



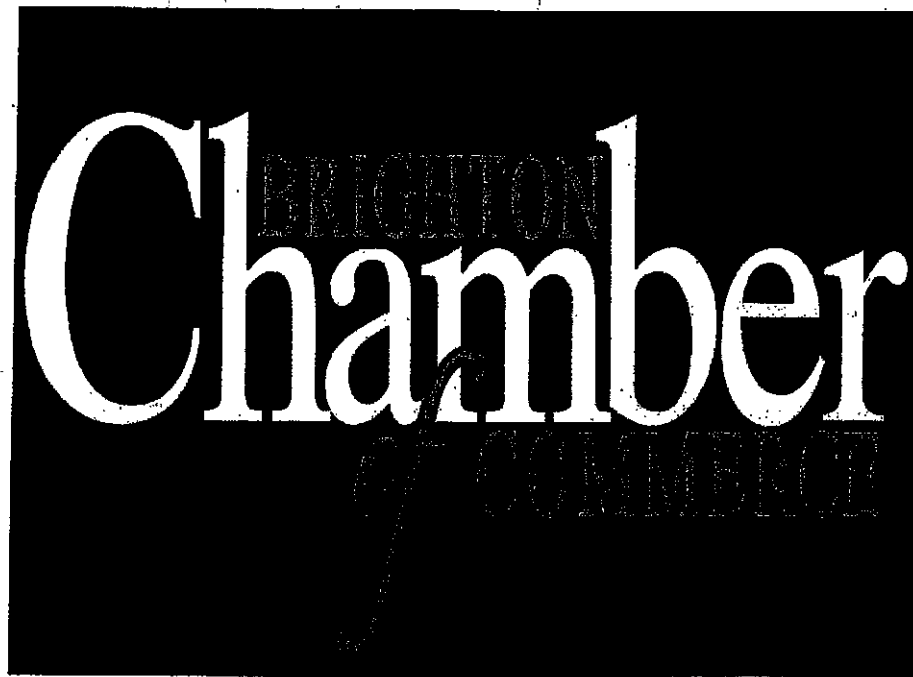
RECEIVED
OCT NOV - 1-2013
1:55 pm
City Manager Office

City of Brighton
500 South 4th Avenue
Brighton, CO 80601
303.655.2000 Office
303.655.2170 Fax
www.brightonco.gov

Organization or Team representative must sign below to indicate an understanding of the Submittal Requirements of the RFP and return with submittal.

City of Brighton - Brighton Lodging Committee Request

Organization or Team: BRIGHTON CHAMBER OF COMMERCE
Address: 22 SOUTH 4TH AVE., STE 205
Phone: 303-655-2169
Fax: NA
Email: KWELCH@BRIGHTONCHAMBER.COM
Print Name: KAMI WELCH
Title: PRESIDENT & CEO
Authorized Signature: *Kami Welch*
Date: 9/30/13
Amount Requested: _____
project name: "we are Brighton"



2014

**Lodging Tax
Funds Proposal**



October 1, 2013

Lodging Tax Committee
Attn: Linda Gonzales
500 S. 4th Avenue, 6th Floor
Brighton, CO 80601

Dear Lodging Tax Committee,

It is with great pleasure that the Brighton Chamber of Commerce applies for the 2014 Lodging Tax Dollars through the City of Brighton for our "We Are Brighton" initiative. The Brighton Chamber of Commerce strives to provide cutting edge and innovative strategies and marketing approaches that allow for growth of all facets of business and consumer spending within Brighton.

The Chamber offers a variety of programs and services that meet the credentials outlined in the RFP for the Lodging Tax Dollars. We have worked toward initiative for 2014 that would provide the largest impact for investment dollars being provided and help put Brighton on the map in a big way. This process started by reaching out to other chambers and visitors centers to glean information on their best practices and community outreach. What has come out of this is a well-rounded first year program that will make Brighton competitive with other Front Range communities for visitors and residents alike.

The Brighton Chamber of Commerce has many strategic partners and leaders that work to ensure the continued success of our organizations including our Board of Directors, Ambassador Program and many strategic and event committees. In addition we look forward to offering our continued support to the Brighton Economic Development Corporation and The Cultural Arts Commission through valued partnerships and support as needed in 2014.

Sincerely,

A handwritten signature in black ink, appearing to read "Kami Welch", is written over a light blue horizontal line.

Kami Welch, President

Organization Information

Organizations Name	Greater Brighton Chamber of Commerce
Contact Phone Number	303-655-2169
Contact Email Address	<u>kwelch@brightonchamber.com</u>
Primary Contact	Kami Welch, President and CEO
Year Organization Founded	1955

Organization Goals, Experience and Qualifications

<p>Fostering A Strong Local Economy</p> <p><i>The Brighton Chamber of Commerce is dedicated to helping local companies grow their business by taking the lead in programs and efforts that help create a strong local economy and make Brighton a great place to do business.</i></p>	<p>Noteworthy accomplishments:</p> <ul style="list-style-type: none"> • The Brighton Chamber offers over 20 FREE marketing opportunities to businesses • 30,000 Live Local, Buy Brighton cards distributed in 2012 specifically promoting doing business in Brighton • Average businesses receive 150 hits each year to their individual business page <p>Programs Offered:</p> <ul style="list-style-type: none"> • Live Local, Buy Brighton • Member-2-Member Discounts • Member Market Mailer • Ability to attend and host events and networking opportunities • Meeting and training space availability • Active online business member database • Advertising and promotion of businesses in Brighton via online, print, phone and direct mail • Ability to attend educational events
<p>Promoting A Lively Community</p> <p><i>The Brighton Chamber of Commerce serves as a hub of activities and information that directly enhance the quality of life, education and overall promotion of Brighton being a great place to live, work, learn and play.</i></p>	<p>Noteworthy accomplishments:</p> <ul style="list-style-type: none"> • The Brighton Chamber of Commerce welcomes approximately 15-20 people each day visiting our Community Resource and Visitors Center • The Brighton Chamber of Commerce welcomes close to 800 new residents each year to Brighton with our welcome bag distribution program • The Brighton Chamber of Commerce receives 15-20 calls each month from people who want to learn more about what Brighton has to offer <p>Sample Programs:</p> <ul style="list-style-type: none"> • Annual Chamber Guide (distribution of 15,000) • Community Resource & Visitors Center

	<ul style="list-style-type: none"> • Welcome Bags • Relocation Information • Teacher and education recognition programs • Active online and social media presence • Hosting and participation in annual community events
<p style="text-align: center;">Providing Exceptional Networking and Leadership Opportunities</p> <p style="text-align: center;"><i>The Brighton Chamber of Commerce provides active and relevant networking and leadership opportunities meant to assist members in growing their bottom line and developing exceptional interpersonal and leadership skills.</i></p>	<p>Noteworthy accomplishments:</p> <ul style="list-style-type: none"> • The Brighton Chamber of Commerce averages over 60 networking opportunities each year • The Brighton Chamber of Commerce has approximately 350 members creating active networking with 50-80 people on average at events • The Brighton Chamber of Commerce brings in nationally recognized presenters to educate members on topics of relevance <p>Sample Programs:</p> <ul style="list-style-type: none"> • Business After and Before Hours • Ribbon cutting ceremonies • Educational Luncheons • Regular Lunch & Learn Trainings • Two active networking groups • Unique signature events • Golf and Networking League • Board of Directors • Chamber Ambassadors • Non-profit Council • Chamber Young Professionals
<p style="text-align: center;">Representing and Supporting the Best Interests of Local Businesses</p> <p style="text-align: center;"><i>The Brighton Chamber of Commerce works year-round to educate and support local businesses on current issues and mediation with local and state government.</i></p>	<p>Noteworthy accomplishments:</p> <ul style="list-style-type: none"> • The Brighton Chamber of Commerce collaborates with local entities including C3, The Metro North Chamber of Commerce, Ed Perlmutter's office and more to provide members updates on legislative happenings. • The Business Advocacy Partnership has successfully hosted local government candidate forums, evaluated state legislation, mediated local challenges related to growth and more • The Brighton Chamber successfully surveyed membership to understand challenges and areas for improvement <p>Sample Programs:</p> <ul style="list-style-type: none"> • Business Advocacy Partnership • Legislative luncheons (as needed) • Membership surveys and applications • Planning a State Capital Tour • Chamber board of directors evaluation and positioning on local and state issues

Brighton Chamber of Commerce President

Kami Welch, President of the Brighton Chamber of Commerce, will be the principal facilitator of all Lodging Tax related funds via the three programs represented below. Kami's proven track record with successful projects and growth can be found below.



Kami Welch
President & CEO
Brighton Chamber of
Commerce

303-655-2169

Kwelch@brightonchamber.com

Brighton Chamber of Commerce-Brighton, CO

July 2010-Present

President

- Increased membership from 175 to 350 members through grassroots marketing, active leadership teams and innovative programming.
- Grew Chamber revenue through creative events and implementation of new programs and services.
- Implemented successful programs to educate the community and businesses on Brighton.
- Facilitated and maintained consistent branding for the Brighton Chamber of Commerce through online facets, marketing materials and Chamber offices.
- Coordinated and grew successful Chamber committees and leadership opportunities offered by the Brighton Chamber of Commerce.

Advocates for Children (CASA)-Denver, CO

December 2008-July 2010

Public Relations and Training Manager

- Increased volunteers by over 50% and implemented four successful 30-hour training sessions with 95% volunteer retention.
- Implement and brand successful marketing and outreach programs including Advocates Ambassadors, Quarterback Club, Young Philanthropist Project and Dining Out/Shopping for CASA.
- Coordinate approximately 15 events ranging from trainings, fundraisers, awareness, kids events and volunteer fairs.
- Presentations to groups of 300+ on the importance of CASA, as well as an invitation to speak at the National CASA Conference.

Village Homes-Denver, CO January 2007-November 2008

Manager of Public Relations and Event Coordination

- Created public relations and marketing plans that increased Realtor traffic at new home sites and the amount of sales with a Realtor to more than 80%.
- Coordinated four trade shows yearly and implemented a minimum of 15 events each year ranging in size from 10-300 people.
- Grew Village Homes database to more the 25,000 Realtors and maintained correspondence.
- Implemented partnerships with more than 10 organizations including the Colorado Association of Realtors, Boulder Realty Council, Home Builder Association's Sales and Marketing Council and all Realtor associations.


	<p>Hot On! Homes – Denver, CO April 2006 – January 2007 Director of Public Relations and Event Coordination</p> <ul style="list-style-type: none"> • Planned and implemented two weekly events to drive 15-20 Realtors to new home sites. • Coordinated “Red Carpet” event for relocation program launch with more than 300 Realtors in attendance. • Grew Hot On! Homes database to more than 6000 Realtors and maintained correspondence. • Managed Realtor Relations for five builders. <p>Pac/West Communications- Portland, OR 2004-2005 Business Development</p> <ul style="list-style-type: none"> • Learned logistics of a public relations agency from daily tasks to implementation of new campaigns. • Searched, wrote and submitted proposals for new business opportunities. • Enhanced writing and communication skills through proposals, news releases and internal documents. • Worked directly with clients in partnership with Account Managers to achieve projected goals. <p>Current Volunteer Work Includes:</p> <ul style="list-style-type: none"> • Brighton Legacy Foundation Board of Directors • Alternatives To Family Violence Board of Directors <p>Awards and Training:</p> <ul style="list-style-type: none"> • Governors Summer Job Hunt Employer Award • Sandler Training Presidents Club • Metro North Chamber of Commerce Leadership Program
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 <p>Karah Reygers Member Services Coordinator Brighton Chamber of Commerce 303-659-0223 <u>Kreygers@brightonchamber.com</u></p>	<p>Karah graduated from Oregon State University in 2005 with a Bachelor of Science majoring in Merchandising Management and Interior Design. While at Oregon State she played 4 seasons on the volleyball team under an NCAA Athletic Scholarship, she developed a strong rapport with the coaching staff and Athletic Director and was asked to be a part of a Student Athlete-Coach Selection Committee. She developed leadership skills through the Student Athlete Advisory Committee where she served for 2 years as the Event Coordinator and Secretary.</p> <p>After completing her Bachelor’s Degree she entered the Management Training Program with Ferguson Enterprises in Portland, Oregon in July of 2006. Through this program she learned all facets of wholesale distribution, completed an extensive customer service training program, as well as worked with merchandise representatives to learn new products lines. Upon completion of the program she entered her role as Inside Sales</p>
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	<p>Representative and Administrative Assistant at the Ferguson Design Showroom. She worked closely with staff designers and sales persons to accurately and professionally serve customers, plumbing contractors, and project managers. She became accustomed to working under tight construction deadlines and timeframes to best serve the needs of the project while maintaining a high level customer service.</p> <p>After her time with Ferguson Enterprise she entered a new role with The Sherwin Williams Paint Company in the summer of 2009. During her time there she was the Assistant Manager in two Denver Metro locations. She managed inventory levels, store merchandising, store operations, staffing needs, as well as held customer design trainings. She worked closely with the Metro Denver District in various employee training seminars both as a student and instructor.</p> <p>Karah started her current role as Member Service Coordinator with the Brighton Chamber of Commerce in December of 2012. In this role she manages office operations, member software support, member trainings and assists in event coordination. She works closely with two Chamber Committees; IMPACT Brighton and The Nonprofit Council where she facilitates meetings, coordinates committee gatherings and event functions. Organization, time management and excellent customer service is key in her success in this position.</p>
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Brighton Chamber Board of Directors

The Brighton Chamber of Commerce is governed by a strong and diverse Board of Directors that maintains a forward focused vision for the business community in Brighton representing the best interests of businesses of all sizes, budgets and needs. The Board of Directors evaluates and approves all new programs and funding changes for the Brighton Chamber of Commerce.

Name	Photo	Biography
<p>Katie Boemecke, Board of Directors Chair Platte Valley Medical Center</p>		<p>Katie Boemecke has worked at Platte Valley Medical Center for the past 12 years. She is a registered dietitian and received her MBA in Healthcare Administration from the University of Colorado, Denver in 2004. Katie is currently the director of Nutrition Services and Planetree Coordinator at Platte Valley Medical Center whose mission is to "Foster Optimal Health For All"</p>

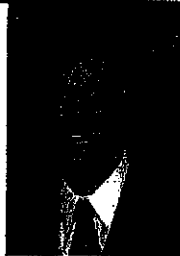
<p>Kevin Kildow, Board of Directors Treasurer <i>Wells Fargo</i></p>		<p>Kevin Kildow is currently a Business Relationship Manger for Wells Fargo Bank, N.A. and has served in this position for the past six years. He has been responsible for soliciting and/or developing and maintaining account relationships with an extensive number of complex and large sized business accounts with gross sales of generally less than \$20MM, but has worked with larger corporations to the small start-up business down the street. He acts as the relationship manager to existing customers, providing continued financial advice as appropriate, determines customer's commercial loan and deposit needs and acts as the customers' advocate securing suitable credit products and bank services.</p> <p>Prior to his position with Wells Fargo Bank he has held positions in a couple of other Institutions locally in Colorado and in Nebraska for a total of fifteen years in the industry.</p>
<p>Dr. James Campbell, Board of Directors Secretary <i>Beyond Basic Health</i></p>		<p>Dr. Jim Campbell is the Director of Beyond Basic Health, a natural healing practice located in downtown Brighton Colorado. Dr. Jim is a Chiropractor and holistic healer with over thirty years of experience in natural medicine, combining Chiropractic care, Applied Kinesiology, Cold Laser Therapy and nutritional protocols to improve the health and well-being of the community.</p> <p>Dr. Jim is a member of the Colorado Chiropractic Association and serves in the Colorado business ecosystem as a Board Member for the Brighton Chamber of Commerce, a member of School District's 27J Education Foundation Board, and sits on the Advisory Board for the Prairie View High School Biomedical Sciences Committee. Jim is an enthusiast and judges for AKC Earth Dog events, and is an active member in the Rocky Mountain Earth Dog Club. Jim is certified in CERT (Community Emergency Response Training), a FEMA program centered in Brighton.</p>
<p>Brian Lewis, Board of Directors Past Chair <i>New York Life</i></p>		<p>Brian Lewis is a New York Life Insurance agent, and a Registered Representative of NYLIFE Securities LLC, in the Colorado General Office. Brian is a trained professional who can help you identify your financial needs and then determine which insurance and financial products can best help you meet your objectives.</p>
<p>Monica Kidd <i>Brighton Ford</i></p>		<p>Monica is currently the General Manager of Brighton Ford. Monica graduated from University of Arizona in 1996 with a degree in Entrepreneurship. She attended the NADA Dealer academy in 2001 and has been with Brighton Ford since then.</p>

Janet Wyatt
*School District
27J*



Janet Wyatt, M.Ed., Esq., has served as the Chief Legal Officer since January 2008. Her previous district experience includes serving as assistant principal of Brighton High School in Brighton, Colorado. Prior to coming to Brighton and to School District 27J, she was department chair of the Language Arts Department at Weld Central High School in Keenesburg, CO. After moving to Colorado in 1999, Ms. Wyatt worked in the educational services contract department at Sun Microsystems in Broomfield, CO until returning to the classroom in 2001. She received her B.S.E. in Secondary English Education from Northeast Missouri State University (now known as Truman State University) in December 1988 and enlisted in the United States Army the following spring. Ms. Wyatt completed her military obligation in the Missouri Army National Guard and began her teaching career in 1990 at Schuyler Co. R-1 High School in Lancaster, MO. She earned her M.Ed. in Secondary School Administration in 1994 from the University of Missouri-Columbia. The following year she left public education and entered law school, graduating in 1998 from Michigan State University's Detroit College of Law. She is currently a member of the Colorado Bar Association, the Adams County Bar Association, and serves on the Board of Directors of the Greater Brighton Area Chamber of Commerce.

**Brian
Margolis**
*The Margolis
Team*



Brian Margolis has over 13 years' experience in residential real estate, now owning The Margolis Team. Brian has 6 licensed agents on his team and has closed over 400 REO Assets since 2005. Prior to working in real estate Brian had 9 years management experience in the alcohol beverage industry.

Brian enjoys giving back to the community through the Rotary club, Chamber board, Boys and Girls Club, Knights of Columbus and youth lacrosse coaching.





Ray Gonzales
*Adams County
Government*



From 1996-2000, Gonzales worked as a regional administrative officer with the United States Peace Corps where he assumed full responsibility of financial, budgetary, and accounting operations for a five state regional office.

Prior to working for the City of Brighton, Gonzales served as Deputy Cabinet Secretary of Labor under New Mexico's Governor Bill Richardson. He was charged with restructuring New Mexico's workforce system in an effort to meet current and emerging needs of businesses and employers. Before serving as Deputy Secretary, Gonzales served as a Federal Representative for the United States Department of Labor Employment and Training Administration where he provided leadership, oversight, policy guidance and technical assistance for employment and training programs in Arkansas, Colorado, Louisiana, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Texas and Wyoming.

During his tenure with the City of Brighton, Gonzales acted as a liaison between the public and private sector. Gonzales returned to Colorado in September 2008 to serve as the President & CEO of the Brighton Economic Development Corporation. In August 2010, he was appointed Assistant City Manager of the newly created Redevelopment, Economic Development and Community Resources Office (REDCo) while still

	<p>serving as the President & CEO of Brighton Economic Development Corporation. In his role with Brighton Economic Development Corporation, he was responsible for attracting new industry, business and investments to the City of Brighton. During 2008-2012, Brighton Economic Development Corporation announced the creation of more than 2,000 new jobs and capital investments totaling more than \$500 million in land, facilities and equipment.</p>
<p>Kim Marsh <i>United Power</i></p> 	<p>Kim has worked in the field of human resources since 1980. Her experience has encompassed every area of human resources from recruiting, employee/labor relations, compensation, employee benefits, employee development, and employment regulatory compliance. The industries she has been employed in range from government defense to aerospace to electric utilities.</p> <p>Kim is currently the Manager of Human Resources at United Power, Inc. United Power is an electric utility cooperative located in Brighton, Colorado serving the areas of Brighton, Fort Lupton, Keenesburg, Mead, Frederick, Firestone, Erie, Broomfield and parts of Golden and the Coal Creek Canyon area.</p> <p>Kim has been serving as a Board Director for the Greater Brighton Chamber of Commerce since March, 2010.</p>
<p>Robert Smith <i>Brighton Economic Development Corporation</i></p> 	<p>Robert Smith serves as President and CEO of the Brighton EDC. With twenty years of marketing, business attraction, communications and economic development experience, he has previously served key roles in Colorado communities including Douglas County, Aurora, Thornton and Federal Heights.</p> <p>In his role with the Brighton EDC, he is responsible for attracting new industry, business and investments to the community. He is also charged with facilitating the augmentation of established businesses, coordinating entrepreneurial/ business education and organizing resource development for businesses. The Brighton EDC works collaboratively with a variety of other organizations to achieve their mission and Robert manages these strategic partnerships as well.</p>
<p>Brian Blehm <i>Valley Bank and Trust</i></p> 	<p>Brian Blehm is the Regional Branch President for Valley Bank & Trust. Brian primarily works with commercial and agricultural businesses. His experience in these areas is attributed to many years in the financial services industry as well as working in his family's business. In addition, he received his Bachelor of Science degree in Business Administration and Marketing from Kansas State University and has attended lending schools for Commercial and Ag Lending. Brian is also a Dale Carnegie Graduate.</p>
<p>Larry Barnaby <i>Your Neighbor Magazine</i></p> 	<p>Larry Barnaby has been on the Brighton Chamber Board since January of 2012. He currently owns and operates Cala Marketing which publishes four direct mail magazines under the franchise of Your Neighbor Magazine. Prior to being an entrepreneur, Larry worked in the family entertainment center industry for 20 years including positions as Regional Sales and Marketing director for Boondocks Fun Center, National Sales Manager for Regal Cinemas and Regal Imax Theaters and Director of Sales and Marketing for Huish Family Fun Centers. His</p>

experience in marketing and sales inspired him to start his own company.

In addition to being on the board for the Brighton Chamber, Larry also serves on the Board of Directors for The Adoption Exchange, currently serving his third term. Mr. Barnaby has won several awards including a Community Service award for family entertainment centers from International Association for the Leisure and Entertainment Industry, Brass Ring Award for Best Radio and Television Commercial for Family Entertainment Centers from the International Association of Amusement Parks and Attractions and nominee for Small Business of the Year in the city of Thornton, Colorado.

**Amanda
Griffin**
*Griffimages
Photography
and Design*



Amanda Griffin is the owner of Griffimages Photography & Design, LLC (dba Chief Chick at Colorado Marketing Chick), a boutique marketing agency located in Brighton, Colorado, specializing in branding and creative marketing strategy for small to mid-sized businesses. Her marketing communications career spans more than twenty years in a variety of both business-to-business and business-to-consumer industries, domestic and international, including high-tech scientific and medical device manufacturing. Amanda is also a published and award-winning fine art and lifestyle portrait photographer.

**Joni
Fields**
*Joonbugz Kid's
Boutique*



Joni Fields is the owner of Joonbugz Kid's Boutique an upscale children's & maternity consignment clothing store. Joonbugz was awarded Small Business of the Year by the Brighton Chamber of Commerce and was the Channel 7 A-List winner 2 years in a row for Best Consignment Store & Best Children's Clothing Store. Joni has over 20 years of Management and Sales experience in Banking and Telecommunications. Most recently she was a personal shopper for Saks Fifth Ave when she decided to open her own store. Joni is a member of the Brighton Urban Renewal Authority, Brighton Business Builders, the Downtown Partnership and the Downtown Business Owners Group.

Statement of Understanding

The Brighton Chamber of Commerce offers a variety of programs, tools and resources geared towards supporting business marketing and growth in the community. In recent years the Chamber has worked to increase avenues that offer promotion of business and community to residents who live in Brighton and surrounding areas. As an organization the Chamber recognizes the importance of a united front when promoting the efforts of Brighton and strives to offer promotional avenues for facets ranging from arts and culture, business support and community events and happenings.

With over 55 years of experience in marketing, growth and strong internal and external support systems the Chamber is able to provide ample education and opportunity that exemplifies the needs of the community. A few examples of these types of programs include a fully integrated Web site with community calendar, a shop local campaign, a thriving welcome bag program and a Community Resource and Visitors Center.

Through active partnerships and relationships with internal and external organizations the Chamber works to spread the word about all that Brighton has to offer. Through relationships with other regional Chambers, Visit Denver and a multitude of additional strategic partners the Chamber works diligently to provide high level resources and promotion about Brighton and looks forward to future relationships and partnerships that

continue to support this mission.

The Chamber recognizes that there are many organizations that deserve the funds being provided through the Lodging Tax Dollars for their initiatives. We also recognize that the Chamber is an integral cog in the promotion of the activities and campaigns being proposed by other organizations. The dollars being requested through this grant by the Chamber are specifically geared toward promotional avenues that will directly impact the success of other programs and initiatives in the community.

The Brighton Chamber of Commerce has been involved in the Brighton Economic Development Image Campaign and looks forward to implementing what comes out of this in to all components of this Grant and all Chamber marketing and outreach efforts.

The Chamber will gladly provide quarterly progress reports outlining the partnerships and promotion directly impacted by the dollars from this grant. In addition the Chamber will provide tracking of all dollars spent as defined in the below proposals and statistics on program growth and development as appropriate.

Funding Request

WE ARE BRIGHTON!

Program Background

Over the past three years the Brighton Chamber has evaluated ways to grow the community and increase dollars spent locally. Many programs have come out of this initiative including Live Local, Buy Brighton, increased welcome bags distribution, a Community Resource and Visitors Center, a community driven Web site and more. Each of these initiatives has proven to be successful and that there is a strong need to further promote Brighton and what a wonderful community it is to residents and visitors.

The first step in this process was to contact other Chamber's and Visitors Centers to understand how they are funded and what their goals are. We focused primarily on communities that Brighton is comparable to including Arvada and Greeley. Both of these communities have a visitor's center arm that is funded fully by their Lodging Tax Committee or City. Each of these programs work to educate residents and visitors and work through strategic partnerships, conferences and outreach efforts to accomplish a well-rounded program. All the programs we looked at have 1-3 employees that support the efforts to "visit or live" in that community.

The Brighton Chamber see's substantial value in growing and developing our efforts to reach out to the community (near and far), but have reached a point as an organization where we are at capacity with income and staff resources to give this type of program the love it deserves. In the below proposal we outline five goals geared towards implementing a tried and true (in other communities) program that will help put Brighton on the map at a local and state level as a destination that can't be ignored.

The strategies outlined below will build the groundwork to consider future expansion of the Community Resource and Visitors center and implement a true 501 (c) (3) Visitors Bureau down the road.

Goals & Program Overview

There are numerous components that play in to the implementation of a well-rounded community relations plan aimed toward educating and growing both internal and external audiences on what Brighton has to offer. Below each component will be outlined in detail on the purpose and outcome of the suggested best practice.

Goal #1: Hire A One-Year Contract Employee To Serve As The Community Concierge Assisting In Internal and External Outreach Efforts

This position would include the following responsibilities:

- Greet and assist guests (Average 10 per day) at Community Resource and Visitors Center. The Concierge will be expected to help educate guests on all that Brighton has to offer, answer questions and distribute materials.
- Answer main Chamber line and assist caller with their needs.
- Manage "Live Brighton" program coordinating welcome bag program, Live Brighton Relocation Program and more.
- Manage business and community information in the Community Resource and Visitors Center. This includes organizing brochures, monitoring quality of signage and brochure holders, etc.
- Coordinate distribution efforts of Community Information and Visitors Guide via mail, statewide visitor's centers and Visit Denver locations.
- Attend the 2014 annual Colorado Tourism Conference to learn from other communities and promote Brighton.
- Create quarterly "Check Out Brighton" highlight sheet that can be distributed and advertised to internal and external audiences.
- Research and Implement NEW avenues for increasing community awareness to internal and external audiences.
- Manage and utilize reciprocal membership with Visit Denver.
- Manage membership with Tour Colorado
- Update www.brightonchamber.com with tourism information and community happenings.
- Contribute content to annual Community Information and Visitors Guide.
- Work with other local Visitors Centers to fully understand best practices that can lead to further development of Brighton efforts.
- Attend select community events and promote Brighton, the Visitors Center, events, etc.
- Build a community database to assist in the promotion of local opportunities.
- Assist in the efforts of The Brighton Economic Development Corporation and O'Brien Advertising Image campaign.

Goal #2: Increase Distribution Of The Community Information And Visitors Guide From 15,000 to 55,000

In an effort to increase the awareness of all that the Brighton Community has to offer increased distribution of the Brighton Chamber of Commerce Community Information and Visitors Guide recommended. In 2013 15,000 guides were distributed, but missed many households in and surrounding Brighton due to budget restraints. By increasing distribution to 55,000 households thousands of NEW people will be exposed to the amenities, resources, dining, shopping and more in Brighton.

Additional information will be added to the 2014 Guide as Follows (in addition to updated content for 2012-2013 Guide):

- "Welcome To Visitors" Letter
- Seasonal attractions
- Transportation

- Lodging
- Community events
- History and historic locations
- Expanded arts and culture section
- Expanded dining section with coupons
- More photos!

The guides will be distributed as follows:

- **Community Resource and Visitors Center:1000**
- **Relocation Kits:100**
- **Welcome Bags:1500**
- **Community Events & Community Goodie Bags:2000**
- **Visitors Centers Across The State:3000**
 - Visit Denver: Airport and 16th Street Mall Locations
 - Colorado State Welcome Centers: Alamosa, Burlington, Cortez, Dinosaur, Fort Collins, Fruita, Julesburg, Lamar, Silverthorne, Trinidad
- **Others as needed: 1355**
- **United States Postal Service: 46,045**
 - Keenesburg: 1230
 - Brighton (Proper): 7725
 - Brighton (Rural): 4610
 - Lochbuie, Jacobs Run, Great Rock: 4321
 - Thornton/West Brighton: 10,047
 - Fort Lupton: 4325
 - Henderson: 4116
 - Hudson: 1556
 - Northern Commerce City: 5115
 - TBD Locations + Added Residents:3000

GRAND TOTAL: 55,000

Goal #3: Grow the successes of the Live Brighton Program through increased distribution and outreach

In 2013 the Live Brighton program developed and identity of its own through a new brand and strategic efforts of the Brighton Chamber Member Services Coordinator. Distribution avenues increased quickly from just apartments and HOA's to added audiences of extended stay hotels, Realtors, Financial Planners, Banks, Brighton Housing Authority and much more. In addition, we have received additional calls on relocation packets and continue to send them out on a regular basis. There opportunities as follows to increase the visibility and success of this program:

- Increase annual welcome bag distribution from 800 to 1500 through increasing the scope of the program to surrounding areas including Reunion, Eastern Thornton, Lochbuie, etc. These residents do the majority of their shopping and dining in Brighton and we want to make sure that they have the tools and resources necessary to make educated consumer decisions.
- Grow and develop the program by offering opportunities to be involved to businesses outside of Brighton Chamber membership via a postcard mail out to local businesses inviting them to participate as either a insert in the bag or a distribution point.

- Creative package for mailing out relocation kits.
Example: "Things Look Bright In Brighton...LIVE bRIGHTon"
- Additional mailing costs for relocation kits will be beneficial to the success of the program



Goal #4: Increase the content represented in the Brighton Chamber Community Resource and Visitors Center.

The Brighton Chamber of Commerce Community Resource And Visitors Center continues to see 10-15 visitors each day with an expected increase with the installation of the new "Welcome Sign" in October 2013. There are currently over 150 businesses, organizations and opportunities represented with flier, business card and catalog placement in the Resource Center. There is ample opportunity to increase the information provided at the Community Resource and Visitors Center as listed below:

- Work to increase the number of businesses, organizations and opportunities represented through active calls and outreach from the Community Concierge focused on guaranteeing that all sectors and opportunities are represented, tracked and maintained.
- Add additional internal signage and brochure holders to accommodate the needs of the growing community.
- Continue to offer coffee and refreshments to guests to the Community Resource and Visitors Center to make it a place that people want to stop for information.
- Set-up a community computer for visitors and residents to utilize to make reservations, look up local opportunities and research everything Brighton.

Goal #5: Work to promote Brighton to internal & external audiences through active partnerships, relationships and outreach opportunities.

Through partnerships and research with other Chamber's and Visitors Centers a unique mix of strategies have been established to help build create a level of awareness in Brighton and increase tourism and visitors to the community. Please note that any branding efforts created through the Image Campaign will be implemented in to all outreach efforts listed below. Some ideas are as follows:

- Develop a quarterly "Check Out Brighton" marketing piece to be advertised to external and internal audiences via statewide visitors centers, Visit Denver Visitors Centers, 5280 magazine, local publications, The Brighton Chamber Community Resource and Visitors Center, Facebook Advertising.
 - Sample "Check Out Brighton" Content—A Summer Day In Brighton Colorado:
 - ✓ Start your day at Berry Patch Farms where you will have the opportunity to experience berry and flower picking, meet Burrito the Donkey, explore the farm and shop the farmers market.
 - ✓ Stop by one of Brighton's many dining establishments and pick up a picnic to take to your next destination! If you are looking for a unique experience check out Lauerkraut's for a Krautburger and homemade dessert.
 - ✓ Head to Barr Lake State park where you will be surprised by beautiful hiking/walking/biking trails, amazing wildlife, archery,

	<p>great picnic spots and more.</p> <ul style="list-style-type: none"> ✓ Finally finish your day by exploring the many unique shops in downtown Brighton! You will love the variety of homemade soaps, kids clothing store, candy shop and more! <p>*Additional options may include: Check out a show and Art at Brighton's Historic Armory, Check out the many local artists at Main Street Creates, tour the many historic spots in Brighton, visit the Adams County Historical Museum, try a round of golf at one of our local courses, attend a community event, etc.</p> <p>*Want to make it a true staycation...check out one of our many great lodging options!</p> <ul style="list-style-type: none"> • Attend the Colorado Tourism Conference in October 2014 to build a network and learn what other communities are doing to grow and develop their tourism opportunities. • Join "TOUR COLORADO" to put Brighton on the map as a location for Visitors to the area to stop. Membership includes: <ul style="list-style-type: none"> ○ Online presence: members are featured on numerous pages on the site with social media, news and press release postings, itineraries, photos and more. ○ Tour Colorado represents members at industry shows ○ Opportunity to learn from key speakers and blog posts. ○ Inclusion in flash drive, CD Rom and Itinerary manuals shared with travel planners.
<p>How does this program promote lodging?</p>	<ul style="list-style-type: none"> • Increased traffic and visitors to Brighton from statewide sources will lead to new and improved awareness of the happening in Brighton and put it on the map as a destination. • Lodging options will be clearly outlined through the Community Information and Visitors Guide; with increased distribution to external areas more people will be aware of the lodging options within Brighton. • Lodging options will be highlighted in quarterly "Check Out Brighton" handouts. • The full time Community Concierge can work to educate and support people who need lodging options and further the scope of awareness raised.
<p>How does this program bring new wealth to Brighton?</p>	<ul style="list-style-type: none"> • The biggest increase will be through the additional outreach to surrounding communities via welcome bags, Community Information and Visitors Guides and advertising that will create a level of awareness about what Brighton that will lead to increased dollars being sent in Brighton. • Through the "Check Out Brighton" program new consumers will visit Brighton and make it a new favorite destination or place to live.
<p>How does this program balance resulting fiscal impacts with new revenues?</p>	<ul style="list-style-type: none"> • This program has been researched thoroughly through other communities of equivalent and/or larger size to determine the need and sustainability of this type of program. Each program indicated that the increase in exposure has grown the amount of people that are visiting, moving and spending dollars in their communities.
<p>How does this program grow awareness about the community and its programmatic offerings?</p>	<ul style="list-style-type: none"> • Through increased awareness to surrounding and statewide areas through consistent marketing strategies people's knowledge about Brighton's offerings will continue to grow and develop making Brighton a destination for residents and visitors. • By increasing relationships with strategic partners across the state Brighton will learn about other communities' efforts and create future implementation strategies geared toward further promoting the programmatic offerings.
<p>How does this program leverage the highest possible</p>	<ul style="list-style-type: none"> • Sponsorships and involvement opportunities will be available for businesses interested in being involved in the specific goals outlined above. A portion of these funds will be allocated to the specific program to supplement lodging tax

ration of other dollars?	dollars.
How are the funds supplemented or matched?	<ul style="list-style-type: none"> • Board and staff support from the Brighton Chamber of Commerce guiding direction and successes of all initiatives under this program. • Day-to-day printing costs will be covered and supported through the Brighton Chamber of Commerce. • Will work with local media and outreach mediums to optimize "matching funds" on internal advertising opportunities. • All design and creation of the Community Information and Visitors Guide will be covered by the Brighton Chamber of Commerce (\$2000+ Value) • The Chamber will work to raise any additional funds necessary above and beyond lodging tax dollars to accomplish the above outlined tasks (within the scope of ability). For example: If an opportunity arises to print additional "Check Out Brighton" fliers the Brighton Chamber will look at new avenues to raise funding to cover these costs.
Measurable results and tractability	<ul style="list-style-type: none"> • Sales tax revenue • Web site traffic on www.brightonchamber.com • Implement tracking mechanism/enter to win on "Check Out Brighton" forms to confirm the number of people who participated each quarter. • Nights in local hotels • Local attraction attendance

Requested Lodging Tax Dollars

Item Requested	Amount Required
40 Hour per week Community Concierge (Contract Position)	
<i>Annual Rate</i>	
<i>Computer/Phone</i>	
Community Information and Visitors Guide	
<i>Printing (55,000 copies)</i>	
<i>Distribution (Mail, Statewide Visitors Centers, Etc)</i>	
Live Brighton Program	
<i>1500 Reusable Tote Bags For New Residents</i>	
<i>Program promotion to Businesses and HOA's/Apartments/Builders/Realtors</i>	
<i>Relocation Kit Mailing & Supplies</i>	
Expansions and Development of CRVC	
<i>Additional brochure holders, signage</i>	
<i>Coffee and Refreshments</i>	
<i>Community Computer</i>	
Internal & External Community Marketing	
<i>External Advertising (5280, etc.)</i>	
<i>Colorado Tourism Conference</i>	
<i>Tour Colorado Membership</i>	
<i>Quarterly "All About Brighton" Advertisement (Design and Advertising)</i>	
<i>Mailing to statewide Visitors Centers of Annual and Quarterly Materials</i>	
<i>Printing & Design Costs</i>	
<i>Local Media and Facebook Advertising For Quarterly "All About Brighton"</i>	2,500.00
Total Amount Requested	2,500.00

Attachments Included

- **Insurance Certificate**
- **Statement On Discrimination Policies**
- **Strategic Plan Letter of Explanation**



CERTIFICATE OF LIABILITY INSURANCE

OP ID: DD

DATE (MM/DD/YYYY)

09/30/13

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
	PHONE (A/C, No, Ext):	FAX (A/C, No):
INSURED	E-MAIL ADDRESS:	
	PRODUCER CUSTOMER ID #:	
	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A:	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR (W/D)	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY					EACH OCCURRENCE \$
	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
A	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DEDUCTIBLE RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			<input type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B						Limit
B						Limit

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER TOWHOMA To Whom It May Concern	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

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Code of Conduct

The Chamber expects that all employees, officers, and directors shall act with honesty and integrity towards our customers, vendors, and all others with whom we conduct the affairs of The Chamber, and each other. It is also expected that all employees, officers, and directors shall deal fairly with all who conduct business with our company in all business transactions. Employees should disclose any and all information required by law to be disclosed, or which, in all fairness, should be disclosed. All information and communications of any kind to any person shall be accurate and truthful.

Confidential information concerning our customers and those with whom we conduct business, unless otherwise required by laws is expected to stay confidential. We expect that all employees shall abide by not only the letter, but also the spirit of all federal, state and local laws, rules and regulations applicable to the business of the Chamber. Employees, officers, and directors of The Chamber shall not participate in or have outside interest which adversely affect their ability to perform their duties on behalf of The Chamber, compete with the business of The Chamber, involve use of the equipment, supplies or facilities of The Chamber (unless other permitted by The Chamber), imply sponsorship or support by the Chamber of other organizations whose interests are adverse to those of The Chamber.

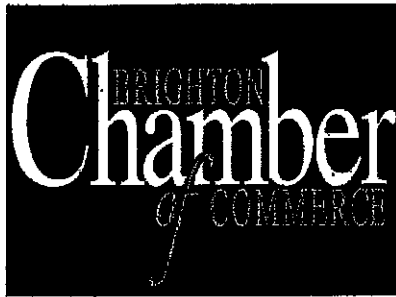
If unethical or unlawful conduct or behavior by any of our employees, officers or directors is identified, it will be reported immediately to the senior-most director and manager, along with the board of directors, who will then address the matter promptly and in compliance with the law.

Equal Employment Opportunity

The Chamber strives to maintain work environment in which all individuals receive equal opportunity for employment and advancement, regardless of age, race, color, sex, religion, national origin, and disability or veteran status.

It is the Chamber's intent to fill positions with the most qualified individuals available. Our consideration of a candidate for promotion may include present performance, specialized background and demonstrated abilities, among other things.

We encourage open discussion of equal employment opportunity matters. Any situation that you believe involves discrimination or harassment should be brought to the attention of your supervisor or the Executive Board.



September 30, 2013

Dear Lodging Tax Committee,

The Brighton Chamber of Commerce takes great pride in strategically approaching our programming and opportunities for our membership and the community. As an organization we have seen substantial growth over the past three years and are always looking at our strategic visioning as an organization. Whenever evaluating new programs we consider the below mission to ensure that we stay committed to the community and our members.

- **Fostering a Strong Local Economy:** The Brighton Chamber of Commerce is dedicated to helping local companies grow their business by taking the lead in programs and efforts that help create a strong local economy and make Brighton a great place to do business.
- **Promoting a Lively Community:** The Brighton Chamber of Commerce serves as a hub of activities and information that directly enhance the quality of life, education and overall promotion of Brighton being a great place to live, work, learn and play.
- **Providing Exceptional Networking and Leadership Opportunities:** The Brighton Chamber of Commerce provides active and relevant networking and leadership opportunities meant to assist members in growing their bottom line and developing exceptional interpersonal and leadership skills.
- **Representing and Supporting the Best Interests of Local Businesses:** The Brighton Chamber of Commerce works year-round to educate and support local businesses on current issues and mediation with local and state government.

The Brighton Chamber Board of Directors is scheduled to meet on October 4, 2013 for an Annual Leadership Advance and at that time will evaluate a one, three and five year strategic plan for the organization. Upon completion and approval the Brighton Chamber of Commerce would be glad to share this with the Lodging Tax Committee.

The Brighton Chamber Board works diligently to maintain innovative and well-rounded approaches geared toward making Brighton a great community to Live, Work, Learn and Play in. We are always available to answer questions related to our future plans and initiatives. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Kami Welch", is written over the word "Sincerely,".

Kami Welch, President