

Marketing & Communications

WEBSITE *all organic

86,500 page views, **46%** increase

39,000 unique users, **88%** increase

47,000 sessions, **76%** increase

Promoting local events
20,000
FLYERS
500
POSTERS

52 E-newsletters sent to

1,500 subscribers

40% open rate and 9% click through rate

12

BID Coffee and Conversation meetings

145

Businesses participated in four Shop Local promotions



SOCIAL MEDIA

8,200 fans across all social media platforms (Facebook, Instagram, Twitter)

50,000 people engaged through Facebook posts

600,000 people reached through Facebook posts *87% organic, 13% paid

17% increase in **Instagram** followers

12% increase in **Twitter** followers



Visitor Information & Beautification

135,000 people through the doors at Durango Welcome Center **150** sidewalk repairs completed

200+ volunteers for Downtown & North Main Clean Days **100** flower barrels placed for summer

6,000 positive interactions/engagements with people visiting Downtown through Ambassadors

264 business listings and new maps for two Downtown Directory Signs

Events



✓ North Main Event

✓ San Juan Brewfest

✓ Downtown Balloon Glow

✓ Mountain Bike State Championships

✓ Children's Halloween

✓ Singing With Santa

8,500 total attendance **3,500** from out of area

Downtown Safety

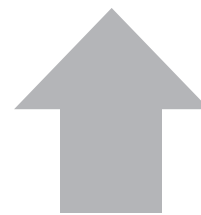


81

Downtown street lights upgraded in partnership with City of Durango

\$35,000

44 days worked by BID Homeless Outreach Coordinator



30% increase in Make it Count campaign **donations**

416 Fire Response - \$30,000



\$15,000 out of area ads **\$5,400** for Community Emergency Relief Fund

\$3,000 regional radio ads **\$3,300** for three Fab Friday events

\$3,300 for Christmas Town USA promotion

Looking Ahead 2019

➔ North Main District Branding Campaign

- 50% increase in North Main District marketing funds
- North Main District Logo
- Banners for North Main District corridor
- North Main District events
- North Main District tool kit and logoed items for businesses
- Bi-monthly meetings for North Main District businesses

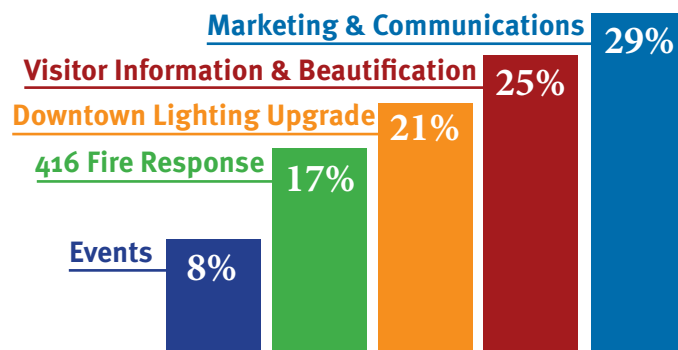
➔ 2nd year for Colorado High School Mountain Bike Championships

➔ Visioning for Arts, Conferences and Events Center

➔ 21st San Juan Brewfest

➔ Rebrand Shop Local promotions

2018 Program Expenses



2018 BOARD and STAFF

John Mahoney, *Chair*
 Erica Curlee, *Vice Chair*
 David Moler, *Secretary/Treasurer*
 Sebastian Hartley, *Board Member*
 James Allred, *Board Member*
 Kyla Thomas, *Youth Representative*
 Tim Walsworth, *Executive Director*
 Tanya Clegg, *Director of Marketing & Communications*