

VISIT COLORADO SPRINGS

2021 Annual Report

OUR MISSION

We create economic vitality through memorable visits to the wonders of Colorado Springs and the Pikes Peak Region.



A letter from **DOUG PRICE**

President & CEO

After one of the most challenging years the tourism industry has ever experienced in 2020, we had high hopes for what 2021 would bring in terms of recovery. Vaccines rolled out, restrictions lifted, businesses reopened, and overall expectations were greatly exceeded.

In February 2021, Colorado Springs kicked off the year as #7 on TripAdvisor's list of top 25 Emerging Destinations in the World. Shortly after, we accomplished something we have worked as a community to achieve for years – bringing Southwest Airlines to the Colorado Springs Airport. The arrival of Southwest made an even bigger impact than we could have ever dreamt. A true game changer, Southwest helped the airport achieve one of its most successful years to date. The estimated 935,000 enplanements in 2021 was the most since 2008.

We're always impressed by what our region can accomplish, but 2021 was truly a stand-out year. In the summer, The Broadmoor Manitou and Pikes Peak Cog Railway reopened after nearly four years of closure for reconstruction, and the new Pikes



We're always impressed by what our region can accomplish, but 2021 was truly a stand-out year.

Peak Summit Visitor Center opened. Visitors flocked to America's Mountain to experience it like never before.

After successfully opening two City for Champions projects in 2020, the U.S. Olympic & Paralympic Museum and the William J. Hybl Sports Medicine and Performance Center, 2021 followed suit. Two more projects – Weidner Field and Robson Arena – were completed, opening incredible new venue space for the sports community.

📍 *The Broadmoor Manitou and Pikes Peak Cog Railway*



📍 *The Pikes Peak Summit Visitor Center*



Photo courtesy of the City of Colorado Springs

📍 *The U.S. Olympic & Paralympic Museum*



Photo courtesy of Jason O'Rear

📍 *Weidner Field*



The return of iconic events like the Space Symposium and the Colorado Springs Labor Day Lift Off brought many visitors to the region. Festivals and events for the Tokyo Summer Olympic and Paralympic Games and our city's sesquicentennial brought the community together for the first time in over a year. Colorado Springs was ranked #3 in hotel occupancy in the nation in July, only behind Gatlinburg, TN and the Florida Keys.

The biggest hurdle our tourism and hospitality industry faced was what many industries experienced among their workforces – the Great Resignation. Many people left their jobs, resulting in a high number of vacancies and not enough staff to accommodate demand. In the late fall, we saw job recovery begin with the tourism and hospitality industry recovering quickest and Colorado Springs recovering faster than other cities in the state.

The pandemic is not over, but our region's future is bright. Together with you, our partners, we had one of the most successful years in our history and were able to overcome daunting challenges. It's never been clearer just how big of an impact tourism has on the economic vitality of the Pikes Peak Region. Looking at the year ahead, we will prioritize improving efforts in sustainability as well as diversity, equity and inclusion. These key focus areas will ensure our outdoors spaces stay beautiful and that all are welcome to enjoy the Pikes Peak Region for years to come. VCOS will shine a light on tourism as a community value and inspire everyone to share the stories, people, activities and hidden gems of Colorado Springs - Olympic City USA.

2021

RECOVERY



Vaccinations

The availability of COVID-19 vaccinations was a turning point in the pandemic. The hospitality industry encouraged staff and visitors to get vaccinated so businesses could stay open. In October 2021, El Paso County reached a vaccine milestone with 70% of eligible residents receiving at least one dose of the vaccine. As of late February 2022, El Paso County had 72.6% of eligible residents vaccinated and 64.7% of eligible residents fully vaccinated. Our community is eager to support businesses and showcase the safety of our region to visitors.



Pent-up Demand for Travel

After more than a year of stifled travel, research shows that Americans were eager to pack their

bags and hit the road (or the air) yet again. While 2021 still showed lower numbers than a typical year of travel, the decrease was due mostly to business travel. Leisure travel came back strong. According to U.S. Travel, travel spending reached nearly pre-pandemic levels in December 2021. And for the first time since the onset of the pandemic, U.S. hotel room demand fully recovered back to 2019 levels in December. Colorado Springs saw similar data, with December 2021 hitting a 30-year high in hotel occupancy rates. By the end of 2021, more than 9 in 10 American travelers reported having travel plans in the next six months. International travel and business travel remain slower to recover.

2021 LART

Revenue from the Lodgers and Automobile Rental Tax hit record numbers in 2021. In July, August and September, LART collections were more than \$1 million each month for the first time in history. Overall, 2021 LART collections were up 88% over 2020 and up 13% over 2019.



2021

SUCCESSSES



With pent-up demand for travel due to the pandemic and many new openings in the area, it was the perfect scenario for tourism success across Colorado Springs and the Pikes Peak Region.

Return of the Cog

After nearly four years of closure, the return of The Broadmoor Manitou and Pikes Peak Cog Railway on June 30, 2021, the iconic attraction's 130th anniversary, brought much anticipation and excitement for visitors and residents.



Opening of the Summit Visitor Center

In tandem with the return of the Cog Railway was the grand opening of the new Summit Visitor Center on Pikes Peak – including increased accessibility, interactive exhibits, an expanded café and those same breathtaking views.

Southwest Airlines® Campaign

Southwest Airlines landed at COS in March, driving great success for the airport and the region.

The additional service led to more flight options and competitive fares across all airlines at COS. The airport had one of its most successful years to date. VCOS assisted the airport and Chamber & EDC with the Southwest arrival launch campaign and advertising to outbound travelers throughout the year.

New & Renovated Hotels

2021 was a big year for new lodging properties. Early in the year, the Wildwood Casino Hotel opened in

Cripple Creek and Kinship Landing opened in the heart of downtown Colorado Springs. The second half of the year saw a new Hampton Inn, Hyatt Place Downtown and Staybridge Suites open their doors as well. The Convention Center at The Broadmoor opened Bartolin Hall, a 125,000-sq.-ft. facility with 93,500 sq. ft. of exhibit space.

Under Construction

- Cambria Hotel & Suites
- Candlewood Suites
- Comfort Inn & Suites
- Courtyard at InterQuest Marketplace
- Hampton Inn & Suites
- Holiday Inn Express Manitou Springs
- Home2 Suites Colorado Springs I-25 Central
- SpringHill Suites by Marriott/Element by Westin
- MainStay Colorado Springs
- Mainstay/Comfort Suites East - Medical Center Area
- Mainstay/Sleep Inn Airport
- Unbranded hotel (Creekwalk Shopping Center)
- WoodSpring Suites



Downtown Businesses

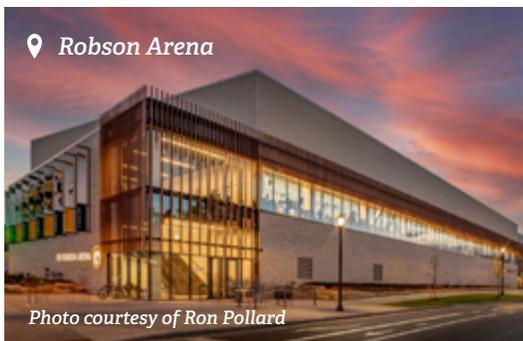
By the end of 2021, Downtown Colorado Springs opened 37 new businesses including restaurants, stores, hotels and service providers

– the highest number of new street-level businesses that have launched in any year since 2014 according to Downtown Partnership.

City for Champions Projects

2021 saw further progress on the City for Champions Projects, including the opening of both Weidner Field &

Robson Arena. With just one project remaining, the Gateway Visitor Center at the U.S. Air Force Academy, we continue to move toward the completion of City for Champions.



1 WEIDNER FIELD & ROBSON ARENA

Both Weidner Field, home of the Colorado Springs Switchbacks FC and Robson Arena, home of Colorado College hockey opened successfully in 2021. These venues have hosted games, concerts, tournaments and more.



2 US OLYMPIC & PARALYMPIC MUSEUM

The USOPM hosted its “Colorado Grand Opening” in the summer of 2021, allowing for more celebration and special events than the official opening in 2020. They also hosted a successful Fan Fest during the postponed Tokyo Summer Games.



3 U.S. AIR FORCE ACADEMY GATEWAY VISITOR CENTER UPDATE

The new Gateway Visitor Center will transform the visitor experience to honor the contributions of cadets to the U.S. Air Force. The space will allow for major expansion of exhibits for a museum-quality experience. Progress is being made, with the groundbreaking taking place in May 2022.

2021 EVENTS



2021 was a big year for Colorado Springs. With the return of in-person events, there was a lot to celebrate – including a few milestone anniversaries, the Tokyo Summer Games and more.

Sesquicentennial

The celebration of Colorado Springs' 150th anniversary spanned the entire year, complete with a downtown festival in late July. Events around the city included a Parade Through Time, the COS@150 exhibit at the Colorado Springs Pioneers Museum and a Beards, Bonnets & Brews Festival at Rock Ledge Ranch Historic Site.

Penrose Heritage 80th Anniversary

The Penrose Heritage Museum also celebrated a big anniversary, turning 80 in 2021. Located at The Broadmoor, new exhibits allowed visitors to view the lives of Julie and Spencer Penrose through never-before-seen artifacts, archival records and photographs.

Summer Olympics & Paralympics

Olympic City USA came out in full force to celebrate the 2020 Tokyo Games. The U.S. Olympic & Paralympic Museum hosted Fan Fest, which included sport demonstrations, athlete Q&As, vendors, activities and watch parties.

📍 Pikes Peak APEX



Pikes Peak APEX

The 4-day mountain bike challenge once again took place on the slopes of Pikes Peak and in City parks. As it continues to grow in size and popularity, the APEX raises money that is put toward trail maintenance all throughout the region.

Space Symposium

The Space Symposium returned in 2021 in a hybrid format, with virtual components available to attendees. The event was held in-part in The Broadmoor's newly opened Bartolin Hall.

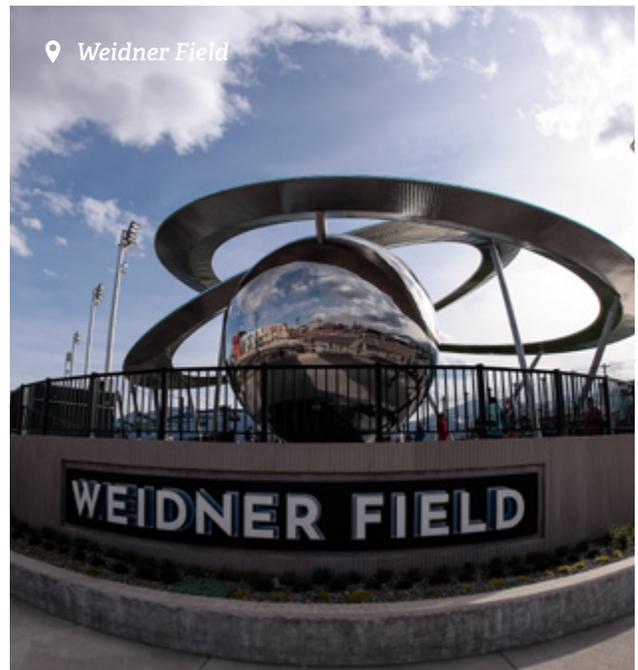
NCAA Division II Soccer Finals

Weidner Field served as the host site for the NCAA Division II Men's & Women's Soccer Finals, the first time in almost 15 years that Colorado Springs has hosted an NCAA Championship.

📍 Bartolin Hall



📍 Weidner Field



2021

DMP PROGRESS



Board Retreat

Staff and Board members met in September at Flying W Ranch to discuss priorities for the Destination Master Plan. Goals of the 10-year plan include: Provide

Unique Experiences, Deliver Priority Infrastructure, Improve Connectivity, Strengthen Destination Brand and Enhance Regional Collaboration.

Near-Term Priorities

- Increase tourism promotion funding to support four-season marketing (LART increase)
- Prioritize shoulder and off-season marketing campaigns
- Foster coordinated plans between Destination Master Plan and existing/emerging city and regional plans
- Continue to support increased air access at the Colorado Springs Airport



2021 ORGANIZATION UPDATES



Social Priorities

2021 was a year of change and recovery but it also brought to light two key focus areas – sustainability and dispersion and diversity, equity and inclusion.



1 SUSTAINABILITY & DISPERSION

The 2021 Official Vacation Planner theme – wide-open spaces – guided much of our marketing and content strategy. Still amid a pandemic, the great outdoors remained vital to the success of our region. With more people flocking to trails and open spaces, partnering with organizations like the Trails and Open Space Coalition and Care for Colorado was key to ensuring visitors and locals treat our outdoor spaces with respect and avoid overcrowding.

2 DIVERSITY, EQUITY & INCLUSION

Diversity, equity and inclusion needs to be at the core of everything we do. Visitors of all kinds must feel welcome in our region. In 2021, VCOS launched a Diversity, Equity & Inclusion Committee to become more intentional in our approach. We're including more DEI education for our staff and partners and ensuring our campaigns represent the diversity across our region. VCOS will carry this focus into 2022 and the years to come.

Awards

DESTINATION RECOGNITIONS

- #7 Emerging World Destinations – *TripAdvisor*
- #9 Top 100 Places to Live – *Livability*

VCOS & STAFF AWARDS

- Kathy Reak, Lifetime Service Award – *Destination Colorado*
- Dina Worthen, 2021 Peak Performer – *Destination Colorado*
- 2021 Smart Meetings Platinum Choice Award Winner
- 2021 Top Destination Award – *Facilities & Destinations*

Staff Changes

2021 was a year of incredible growth among our staff with four promotions, four new hires and one retirement announced for the upcoming year.

PROMOTIONS



KIM GRIFFIS
Senior Director
of Partnerships



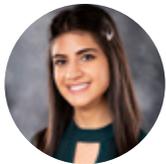
NADINE KEANEY
Visitor Services
Representative



APRIL PEREZ
Junior
Accountant



SARAH PRICE
Group Sales
Manager



**ALEXEA
VENERACION**
Director of
Communications

NEW STAFF



CLAUDIA DOLAK
Group Sales
Coordinator



JACK HEBERT
Marketing
Coordinator



SHERIDAN POWELL
Communications
Coordinator



JENNIFER WILLIAMS
Partnership
Relations Manager

CHANGES

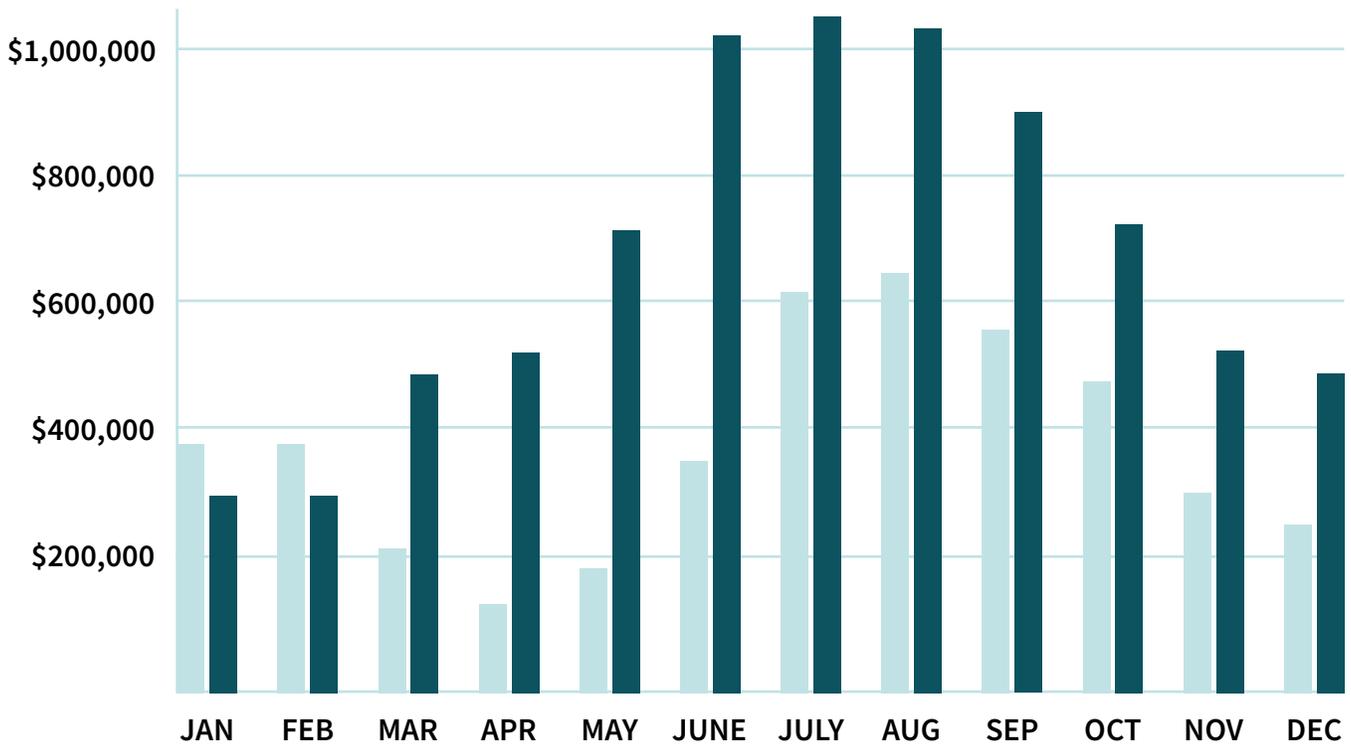


JIM CASSIDY
Chief Financial
Officer
Retiring April 2022

2021 PERFORMANCE MEASURES

2021 LART By Month

■ 2020 \$4,530,057
 ■ 2021 \$8,518,961
 +88% YOY



2021 Funding Sources

TOTAL: \$5,101,017

LART



PARTNERSHIP



COUNTY / STATE / FEDERAL



OTHER



2021 Expenditures

TOTAL: \$4,415,639

MARKETING PROGRAMS



MANAGEMENT/ADMIN



PARTNERSHIP



Public Relations



PAID SOCIAL
\$413,069



PUBLISHED ARTICLES
723



MEDIA EQUIVALENCY
\$7,410,747

Group Sales & Servicing



REVENUE GENERATED
\$93,188,569



MISSION CONTACTS
2,153



LEADS SENT
730



TRADE SHOWS
15



GROUP SERVICING ACTIVITIES
12,244

Marketing



MARKETING IMPRESSIONS
77,157,273



EMAIL SUBSCRIBERS
30,982

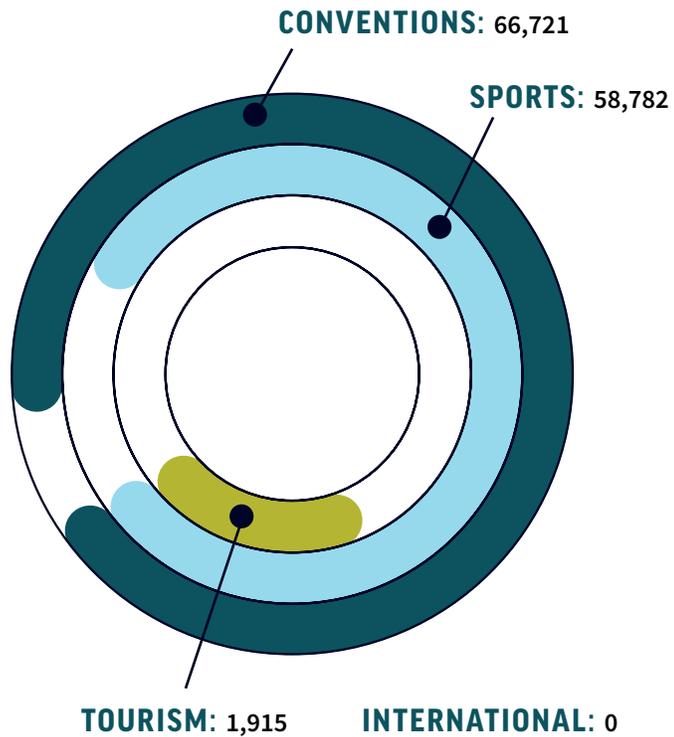


PAID ADVERTISING
\$1,684,396



WEBSITE VISITS
3,604,483

Group Room Nights



Partnership



PARTNERSHIP REVENUE
\$414,375



TOTAL PARTNERS
443



NEW PARTNERS
46



PARTNERSHIP RETENTION RATE
91%

2021 DEPARTMENT REPORTS



Partnership

Due to continued pandemic hardships and workforce shortages, VCOS continued holding dues to 2019 levels to ensure flexibility for our partners. We focused on continuing diligent outreach to assist partners with their marketing needs and maintain retention of existing partners, achieving a 91% retention rate, six points higher than the industry average.

1 PARTNER EVENTS

Our events throughout the year provide opportunities for education and networking for our partners. 2021 was a blend of virtual and in-person events.

TOURISM TALKS

We launched a Tourism Talks series with Doug Price to ensure our partners feel connected and informed on the latest tourism updates and conversations.

PARTNER ORIENTATION

While our Partner Orientations were still virtual, our team revamped the format to keep the meetings engaging and informative. We had great participation for each one.

EDUCATION SERIES

VCOS held a Social Media Roundtable event as part of our Education Series. We had great participation and conversation inspired ideas for future education sessions.

PARTNER MIXERS

In the spring guests attended a virtual “Cascade Corridors” tour of the Money Museum and McAllister House Museum. In July, we gathered at the Buffalo Lodge Bicycle Resort for the Tour de VCOS Mixer. Fall brought us to the Garden of the Gods Trading Post for an outdoor mixer co-hosted by Pikes Peak Lodging Association. We capped off the year with the Jingle Bell Rock Mixer at The Ute & Yeti.

ANNUAL BUSINESS MEETING

With the ongoing pandemic, rather than an in-person event, we kept the 2021 Annual Business Meeting virtual. With technical support from PRA, our team produced a pre-recorded version of the meeting, highlighting our rich history of the region in honor of the City’s sesquicentennial as well as the exciting new additions with the completion of two City for Champions projects.

TOURISM CELEBRATION

In October, we were able to return our Annual Tourism Celebration to an in-person event. The theme was Tourism Superheroes, and we honored those in the region made an enormous impact over the last year.



2021 DEPARTMENT REPORTS



Group Sales

While leisure travel was the quickest to recover in 2021, we saw good improvements in the group travel sector as well. Many meetings, sports events and tours returned, though international travel was still lagging due to continued global restrictions.

1 MEETINGS & CONVENTIONS

2021 began much like 2020 ended. Planners were still working from home and travel confidence was at an all-time low. As the year progressed, interest in group travel started to grow and we fielded many requests for proposals. Many groups kept their meetings in Colorado Springs by moving them to the last two quarters of 2021 or into 2022 and beyond.

Southwest Airlines adding service to Colorado Springs in March was a game changer. By June, the Group Sales staff was traveling again. They attended nine tradeshows across the country and hosted 27 sites visits. The Christian Meetings & Conventions Association gathered in March at The Broadmoor, with the Space Symposium returning to The Broadmoor in August. In June, we hosted the Military Reunion Network education conference. The Group Sales team remained adaptable and continued to assist their clients, strengthening existing relationships and creating new ones.



2

DOMESTIC TOURS

In July 2021 VCOS added a salesperson to this market as we began to receive inquiries that gave us a new hope that this market was ready to make a comeback. Many tour operators created tours that followed COVID protocols and found Colorado Springs was an ideal destination to add to their itineraries, with new attractions to visit and a variety of outdoor activities. Staff renewed old relationships and created new relationships with tour operators. Although industry trends predict this market will be slower to return, Colorado Springs experienced a return of the domestic tour market. We are working closely with Tour Colorado to assist with any familiarization trips coming up in the future.

3

INTERNATIONAL TRAVEL

This market was the hardest hit by the pandemic, and we did not field any international group inquiries in 2021. Marketing and advertising efforts for the international market, both for group and leisure, were put on hold through 2022. The U.S. Travel Association is saying that 2023 is the earliest horizon for recovery and possibly not until 2024.





4

SPORTS & EVENTS

This market, while typically resilient through economic downturns and global challenges, also felt the impact of COVID. Many continued to hold their events through 2021 but experienced smaller participant numbers. Outdoor recreation contributed significantly to hotel room nights throughout the region.

New assets, which opened in 2020 and 2021, included the U.S. Olympic & Paralympic Museum, Weidner Field and the Edward J. Robson Arena. These new venues are positive assets to the community and provided the opportunity to speak of something new at tradeshows and with clients.

The tenacity and adaptability of our staff enabled us to strengthen existing relationships and create new relationships resulting in opportunities to invite new events to our destination. We hosted an incredibly successful S.P.O.R.T.S.: The Relationship Conference, and the team attended three additional industry-related conference/tradeshows in 2021.





5

GROUP SERVICING

In the first half of 2021, groups were rescheduling and canceling. As the year progressed, we received more inquiries for the booked groups in our city and region. Even with the continued challenges, the staff remained busy recommending restaurants, attractions, bus transportation and venues.

More than 68,000 welcome items were supplied to groups to help provide

additional destination information. Flying W Ranch, the Pikes Peak Summit Visitor Center, the U.S. Olympic & Paralympic Museum and the Cog Railway have all been huge assets not only to our community but to all the markets we work with – conventions, sports, domestic tours, special events, reunions, and weddings. These assets encourage longer stays, return visits, and ensure a memorable experience for all attendees.

2021 DEPARTMENT REPORTS



PR & Communications

While the first half of the year was slow in terms of hosting writers, it picked up in the summer as COVID numbers fell and media visits returned. We had a strong year in terms of coverage, heavily due to the great success of our new attractions.

1 MEDIA VISITS & EARNED MEDIA

VCOS hosted more than 10 writers/influencers and received about 35 pieces of coverage as a direct result of media visits. Writers included freelancers like Emily Hart and Jules Broste, family influencers like Samvia Henry and Colorado Family Adventures and national reporters like Judy Koutsky from Forbes. We also worked with Joey Amato of Pride Journeys whose coverage was syndicated in LGBTQ+ publications throughout the year.



2

PIKES PEAK WONDERS WOMEN

In collaboration with Pueblo, Cañon City, Chaffee County and the Colorado Tourism Office, we hosted two influencers to become part of our Pikes Peak Wonders Women campaign to showcase all the Pikes Peak Wonders Region has to offer. The campaign will launch in 2022. The campaign partners will host a third influencer before branding and rolling out the content.



3

SOCIAL MEDIA HIGHLIGHTS

2021 was a year of much experimentation and growth on VisitCOS social media channels. With two new team members, we rounded out our team of four, which brought much more bandwidth to the table. We continued the Tourism Takeover Tuesday program and added a Foodie Friday program to highlight our incredible food and beverage partners. We also launched a TikTok account and improved our content on Instagram Reels. Our top-performing Reel was based on an idea inspired by TikTok to high five in front of various iconic Colorado Springs locations.



2021 DEPARTMENT REPORTS



Marketing

The VCOS marketing team began 2021 with cautious optimism, slowly planning out our core campaigns as we awaited the rollout of a vaccine. As time progressed and the promise of a vaccine was on the horizon, we began to market our destination as the perfect place to get out and spread out. In partnership with our digital media agency, Orange142, we were able to execute eight highly successful campaigns.

1 MAJOR PROGRAMS & CAMPAIGNS

RESTAURANT WEEK

In collaboration with the Pikes Peak Restaurant Association, 2021 Restaurant Week utilized Bandwango technology to promote deals and discounts to local restaurants in the Pikes Peak Region.

Even with a smaller budget, the campaign produced great results.

- 214,789 impressions
- 1.84% click-through rate
- 5,670 sign ups
- 1,610 redemptions

CRAFTS & DRAFTS PASSPORT

This year's program focused on getting back to the in-person happy hours we missed so much in 2020. Utilizing the Bandwango platform, we were able to track performance and success of various deals and discounts offered on the passport.

- 26 participating businesses
- 5,088,190 impressions
- 4,687 sign ups
- 3,233 redemptions

OFFICIAL VACATION PLANNER

VCOS and Pikes Peak Region Attractions Association teamed up to promote the 2021 Official Vacation Planner, increasing visibility and downloads significantly.

- 1,491,905 impressions
- 0.80%

SUMMER/FALL

The late summer/fall campaign kept the “Room to” direction, had an increased budget and, focused on the beautiful colors and crisp, cooler weather.

- 11,092,735 impressions
- 0.33% click through rate



ULTIMATE PIKES PEAK CHALLENGE

In partnership with Manitou Springs and through a grant from the CTO The Ultimate Pikes Peak Challenge was centered around getting our audience to explore Pikes Peak – America’s Mountain and it’s home base in Manitou Springs. Utilizing Bandwango’s mobile platform, we incentivised users to complete challenges in order to earn limited-edition patches

SPRING/SUMMER

In partnership with Design Rangers, the “Room to” campaign was born, showcasing our wide-open spaces and room to get out and explore safely.

- 31,677,825 impressions
- 0.57% click through rate

OLYMPIC CITY USA

Our 2021 campaign partnered with the U.S. Olympic & Paralympic Museum, celebrating their Colorado Grand Opening and spreading awareness.

- 3,810,764 impressions
- 0.27% click through rate

ARTS MONTH

In partnership with the Cultural Office of the Pikes Peak Region and local creative agency, Neon Pig, we helped elevate a campaign that was all about elevating the arts.

- 2,664,172 impressions
- 0.22% click through rate



- 4,750,000 impressions
- 446 sign ups
- 25 challenges
- 1,546 challenge completions

2 OFFICIAL VACATION PLANNER

The 2021 Official Vacation Planner began as an uncertainty as the pandemic was still raging and there was no vaccine in sight. VisitCOS, Pikes Peak Region Attractions Association and Design Rangers ultimately teamed up once again to create a publication that was able to achieve our goals and give our audience the information they wanted. With a smaller print run and a digital-focused strategy, we were able to successfully produce the 2021 planner utilizing user-generated photos and the combined writing talent between our teams.



3 SAMANTHA BROWN'S PLACES TO LOVE

The filming of Samantha Brown's Places to Love episode was completed and set to air in February 2022. Samantha featured The Broadmoor, The Broadmoor Manitou and Pikes Peak Cog Railway, the Pikes Peak Summit Visitor Center, Manitou Springs, Colorado Ski Furniture, Garden of the Gods Park, Atrevida Beer Company, Lucky Dumpling, the U.S. Olympic & Paralympic Museum and the Colorado Wolf & Wildlife Center. Watch the episode by scanning the QR code.



4

NEW WEBSITE

2021 marked the long-awaited start to launching a new iteration of VisitCOS.com. Originally slated to launch in 2020, we delayed this project until it was more appropriate and financially responsible to do so. Once again in partnership with Tempest, the new site will feature more intuitive navigation, updated, minimal design, improved searchability and up-to-date functionality that users now come to expect in a website. The new site will officially launch late spring of 2022.



Explore Our Community

Welcome To Colorado Springs

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Births of the State
All major roads from great to lesser destinations
include scenic views of the state.



5

GRANTS RECEIVED

RESTART DESTINATION GRANT

This grant, awarded by the Colorado Tourism Office, began in 2021 and will continue throughout 2022. Visit Colorado Springs requested assistance in developing a strategy to create more diverse and inclusive advertising campaigns and training to ensure that visitors feel welcome when they arrive. The grant activity includes a stakeholder sentiment survey, community workshop, 75 hours of technical assistance to develop some of the plan priorities and \$10,000 to execute portions of the plan.

CTO MARKETING MATCHING GRANT

In 2021, we were awarded a \$40,000 grant to create a new destination video, created and produced by Gray Warrior, that will not only feature our incredible destination, but also embrace diversity, equity and inclusion.

ARPA GRANT

This federally-funded grant was awarded in 2021 by El Paso County and will be executed in 2022. It consists of a video campaign that will highlight our destination through the Colorado Springs Airport, targeting in-bound travelers from six destinations.

2021 DEPARTMENT REPORTS



Visitor Information Services

Safety updates and the return of our highly valued volunteers allowed us to keep the Visitor Center open regular hours the entire year and start limited, year-round weekend hours. With the lessening pandemic restrictions, the visitor information center stepped up to increase the information and staffing of the center to meet the needs of increased visitation.

1 RETURN OF VOLUNTEERS

With the increase in visitors coming through the door and the return of many of our amazing volunteers, we experienced renewed energy in the Visitor Center. By adding a full-time position, the Director of Visitor Services was able to focus on creating additional enhancements to the VIC.

2 ELECTRONIC SIGN

A new electronic sign was installed with timely content added, giving us a new way to more fluidly market and attract visitation. It drove more awareness of the visitor center and increased traffic through the doors. All 12 months of visitors stats for 2021 were significantly better than 2020, and August through December were also higher than 2019 numbers.



2021 VISIT COS EXECUTIVE TEAM & STAFF



DOUG PRICE, IOM
President & CEO



JIM CASSIDY
Chief Financial
Officer



KATHY REAK, CFPM
Vice President
of Sales



AMY LONG
Chief Innovation
Officer



CHRISTY LONG
Director of
Visitor Services

VISIT COS STAFF

CLAUDIA DOLAK | Group Sales Coordinator
KIM GRIFFIS | Senior Director of Partnerships
JACK HEBERT | Marketing Coordinator
NADINE KEANEY | Visitor Services Representative
PEGGY MANTER | Executive Assistant
DORIS McCRAW | Information Specialist
CHERYL McCULLOUGH, CSEE | Senior Director of
Sports & Events

APRIL PEREZ | Junior Accountant
SHERIDAN POWELL | Communications Coordinator
SARAH PRICE | Group Sales Manager
HOLLY TAYLOR | Group Servicing Manager
ALEXEA VENERACION | Director of Communications
JENNIFER WILLIAMS | Partner Relations Manager
MELISSA WILLIAMS | Director of Marketing
DINA WORTHEN | Senior Sales Manager

VISIT COS BOARD OF DIRECTORS

SUSAN DAVIES (*Chair*) | Trails & Open Space Coalition
KEVIN PENN (*Vice Chair*) | U.S Olympic & Paralympic Committee
DAVE HARRIS (*Treasurer*) | Ghost Town Museum
BECKY LEINWEBER (*Secretary*) | Pikes Peak Outdoor Recreation Alliance
KRISTINA HECK | University of Colorado Colorado Springs
DR. HERMAN CRAWFORD | Pikes Peak Community College
PEPPER DOMBROSKI | The Broadmoor
CRYSTAL LATIER | El Paso County
DOUG MARTIN | Colorado Springs Sports Corporation
WENDY MCHENRY | The Lodge at Flying Horse
BROOKE MIKULAS | Kinship Landing
GREG PHILLIPS | Colorado Springs Airport
ANGELA SEALS | Cultural Office of the Pikes Peak Region
JENNY SHERMAN | Odyssey Gastropub
TOM STRAND | City of Colorado Springs
KIMBERLY TEBRUGGE | U.S. Air Force Academy
DANIEL VALDEZ | Hilton Garden Inn Downtown



SUSAN DAVIES
Visit COS Board Chair



515 SOUTH CASCADE AVENUE
COLORADO SPRINGS, CO 80903

VISITCOS.COM



visit
**COLORADO
SPRINGS**