



Why People Choose Battlement Mesa

By Keith Lammey, President

Anyone who has spent time talking with our residents understands that the vast majority of Battlement Mesa's population didn't grow up here. In fact, most moved here and many of our residents moved from areas outside of the state of Colorado. Most Battlement Mesa residents choose to live here.

Newcomers and long-time residents will both tell you they had more than one factor that attracted them to Battlement Mesa. I think it would be fascinating to compile all of the reasons why people move to Battlement Mesa. If we had a list, it would accurately define Battlement Mesa's strengths.

Our community leaders should take actions that build on Battlement Mesa's appeal and, to the extent possible, eliminate or at least, diminish the factors that discourage people from moving to or staying in Battlement Mesa. Sure, there are many things that we can't change, but there are just as many things that we can change.

One of the things that we can change is what marketing firms call "branding." We need to project a consistent and positive image or "brand" in ways that communicate our strengths.

Although you may not have noticed it, the BMSA has been working on our brand. Our first step was to refresh our logo and to consistently use our "The Colorado Dream" tag line on our signage, our written correspondence and on our online communication. You've all seen it: Battlement Mesa – The Colorado Dream.

Our re-branding efforts began in 2011 when the board first dedicated funds to projects that would improve communication within the community as well as create greater awareness of what Battlement Mesa has to offer. We replaced our "dated" website with a new, more robust website. The website, www.BattlementMesaColorado.com, which came online on December 1, 2012, has seen enormous growth in the number and frequency of visits. During January 2013, there were 1,185,482 "hits" on the site (a hit represents a request to the website for a file such as an image, a web page, or a CGI script). This compares to just 284,746 hits in the first six weeks after the new website came on line. In addition to hits, we also track page views and visits. During January 2013, the site had 32,232 page views and 11,147 visits. It is interesting to note that many of these visits are from outside of Colorado and even outside of our region.

We also are publishing a monthly online newsletter which we deliver to your email box if you choose to sign up for it. Although the newsletter hasn't enjoyed the phenomenal growth like the website, it seems to be enjoyed by many as indicated by the fact that the newsletter's "open rate" and "click through rate" is about double our industry's open and click through rates. (You can sign up for the newsletter from the website's home page).

In addition to our newsletter, in 2012 we created and printed the "Insiders' Guide" which explains some of the history of the area and provides insight into our business community and some of what our community has to offer. The 2013 Insiders' Guide will be published and distributed early this summer.

The BMSA's Public and Community Relations Committee partnered with volunteers from Parachute and the Northwest Colorado Cultural Heritage Tourism group to create and produce a rack card promoting Battlement Mesa and Parachute. In addition to being available locally, our rack card is distributed throughout all of northwest Colorado. (A rack card is what you often see in hotels that promote various attractions to visitors or tourists). And, in conjunction with the NWCCHT, work has begun on a Gateway Interpretive sign for the area.

As a community we may not know all that we need to know about why people choose to live in Battlement Mesa but the BMSA's board of directors understands that we need to "build our brand" and plan to continue our efforts to build Battlement Mesa's image and appeal. Additionally, we understand that building our brand is more than just promoting our community strengths. We also need to invest in and expand our strengths. More on that next month.

The Colorado Dream

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