



Creating Adventure Experiences

By Heather Lopez, Executive Director

According to the Outdoor Industry Association (OIA), participation in outdoor activities is at an all time high. OIA reports that hiking, biking and skiing are the most popular activities across the country. Clear Creek County is an adventure travelers dream, we have hiking, biking, rafting, Alpine and Nordic skiing, fishing, camping, rock and ice climbing, backpacking, mountaineering, you name it. And given that there is a huge market (more than 149 million Americans) interested in adventure based travel, there seems to be an endless stream of possibilities for adventure packages in our county.

Keep in mind that the emerging trend for most travelers is to combine their adventures with other pursuits, such as education and relaxation. Flexibility is key to successful packages, offer several activity and dining options with your lodging package. People are looking for an all inclusive price so be careful of adding hidden charges. The family market is also looking for opportunities to introduce their children to outdoor pursuits and appreciation for natural resources and the environment.

It is essential to partner with companies with local experience, proper certifications and

licenses, excellent safety records, outstanding customer service and professionalism. The guides must be able to adapt to all ages and experience levels. Develop packages that cater to each groups needs.

Some package ideas:

- Inn to Inn Biking or Hiking packaged with a wine tasting class at a nearby restaurant.

- Romantic Getaway: B& B packaged with wine from Canyon Wind Cellars, picnic basket with map to local picnic spots and hiking trails.

- Rocky Mountain Adventure: Rafting packaged with bike rentals, lodging, and picnic and wine packaged in a backpack for a local hike.

- Winter Wonderland Adventure: Lodging packaged with XC ski rentals, tickets to Loveland Ski Area and thermos of Hot Cocoa and cookies for their ski adventure.

The possibilities are only limited by your imagination. Be creative and be sure to let us know the details of your packages for our website and press releases.

2 For 1 Membership Special

From now until December 31, 2004, you and a friend can join the Chamber and Tourism Bureau 2 for 1 (Silver Level and up, equal membership value).

Please contact Jody, 303-567-4660 or jodi@learcreekcounty.org for more information.

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CTB Meeting Dates:	
Board Meetings (3:00-5:00 pm)	
January 13: Marietta, Empire	
February 10 : Tommyknocker Brewery, Idaho Springs	
Membership Educational Breakfasts:	
January 12: Large Town Hall, Silver Plume, 7:30-8:30 am	
February 9: Jenny's Restaurant, 7:30-8:30 am	

Membership News

by Jodi Candlin, Membership & Promotions Coordinator

In the last month I have been busy contacting business owners and explaining the benefits of becoming members of our organization. We offer several different membership levels that range from \$50 to \$500. There is a level for everyone's budget! Remember, from now until December 31, 2004, you and a friend can join the Chamber and Tourism Bureau 2 for 1 (Silver Level and up, equal membership value). We've had several businesses join with this special offer and save money. If you have questions please call me at 303-567-4660 or jodi@clearcreekcounty.org.

One of our member benefits is a monthly educational meeting. These are either offered at breakfast or lunch times and will usually include a guest speaker. We have our monthly educational calendar set for the next 4 months. These are great opportunities for you to listen to an exciting guest speaker, sample delicious food from the different restaurants in our County, and meet other business owners and managers. The cost is \$10 for members, \$15 for non-members.

Wed., Jan. 12, 2005, 7:30-8:30 a.m., Big Town Hall, 487 Main St., Silver Plume. Guest speaker Lynn Weintraub—Tax Issues.

Wed., Feb. 9, 2005, 7:30-8:30 a.m., Jenny's Restaurant, 4 W. Park Ave., Empire. Guest speaker Peggy Stokstad will be speaking on economic development in Clear Creek County.

Wed., March 9, 2005, 12:00 -1:00 p.m., Colorado Accounting, 1800 Colorado Blvd., Idaho Springs. Guest speaker Lynn Weintraub will be showcasing her business center and speaking on small business loans.

I would like to extend a warm welcome, a thank you and happy holidays to our new members :

The Silver Plume Tea Room, Sarah Franklin, Silver Plume
Sopp and Truscott Bakery, Gail and Patrick Buckley, Silver Plume
Canyon Wind Cellars, Norman and Ellen Christianson, Georgetown
Rose Street Bed and Breakfast, Paul and Sally Nisler, Georgetown
Golgightly Guided Tours, Gaye Jacobs, Empire
Kindred Spirits Tour and Travel, Heather Lopez, Empire

Echo Lake Lodge, Barbara Day, Idaho Springs
Wispertel of Clear Creek and Gilpin Counties, Kris Olmhausen
Shalane's Skin Spa, Shalane Washaw, Georgetown
Mile Hi Rafting, Dan Stonebraker, Dumont
Paramount Home Loans, Chelle Kleinwachter, Evergreen

Also, thank you and happy holidays to our current members:

AA Historical Trails, Ginger DeRay, Idaho Springs
Clear Creek Liquors, Robert Brozovich, Idaho Springs
Evergreen-Conifer Association of Realtors, Cindy Goins, Evergreen
Fun & Healthy Lifestyles, Casey Samuel, Dumont
Georgetown Loop Railroad, Leah Greksa, Georgetown
Giggling Grizzly, Tom Sailor, Idaho Springs
Idaho Springs Lumber Co., Jeff Mills, Idaho Springs
Peak National Bank, Jim Mason, Evergreen
Subway, Dan Abrescia, Idaho Springs
Tommyknocker Brewery & Pub, Jim Schwab, Idaho Springs
Blue Spruce Realty, Dick Davis, Idaho Springs
Idaho Springs Chiropractic Center, Dr. Robert Sparrow, Idaho Springs
Clear Creek Rafting Co., John Rice, Idaho Springs
H&H Motor Lodge, Valdek and Grace Zawadski, Idaho Springs
J. Jacob Properties, LLC, Ronda Reagon, Idaho Springs
Maison de Ski, Robert Davis, Idaho Springs
Jack Salewski, C.P.A., Idaho Springs
Whispering Weeds, Andrew Krull, Idaho Springs
A.J.'s Green Chile, Art Jaramillo, Idaho Springs
Clear Creek National Bank, Robert Brozovich, Idaho Springs
Georgetown 411.com, Paul Garton, Golden
Ski Country Antiques, Brian Kleinwachter/Jeff Hume, Evergreen
Big Horn Apartments, Mary Jo Higgins, Idaho Springs
Eclectica, Jackie Voss, Idaho Springs
Georgetown Community Center, Donald Weber, Georgetown
Historical Society of Idaho Springs, Idaho Springs
Indian Springs Resort, James Maxwell, Idaho Springs
McLeod USA, Amy Zuendel, Idaho Springs
Red Ram Restaurant, Dave Bauer, Georgetown
Hard Rock Café, Lance Stringer, Empire
Alpine Insurance Management Inc., Robert Smith, Georgetown
Clear Creek Courant, Meghan Murphy, Idaho Springs
E.D.S. Waste Solutions, Diane Willie, Golden
Georgetown Super 8 Motel, Cindy Boutin, Georgetown
Clear Creek Veterinary, Dr. Jeff Norton, Idaho Springs
Mountain Mini Storage, Kris Olmhausen, Dumont

Georgetown Mtn Inn, Marie Claude-Williams & Tom Wilson,
Beau Jo's Pizza, Chip Bair, Idaho Springs
Colorado Accounting, Lynn Weintraub, Idaho Springs
Prospectors Run, Rita Lee, Central City
Raft Masters, Dennis Wied, Idaho Springs
Twin Tunnels Development, Dave Reid, Evergreen
Waddell & Reed Financial Planning, Dan Harbeck, IS
B.I.S.O.N. LLC, Todd Noble & George Marlin, Idaho Springs
Hwy. 103 Plumbing, Remodeling & Repair, William Innis, IS High
Country Business Services, Mary Jane Loevlie, IS
Edward Jones Financial Planning, Mary DeBaets, Evergreen
Margie's Place, Margie Roscop, Idaho Springs
Miner's Pick Bed and Breakfast, Vicki Larson, Idaho Springs
Mountain Technology, Inc., William Macy, Idaho Springs
Paco's & Stonegate Realty, Bill & Estel Bateman, IS
Phoenix Gold Mine, Al Mosch, Idaho Springs
Ed Shindel, Attorney, Idaho Springs
Thunderbird Creations, Terry Calhoun, Idaho Springs
Your Fishing Partner, Mark and Gloria Leonard, Idaho Springs
Georgetown Rock Shop, Matthew Schmalz, Georgetown
Happy Cooker, Jenette Lacey, Georgetown
Jackpot Marketing, Janet Spain, Golden
S&D Security, Steve and Debbie Watts, Empire
Silver Platters, Ron and Rebecca Nicks, Idaho Springs
Bob and Jan Bowland, Idaho Springs
Coldwell Banker Residential, Linda Feidler, Evergreen
End of the Line, Mark Graybill, Georgetown
First State Bank, Janet Fields, Idaho Springs
Henderson Mine, Chip DeWolfe, Empire
Historic Georgetown, Inc., Dana Abrahamson, Georgetown
Mad Creek Bed and Breakfast, Myrna Payne, Empire
Rotary Club of Clear Creek 200, Austin Corbin, Evergreen
United Center Inc., John Gould, Idaho Springs
Shotcrete Technologies, Kristian Loevlie, Idaho Springs
Columbine Inn, Sam Sauter, Idaho Springs
Project Support Senior Center, Dianne Miller, Idaho Springs

Business Tips/Opportunities: The CTB is looking for Clear Creek County Packages

The CTB is currently in the process of planning our 2005 projects. The latest trends in the market indicate that travelers are seeking packages to decrease their travel planning time. We all have experienced time poverty and can identify with the lack of time to devote to extensive research into our travel destination. The trends also indicate that most travelers prefer to do their research and booking through the internet. In order to meet the needs of visitors to Clear Creek County, the CTB would like to develop several County packages to promote on our website www.clearcreekcounty.org.

Packages need to meet the following guidelines:

- Contain at least three components (lodging, dining, attraction, gift etc...)
- Have a source to administer package reservations and fees.

“Send us your Clear Creek
County Package Ideas”

- Provide Photo, Title, Introduction, Partners, Dates and Details and Package Cost to Heather for inclusion on the CTB’s website.

- CTB website will include a maximum of 10 packages on the website. Packages will be updated every 4 months.

- All package components must be in Clear Creek County.

Once packages are received, Heather will post on the website and send press releases to the CTB Media List and National Publications.

Please send information to Heather at: PO Box 100, Idaho Springs, CO 80452. 303-567-4660, 303-567-0967 FAX or heather@clearcreekcounty.org

Co-op Advertising Opportunities of the Month

by Heather Lopez, Executive Director

AAA Encompass Travel Guide Ad

AAA Encompass is Colorado’s largest periodic magazine, reaching more than 445,000 AAA Colorado Members. AAA Encompass is the official publication of AAA Colorado. Target market is the well-educated and financially independent traveler. Surveys show that 95% of members use this magazine when arranging their travel plans. AAA Encompass is a bi-monthly, full color publication.

AAA Encompass Demographics:

- 68% are 25-54 years old.
- 72% are managerial/executive/medical professionals, 56.2% hold college degrees or higher.
- Average household income of \$80,000+ with 25% exceeding \$100,000.
- 90% took a domestic trip last year and average 5 trips annually. Encompass readers lead very active lifestyles Encompass readers consistently take more trips and spend more money than the average traveler.

The CTB has purchased ads in the May/June, July/August and September/October issues of Encompass. Ad size is 2 1/4 x 3 ” We are looking for two partners per issue at a cost of \$485 per issue. **The deadline for commitment is February 1, 2005. Artwork is due February 15, 2005 and payment will be due March 1, 2005.** Ads include reader service card direct leads.

Partners will be selected on a first come, first served basis. Please contact Heather if you are interested. 303-567-4660 or heather@clearcreekcounty.org.

DMCVB Spring/Summer Official Visitors Guide

250,000 guides published in April, 2005

Targets:

Business Traveler, Leisure Traveler, Convention Delegates

Distribution:

- Out of State Fulfillment from 1-800-2-DENVER & www.denver.org
- Metro Area Hotels (10,000 in hotel rooms)
- State of Colorado Welcome Centers
- Visitor Centers at DIA, Cherry Creek, 16th Street Mall & Larimer Square
- Colorado Convention Center
- Rental Car Agencies
- Trade Show Lead Fulfillment

The CTB has purchased a full page ad. Ad size is 8.38 x 10.88 ” We are looking for four partners at a cost of \$700 per partner. **The deadline for commitment is January 20, 2005. Artwork is due February 1, 2005 and payment will be due March 1, 2005.**

Partners will be selected on a first come, first served basis. Please contact Heather if you are interested. 303-567-4660 or heather@clearcreekcounty.org.

CHAMBER & TOURISM BUREAU OF CLEAR CREEK COUNTY

CHAMBER & TOURISM BUREAU OF CLEAR CREEK COUNTY

Where history and adventure meet just 30 minutes west of Denver!

Mailing Address Line 1
Mailing Address Line 2
Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5

Heather Lopez, Executive Director
**Jodi Candlin, Membership &
Promotions Coordinator**

PO Box 100
Idaho Springs, CO 80452
303-567-4660, 303-567-0967 Fax
heather@clearcreekcounty.org
jodi@clearcreekcounty.org

Visit Us at:
www.clearcreekcounty.org

CTB Board Members:

Clear Creek County Representatives:

Cindy Condon, City of Idaho Springs (Secretary) 303-567-4421
Jim Schwab, Tommyknocker -Vice-Chair 303-567-4419
John Rice, Clear Creek Rafting 303-567-1000
Jeff Hume, Ski Country Antiques 303-674-4666
Kevin Wright, Loveland Ski Area 303-569-3203
Vicki Larson, Miners Pick B&B 303-567-4870
Dave Reid, Twin Tunnels Development 303-674-2208
Dianne Willie, EDS Waste 303-278-8600
Chip Bair, Beau Jos Pizza 303-981-8518

Empire Representative:

Gaye Jacobs, Tour Guide, IGA, RMGA 303-455-8979

Georgetown Representatives:

Bob Smith, Alpine Insurance (Chair) 303-569-2907
Paul Nisler, Rose Street B&B (Treasurer) 303-569-2222

Idaho Springs Representatives:

Dan Ebert, Two Brothers Deli 303-567-2439
Cindy Olson, IS City Council 303-569-3203

Silver Plume Representative

Jay Goodridge, Weathertop Lodging B&B 303-569-2100

All of the CTB's meetings are open to the public and we appreciate your input and feedback on our efforts. If your business would like to host a meeting in 2005 please call 303-567-4660.

WE NEED YOUR EMAIL ADDRESS!

To receive the newsletter via email and to notify you of last minute co-op advertising opportunities. We won't share your email or use it for any other purposes.

Featured Business of the Month Ramblin' Rose Ranch

Location: 1430 Miner St., Idaho Springs

Owner: Jackie Voss

Hours: Wednesday—Sunday 10 am - 4 pm
(Closed Mondays and Tuesdays)

Previously called Eclectica, a discount women's clothing shop (closed in September 2004), Ramblin' Rose Ranch opened in mid November. The new store features all things western: Men's and women's leatherwear; children's western wear; incredible metal wall hangings and décor; western jewelry: western pewter; denims; fleece; mirrors; purses; pillows... a must see collection.

Jackie's reasoning for changing the store to western is her belief that "everyone likes to take a piece of Colorado home with them.

Stop by and enjoy this wonderful addition to Idaho Springs.