

# Soak it all in Glenwood Springs ~ Chamber ~

Glenwood Springs Chamber Resort Association

## The Voice of Business

*Our Vision: Building business. Building community.*

March/April

2008



## Chamber Aggressive in POLITICAL Action on Local, State Issues

The chamber endorsed **Sunlight Mountain Resort's** development at a public meeting, citing the economic impact of the ski area on winter business as well as the "social capital" of having a local ski area, which should be preserved for generations to come. Skiing contributes to the \$28M winter tourism economy.

Thanks to the lobbying of the GSCRA and other Colorado chambers and CVBs, the option of a **\$6/day fee** on hotel rooms and car rentals is no longer being considered as an option to fund the multi-billion dollar budget needed to fund Colorado highways and roads in the future. The statewide tourism community would like to contribute to a solution.

The chamber urged members to login to the school district web site and weigh in regarding options for the school calendar. The chamber further suggested that the

**RE-1 School District** consider a survey of local business owners whose employee needs might be impacted by a "year-round" calendar.

The Glenwood Springs Film Commission attended Club 20's tourism committee meeting to successfully obtain a letter supporting the re-creation of the **Film Commission** as a state agency as well as to provide \$25M in transferable tax credits to incentivize film makers to shoot in Colorado. Glenwood Springs has been a film location since the days of Tom Mix.

The chamber is represented on the **South Bridge Environmental Assessment Citizen Advisory Group**. The assessment is funded in part by the street maintenance tax which the chamber initiated. South Bridge would provide emergency access for South Glenwood Springs as well as general transportation access.

The chamber reported the need for attainable housing for workers in Glenwood Springs to the County Commissioners in consideration of the **Cattle Creek Crossing Project**, citing also the need for transit-oriented development to mitigate traffic concerns.

Roaring Fork Community Health plan, the chamber-endorsed health insurance plan, was a program sponsor for a seminar on **Health Care Reform** and the Governor's 208 Panel.

A survey of chamber members (see below) revealed the business community's support for **fiber optics** infrastructure extending throughout Glenwood Springs.

The chamber will attend the March 6 City Council meeting to voice support of downtown improvements.



## Glenwood in the SPOTLIGHT

Promoting the community:  
Chamber Puts Glenwood in National News

As a result of PR efforts, the Glenwood Springs Chamber deals with hundreds of media requests per year. Here are a few results:

National Geographic Adventure's article entitled "Colorado, Ski 'Tude Free" describes Sunlight Mountain Resort as no Aspen, yet no anthill. The article boasts that Sunlight has a combination of family-friendly terrain and steep verticals.

The New York Times' "Workingman's Spa Town" features longtime locals Hank Bosco and Don Vanderhoof reminiscing in a full-page article.

Field and Stream Magazine named Glenwood Springs the Number One Fishing Town in America in an article which says, "You'd be hard-pressed to find a better combination of gold-medal water, blue-sky climate and stunning canyonscapes anywhere, . . ."

In the article "Buyers: Should you wait for the market to bottom?" a booming tourism market is one reason MSN Real Estate credits for the five percent per year rise in Glenwood springs real estate prices. Marianne Virgili, President and CEO of the GSCRA, is quoted.

Back here in Colorado, Glenwood Caverns Adventure Park and the Hot Springs Pool were featured on CBS 4 Colorado Getaways, and Glenwood Springs is touted as a "surprisingly easy, affordable getaway" in "Get out of Town -Glenwood Springs" in Inside Cherry Creek.

Tourism isn't the only thing getting national attention. YouthZone is prominently featured in a just-released book about the use of evaluation in nonprofits. The Fieldstone Alliance of Minnesota picked YouthZone to receive a full chapter in the book, "Information Gold Mine: Innovative Use of Evaluation." In a book published in 1998, the Urban Institute also touted YouthZone's excellence.



## Chamber members want FIBER!



A January chamber member survey revealed business support of the City's plan to extend fiber optics infrastructure to all Glenwood residences. Of the 127 businesses responding:

- 92% use broadband
- 80% are satisfied with service
- 92% feel it important for their business
- 64% would like greater bandwidth
- 74% would support City issuing bonds to extend fiber city-wide
- 67% support City using its fiber network to provide competitive services
- 86% would purchase competitive Internet from City
- 50% would purchase competitive phone service from City
- 45% would purchase competitive cable TV from City

For complete results visit [glenwoodchamber.com](http://glenwoodchamber.com)

## WHO'S New?

~ Chamber Welcomes New Members.

- Abbey Carpet and Floor
- Accelerated Innovative Marketing Solutions
- Advocate Safehouse Project
- Arcella's Retreat
- Brad Nichol MD, PC
- Colorado West Bakery Distributing
- The Corner Gourmet
- Garfield County Public Library District
- Jordan Architecture Inc.
- Kitchen Design Studio
- Mango's Resto-Lounge
- Marble Slab Creamery
- March of Dimes/ Western Slope Division
- MBC Grand Broadcasting
- Peak Electronics, LLC
- Susan Goldberg
- Taty Restaurant



## Glenwood TOURISM 2007 Snapshot

### Accommodations Tax Revenues

Glenwood Springs accommodations revenues grow 42% over two years\*

	Accommodations Revenues	Year over year growth
2005	\$22.85M	
2006	\$27.14M	19%
2007	\$33.28M	23%

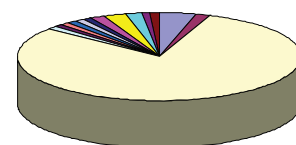
\*City of Glenwood Springs Finance Department

Tourism ends 2007 strong in Glenwood Springs:

- 2007 accommodations revenues were up 22.7% over 2006, for about \$33.28 million in revenues, compared to \$27 million in 2005.\*
- Glenwood Springs average daily rate increased 5% in 2007 to \$106.08.\*\*
- Glenwood Springs occupancy was 69.7%, second to Grand Junction which was the highest in the state at 73.9%.\*\*

\* City of Glenwood Springs  
\*\* Rocky Mountain Lodging Report

### Colorado Residence Comprise 80% of Central Reservations\*\*\*



California	2%	New York	1%
Colorado	80%	Oklahoma	2%
Florida	1%	Texas	2%
Iowa	1%	Utah	2%
Illinois	1%	Wyoming	1%
Kansas	1%	Other States	4%
Missouri	1%	International	1%

\*\*\*Central Reservations Glenwood Springs, 6/1/07-2/20/08

### Chamber Statistics

January:

- 395 Vacation packet requests
- 1,900 people welcomed at the visitor's center
- 1,365 visits to the 24 hour center.

February:

- 374 Vacation packet requests,
- 1,346 people welcomed at the visitor's center
- 1,928 visits to the 24 hour center.