



### Marketing Committee

The Marketing Committee mission is to promote a positive image to residents, potential residents, and external constituents of The Village at Castle Pines through multiple forms of communication.

Marketing Committee membership includes JC Heinen, Chair, Jen Perry and Tina Singer.

The focus in 2023 was to sustain our neighborhood's strong market value despite a softening real estate market. Our communication strategies highlighted the excellent amenities and services of The Village at Castle Pines. We supported and kept the real estate community, Village Shops/Restaurants, and our existing residents informed.

- Placed ads in Avid Lifestyle magazine, focused on the south Denver suburbs with a readership of about 257,400 and Avid Golfer's readership of approximately 120,000. Included was a sponsorship at the BMW golf tournament and Wheels of Dreams events.
- This year we added a placement in the popular 5280 and 5280 Home Magazines serving the Denver metro area with a readership of 427,110 and an average HHI of \$214,547.
- The work on the website in 2023 that included updated navigation and content, resulted in a 23% increase in new visitors to the site. Of those visitors, 57% came from organic traffic, 38% direct traffic, 2% referral and 1% email.
- Increased followers on both Facebook and Instagram and focused on improving engagement within our content.
- Furthered the collaboration between the Village Shops/Restaurants through social media and marketing flyer sent to residents/realtors.
- Supported our real estate community by facilitating a gathering of realtors to address questions about upcoming enhancements in The Village and providing a 2023 fact sheet plus new brochure to provide to prospective residents. Enhanced the real estate section of the website to include the latest supporting documents.
- Our monthly realtor email to over 600 realtors increased its open rate to 58%.
- Strengthened relationships with Village Shops/Restaurants by partnering in the Santa in the Pines by providing carriage rides and 'The Grinch'.

Respectfully,

JC Heinen  
Chair, Marketing Committee