

An aerial photograph of Glenwood Springs, Colorado, showing a river flowing through a valley with a golf course and residential areas. The background features a range of mountains, including a prominent snow-capped peak. The sky is blue with light clouds.

Glenwood Springs Chamber and Visit Glenwood Springs

# ***2025 Program of Work***

**Q3 Update**

# About Us

---

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.

---

# Our History



- Glenwood Springs Chamber of Commerce was founded on April 14, 1919.
- Incorporated as Glenwood Springs Chamber Resort Association (GSCRA) in 1988 through a merger with the City's tourism commission, Central Reservations and the Chamber.
- The GSCRA is an independent 501c6 nonprofit organization, serving as both a chamber of commerce and the City's contracted destination marketing and management organization (DMMO), Visit Glenwood Springs (VGS).
- In 2017, the Glenwood Springs Chamber Foundation (501c3) was created to support the GSCRA's mission and programs.





# 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

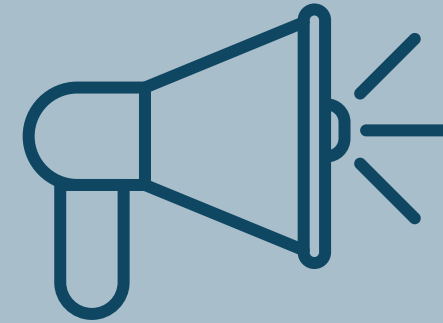
---



## 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



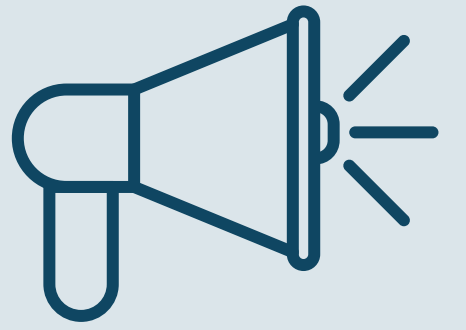
## Q3 Highlights

- Welcomed 19 new chamber members (50 YTD)!
- The Morning Brew series continued to bring professionals together for networking and actionable insights on topics from social media to HR.
- The Hablemos de Negocios/Let's Talk Business series empowered entrepreneurs with free bilingual classes on finances, taxes, and more.
- Opportunities for business connection and engagement continued to grow this quarter, highlighted by Let's Do Lunch, Women Interacting and Networking (WIN), Business After Hours, and the addition of our new Speed Networking event.
- Over 100 members benefited from ski pass discounts through Aspen Skiing Company and Sunlight Mountain Resort—important benefits that help attract and retain local talent.





# Advocacy & Access



GSCRA staff (Tara Harman pictured right and Lisa Langer photographer), take a group of C3 Basecamp participants on a tour of downtown Glenwood Springs.

## Q3 Highlights

- Partnered with the U.S. Chamber of Commerce to present an interactive webinar on “The One Big Beautiful Bill Act,” offering valuable national policy insights.
- The Colorado Competitive Council (C3) Basecamp convened in Glenwood Springs, with Rep. Elizabeth Velasco inviting GSCRA staff to participate. Hosting the meeting locally provided an opportunity to strengthen relationships with C3 and state legislators while showcasing Glenwood Springs and elevating issues important to our businesses and community.
- The GSCRA Board endorsed local Ballot Measures 7A and 7C, local solutions designed to address workforce development, housing, and childcare—key priorities for the GSCRA and our members.



# Preserving & Enhancing Community



**TWO RIVERS CONNECT**

RESIDENTS & VISITORS IN THE COLORADO RIVER & ROARING FORK VALLEYS:

## HOW DO YOU GET AROUND?

On average, **29,375** vehicles drove through Glenwood Springs **every day** in June 2025—a record high. Let's see what we can do about that!

**JOIN US IN FINDING A NEW WAY TO ROLL THIS AUGUST**

Here's how to get involved:

1. **Sign up** for Two Rivers Connect
2. **Download** the app starting on 8/4
3. **Try** a new way to roll and **track** your miles—bike, walk, bus, carpool, vanpool, or remote work
4. **Connect** with a carpool as a rider or driver
5. **Earn prizes** — e-bikes, lift tickets, gift cards

**LOG TRIPS  
FIND RIDES  
EARN PRIZES**

Logos: CLEER, RFTA, LIBRARIES, COLORADO Department of Transportation, GLENWOOD SPRINGS, GARFIELD CLEAN ENERGY

## August Business After Hours: Deals & Dice!

### Casino Cocktail Hour

Co-hosted by:  
Roaring Fork | Sotheby's INTERNATIONAL REALTY | buddy program

**Thursday, August 14**  
**4 - 6 p.m.**

ROARING FORK SOTHEBY'S  
150 W MEADOWS DR

GREAT GIVEAWAYS | SMALL BITES | TASTY BEVERAGES

## Q3 Highlights

- Served on the Transportation on Demand Advisory Committee and promoted the 'Two Rivers Connect' pilot campaign, which achieved notable success in within just one month.
- Continuously promote civic and nonprofit leadership and volunteer opportunities for business leaders through multiple channels.
- Business After Hours throughout the year have featured nonprofit partners including Habitat for Humanity, Ascendigo and The Buddy Program.



# Operational Excellence Q3 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

- Operate Visit Glenwood Springs and the Visitor Center as the city's contracted destination marketing and management organization.
- 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.
- Provide visitor information and business referrals through the Visitor Center, the community's front door.
- Implementation of the Destination Management & Strategic Marketing Plan adopted by the City's Tourism Management Board and Glenwood City Council in November 2024 .





# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan Q3 Highlights

- **Implementation of the Destination Management & Strategic Marketing Plan adopted by the City's Tourism Management Board and Glenwood City Council in November 2024.** Ongoing strategies are discussed at monthly Tourism Management Board meetings.
- **Market Glenwood Springs as a walkable, sustainable destination.** The Glenwood Springs walkable social media campaign is now running. There is a great video of people walking through town that goes along with the parody song to the tune of "These Boots were Made for Walkin.'"





# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan Q3 Highlights

- **Enhance emphasis on community inclusion and accessibility.** Through a CTO Pilot Program Grant, VGS achieved *Destination Verified Status on Wheel the World*, an accessible travel planning website for those with disabilities and accessibility needs. WTW also wrote a great blog about GWS. VGS also wrote a blog that lives on VisitGlenwood.com: Everyone is Welcome in Glenwood Springs. As part of this initiative, Visit Glenwood has launched an incentive program that rewards local individuals who complete the WTW Academy (accessibility training) by entering them into a drawing for Glenwood Gold and participating activity passes.



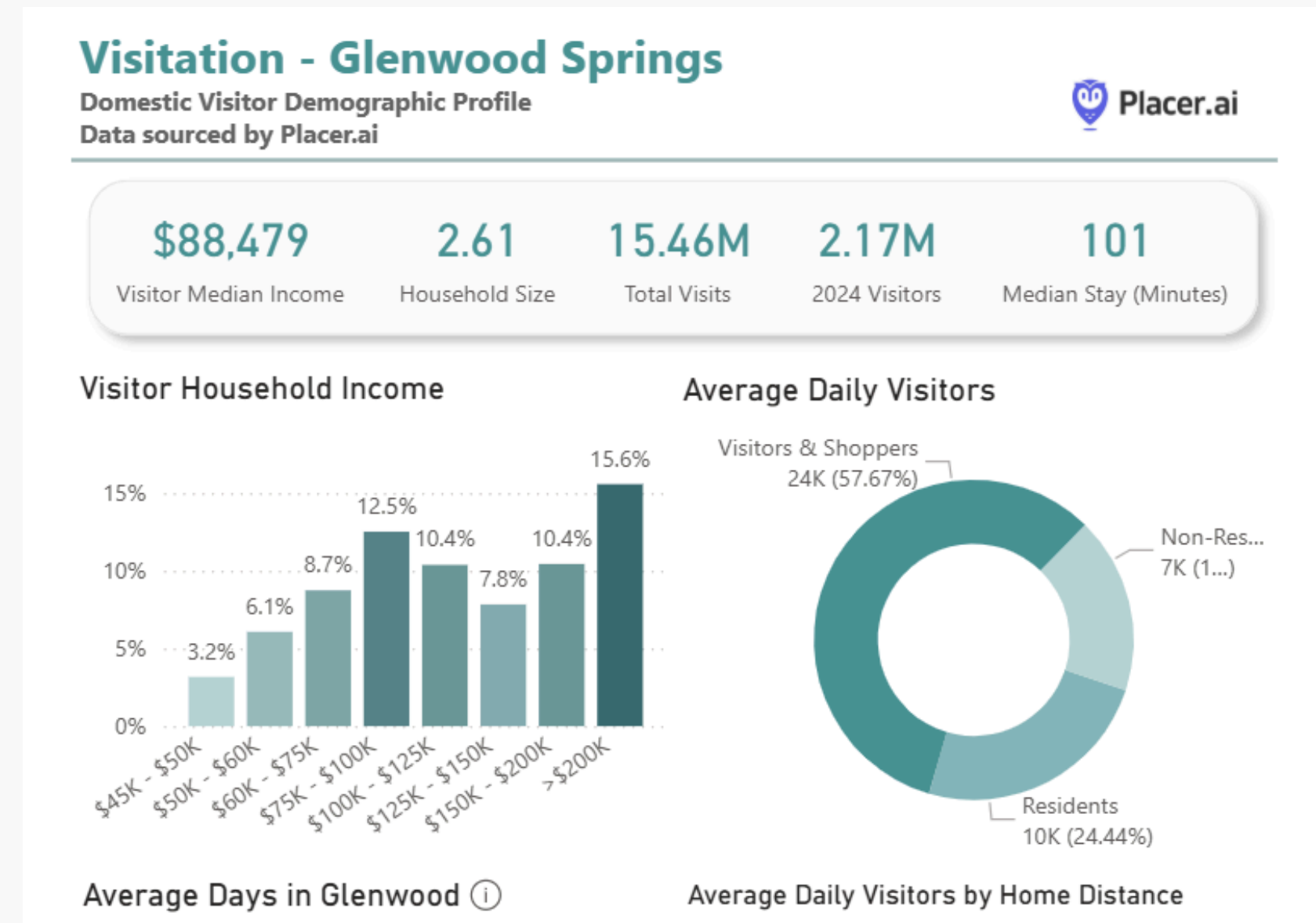
23 businesses and points of interest that were successfully mapped during the inaugural year of the CTO's Accessible Travel Program were recognized on September 26.



# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan Q3 Highlights

- **Purchase data to determine visitor trends and target marketing more effectively.** VGS has purchased CoStar hotel occupancy data and Visa Destination Spend data. Mission2Market has been contracted to analyze and report to the TMB on these and other tourism trends every other month. Visit Glenwood and Mission2Market work closely with the city's economic development specialist on reporting statistics through Placer.ai. The city has created a very useful [Tourism Dashboard](#) that lives on the city website - cogs.us.





# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan Q3 Highlights

- **Continue content monitoring and updating through VisitGlenwood.com and VG's social channels.** This is ongoing and daily!
- **Bolster domestic and international visitation of highly compatible and responsible travelers through media placements and sales summits.** Visit Glenwood staff attend Go West Summit and IPW annually. They participate in one-on-one appointments with travel operators and tourism media at both sales missions. VGS hosts numerous Familiarization (FAM) tours for international tourism industry trade and media. These include participants from Mexico, UK, France, Belgium, Australia, New Zealand, Germany, Switzerland, and Canada.







*Thank you*

