	✓	✓	✓	✓	✓	✓	
29	Access to regularly-scheduled educational programs	Varies	✓	✓	✓	✓	✓	✓			
30	Special Invitations to President's programming	Varies	✓	✓	✓	✓	✓	✓			
31	Special Invitation to Community Investor level appreciation promotions and events	\$250	✓	✓							
32	Preferred VIP placement at applicable chamber events	Priceless	✓	✓							
33	Customized annual engagement plan (concierge service for membership, sponsorship, advertising, events)	Priceless	✓	✓							
<b>EXCLUSIVE MEMBER SAVINGS</b>											
34	Discounts on printing, copying and other related services at select local partners	10% +	✓	✓	✓	✓	✓	✓			
35	Discounts on professional media services to promote your business	up to \$250	✓	✓	✓	✓	✓	✓			
36	Discounts on an array of healthcare plans for you and your employees	Varies	✓	✓	✓	✓	✓	✓			
37	Discounts on advertising for members in the Travelhost of Pike Peak Magazine. (Some restriction applyon business type)	Varies	✓	✓	✓	✓	✓	✓			
38	Access to equipment rentals at special member pricing	Varies	✓	✓	✓	20% discount	10% discount	5% discount			
39	Access to bulk mail discounts	Varies	✓	✓	✓	✓	✓	✓			
40	Access to additional special member to member deals and other discount programs	Varies	✓	✓	✓	✓	✓	✓	✓	✓	
<b>ADVOCACY &amp; COMMUNICATIONS</b>											
41	Chamber representation of members' interests and concerns at all levels of government	Priceless	✓	✓	✓	✓	✓	✓	✓	✓	
42	Invitations to legislative and advocacy functions with public officials	Priceless	✓	✓	✓	✓	✓	✓	✓	✓	
43	Annual subscriptions (Chamber monthly newsletter, e-blasts, value per representative)	\$50	20 Subscriptions	10 Subscriptions	5	3	2	1	1 Subscription	1 Subscription	
NON-PROFITS Select Secretary of State registered 501c nonprofits are eligible to receive 10 - 30% off of Bronze or higher levels based on reported 990 gross receipt revenues.	Category	Income Level	Discount	Annual Combined Value of All Benefits							
	1	\$300,000+	none	\$36,550	\$26,550	\$14,575	\$9,250	\$5,200	\$2,875	\$1,250	\$250
	2	\$200,000 - 299,000	10%	\$26,555	\$21,555	\$12,080	\$8,255	\$4,605	\$2,580	\$1,055	\$125
	3	\$100,000 - 199,000	20%								
4	\$0 - 100,000	30%									
				** Available for purchase at special pricing				LESS THAN 15 EMPLOYEES	LESS THAN 5 EMPLOYEES	ONE PERSON NO BUSINESS	ONE PERSON NO BUSINESS
				Memberships valid for 12 month cycle - benefits must be used in current cycle and reset at time of renewal each year.							

*You Save!* →

# The results are in, and we are rocking the region!

At the conclusion of this five-month process, we were beyond excited to reveal membership packages that embody a state-of-the-art chamber experience.

Our seven-tier structure for businesses featured over 40 offerings that any organization, regardless of their size or market category, would find compelling and instantly usable to advance their success.

We designed two Associate level memberships for community active individuals that are retired or without a business affiliation.

Many of these offerings became available a-la-carte to any business, whether they were a member or not, but the investment of membership was designed to be truly compelling.

The extraordinary bundled savings in each tier were purposefully designed to bring maximum value to the region's diverse businesses.

Numerous core-benefits are shared across all tiers, then more specific tools are combined with higher levels to facilitate growth that supports a wide array of business plans.

Discounted same-owner and Associate member pricing is now offered along with a host of community and business sponsorship opportunities.





# YEAR IN REVIEW

2023

400+ MEMBERS



70 NEW MEMBERS



SCHOLARSHIPS AWARDED



10k

RIBBON CUTTINGS

16



COMMUNICATION IS KEY



3724 FOLLOWERS



40K+ WEBSITE UNIQUE HITS



5K+ EBLAST SUBSCRIBERS

18.5 k+



EVENT PARTICIPATION



25k+ CHAMBER TOURISIM

THANKS TO OUR MEMBERS FOR A WONDERFUL YEAR!

# *Wearing our other hat... Tourism*

We are equally excited to continue exploration of ways to enhance our initiatives on tourism promotion

Our responsibility to the **Fremont County Tourism Council** and **the City of Cañon City** to promote tourism as a major economic driver in the Royal Gorge Region is not taken lightly.

The facets of our involvement range from fulfilling the thousands of requests for mailings of our annual signature Visitor's Guide, to answering phones, emails and perhaps most importantly, being the "brick-and-mortar" face to personally greet and match the myriad of visitors with the wide array of offerings that are available.

In the same respect, we also serve the city to connect and familiarize new members and residents of our community with the services and features they need to settle into their Royal Gorge Region homes.






# Tourism is a critical component of our economy

The Royal Gorge Region's performance in the tourism sector holds strong and has even bucked trends by growing during some of the most challenging years.

The Chamber Alliance remains committed to our role, not only in keeping this economic engine running on all cylinders but engaging with our regional partners to continually seek innovative ways to promote and expand our ability to reach new audiences and drive home the significant experiences we have to offer our visitors.

<b>FREMONT COUNTY, CO</b>					
					
<b>CATEGORY</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>TRAVEL SPENDING</b>	<b>\$90.7M</b>	<b>\$84.0M</b>	<b>\$97.9M</b>	<b>\$100.9M</b>	<b>\$103.4M</b>
<b>TOURISM EMPLOYEMENT</b>	<b>1,110</b>	<b>1,050</b>	<b>1,230</b>	<b>1,220</b>	<b>1,210</b>
<b>STATE &amp; LOCAL TAX REVENUE</b>	<b>\$5.9M</b>	<b>\$5.6M</b>	<b>\$6.5M</b>	<b>\$6.4M</b>	<b>\$6.7M</b>

Source: Dean Runyan Associates

# Promotion is the name of our game

Our name is synonymous with the iconic grandeur of a Internationally recognized landmark.

As the *Royal Gorge Chamber Alliance*, we have a recognized and powerful brand identity that makes us perfectly poised to leverage relationships with our larger neighbor agencies. This has allowed us to be a collective voice for our local members that we can broadcast to a more expansive audience on their behalf.

To that end, we have been connecting to relevant agencies in a more comprehensive manner and are engaged in plans for future collaborations.

We also know that there is *much* more we can do...







# Visitor Information Center



As the Royal Gorge Region continues to grow as a significant hub and tourist destination, the need for a comprehensive, engaging, and professionally presented “flagship” visitor center is crucial. The current rented space in downtown Cañon City, used for both chamber of commerce offices and visitor center is limited by both space and parking. There are considerable design limitations with the interior of the space, we do not own the property, therefore renovation is not possible. For several years, we’ve been on a search for a high-visibility location on the US Highway 50 / Royal Gorge Blvd corridor through town that is an instantly recognizable landmark to draw in visitors to stop, whether they are in the family vehicle, motor home, trailer, or even motorcoach tour.

An incredible opportunity arose in early 2024 when a local bank closed their branch at the historic 1909 *Denver & Rio Grande* train station, perfectly situated at the major intersection of US-50 and CO HWY 115. This is one of two iconic train stations in Cañon City’s storied past. Train stations in general, are compelling structures for adaptive re-use into visitor centers and chambers of commerce, or in our case, both. Two current official *Colorado Welcome Centers* occupy historic train stations in the communities of Lamar and Alamosa. Today, though travelers arrive by highways instead of by railways, the significance and relevance of train station vernacular still dutifully plays this welcoming role in modern times. During the golden age of rail travel however, train stations were the original gateway into nearly every community and have an important story to tell, and Cañon City’s story is captivating.

*From the Cañon City Daily Record*

*A small depot was erected at the current depot's location in 1880. Cañon City's merchant association was dissatisfied with the building and began lobbying the D&RG for a larger building that better represented the amount of business Cañon City offered the rail. The new depot was to be built 75 feet behind the original and would be connected to the tracks by a broad concrete walk with grass and flower beds on either side. According to a June 1909 article, "The new station will not be in any wise a disappointment to the people of Cañon City but will be in keeping with the importance and enterprise of the community," stated Mr. Schlacks, vice president of the D&RG railroad company. An article covering the groundbreaking event Aug. 19, 1909, quotes the contractor, Mr. Mayer from Denver, "It will be a structure that will command the attention of people who travel over the Denver & Rio Grande and will be a big advertisement for the community."*





A compelling asset to this location is the existence of a small city-owned park directly between the depot and US-50, currently called “Depot Park”. The City of Cañon City has put forth enthusiastic support for this project and a desire to work with us to enhance and reconfigure this outdoor space over time so it can better complement this new use.

Outdoor assets such as a playground, pavilions, local art installations, and hardscaped plaza space for rotating temporary local merchant pop-ups will not only significantly enhance the visitor experience, but they are also encouraged by the Colorado Tourism Office’s new design guidelines for their official Welcome Center locations.





**ZONE 1 CO-OP OFFICES & INCUBATORS**

**ZONE 2 - REGIONAL & STATE VISITOR INFORMATION CENTER**

**ZONE 3 - CHAMBER & BUSINESS RESOURCE HUB**

The current layout of the depot lends itself well to the three main proposed uses as shown below. This is extremely advantageous in that it significantly reduces interior construction and remodel costs to make the facility fully useful.

**It's not just a Regional Visitor Center, it's a Destination.**



# A STATION OF *INNOVATION*

**Zone 1:** The West Wing is proposed to contain a combination of individual co-op office spaces that can be rented to local businesses, organizations and non-profits, or even shared by several entities that do not need a full-time space. There will also be space to partner with our local EDC to provide dedicated offices to startup businesses that qualify for a subsidized incubator program. All offices on this side of the building have access to a small conference room, business center with printer/copier and other basic office equipment, a kitchenette/lounge area and private restrooms.

**Zone 2:** The main central area will be the featured Visitor Center and is already crowned with a visually stunning punched tin replica ceiling. This open area will make a great blank canvas in which to build out an engaging visitor center to showcase both the Royal Gorge Region's businesses, attractions, outdoor recreation, and other activities, along with the rest of Colorado's many attractions and opportunities. There is also enough space to provide rotating exhibits that would be of interest to both residents and visitors alike.

**Zone 3:** The East Wing is proposed to house the offices of the Royal Gorge Chamber Alliance, and to create a true business resource hub for the community. A goal is to provide scalable spaces that can be used for business education and community classes, self-start digital media and content creation, rentable workspace cubbies with shared computers/printers, and a business showcase and reception area.

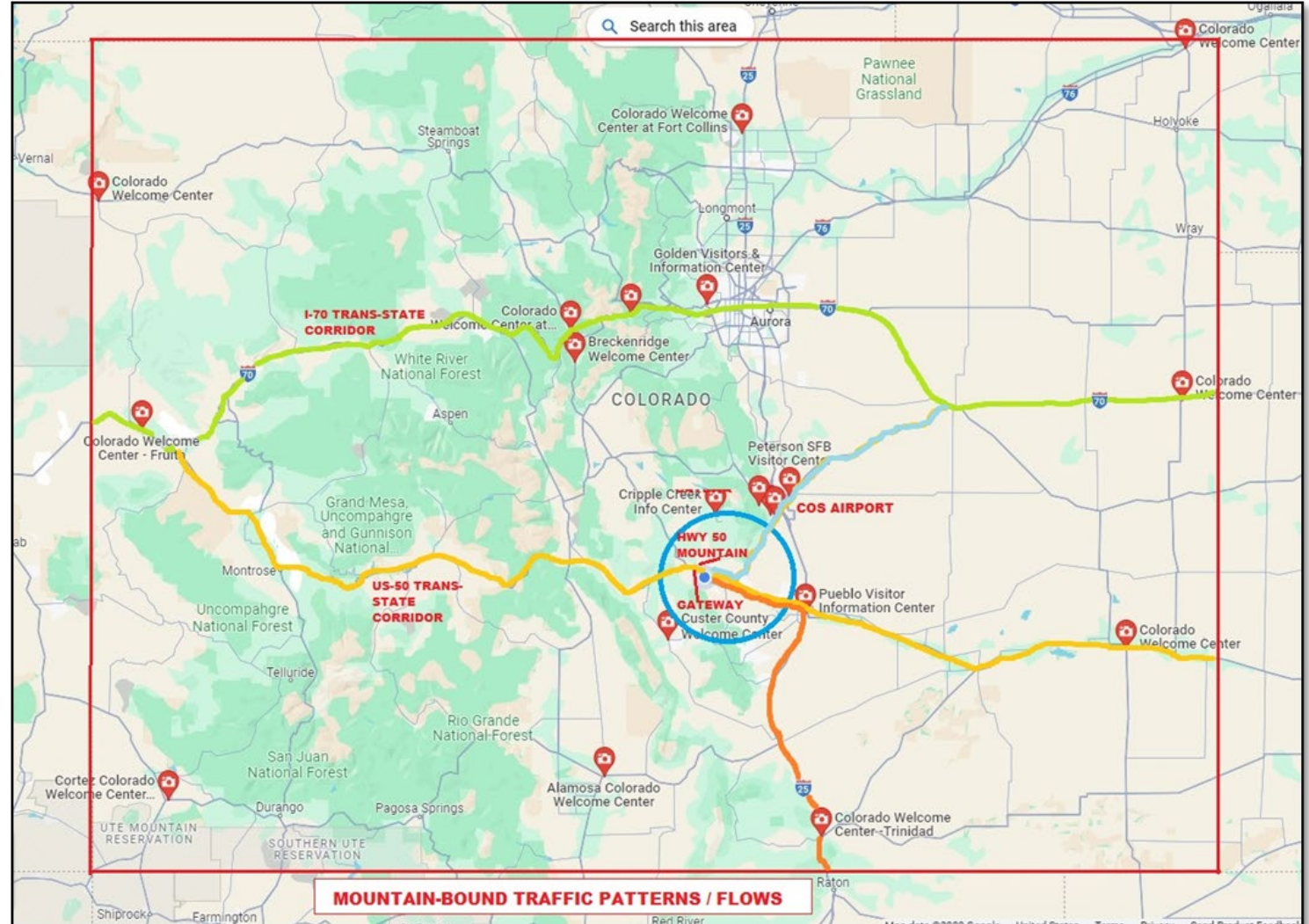




COME TO LIFE  COLORADO™

Another key component to the project will also be to receive an official **Colorado Welcome Center** partner designation, which will put this facility on the map in a more significant way. The current Welcome Centers are operated and funded through the Colorado Tourism Office

The partnership program will give us access to collateral and assets that are being developed and designed for all the current state welcome centers, creating a more brand cohesive and connected experience for Colorado travelers wherever they stop. It is hard to imagine a more perfect location for both a regional visitor center combined with some of the assets and design aesthetics of the new Welcome Center program.





### IMMERSION ROOM

A group enters the space, enjoying the ambient noise and engaging screensaver, before activating the photo feature and taking a memorable picture. Other guests appreciate the space and pause to observe.



Visitors enjoy the large-scale scenery, taking in the sights while also learning valuable information on the touch screen.



Visitors enjoy the space while another visitor leverages VR capabilities with 360-degree footage to fully immerse themselves in the natural wonders of Colorado.

## 01 PLAN & LOCATE

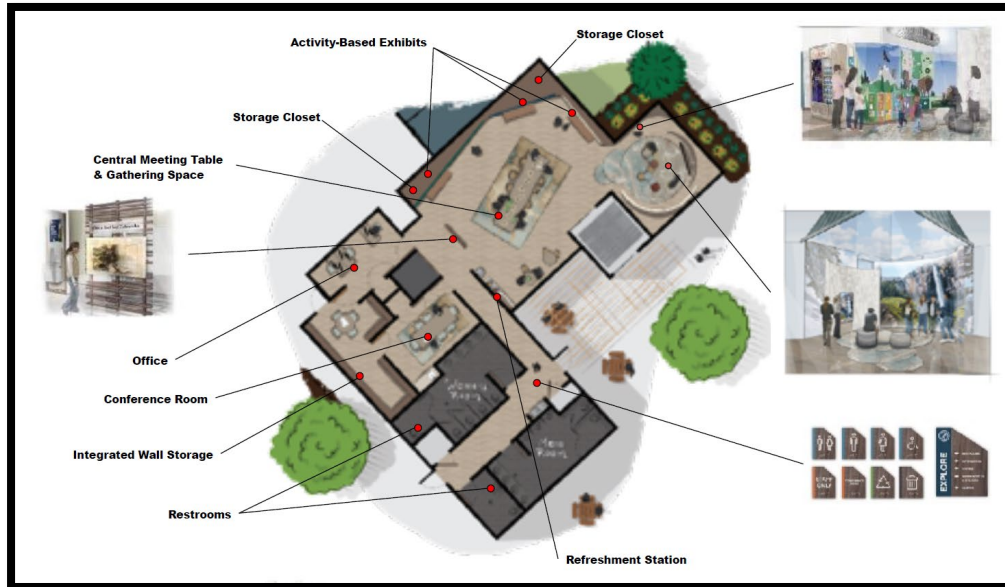
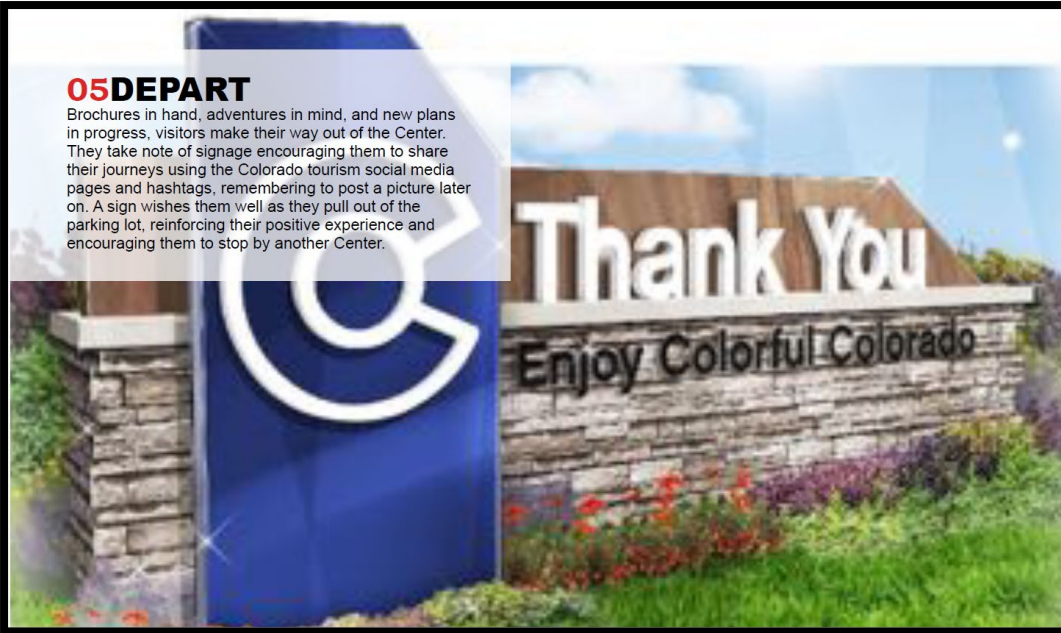
While cruising down the highway, visitors will begin to notice large, bold signage that indicates a Welcome Center coming up. On cue, their GPS chimes, announcing a Welcome Center and offering them the option to add it to their trip.

Whether they choose to use the GPS or go analog with the assistance of traditional signs, they'll know what's coming, thanks to clear iconography conveying amenities. Although they're still a bit of a ways away, they're able to safely navigate off the road and into the Center, thanks to advanced notice and directional signs.



## 05DEPART

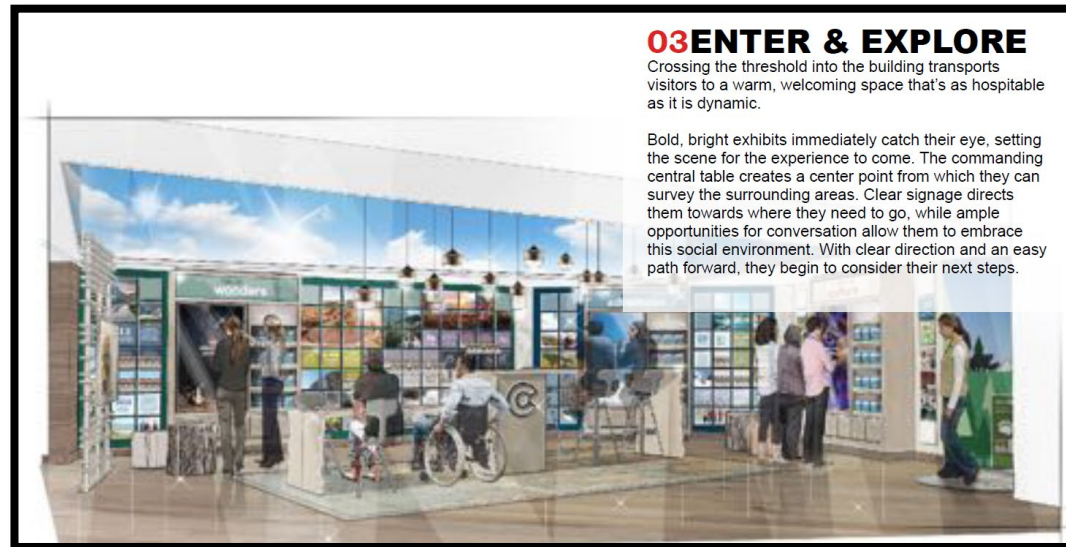
Brochures in hand, adventures in mind, and new plans in progress, visitors make their way out of the Center. They take note of signage encouraging them to share their journeys using the Colorado tourism social media pages and hashtags, remembering to post a picture later on. A sign wishes them well as they pull out of the parking lot, reinforcing their positive experience and encouraging them to stop by another Center.



## 03ENTER & EXPLORE

Crossing the threshold into the building transports visitors to a warm, welcoming space that's as hospitable as it is dynamic.

Bold, bright exhibits immediately catch their eye, setting the scene for the experience to come. The commanding central table creates a center point from which they can survey the surrounding areas. Clear signage directs them towards where they need to go, while ample opportunities for conversation allow them to embrace this social environment. With clear direction and an easy path forward, they begin to consider their next steps.





### MAP DIVIDER WALL

A topographical map sits on the divider screen, giving guides and visitors alike the opportunity to look at the state at large and learn more about region and scale. A simple call to action informs visitors that they're free to touch and interact with the map.



### 04b RECHARGE

Stomachs rumbling and appetites piqued, visitors on the hunt for a bite to eat or something to drink scope out their available options. They'll be wowed by the enhanced beverage station that boasts a partnership with the Ball corporation, offering a keepsake reusable bottle in exchange for their single-use plastic. Wandering outdoors, they'll find locally sourced, elevated vending options within a comfortable dining gazebo, or even a food truck or two.

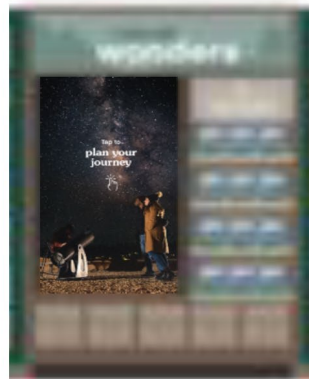


### REFRESHMENT STATION

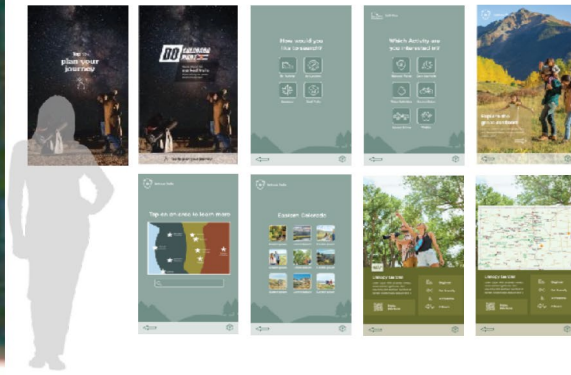
A multipurpose home for coffee, water, and information, the refreshment station highlights the "leave a bottle, take a bottle" program while providing coffee and water to visitors. Visitors can learn about local roasteries while they sip their coffee and get a better idea of the sustainability impact their bottle use has on the state.



### DIGITAL SCREEN



ALT with "Do Colorado Right"



# Quality drives the experience

The chamber staff is focused on striving for the highest quality exchange of information to our guests.

- **Studying innovative strategies to better engage visitors coming into the region:**
  - Opening a regional visitor information center in an optimum location
  - Provide interesting and stimulation visual displays to better increase awareness of the multitudes of activities

- Our office is Gold-Level Certified in the Colorado Concierge program through a series of online training seminars for our staff and volunteers. This program is designed and administered by the Colorado Tourism office.





# The Royal Gorge Rising Initiative

In response to key challenges impacting Fremont County, the Chamber has developed the following five-year strategic initiative, which is segmented into **three mutually supporting primary goals** and supporting strategies, tactics and performance metrics. **Once implemented, the initiative will be the main community / region-wide focus of the Royal Gorge Chamber Alliance** and will be supported by both private and public investments.

In developing this initiative, the Chamber has examined the landscape of economic and community development service delivery in and around Fremont County to determine where the Chamber's efforts can best complement existing partner programs and meet needs specific to the region that are not currently being addressed by existing organizations.

## GOAL 1: Create Gateway Station & Plaza (STATION) →

as an attractive destination and catalyst for diversified economic growth

CHAMBER ROLE: Leader / Convener / Catalyst

## GOAL 2: Attract, Retain, and Align Talent (TALENT) →

to meet the needs of employers and job seekers

CHAMBER ROLE: Convener / Catalyst

## GOAL 3: Grow Businesses, Jobs, and Investment (JOBS) →

to ensure economic opportunity and prosperity for all

CHAMBER ROLE: Leader / Convener



# INDUSTRIES OF FOCUS

In implementing the Initiative, the Chamber will focus on businesses **and talent** in the following categories:



Tourism



Technology



Agriculture



Small-scale / Advanced manufacturing



Healthcare and other critical industries

## GUIDING PRINCIPLES

### COLLABORATION

Engage and collaborate with partners across the region; when we collaborate in our economic development activities, we are stronger and more competitive

### DATA DRIVEN

Employ robust data to drive strategy; the Chamber will maintain an online information hub that will enable the Chamber and its partners to identify challenges, respond effectively, and track progress

### CREATIVE APPROACHES

Seek and deploy creative approaches to driving economic and community growth; the Chamber will seek out local and national best-practices, convene key regional partners, and catalyze creative economic and community growth solutions

### ACCESS AND OPPORTUNITY

Focus on improving equality of access and opportunity; the Chamber views equality of access and opportunity as an economic issue and is committed to connecting financially-challenged

### MEASUREABLE RESULTS

Pursue objective measures and ensure transparency; the Chamber has identified performance measures and will track and report progress in a transparent fashion



# A rising river floats all rafts...

With  
A *new* brand,  
A *new* mission,  
*new* partnerships,  
*new* member offerings,  
and *new* philosophies,



brings the Chamber Alliance's new commitment to engage the resources necessary to raise up the communities and businesses of the Royal Gorge Region, so they can fully realize the potential that lies ahead.

**ROYAL GORGE RISING**