



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 10, 2019 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Agenda

- A. **Call to Order** **7:30AM**
- B. Roll Call
- C. Public Invited to be Heard (*3 Minutes Per Person*)
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Wayfinding Update (30 Mins) – K. Cypher
- F. **KEY INITIATIVES:** **8:00AM**
 - 1. Mill Project Update – No Updates
 - 2. Backlot Boardwalk Update –
 - 3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting March 20, 2019 – M. Ashby
- H. Report of Bills & Financial Report – M. Ashby
- I. Executive Director's Report – M. Ashby
 - i. Windsor Summer Events Sponsorship
 - ii. NoCo Guide
- J. **EXECUTIVE SESSION:** **8:15AM**

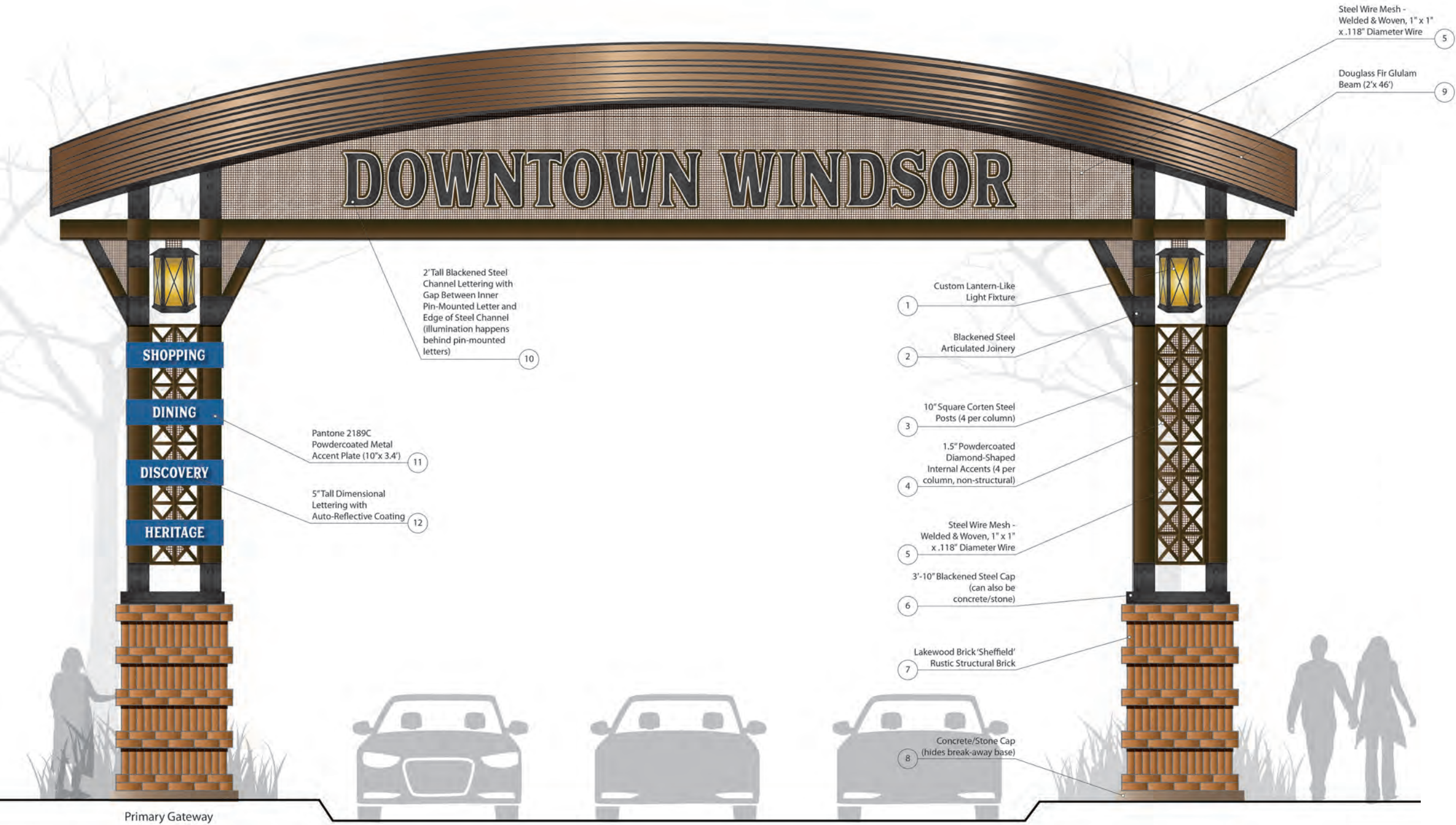
Executive Session for the purposes of:
Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:

 - 1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).
- K. **COMMUNICATIONS & NEWS:**
 - 1. Downtown Colorado Inc – Aspen, April 9-11
- L. **Adjourn** **9:00AM**

Note: Double Underlined items indicate attachments.

Windsor Signage & Wayfinding

Final Design - March 20, 2019



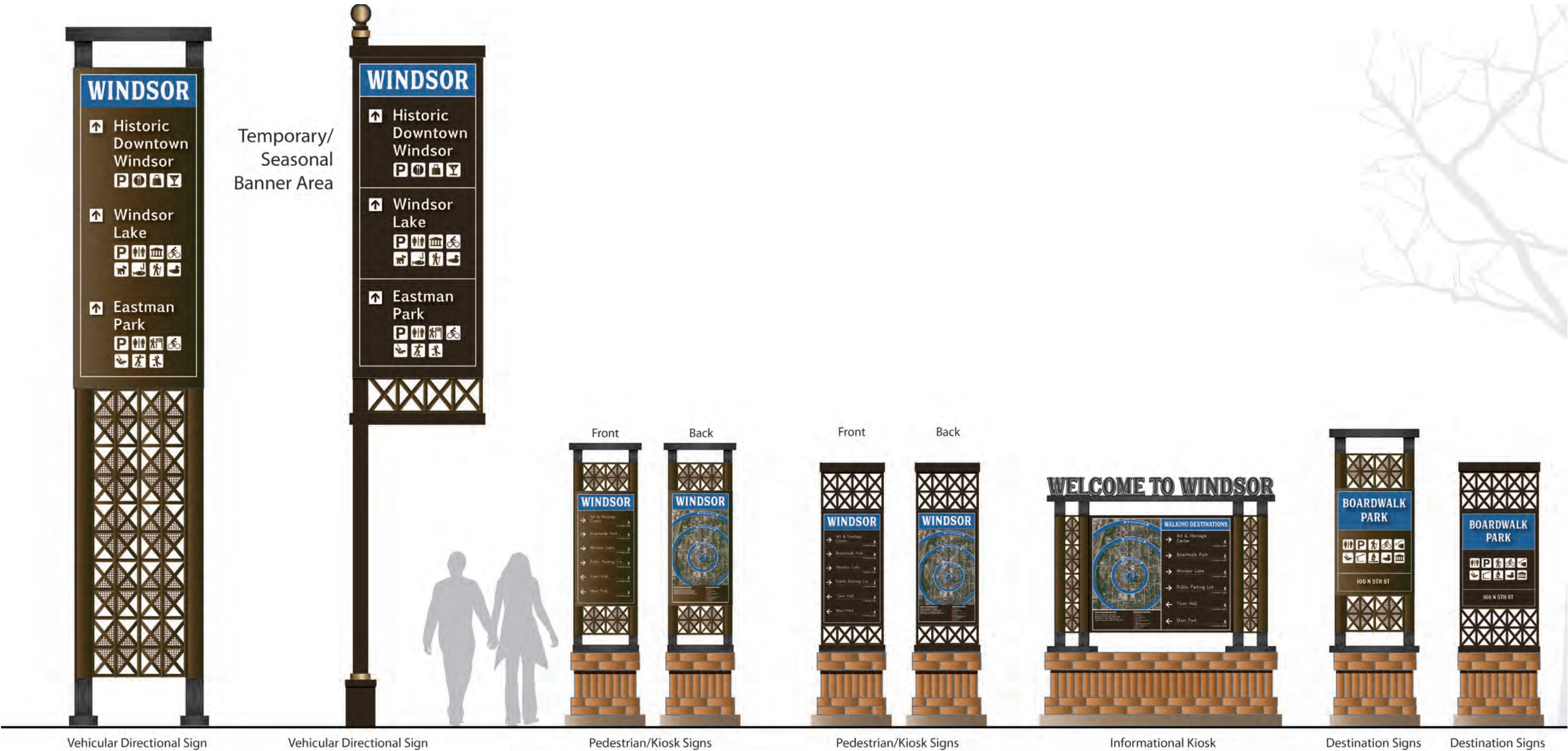
Windsor Signage & Wayfinding

Final Design - March 20, 2019



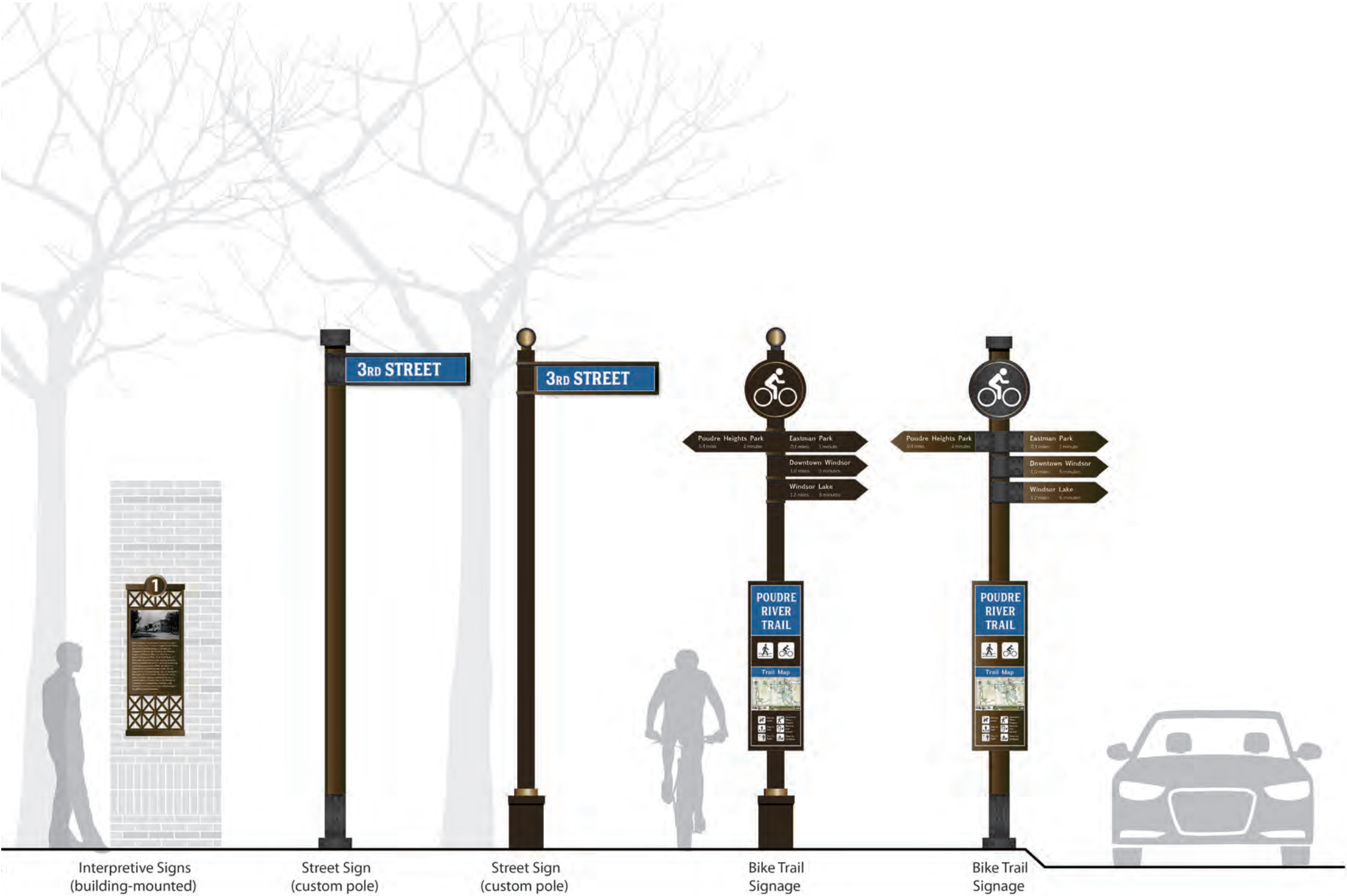
Secondary Gateway
(directional)

Windsor Signage & Wayfinding



Windsor Signage & Wayfinding

Final Design - March 20, 2019



Windsor Signage & Wayfinding

Final Design - March 20, 2019

P5



Windsor Signage & Wayfinding

Final Design - March 20, 2019

P6



Windsor Signage & Wayfinding

Final Design - March 20, 2019

P7



Windsor Signage & Wayfinding

Final Design - March 20, 2019

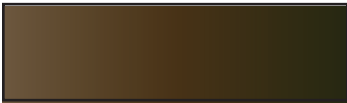


Windsor Signage & Wayfinding

COLOR, TYPOGRAPHY & ARTWORK

Sign Color/Materials Palette

Fabricator is responsible for supplying samples for all colors/materials in the palette.



02 PMS 426C
Satin Finish Powdercoat

(blackened steel articulated joinery of all sign types, as shown in drawing set)



03 10" Square Corten Steel Tube
(for Primary Gateway)

8" Square Corten Steel Tube
(for Secondary Gateway)

6" Square Corten Steel Tube
(for Vehicular Directional Signs, Peestrian Kiosk Signs, and other smaller-scale sign types)

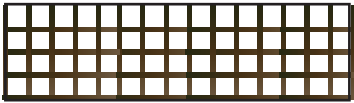
NOTE: Final corten steel tube sizes will need to be verified by the selected fabrication shop



04 1.5" Square Corten Steel Tube
(for Primary Gateway, Secondary Gateway)

1" Square Corten Steel Tube
(for smaller sign types)

NOTE: Final corten steel tube sizes will need to be verified by the selected fabrication shop



05 Steel Wire Mesh, Welded & Woven 1"x1" x 0.118 Diameter Wire - Uncoated to naturally rust, or powdercoated with Dark Bronze Opalescent, satin finish

(mesh portions of all sign types, as shown in drawings)



07 Lakewood Brick "Sheffield"
Rustic Structural Brick

(brick portions of all sign types, as shown in drawings)



09 Recycled Wood Glulam Beam (2"x46")

(For Primary Gateway, scaled to smaller size for secondary gateway, final scale to be determined by fabricator, according to structural engineering needs)



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BOARD OF DIRECTORS MEETING

March 20, 2019 | 7:30AM– 9:30AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Draft Minutes

Attendance: Heidi Washburn, Dan Brunk, Dan Stauss, Brent Phinney, Kristie Melendez.

Absent: Sean Pike, Dean Koehler. **Staff:** Matt Ashby, Josh Liley. **Public:** Phil Hodgkinson, Steve Schroyer.

A. Call to Order 7:30AM

B. Roll Call

C. Public Invited to be Heard (*3 Minutes Per Person*)

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

BP - Move to approve as presented. HW - Second. Approved Unanimously.

E. Executive Session for the purposes of:

Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:

1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).

KM - Motion to enter into Executive Session at 7:59AM. BP - Second. Approved unanimously.

BP - Motion to close executive session at 8:43AM. Second – HW. Approved unanimously.

F. KEY INITIATIVES: 8:00AM

1. Mill Project Update: Review and approval of final Mill architectural elevations.
Steve – Project is moving quickly and is on schedule. Working on leases for the Italian Restaurant and Basement Tavern for July or August opening. Still working on a brewpub tenant for the east side. Potentially announcements in a few weeks. “Things are looking great.” Marketing of the office will begin soon – 3,500 square feet.

The biggest change on the façade is the shortage of red brick. Much of the historic brick was destroyed with the fire. Changed to grey brick. On the Northeast corner of the building. There will be a separate entrance on the Northeast side on Main Street directly to Main Street. The vestibule area will still include memorabilia from the building.

CDOT permit has been approved for diagonal parking and parking bulb outs. Traffic will be narrowed to one lane each direction for about a month.

The annex building is ready to go, but will be held until after the remainder of the building is open to attract a quality tenant. Office space rates appear to be increasing in town with several of the projects coming on line.

DB – I would prefer the all red brick, but understand the need for the change. SS – We really didn’t want two different hues of red. I think the gunmetal dark grey will be complimentary.

The small house is being used for the construction office. It’s a bit messy right now, but will be cleaned up and future plans decided.

BP – Motion to approve the final designs. Second - KM. Approved unanimously.

Note: Double Underlined items indicate attachments.



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2. Backlot Boardwalk Update

MA – Continue working with the Legion to identify opportunities for partnership. Confirm if sales tax generation on the sublease space is correct and split rate. Discuss overlap of DDA funding options with JL.

RFP – *Continue*

Grant – Ayres to proceed with DOLA Grant, bill separately.

3. District Expansion/Sustainability – No Updates

Discussion of possibilities of a hotel to consider Downtown. The Economic Development report might have some information. MA – Talk to Stacy Miller to see if there's any information for Downtown Hotel. Possibility of adding one additional piece to the current study with Katy Press.

CDOT is hosting a Feasibility Study to swap 392 to Crossroads -Open House March 28th – 4-6PM at the Firehouse. Public Comment. MA – Publish to DDA Membership via email. MA – Consider sending formal DDA comment to CDOT.

G. Approval of Minutes from the Regular Board of Directors Meeting February 20, 2019 and Special Meeting February 22, 2019 – M. Ashby

BP – Motion to approve minutes as presented. Second - DB. Approved unanimously.

H. Report of Bills & Financial Report – M. Ashby

KM – Motion to approve Report of Bills. Second - BP. Approved unanimously.

I. Executive Director's Report – M. Ashby

i. Cottage Collaborative Update

ii. Crosswalk Project Update, Planting Design

MA – Check on whether we're updating the current crosswalk sign with the new version – much better option.

iii. Tourism Opportunities – Upcoming Facilitated Session – KM - Chamber is moving forward with filling their vacancy. It may be a good opportunity to collaborate.

iv. Grant Opportunity – Ash Street

v. 501 Main Street FIP Closeout – MA explained that the higher cost estimate than prior. SS – The higher costs due to the steel. Discussion identified the potential for additional requests coming in. KM – In general we've paid the \$25,000. **BP - Motion to approve the maximum up to \$32,257.62 for 501 Main. Second - HW. Approved unanimously.**

Phil Hodgkinson, General Manager for Blue Ocean presented a Ricky B's update – about 7,000 sf is being renovate into an office. There has been a lot of restaurant interest, and so the remaining space may be converted into office. The first renovation with up to 25 employees should be completed by the end of the summer and would anticipate the possibility of application to the FIP. The addition of additional office users is helping create a more robust daytime population.

vi. Food Truck Request – KM – There's opportunities during events at Boardwalk Park. I don't know that it would be very active. BP – I don't know that we want to venture into this from a policy issue. The diversity is positive but could cause concern in terms of permanent businesses. JL – Fort Collins spent a lot of time on creating rules to make it work. The DDA has dealt with food carts in Old Town to

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deal with vendors that don't have fixed overhead costs. They addressed the issue of direct competition and provided some guidance. This decision in Windsor could set a precedent. BP – And we're currently under negotiation for development of the proposed parcel. JL – There's the basic operational concerns, and then there's policy concerns. KM - Suggestion that we politely decline this request but look to discuss the policy and approach in the future. If we decide to grant a request, we will be able to handle things fairly. MA – Research as future discussion.

J. COMMITTEE REPORTS: 8:45AM

- K. Wayfinding Update (30 Mins) – K. Cypher – Cancelled by consultant. MA – Follow up with KC regarding status of the project.**

L. COMMUNICATIONS & NEWS:

1. No Marketing Committee this month
2. National Main Street Conference – March 23-25
3. Downtown Colorado Inc – Aspen, April 9-11

Next Meeting – Shift to April 10th. Cancel regular scheduled meeting. Special meeting on the 10th.

MA – File Executive Session Summaries

MA – Send W-9 Info on Birch property.

MA – KM to send resolution for forwarding to Board.

M. Adjourn 9:40AM

Meeting Adjourned at 9:40AM.

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: April 5, 2019
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: April Report

Meeting Summary:

Extensive time was spent advancing the Backlot project during February into March with several special meetings and document production tasked to the project. Additional follow up with the Mill Project and Brunner property were also conducted. Staff submitted the planting plan for 5th and Main to Town Parks for bidding and coordinated with the engineering staff regarding the crosswalks and CDOT plans. The following meetings occurred between March 15 – April 5, including:

- DDA Board Meeting – March 20
- Cottage Plan Coordination – March 20
- Windsor Backlot Development – March 22
- Windsor Backlot Development – March 25
- National Main Street Conference – March 25-27
- Windsor Backlot Development – April 5

Billing Breakdown (As of 4/8/19):

General (YTD) - \$12,217 = 16% of Budgeted \$75,560 (with 26% of year completed)

Backlot (YTD) - \$10,400

Mill (YTD) - \$163

Brunner - \$556

Anticipated Workload April - May:

- Backlot Development Agreement Formalization
- 512 Demolition Bidding and Site Planning for Parking
- Wrapping up Wayfinding Plan
- Cottage Block – Wrap up Recommendations
- Lodging/Tourism – Initial Discussion
- Main Street Quarterly Reporting

Current Initiatives:

Mill – No new updates since last meeting.

Backlot –

Extensive activity was focused on the Backlot development to formalize agreements with the Town and developer.



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Staff is working on an RFP/Bid to secure a contractor to demolish the buildings at 512 Ash and should be ready to send out in the next few weeks. Estimated cost for demolition is \$67,800. Staff have also had initial site plan discussions with Town Planning staff regarding the parking lot.

Bi-weekly meetings will be held with DDA, Town and Brinkman Staff to work through designs. As options are presented, staff will bring concepts to the board for comment. A meeting was held with the Legion to discuss concerns regarding the updated financial needs on the project. Construction cost estimates have changed and may result in a large enough difference that cannot be overcome. The Legion has expressed concern about the financing package and has requested a meeting to explore other options. In the meantime, the developer is considering plans that can be pursued in the event the Legion property is not a part of the project at this stage.

Staff will begin pulling together information for a grant application to aid in construction of the enhanced alley and streetscape along Ash.

Parking / Crosswalk / Plantings

The planting design has been approved by Parks. The bid and installation will be managed by Parks Director, Eric Lucas. The goal is to have the plantings installed in May or early June. The Main Street Mini Grant has been submitted and allocation from DOLA of \$5,000 should be available prior to plant installation. The remaining \$5,000 has been budgeted for in the DDAs 2019 budget.

Final crosswalk enhancement drawings have been completed. We are working with Engineering to secure approval from CDOT. The additional striping will require a maintenance agreement from the Town.

Wayfinding Project

Kristen provided updated drawings for wayfinding designs. A request for cost estimates was not returned at the time of this report. Kristen shared the following comments:

One of the things I'd like to discuss with the DDA next week is the use of wood beams in place of the larger corten steel columns. I'm still getting new numbers from the wood supplier, but they're coming in so much lower than what I'm hearing from fabricators in regard to steel/aluminum costs. For example, the glulam beam at the top of the primary gateway is going to cost \$6,000, delivered to the site, and the wood columns are pricing this cheaply, too, whereas the costs of steel and aluminum just keep going up. I know it's a volatile market in regard to tariffs and materials, but in the long-term, wood tends to vary less in price, because it's sourced from the US, so I'm confident that pricing I provide this spring for wood will still be solid several years from now. Steel and aluminum, I just don't know. And we can still do the smaller elements in metal, even if we have the larger posts in wood. Just food for thought!



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As soon as I hear final numbers, I'll send these along, too, so we can have an accurate cost/design discussion with the DDA and finalize the design direction.

Cottage Collaborative

Initial discussions with business and property owners were completed and provided great insight. A summary and case studies of other properties will be provided soon. The plan will recommend short-term improvements along with some larger enhancements that could be considered by both the DDA and individual property owners.

Lodging/Tourism

Staff are working to schedule a meeting with Town Staff to explore options.

NoCo Guide

Last year the DDA participated in the guide with a two-page spread including individual business ads. The NoCo guide staff secured business ads. The cost to the DDA was \$3,595.

Town Summer Events Sponsorship

The DDA supported the Farmer's Market and Summer concert events at Boardwalk Park the past two years. In 2018, the DDA paid \$1,000 for sponsorship. The parks and rec staff set up a table at one of the events for the board to staff. We have a box of the DDA bags remaining. The DDA springboard signs were put outside and stored by a board member. Should the DDA participate again this year we recommend setting a date for the DDA board to staff a table, as well.

Action Checklist Review:

New Items –

- MA – Continue working with the Legion to identify opportunities for partnership. Confirm if sales tax generation on the sublease space is correct and split rate. Discuss overlap of DDA funding options with JL. (Ongoing)
- Grant – Ayres to proceed with DOLA Grant, bill separately. (Ongoing)
- MA – Talk to Stacy Miller to see if there's any information for Downtown Hotel. (To Do)
- MA – Publish upcoming CDOT Feasibility Study meeting - Open House March 28th 4-6PM at the Firehouse - to DDA Membership via email. MA – Consider sending formal DDA comment to CDOT. (To Do)
- MA – Check on whether we're updating the current crosswalk sign with the new version – much better option. (To Do)
- MA – Research policies for food trucks on DDA Lot for future discussion. (On Action List)
- MA – Follow up with Kristen C regarding status of the Wayfinding project. (Completed)
- Next Meeting – Shift to April 10th. Cancel regular scheduled meeting. Special meeting on the 10th. (Completed)
- MA – File Executive Session Summaries. (Completed)
- MA – Send W-9 Info to Josh. (Completed)



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- MA – KM to send resolution for forwarding to Board.

Carryover –

- Ped Crossing/Plantings - Matt to Pursue installation (Complete)
- MA – Schedule conversation with Erlich and Marquardt. (Dean K. or Dan) (To Do)
- Brinkman – Utility Status to get in Xcel Energy Queue (To Do)
- Complete Backlot Info Sheet – Sketch Plan – Post it on Website (On Hold)
- Provide Info on Ayres Invoice Breakdown – (Complete)
- Identify Grants for Wayfinding Implementation (In process)
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA's through lot. (To Do.)
- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)
- Add key contacts to the block captain maps. (To Do with next assignment)
- Check with the Legion for names of veterans for posters. (To Do)

CORPORATE SPONSORSHIP PROGRAM



THE TOWN OF WINDSOR is a rapidly developing, unique community located in the heart of northern Colorado. It is situated between the mountains and the plains where open sky meets towering peaks. Windsor is a place rich in opportunity as well as history, pre-dating the town's incorporation in 1890. The Windsor Parks, Recreation & Culture Department provides a wide variety of activities, community programs, and special events. These include youth and adult athletics, aquatics programming for all ages and abilities, instructional programs for arts and crafts, fitness, drop-in activities, and group excursions. Our special events draw the entire community, which truly provides a small-town feel! A few examples of those events are: Windsor Summer Concert Series and Movies in the Park, Farmers Market, and the Cruise-In Car Show.

EVERY BUSINESS HAS A TARGET DEMOGRAPHIC, and we want to help you reach your target. In this sponsorship packet, you will find multiple sponsorship opportunities that are customized to who you are trying to reach. We have included items in each section that will help your business reach beyond its walls to engage customers in our Recreation Center, as well as at other recreation locations, like Boardwalk Park, Diamond Valley, or Chimney Park field.

AS A TOWN OF WINDSOR CORPORATE SPONSOR, your company is associated and aligned with an institution that has played a defining role in the community's cultural and recreational life. Our corporate sponsors receive exclusive benefits, including marketing opportunities with media exposure and direct reach to our Windsor residents. Civic-minded companies dedicated to giving back to the community can support the future of these programs, activities, and events while gaining exposure to this amazing community.

CONTACT: Tara Fotsch | tfotsch@windsorgov.com | 970-674-3512

www.windsorgov.com

THE TOWN OF WINDSOR expanded the Windsor Community Recreation Center in October 2016. Since that expansion, town residents have shown up in full force to take advantage of a wide range of programs and drop-in offerings. Not only does the town keep the community actively engaged and moving indoors, we do it outdoors too, using our baseball fields, soccer fields, parks, trails, outdoor pools, and community events throughout the year.



WINDSOR SNAPSHOT

POPULATION 29,158	MALE: 14,871 FEMALE: 14,287	AGE DISTRIBUTION 0-19: 29% 35-54: 31% 20-34: 14% 55+: 26%			
97.6% have HS Diploma/GED or higher	HOUSEHOLDS: 9,311 80% Homeowner Occupied 82% Single-Family Homes	AVERAGE PERSONS PER HOUSEHOLD: 2.73	AVERAGE INCOME: \$86,410		

(2012-16 American Community Survey (ACS), 2016 Comprehensive Plan.

WINDSOR PARKS, RECREATION & CULTURE STATS

FACEBOOK LIKES 12,993 	47K PAGE VIEWS PER MONTH between Parks, Recreation & Culture homepage, Community Recreation Center homepage and Activity Guide homepage	OVER 625,959 UNIQUE VISITORS HAVE USED WINDSOR RECREATION FACILITIES IN 2018! Community Recreation Center, Boardwalk Park, Eastman Park Statistics, 2018)
Combined with the Town of Windsor page		

(Data pulled from Facebook and Google Analytics January 2018)

COMMUNITY RECREATION CENTER

AN AVERAGE 33,124 PEOPLE VISIT THE CENTER PER MONTH	OVER 79% WINDSOR RESIDENTS ARE MEMBERS THE BUSY TIMES: Weekday: 10 a.m., 7 p.m. - Weekend: 11 a.m., 2:30 p.m., 5 p.m.	THE BUSY DAYS: MONDAYS/TUESDAYS /SATURDAYS
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WINDSOR RECREATION CENTER SPONSORSHIP

	\$10,000 3 YEARS	\$5,000 3 YEARS	\$2,500 1 YEAR
Activity Guide Ads	full page ad, 3 per year	half page ad, 3 per year	quarter page ad, 3 per year
CRC Guest Passes	20 per year	10 per year	5 per year
CRC Memberships	4 Annual Plans (Adult Individual)	2 Annual Plans (Adult Individual)	
REACH Digital Signage at CRC - (Locations: Main Entrance, Fitness Center, Pool Hallway and Meeting Room Hallway)	✓	✓	
Parks, Recreation & Culture Website	logo and link	logo and link	business listing
Brochure/Pamphlet at CRC Front Desk	✓	✓	
Meeting Room Use	4 times per year, 2 hours each	2 times per year, 2 hours each	
Main Gym Logo (3x5, provided by TOW)	✓		
Indoor Pool Banner (3x5, provided by TOW)	✓		
2x3 Main Gym Floor Graphic	✓		
Fitness Center Banner	✓		
Press Release to Announce Partnership	✓		



SENIOR LOUNGE SPONSORSHIP

	\$3,000 ONE YEAR	\$1,000 ONE YEAR	\$500 ONE YEAR
2x3 banner (provided by TOW)	✓	✓	
Table Tent (provided by Sponsor)	✓	✓	✓
* Senior Ride Magnetic Cling (provided by TOW)	✓		
Activity Guide Ads	quarter page ad, 3 per year		
CRC Memberships	three annual plans (adult individual)	one annual plan (adult individual)	
CRC 20 Visit Pass	5 per year	3 per year	1 per year
Meeting Room Use	3 per year 2 hours each		

* **Senior Ride:** The Windsor Senior Ride Program provides transportation assistance to Windsor seniors (55+) who are unable to drive themselves or take alternate transportation options. Rides are offered from 8 a.m. to 3:30 p.m. year round. The vehicle is seen by thousands daily while driving around to appointments!

A portion of the Windsor Community Recreation Center is dedicated to seniors, ages 55 years and older, to converse, play games, or just meet people and hang out. This area of the Recreation Center is a perfect way to engage with seniors in the Windsor community.

CHILD CARE CENTER SPONSORSHIP

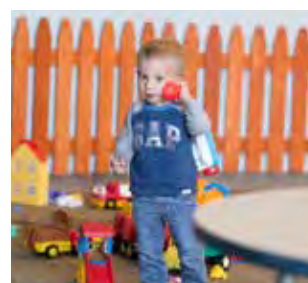
	\$3,000 ONE YEAR	\$1,000 ONE YEAR	\$500 ONE YEAR
2x3 banner (provided by TOW)	✓	✓	
Brochure/Pamphlet at Child Care Desk	✓	✓	✓
Activity Guide Ads	quarter page ad, 3 per year		
CRC Memberships	three annual plans (adult individual)	one annual plan (adult individual)	
CRC 20 Visit Pass	5 per year	3 per year	1 per year
Meeting Room Use	3 per year 2 hours each		

The Child Care Center was added in 2016 to the Windsor Community Recreation Center. This area helps parents attend classes, programs, or work outs at the Recreation Center.

WINDSOR ART & HERITAGE CENTER SPONSORSHIP

	\$1,000 ONE YEAR	\$500 ONE YEAR	\$250 ONE YEAR
Exhibit Signage Logo Inclusion	all exhibits	2 exhibits	1 exhibit
Website Logo & Link Inclusion	✓	✓	✓
Brochure/Pamphlet at Art & Heritage Center	✓	✓	
Activity Guide Ad	quarter page ad 3 per year	quarter page ad 1 per year	
Rental	3 per year 2 hours each		

The Art & Heritage Center (AHC) is a hub for arts, culture, and history in Windsor. Located in the old 1909 Town Hall, the Art & Heritage Center is in the heart of downtown Windsor and hosts several exhibits and programs throughout the year. It is the hub of cultural opportunities for the Windsor community. Along with local artist exhibits throughout the year and the annual Arbor Day poster contest, the center is home to nationally known travelling exhibits throughout the year.



PARKS, TRAILS, & TREE SPONSORSHIP

	\$1,000 SPONSORSHIP	\$500 SPONSORSHIP	\$250 SPONSORSHIP
Commemorative Bench	✓		
Activity Guide Ad	quarter page ad, 1 per year	quarter page ad, 1 per year	
Commemorative Tree with Sign	✓	✓	✓

The Town of Windsor's parks and trails are utilized year-round and the community is actively engaged outside daily in Windsor! There are many long-term but low cost ways to get involved.

ADOPT A TRAIL! The Town of Windsor recognizes the need and desirability for shared stewardship of our public trails. The Town Board has created the Town of Windsor Adopt-A-Trail Program for individuals and organizations who wish to contribute to the effort of enhancing the quality and character of trails in the town. If you are interested in adopting a trail, contact Luke Bolinger at lbolinger@windsorgov.com.

WINDSOR ATHLETICS SPONSORSHIP

	\$7,500 SPONSORSHIP	\$3,000 SPONSORSHIP	\$1,500 SPONSORSHIP
5x7 Chimney Park Fence Banner (provided by TOW)	✓	✓	✓
5x7 Diamond Valley Fence Banner (provided by TOW)	✓	✓	✓
Brochure/Pamphlet at CRC Front Desk	✓	✓	✓
REACH Digital Signage at CRC (Locations: Main Entrance, Fitness Center, Pool Hallway and Meeting Room Hallway)	✓	✓	✓
Coupons/Flyers at Site Concession Stands (Diamond Valley and Chimney Park)	✓	✓	✓
Activity Guide Ads	full page ad, 3 per year	half page ad, 3 per year	quarter page ad, 3 per year
Windsor Athletics Team Sideline Site	✓	✓	✓
2x3 Main Gym Floor Graphic (provided by TOW)	✓	✓	
Main Gym Banner (3x5, provided by TOW)	✓		
Volunteer Coach T-Shirts, Logo Inclusion	✓		
Diamond Valley Score Booth Sign (3x5, provided by TOW)	✓		
Score Board Ad (provided by TOW), One per Site	✓		

Athletics are a large part of the Town of Windsor Parks, Recreation & Culture Department. These programs and sports are played throughout our facilities, as well as on our baseball and soccer fields. This sponsorship is perfect for the company looking to align with budding athletes and active families in Windsor.

All benefits are for two years. Sponsors may opt to pay 50% in year one and 50% in year two.



WINDSOR AQUATICS SPONSORSHIP

	\$10,000 THREE YEARS	\$5,000 THREE YEARS	\$2,500 ONE YEAR
REACH Digital Signage at CRC (Locations: Main Entrance, Fitness Center, Pool Hallway and Meeting Room Hallway)	✓	✓	✓
Brochure/Pamphlet at CRC Front Desk	✓	✓	✓
Activity Guide Ads	full page ad, 3 per year	half page ad, 3 per year	quarter page ad, 3 per year
Windsor Aquatics Website	Logo and Link	Logo and Link	Logo and Link
Chimney Park Pool Season Passes	4 (individual adult)	2 (individual adult)	
3x5 Pool Banner (at CRC indoor pool, provided by TOW)	✓	✓	
* Dive In Movie Event Sponsor	✓	✓	
** Water Carnival Event Sponsor	✓	✓	
2x3 Banner on Chimney Park Pool Slide and CRC Indoor Pool Slide	✓		
Windsor Lake Rental Tokens	20 per year	10 per year	5 per year
Chimney Park Pool Rental (up to 300 people, Fri., Sat., Sun. 6:30-8:30 p.m.)	✓		

Windsor Aquatics programs and facilities are a community staple. Families participate indoors and outdoors during special events or swim lessons. This is a great year-round opportunity to reach active families on the go!

*** Dive-In Movies:** These special movie nights are offered at Chimney Park Pool, as well as at the Community Recreation Center. Families are invited to come and dive in to the pool to watch a movie! This event happens two times per year. Sponsors will have opportunities for booth presence at both events.

**** Water Carnival:** This fun summer event brings 400 kids and their families to Chimney Park Pool to play special games every hour, play on inflatables, win prizes, and so much more! Sponsors will have opportunities for booth presence at this event.



WINDSOR SPECIAL EVENTS SPONSORSHIPS

Sponsorships are available for special events executed and managed by the Town of Windsor.

WINDSOR SUMMER CONCERTS SPONSORSHIP

\$2,500 SPONSORSHIP	\$1,000 SPONSORSHIP	\$500 SPONSORSHIP
------------------------	------------------------	----------------------

	logo and link	logo and link	logo and link
Windsor Summer Concert Series Website	✓	✓	✓
Public Announcement at Beginning of Concert	✓	✓	✓
Logo Inclusion in Rack Card	✓	✓	✓
3x5 Individual Banner at All Concerts (provided by sponsor, set up by town staff)	✓	✓	✓
Press Release Inclusion	✓	✓	✓
Logo in Activity Guide Ad on Concert Series Page	✓	✓	✓
Premium Booth at all 12 Concerts	✓	✓	✓
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓	✓	✓

The Windsor Summer Concert Series is a summer-time favorite with 12 concerts that stretch from June to August. These concerts feature all types of family-friendly music and draw crowds of 2,000 per concert!

WINDSOR FARMERS MARKET SPONSORSHIP

\$2,500 ONE AVAILABLE	\$1,000 SPONSORSHIP	\$500 SPONSORSHIP
--------------------------	------------------------	----------------------

Windsor Farmers Market Presented by "Your Business Name" on all materials (Includes one personalized 2x3 vinyl banner)	✓		
Facebook Mention (Weekly) as Presented by "Your Business Name"	✓		
Logo on 3x5 Farmers Market Banner (provided by TOW)	✓	✓	
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		
Opportunity to Host an Informational Booth on Market Days during the Season	7 market days	4 market days	2 market days
Press Release Inclusion	✓	✓	✓
Logo Inclusion on Posters and Rack Cards	✓	✓	✓
Hyperlinks on the Farmers Market Webpage for the Season.	✓	✓	✓
Market Bucks to Spend at Market	\$100	\$50	\$25

Under the Farmers Market Pavilion at Boardwalk Park, vendors sell homegrown produce and homemade goods directly to families to enjoy at their own table. Food and homemade items abound! The Farmers Market will be held every Saturday from 9 a.m. - 1 p.m. beginning in June and ending in September.



WINDSOR RACE EVENTS SPONSORSHIPS

These races, put on by Windsor PRC, are races designed for those people looking for a fun way to run around Windsor Lake. At 2.25 miles, the route is perfect for novice runners/walkers. Sponsorship is for a single event only.



Race Presented by "Your Company Name"	✓		
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓		
Facebook Mention	✓		
3x5 Banner at Event (provided by sponsor)	✓	✓	
Opportunity for Booth Space at Event or Distribution of Promotional Items	✓	✓	
Race Entries	8	4	
T-Shirt Logo (July 4th)/Name on Beanie (Sweaty Sweater)*	✓	✓	✓

The July 4th Four Legged Fun Run kicks off a fun filled day at Windsor Lake. Not only do humans get prizes, but our four-legged friends do, too! We encourage patriotic human/dog costumes at this extremely dog-friendly event.

The Sweaty Sweater Dash at Windsor Lake encourages folks to get active in chilly weather! Held before our Windsor Wonderland event on the first Saturday in December, we give out ugly sweater trophies for top finishers and ugliest sweaters!

*Sponsors will receive an event T-shirt or beanie after the event completion.

WINDSOR CRUISE-IN SPONSORSHIP

Cash sponsorships are always welcome, but we also accept in-kind donations for giveaways for registered participants for this event.



Windsor Cruise-In presented by "Your Company Name"	✓		
Logo on REACH Digital Ads at CRC and Radio Ad Inclusion	✓	✓	
T-Shirt Logo Inclusion*	✓	✓	✓
Opportunity for Booth Space at Event (w/banner provided by Sponsor)	✓	✓	✓
Press Release Inclusion	✓	✓	
Car Entry Registration	✓	✓	✓
Logo Inclusion on Shared Event Banner	✓	✓	
Event Announcement Mentions	✓	✓	✓
Hyperlinks on the Windsor Cruise-In Webpage	✓	✓	✓

The Windsor Cruise-In brings the community together by appreciating local car enthusiasts from up and down the front range. Started by a group of local car enthusiasts, the show has grown to an event with music, food, over 300 cars on display, and thousands of attendees. All proceeds from this event benefit the Windsor Scholarship Program.

*Sponsors will receive an event T-shirt after the event completion.





WINDSOR OKTOBERFEST SPONSORSHIPS OPPORTUNITIES

DAS OKTOBERFEST TITLE SPONSOR	BIERZELT (TENT) SPONSOR	A BIAFUIZL (BEERMAT/COASTER) SPONSOR	EIN, ZWEI, DREI GAMES & REC MOBILE SPONSOR	EVENT SPONSOR
-------------------------------------	-------------------------------	--	--	------------------

GEMÜTLICHKEIT! While the word has a very broad meaning, it generally applies to an atmosphere of comfort, peace, and acceptance, reflecting what Oktoberfest is all about.

Be a part of Windsor's rebout of Oktoberfest and embrace our German heritage with fun music, food, and of course, great beer!

Boardwalk Park will be a hub of activities (and not just eating and drinking) for the whole family.

The Windsor Oktoberfest will be held on Saturday, Sept. 22, from noon to 6 p.m. at Boardwalk Park.

\$3,000

ONE AVAILABLE

\$2,500

TWO AVAILABLE

\$1,500

ONE AVAILABLE

\$500

TWO AVAILABLE

\$250

MULTIPLE

From beer stein and beer barrel role races to our Rec Mobile, Windsor Oktoberfest provides outdoor entertainment for all.

Prominent Logo Recognition on Windsor Oktoberfest Event Banner (provided by TOW)	➤	➤	➤	➤	➤
Business Name on all Print Advertisements	➤	➤	➤	➤	➤
Business Logo Included as "Sponsored by" on all Facebook Posts	➤		➤		
Opportunity for Sponsor Booth, Banner Feature and/or Materials to be Distributed at the Event	➤	➤	➤	➤	➤
Verbal Recognition on Radio Announcements Prior to Event	➤				
Verbal Recognition During Event	➤	➤	➤		
Logo on Specific Event Material	event glasses		printed coasters		
Custom 5x7 Table Tent on all Event Tables (Artwork provided by Sponsor, TOW will print)	➤	➤			
Business Logo and Link to Business Webpage on Town of Windsor Oktoberfest Webpage	➤	➤	➤		➤
Logo on REACH Digital Ads at CRC	➤	➤	➤		
Ad in Fall/Winter Activity Guide	full page		half page	quarter page	
Recognition in Windsor Oktoberfest Press Release	➤	➤	➤		
Opportunity for Staff to Participate/Lead Games					➤

WINDSOR WONDERLAND SPONSORSHIPS OPPORTUNITIES



TREE LIGHTING SPONSOR

The tree at Boardwalk Park Museum is a focal point of Boardwalk Park during the holidays. Fully lit, it's a great backdrop for holiday photos.

\$1,500
ONE AVAILABLE

SANTA SPONSOR

Santa takes requests from eager children all afternoon and all visitors are provided with professional photographs, free of charge.

\$1,000
ONE AVAILABLE

WELD COUNTY FOOD BANK SPONSOR

The Town of Windsor is partnering with the Weld County Food Bank to take canned food donations one week in advance (Nov. 26 – Dec. 1) to help those in need in the Windsor community.

\$1,000
ONE AVAILABLE

WAGON RIDE SPONSOR

The line never seems to get any shorter as visitors hop on a tractor-hauled trailer to take a scenic lap around Boardwalk Park — a great activity for any age.

\$500
ONE AVAILABLE

SNOWBALL MAYHEM SPONSOR

Kids and adults alike can enjoy a good ol' fashioned snowball fight, without the cold fingers!

\$500
ONE AVAILABLE



Banner (provided by sponsor)	near tree	Santa's tent	Windsor CRC	wagon	snowball fence arena
Prominent Logo on Windsor Wonderland Banner (provided by TOW)	✓	✓	✓	✓	✓
Business Logo and Link on Town of Windsor-Windsor Wonderland Webpage	✓	✓	+ Weld County Food Bank webpage	✓	✓
Business Name on all Print Advertisements	✓	✓	✓	✓	✓
Opportunity for Sponsor Materials to be Distributed at the Event	✓	✓	✓	✓	✓
Opportunity for Sponsor Booth	✓	✓	✓	✓	✓
Verbal Recognition on Radio Announcements Prior to Event	✓	✓	✓	✓	✓
Verbal Recognition During Event	✓	✓	✓	✓	✓
Recognition in Windsor Wonderland Press Release	✓	✓	✓	✓	✓
Opportunity for Staff to Participate	"flip the switch" turn on lights w/Santa	business staff & family VIP visits w/Santa	Assist Food Bank w/ incoming donations	opp. for sponsor banner feature	opp. for sponsor banner feature
Additional Benefits					

WINDSOR WONDERLAND SPONSORSHIPS OPPORTUNITIES

(continued)

PRINT

COLLATERAL SPONSOR

Promote your business or a winter special. This sponsorship will cover the cost of the event's print collateral materials.

COOKIE SPONSOR

Homemade cookies, made by Windsor High School's catering class not only look good, but taste good, too (which is important).

HOLIDAY LAWN GAMES/REC MOBILE SPONSOR

From holiday themed cornhole to Christmas light ladder ball, our Rec Mobile provides some outdoor entertainment for all.

EVENT SPONSOR

New business in town? Looking to promote a winter special? Our general event sponsorship gets you in front of the community. Booth spaces are 10x10 and located on 5th Street.



\$300

TWO AVAILABLE

\$250

ONE AVAILABLE

\$250

ONE AVAILABLE

\$200

MULTIPLE

Banner (provided by sponsor)		cookie distribution table	holiday game location	
Prominent Logo on Windsor Wonderland Banner (provided by TOW)	✓	✓	✓	
Business Logo and Link on Town of Windsor - Windsor Wonderland Webpage	✓	✓	✓	✓
Business Name on All Print Advertisements	✓	✓	✓	✓
Opportunity for Sponsor Materials to be Distributed at the Event	✓	✓	✓	✓
Opportunity for Sponsor Booth	✓	✓	✓	✓
Verbal Recognition on Radio Announcements Prior to Event				
Verbal Recognition During Event				
Recognition in Windsor Wonderland Press Release				
Opportunity for Staff to Participate		distribute cookies	participate in or lead games	
Additional Benefits	opp. for coupon on event map handout			opp. for sponsor banner feature

SANTA ARRIVES BY TRAIN AT NOON and will be available for complimentary, professional photographs all afternoon.

Concurrently, from noon until sunset, **LIVE MUSIC AND DANCE PERFORMANCES**, a snow ball arena and a variety of holiday-themed activities and treats are available for attendees to enjoy.

This event is one of our largest, drawing more than 2,000 attendees. As the sun sets, the public is encouraged to gather for the **annual TREE LIGHTING CEREMONY**.

TOUTING ALL THERE IS TO LOVE ABOUT NORTHERN COLORADO

Featuring info and news from:

- Berthoud
- Estes Park
- Fort Collins
- Greeley
- Johnstown
- Milliken
- Loveland
- Timnath
- Windsor
- Wellington

Year-long Calendar of
Events, 100 Top Things to
See and Do and more...

MEDIA KIT

**NEXT
ISSUE
SUMMER
2019**

**YOUR NOCO
BUCKET LIST:
100 Top Things
to See and Do**

**WHAT'S
HAPPENING?
Our Year-long,
Regional
Calendar of
Events**

**COMING SOON!
The Area's
Hottest New
Developments**

NOCO

THE
EASYGUIDE
TO NORTHERN
COLORADO
2018-19

BERTHOUD • ESTES PARK • FORT COLLINS • GREELEY • JOHNSTOWN • MILLIKEN • LOVELAND • TIMNATH • WINDSOR • WELLINGTON





CATCH YOUR PIECE OF THE VISITOR MARKET!

Filled with fabulous information about Ft. Collins, Loveland, Greeley, Windsor, Timnath, Johnstown/Milliken, Berthoud, Estes Park and Wellington!

With a one-year shelf life, this NOCO EasyGuide will include extensive tourist information for visitors, as well as vital resources for anyone relocating and living here.

DISTRIBUTION

50,000 printed copies delivered throughout Colorado!
With digital and mobile editions, delivering 200,000+ annual impressions. Three Marketing channels for one low price!

- Tourism Bureaus and Hotels/Motels
- Colorado Visitors' and Welcome Centers
- Chambers of Commerce
- Real Estate Companies
- Relocation Companies
- Schools and Colleges
- Large Corporate Employers
- DIA Hubs
- Alliance Partners

PUBLICATION DATE:

MAY 2019

SPACE DEADLINE:

MAY 10, 2019

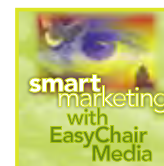
**BOOK EARLY FOR
BEST PLACEMENT!**



EDITORIAL

Includes:

- Local Breweries
- Regional Calendar of Events
- Arts & Culture
- Top Things to Do
- The "HOT" Spots for Dining, Shopping and Lodging
- Chamber Community Information pages



Lynn J. Kensinger

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EasyChairMedia.com

NOCO EASYGUIDE



50,000
IN PRINT



150,000
READERSHIP



60+
DISTRIBUTION
VENUES



DISPLAYED AT ALL
COLORADO WELCOME
CENTERS AND DOZENS
OF LOCAL VISITOR
CENTERS, BUSINESSES,
AND HOTELS.



\$300
MILLION
ANNUALLY



1.5+
MILLION
ANNUAL
VISITORS



IN 6 MONTHS THE
ONLINE EDITION
HAS 1,049 PAGE
VIEWS AND A
13.5% PERCENT
FOR RETURNING
READERS.



MAILED TO
TRAVELERS AND
MEETING AND
EVENT PLANNERS IN
RESPONSE TO WEB,
MAIL, AND PHONE
INQUIRIES.

DISTRIBUTION ZONES INCLUDE:

Chamber of Commerce,
participating cities and
economic development
offices, hotels, real estate
offices, key business
partners and Colorado
welcome and Visitors
Centers.



HOW READERS WILL SEE YOUR AD



Tablet



Desktop

Print



Mobile



REPRESENTING

10
CITIES

Berthoud, Estes Park, Fort
Collins, Greeley, Johnstown,
Milliken, Loveland, Timnath,
Windsor, Wellington

7
SCHOOL
DISTRICTS

2
COUNTIES

OUR READERS ARE AFFLUENT AND ACTIVE:

Nearly **75 percent** of visitors
come from out of state, stay
an average of **four nights** and
spend about \$829 while
they're here.



Lynn J. Kensinger

📞 (720) 480-8131

✉ L.Kensinger@easychairmedia.com

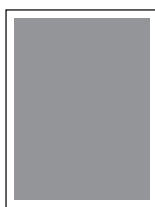
🌐 EasyChairMedia.com

RATE CARD



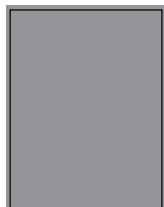
NOCO EASYGUIDE

All costs are for four-color, net rates and include live links in digital and mobile editions. Make your ad a profile! Magazine Trim Size (8.25"W x 10.75"H)



\$3,595

Full page, no bleed
7.375"W x 9.875"H



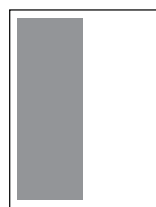
\$3,595

Full page with .25-inch bleed*
8.75"W x 11.25"H



\$6,495

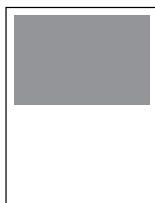
2-page Spread



\$1,995

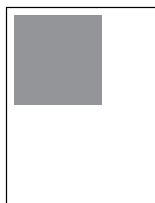
Half Vertical
3.56"W x 9.875"H

10% more
for premium
(pages 1, 3,
4, 5, 47, 48
and back
cover) or for
requested
placement.



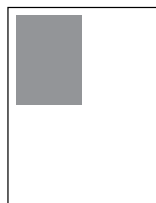
\$1,995

Half Horizontal
7.375"W x 4.875"H



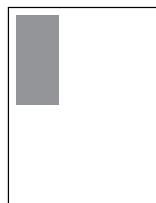
\$1,395

Third Square
4.83"W x 4.875"H



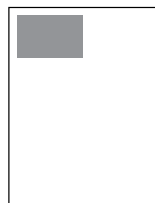
\$1,195

Quarter Page
3.56"W x 4.875"H



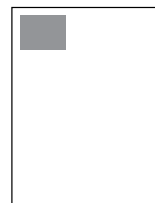
\$825

Sixth Page
2.32"W x 4.875"H



\$645

Eighth Page
3.56"W x 2.32"H



\$499

Specialty
2.5"W x 1.875"H

MECHANICAL REQUIREMENTS

All camera-ready ads must be submitted in PDF format — No Exceptions! This is necessary so that they are compatible with our digital conversion process. NOTE: Saving as a PDF with www. does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

PDF

- Color mode: CMYK
- Resolution: 300 dpi at 100% size
- Embedded photos: CMYK, 300 dpi
- Convert all colors to CMYK. No RGB or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded.

File Submission

Email ad files to ad coordinator Melissa Levad at mlevad@yahoo.com.

Please indicate "NOCO Magazine" and the business/client name in subject field.

For files over 4 megabytes, contact your ad representative for submission instructions.

SPECIAL SECTIONS



Where the Locals Go

- Beauty & Spas
- Shopping Destinations

VALUE PRICED AT \$499

Ads include print, online and mobile presence with FREE "hot" links!



Northern Colorado Sipping & Dining

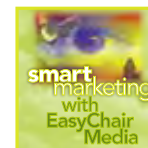
- Restaurant Profiles
- What's Brewing

VALUE PRICED AT \$1,295 & \$3,295

MINI: 100 words + contact information and photo
FULL: 400 words + contact information, 2-3 photos and sidebar with 125 words of menu highlights

PRODUCTION FEES

Rates are for press-ready ads, ads needing basic design (logo and text only), or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur a \$65/hr fee and this includes Photoshop or other imagery modification request. Ask about pricing for Mobile (QR Codes) or Video



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- EasyChairMedia.com

NOCO EASYGUIDE

HIGHLIGHT YOUR BUSINESS: TELL YOUR STORY!

Front Runner - a unique way to promote and showcase your business in a story/advertorial format.

Package includes:

- A half hour onsite photo shoot with up to 6 photos for use in your ad.
- Up to 400 words for a half page and 800 for a full page story written by a professional writer. You provide the story angle and who to interview or feature.
- You obtain ownership of this story when completed.
- Layout and design with live links in digital version.

Ask us about affordable reprints of your page to give you even greater value.

HALF PAGE **Best pick a Realtor. Choose one!**
\$1,795

most expensive transaction and a stressful one at that. I spent a lot of time with your Realtor so you should like them, right? I got insight into who I am. If we sound like we'd be a good match, give me a call.

1. On my nightstand: A dog biscuit (in case one of the pups gets hungry at night!), "When We Were Grownups," my glasses, a glass of water... and dust.

2. Best invention ever: The coffee maker!

3. Foods I can't live without: Pasta with white sauce and mushrooms; cheese; steak; Chicken Kiev. Oh, and my dad's Tator Tot Hot Dish!

4. Favorite book: "Atlas Shrugged" It changed my life in such positive ways.

5. Three things I'd take on a desert island: My dogs and their food, NY Times 100 Top Books, and my husband. (In that order!)

6. Percentage of clients who are now friends: Probably 99 percent. I have drinks and dinner with almost all of them. For those I don't get to see often, we email jokes and info back and forth.

7. CD I can't live without: Soundtrack from Remember the Titans.

8. My worst fashion mistake: There were so many. I grew up in the 70s and 80s and my mother used to enter me in beauty pageants. She always made sure I was dressed to the hilt in the then, ever-so-popular gouchos, matching socks and vest. Seriously. If we become friends, I might even show you a photo.

COMING SOON!
For Sale: Completely remodeled ranch with 2 bedrooms and 2 bathrooms - 1,047 sq. ft. on main floor plus a 428 sq. ft. newly finished basement. In the hot Witter/Cofield Subdivision with .278 acres of stunning landscaping!

Rebecca Strobel
RE/MAX Professionals, Inc.
303-514-5066 Direct
www.yourmilehighrealtor.com

Front Runners

Innovative CEO charts bold course for St. Anthony Hospitals

When all the hospital beds in Colorado are added together, no single person is responsible for the health care of more people than Matthew Fulton. Mr. Fulton is the CEO of St. Anthony Hospitals which includes St. Anthony Central in Denver, St. Anthony North in Westminster, Summit Medical Center in Frisco and Grand Medical Center in Granby. 705 beds in all.

But it's not just beds that are Mr. Fulton's responsibility. Under his direction, St. Anthony Hospitals have made sure to treat each and every patient as a person first. Understanding the necessary respect and dignity of every person, from patients to nurses, from housekeeping to doctors, is what makes St. Anthony Hospitals under Mr. Fulton's leadership so unique.

A native New Yorker, Mr. Fulton received his master's in health care administration from George Washington University and his undergraduate degree from Hamilton College in New York where he was elected Phi Beta Kappa.

A man of vision with a thorough understanding of maximizing a hospital's potential, Mr. Fulton managed what many thought was impossible. He turned employee and patient satisfaction while reducing annual expenses by more than \$1 million in his first year by integrating services between St. Anthony Central and St. Anthony North.

Under Mr. Fulton's leadership, St. Anthony Central has grown to be the largest Level I trauma center in the state. It has increased its score on the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and both St. Anthony North and Central have been recognized as Level I trauma centers.

Under his leadership, St. Anthony Central has grown to be the largest Level I trauma center in the state.



For Life, the first civilian air ambulance in the country, serves a 7 state region. St. Anthony North is about to embark on a new expansion to increase capacity 40%.

Community involvement is a primary concern for Mr. Fulton. Shared Beginnings, a program to aid teenage parents, has helped hundreds of children to grow up healthier and happier. School-based health clinics at Chetaniam Elementary and Lake Middle School help students with physical, mental and substance abuse care. St. Anthony Hospitals continue to provide more charity care than any other private hospital in the state. Employees spend more than \$200,000 in charitable donations this year to support the community on their own.

Mr. Fulton is a member of the American College of Healthcare Executives. He resides with his family in Lone Tree, Colorado.

FULL PAGE
\$2,855

PROFILE: MATTHEW FULTON

COMPANY: St. Anthony Hospitals

POSITION: CEO St. Anthony Hospitals

PERSONAL ACRO: My father

FAVORITE MOVIE: "I Am Sam"

FAVORITE RESTAURANT: Mark's of Chicago

WORKOUT REGIMEN: When I see fit it is

MENTAL WELLNESS REGIMEN: My family

NEXT STEPS

1 AD COORDINATION

Once you have signed a contract, an ad coordinator will contact you to discuss your *artwork, logos, content, and photography specifications if you need our design services. Basic design is provided with all ad purchases, which includes a logo, text, color background, and a single image. Custom ad design starts at \$65/hr. with most ads completed for \$125 or less. We offer a one-time, FREE one-hour business consultation if you need help developing a concept or advice about your ad or ad copy.

**Note: If you have provided this information to your Sales Representative they will include this information in the insertion order.*

If you can provide a print-ready ad, an ad coordinator will contact you to provide ad specs, deadlines and any other print requirements.

NEED HELP WITH YOUR AD COPY?

We can help write ad copy. Some of our writing services may be included with your ad package. We have certain word counts depending on the size of your ad, but can provide our professional copywriting/editing services for \$50/hr.

2 LAYOUT AND DESIGN

Once we have your ad copy, logo/photos (if applicable), the ad moves into design. **Note: Basic ad design includes one layout design plus up to two revisions. Additional revisions incur a \$65/hr fee.*



Basic ad design template
(must supply a logo, text, and image)



Custom ad design

3 PROOFING

Your ad coordinator will e-mail a low-res PDF proof of your ad for review and approval. Please get back to them with your approval or minor change(s) within the specified time frame. **Note: If the ad requires a complete redesign, charges will incur.*

4 PHOTOGRAPHY

If you would like a photo for your ad, we can arrange a session with one of our professional photographers. There is an additional charge and it will vary according to your specifications and location.

5 COPYRIGHT

Please note that all ads and photography created for this publication are copyrighted and remain the property of Smart Marketing. Any other use of your ad or photograph(s) shall require an additional usage fee and cannot be used in duplication anywhere without written consent.

RASTER vs VECTOR

Created using a grid of pixels (square dots). Each pixel is assigned a color value which, as a collective, form the image.



Created with mathematical coordinates to produce smooth, solid lines and curves used to form the graphic.



PROS & CONS

PROS

- Widely supported file types
- Rich colors and detail
- Precise editing capabilities

CONS

- Larger file sizes
- Slower editing with larger files
- Blurry when enlarged
- Difficult to convert to vector

PROS

- Scalable to any size
- Smaller file sizes
- Faster editing
- Easy to convert to raster

CONS

- Doesn't support photographic imagery well
- Color depth limited
- Limited effects and detail

WHEN TO USE WHICH

- Photographs
- Web graphics
- When adding lots of effects

- Logos
- Large format such as signage and banners
- Illustrations

ADDITIONAL PRODUCTS AND SERVICES

Need a trusted source to take your marketing to the next level? We offer 11 areas of service with an unbeatable team of experts and extremely competitive pricing!

- 1 **PRINT PRODUCTS**
Business Cards to Tri-Fold Brochures and beyond...
- 2 **BRANDING**
Message Strategy & Logo Development
- 3 **DIRECT MAIL**
Postcard Campaigns
- 4 **EMAIL MARKETING**
Newsletter Creation and Management
- 5 **SOCIAL MEDIA**
Blogs, Facebook, Twitter, Content Development
- 6 **MOBILE**
Apps & Mobile Responsive Design
- 7 **WEBSITE**
Development, Content Management, SEO
- 8 **CUSTOM PUBLISHING**
Magazines, Booklets, Annual Reports
- 9 **PUBLIC RELATIONS**
Press Releases & Promotion
- 10 **PROMOTIONAL PRODUCTS**
Pens, Mugs, Totes, Banners and more...
- 11 **MARKETING**
Plans and Consultation



PRINT



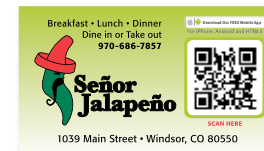
SOCIAL MEDIA



WEBSITE



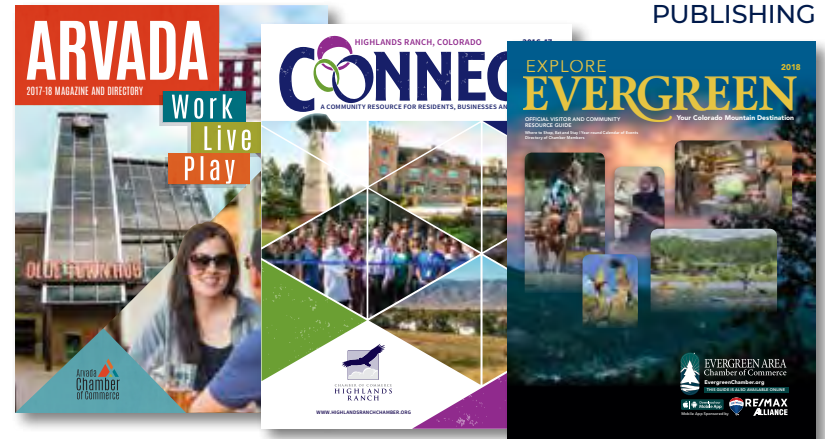
BRANDING



MOBILE



PUBLISHING



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