

# Chamber of Commerce Meeting on Tourism

September 11, 2003

## NOTES

### Improvements or additions to existing facilities

- Affordable convention space
- Fairgrounds facelift
- Less expensive venues

### Marketing tools

- Website
- One stop shopping for info
- City gateway signs
- Longmont cards for hotels and restaurants
- Promotional materials
- Event planner resources
- Communication between event planners, hotels, venues, various organizations
- Tap into state resources
- Event Guide
- Cross advertising of city with visitors attending events
- Advertise to local markets brochures
- Maps
- concierges
- Radio
- Website community calendar
- Billboards
- Guidebooks
- Arts Brochures
- Venue Guide
- Dining
- Guide
- Resource Guide
- Pamphlets
- Mass media advertising
- Promotional piece
- Website
- Connect websites of surrounding communities and organizations
- Link with travel directories on web esp. Colorado Tourism Board
- Promotions at DIA
- Regional exposure
- Regional and national advertising

- Tap into service clubs
- Free relocation info

#### Things we don't have that we need for visitors to Longmont

- Big movie theatres
- Prairie Dog Shoot
- Hot Air balloon festival
- Signature community event
- More Festivals like Oktoberfest
- Concerts
- Make Longmont a county
- More geese
- Visitor center
- Physical visitor center
- Water event
- Wild Goose Chase
- Bike Races
- Tourist info locations
- Visible visitor center
- Full size ice rink
- Swimming pool
- Fun center with go karts and mini golf
- Facilities for businesses travel spouses
- City tours
- Event of national significance
- Hockey Rink
- Horseracing
- Winery
- Signature event
- Events Center
- Snow sculpting
- Entertainment attractions
- LPGA course
- Grand Prix
- Film
- Musicians
- Minor League team
- More convention space
- More lodging
- Build visitor center

- Historic Festival
- Night life
- More unique shops
- Weekly community events
- Outdoor amphitheatre
- Air show
- River walk
- concierges

#### Things visitors can do in Longmont right now

- Downtown Festival
- Art walk
- Shopping
- Eating establishments
- Golf
- Parks
- Art tours
- Geese Galore
- Studio Tours
- Galleries
- Museum
- Symphony
- Rec center
- Museum
- Longmont Chorale
- Children's Chorale
- Longmont Jazz
- Barbershop groups
- Rhythm on the River
- Jesters
- Longmont Theatre Company
- Sister Cities
- Hispanic cultural event
- Octoberfest
- Taste of Longmont
- Christmas Walk
- Rose Gardens
- Parades
- Historical sites and museum
- County Fair
- Education
- Hospital
- Microbrewery

- View Wildlife
- ½ day trips like St. Vrain Parkway on Highway 66 to ease stops
- Recreational opportunities
  - Open Space
  - Sandstone Ranch
  - Rec Center
  - Golf Courses
  - Museum

#### Marketing themes, slogans, and strategies

- Promote Longmont as a good place for family reunions, weddings, genealogy resources
- Capturing business by enticing them to bring their families
- Target families with children
- “Closer to Colorado”
- “Colorado to the Core”
- “We’re the Hub!”
- “Rocky Mountain Gateway”
- “40 miles from everywhere, 40 miles from nowhere”
- “Only one Longmont in the World!”
- Leverage outdoor opportunities
- “Close but not too close”
- Establish identity
- Small-town identity
- Family vacation identity
- Hub to Estes, Wyoming, Denver, CU, CSU, events, skiing, Rocky Mountains
- Artist community
- Niche Markets
- Piggyback other events
  - Recreation
- Get promo materials into right hands
- Target feeder markets
- “Healthy, hip, hometown, history”
- Centralized
- Family oriented
- Safe
- Peaceful
- Ease of mobility
- Exploit unique geographical features
  - 7 gateways
  - grid, we are rectangular
  - 7 miles from I-25