

## **Glenwood Gold Visitor Stimulus Initiative Visit Glenwood Springs**

The program was well received by both visitors and the business community. We were able to award 1,000 people with \$100 in the Glenwood Gold community currency. Many businesses in Glenwood Springs signed up to accept Glenwood Gold. There was no cost to the business, and they received 100% of the face-value of the community currency. Lodging properties, restaurants, and retail businesses benefited from this initiative and thus, the economy of the city was boosted!

**Funding:** The Glenwood Gold Visitor Stimulus Initiative was funded by \$50K from Tourism Promotion Reserves (approved by GS City Council) and was matched through CARES funding by Garfield County Commission for a total of \$100,000 (this amount did not include marketing for the program). The entire \$100K was utilized to “gift” back to visitors to the community.

**Emphasis:** Getting the tourism dollar flowing through the community during COVID.

### **Information about the Glenwood Gold Visitor Stimulus program:**

<https://visitglenwood.com/blog/2020/08/book-a-trip-to-glenwood-springs-and-qualify-for-100-in-glenwood-gold-community-currency/>

<https://visitglenwood.com/glenwood-gold-welcome-gift/>

**Criteria:** 1. Booking of a minimum 2-night stay with a Sunday through Thursday check-in at a lodging property within the Glenwood Springs city limits (with a lodge or VRBO that collects the lodging tax). 2. Registering the stay through a contact form on VisitGlenwood.com (staff then verified the qualifying stays). 3. Collecting the Glenwood Gold in-person at the Glenwood Springs Visitor Center by providing an ID and room key.

**Timeframe:** Initially, the program ran from July 1 through October 31, 2020, but was extended through November 30 following the Grizzly Creek Fire. *The fire closed I-70 for more than two weeks and was active from mid-August through the remainder of 2020.*

**Outcomes:** More than half of the “winners” stayed more than the two-day minimum. Many businesses expressed how grateful they were for this opportunity and how easy it was to use the Glenwood Gold community currency.

**PR:** The Glenwood Gold Visitor Stimulus Program was picked up by a number of national and international media outlets, following a re-introduction after the Grizzly Creek Fire.

- Glenwood Gold Visitor Stimulus campaign was gaining leverage through the summer and then slacked off considerably mid-August during the Grizzly Creek Fire.
- August 26, Visit Glenwood pushed out another press release entitled “Glenwood Springs Attempts Literal ‘Come Back’ – Extends Stimulus Program Following Grizzly Creek Fire.” Link for reference: <https://visitglenwood.com/blog/2020/08/glenwood-springs-attempts-literal-comeback-extends-stimulus-plan-following-grizzly-creek-fire/>

- The press was picked up by Fox News Network (following an interview with Kevin Torres of Fox 31, Denver) and “went viral” nationally and internationally. (Brazil, Italy, Indonesia, & many more!)
- Examples of major media hits: [Travel and Leisure](#), [Insider](#), [Nossa](#) (Brazilian travel site).
- October, Glenwood Springs tax receipts were up significantly as a direct result of this program/campaign.
- Redmond, WA met with Lisa Langer, Director of Tourism (in September 2020) and adopted a similar incentive program for visitors. The City of Kirkland, WA joined Redmond in this effort.
- This brought Glenwood Springs back into the limelight by reaffirming the success of the Glenwood Gold Visitor Stimulus program.
- Lisa Langer was interviewed by several major news outlets in Seattle, WA. (newspapers & radio)

The Glenwood Gold Visitor Stimulus Program carried Glenwood Springs through a very difficult year as we not only suffered the pandemic, but also a major fire in Glenwood Canyon that closed I-70 for two weeks!



Colorado Governor's Award for Outstanding Community Tourism Initiative (Sept. 2021)