

**AGENDA  
OURAY CITY COUNCIL**

**Tuesday, January 3, 2023**

**Ouray Community Center  
320 6th Ave  
Ouray, CO 81427**

**VIRTUAL OPTION - <https://zoom.us/j/9349389230>**

Meeting ID: 934 938 9230 Passcode: 491878 Or dial: 408 638 0968 or 669 900 6833

**Ouray City Council Regular Meeting**

- Changes to this agenda can be found on the bulletin board at City Hall
- Electronic copies of the Council Packet are available on the City website at [www.cityofouray.com](http://www.cityofouray.com). A hard copy of the Packet is also available at the Administrative Office for interested citizens.
- Notice is hereby given that a majority or quorum of the Planning Commission, Community Economic Development Committee, Beautification Committee, Tourism Advisory Committee, and/or Parks and Recreation Committee may be present at the above noticed City Council meeting to discuss any or all of the matters on the agenda below for Council consideration

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF MINUTES - December 19, 2022 Meeting
5. CITIZENS' COMMUNICATION
6. CITY COUNCIL REPORTS/INFORMATION - Tamara Gulde, Peggy Lindsey, John Wood, Josh Smith, and Ethan Funk
7. DEPARTMENT REPORTS
  - a. City Administrator
  - b. Police Chief
  - c. Fire Chief
  - d. Public Works Director
  - e. City Resources Director
  - f. Tourism and Destination Marketing Director
8. CONSENT AGENDA
  - Special Events Permit Application - BPOE Lodge #492, Skijoring Fundraiser, January 13th & 15th
  - Special Events Permit Application - Ouray Mt Rescue Team, Avalanche Awareness, January 25th
  - Reappoint PARC Members: Brock Adams (1 Year), Rutanya Young (2 Years), Trisha Johnson (3 Years), Karla Cline (3 Years)
  - Reappoint Kathy Elmont to the Ouray Fire Pension Board (2 Years)
  - Reappoint Francie Tisdell to the Beautification Committee (3 years)
  - Reappoint TAC Members Dolgio Nergui and Jen Sawyer (3 Years)
  - Reappoint OEDC Members Heather Smith and Tom Fedel (3 Years)
9. ACTION ITEMS
  - a. Resolution 01, 2023 - Posting Place for 2023
  - b. Committee Formation for City of Ouray Sesquicentennial Celebration (2026)
10. DISCUSSION ITEMS
  - a. Violation Letters Regarding Snow and Ice Removal
  - b. Future Agenda Items

## 11. ADJOURNMENT

# Ouray City Council Regular Meeting

Monday, December 19, 2022 6:00 PM

Ouray Community Center, 320 6th Ave, Ouray, CO 81427

Ethan Funk: Present

Tamara Gulde: Present

Peggy Lindsey: Present

Josh Smith: Present

K. John Wood: Present

Also present were: City Administrator Silas Clarke, Finance and Administration Director Melissa Drake, Public Works Director Joe Coleman, City Resources Director Rick Noll, Police Chief Jeff Wood, and Community Development Director Lily Oswald.

## 1. CALL TO ORDER

*Mayor Funk called the meeting to order at 6:00 pm.*

## 2. ROLL CALL

## 3. PLEDGE OF ALLEGIANCE

*The Pledge of Allegiance was recited.*

## 4. APPROVAL OF MINUTES - December 5, 2022 Special Meeting and Regular Meeting

Motion to approve minutes as presented. This motion, made by K. John Wood and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

## 5. CITIZENS' COMMUNICATION

*Mayor Funk opened the floor for public comment. Tom Tyler asked if there were plans to rebuild or update the skate park. Mayor Funk stated that there is not a plan yet, but it will be included in the Parks Master Plan in the near future. Peter O'Neil publicly responded to John Hart's letter in last week's Plaindealer about the Ice Park. Mayor Funk closed the floor.*

## 6. CITY COUNCIL REPORTS/INFORMATION - Tamara Gulde, Peggy Lindsey, John Wood, Josh Smith, and Ethan Funk

*Councilor Gulde - OEDC meeting was held on December 8th. The committee discussed micro-grant program recap and plans for 2023. Existing members are evaluating 3-year term commitments for upcoming January committee appointments. OEDC roundtable held on December 14th. On December 6th, met with other council members to assess curbs that need to be replaced. Attended the City staff holiday party that same evening. IPAT meeting will be held on January 4th at the Citizens State Bank meeting room. The recreational user fee discussion group will be meeting tomorrow, December 20th.*

*Councilor Lindsey - Beautification committee did not meet in December, next meeting scheduled for January 4th.*

*Councilor Wood - Ice Park is open to ambassador level members and up. December 24th is the full opening day. TAC met last week; discussed the visitors guide format, and requested Ms. Rhoten to present a pamphlet idea to replace the magazine format. Nate Disser asked Councilor Wood to clarify who the Ice Park was open to currently, specifically commercial guide operators. Councilor Wood confirmed that the park is currently not open to commercial guides.*

*Mayor Pro Tem Smith - PARC met last week. Kids' ice hockey winter tournament will be held on January 22nd. Cabin fever day is set for February 25th. The next regularly scheduled PARC meeting conflicts with the next council meeting and will need to be rescheduled.*

*Mayor Funk - Attended the ORRCA organizational group meeting, and the Central San Juan High Alpine Road*

*Map meeting. Infrastructure needs and impact assessment grant for High Alpine Road Map group was turned down, group is rewriting the application to resubmit. Councilor Wood alerted Mayor Funk to grant opportunities from off-road vehicle manufacturers, such as Polaris.*

#### **7. DEPARTMENT REPORTS**

a. City Administrator

*Mr. Clarke provided an overview of his report.*

b. Director of Finance and Administration

*Ms. Drake presented financial reports. Financial reports look very good.*

c. Community Development Director

*Ms. Oswald gave a summary of her report.*

d. Information Technology Director

*Mr. Willis gave a summary of his report via Zoom.*

#### **8. CONSENT AGENDA - Special Events Permit Application - BPOE Lodge #492, New Year's Eve**

I make a motion to approve the Consent Agenda. This motion, made by K. John Wood and seconded by Peggy Lindsey, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

#### **9. ACTION ITEMS**

a. Consideration of 2023 Council Meeting Calendar

Motion to approve calendar, moving the July 3rd meeting to July 10th and the July 17th meeting to July 24th. This motion, made by Peggy Lindsey and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

b. City Administrator Evaluation and Contract Addendum #3

Motion to approve Addendum #3 to Employment Agreement and reinstate the employment agreement. This motion, made by K. John Wood and seconded by Tamara Gulde, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

c. Mayor and City Council Committee Assignments

Motion to approve committee assignment list as presented. This motion, made by Peggy Lindsey and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

d. Ratification of Purchase Agreement and Down Payment for Truck for the Ouray Volunteer Fire Department

Motion to approve purchase agreement and down payment for Truck for the Ouray Fire Department. This motion, made by Josh Smith and seconded by Peggy Lindsey, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

e. Set 2023 Rates for the Hot Springs Pool, Fitness Center, and Box Canon

*Tabling action item until further information is received.*

f. Resolution 22, Series 2022 - Budget Supplement

Motion to approve Resolution 22, Series 2022. This motion, made by K. John Wood and seconded by Josh Smith, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

g. Consideration of Appointing John Hart to the Ouray Volunteer Fire Department Pension Board (4 years)

Motion to approve John Hart to the Firemen's Pension Board. This motion, made by Peggy Lindsey and seconded by K. John Wood, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

#### **10. DISCUSSION ITEMS**

a. Snow Plowing Plan and Priorities

*Mayor Pro Tem Smith noted a spelling error in the trifold pamphlet. Councilors were happy with the information as presented.*

b. Set Work Session Date and Time for City Personnel Rate Study and OIPI Agreement Review

*Work session scheduled for January 17th at 3:00 pm*

c. Set Work Session Date and Time for Land Use and Development Code Update and Sign Code Update

*Work session scheduled for January 23rd at 3:00 pm*

d. Future Agenda Items

*Alcohol at the pool*

*Alcohol entertainment district*

**11. ADJOURNMENT**

Motion to adjourn at 7:25 pm. This motion, made by Josh Smith and seconded by Tamara Gulde, Carried.

Ethan Funk: Yea, Tamara Gulde: Yea, Peggy Lindsey: Yea, Josh Smith: Yea, K. John Wood: Yea

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Ethan Funk, Mayor

ATTEST:

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Melissa M. Drake, City Clerk

**CERTIFICATION**

I, Melissa M. Drake, do hereby certify that I am the City Clerk of the City of Ouray, Ouray County, State of Colorado, and that the above minutes are a true and correct summary of the meeting of the Ouray City Council held on Monday, December 19, 2022. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this Monday, December 19, 2022.

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Melissa M. Drake, City Clerk

P.O. Box 468  
320 Sixth Avenue  
Ouray, Colorado 81427



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**City Administrator**  
**Report for January 3, 2023 City Council**  
**December 19 - 30, 2022:**

**Main Streets Program Application (Candidate Level):**

The application and letters of support are currently being completed to meet the application deadline at the end of February to become a Candidate Level Main Streets Community. The City of Ouray is currently an Affiliate Level Main Streets Community. Applications will be reviewed by the State during the first part of March.

**Parks and Trails Master Plan:**

Interviews by the small review committee are taking place on January 12, 2023. The goal is for a recommendation to hire a consultant to be submitted to the City Council in January of 2023.

**Multimodal Transportation and Mitigation Options Fund (MMOF) Grant Memorandum of Understanding (MOU):**

The Town of Ridgway, Ouray County, All Points Transportation and the City are meeting on the creation of an MOU to fulfill the MMOF Grant. This \$533,091 grant will provide a transportation service between the City of Ouray and Montrose, with a stop in Ridgway. The goal is to have the service started by Memorial Day of 2023, with multiple trips per day at an affordable cost, throughout the next three years. We anticipate finding sustainable funding for the service to continue well beyond the three-year grant program.

**Public Works & Community Development GIS:**

Per the City budget, City staff are finalizing company interviews for the implementation of a new asset management GIS based software (Water; Wastewater; Streets; Work Orders; Nuisances; Building Permits). We plan to have a proposal to the City Council for consideration at the beginning of February.

**Employee Evaluations:**

Employee evaluations will be taking place over the next few weeks.

**USFS Special Use Permit (Weehawken Water Pipeline):**

The City Attorneys and I have been working diligently with the USFS on the Weehawken Water Pipeline Special Use Permit renewal. Upon completion we will begin working on the Crystal Reservoir agreement.

**EcoAction Partners Electric Vehicle (EV) Readiness Plan:**

I have participated with EcoAction Partners on their data gathering efforts for the creation of an EV Readiness Plan. An interview was conducted looking at the City's infrastructure.

**Water Treatment Plant:**

Construction Manager At-Risk proposals are due January 10, 2023 at 4:00 pm.

**New Full-Time Parks Maintenance Operator II Position:**

Per the City Council's request and budget, the City has received applications for the new full-time Parks Maintenance Operator II position. Interviews have been scheduled.

# City of Ouray Police Department

## December 2022 and Year End Chief's Report

For the month of December 2022 OUPD ran approximately 321 calls for service. (This was as of 2pm 12/28/2022.)

This is a slight increase from last month's 316 calls for service, but significantly more than December of 2021's 251 calls.

These included:

- **219 Patrol checks** (includes safety patrols, directed patrols and security checks)
- **12 Parking complaints**
- **12 Bar checks**
- **5 Traffic stops**
- **3 VIN certifications**

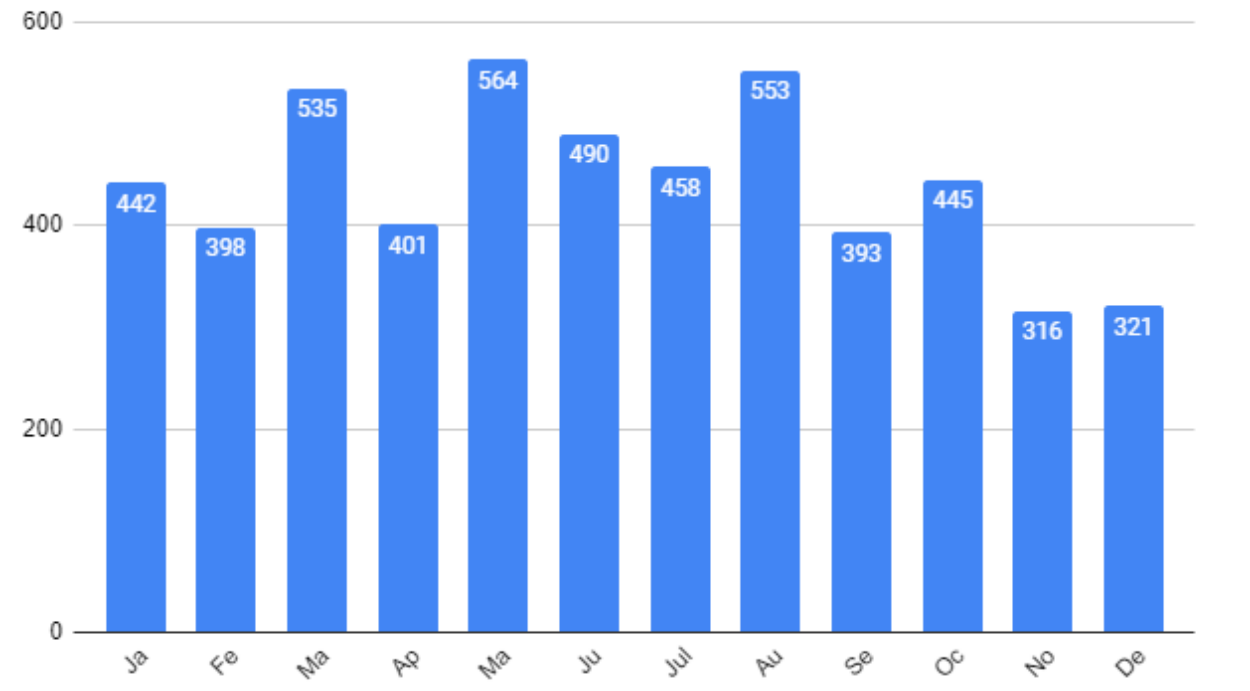
For the year of 2022 OUPD ran approximately 5,386 calls for service. This is an approximately 14% increase from 2021 when 4,725 calls were handled. And a 7.2% increase from 2020 when 5,023 calls were handled. In 2019 we handled 3,815.

478 of the calls for service in 2022 were for parking complaints. Outside of patrol checks, parking complaints are the largest component by volume of our calls for service. In 2022 January and February were the months with the highest numbers of violations. The months of June, July and August during peak tourist season followed with the next largest number of violations. In previous years the summer months had the higher percentages of traffic complaints. They continue to represent the months with the highest total call volume, with July and August being the peak.

The level of nuisance and petty crimes remains steadily low, averaging less than 3 or 4 a month. For example we handled 18 reported thefts in 2022 and 8 criminal mischief (vandalism) complaints. We typically run about 3 to 4 code violations a month, mostly in the summer months. The most common violation being a noise complaint. The level of serious crimes (felonies and other Part 1 crimes) remains very low-less than 10 a year.

The histogram below represents total call volume for 2022. March and May are somewhat anomalous in the total calls run as each of these months had very high numbers of patrol checks. Starting in 2023 I am going to differentiate patrol checks from dispatched calls. I feel it is important to capture the number of patrol checks the police department performs as it documents valuable time spent by officers actively patrolling the city. However these calls are totally officer initiated and I want to separate them from dispatched calls to give a better view of how our time is spent.

## 2022 Calls for Service



**Training:** The Ouray Police Department completed a total of 707 training hours in 2022, for an average of 101 training hours per officer. The state of Colorado requires 24 hours annually per officer. In addition to the mandatory training courses; Officer Crandall attended BATI, an investigators' training course, Sgt. Ray and Officer Canfield recertified as pistol armorers, Officer Canfield attended advanced firearms instructors training and all officers recertified with the Taser and CPR/First Aid. Additionally we attended training on Victim's Rights and De-escalation.

**Recent Events:** We coordinated with our allied agencies to host a Shop with a Cop day on Saturday, December 17<sup>th</sup>. This was a big success, thanks to O'Toys and Mouse's Chocolates and Coffee for hosting the event.

We received a generous donation from the Ouray Chamber and Resort Association which allowed us to purchase an enclosed trailer to store traffic safety cones, barricades and detour signs. This freed up a lot of building storage and will enable us to acquire enough traffic control devices to mark and reroute traffic closures during city events.

**Upcoming Events:** We are coordinating with the Ice Park to plan for traffic and security at the upcoming Ice Fest. Last year we addressed some of the issues we had with traffic control and pedestrian access during previous Ice Fests and that mitigated some of the problems.

We have a busy training calendar for next year and look to get two more officers through an Investigator's Training School. We are planning to send Officer Suppeland to more school related training as he is our liaison officer at Ouray School. We have additional training planned with the school for critical incidents. This includes a reunification drill where parents will pick up their students at a location away from the school, most likely City Hall.

We are improving our firearms training to include additional required qualifications and increasing the difficulty of each qualification. With the reopening of the Richard B. Zortman Shooting Range we are now able to create more life-like training scenarios. We incorporate into the training Shoot/Don't Shoot, less lethal options, and de-escalation scenarios. We have partnered with the Ouray Sheriff's Office to acquire Simmunitions equipment. These paintball based training cartridges allow us to practice responses to simulated critical incidents.

We have almost completed a full inspection and purge of our Evidence Room. This should be completed early in 2023 and we will be implementing a bar code system to make inspections easier in the future. We worked with the District Attorney's Office to get clearance to dispose of evidence from old cases that have either already gone to trial or have since been decriminalized, such as simple marijuana possession. We also acquired two new refrigeration units to store perishable evidence. The IT department also just installed a security camera in our storage area.

## **Fire Department Report for December, 2022**

12/27/22

Kyle Easley is in the training process as a new member

Concrete work is completed for the Fire Department apron per the 2022 City Budget. Will need a little dirt work come spring.

Traveled to Wyoming to pick up more fireworks

### **New Year's Eve Show:**

Repairing trailers and tubes on 12/27, 12/28, 12/29

Tying fireworks 12/30, 12/31

Calls for November:

11/03	BBQ fire	4 ffs	1 hr
11/09	Fire, Mutual Aid	6 ffs	4 hrs Ridgway
11/17	Fire CR361	6 ffs	2 hrs
11/26	Fire, Mutual Aid	6 ffs	6 hrs LogHill

## Public Works December 2022 Update

### Water

- Water Usage Numbers for **November:**
  - Influent (Water from spring) – 32,778,560 Gallons
  - Effluent (Water to town) – 12,101,936 Gallons
  - Ice Park – 2,787,472 Gallons
  - Mineral Farms – 152,400 Gallons
- City staff collected the seventh round of water samples for the Measurable Results Program. The Measurable Results Program systematically and scientifically measures the water quality improvement derived from the implementation of new treatment technologies funded through the SRF (State Revolving Fund). The program will monitor the Uncompahgre River and wastewater effluent prior to the new Wastewater Treatment Plant and then a similar monitoring strategy will be used after the new Wastewater Treatment Plan is operational. Data collected in both phases will be compared to determine water quality changes. The City will benefit from the water quality characterization of their receiving stream, receive all data collected and could potentially be showcased as a success story.
- Continued to monitor and sample chlorine residuals at the two entry points of the distribution system. The City has been in compliance and meeting all CDPHE requirements.
- Repaired PRV located on Box Canyon Road. One of the brass fittings failed and the crew was able to replace it.
- Continue to work with Element Engineering on the new Water Treatment Facility. Below is a schedule leading up to the actual construction of the facility:

RFP Release Date	November 14, 2022
Mandatory Pre-Bid Meeting	December 8, 2022, 11:00 AM
Last Day to Request Interpretations of the Documents	December 16, 2022, 11:00 AM
Proposals Due	January 10, 2022, 4:00 PM
Anticipated Design Phase CMAR Award	January 17, 2023
Design Completion/Submit Final GMP (Estimated)	March 2023
Construction Start (Estimated)	March 2023
Construction Complete (Estimated)	May 2024

## Sewer

- Ice issue in the chlorination vault, the crew was able to unthaw the treated wastewater and the vault is now covered with a concrete blanket.
- Continued to clean head works two to three times daily.
- Continued to skim lagoons of debris as needed.
- Aslan Construction continues to make progress on the new Wastewater Treatment Facility. They will continue to pour concrete as long as the weather allows. The pictures below are from December 21<sup>st</sup> when they poured the walls for the equalization basin. They have poured approximately 520 yards of concrete in three months.



## Streets

- Worked overnight to clear parking spaces along HWY 550 on Thursday December 8<sup>th</sup>.
- Plowed snow in town as needed.
- Sanded alleys and streets as needed
- Hauled snow piles throughout town.
- Repaired stop sign on Chautauqua Dr.
- Replaced a missing stop sign at the intersection of 2<sup>nd</sup> St and 7<sup>th</sup> Ave.
- Replaced a burned out light on Chautauqua Dr.
- Repaired stop sign on 9<sup>th</sup> Ave that was damaged by Waste Management.
- Graded pool parking lot.
- Repaired a broken light in the pool parking lot.
- Make other arrangements for Public Works equipment and staff so the Fire Department can use the shop to prepare for fireworks on New Year's Eve.

## City Resources Department

January 3, 2023

- The annual pre-season inspection of the rope tow at Lee's Ski Hill was on December 20<sup>th</sup>. Most years this inspection occurs in November. It was delayed this year due to scheduling challenges the State team was experiencing. The tow passed the inspection and is ready for operation as soon as there is sufficient snow depth.
- Lee's Ski Hill was recently featured in Snowboarder's Journal magazine. The article emphasized the authentic qualities of skiing in Ouray and Silverton, compared to the more resort-type experiences found in more famous neighboring ski towns.
- The City Parks crew has been busy making ice at the Rotary Park Ice Rink. The rink is open and is being enjoyed.
- The City Parks crew is clearing snow from the flume bridge sidewalks. This is a new task this season.
- Vinegar Hill is open for sledding. Straw bales have been placed by City workers.
- Mike Thomas began work as Assistant Manager at the Hot Springs Pool in mid-December. Mike brings much aquatic and managerial experience in addition to his previous experience as a public school teacher. He is an asset to the organization.
- The Hot Springs Pool had a small holiday party for staff just before Christmas.
- Staff collaborated to develop admission pricing recommendations requested for the City Council work session on December 19 2022.
- A survey was posted for users of the Fitness Center to help identify which pieces of equipment are most valued by gym users. The survey closed after Christmas. Results have not been tabulated as of the time of this writing. More than 40 responses were received.
- A small area of the Fitness Center has been walled off to create an office for the Hot Springs Pool manager. This area had previously been used primarily for storage of broken gym equipment. Before creation of this office space there were three people sharing the manager's office, which was only large enough for two desks and provided no space for confidential conversations.
- Santa Claus visited the Ouray Hot Springs before Christmas. Several local soakers took advantage of the opportunity to meet with Santa before the holiday.
- Water temperatures at the Hot Springs Pool continue to be an issue. Staff is prioritizing getting one pool to 104 degrees daily (Typically the Overlook Pool) and using remaining geothermal flows to warm an additional soaking pool as warm as possible. Lap lanes are open when staff is able to get that pool to 75 degrees or warmer.
- Hot Springs Pool maintenance staff are gathering parts and fittings for a trial to pump water through the Box Canon geothermal line to increase flows. Currently the line is gravity fed from the source to the pool. There are places where the line has settled in the canyon causing dips in the line reducing flows. It is anticipated this trial will be ready by the middle of next week. This project is a small scale test of the concept of pressurizing this water line and is not a long term solution to reduced capacity in the pipeline. If this project reduces the amount of geothermal water that is currently lost to Canyon Creek it is recommended that a proper solution be engineered, developed, and installed by qualified individuals. This project addresses only water not currently captured by the Box Canon pipeline and does not address reduced flows from the OX2 well.
- We are working closely with the Ouray Trail Group for a planned realignment of a section of the Perimeter Trail west of Oak Street. The trail work is planned for 2023. Volunteers for Outdoors Colorado, along with volunteers from the OTG and City staff, completed improvements on the Perimeter Trail near Cascade Falls in 2022. This same partnership is being considered for the trail realignment in 2023.

- A grant has been awarded to the City to support having a crew from the Southwest Youth Conservation Corps work on an erosion control project near Cascade Falls in 2023. This funding is from a competitive grant through GOCO and the Colorado Association of Youth Conservation Corps. The SW Youth Conservation Corps has been used extensively in the past for trail work at the Box Canon Falls.
- Extension of the walkway into the Box Canon Falls is progressing. The iron work has been constructed and will be galvanized in Denver before installation at the Box Canon Falls sometime this winter.
- At the Visitor Center the Parks and Facilities Manager has been engaged installing a new railing on the outside deck, mounting of a large TV monitor inside the building, and construction of multiple shelving units, plus snow removal as needed.
- The Parks and Facilities Manager is working with contractors on construction of the new City Council chambers in the San Juan Room at the Community Center.



January 3, 2023

## TOURISM & DESTINATION MARKETING REPORT

### *Visitor Center*

- All staff members have completed the Colorado Concierge Training provided by the Colorado Tourism Office (see certificates attached)
- All staff members have watched the Know Before You Go Avalanche Awareness video, learned how to read the charts on Colorado Avalanche Information Center (CAIC) page to give guests correct information, explored CAIC website and has knowledge on the app
- Visited the Ridgway Museum and the Director to learn more for valued and correct information regarding the Ouray County History Museum (12.8.22)
- Visited with Pete, Operations Manager, with the Ouray Ice Park. Learned more about the history of the park, asked questions on how the Visitor Center can help spread awareness and knowledge for Know Before You Go (parking, difficulty of climbs, membership, history, guide services, equipment needed, etc). (12.19.22)
- To prepare for the peak season, staff watched the "Cube of Creativity" inspirational presentation to assist with how to find innovative ideas with having constraints such as budget, time, etc.
- As a team, we created a Mission, Vision, and Purpose statement (see attached "Mission, Vision, Purpose Statement")
- Created digital format for volunteer hours for keeping track
- We had 236 guests in December 1 - December 26
- Created another tab "Tally By State" for all 2021 and 2022 information (See 2021 & 2022 Ouray Visitor Center Logs)
- Had a total of \$626.00 in sales for the December 1 - December 27
- New railings for the Visitor Center porch were installed
- Installing hand dryers in bathrooms downstairs to be more environmentally-friendly
  - Brainstorming other ways we could reduce waste and paper usage in the Visitor Center
- Created a list of restaurants who would be open and churches who were having a Christmas service to send to hotels and restaurants for reference
- Calling businesses for new or more rack cards for our displays
- Working with local businesses to have some of their product in the Visitor Center
- Approved to sell OHV stickers



## TOURISM & DESTINATION MARKETING REPORT

### *Visit Ouray Continued*

- Website updates:
  - Created an Events Page (still in progress)
  - Updated winter page to include grooming reports to XC Skiing section
- In the Media (last page of the Businesses Advertised document):
  - Colorado Life Magazine 7-page spread, plus cover photo | Matt Masich
    - Thank you to Bill Whitt, Gary Wild, Ouray Ice Park, Logan Tyler (Basecamp Ouray), Colleen Bixler & Dale Elliott (The Outlaw), Annie Quathammer (Ouray Glassworks and Pottery), Ouray Brewery, The Beaumont, The Wright Opera House, Ouray Hot Springs, Ouray Chalet Inn project, Dexter Dog and Kentee Paske, and John Weihert (Mouse's Chocolates).
  - Visit Colorado Takeover Results (see full report in attached document)
    - FACEBOOK | Paid \$1,000 and Colorado Tourism Office matched with another \$1,000 for boosting the "Soak In Ouray" video, promoting the all Ouray hot springs
      - Increased impressions 177%, click through rate 180%, engagement 142%
      - Total impressions 265,134, shares 194
    - INSTAGRAM
      - 6 posts, 10 stories
      - Total impressions 500,652, reels played 481,037, followers gained 363
      - Since the takeovers started beginning of November, Visit Ouray still has the top two for highest views beating out Grand Junction, Breckenridge, Denver, Telluride, and many more!
      - Visit Ouray was used as an example on how to do it right in the Tourism Tuesday Newsletter put out by the Colorado Tourism Office!

### **SOCIAL MEDIA UPDATES**

#### **CONTENT FOCUS**

- We've made the transition to winter content on social, highlighting seasonal events and winter sports/activities. Instagram Reels content continues to resonate extremely well with our audience – our top 3 posts in the month of November utilized this content format. The winter waterfall video shared by Visit Ouray during their takeover was particularly successful, garnering more than 12k post likes and over 148k views. Recent and upcoming PR



## TOURISM & DESTINATION MARKETING REPORT

### *Visit Ouray Continued*

- Social Media Educational Posts
  - Avalanche Gear Video (geared towards snowmobiles and snow bikes)
  - Information about Auto socks for the slick roads (Ouray Hardware and Mercantile)
  - Ouray winter driving tips for Ouray (The Burning Ass Trading Company)
  - Engine braking on Million Dollar Highway
- November business spot lights (You can see the results on the "Businesses Advertised" document)
  - St. Elmo Hotel, Ouray Hardware and Mercantile, O'Toys, Wiesbaden, The Burning Ass Trading Company
- Facebook Insights for Dec 1 - Dec 27 | 245,299 page reaches
- Instagram Insights for Dec 1 - Dec 27 | 71,479 reaches
- 1570 followers on TikTok (1664 followers)
- New Youtube Video "Winter Driving Tips for Ouray" recommended by TAC

### Meetings Attended:

- ORRCA Committee Meeting 12.7.22
- Colorado Steps to Success Step #3: Product and Operational Strategy 12.7.22
- Reimagine Workshop Review 12.12.22
  - See full report attached for the next action steps
  - See Datafy report attached
- OCRA Collaborations Meeting 12.12.22
  - How Visit Ouray and the Ouray Chamber Resort Association can collaborate
- Care For Colorado Coalition 12.13.22
- Tourism Advisory Committee 12.13.22
  - Decided we will be moving forward with a Ouray Visitor Guide to be made in-house by Tourism and Destination Marketing Director and Amy Cassidy (CTO Contractor)
- ORRCA Collaborations Meeting 12.16.22
- Ouray International Film Festival Meeting 12.19.22



## TOURISM & DESTINATION MARKETING REPORT

### *Visit Ouray Continued*

- Tourism and Destination Marketing Director is creating a new monthly newsletter for those who signed up to receive them via VisitOuray.com
  - There are currently 957 people signed up
- Tourism and Destination Marketing Director and Visitor Center staff are working together to gather a list of businesses and locals who would like to receive emails from Visit Ouray "Stay connected with Visit Ouray! We will be sending out emails one to two times a month that will have information in regards to public meetings, collaboration opportunities, grant opportunities, visitor center updates, and so much more. If you want to stay connected, please sign up!"
  - You can sign up at [tinyurl.com/VisitOuray-Connect](http://tinyurl.com/VisitOuray-Connect)



**Winter's Here And Why You Should Be Excited**

We are excited to be rolling out our new monthly e-newsletter to give you the best up-to-date information about happenings in Ouray!

"Winter is not a season, it's a celebration."  
~Anamika Mishra

Name

Your answer \_\_\_\_\_

Email

Your answer \_\_\_\_\_

I accept to receiving emails from KRhoten@CityofOuray.com for Visit Ouray tourism industry updates and opportunities

Yes

No

*Form to sign up for emails*

*E-Newsletter*



## TOURISM & DESTINATION MARKETING REPORT

### *Visit Ouray Continued*

- Signed contracts with both Crowdriff and Localhood
  - Will do onboarding beginning of January
  - Crowdriff is to assist with gathering photo and video content for Visit Ouray use both digital and print use by utilizing guests who visit and post their experience of Ouray online
  - This will allow more diverse and inclusive content to our feed
  - Localhood is the complementary service that allows us to let our stories use search engine optimization to be found on Google
- Emailed all organizations who were awarded funding out of the 2023 LOT Funds per the Tourism Advisory Committee's recommendation.
  - Checks will be sent out in January
- Created a Google Form and sent it out via City Newsletter and Ouray Chamber Resort Association to gather feedback and input for wayfinding signage and branding

Day of Week	Date	Phone Count	Visitor Count	Total Count	
<b>January</b>					
Friday	1/1/2021			0	No Information
Saturday	1/2/2021			0	No Information
Sunday	1/3/2021			0	No Information
Monday	1/4/2021			0	No Information
Tuesday	1/5/2021			0	No Information
Wednesday	1/6/2021			0	No Information
Thursday	1/7/2021			0	No Information
Friday	1/8/2021			0	No Information
Saturday	1/9/2021			0	No Information
Sunday	1/10/2021			0	No Information
Monday	1/11/2021			0	No Information
Tuesday	1/12/2021			0	No Information
Wednesday	1/13/2021			0	No Information
Thursday	1/14/2021			0	No Information
Friday	1/15/2021			0	No Information
Saturday	1/16/2021			0	No Information
Sunday	1/17/2021			0	No Information
Monday	1/18/2021			0	No Information
Tuesday	1/19/2021			0	No Information
Wednesday	1/20/2021			0	No Information
Thursday	1/21/2021			0	No Information
Friday	1/22/2021			0	No Information
Saturday	1/23/2021			0	No Information
Sunday	1/24/2021			0	No Information
Monday	1/25/2021			0	No Information
Tuesday	1/26/2021			0	No Information
Wednesday	1/27/2021			0	No Information
Thursday	1/28/2021			0	No Information
Friday	1/29/2021			0	No Information

Saturday	1/30/2021			0	No Information
Sunday	1/31/2021			0	No Information
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	
<b>February</b>					
Monday	2/1/2021			0	No Information
Tuesday	2/2/2021			0	No Information
Wednesday	2/3/2021			0	No Information
Thursday	2/4/2021			0	No Information
Friday	2/5/2021			0	No Information
Saturday	2/6/2021			0	No Information
Sunday	2/7/2021			0	No Information
Monday	2/8/2021			0	No Information
Tuesday	2/9/2021			0	No Information
Wednesday	2/10/2021			0	No Information
Thursday	2/11/2021			0	No Information
Friday	2/12/2021			0	No Information
Saturday	2/13/2021			0	No Information
Sunday	2/14/2021			0	No Information
Monday	2/15/2021			0	No Information
Tuesday	2/16/2021			0	No Information
Wednesday	2/17/2021			0	No Information
Thursday	2/18/2021			0	No Information
Friday	2/19/2021			0	No Information
Saturday	2/20/2021			0	No Information
Sunday	2/21/2021			0	No Information
Monday	2/22/2021			0	No Information
Tuesday	2/23/2021			0	No Information
Wednesday	2/24/2021			0	No Information
Thursday	2/25/2021			0	No Information
Friday	2/26/2021			0	No Information
Saturday	2/27/2021			0	No Information

Sunday	2/28/2021			0	No Information
<b>Total</b>		0	0	0	
<b>March</b>					
Monday	3/1/2021			0	No Information
Tuesday	3/2/2021			0	No Information
Wednesday	3/3/2021			0	No Information
Thursday	3/4/2021			0	No Information
Friday	3/5/2021			0	No Information
Saturday	3/6/2021			0	No Information
Sunday	3/7/2021			0	No Information
Monday	3/8/2021			0	No Information
Tuesday	3/9/2021			0	No Information
Wednesday	3/10/2021			0	No Information
Thursday	3/11/2021			0	No Information
Friday	3/12/2021			0	No Information
Saturday	3/13/2021			0	No Information
Sunday	3/14/2021			0	No Information
Monday	3/15/2021			0	No Information
Tuesday	3/16/2021			0	No Information
Wednesday	3/17/2021			0	No Information
Thursday	3/18/2021			0	No Information
Friday	3/19/2021			0	No Information
Saturday	3/20/2021			0	No Information
Sunday	3/21/2021			0	No Information
Monday	3/22/2021			0	No Information
Tuesday	3/23/2021			0	No Information
Wednesday	3/24/2021			0	No Information
Thursday	3/25/2021			0	No Information
Friday	3/26/2021			0	No Information
Saturday	3/27/2021			0	No Information
Sunday	3/28/2021			0	No Information

Monday	3/29/2021			0	No Information
Tuesday	3/30/2021			0	No Information
Wednesday	3/31/2021			0	No Information
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	
Q1					
Total Phone		0			
Total People		0			
Total		0			

Day of Week	Date	Phone Count	Visitor Count	Total Count					
<b>April</b>									
Thursday	4/1/2021			0	No Information	States/ Countries	Count		
Friday	4/2/2021			0	No Information				
Saturday	4/3/2021			0	No Information				
Sunday	4/4/2021			0	No Information				
Monday	4/5/2021			0	No Information				
Tuesday	4/6/2021			0	No Information				
Wednesday	4/7/2021			0	No Information				
Thursday	4/8/2021			0	No Information				
Friday	4/9/2021			0	No Information				
Saturday	4/10/2021			0	No Information				
Sunday	4/11/2021			0	No Information				
Monday	4/12/2021			0	No Information				
Tuesday	4/13/2021			0	No Information				
Wednesday	4/14/2021			0	No Information				
Thursday	4/15/2021			0	No Information				
Friday	4/16/2021			0	No Information				
Saturday	4/17/2021			0	No Information				
Sunday	4/18/2021			0	No Information				
Monday	4/19/2021			0	No Information				
Tuesday	4/20/2021			0	No Information				
Wednesday	4/21/2021			0	No Information				
Thursday	4/22/2021			0	No Information				
Friday	4/23/2021			0	No Information				
Saturday	4/24/2021			0	No Information				
Sunday	4/25/2021			0	No Information				
Monday	4/26/2021			0	No Information				
Tuesday	4/27/2021			0	No Information				
Wednesday	4/28/2021			0	No Information				
Thursday	4/29/2021			0	No Information				
Friday	4/30/2021			0	No Information				
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>					
<b>May</b>									
Saturday	5/1/2021			0	No Information	States/ Countries	Count		
Sunday	5/2/2021			0	No Information	AL, CO			
Monday	5/3/2021			0	No Information	NC,FL/ Switzerland			
Tuesday	5/4/2021			0	No Information				
Wednesday	5/5/2021			0	No Information	CO, AZ			
Thursday	5/6/2021			0	No Information	UT,MT,CA, CO (2),IL,TX, United Kingdom			
Friday	5/7/2021			0	No Information	SC, UT (2), AZ			
Saturday	5/8/2021			0	No Information	IA,IN,MI,CO,TX			
Sunday	5/9/2021			0	No Information	CT, MN, CA, CO (2), KS, SC, United Kingdom, Australia			
Monday	5/10/2021			0	No Information	TX,CA, Germany			
Tuesday	5/11/2021			0	No Information				
Wednesday	5/12/2021			0	No Information	CA,TX,AZ,CO,NY			

Day of Week	Date	Phone Count	Visitor Count	Total Count					
Thursday	5/13/2021			0	No Information	MN,NC,UT, (2)OH, IA,CO,NY,FL,AR,TX,, IN, Canada, Norway, Australia			
Friday	5/14/2021			0	No Information	TX,FL,CO,OH,Canadam United Kingdom			
Saturday	5/15/2021			0	No Information	UT, (2), IL (3),CO,MN,NJ, United Kingdom,			
Sunday	5/16/2021			0	No Information				
Monday	5/17/2021			0	No Information				
Tuesday	5/18/2021			0	No Information				
Wednesday	5/19/2021			0	No Information				
Thursday	5/20/2021			0	No Information				
Friday	5/21/2021			0	No Information				
Saturday	5/22/2021			0	No Information				
Sunday	5/23/2021			0	No Information				
Monday	5/24/2021			0	No Information				
Tuesday	5/25/2021			0	No Information				
Wednesday	5/26/2021			0	No Information				
Thursday	5/27/2021			0	No Information				
Friday	5/28/2021			0	No Information				
Saturday	5/29/2021	8	95	103					
Sunday	5/30/2021	4	155	159					
Monday	5/31/2021	3	135	138					
<b>Total</b>		<b>15</b>	<b>385</b>	<b>400</b>					
<b>June</b>									
Tuesday	6/1/2021	1	75	76		<b>States/ Countries</b>	Count		
Wednesday	6/2/2021	2	90	92					
Thursday	6/3/2021	5	125	130					
Friday	6/4/2021	5	100	105					
Saturday	6/5/2021	4	131	135					
Sunday	6/6/2021	1	60	61					
Monday	6/7/2021	5	130	135					
Tuesday	6/8/2021	5	90	95					
Wednesday	6/9/2021	5	200	205	Est diff from Tally				
Thursday	6/10/2021	5	200	205	Est diff from Tally				
Friday	6/11/2021	5	120	125	Est diff from Tally				
Saturday	6/12/2021	2	192	194	Est diff from Tally				
Sunday	6/13/2021	3	200	203	Est diff from Tally				
Monday	6/14/2021	10	100	110					
Tuesday	6/15/2021	0	200	200	Estimate/No Tally				
Wednesday	6/16/2021	10	95	105					
Thursday	6/17/2021	0	0	0	No Information				
Friday	6/18/2021	0	200	200	Est diff from Tally				
Saturday	6/19/2021	5	200	205	Est diff from Tally				
Sunday	6/20/2021	3	150	153	Est diff from Tally				
Monday	6/21/2021	2	190	192	Est diff from Tally				
Tuesday	6/22/2021	8	170	178	Est diff from Tally				
Wednesday	6/23/2021	1	180	181	Est diff from Tally				
Thursday	6/24/2021	7	150	157	Est diff from Tally				
Friday	6/25/2021	15	150	165	Estimate/No Tally				

Day of Week	Date	Phone Count	Visitor Count	Total Count					
Saturday	6/26/2021	3	65	68					
Sunday	6/27/2021	5	100	105					
Monday	6/28/2021	1	40	41					
Tuesday	6/29/2021	15	130	145	Estimate/No Tally				
Wednesday	6/30/2021	5	80	85					
<b>Total</b>		<b>138</b>	<b>3913</b>	<b>4051</b>					
Total Q2									
Total Phone		153							
Total People		4298							
Total		4451							

Day of Week	Date	Phone Count	Visitor Count	Total Count			
<b>July</b>							
Thursday	7/1/2021	1	100	101		States/ Countries	Count
Friday	7/2/2021	5	105	110			
Saturday	7/3/2021	5	40	45			
Sunday	7/4/2021	3	150	153	Est diff from Tally		
Monday	7/5/2021	3	75	78			
Tuesday	7/6/2021	10	105	115			
Wednesday	7/7/2021	5	205	210	Est diff from Tally		
Thursday	7/8/2021	1	125	126			
Friday	7/9/2021	10	150	160	Estimate/No Tally		
Saturday	7/10/2021	11	66	77			
Sunday	7/11/2021	1	80	81			
Monday	7/12/2021	3	75	78			
Tuesday	7/13/2021	0	50	50			
Wednesday	7/14/2021	10	125	135			
Thursday	7/15/2021	0	150	150	Est diff from Tally		
Friday	7/16/2021	5	150	155	Est diff from Tally		
Saturday	7/17/2021	0	27	27			
Sunday	7/18/2021	0	0	0	No Information		
Monday	7/19/2021	2	125	127			
Tuesday	7/20/2021	0	70	70			
Wednesday	7/21/2021	5	100	105			
Thursday	7/22/2021	0	175	175	Est diff from Tally		
Friday	7/23/2021	5	45	50			
Saturday	7/24/2021	5	80	85			
Sunday	7/25/2021	1	100	101			
Monday	7/26/2021	5	175	180	Est diff from Tally		
Tuesday	7/27/2021	0	45	45			
Wednesday	7/28/2021	0	0	0	No Information		
Thursday	7/29/2021	0	0	0	No Information		
Friday	7/30/2021	0	0	0	No Information		
Saturday	7/31/2021	5	150	155	Estimate/No Tally		
		101	2843	2944			
<b>August</b>							
Sunday	8/1/2021	3	150	153		States/ Countries	Count
Monday	8/2/2021	10	150	160	Estimate/No Tally		
Tuesday	8/3/2021	10	150	160	Estimate/No Tally		
Wednesday	8/4/2021	0	0	0	No Information		
Thursday	8/5/2021	2	160	162	Estimate/No Tally		

Friday	8/6/2021	0	0	0	No Information		
Saturday	8/7/2021	0	0	0	No Information		
Sunday	8/8/2021	0	0	0	No Information		
Monday	8/9/2021	0	200	200	Estimate/No Tally		
Tuesday	8/10/2021	0	190	190	Estimate/No Tally		
Wednesday	8/11/2021	0	0	0	No Information		
Thursday	8/12/2021	0	0	0	No Information		
Friday	8/13/2021	0	0	0	No Information		
Saturday	8/14/2021	1	25	26			
Sunday	8/15/2021	2	23	25			
Monday	8/16/2021	2	175	177	Est diff from Tally		
Tuesday	8/17/2021	0	175	175	Estimate/No Tally		
Wednesday	8/18/2021	0	0	0	No Information		
Thursday	8/19/2021	0	0	0	No Information		
Friday	8/20/2021	0	85	85			
Saturday	8/21/2021	0	190	190	Estimate/No Tally		
Sunday	8/22/2021	0	75	75			
Monday	8/23/2021	0	15	15			
Tuesday	8/24/2021	5	103	108			
Wednesday	8/25/2021	0	0	0	No Information		
Thursday	8/26/2021	0	0	0	No Information		
Friday	8/27/2021	0	200	200	Estimate/No Tally		
Saturday	8/28/2021	0	40	40			
Sunday	8/29/2021	1	90	91			
Monday	8/30/2021	5	200	205	Estimate/No Tally		
Tuesday	8/31/2021	1	150	151	Est diff from Tally		
		42	2546	2588			
<b>September</b>							
Wednesday	9/1/2021	1	175	176	Estimate/No Tally	<b>States/ Countries</b>	Count
Thursday	9/2/2021	0	175	175	Estimate/No Tally		
Friday	9/3/2021	0	200	200	Estimate/No Tally		
Saturday	9/4/2021	0	190	190			
Sunday	9/5/2021	2	105	107			
Monday	9/6/2021	5	100	105			
Tuesday	9/7/2021	5	75	80			
Wednesday	9/8/2021	10	200	210	Est diff from Tally		
Thursday	9/9/2021	0	0	0	No Information		
Friday	9/10/2021	0	200	200	Estimate/No Tally		
Saturday	9/11/2021	0	150	150	Estimate/No Tally		
Sunday	9/12/2021	10	80	90			
Monday	9/13/2021	0	200	200	Estimate/No Tally		

Tuesday	9/14/2021	0	75	75		
Wednesday	9/15/2021	0	200	200	Estimate/No Tally	
Thursday	9/16/2021	0	0	0	No Information	
Friday	9/17/2021	0	200	200	Estimate/No Tally	
Saturday	9/18/2021	0	150	150	Estimate/No Tally	
Sunday	9/19/2021	0	0	0	No Information	
Monday	9/20/2021	0	0	0	No Information	
Tuesday	9/21/2021	0	0	0	No Information	
Wednesday	9/22/2021	0	0	0	No Information	
Thursday	9/23/2021	0	0	0	No Information	
Friday	9/24/2021	0	200	200	Estimate/No Tally	
Saturday	9/25/2021	0	200	200	Estimate/No Tally	
Sunday	9/26/2021	0	200	200	Est diff from Tally	
Monday	9/27/2021	0	200	200	Estimate/No Tally	
Tuesday	9/28/2021	0	200	200	Est diff from Tally	
Wednesday	9/29/2021	0	0	0	No Information	
Thursday	9/30/2021	0	200	200	Estimate/No Tally	
	<b>Totals</b>	<b>33</b>	<b>3675</b>	<b>3708</b>		
Total Q3						
Total Phone	176					
Total People	9064					
Total	9240					

Day of Week	Date	Phone Count	Visitor Count	Total Count			
<b>October</b>							
Friday	10/1/2021	0	150	150	Estimate/No Tally	States/ Countries	Count
Saturday	10/2/2021	0	0	0	No Information		
Sunday	10/3/2021	0	0	0	No Information		
Monday	10/4/2021	0	0	0	No Information		
Tuesday	10/5/2021	0	0	0	No Information		
Wednesday	10/6/2021	0	0	0	No Information		
Thursday	10/7/2021	0	0	0	No Information		
Friday	10/8/2021	0	0	0	No Information		
Saturday	10/9/2021	0	0	0	No Information		
Sunday	10/10/2021	0	0	0	No Information		
Monday	10/11/2021	0	0	0	No Information		
Tuesday	10/12/2021	0	0	0	No Information		
Wednesday	10/13/2021	0	0	0	No Information		
Thursday	10/14/2021	0	60	60			
Friday	10/15/2021	0	0	0	No Information		
Saturday	10/16/2021	0	0	0	No Information		
Sunday	10/17/2021	0	4	4			
Monday	10/18/2021	0	30	30			
Tuesday	10/19/2021	0	0	0	No Information		
Wednesday	10/20/2021	0	0	0	No Information		
Thursday	10/21/2021	0	0	0	No Information		
Friday	10/22/2021	0	0	0	No Information		
Saturday	10/23/2021	0	61	61			
Sunday	10/24/2021	0	20	20			
Monday	10/25/2021	10	80	90			
Tuesday	10/26/2021	5	32	37			
Wednesday	10/27/2021	3	27	30			
Thursday	10/28/2021	40	65	105			
Friday	10/29/2021	3	20	23			
Saturday	10/30/2021	3	35	38			
Sunday	10/31/2021	0	24	24			
		64	608	672			
<b>November</b>							
Monday	11/1/2021	15	35	50		States/ Countries	Count
Tuesday	11/2/2021	5	21	26			
Wednesday	11/3/2021	8	32	40			
Thursday	11/4/2021	0	45	45			
Friday	11/5/2021	10	25	35			

Day of Week	Date	Phone Count	Visitor Count	Total Count			
Saturday	11/6/2021	5	35	40			
Sunday	11/7/2021	0	22	22			
Monday	11/8/2021	0	20	20			
Tuesday	11/9/2021	0	0	0	No Information		
Wednesday	11/10/2021	5	40	45			
Thursday	11/11/2021	0	0	0	No Information		
Friday	11/12/2021	0	0	0	No Information		
Saturday	11/13/2021	0	20	20			
Sunday	11/14/2021	0	0	0	No Information		
Monday	11/15/2021	0	0	0	No Information		
Tuesday	11/16/2021	0	4	4			
Wednesday	11/17/2021	3	17	20			
Thursday	11/18/2021	3	5	8			
Friday	11/19/2021	0	0	0	No Information		
Saturday	11/20/2021	0	35	35			
Sunday	11/21/2021	0	17	17			
Monday	11/22/2021	2	15	17			
Tuesday	11/23/2021	2	15	17			
Wednesday	11/24/2021	2	21	23			
Thursday	11/25/2021	0	0	0	Thanksgiving		
Friday	11/26/2021	1	13	14			
Saturday	11/27/2021	2	17	19			
Sunday	11/28/2021	3	12	15			
Monday	11/29/2021	8	3	11			
Tuesday	11/30/2021	5	9	14			
		79	478	557			
<b>December</b>							
Wednesday	12/1/2021	10	13	23		States/ Countries	Count
Thursday	12/2/2021	3	10	13			
Friday	12/3/2021	0	14	14			
Saturday	12/4/2021	3	4	7			
Sunday	12/5/2021	0	6	6			
Monday	12/6/2021	0	10	10			
Tuesday	12/7/2021	7	4	11			
Wednesday	12/8/2021	0	0	0			
Thursday	12/9/2021	2	3	5			
Friday	12/10/2021	0	0	0			
Saturday	12/11/2021	0	0	0			

Day of Week	Date	Phone Count	Visitor Count	Total Count			
Sunday	12/12/2021	0	4	4			
Monday	12/13/2021	4	6	10			
Tuesday	12/14/2021	2	1	3			
Wednesday	12/15/2021	3	0	3			
Thursday	12/16/2021	1	4	5			
Friday	12/17/2021	0	0	0			
Saturday	12/18/2021	1	8	9			
Sunday	12/19/2021	1	21	22			
Monday	12/20/2021	3	9	12			
Tuesday	12/21/2021	3	14	17			
Wednesday	12/22/2021	8	8	16			
Thursday	12/23/2021	19	26	45			
Friday	12/24/2021	0	10	10			
Saturday	12/25/2021	0	0	0			
Sunday	12/26/2021	0	0	0			
Monday	12/27/2021	5	13	18			
Tuesday	12/28/2021	7	35	42			
Wednesday	12/29/2021	10	27	37			
Thursday	12/30/2021	12	27	39			
Friday	12/31/2021	4	9	13			
		108	286	394			
Total Q4							
Total Phone	251						
Total People	1372						
Total	1623						

2021 Ouray Visitor Center Log Totals	
Total Q1 2021	
Total Phone	0
Total People	0
Total	0
Total Q2 2021	
Total Phone	153
Total People	4,298
Total	4,451
Total Q3 2021	
Total Phone	176
Total People	9,064
Total	9,240
Total Q4 2021	
Total Phone	251
Total People	1,372
Total	1,623
Total Year 2021	
Total Phone	580
Total People	14,734
Total	15,314



COLORADO  
TOURISM OFFICE



COLORADO  
TOURISM OFFICE

## CERTIFICATE OF COMPLETION


**Sandy Studley**

*is recognized for successful completion of training created by the*

**COLORADO TOURISM OFFICE**

to equip the state's workforce to share Colorado expertise and hospitality,  
while encouraging care for state resources, and is hereby designated as an official

**CERTIFIED COLORADO CONCIERGE**



Tim Wolfe Director,  
Colorado Tourism Office

Issued: 2022-12-14

Certificate ID: zoozhsprr

**Student:** Sandy Studley

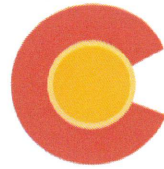
**School:** Colorado Tourism Office Learning Labs

**Course:** Colorado Concierge Certificate of Completion

**Certificate ID:** zoozhsprr

**Issued:** 2022-12-14

**Expires:** No expiry date



COLORADO  
TOURISM OFFICE

## CERTIFICATE OF COMPLETION

---

**Patricia Pitts**

*is recognized for successful completion of training created by the*

**COLORADO TOURISM OFFICE**

to equip the state's workforce to share Colorado expertise and hospitality,  
while encouraging care for state resources, and is hereby designated as an official

**CERTIFIED COLORADO CONCIERGE**

Tim Wolfe Director,  
Colorado Tourism Office



COLORADO  
TOURISM OFFICE

**Lou Hart**

## CERTIFICATE OF COMPLETION

**Colorado Concierge Certificate of Completion**  
*is recognized for successful completion of training created by the*

**COLORADO TOURISM OFFICE**

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# CERTIFIED COLORADO CONCIERGE



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Tim Wolfe Director,  
Colorado Tourism Office

Issued: 2022-12-27

Certificate ID: 6cw5gtrl8f



## **Reimagine Destinations Program Workshop Summary Report Visit Ouray, Ouray County**

Visit Ouray was approved to participate in the Reimagine Destinations Program by the Colorado Tourism Office in July 2022. As a participant in last year's Restart Destinations Program, the purpose of this year's program was to further advance the following objectives:

- celebrate the results of the Restart Destinations Program and foster collaboration between Ouray tourism stakeholders
- receive input from Ouray tourism stakeholders on the development of a sustainable tourism marketing and management plan
- identify strategies to build awareness of the value of tourism
- inspire more responsible and respectful use of the destination

Located in Ouray County, Visit Ouray is often referred to as the "Outdoor Recreation Capital of Colorado" and leverages the more than 60 recreational activities that a resident or visitor can participate in from their doorstep. Visit Ouray is tasked with the development, promotion, and management of tourism for the City of Ouray and is funded through a portion of the 3.5% Lodging Occupation Tax collected within the city. A Tourism Advisory Committee, composed of representatives from the different segments of the business community is responsible for providing input and recommendations to Visit Ouray.

Visit Ouray was paired with Amy Cassidy, a CRAFT Workshop Facilitator with experience in tourism and outdoor recreation development, strategic planning, and marketing and communications, to develop a destination assessment, facilitate a full-day community visioning and action planning workshop, and provide 100 hours of free consulting to Visit Ouray.

Visit Ouray also convened a core team of local tourism stakeholders to provide input throughout the design and delivery of the program. Visit Ouray hosted two core team meetings to identify priority barriers and opportunities for advancing tourism, discuss the findings from the destination assessment, and guide workshop design.



## **Key Findings from Destination Assessment**

Visit Ouray supported the development of a destination assessment consisting of background research, a visitor profile study, a tourism stakeholder survey, and input from the core team.

The following priorities were identified through the destination assessment:

- encourage responsible and respectful use
- champion the value of tourism
- advance off-peak tourism opportunities
- promote local businesses and experiences

### Background Research

Visit Ouray provided tourism data including visitor demographics, sales tax revenue, the City of Ouray Community Plan, website analytics, and economic development reports. These resources identified the need to promote off-peak tourism, distribute responsible and respectful use messaging, increase community engagement in the tourism planning process, and conduct educational campaigns to raise awareness of the value of tourism locally.

### Visitor Profile Study

Visitor profile data was compiled for the City of Ouray based on a geographical boundary and Points of Interest (POIs) that were provided by Visit Ouray. Key findings include:

- visitation is highest between June through September, with July recording the highest number of visitors
- winter visitation is increasing at a slower rate
- average length of stay is increasing

### Tourism Stakeholder Survey

A tourism stakeholder survey was distributed in fall 2022 to businesses and organizations directly contributing to the tourism industry in Ouray. The purpose of the survey was to receive input on economic outlook, priority concerns, and opportunity areas. All sectors of the tourism industry participated, and 83 responses were received. Key findings include:



- a majority of respondents saw visitation decrease in 2022 from 2021
- a majority of respondents saw revenue either decline or remain flat in 2022
- top business concerns for the next 12 months include housing costs for employees, rising cost of supplies, and hiring and retaining staff
- top destination priorities for the next 12 months include encouraging responsible and respectful use, developing a workforce that meets tourism industry needs, attracting more responsible and respectful visitors, promoting local business and attractions, and promoting off-peak season visitation
- most respondents generally have a positive outlook for the next 12 months
- most respondents would like to see more visitors in the destination, especially in winter and spring

## **Workshop Overview**

Visit Ouray convened 21 tourism stakeholders on October 25, 2022, at the San Juan Room in Ouray City Hall for a community visioning and action planning workshop to review the destination assessment and align on priority actions for fostering long-term industry resilience. Workshop participants represented a wide range of tourism stakeholders, including public officials, and representatives of the chamber of commerce, outdoor recreation organizations, arts and culture organizations and attractions, educational institutions, accommodations, retail outlets, and restaurants.

Key agenda items included:

- statewide findings from the Restart Destinations Program
- envisioning Ouray in 2035
- overview of the Ouray destination assessment
- Visit Ouray update and ongoing work plan
- destination action planning

## Key Findings

Workshop participants engaged in a small group activity to align on the future changes they would like to see implemented that benefit the tourism industry in Ouray. Overlapping themes from these discussions included:



- advance off-peak tourism opportunities through the promotion of winter visitation, especially arts and and cultural attractions
- enhance communication and collaboration between tourism stakeholders and local businesses
- improve visitor management strategies through responsible and respectful use messaging
- educate and engage residents on the value of tourism, and the importance of tourism marketing and management

Workshop participants also identified short- and long-term action items to advance the agreed upon priorities. Participants leveraged a Lead-Partner-Advocate framework to guide action planning discussions and define roles for Visit Ouray and its stakeholders. According to this framework, the roles of Visit Ouray are defined as:

- Lead: Visit Ouray will be responsible and accountable for the initiative
- Partner: Visit Ouray will support the pursuit of the stakeholders' goals
- Advocate: Visit Ouray will work with, for, and through others to achieve a desired outcome

Participants further detailed the priorities by assigning recommended time frames to each action item: short-term (6 - 12 months), medium-term (1-5 years) and long-term (6-10 years).



## Recommendations for Fostering Long-Term Resilience

<u>Priority</u>	<u>Recommended Actions</u>	<u>Role</u>	<u>Timeframe</u>
<b>Encourage responsible and respectful use</b>	Convene key stakeholders (e.g. Ouray Trails Group, City Council, Sheriff, public land agency managers, Six Basins Project) to gather feedback on priority public land impacts to address	Lead	short-term
	Develop a “Do Ouray Right” messaging campaign that builds awareness of the priority public land impacts to address and showcases local residents in the messaging and delivery	Lead	short-term
	Implement educational campaign messaging at kiosks, stores that offer OHV trail stickers, hotels, and other local businesses	Partner	medium-term
	Provide opportunities to volunteer with Ouray Trails Group or other nonprofit organizations whose missions include protecting public lands	Partner	medium-term
	Develop a trailhead ambassador program in conjunction with Ouray Trails Group, Six Basins Project, and public land agencies	Partner	long-term
	Increase backcountry education and enforcement of Care For Colorado principles, backcountry use best practices, and regulations specific to Ouray County	Advocate	ongoing
<b>Champion the value of tourism</b>	Develop a sustainable tourism marketing and management framework that includes strategies for responsible and respectful use messaging, engaging and educating residents and stakeholders, and marketing during the off-peak season	Lead	short-term
	Identify roles and responsibilities between Visit Ouray and the Ouray Chamber Resort Association (OCRA), such as communications to local businesses, event calendar maintenance and promotion, and frontline staff training	Lead	short-term
	Collaborate with OCRA to host after hours events and a quarterly business summit event that include professional development, frontline staff education, and networking opportunities	Lead	medium-term
	Develop a Ouray Colorado Concierge program that educates frontline workers about local knowledge of the destination and includes incentives that allow members of the workforce to experience the destination	Partner	medium-term



<b>Advance off-peak tourism opportunities</b>	Identify, coordinate and communicate what businesses are open and when during shoulder seasons (late fall, winter, and spring)	Lead	short-term
	Develop a promotional campaign targeted toward Western Slope residents to experience Ouray in the winter season	Lead	short-term
	Develop an inventory of winter attractions and events that are not weather dependent, such as galleries, theater productions, and dining or restaurant events	Lead	short-term
	Promote "Ouray Holiday Snow Globe" or other holiday attraction (e.g. lights and decorations) over the holiday season (Thanksgiving through mid-January)	Partner	medium-term
<b>Promote local businesses and attractions</b>	Develop packages that can be booked in advance or at locations within Ouray that combine a variety of activities such as outdoor recreation, creative arts, history, and hot springs	Lead	short-term
	Promote businesses via social media by using #visitourayco and tag mentioned businesses so they can amplify posts	Lead	short-term
	Communicate instructions to businesses on how to provide information on hours of operation, events and special promotions and to whom at the City of Ouray	Partner	short-term
	Explore collaboration opportunities between regional destination organizations (e.g. Telluride, Montrose, Ridgway, and Silverton)	Lead	medium-term
	Develop a centralized events calendar and simplified way to update the calendar	Partner	medium-term



## **About Reimagine Destinations Program**

The Reimagine Destinations Program supports Colorado tourism destinations to foster long-term industry resilience. Awarded destinations receive a destination assessment, a full-day workshop, 100 hours of free consulting, and a \$20,000 creative asset production shoot from the Colorado Tourism Office.

## **Contact Information**

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# Datafy Report

Year over Year Visitor Comparison – Ouray  
2019 to August 31, 2022



# Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

## Areas GeoFenced

- Ouray Geographic Boundary  
Ouray Main Street
- POIs: Riverwalk Trail, Ouray Hot Springs, Ouray Ice Park Loop, Yankee Boy Basin



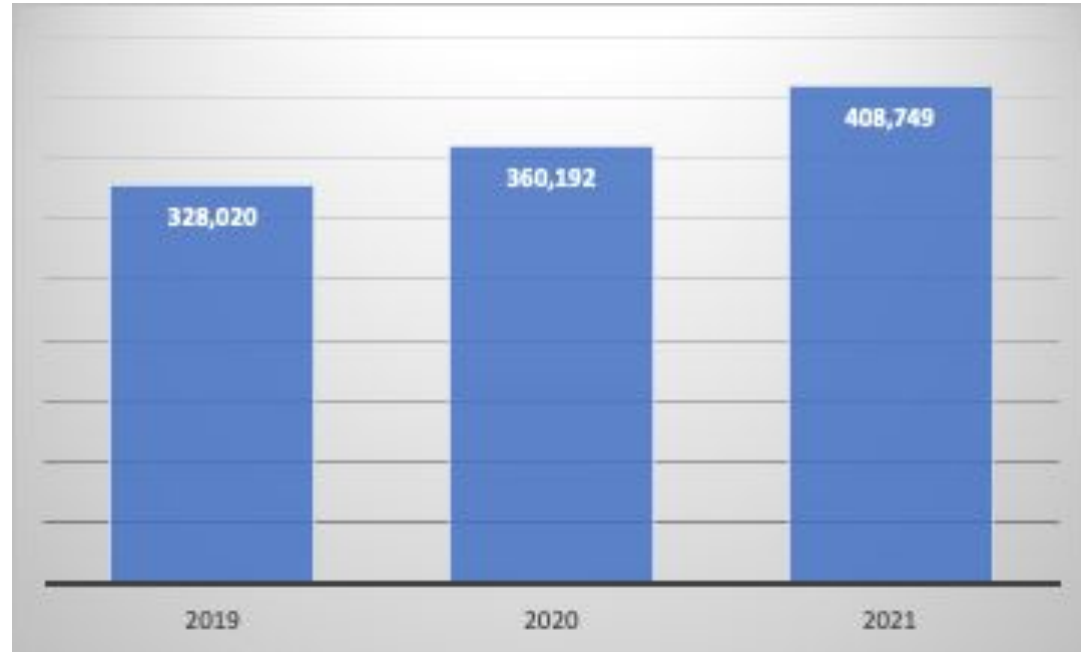
# Key Insights


## Visitation living 50+ miles from Ouray

- Average trip length went up from 2.9 days in 2019 3.2 in 2020 and 3.5 days in 2021
- **Top Visitor Market, DMA In-State:** Denver
- **Top Visitor Market, DMA Out-of-State:** Albuquerque-Santa Fe
- **Top Visitor Market, State Out-Of-State:** Texas
- **Top City Market,** there was a shift from Denver in 2019 to Grand Junction from 2020 to present
- **Top Demographics:** Top age group 45-64, top income level \$100k+, 3-5 people in the household, top ethnicity Caucasian

# Visitor Volume Estimates

50+Miles

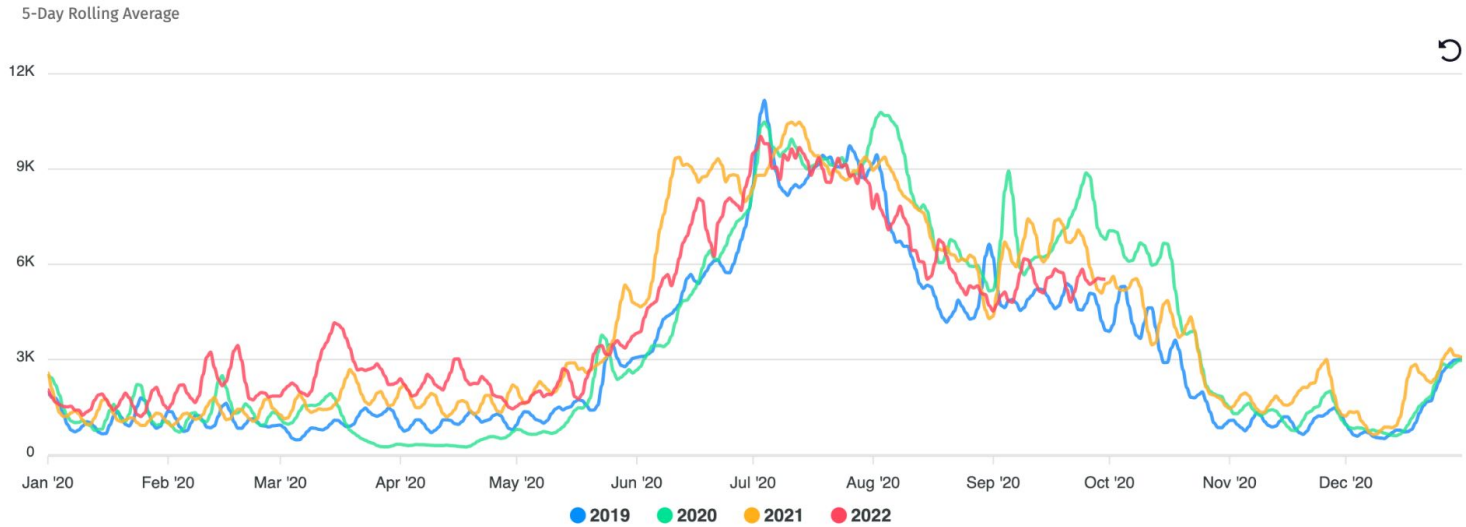


 **Visitors to Visit Ouray** from 50+ miles, estimates based on Total Trips Taken.

*Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.*

# Daily Trend Analysis

## Daily Visitors Trend



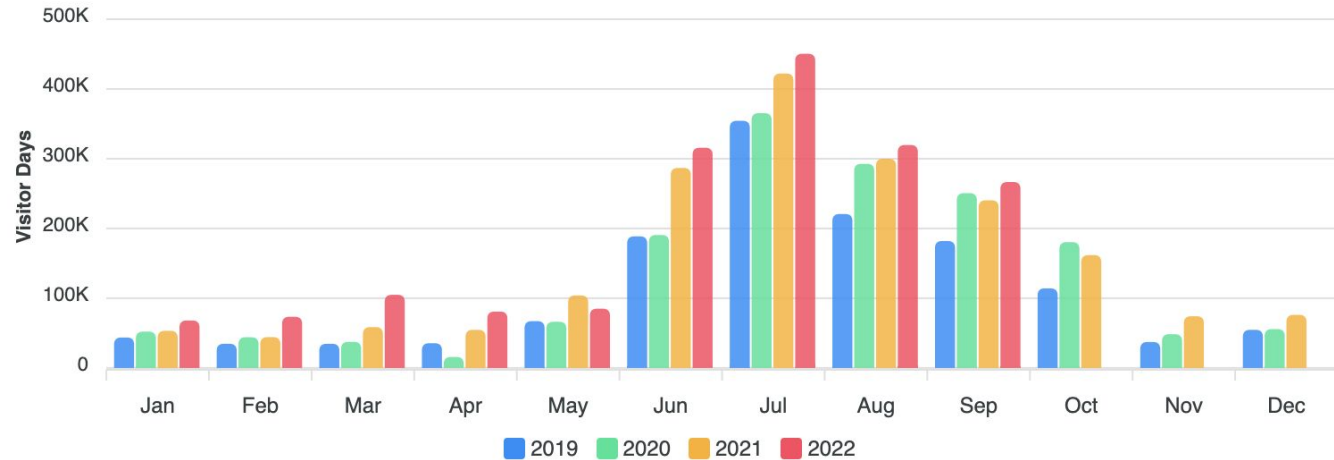
**Visitors to Visit Ouray** from 50+ miles, estimates based on Daily Visitors.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Year over Year

## Monthly Trend Analysis

### Monthly Volume by Visitor Days



**Filters:** In-State Out-of-State Distance: 50 mi - 3,250 mi Date Range: 1/1/19 - 9/30/22

**Polygons:** Clusters: All POIs: All

Visitors to Visit Ouray from 50+ miles, estimates based on Daily visitors

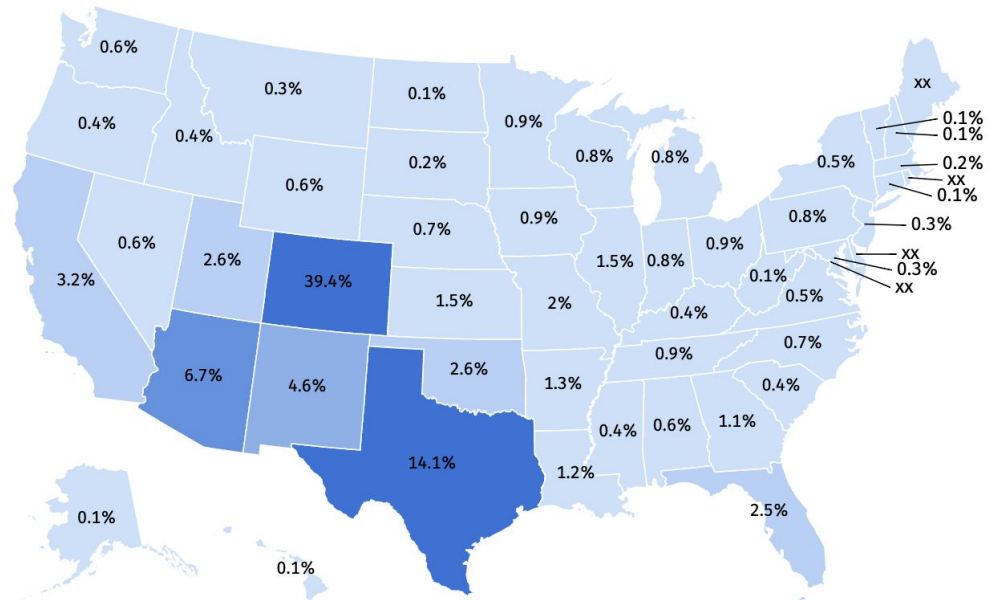
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Share of Trips by State Map

## January 2019 to August 31, 2022

**Filters:** In-State Out-of-State Distance: 50 mi - 3,250 mi Date Range: 1/1/19 - 8/31/22

**Polygons:** Clusters: All POIs: All



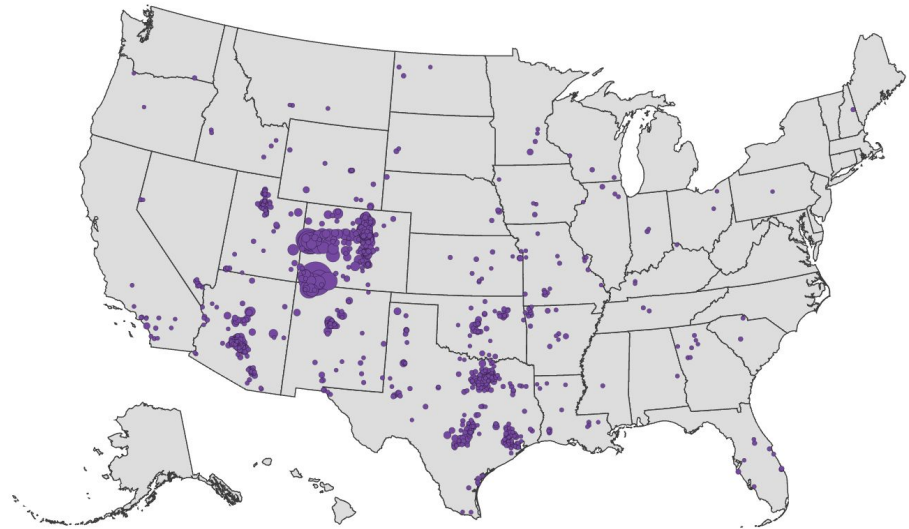
Visitors to Visit Ouray from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Visitor Density Map

## January 2019 to August 31, 2022

**Filters:** In-State Out-of-State Distance: 50 mi - 3,351 mi Date Range: 1/1/19 - 8/31/22  
**Polygons:** Clusters: All POIs: All



**Visitors to Visit Ouray** from 50+ miles, estimates based on Total Trips Taken.

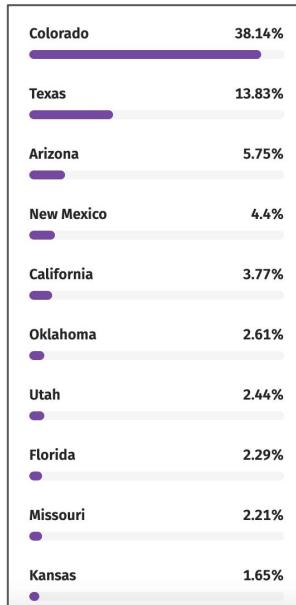
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



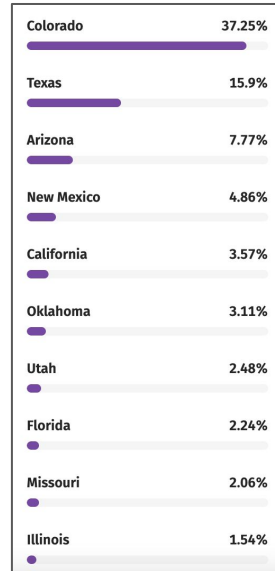
# Top Source Markets

## States

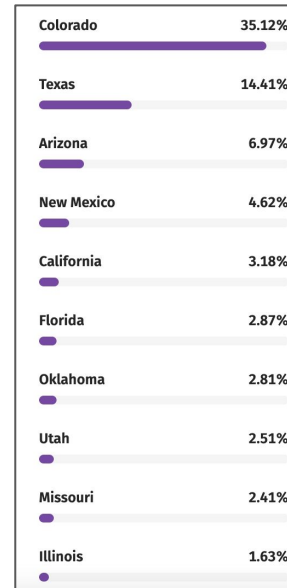
2019



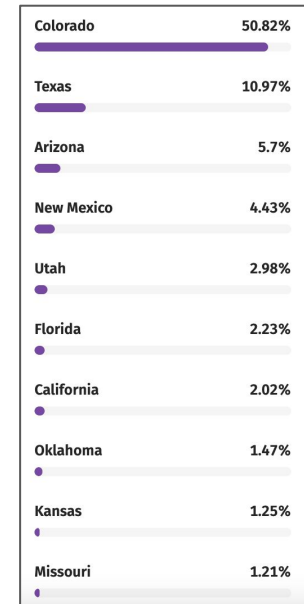
2020



2021



2022\*



**Visitors to Visit Ouray** from 50+ miles, estimates based on Total Trips Taken.

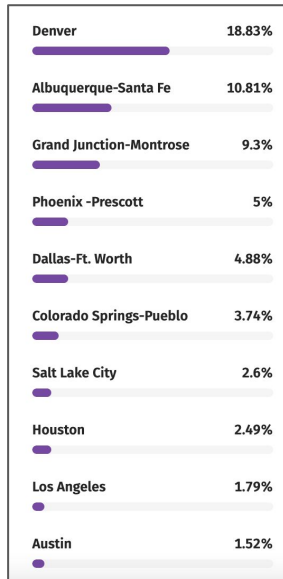
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

\*2022 accounts for Jan 1 to August 31, note seasonality for this destination comes into play

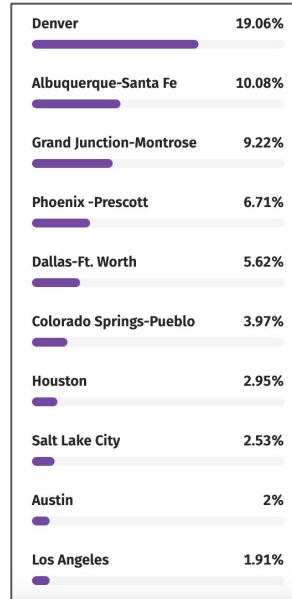
# Top Source Markets

DMA

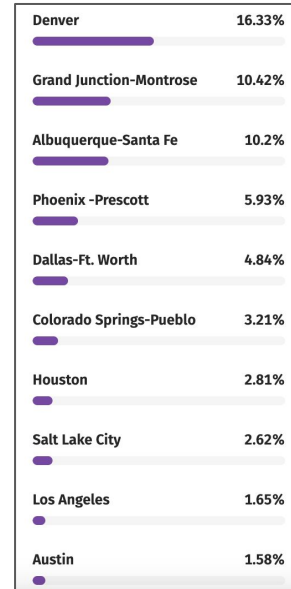
## 2019



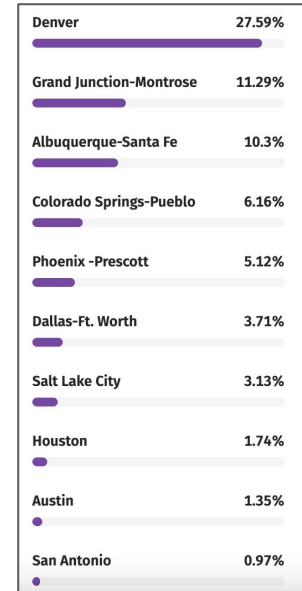
## 2020



## 2021



## 2022\*



\*2022 accounts for Jan 1 to August 31, note seasonality for this destination comes into play

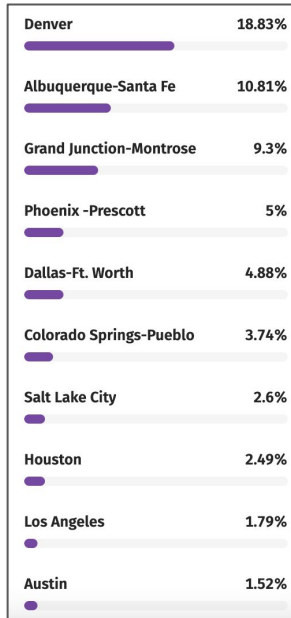
Visitors to Visit Ouray from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

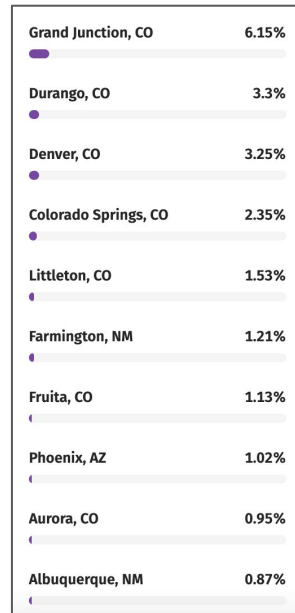
# Top Source Markets

## City

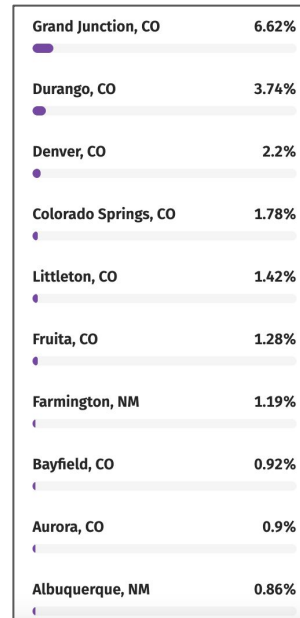
2019



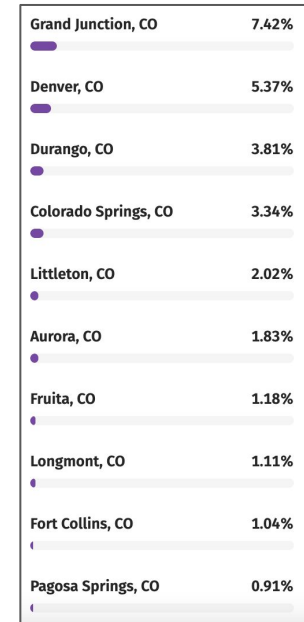
2020



2021



2022\*



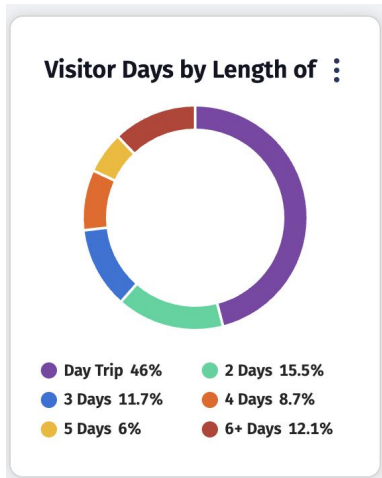
**Visitors to Visit Ouray** from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

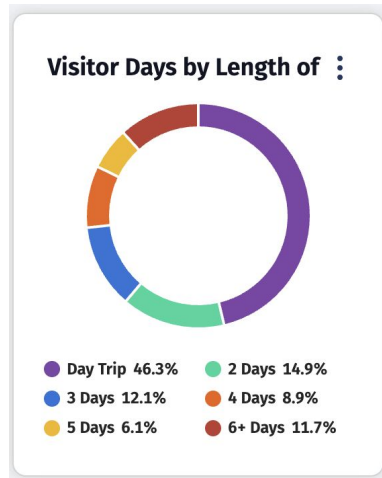
\*2022 accounts for Jan 1 to August 31, note seasonality for this destination comes into play

# Visitor Days by Length of Stay

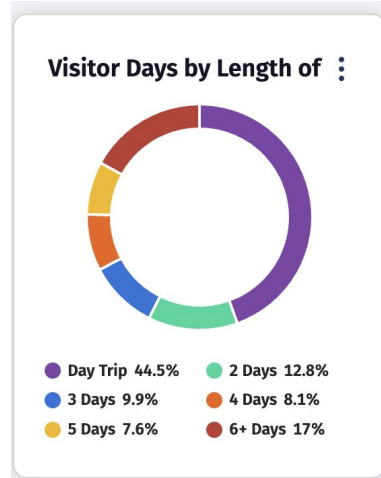
2019



2020



2021



2022\*



\*2022 accounts for Jan 1 to August 31, note seasonality for this destination comes into play

Visitors to Visit Ouray from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



# Demographics

January 1 2019 to August 31, 2022

## Top In-State

Top Age Group

45-64

36%



Top Income Level

\$100K+

54.1%



Top Household Group

3-5

49%



Top Education Level

Bachelors

46.9%



Top Ethnicity

White

87.4%



## Top Out-of-State

Top Age Group

45-64

36.6%



Top Income Level

\$100K+

58.6%



Top Household Group

3-5

49.3%



Top Education Level

Bachelors

47%



Top Ethnicity

White

87.2%



Visitors to Visit Ouray from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Demographics

## January 1 2019 to August 31, 2022

### Filters:

In-State

Out-of-State

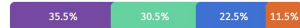
Distance: 50 mi - 3,351 mi

Date Range: 1/1/19 - 8/31/22

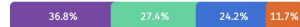
#### Age

- 16-24
- 25-44
- 45-64
- 65+

2022



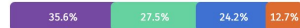
2021



2020



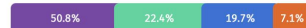
2019



#### Income

- \$0-\$50k
- \$50k-\$74k
- \$75k-\$99k
- \$100k+

2022



2021



2020



2019



#### Household Size

- 1-2
- 3-5
- 6+

2022



2021



2020



2019



#### Education Level

- High School
- Bachelors
- Graduate

2022



2021



2020



2019



#### Ethnicity

- Asian
- Black
- Hispanic
- White

2022



2021



2020



2019



Visitors to Visit Ouray from 50+ miles, estimates based on Total Trips Taken.

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Thank you

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**DATAFY**



# Definitions

- **Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.
- **Cluster** - A grouping of POIs based on venue type, visit purpose, etc.
- **Distance Filter** - Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.
- **Unique Device** - A unique mobile device determined by unique identifiers
- **Visitor Days** - An estimate of the number of visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.
- **Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance travelled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.
- **Visitors** - An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors and 2 Trips.

# Definitions

- **Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.
  - **Education Levels** - Bachelor+ includes all bachelors, masters, and doctoral degrees and technical college degrees. These are grouped together due to limitations of the household level aggregation.
  - **Gender**: Based on inferred probability that each device is owned/operated by someone of the specified gender.
  - **Age Categories**: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors have someone 65+ in their household.
  - **Generation Categories**: Uses the same process as Age Categories, but is broken down by generation rather than age.
  - **Households with Children**: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.
- **How is POI Correlation Calculated?** POI Correlation is calculated at the device level, and then aggregated up using our proprietary visitor volume algorithm. A unique device must be observed at both the reference location and the comparison location within the same week of each other. Weeks run Monday through Sunday.
- **How is your data cleaned?** Our cleaning process is among the best in the industry. Between our internal processes and those that are implemented, or co-developed with our data partners, we are confident that our data cleaning process is as robust as any other available. Cleaning generally falls into two categories: data integrity cleansing and use-case/destination-specific adjustments. General cleaning includes removing data artifacts such as device teleportation (being in two places within a timespan that is physically impossible), duplication, spoofing, etc. Use-case/destination-specific adjustments include local factors such device sample size normalization, regional app popularity adjustments, etc. Use-case/destination-specific adjustments can also include customized filters such as employee filters, commuters, construction workers, college students, etc. These types of filters are implemented in collaboration with clients based on local knowledge to ensure that the filters are transparently defined and applied.
- **How big is your sample size?** There are lots of companies out there that like to claim that they have the biggest sample in the industry. That's a pretty hard claim to back up because of the arms race of sorts to always improve the sample size. But we like to put it this way, we're not. Sample size ranges from 7-15% depending on the Cluster/POI referenced.

2022 Ouray Visitor Center Log Totals					
Total Q1 2022					
Total Phone	217				
Total People	457				
Total	674				
Total Q2 2022					
Total Phone	1,194				
Total People	4,077				
Total	5,271				
Total Q3 2022					
Total Phone	654				
Total People	12,346				
Total	13,000				
Total Q4 2022					
Total Phone	290				
Total People	3,006				
Total	3,296				
Total Year 2022					
Total Phone	2,355				
Total People	19,886				
Total	22,241				
<b>Total Year</b>	<b>Number of People by State from Registers</b>				
	<b>AL</b>	<b>AK</b>	<b>AZ</b>	<b>AR</b>	<b>CA</b>
<b>Tally by State</b>	31	20	423	83	317







<b>NY</b>	<b>NC</b>	<b>ND</b>	<b>OH</b>	<b>OK</b>	<b>OR</b>	<b>PA</b>	<b>RI</b>	<b>SC</b>
99	96	19	137	226	49	112	2	35





	<b>Number of People by Country from Registers</b>				
	<b>Canada</b>	<b>Germany</b>	<b>Switzerland</b>	<b>United Kingdom</b>	<b>Australia</b>
<b>Tally by Country</b>	120	60	14	60	23

<b>Norway</b>	<b>Netherlands</b>	<b>Israel</b>	<b>Mexico</b>	<b>Scotland</b>	<b>Sweden</b>	<b>Pakistan</b>	<b>New Zealand</b>	<b>Spain</b>
2	18	17	4	5	3	1	10	9

<b>Ireland</b>	<b>France</b>	<b>Austria</b>	<b>Liechtenstein</b>	<b>Denmark</b>	<b>UZB</b>	<b>Japan</b>	<b>Belgium</b>	<b>Philippines</b>
6	51	6	2	4	2	4	7	3

<b>SO Korea</b>	<b>Guatemala</b>	<b>Tahiti</b>	<b>S. Africa</b>	<b>Manila</b>	<b>China</b>	<b>Finland</b>	<b>Madagascar</b>	<b>Thailand</b>
2	2	0	2	6	3	2	1	2

<b>Chile</b>	<b>Brazil</b>	<b>Belize</b>	<b>Italy</b>					
3	4	3	2					





		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
<b>January</b>												
Saturday	1/1/2022											
Sunday	1/2/2022											
Monday	1/3/2022											
Tuesday	1/4/2022		2									
Wednesday	1/5/2022											
Thursday	1/6/2022											
Friday	1/7/2022											
Saturday	1/8/2022											
Sunday	1/9/2022											
Monday	1/10/2022											
Tuesday	1/11/2022											
Wednesday	1/12/2022											
Thursday	1/13/2022											
Friday	1/14/2022											
Saturday	1/15/2022					3						
Sunday	1/16/2022			2			1					
Monday	1/17/2022											
Tuesday	1/18/2022											
Wednesday	1/19/2022										2	
Thursday	1/20/2022											
Friday	1/21/2022											
Saturday	1/22/2022											
Sunday	1/23/2022											
Monday	1/24/2022											
Tuesday	1/25/2022								2			
Wednesday	1/26/2022											
Thursday	1/27/2022						2					























































		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Saturday	4/9/2022											
Sunday	4/10/2022											
Monday	4/11/2022											
Tuesday	4/12/2022											
Wednesday	4/13/2022											
Thursday	4/14/2022											
Friday	4/15/2022											
Saturday	4/16/2022											
Sunday	4/17/2022											
Monday	4/18/2022											
Tuesday	4/19/2022											
Wednesday	4/20/2022											
Thursday	4/21/2022											
Friday	4/22/2022											
Saturday	4/23/2022											
Sunday	4/24/2022						4					
Monday	4/25/2022											
Tuesday	4/26/2022										2	
Wednesday	4/27/2022										3	
Thursday	4/28/2022						2					
Friday	4/29/2022						1					
Saturday	4/30/2022	2					6				2	
<b>Total</b>		2	0	0	0	0	13	0	0	0	7	0
Towns in Colorado (# of groups)		Longmont, Montrose (2), Dolores, Highlands Ranch, Conifer, CO Springs, Nathrop										
<b>May</b>												
Sunday	5/1/2022	2					2					













		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Monday	5/2/2022										2	
Tuesday	5/3/2022											
Wednesday	5/4/2022			4			2					
Thursday	5/5/2022					5	7					
Friday	5/6/2022			1								
Saturday	5/7/2022						2					
Sunday	5/8/2022					2	8	2				
Monday	5/9/2022					2						
Tuesday	5/10/2022											
Wednesday	5/11/2022			2			2					
Thursday	5/12/2022				2		2				4	
Friday	5/13/2022						1				2	
Saturday	5/14/2022						1					
Sunday	5/15/2022		2				4					
Monday	5/16/2022						7					
Tuesday	5/17/2022						2				2	
Wednesday	5/18/2022	3			2		1					
Thursday	5/19/2022	2		2		16	6				2	
Friday	5/20/2022			2	2	3	6				2	2
Saturday	5/21/2022			9			7	1				
Sunday	5/22/2022			2			6				5	
Monday	5/23/2022	2				2	8				1	
Tuesday	5/24/2022			4		1	8					3
Wednesday	5/25/2022						4					
Thursday	5/26/2022					2	4					
Friday	5/27/2022						1	6			2	
Saturday	5/28/2022			7		1	26					
Sunday	5/29/2022			8	5	1	32					4



NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA
				1													
														2	2		
											2				5		
														2			
											2						
			2											4			
			2	2		2								2	4		
						2								4			
	2															2	
	2		2										2	2	2		
												2					
	2																
								6						6			
				3		2								6			4
							2							4	2		
		1				2								8	2		
									2				1	4	2		
		2												2			
		2					3							10	4		
		2				2					2			2			
		2					4							11	1		
														2			
		2	5					4	2				2	2			
2						4	2		2					8			

				Puerto Rico	Number of People by Country from Register							
WA	WV	WI	WY	Rico	Canada	Germany	Switzerland	United Kingdom	Australia	Norway	Netherlands	Israel
							2					
								2				
								2	2			
						3						
					2				2	2		
					4			2				
					6			1			2	
		2						4				
					2							
					2							
			2			2						
	2				2							2
		2						1				
						2						
					4							
		2						2			2	
								1				





















		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Thursday	6/23/2022											
Friday	6/24/2022											
Saturday	6/25/2022											
Sunday	6/26/2022											
Monday	6/27/2022						7	2				
Tuesday	6/28/2022						23					
Wednesday	6/29/2022			6		5	4					17
Thursday	6/30/2022						6				3	
<b>Total</b>		5	2	76	6	36	188	2	1	0	50	23
Towns in Colorado (# of groups)		Lakewood (2), Longmont, Monument, GJ (3), Salida, Ridgway, CO Springs (8), Littleton (3), Denv										
<b>July</b>												
Friday	7/1/2022			2	4		4					
Saturday	7/2/2022			4			11					
Sunday	7/3/2022				7	5	13				2	
Monday	7/4/2022											
Tuesday	7/5/2022			4			8					
Wednesday	7/6/2022			2	6	3	13					2
Thursday	7/7/2022						4				8	
Friday	7/8/2022			8		5	13				2	
Saturday	7/9/2022					4	8				10	
Sunday	7/10/2022						2					
Monday	7/11/2022			2		2	21				2	
Tuesday	7/12/2022			11		6	13				2	
Wednesday	7/13/2022			8		2	11					2
Thursday	7/14/2022			12		2	10					
Friday	7/15/2022			2			9					
Saturday	7/16/2022			6		2	7					6

HI	ID	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV
				2								2		1			
							4							3			
		4			2	2			2					1	2		
		4	4		6									3			
0	5	34	16	8	20	11	10	0	7	2	0	21	5	34	6	4	0

er (6), Morrison, CO Springs, Westminster, Boulder, Montrose, Cortez, Frederick, Golden (2), Aurora (4), Dillon, Castle Rock, Pueblo, Hesperus, Arvada, Iganaci

										5		2	2				
2														3			
			17				1										
											2			4			
		7		3		1											4
									2		1					2	2
					2						1						
			4		5												
					2		2									4	
		5					6										2
2		1			1		2				2			5		7	
	5	4			2								3	5			
		4							2				4	3			
		4												7		2	
		2	2		8					2				2			

NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA
				1			2	2						9	2		
			3			4	2							2			
				4			2							28	1		
		4				2	4		2				2				1
0	4	21	16	20	7	33	27	10	21	0	2	4	17	152	40	4	13
io, Broomfield																	
							6						2	12			
														16	2		
		2				3								3	3		
				2			16							10			
						5								32			2
		4												10			1
	4	5	4		3	1								8			
		6					4						2	6			2
														3			
		6		2				2	7					6			
						2	3							15			
				4			2							1			
							2		7					1			
8	2				1						6			5	5		
		2		2		6			7					6			









		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Sunday	7/17/2022			14	4	12	22				2	
Monday	7/18/2022					10	16				1	2
Tuesday	7/19/2022			12			8				4	
Wednesday	7/20/2022			2	3	4	7					
Thursday	7/21/2022					2	17				2	
Friday	7/22/2022			2	3		13	2				
Saturday	7/23/2022			2		3	9					
Sunday	7/24/2022			2		4	9				2	2
Monday	7/25/2022			2		2	16				3	
Tuesday	7/26/2022	2		15	4	1	8				2	
Wednesday	7/27/2022			4			13				3	2
Thursday	7/28/2022			2			5	2				2
Friday	7/29/2022					12	9					
Saturday	7/30/2022			5			21	2				
Sunday	7/31/2022					10	15				2	
<b>Total</b>		2	0	123	31	91	335	6	0	0	47	18
Towns in Colorado (# of groups)		Boulder(4), Arvada (6), Denver (25), Castle Rock (2), Eagle, Broomfield (4), Delta, GJ (5), Erie (2)										
<b>August</b>												
Monday	8/1/2022	2				2	9				2	
Tuesday	8/2/2022										4	
Wednesday	8/3/2022						7					
Thursday	8/4/2022			2		3	8					
Friday	8/5/2022			7		3	14	4				
Saturday	8/6/2022		5	2			5					
Sunday	8/7/2022					2	12					
Monday	8/8/2022		2	4	8	2	16				4	
Tuesday	8/9/2022			2			10				7	



NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA
		4												9			
			3			7	6	2			4			4	1		
				4		2	20							19			
			3											13			2
							1							6	2		2
		3	2			7								10			
							6							13			
									2					20			
							14						2	4	4		
		6				1			4					8			
		6				5	5						2	18	4		
							5	1						6	1		
	5	4				3								16			
														7	3		
		1				2								14			
8	11	49	12	14	4	44	90	5	27	0	10	2	7	301	25	0	9

lden (2), Windsor, Durango (3), Greeley, Hotchkiss, Montrose (3), Edwards, Castle Pines, Longmont, Paonia, Los Alamedos, Aurora (4), Divide, Lafayette, Super

				4					4					24			
														12			
				2		2		3						15			
			2		2									16			
		2					4	2						6			
		3												15			
											4			13	1		2
		6							2			2		11			
	2													11			



Mexico	Scotland	Sweden	Pakistan	New Zealand	Spain	Ireland	France	Austria	Liechtenstein	Denmark	UZB	Japan
							2					
							4					
								2				
0	2	0	0	2	1	0	13	2	0	2	0	0
							1					
								1				
								3				





		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Wednesday	8/10/2022			4		8	7				7	
Thursday	8/11/2022				3		15					
Friday	8/12/2022			6		2	1					1
Saturday	8/13/2022			2			18				2	
Sunday	8/14/2022			2			8					1
Monday	8/15/2022						16					1
Tuesday	8/16/2022			2		1	12				9	1
Wednesday	8/17/2022			2			9				3	3
Thursday	8/18/2022			2		6	6					
Friday	8/19/2022			2		2	10					
Saturday	8/20/2022			2			6					
Sunday	8/21/2022					2	14					
Monday	8/22/2022			2								
Tuesday	8/23/2022			7		1	9		2		2	
Wednesday	8/24/2022			4	6		15					2
Thursday	8/25/2022	1		7			3	2			4	
Friday	8/26/2022			4			8					
Saturday	8/27/2022			2			6				11	5
Sunday	8/28/2022			4		1	8					
Monday	8/29/2022	1		2		1	4				2	
Tuesday	8/30/2022	3		4			4				4	
Wednesday	8/31/2022						4				2	
<b>Total</b>		7	7	77	17	36	264	6	2	0	63	14
<b>Towns in Colorado (# of groups)</b>		Woodland Park (2), Durango (4), Boulder (3), Denver (15), Lakewood (3), Highland Ranch, Marbl										
<b>September</b>												
Thursday	9/1/2022			1	2	4	17				4	
Friday	9/2/2022						5				2	

HI	ID	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV
		6	6	8							1	6					
				2								2		6			
			2													2	
					5						5			2			
										2							
									2		2			2			
1			2		2		2			2	2			1			
		4	4	4						2							
		2					2										
2																	
		3	50						4					2			
				2										2		2	
		2			4				2			8					
							3							2			
1	1			7				2		5							1
							2							4			1
		2			2					3				2			
	2	2		2	4				2				2				
				2			2				2			4			1
												2		1			
4	3	33	71	39	38	5	15	2	15	16	24	28	0	60	0	20	1

e, Littleton (5), CO Springs (10), Fort Collins (4), Canon City, Vail, Montrose (2), (4), Arvada (3), Westminster, Delta, Golden (3), Castle Rock (5), Pine, Boulder, L

	2	3										2	2	4			
				3	2									4			

NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA
			5										5	9			
					2									4	2		
		4							2					10			
		3				5								4			
							2							6			
1									5					6			
									5					6			2
		6	2	8		3								8		2	
		4					2							6			
	2																
		2	16	2										6	4		2
		2	6	4										4			
														4			
						2								7			
		2												5	2		
			2	6				2					2	2			
		2			2			1						8			
		2	3					1						3	3		1
		2												6			
								1						20	4		1
		2							2					2			2
		2						2	2					8			4
1	4	44	36	26	6	12	12	10	20	0	4	4	17	284	16	2	14

Longmont (5), GJ (9), Loveland (4), Buena Vista, Lafayette, Steamboat, Broomfield (3), Thornton, Dillon, Aurora (2), Lone Tree (2), Cedaredge, Eagle, Ridgway, F

		1						3						4			
			2					4					2	7			









		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
Saturday	9/3/2022						24				2	
Sunday	9/4/2022			2			21					
Monday	9/5/2022			1	6		6					2
Tuesday	9/6/2022		3				4					
Wednesday	9/7/2022						8				2	
Thursday	9/8/2022					3	3					
Friday	9/9/2022			3		1	6					
Saturday	9/10/2022			2			4				2	
Sunday	9/11/2022			2	2	2	4				7	
Monday	9/12/2022			2		4	8					2
Tuesday	9/13/2022			5		10	5				2	
Wednesday	9/14/2022			1		2	11					2
Thursday	9/15/2022			4		8	8				2	
Friday	9/16/2022			3		6	7				4	2
Saturday	9/17/2022			3		4	9	2			2	5
Sunday	9/18/2022			2		2	1	2			1	
Monday	9/19/2022			4		4	4					
Tuesday	9/20/2022			6		3	19					
Wednesday	9/21/2022			2		2	10				4	
Thursday	9/22/2022			2			7	2			5	
Friday	9/23/2022					4	5				15	
Saturday	9/24/2022						10				2	
Sunday	9/25/2022	2		4	4	4	18	1				1
Monday	9/26/2022		2	2		2	4				2	
Tuesday	9/27/2022					2	6	2				2
Wednesday	9/28/2022						11					2
Thursday	9/29/2022			7		4	4				4	
Friday	9/30/2022					2	5					

HI	ID	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV
							2					4					4
			2		2	2			2		2			12		2	
		2						5									
								1	2						2		
															1		
							2			4		4		2			4
		3			1	2			2	2	1	2	2			2	
		3	4	2		2					2		2	2			
					2		1		4	2		2		2			
		6	2	2							3	2					
				4	1	2					14	2		1	2	2	2
	6	2								1	2	2		9		4	
	2	2			3						2			2			
				1	2												
	2	5		1							2			2			2
		2	2	2								2	2				
		2		11	2						4		2	2			
		2		2	3				6	2	3	2	2	2			
			2											2			
	1												3	2	2	2	
			2	2	2			1				2		2	2	1	
		2															
										2	2		4	8			
					4		5										
				2							2	8		5			
			2							2							2

NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA
		5		4	2		3							19	4		
	2	4				2								4			
							2							2			
				5					1				2	6			
							2						2	2	1		
	2						1							7			
	1		2				1							3			
						2			2					6			
														3			
				2			4		2					4		2	2
	2	4		2					5	2	3			10			4
2			2			2			3				4	2	4		
	2						2	4	2		2			7	2		
		2		3		3	2	2					2	4			2
			4				4	2						4			
							4							8			
							2						2	5	2		
		2				6		3					2				
						2	2							12			
		2					6	1					2	10			
2		2	2	2									4	2			
	8						2	2						6			
						2			2		2			12			
	2						2							6			
	2			2			2		2					2			
				2			2		2				2	8			
				2			2	2	2		2			4	6		
											2		2	2			

Number of People by Country from Register												
WA	WV	WI	WY	Puerto Rico	Canada	Germany	Switzerland	United Kingdom	Australia	Norway	Netherlands	Israel
									2			
					2							
2												
												2
												2
	2	4			2	2		2				
2								1				
		4					2	2				
1		2										
								4			2	3
2		2				2						
		2			2	2						
2		5										
		1										
	1											
		4										
2		4										
2					6							
					2							
		2										
									2			
		1										
2		2				2						







		Number of People by State from Register										
		AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA
<b>Total</b>		2	5	58	14	73	254	9	0	0	62	18
<b>Towns in Colorado (# of groups)</b>		Dolores, GJ (6), Canon City, CO Springs (22), Elbert, Littleton (6), Fort Collins (6), Aurora (6), Avo										
<b>October</b>												
Saturday	10/1/2022											
Sunday	10/2/2022						4					
Monday	10/3/2022			2		2	2	2				
Tuesday	10/4/2022					2	6					
Wednesday	10/5/2022			4		2	4					
Thursday	10/6/2022			4			12					
Friday	10/7/2022		1			4	5					
Saturday	10/8/2022			2			24					
Sunday	10/9/2022			11		3	12			1	6	
Monday	10/10/2022				2		6					
Tuesday	10/11/2022						5				1	
Wednesday	10/12/2022	4		2			2					
Thursday	10/13/2022					4						
Friday	10/14/2022						3					
Saturday	10/15/2022											
Sunday	10/16/2022					2	5					2
Monday	10/17/2022										2	2
Tuesday	10/18/2022						2				2	
Wednesday	10/19/2022						6					
Thursday	10/20/2022						2					
Friday	10/21/2022					2	2					
Saturday	10/22/2022						2					
Sunday	10/23/2022											
Monday	10/24/2022						1					





WA	WV	WI	WY	Puerto Rico	Number of People by Country from Register							
					Canada	Germany	Switzerland	United Kingdom	Australia	Norway	Netherlands	Israel
15	5	33	2	0	14	8	2	9	4	0	4	7
			2									
2												
2								1				
					4							
			1									
						4						
			2			2		2				
					4							
								4				
			4									
							3					
					2							

on















































Belize	Italy
0	0
3	2



















































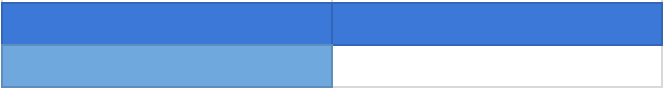






Number of People by State from Register

AL AK AZ AR CA CO CT DE DC FL GA

















































































































































































































































# Social Co-Op Report

**Colorado Tourism Office**

Visit Ouray

November 3-5, 2022

**Facebook Boosted Co-Op**

# Campaign

- **Campaign Date:** 11/3 - 11/5
- **Primary Goal:** Clicks to Site
- **Interest Targeting + Social Retargeting\***
  - **Total Budget:** \$2,000 (\$1,000 CTO Match)
  - **Geo + Interests Audience:**
    - **Age:** 21+
    - **Interests:** Hot tub, Swimming (water sport), Swimming pool, Spas (personal care), Jacuzzi, Adventure travel (travel & tourism), Vacations (social concept), Weekend Trips, Travel + Leisure, Road trip, Travel Adventures, Tourism (industry), Travel, Frequent Travelers, Frequent international travelers
    - **Markets:** Colorado, US, Phoenix (Prescott), US, Albuquerque-Santa Fe, US
  - **Engaged Audience Retargeting:**
    - Users engaged with CTO's Facebook Page + Lookalike Audience
    - **Age + Markets:** Same as above

*\*Geo and interests provided by brand with recommendations from MMGY. CTO created engaged audience retargeting.*



# Target Content

*Content was created by brand team*

## Content Successes:

- Video content helped deliver a high number of engagements.
- Video starts off with an actionable hook.
- Copy is relevant to season, which provides more value to the viewer to interact.

## Content Opportunities

- Best practice for mobile first video is to crop the video to 1:1 or 4:5 to take up more of the user's screen.
- Shorten video to 15 seconds to keep viewer's attention longer.



# Co-Op Post

## Effects of Paid

- Increased post impressions by 177% compared to organic reach
- Increased clicks to site by 180% compared to organic traffic
- Increased post engagement by 142% compared to organic engagement
- All paid reach was delivered to the target audience



**Visit Colorado with VisitOuray.**  
Published by Klein Jahne · Paid Partnership · November 3 at 7:00 AM ·

The temperature may be dropping but we've got the perfect way to stay warm this season. Soak in [VisitOuray](#) and all it has to offer this winter:  
<https://bit.ly/3Wg8c0g>

**WIESBADEN HOT SPRINGS  
SPA & VAPOR CAVES**

VISITOURAY.COM  
**Visit Ouray**

[Learn more](#)

# Co-Op Post Results

## Summary of Results

- **Total Impressions:** 265,134
- **Clicks to Site:** 2,964
- **CTR\*:** 1.12%
- **Reactions:** 1,337
- **Comments:** 155
- **Shares:** 194
- **15 Second Video Views:** 11,870

\*CTR = Clicks to Site / Total Impressions



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**WIESBADEN HOT SPRINGS  
SPA & VAPOR CAVES**

VISITOURAY.COM  
**Visit Ouray**

[Learn more](#)

# Instagram Takeover

# Results

## In-Feed Results

- **Posts Shared:** 6
- **Impressions:** 500,652
- **Engagements:** 35,169
- **Engagement Rate\*:** 7.02%
- **Followers Gained:** 363

## Stories Results

- **Stories Shared:** 10
- **Impressions:** 40,955


## Reels Results

- **Plays:** 481,037


Source: Sprout Social

\*Engagement Rate calculated per impression (does not include Stories impressions)..


# Top-Performing In-Feed Posts


 **visitcolorado**  
Fri 11/4/2022 7:25 am PDT

Who else can say they've visited a beautiful waterfall, while snowing, with no one else around? ❄️ Sometimes the best time to visit Ouray, Co is in the off-season, where the crowds are gone a...




<b>Total Engagements</b>	<b>14,737</b>
<u>Likes</u>	11,713
<u>Comments</u>	119
<u>Shares</u>	2,181
<u>Saves</u>	724





 **visitcolorado**  
Thu 11/3/2022 8:17 am PDT

The temperature may be dropping but we've got the perfect way to stay warm this season. Soak in VisitOuray and all it has to offer this winter! #visitourayco #ouray #ourayco #mountains...




<b>Total Engagements</b>	<b>12,669</b>
<u>Likes</u>	7,426
<u>Comments</u>	105
<u>Shares</u>	3,034
<u>Saves</u>	2,104




 **visitcolorado**  
Thu 11/3/2022 3:29 pm PDT

Ouray's very own winter wonderland. Use an emoji that best fits your thoughts on winter in the San Juan's in the caption below 🌨️ #visitourayco #ouray #ourayco #mountains #vacation #instago...



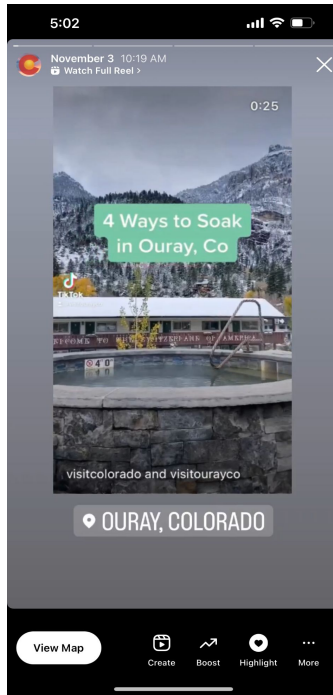
<b>Total Engagements</b>	<b>5,852</b>
<u>Likes</u>	4,892
<u>Comments</u>	81
<u>Shares</u>	718
<u>Saves</u>	161



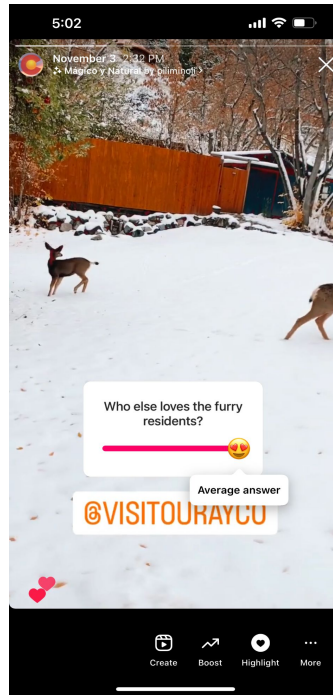
Source: Sprout Social

Top performing posts determined by total engagements

# Top-Performing Stories



**6,203 impressions**



**5,499 impressions**



**5,301 impressions**

Source: Sprout Social

Top performing Stories determined by impressions

# Opportunities & Recommendations

- Continue posting Instagram Reels to increase engagement and visibility.
- Utilize question CTAs to drive engagement.
- Continue utilizing native Stories tools (i.e. question sticker, quizzes, etc.) to increase Story engagement.



**Official Website**  
VisitOuray.com

## OURAY VISITOR CENTER

### MISSION

The Ouray Visitor Center strives to provide individualized itineraries to enhance the guest experience on all area attractions, activities, events and the promotion of local businesses in the Ouray area. We do this through exceptional customer service which showcases our love, expertise, and enthusiasm for Ouray. We go the extra mile in customer service to enrich the experience of every guest that walks through our doors, catering to their individual needs – based on their interests and abilities, to make the most out of their stay. We promote “Do Ouray Right” principals to encourage and educate every guest on responsible, respectful, and safe recreation.

### VISION

To facilitate a lifelong love and respect for Ouray thereby gaining repeat visitation.

### PURPOSE

- Ensuring every guest has an everlasting love and appreciation for the people, culture, businesses, and outdoor opportunities Ouray has to offer.
- Ensuring every guest has all the information and education they need to guarantee the awe-inspiring experience we strive for them to encounter.
- Educating our visitors to respect and preserve our public lands for future generations to enjoy.



**Phone.**  
970.325.7097



**Email.**  
KRhoten@CityofOuray.com



**Address.**  
1230 Main St. Ouray, Co 81427

Day of Week	Date	Phone Count	Visitor Count	Total Count
<b>January</b>				
Saturday	1/1/2022	1	12	13
Sunday	1/2/2022	0	1	1
Monday	1/3/2022	2	7	9
Tuesday	1/4/2022	1	4	5
Wednesday	1/5/2022	4	7	11
Thursday	1/6/2022	5	8	13
Friday	1/7/2022	2	6	8
Saturday	1/8/2022	0	4	4
Sunday	1/9/2022	0	8	8
Monday	1/10/2022	2	7	9
Tuesday	1/11/2022	4	3	7
Wednesday	1/12/2022	0	8	8
Thursday	1/13/2022	2	7	9
Friday	1/14/2022	4	3	7
Saturday	1/15/2022	0	9	9
Sunday	1/16/2022	3	6	9
Monday	1/17/2022	3	8	11
Tuesday	1/18/2022	2	7	9
Wednesday	1/19/2022	0	2	2
Thursday	1/20/2022	3	7	10
Friday	1/21/2022	3	9	12
Saturday	1/22/2022	4	12	16
Sunday	1/23/2022	0	8	8
Monday	1/24/2022	0	7	7
Tuesday	1/25/2022	0	12	12
Wednesday	1/26/2022	5	4	9
Thursday	1/27/2022	1	7	8
Friday	1/28/2022	4	10	14
Saturday	1/29/2022	1	11	12
Sunday	1/30/2022	1	13	14
Monday	1/31/2022	4	3	7
<b>Total</b>		<b>61</b>	<b>220</b>	<b>281</b>
<b>February</b>				
Tuesday	2/1/2022	7	1	8
Wednesday	2/2/2022	0	6	6
Thursday	2/3/2022	3	11	14
Friday	2/4/2022	5	2	7
Saturday	2/5/2022	3	9	12
Sunday	2/6/2022	0	6	6
Monday	2/7/2022	3	11	14
Tuesday	2/8/2022	2	2	4
Wednesday	2/9/2022	1	13	14
Thursday	2/10/2022	2	9	11
Friday	2/11/2022	3	9	12
Saturday	2/12/2022	0	17	17
Sunday	2/13/2022	0	10	10
Monday	2/14/2022	0	5	5
Tuesday	2/15/2022	0	1	1
Wednesday	2/16/2022	0	2	2

Thursday	2/17/2022	0	5	5
Friday	2/18/2022	4	7	11
Saturday	2/19/2022	0	10	10
Sunday	2/20/2022	1	9	10
Monday	2/21/2022	6	1	7
Tuesday	2/22/2022	1	4	5
Wednesday	2/23/2022	3	7	10
Thursday	2/24/2022	3	5	8
Friday	2/25/2022	2	5	7
Saturday	2/26/2022	7	10	17
Sunday	2/27/2022	2	2	4
Monday	2/28/2022	0	0	0
<b>Total</b>		<b>58</b>	<b>179</b>	<b>237</b>
<b>March</b>				
Tuesday	3/1/2022	0	0	0
Wednesday	3/2/2022	0	0	0
Thursday	3/3/2022	0	0	0
Friday	3/4/2022	0	0	0
Saturday	3/5/2022	0	0	0
Sunday	3/6/2022	0	4	4
Monday	3/7/2022	5	6	11
Tuesday	3/8/2022	2	3	5
Wednesday	3/9/2022	5	4	9
Thursday	3/10/2022	1	4	5
Friday	3/11/2022	6	4	10
Saturday	3/12/2022	1	15	16
Sunday	3/13/2022	0	11	11
Monday	3/14/2022	8	7	15
Tuesday	3/15/2022	6	0	6
Wednesday	3/16/2022	4	0	4
Thursday	3/17/2022	6	0	6
Friday	3/18/2022	4	0	4
Saturday	3/19/2022	7	0	7
Sunday	3/20/2022	3	0	3
Monday	3/21/2022	5	0	5
Tuesday	3/22/2022	7	0	7
Wednesday	3/23/2022	4	0	4
Thursday	3/24/2022	4	0	4
Friday	3/25/2022	3	0	3
Saturday	3/26/2022	4	0	4
Sunday	3/27/2022	4	0	4
Monday	3/28/2022	6	0	6
Tuesday	3/29/2022	1	0	1
Wednesday	3/30/2022	1	0	1
Thursday	3/31/2022	1	0	1
<b>Total</b>		<b>98</b>	<b>58</b>	<b>156</b>
Q1				
Total Phone	217			
Total People	457			
Total	674			

Day of Week	Date	Phone Count	Visitor Count	Total Count
<b>April</b>				
Friday	4/1/2022	2	0	2
Saturday	4/2/2022	1	0	1
Sunday	4/3/2022	1	0	1
Monday	4/4/2022	1	0	1
Tuesday	4/5/2022	1	0	1
Wednesday	4/6/2022	2	0	2
Thursday	4/7/2022	2	0	2
Friday	4/8/2022	2	0	2
Saturday	4/9/2022	1	0	1
Sunday	4/10/2022	1	0	1
Monday	4/11/2022	2	0	2
Tuesday	4/12/2022	1	0	1
Wednesday	4/13/2022	1	0	1
Thursday	4/14/2022	2	0	2
Friday	4/15/2022	1	0	1
Saturday	4/16/2022	1	0	1
Sunday	4/17/2022	2	0	2
Monday	4/18/2022	1	0	1
Tuesday	4/19/2022	1	0	1
Wednesday	4/20/2022	1	0	1
Thursday	4/21/2022	2	0	2
Friday	4/22/2022	1	0	1
Saturday	4/23/2022	0	20	20
Sunday	4/24/2022	0	8	8
Monday	4/25/2022	3	8	11
Tuesday	4/26/2022	0	17	17
Wednesday	4/27/2022	5	23	28
Thursday	4/28/2022	2	20	22
Friday	4/29/2022	2	29	31
Saturday	4/30/2022	4	64	68
<b>Total</b>		<b>46</b>	<b>189</b>	<b>235</b>
<b>May</b>				
Sunday	5/1/2022	1	20	21
Monday	5/2/2022	7	40	47
Tuesday	5/3/2022	8	30	38
Wednesday	5/4/2022	7	20	27
Thursday	5/5/2022	7	41	48
Friday	5/6/2022	2	33	35
Saturday	5/7/2022	3	49	52
Sunday	5/8/2022	5	53	58
Monday	5/9/2022	6	30	36
Tuesday	5/10/2022	11	45	56
Wednesday	5/11/2022	10	49	59
Thursday	5/12/2022	22	47	69
Friday	5/13/2022	25	37	62
Saturday	5/14/2022	9	73	82
Sunday	5/15/2022	5	51	56
Monday	5/16/2022	47	45	92
Tuesday	5/17/2022	2	77	79

Wednesday	5/18/2022	2	62	64
Thursday	5/19/2022	12	111	123
Friday	5/20/2022	62	55	117
Saturday	5/21/2022	12	77	89
Sunday	5/22/2022	27	73	100
Monday	5/23/2022	30	53	83
Tuesday	5/24/2022	23	63	86
Wednesday	5/25/2022	25	95	120
Thursday	5/26/2022	30	53	83
Friday	5/27/2022	35	64	99
Saturday	5/28/2022	40	104	144
Sunday	5/29/2022	26	69	95
Monday	5/30/2022	0	0	0
Tuesday	5/31/2022	30	50	80
<b>Total</b>		<b>531</b>	<b>1669</b>	<b>2200</b>
<b>June</b>				
Wednesday	6/1/2022	27	100	127
Thursday	6/2/2022	32	62	94
Friday	6/3/2022	15	45	60
Saturday	6/4/2022	33	65	98
Sunday	6/5/2022	41	54	95
Monday	6/6/2022	47	102	149
Tuesday	6/7/2022	22	74	96
Wednesday	6/8/2022	32	65	97
Thursday	6/9/2022	33	64	97
Friday	6/10/2022	12	51	63
Saturday	6/11/2022	22	59	81
Sunday	6/12/2022	29	93	122
Monday	6/13/2022	17	56	73
Tuesday	6/14/2022	14	182	196
Wednesday	6/15/2022	12	120	132
Thursday	6/16/2022	15	97	112
Friday	6/17/2022	17	65	82
Saturday	6/18/2022	22	107	129
Sunday	6/19/2022	13	135	148
Monday	6/20/2022	27	150	177
Tuesday	6/21/2022	22	0	22
Wednesday	6/22/2022	28	0	28
Thursday	6/23/2022	18	0	18
Friday	6/24/2022	3	0	3
Saturday	6/25/2022	5	0	5
Sunday	6/26/2022	5	0	5
Monday	6/27/2022	28	118	146
Tuesday	6/28/2022	7	108	115
Wednesday	6/29/2022	3	164	167
Thursday	6/30/2022	16	83	99
<b>Total</b>		<b>617</b>	<b>2219</b>	<b>2836</b>
<b>Total Q2</b>				
Total Phone	\$	1,194		
Total People	\$	4,077		
Total	\$	5,271		

Day of Week	Date	Phone Count	Visitor Count	Total Count
<b>July</b>				
Friday	7/1/2022	15	80	95
Saturday	7/2/2022	15	66	81
Sunday	7/3/2022	27	119	146
Monday	7/4/2022			0
Tuesday	7/5/2022	3	75	78
Wednesday	7/6/2022	4	150	154
Thursday	7/7/2022	5	83	88
Friday	7/8/2022	3	122	125
Saturday	7/9/2022	1	77	78
Sunday	7/10/2022	2	77	79
Monday	7/11/2022	4	126	130
Tuesday	7/12/2022	4	100	104
Wednesday	7/13/2022	3	121	124
Thursday	7/14/2022	8	116	124
Friday	7/15/2022	2	92	94
Saturday	7/16/2022	3	137	140
Sunday	7/17/2022	1	165	166
Monday	7/18/2022	1	169	170
Tuesday	7/19/2022	6	160	166
Wednesday	7/20/2022	7	156	163
Thursday	7/21/2022	4	96	100
Friday	7/22/2022	4	163	167
Saturday	7/23/2022	9	182	191
Sunday	7/24/2022	2	188	190
Monday	7/25/2022	2	177	179
Tuesday	7/26/2022	4	132	136
Wednesday	7/27/2022	4	122	126
Thursday	7/28/2022	4	121	125
Friday	7/29/2022	5	155	160
Saturday	7/30/2022	5	127	132
Sunday	7/31/2022	3	131	134
		160	3785	3945
<b>August</b>				
Monday	8/1/2022	4	125	129
Tuesday	8/2/2022	9	130	139
Wednesday	8/3/2022	2	117	119
Thursday	8/4/2022	2	112	114
Friday	8/5/2022	9	128	137
Saturday	8/6/2022	13	128	141
Sunday	8/7/2022	17	150	167
Monday	8/8/2022	11	133	144
Tuesday	8/9/2022	12	165	177
Wednesday	8/10/2022	17	98	115
Thursday	8/11/2022	4	97	101
Friday	8/12/2022	12	102	114
Saturday	8/13/2022	13	130	143
Sunday	8/14/2022	17	112	129
Monday	8/15/2022	22	160	182
Tuesday	8/16/2022	9	132	141
Wednesday	8/17/2022	12	126	138

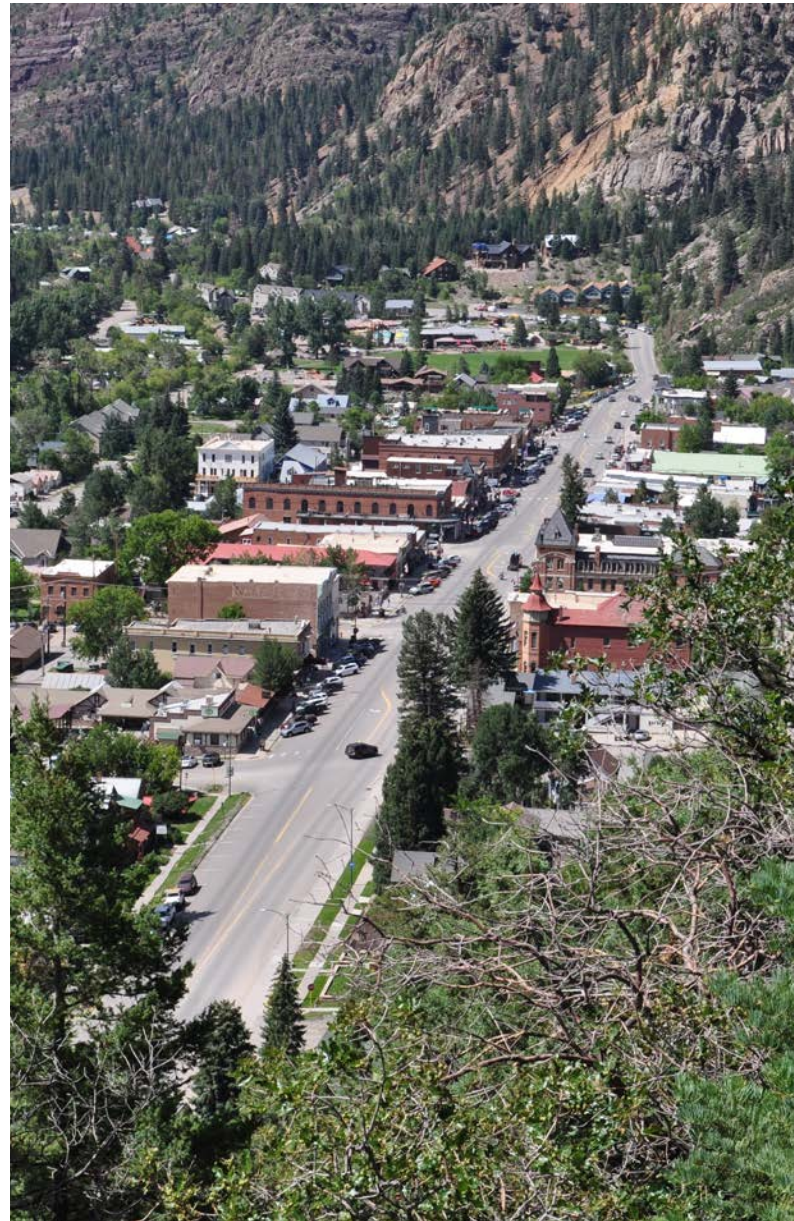
Thursday	8/18/2022	22	143	165
Friday	8/19/2022	10	111	121
Saturday	8/20/2022	13	177	190
Sunday	8/21/2022	5	145	150
Monday	8/22/2022	28	193	221
Tuesday	8/23/2022	17	209	226
Wednesday	8/24/2022	5	120	125
Thursday	8/25/2022	7	102	109
Friday	8/26/2022	5	120	125
Saturday	8/27/2022	3	111	114
Sunday	8/28/2022	5	164	169
Monday	8/29/2022	12	120	132
Tuesday	8/30/2022	3	138	141
Wednesday	8/31/2022	3	112	115
		323	4110	4433
<b>September</b>				
Thursday	9/1/2022	7	101	108
Friday	9/2/2022	15	150	165
Saturday	9/3/2022	7	145	152
Sunday	9/4/2022	17	194	211
Monday	9/5/2022	5	193	198
Tuesday	9/6/2022	8	81	89
Wednesday	9/7/2022	5	92	97
Thursday	9/8/2022	7	102	109
Friday	9/9/2022	9	132	141
Saturday	9/10/2022	8	111	119
Sunday	9/11/2022	7	155	162
Monday	9/12/2022	13	176	189
Tuesday	9/13/2022	5	210	215
Wednesday	9/14/2022	3	200	203
Thursday	9/15/2022	4	148	152
Friday	9/16/2022	1	121	122
Saturday	9/17/2022	2	156	158
Sunday	9/18/2022	1	169	170
Monday	9/19/2022	4	205	209
Tuesday	9/20/2022	4	129	133
Wednesday	9/21/2022	4	180	184
Thursday	9/22/2022	4	147	151
Friday	9/23/2022	3	122	125
Saturday	9/24/2022	4	163	167
Sunday	9/25/2022	1	134	135
Monday	9/26/2022	5	156	161
Tuesday	9/27/2022	6	152	158
Wednesday	9/28/2022	5	142	147
Thursday	9/29/2022	5	173	178
Friday	9/30/2022	2	112	114
	<b>Totals</b>	<b>171</b>	<b>4451</b>	<b>4622</b>
Total Q3				
Total Phone	\$	654		
Total People	\$	12,346		
Total	\$	13,000		

Day of Week	Date	Phone Count	Visitor Count	Total Count
<b>October</b>				
Saturday	10/1/2022	1	119	120
Sunday	10/2/2022	1	100	101
Monday	10/3/2022	9	117	126
Tuesday	10/4/2022	3	123	126
Wednesday	10/5/2022	5	182	187
Thursday	10/6/2022	9	110	119
Friday	10/7/2022	1	102	103
Saturday	10/8/2022	3	122	125
Sunday	10/9/2022	1	96	97
Monday	10/10/2022	2	89	91
Tuesday	10/11/2022	3	88	91
Wednesday	10/12/2022	5	101	106
Thursday	10/13/2022	2	135	137
Friday	10/14/2022	5	122	127
Saturday	10/15/2022			0 VC Closed
Sunday	10/16/2022	4	99	103
Monday	10/17/2022	12	95	107
Tuesday	10/18/2022	2	87	89
Wednesday	10/19/2022	5	49	54
Thursday	10/20/2022	0	50	50
Friday	10/21/2022	8	90	98
Saturday	10/22/2022	3	85	88
Sunday	10/23/2022	7	15	22
Monday	10/24/2022	1	17	18
Tuesday	10/25/2022	5	36	41
Wednesday	10/26/2022	3	11	14
Thursday	10/27/2022	0	4	4
Friday	10/28/2022	3	23	26
Saturday	10/29/2022	1	44	45
Sunday	10/30/2022	1	52	53
Monday	10/31/2022	9	12	21
		114	2375	2489
<b>November</b>				
Tuesday	11/1/2022	3	15	18
Wednesday	11/2/2022		12	12
Thursday	11/3/2022	1	4	5
Friday	11/4/2022	3	12	15
Saturday	11/5/2022	6	22	28
Sunday	11/6/2022	1	18	19
Monday	11/7/2022	8	11	19
Tuesday	11/8/2022	3	10	13
Wednesday	11/9/2022	4	7	11
Thursday	11/10/2022	0	14	14
Friday	11/11/2022	6	18	24
Saturday	11/12/2022	5	17	22
Sunday	11/13/2022	1	20	21
Monday	11/14/2022	5	12	17
Tuesday	11/15/2022	6	11	17
Wednesday	11/16/2022	8	8	16
Thursday	11/17/2022	4	4	8
Friday	11/18/2022	2	4	6
Saturday	11/19/2022	0	8	8
Sunday	11/20/2022	5	15	20
Monday	11/21/2022	6	26	32
Tuesday	11/22/2022	6	15	21
Wednesday	11/23/2022	4	27	31

Thursday		11/24/2022				0	Thanksgiving
Friday		11/25/2022	3	28		31	
Saturday		11/26/2022	1	33		34	
Sunday		11/27/2022		13		13	
Monday		11/28/2022	4	6		10	
Tuesday		11/29/2022				0	
Wednesday		11/30/2022	6	5		11	
			101	395		496	
<b>December</b>							
Thursday		12/1/2022				0	
Friday		12/2/2022	5	5		10	
Saturday		12/3/2022	3	75		78	Yule Day
Sunday		12/4/2022	1	5		6	
Monday		12/5/2022	3	7		10	
Tuesday		12/6/2022	2	2		4	
Wednesday		12/7/2022	0	6		6	
Thursday		12/8/2022	2	10		12	
Friday		12/9/2022	3	9		12	
Saturday		12/10/2022	0	6		6	
Sunday		12/11/2022	1	8		9	
Monday		12/12/2022	5	5		10	
Tuesday		12/13/2022	1	5		6	
Wednesday		12/14/2022	1	0		1	
Thursday		12/15/2022	5	0		5	
Friday		12/16/2022	3	1		4	
Saturday		12/17/2022	2	13		15	
Sunday		12/18/2022	4	11		15	
Monday		12/19/2022	5	3		8	
Tuesday		12/20/2022	6	7		13	
Wednesday		12/21/2022	9	11		20	
Thursday		12/22/2022	5	2		7	
Friday		12/23/2022	3	17		20	
Saturday		12/24/2022	3	13		16	
Sunday		12/25/2022				0	VC Closed
Monday		12/26/2022	3	15		18	
Tuesday		12/27/2022				0	
Wednesday		12/28/2022				0	
Thursday		12/29/2022				0	
Friday		12/30/2022				0	
Saturday		12/31/2022				0	
			75	236		311	
<b>Total Q4</b>							
Total Phone	\$	290					
Total People	\$	3,006					
Total	\$	3,296					

# OURAY, COLORADO

WAYFINDING SIGNAGE MASTER PLAN: CONCEPT DEVELOPMENT MEETING



NOVEMBER 3, 2022

# Project Status & Overview

# PROJECT STATUS

## Completed

- Project Kick-Off Meeting
- Site Survey
- Wayfinding Signage Assessment Report

## In Process / Future

- Wayfinding Signage Concept Development
- Nomenclature List
- Sign Location Plan & Message Schedule



stakeholder feedback

# STAKEHOLDER FEEDBACK

## NEEDS/IMPROVEMENTS

- Improve public restroom/parking wayfinding and identification
- Direct to key destinations and points of interest
- Improve vehicular/pedestrian wayfinding & flow
- Signage should be consistent and clear
- Improve tourism/visitor experience

## DESIRES/EXPECTATIONS

- Signage should identify and work with Ouray's unique character and style
- Not Telluride, Aspen, or Ridgeway
- Improve the overall community
- Consistent branded look
- Inclusion of past history of mining and Ute Tribe

## VISITOR EXPERIENCE

- Understand all of what Ouray has to offer
- Friendly & Welcome
- Beautiful
- Relaxing
- Want to Return
- Safe

## KEYWORDS (COMMUNITY, CULTURE, ENVIRONMENT)

- Beautiful
- Outdoors
- Mining
- Mountains
- Historic
- Recreation
- Evolving/Changing
- Friendly
- Passionate
- Community
- Small Town

color study



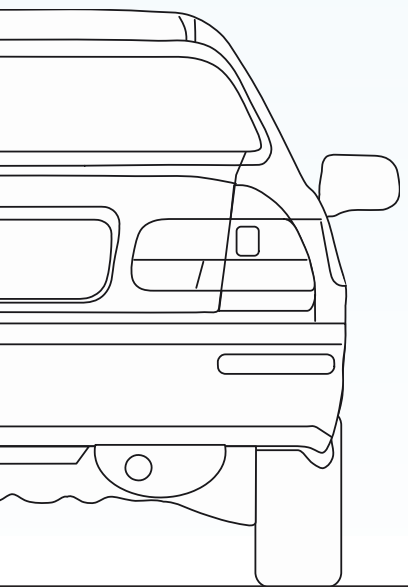


concept development

concept 1



**Concept 1**  
Gateway Signage



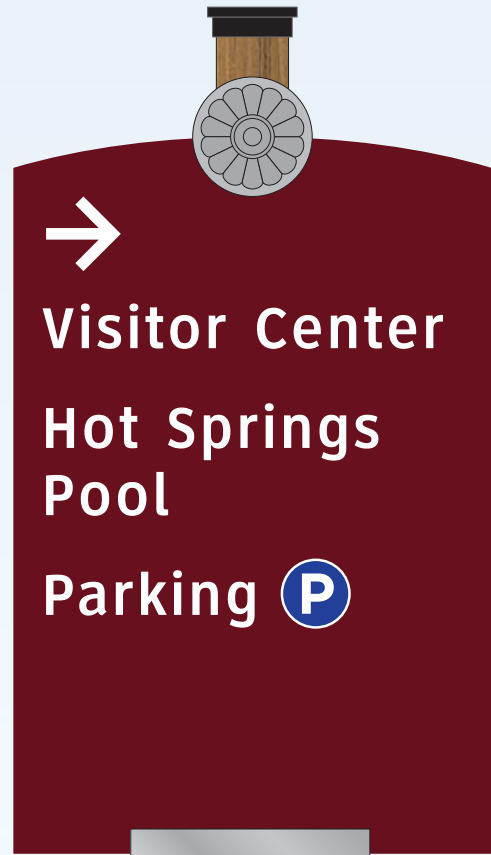
Gateway Monument (Large)



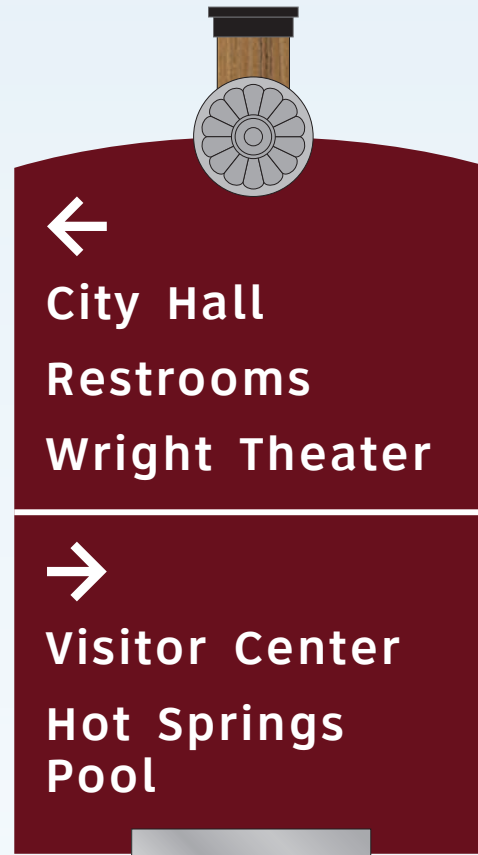
Gateway Monument (Small)

# Concept 1

## Vehicular & Parking Signage



Freestanding Vehicular Directional (CDOT)



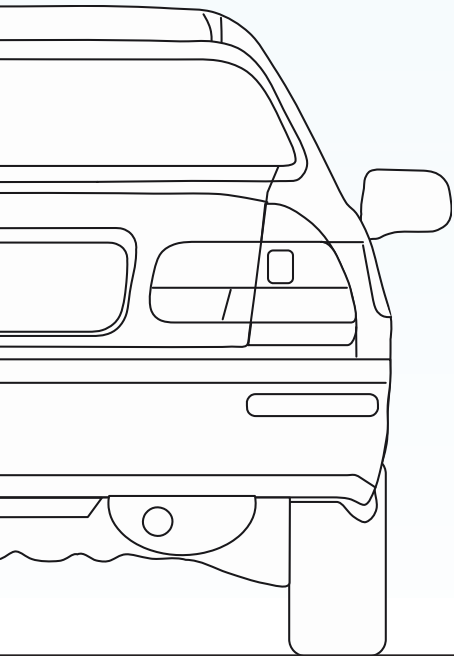
Freestanding Vehicular Directional



Freestanding Parking Identification



Freestanding Destination Identification

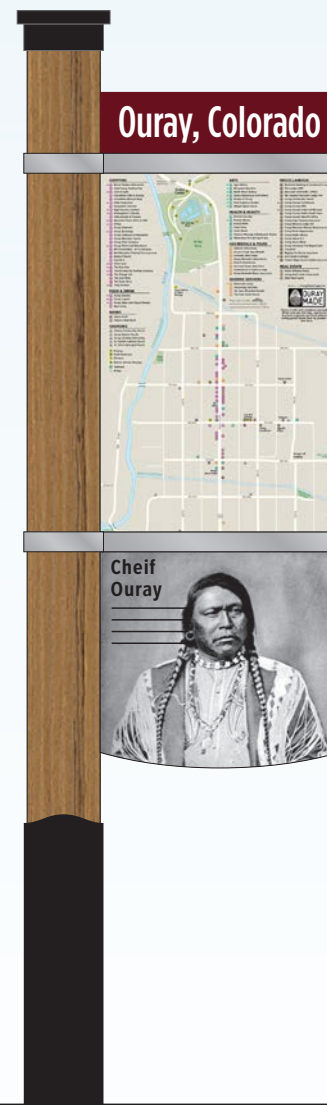


# Concept 1

## Pedestrian Signage



Freestanding Directional



Freestanding Directory



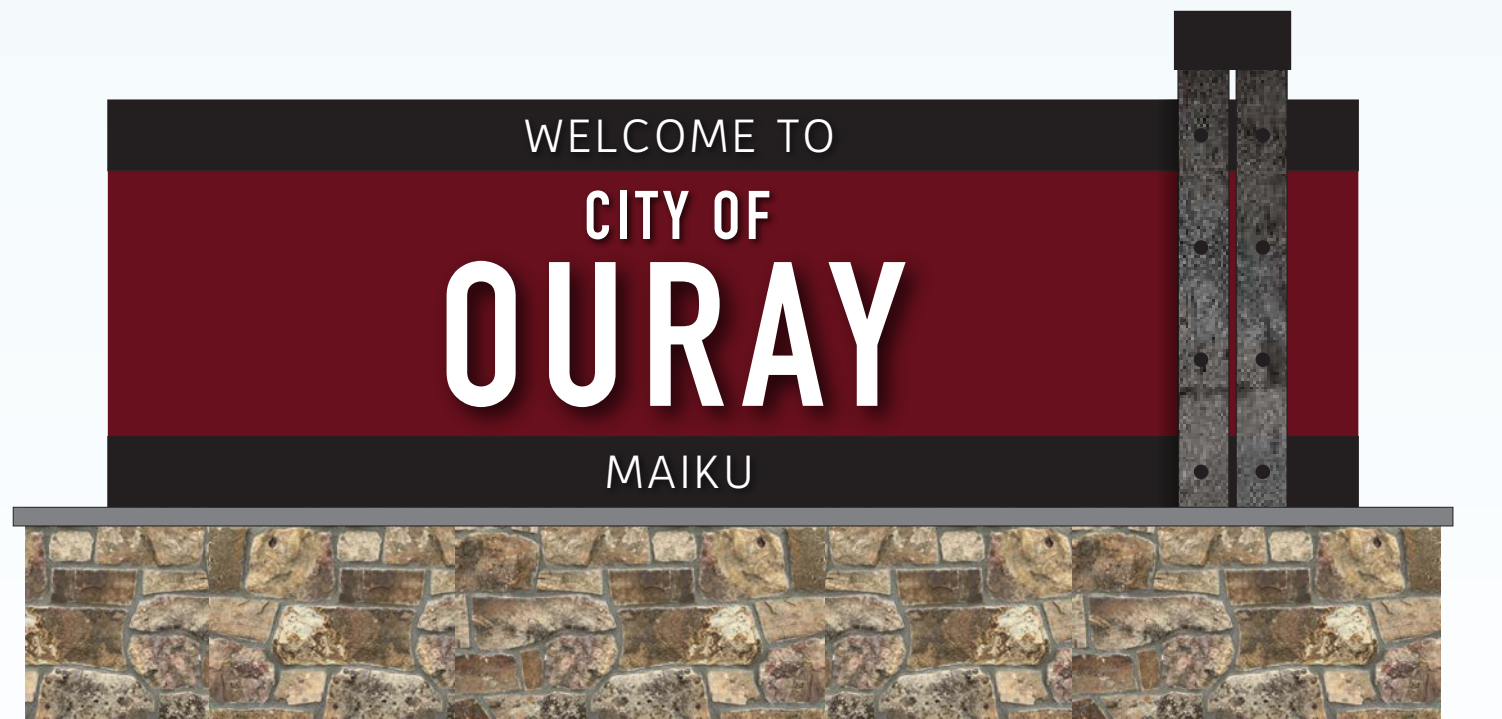
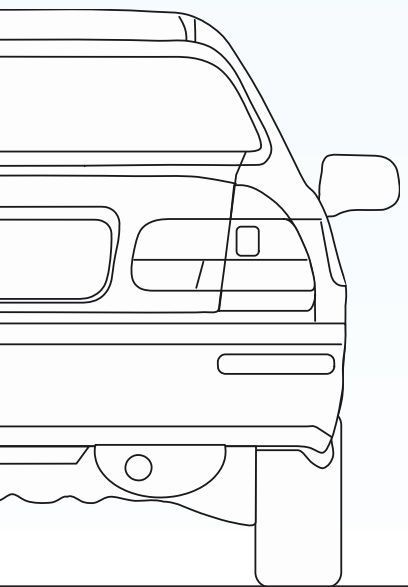
Trail Identification



concept 2A



**Concept 2A**  
Gateway Signage



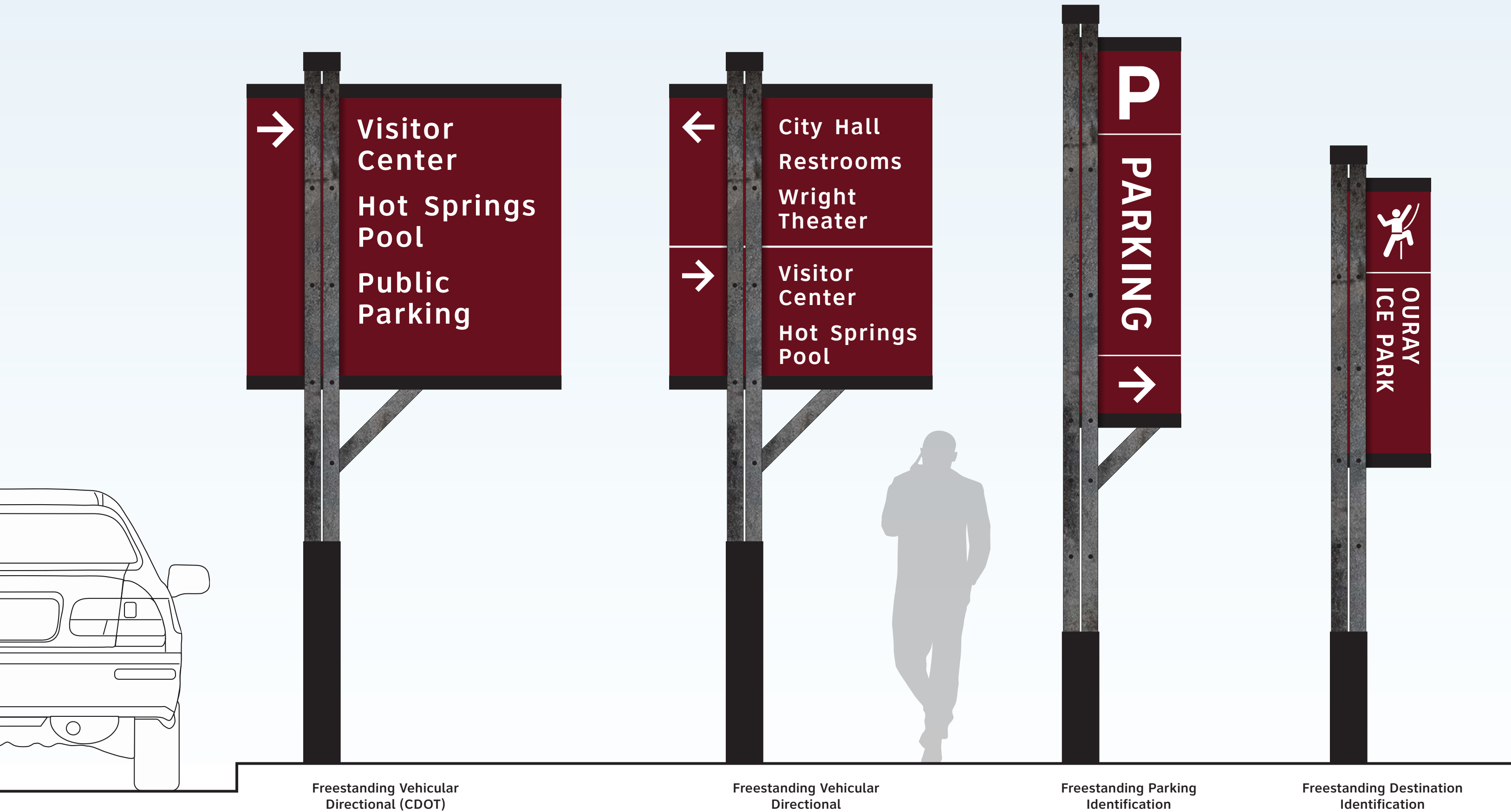
Gateway Monument (Large)



Gateway Monument (Small)

# Concept 2A

## Vehicular & Parking Signage



Freestanding Vehicular Directional (CDOT)

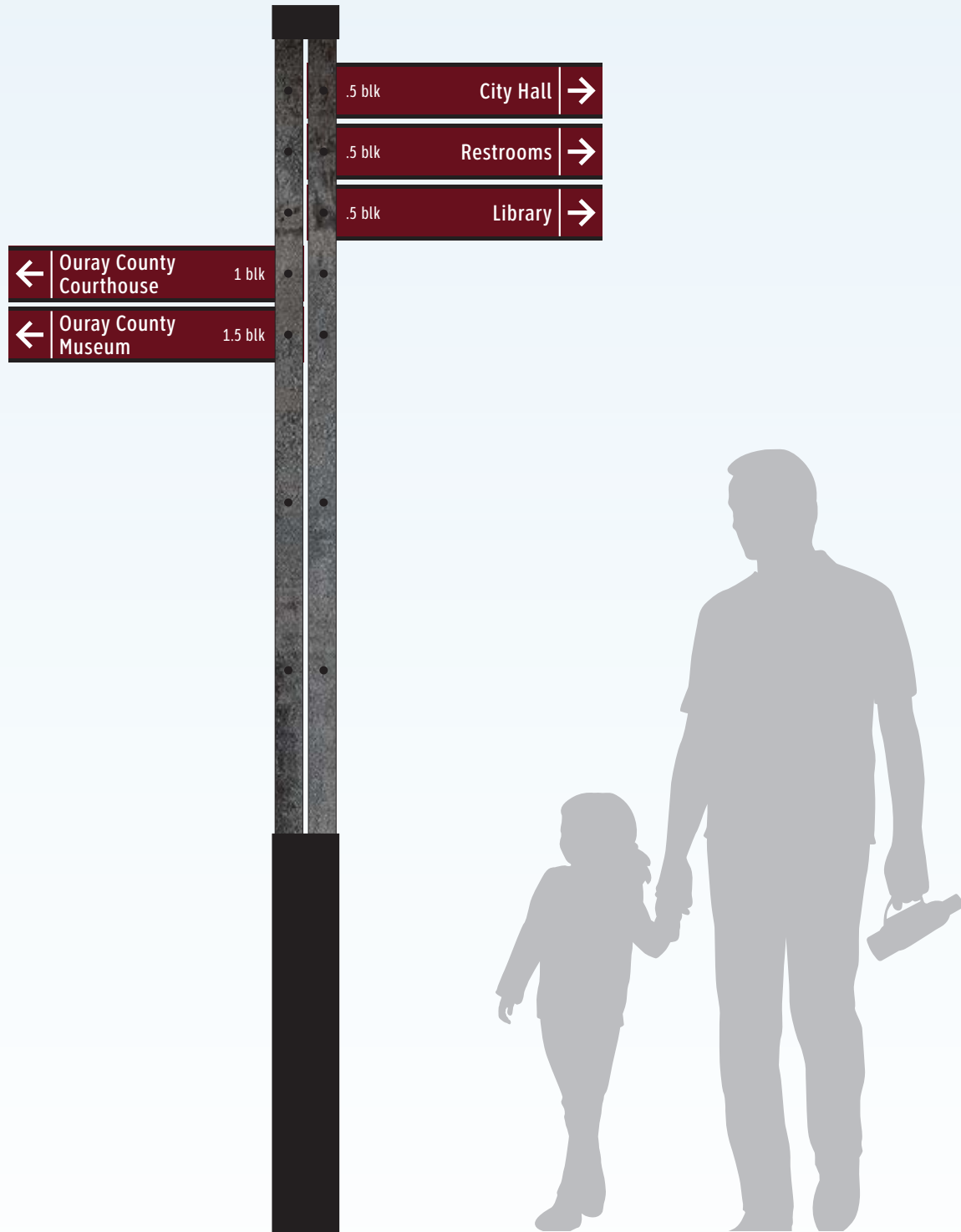
Freestanding Vehicular Directional

Freestanding Parking Identification

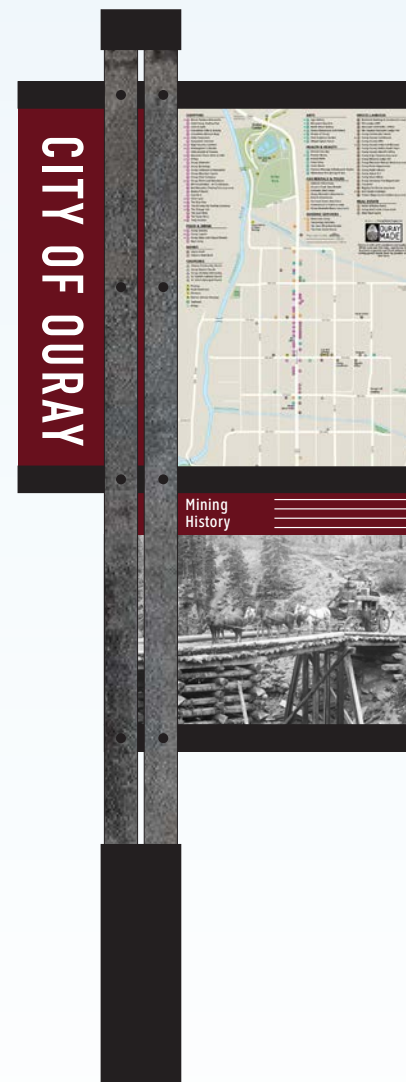
Freestanding Destination Identification

# Concept 2A

## Pedestrian Signage



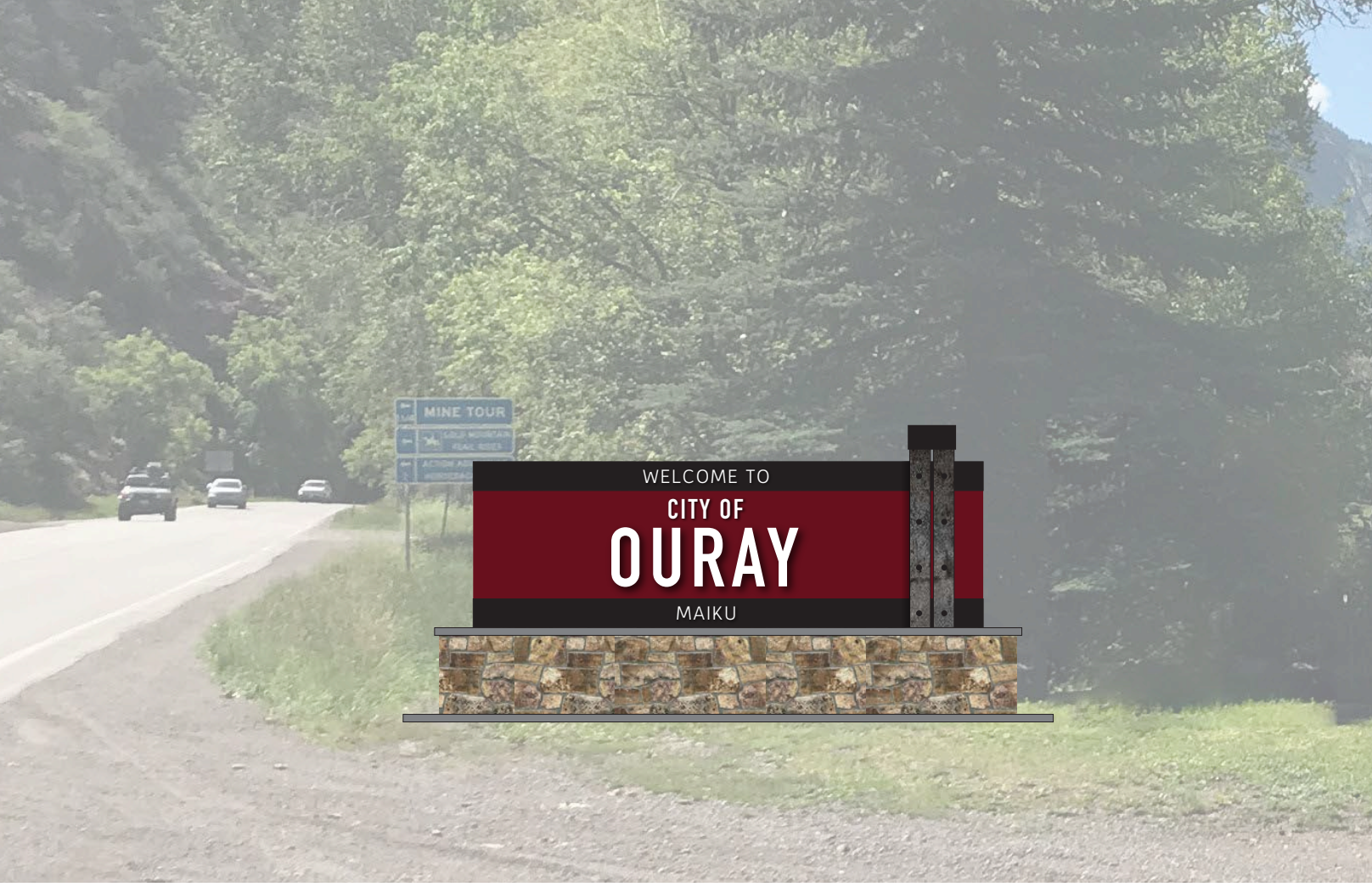
Freestanding Pedestrian Directional



Freestanding Directory



Freestanding Trail Identification



WELCOME TO  
CITY OF  
**OURAY**  
MAIKU



→ Visitor Center  
Hot Springs Pool  
Public Parking



5 blk City Hall →  
5 blk Restrooms →  
5 blk Library →  
1 blk Ouray County Courthouse →  
1.5 blk Ouray County Museum →



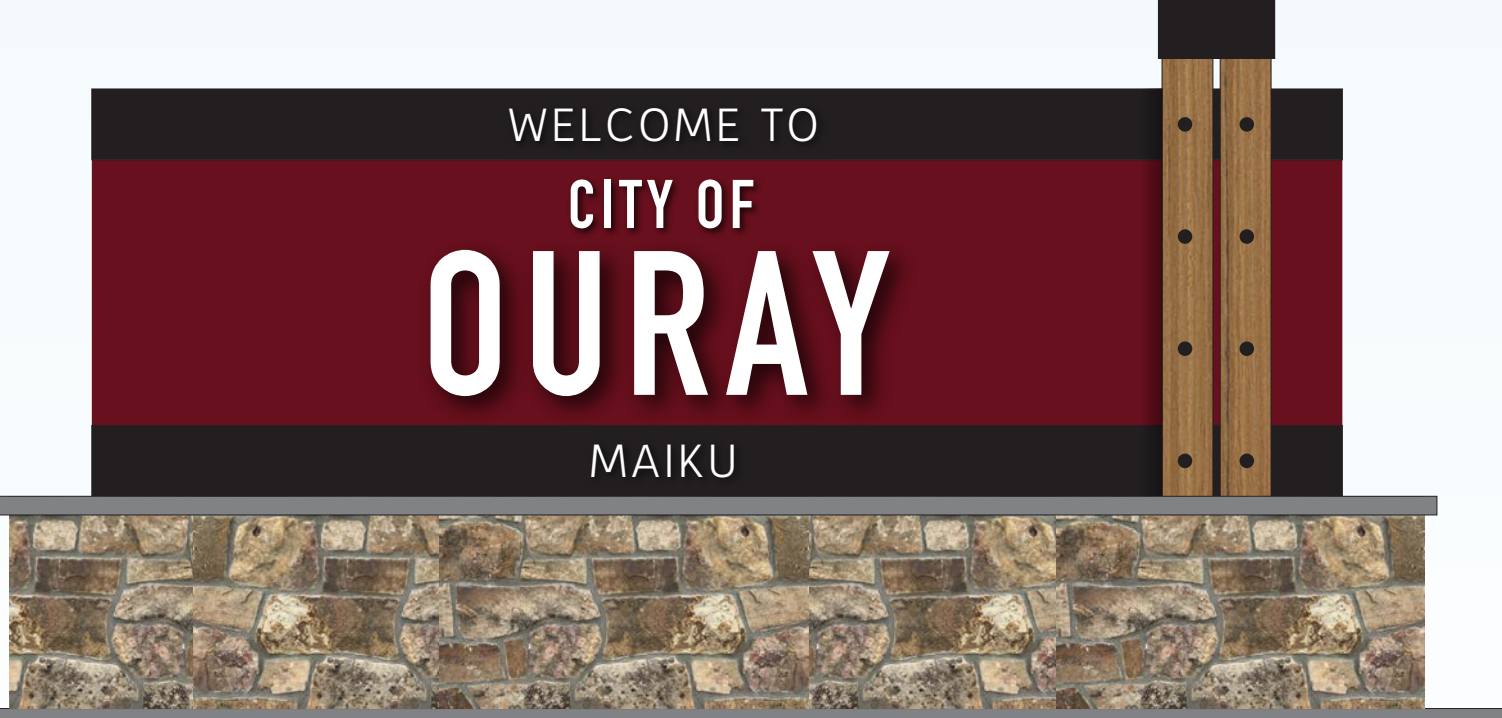
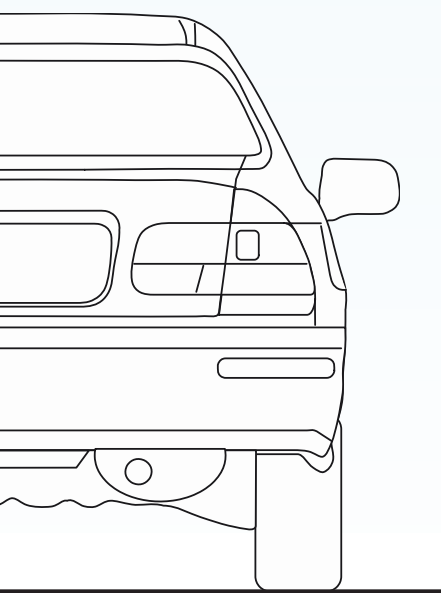
CITY OF OURAY

Mining History

concept 2B



**Concept 2B**  
Gateway Signage



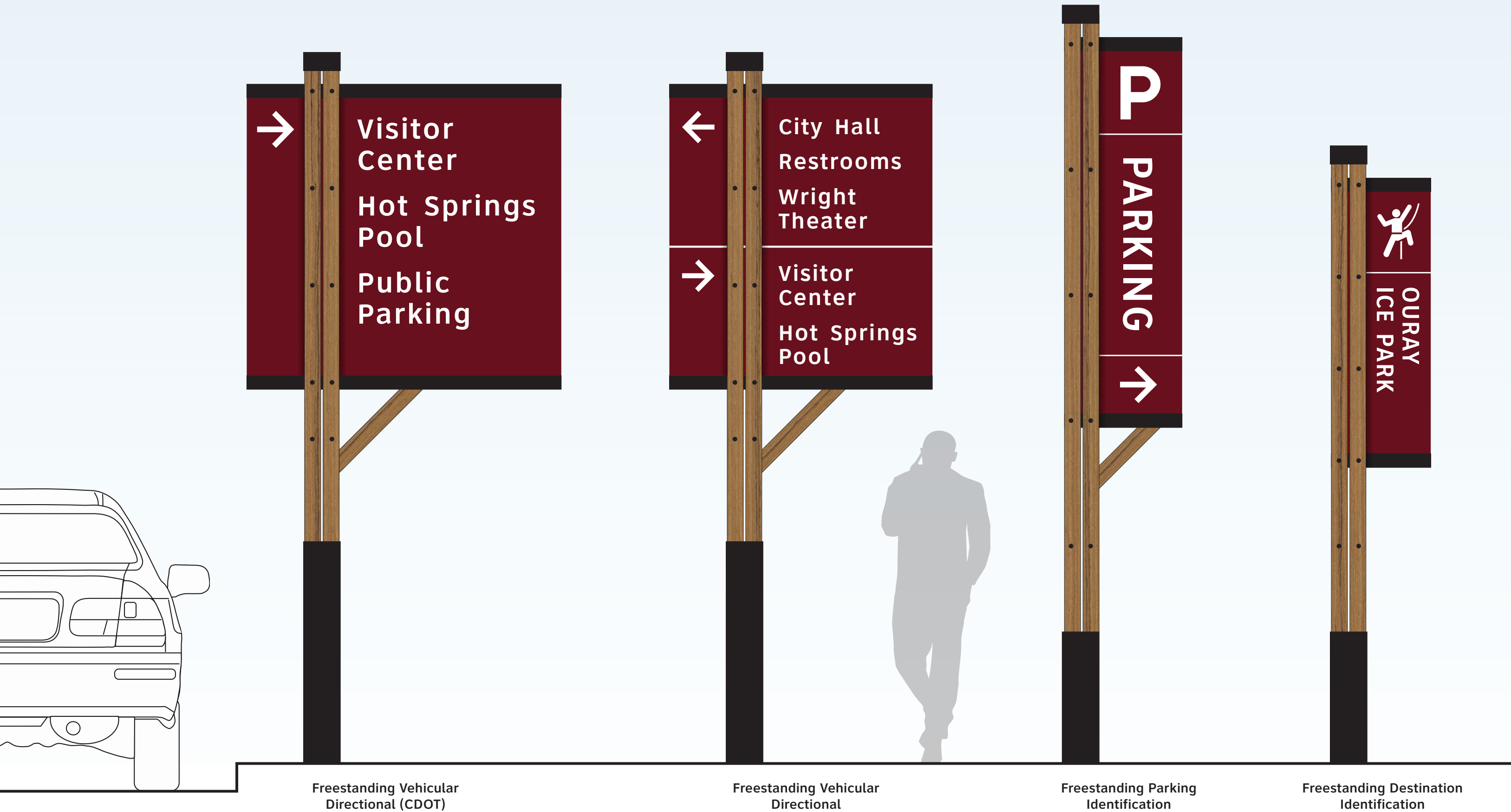
Gateway Monument (Large)



Gateway Monument (Small)

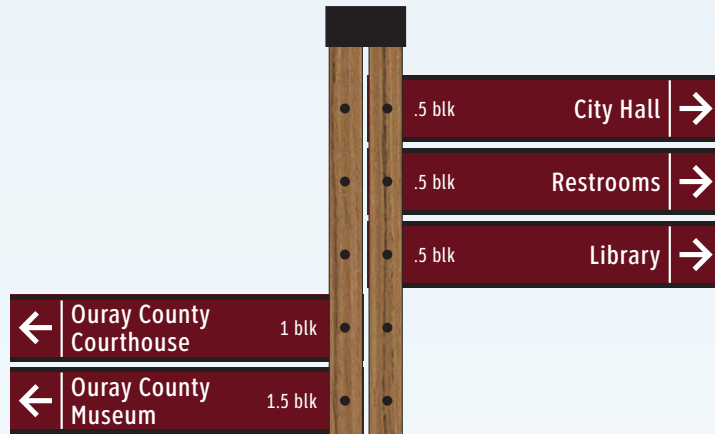
# Concept 2B

## Vehicular & Parking Signage



# Concept 2B

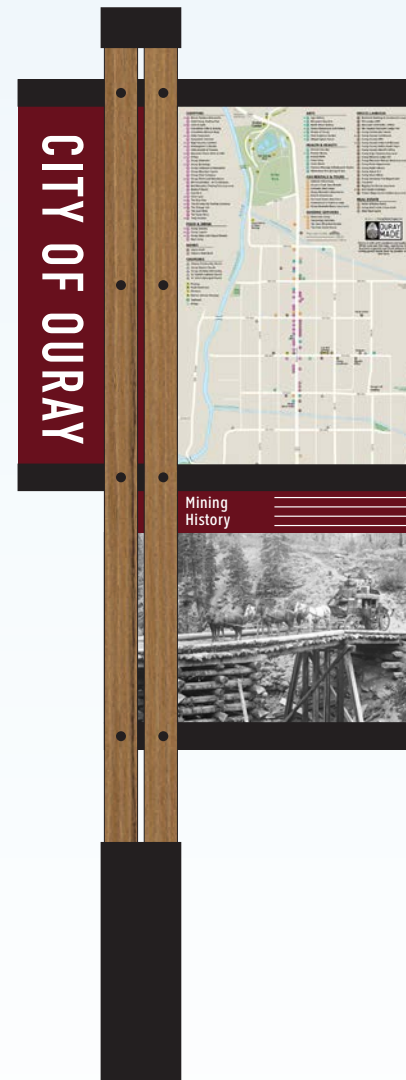
## Pedestrian Signage



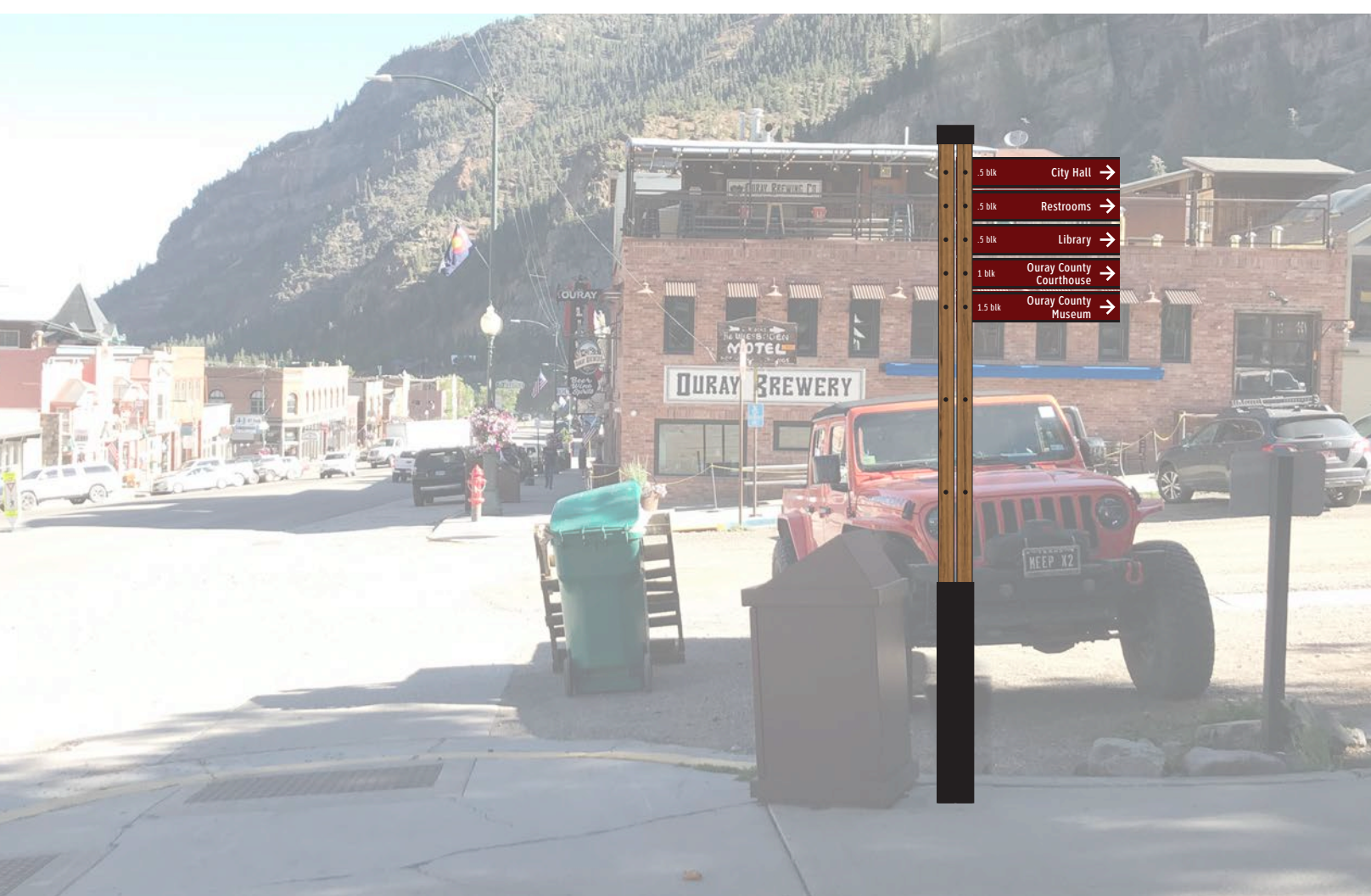
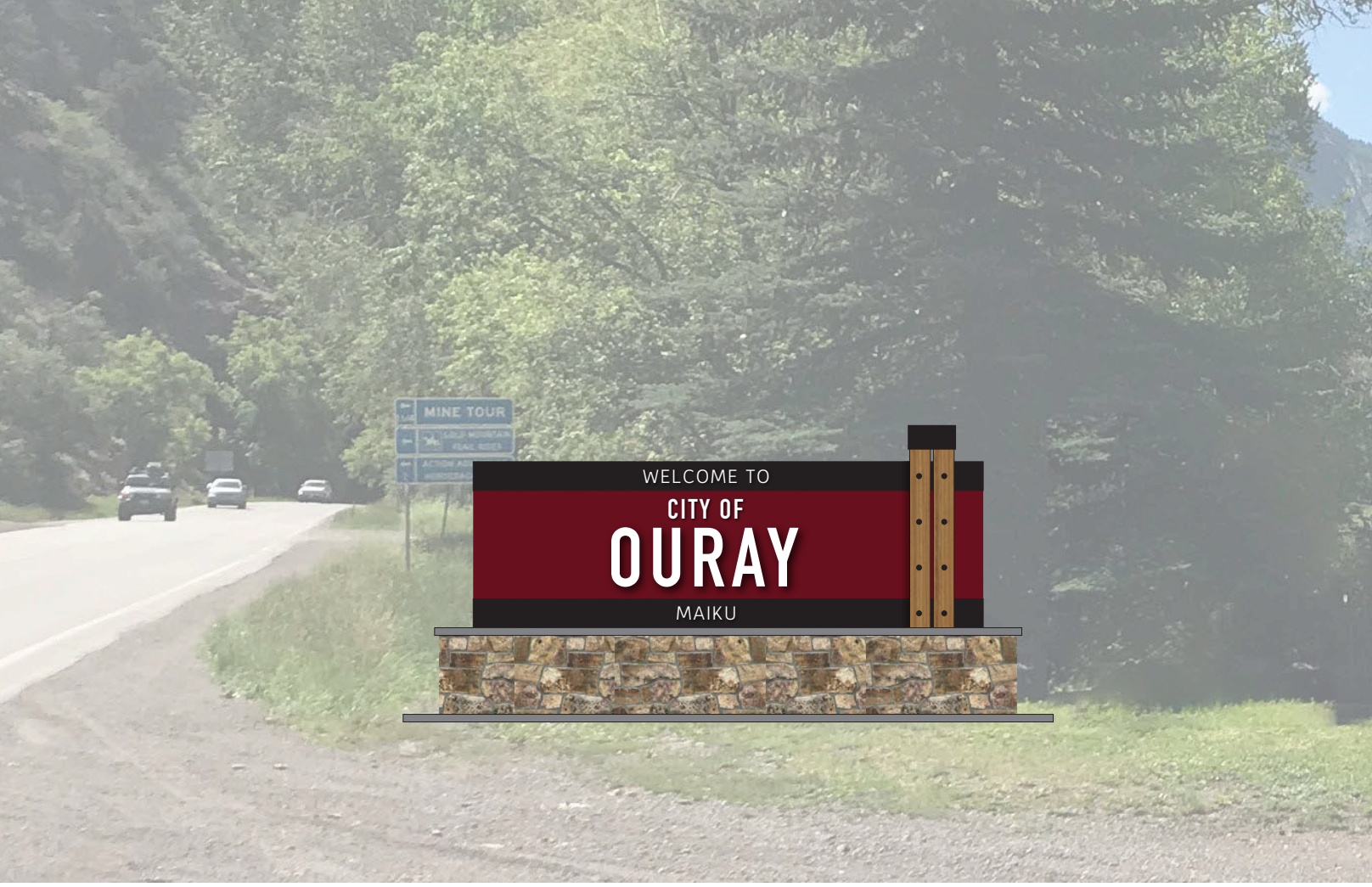
Freestanding Pedestrian Directional



Freestanding Directory



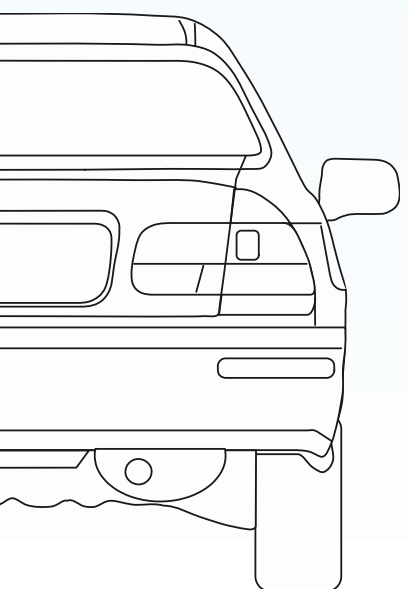
Freestanding Trail Identification



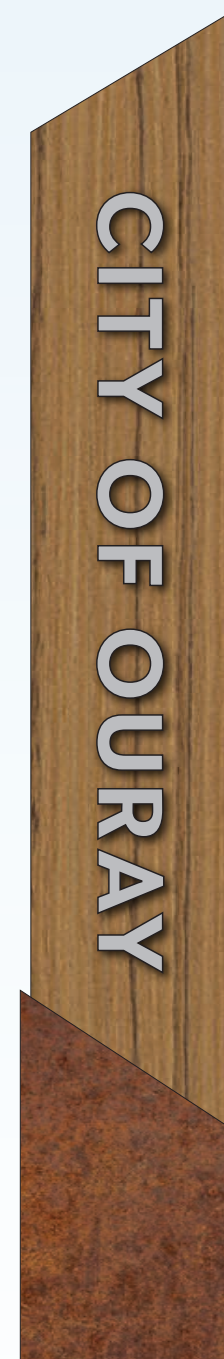
concept 3



**Concept 3**  
Gateway Signage



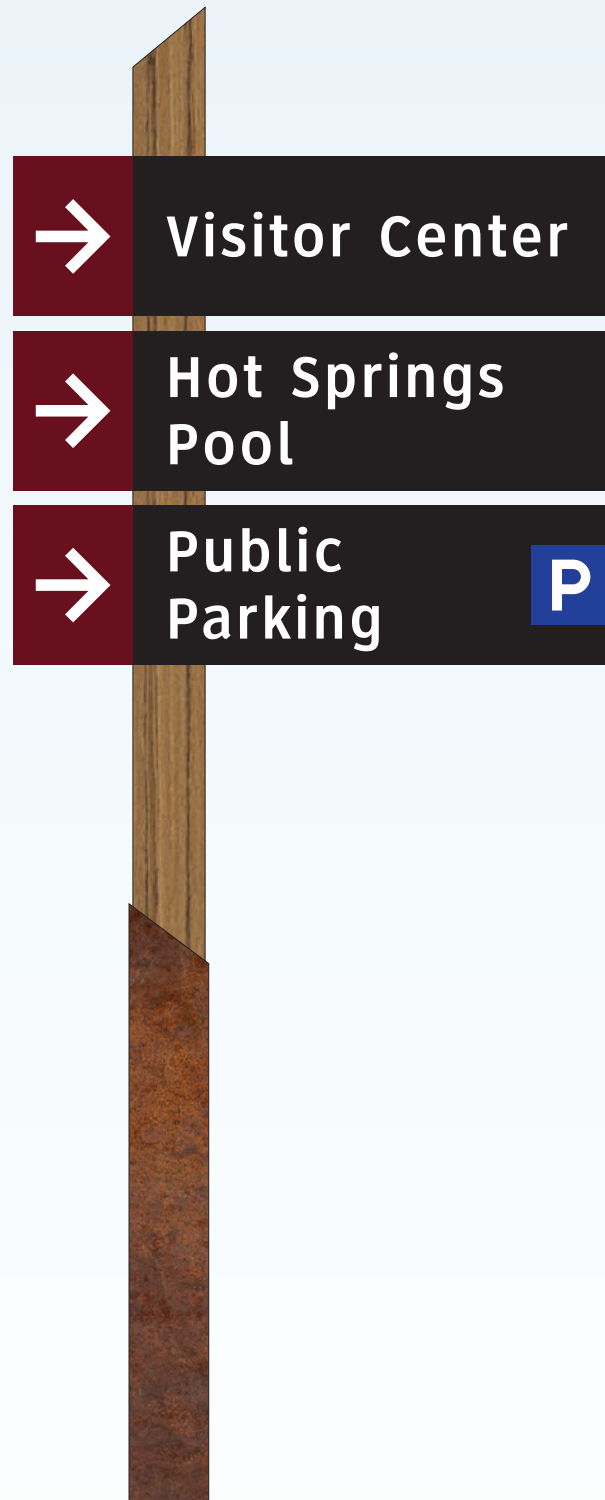
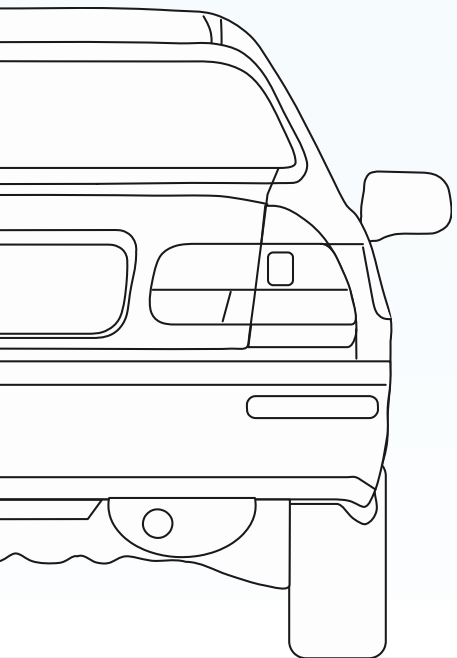
Gateway Monument (Large)



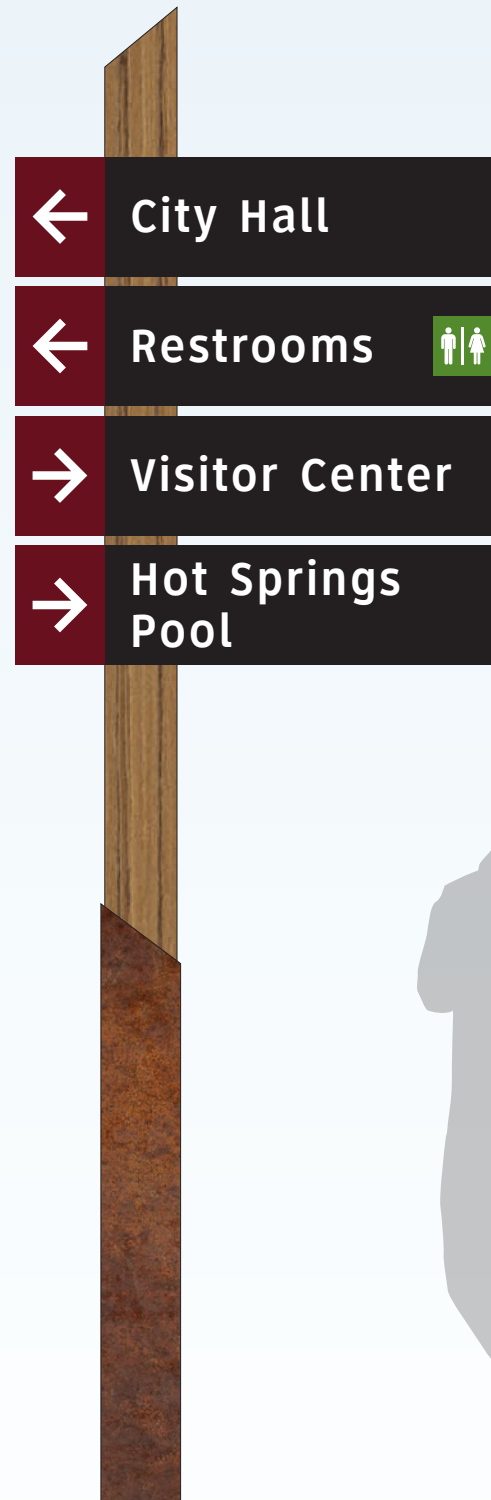
Gateway Monument (Small)

### Concept 3

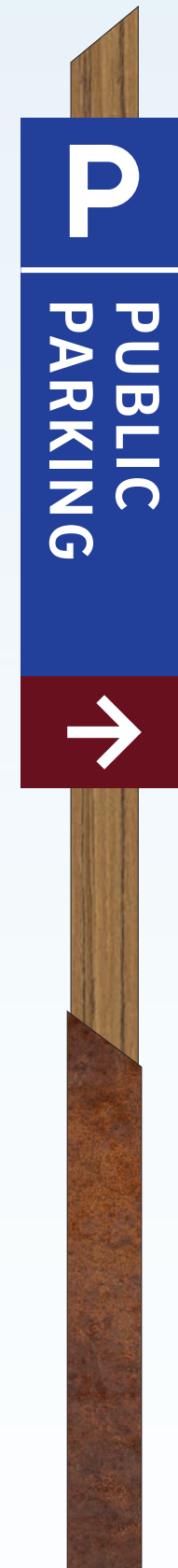
### Vehicular & Parking Signage



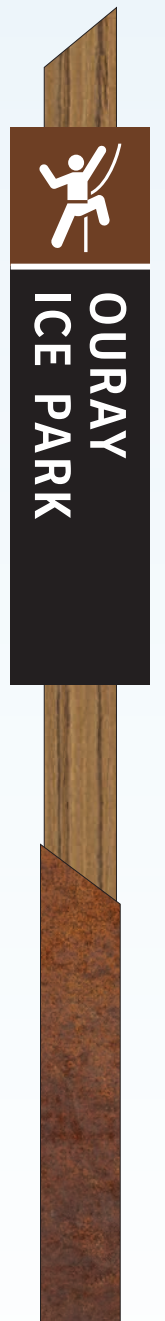
Freestanding Vehicular Directional (CDOT)



Freestanding Vehicular Directional



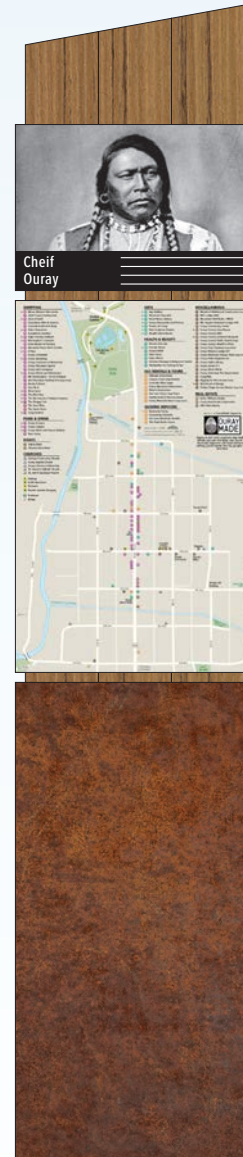
Freestanding Parking Identification



Freestanding Destination Identification

# Concept 3

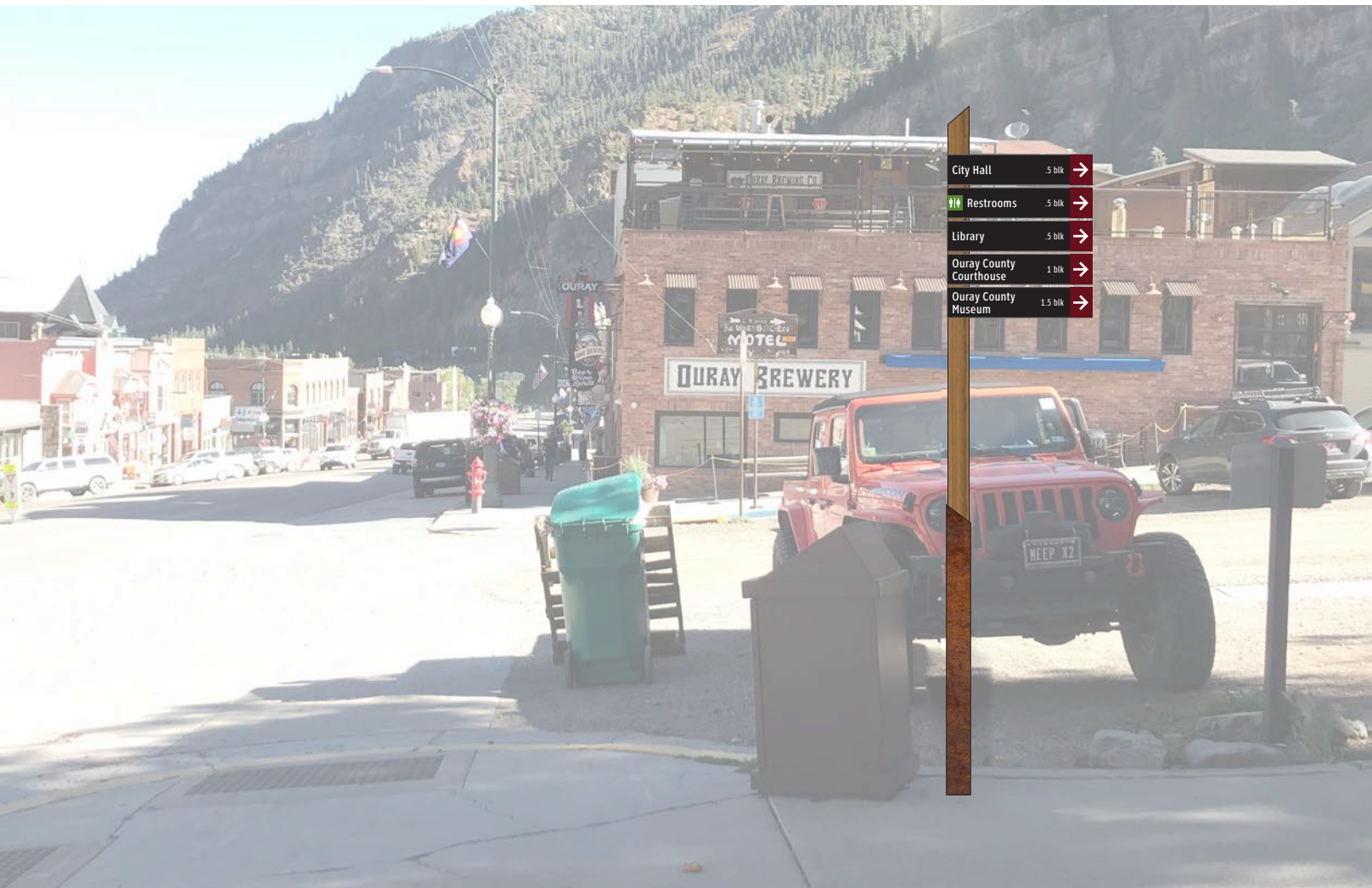
## Pedestrian Signage



Freestanding Pedestrian Directional

Freestanding Directory

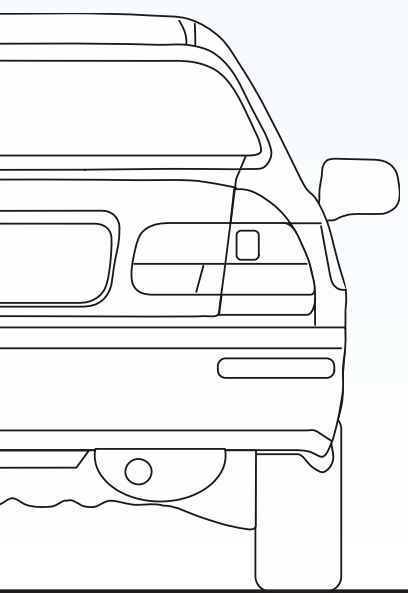
Freestanding Trail Identification



concept 4



**Concept 4**  
Gateway Signage



Gateway Monument (Large)



Gateway Monument (Small)

# Concept 4

## Vehicular & Parking Signage



Freestanding Vehicular Directional (CDOT)

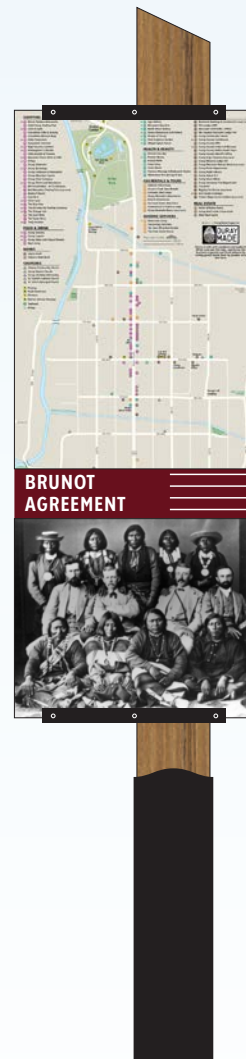
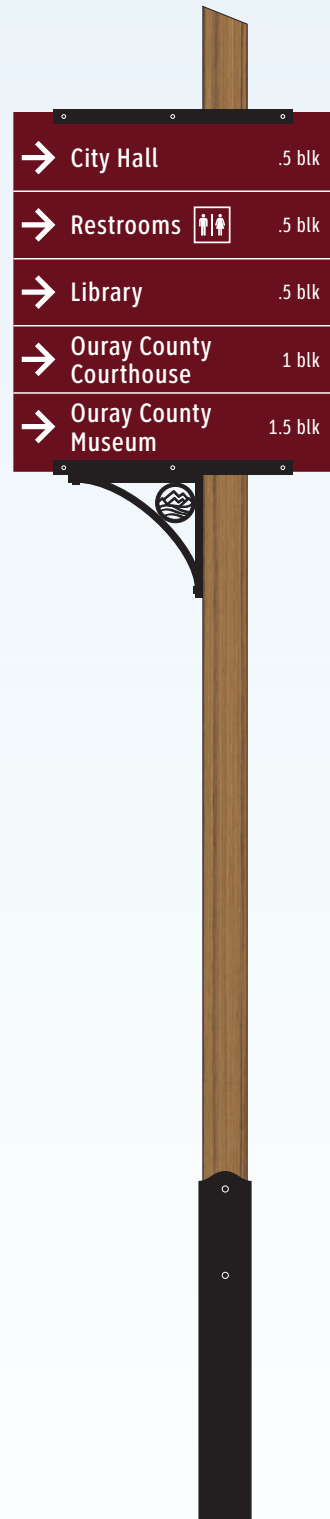
Freestanding Vehicular Directional

Freestanding Parking Identification

Freestanding Destination Identification

# Concept 4

## Pedestrian Signage



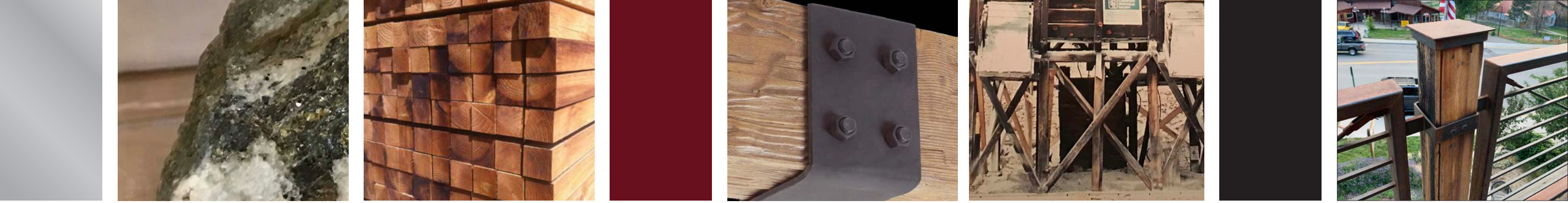
Freestanding Pedestrian Directional

Freestanding Directory

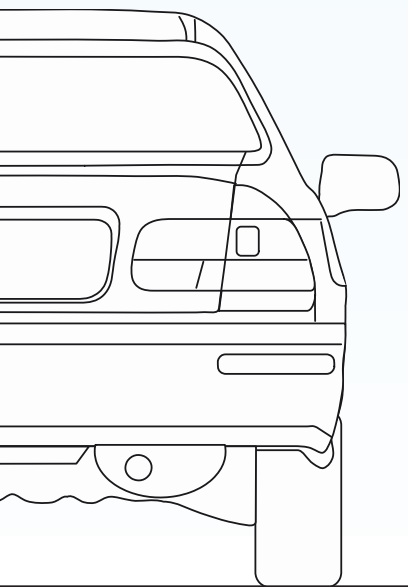
Freestanding Trail Identification



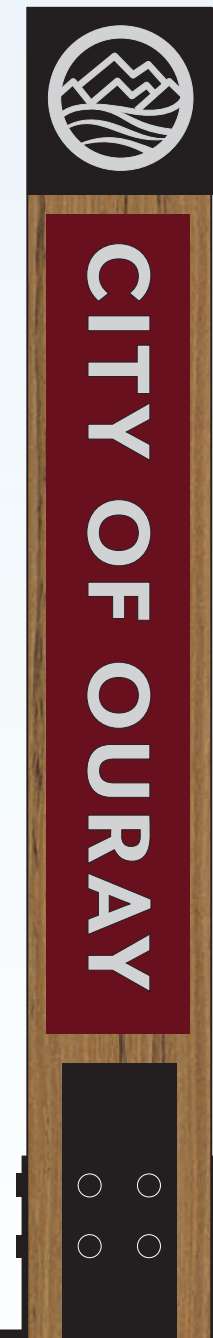
# concept 5



**Concept 5**  
Gateway Signage



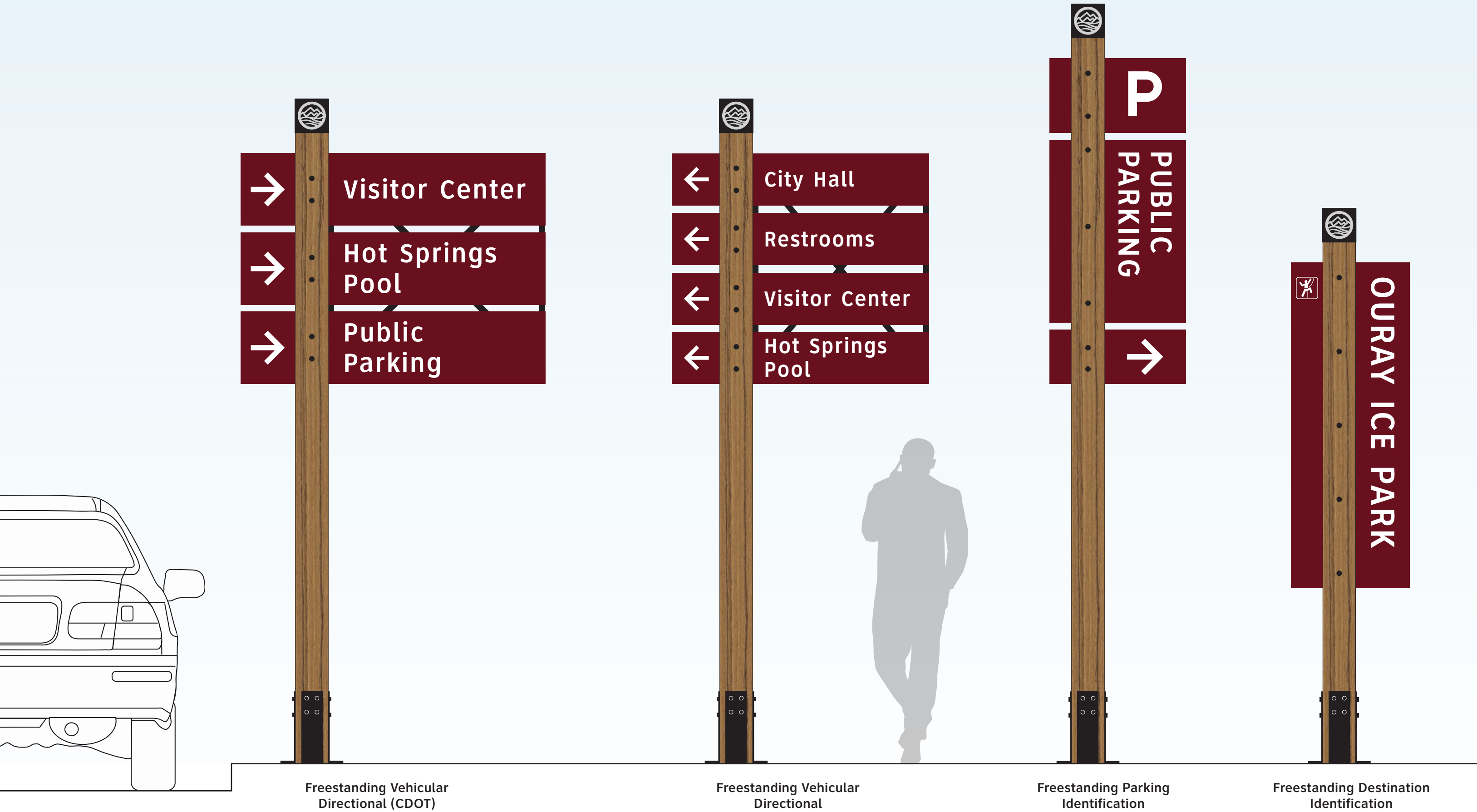
Gateway Monument (Large)



Gateway Monument (Small)

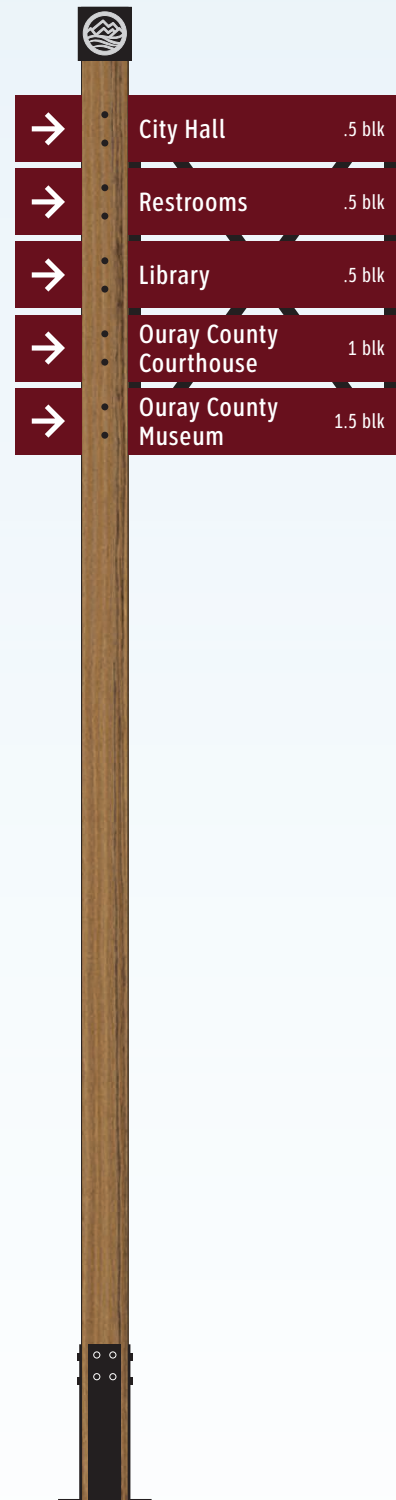
# Concept 5

## Vehicular & Parking Signage



# Concept 5

## Pedestrian Signage



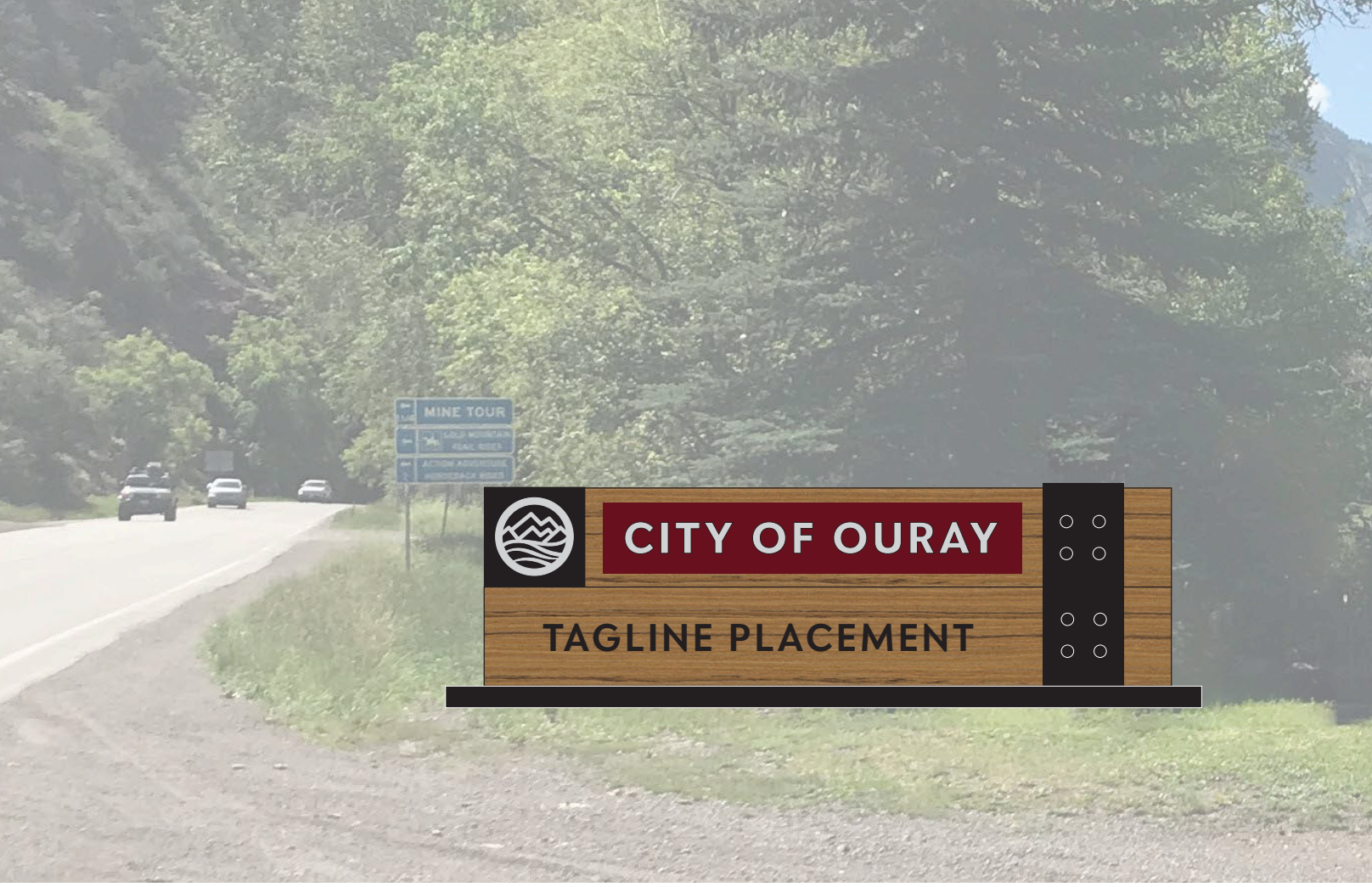
Freestanding Pedestrian Directional



Freestanding Directory



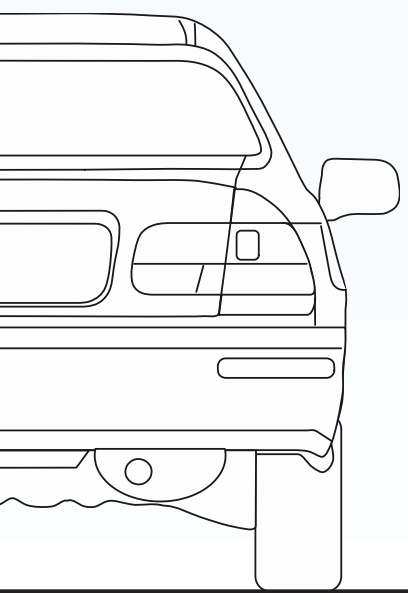
Freestanding Trail Identification



concept 6A



**Concept 6A**  
Gateway Signage

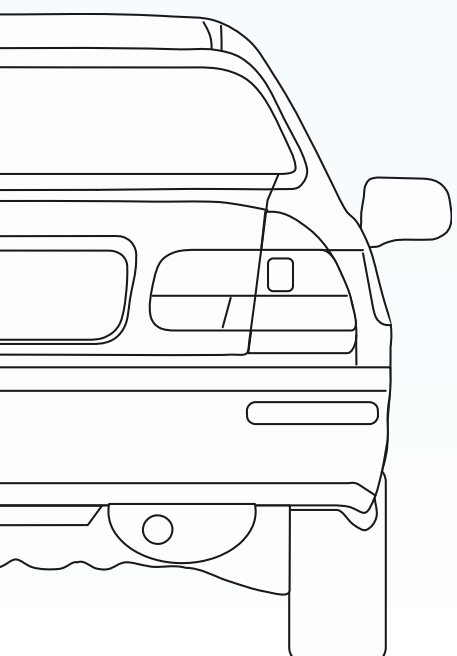


Gateway Monument (Large)



Gateway Monument (Small)

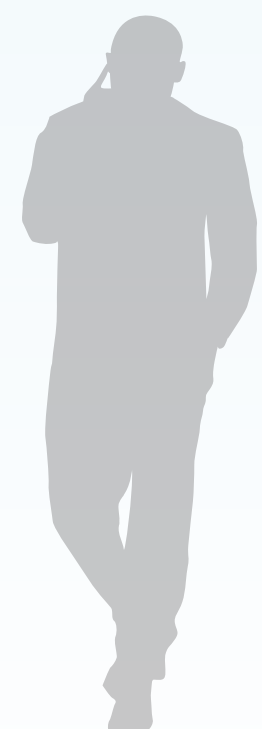
**Concept 6A**  
Vehicular & Parking Signage



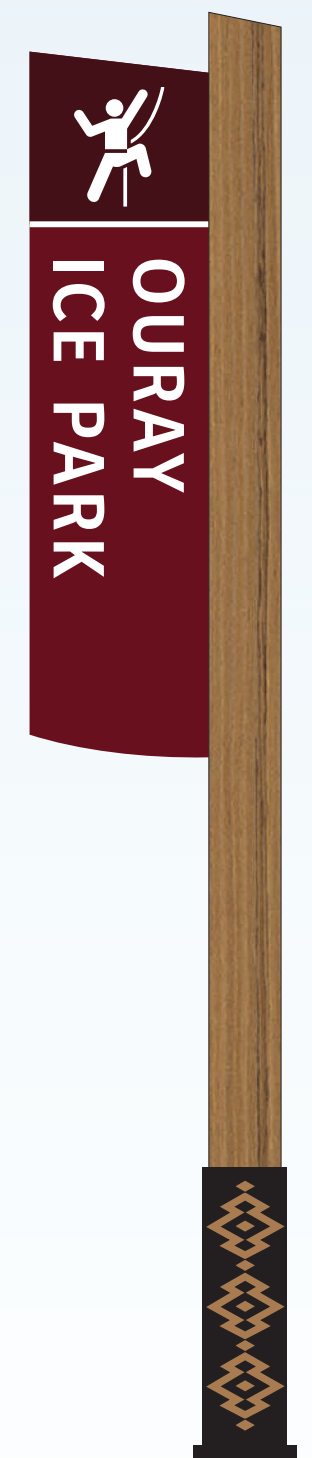
Freestanding Vehicular Directional (CDOT)



Freestanding Vehicular Directional



Freestanding Parking Identification



Freestanding Destination Identification

# Concept 6A

## Pedestrian Signage



Freestanding Directional



Freestanding Directory



Trail Identification



MINE TOUR  
SILVER MOUNTAIN  
REAL RIDES  
ACTION ADVENTURE  
WINDYCA RODEO

WELCOME TO  
**CITY OF OURAY**



CITY OF OURAY  
→ Visitor Center  
Hot Springs Pool  
Public Parking



→ City Hall .5 blk  
Restrooms .5 blk  
Library .5 blk  
Ouray County Courthouse 1 blk  
Ouray County Museum 1.5 blk

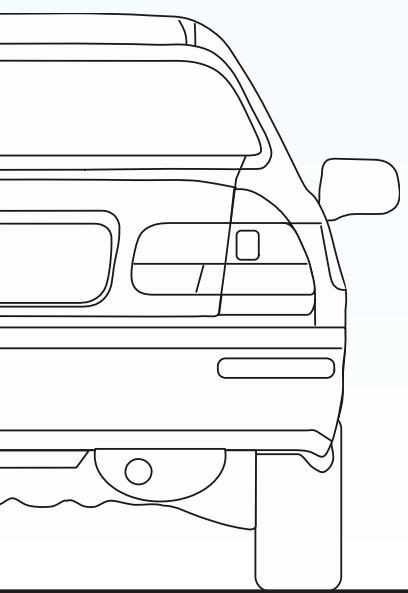


CITY OF OURAY  
[Map]  
Chief Ouray  
[Portrait]

concept 6B



**Concept 6B**  
Gateway Signage



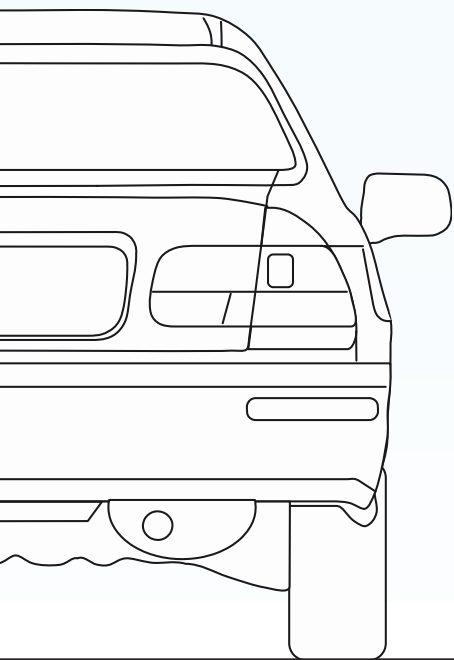
Gateway Monument (Large)



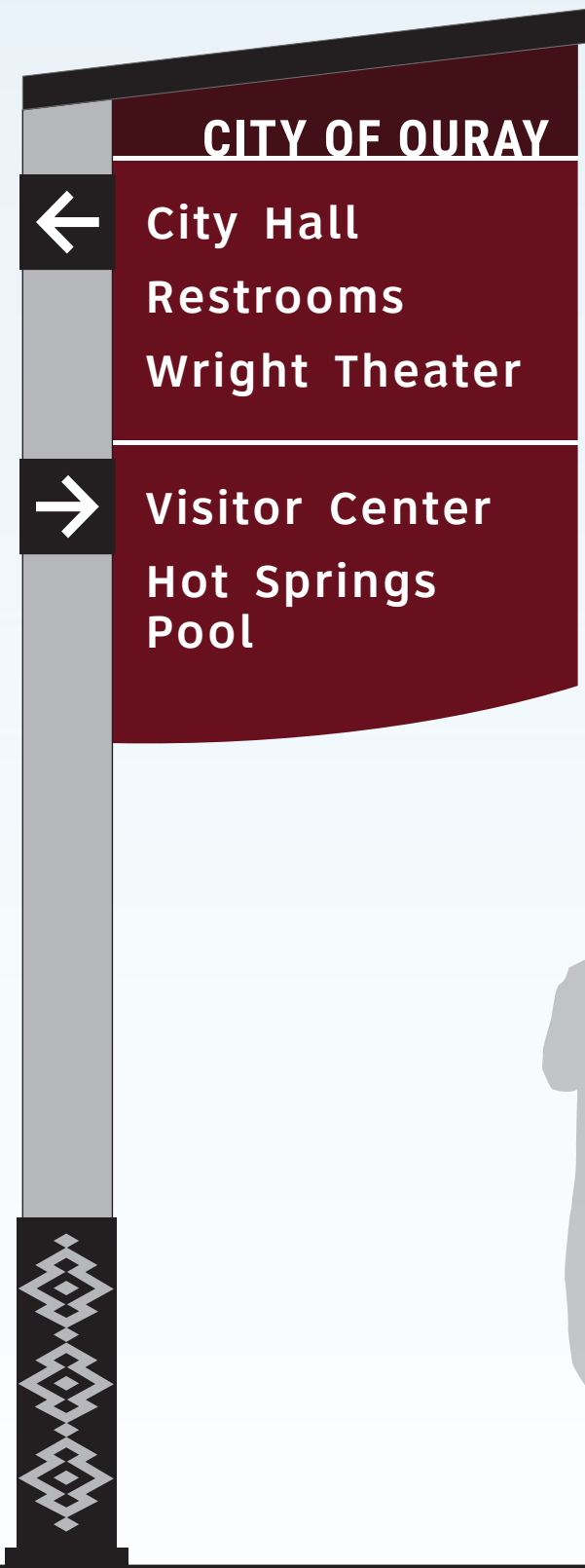
Gateway Monument (Small)

# Concept 6B

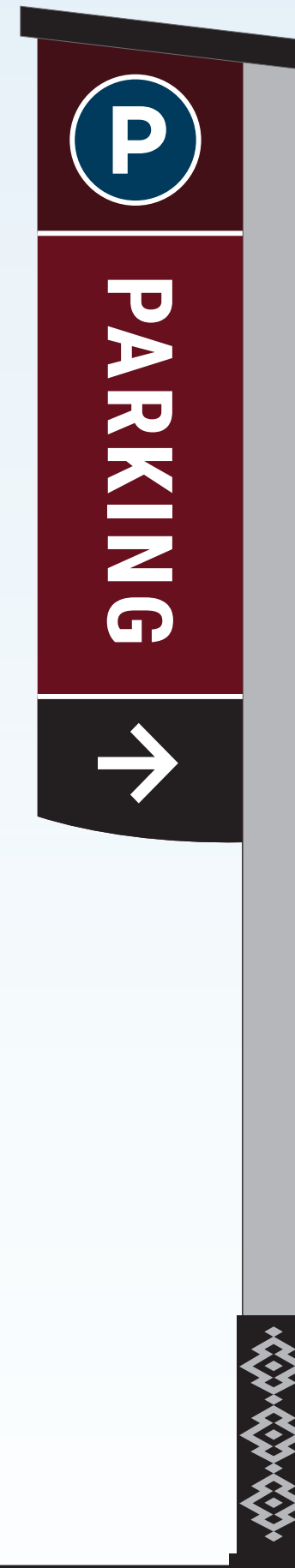
## Vehicular & Parking Signage



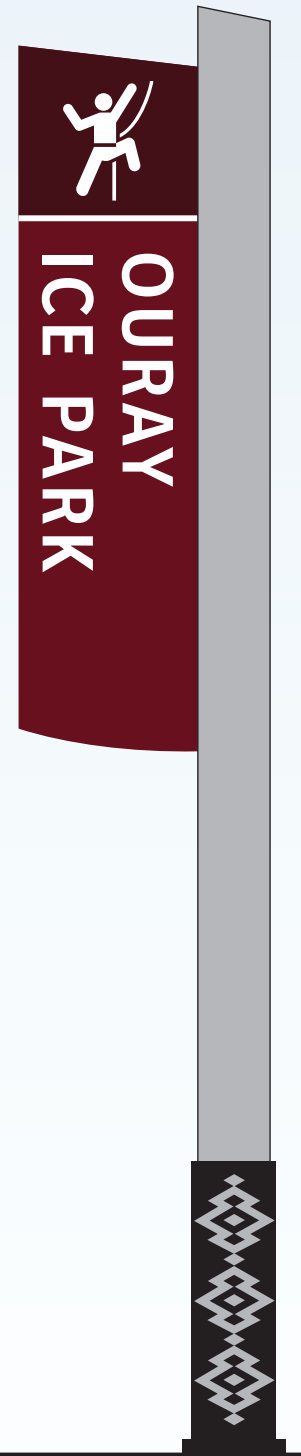
Freestanding Vehicular Directional (CDOT)



Freestanding Vehicular Directional



Freestanding Parking Identification



Freestanding Destination Identification

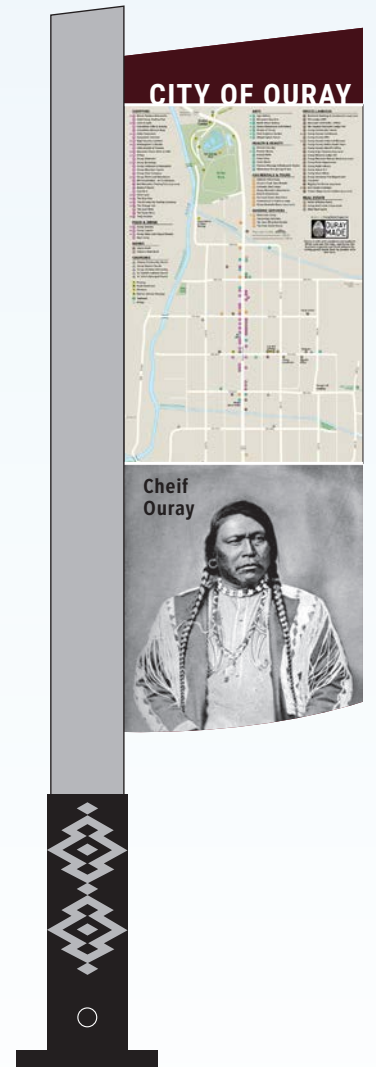
# Concept 6B

## Pedestrian Signage



→	City Hall	.5 blk
	Restrooms	.5 blk
	Library	.5 blk
	Ouray County Courthouse	1 blk
	Ouray County Musuem	1.5 blk

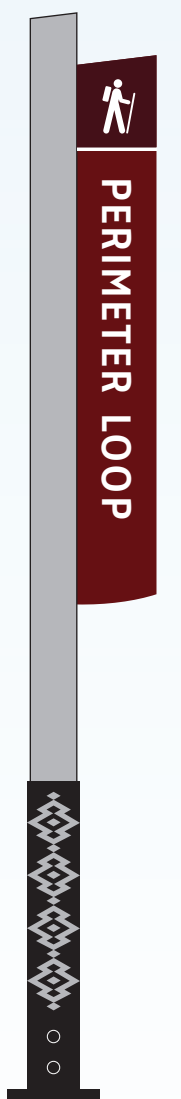
Freestanding Directional



**CITY OF OURAY**

**Cheif Ouray**

Freestanding Directory



PERIMETER LOOP

Trail Identification



parking identification

# Parking Identification



Public Parking Identification



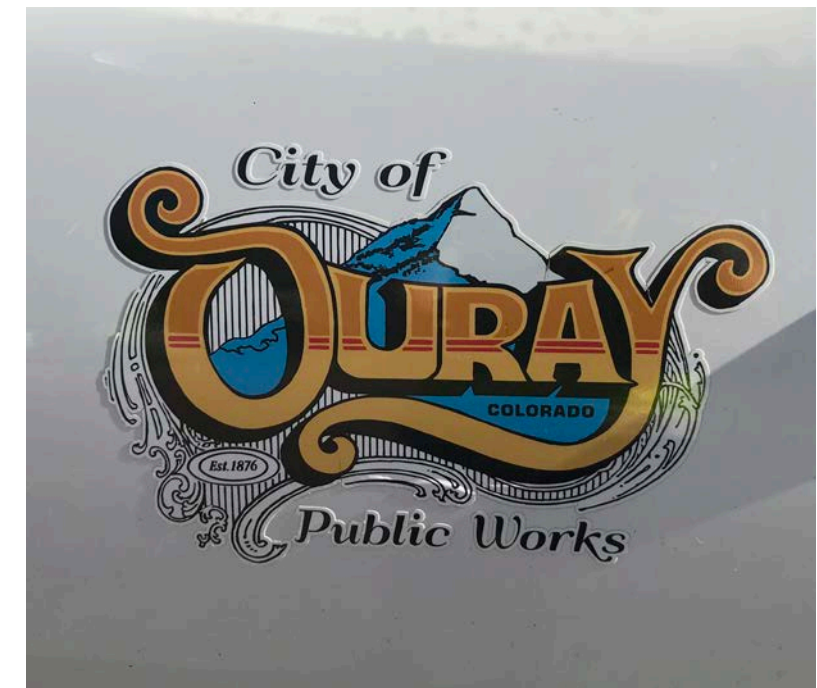
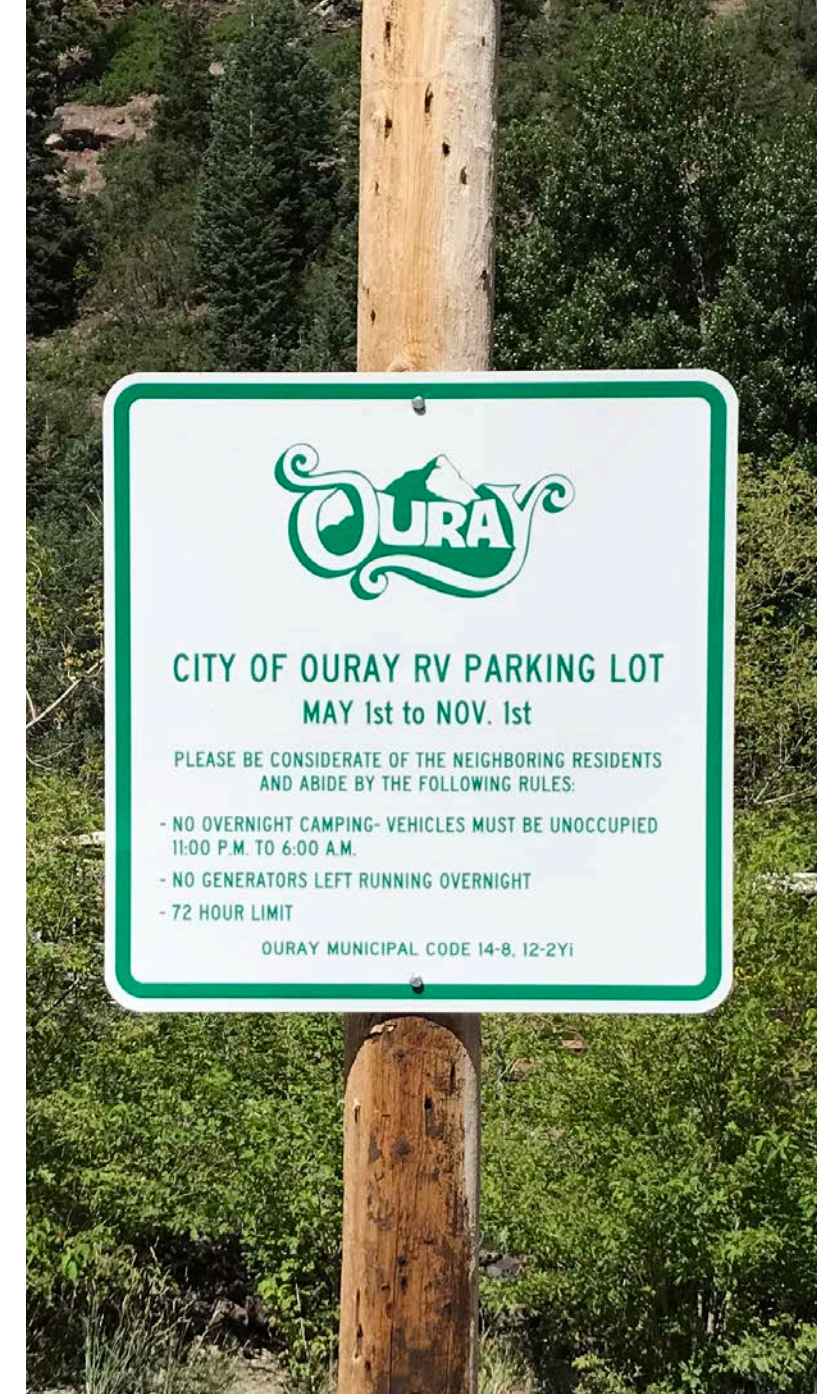
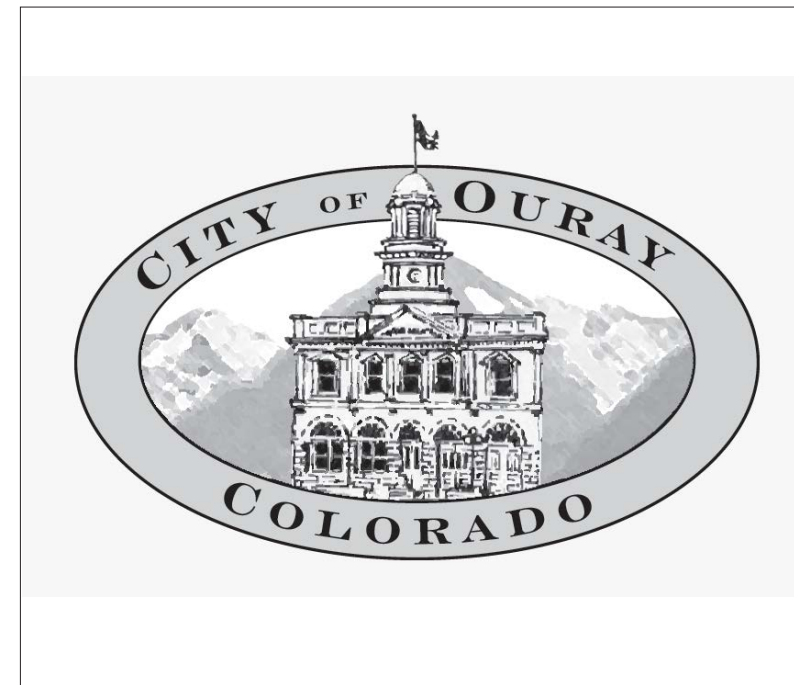
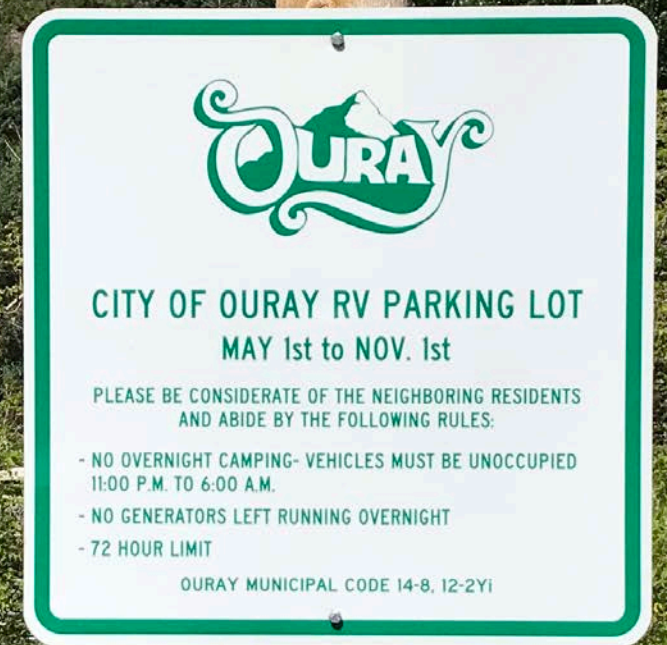
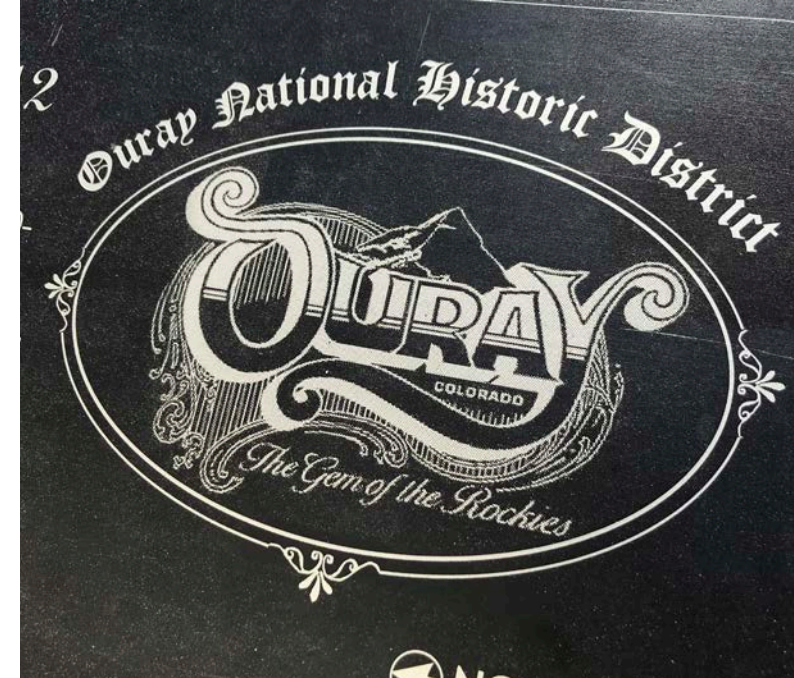
RV/ Trailer Parking Identification



OHV/ATV Parking Identification



branding





---

## **BRAND ESSENCE**

A single thought that captures the soul of the brand. It should reflect the fundamental nature of City of Ouray tourism.

**Colorado in its purest form.**

---

## **BRAND PURPOSE**

A brand's raison d'être. It should convey the larger impact that the City of Ouray tourism wants to have in the world.

**To be a catalyst for meaningful self-discovery.**

---

## BRAND POSITIONING

The conceptual territory claimed by your brand relative to other brands. Your positioning statement should clearly state what differentiates City of Ouray tourism in the mind of your target audience.

**For genuine outdoor lovers seeking an awe-inspiring, authentic Colorado experience, City of Ouray is a high mountain town where visitors can escape to adventure, connect and leave transformed.**

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## REASONS TO BELIEVE

The compelling evidence with meaningful proof points supporting the brand foundation, especially the brand positioning statement.

### **Pure Colorado: epic, awe-inspiring natural beauty that inspires self-reflection.**

- Natural, rugged, unaltered landscape
- Breathtaking San Juan mountains with grand 12,000 to 13,000-foot high peaks
- Stunning mountain views and vistas (2,000 cliffs)
- “The 3 Ws”: wildlife, wildflowers, and waterfalls
- Uncompahgre Gorge, deep mountain canyon
- Box Canyon Falls, an 85-foot mostly-hidden waterfall
- Relaxing Ouray Hot Springs, natural geothermal heated mineral pools

### **Authentic community: engaged, mindful, and welcoming to all.**

- True to their roots and passionate people who value and are galvanized by the town’s mining history
- Sustainably-minded and environmentally responsible
- Embrace diversity and differences among their community and visitors
- Small town charm: approachable, inviting and kind

### **Alluring, wide range of activities both outdoors and in the town.**

- Year-round, diverse outdoor recreation: hiking, rock climbing, ice climbing, Jeep tours, ATVs, skiing, snowshoeing, biking, swimming, camping, hot springs, geology and eco-tourism.
- Hiking trails for all experience levels, 300 routes within 5 minutes of town
- Town is accessible, convenient and casual.
  - Easy to navigate, walkable
  - More affordable/  
budget-friendly (compared to other mountain towns)
  - Convenient location (45 min from Montrose)

---

## **BRAND VALUES**

The set of guiding principles that shape every aspect of your brand both internally and externally. It should be what the City of Ouray tourism is committed to—and loved for being.

### **AUTHENTICITY**

Ouray is the real deal—true to its origins with unaltered beauty and an uncompromised community—unparalleled overall.

### **COMMUNITY**

Passionate and engaged, Ouray community members embrace diversity and welcome all people.

### **STEWARDS OF NATURE**

The people of Ouray have always adapted to nature—seeking to preserve it in its true form for people today and generations to come.

### **SIMPLICITY**

There's an ease to Ouray. Unlike the hustle and bustle of big cities and suburbia that can feel hectic and aimless, the pace of life is slower and life is lived intentionally. It's about finding beauty and peace in the stillness and purity of nature.

# BRAND FOUNDATION: CITY OF OURAY TOURISM

## BRAND ESSENCE

Colorado in its purest form.

## BRAND PURPOSE

To be a catalyst for meaningful self-discovery.

## BRAND POSITIONING

For genuine outdoor lovers seeking an awe-inspiring, authentic Colorado experience, City of Ouray is a high mountain town where visitors can escape to adventure, connect and leave transformed.

## REASONS TO BELIEVE

Pure Colorado: epic, awe-inspiring natural beauty that inspires self-reflection.  
Authentic community: engaged, mindful, and welcoming to all.  
Alluring, wide range of activities both outdoors and in the town.

## BRAND VALUES

Authenticity   Community   Stewards of Nature   Simplicity

homework

# The Refresh of the Visit Ouray Logo: Branding Questions



1. Who is your target market or audience? (Locals, Tourists, Type of Buyers, Ages)
2. What three attributes would you like your target audience to think of when they look at your new brand/logo?
3. What do you want the new brand/logo to accomplish?
4. How are you different than other cities in the area or region?
5. Do you have a tagline or motto and if so should it be included in the logo design?
6. Are there any elements of the existing Visit Ouray logo that you like?
7. Which of these words better fit your vision for your brand? (Circle one or both)
  - Traditional or Modern
  - Friendly or Corporate
  - Simple or Intricate
  - Affordable or Luxurious
  - Fun or Serious
  - Casual or Professional
  - Local or International
  - Relaxed or Energetic
  - Subtle or Bold
  - Geometric or Organic
  - Young or Mature
  - Familiar or Quirky
  - Versatile or Timeless
  - Common or Unique
  - Planned or Spontaneous
  - Reserved or Adventurous
8. Please provide any additional information you feel is important to consider when refreshing the Existing Visit Ouray logo.

# Application for a Special Events Permit

In order to qualify for a Special Events Permit, You Must Be a Qualifying Organization Per 44-5-102 C.R.S. and One of the Following (See back for details.)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Social               | <input type="checkbox"/> Athletic                           | <input type="checkbox"/> Philanthropic Institution          |
| <input checked="" type="checkbox"/> Fraternal | <input type="checkbox"/> Chartered Branch, Lodge or Chapter | <input type="checkbox"/> Political Candidate                |
| <input type="checkbox"/> Patriotic            | <input type="checkbox"/> National Organization or Society   | <input type="checkbox"/> Municipality Owned Arts Facilities |
| <input type="checkbox"/> Political            | <input type="checkbox"/> Religious Institution              |   |

<b>LIAB</b> Type of Special Event Applicant is Applying for:	<b>DO NOT WRITE IN THIS SPACE</b>
2110 <input checked="" type="checkbox"/> Malt, Vinous And Spirituous Liquor \$25.00 Per Day	Liquor Permit Number
2170 <input type="checkbox"/> Fermented Malt Beverage \$10.00 Per Day	

1. Name of Applicant Organization or Political Candidate: **BPOE dba OURAY LODGE #492 - SKI JOURNUNG EVENT** State Sales Tax Number (Required)

2. Mailing Address of Organization or Political Candidate (include street, city/town and ZIP) <b>PO BOX 647 OURAY, COLORADO 81427</b>	3. Address of Place to Have Special Event (include street, city/town and ZIP) <b>421 MAIN STREET OURAY, COLORADO 81427</b>
--	---

4. Authorized Representative of Qualifying Organization or Political Candidate: **SHELLY KUHLMAN** Date of Birth \_\_\_\_\_ Phone Number \_\_\_\_\_

Authorized Representative's Mailing Address (if different than address listed in 2)

5. Event Manager: **SHELLY KUHLMAN** Date of Birth \_\_\_\_\_ Phone Number \_\_\_\_\_

Event Manager Home Address (Street City State ZIP) \_\_\_\_\_ of \_\_\_\_\_

6. Has Applicant Organization or Political Candidate been issued a Special Event Permit this Calendar Year?  
 No  Yes How many days? \_\_\_\_\_

7. Is the premises for which your event is to be held currently licensed under the Colorado Liquor or Beer codes?  
 No  Yes License Number **04-01748-0002**

8. Does the Applicant Have Possession or Written Permission for the Use of The Premises to be Licensed?  Yes  No

List Below the Exact Date(s) for Which Application is Being Made for Permit

Date	Hours From	Hours To	Date	Hours From	Hours To	Date	Hours From	Hours To	Date	Hours From	Hours To	Date	Hours From	Hours To
01/13/23	4:00 P.m.	1:00 A.m.	01/15/23	2:00 P.m.	12:00 A.m.									

**Oath of Applicant**

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

Signature: <i>Shelly Kuhlman</i>	Title: <b>EVENT MANAGER</b>	Date: <b>12/20/20</b>
----------------------------------	-----------------------------	-----------------------

**Report and Approval of Local Licensing Authority (City or County)**

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provisions of Title 44, Article 5, C.R.S., as amended.

**THEREFORE, THIS APPLICATION IS APPROVED.**

Local Licensing Authority (City or County)  City  County Telephone Number of City/County Clerk \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**DO NOT WRITE IN THIS SPACE - FOR DEPARTMENT OF REVENUE USE ONLY**

Liability Information			
License Account Number	Liability Date	State	Total
		-750 (999)	\$

# Application for a Special Events Permit

State Only Permit/State Property

In order to qualify for a Special Events Permit, You **Must Be a Qualifying Organization Per 44-5-102 C.R.S. and One of the Following (See back for details.)**

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Social | <input type="checkbox"/> Athletic                           | <input type="checkbox"/> Philanthropic Institution          |
| <input type="checkbox"/> Fraternal         | <input type="checkbox"/> Chartered Branch, Lodge or Chapter | <input type="checkbox"/> Political Candidate                |
| <input type="checkbox"/> Patriotic         | <input type="checkbox"/> National Organization or Society   | <input type="checkbox"/> Municipality Owned Arts Facilities |
| <input type="checkbox"/> Political         | <input type="checkbox"/> Religious Institution              |   |

LIAB Type of Special Event Applicant is Applying for:	DO NOT WRITE IN THIS SPACE
2110 <input checked="" type="checkbox"/> Malt, Vinous And Spirituous Liquor \$25.00 Per Day	Liquor Permit Number
2170 <input type="checkbox"/> Fermented Malt Beverage \$10.00 Per Day	

1. Name of Applicant Organization or Political Candidate State Sales Tax Number (Required)  
**Ouray Mountain Rescue Team - FREE AVALANCHE EDUCATION TALK**

2. Mailing Address of Organization or Political Candidate (include street, city/town and ZIP) PO Box 220 Ouray, CO 81427	3. Address of Place to Have Special Event (include street, city/town and ZIP) City of Ouray Community Center
--	---

4. Authorized Representative of Qualifying Organization or Political Candidate Date of Birth  
**Dolgio Nergui**

Authorized Representative's Mailing Address (if different than address above)  
 \_\_\_\_\_

5. Event Manager Date of Birth  
**Dolgio Nergui**

Event Manager Home Address (Street City, State, ZIP) Email Address of Event Manager

6. Has Applicant Organization or Political Candidate been Issued a Special Event Permit this Calendar Year? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes How many days? _____	7. Is the premises for which your event is to be held currently licensed under the Colorado Liquor or Beer codes? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes License Number _____
---	---

8. Does the Applicant Have Possession or Written Permission for the Use of The Premises to be Licensed?  Yes  No

List Below the Exact Date(s) for Which Application is Being Made for Permit

Date	Hours From	To	Date	Hours From	To	Date	Hours From	To	Date	Hours From	To	Date	Hours From	To
01/25/22	5.00 p.m.	9.00 p.m.												

**Oath of Applicant**

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

Signature <i>D. Nergui</i>	Title <b>Treasurer</b>	Date <b>12/14/22</b>
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**Report and Approval of Local Licensing Authority (City or County)**

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provisions of Title 44, Article 5, C.R.S., as amended.

**THEREFORE, THIS APPLICATION IS APPROVED.**

Local Licensing Authority (City or County)  City  County Telephone Number of City/County Clerk

Signature	Title	Date
-----------	-------	------

**DO NOT WRITE IN THIS SPACE - FOR DEPARTMENT OF REVENUE USE ONLY**

Liability Information			Total
License Account Number	Liability Date	State	
		-750 (999)	\$ .



APPLICATION FOR PARTICIPATION ON A CITY COMMITTEE

City of Ouray
320 6th Avenue
PO Box 468
Ouray, Colorado 81427
Telephone: (970) 325 7211 FAX: (970) 325 7212
An Equal Employment Opportunity Employer

Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Brock Adams
Physical Address: 00000000000000000000000000000000
Mailing Address: 000000000000 @ Hotmail.com
E-Mail Address: P.O. BOX 00000
Home Telephone Number: 970 000000000000
Business Telephone Number: 970-000000000000
Present job title: Plumber & Property Management
Present employment is (check one) [X] Full-time [ ] Part-time
May we contact you at work for committee related issues? [X] Yes [ ] No
Do you [ ] rent or [X] own your home? If you own, do you have vacation rentals? NO

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Ouray Economic Development Committee [ ] Beautification
[X] Park & Recreation (PARC) [ ] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? 7 years
What do you think are the major issues affecting our City?

Organization

How do you envision your contribution to this committee?
Hard Work

If you own a business in Ouray, please list name (All businesses must be registered):

Signature: [Handwritten Signature] Date: 12-13-22

Print Name: Brock Adams

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.



APPLICATION FOR PARTICIPATION ON A CITY COMMITTEE

City of Ouray
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Ouray, Colorado 81427
Telephone: (970) 325 7211 FAX: (970) 325 7212

An Equal Employment Opportunity Employer

Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Rutanya Young
Physical Address: 00000000000000000000
Mailing Address: P.O. Box 00000
E-Mail Address: 00000000000000000000@yahoo.com
Home Telephone Number: 00000000000000000000
Business Telephone Number:
Present job title: stay at home mom / part time child care
Present employment is (check one) [ ] Full-time [x] Part-time
May we contact you at work for committee related issues? [x] Yes [ ] No
Do you [x] rent or [ ] own your home? If you own, do you have vacation rentals?

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Ouray Economic Development Committee [ ] Beautification
[x] Park & Recreation (PARC) [ ] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? Approximately 3.5 yrs
What do you think are the major issues affecting our City?
I'm not sure. Willing to learn more and become an active committee member.
How do you envision your contribution to this committee?
Learning more where assistance is needed and assisting in those areas.
If you own a business in Ouray, please list name (All businesses must be registered):

Signature: Rutanya Young
Print Name: Rutanya Young

Date: 12-13-22

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.



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Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Trisha Ann Johnson
Physical Address: 0000000000000000 Ouray
Mailing Address: PO Box 000 Ouray
E-Mail Address: 0000000000000000@yahoo.com
Home Telephone Number: 0000000000000000
Business Telephone Number: 0000000000000000
Present job title: Bartender
Present employment is (check one) [X] Full-time [ ] Part-time
May we contact you at work for committee related issues? [X] Yes [ ] No
Do you [X] rent or [X] own your home? If you own, do you have vacation rentals? NO!

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Ouray Economic Development Committee [ ] Beautification
[X] Park & Recreation (PARC) [ ] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? 7 yrs
What do you think are the major issues affecting our City? Nope! lol!

How do you envision your contribution to this committee?
continue to serve on parcs, grow our committee and events.

If you own a business in Ouray, please list name (All businesses must be registered):
Silver Eagle Saloon

Trisha Johnson
Signature

12/13/22
Date

TRISHA JOHNSON
Print Name

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.



APPLICATION FOR PARTICIPATION ON A CITY COMMITTEE

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Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Karla Cline
Physical Address: [redacted]
Mailing Address: PO Box 000
E-Mail Address: [redacted]@netmail.com
Home Telephone Number: [redacted]
Business Telephone Number:
Present job title:
Present employment is (check one) [ ] Full-time [ ] Part-time
May we contact you at work for committee related issues? [x] Yes [ ] No
Do you [ ] rent or [x] own your home? If you own, do you have vacation rentals?

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Ouray Economic Development Committee [ ] Beautification
[x] Park & Recreation (PARC) [ ] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? 16 years
What do you think are the major issues affecting our City?
How do you envision your contribution to this committee?
If you own a business in Ouray, please list name (All businesses must be registered):

Signature: Karla Cline

Date: 12/13/22

Print Name: Karla Cline

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.

The City has not received a reappointment application from Kathy Elmont, however she has communicated that she would like to remain on the Fire Pension Board for 2 more years.

The City has not received a reappointment application from Frances Tisdell, however she has communicated that she would like to remain on the Ouray Beatification Committee.



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Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Dolgio Nergui
Physical Address: 0000000000 Ouray
Mailing Address: PO Box 000 Ouray
E-Mail Address: 0000000000
Home Telephone Number: 0000000000
Business Telephone Number:
Present job title: IT Tech
Present employment is (check one) Full-time [checked] Part-time
May we contact you at work for committee related issues? Yes [checked] No
Do you rent or [checked] own your home? If you own, do you have vacation rentals? yes

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Community Economic & Development (CDEC) [ ] Beautification
[ ] Park & Recreation (PARC) [x] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? 11 years
What do you think are the major issues affecting our City?
Sustainability of the tourism-based economy in the face of rising tourism demands vs. infrastructure and capacity of the services and businesses, negative impacts of over-visitation on the local community, quality of the visitor experience and local residents' quality of life. Climate change impacts on the local economy (rising temps, long wildfire seasons, uncertain future of water supply).
How do you envision your contribution to this committee?
I would like to give a perspective from a local year-around resident and also a year-around avid outdoor recreation user who has lived in the city during great recession and has experienced economic downs and ups. I can also offer a first-responder perspective.

Signature: [Handwritten Signature]

Date: December 3, 2022

Print Name: Dolgio Nergui

If you are interested in this opportunity to serve your community, please fill out the application and return to the above address.



APPLICATION FOR PARTICIPATION ON A CITY COMMITTEE

City of Ouray
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PO Box 468
Ouray, Colorado 81427
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Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Jen Sawyer
Physical Address: [redacted] (home); [redacted] (business)
Mailing Address: PO Box 1000 Ouray, CO 81427
E-Mail Address: [redacted]
Home Telephone Number: [redacted]
Business Telephone Number: [redacted]
Present job title: Owner
Present employment is (check one) Full-time Part-time x
May we contact you at work for committee related issues? Yes X No
Do you rent or X own your home? If you own, do you have vacation rentals? No

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [ ] Community Economic & Development (CDEC) [ ] Beautification
[ ] Park & Recreation (PARC) [x] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? 4 years
What do you think are the major issues affecting our City?
1. Attainable housing
2. Smart marketing of the City to visitors
3. Strain of increased visitor numbers on infrastructure, the backcountry, and locals' patience
How do you envision your contribution to this committee?
As one of the original TAC members, I have the historical knowledge to continue to guide the committee as it continues to grow.
I am also a leader in the growing creative community in Ouray County and will continue to advocate for showcasing Ouray's creatives as a tourism marketing strategy.
As a member of the LGBTQ community, I bring diversity (such as it is), and will continue to advocate for inclusive marketing.

Signature

Date

Print Name

If you are interested in this opportunity to serve your community, please fill out the application and return to the above address.



APPLICATION FOR PARTICIPATION ON A CITY COMMITTEE

City of Ouray
320 6th Avenue
PO Box 468
Ouray, Colorado 81427
Telephone: (970) 325 7211 FAX: (970) 325 7212

An Equal Employment Opportunity Employer

Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Heather Smith
Physical Address: 000000000000, Ouray CO 81427
Mailing Address: PO Box 000, Ouray CO 81427
E-Mail Address: 00000000@hotmail.com
Home Telephone Number: 00000000000
Business Telephone Number: 00000000000
Present job title: Owner
Present employment is (check one) [X] Full-time [ ] Part-time
May we contact you at work for committee related issues? [X] Yes [ ] No
Do you [ ] rent or [X] own your home? If you own, do you have vacation rentals? no

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
[ ] Planning Commission [X] Ouray Economic Development Committee [ ] Beautification
[ ] Park & Recreation (PARC) [ ] Tourism Advisory Committee (TAC) [ ] Other:
How long have you lived in the City of Ouray? Full time since 2014 / part time since 2008
What do you think are the major issues affecting our City?
A broad base for year round economic stability that is not dependent on tourism. (economic diversity)
Opportunities for young families to live here and thrive. (Affordable housing/transportation)
How do you envision your contribution to this committee?
I have over 17 years of tourism experience and over 30 years of small business experience. I enjoy assisting our businesses through education and helping the community grow responsibly. I am interested in moving the Main Streets Program forward and supporting our local businesses through the microgrants and potentially forming a youth entrepreneur program.
If you own a business in Ouray, please list name (All businesses must be registered):
I currently own O'Toys and Western Slope Business Solutions.

Signature: Heather L. Smith

Date: 12/27/22

Print Name: Heather L. Smith

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.



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PO Box 468
Ouray, Colorado 81427
Telephone: (970) 325 7211 FAX: (970) 325 7212
An Equal Employment Opportunity Employer

Thank you for your interest in applying to serve on a City Committee. Please complete the following on your background. This information will allow us to select and appoint a balanced membership for each of our committees.

PART 1: PERSONAL DATA

Full Name: Thomas Fedel
Physical Address:
Mailing Address: PO Box
E-Mail Address:
Home Telephone Number:
Business Telephone Number:
Present job title: Owner - Ouray Grocery
Present employment is (check one) Full-time Part-time
May we contact you at work for committee related issues? Yes No
Do you rent or own your home? If you own, do you have vacation rentals?

PART 2: BACKGROUND INFORMATION

Please check the name of the committee you are interested in:
Planning Commission Ouray Economic Development Committee Beautification
Park & Recreation (PARC) Tourism Advisory Committee (TAC) Other:
How long have you lived in the City of Ouray? 3yrs
What do you think are the major issues affecting our City?
Infrastructure - Ouray as a city is "out of date". The costs to get things back on track are massive.
Housing - Seasonal residents, STRs, COVID-related inflation all combine for a perfect storm that makes it hard for families to live in Ouray.
Transitioning Economy - Ouray was a budget/family destination. COVID changed that and the city/businesses need to be able to adapt.
How do you envision your contribution to this committee?
For the first two years I was on the OEDC I tried my best to help establish a direction and achieve small goals/projects.
I feel that we built some momentum and I look forward to supporting Kevin in further developing the OEDC.

If you own a business in Ouray, please list name (All businesses must be registered):

Thomas Fedel
Signature

12/27/2023
Date

Thomas Fedel
Print Name

If you are interested in an opportunity to serve your community, please fill out the application and return to the above address.

A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF OURAY, COLORADO  
(RESOLUTION NO. 1, 2022)

A Resolution of the City of Ouray designating a posting place for 2022

WHEREAS, the Colorado Open Meetings Law requires that all meetings at which the adoption of any proposed City policy or other formal action be held only after full and timely notice to the public; and

WHEREAS, Chapter 2 Section 1.D. of the Ouray Municipal Code requires City Council to designate a public place for posting notices of any such meetings; and

WHEREAS, this designation must occur each calendar year; and

WHEREAS, the City of Ouray now wishes to designate a public place within its boundaries for posting of such full and timely notices to the public;

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF OURAY, COLORADO, THAT:

1. The City Council hereby designates the bulletin board outside the City Administrative Office, which is inside the entrance to City Hall at 320 6<sup>th</sup> Avenue, Ouray, Colorado, as the place for posting full and timely notice to the public:
2. All such notices, except those of emergency meetings, shall be posted at this designated place at least twenty-four hours prior to the holding of the respective meeting.

THIS RESOLUTION was approved and adopted the 3<sup>rd</sup> of January, 2023, by the Mayor and Council of the City of Ouray, Colorado.

CITY OF OURAY, COLORADO

---

Ethan Funk, Mayor

ATTEST:

---

Melissa M. Drake, City Clerk

## **Future Agenda Items/Work Sessions**

- January 9, 2023 Work Session - CIP (3:30pm) & EQR (4:15pm) Discussions
- January 17, 2023 Work Session – Wage & Benefit Study (3pm) & OIPI Agreement Review (4pm)
- January 17, 2023 Regular Meeting – Pool & Fitness Center Rates
- January 23, 2023 (3pm) Joint Work Session with the Planning Commission – Land Use and Sign Code Update
- 2018 International Code Adoption (IBC/IRC/IEBC/IMC/IFC/IECC/Property Maintenance)
- Alcohol at the Pool (March)
- River Dredging (April)
- (Non-Land Use) Code Revisions
- Fee & Fine Schedule
- Workforce & Attainable Housing
- Alcohol – Entertainment/Consumption District on Main Street (In discussions)
- Restaurant Dining on City Streets