

2006 Kremmling Area Chamber of Commerce Achievements

- Represented 145 Chamber members (13% increase in membership)
- Produced six Chamber Mixers which hosted over 40 attendees each for networking within our community
- Made 4359 business referrals (1/1/2005 – 8/31/2005)
- Assisted 2162 visitors in the Visitor's Center (Aug '05-Aug '06)
- Sent out 501 visitor packets in the mail (Aug '05-Aug '06)
- Sent out 54 relocation packets in the mail (Aug '05-Aug '06)
- Redesigned and launched a new www.KremmlingChamber.com web site, worked on search engine optimization which resulted in a significant increase in unique visitors. There have been 102,738 unique visitors on the Chamber website (1/1/2006 – 8/31/2006) - that's 148% more web site traffic than the same time period in 2005.
- Wrote for and was awarded a **\$15,000** Boettcher Foundation grant for the new visitor's center; raised the additional in-kind products/services and cash needed for the construction of the Kremmling Visitor's Center and Chamber Offices.
- Successfully produced *three* new events including the Snowmobile Drag Races in February and the Mulberry Hill Climb in August, and by popular demand, an Old Fashion Country Dance in September.
- Worked on enhancing Kremmling Days by adding a laser light show projection onto the cliffs, expanded the vendor area, improved the quality of music and added hours of play.
- Assisted the Grand County Tourism Board Public Relations Director in coordinating three Press Trips, with writers from Outdoor Life Magazine, and Hunting and Fishing Magazine.
- Increased our public relations campaign which resulted in major stories in the Denver Post, Steamboat Pilot and Today, Summit Daily and Colorado Meetings & Events magazine.
- Developed a community marketing campaign that included print ads in AAA magazines, Mountain Gazette, Steamboat Pilot, Summit Daily; designed banner ads for www.discovercolorado.com, www.colorado.com, and www.colorado-directory.com; developed visitor center merchandise to promote the community (see postcards enclosed)
- Worked with the Grand County Tourism Board to host the Dinosaur Welcome Center staff and shared information about why Kremmling is so great and why they should direct visitor's to our area



- Secured a prominent booth location at the International Sportsman's Exposition in Denver and represented Kremmling; staffed the booth with support from the BLM Office
- Featured two financial planning seminars that we offered free to Chamber members and the general public
- Invited and hosted the 356 Porsche Club in Kremmling, which resulted in the MG car club booking a local restaurant for a club lunch during their tour.
- Developed and coordinated five co-op advertising opportunities for area businesses, to reinforce the marketing efforts of the business community and to help keep advertising costs down for everyone
- Secured *Chamber Enhancement Group* to design and build the Visitor Center brochure wall installation that will help keep the VC from being cluttered and will help showcase area businesses
- The Kremmling Area Chamber of Commerce executive director was nominated to serve on the Colorado Chamber of Commerce Executives board of directors and represents the smaller Chambers among a group of resort community chamber directors
- The Kremmling Area Chamber of Commerce executive director was chosen to participate in an International Rotary Group Study Exchange and was able to represent Kremmling in South Finland and Estonia, performed 12 presentations that included a Kremmling segment that showcased photos of our town, events and Chamber.
- Produced 11 successful events (or helped other events) that attracted participants from all areas of the Front Range, Kremmling and other mountain communities:
 1. Snowmobile Drag Races and Radar Runs
 2. Wolford Reservoir Ice Fishing Contest
 3. Kremmling Easter Egg Hunt
 4. Annual Chamber Banquet
 5. Kremmling Days Celebration
 6. Fire Up the Cliffs 4th of July Celebration
 7. Mulberry Hill Climb
 8. Road Kill Lunch & Trail Half Marathon, 10k, 5k
 9. Middle Park Fair & Rodeo beer garden operations
 10. Old Fashion Country Dance
 11. First Friday Artist Reception in cooperation with Grand Arts Council (Oct. 6th)