

# WELCOME HOME CAMPAIGN TOOLKIT

A new strategy to help  
boost business and economic  
recovery in Eagle County.

*Welcome*  
**HOME**  
EAGLE COUNTY, CO



# INTRODUCTION

APRIL 5, 2021

## Dear Community Stakeholder,

Our local economy was deeply impacted when the first positive case of COVID-19 was identified in Eagle County back in March of 2020. We have rebounded and by most measures have turned the corner, yet there is still work to be done. Tourism accounts for nearly half of all jobs in Eagle County, and although the tourism dollars have largely returned we still have a long road ahead to full and complete economic recovery. We have the opportunity to leverage our community brand and assets to take advantage of the remote-work trend and the quality of life in Eagle County to welcome our second homeowner community to spend more time (and money) here, thus supporting our community and our businesses.

## What Can We Do?

Thirty-eight percent of local housing units are vacant vacation homes that can be occupied. By working together to invite our second-home owners to live in Eagle County, we help rebuild our economy, support our businesses, and protect our way of life. Our homeowners are financially and emotionally invested in our communities and enjoy the same property rights as full-time residents. Welcoming these property owners to "Come Here, Live Here, Stay Here" will boost local spending and help continue to revitalize and energize our economy – and our community.

## How Can We Do It?

Introducing an updated version of the [Welcome Home Campaign Toolkit](#), a collection of graphics and messages that invite our second-home owners to relocate to Eagle County. Use these campaigns to connect with second-home owners and together we will lead our community toward a new definition of sustainable, long-term economic health.

Vail Valley Partnership created this campaign because decisive action is required to support our residents and businesses to protect our future. This is our time to come together and send a message from our community to our second-home owners: [Welcome Home](#).

*Chris Romer*

Chris Romer

PRESIDENT & CEO, VAIL VALLEY PARTNERSHIP

# CAMPAIGN ASSETS

This is the [Welcome Home Campaign Toolkit](#), a flexible collection of graphics and messages designed to invite second-home owners to move to Eagle County and to garner local support for this initiative. If your organization wishes to customize the message to support their unique brand, please contact [Dennis McMahon with HyFyne](#) for access to working Agency Files.

Please reach out to your second-home owner contacts directly. The text and supporting graphic assets linked below were created for communications including email newsletters, talking points during phone calls, social media, direct mail, and more. Supporting graphics are included in both banner and square configurations. Imagery is designed to target either family or senior audiences and features Summer/Fall or Winter/Spring themes.

Click on a **GET ASSETS** button below to get started.

## ACCESS CAMPAIGN GRAPHICS & TEXT

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**GET ASSETS**

You Belong Here Campaign (*with Postcards*)

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**GET ASSETS**

Your Healthy Life Campaign

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**GET ASSETS**

Going Remote Campaign

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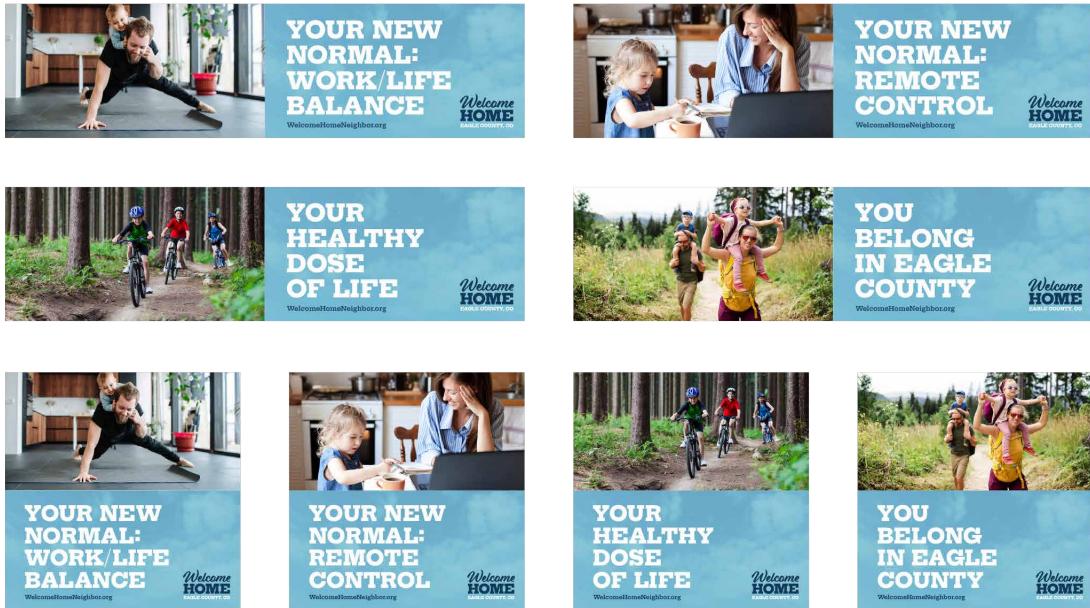
**GET ASSETS**

Work-Life Balance Campaign

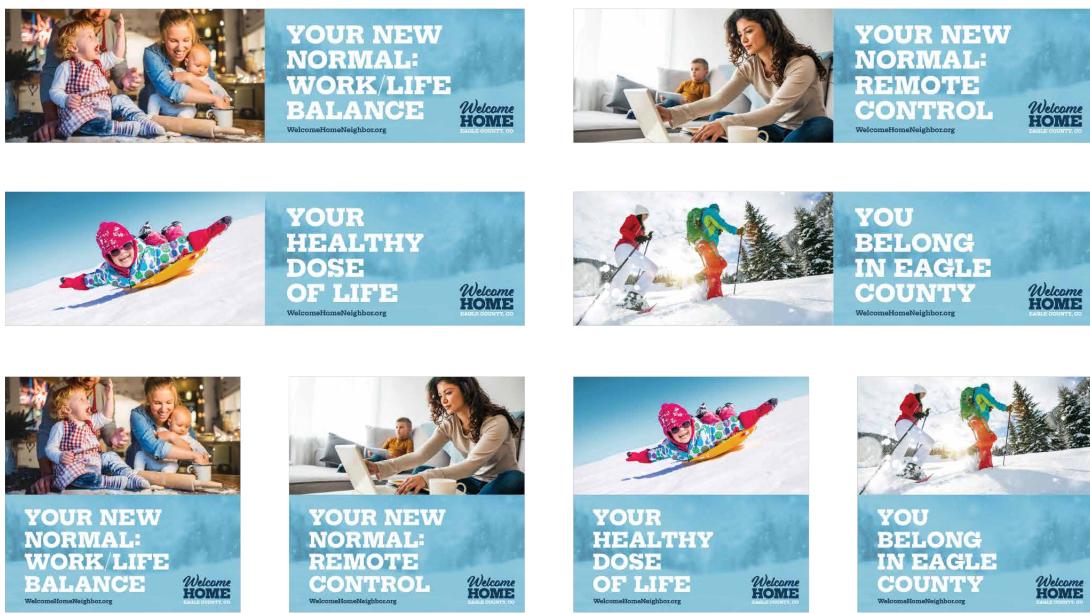
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# CAMPAIGN CREATIVES INDEX

## FAMILY TARGET AUDIENCE • SUMMER/FALL BANNERS & SQUARES

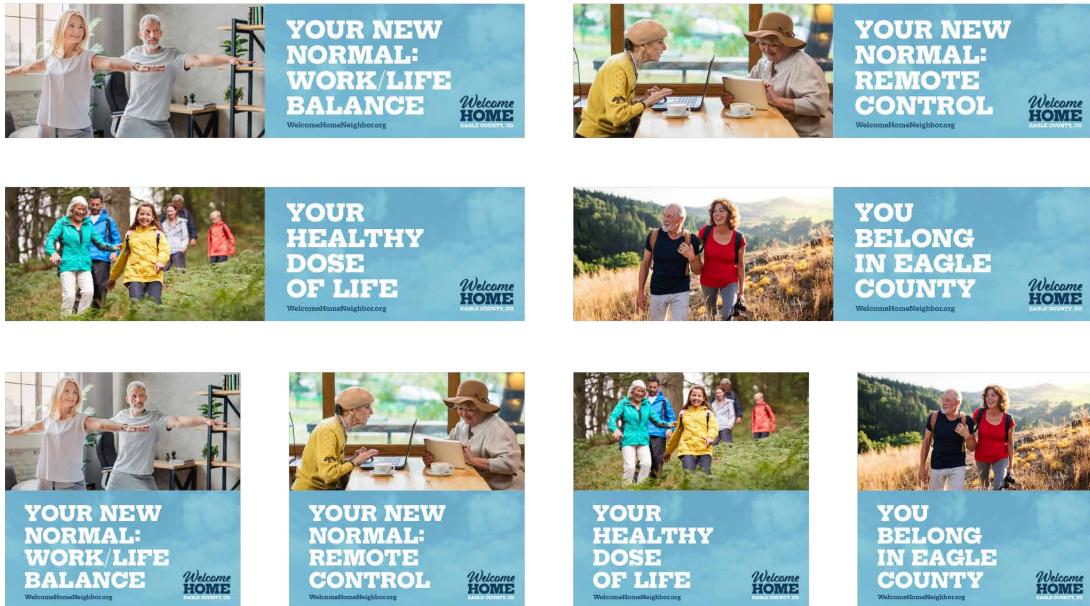


## FAMILY TARGET AUDIENCE • WINTER/SPRING BANNERS & SQUARES

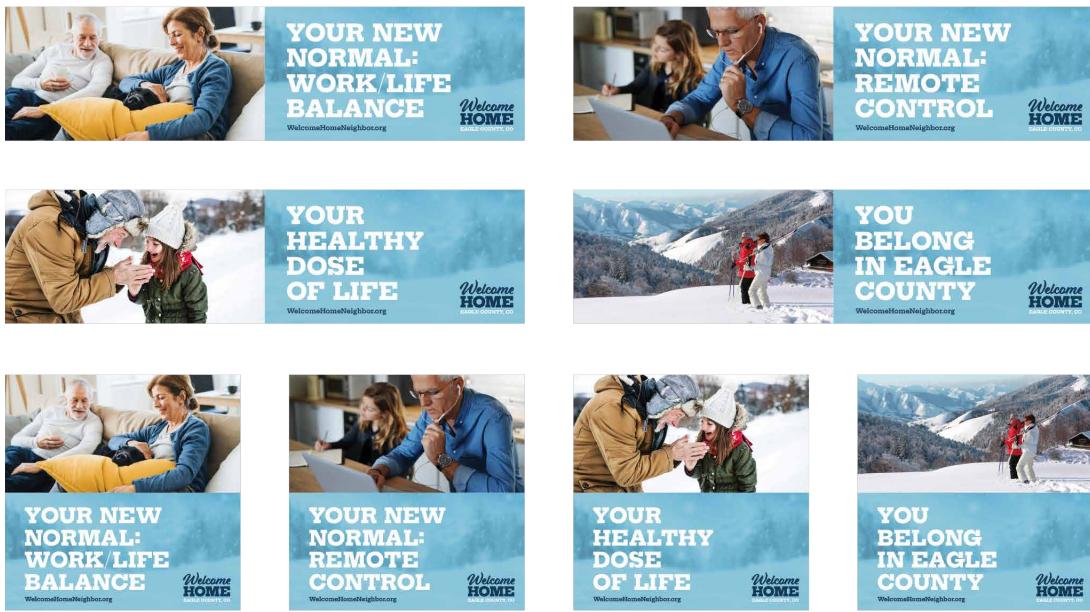


# CAMPAIGN CREATIVES INDEX

## SENIOR TARGET AUDIENCE • SUMMER/FALL BANNERS & SQUARES



## SENIOR TARGET AUDIENCE • WINTER/SPRING BANNERS & SQUARES



# CAMPAIGN CREATIVES INDEX

FAMILY & SENIOR TARGET AUDIENCES • SEASONAL POSTCARDS



**YOU  
BELONG  
IN EAGLE  
COUNTY**

Welcome  
**HOME**  
EAGLE COUNTY, CO



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**ELEVATE YOUR NEW  
NORMAL EACH DAY**



Nothing beats the feeling you get when your community loves you back. Our beautiful valley delivers tranquility, comfort, and adventure — the only thing missing is you. This is your opportunity to work remotely, recreate, and relax all in the same day. This is your place for reprieve, where nature beckons at every turn. The time to make Eagle County your new full-time residence is now. Welcome home, neighbor.

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For more information please visit  
[WelcomeHomeNeighbor.org](http://WelcomeHomeNeighbor.org)

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