



Marketing Plan for:



RIO BLANCO
BROADBAND
Connect Without Sacrifice

Prepared by:



June 28, 2019

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Marketing Plan

Having built a robust broadband network, Rio Blanco County earlier this year issued an RFP seeking assistance to market the network more effectively to help the County promote its broadband connectivity to businesses, residents and tourists. The County seeks assistance with a strategy to attract and retain location neutral employees and businesses.

The following strategic marketing plan contains a plan for the remainder of 2019, looking for creative tactics to apply towards attracting people to the area and exposing them to everything available within it, including robust broadband service.

County Objective

Leverage the Rio Blanco Broadband network to attract and retain visitors, residents, and businesses.

Marketing Objectives

To make strides toward and meet the overall objective, we are defining three specific “marketing objectives” that support the overall objective. These three objectives are:

1. Attract visitors to the County and expose them to the area.
2. Educate surrounding areas (Front Range, Denver, Grand Junction, within 200 miles, etc.) of the County to the opportunities provided to live and work in Rio Blanco, ultimately attracting relocating-amicable individuals and families.
3. Help local businesses and entrepreneurs better take advantage of Rio Blanco Broadband to grow their own business opportunities and with it the County’s tax base.

Marketing Tactics

To accomplish meeting our overall County Objective, each Marketing Objective needs to be met with specific, achievable marketing initiatives and tactics. The bulk of this plan will describe tactics to implement in order to meet our three specific Marketing Objectives.



1) Attract visitors to the County to expose them to the area.

In order to get people to consider moving to the area, the County should promote specific features of the County (i.e. hunting, fishing, boating, etc.).

Individuals and families most likely to move here would be those who enjoy the outdoors and its activities as well as those who are attracted to or like a rural lifestyle. The following tactics will promote the region's heritage, "way of life," and of course the ability to remain connected while enjoying this lifestyle.

Tactic: Facebook ads for activities and events.

Facebook and its affiliate Instagram provide the County with the opportunity to affordably reach a myriad of audiences by targeting demographics and interests.

Managing Facebook campaigns is a process that requires management from the platform where ads are created, and audiences are chosen (you need to do it from Facebook!). More specifically, Think defines the following regions and interest groups. We have also created headline, text, and landing pages for these advertisements.

Target Regions

Cities:

Aurora
Fort Collins
Lakewood
Thornton
Arvada
Westminster
Centennial
Greeley
Longmont
Vernal, UT

Counties:

Garfield County, CO
Mesa County, CO
Moffat County, CO



Facebook Ads (Creative)

The following contains Facebook ads created by Think with a headline, text, and image (provided previously). Think has also created landing pages on the “Choose Rio Blanco” website, crafting the message on each to the following groups.

Target 1: Young Families

Headline: Connect to Country Living

Text: Rio Blanco County offers you and your family the country lifestyle you crave while keeping you connected with the broadband you need.

<https://www.chooserioblanco.com/family/>

Target 2: Outdoors-
people (hunting)

Headline: Game On

Text: This hunting season escape to Colorado’s Rio Blanco County and experience the great outdoors while staying connected.

<https://www.chooserioblanco.com/hunt/>

Target 3: Outdoors-
people (fishing)

Headline: Fishing for a
Better Lifestyle

Text: Unplug in Rio Blanco County for Colorado’s stunning beauty with all the connection you need.

<https://www.chooserioblanco.com/fishing/>

Target 4: Outdoors-
people (boating)

Headline: Lazy River

Text: Connect with Colorado’s beautiful outdoors in Rio Blanco County

<https://www.chooserioblanco.com/boating/>

Target 5: Mountain Bikers

Headline: Colorado’s Home for Mountain Biking

Text: Come to Rio Blanco County for the most bike trails miles in Colorado

<https://www.chooserioblanco.com/biking/>

Target 6: Off Highway
Vehicles (OHV)

Headline: Off-Road
Paradise



Text: Rio Blanco County is the home to the most OHV trails in Colorado.

<https://www.chooserioblanco.com/ohv/>

Target 7: Entrepreneurs, own in-home business

Headline: Corporate Relocation

Text: Stay connected in Rio Blanco County with world-class broadband. Redefine “offsite” in beautiful rural Colorado.

<https://www.chooserioblanco.com/relocation/>

Target 8: Ages 50 plus, semi-retired

Headline: All Work, No Play?

Text: Rethink the way you work, utilizing Rio Blanco County’s robust connection to the world while enjoying its numerous unique outdoor activities.

<https://www.chooserioblanco.com/retire/>

Think recommends that these ads run concurrently starting in August of 2019 while being monitored for performance. For budgeting, we have provided a budget Stronger and weaker performing campaigns should be adjusted accordingly as often as needed. Simply changing an image will make a big difference. Facebook charges “by the click” so performance should be measured by how many people convert on the call-to-action on the landing pages. This call-to-action is registering for a \$25 gift card to be used within Rio Blanco County upon a visit. As mentioned, these pages and the offer have been built already. An email will go to Makala when the form is filled out and it will reference which landing page resulted in the request.

When a target registers for the \$25 gift card (<https://www.chooserioblanco.com/visit/>), the individual will be mailed the gift card and accompanying information and flyers from the Economic Development team. Each gift card can be turned in to Rio Blanco County by organizations for reimbursement and should be individually tracked with an ad campaign and individual-specific code in order to measure overall success rates. Local establishments should be notified of the program, how to be reimbursed, etc.

With eight specific groups, Think suggests a starting budget of \$10 a week for each of the eight, netting to approximately \$350 a month for Facebook advertising.

To select the correct “target audience,” the County can target either by defined Facebook interests or specific Facebook user groups like Colorado Fishing and Hunting (<https://www.facebook.com/groups/571860989607484/>)

Note: When campaigns are launched, make sure to also click the button to run on Instagram as well.



Additionally, for events (i.e. Meeker OHV event in July), Think recommends each event have a Facebook event page and a specific (\$50) spend to get people from the region aware of the event. For each event a hashtag should be used and/or created to encourage use on social media posts to help feed the County's own social media feeds with pictures of people enjoying themselves at events. For example, there is already a Facebook page for the July event that can be used to drive ads: <https://www.facebook.com/WagonWheelOHVRendezvous/>. Target nearby communities (100 miles) and interest in OHV.

Think will provide one-hour extensive training for setting up Facebook ads.

Tactic: Press Release

See Appendix **PR2** for a completed press release that should be distributed to surrounding community news outlets when the **expansion is complete**. The purpose of this release is to announce the expansion of coverage within the county and promote the network as a whole. At the end of the year we will be able to tell the story of a network that enables residents and "location neutral" businesses with the ability to thrive, be it in Meeker or Rangely where fiber connections exist or on the outskirts in less populated areas. This should be posted on the Choose Rio Blanco website as well.

Tactic: Events on Choose RBC Website

Making the "Choose Rio Blanco" website more relevant will require additional functionality. The first of three suggested tactics is to develop a Rio Blanco County events page and allow organizations to submit events that would then be reviewed, approved, edited, or rejected by the Rio Blanco County Economic Development team. The cost of this is one-time, approximately \$750.

Tactic: Handouts

Think has created one double-sided flyer than can be used in a myriad of outlets to promote the region and the broadband network. Additionally, the ads that were created can be used as handouts.



2) Educate surrounding areas of the County to the opportunities provided to live and work in Rio Blanco, ultimately attracting relocating-amicable individuals and families.

Tactic: Facebook and Google Ads.

The Facebook ad campaign(s) running for Objective one also serve to assist the County in meeting objective two.

Additionally, Think recommends a monthly spend of \$500 to target specific terms on Google utilizing a “pay-per-click” ad campaign that feeds the landing pages created for Facebook. Think can assist with tracking where the conversions come from – Facebook or Google. Specific terms include but are not limited to:

- Colorado hunting
- Colorado fishing
- Colorado boating
- Colorado mountain biking
- Colorado OHV
- Colorado mountain bike trails
- Best small towns in Colorado
- Best country towns in Colorado
- Colorado recreation
- Colorado outdoor recreation
- Colorado outdoor activities
- Colorado camping
- Colorado mountain riding
- Colorado 4 wheeling
- Colorado off roading
- Colorado sailing
- Colorado rural towns

The Google pay-per-click ad campaign is setup this way:

- Step #1: Go to the Google Ads Website.
- Step #2: Choose a Campaign Type and Name.
- Step #3: Select Ad Display Location.
- Step #4: Set Your Daily Budget.
- Step #5: Add Keywords.
- Step #6: Create an Ad.
- Step #7: Publish your campaign and start tracking it

Think can run this campaign for a budget of \$350/month through the end of the year if preferred or provide more training if desired.



Additionally, **blogging** would help with search engine optimization and targeting specific terms. Think believes this is a long term-strategy and would include two blogs a month targeted at keywords if Rio Blanco County would like to pursue this course of action.

Tactic: Create Brand for Rio Blanco Broadband

To promote the fact that Rio Blanco County has world-class broadband, it was and is Think's recommendation to create a new brand/logo. After numerous name, logo, and tagline ideas, the County has selected the following:



The tagline, *“Connect Without Sacrifice”* is meant to establish that a great life and lifestyle can be maintained in Rio Blanco County's country setting without having to give up on the many connections and life improvements broadband can and does provide.

With regards to the usage guidelines for the logo, a variety of logo types and formats have been provided to the County and the specifics of the logo include:

Colors

Dark Blue: PANTONE 3155C, internet color #007889

Light Blue: PANTONE 630C, internet color #7ed1e1

Grey: PANTONE 7544C, internet color #95a2ab

FONT

Lato Black

Lato Regular (Tagline Text)

Tactic: Messaging for Rio Blanco Broadband

Critical to marketing, of course, is messaging. Think spent 15-30 minutes each speaking to local stakeholders from both Rangely and Meeker to uncover the advancements, benefits, etc. that have resulted from the county's broadband investment.

While the goal was at first to simply market the network, the challenge facing the County is more about attracting people to the region because of robust broadband available in a country setting. Therefore, Think developed the key messaging points not only of the network, but of the region as well. The following is the “value proposition” for the network and region.



Network

Rio Blanco Broadband provides the region with world-class gigabit service which helps:

- Enhance Educational Opportunities
- Create economic development opportunities to compete globally individually or as a larger entity.
- Enable individual entrepreneurs and work-from-home professionals to thrive and compete.
 - Rio Blanco County is the ideal place for your home office providing you with the ability to be both remote *and* connected.
- Deliver unrivaled health care services by connecting residents to leading specialists across the globe.
- Become the ideal 21st century location for your home or business, providing residents with the best in broadband to break down barriers, enable innovation, and improve everyday leisure opportunities.

Rio Blanco County is not just the home of great broadband for your home or business. The region also provides:

- Amazingly affordable real estate along with a low cost-of-living.
- Colorado's astonishingly beautiful outdoors, riverside and mountainside properties.
- An outdoor sportsman's paradise with some of the best fishing and hunting in America.
- Hundreds of miles of trails for biking and off-roading (OHV) adventures.
- Two distinct communities (Meeker and Rangely), each offering Historic downtowns and a safe community to raise a family.
- Robust business communities that support entrepreneurs and businesses of all sizes.
- Excellent K-12 school systems with classroom sizes to provide individual instruction and development
- World-class healthcare facilities.
- Small, safe communities that offer a quieter lifestyle with the amenities you need.
- A "connected" community with a variety of free WiFi access throughout both Meeker and Rangely.
- Less congestion. More open space. Unlimited community support!

Tactic: Emails to Alumni

Targeting individuals that grew up or spent formative years in Rio Blanco County is a priority as these individuals should be more willing to relocate to the area because of local ties to the community and/or family.

Meeker High School provided alumni email lists for the classes of 2012 through 2016 and Colorado Northwestern Community College offered to send emails on our behalf. Rangely High School did not reply to requests, but we will move forward with Meeker outreach with hopes that Rangely will join in the effort.



Think has developed the following copy for emailing to these alumni groups. We suggest emails go out to these groups three weeks before both the Thanksgiving and Christmas holidays.

Dear NAME –

More than meets the eye has been happening since your commencement in May of YEAR.

Rio Blanco County, in response to numerous requests to help ensure a robust local economy, has built a state-of-the-art broadband network to provide fiber (gigabit speeds) internet service in Rangely and Meeker and wireless service throughout the rest of the county.

We're inviting you to come home to see what's changed in the area and how you can thrive economically thanks to the power of Rio Blanco Broadband.

You know the quality of life the County provides as well as how affordable it is to live here. This makes Rio Blanco County a great place to start your own family. Thanks to Rio Blanco Broadband, opportunities are now abundant to feed, clothe and shelter that family!

It is no longer necessary to move in order to get a start on life. Come home to Rio Blanco County!

Think can setup these emails (complimentary) when the time comes.

Tactic: Facebook Ads to Alumni

Additional advertising should be targeted to alumni groups on Facebook for Meeker and Rangely High School.

There are existing groups that are relatively small that the County can target. Research conducted by Think found the following groups:

Meeker

- <https://www.facebook.com/groups/104227369624418/about/>
- <https://www.facebook.com/Meeker-High-School-Class-of-91-104500876311418/>
- <https://www.facebook.com/Meeker-High-School-Class-of-2001-Reunion-141081072629321/>
- https://www.facebook.com/pages/Meeker-High-School/1499985783597867?ref=br_rs

Rangely

- <https://www.facebook.com/groups/992284524180614/about/>



- <https://www.facebook.com/Rangely-High-School-Graduates-245820145453235>
- <https://www.facebook.com/pages/Rangely-School-District-No-4/153775557993197>

The campaign should mirror the “young families” campaign with a slight change in text, below.

Target: Alums and their Young Families

Headline: Connect to Country Living

Text: Come home to Rio Blanco County and all it has to offer you and your family.

Thanks to the Rio Blanco County Broadband investment you can stay connected to the world and opportunities with all the broadband you need.

<https://www.chooserioblanco.com/family/>

One suggested addition would be to target those whose hometown is Meeker or Rangely and live in Grand Junction, etc. currently with the same ad.

This investment should not exceed \$50 monthly.

Tactic: Add Job Posts and Housing Posts on County Website

In attempting to attract working families to the area, it is critical to have a strong job listing and housing area on the website(s). Think recommends that either ChooseRioBlanco.com or the new website have the following functionality:

- Have a job postings area that allows employers to submit listing, reviewed and approved for posting by the County
- The ability to pull in jobs from the County’s zip codes that are on Indeed.com.
- Available real estate for sale and rent. Just like with jobs and events, the site should allow for postings. Additionally, Zillow has a widget that would be useful to pull in all available properties.

<https://www.zillow.com/webtools/widgets/ZillowLargeSearchBox.htm>

There may be a way to pull in other resources to accomplish the same thing – show people interested in the area where they can work and live. This can be investigated and save the money tagged to build this functionality into the site.

The price to add these to the website at a price not to exceed \$1,250.



Tactic: LinkedIn Ads

Think has created an ad campaign in LinkedIn that can and should be launched August 1, 2019. The campaign is designed to attract clicks from sole proprietor business people in the “Glenwood Springs” and “Denver” Metro areas. Daily budget is \$25, not to exceed \$500 monthly and directs people to <https://www.chooserioblanco.com/relocation/>

If the campaign fails to yield results after thirty days, it should be halted altogether, or alternative images should be used.

The screenshot displays the LinkedIn Ads campaign management interface. On the left, under 'Ads in this campaign', there are two ad entries: 'Text Only Ad' with the headline 'Connect Without Sacrifice!' and 'Work in RBC' with the headline 'Tired of your office setting?'. Both ads include a small image and the URL 'https://www.chooserioblanco.com/relocation/'. On the right, the 'Forecasted Results' panel shows a target audience size of 19,000+, a 30-day spend of \$100.00 - \$570.00, 30-day impressions of 6,800 - 38,000, a CTR of 0.49% - 0.74%, and 30-day clicks of 75 - 360. A 'Review order' button is visible at the top right.

Tactic: Advertising in Magazine/Guide Books

Rio Blanco Herald Times publishes two magazines annually, meant to serve as a traveler’s guide to the region.

The magazines each are distributed to its own circulation as well as up and down the Front Range and statewide by the Herald Times staff.

Each magazine has 20,000 printed copies with additional exposure afforded in the digital edition.

Adventure Colorado publishes in May while Northwest Colorado Hunting Guide publishes in August.

Think recommends strongly that the following half page ad in this publication be included for a total of \$1370 (2020 ad included).





**RIO BLANCO
BROADBAND**
Connect Without Sacrifice

**CONNECT IN RIO BLANCO
COUNTY AND SACRIFICE
NOTHING!**

Rio Blanco Broadband provides businesses and residents of Rio Blanco County and the communities of Meeker and Rangely with:



World-class internet speeds



Remarkable affordability



Contract-free service



No data caps... ever.

If you're looking for a leisurely, safe, and affordable lifestyle, try beautiful Rio Blanco County and stay connected to your business!

Rio Blanco Broadband lets technology-based firms, telecommuters, location neutral business, online based retailers and more Connect Without Sacrifice.

Learn more at www.chooserio blanco.com/broadband



3) Help local businesses and entrepreneurs better take advantage of Rio Blanco Broadband to grow their own business opportunities and with it the County's tax base.

Within this objective, we have two distinct goals:

1. Help the community understand and embrace what growth through RBB would look like.
2. Help business community better leverage the network.

Tactic: Online and Print (Herald Time) Advertising

In order to ensure that the region's own businesses and customers are leveraging the broadband investment it is necessary to promote the network at home. In interviews it became all too clear that both businesses and citizens don't realize what they have in Rio Blanco Broadband, or how to best utilize it. Promoting the network as a whole, Think suggests a small, quarter page monthly ad in the print edition as well as the home page banner of the Herald Times website. The cost of this for July through December is \$750 (online) and \$1,399 (print).

RIO BLANCO BROADBAND
Connect Without Sacrifice

CONNECT IN RIO BLANCO COUNTY AND SACRIFICE NOTHING!

A casual, country lifestyle is a great solution for a way of life, but a terrible approach to internet service.

Rio Blanco Broadband provides area businesses and residents with the best available broadband in Meeker and Rangely.

- World-class internet speeds
- Remarkable affordability
- Contract-free service
- No data caps... ever.

Learn more at www.chooserioblanco.com/broadband



Tactic: Event(s) for Businesses

It has been a struggle to get businesses in Rio Blanco County to collaborate. The Meeker coworking space is mostly used for events and there are currently no groups that get together to exchange leads, ideas, and general support to one another.

It is Think's contention that an attempt to seed a group of professionals that would support, encourage, and help each other grow. Currently entrepreneurs are siloed and independent of each other versus working together, assisting each other.

Working with the SBDC, Think suggests a program be held in both Meeker and Rangely before the end of the year entitled "*Being Your Own Boss is Easy with Rio Blanco Broadband.*" This event should feature people who successfully work for themselves out of their homes and include proficiency training for basic online and cloud applications.

Ultimately, the goal is to grow one or two business groups that would hold monthly meetings featuring a specific topic and speakers. These events would also have a time where leads and suggestions are shared amongst professionals.

Tactic: RBB Social Media Promotion Event(s) for Businesses

In an effort to attempt to "ignite a spark" within the business community, it is Think's recommendation that Rio Blanco County use its social media channels to promote businesses and their online activities. These posts would also show location neutral/amenable to moving individuals and businesses that Rio Blanco Broadband is empowering businesses to thrive.

The Rio Blanco Economic Development Specialist should post twice weekly about activities within the county. This directive will have the additional benefit of helping a new employee get to know the County. Another post could be a "welcome to Rio Blanco Broadband" post to companies that are recently added/subscribed to the network. Visionary and Cimarron may need to help us with these names.

Tactic: Press Release for Local Media

A press release should be distributed locally, including Grand Junction, Rifle, and papers within 50 miles (Rifle, Grand Junction, Craig, Vernal).

The release has been written (Appendix **PR1**) and is ready for distribution. The release is designed to tout the **expansion** of the network as well as its existence in the first place. The release is also planting the seeds within the County that growth and attracting people to the county is a *good thing*. This should be posted on the Choose Rio Blanco website as well.



Tactic: Press Release to Surrounding Areas

In Attachment **PR3**, a press release has been prepared to release to the area and promote the business benefits realized from Rio Blanco Broadband. It should be enhanced with a specific business testimonial. Unfortunately, Think did not uncover a current company or individual to serve as an “evangelist” or case studies to highlight. It is Think’s recommendation that the County economic development department continue to cultivate and monitor for organizations and individuals to tell their story, which can and should be part of a public relations pitch throughout Colorado. Telling specific stories will build awareness and result in individuals looking into Rio Blanco County and the opportunities themselves.

Tactic: Choose Rio Blanco Broadband Enhancements

Think applied the new messaging to the adopted messaging on the Choose Rio Blanco website...

<https://www.chooserioblanco.com/why-rio-blanco/infrastructure-broadband/>

Which is also available via a simpler URL:

<https://www.chooserioblanco.com/broadband>



Tactic Summary

Below is a chart summarizing the tactics proposed to meet each marketing objective.

Attract Visitors	Educate Surrounding Areas	Help local businesses and entrepreneurs
Facebook Ads	Facebook and Google Ads	Local online and print advertising
Press Release (PR2)	Create Brand for RBB	Business Events
Events on Choose RBC	Messaging	RBB Social Media
Press Release (PR2)	Alumni Emails	Press Release (PR1)
Facebook Ads	Alumni Facebook Ads	Press Release (PR3)
Handouts	Jobs and Housing on Choose RBC	Choose RBC website message enhancements
	LinkedIn Ads	
	Ads in Magazines/Guide Books	



Budget

Making “Choose Rio Blanco” more relevant will require additional functionality. The first of three suggested tactics is to develop a Rio Blanco County events page and allow organizations to submit events that would then be reviewed, approved, edited, or rejected by the Rio Blanco County Economic Development team. The cost of this is one-time, approximately **\$2,000**.

Tactic	Monthly Budget	2019 Budget	Additional Notes
Facebook Ad Campaign	\$350	\$2,100	
Facebook Promotion: Six Events	\$50	\$300	County selects events
Facebook Ads to Alumni	\$50	\$300	
Google Ad Pay-Per-Click Campaign	\$500	\$3,000	
Management of Google Ads	\$350	\$2,100	Could be a tad less but not more, billed by time
Events on Choose RBC Website		\$750	One-time setup
Add Job Posts and Housing Posts on County Website		\$1,250	One-time setup
LinkedIn Ads	\$500	\$3,000	Test period of 30 days before ongoing commitment
Tour Magazine Ads		\$1,370	One 2020 ad included
Herald Times Monthly Ad	\$233	\$1,399	
Herald Times Online Advertising	\$125	\$750	
Think ongoing support	\$250-\$750	~\$3,000	Includes two SEO blogs a month, additional tasks billed time and materials at \$100 hourly
Redeemed \$25 gift cards	\$100	\$600	Estimate
Total		\$19,919	



To anticipate the needs for an annual budget, Think is providing the below, **2020 budget**.

The line items should be adjusted according to the success levels of tactics in 2019.

Tactic	Monthly Budget	2020 Budget	Additional Notes
Facebook Ad Campaign	\$350	\$4,200	
Facebook Promotion: Twelve Events	\$50	\$600	County selects events
Facebook Ads to Alumni	\$50	\$600	
Google Ad Pay-Per-Click Campaign	\$500	\$6,000	
Management of Google Ads	\$350	\$4,200	Could be a tad less but not more, billed by time
LinkedIn Ads	\$500	\$6,000	Test period of 30 days before ongoing commitment
Tour Magazine Ads		\$1,370	Two ads
Herald Times Monthly Ad	\$233	\$2,800	
Herald Times Online Advertising	\$125	\$1,500	
Think ongoing support	\$250-\$750	~\$6,000	Includes two SEO blogs a month, additional tasks billed time and materials at \$100 hourly
Redeemed \$25 Gift Cards	\$100	\$1,200	Estimate
Total		\$35,470	



Appendix PR1



RIO BLANCO COUNTY ANNOUNCES EFFORTS TO EXTEND BROADBAND COVERAGE IN COUNTY
Two-Thirds of Residents Currently Not Reached
Will Have Rio Blanco Broadband Availability in 2019

(DATE, 2019) Meeker, Colorado – [Rio Blanco County](#) announced today that it is in the midst of expanding the availability of the Rio Blanco Broadband Network to nearly two-thirds (65%) of residents who do not currently have access to its high speed broadband network.

“Currently we’re in the midst of expanding coverage primarily by adding eleven new wireless towers,” explains Cody Crooks, communications director for Rio Blanco County. “We’re optimistic this project will be completed by the end of 2019.”

Thousands of additional county residents will be able to receive 25 Mbps upload and download wireless broadband service from either Cimarron Telecommunications or Visionary Broadband.

“The goal with Rio Blanco Broadband has always been to help residents ‘connect without sacrifice’ through a more robust internet connection,” explains Makala Barton, Rio Blanco County’s Economic Development Coordinator. “Not only are we enhancing residents’ lives and making our businesses more competitive, but Rangely, Meeker, and the whole county are now a viable place for people moving to the county that require fast internet for their daily lives to live.”



With the expanded availability of broadband service, Rio Blanco County will continue to attract “location neutral” individuals who prefer the country and outdoor lifestyle afforded by the area. Additionally, by providing a more stable digital infrastructure along with fast internet service, we’re keeping our own, including teachers, doctors, and college graduates, right here in the region.

About Rio Blanco Broadband

In 2014 Rio Blanco County established Rio Blanco Broadband, a forward-thinking, economic development strategy founded on the belief that business growth, innovation, community transformation and vitality will follow with every high-speed internet connection. Rio Blanco County believes broadband is a critical tool to help lay a foundation to position the County as a modern, world-class destination for tourism, business growth, living and as an ideal place to raise, educate and retain a family.

For More Information:

Makala Barton
Rio Blanco County Economic Development
p. 970.220.2046
makala.barton@rbc.us



Appendix PR2



RIO BLANCO COUNTY ANNOUNCES EXTENDED BROADBAND COVERAGE IN COUNTY *Rio Blanco Broadband Project Expanded Coverage to Most of the County Complete*

(DATE, 2019) Meeker, Colorado – [Rio Blanco County](#) announced today that it is now covering ninety percent of the county with its broadband wireless coverage. This was accomplished with multiple new towers installed throughout the county providing homes and businesses with 25 Mbps upload and download wireless broadband service from either Cimarron Telecommunications or Visionary Broadband.

“We’re thrilled that even more of Rio Blanco County can now receive great wireless broadband service,” explains Cody Crooks, communications director for Rio Blanco County. “It is very important to the County to provide great internet service to as many residents as possible to ensure participation in today’s increasingly technology-dependent world.”

The expansion project was a priority for the County in 2019 as Crooks and his team was able to expand to reach 65% of the remaining constituents within the County borders that did not have access to Rio Blanco Broadband prior to an installation of 11 additional towers.

With this expansion, Rio Blanco Broadband now reaches ninety percent of the County with more than 3 in 4 (78%) connections being a direct, fiber-to-the-home connection that offer amazingly fast connections of up to one gigabit per second ubiquitous service.

Even the 25 Mbps wireless coverage offered by Rio Blanco Broadband through its partner ISPs far exceeds the insufficient service offered by the incumbents of either 4 or 7 Mbps.



“Rio Blanco Broadband is a key component to daily life for our residents,” said Makala Barton, Rio Blanco County’s Economic Development Coordinator. “Our region is a place where residents and businesses can both connect without sacrifice while living the lifestyle they prefer.

About Rio Blanco Broadband

In 2014 Rio Blanco County established Rio Blanco Broadband, a forward-thinking, economic development strategy founded on the belief that business growth, innovation, community transformation and vitality will follow with every high-speed internet connection. Rio Blanco County believes broadband is a critical tool to help lay a foundation to position the County as a modern, world-class destination for tourism, business growth, living and as an ideal place to raise, educate and retain a family.

For More Information:

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Appendix PR3



RIO BLANCO COUNTY GROWING ON THE STRENGTH OF BROADBAND COVERAGE *Investment in Rio Blanco Broadband Helping Attract and Keep Residents*

(DATE, 2019) Meeker, Colorado – Since its investment in a world-class broadband network just a few short years ago, [Rio Blanco County](#) is seeing early signs that the investment is paying dividends.

In an online survey to uncover the new activities Rio Blanco Broadband was enabling, business customers said they were increasing their online and social media presence, allowing for more remote working, and adopting more cloud services for their businesses.

Earlier this decade Rio Blanco County identified that broadband service in the County was inadequate to sustain 21st century economic development. Since then, the County built a fiber to the premises network in its two primary towns (Meeker and Rangely) along with a shared fixed wireless solution designed to reach other addresses in the county.

“We’re thrilled to see our local businesses taking advantage of more and more online resources to grow, as well as reduce expenses,” explains Makala Barton, Rio Blanco County’s Economic Development Coordinator. “We’re also seeing location-neutral individuals decide who couldn’t previously settle here because of our slow broadband service, move to the area and work from home while living the country lifestyle they desire.”



About Rio Blanco Broadband

In 2014 Rio Blanco County established Rio Blanco Broadband, a forward-thinking, economic development strategy founded on the belief that business growth, innovation, community transformation and vitality will follow with every high-speed internet connection. Rio Blanco County believes broadband is a critical tool to help lay a foundation to position the County as a modern, world-class destination for tourism, business growth, living and as an ideal place to raise, educate and retain a family.

For More Information:

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