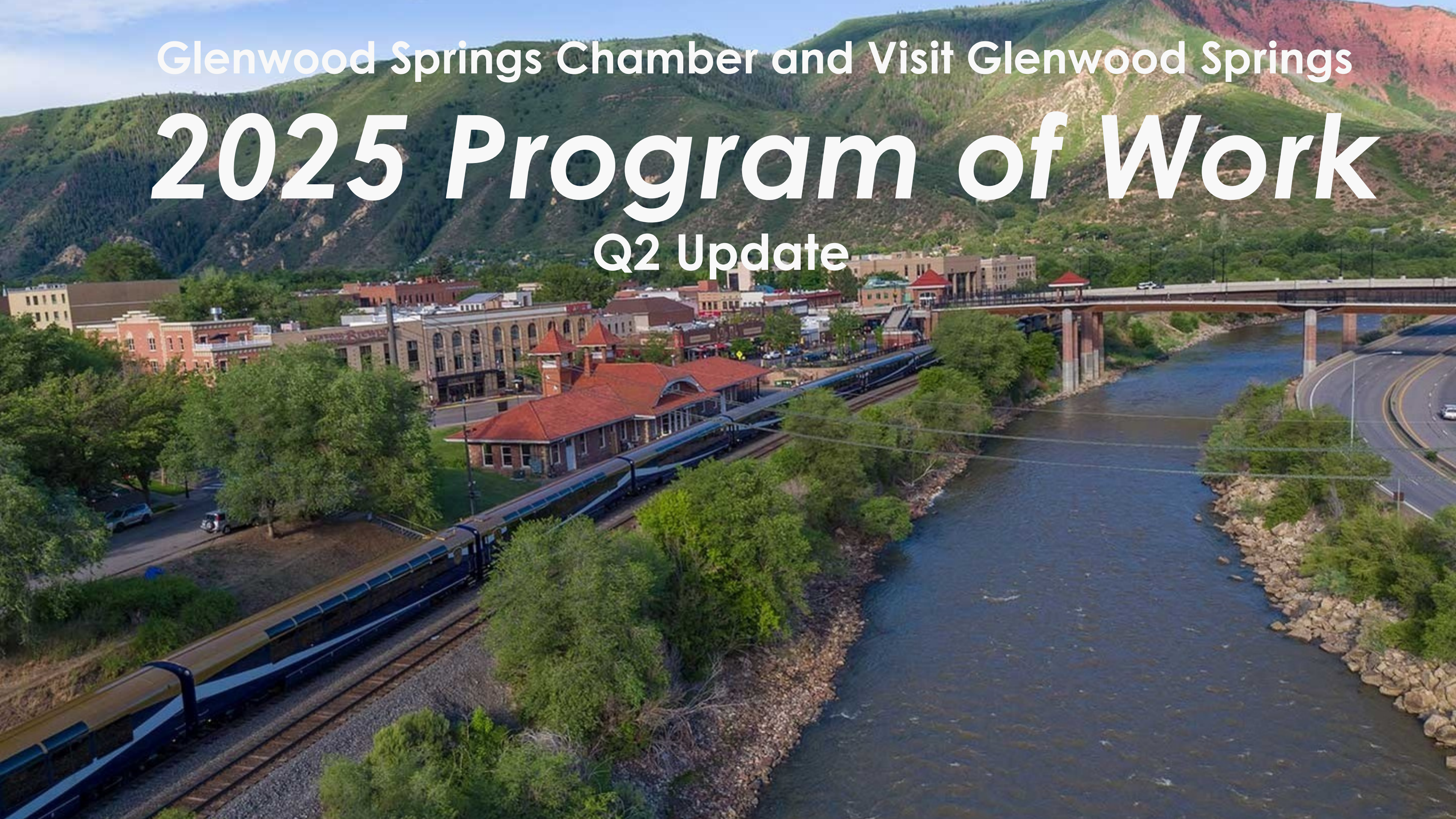


Glenwood Springs Chamber and Visit Glenwood Springs

2025 *Program of Work*

Q2 Update



About Us

As an independent 501c6 nonprofit organization, we serve as both a chamber of commerce and the city's contracted destination marketing and management organization, Visit Glenwood Springs.

MISSION: Helping business thrive and the community prosper.

VISION: We envision a vibrant and thriving community where businesses flourish, collaboration is celebrated, the unique spirit of our community is preserved and enhanced, residents are engaged, and visitors experience the warmth of our hospitality.

Our History



- Glenwood Springs Chamber of Commerce was founded on April 14, 1919.
- Incorporated as Glenwood Springs Chamber Resort Association (GSCRA) in 1988 through a merger with the City's tourism commission, Central Reservations and the Chamber.
- The GSCRA is an independent 501c6 nonprofit organization, serving as both a chamber of commerce and the City's contracted destination marketing and management organization, Visit Glenwood Springs (VGS).
- In 2017, the Glenwood Springs Chamber Foundation (501c3) was created to support the GSCRA's mission and programs.



Glenwood Springs Chamber 2025 Program of Work

Our focus for 2025 centers on strengthening businesses, fostering connections, advocating for local interests, and enhancing Glenwood Springs as a great place to live, work and visit.

Our core competencies and areas of focus include:

- Connection, education and support.
- Advocacy and access.
- Preserving and enhancing community.



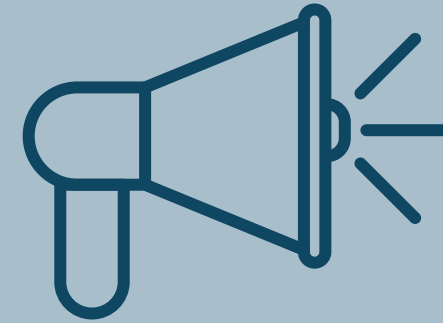
Thriving Business & Prosperous Community



Connection, Education & Support

Provide programs, education, resources, business exposure, events and savings programs to help businesses connect, thrive and grow sustainably.

2025 FOCUS: Expand programs to meet the needs of the construction and trades industry; integrate emerging trends like AI; enhance resources for startups; continue and expand the Latino Business Connect initiative and create cross-promotional opportunities for nonprofits and businesses.



Advocacy & Access

Collaborate with the Business Advocacy Advisory Board and other partners to effectively represent business interests on local, state, and national issues.

2025 FOCUS: Continue to strengthen advocacy efforts and improve the visibility of the chamber's role and successes in advocacy and policy initiatives.



Preserving & Enhancing Community

Unite the community through signature events like Grand Holiday and Strawberry Days while supporting local events year-round. As a trusted partner, we'll foster collaboration, drive solutions, and bring visionary leaders together to strengthen Glenwood Springs as a great place to live, work, and visit.

2025 FOCUS: Actively encourage business leaders to engage in civic and nonprofit leadership and highlight success stories of business-community partnerships.

Connection, Education & Support

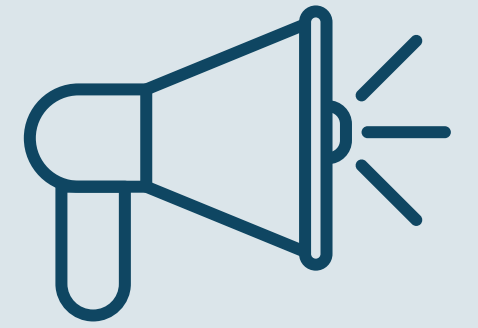


Q2 Highlights

- Welcomed 12 new chamber members (31 YTD)!
- Offered valuable learning experiences on hot topics like AI and social media.
- Sparked fresh connections through Business After Hours, a multi-chamber mixer, monthly Let's Do Lunch Leads, and the thought-provoking WIN event, "Unlock Your Personal Blueprint with Human Design."
- Hosted Hablemos de Negocios, a bilingual event highlighting Latino business success stories and resources.
- Published the 2025-26 Official Insider's Guide to Glenwood Springs and Official City & Trail Map, highlighting local businesses and residents.
- Continued to support 6th Street businesses through construction with marketing/promotion and facilitating the "6th Street Green" program through our Glenwood Gold system.



Advocacy & Access



TO: US Senators Bennet & Hickenlooper
US Representatives DeGette, Neguse, Crow, Boebert, Pettersen, Crank, Evans & Hurd
RE: Air Force Reserve Command Support
DATE: 4/28/25

Reaching out on behalf of the Colorado Chamber of Commerce members and our business partners across the state to support for additional aerial firefighting aircrafts in Colorado. Wildland fires are growing in Colorado and continue to pose a significant threat to communities, infrastructure, and the economy. In the last decade, 7.5 million acres burned on average.

Action Alert: Please Urge Governor Polis to Sign SB25-033 and Support Local Businesses

The Glenwood Springs Chamber proudly supports [SB25-033](#), a bipartisan bill that safeguards Colorado's 1,600 independently owned liquor stores and craft alcohol producers—critical to our local community and economy. With strong backing from both the Senate and House, this bill is now one step away from becoming law. We need your help to make sure it gets signed by Governor Polis!

Q2 Highlights

- Took positions on 12 state bills during Colorado's legislative session, with 67% aligning with our stance; launched real-time bill tracking on our website.
- Joined statewide coalition urging Congressional support for Colorado's aerial firefighting fleet - 77 members, including Colorado's bipartisan delegation, responded.
- Collaborated with Small Business Majority and other Colorado business organizations to provide an overview of new laws that affect local businesses.
- Participated in the Opportunity Now Regional Summit in Grand Junction, helping bring Glenwood Springs voices to the table—especially in construction, healthcare, and early childhood education.

Preserving & Enhancing Community



Garfield County

HOUSING SUMMIT

Hosted By:



GLENWOOD SPRINGS
ASSOCIATION OF REALTORS®

Title Sponsor



chfa®

Co-Hosts:





Thursday,
June 26, 2025

Ute Theatre
Rifle, CO

8A.M-12:30P.M





Q2 Highlights

- Successfully planned and implemented 128th Annual Strawberry Days Festival, celebrating our history, cultivating community spirit and showcasing Glenwood Springs.
- Co-hosted Garfield County Housing Summit, sparking meaningful conversation to help positive change in our community.
- Celebrated Glenwood Springs' 140th anniversary at Strawberry Days and through purposeful storytelling in the 2025–26 Official Insider's Guide.
- Continuously promote civic and nonprofit leadership and volunteer opportunities for business leaders through multiple channels.

Operational Excellence Q2 Highlights (Ongoing)



Financial Sustainability

We remain committed to strong financial stewardship, exploring new revenue streams and developing a sustainable funding strategy for Strawberry Days.



Governance & Leadership

We continue to uphold best practices in policies, board development and staff training.



Communication & Engagement

Ongoing efforts include leveraging technology to share the Chamber's story, boost engagement, enhance glenwoodchamber.com, expand our digital reach, and develop a rebrand campaign.



Visit Glenwood Springs 2025 Program of Work

Destination Marketing and Management/Visitor Services

- Operate Visit Glenwood Springs and the Visitor Center as the city's contracted destination marketing and management organization.
- Manage marketing and responsible promotion for the Glenwood Springs area to benefit the local economy , enhance residents' quality of life, and protect natural resources.
- This work will be done consistent with the 2025 marketing plan and budget.
- Provide visitor information and business referrals through the Visitor Center, the community's front door.
- Implementation of the Destination Management & Strategic Marketing Plan adopted by the City's Tourism Management Board and Glenwood City Council in November 2024 .



RESIDENTS FIRST:

Destination Management & Strategic Marketing Plan Q2 Highlights

- **Implementation of the Destination Management & Strategic Marketing Plan adopted by the City's Tourism Management Board and Glenwood City Council in November 2024.** Ongoing strategies are discussed at monthly Tourism Management Board meetings.
- **Market Glenwood Springs as a walkable, sustainable destination.** The Glenwood Springs walkable social media campaign will kick off in late summer and run through fall. There is a great video of people walking through town that goes along with the parody song to the tune of "These Boots were Made for Walkin'"



RESIDENTS FIRST:

Destination Management & Strategic Marketing Plan Q2 Highlights

- **Enhance emphasis on community inclusion and accessibility.** Through a CTO Pilot Program Grant, VGS achieved *Destination Verified Status on Wheel the World*, an accessible travel planning website for those with disabilities and accessibility needs. WTW also wrote a great blog about GWS. VGS also wrote a blog that lives on VisitGlenwood.com: Everyone is Welcome in Glenwood Springs.
- **Purchase data to determine visitor trends and target marketing more effectively.** VGS has purchased CoStar hotel occupancy data and Visa Destination Spend data. Mission2Market has been contracted to analyze and report to the TMB on these and other tourism trends every other month.



RESIDENTS FIRST:

Destination Management & Strategic Marketing Plan Q2 Highlights

- **Continue content monitoring and updating through VisitGlenwood.com and VG's social channels.** This is ongoing and daily!
- **Bolster domestic and international visitation of highly compatible and responsible travelers through media placements and sales summits.** Visit Glenwood staff attend Go West Summit and IPW annually. They participate in one-on-one appointments with travel operators and tourism media at both sales missions. VGS hosts numerous Familiarization (FAM) tours for international tourism industry trade and media. These include participants from Mexico, UK, France, Belgium, Australia, New Zealand, Germany, Switzerland, and Canada.

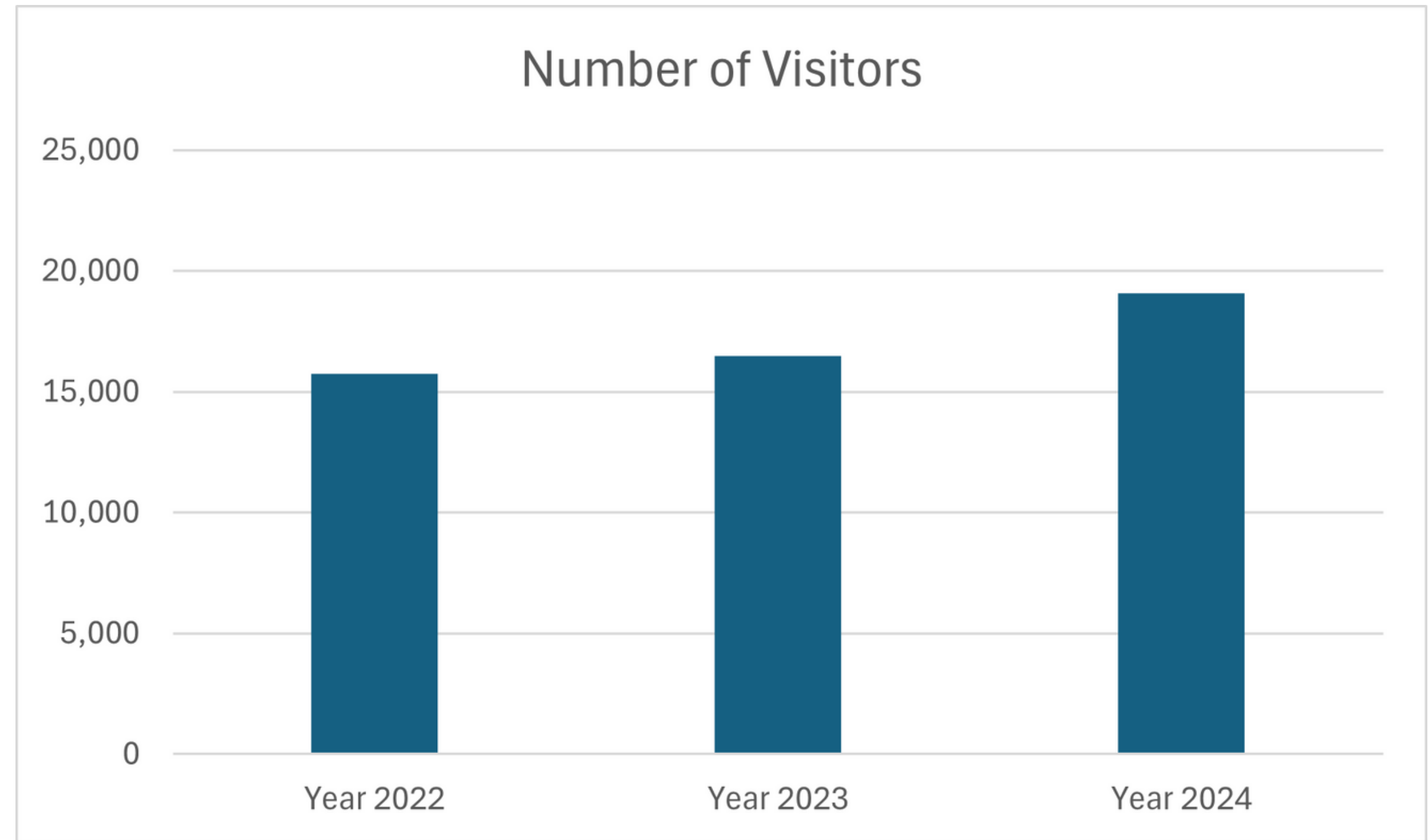


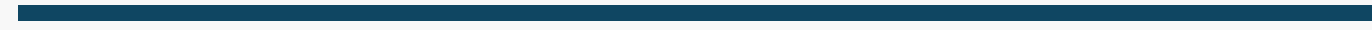
Holiday Ninja online travel magazine of Northern Ireland was in town for about 24-hours. They posted their Colorado trip on Instagram. They rafted, went to Glenwood Caverns and Glenwood Hot Springs. They are pictured here in the front of the raft – Jordan & Alan.

Glenwood Springs Visitor Center - The Front Door to the Community



- The Glenwood Springs Visitor Center has seen consistent growth over the past three years, welcoming visitors from all over the globe. In 2024, we serviced 19,082 visitors, which is up from 16,499 visitors in 2023 (a 15.66% increase).
- 2025 Visits YTD (Jan-Jun) are slightly down 427 visitors (5.5%) from 7,722 in 2024 to 7,295 in 2025.





Thank you

