



*Manitou  
Springs*  
COLORADO

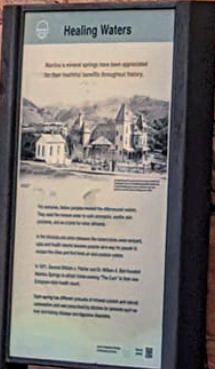


# 2025 ANNUAL REPORT

LATEST  
INFORMATION AND  
UPDATES ABOUT  
THE MANITOU  
SPRINGS CHAMBER  
OF COMMERCE  
VISITORS BUREAU &  
OFFICE OF  
ECONOMIC  
DEVELOPMENT

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# A WORD FROM LEADERSHIP

As I near the completion of my first year as Executive Director, I am more energized than ever about the role Visit Manitou Springs plays in championing this community and the value tourism brings to our local economy. Tourism supports our businesses, helps sustain public services, and creates opportunities to share the spirit of Manitou Springs with people from around the world. It is a privilege to help lead this work and to continue building a strong future for residents, businesses, and visitors alike.

A major milestone this year has been our participation in the Destination Development Mentor Grant through the Colorado Tourism Office. This eight-month program has strengthened our approach to destination stewardship and sustainability while reinforcing values already important to Manitou Springs. I am especially excited to launch our Do Manitou Springs Right campaign as a result of this work and to continue promoting travel that respects and supports our town.

I am also incredibly proud of the Visit Manitou Springs team and the momentum they have created. Their fresh ideas and enthusiasm are already showing up in meaningful ways, from professional marketing videos to weekly member reels and social media posts, as well as the reinvention of our YouTube channel, which in just a few days generated thousands of views. Alongside increasing Visitor Center numbers (and a growing number of 5-star Google reviews!) there is a strong sense of passion, dedication, and positivity behind the work our team is doing every day.

Our progress is strengthened through continued collaboration with City, regional, and state partners. These relationships help expand our reach, strengthen our efforts, and support the long-term vitality of Manitou Springs. I am impressed with what has been accomplished in this past year and honored to help lead Visit Manitou Springs into its next chapter.

“Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved.” — Mattie Stepanek (Mattie was a young poet and peace advocate whose wisdom and hope touched millions before his life was cut short at just 13 years.)

EXECUTIVE DIRECTOR - **JENNA WELLS**



# THE VISIT MANITOU SPRINGS TEAM

BOARD PRESIDENT

**April Hall**

BOARD MEMBERS

**Annie Schmitt (VP)**

**Farley McDonough (Treasurer)**

**Chris Dwyer**

**Angela Wilks**

**Rachel Milar**

**Ted Johnston**

EXECUTIVE DIRECTOR

**Jenna Wells**

CREATIVE DISTRICT

**Audrey Gray**

VISITOR INFORMATION SPECIALIST & VOLUNTEER COORDINATOR

**Monica Rozelle**

MARKETING COORDINATOR

**Jesse McCoy**

SOCIAL MEDIA MANAGER

**Amy Kerr**

SPECIAL EVENTS COORDINATOR

**Hallie Gurba**

WEEKEND STAFF

**Tim Ondrejka**

# WHO WE ARE & WHAT WE DO

Visit Manitou Springs serves as the Chamber of Commerce, Visitors Bureau, and Office of Economic Development for one of Colorado's most unique and historic destinations. We are dedicated to supporting local businesses, promoting tourism, and strengthening the local economy in ways that reflect the spirit and character of Manitou Springs.

As a destination organization, we work to attract visitors year-round and connect them with the shops, restaurants, lodging, events, attractions, and experiences that drive economic activity throughout the community. As a business support organization, we champion business visibility, foster collaboration, encourage investment, and help create a climate where local businesses can succeed.

- Our vision is to be the heart of a strong, sustainable local economy through business leadership.
- Our mission is to promote economic vitality through business promotion and responsible tourism.

At the center of that work is our core value: preserving our unique local culture and helping keep Manitou Springs a great place to live, work, and play.

Grounded in the history, creativity, and natural beauty that make Manitou Springs so special, Visit Manitou Springs works every day to support a thriving economy while honoring the authenticity that defines our community.



# HOW WE SERVE MANITOU SPRINGS

## DESTINATION MARKETING & PROMOTION

- Local, regional, statewide, national & International advertising
- Social media (Facebook, YouTube, Instagram, Tik Tok)
- Annual Visitors Guide - Distribution of up to 55,000 Copies
- Visit Manitou Springs website management
- Video/Photo content creation
- Marketing meetings improved member engagement

## COMMUNITY & BUSINESS SUPPORT

- Relocation information for residents and businesses
- Building occupancy and vacancy list
- Small Business Saturday promotion
- Businesses Promotions / Marketing opportunities
- Share employment and professional development opportunities
- Funding support for CRANE
- Chat With the Chamber
- Professional networking & Conference attendance

## STEWARDSHIP & DESTINATION MANAGEMENT

- Manitou Cares
- Mineral Springs promotion
- Mobility/parking information
- Oversight and administration of the Business Improvement District
- Do Manitou Springs Right
- Sustainable event practices
- Do Colorado Right Coalition

## EVENTS & VISITOR ENGAGEMENT

- Events (large, local, boutique)
- Holiday promotions
- Meeting and event promotions
- Visitors Information Center (7 days/week)
- Bus tours

# STRATEGIC PLAN, 2024–2028

| Initiatives   | 2024       | 2025      | 2026      | 2027           | 2028           |
|---|------------|-----------|-----------|----------------|----------------|
| Assess Manitou Made and implement assessment                        | Light Blue | White     | White     | White          | White          |
| Manage transitions in leadership roles                              | White      | Dark Blue | White     | White          | White          |
| Assess events and other aspects of the organization                 | Light Blue | Dark Blue | White     | White          | White          |
| Create and Implement a Destination Management Plan                  | White      | White     | Dark Blue | Very Dark Blue | Very Dark Blue |
| Create and implement a financial strategy                           | White      | Dark Blue | Dark Blue | Very Dark Blue | Very Dark Blue |
| Enhance leadership role in the community and beyond                 | Light Blue | Dark Blue | Dark Blue | Very Dark Blue | Very Dark Blue |
| Implement Manitou Cares program                                     | Light Blue | Dark Blue | Dark Blue | Very Dark Blue | Very Dark Blue |
| Prioritize Diversity, Equity, Inclusion, and Accessibility          | Light Blue | Dark Blue | Dark Blue | Very Dark Blue | Very Dark Blue |
| Continue to proactively coordinate with the City and other partners | Light Blue | Dark Blue | Dark Blue | Very Dark Blue | Very Dark Blue |



# 2026 GOALS:

## CHAMBER:

- Increase business engagement & addition of 1+ members/month
- Launch web based business toolkits/resource hub
- Increase Chamber attendance by 20%, add educational programming

## VISITOR CENTER:

- Apply/Receive 1 destination-based grant
- Advocate for new Hwy 24 Monument Sign (2025 continuation goal)
- Collaborate with City on Event Safety planning document

## ECONOMIC DEVELOPMENT:

- Increase Nov/Dec Visitation YOY
- Launch Do Manitou Springs Right Campaign
- Align/advance with local multimodal & mobility efforts including install of bike repair station at Visitors Center

# 2025 ACCOMPLISHMENTS

## LEADERSHIP & COMMUNITY PLANNING

- Published 2025 Annual Report
- Strategic/intentional leadership transition
- Awarded the Destination Development Mentor Program by the
- Completed Destination Blueprint, CTO Grant Program
- Team recognitions/awards
  - Monica Rozelle - 2025 Frontline Tourism Award, Governor's
  - Jenna Wells, Visionary Leadership, 2025 Manni Awards
  - George Whitt, Visit Colorado Springs - Community Service Award

## COMMUNITY STEWARDSHIP

- Continued promotion of Manitou Cares and Leave No Trace
- Advanced "Zero Waste" strategies for events
- Local organization donations / D14

## EVENT SPONSORSHIP GROWTH

Engaged 67 sponsors across major community events:

- Coffin Races: 41+ sponsors (20 in-kind, 16 new, 25 members)
- Ice Cream Social : 6 sponsors (2 in-kind, 8 members)
- Wine Fest: 9 sponsors (3 new, 4 members)
- Great Fruitcake Toss: 10 sponsors (2 in-kind, 5 members)
- Gumbo Cook-Off: 8 sponsors (5 members)

## VISITOR ENGAGEMENT & INFORMATION

- Welcomed 17,937 guests to the Visitors Center — a 15.6% increase from 2024
- Attended the Visitor Services Summit at Governors Conference on Tourism
- Addition of New Community Information Board on the side of our building
- Booth at PPIHC Fan Fest & Fiestas Patrias events
- Mineral Springs Cup Sales - 4,976 Total for 2025 - 1,064 in July alone

## DIGITAL GROWTH & REACH

1M+ users and 1.7M+ pageviews on manitousprings.org in 2025

- Views 1.8M+
- New Users - 979K
- Engagement Rate - 45.1%

Social media continued to grow:

- 60,356 Facebook followers
- 28,000 Instagram followers
- 1,192 TikTok followers (Gained access in 2025)





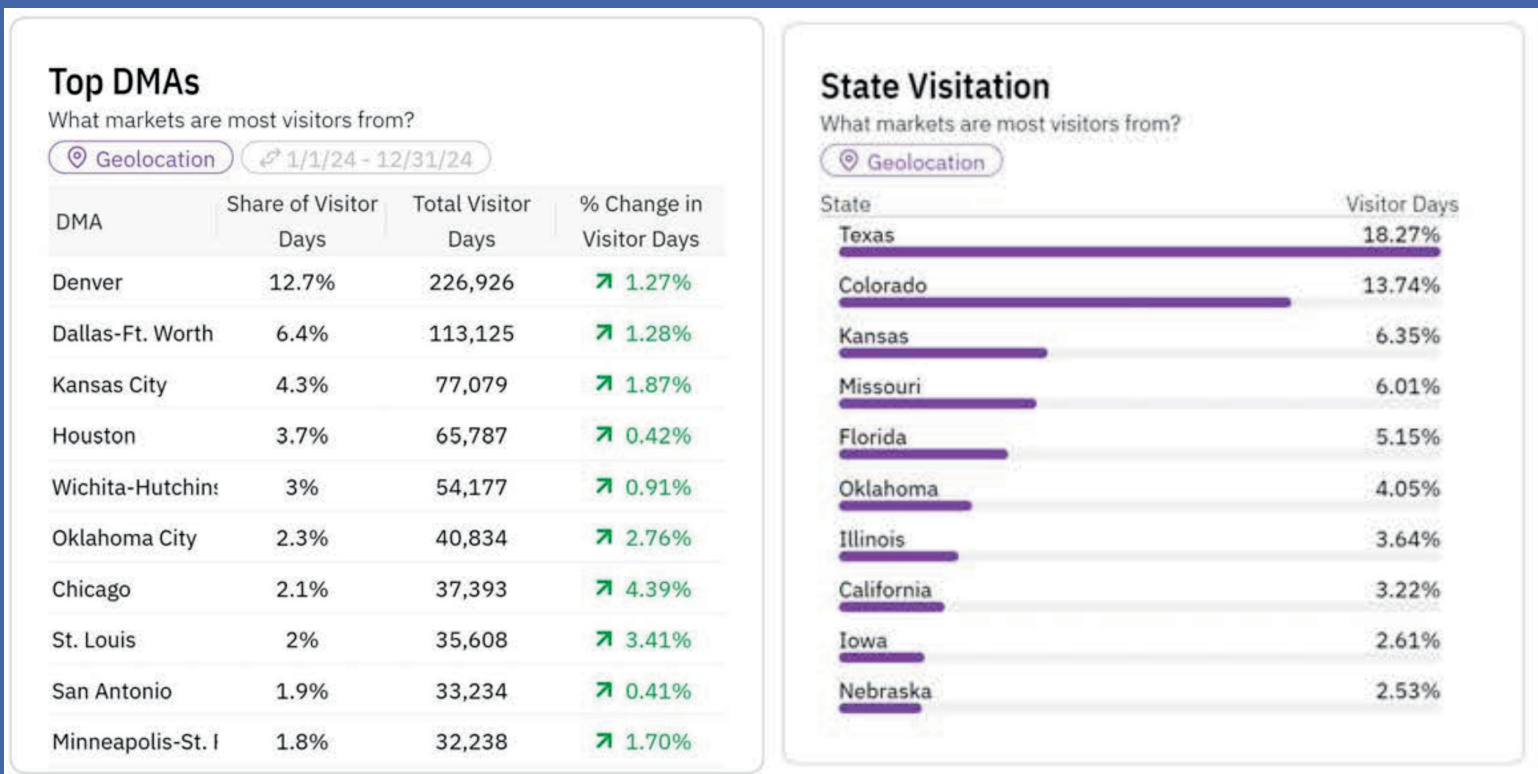
## SUPPORTING ARTS AND CULTURE THROUGH CRANE

Visit Manitou Springs is proud to be a driving force behind **CRANE - the Creative Alliance of Manitou Springs** - helping to elevate the community's vibrant arts and cultural identity. In 2024, Visit Manitou Springs provided crucial operational, project-based, and in-kind support that enabled CRANE to deliver dynamic programs, amplify local talent, and enrich community life. Through this multifaceted support, Visit Manitou Springs is helping to shape a place where creativity fuels economic vitality and fosters a sense of belonging.

- **Funding** for CRANE's Executive Director position, providing the stability and capacity needed to grow programs, attract grant funding, and steward local partnerships.
- **Co-sponsorship** of the Critters and Birds mural on the back of the Visitors Center, a joyful piece that now greets walkers along the Creekwalk Trail.
- Audrey Grey serves as CRANE's **Executive Director**, working with VMS in house, offering strategic guidance and a strong connection to the tourism community.
- Collaborative **outreach and promotional** visibility to extend the reach of CRANE programs.

# VISITOR TRENDS

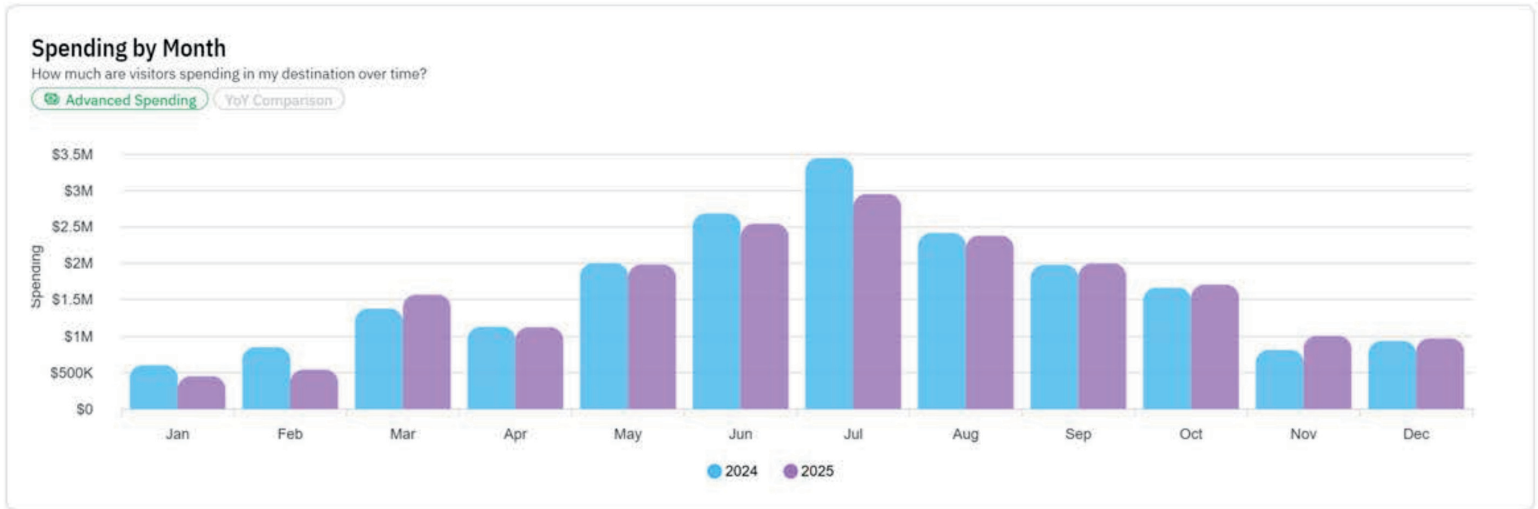
A Datafy visitor profile study through the Destination Blueprint Program compared 2024 and 2025 visitors traveling from 50+ miles away, excluding likely commuters such as those from Colorado Springs.



The data is based on a defined geographic boundary around the City of Manitou Springs and select Points of Interest, including the Cog Railroad, Garden of the Gods Trading Post, Holiday Inn Express & Suites, Loaf 'N Jug, and Manitou's Hiawatha Gardens. The study recorded 1,717,593 Visitor Days in 2025, up 1.48% year over year.

The majority of visitors to Manitou Springs traveled from Texas and Colorado, followed by Kansas, Missouri, Oklahoma, Florida, and Illinois. Cities with the highest visitation were Denver, Dallas-Fort Worth, and Kansas City.

# SPENDING TRENDS



- Summer (June through August) is the peak season for visitation to and spending in Manitou Springs.
- Overnight trips narrowly flanked day trips, with Denver being top in accommodation spending.
- March 2025 hosted Manitou Carnivale & a fairly stronger Spring Break.
- Winter 2025 saw slightly higher visitation and sales compared to winter 2024, due in part to favorable weather conditions.



# 2025 REVENUE & EXPENSES

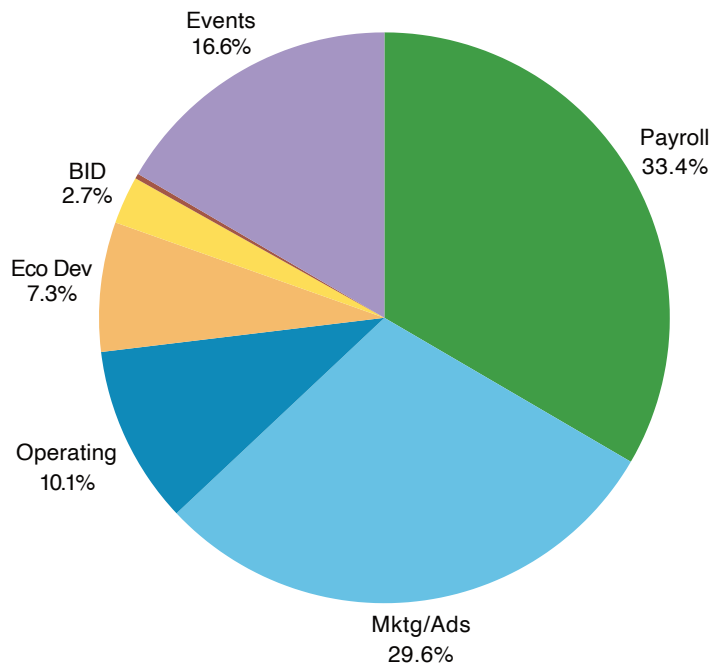
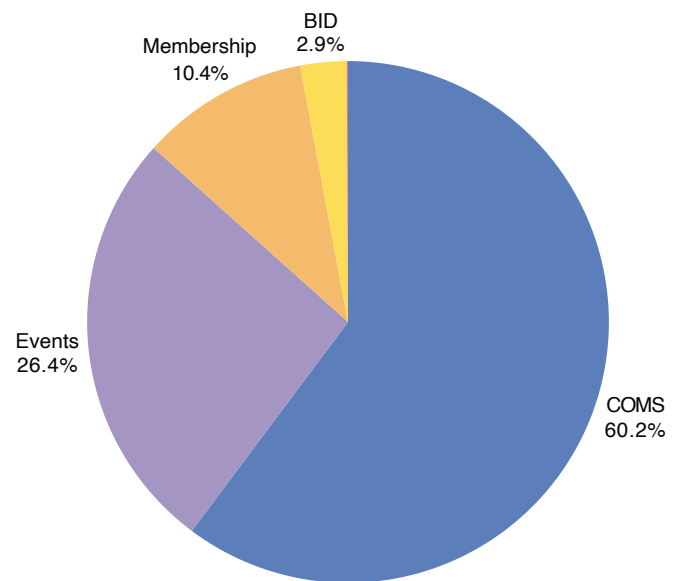
## REVENUE

|                         |                  |
|-------------------------|------------------|
| City of Manitou Springs | \$562,255        |
| Events                  | \$246,539        |
| Membership              | \$97,509         |
| BID Reimbursement       | \$26,681         |
| Miscellaneous           | \$736            |
| <b>Total</b>            | <b>\$933,720</b> |

## EXPENSES

|                         |                  |
|-------------------------|------------------|
| Payroll                 | \$278,051        |
| Marketing & Advertising | \$246,078        |
| Events                  | \$138,013        |
| Operating Expenses      | \$84,037         |
| Econ. Development       | \$61,028         |
| BID Expenses            | \$22,537         |
| Membership              | \$2,375          |
| <b>Total</b>            | <b>\$832,117</b> |

VISIT MANITOU SPRINGS DRIVES TOURISM MARKETING, VISITOR EDUCATION, AND COMMUNITY-FOCUSED INITIATIVES THAT HELP GENERATE LODGING, CAMPING, AMUSEMENT, GENERAL SALES TAX REVENUE, AND SUPPORTS LOCAL BUSINESSES, ORGANIZATIONS, AND EVENTS.



# TAX VALUE OF TOURISM IN 2025

**\$1.35M**

Visitors contributed at least **90% of the \$1.35 million in Lodging, Camping, and Amusement Tax** to the City's General Fund.

**\$4.89M**

In addition, visitors generated an estimated 67.95% of general sales tax - **\$4.89 million of the City's \$7.21 Million in General Sales Tax revenue.**

**\$6.24M**

Altogether, tourism generated approximately **\$6.24 million in tax revenue - about 52% of the City's total tax revenue in 2025.** Without this visitor-generated revenue, residents would need to make up the difference to maintain current public services.

**\$2,710**

That's equivalent to an annual **tax savings of \$2,710 per household** (based on the 2023 estimate of 2,302 households in Manitou Springs).

**9%**

Using a formula that includes portions of general sales tax, amusement tax, and lodging and camping tax, **the City invested \$562,255 – 9% of total visitor-generated revenue – in Visit Manitou Springs in 2025,** to support tourism marketing, visitor education, and community-focused initiatives.

**\$1→\$11.10**

Said another way, for **every \$1 the City invested, Visit Manitou Springs supported the local tourism industry to generate a return of approximately \$11.10 in tax revenue.**

**\*\*Based on Final City of Manitou Springs Sales Tax and 2025 Datafy Spending Reports.**

# JOIN US

Whether you're supporting a local event, sharing feedback on our programs, or simply stopping by to chat, we invite you to be part of the Manitou experience! Your involvement strengthens our community and helps us better represent what makes Manitou so special.



### CHAT WITH THE CHAMBER

Bring us your ideas, questions, or concerns. We're always open to conversation.



### VOLUNTEER

Help out at a community event, support the Visitor Center, or lend a hand with seasonal initiatives.



### PICK UP AND SHARE VISITOR GUIDE

Distribute guides at your business or share with guests and friends.



### SPONSOR OR ATTEND AN EVENT

Help make our signature events possible or show up to celebrate Manitou's spirit.



### SUPPORT MANITOU CARES

Join this growing initiative focused on responsible tourism and community pride.



### JOIN THE MEET MANITOU PASS

Share your business or explore local deals with this free digital pass for residents and visitors.



NEWSLETTER

### STAY INFORMED

Sign up for the "Anti-Newsletter, Newsletter" or follow us on social media to stay in the loop.

## MEET MANITOU PASS

BUSINESS NAME: \_\_\_\_\_
CONTACT NAME: \_\_\_\_\_
CONTACT EMAIL: \_\_\_\_\_

BOGO

Blackout Dates or Restrictions

BOGO 1/2 Price

Code For Online Offer

Free Item With Purchase

Offer Description (repeat or single offer, how to redeem)

% Discount or \$ Discount

Expiration Date

**FREQUENCY OF OFFER**

 One Time Offer    Monthly Offer    Ongoing Offer

Please return this portion of the page with your deal listed to [jenna@manitouchamber.com](mailto:jenna@manitouchamber.com) or bring it to Visit Manitou Springs at 354 Manitou Ave. Contact us with any questions at 719-685-5089

## ESCAPE & ENJOY





As we close the chapter on 2025, I am proud to reflect on what has been a truly productive and meaningful year for our community. On behalf of the Board of Directors, I want to thank our residents, businesses, volunteers, partners, and visitors who continue to make Manitou Springs such a vibrant and welcoming place.

Throughout 2025, we remained focused on strengthening our local economy while honoring the character and natural beauty that define our town. From supporting our small businesses and signature events to enhancing visitor experiences and promoting responsible tourism, Visit Manitou Springs worked to ensure that our success benefits the entire community. None of this progress would be possible without the collaboration and shared vision that make Manitou Springs so special.

We also embraced new opportunities this year, finding thoughtful ways to tell our story, attracting visitors who value authenticity, and encouraging year-round engagement that supports sustainable growth. Our partnerships grew stronger, our outreach expanded, and our commitment to stewardship remained at the forefront of every decision.

As we welcome 2026, we do so with optimism and purpose. We remain dedicated to thoughtful development, protecting our historic charm, and fostering a balance between a thriving tourism economy and an exceptional quality of life for our residents. The year ahead brings new possibilities, and we are energized by the momentum we have built together.

Thank you for your continued trust, partnership, and pride in this remarkable community. It is an honor to serve as Board President of Visit Manitou Springs, and I look forward to all we will accomplish together in 2026.

BOARD PRESIDENT - **APRIL HALL**



ESCAPE & ENJOY



*Manitou Springs*  
COLORADO

MANITOUSPRINGS.ORG

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