Reimagine Destinations Program Workshop Summary Report
Town of Nederland, Boulder County

The Town of Nederland was approved to participate in the Reimagine Destinations Program by the Colorado Tourism Office in July 2022. Program objectives included:

- establish a leadership structure to market and manage the destination
- build Nederland's reputation as a responsible tourism destination
- identify opportunities to increase visitation during the off-peak seasons
- advance strategies that increase visitor satisfaction

Located in the Denver & Cities of the Rockies travel region, the Town of Nederland (Nederland) is situated along the Peak-to-Peak Scenic Byway. Nederland's proximity to the front range makes it an accessible destination for stunning mountain scenery, notably a unique close-up look at the Continental Divide. In addition to its natural beauty, the destination provides a wealth of recreational, historical, dining, and retail opportunities for visitors.

Nederland does not currently have a tourism budget, a Chamber of Commerce, or any other entity responsible for marketing or managing tourism for the destination. As a result of the Reimagine Destinations Program, Nederland staff will recommend that the Board of Trustees add a tourism line item into its 2023 budget.

Nederland was paired with Amy Cassidy, a CRAFT Workshop Facilitator with experience in tourism and outdoor recreation development, strategic planning, and marketing and communications to develop a destination assessment, facilitate a full-day community visioning and action planning workshop, and provide 100 hours of free consulting to Nederland.

Nederland also convened a core team of tourism stakeholders to provide input throughout the design and delivery of the program. Nederland hosted three core team meetings to identify priority barriers and opportunities for advancing tourism, discuss the findings from the destination assessment, and guide workshop design.

Key Findings from Destination Assessment

Nederland supported the development of a destination assessment consisting of background research, a visitor profile study, a resident sentiment survey, a tourism stakeholder survey, and input from the core team.

The following priorities were identified through the destination assessment:

- encourage responsible and respectful use
- champion the value of community-based tourism
- define Nederland's identity

Background Research

Nederland provided recent planning documents, including Envision Nederland 2030, Nederland Parking Study, 2013 Comprehensive Plan, and 2007 Downtown Development Authority Strategic Master Plan. These resources identified a long-term vision for a diverse economy that showcases a unique community identity. The local economy benefits from visitors participating in low-impact recreation, arts and entertainment, retail, hospitality, and lodging, while also protecting and respecting its irreplaceable natural setting. The Downtown Development Authority is currently working on a wayfinding signage program to advance findings from the Nederland Parking Study.

Visitor Profile Study

Visitor profile data was compiled for Nederland based on a geographical boundary and Points of Interest (POIs) that were provided by Nederland. Key findings include:

- summer (June through September) is the peak season for visitation
- visitation in June, July, and August 2022 was higher than previous years
- visitors from Colorado make up the largest share of visitors, followed by Texas

Resident Sentiment Survey

A resident sentiment survey was distributed to Nederland and surrounding area residents in fall 2022, with 264 responses received. The purpose of the survey was to gain a stronger understanding of how residents perceive various aspects of the

tourism industry in Nederland, such as impacts to the local economy, environment, and quality of life. Key findings include:

- a majority of respondents agree that tourism is important to Nederland's economy
- a majority of respondents agree that signage and infrastructure, particularly parking, are insufficient to meet the needs of visitors
- in a series of open-ended questions, respondents prioritized the need to educate visitors on responsible and respectful use, and the protection of Nederland's natural resources

Tourism Stakeholder Survey

A tourism stakeholder survey was distributed in fall 2022 to businesses and organizations directly contributing to the tourism industry in Nederland. The purpose of the survey was to receive input on economic outlook, priority concerns, and opportunity areas. All sectors of the tourism industry participated, and 43 responses were received. Key findings include:

- a majority of respondents say that tourism from in-state and out-of-state visitors is critical to the success of their business
- a majority of survey respondents have a positive business outlook
- top priority business concerns for the next 12 months include the rising cost of supplies, hiring and retaining staff, resident sentiment and attitude toward tourism, and supply chain issues
- top priorities identified by stakeholders to pursue in the next 12 months include encouraging responsible and respectful use, promoting local businesses and activities, building local awareness of the value of tourism, and promoting shoulder and off-season tourism opportunities

Workshop Overview

Nederland convened 18 tourism stakeholders on November 17, 2022, at the Nederland Community Center for a community visioning and action planning workshop to review the destination assessment and align on priority actions for fostering long-term industry resilience. Workshop participants represented a wide range of tourism stakeholders, including the Town of Nederland, Nederland High

School, trails organizations, nonprofit organizations, media, attractions, retail, and restaurants.

Key agenda items included:

- statewide findings from the Restart Destinations Program
- envisioning Nederland in 2035
- overview of the Nederland destination assessment
- destination action planning

Key Findings

Workshop participants engaged in a small group activity to align on the future changes they would like to see implemented that benefit the tourism industry in Nederland. Overlapping themes from these discussions included identifying Nederland's unique identity and ideal visitor, encouraging responsible and respectful visitation, and educating residents about the quality of life benefits that tourism provides Nederland.

Workshop participants also identified short- and long-term action items to advance the agreed upon priorities. Participants leveraged a Lead-Partner-Advocate framework to guide action planning discussions and define roles for the Town of Nederland and its stakeholders. According to this framework, the roles of Town of Nederland are defined as:

- Lead: Nederland will be responsible and accountable for the initiative
- Partner: Nederland will support the pursuit of the stakeholders' goals
- Advocate: Nederland will work with, for, and through others to achieve a desired outcome

Participants further detailed the priorities by assigning recommended timeframes to each action item: short-term (6 - 12 months), medium-term (1-5 years), and long-term (6-10 years).



Recommendations for Fostering Long-Term Resilience

Priority	Recommended Actions	Role	Timeframe
Encourage responsible and respectful use	**Identify priority resident and visitor behaviors in town and on public lands to address through strategic messaging**	**Lead**	**short-term**
	Launch a "Do Nederland Right" campaign to address the priority behaviors that includes print, digital, and social content	**Lead**	**short-term**
	Extend the "Do Nederland Right" campaign by designing and installing creative signage inside and outside of town	Lead	medium-term
	Increase messaging related to visitor transportation options that reduce emissions, such as carpooling, public transit, alternative transportation (i.e. cycling), and traveling during off-peak times.	Lead	medium-term
	Apply for grants that encourage visitors to recycle by providing additional recycling bins and educational signage	Lead	medium-term (ongoing)
	Offer Nederland branded reusable cups for sale throughout town and invite businesses to offer incentives for using reusable cups	Partner	short-term
	Develop self-guided tours (i.e. scavenger hunts for visitors to find QR codes/signs and pick up trash) and offer prizes (e.g. coupons, socks, or stickers) to those that complete them	Partner	medium-term
	Offer incentives for taking public transit, such as discounts from local businesses for riding the bus	Partner	medium-term
	Explore ways to offer voluntourism programming that encourages visitors to get out on public lands to recreate and give back	Advocate	long-term
	Advocate for Nederland to be 100% Renewable Energy by 2025	Advocate	long-term (ongoing)
Champion the value of community-based tourism	**Compile research on how communities that are similar to Nederland structure and fund tourism management activities**	**Lead**	**short-term**
	Establish a tourism leadership structure by developing a job description and an example program budget to assist with securing local capacity and funding for tourism management	**Lead**	**short-term**

	Build local awareness of Reimagine Destinations Program results and proposed actions (e.g. press release, newsletters, Town Council presentations)	**Lead**	**short-term**
	Review current Nederland codes and ordinances related to encouraging new business or development ventures, and assess changes to address barriers when appropriate	**Lead**	**short-term**
	Launch a local campaign that communicates how tourism dollars are invested into the community and informs what Nederland would lose without its access to tourism-related revenue	Lead	medium-term
	Launch a Visit Nederland website that includes information on trip planning, local businesses, events, experiences, maps of town and trails, and "Do Nederland Right" messaging	Lead	medium-term
	Incentivize beautification projects, such as painting buildings, murals, and planting flowers	Partner	medium-term (ongoing)
	Increase the accessibility of Nederland by repairing sidewalks and improving ADA accessibility throughout town	Lead	long-term (ongoing)
	Revisit traffic patterns in town, especially with the roundabout and provide enhanced signage and education to reduce congestion	Lead	long-term (ongoing)
Define Nederland's identity	**Review the Reimagine Destinations Program survey results and compile responses related to perceptions of Nederland's community values**	**Lead**	**short-term**
	Facilitate a focus group to gather input on Nederland's community values	**Lead**	**short-term**
	Develop messaging that showcase Nederland's community values, such as thriving arts scene, close-knit and supportive community, mountain toughness, slower pace, smart humor, and value of natural resources	**Lead**	**short-term**
	Develop and distribute a Request for Proposals (RFP) to identify an agency to develop a brand identity and a creative campaign	Lead	medium-term
	Extend the brand by developing thematic itineraries that showcase community values and that reference "Do Nederland Right"	Lead	medium-term
	Engage local high school students to gather input on and buy-in on Nederland's identity	Advocate	medium-term

About Reimagine Destinations Program

The Reimagine Destinations Program supports Colorado tourism destinations to foster long-term industry resilience. Awarded destinations receive a destination assessment, a full-day workshop, 100 hours of free consulting, and a $20,000 creative asset production shoot from the Colorado Tourism Office.

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