

# Colorado Music Tourism Strategy







## EXECUTIVE SUMMARY

**Colorado Music Hall of Fame** (The Hall, CMHOF), with support from a Tourism Management Grant from the Colorado Tourism Office (CTO), has developed a strategic action plan to position Colorado as a premier music destination, foster industry collaboration and strengthen its music economy. This initiative, facilitated by Colorado-based Mission2Market, gathered input from 1,300+ industry Colorado leaders, residents, visitors, and a 60-member industry taskforce to create a roadmap for sustained music tourism growth.

### Why Now?

Colorado's music industry is at a pivotal moment with an opportunity to rebuild post-pandemic and maximize its global music tourism potential.

- In 2018, the industry generated \$1.4 billion in revenue and supported 16,000 jobs: [Reference](#)
- In 2019, Denver, Boulder, Fort Collins, and Steamboat Springs ranked among the top U.S. "Music Havens": [Reference](#)
- A 2024 survey found that 66% of respondents reported a loss or potential loss of live music events in their area according to the CMHOF Colorado Music Survey [Reference](#)

- Global music tourism spending is projected to double by 2032, making now the time to act

### Strategic Goals & Priorities

The strategy is built around three core goals to drive music tourism, industry growth, and economic impact.

#### Goal #1: Brand Colorado as a Music Destination

- Develop a Colorado Music Trail & digital map showcasing venues, festivals, and history
- Establish a dedicated online hub for Colorado's live music scene—led by the Colorado Tourism Office—by creating a landing page on Colorado.com to showcase events, venues, and music-focused travel experiences
- Partner with Localify.org to connect fans with Colorado artists
- Host high-profile, industry-facing music events to draw national attention (e.g., a SXSW-style event; a music activation tied to the Sundance Film Festival in Boulder)

#### Goal #2: Foster a Cohesive, Collaborative Music Industry

- Strengthen connections among artists, venues, and industry professionals
- Develop an online venue database for easier artist bookings
- Improve affordability through multi-city tour coordination and industry partnerships
- Align on strategies to utilize music to drive off-peak tourism
- Leverage partnerships with universities to support research, workforce development, and programming that strengthens Colorado's music tourism ecosystem

#### Goal #3: Champion the Value of Colorado's Music Economy

- Conduct a new economic impact study on Colorado's music industry
- Advocate for funding and incentives, including a Colorado version of Texas's Incubator Rebate Program

- Develop a Live Music Value Toolkit to showcase music's economic and cultural benefits

#### Next Steps

- Establish leadership to oversee implementation
- Launch key initiatives, including the Colorado Music Trail and updated economic impact study
- Secure funding through public-private partnerships and grants
- Equip mayoral and civic leaders with talking points to champion music and welcome visitors—such as greeting arrivals at Denver International Airport with messages that highlight Colorado's vibrant music scene
- Ensure music is recognized as a distinct sector—call it out separately in marketing, research, funding models, and strategic planning rather than subsuming it under broader 'arts' categories



# Colorado Music Regions

- #1

Denver Metro
- #2

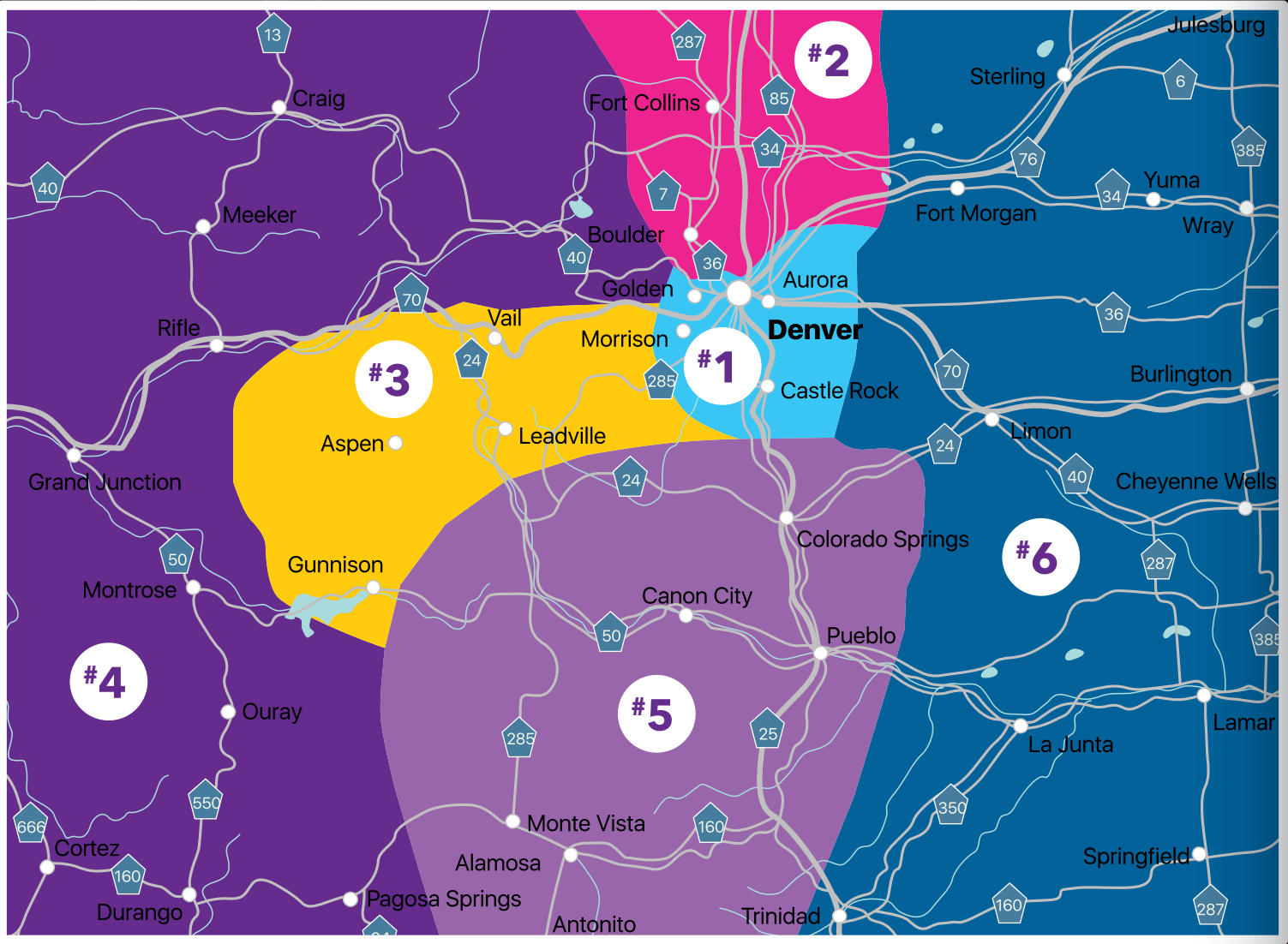
Northern Colorado
- #3

Rockies Playground
- #4

Western Colorado
- #5

South Central
- #6

Eastern Plains



## COLORADO MUSIC TOURISM STRATEGY TABLE OF CONTENTS

<b>Introduction</b>	6
• Overview	
• Background	
<b>Why Now?</b>	8
<b>Strategy Overview</b>	10
<b>Colorado Music Tourism Strategy</b>	12
• Goal #1: Brand Colorado as a Music Destination	
• Rationale	
• Priority Initiative: Connect Music Fans with Colorado’s Music Venues, Festivals, and Artists	
• Priority Initiative: Capture and Tell Colorado’s Music Story	
• Goal #2: Foster a Cohesive, Collaborative Colorado Music Industry	
• Rationale	
• Priority Initiative: Strengthen Connections Among Artists, Venues, and Industry Professionals	
• Priority Initiative: Make Music More Affordable for Artists, Venues, and Music Fans	
• Goal #3: Champion the Value of Colorado’s Music Economy	
• Rationale	
• Priority Initiative: Showcase Music’s Economic Impact and Advocate for Funding	
• Priority Initiative: Create Tools to Help Advocate for Live Music	
<b>Conclusion</b>	16
<b>Appendix</b>	19
• Resources	
• FoCoMA	
• Colorado Playlist	
• Indie Music Alliance	
• Localify	
• Music Tourism Glossary	
• Colorado Task Force Members	
• Colorado Music Hall of Fame Board of Directors 2025	



Denver, CO  
cmhof.org  
Contact@cmhof.org





# Introduction

## Colorado Music Hall of Fame

Founded in 2011, The Hall is a nonprofit with a mission to celebrate, promote and support Colorado’s music community:

- Celebrating Colorado music by inducting our state’s music heroes (over 60 to date), hosting music events and sharing music history digitally and through its music exhibits in downtown Denver;
- Promoting Colorado as a music destination; and
- Supporting local musicians and industry professionals with financial assistance and resources for mental health and addiction through its Keep The Beat mental wellness program.

**Colorado’s music scene remains a powerhouse of innovation and cultural influence. – Karen Radman, Executive Director of Colorado Music Hall of Fame**

## Overview

Colorado Music Hall of Fame, with support from a Tourism Management Grant from the Colorado Tourism Office (CTO), is leading an **initiative to enhance music tourism in Colorado**. Over 10 months, Mission2Market, a Colorado-based destination consulting firm, facilitated the process, gathering **insights from industry leaders and 1,300+ survey responses from residents, visitors, and Colorado music/tourism professionals**. The result is a strategic action plan designed to **position Colorado as a premier music destination, foster industry collaboration, and strengthen the state’s music economy**.

Recognizing the opportunity to brand Colorado as a music destination, CMHOF’s executive director and board of directors secured a Tourism Management Grant and engaged Mission2Market to lead the planning process. The initiative brought together music and tourism industry stakeholders across the state, organizing **six regional task forces** to provide input. A key outcome of this effort has been **building regional connections**, which will continue to drive collaboration beyond the plan’s launch.

This plan serves as a **roadmap for Colorado’s music and tourism industries**, uniting efforts to create a **cohesive and sustainable music sector**. The momentum generated through its development is expected to fuel long-term partnerships and drive music tourism growth, with **music industry stakeholders taking the lead on implementation**.

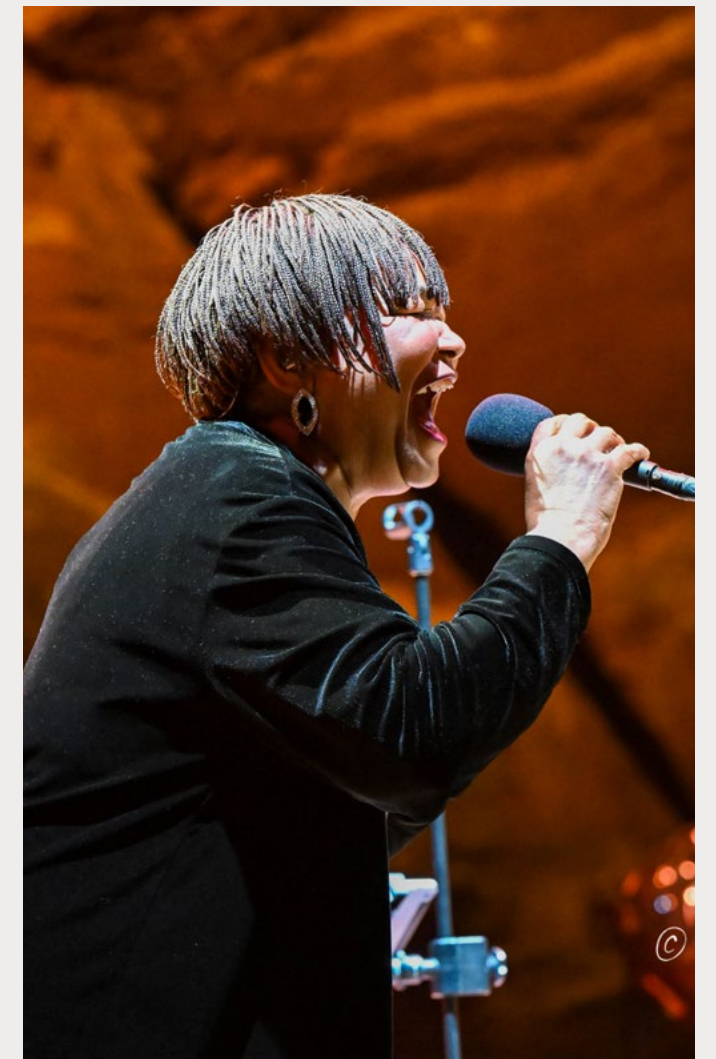
With deep jazz and opera roots, Red Rocks Amphitheatre’s global recognition and a thriving EDM scene, Colorado boasts a diverse and influential music culture. This initiative leverages the state’s rich musical assets to attract visitors, boost economic impact, and establish Colorado as a must-visit destination. By drawing on successful music tourism models in states like Tennessee and Texas, and celebrating Colorado’s unique sound, this plan lays the foundation for a thriving, sustainable music tourism industry.

## Background

Colorado’s music history is as diverse as its landscape. The state has produced legendary artists such as Glenn Miller, whose swing-era hits defined a generation, and has fostered a thriving jazz scene in Denver’s Five Points, once known as the “Harlem of the West.” In the 1970s, Caribou Ranch became a recording hub for rock icons such as Elton John and Joe Walsh, while today, Colorado stands at the forefront of EDM, with artists like Illenium selling out Empower Field at Mile High in 2023. John Denver’s anthems famously put the Rocky Mountains at the forefront of folk music. From world-class festivals such as the Telluride Bluegrass Festival and the Global Dance Festival as well as numerous unique and intimate venues, Colorado continues to shape a dynamic and evolving music legacy. With artists Nathaniel Rateliff & The Night Sweats bringing soulful

Americana to national stages, GRiZ pushing the boundaries of electronic funk, and beloved indie acts like DeVotchka and Tennis, Colorado’s music scene remains a powerhouse of innovation and cultural influence.

States like Tennessee, Louisiana, and Texas have successfully tied their music heritage to tourism, creating music trails, festivals, and marketing campaigns that attract millions. Nashville is “Music City,” New Orleans draws visitors with jazz, and Austin claims “Live Music Capital of the World.” Colorado has the unique opportunity to promote all of its music destinations across the state. Despite being home to Red Rocks Amphitheatre, a thriving local music scene, and major festivals, **Colorado lacks a unified plan to promote music tourism**. Without a strategic effort, the state risks missing out on the cultural and economic benefits that a strong music tourism initiative could bring.







# Why Now?

Colorado’s music industry is at a turning point with an opportunity to regain and surpass the momentum it had before the pandemic. At that time, former Governor John Hickenlooper noted that **Denver hosted more live music than Austin**, the self-proclaimed “Live Music Capital of the World.” A [2018 study commissioned by Colorado Creative Industries](#) found Colorado’s music industry was responsible for more than 16,000 jobs and just over \$1.4 billion in revenue. A [national study](#) in 2019 further ranked Denver, Boulder, Fort Collins, and Steamboat Springs among the top U.S. “Music Havens” featuring the most live music events per resident.

However, our recent survey conducted during this strategy’s development revealed that **nearly two-thirds of respondents reported the loss or potential loss of live music events in Colorado**, highlighting a critical challenge. Yet, Colorado’s music scene has bright spots, with Red Rocks Amphitheatre leading global attendance, major festivals thriving, and

a deep-rooted culture of musical excellence. The Colorado Tourism Office’s recent music-themed campaign boosted travel intent, demonstrating the power of music tourism marketing. While these bright spots give hope, where Colorado’s music industry stands would be best measured by an updated economic impact study.

*“Colorado’s music legacy is as vast and diverse as its landscape, and it’s time to harness that energy to position our state as a top-tier music destination. Our music culture is a powerful draw for visitors and a vital part of our identity. This initiative unites leaders across music and tourism to create a shared vision—one that not only honors our past but ensures a thriving future for live music in Colorado. By investing in music tourism, we strengthen communities, boost economic impact, and establish Colorado as a must-visit music destination.” — Karen Radman, Executive Director, Colorado Music Hall of Fame*

Now is the time to implement a unified strategy to revive and sustain Colorado’s music scene as a key driver of cultural and economic growth. [Global](#)

[music tourism spending is projected to double by 2032](#), presenting a major economic opportunity. Additionally, **84% of residents surveyed believe that more live music events would enhance their community’s quality of life.**

*“Music venues are keepers of our culture. From Red Rocks to the Grand Ole Opry, and hundreds of small venues across our country, millions visit Colorado and all our states to hear world class musicians and connect with each other,”* said Senator Hickenlooper in a 2024 press release. *“Our bipartisan American Music Tourism Act will support these venues by helping our music tourism industry grow and expand.”*

While Colorado Music Hall of Fame, with support from the Colorado Tourism Office, initiated this plan, its success depends on ongoing leadership from both the music and tourism industries to drive these initiatives forward.







## Strategy Overview

This strategy, shaped by music and tourism leaders, industry professionals, and resident feedback, outlines a plan to:

- **Brand Colorado as a Music Destination** – Define and promote Colorado’s unique music identity to attract music fans
- **Foster a Cohesive, Collaborative Colorado Music Industry** – Strengthen connections between artists, venues, and industry stakeholders
- **Champion the Value of Colorado’s Music Economy** – Advocate for funding, economic impact studies, and policies that support live music

### Process of Creating the Strategic Plan

The Colorado Music Tourism Strategy was developed

through a collaborative, data-driven process involving research, stakeholder engagement, and strategic planning. The process included the following key steps:

#### 1. Research

- a. Review existing research, data, and plans related to music tourism at both statewide and national levels
- b. Develop regional task force map and member list

#### 2. Surveying and Interviews

- a. Conduct kick-off survey for music task force members about the present state and future of music tourism in Colorado
- b. Conduct visitor, stakeholder, and resident survey about Colorado’s music future
  - i. Survey was distributed by music and tourism partners to their email and social audiences as well as digital advertising
- c. Conduct 9 stakeholder interviews

#### 3. Workshops

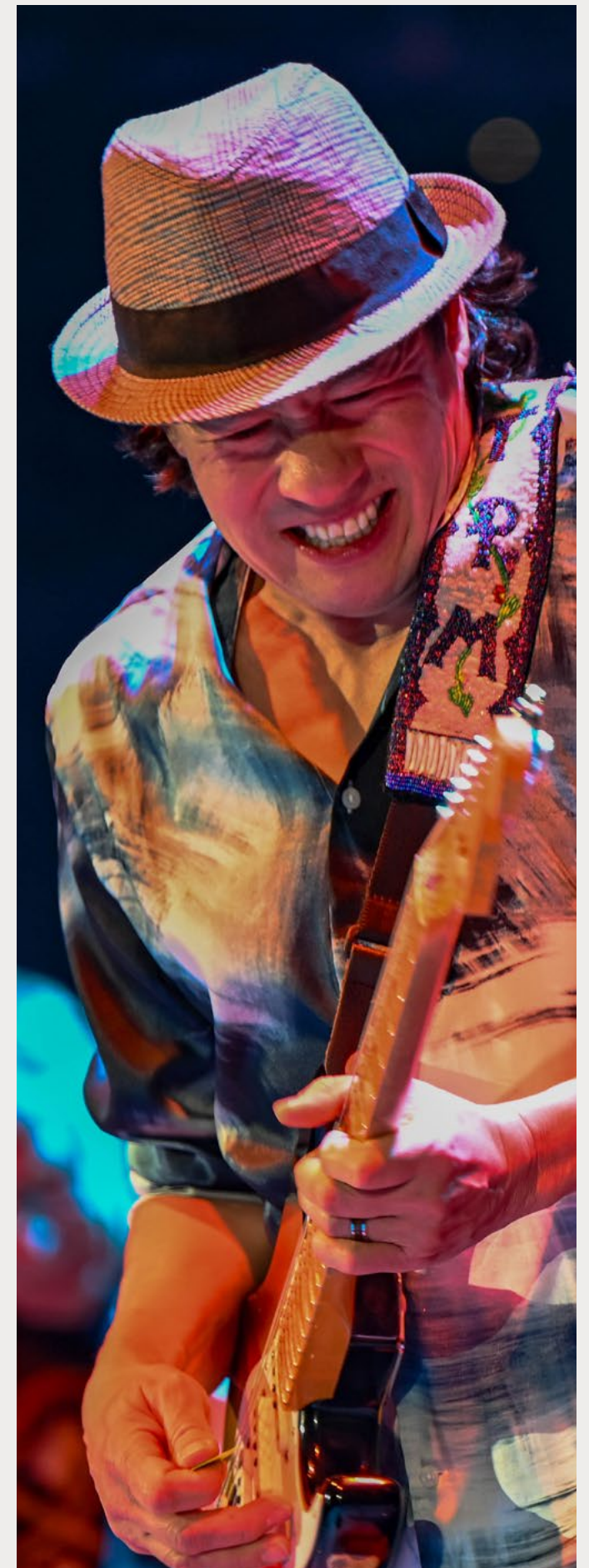
- a. Facilitate discussion related to Colorado’s music tourism in three online workshops per region and one statewide meeting
  - i. Discuss survey findings
  - ii. Review national and Colorado trends in music tourism to spark conversation about Colorado’s music future
  - iii. Conduct visioning exercise about the future of Colorado music
  - iv. Explore Colorado music roadmap concept

#### 4. Identify Priorities

- a. Identify priorities for the next three years for the Colorado music and tourism industries
- b. Identify potential parties who can oversee the initiatives

#### 5. Create Action Plan

- a. Create an action plan to advance music tourism across the state of Colorado and present final plan to task forces
  - i. Promote Colorado’s musicians and creatives
  - ii. Improve the quality of life for residents
  - iii. Enhance the visitor experience







# Colorado Music Tourism Strategy

## Goal #1: Brand Colorado as a Music Destination

### RATIONALE

A strong music tourism brand will drive visitor engagement, support Colorado artists and venues, and position Colorado as a must-visit destination for music fans.

### Key Takeaways Related to This Goal

- 84% of residents believe more live music events would improve their quality of life
- 65% of respondents would travel overnight for a music event

- 81% cited music venues as key to Colorado's live music appeal
- Enthusiasm for local artists, outdoor festivals, and small venues is high with strong community support for homegrown talent and local artist showcases
- Agreement across all task force regions that a plan is needed to help drive forward music tourism initiatives
- Colorado's music venues, fans, festival offerings, and proximity to other Colorado attractions (e.g. outdoors) sets it apart from other destinations and cannot be duplicated.
- 75% of respondents attended a concert or festival in the past year

Sources: CMHOF Colorado Music Survey; Music Task Force Discussions; Music Stakeholder Interviews

### PRIORITY INITIATIVE:

Connect Music Fans with Colorado's Music Venues, Festivals, and Artists

### ACTIVATIONS:

- Create a music-themed trail and digital interactive map showcasing Colorado's music history, venues, festivals, and experiences
- Establish a dedicated online hub for Colorado's live music scene—led by the Colorado Tourism Office—by creating a landing page on Colorado.com to showcase events, venues, and music-focused travel experiences
- Launch a partnership with Localify.org to help music fans discover Colorado artists

### PRIORITY INITIATIVE:

Capture and Tell Colorado's Music Story

### ACTIVATIONS:

- Conduct brand research to develop a unified Colorado music brand, clearly defining the state's unique selling point, promoting Colorado's music legacy, differentiating it from other music destinations, and ensuring consistent messaging
- Promote Colorado as a music destination through ongoing marketing campaigns that highlight local venues, festivals, and talent while creating partnership opportunities for DMOs, venues, radio stations, promoters, and artists to collaborate in showcasing the state's vibrant music scene to both residents and visitors
- Integrate Colorado's music story into high-traffic locations like airports and convention centers
- Host high-profile, industry-facing music events to draw national attention (e.g., a SXSW-style event; a music activation tied to the Sundance Film Festival in Boulder)
- Establish music as a core brand pillar of Colorado tourism with a tagline that reflects the state's deep commitment to music—on par with its reputation for skiing and craft beer

## Goal #2: Foster a Cohesive, Collaborative Colorado Music Industry

### RATIONALE

A fragmented industry limits growth, innovation, and economic potential. Colorado's music and tourism sectors must work together to create a stronger, more interconnected industry.

### Key Takeaways Related to This Goal

- 66% of respondents reported the loss or potential loss of live music events in their area.
- Agreement across all music task force regions that bringing together the industries is needed on an ongoing basis

Sources: CMHOF Colorado Music Survey; Music Task Force Discussions; Music Stakeholder Interviews

### PRIORITY INITIATIVE:

Strengthen Connections Among Artists, Venues, and Industry Professionals

- Colorado Music Hall of Fame's efforts through this initiative have already begun to lay the groundwork for stronger connections among venues, artists, and industry professionals—sparking new collaborations and a shared sense of purpose across the state's music ecosystem

### ACTIVATIONS:

- Continue momentum of regional task force connections and discussions to support priority initiatives from the Colorado Music Tourism Strategy
- Launch social media groups for Colorado music industry collaboration
- Share already-established databases listing Colorado Artists
- Continue Colorado Music Hall of Fame Keep the Beat program, which offers \$1,000 in free mental health or addiction counseling to eligible Colorado musicians and music industry professionals, and leverage Google AdWords Grant to promote this
- Leverage partnerships with universities to support research, workforce development, and programming that strengthens Colorado's music tourism ecosystem



- Develop an online database of Colorado music venues, including key venue specifications and booking agents, to support industry collaboration

**PRIORITY INITIATIVE:**

Make Music More Affordable for Local Artists, Venues, and Music Fans

**ACTIVATIONS:**

- Coordinate venue bookings to make multi-city tours more feasible for artists
- Partner with local businesses (hotels, restaurants, transport services) and government to reduce costs from small venues and the artists for tour-related expenses
- Align on strategies to utilize music to drive off peak tourism
- Partner with government to offer free community concerts

**Goal #3. Champion the Value of Colorado’s Music Industry**

**RATIONALE**

Music is a proven economic driver, yet its impact in Colorado remains understudied and underfunded.

**Key Takeaways Related to This Goal**

- Music tourism spending is expected to double by 2032, demonstrating a major economic opportunity
- Pre-pandemic, Colorado’s music economy was valued at \$1.4 billion (2018), but its current economic impact is unknown, warranting an updated study
- 65% of CMHOF Music Survey Respondents would travel overnight for a music event, demonstrating strong tourism potential
- Outdoor festivals, small venues, and local artist showcases are the most appealing event types according to CMHOF Colorado Music Survey
- Music-goers are interested in bundled experiences (concert + hotel packages, music + outdoor

activities)

- Affordability (79%) is the biggest challenge, signaling a need for lower-cost lodging, ticketing options and free community concerts
- Survey respondents were willing to pay \$50-\$75 to see their favorite artists or attend a music festival of their favorite genre and \$25-\$50 to see Colorado artists. Please note: Statista lists the average concert ticket price in the US in 2023 as \$96.17. There is a gap between the willingness to pay and the actual cost of the ticket price.
- 40% cited public transportation limitations, highlighting an opportunity for improved transit partnerships

Sources: CMHOF Colorado Music Survey; Music Task Force Discussions; Music Stakeholder Interviews

**PRIORITY INITIATIVE:**

Showcase Music’s Economic Impact and Advocate for Funding

**ACTIVATIONS:**

- Advocate for an updated Colorado Creative Industries (CCI) study to measure music’s contribution to the state’s economy, including its impact on tourism
- Advocate for governmental funding and incentives for live music such as a Colorado version of Texas’s Incubator Rebate Program and free community concerts
- Ensure music is recognized as a distinct sector—call it out separately in marketing, research, funding models, and strategic planning rather than subsuming it under broader ‘arts’ categories

**PRIORITY INITIATIVE:**

Create Tools to Help Advocate for Live Music

**ACTIVATIONS:**

- Partner with Chaffee County Visitors Bureau and the Colorado Tourism Office to adapt their Live Music Value Toolkit for statewide use and distribution, helping municipalities and communities

understand the benefits of supporting live music

- Equip mayoral and civic leaders with talking points to champion music and welcome visitors—such as greeting arrivals at Denver International Airport with messages that highlight Colorado’s vibrant music scene

**What’s Next**

The Colorado Music Tourism Strategy provides a roadmap to position Colorado as a premier music destination, strengthen industry collaboration, and enhance the state’s music economy. The next steps focus on implementation, industry engagement, and ongoing evaluation to ensure long-term success.

Throughout this process, Colorado Music Hall of Fame identified a number of valuable tools and initiatives that partners across the state have already developed or are in the process of developing. These organizations have stepped up to the plate, sharing their resources with the music task forces and collaborating to help shape a more connected and visible music ecosystem in Colorado.

**1. Establish Leadership & Stakeholder Engagement**

- Identify and formalize regional and statewide leaders for advancing initiatives within the strategy  
**Leaders identified (so far):**
  - ◇ CMHOF
  - ◇ Colorado Tourism Office
  - ◇ FoCoMA
  - ◇ Indie Music Alliance
  - ◇ Colorado Playlist
  - ◇ Localify
- Continue regional task force discussions to maintain momentum and collaboration
- Engage key music and tourism industry partners to support initiatives

**2. Begin Implementation of Key Initiatives**

- Establish clear performance metrics to track growth in visitor engagement, industry collaboration, and

economic impact

- Pursue private and grant funding opportunities to support initiatives. Advocate for music opportunities with the new American Music Tourism Act co-sponsored by US Senator John Hickenlooper
- Share success stories through Colorado Music Hall of Fame and partner channels to champion Colorado’s music scene

**Additionally, the following initiatives have been embraced by key partners:**

- **CMHOF’s Colorado Music Resources**
  - ◇ Colorado Music Hall of Fame is launching a new “Discover: Colorado’s Music Scene” section on The Hall’s website to serve as a central hub for related resources. [cmhof.org/colorado-music-scene](https://cmhof.org/colorado-music-scene)
  - ◇ The Hall is also adding a “Strategic Plans” page under the About section on its website to house this action plan and future planning documents, ensuring public access and transparency.
- **FoCoMA Artist Directory Expansion**
  - ◇ [FoCoMA.org](https://focoma.org) has shared its directory of local artists.
  - ◇ The directory will continue expanding beyond Northern Colorado to include artists from across the state.
- **Indie Music Alliance Database**
  - ◇ [IndieMusicAlliance.net](https://indiemusicalliance.net) is developing a comprehensive, statewide database of artists, venues, and music industry resources.
  - ◇ The resource is being shared with task force members for collaboration and integration.
- **Colorado Playlist Venue & Studio Database**
  - ◇ Chris K. of [ColoradoPlaylist.com](https://coloradoplaylist.com) has shared his extensive directory of music venues and recording studios across Colorado.
  - ◇ This resource supports mapping efforts and



informs the Roadmap’s foundational data

• **CMHOF’s Colorado Music Roadmap**

- Colorado Music Hall of Fame will develop and implement a comprehensive Colorado Music Roadmap program, connecting music fans to iconic destinations across the state.

◆ **Key elements of the Roadmap include:**

- Homes of legendary Colorado musicians
- Historic and contemporary music venues
- Designated music districts
- Music-related landmarks and museums
- Statewide music festivals and events

• **Integration of Localify**

- ◆ CMHOF has shared [Localify.org](https://localify.org) with regional music task forces and will add this resource to its website.
- ◆ Localify connects users to local artists and events based on personal music tastes, enhancing local discovery and fan engagement.

• **Colorado.com Landing Page**

- ◆ The Colorado Tourism Office has committed to creating a dedicated landing page on [Colorado.com](https://colorado.com), highlighting music-focused travel itineraries, venues, events, and experiences statewide.

**3. Build Long-Term Sustainability**

- Ensure the continuation of regional music task forces to support grassroots industry efforts
- Encourage statewide adoption of the Live Music Value Toolkit, helping communities and policymakers recognize music’s economic and cultural benefits
- Brand Colorado as a music destination, defining and promoting Colorado’s unique music identity to attract music fans
- Strengthen Colorado’s identity as a music tourism

destination, integrating music promotion into broader state and regional tourism initiatives

By taking these steps, Colorado can establish itself as a national leader in music tourism, fostering a thriving live music ecosystem that benefits artists, venues, businesses, and enhances quality of life in our local communities while enhancing the experience for visitors.

Now is the time to turn strategy into action and build a sustainable, collaborative, and vibrant future for Colorado’s music industry and tourism sector.

# Conclusion

Bringing together leaders from across Colorado’s music sectors was no small feat. Over the course of seven months, Colorado Music Hall of Fame convened a diverse and accomplished group of professionals—many of whom had never met before—and created a rare space for collaboration, learning, and shared discovery. In the process, The Hall uncovered resources and opportunities that few of the task members knew existed, and laid the foundation for a new, interconnected network that has the potential to outlast this initiative.

Many partners have already stepped up to contribute valuable resources and momentum to this growing movement. Colorado Music Hall of Fame is committed to maintaining these connections and advocating to advance the initiatives outlined in this roadmap. As it moves forward, The Hall is seeking passionate leaders to help champion and carry out key projects. To foster ongoing collaboration and communication, dedicated social media group(s) will be created for partners and stakeholders to stay engaged, share updates, and continue building Colorado’s music legacy—together.







## MUSIC TOURISM STRATEGY

# APPENDIX



## RESOURCES

### [FoCoMA Directory](#)

- Artist Directory Statewide

### [Colorado Playlist Directory](#)

- Music Venue and Recording Studios Statewide

### [Indie Music Alliance](#)

- All encompassing database of artists, venues, and industry resources

### [Localify](#)

- Discover local artists and events in your town based on your music taste

### [CMHOF's Colorado's Music Scene](#)

- A central hub for Colorado's music-related resources

### **Research**

- [CMHOF Music Tourism Research](#)
- [Economic Impacts of Red Rocks Amphitheatre](#)  
- conducted by BBC Research & Consulting in 2022



# COLORADO MUSIC TASK FORCE MEMBERS

## Colorado Music Hall of Fame

- **Karen Radman**, Executive Director

## Regional Task Forces.Denver

- **Brahl, Alex** – Founding Partner at 7S Management
- **Bresler, Justin** – Vice President and Chief Marketing Officer at Visit Denver
- **Cantrell, Mark** – President and CEO at Colorado Symphony
- **Clark, Jessy** – CEO at Swallow Hill Music
- **Cooper, Shelley** – Deputy Director of Marketing at Colorado Tourism Office
- **Duffy, Jami** – Executive Director at Youth On Record; Co-Manager of Underground Music Showcase
- **Edelman, Brian** \* – President of Live Nation Rockies Region
- **Fedrizzi, Brent** \* – CMHOF Board Member, President of North American Regional Offices of AEG Presents
- **Goddard, Christopher** – Vice President/Venue Booking at Kroenke Sports & Entertainment
- **Kitts, Brian** \* – Chief Marketing and Business Development Officer at Denver Arts and Venues
- **Strasburg, Don** \* – CMHOF Board of Directors; President of AEG Rocky Mountains and Pacific Northwest
- **Tetzeli, Chris** – Founding Partner at 7S Management
- **Thomas, Andy** – Deputy Director at Levitt Pavilion Denver; Musician
- **Tobias, Scott** \* – CMHOF Board Co-Chair and

Founding Member; President & CEO at Voice Media Group/Westword

*\*Participating CMHOF Board Members*

## NoCo

- **Brackett, Stephen** – Executive Director at Foundation Music School; Colorado Music Ambassador; Flobots
- **Cornett, Greta** – President at FoCoMA; Founder of FoCoMX; Marketing Manager at Bohemian Foundation; Musician
- **Eichler, Cynthia** – President & CEO at Visit Fort Collins
- **Ferguson, Craig** – President at Planet Bluegrass
- **Grant, Dani** – Owner of Mishawaka; Launch Director for Sonic Guild Colorado; Music Entrepreneurship Instructor at CSU
- **Leja, Robert** – Director of Community Engagement at Colorado Sound
- **Liguori, Cheryl** – CEO at Z2 Entertainment
- **Mladenik, Dan** – Owner, CEO, and Head Talent Buyer at Mishawaka
- **Seman, Michael** – Assistant Professor of Arts Management at CSU; Researcher of “Colorado’s Music Industry: A Current Analysis and Look Forward (July 2018)
- **Watada, Justin** – CEO at Greeley Stampede
- **Weingarden, David** – VP of Concerts and Events at Z2 Entertainment; Musician
- **Wilson, Laura** – Head of Live Music at Bohemian Foundation

## Rockies Playground

- **Beard, Andrea** – COO at Jazz Aspen Snowmass
- **Blanchard, Josh** – Director at Colorado Creative Industries
- **Dressman, Dave** – VP, Sales & Gerald R. Ford Amphitheater; Event Director, GoPro Mountain Games at Vail Valley Foundation
- **Ducharme, Adam** – Tourism and Economic Development Director for Lake County
- **Edwards, Sara** – Executive Director at Tabor Opera House
- **O’Brien, Mike** – Founder & CEO at Peak Performances (Dillon Ampitheater)
- **Smith, Kendall** – Director of Programming at TACAW
- **Smith, Laura** – Vice President at Aspen Music Festival & School

## South Central

- **Arnold, Adam** – Chair for Tourism Council in Fremont County
- **Gallas, Jenna** – Events Manager at Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development; Owner/Booking Agent for Armadillo Ranch
- **Gatto, Marlena** – Operations Manager at Lulu’s Downtown, Colorado Springs
- **Hoeft, Chloe** – VP of Marketing and Investor Relations at VENU
- **Horton, Stephanie** – General Manager at KCME Radio 88.7 Classical / 93.5 Jazz, Colorado Springs
- **Kitzman, Donielle** – VP at Pueblo Chamber of Commerce
- **Long, Amy** – Chief Development Officer at Visit Colorado Springs
- **Mortensen, Kale** – Executive Director at Visit Alamosa; Board Member at San Luis Valley Tourism Association

- **Namesnik, Dave** – General Manager at the Broadmoor World Arena/Pikes Peak Center for the Performing Arts/World Arena Ice Hall
- **Sampliner, Michael** – Festival Producer at AEG
- **Sumner, Elizabeth** – Destination Development Director at Visit Alamosa

## Western Colorado

- **Beard, Claire** – Executive Director at Telluride Chamber Music
- **Burns, Steve** – Musician, Burnsville Band; Blues Education Advocate (Cortez)
- **Greene, Elissa** – Executive Director & CEO at Strings Music Festival; Musician/Cellist in Steamboat Symphony Quartet (Steamboat Springs)
- **Kresge, Chris** – Founder at Rocky Mountain Music Network; Co-Founder at Rocky Mountain Music Relief; Musician; Founder and Radio Personality at The Colorado Sound/Colorado Playlist (Grand Junction)
- **Keith, Kim** – Executive Director at Steamboat Creates; Director of Steamboat’s Creative District; Board of Directors for The Tank Center for Sonic Arts
- **Kelly, Sam** – Musician, iAM Music Festival; Band Member, Elder Grown (Durango)
- **Leslie, Charles** – Director at Community Concert Hall at Fort Lewis College (Durango)
- **Palamar, Ronnie** – Executive Director at Sheridan Arts Foundation/Opera House (Telluride)
- **Rainsdon, Maria** – Venue Management, Downtown Grand Junction; Grand Junction Convention Center; Avalon Theatre; Las Colonias Amphitheater
- **Yug, Courtney McClary** – Director of Operations at SBG Productions; CIVA Board Member (Telluride)



Eastern Plains

- **Bruntz, Lindsey** – Media Logic Radio, Bobstock Music Festival Promoter (Fort Morgan)
- **Engle, Sandy** – General Manager at The Butte Motel; Board of Directors for Wray Amphitheater (Wray)
- **McCue, Troy** – Lincoln County Economic Development, Eastern Colorado Trombones
- **Sybrant, Dane** – Board member for the Wray Amphitheater in Wray, Colorado

COLORADO MUSIC  
TOURISM GLOSSARY

- **Live Music Economy** – The financial impact of concerts, festivals, and performances, including ticket sales, venue revenue, and related tourism spending (hotels, restaurants, transportation).
- **Music Tourism** – Traveling to a destination, usually defined as 50+ miles away from your primary residence, to experience live music, such as concerts, festivals, or historic music sites.
- **Cultural Tourism** – A broader term that includes music tourism, referring to travel that focuses on experiencing a location’s cultural assets (art, history, food, music, etc.).
- **Destination Marketing** – Promotional efforts to attract visitors to a specific place, often led by tourism organizations, government agencies, or local businesses.
- **Venue Booking** – The process of scheduling artists to perform at a music venue, which includes securing dates, negotiating fees, and handling contracts.
- **Multi-City Tour** – A coordinated effort to book an artist or band at multiple venues across different cities, often with logistical and financial support.
- **Incubator Rebate Program** – A financial incentive designed to help music venues and events offset costs, similar to programs that exist for film and television industries.
- **Economic Impact Study** – A research analysis that quantifies how much revenue an industry (like live music) generates for a state or community, including visitor spending and job creation.
- **Destination Management Organization (DMO)** – An entity responsible for promoting tourism in a specific area, often working with government and business stakeholders to increase visitor engagement.
- **Music Trail** – A curated route connecting music venues, historic sites, and festivals to encourage visitors to explore a region’s music culture.
- **Live Music District** – A designated area within a city or town that encourages and supports live music through zoning policies, funding, and venue-friendly regulations.
- **Brand Identity** – The unique image and messaging that differentiates Colorado’s music scene from other destinations.
- **Digital Interactive Map** – An online tool that helps visitors explore music-related locations, such as historic sites, venues, and festivals.
- **Localify.org** – A digital platform designed to help music fans discover local artists, venues, and events based on their interests.

COLORADO MUSIC HALL OF FAME  
BOARD OF DIRECTORS 2025

Officers

Executive Director <b>Karen Radman</b>	Vice Chair <b>RD Sewald</b> Partner Sewald Hanfling
Co-Chair <b>Scott Tobias</b> President & CEO Voice Media Group	Treasurer <b>Troy Duran</b> Consulting CFO Independent Contractor
Co-Chair <b>Paul Epstein</b> Founder & Former Owner Twist & Shout Records	Secretary <b>David Plati</b> Historian/SID-Emeritus (Men’s Golf SID) University of Colorado

Board Members

<b>Tim Aragon</b> General Counsel Denver Broncos	<b>Brent Fedrizzi</b> President North American Regional Offices AEG Presents	<b>Henry Root</b> Partner Counsel LLP
<b>Robert Blume</b> Partner Gibson Dunn	<b>Yvette Pita Frampton</b> Community Leader/ Documentary Filmmaker Lead Guitarist, The Honey Empire	<b>Simone Ross</b> CEO Colorado Women’s Chamber of Commerce
<b>Patricia Calhoun</b> Founder & Editor Westword	<b>Lisa Kaufmann</b> Senior Strategic Advisor to Colorado Governor Jared Polis	<b>George Sparks</b> President & CEO Denver Museum of Nature & Science
<b>Leanna Clark</b> President & CEO Girls Scouts of Colorado	<b>Brian Kitts</b> Chief Marketing & Business Development Officer Denver Arts & Venues	<b>Don Strasburg</b> President AEG Presents Rocky Mountains & Pacific Northwest
<b>Brian Edelman</b> President Live Nation Rockies Region	<b>Carlos Lando</b> Former President; Consultant and On-Air Host KUVO Public Radio	<b>Craig Umbaugh</b> Partner Hogan & Lovells LLP





#### COLORADO MUSIC TOURISM STRATEGY

Strategy Facilitated and Written by  
Mission2Market, Denver, CO

*This project has been funded in part by a grant from the Colorado Tourism Office (CTO).  
The CTO is not responsible for the information included.*



COLORADO  
TOURISM OFFICE