



# SURVEY

## Chamber Services

### October 2007

Breckenridge would also like responses to the following survey questions:

If you have a chamber does it only do typical chamber member services or does it also do marketing?

If a chamber does not do marketing, who does?

Is the marketing done in house or contracted out?

Does your chamber have a central reservations function?

**Aspen:** Our chamber does both. Reservations are done centrally by StayAspenSnowmass, an affiliated organization. I believe the marketing is outsourced.

**Fraser:** The Winter Park/Fraser Valley Chamber does typical member services, but I think it actually has more of a focus on marketing, much like a tourism board. We'd like to see more economic development/small business efforts. Most of the marketing work is done in house, though they also contract out specialty work. Reservations are not a chamber function.

**Frisco:** Typical member services. The Town does marketing. The vast majority is done in house. We have contracted with Hill and Company for specific areas. No central res function.

**Grand Jct:** The Grand Junction Area Chamber is a "typical" chamber. The Grand Junction Visitor & Convention Bureau, (GJVCB) which is a department of the City of Grand Junction does the marketing. The GJVCB contracts with two agencies, one for traditional marketing and one for electronic marketing/website services. The GJVCB contracts with Travel Hero to provide online reservations capabilities to area lodging properties.

**Grand Lake:** Our Chamber does the marketing, they do contract it out to a PR type firm and it does not do central reservations.

**Jackson:** It also does marketing for the area and its members businesses, for example, as event sponsors - the company name and or logo would appear in ads placed in the regional drive markets newspapers. The Chamber does solicit the help of a PR Firm to build an annual plan that goes hand in hand

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with the marketing plan. It is done in house with the guidance of other members who are professional marketing directors / managers at their place of business - we meet quarterly and the group is called the Marketing Advisory Group. We refer the central reservation function to members who do this for a living.

Steamboat: The Chamber does marketing. They do a lot in house but work with a Denver firm to develop the campaign. The ski area runs the central reservations.

Winter Park: Winter Park has a Chamber and they do the marketing for the Town. In about 1994 we passed an additional 1% sales tax in Town with 1/2 going to marketing and 1/2 going to capital projects. Since that time, the Chamber has been the recipient of that funding for marketing.

The marketing is supervised by a marketing committee of the Chamber, made up of marketing people from Chamber members. In addition, I sit as an ex-officio member representing Winter Park and Nat Havens is ex-officio representing Fraser. The committee hires a marketing firm to produce the pieces we use and work with the committee to come up with the message. Central Reservations is currently done as a "semi-independent" function of the ski area, not by the Chamber.