

Visit Estes Park *Community Roundtable*

Fall 2024



Catch the Glow Holiday Season



Promoting Visitation to Estes Park during the holidays will:

- Encourage travelers to visit Estes Park during the holiday season when there is a need for more overnight stays and day trip visitors.
- Generate additional revenue through sales taxes and lodging taxes.
- Support local businesses through niche advertising and marketing efforts.
- Help stakeholders retain employees for a longer season.



Catch the Glow Holiday Season

November 23, 2024 - January 1, 2025

A family-friendly display centered in Bond Park featuring holiday magic and photo-worthy moments.

A 6-week display in Bond Park, featuring walk-through lighting displays, life-size lighted photo ops, and state of the art 36-foot LED-light-infused pixel pine tree will anchor the festivities in Bond Park. Hundreds of thousands of lights will cover the tree, which will feature a free nightly light show spectacular set to holiday music from 5 to 9 p.m.



New Tree

S4 Is the World Leader in Decorative Lighting and Foliage Technologies



Catch the Glow Snowman Festival

Saturday, December 7th, 12-5pm, Bond Park

- Snowman Scavenger Hunt Kick Off Dec 7- Dec 31
- Snowman Ornament prizes
- Heated tent with holiday activations
- Carriage Rides
- Ice Carving
- Frozen Princesses
- Santa
- Local Beer
- Food Trucks
- Photo ops



Catch the Glow

Sweets Stroll Festival

Saturday, December 21st, 12-5pm

- Sweets Stroll
- Frozen Princesses
- Heated tent with holiday activations
- Santa
- Local Beer
- Food Trucks
- Photo ops



Added Sparkle

VEP Add-ons:

- Purchasing More Holiday Lights for Town
- Activating Bond Park
- Photo Opportunities
- Carriage Rides
- Carolers



Beyond Program

Partner Lodging Packages, Offers and Events

- Spread the Love!!!
- We want to send guests all over town, and one way we can do that is by activating our current partnerships and programs.
- We've done this for major events and festivals through the Beyond Program. And it works, so we will activate it again for the holidays.
- Businesses submit special offers, lodging packages and events about the holidays. Then Visit Estes Park promotes those offers through all channels and reports on the results.
- Due date October 18, 2024!

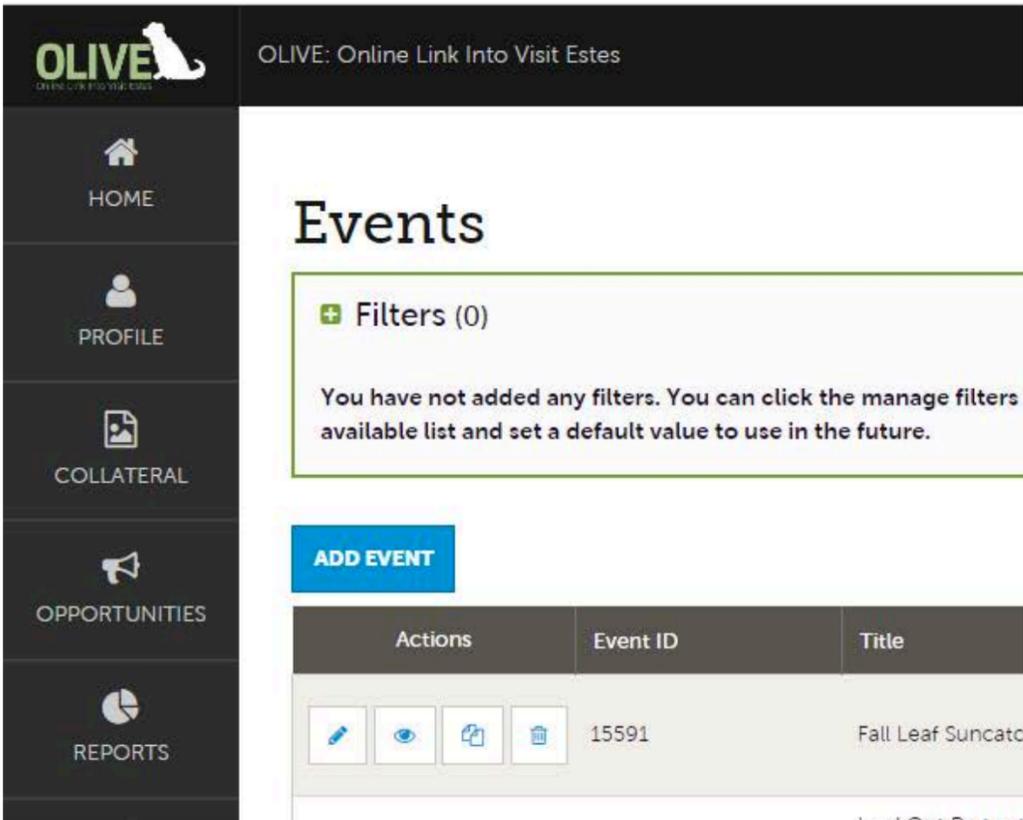


How to Add Events

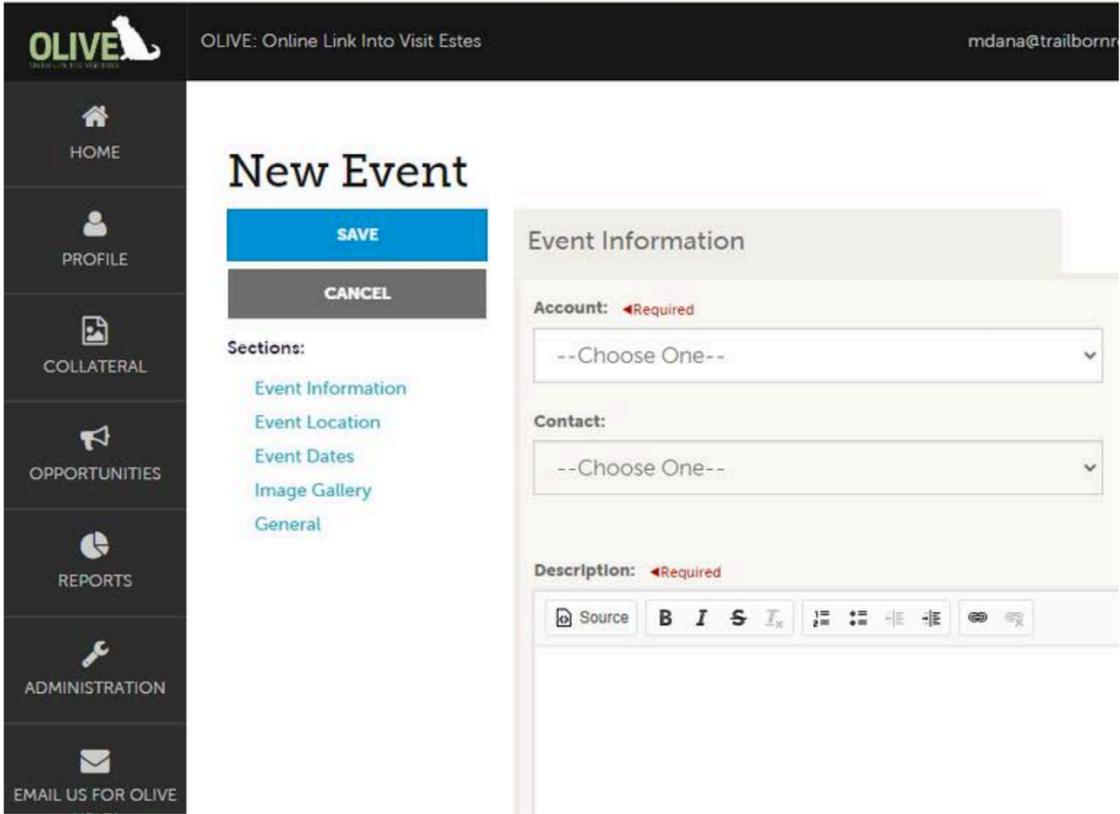
1. Collateral and select the Calendar of Events.



2. Click Add Event



3. Fill in the information



Visit Estes Park will review the submission and respond within one business day. These will be featured on the event landing pages based on the date selected.

How to Add Special Offers & Lodging Packages

1. Collateral and select Media.

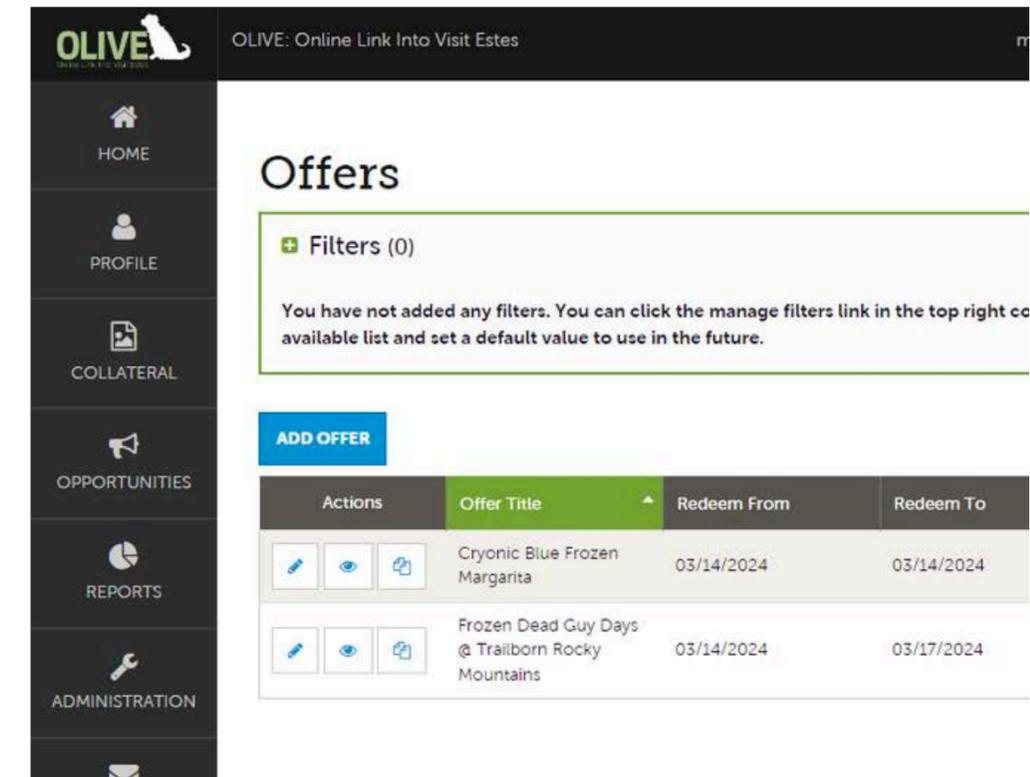
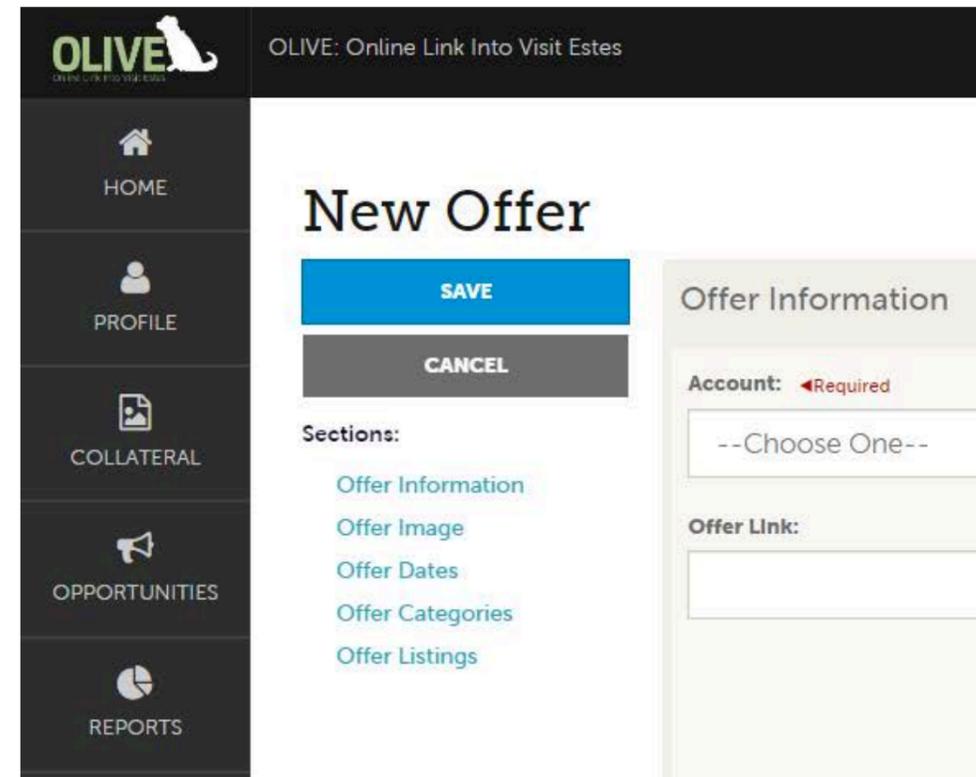
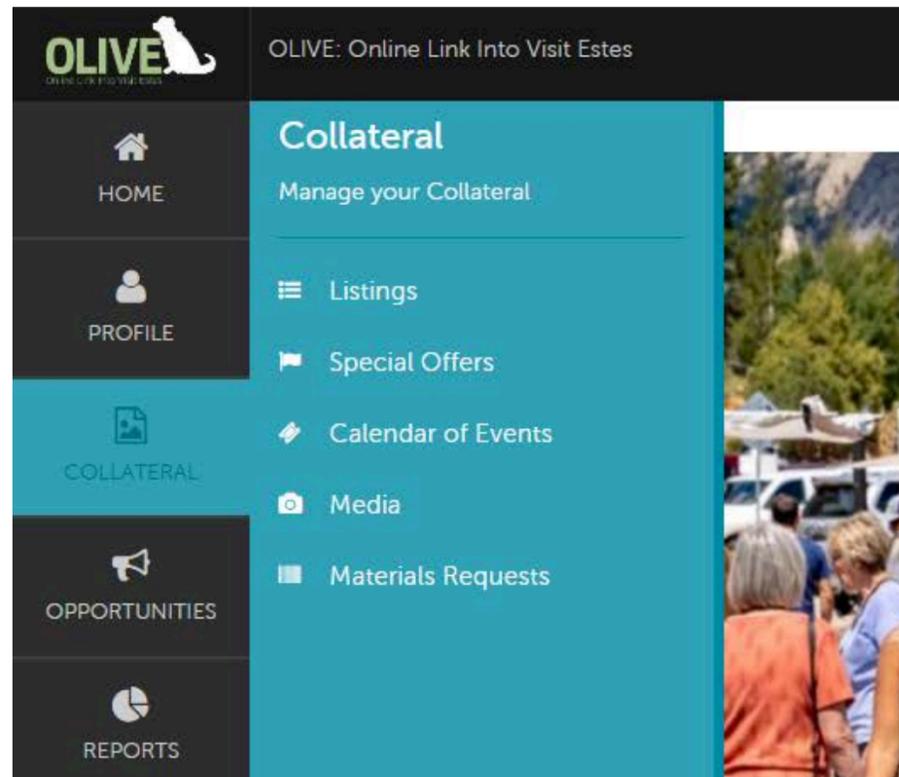
2. Click Add New Media.

3. Fill in required information.

4. Collateral and select Special Offers.

5. Click Add Offer and fill in the required information.

6. Select categories:



7. Click Save. Visit Estes Park will review the submission and respond within one business day.

How to Get Involved:

- Decorate your business inside and out. We have the professionals here to help!
- Participate in the Beyond Program by submitting themed specials, lodging packages and events.
- Be a stop on the “Catch the Glow Snowman Scavenger Hunt.”
- Be a stop on the “Catch the Glow Sweets Stroll.”
- Be a stop on the driving tour.
- Be a vendor in Bond Park.

Be sure to share your details with Visit Estes Park so we can help promote it!



GOING BIG FOR THE HOLIDAYS WILL TRANSLATE TO DIRECT ECONOMIC IMPACT

- Foster economic growth by implementing initiatives that attract visitors seeking memorable and rewarding winter travel experiences during the holidays and kicking off with the Catch the Glow parade.
- Achieve sustainable destination development by sponsoring winter programs to enhance the area's appeal, attract more visitors and bolster the local economy.
- Increase holiday visitation by positioning Estes Park as a Catch the Glow Holiday Season through advertising, paid social media, public relations and content creation efforts.



Extend the Season Event Marketing Fall/Winter 2024-2025

Objective: To generate awareness and overnight visitation to Estes Park during the winter season through an integrated marketing strategy



Catch the Glow Holiday Season

Marketing Dates: November 1 - December 31

SkiJor Estes Park

Marketing Dates: December 1 - January 26

Frozen Dead Guy Days

Marketing Dates: October - March 2025
(align with tickets on sale)

**Marketing includes: paid media, print media,
digital billboards, PR, social media,
creative content**



Apply for Event Sponsorship

Event & Project Sponsorship Requirements:

- The event or project is welcoming to all
- Strong economic impact on the community
- Helps extend the season or bring in visitors during a slow period
- Application received 90+ days before the event start date
- Event or project recap provided within 60 days of the event or you will not be eligible to apply for funds for future events



Visit Estes Park Has Sponsored 51 Events YTD 2024

- Pumpkins & Pilsners,
- Estes Park Marathon & Half Marathon
- Longs Peak 5 Miler, Estes Park Craft Beer Week
- Rocky Mountain Auld Lang Syne
- Friends of Folk Festival
- Brain Freeze
- Free Summer Movies
- Peaked Estes Park Cruise Weekend
- Chase the Glow 5k
- Estes Park's Backyard Ultra Race
- Samson's Revenge
- Rocky's Backyard Ultra Race
- Estes Park Retail Rally
- SnowyGrass Music Festival
- Water: the Sacred Gift
- Story Slam
- 8th Annual Estes Park Artists Studio Tour
- Universal Consciousness Festival
- Estes Park Rotary Duck Race Festival
- Listening at the Legion
- Bigfoot Half Marathon
- Estes Park Labor Day Arts & Crafts Show
- Estes Park Autumn Gold
- Rocky's Backyard Ultra Race
- Vacation Races Rocky Mountain Half Marathon + 5k
- Estes Park Wine Festival
- Estes Park Jazz Fest
- Community Resource Fair
- Where's Waldo - Estes Park - Celebration Party
- Community Art Festival
- Makers Market
- Chalk Art Event
- Estes Valley Plein Air
- End of the Season Bash 24'
- 5th Annual Estes Park Holiday Wine Festival
- Christmas Block Party - An After Hours Shopping Event
- First People's Festival
- Wine & Chocolate
- Whiskey Warm Up
- Bigfoot Days
- Wool Market
- Elk Festival
- Rocky Mountain Craft Spirits Festival
- Catch the Glow Parade
- Chamber Cup
- Food for Thought
- Community Gumbo Dinner
- Bowling Tournament
- 5th Anniversary
- Chamber Gala
- Mini-Golf Tournament

Sponsored Event Marketing

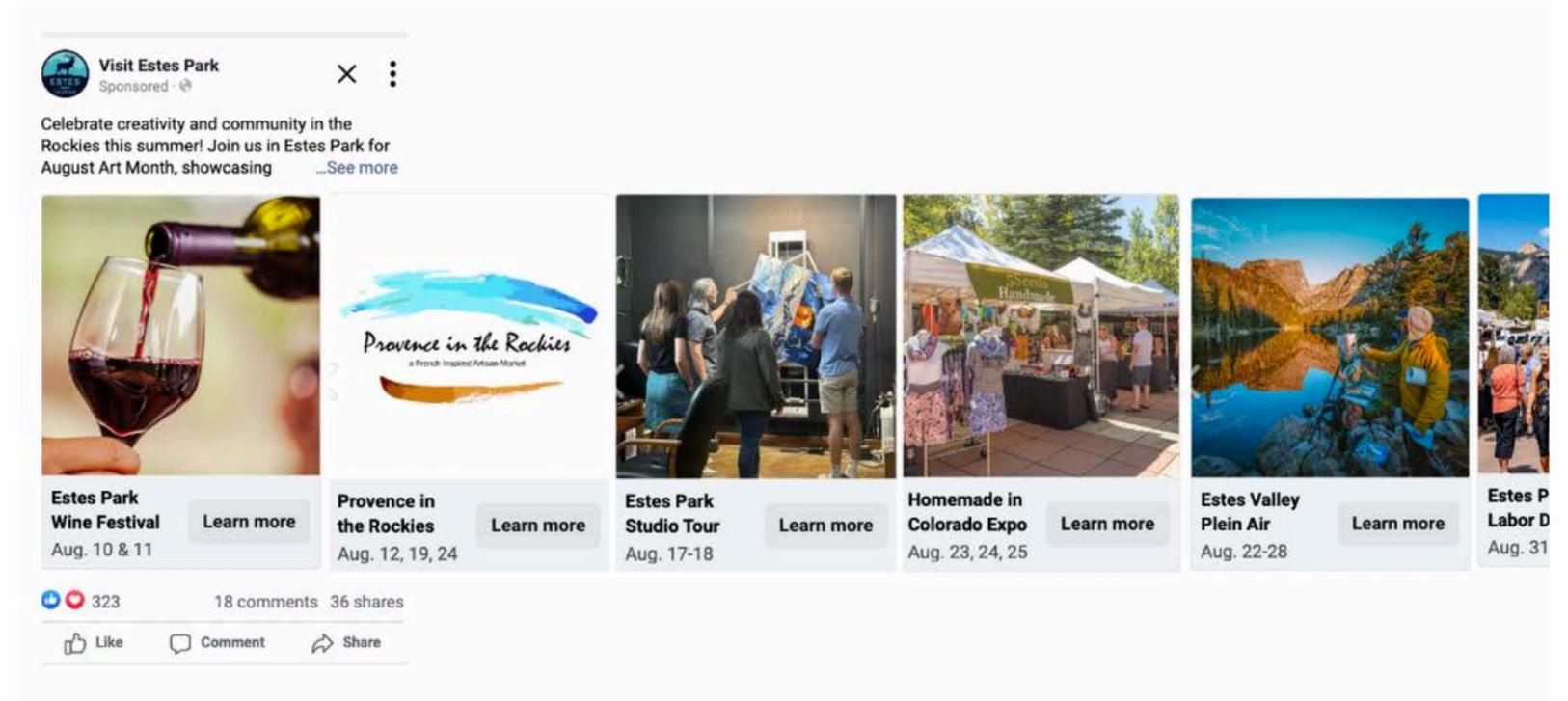
As a part of the in-kind marketing package, each sponsored event receives dedicated social media carousel ads, organic social media and inclusion in the monthly events article, sent out in the monthly consumer newsletter.



\$4,500 IN-KIND MARKETING PACKAGE FOR EACH EVENT

EX: FACEBOOK CAROUSEL AD

We have an ongoing ad on Facebook refreshed each month promoting upcoming local events. These consistently have a higher than industry average click-thru-rate.



Post Occupancy

To make an impact, collecting hotel data requires participation from as many lodging properties as possible.

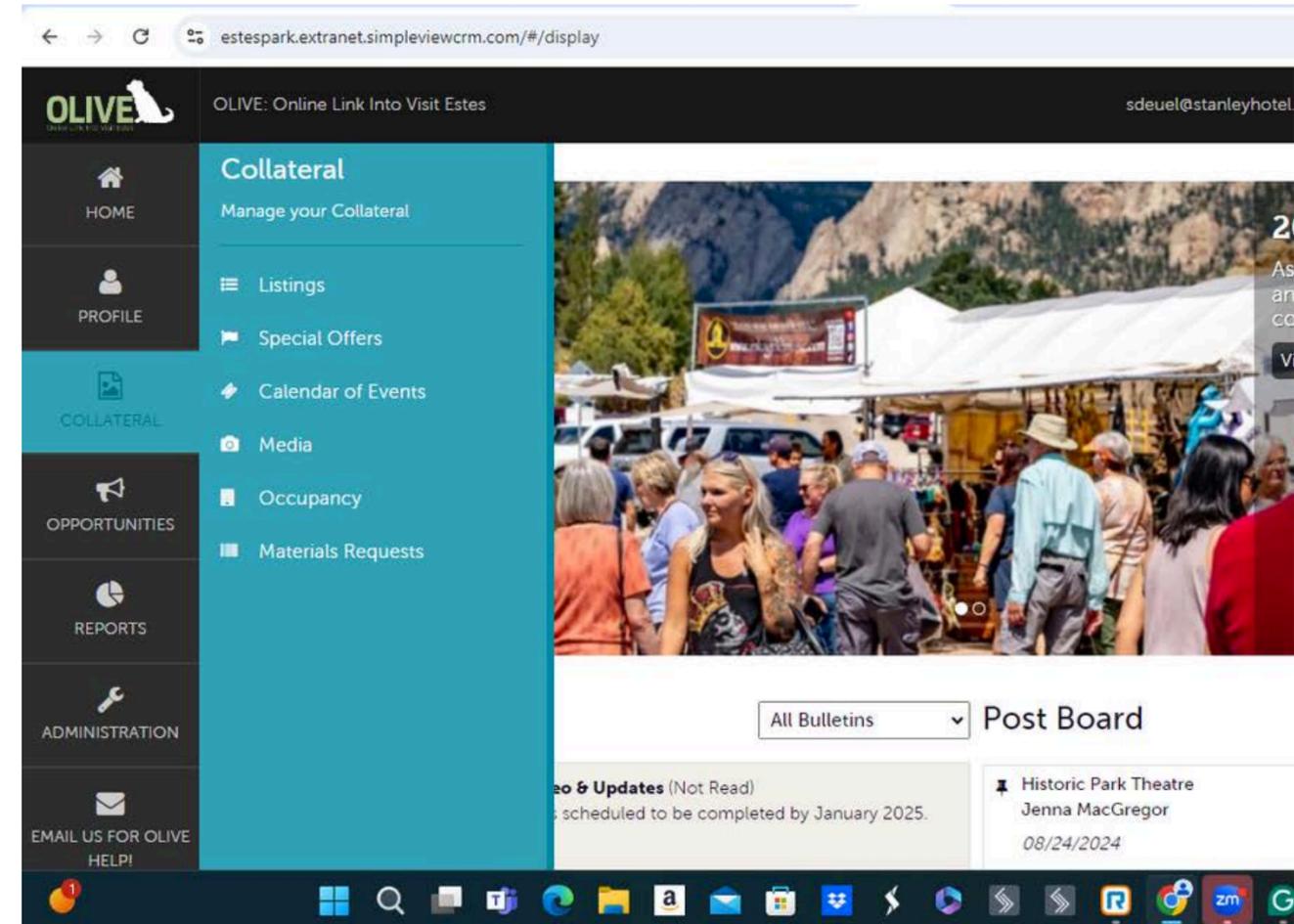
Participating will allow you to set room prices strategically to maximize revenue, and it will allow us to adjust marketing spend to promote overnight stays based on projected occupancy. These proactive decisions will benefit your business and the community as a whole. The more occupied rooms in your properties, the more guests are supporting the local economy.

Importantly, all data is kept strictly confidential.

With this data:

- Lodging properties can compare their information with the results of all participants to determine if they are over or under-pricing rooms.
- Occupancy metrics allow lodging properties to see peak and need times based on current data.
- VEP staff can proactively adjust advertising to market the destination most effectively.

Contributing your data will help your property be more competitive and allow VEP to reallocate advertising dollars to help fill rooms when staff may otherwise be unaware of the need.

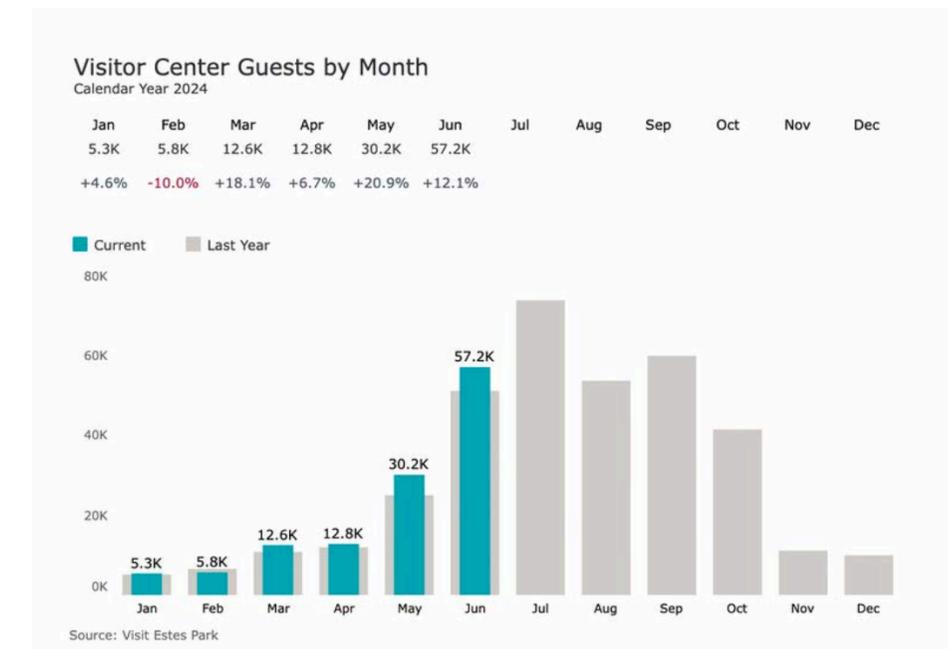


Data Dashboard

- Updated monthly
- Access the different data sets using the tabs, don't forget to scroll over!
- Interactive
- Collected and presented by Tourism Economics



Find the dashboard at
visitestespark.com/intelligence-report/



Join our Partner Facebook Group

The image shows a screenshot of a Facebook group page for "Visit Estes Park Partners". The page features a large landscape photograph of a mountain range with snow-capped peaks and a dense forest of green trees in the foreground. The group is identified as a "Private group" with "327 members". The left sidebar contains navigation options: "Community home", "Overview", "Admin tools" (with a sub-menu including "Admin Assist", "Member requests", "Badge requests", and "Membership questions"), and a "+ Create a chat" button. The main content area below the photo includes the group name, member count, a row of member profile pictures, and buttons for "+ Invite" and "Share". At the bottom, there are tabs for "Discussion", "Featured", "Members", "Events", "Media", and "Files", along with search and more options icons.

Search Facebook

Visit Estes Park Partners
Private group · 327 members

Chats Manage

Community home

Overview

Admin tools

Admin Assist
2 actions, 2 criteria

Member requests
0 new today

Badge requests
0 new today

Membership questions

+ Create a chat

Edit

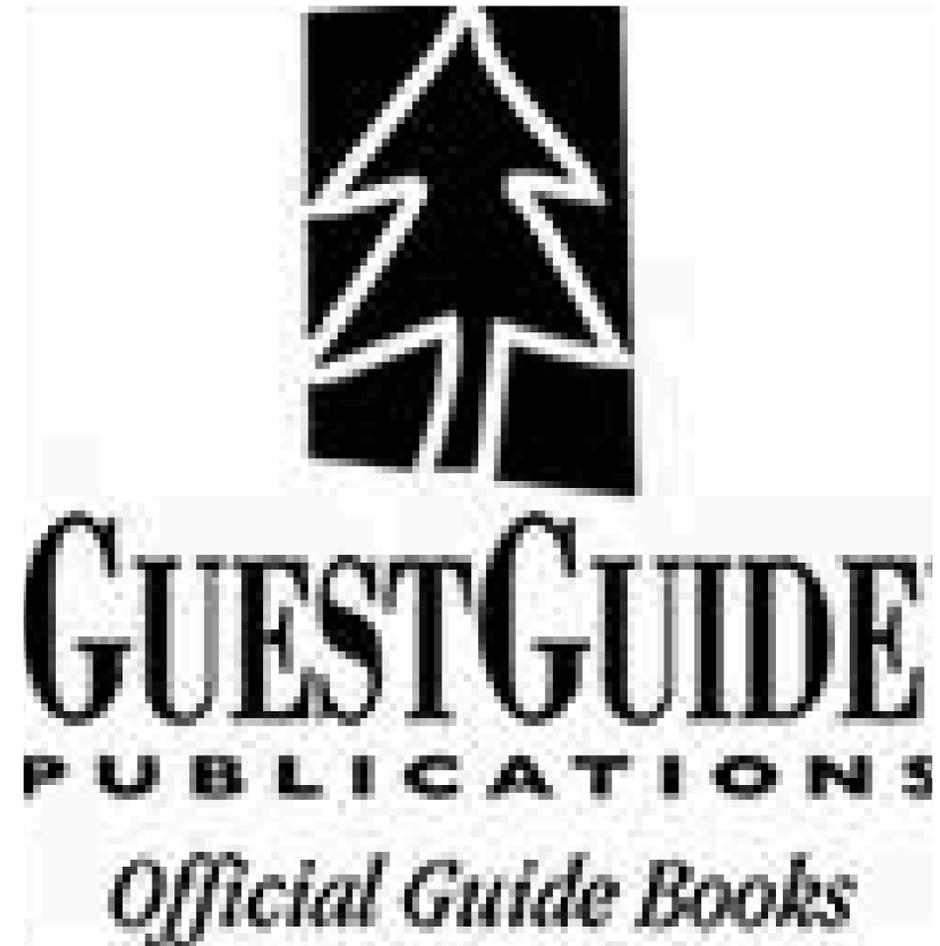
Visit Estes Park Partners
Private group · 327 members

+ Invite Share

Discussion Featured Members Events Media Files

VACTIONLAND

- **Vacationland is the oldest guide book of its kind in the country**
- **The next edition coming out in April will be the 75th edition and year in business.**
- **Vacationland is incredibly popular with the Colorado Welcome Centers and Visitor Centers around the state, especially the Julesburg Welcome Center which is the most visited Welcome Center in the state.**
- **The demand for Vacationland has gone up each year, even the Covid year.**





ESTES PARK VACATIONLAND[®]



Visit Estes Park

THE OFFICIAL VISITOR GUIDE TO ESTES PARK

USEFUL LOCAL MAPS:

- Free Shuttle Route & Schedule
- Town of Estes Park - Regional Area Map
- Rocky Mountain National Park & Bear Lake Corridor

EXTENSIVE CALENDAR OF EVENTS

INFORMATIVE ARTICLES & HELPFUL TIPS

WE STRIVE TO EDUCATE VISITORS & PROMOTE RESPECTFUL TOURISM

We work directly with RMNP, the Town of Estes Park, local experts, and our advertisers to ensure the information is accurate and up-to-date.

**RESERVATION DEADLINE
NOVEMBER 15TH, 2024**

**PAYMENT
OPTIONS**

SAVE 5% if you pre-pay in full by:
DECEMBER 1ST, 2024

TWO PAYMENTS NO DISCOUNT AVAILABLE
Final payment by: **APRIL 15TH, 2025**

RATE SHEET & INFORMATION 2025

GUESTGUIDEPUBLICATIONS.COM



ESTES PARK VACATIONLAND[®]
2024-2025

FEATURING
MAPS OF
ROCKY MOUNTAIN
NATIONAL PARK
&
DOWNTOWN
ESTES PARK

ALSO
INCLUDES
EXTENSIVE
CALENDAR OF
EVENTS

LOOK INSIDE
FOR THE
ESTES PARK
RESTAURANT
GUIDE

THE OFFICIAL
VISITOR GUIDE
TO ESTES PARK



Visit Estes Park

VISITESTESPARK.COM

DISTRIBUTION BREAKDOWN

17.3% Local visitor/welcome establishments

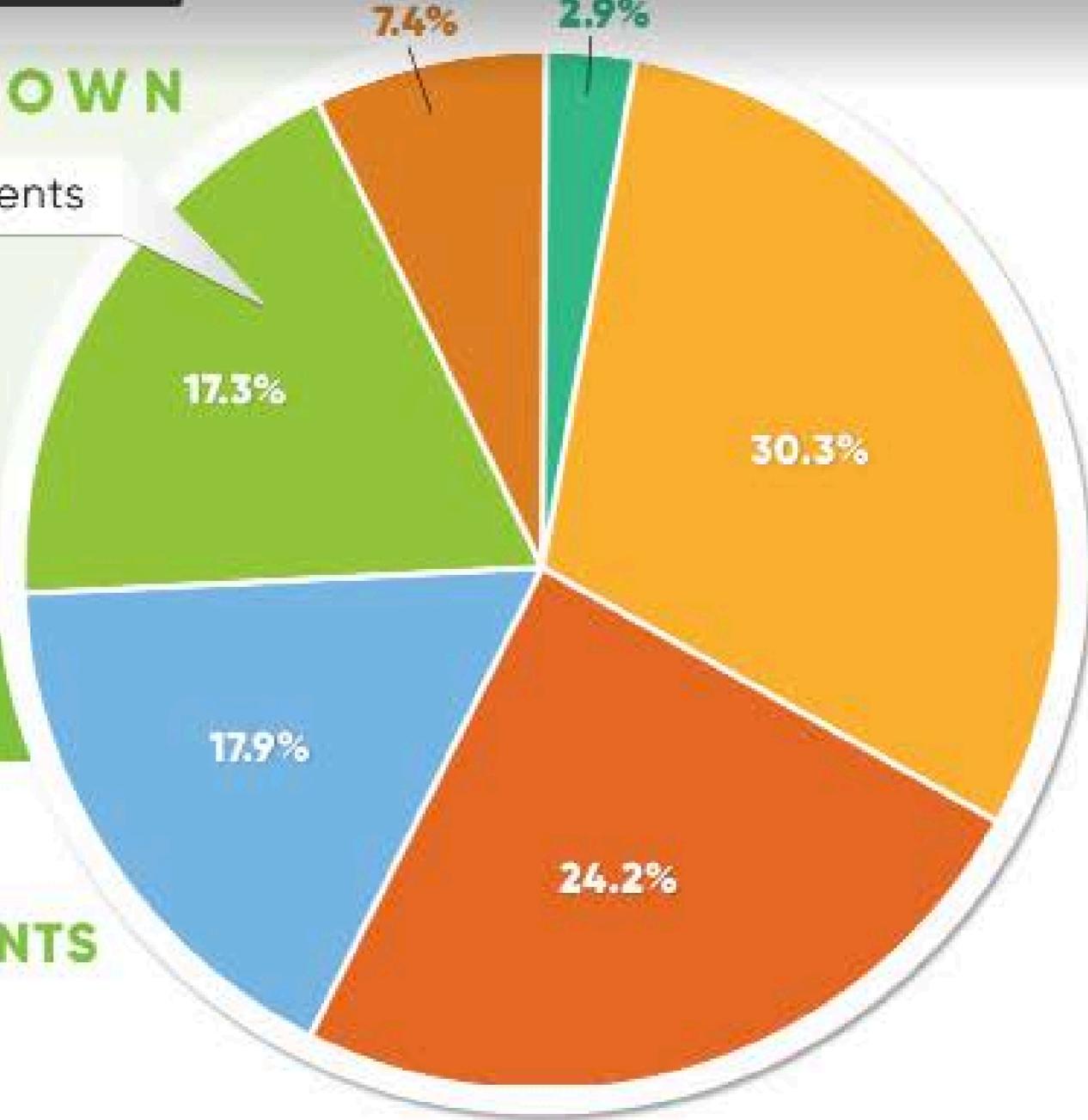
2.9% Campgrounds, arts & entertainment establishments and other services

7.4% Activity establishments

17.9% Retail businesses

24.2% Dining establishments and cafés

30.3% Lodging properties



ON OUR WEBSITE

MOST VISITED WEB PAGES:

1 MAPS **2** HIGH ALTITUDE HINTS

3 DIGITAL FLIPBOOK

WE'RE ON A ROLL!

IN THE LAST YEAR, **87%** OF VISITORS TO OUR WEBSITE WERE **NEW** TO US!

GuestGuide Publications • P.O. Box 3048 • Winter Park, CO 80482 • 970-887-0776 • GuestGuidePublications.com

Susie Masterson • Owner/Sales/Wearer-of-Many-Hats • Susie@GuestGuidePublications.com • 303-324-4540

They distribute to more than 175 locations around the Estes Area.

WHO READS US & WHERE DO THEY FIND US?

GUESTGUIDE PRINTED BOOK DISTRIBUTION

We distribute limited copies to approximately 200 locations in and around Estes Park, as well as to Visitor Centers and Colorado Welcome Centers around the state.



WELCOME CENTERS

- 1 BURLINGTON
- 2 FORT COLLINS
- 3 JULESBURG
- 4 LAMAR
- 5 SILVERTHORNE

VISITOR CENTERS

- 1 EAGLE
- 2 ESTES PARK
- 3 FRISCO
- 4 GOLDEN
- 5 GREELEY
- 6 LOVELAND
- 7 PARKER
- 8 STERLING

95,000+ COPIES PRINTED

Thankfully,

life doesn't

always

go according

to plan.

COME TO LIFE



COLORADO

Get the guide at Colorado.com

TOP 5 REASONS TO PARTNER WITH THE COLORADO TOURISM OFFICE

1. REACH AN INCREDIBLY QUALIFIED AUDIENCE ACROSS ALL DEVICES:

As the calls to action for the CTO's marketing initiatives, COLORADO.com and the OSVG are important travel-planning tools that bring our beautiful state to life.

2. BENEFIT FROM A TAILORED CAMPAIGN STRATEGY:

We work hand in hand with our advertisers to customize campaign strategies that utilize multiple media outlets.

3. LASER TARGET YOUR CUSTOMER:

We can help you reach your audience at the right time, with the right message, with the right media, on the right device.

4. INCREASE ROI:

Our team of experts will help optimize your campaigns so you realize maximum results.

5. RECEIVE FREE ADVERTISING:

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program.

Free Colorado.com Listing

<https://extranet.colorado.com/registr>

- r.** We offer free business, event and special offer listings on Colorado.com.
- All tourism businesses located in Colorado are eligible for a free listing
- Paid upgrades available include top-tier sort, more photos and space to describe your business

Colorado.com Business & Event Listings

The vacation guide and Colorado.com are trusted sources for business and event listings that visitors depend on to plan their trips. Our featured listing program gives you premium exposure on relevant city and category pages.



Web Business Listings

Robust Features

Paid listings receive additional features, including:

- Top-tier sort
- Photos/videos
- Social media links

Relevant Results

Multifaceted search filters provide users with relevant results.



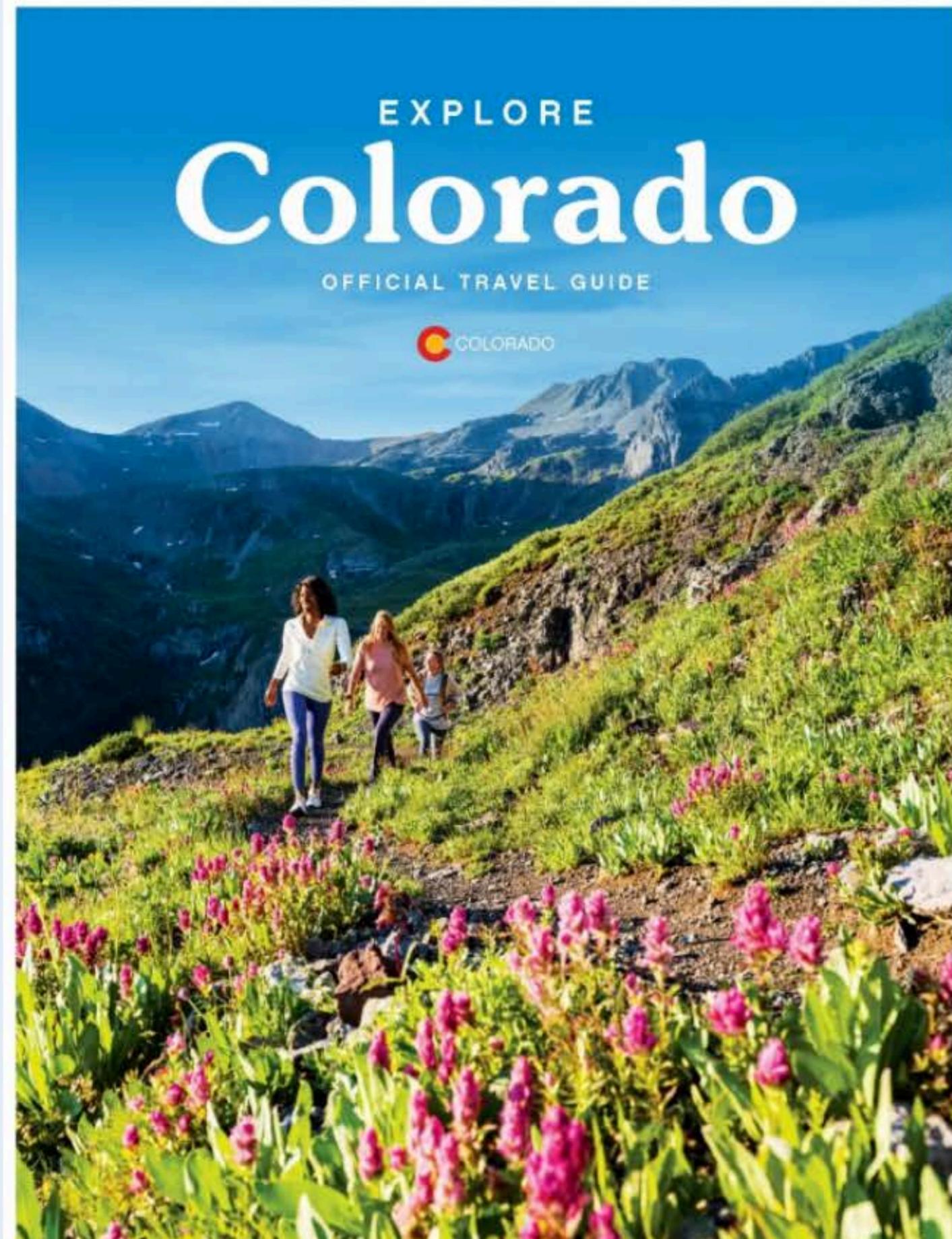
Colorado Tourism Print Program

Explore Colorado Official Travel Guide

The Colorado Tourism Office employs a targeted advertising campaign that drives potential visitors to visit Colorado.com, where they request a copy of the annual official state vacation guide, which is designed to inspire and assist in planning.



Reach more than
1 Million
active Colorado travel
planners across 3 channels



FRASER • GRANBY • GRAND LAKE
HOT SULPHUR SPRINGS • KREMMLING • WINTER PARK

THE MODERN WEST IS WAITING FOR YOU

The Modern West is alive and well in Grand County, Colorado's year-round playground. Inspires high-altitude adventure for those who share our independent spirit. Here, elevated describes more than the landscape—it's a reverence for the environment, people, and experiences enjoyed. Start your adventure at VisitGrandCounty.com.

GRAND COUNTY
VisitGrandCounty.com



WINTER PARK FRASER CHAMBER
Visit Winter Park
Experience Colorado's wilderness surrounded by green alpine, wild life, and beautiful mountain scenery. Known as the "Front Porch of the Rockies," you won't want to miss our state-of-the-art, 100,000-sq-ft research-skiing area. VisitWinterPark.com | 970.726.4118

KREMMLING CHAMBER
Kremmling, Colorado: A Sportsman's Paradise
Kremmling, Colorado, has it all: the confluence of the Muddy Creek and Blue and Colorado rivers, the view of the majestic Wolf and Wolford Mountains, Williams Park and Green Mountain reservoirs, and all the conveniences of May 5 and ending May 15. Known as a sportsman's paradise, Kremmling is your ultimate base camp for adventure. KremmlingChamber.com

GO GRAND LAKE
The Wild Side of RMNP
Surrounded by Rocky Mountain National Park and nestled against Colorado's largest park of trees, Grand Lake is a dream. In the winter, it's a mix of snow-capped peaks and evergreens, providing thrilling adventures in a snowy wonderland. In the summer, the view and a haven for boaters, anglers and campers. Only the national park in front of the lake, and don't miss the fireworks display on 7th and 8th on July 4th. GoGrandLake.com | 970.627.5402

DESTINATION GRANBY
Year-Round Basecamp for Adventure
Located in the heart of the Rocky Mountains, Granby is an all-season basecamp for adventure, offering stunning views, outdoor recreation, and trail-riding adventures in the trail, no first, lake, reservoir, or ATV or snow year here in the Colorado River or Lake Granby. Come winter, Granby is a snow-covered wonderland with walking, snowshoeing, skiing, and snowshoeing. To make the most of your Granby experience, visit DestinationGranby.com | 970.887.2311

Top Direct-Request Markets

- | | |
|---------------|------------------|
| 1. Texas | 6. Ohio |
| 2. Florida | 7. Wisconsin |
| 3. Missouri | 8. Minnesota |
| 4. California | 9. New York |
| 5. Illinois | 10. Pennsylvania |

400K annual copies

144K sessions



11K downloads

Getting Guides to Consumers

400,000 copies reach Colorado visitors

Local and National Distribution

- In and out of market availability
- Reach travelers in the planning stages of their visit to Colorado
- Connect with those who have already arrived and are looking for immediate things to do, places to stay, restaurants to visit, etc..



Direct Request

- 300,000 sent direct to the prospective visitor at the address they provide before they arrive in Colorado
- Requests for the Guide come in via Colorado.com and are generated by CTO marketing and ad placements in key markets across the country

Distributed at Key Locations

- 100,000 to Denver International Airport, Colorado Welcome Centers and the rack program for the drive market

Partner with VEP & CTO

Co-op advertising positions offer reduced rates and result in overall increased visibility for the destination.

- Weekly leads available as an excel file
- Placement in the 2025 digital version planned for Colorado.com
- Inclusion in buy one, get one Value Added banner impression programs on Colorado.com

SPONSORED CONTENT

TEMPLATE E

Headline here. Equo quide dolupta net, sunt, sercill.



PHOTO CAPTION

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Image
EPS File Format

VisitWebsite.com | 000.000.000

Final layouts are subject to change based on final publication design

Partner with VEP & CTO

Co-op advertising positions offer reduced rates and result in overall increased visibility for the destination.

SPONSORED CONTENT

TEMPLATE E

SPONSORED CONTENT

Half Page

\$7,500

Third Page

\$2,500

Subhead
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Formatted Ad

\$1,500

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Logo
EPS File Format

Quarter Page

\$3,750

VisitWebsite.com | 000.000.000

Final layouts are subject to change based on final publication design



Pat Attkisson
miles partnership

303-867-8241

pat.attkisson@milespartnership.com

www.colorado.com

Other Local Marketing Opportunities



ESTES PARK
Trail Gazette

& MORE





Green Business
Network
COLORADO

Meet the Team

Speaking Today



Rayna Oliker

Rayna.oliker@state.co.us



Gabe Catenacci



Oakley Jennings-Fast



Holly Pummell



Alyssia Chinda



Francis Otero

What is the Colorado Green Business Network?



Green Business
Network
COLORADO

- CDPHE **free**, voluntary certification program
- Available to any Colorado organization (industry, government, non-profit)
- Focused on supporting and recognizing excellence in sustainable operations, equity, and resource management
- Currently boasting **179** member businesses
- Has served thousands since its founding



Great Western Slope CGBP Member Project - Heidi Ragsdale Solar Charging Stations

Getting Started

Tips & Tricks

2020 CO GHG Emissions (MMT CO₂e, AR5 100-yr GWP)



Why Business?

Key Findings:

- Achieving goals relies on continuing the transition to renewable energy, as well as deep reductions in methane pollution from the oil and gas industry.
- Electrification of end uses in buildings and transportation will play an important role.
- Three largest contributors across industry and residential:
 - Transportation
 - Electricity Generation
 - Industrial Energy

- [2021 Colorado's GHG Pollution Reduction Roadmap](#)

1. What isn't tracked, isn't managed

Document your processes and current use!

- This includes current practices

- Helps assess your starting point
- Helps locate “blind spots” & unknowns

Consider:

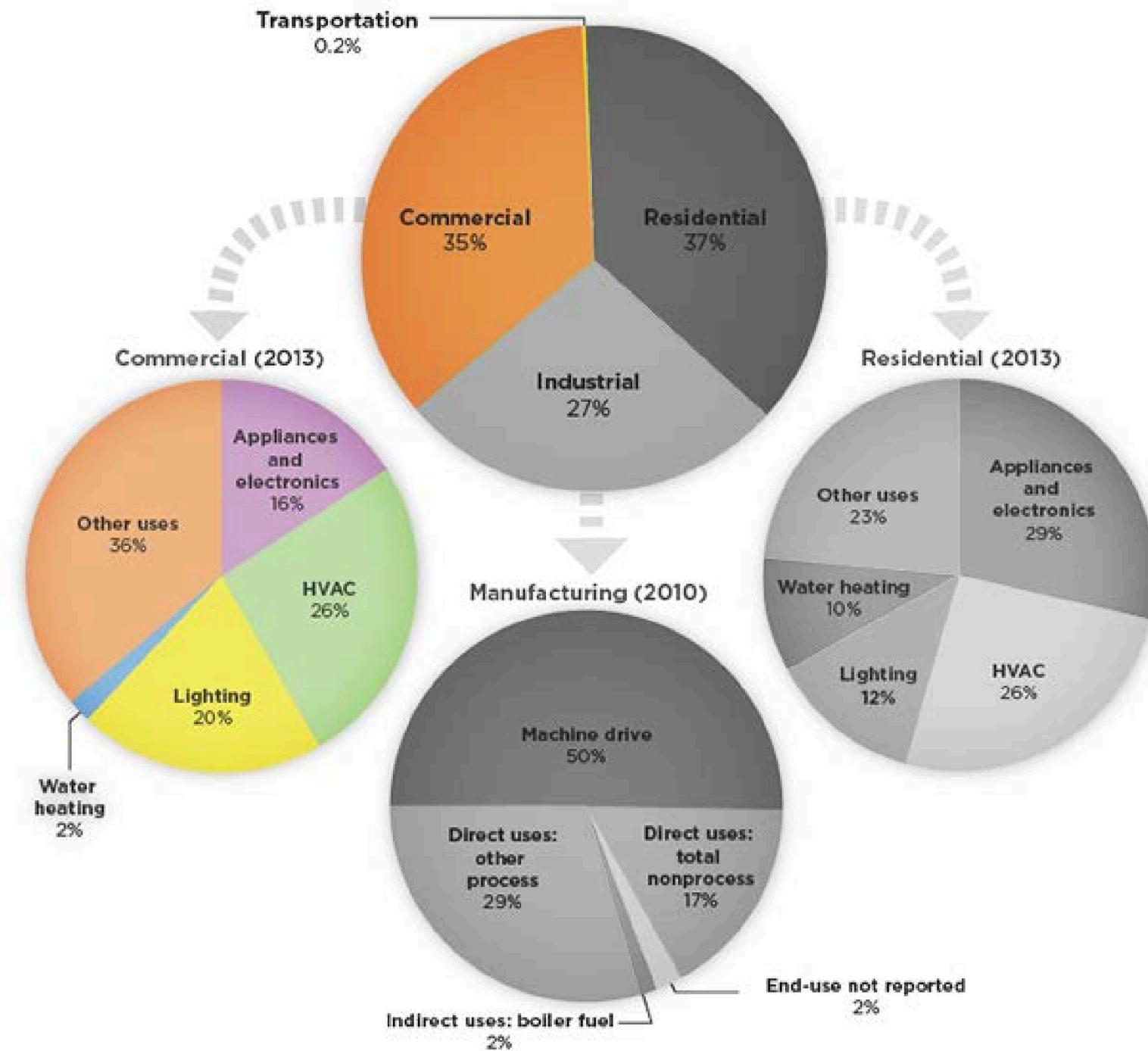
- Purchasing Policies
- Behavior / Training
- Signage

A note on intensity formulas...

Electricity Use / Billing																											
Year	Total Charges	Total kWh Use	January \$	February \$	March \$	April \$	May \$	June \$	July \$	August \$	September \$	October \$	November \$	December \$	January kWh	February kWh	March kWh	April kWh	May kWh	June kWh	July kWh	August kWh	September kWh	October kWh	November kWh	December kWh	
2015	\$ -	0.00																									
2016	\$ -	0.00																									
2017	\$ 511.37	4648.82	\$ 46.51	\$ 23.72	\$ 25.13	\$ 19.84	\$ 15.21	\$ 21.98	\$ 52.17	\$ 83.81	\$ 85.76	\$ 62.37	\$ 46.51	\$ 28.36	422.82	215.64	228.45	180.36	138.27	199.82	474.27	761.91	779.64	567.00	422.82	257.82	
2018	\$ 527.02	4791.09	\$ 34.86	\$ 18.86	\$ 28.36	\$ 16.28	\$ 13.94	\$ 23.72	\$ 64.13	\$ 92.54	\$101.78	\$ 75.94	\$ 34.86	\$ 21.75	316.91	171.45	257.82	148.00	126.73	215.64	583.00	841.27	925.27	690.36	316.91	197.73	
2019	\$ 607.32	5521.09	\$ 46.42	\$ 31.11	\$ 31.72	\$ 25.37	\$ 28.61	\$ 44.63	\$ 92.00	\$120.73	\$ 86.33	\$ 28.72	\$ 34.61	\$ 37.07	422.00	282.82	288.36	230.64	260.09	405.73	836.36	1097.55	784.82	261.09	314.64	337.00	
2020	\$ -	0.00																									
2021	\$ -	0.00																									

Gas (Therm) / Billing																											
Year	Total Charges	Total Therm Use	January \$	February \$	March \$	April \$	May \$	June \$	July \$	August \$	September \$	October \$	November \$	December \$	January Therms	February Therms	March Therms	April Therms	May Therms	June Therms	July Therms	August Therms	September Therms	October Therms	November Therms	December Therms	
2015	\$ -	0																									
2016	\$ -	0																									
2017	\$ 697.91	279.164	\$146.85	\$ 129.64	\$ 85.76	\$ 62.37	\$ 32.96	\$ 22.19	\$ 25.13	\$ 19.84	\$ 15.21	\$ 21.98	\$ 52.17	\$ 83.81	58.74	51.86	34.30	24.95	13.18	8.88	10.05	7.94	6.08	8.79	20.87	33.52	
2018	\$ 739.19	295.676	\$127.59	\$ 132.56	\$ 101.78	\$ 75.94	\$ 46.51	\$ 15.84	\$ 28.36	\$ 16.28	\$ 13.94	\$ 23.72	\$ 64.13	\$ 92.54	51.04	53.02	40.71	30.38	18.60	6.34	11.34	6.51	5.58	9.49	25.65	37.02	
2019	\$ 691.80	276.72	\$139.65	\$ 122.93	\$ 98.35	\$ 63.15	\$ 34.86	\$ 19.22	\$ 21.75	\$ 18.40	\$ 14.49	\$ 18.86	\$ 59.12	\$ 81.02	55.86	49.17	39.34	25.26	13.94	7.69	8.70	7.36	5.80	7.54	23.65	32.41	
2020	\$ -	0																									

Electricity Consumption by Sector (2013):
Commercial, Industrial, and Residential



2. Start with Energy

Waste is something a lot of people immediately go to, but Energy use is a HUGE driver of climate change!

Lighting is often first.

- Upgrading to LED Lighting can save 60% of monthly energy use, and there are LOTS of rebates available to make the project affordable.

Other items to consider:

- Easy insulation (curtains, door seals)
- Advanced / Timed Powerstrips
- Programmable Thermostats

**Check out our mini-grant program*

2. *Maintenance; not sexy, but important!*

HVAC

There are often opportunities for most businesses to improve energy efficiency simply through regular maintenance and effectively managing the building's HVAC system.

1. Routine (i.e. quarterly) maintenance:

- Regular inspection should be done to ensure dampers are working properly, filters are replaced, and motors and coils are clean.
- Keep supply and return air ducts clean.

2. Upgrade to programmable thermostats, and make sure thermostats are programmed properly and programmed to power down at unoccupied times

Boilers

Xcel Energy offers rebates for businesses who participate in the Boiler Tune-Up program that encourages proper maintenance and operation of existing boilers. Contact your Advisor for details.

Water Systems

In addition to upgrading equipment, you can save water and money by regularly checking for and repairing leaks. According to the EPA, leaks can waste thousands of gallons of water over time.

- Conduct regular visual inspections & train employees
- Read the facility water meter during off hours

3. *Get Help!*

Starting a Green Team

Especially in small to medium sized organizations having a green team or an individual with formalized time allocated for sustainability work is the best way to ensure progress continues to happen in a world of competing priorities.

1. **Schedule time.** A weekly/monthly green team meeting is a great way to show support and push progress.

If it's just you, have 4 hours blocked off a week.

2. **Set Goals.** Even a list of short term goals, like projects you want to implement in a year, can unify a team and focus effort toward measurable success. Giving yourself deadlines also helps to ensure projects aren't on hold forever.

Implement and Publish Policies

Create something that doesn't rely on you **watching** to happen!

Policies that employees can see and reference are a good way to ensure best practices are trained and maintained.

Policies might include:

- Purchasing and Vendor Policies
- Environmental Policy
- Energy / Equipment Policies
(behavioral & maintenance schedules)
- Sustainability Action Plans
Lots of examples of these can be found online!

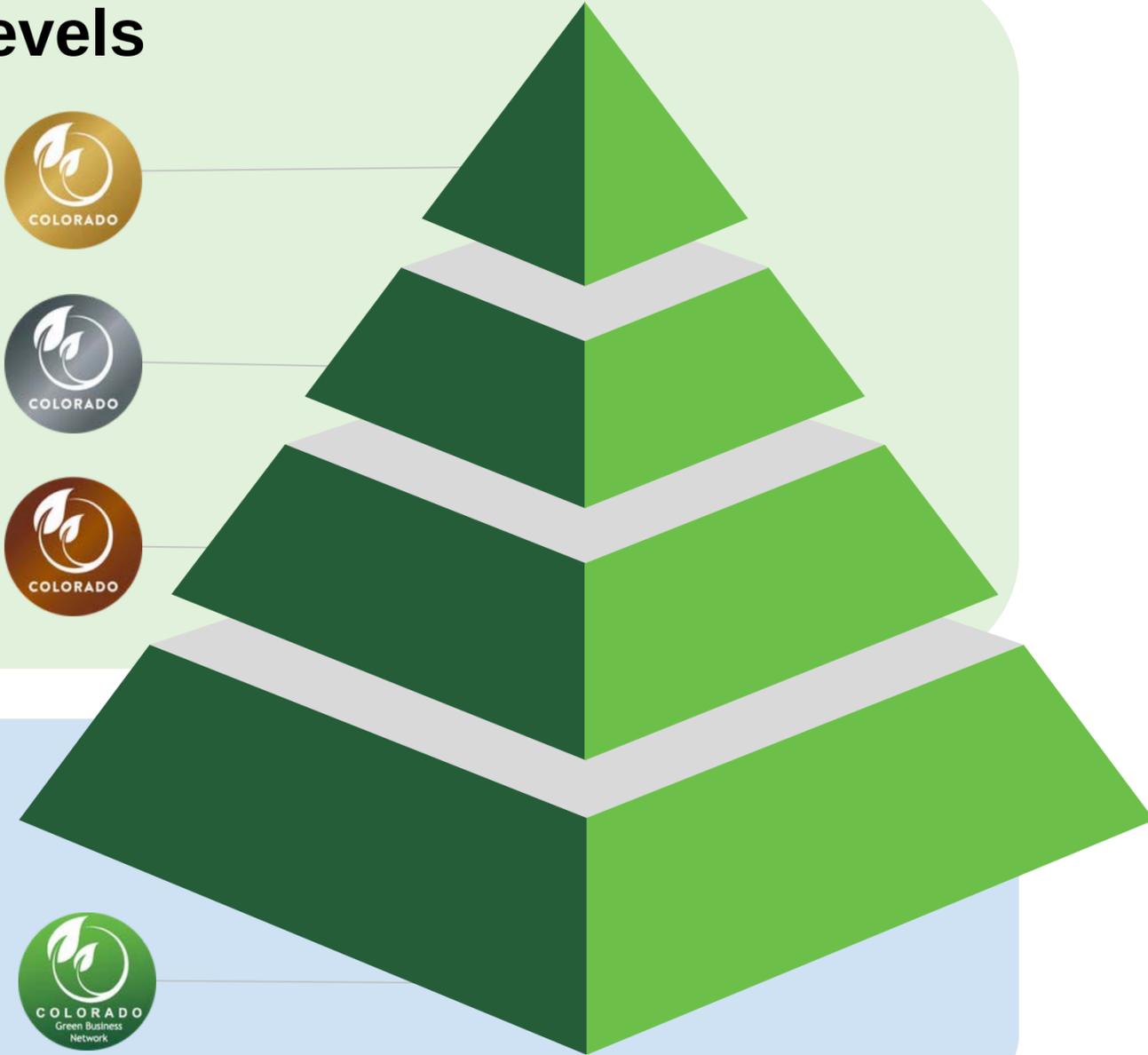
Join the Colorado Green Business Network!

Want help?

The Colorado Green Business Network

Recognition Levels

Point-Based Application
Annual Reporting
Awards Opportunities
Technical Assistance



Support Level

No Application
Baseline Tracking
Technical Assistance



Technical Assistance & Support

- Opportunity & Performance Assessments
- Off-Site Coaching and Guidance
- Connections to rebates, grants, additional technical assistance
- Workshops & Skill Building
- Mentoring



Program Benefits: Support Level

- Technical Assistance
 - Free On-Site Assessments
 - Offsite Coaching, Templates, & Resources
- Operational Improvements
 - Connection to funding sources
 - Cost covered direct installations
- Community & Resources Connections:
 - Monthly newsletters
 - Free workshops and events
 - Mentoring programs
 - Networking opportunities



Opportunity Assessment Report

Organization Name:	
Organization Address:	
Organization Contact:	
Business Specialist:	
Date of Assessment:	



Thank you for taking the time to meet with us on February 15th to discuss your efficiency and sustainability opportunities at the Colorado We were really happy to hear about the projects you already have on your list of to-dos, such as the solar installation project. After visiting the library, we saw a few opportunities for savings, including the installation of thermal door barriers, the installation of rooftop insulation in the building, and the installation of touchless and efficient faucets. These opportunities are detailed in the following report.

ALREADY DONE

- ✓ Upgraded HVAC to a newer model in 2011, with replaced piping in 2019.
- ✓ Installation of a > 265 kW solar system! What a fantastic step forward with your energy efficiency!

RECOMMENDED NEXT STEPS

- Upgrade lighting from fluorescent T8s throughout the building to LEDs. This is a high potential impact item, since there's usually about a 60% savings on energy tied to lighting once you can get LEDs in place. We've included a link below to the rebate program. ([see details below](#))
- Thermal door barriers are something we'd highly recommend, given all the open doorways onto the dock and into the less insulated warehouse space. These are relatively inexpensive and easy to install, and will improve employee comfort as well as energy efficiency pretty significantly over time. ([see details below](#))
- Rooftop insulation & destratification fans are both methods to improve the airflow and heating in the annex space adjacent to the dock. This space is really a high impact space, since as it stands, the lack of insulation and the open doorways probably see a good percentage of the heating in this space lost. (see details below for [insulation](#) and [fans](#))
- Touchless faucets were something you mentioned being interested in – we've found a couple options for you that we've included in the table on the next page. ([see details below](#))

To Implement Projects: Given your affiliation with the state planning office, I would recommend reaching out to them with this list of recommendations and seeing what they think.

Normally we also share that you can find equipment yourself, or you can hire a contractor for installation. We recommend that you get 2-3 bids and can provide you with a [list of contractors](#).

Remember! We are here as a free resource, and can answer any questions you may have about this report, as well as and help you with upgrades as needed.

Pre-Visit Meetings

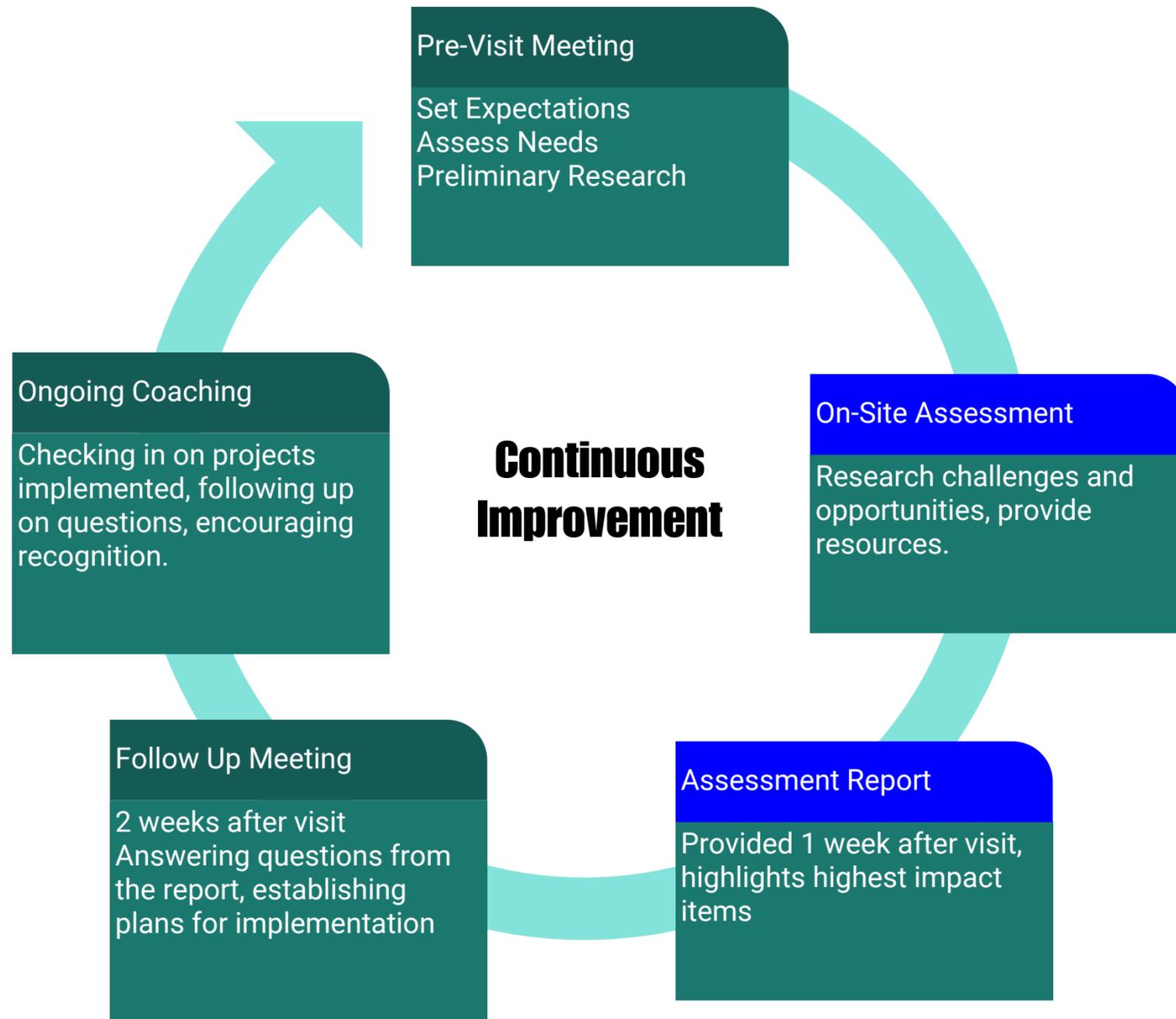


(1) 30-Minute Virtual or In-Person Meeting to address expectations and business needs.

At this meeting, we should ask:

- What are the priority areas and processes that you would like us to focus during the visit?
- Are there any specific areas of interest, or challenges in your space?
- What data are you currently tracking?
- Building size & age if available
- Building uses and time of use
- Common materials and waste used
- Past projects considered / work done

On-Site Meetings

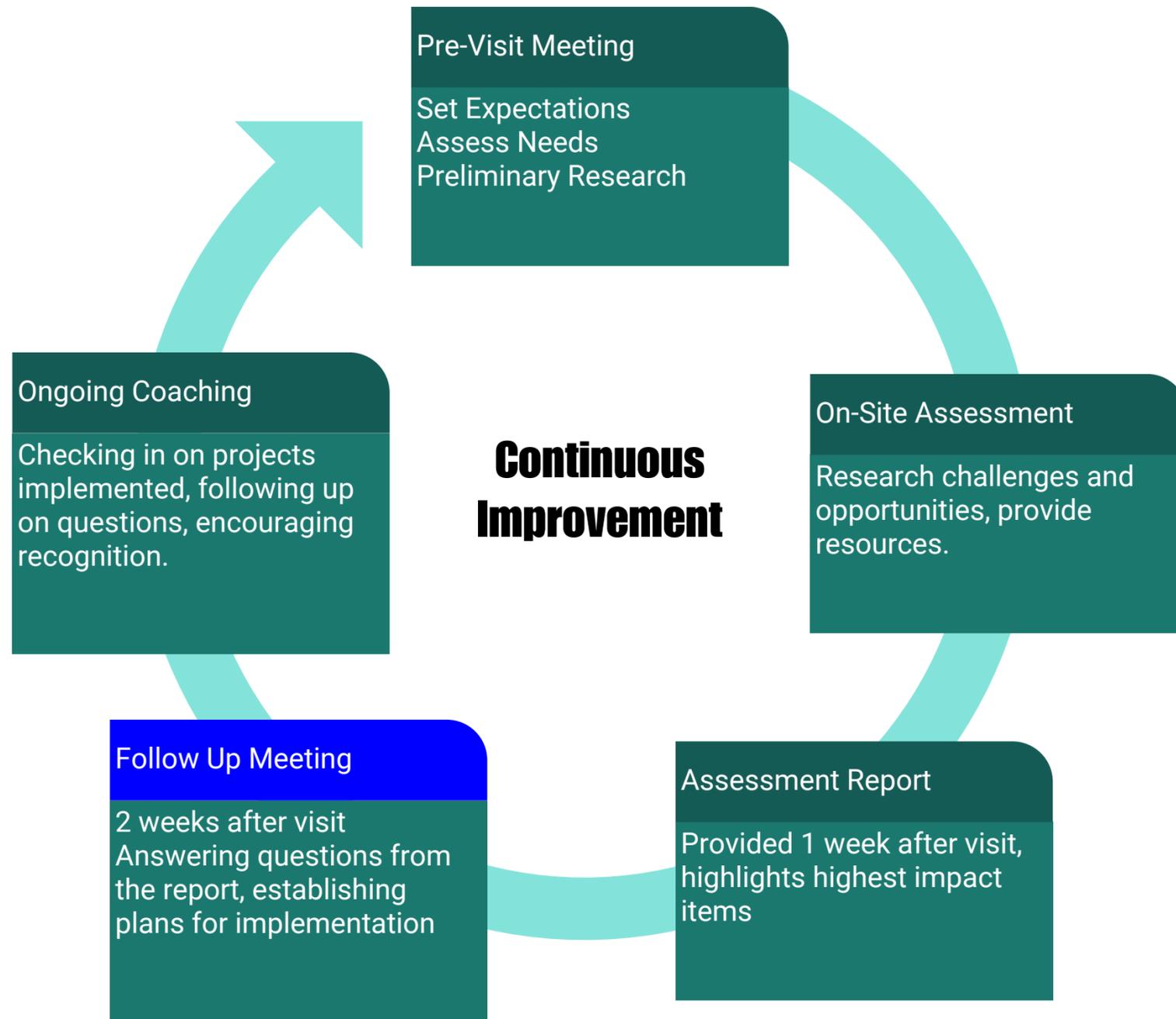


Upon arrival at the facility, **conduct an opening conference**, prior to the tour, to gather base data about the facility is a best practice.

The **tour of the facility** consists of observing the building envelope and associated systems, office or administrative areas, receiving and storage areas, process areas and associated machinery, and grounds.

Specifically note opportunities for high impact projects, **as well as for grants and financing.**

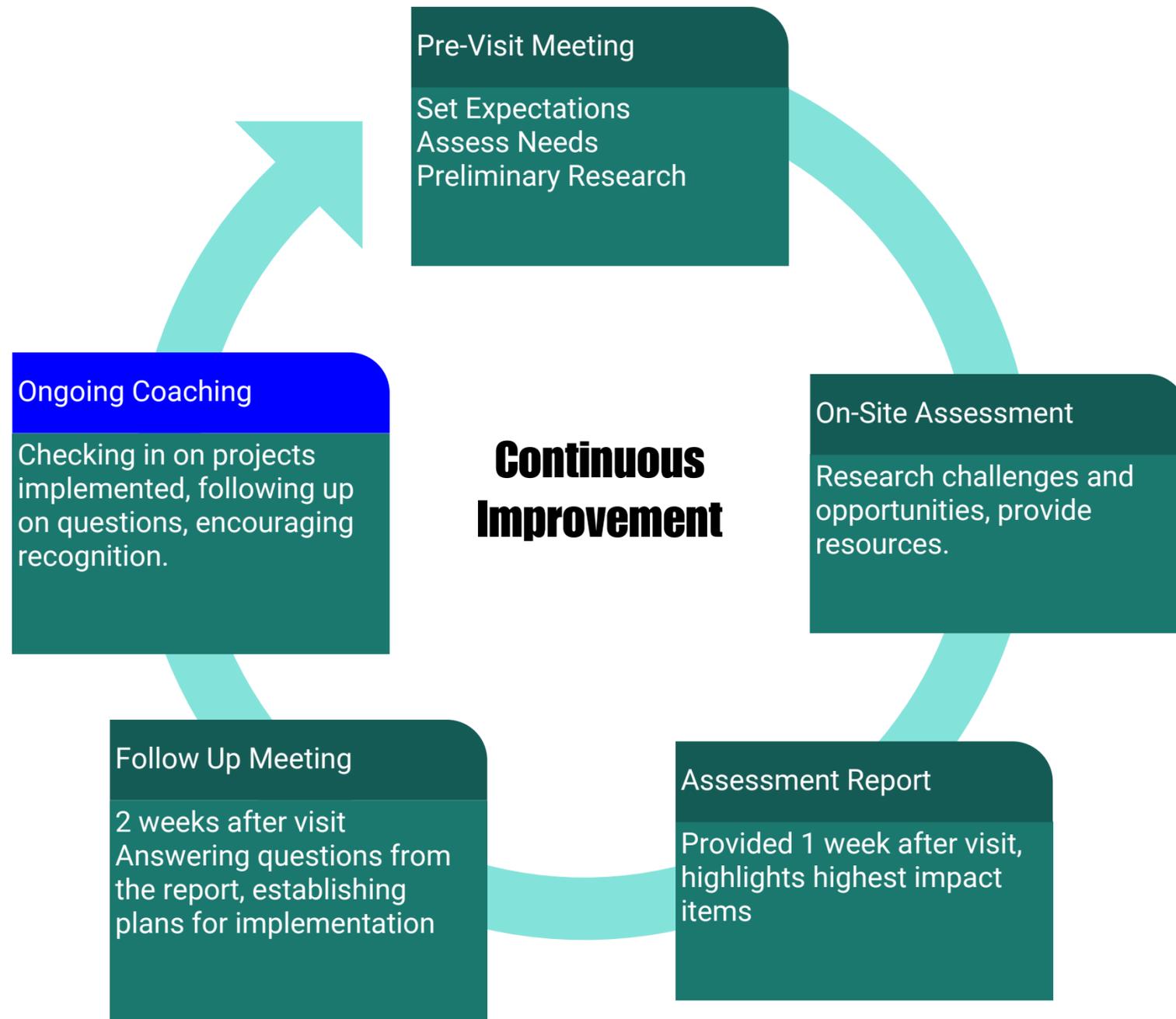
On-Site Meetings



Post-visit follow-up will be conducted in a variety of different ways, but starts with a **check in two weeks after the initial visit.**

These meetings are usually 30 minutes to 1 hour in length, and are to answer questions, and provide additional resources to the business, once they have the opportunity to review the Assessment Report.

On-Site Meetings



On average we follow up individually with all businesses at least every 6 months, with additional standardized communications happening in newsletters, emails about events, and reminders about applications.

Businesses also regularly reach out to us for:

Application Clinics
Ongoing Operational Support
Funding Opportunities

Technical Assistance Resources



Resources:

1. Program Overview
2. Data Tracking Templates



Joining the Colorado Green Business Network

Encouraging and Recognizing Best Practices
 The Colorado Green Business Network (CGBN) is a voluntary program that encourages, supports, and rewards organizations throughout the state at any level of implementation in increasing the efficiency and sustainability of their operation through assessing opportunities for growth, recognizing success, and providing connections to like-minded businesses throughout the state.

We do this through

- **Technical Assistance:** Free off-site coaching & on-site assistance to support businesses in implementing sustainability and resource reduction into their operations.
- **Workshops & Events:** Regular skill building and educational opportunities. Award opportunities, press kits, and certificates to help tell the story of your sustainable operations.
- **Recognition:**

Always Free Support and Recognition

Our program is part of a statewide effort to reduce emissions across industry, and all our services are totally free of charge. Our goal is to make it easy to connect with funding, resources, and skills that make sustainability attainable across business sector and size.

Benefits

The Colorado Green Business Network provides a support system, mentorship, technical assistance, and statewide recognition for businesses that are interested in improving their environmental and social performance.

At our CGBN Support Level a business receives;

- Ongoing technical assistance, on and off-site, which leads to saving money through efficiency.
- Access to our monthly opportunities and funding newsletter.
- Access to all our (free) workshops and events.

This is available without any application, and only requires [registration in GreenBizTracker](#).

- As a CGBN Certified Business our recognized members gain additional benefits including:
 - A public directory on GreenBizTracker.
 - Organization name and information on our website.

		Electricity Use / Billing												Gas (Therm) / Billing												
Year	Total Charges	Total kWh Use	January \$	February \$	March \$	April \$	May \$	June \$	July \$	August \$	September \$	October \$	November \$	December \$	January Therms	February Therms	March Therms	April Therms	May Therms	June Therms	July Therms	August Therms	September Therms	October Therms	November Therms	December Therms
2015	\$ -	0.00																								
2016	\$ -	0.00																								
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2020	\$ 527.02	4791.09	\$ 34.86	\$ 18.86	\$ 28.36	\$ 16.28	\$ 13.94	\$ 23.72	\$ 64.13	\$ 92.54	\$ 101.78	\$ 75.94	\$ 34.86	\$ 21.75	316.91	171.45	257.82	148.00	126.73	215.64	583.00	841.27	925.27	690.36	316.91	197.73
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2025	\$ -	0.00																								

CGBN Equipment Upgrade Program

Mini Grants

CGBN Support Level and Certified Businesses are eligible for the direct installation of resource efficient devices up to \$400.

Available Statewide.

Reach out to us if you're interested!



Available Items:

- Boss Defrost
- Motion Sensor
- Programmable Thermostat
- LED Exit Signs
- Smart Power Strip
- Programmable Power Strip
- Sink Faucet Aerator

Colorado State University's Impact MBA Corporate Sustainability Fellowships

Additional funding, up to \$4,000 to cover costs of the internship, available for Pollution Prevention specific projects in eligible sectors including:

- Chemical Manufacturing (Processing and Formulation)
- Automotive (Manufacturing & Maintenance)
- Aerospace (Product & Parts Manufacturing and Maintenance)
- **Metal Manufacturing & Fabrication**
- Food & Beverage (Manufacturing and Processing)

Learn more and apply!



Project
Based

400 Hours

Sustainability
Focused

Late May-
August



COLORADO
Department of Public
Health & Environment

Program Philosophy



Goal: Mitigation of Climate Change

through incentivizing resource and emissions reduction across industry in Colorado

Access

- On/Off Site Technical Assistance
- Community Connection
- Workshops and Events
- Opportunity Newsletter

Rigor & Results

CGBN Press Kit
Statewide Recognition
Awards Opportunities
Speaking / Mentoring
Opportunities
Letters of Recommendation

Benefits of CGBN Recognition



Statewide Recognition

- Governor Signed Certificate
- Window Decals
- CGBN Press Kit
- Press Releases
- Web Directory



31% of customers
see 3rd Party Certification as a top way to
discover if a brand is “green”

EcoPulse Wave12 2020

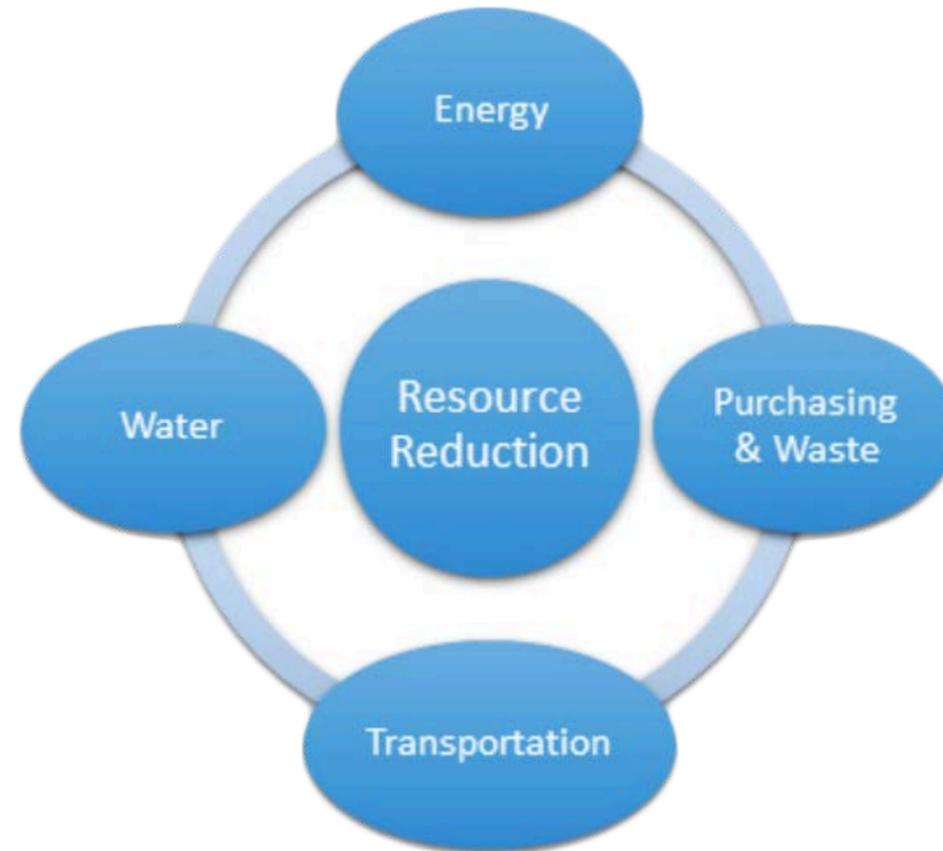
Additional State Support

- Learn from CGBN experts
- **Letters of Recommendation**
- Priority Permitting
- Leadership Opportunities
- Speaking & Panel Opportunities
- **Statewide Recognition Event**

Additional Technical Assistance

- **Performance Assessments**

Application Structure



-  Bronze (25 Points)
-  Silver (50 Points)
-  Gold (100 Points)

~375 Points available

You don't need to answer every question to certify!

Program Structure: Compliance

Requirement	Period of Time		
	Bronze	Silver	Gold
No serious violations - including compliance advisories or notices of violation - of applicable local, state and federal environmental laws and permits for a period of time prior to the date of application submission.	1 year	1 year	3 years
No settlement agreement has been entered into and no compliance or consent order has been issued for serious violations of environmental laws and permits for a period of time immediately prior to the date of application submission.	1 year	1 year	3 years

***If violations or lapses in required permits are found, the applicable compliance division is asked to weigh in on the severity of the violation and recommend next steps.*

***Organizations renew every 3 years, with an additional compliance check completed at each renewal.*

Program Structure: Reporting & Renewal

Annual Reporting

Annual reports are (much) shorter versions of the application, due each year by June 30th.

Certification Renewal

Renewal is required every 3 years, and includes:

- *a new complete application*
- *a new compliance check.*

Facility based vs. “Corporate” Recognition

*The majority of applications are **by facility**, but we do have a process for organizations with multiple in state facilities, with centrally managed policies and practices.*



GreenBizTracker

Our primary tool for registration and our recognition application!

- Progress tracking
- Intuitive user interface
- Business profile templates
- Full Recognition Application (surveys)

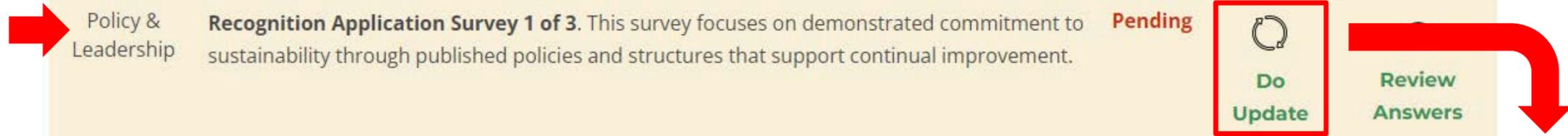
Register Here



The screenshot shows the GreenBizTracker dashboard for a user named 'Ravi's Lemon Cupcakes (test)'. The dashboard includes a navigation menu with 'Overview', 'Surveys', 'My Status', 'Profile', 'Communication', and 'Business'. A welcome message reads: "Welcome to the state of Colorado's Green Business Network". Below this, a paragraph explains that recognition surveys are designed to showcase best practices and that users don't need a perfect score to reach recognition. It also states that the application deadline for recognition is June 30th each year and provides a link for more information. A section titled 'Colorado Green Business Network' contains a paragraph explaining the network's 4 surveys and their purpose. To the right of this text is a 'Surveys' section showing 'Completed: Loading completed surveys ...'. At the bottom of this section are buttons for 'Benefits', 'More Information', and 'Continue level'. The contact information at the bottom is 'CGBN Contact: cdphe.greenbusiness@state.co.us'.

The Interface

Name	Description	Status	Actions
Welcome Survey	This section is designed to collect the initial information about your organization, like size, sector, and interests, which we can use to better understand how you'd like to engage with our program and our services. It will also get you set up as a "Support Level" CGBN Member.	Pending	 Do Update  Review Answers
Policy & Leadership	Recognition Application Survey 1 of 3. This survey focuses on demonstrated commitment to sustainability through published policies and structures that support continual improvement.	Pending	 Do Update  Review Answers
Resource Reduction	Recognition Application Survey 2 of 3. Resource Reduction focuses on these realized reductions, allowing businesses to tell their story through the use of intensity metrics in addition to total use to ensure reductions can be seen accurately		
Submission Agreement	Recognition Application Survey 3 of 3. Congratulations! You've completed all the require sections of the application for statewide recognition! As you may know, an environmental compliance check is a required part of our application process. We run compliance checks after our June 30th deadline each year, and never implement a compliance check without express permission. That's what this form is for!		



[Policy & Leadership](#)
[\(PL-1\) Formal Certifications](#)
[\(PL-2\) Green Teams](#)
[\(PL-3\) Formal Sustainability Training](#)
[\(PL-4\) Environmental](#)




Green Business Network COLORADO

Policy & Leadership Assessment

Good policy and a strong commitment from top leadership at an organization are fundamental elements required for true sustainable practices to be implemented at the right levels. Excellence in sustainability is about innovation, holistic and structural change, and equitable practices that work to prevent the impacts of industry from disproportionately impacting lower income and otherwise marginalized communities.

To this end, Policy & Leadership focuses on these aspects of sustainable operations, highlighting diversity, equity, and innovation while encouraging holistic emissions tracking and inventories.

This section is 2 of 4 that should be submitted for statewide recognition.

Handbook & Technical Manual



Designed to support businesses in working through the application process.

- Defines terms and criteria for each question
- Provides examples and resources
- Clear and easy to understand evaluation

E-3 On-site Renewable Energy Production

Question Language

If you have an installed solar or renewable power installation on site, please provide the annual average production of that installation.

What percentage of your baseline energy use does this installation regularly account for?

Please Note: Annual average production of on-site renewables is submitted in kilowatt hour (kWh).

Criteria

This question provides credit for the percentage of on-site renewable energy your business consumes relative to your baseline energy use. Producing your own electricity from renewables not only is cost-effective, but also counteracts inflation and price volatility.

Evaluation

0 Points	Data not provided / No solar installation in place
1 Point	Renewable power on-site accounts for between 1% - 25% of baseline energy use
2 Points	Renewable power on-site accounts for between 25% - 50% of baseline energy use
3 Points	Renewable power on-site accounts for between 50% -75% of baseline energy use
4 Points	Renewable power on-site accounts for 75% or more of baseline energy use

Come Celebrate with us!



Colorado Green Business Network's 2024 Recognition Event

When: September 27th, 9am-12pm

Where: The Denver Zoo

Join us to celebrate our 2024 CGBN-certified businesses! There will be breakfast provided, presentations and awards, and a Member Showcase.

Brought to you by:



Green Business
Network
COLORADO



COLORADO
Department of Public
Health & Environment

THANK YOU!!!

