

Main Street Manager Report
January 29, 2016

Outreach, Meetings and Events

1. **2016 Annual Westcliffe Ice Fishing Tournament hosting and follow up**
Outcome – 145 registrants (Adult, child and family), with approximately 199 participants. The measuring and awards was conducted at Nacho Mama's with about 90 attending. Awards were given in the Rainbow Trout and Small Mouth Bass categories, 1st through 3rd places. One combo slam was awarded. No Cutthroat trout places were awarded. Debrief included suggestions for changing species categories, rotating measuring and awards location, more formalized awards presentation and solicitation of more business sponsorship.
2. **Meetings** – Met with proprietors of Golden Corner Inn and Westcliffe Inn. Attended CART, Southern Colorado Economic Development District, CC Economic Development Corp., CC Chamber Board and ice fishing debrief meetings. Attended CC Chamber Meet and Greet, Sangre Snow Runners membership meeting. Met USDA representative, Charles Thompson, regarding funding and grant opportunities, Dan Hiester of Operation Parachute regarding a veteran's weekend event and performance, and Kate Hudson, representative for Tear Drop Camper group rally to present the area and discuss date.

Administrative

1. **Ice Fishing Tournament** – Worked closely with Kathy Reis to register and document all registrations and addressed follow up phone calls.
2. **Office move** – Moved into Third Street, Suite B, and set up office (many thanks to Jacke Barnes for facilitation).
3. **Master Contact Spreadsheet** – Continued work on gathering contact info for Westcliffe and Silver Cliff businesses, organization contacts, media contacts and participating organizations and individuals for events.
4. **"Celebrate Moonlight in the Mountains"** – event planning for February 20th event. Communications with Colorado 14ners web administrator and Colorado Mountain Club, El Pueblo Chapter, for posting to their web page.
5. **Silver Cliff Skating Rink** – GOCO grant and freezing systems online research.

Advertising

1. **Newspaper ads and articles**
 - Ice Fishing Tournament – Pueblo Chieftain Events Calendar and daily – 1/4, 1/11, 1/6, 1/12, Canon City Daily Record daily and weekly magazine – 1/2, 1/6, 1/7, 1/12, Wet Mountain Tribune – 1/7, Sangre de Christo Sentinel – 1/8, Salida Mountain Mail – 1/8. Articles in the Pueblo Chieftain, Wet Mountain Tribune and the Sangre de Christo Sentinel.
2. **Online ads and calendar information**
 - Canon City Daily Record online – 1/5, 1/7, 1/12, www.icefishingcolorado.com, www.thecliffscolorado.com, www.americanfishingcontests.com, thecliffscalendar.com, 5280 event posting online marieclare@5280.com (Denver online magazine).
3. **Social Media**
 - Facebook – 8 postings, 17,990 reach (12,133 paid, 5,857 organic), 780 likes, shares and comments – publicizing, Ice Fishing Tournament, Celebrate Moonlight in the Mountains event and Second Street Kitchen 2nd Saturday Market.

February Projects

- Celebrate the Moonlight in the Mountains event advertising and hosting
- Tourism Board meeting – discuss participation in a joint organization meeting
- Meeting with music contacts for feasibility of hosting an amateur musicians weekend
- Meetings with lodging facility owners and realtors
- Cohost with the Chamber, offer the first in series of John Schallert Destination University educational video series, inviting all businesses to attend
- Grant research