

**COLORADO
SB CO05-005
FLAT TOPS TRAIL
MARKETING PLAN**

Flat Tops Scenic Byway
2008 MARKETING PLAN

The Flat Tops Scenic Byway Marketing Plan

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EXECUTIVE SUMMARY

Hill & Company Integrated Marketing and Advertising has been commissioned by the Flat Tops Scenic Byway Committee to develop their marketing plan for 2008. The basis of the plan is formulated from discussions and marketing sessions held with the committee and the tour of the Byway itself. No current research specific to the Flat Tops Scenic Byway is available to include in the plan but proposed future research is within the recommendations portion of the plan. Hill & Company has also included some data for cultural heritage travel trends that provide an overview of the type of travelers that utilize scenic Byways as well as some of their needs to have a good experience when touring. Additional research is available through the State Scenic Byway Committee and will be utilized in rolling out some of the initiatives within the plan.

The Flat Tops Scenic Byway is located in the northwest portion of the state of Colorado. It is an 82-mile working Byway of which 40 miles are gravel road. The Byway is fully accessible during the summer and early fall and then has limited accessibility for winter and spring due to weather conditions. The Byway itself runs between the towns of Meeker and Yampa. The Byway is unique in relation to others within the state as it is a working Byway. This plan focuses on promoting the Byway and the towns along it, as well as preservation of the Byway. Some of the key stopping points on the Byway include:

- The Town of Meeker
- The Town of Yampa
- Trappers Lake "the cradle of wilderness"
- White River National Forest
- White River Indian Agency Overlook
- Rout National Forest
- Ripple Creek Overlook/Pass
- Ripple Creek Fire Interpretive Site
- Ute Creek Trailhead
- Pyramid Ranger Station
- Town of Buford
- **Bear Creek Interpretive Pull Out**

- Dunckley Pass

The Route itself is breathtaking but is in danger of future overdevelopment. The Byway can be experienced to its true depth and beauty by car as well as through stopping and walking parts of the Byway. The overall goal of promotion of the Byway is to attract an audience segment that will truly appreciate and respect the Byway as well as one that will pass the beauty of the experience onto the next generation. One of the key positioning points of the marketing efforts will be to communicate that in order for visitors to have the most thorough and fulfilling experience on the Byway, driving slowly and stopping at various highpoints along the way will provide them with a memorable journey. The culture and history of the two primary towns along the Byway, Meeker and Yampa, are key stopping points as well as educational outlets for visitors to learn more of the history of the Byway. Driving sales tax and lodging revenue is a desirable component of the plan as long as it does not cause damage or overdevelopment along the Byway. The economic impact on the towns should be manageable and positive in all respects. It will be important to educate visitors on why they should leave the Byway in its natural state as well as to educate local residents along the Byway to maintain its preservation. These two components are the primary goals of the plan.

One of the key ways in which the Byway can be leveraged is through extending its efforts and partnerships with local businesses and community members. The ability to leverage these relationships and educate attraction personnel and local residents on the Byway, as well as their assistance in promotion will assist in generating more awareness and establish the Byway as a key attraction within the region.

To effectively grow market share and penetration, a widespread marketing and promotional effort will need to take place. The towns along the Byway have limited staff and promotional dollars that prohibit large scale projects. One of the primary goals of the 2008 marketing initiatives will be to develop partner programs for the region that are cost effective, have high impact and require limited staff support as well as the development of a Flat Tops Scenic Byway website.

The importance of preservation of the Byway will need to be communicated to locals and visitors alike. All Byway materials should be supplied to and through the state heritage and Byway programs. Additionally, all marketing efforts as well as promotion through local businesses, word of mouth communication and promotion from local residents will greatly assist the overall goals of the Byway committee.

Situation Analysis

Discovery Overview

After completing a 60-day Discovery process Hill & Company learned the following trends and challenges currently occurring in the destination:

- The Byway is currently less traveled than other Byways in the state due to seasonal limitations.
- The revenue impact on sales and lodging tax generated from visitors using the Byway has helped the local economy but has potential for growth, especially on the Yampa side of the Byway.
- Signage for Byway travelers is somewhat limited and at times confusing.
- The gas and oil industry has driven economic growth in the area as it relates to lodging and occupancy levels on the Meeker side of the Byway.
- Selection of lodging options and limited vacancies may discourage Byway travelers to spend more time in the area or return.
- Employers along the Byway struggle with a limited pool of human resources that lowers service levels.
- Wages and cost of living in the towns along the Byway are lower than surrounding resort towns.
- Some of the long time residents and the ranching community are somewhat challenged in maintaining a decent level of income and the sale of private land in the next 2-5 years is predicted to increase.
- Beetle kill is affecting some of the areas along the Byway and causing a negative visual impact, as is fire damage.
- Future development of nearby lands may change the Byway experience and alter its reputation as a working Byway.
- Development of new, higher income custom homes has grown over the last four years and continues to increase year over year.
- Resort-type facilities have begun development in the area. If they prove to be successful, additional new developments will occur.

Based on the current trends in the area there are challenges that will continue to affect the success of the Byway as well as overall awareness levels and continued visitation to some of the key stopping points along the Byway.

The goal of the Byway Committee is to maintain the natural **beauty** of the Byway and attract visitors that will appreciate the wonders of the area. Through education, marketing efforts will encourage visitors and locals to respect their surroundings and entice visitors to stay in the area for a longer period of time and experience all the stops along the Byway. The plan will provide a roadmap for the Flat Tops Scenic Byway to follow through 2009. It identifies five key areas of focus to increase awareness and visitation to the Byway. These areas include:

1. Research
2. Branding and communication to promote and preserve the Byway
3. Education and collaboration with local attraction partners on promotion and preservation
4. Website initiatives
5. Creation and distribution of trip planning materials

TARGET AUDIENCES

At this time there is limited demographic data that is specific to visitors traveling the Flat Tops Scenic Byway. In order to generate materials and promotions and determine mediums that should be used as communication channels, additional research will need to occur to establish a visitor profile specific to the area. To better understand the potential visitor profile, we have provided a composite based on 2004 data from the Atlas for heritage travelers and information from Longwood's International on the Colorado traveler. Their lifestyle attributes, reasons for traveling, age and income are important to understand in the development of the strategies and tactics within the marketing plan.

Demographic Overview

The touring vacationer is one of the most prominent market segments for the state of Colorado. They are more predisposed to heritage travel and can be courted effectively for extended stays and longer touring throughout the destination. Their profile has been included to show their potential as a key market for the Byway.

The Touring Vacationer to Colorado travels by car, recreation vehicle or bus with the primary objective to sightsee and experience new and different places and cultures. The peak travel period is summer and fall, ranging from May through September. The touring vacationer for the Flat Tops Scenic Byway is seeking historical landmarks and attractions, beautiful scenery and outdoor excursions.

General Touring Vacationer Profile:

- Families with children, 35-54 years of age, middle income, college graduates
- Senior Citizens, 55 years of age and older, visiting friends/relatives or touring state
- Avid readers of magazines, including news, food, travel, and regional publications
- Explorers, open to learning about new places

Touring Vacationer Profile Interests:

Beautiful scenery/nature

Activities

Unique cultures and different ways of life

History/Heritage attractions

Excellent food, and both first-class and affordable accommodations

Learning new things

Average Age

Primary 39-69 years of age

Gender

Female 55%

Male 45%

Family Unit

Couple with children

Couple without children

Empty Nesters

Singles

College Students/Grads and undergrads

Visitors interested in archeology

Education

Higher Education 52.0%

Bachelor Degree 37.3%

Some College 8.5%

Other 2.2%

Employment

Employed- 50.3%

Students-16%

Unemployed/retired- 33.7%

Academic Interests

Archeology

History/Heritage

Science

Average Income (Colorado Specific)

\$25,000-\$150,000+

Mean income for heritage travel is \$45,000+

International Vacation Traveler

In the past international travelers to the United States have played a key role in heritage tourism. Their desire to explore the history of the nation and tour along the Byways and their exploration of historic sites has vastly contributed to the visitation along the nation's leading Byways and historic destinations. This audience was reviewed briefly above on the heritage traveler overview. Due to its potential future impact on the Flat Tops Scenic Byway and with the current levels of visitation by this segment in Colorado, a more detailed overview has been provided.

International visitors who come to Colorado are well traveled and intelligent with higher educational backgrounds. Predominately professionals or retirees who seek activities that provide beautiful scenery, the "American Experience" and the history of the American nation.

Profile

- Families and individuals, 25-54, middle to upper income, on business or visiting friends/relatives

- Senior Citizens, 55 years of age and older

- Generally on extended ten day to three week vacation to multiple destinations

International Visitors Seek Out:

- National Parks and Monuments

- American historical sites

- Beautiful scenery

- Unique culture and different ways of life

- Well planned tour itineraries

International Visitors Are Primarily From:

- Germany
- United Kingdom
- France
- Japan
- Canada

Primary Focus Areas

I. Research

There is a need for research and consistent methodology for the Byway and the region to identify areas of opportunity. As research can be costly, an examination of spreading out the studies over two fiscal years may be a way to complete these initiatives effectively.

1. Developing a consistent methodology of research between each town and key stopping points that will assist in tracking data seasonally.

2. Identification of day visitor versus overnight visitor attributes by season to include:
 - Geographic origin
 - Trip planning motivators
 - Travel party information (such as length of stay, number of people in travel party, travel patterns)
 - Demographic information such as HHI, education, marital status, employment status
 - Awareness of the Flat Tops Scenic Byway prior to visiting
 - Reasons for including the Byway in their vacation plans

3. Identification of destination and routing to include points of entry to the Byway to assist targeted marketing and preservation efforts.

4. Begin monitoring lodging tax and City sales tax collections.

II. Branding, Communication & Collaboration

- Clear identification of the "essence" of the Byway and how it is represented to the local residents and visitors to the area.
- Development of point of sale messaging that will establish the brand within the targeted area.
- Communication of this asset to local residents to ensure preservation as well as to have assistance with educating visitors on why the Byway is significant and what they can see and do while they are in the area.
- Develop an advertising campaign that represents the brand in all mediums of advertisement (print, broadcast, outdoor, online) and Public Relations.
- Acquire photography that represents the Byway that can be used on the website, advertisement and PR campaigns.

III. Education & Training

- The existing cassette presentation that showcases the Byway and the towns is dated. Producing a new presentation that covers the highlights and history of the Byway as well as preservation will greatly assist promotional efforts. Creation in CD format is preferred.
- Use the CD presentation as an educational platform and tool to present to each business, County Commissioners and local residents along the Byway to foster communication and knowledge of the product as well as encourage promotion via these partners.
- Provide follow-up training sessions to business owners, County Commissioners and community residents on how to promote this asset within their spheres of influence.

IV. Web Initiatives

- Develop a Flat Tops Scenic Byway website that has partnership links with the Meeker Chamber site.
- Determine reciprocal online partnerships and promotions with regional partners.
- Provide trip-planning tools online (itineraries, area tours, etc.)
- Provide audio presentation online.
- Develop strategies to drive traffic to the website.
- Negotiate opportunities for partnership with state Heritage efforts.

V. Trip Planning Tools

- Develop tools such as interactive and static itineraries to assist with trip planning and increase length of visitation to the Byway.
- Provide planning tools such as a rack card and fulfillment pieces to the state as well as regional partners for distribution.
- Partner with the State Scenic Byway Committee on their trip planning tools such as the board game they use and any additional efforts they launch in 2008.
- Develop a Flat Tops passport program.

Branding Platform

In order to effectively communicate the key selling points of the Flat Tops Scenic Byway it will be necessary to provide information on the attractions, local businesses and preservation efforts through the establishment of a creative message platform. The platform will influence communication materials both internally and externally. The platform will also assist with educating the local residents on what makes the Byway noteworthy and why they should preserve it as well as why visitors should take time to explore the Byway while they are in the region. Below is the initial overview of the creative message platform, the themeline for the brand.

Creative Platform

As one of the most pristine examples of the potential of our natural environment, the Flat Tops Scenic Byway is a resource in and of itself. It is an 82-mile, 2 1/2 hour historic trail through time that exposes travelers to the wonders of the Flat Tops Wilderness, the White River National Forest and the Routt National Forest. About half of the road is gravel and connects Yampa to Meeker, Colorado.

The Byway is a series of launching points into the nation's top recreation forests. Hiking, mountain biking, fishing, camping, hunting and wildlife watching are just the beginning. As a working Byway, the Routt also provides opportunities for Forest Service management projects, open range grazing, ranching, mining and logging.

It's all part of Colorado's history of "rugged individualism", which you can find displayed in the museums and points of interest in the anchoring towns- Yampa and Meeker. Also, travelers can enjoy the quaint shops, stores and eateries at each end of the Byway. These are the towns to stock up on supplies for scenic driving tours, hikes, camping and hunting expeditions.

With the passage of the Wilderness Act in 1964, U.S. Congress created the National Wilderness Preservation System. It is designed to protect the natural conditions and wild character of wilderness areas for present and future generations. These unspoiled lands possess outstanding ecological, scientific, scenic and historic treasures with irreplaceable value.

Key Value Proposition:

The Flat Tops Scenic Byway is located in the central Rocky Mountains. It brings visitors into America's flagship group of protected natural areas via the charming western towns of Yampa and Meeker, Colorado. This exciting 82-mile adventure stands as the educational model by which all scenic Byways will address the importance of wilderness protection and working Byways.

Theme:

***Flat Tops Scenic Byway
Yampa and Meeker, Colorado.
The road to preservation.***

AREA STATISTICS

LODGING TAX RECAP

Future tracking of lodging tax and sales tax will be a key component in determining ROI and impact of the committee's efforts. Below is a list of the statistics that should be tracked in the future for the area that the Byway covers. These statistics will assist in monitoring the economic impact that travel along the Byway may have within the area. Website tracking will provide information on those areas of the site that are the most visited as well as defining what type of information visitors are seeking. Additional site enhancements and updates to the site will be proposed once tracking has been monitored. The tracking of lodging tax revenues and sales tax will be an important indicator of successes especially as it relates to extended stays and how that affects Byway visitation. The type of tracking that is most important to launch in 2008 is:

1. Lodging sales tax revenue
2. Sales/Retail tax revenue
3. Website visitation

GOALS & OBJECTIVES

A. Research

Goal

- Gather research over a 12-24 month time period to better understand audience profile, key selling points, effective advertising mediums, and current market penetration as well as determine levels of area visitation in high season, low season and shoulder periods.

Strategy

- Research studies to include intercept, online and overnight visitor studies.
- Establish data collection criteria for local businesses and partners.
- Determine survey opportunities with local businesses points of entry and exit to the Byway to conduct research.
- Develop a central questionnaire that can be managed by each businesses limited staff to query visitors.
- Develop a research team to conduct roadside surveys.

Tactics

- Establish an Overnight Visitor Study to capture the following:
 - Seasonal variances in traffic and visitation.
 - Establish a visitor profile by season.
 - Determine trip planning process and attributes in selecting the Flat Tops Scenic Byway.
 - Collection of data over 12-month period.
 - Update marketing plan at the end of 2009.
- Establish an intercept study conducted along the Byway at the primary points of entry and exit which captures the following:
 - Visitor profile
 - Reason for visit
 - Length of stay in the region
 - Knowledge of Flat Tops Scenic Byway (before and after arrival)
 - Portion of trip dedicated to Flat Tops Scenic Byway

B. Branding, Communication & Collaboration

Goal

- Roll out a brand key value statement for the Flat Tops Scenic Byway that showcases the Byway as a flagship attraction in the region using the key value statement to effectively describe and ultimately promote and preserve the Byway.

Strategy

- Establish the "essence" of the Flat Tops Scenic Byway and its importance to the region as a visitation driver as well as a landmark of natural resources and open land. Roll out of all marketing and communication materials as well as communicate to local businesses, County Commissioners and residents all efforts and preservation rationale.

Tactics

1. Develop a brand campaign that will be used to develop the logo, collateral fulfillment pieces, paid for advertising, website initiatives and Public Relations efforts.
2. Take brand platform and tagline and communicate and distribute region-wide to all partners and outlets for future inclusion at the Chamber, collateral, ads, promotions, etc.
3. Where appropriate, display and disperse brand materials to local businesses and the Forest Service.
4. Provide an identity standards manual, once the brand has been completed for each business to use in promoting the Byway. The manual will include the logo, colors, details on fonts and sizes and copy points and scripted copy for fulfillment pieces. It will be distributed electronically (on CD) to each business. Include Byway logo on all pieces (some government entities may not be able to use).
5. Create better signage and meet with CDOT to understand where, how and when signage can be redone and placed along the Byway.
6. Request brand identity and copy inclusion on all partner materials (websites, collateral, Chamber displays, etc.)
7. Create a new Flat Tops Scenic Byway brochure that speaks to both preservation and visitation highlights as well as the history of the area.
8. Determine brochure costs and compile printing estimates for the new brochure.
9. Purchase in-state media to promote the Byway while utilizing the efforts of the Colorado Tourism Office to drive national inquiries.
10. Dedicate resources to public relations efforts to achieve recognition of the Byway and promote conservation efforts.

Branding, Communication & Collaboration Continued

Goal

- Through a coordinated campaign of paid advertising and partnerships with local and regional parties, build awareness of the Flat Tops Scenic Byway year-round and position the Byway as one of the key destinations in the area.
- Implement a cohesive advertising and Public Relations plan that outlines communication mediums and Public Relations efforts.
- Utilize and leverage State Scenic Byway Committee initiatives and available grants that may be used to support the Flat Tops efforts.

Strategy

- Develop a communications plan that will promote visitation to the Flat Tops Scenic Byway year-round, maximizing the synergy between each business's existing marketing efforts.

Tactics

1. Publish itineraries on the Chamber website and in local businesses outlets.
2. Contact AAA offices in Colorado to update them on the Byway's marketing efforts making sure that each office has the Byway's brochures.
3. Customize materials by target audience - Leisure Market, Media, Visitor Centers as referrers and area attractions.
4. Initiate general brochure distribution.
5. Assure brochure distribution to the Chamber, attractions, regional lodging community, local businesses and other visitor distribution outlets along the Byway.
6. Piggyback on CTO efforts, participating with Media FAMS and supplying photography to get included in CTO printed materials and B-roll.
7. Participate with Colorado Scenic Byway Committee programs including training and education opportunities to promote the Byway to residents of the local communities, business owners and employees.
8. Use the Colorado Official State Vacation Guide to impact national markets.
9. Invite key partners throughout the region to a Flat Tops Scenic V.I.P. event to foster relationships and request assistance with promotion and preservation.
10. Present quarterly to the County Commissions on the committee's efforts in progress and future plans. Reinforce preservation and healthy visitation.
11. Present to the communities along the Byway quarterly on the committee's efforts and future plans. Reinforce preservation and healthy visitation.
12. Contact the State Scenic Byway Committee to discuss piggyback efforts, general campaign and available research and funding opportunities.

13. Provide information via all materials and the website on how visitors can easily access amenities and services throughout the Byway including but not limited to:
 - Where gas can be obtained
 - Food outlets
 - Lodging venues
 - Sundries - sunscreen, souvenirs, etc.
14. Provide Flat Tops Scenic Byway co-op signage that local businesses can place in their windows showcasing the Byway and its preservation.
15. Hold daily 15-minute presentations at the Ranger Station to educate visitors on the Byway and the importance of preservation.
16. Develop a Flat Tops Scenic Byway passport program that promotes multiple stops along the Byway at key points of interest. Provide a giveaway for those visitors that have stopped at each designated place within the passport such as a complimentary dinner for two, tank of gas, local memorabilia etc.

C. Education & Training

Goal

Educate the business community, local residents and key partners on the Flat Tops Scenic Byway as a tourism attraction that needs to be preserved in order to be a true asset to the region.

Strategy

Utilize relationships with the Colorado State Scenic Byway Committee, local businesses, County Commissioners and residents through quarterly meetings, broadcast emails, fast fax and collateral to roll out an educational program to all audience segments.

Tactics

1. Create a presentation and schedule a series of meetings with representatives from town, local businesses and residents as well as County Commissioners throughout the Byway to discuss the new brand initiatives and preservation efforts and how they can play an active role in leveraging the Flat Tops Scenic Byway increasing overall healthy levels of visitation, ROI and ongoing preservation.
2. Create an "Flat Tops Scenic Byway, "The Road to Preservation" button for front line employees, local residents and committee members to wear daily to generate awareness and provide education to visitors about the Byway.
3. Create a CD touring presentation for travelers in their cars that speak to the individual attractions along Flat Tops Scenic Byway as well as the Byway and its preservation.
4. Initiate local public relations efforts to demonstrate importance of tourism to all businesses and key partners.
5. Launch the Public Relations plan that speaks to partnership promotion as well as media promotion and events and FAMs.
6. Form a grass roots lobbying committee to actively work on preservation of the Byway and stay on top of pending projects that may affect the Byways preservation.
7. Develop preservation materials for the preservation committee to utilize at speaking engagements, online and large presentations.

D. WEBSITE

Goal

- Develop a Flat Tops Scenic Byway website that promotes preservation efforts and showcases the beauty and history of the destination while providing detailed information of what to do, where to go and how to plan a trip to the area.

Strategy

- Utilize the Meeker Chamber website to drive traffic to the Flat Tops Scenic Byway website.

Tactics

1. Begin solicitation of reciprocal link partnerships with area attractions, local businesses and other industries that tie to tourism and preservation.
2. Design an online flash touring presentation that showcases the experience of the Byway to motivate travel to the destination.
3. Develop an Internet strategic marketing plan that addresses:
 - Organic Search Engine Optimization (SEO) program to drive visitors to the new mini site.
 - Position keywords and trip planning tools in SEO efforts.
 - Minimal participation in a pay per click environment to drive traffic to the site.
4. Promote the website address by including the URL on all collateral and inform travel writers through targeted press releases.
5. Build a database of names of visitors who come to the website through a sign-up for more information call to action as well as provide brochure requests, CD requests and online sweepstakes.
6. Utilize the database to communicate to past visitors and encourage a return to the Byway.
7. Determine and negotiate opportunities with the State Heritage website and the State Scenic Byway website that include:
 - Ensure that the Flat Tops Scenic Byway itinerary will be included on the site.
 - Reciprocal link partnership.

E. Trip Planning

Goal

Through informational mediums and materials, showcase all of the many important stops along the Byway in an organized fashion to assist travelers with planning their trip to the destination in an easy to use format.

Strategy

Create travel itineraries to generate extended stays in the area and encourage visitors to visit all the towns along the Byway.

Tactics

- Create a section on the website that provides downloadable itineraries for the Flat Tops Scenic Byway.
- Print itinerary rack cards that are distributed to all of the attractions and businesses along the Byway to encourage preservation and motivate people to get out of their cars and truly see what the area has to offer.
- Use the itinerary rack card as direct mail fulfillment to a qualified list of potential visitors.
- Position key stopping and starting points along the Byway (Trappers Lake, Yampa, Meeker, Routt and White National Forest, etc.) via the online and traditional itineraries to entice visitors to visit the entire Byway.
- Work with affinity groups that would benefit in receiving a mailed itinerary and provide specific itineraries for their needs.

March 7, 2008

Flattops Scenic Byway Committee
Sharon Day
Meeker, CO

Dear Sharon:

Thank you for the opportunity to continue our partnership with the Flattops Scenic Byway Committee. We are excited about the possibility of executing the marketing plan that was completed in 2007.

As requested, you will find enclosed information on costs for 2008 initiatives based on the recommendations in the marketing plan. As you may recall the plan had five areas of concentration and they are the following:

1. Research
2. Branding and communication to promote and preserve the Byway
3. Education and collaboration with local attraction partners on promotion and preservation
4. Website initiatives
5. Creation and distribution of trip planning materials

In order to provide the most strategic proposal to you we have placed costs under primary initiatives, secondary initiatives and tertiary initiatives. Depending on your 2008 budget we may be able to accomplish everything, if not at least the committee has a focus for 2008 and costs for everything originally included in the plan with the exception of research as that will take fine tuning and more discussion with the committee to determine how we can best offset costs for an intercept study along the Byway,

Just to refresh your memory for future needs Hill & Company provides the following services:

- Market research and marketing plan development
- Product branding and positioning
- Creative, design and development of advertising campaigns, print collateral, direct mail, packaging, magazines, logos, websites
- New & traditional media research and planning
- Internet website development and marketing
- Direct marketing campaigns
- Interactive and broadcast email campaigns

We hope that this proposal helps you in your decision making process and please feel free to contact me with any questions you may have.

Best regards,

Anna-Maria Ray
Director of Client Services

Proposal

We look forward to the opportunity of working with the Flattops Scenic Byway Committee to manage and coordinate the 2008 marketing effort. Using our marketing experience, we will provide the committee with our expertise, provide the brand creative as well as assist with community awareness, Internet development and research assuring timeliness and efficiency in these efforts.

In order to achieve the best results and meet the criteria of the marketing plan and budget we recommend the committee focus on a 3-phase approach that will maximize exposure in the marketplace, drive positive visitation, encourage community participation and knowledge of the committees efforts and generate overall awareness of the destination.

At this time Hill & Company is recommending putting the steps in place to support the brand for the Flattops Scenic Byway to generate awareness of preserving the destination while encouraging visitation to the area primarily in the summer months when the Byway is open at both ends. As the Byway spreads across multiple towns and the Forest service a key strategy to achieve recognition in the marketplace and promote awareness, will be to maintain all existing partnerships as well as form new partnerships with key local players and state contacts. The creation and rollout of the Flattops Scenic Byway brand will help partners embrace the efforts of the committee as well as use the Byway in all of their marketing efforts. The expansion of partnerships will allow for maximum exposure and promotion of the area as a whole. If those areas within the region such as Meeker, Yampa, The Forest Service, The Meeker Chamber etc. promoted themselves as being located along the Flattops Scenic Byway on some or all of the materials, ads, website and press releases the Byway will become the primary brand that all of the destinations current efforts would fall under.

In order to achieve awareness and positive visitation to the area Hill& Company will focus their efforts on the following primary initiatives:

Phase 1- Primary Focus areas

- Complete and launch a cohesive brand campaign for the Byway that will assist in communicating the unique attributes that the region provides to travelers and local community members and organizations.
- Provide creative for signage to be placed along the Byway to encourage visitors to travel it as well as to enable them to better find the entry and exit points of the Byway.
- Create a road show presentation for the Scenic Byway committee to rollout to all key partners and community members along the Byway. (H&C to assist with presentations when needed.)
- Create a strong online presence via a new website and portal outlets with other key destinations within the region to better position the Flattops website and provide conversion
- Solidify partnership buy-in and determine areas that will be most effectively leveraged

Phase 2- Secondary Focus Areas

- **Determine research initiatives to assist with market segments and message strategies.**
- **Create and design a CD tour of the Byway for travelers to use along the way as well as provide a built in screen saver for them to utilize upon their return home.**
- **Provide and launch a media plan that allows for the greatest reach and frequency possible within the proposed budget and track and monitor all results.**
- **Launch PR initiatives to support the efforts of marketing and advertising**

Phase 3- Tertiary Focus Areas

- **Determine additional marketing initiatives to enhance brand awareness**
- **Launch additional research initiatives to track visitation, awareness of the destination and perceptions of the region.**
- **Provide additional web site tools and enhancements for online customers to assist with conversion.**

Budget:

Primary Initiatives

Creative and Production ***\$5,000-\$6,500**

Costs include final creative design and development of the brand campaign, via four-color and black and white ads, and brochure cover
*Photography not included

Road Signage **\$1,000-\$1,500**

Includes costs for design and final files to the print vendor

Website ***\$8,000 - \$10,000**

Costs include creative, design, technical production, coding and site launch, Search Engine Optimization
Customer Relationship management tools to include:

- Customer retention and sign up
- Database storage of all inquiries with ability to export for other uses
 - broadcast email campaigns
 - pod-casts

*Hosting not included, as the hosting environment will need to be determined

Road Show Presentation **\$800-\$1,000**

Costs include development of the power point and scripting notes for
The actual presentation

Lure Brochure ***\$8,000-\$10,000**

Costs include design, copy and final art
*Does not include printing or photography

Account Management **\$5,000**

Includes management of day to day work, conference calls and client meetings

Travel **\$1,500-\$1,800**

Total for Primary Initiatives: **\$29,300-\$35,800**

Phase 2:

Research **\$5,000-\$20,000**

Intercept Studies along the Byway
Costs will vary based on surveyor costs and incentives

Promotional CD **\$5,000-\$10,000**
Includes costs for scripting/copywriting and final production of the piece.

Media Budget **\$TBD**
The media budget will be determined after discovery has been completed and strategic partnerships have been formed.

Public Relations **\$6,000-\$15,000**
A comprehensive public relations plan should be developed to assist with positioning the Byway to media and travel writers, the local community and regional partners. Components will include:

- Media relations
- Ongoing press releases and story development
- Media FAM
- Synergistic effort with the towns, region and the state effort

Total Cost Phase 2: **\$11,000-\$25,000**

Phase 3 **\$TBD**
Cost for this phase will be determined once research initiatives and additional website tools have been determined

