



FOR IMMEDIATE RELEASE

TOWN OF FAIRPLAY

Jeni Friedrich

Tel. 719-836-2622

Email. jenif@fairplayco.us

Town of Fairplay
Marketing Plan Development Work Group Recap

Fairplay, Colorado – February 5th, 2010

On February 3rd at the second meeting of local businesses, business leaders and the Town of Fairplay resulted in the formation of a Work Group to assist in the development of a Marketing Plan.

Fourteen business and community leaders came out to learn about the Town's efforts to increase tourism, revenue and generally promote Fairplay. Town Administrator/Clerk Tina Darrah requested representatives from the following business sectors: Restaurant, Retail, Lodging, Recreation, Real Estate/Development, Historic Preservation/Heritage and the South Park Chamber of Commerce. Ten people stepped up to join the work group.

Dale Fitting - The Old Red Barn, Hand Hotel & The Silver Scoop Creamery

Rachael Edwards – The Fairplay Foundation

Steve Collins – South Park Economic Council

Bill Davis – Bill Davis Construction

Bernie Nagy – Photographer

Roxine Campbell – Roxine's Doll Shoppe

Keith Wortman – Town of Fairplay Board of Trustees

Gabby Lane – Town of Fairplay Board of Trustees

Ernie Dumas – South Park Chamber of Commerce

Jason Zisk - Jefferson Real Estate

A representative from Recreational Retail is sought, interested parties should contact the Town of Fairplay.

The first course of business for this Work Group will be the development of a town brand and identity. Members of the work group are asked to act as representatives for their business segment, soliciting input from those business owners who are unable to join the work group.

The town stated that "The Work Group Goal is to work with Town Staff throughout the process of development to ensure that the community's voice drives the goals and desired outcomes of the marketing plan."

Meetings will take place on the 1st and 3rd Tuesday of each month, at 6:00pm at the Town Hall, 400 Front Street, Fairplay, CO.

####