



FOR IMMEDIATE RELEASE

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TOWN OF FAIRPLAY

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Town of Fairplay talks Marketing Plan

Fairplay, Colorado – January 20, 2009. Wednesday night the Fairplay Town Hall was abuzz with energy and great input for developing the first-ever Marketing Plan for the Town of Fairplay.

Mayor Fred Boyce stated, “This is really exciting as marketing has been a high priority for the board for some time. It’s gratifying as well to have been able to add marketing as a component of the 2010 budget. And to see our business community come together, with energy and enthusiasm; this promises to be an exciting process and I look forward to participating in the development of this first-ever Marketing Plan.”

Twelve Fairplay businesses and the South Park Chamber were represented to give their thoughts and creativity during this dynamic first work session. Businesses included Beary Beary Tastee Bakery & Café, The Hand Hotel, The Silverscoop Creamery, Bill Davis Construction Inc., Coyote Creek Art Studio, South Park Pottery, Jefferson Real Estate, The Business Connection, Resort Meeting Source, Old Red Barn, Mountain Comfort Bed & Breakfast and Second Home Second Chance.

“We are thrilled to start a Marketing Plan that will propel the towns economy, enhance its character and market widely all the unique heritage, outdoor recreation, festivals and retail opportunities in and around Fairplay,” said Tina Darrah, Town Administrator/Clerk.

Highlights of the meeting included the interactive branding discussion. During which all attendees were encouraged to contribute their ideas of what makes Fairplay unique. According to Pat Stoinski, owner of the Business Connection and past President of the South Park Chamber, “It’s great to see the town moving forward in such a positive way, and engaging the business community in this process.”

In order to capture even more of the town business owners and stakeholders, a second worksession is planned for February 3rd, at 6:00pm at the Fairplay Town Hall, 400 Front Street. It is expected that a Marketing Plan workgroup representing Fairplay’s various business segments will be formed at this meeting. All interested parties are encouraged to attend. Please call Jeni Friedrich, Administrative Assistant, for more information at 719-836-2622, extension 10.

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