

WELCOME HOME CAMPAIGN TOOLKIT

A strategy to help boost
business and revenue
in Eagle County.

Welcome
HOME
EAGLE COUNTY, CO



INTRODUCTION

MAY 20, 2020

Dear Community Stakeholder,

Since early March when the first positive case of COVID-19 was identified in Eagle County, our local economy has been decimated. Tourism accounts for nearly half of all jobs in Eagle County, and no one knows when tourism dollars will return. We must bring money into our community by other means.

WHAT CAN WE DO?

Thirty-eight percent of local housing units are vacant vacation homes that can be occupied. If we all work together to invite our second-home owners to live in Eagle County, their presence will help rebuild our economy and protect our way of life. They 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 us weather this storm.

HOW CAN WE DO IT?

Introducing the **Welcome Home Campaign Toolkit**, a collection of graphics and messages that invite our second-home owners to move to Eagle County. Use these assets to connect with second-home owners and locals, and together we will lead our community toward economic recovery.

The Town of Gypsum, Vail Valley Partnership, and HyFyve Marketing — along with the support of Eagle County and Vail Health — have created this campaign because decisive action is required to support our residents and businesses to protect our collective future. This is our time to come together and send a message from our community to our second-home owners: **Welcome Home.**

Jeremy Rietmann

Jeremy Rietmann

TOWN MANAGER, TOWN OF GYPSUM

Chris Romer

Chris Romer

PRESIDENT & CEO, VAIL VALLEY PARTNERSHIP

TOOLKIT 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. Agency files have been provided for organizations who wish to customize the message to support their unique brand.

Please reach out to your second-home owner contacts directly. The assets linked below are designed for communications including email newsletters, talking points during phone calls, direct mail, and more. Click on a **Get Assets** button to get started.

SEND TO SECOND-HOME OWNERS

GET ASSETS

Lifestyle Message Platform

GET ASSETS

Health Message Platform

GET ASSETS

Community Message Platform

SEND TO LOCALS

GET ASSETS

Locals Message Platform

AGENCY FILES

GET ASSETS

InDesign Files, Fonts, Photos & More