



Visit Golden Awarded \$40,000 Marketing Grant from the Colorado Tourism Office

GOLDEN, Colo – December 12, 2022...Visit Golden, the city's community marketing department, was awarded a \$40,000 matching marketing grant from the Colorado Tourism Office (CTO) to fund an enhanced winter 2023 marketing campaign.

The goal of the campaign is to drive visitation and spending during the first quarter of 2023. January through March is the slowest time of year for Golden businesses. With matching marketing funds from the CTO, Visit Golden will implement an aggressive paid media and marketing strategy to promote Golden as the perfect winter day trip destination, highlighting winter activities, events, local businesses and hotels.

The CTO grant program awards funding to eligible applicants for projects that promote the state as a tourism destination, supporting CTO's mission to "drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state." Project work will begin in January 2023 and will spur future economic development throughout the year and beyond.

According to Megan Pinson, community marketing manager for Visit Golden, "Winter is a wonderful time to visit Golden. We're excited to showcase our engaging arts and culture scene, ample winter recreation options, unique events and diverse dining and lodging options to help drive visitation and support Golden businesses and merchants."

Project work will begin in January 2023 and will spur future economic development and recovery for the tourism industry throughout the year and beyond. The CTO's Marketing Matching Grant Program awards grants up to \$40,000 and applicants must demonstrate a 2:1 return.

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About Visit Golden: Through collaborative marketing efforts, Visit Golden positions Golden as a premier destination in Colorado by promoting its unique attributes to residents, regional visitors, and out-of-state travelers. Visit Golden is funded through a vendor fee. For more information, visit visitgolden.com/about-us.

About the Colorado Tourism Office: The Colorado Tourism Office (CTO) is a division of the Governor's Office of Economic Development and International Trade. The CTO's mission is to

generate traveler spending by promoting Colorado as a four-season, four-corner, world-class travel destination and development of compelling, sustainable travel experiences throughout the state. In 2021, Colorado travelers spent \$21.9 billion, generating \$1.43 billion in local and state revenues, reducing the tax burden for every Colorado household by \$670. For more information, please visit www.colorado.com.

Media Contact: Joy Meadows, 303-522-9045, joy@meadowspr.com