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|  | ../Dropbox/Central%20Colorado%20Conservancy/Graphics/ECCLogo.jpg |

**PLEASE READ**: It is essential that we use our time wisely at the February meeting. Therefore, we are asking that you complete this form and **BRING IT WITH YOU** to share.

1. What is the subject or **focus area** of your data/research/information collection?

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| Opportunities to work with Tourism Board: Interview with Scott Peterson, Marketing Director of the Chaffee County Visitor Board. |
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1. What are the three **key points** you took away from the data/research/information collection? (Be concise and ready for a 30 second presentation)

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| 1. Funding for board comes from 1.9% sales tax on lodging. This funding (~$500K annually) is dedicated to marketing our area. Visitors board is made up of local business owners and Scott is the only paid staff. Main efforts are to get people to their website (colorfulcolorado.com) and request the visitors guides. This is sent for free to any potential visitor who requests one and provides an address. |
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| 1. Scott has some great ideas about seeking outside funding sources (state grants, etc.) to develop short videos where people are interviewed and provide great “user ethics” information about minimizing outdoor recreation impacts on public lands. |
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| 1. Scott is already working with Chaffee County Search and Rescue (Scott and Nancy Anderson in BV) to develop informational material on how to prepare for visitors adventures and remain safe. Idea is to cut down on number of SAR’s in the county. 2. Colorado Tourism Office has a matching program where they will match up to $25,000 on a tourism related effort. Possibly have this fund volunteer coordinator and promote “voluntourism” |
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1. Does the information you gathered **SIGNIFICANTLY IMPACT or CHANGE** the original challenge frame or area of focus for ideation?

**YES**  NO (Circle one)

1. What insights, examples or models did you find that can be **used to spark idea generation** in this focus area? Please briefly describe:

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| * Possibly partner with the state * We have some awesome resources to get conservation/safety/ethics messages out and Scott is very willing to help facilitate this. |
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5. Are you feeling like you’re back in high school? YES NO Stop Asking Me Questions!