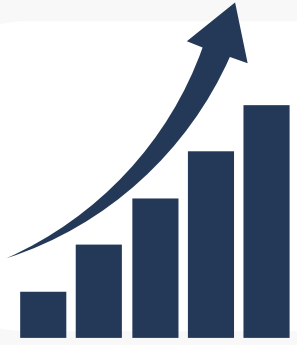




# Glenwood Springs Chamber & Visit Glenwood Springs 2025 Annual Report



# Why We Exist



To be a **CATALYST** for sustainable business growth and development.



To be a **CONVENER** of leaders and influencers to get things done.



To be a **CHAMPION** for a strong and thriving community.

# Mission & Vision

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**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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# Background & History



- Over 7,500 chambers of commerce across the U.S. serve local communities, each with unique needs.
- 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) operating as Visit Glenwood Springs (VGS).
- In 2017, the Glenwood Springs Chamber Foundation (501c3) was created to support the GSCRA's mission and programs.



# Board of Directors

## OFFICERS

- Breanna McCallum, Stifel (Chair)
- Nicole Christianson (Immediate Past Chair, Non-Voting)
- Kevin Brady, Cooper Wine and Spirits (Vice Chair)
- Stacey Gavrell, Valley View (Secretary)
- John Stelzriede, Alpine Bank (Treasurer)

## BOARD MEMBERS

- Lindsay Gould, Gould Construction & Royal Mini Storage
- Kelly Humphrey, Colorado Mountain College (Ex-Officio/Non-Voting)
- Giovanna Kennedy, Compass Colorado, LLC
- Larry MacDonald, Hotel Colorado
- Mike Mercatoris, Grind
- Mike Picore, Guaranteed Rate

### Board Committees:

Executive Committee, Nominating Committee & Finance Committee







# Glenwood Springs Chamber 2025 Annual Report

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

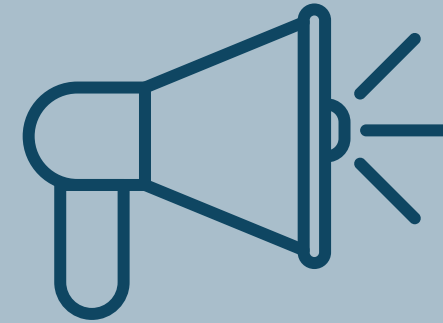
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## Connection, Education & Support

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

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



## 2025 Highlights

- Welcomed 63 new members in 2025.
- Signature events like the Economic Forecast and Annual Gala remain strong and well attended.
- Created new connections through Business After Hours, Let's Do Lunch Leads, WIN and new Speed Networking events.
- Supported 6th Street businesses during construction with marketing, promotions, and the "6th Street Green" Glenwood Gold program.



# Connection, Education & Support

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



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## 2025 Highlights (continued)

- Continued administering Glenwood Gold program, which has infused over \$200K into the local economy since its inception.
- Provided ski pass discounts to 100+ members through Aspen Skiing Company and Sunlight Mountain Resort partnerships — key benefits for attracting and retaining local talent.
- Promoted local businesses and community in Official Insider's Guide to Glenwood and Official City and Trail Map in partnership with the Post Independent.







- Integrate emerging trends like AI
- Create cross promotional opportunities for nonprofits and businesses
- Enhance resources for startups



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## 2025 Highlights

### **Integrate emerging trends like AI.**

- New “Morning Brew” series covered hot topics such as social media, cyber security, customer service and more.
- Hosted AI in Action seminar providing practical tips and applications for businesses.

### **Create cross-promotional opportunities for nonprofits and businesses.**

- Business After Hours throughout the year featured nonprofit partners including Habitat for Humanity, Ascendigo and The Buddy Program.

### **Enhance resources for startups.**

- Continue to update our online business resource center.





## Continue to Expand Latino Business Connect Initiative



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### 2025 Highlights

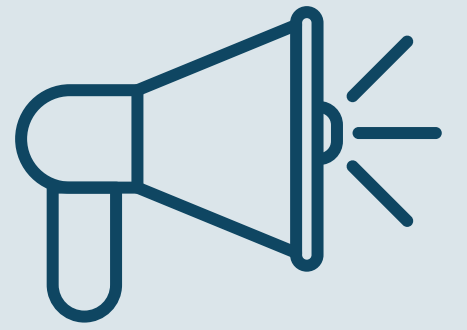
- Expanded Latino Business Advisory Council to include more representation across industries.
- Hosted 2<sup>nd</sup> Annual Let's Talk Business/Hablemos De Negocios event with live interpretation and expanded business resources.
- Provided bilingual seminar series with topics including: Business Finance Basics, Small Business Taxes and Marketing 101.
- Hosted Special Business Hours celebrating Hispanic Heritage Month intentionally inviting Latino business owners to participate.
- Launched survey to seek feedback on ideas to improve resources and opportunities we offer.





# Advocacy & Access

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



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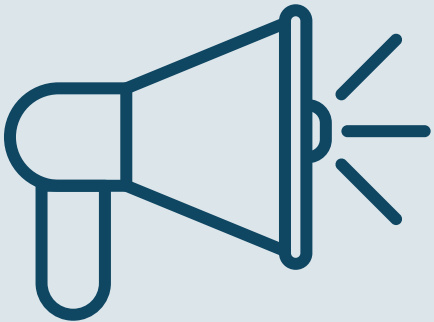
## 2025 Highlights

- Took positions on 12 state bills during Colorado's legislative session, with 67% aligning with our stance.
- 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.
- Participated in the Opportunity Now Regional Summit in Grand Junction, helping bring Glenwood Springs voices to the table—especially in construction, healthcare, and early childhood education.
- Hosted first-ever “Love at First Policy: Speed Dating with Your Legislators” event providing a venue for businesses to connect directly with city, county and state policy makers on important issues.





# Strengthen Advocacy Efforts and Elevate Chamber’s Role in Successes



## 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!

### 2025 Highlights

- Expanded Business Advocacy Advisory Board for broader industry representation.
- Launched real-time bill tracking on our website and provided more regular updates to members.
- Joined successful coalitions with other chambers. Example - HB25-1286, which would have imposed costly temperature regulations on employers.
- Mobilized members to support SB25-033, protecting independent liquor stores and craft producers, and amplifying the voice of small businesses and small communities in Colorado.



# Preserving & Enhancing Community

Unite the community through signature events like Grand Holiday and Strawberry Days while supporting local events year-round.



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## 2025 Highlights

- Hosted the 128th Annual Strawberry Days Festival, celebrating our history and community spirit.
- Marked Glenwood Springs' 140th anniversary at Strawberry Days and in the 2025–26 Official Insider's Guide.
- Promoted community events throughout the year through various channels.
- Grand Holiday was refreshed and expanded, resulting in great attendance, local business exposure and community celebration.



# Preserving & Enhancing Community

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 Highlights

- Continuously promoted civic, nonprofit, and volunteer leadership opportunities for business leaders.
- 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.
- Represented the business community in a variety of roles.



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**

**LOG TRIPS**  
**FIND RIDES**  
**EARN PRIZES**

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*





# Operational Excellence Highlights (Ongoing)



## Financial Sustainability

We remain committed to strong financial stewardship, consistently 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 2025 Highlights

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

- TMB implemented tourism industry stakeholder survey (50 responses) and resident sentiment survey (over 800 responses).
- Ongoing strategies are discussed at monthly Tourism Management Board meetings.





# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan 2025 Highlights

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

- Consistently promote walkable/bikeable/car-free itineraries including Rocky Mountaineer
- The city's new Ride Glenwood on-demand shuttle service has been highlighted in blog posts, the official GS travel guide, local businesses, and at a CTO media reception in Denver.
- Launched Glenwood Springs walkable social media campaign.
- Walking video with parody song to the tune of "These Boots were Made for Walkin."

<https://www.youtube.com/watch?v=oPG52xEhRKA>





## RESIDENTS FIRST:

# Destination Management & Strategic Marketing Plan 2025 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 and VGS wrote a blog that lives on VisitGlenwood.com: Everyone is Welcome in Glenwood Springs.
- 23 sites within the community have been mapped and verified through Wheel the World.
- VGS has launched an incentive program that rewards local individuals who complete the WTW Academy (accessibility training).



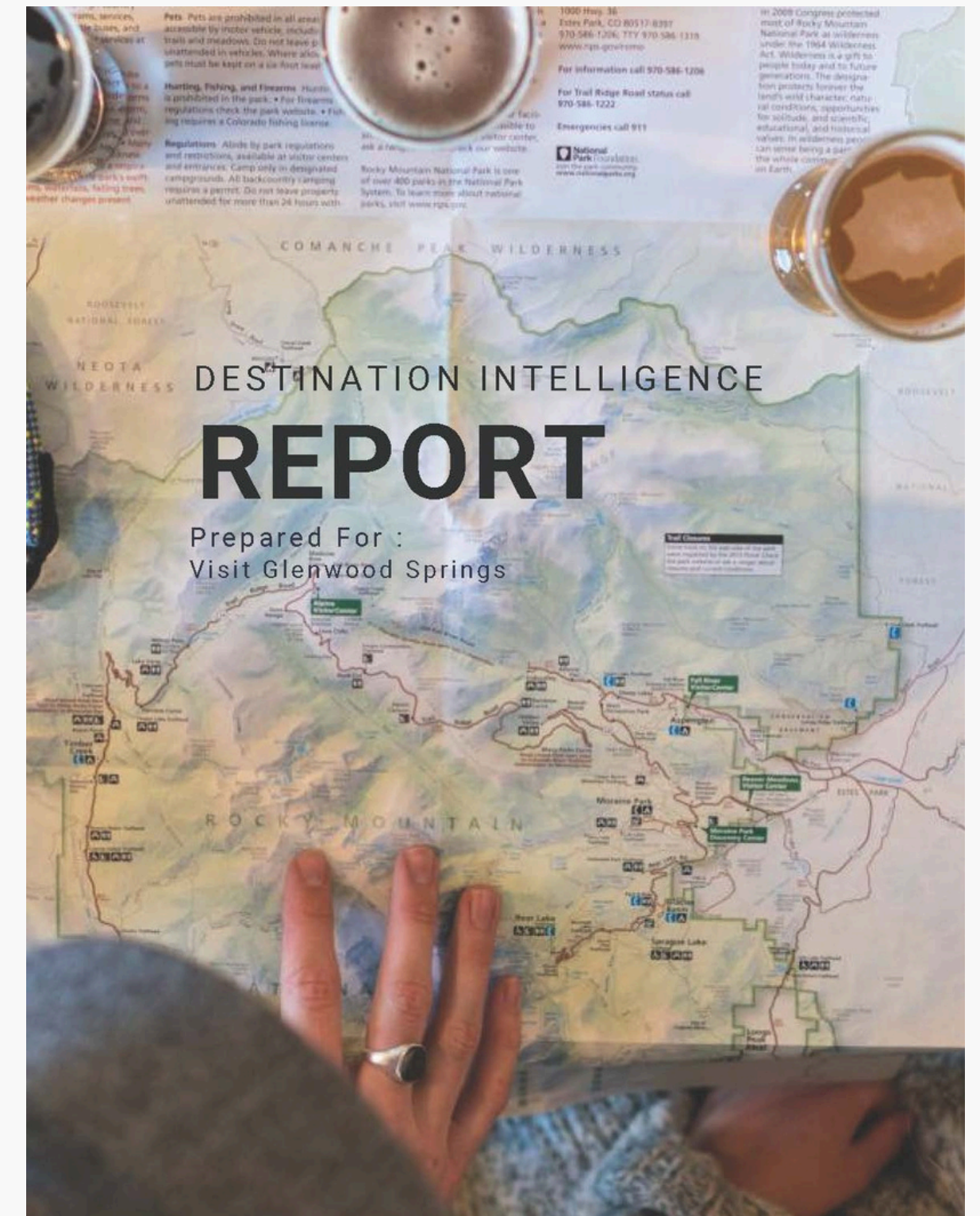


# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan 2025 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.
- The city has created a very useful Tourism Dashboard that lives on on the city website [cogs.us](http://cogs.us)





# RESIDENTS FIRST:

## Destination Management & Strategic Marketing Plan 2025 Highlights

Continue content monitoring and updating through [VisitGlenwood.com](https://www.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 Springs works closely with the CO Tourism Office (CTO) to host both domestic and international media and travel-trade FAM tours.
- VGS staff attend Go West Summit and IPW annually and participate in on-on-one appointment with travel operators and tourism media at both sales missions.
- VGS has run cooperative international campaigns in Germany, the UK, Switzerland, Australia, New Zealand, and Canada.
- VGS team participated in Irish sales mission with the CTO in January 2025.



***Holiday Ninja*** online travel magazine of Northern Ireland was in town for about 24-hours. They posted their Colorado trip on Instagram. They rafted, went to Glenwood Caverns and Glenwood Hot Springs. They are pictured here in the front of the raft – Jordan & Alan.



# 2025 Quick Stats



433 Members  
97% Retention Rate  
63 New Members!

Visit Glenwood  
3,773,637 Facebook Content Views  
77,375 Facebook Followers  
30,943 Instagram Followers  
8,947 Visitor Guide Leads Processed  
17,734 Glenwood Springs Visitor Center Guests



Total Visits 30,955  
People Arrived by Shuttle 1,200  
People Arrived by Bike 852  
Waste Diverted from Landfill 80%

## Grand Holiday

916 Total Visitors  
26 Gallons Hot Cocoa  
89 Pounds Churro Dough



23 Local Sites Mapped and Verified



12 State Bill Positions  
67% Bill Position Success Rate

Ribbon Cuttings 15  
Business Connection Opportunities 43

