A PEAK EXPERIENCE

LAKE CITY
HINSDALE COUNTY
MARKETING COMMITTEE

November 3, 2026

Town of Lake City
Board of Trustees

2027 Request for $2500 for Marketing Committee

The mission of the Committee is to implement a marketing plan that draws overnight visitors to Lake City and Hinsdale County throughout the year. This plan is based on annual goals that focus on maintaining core programs, including the yearly Vacation Guide, LakeCity.com, social media presence, partnerships with tourism partners, public relations campaigns, advertising campaigns, and other associated marketing activities. The Committee contracts with a Marketing Consultant to implement a comprehensive marketing plan based on these goals.

The Committee's directive is external marketing of Lake City and Hinsdale County as a unique tourist destination in Colorado and the United States. Content on LakeCity.com, social media platforms, and the annual Vacation Guide highlights many unique assets offered in Hinsdale County.

The Marketing Committee is respectfully requesting $2500 for advertising for Lake City social channels. Paid social media marketing has proven to be the most cost-effective way for Lake City's social media to reach a targeted audience. Increasing our social media budget will allow us to reach more potential visitors with specific, targeted advertising.

The current budget for the Marketing Committee is limited. This financial contribution from Hinsdale County will significantly benefit the Marketing Committee and allow us to increase our external paid marketing efforts.

Thank you for your consideration,

Lynn McNitt

Lynn McNitt
Lake City Hinsdale County Marketing Committee Chair