

La Veta-Cuchara

Chamber of Commerce

Dear Chamber Supporter,

As we bring our 2018 season to a close, the La Veta-Cuchara Chamber of Commerce continues to work hard making plans for the upcoming 2019 business year. Through the support and financial contributions of our Chamber members we have already accomplished the following goals in 2018:

1. Sponsored and funded La Veta downtown beautification, including the purchase of new flower pots, new plantings on Main Street, etc. (thanks to the work of LaRissa Morris and the downtown beautification committee volunteers)
2. Organized the third annual La Veta/Cuchara job fair.
3. Advertised in the World Journal's *Summer Guide*, The Pueblo Chieftain's *Southern Colorado Visitors Guide*, and the *La Veta and Cuchara Colorado Pocket Map (2018-2019)*.
4. Organized and sponsored the fourth annual Oktoberfest 5K Fun Run. Proceeds will be used for a college scholarship to a La Veta high school senior graduating in 2019.
5. Sponsored a \$1,000 scholarship for a La Veta high school senior graduating in 2018.
6. Organized the 142nd La Veta Birthday Party and Parade in lieu of the Independence Day Parade (cancelled due to the Spring Fire).
7. Installed the new billboard attracting Hwy 160 drivers to our area.
8. Funded the reprinting of the Highway of Legends brochure.
9. Printed and distributed the Chamber of Commerce brochure.
10. Contributed to Spanish Peaks Cycling Association and La Veta Trails fundraisers.
11. 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!)
12. Worked to improve the kiosk in downtown La Veta.
13. Continued to maintain a calendar of events on our website, www.lavetacucarachamber.com.

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 2019, including:

1. Continued business development and marketing support.
2. Continued beautification of main traffic areas downtown.
3. Continued tourist outreach programs, brochures, and partnerships.
4. Improved job fairs and business networking events.
5. 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.
6. 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.
7. 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.
8. 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.

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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 2019. Please find enclosed an application for the 2019 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.

Thank you for supporting YOUR local Chamber!

Sincerely,

Board of Directors
La Veta-Cuchara Chamber of Commerce