



## Marketing & Development Report

Prepared by Ellen Stein for CCI Board of Directors' October 28, 2020 Meeting

### Marketing/Community Outreach

- **Festival of Trees & Wreaths** marketing is underway. Event promotion since last month:
  - 10/16 Constant Contact "Registration is Extended" Email to ~1,500 contacts
  - 10/16 Durango Chamber of Commerce Business Facts
  - 10/19 Emailed Cortez Chamber to include in BizBeats e-newsletter and social media
  - 10/21 Durango Business Improvement District E-Newsletter
  - PSAs and some ads on KSUT, KDUR, KSJD, Four Corners Broadcasting and American General Media stations, with Community Briefs in The Durango Herald, Cortez Journal and Durango Telegraph
  - Social Media channels – "Registration is extended" posts made 10/23. Need to begin sponsor recognition/thank you posts!
- **PR/Marketing** - Through the **PR Society of America Colorado Chapter's Pay it Forward program**, Ellen secured up to 5 hours free consulting time with a Denver-based PR firm to work with CCI on its branding and messaging. Ellen had her first consultation with Abby Tillinghast, from the CIG group, on 9/14. Ellen spoke with Abby again on 10/22 to review a branding platform she drafted to assist our branding and messaging. Ellen plans to use it to help develop our Case for Support.

### Development

- **Fund Development Committee** members met virtually on September 16<sup>th</sup> to review and discuss the Strategic Plan Funding Action items, accomplishments over the past two years, what the FDC wants to accomplish this year and ensure those goals are included in the updated FY21 Strategic Plan Funding Action Items. We received great and diverse feedback on potential strategies to incorporate into FY21 Strategic Plan Funding Action Items. Meeting minutes are included in Supplemental Materials. The next meeting is scheduled for 11/10, 8:30-10 a.m. at which the FY21 Funding Action Items and draft Case for Support will be discussed.
- **Festival of Trees & Wreaths** – Sponsorship is looking good for both with 1 Presenting Sponsor (Alpine Bank \$4k cash + \$1k in-kind), 1 Platinum Sponsor (D&SNGRR \$3,600 in-kind), 7 Gold Star Sponsors (Community Foundation Serving SWCO \$2,500, Kroegers \$2,000, Richard Siegele \$1,575, Durango Land and Homes \$1,375, Courtney Harshberger, Sotheby's Realty and The Wells Group \$1k), 2 Silver Bell Sponsors (Durango Coca Cola and The Payroll Dept. \$500) and over 60 other FOT, FOW and Raffle Sponsors including 17 large trees, 16 regular trees, 9 Durango wreaths and 18 Cortez wreaths + 1 large tree. See [this link for a list of sponsors](#) as of 10/22. Not all raffle sponsors are on the list and will be added ASAP. We currently have \$10,000 in online registrations.
- **Raffle** – Five regional packages are confirmed. Draft Raffle Ticket can be found in Supplemental Materials. A sign-up sheet to sell tickets at Kroegers and the Thanksgiving and Holiday Farmers Markets will be circulated at, if not before, the BOD meeting. We need one BOD member at each shift. Thank you!
- **FY21 fundraising** – Local Government Community Support Funding requests status:
  - **La Plata County** – \$30,000 request submitted 7/31. \$30k recommended in Draft Budget 10/20.
  - **La Plata County Cares Act** – Ellen is preparing a request for PPE reimbursement of ~\$5,000, submittal 10/23.
  - **Montezuma County** – \$155,000 CY20 CARES Act and \$15,000 CY21 funding requests submitted 8/31. Ellen is following up and will hopefully have an update at the BOD meeting.
  - **Archuleta County** – Ellen spoke with Matt Dodson DHS Director who suggested we present to the new Board of Commissioners after the election to keep them apprised of our work and simultaneously to continue to work with the Collaborative Management Program through which we've received \$1k mini-grants the past two years.
  - **Town of Bayfield** submitted \$2,000 request 9/17.
  - **City of Durango** – No word yet. Lynn Urban from United Way said on 10/22 she is still waiting to hear on their process.
  - **Town of Ignacio** – Submitted \$2,500 request on 10/7. They'll let us know if they want a presentation.
  - **Town of Mancos** – Will apply in April 2021 round.
  - **City of Cortez** – Submitted \$5k request on 9/30.
  - **Town of Pagosa Springs** – City Council is still determining their Community Funding process for 2021.