

La Veta-Cuchara

Chamber of Commerce

Dear Chamber Supporter,

As we bring our 2017 busy season to a close, the La Veta-Cuchara Chamber of Commerce continues to work hard making plans for the upcoming 2018 business year, and bringing our 2017 objectives to a close. Through the support and financial contributions of our Chamber members we have already accomplished the following goals in 2017:

1. Sponsored and funded the downtown beautification, including the painting of flower pots, new plantings on Main Street, etc. (thanks to the work of LaRissa Morris and the downtown beautification committee volunteers)
2. Organized the second annual La Veta/Cuchara job fair.
3. Organized and are sponsoring the third annual Oktoberfest 5K Fun Run. Proceeds will be used for a college scholarship to a La Veta high school senior graduating in 2018.
4. Organized the Fourth of July Parade on July 1st.
5. Conducted a members' survey to solicit new ideas and insights as to how the Chamber can better support its members.
6. Created a liaison with the County Commissioners to bring high-speed internet to the entire region.
7. The Chamber Board of Directors developed a comprehensive Strategic Plan, launching a number of new initiatives to attract people to our region and its local businesses.
8. Designed the new billboard attracting Hwy 160 drivers to our area (to be installed later this year) .
9. We continued to attract new visitors to our website, bringing an average of 9,000 website hits per day, from people looking for local events and businesses. (Imagine how many of these visited your page on the Chamber website!)

With your continued support in the upcoming membership year, we will be able to continue the momentum created this year, and accomplish exciting new goals that we have set for 2018, including:

1. Continued business development and marketing support.
2. Development and promotion of a coupon book for local businesses, attracting more business from locals and visitors.
3. Continuation of work with County Commissioners on the high-speed internet project.
4. Continued beautification of main traffic areas downtown.
5. Continued tourist outreach programs, brochures and partnerships.
6. Improved job fairs and business networking events.
7. Develop a BLOG, keeping members and interested visitors informed about activities in our area.
8. Create more opportunities for locals and visitors to get to know local businesses by sponsoring mixers, town and local business tours, "Taste of La Veta" events, etc.
9. Establish liaisons with other local clubs, associations, etc. in marketing/outreach efforts to draw more visitors to the area, promoting local hiking, biking, skiing, fishing, hunting, bird watching, photography, and other initiatives available in our area.
10. Create liaisons, marketing and outreach initiatives with other organizations that bring visitors through our area, e.g. Trans American Trail (TAT), Bike Across America, etc.

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11. Create periodic press releases prompting write-ups in national magazines, newspapers, BLOGs, and other news outlets, promoting the natural beauty of our region, while shedding light on local businesses and services.

We are excited about the new Strategic Plan, and the support it will be providing for our local businesses. Your membership and involvement will play a significant role in our achievement of these goals, and making our region a welcoming place for both tourists and locals alike. Please help us continue the support for our local businesses by joining the La Veta-Cuchara Chamber of Commerce in 2018. Please find enclosed an application for the 2018 Season. If you have any questions, comments or ideas you would like to share with the Chamber, please feel free to contact us at (719) 742-3676.

Also, please see attached invitation to our Holiday Mixer to be held at the La Veta Inn on December 15th. We hope to see you there!

Thank you for supporting YOUR local Chamber!

Sincerely,

Board of Directors

La Veta-Cuchara Chamber of Commerce