A Meeting of Pikes Peak Recreation and Tourism Nonprofits:
Finding a Collective Voice and Building Bridges to Business and Government as the Pikes Peak Region Brands its Natural Advantages

Wednesday, February 3, 2016
1:00pm - 5:00pm
(Reception to follow)
Penrose House
1661 Mesa Ave., Colorado Springs, CO 80906

Sponsors:
- El Pomar Foundation's new program: Pikes Peak Recreation and Tourism Heritage Series
- Colorado Outdoor Recreation Industry Office, Colorado State Office of Economic Development and International Trade

Conveners:
- Rocky Mountain Field Institute -- Jennifer Peterson, Ph.D. Executive Director
- Trails and Open Space Coalition -- Susan Davies, Executive Director
- Colorado Outdoor Recreation Industry, Office of Economic Development and International Trade -- Luis Benitez, Director
- El Pomar Foundation, Pikes Peak Recreation & Tourism Heritage Series -- Walter Hecox, Senior Program Advisor

Purpose:
Nonprofit environmental and outdoors organizations in the Pikes Peak region are a vital part of what makes our recreation, tourism, and environment unique aspects of a high quality of life. El Pomar Foundation's new Pikes Peak Recreation and Tourism Heritage Series is convening a meeting of these key stakeholders at a time when there are enhanced efforts to "brand" the region's natural dimensions. We invite you to join in this effort to assemble nonprofits and bring them into the broad regional "branding" efforts underway.
Final Agenda

1:00-1:45pm, Carriage House
- Welcome, El Pomar and Walt Hecox
- Overview of national and Colorado efforts to promote the Outdoor Industry, Luis Benitez
- Explanation of current efforts to increase visibility of recreation and tourism and key actors
  - Colorado, State Director of Outdoor Recreation Industry, Luis Benitez
  - Pikes Peak region:
    - David Leinweber, Owner/President, Angler's Covey, Outdoor Recreation Industry Affiliation business group
    - Doug Price, Colorado Springs Convention and Visitors Bureau
  - Perspectives on existing environmental nonprofit groups and their communication
    - Jennifer Peterson, Rocky Mountain Field Institute
    - Susan Davies, Trails and Open Space Coalition
  - Statewide partnership mapping and funding model
    - Lauren Truitt, Statewide Partnership Coordinator, Colorado Parks and Wildlife
- Stage setting: Change to small group discussion sessions

1:45-2:30pm
- Facilitated efforts in small groups to reach conclusions (attendees choose one group)
  - First small group discussions focused on:
    - Funding climate and challenges
      - Facilitator: Jennifer Peterson, Location: Trustees Room
    - Networking opportunities between nonprofits
      - Facilitator: Susan Davies, Location: Penrose Room
    - Brainstorm branding of Pikes Peak region natural amenities
      - Facilitator: David Leinweber, Location: Cripple Creek Room
    - Challenges and Opportunities for nonprofits
      - Facilitator: Lauren Truitt, Location: Broadmoor Room

2:30-2:45pm, Carriage House
- Break for Refreshments

2:45-3:30pm (resume small group discussions)
- Facilitated efforts in small groups to reach conclusions (attendees choose one different group)
  - Second small group discussions focused on:
    - Funding climate and challenges
      - Facilitator: Jennifer Peterson, Location: Trustees Room
    - Networking opportunities between nonprofits
      - Facilitator: Susan Davies, Location: Penrose Room
    - Brainstorm branding of Pikes Peak region natural amenities
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3:30-4:15pm
- Opportunity to "vote with stickers" on priorities

4:15-5pm, Carriage House
- Reconvening as group with discussion of results
- Next steps

5:00-6:00pm, Salon and Library
- Adjourn, Reception in main Penrose House; compliments of El Pomar Foundation
Background

Recreation and tourism help define the Pikes Peak region. From an economic perspective they are far more important than is generally recognized. In 2014 the region attracted 5.2 million visitors; direct travel spending was over $1.4 billion and supported 14,800 jobs earning $344 million. From a land management perspective the diligent work of volunteers literally helps manage forests, trails, drainage, and wildlife.

There is renewed interest in our region becoming more aggressive in "branding" the Pikes Peak region's natural dimensions. Discussions are occurring among government agencies and businesses, and non-profits need to be included in these efforts. Colorado Springs is uniquely positioned to take a leadership role in this endeavor given the City is home to the highest number of non-profit organizations in the state as well as the vast expanse of outdoor recreation opportunities that exist within and in close proximity to the City limits.

As an organized and collective voice, the environmental and outdoor industry and recreation-focused non-profits have the opportunity to strategically coalesce around the broader branding initiatives happening within the business and government sectors. Therefore, the reason for this afternoon meeting is to initiate or "get the ball rolling" in the non-profit sector.

We will discuss the numerous advantages of this initiative for non-profits, the unique challenges facing non-profit organizations in Colorado Springs and the Pikes Peak region, current barriers and opportunities for collaboration, and ideas to strategically position the non-profit sector as a collective voice in renewed conversations to brand our City and region as an outdoor destination location.

Outcomes are expected to include better communication and cooperation on shared concerns and goals, a unified "voice at the table" in regional branding efforts, and possibly an on-going network as well as annual executive directors' roundtables.

This invitation is being sent to key representatives from non-profit organizations in the Pikes Peak region representing stewardship, advocacy, outdoor recreation, and environmental education groups. Also key funders are being asked to share their perspectives on the importance of cooperative regional "branding" and nonprofit cooperation.