



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003**

**TUESDAY, OCTOBER 18, 2022
5:30 PM**

Individuals requiring special accommodations should notify the City's ADA Coordinator at (719) 553-2295 by noon on the Friday preceding the meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

Sarah Martinez, Chair

PRESENTATIONS

A. LATINO CHAMBER OF COMMERCE UPDATE

5:30 p.m.

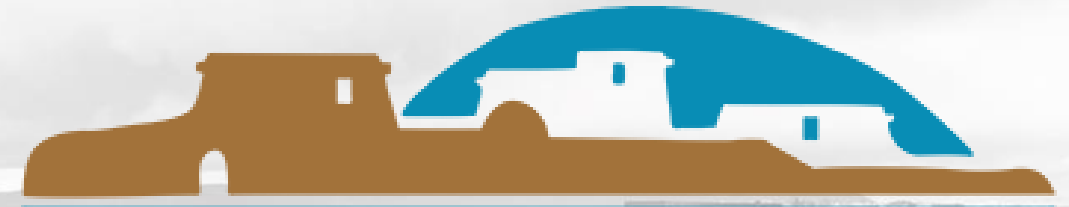
Noah Commerford - President & CEO of Pueblo Latino Chamber of Commerce
10 minute presentation

B. SPECIAL BUDGET WORK SESSION

5:50 p.m.

Nicholas Gradisar, Mayor
Laura Solano, Chief of Staff
3 hour presentation

ADJOURNMENT



Latino Chamber of Commerce of Pueblo, Inc.

Latino Chamber of Commerce of Pueblo Funds Allocation Presentation

City of Pueblo

Council Meeting

10-18-22 | 5:30pm

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Introduction

- ❖ Founded in 1979
- ❖ Serve over 550 members
- ❖ Wide variety of benefits & services
- ❖ Partnerships throughout the state
- ❖ Request: \$100,000 & hospitality/tourism involvement



4 Focus Areas

❖ Collaboration



❖ Commerce



❖ Culture



❖ Education



Collaboration

- ❖ Market at airports, attractions, and hotels throughout the region
- ❖ Work with the CO State Fair & Riverwalk for continuous use
- ❖ Collect data on # of visitors and \$ spent per event & time period
- ❖ Survey residents, tourists, and businesses



Colorado
State Fair



Commerce

- ❖ Hire a Tourism Coordinator (Job Description Attached)
- ❖ Create tourism & visitor bundle packages (Stay, Eat, Entertain)
- ❖ Organize an Annual Food Truck Festival
- ❖ Promote local attractions (Museums, Outdoors, Tour Sites)
- ❖ Enhance the Supporting Pueblo online marketplace
- ❖ Work with local organizations to organize an Annual Multi-Cultural Art & Music Festival



Culture

- ❖ Highlight the many cultures in Pueblo
- ❖ Include Spanish translations for all marketing materials
- ❖ Create speaker series events (Culture, Education, History)



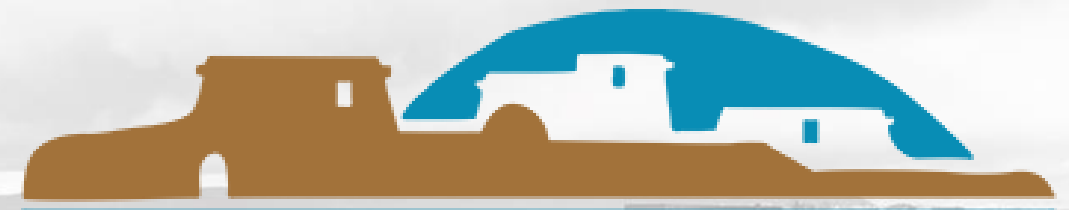
Education

- ❖ Develop a Hospitality & Tourism Certificate Program
- ❖ Employ 2 intern students (CSU-Pueblo & PCC)
- ❖ Implement a business resource center
- ❖ Create a hospitality seminar series
- ❖ Educate potential incoming businesses on Pueblo



Funds Allocation

Expense	Cost
<u>Payroll</u>	
Tourism Coordinator (\$21 per hour)	\$43,680.00
Payroll Taxes	\$4,100.00
Benefits (health, dental, vision)	\$6,500.00
<u>Events</u>	
Annual Food Truck Festival	\$22,000.00
Annual Cultural Art & Music Festival	\$11,000.00
<u>Marketing</u>	
Supporting Pueblo Enhancement	\$2,720.00
Promotional Bundles	\$10,000.00
Total	\$100,000.00



Latino Chamber of Commerce of Pueblo, Inc.

THANK YOU FOR YOUR TIME!

Connect With Us

