

RIVERSIDE COLORADO

Helping a place become a destination.

Brand development and marketing collaboration for a Poudre Canyon retreat with a distinctive Northern Colorado story.



Riverside Colorado | Official property photography

3 stay types

one destination brand

Tiny homes, cabins and glamping

Poudre Canyon

a distinctive place to stay

Northern Colorado

Brand onward

continuing collaboration

Through Mish Media

THE IDEA

Give people a reason to picture themselves there.



RIVERSIDE COLORADO

The work behind the result.

WHERE IT STARTED

Riverside Colorado brings tiny homes, cabins and glamping together in Poudre Canyon. Its proximity to Fort Collins and Mishawaka connects an outdoor stay with the region's music and hospitality. Establishing the brand meant making that larger experience recognizable.

THE RELATIONSHIP

Through Mish Media, Phil helped build and establish the Riverside Colorado brand. The relationship includes brand direction, marketing and continued collaboration with the agency team as the business develops its place in Northern Colorado.

HOW THE WORK CONTINUES

Develop the destination identity

Contribute to a brand that can hold the whole experience together. Riverside's accommodations, river setting and local connections give it more to communicate than a room listing.

Make the experience tangible

Brand and marketing direction help prospective guests understand what kind of stay they can plan. The current public presentation combines accommodation options, experiences and a direct booking path.

Build on local connections

The business's connection to Mishawaka gives guests another reason to choose the canyon. Phil's contribution sits within the wider work of Riverside's operators and the Mish Media team.

A brand built around the place itself.

Riverside now presents a clear destination offering with recognizable branding, several accommodation choices, experiences and a booking path. Phil's contribution helped establish the brand as part of the wider team's work. The result shown here is the brand and customer proposition, rather than an unverified occupancy or revenue lift.

Bring your marketing question to Phil. hiddenlever.marketing/contact

SOURCES & MEASUREMENT

Phil Carpenter supplied the account of his role in brand development through Mish Media and continued collaboration. Current accommodations, destination presentation and the Mishawaka connection were checked against Riverside Colorado's official website in September 2026. No comparable revenue, booking, occupancy or awareness dataset was located for this case study, so no numerical growth or causal claim is made. Three stay types describes the public offering, not a performance result.