



Economic Development & Workforce Council Newsletter

2025 | January

Our Top Story

Marketing Strategies to Thrive in the Off-Season & Beyond



As winter settles in, attracting locals to your business can sustain revenue while you prepare for the return of tourists. A targeted marketing strategy will help you stay connected with your community and set the stage for a successful high season.

Here's how to get started:

1. Attract Locals with Off-Season Promotions

- **Special Discounts:** Offer deals that appeal to residents, such as “locals-only” discounts or loyalty programs. Have a punch card or use an app for them to collect stars towards a free item or discount.
- **Themed Events:** Host events like trivia nights, workshops, or community gatherings to draw customers during quieter months. Include creatives to liven up the atmosphere with music or some type of visual display that is not typically in your store.
- **Collaborate:** Partner with other local businesses to cross-promote products or services, sharing customer bases and cutting marketing costs. You could have a passport or map with all participating businesses to encourage locals to visit them all and then take pictures and share it on social media when they've completed the trail or filled up the passport.

2. Refresh Your Online Presence

- **Update Your Website:** Ensure your website reflects your current offerings, operating hours, and any winter promotions.

- Engage on Social Media: Share behind-the-scenes content, winter specials, and community-focused posts to keep your audience engaged. People love seeing behind the scenes from receiving supplies to working on displays.
- Email Marketing: Reconnect with past customers by sending a newsletter with off-season updates, special offers, and a preview of what's coming next season. If you don't have an email list, start considering how you will obtain emails moving forward so you can start a newsletter or special email campaigns.

3. Plan for the Tourist Season

- Research Trends: Study upcoming travel trends to refine your messaging and offerings for next year. Your community partners may have information from this year's trends that could inform planning for next year.
- Pre-Schedule Campaigns: Design social media and email campaigns now so you can focus on execution when the busy season arrives. There are tools that can help you automate this process.
- Focus on Reviews: Encourage satisfied customers to leave reviews on platforms like Google or TripAdvisor. Positive feedback during the off-season will help attract tourists later. If this is new to you, in the future you can offer a small discount if people show you their positive reviews.

By staying active in your marketing efforts during the off-season, you may boost winter sales and you're ensuring your business is top of mind when visitors return.

This article courtesy of Hope Hartman, Executive Director, SBDC

Upcoming Marketing Workshops

Hosted by Estes Chamber of Commerce, SBDC, and EDWC



Marketing as a small business can feel overwhelming, but this two-part series provides a solid foundation for long-term marketing success and a plan for effective, results-driven marketing. In both sessions, you'll also learn time-saving tips and AI tricks that will simplify your marketing efforts.

Session 1: Building your brand and marketing strategy

January 22, 8:30 - 10:30 a.m.

By focusing on your brand and marketing

strategy first, you'll ensure that your marketing resonates with your target audience, creates consistency and drives breakthrough results. Plus, it allows you to measure and refine your efforts over time to continuously improve your outcomes. In this first session, you'll learn how to create a marketing strategy tailored to your business. Key topics include setting clear objectives, identifying your target audience, prioritizing messages, and more. You will leave with a marketing strategy template in hand to create your own marketing strategy and plan.

Session 2: Moving from strategy to "what's my plan?"

February 12, 8:30 - 10:30 a.m.

With your foundation in place, it's time to move into building your execution plan. We'll start by seeing what questions you had while developing your marketing strategy from session one. Key topics in this session include the customer journey, content strategy, growth priorities and identifying marketing tactics for your execution calendar. *Note: you must attend session 1 to attend session 2*

Register: Session 1

Register: Session 2

IRS Announces 2025 Mileage Rates



Earlier this month, IRS issued the standard mileage rates for 2025.

Effective January 1, 2025, the standard mileage rates for the use of a car (including vans, pickups or panel trucks) will be:

- 70 cents per mile driven for business use (up 3 cents from the rate that applied during 2024),
- 21 cents per mile driven for medical or moving purposes (unchanged from 2024),
- 14 cents per mile driven in service of charitable organizations (unchanged from 2024).

Many employers adopt the IRS business rate (or some portion) for reimbursing employees who use their own vehicles for company purposes. So HR and payroll specialists will need to modify their policies and record keeping to account for the increased rate starting January 1st.

This information was provided by Mueller & Pye CPAs

Larimer County & Northern Colorado Latest



Are you looking to elevate your company's growth and success?

Larimer County Economic and Workforce Development (LCEWD) is your premier partner in achieving just that. Our comprehensive suite of services is designed to support businesses like yours in navigating the competitive landscape with ease and expertise.

Connect with top talent at our meticulously organized hiring events. These gatherings are a perfect opportunity for you to meet a diverse pool of candidates ready to contribute to your company's success.



NoCo Works Community of Practice

Are you an HR professional, business leader, or someone involved in training and development? Looking to connect with peers, share insights, and tackle challenges together?

Our Community of Practice is the perfect space for you and it is FREE!

Join us for Q1 Topic: Filling the Management Gap on Tuesday, January 28 from 12:00 - 1:00 on zoom

Ensure your job listings attract the right candidates with our job description review service. Our team of experts will work with you to refine your job postings to stand out in today's dynamic job market.

[Learn More](#)

Make informed decisions with access to the latest labor market data. Our resources provide valuable insights into industry trends, salary benchmarks, and employment statistics, empowering you to strategize effectively.

[Hiring Events](#)

[Job Description Reviews](#)

[Labor Market Data](#)

Colorado State Updates



You are invited: 2024 Talent Pipeline Report Launches Jan 15

The 2024 Talent Pipeline Report will be published on January 15, 2025. This annual report dives into the key issues influencing the supply and demand for talent across key industries in Colorado, offering insights for workforce and economic development, education and training, business, and program and policy developers.

Join Us for the Launch Event
To celebrate the release, the CWDC will host a hybrid launch event on January 15, from 10:30 a.m. to noon. The event will feature report highlights and a panel with state



Health and Wellness Strategic Planning

The LEADING EDGE™ Entrepreneurship Series is a hands-on, step-by-step strategic business planning session and for the first time this one is focused on healthcare and wellness business owners. Through this 7-weeks Cohort Series—with expert help all along the way—you can test the feasibility of positioning your company for growth, solidify your business model and build a road map in LivePlan. You can finish the series with an actionable, strategic business plan to access potential financing or to use as a blueprint to manage your business.

7 Weeks Cohort Series
Virtual

Starts on Tuesday, January 21
9:00 am - 10:30 am

agency leadership. Attendance is hybrid, with a limited number of in-person spots available.

Information provided by: Small Business Development Center

[Register & Join](#)

[Learn More & Register](#)

EDWC Council Members

Christina Kraft, Bank of Colorado, Market President Estes Park, EDWC Chair

Diane Muno, White Orchid, Owner, EDWC Secretary

Bill Brown, Estes Park Town Trustee

Jason Damweber, Estes Park, Deputy Town Administrator

Adam Crowe, Larimer County, Economic Development Manager

Rebecca D. Gelsinger, Visit Estes Park, Director of Operations

Ingrid Bush, The Barrel, Owner

Ryan Jordan, Backpacking Light, Founder & Publisher



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