



## HUERFANO COUNTY TOURISM BOARD AGENDA

April 09, 2025 at 2:00 PM

Commissioners Meeting Room - 401 Main Street, Suite 309, Walsenburg, CO 81089

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

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Join via Google Meet: [meet.google.com/bgy-grno-chd](https://meet.google.com/bgy-grno-chd) | Meeting ID: bgy-grno-chd

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
  - [a.](#) March 26 HCTB Meeting Minutes
3. **FINANCIAL REPORT**
  - [a.](#) Updated Fund Statements & Balance Sheet
4. **BILL PAYMENT**
  - [a.](#) April 2025 Bill Payment
5. **BOARD AND DIRECTOR UPDATES/REPORTS**
  - a. M2M
6. **PARTNER REPORTS**
  - [a.](#) Placer
7. **OLD BUSINESS**
  - [a.](#) 7th & Main Billboard
  - [b.](#) CTO Management Grant
8. **NEW BUSINESS**
  - a. Wheelhouse/HCTB Collaboration
  - b. WDRC/MuralFest
9. **ADJOURNMENT**
10. **UPCOMING MEETINGS**
  - a. May 14, La Veta Public Library, 310 S Main St, 2PM-4PM

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.



## HUERFANO COUNTY TOURISM BOARD MINUTES

March 26, 2025 at 2:00 PM

Historic Huerfano County Courthouse 401 Main St Walsenburg

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

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Join via Google Meet: [meet.google.com/bgy-grno-chd](https://meet.google.com/bgy-grno-chd) | Meeting ID: bgy-grno-chd

### 1. CALL TO ORDER

Meeting called to order at 2:05PM.

Greg Garrett

Bob Kennemer

Sarah Jardis

Ella Jones

Robert Gilbert

Hannah Everett

Stacy Cristelli

Gaye Davis

Shannon Alder

Deb Malone

Marilyn Russell

### 2. APPROVAL OF MINUTES

#### a. February 19 HCTB Meeting Minutes

Greg motioned to approve, Bob seconded, all in favor.

### 3. FINANCIAL REPORT

#### a. Updated Fund Statements & Balance Sheet

Q1 financials were not available yet so no report was given.

### 4. BILL PAYMENT

#### a. March 2025 Bill Payment

Bob motioned to approve the resolution, Greg seconded. All in favor.

### 5. BOARD AND DIRECTOR UPDATES/REPORTS

**a. AdPro Report**

No AdPro report for March, slides were provided with analytics.

**6. PARTNER REPORTS**

**a. Placer Monthly Update**

Discussion was had of reviewing the ten sites on the monthly report and perhaps swapping out some of the known quantities, such as 7th & Main, with other sites for the busy season.

**b. TravelStorys 2024 Analytics**

Reviewed 2024 tour numbers for all four tours, with Scenic Highway of Legends at 1903 users, Walsenburg 546, Cuchara 416, and La Veta 452.

**7. OLD BUSINESS**

**a. 7th & Main Billboard**

AdPro's creative was tabled and direction was given to have the new agency of record work on the billboard creative. If possible, Robert will ask Public Works to remove the old banner, and work on a Coming Soon style banner in the interim.

**b. CTO Management Grant**

Discussed that the CTO will announce awardees on 4/1 but that it looked favorable; other discussion regarding this project was bundled into the SHOL conversation under New Business.

**c. Walsenburg Historic Preservation Committee**

Gaye Davis presented on plans for National Historic Preservation Month in May, and outreach work WHPC is doing to promote this event. Discussion was also had about how WHPC is incorporating TravelStorys (Walsenburg) and how the Tourism Board may be able to support with marketing efforts and materials. A letter of support was also provided from HCTB to WHPC for their History Colorado application.

**8. NEW BUSINESS**

**a. La Veta Trails - Geoheritage Initiative - Marilyn Russell**

Marilyn presented on the Geoheritage Initiative project, which will focus on the geological impact to history and culture in our area and is being adopted as an early action project by the Spanish Peaks Outdoor Coalition. There will be ways HCTB can work with the Geoheritage Initiative and Greg's idea of a "Rock Festival" may come into play as part of it.

**b. Scenic Highway of Legends - Deb Malone**

Deb requested HCTB help fund the reprinting of the SHOL brochure - \$1600. This was motioned to approve by Greg, seconded by Bob, and approved by all.

The CTO Management Grant award for the Spanish language translations of TravelStorys was also discussed as SHOL will put \$12k from the CDOT TAP grant towards the project in conjunction with the Management Grant.

SHOL has also selected a firm - THX - from their RFP process for the CDOT TAP grant project.

**c. Agency of Record Contract**

BOCC approved this contract as submitted; HCTB voted to proceed but make changes to Paragraphs 2b, 2c, and 11 - content creation re: blog reference being switched to newsletter, media buy paid upon county payment schedule, and to change to termination rather than expiration and termination. Bob made the motion, Greg seconded, all in favor.

## **9. ADJOURNMENT**

Discussion was had about the Pueblo Wedding Convention and ways to increase that category in Huerfano County and also work on incorporating it into some of our media campaigns. We also discussed rural tourism without staffing as a type of session for Gov Con. Robert will proceed with suggesting that idea to the CTO.

Bob motioned to adjourn at 3:50PM, Greg seconded, all in favor for adjournment @ 3:50PM.

## **10. UPCOMING MEETINGS**

- a. April 9 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

Huerfano County wants to ensure that everyone has equal access to our programs, activities, and services. To request an Americans with Disability Act (ADA) accommodation, please call 719-738-3000 x200. Submit your request as early as possible, and no later than two business days before the event.

**Balance Sheet**

Fiscal Year: 2025

From Account: 0

Include Zero Activity Accounts: ☐

To Period: 13

To Account: 9999999999

Selected Funds: 003

**Huerfano County**

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
	003-00000-10200	CASH ACCOUNT	\$135,982.43	\$0.00
		Asset Total:	\$135,982.43	\$0.00
	003-00000-20200	ACCOUNTS PAYABLE	\$0.00	\$22,659.85
	003-00000-22000	YTD REVENUE CONTROL	\$0.00	\$49,130.20
	003-00000-23000	YTD EXPENSE CONTROL	\$34,168.47	\$0.00
	003-00000-28000	FUND BALANCE	\$0.00	\$98,360.85
		Liability Total:	\$34,168.47	\$170,150.90
		Fund Total:	\$170,150.90	\$170,150.90

<b>Balance Sheet</b>		Fiscal Year: 2025	To Period: 13	Huerfano County	
		From Account: 0	To Account: 9999999999		
		Include Zero Activity Accounts: <input type="checkbox"/>	Selected Funds: 003		
Fund	Account Number		Debits	Credits	
<u>Grand Total:</u>			\$170,150.90	\$170,150.90	

**INVOICE**

**DCS Limited dba Mission2Market**  
2853 Lima St  
Denver, CO 80238

dave@mission2market.com  
+1 (720) 287-9650  
<https://www.mission2market.com/>



**Bill to**  
Huerfano County  
401 Main Street  
Walsenburg, CO 81089

**Ship to**  
Huerfano County  
401 Main Street  
Walsenburg, CO 81089

**Invoice details**

Invoice no.: 1614  
Terms: Net 30  
Invoice date: 04/03/2025  
Due date: 05/03/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		<b>Consulting</b>	Monthly Marketing and Public Relations Services for Huerfano County Tourism Board	1	\$4,000.00	\$4,000.00
2.		<b>Consulting</b>	Monthly Marketing and Public Relations Services for Huerfano County	1	\$1,000.00	\$1,000.00

**Total** **\$5,000.00**

**Ways to pay****Note to customer**

Thank you for your partnership!

[View and pay](#)



**AdPro LLC.**  
525 Communication Circle  
Colorado Springs, CO 80905  
(719) 500-3034  
accounting@adproresults.com

Item 4a.  
**Invoice**

<b>Service Date:</b>	March 2025
<b>Invoice Date:</b>	03/31/2025
<b>Invoice #:</b>	9294
<b>Term:</b>	Net 30

Huerfano Tourism  
401 Main Street, Suite 201  
Walsenburg, CO 81089  
(719) 738-3000  
ccroft@huerfano.us

#### Stimulus

Product	Description	Amount
Eblast	Newsletter	\$300.00
Stimulus Total		\$300.00

#### Digital

Product	Description	Amount
Paid Search	Paid Search	\$635.63
Social Mgmt - Bronze	April-Half Month	\$298.00
Social Mgmt - Bronze	Organic Social	\$595.00
Streaming Audio	Streaming Audio	\$1,000.00
Digital Total		\$2,528.63

#### Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Graphics	Billboard Graphics	\$1,650.00
Graphics	Full Page Ad	\$750.00
Graphics	Paid Social	\$499.92
Public Relations	Public Relations	\$450.00
Web Dev	Web Dev-Form Work on Site	\$450.00
Other Total		\$4,924.92

#### Total

Summary		
Total Amount Due		\$7,753.55





## HUERFANO COUNTY TOURISM BOARD

### RESOLUTION NO. 25-04-TB

#### A RESOLUTION TO AUTHORIZE PAYMENT IN FULL

WHEREAS, the purpose of the Tourism Board is to promote tourism through a unified advertisement and marketing plan to benefit Huerfano County and Spanish Peaks Country as set forth in Colorado Revised Statutes 30-11-107.5 “Lodging tax for the advertising and marketing of local tourism” and Resolution 07-01 adopted by the Huerfano County Board of County Commissioners on February 7, 2007; and,

WHEREAS, the Tourism Board may authorize payment of expenses in writing or at a meeting of the Board.

NOW, THEREFORE, BE IT RESOLVED by the Tourism Board that the following invoices are authorized to be paid in full, according to County procedures:

Vendor	Service/Good Provided	Invoice Date	Invoice Number	Amount
AdPro	Social Media, Public Relations, Web Maintenance	03/31/25	9294	\$7753.55
Huerfano County	March MailChimp Reimbursement	04/10/25	N/A	\$310
M2M	Social Media, Public Relations, Web Maintenance	04/03/25	1614	\$5000
<b>Total:</b>				<b>\$13,063.55</b>

INTRODUCED, READ, AND ADOPTED ON THIS 9TH DAY OF APRIL, 2025.  
TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

\_\_\_\_\_  
Sarah Jardis, Chair

ATTEST:

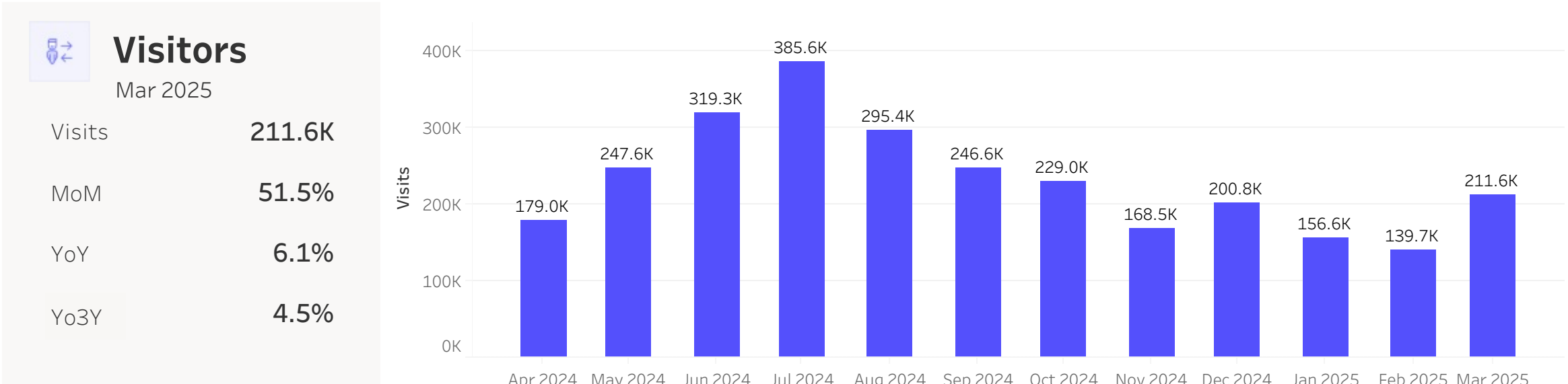
\_\_\_\_\_  
Robert Gilbert, Tourism Director

\_\_\_\_\_  
Bob Kennemer, Member

\_\_\_\_\_  
Greg Garrett, Member

\_\_\_\_\_  
Hannah Everett, Member







Robert Gilbert <[rgilbert@huerfano.us](mailto:rgilbert@huerfano.us)>

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## Billboard measurements

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**Robert Gilbert** <[rgilbert@huerfano.us](mailto:rgilbert@huerfano.us)>

Thu, Dec 19, 2024 at 10:00 AM

To: Sarah Jardis <[sarahjardis@gmail.com](mailto:sarahjardis@gmail.com)>, Jess Brown <[jessbrown@adproresults.com](mailto:jessbrown@adproresults.com)>

Good morning Jess & Sarah,

Please see attached photo of the current banner our billboard will be replacing.

The new measurements Chris with Public Works suggested are:

9'x10" high

40' long

This will extend the banner up close to the roofline and down to the end of the rounded footer trim (towards the front of the truck in the picture), without overlapping the rounded footer.

The distance from the ground to the base of the banner would be 30".

Chris will also get with Walsenburg's Public Works to clean up this alleyway a bit and make it more presentable.

Additionally, Chris confirmed that Huerfano's Public Works is comfortable with performing installation once we have the new banner.

Thanks and take care,  
Robert

--

Robert Gilbert  
Huerfano County Tourism Director  
DOLA Management Fellow  
[rgilbert@huerfano.us](mailto:rgilbert@huerfano.us)  
719-738-3000 x 217



20241218\_145351.jpg  
2620K

**Billboard**

3 messages

**GREGORY GARRETT** <hautshot@verizon.net>

Thu, Feb 20, 2025 at 5:40 PM

To: Sarah Jardis &lt;sarahjardis@gmail.com&gt;, Robert Gilbert &lt;rgilbert@huerfano.us&gt;, Bob Kennemer &lt;bobkennemer@gmail.com&gt;, Hannah Ferrari &lt;hannahf@socohospitality.com&gt;

Hears an example of using smaller lettering but still the vintage feel

Greg

Sent from my iPhone

IMG\_0215.jpg  
281K**Hannah Ferrari** <hannahf@socohospitality.com>

Fri, Feb 21, 2025 at 12:54

To: GREGORY GARRETT &lt;hautshot@verizon.net&gt;, Sarah Jardis &lt;sarahjardis@gmail.com&gt;, Robert Gilbert &lt;rgilbert@huerfano.us&gt;, Bob Kennemer &lt;bobkennemer@gmail.com&gt;

I like the concept and think our green and yellow for the lettering would look great.

**From:** GREGORY GARRETT <hautshot@verizon.net>**Sent:** Thursday, February 20, 2025 5:40 PM**To:** Sarah Jardis <sarahjardis@gmail.com>; Robert Gilbert <rgilbert@huerfano.us>; Bob Kennemer <bobkennemer@gmail.com>; Hannah Ferrari <hannahf@socohospitality.com>**Subject:** Billboard

Hears an example of using smaller lettering but still the vintage feel

Greg



Sent from my iPhone

**Sarah Jardis** <sarahjardis@gmail.com>

Fri, Feb 21, 2025 at 2:

4/8/25, 1:56 PM

Huerfano County Mail - Billboard

To: Hannah Ferrari <hannahf@socohospitality.com>

Cc: GREGORY GARRETT <hautshot@verizon.net>, Robert Gilbert <rgilbert@huerfano.us>, Bob Kennemer <bobkennemer@gmail.com>

Item 7a.

I agree Hannah, thanks Greg, I think this is good direction.

If any of you use Pinterest, this is a board where I saved some ideas for the interactive component:

[Pinterest Tourism/WDRC Board](#)

And here is a copy of some of the opening concept discussion we had with AdPro:

I'm pretty open on the design concept but I did have this particular style in my mind and would love to hear AdPro and Board thoughts on it? And yes, something interactive that would drive photo op and UGC would be great.

Greetings from Spanish Peaks Country followed by a #WishYouWereHere to take a photo with?

Maybe with a broader hashtag campaign to accompany it that would expand on the existing campaigns and new UGC efforts.

#wishyouwerehere

#someplaceneew

#belegendary

We might also then create poster, sticker and banner designs with similar but varied content to place at locations throughout the county for more photo/UGC ops?

Love to hear your thoughts and feedback.



Sarah R. Jardis

H/O: 719-738-9919

C: 970-376-3434

[Quoted text hidden]





Item 7a.









# 1. Century Stone Wall Ride - Wahatoya





## 2. Spanish Peaks Country Lake Isabel (1 of 1)



### 3. Spanish Peaks

[Spanish Peaks Day One hi res \(78 of 105\)](#)



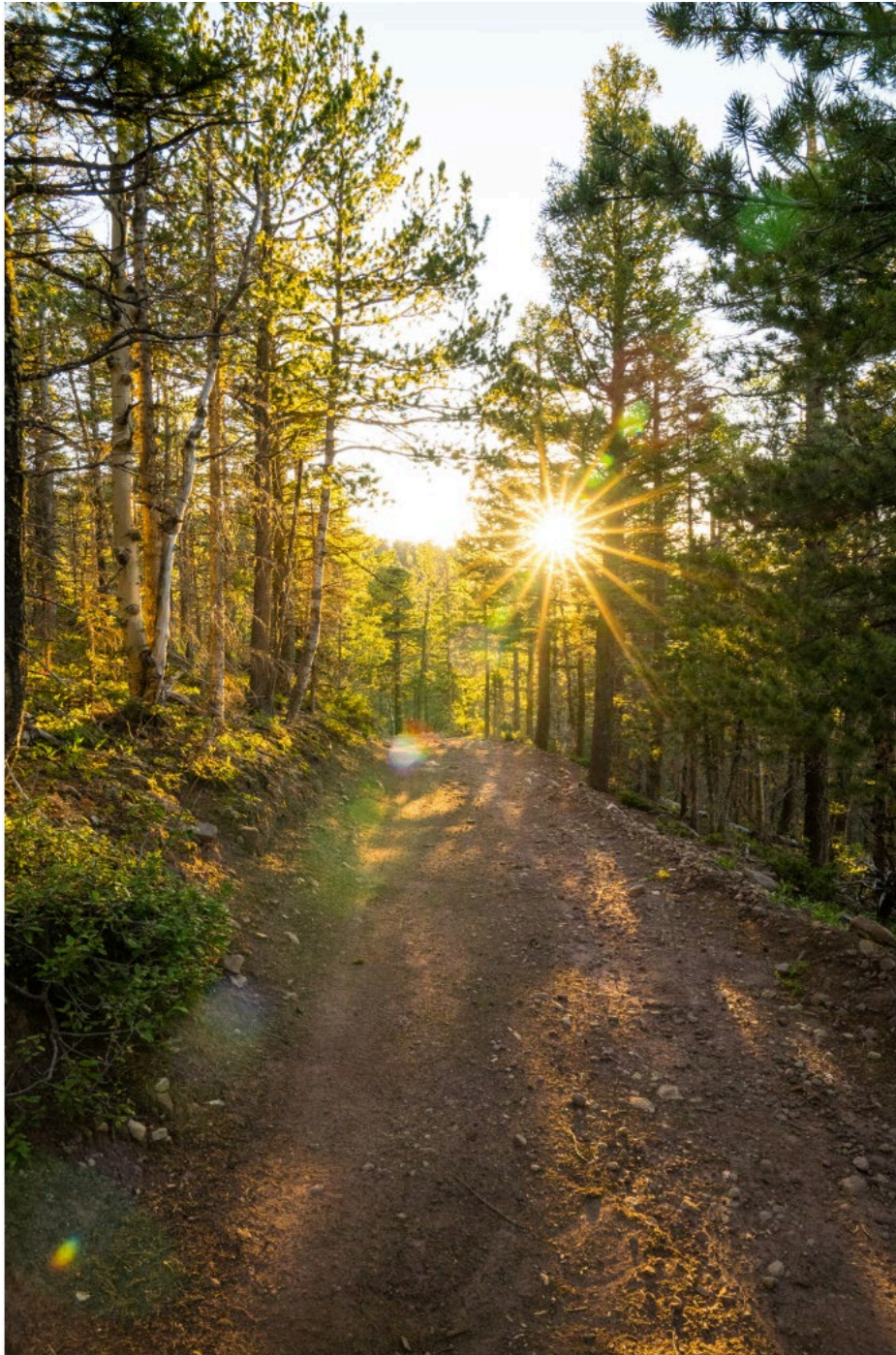
4. Oktoberfest – this was in the original one, and I actually like what it portrays to everyone. There are events and things like this outside.

[HiResVisitSpanishPeaksFall \(223 of 262\)](#)



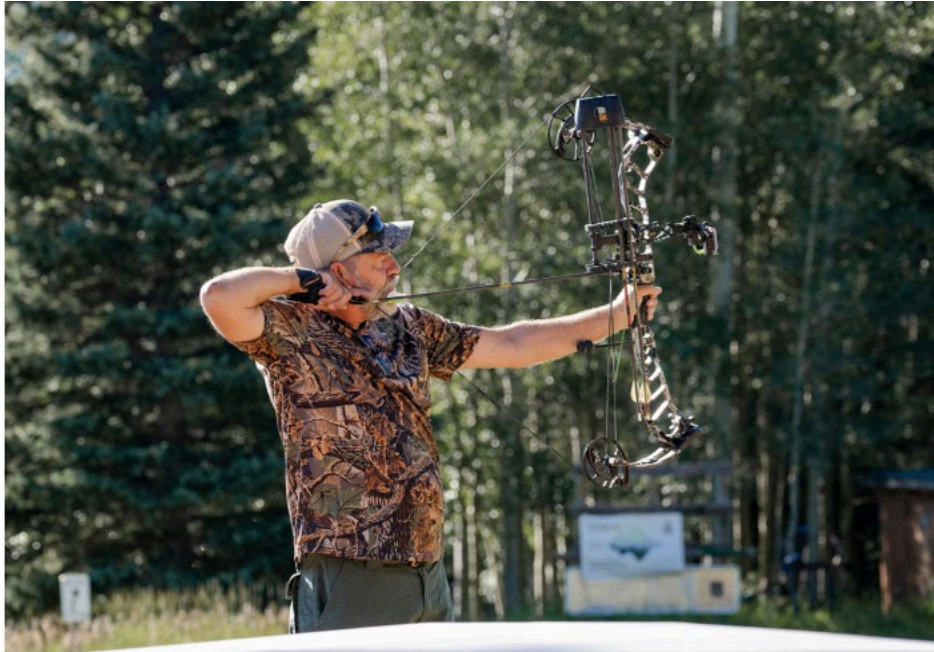


5. - Wahatoya Trail [Spanish Peaks Day One hi res \(96 of 105\)](#)



## 6. - Archery





## 7. Cuchara - winter



## 8. - Spanish Peaks - Aerial Raw

\*This one would need color correction- so it'd be brighter than this.



9. - Cuchara - Winter  
zero in on ski lift





10 - Spanish Peaks Country Wahatoya Road Biking (14 of 43)

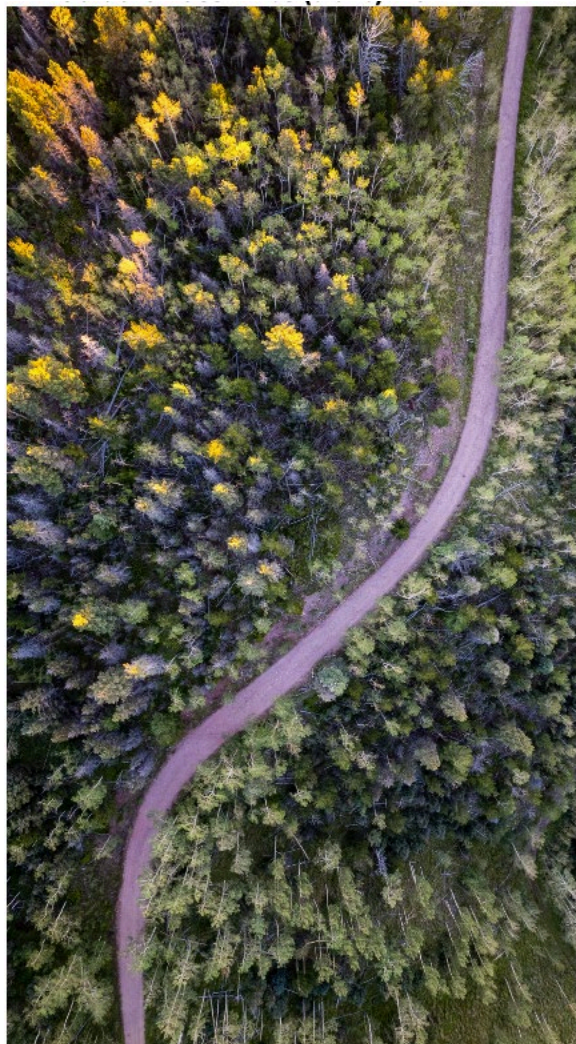




11 - Highway of Legends hi res (1 of 15)



12 - Cordova Pass hi res (6 of 6) - fall







SPANISH PEAKS  
COUNTRY

# SPANISH PEAKS

*Country*

[SpanishPeaksCountry.com](http://SpanishPeaksCountry.com)

Item 7a.





# **COLORADO TOURISM OFFICE GRANT HANDBOOK**

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## Introduction

### **Congratulations on receiving your Colorado Tourism Office grant award!**

This handbook provides information and outlines steps for grant project requirements, amendments, and reporting.

### **About the Colorado Tourism Office**

The Colorado Tourism Office (CTO) is a division of the Governor's Office of Economic Development and International Trade. The mission of the CTO is to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. The CTO seeks to advance the strength and resilience of the entire industry through collaboration, inclusivity, innovation and leadership. In 2023, Colorado travelers spent \$28.2 billion, generating \$1.8 billion in local and state revenues, reducing the tax burden for every Colorado household by \$800. For more information, please visit [www.colorado.com](http://www.colorado.com).

## Small Dollar Grant Award Terms and Conditions

The State of Colorado Small Dollar Grant Award terms and conditions can be accessed at: <https://osc.colorado.gov/spco/central-contracts-unit/purchase-order-terms-conditions>. The terms and conditions include, but is not limited to, information pertaining to insurance requirements and rights to materials.

## Grant Agreement Statement of Work - Project Updates

The Colorado Tourism Office has approved a statement of work that is based on a proposal submitted by the Grantee and accepted by the Division's review panel. **Any significant refinements, clarifications, modifications, or changes to the proposal must receive prior approval from the Division in writing.** Examples include, but are not limited to clarifications or changes to the scope of work or deliverables; significant changes in key personnel, including management staff or vendors; changes in the timeline; and changes in the budget.

Any significant refinements, clarifications, modifications, or changes to the proposal must receive prior approval from the CTO; otherwise, the organization may forfeit grant funds provided by the CTO. Proposal Change Forms must be submitted **45 days before** the end of the grant period. **Notification of approval can take up to 10 business days.** All requests must be sent to the OEDIT/CTO key personnel listed in your grant agreement.

Proposal Change Forms can be accessed at: [https://oedit.colorado.gov/sites/coedit/files/documents/CTO\\_Proposal\\_Change\\_Form\\_ada.pdf](https://oedit.colorado.gov/sites/coedit/files/documents/CTO_Proposal_Change_Form_ada.pdf)

## Deliverable and Timeline Revisions

Changes to activities, deliverables, and changes in the timeline must be communicated to CTO staff and approved.

To request a change to the deliverables, activities, or timeline, you must:

- Complete a proposal change form and
- Provide justification as to why the revision is needed
- If budget or timeline changes are requested, please provide an updated budget or timeline document

## Budget Revisions

Budget revisions must be requested when adjusting budget line items **by more than 10%**.

To request a budget revision, you must:

- Complete a proposal change form and
- Provide justification as to why the budget revision is needed
- Outline the budget changes with a side-by-side comparison of your original budget and revised budget
- Submit a revised budget worksheet

## Changes to Key Personnel

Changes to Key Personnel must be communicated to CTO staff to be changed in grant documentation.

To request a change to the grant contact, you must:

- Provide justification as to why this change needs to be made
- Provide the name, title, phone number, and email of the new grant contact

To request a change to a vendor, you must:

- Provide justification as to why this change needs to be made using the Proposal Change Form

## Grant Reporting

Grantees may be required to submit an interim report during the grant period as well as submit a final report at the conclusion of the grant. Information and instructions for these reports are below. All reports will be submitted through the online grant portal at: <https://oedit.secure.force.com/oedit/>.

Information on due dates is outlined in the grant agreement statement of work (SOW).

## Verify Expenses

If your award is a matching grant, verify that your match and CTO grant fund expenses meet the criteria below.

### CTO Grant Fund and Match Expenses

Expenses must meet the following criteria to be eligible as a CTO grant fund or match expense:

- Expenses are for a category listed in your approved budget in your grant agreement SOW.
- Expenses are related to your scope of work and are outlined in your proposal.
- Goods and services were ordered on or after the grant agreement's effective date and before the project completion date.
- Services were performed on or after the grant agreement effective date and before the project completion date.
- The date on the receipt/invoice is on or after the grant agreement effective date and before the project completion date.
- The payment was made on or after the grant agreement effective date and before the final report due date.

## Financial Reconciliation Supporting Documentation

Prepare all the supporting documentation needed for your request. Below are the details of the required documentation you need and instructions on how to prepare them.



## Request for Payment Documentation

An itemized invoice must be included for each expense listed on the financial worksheet. You must include proof of payment for any invoice that does not show a \$0 (zero) balance, and for any invoice that does not indicate payment has been applied. Reference the *Proof of Payment* section below for more information.

## Proof of Payment Documentation

Only expenses that have been paid can be credited to CTO grant funds or applied to your match. You must include proof of payment for any invoice that does not show a \$0 (zero) balance, and for any receipt that does not indicate payment has been applied. A "paid" stamp **does not** indicate payment has been applied.

See the following chart for acceptable forms of reconciliation documentation.

Acceptable Financial Reconciliation Documentation	
Request for Payment Documentation	Proof of Payment Documentation
Invoice	Zero Balance Invoice from Vendor (must include: 1) Name of Vendor, 2) Transaction Date (not payment date), 3) Description of Goods or Services, 4) Amount Owed 5) Amount Paid, 6) \$0 Balance.
Invoice	Copy of Cleared Check (front & back)
Invoice	Copy of Check + bank statement showing the check was cashed
Invoice	Receipt from Vendor (includes the five required components: 1) Name of Vendor, 2) Transaction Date, 3) Description of Goods or Services, 4) Amount Paid, 5) Form of payment (cash, CC, check))
Invoice	If none of the previous documentation is available, a copy of the credit card statement listing the amount charged, a copy of the following CC statement indicating that the previous statements charges have been paid
Online purchase	Receipt from Vendor (includes the five required components: 1) Name of Vendor, 2) Transaction Date, 3) Description of Goods or Services, 4) Amount Paid, 5) Form of payment (cash, CC, check)
Online purchase	If no receipt available, a copy of the credit card statement listing the amount charged, a copy of the following CC statement indicating that the previous statements charges have been paid
Bill	Receipt indicating that the charges were paid in full and includes the five required components: 1) Name of Vendor, 2) Transaction Date, 3) Description of Goods or Services, 4) Amount Paid, 5) Form of payment (cash, CC, check)
Bill	If no receipt available, a copy of the credit card statement listing the amount charged, a copy of the following CC statement indicating that the previous statements charges have been paid

Please note that the CTO reserves the right to request additional request for payment documentation and proof of payment documentation as needed.

## How to Prepare

All financial documentation must be submitted in **one PDF file**, either:

- Write the corresponding Document Line Number on each document on the file.
- Order the document in the PDF file in the same order as they appear in the Financial Worksheet.

## Interim Report

The interim report covers activity from the grant's effective date through the approximate midpoint of the grant award. The interim report covers grant project activities to date and includes:

- Progress on activities outlined in the grant application to date
- Analysis of the results and findings from the work completed to date
- Use of grant and matching funds
- Updated Financial Worksheet

- Request for payment and proof of payment documentation

Note: You can only list expenses for the categories listed in your grant agreement SOW. Grantees may adjust each budget line item up to 10% without prior approval from the state. Adjustments over 10% require authorization by the State. Refer to the *Grant Amendments* section for information on how to request a budget change.

## Final Report

The final report, due within 45 days after the end of the grant cycle, covers the following information:

- Progress on activities outlined in the grant application
- Analysis of the results and findings from the work completed
- Use of grant and matching funds
- Final Financial Worksheet
- Request for payment and proof of payment documentation

**Marketing Grant Deliverables** - For the below project types, you must also submit the following deliverables:

- Advertising projects
  - Billboard/Out of Home – Photo or screenshot with CTO logo
  - Print – Original copy or tear sheet with CTO logo
  - Digital – Screenshot of advertisements with CTO logo
  - Social Media – Screenshot of posts with the use of CTO social media handle
  - Radio/Voice Over – Copy of script or audio file recognizing the Colorado Tourism Office
  - Promotional Video/Broadcast – link to the video with the CTO logo
  - Photos - photo list and link to photos
- Public Relations – Copy of public relations campaign plan and deliverables recognizing the Colorado Tourism Office
- Trade shows – Sponsorships including recognition of the Colorado Tourism Office

**Management Grant Deliverables** - For the below project types, you must also submit the following deliverables:

- Tourism product development
  - a copy or link to a guide, trail map, inclusive travel offerings, etc.
- Tourism workforce development
  - training programs - a copy or link to the training program
- Tourism-related strategic planning
  - Destination management plans - a copy of the plan
  - Engagement efforts - a copy of the survey and results
- Tourism research projects
  - Studies and reports - copy to link to
- Infrastructure that directly enhances the visitor experience through increased access or engagement
  - Wayfinding - photo, and copy of wayfinding text

- Educational or interpretive signage - photo and link to signage text
- educational kiosks - photo and link to signage text

Note: You can only list expenses for the categories listed in your original budget. Grantees may adjust each budget line item up to 10% without prior approval from the state. Adjustments over 10% require authorization by the State. Refer to the *Grant Amendments* section for information on how to request a budget change.

All project activities using CTO funds must be completed and by the grant agreement expiration date. Any grant funds not used as approved shall be returned to the Colorado Tourism Office pursuant to the grant agreement.

## Marketing Grant Project Requirements

### Creative Materials Review

The Colorado Tourism Office requires a review of all grant-funded marketing and materials before publication, placement, or distribution. Review is required for all projects throughout each creative process stage (ideation, design, final execution).

### Acknowledgment & Logo Review

All advertising and promotional materials (which includes all printed materials, films or videos, television commercials, broadcast programs, websites, digital content, and trade show materials) that are funded in part by the CTO must include the official CTO "Come to Life" logo below unless otherwise specified. The logo usage must follow the logo guidelines as detailed in the [Brand Book](#) (p.16-20).



[Download the CTO "Come to Life" logo here.](#)

\*Logos with white and yellow text can be provided upon request.

If the CTO requests edits regarding logo use, a second submittal may be requested.

### Logo Usage on Visual Platforms

The official Colorado Tourism Office logo is required on the following visual platforms. The size of the logo must be legible and proportionate to the size of the ad.

- Broadcast (TV, visual radio, podcasts, etc.)

- Digital (display, mobile, native ads, email newsletters, etc.) - See "Digital, Websites, and Social Media" in the next section for additional details
- Outdoor (billboards, out-of-home)
- Print (newspapers, magazines, brochures, guides, maps, flyers, posters, direct mail, etc.)
- Promotional videos (all formats including YouTube, Vimeo, etc.)
- Websites and webpages
- Trade show marketing and sponsorships

## Digital, Websites, and Social Media

### Digital Ads:

The Colorado Tourism Office's "Come to Life" logo is required for digital ads.

### Social Posts (paid and organic):

All organic and paid social media posts (including boosted posts) must tag the @VisitColorado handle within the post copy. Images used in social posts do not need to include the CTO logo.

### Website:

All websites and web pages created with grant funding must include the CTO "Come to Life" logo in the footer. The logo should link to <https://www.colorado.com/>.

### Blog Posts:

All blog posts/stories created with grant funding must include the CTO "Come to Life" logo in the footer. The logo should link to <https://www.colorado.com/>.

### Email Newsletters:

All email newsletters created with grant funding must include the Colorado Tourism logo in the footer. The logo should link to <https://www.colorado.com/>.

### Press Releases:

All press releases created with grant funding must include the following CTO boilerplate language in the footer:

- The Colorado Tourism Office (CTO) is a division of the Governor's Office of Economic Development and International Trade. The mission of the CTO is to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. The CTO seeks to advance the strength and resilience of the entire industry through collaboration, inclusivity, innovation and leadership. In 2023, Colorado travelers spent \$28.2 billion, generating \$1.8 billion in local and state revenues, reducing the tax burden for every Colorado household by \$800. For more information, please visit [www.colorado.com](https://www.colorado.com/).

The CTO is happy to help review any press releases for general feedback but this is not required.

## Acknowledgment on Audio Platforms

If the platform is primarily auditory (ex. podcast, radio, etc.) the Colorado Tourism Office must be mentioned in the voiceover script. If an audio platform is also associated with a digital ad (ex. Pandora, Spotify), the voiceover script must contain both an acknowledgment of the Colorado Tourism Office and visual assets must include the CTO "Come to Life" logo.

## Review Submittal Process

Please submit marketing materials, brand strategy, and/or any use of the Colorado Tourism Office logo for review to the CTO/OEDIT key personnel listed in the grant agreement. The Colorado Tourism staff will complete their review of materials **in seven to ten business days** after receiving them. Rush requests will be approved on a case-by-case basis.

All deliverables must be submitted to the CTO from the grant recipient organization. Communication from vendors directly to the CTO, including submission of deliverables, is not allowed.

# Management Grant Project Requirements

## Deliverable Review

The Colorado Tourism Office requires a review of all consumer-facing deliverables before publication, placement, or distribution. CTO staff will work with each project to determine the deliverable review process for industry-facing deliverables.

## Acknowledgment & Logo Review

All deliverables that are funded in part by the CTO must include a CTO logo. Logo usage will be determined by the product type. Below is general guidance on the type of logo required; however, CTO staff will work with each project to determine the most appropriate logo.

- Tourism product development
  - [Main Colorado Tourism Office "Come to Life" logo](#) - Please reference the logo standards on the following page.
- Tourism workforce development
  - [Colorado State/CTO logo](#)
- Tourism-related strategic planning
  - [Colorado State/CTO logo](#)
  - Include acknowledgment statement: "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."
- Tourism research projects
  - [Colorado State/CTO logo](#)

- Include acknowledgment statement: "This research has been funded in part by a grant from the Colorado Tourism Office. The CTO is not responsible for the information included."
- Infrastructure that directly enhances the visitor experience through increased access or engagement
  - [Main Colorado Tourism Office "Come to Life" logo](#) for signage- Please reference the logo standards on the following page.
  - Logo usage will be determined on a case-by-case basis for projects other than signage

If the CTO requests edits regarding logo use, additional submittals may be requested.

## Review Submittal Process

Please submit all management grant deliverables to your grant contact key personnel listed in the grant agreement. All deliverables must be submitted to the CTO from the grant recipient organization. Communication from vendors directly to the CTO, including submission of deliverables, is not allowed.

Use of the Colorado Tourism logo must be submitted to the CTO for review before finalizing a published piece. Colorado Tourism staff will complete their review of materials **in seven to ten business days** after receiving them. All management grant deliverables must be submitted 15 days before the grant agreement expiration date.

## Logo Standards

Refer to the Colorado Tourism Office [brand book](#) (p. 16-20) for brand and logo use guidelines.

### Colorado State - Tourism Office Logo



The [Colorado State/CTO logo](#) is the default logo for use on all industry-facing grant-funded deliverables. No alternate versions should be created. CTO staff will inform grantees if an alternate logo is required. Examples of industry-facing deliverables include

1. Tourism workforce development documents (e.g., frontline staff training programs, skills-based training programs)
2. Tourism-related strategic planning documents (e.g., stakeholder and resident engagement, destination management plans)
3. Tourism research documents (e.g., feasibility studies, economic impact reports, visitor profile studies)

## Tourism Office Logo

The main [Colorado Tourism Office "Come to Life" logo](#) is the default logo for use on all grant-funded deliverables that are consumer-facing. CTO staff will inform grantees if an alternate logo is required. The CTO can provide logos with white or yellow text upon request. All rules for color, usage, clear space, and size apply to these logos. No alternate versions should be created. Examples of consumer-facing deliverables include

1. Tourism marketing campaigns and advertising
2. Tourism product development (will vary on a case-by-case basis)

Logo usage for projects with deliverables that include Infrastructure that directly enhances the visitor experience through increased access or engagement (e.g., wayfinding, educational or interpretive signage, educational kiosks, river access) will be on a case-by-case basis.

## Photography and Videography Assets

The CTO strongly encourages participants to include third-party usage rights in their agreements with photographers, videographers, and content creators; this allows your photography and videography to be used and amplified by other partners, including the CTO, global travel media, and travel trade.

For guidelines and sample production contract language for considerations when capturing photography or videography view [Sample Production Contract](#).

For tips on photography best practices, see p. 30-36 of the [brand book](#).

## Colorado Travel Regions

When referencing a Colorado travel region in your marketing material, you must follow the usage guidelines outlined here: <https://oedit.colorado.gov/regional-branding>.

## Contact Information

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