



Glenwood Springs Chamber and Visit Glenwood Springs

# **2025 *Program of Work***

**Q1 Update**



# About Us

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As an independent 501c6 nonprofit organization, we serve as both a chamber of commerce and the city's contracted destination marketing and management organization, Visit Glenwood Springs.

**MISSION:** Helping business thrive and the community prosper.

**VISION:** We envision a vibrant and thriving community where businesses flourish, collaboration is celebrated, the unique spirit of our community is preserved and enhanced, residents are engaged, and visitors experience the warmth of our hospitality.

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# Glenwood Springs Chamber 2025 Program of Work

Our focus for 2025 centers on strengthening businesses, fostering connections, advocating for local interests, and enhancing Glenwood Springs as a great place to live, work, and visit.

**Our core competencies and areas of focus include:**

- Connection, education and support.
- Advocacy and access.
- Preserving and enhancing community.

# Thriving Business & Prosperous Community

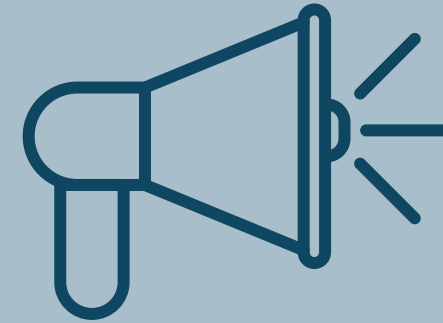
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## Connection, Education & Support

Provide programs, education, resources, business exposure, events and savings programs to help businesses connect, thrive and grow sustainably.

**2025 FOCUS:** Expand programs to meet the needs of the construction and trades industry; integrate emerging trends like AI; enhance resources for startups; continue and expand the Latino Business Connect initiative and create cross-promotional opportunities for nonprofits and businesses.



## Advocacy & Access

Collaborate with the Business Advocacy Advisory Board and other partners to effectively represent business interests on local, state, and national issues.

**2025 FOCUS:** Continue to strengthen advocacy efforts and improve the visibility of the chamber's role and successes in advocacy and policy initiatives.



## Preserving & Enhancing Community

Unite the community through signature events like Grand Holiday and Strawberry Days while supporting local events year-round. As a trusted partner, we'll foster collaboration, drive solutions, and bring visionary leaders together to strengthen Glenwood Springs as a great place to live, work, and visit.

**2025 FOCUS:** Actively encourage business leaders to engage in civic and nonprofit leadership and highlight success stories of business-community partnerships.



# Connection, Education & Support



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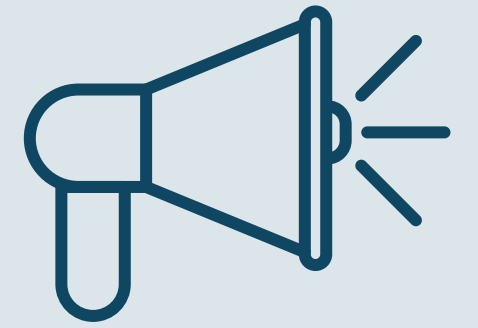
## Q1 Highlights

- Welcomed 19 new chamber members!
- Offered dynamic education on the economy, customer service, and cyber security through the Economic Forecast and new “Morning Brew: Grounds for Business Education & Connection” series.
- Delivered innovative connection opportunities through Chamber on the Chair, monthly Let’s Do Lunch Leads meetings, and two inspiring WIN events: “Manifest & Motivate” and “Chapters & Connections.”
- Our “Emerald Elegance” gala was the year’s premier business networking event, celebrating local businesses and leaders in a memorable way.





# Advocacy & Access



## Chamber Connection

*This content is brought to you by the Glenwood Springs Chamber Resort Association.*

### Action Alert: Please Urge Governor Polis to Sign SB25-033 and Support Local Businesses

The Glenwood Springs Chamber proudly supports [SB25-033](#), a bipartisan bill that safeguards Colorado's 1,600 independently owned liquor stores and craft alcohol producers—critical to our local community and economy. With strong backing from both the Senate and House, this bill is now one step away from becoming law. We need your help to make sure it gets signed by Governor Polis!



## Q1 Highlights

- Engaged with key leaders and partners including the City of Glenwood Springs, Congressmen Jeff Hurd and Glenwood Springs Citizens' Alliance to continue to oppose the expansion of the limestone quarry.
- Hosted educational City Council Candidate Forum helping voters make informed choices.
- Our Business Advocacy Advisory Board has been hard at work this legislative session, taking formal positions on 17 bills. For the first time, real-time bill tracking is available on our website—keeping our members informed and engaged.
- Submitted a letter on economic incentives to City Council which contributed to a successful and favorable decision.



# Preserving & Enhancing Community



GLENWOOD SPRINGS, COLORADO



## Q1 Highlights

- Planning the 128th Annual Strawberry Days Festival, June 20–22, 2025, with the theme “Through the Eyes of Locals: Celebrating 140 Years of Glenwood Springs.”
- Showcased successful business-community workforce housing partnerships at Economic Forecast.
- Honored the Glenwood Springs Citizens’ Alliance with the inaugural Community North Star Award.
- Continuously promote civic and nonprofit leadership and volunteer opportunities for business leaders through multiple channels.

# Operational Excellence Q1 Highlights (Ongoing)



## Financial Sustainability

We remain committed to strong financial stewardship, exploring new revenue streams and developing a sustainable funding strategy for Strawberry Days.



## Governance & Leadership

We continue to uphold best practices in policies, board development and staff training.



## Communication & Engagement

Ongoing efforts include leveraging technology to share the Chamber's story, boost engagement, enhance [glenwoodchamber.com](https://glenwoodchamber.com), expand our digital reach, and develop a rebrand campaign.







# Visit Glenwood Springs 2025 Program of Work

## **Destination Marketing and Management/Visitor Services**

As the contracted destination marketing and management organization for the City of Glenwood Springs (Visit Glenwood Springs), continue to operate Visit Glenwood Springs and the Visitor Center. Manage marketing and responsible promotion for the Glenwood Springs area to benefit the local economy, enhance residents' quality of life, and protect natural resources. This work will be done consistent with the 2025 marketing plan and budget. The Glenwood Springs Visitor Center serves as the front door to the community, providing guests with information and business referrals.



# Visit Glenwood Springs Q1 Highlights

**Implementation of the Destination Management & Strategic Marketing Plan adopted by the City's Tourism Management Board and Glenwood City Council in November 2024.**

The Tourism Management Board has successfully implemented both a tourism-industry stakeholder survey and a resident sentiment survey. The first garnered 50 responses while the latter had more than 800 completed surveys. Most of those were captured through the Visit Glenwood Facebook push.





# Visit Glenwood Springs Q1 Highlights

**Market Glenwood Springs as a walkable, sustainable destination.**

Visit Glenwood Springs continues its push for walkable/bikeable itineraries. Its latest emphasis has been on the new Rocky Mountaineer itineraries that will allow visitors to stay in Glenwood for two nights. The city's new Downtowner on-demand shuttle service has been highlighted in blog posts, the official GS travel guide and at a CTO media reception in Denver.





# Visit Glenwood Springs Q1 Highlights

**Enhance emphasis on community inclusion and accessibility.**

Glenwood Springs is one of three destinations selected for the Colorado Tourism Office's inaugural Accessible Travel Program. There have been 23 sites selected for the Wheel the World accessibility assessment. The assessor will be in town within the next month. Visitors can expect better accessibility information, personally verified locations via Wheel the World, and training for local businesses to help ensure that everyone feels welcome to enjoy what Glenwood Springs has to offer.

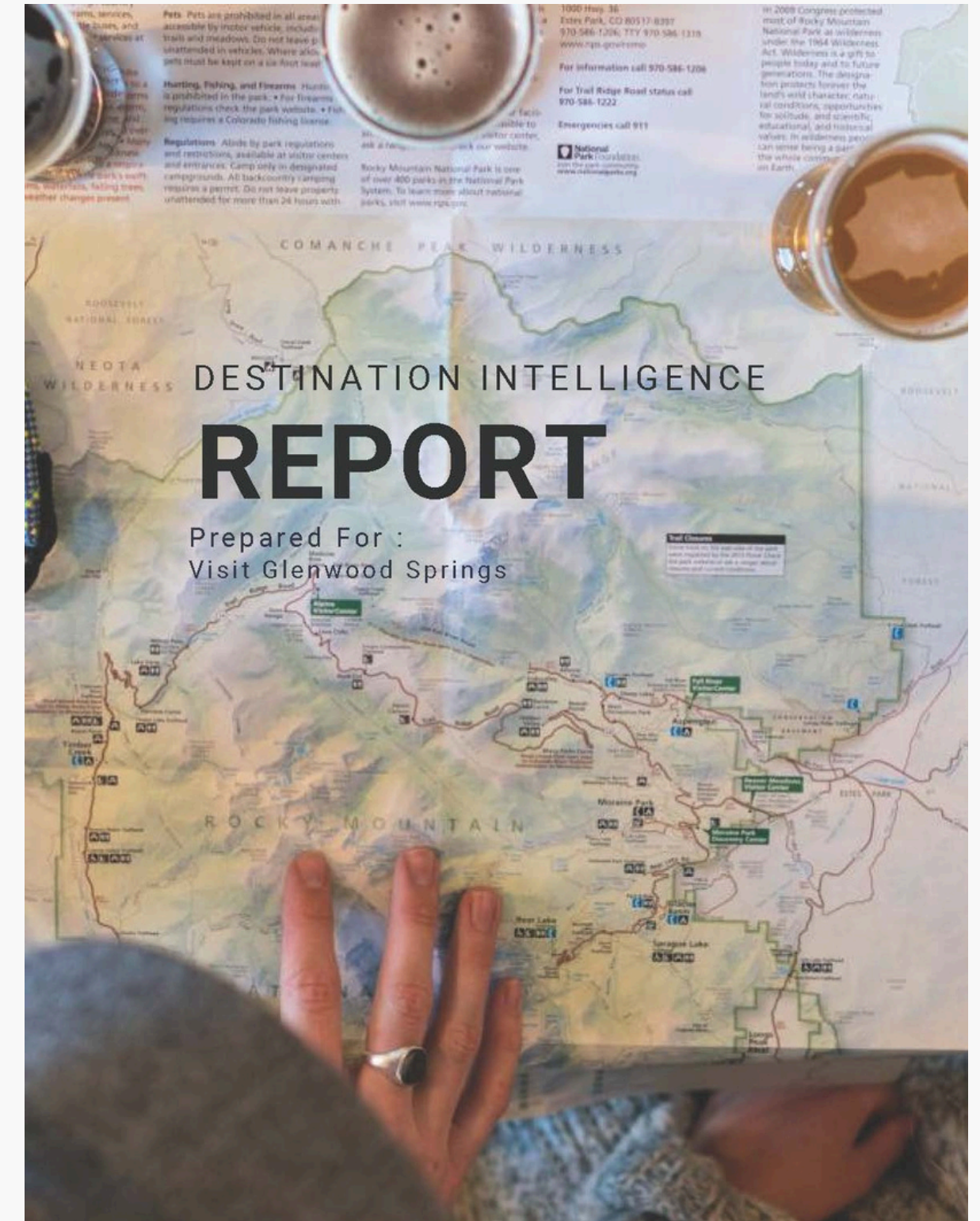




# Visit Glenwood Springs Q1 Highlights

**Purchase data to determine visitor trends and target marketing more effectively.**

As part of the Destination Management plan adopted by the TMB and city council, Visit Glenwood Springs has purchased CoStar lodging occupancy data and VISA spend data, and is coordinating with the city's economic development specialist to add pertinent information to the [Tourism Profile Dashboard](#) located on the city's website.



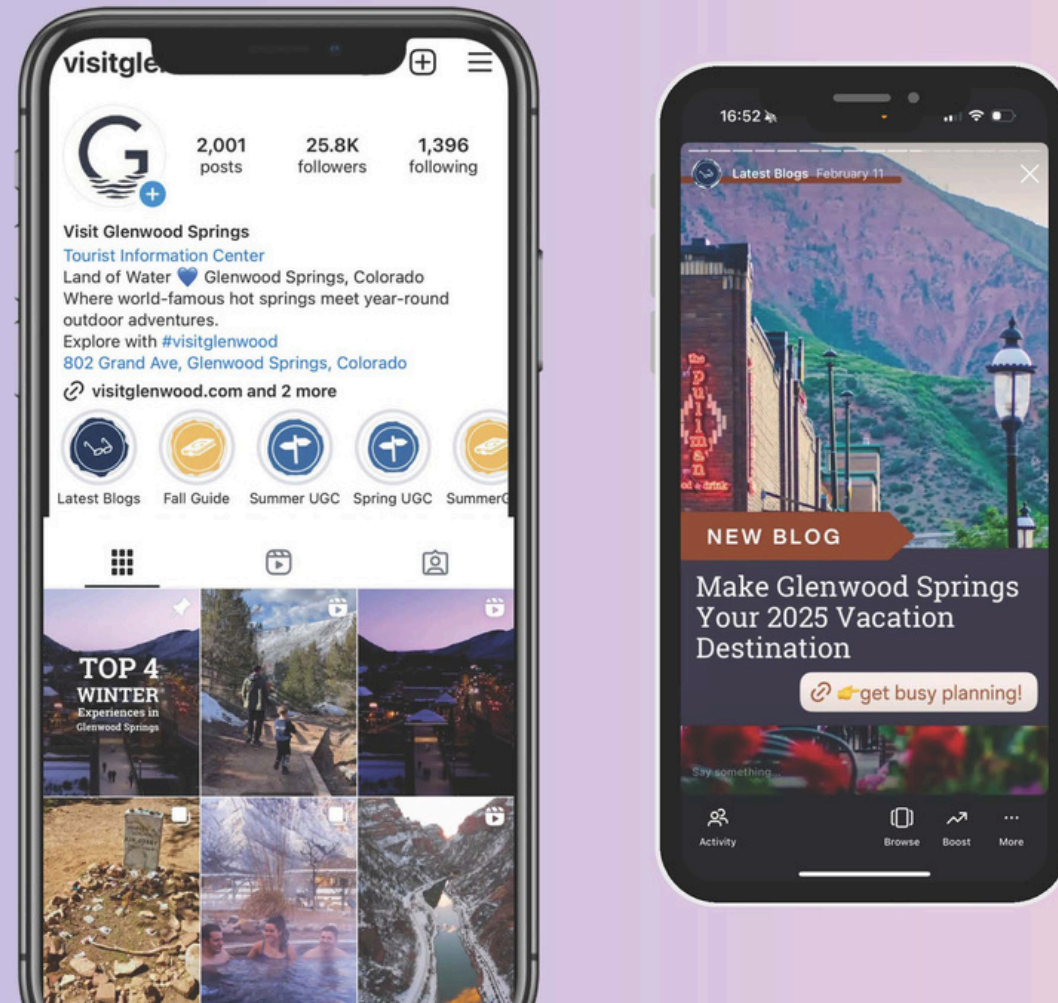


# Visit Glenwood Springs Q1 Highlights

Continue content monitoring and updating through [VisitGlenwood.com](https://VisitGlenwood.com) and VG's social channels.

This is an ongoing process.

## Q1 SOCIAL MEDIA EFFORTS



- Winter Campaign
- Resident Survey
- Spring Campaign



# Visit Glenwood Springs Q1 Highlights

**Bolster domestic and international visitation of highly compatible and responsible travelers through media placements and sales summits.**

Visit Glenwood Springs works closely with the CO Tourism Office (CTO) to host both domestic and international media and travel-trade FAM tours. To date in 2025, VGS has run cooperative international campaigns in Germany, the UK and Canada. Lisa participated in an Irish sales mission with the CTO in January.







*Thank you*

