



HUERFANO COUNTY TOURISM BOARD AGENDA

April 10, 2024 at 3:00 PM

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

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

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | Meeting ID: pfy-merc-xoc

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - a.** [March 13, 2024](#)
- 3. FINANCIAL REPORT**
 - a.** Updated Fund Statements & Balance Sheet
 - b.** Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
 - a.** Resolution 24-04-TB April 2024 Bill Payment
 - b.** Placer.ai Contract Proposal
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
 - a.** Huerfano County Chamber of Commerce - Bradley Reitmair
 - b.** Lathrop State Park Ribbon Cutting
 - c.** Scenic Highway of Legends - Debra Malone
- 7. OLD BUSINESS**
 - a.** Community Partner Meeting
 - b.** Destination Stewardship
 - c.** Gravel Adventures Social Ride
- 8. NEW BUSINESS**
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a.** Wednesday, May 8 at La Veta Public Library 310 S Main Street, La Veta 2:00PM-4:00PM



HUERFANO COUNTY TOURISM BOARD MINUTES

March 13, 2024 at 2:00 PM

La Veta Public Library - 310 S Main St, La Veta, CO 81055

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

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | Meeting ID: pfy-merc-xoc

1. CALL TO ORDER

2:04PM

Bob Kennemer

Ashley Vandagriff

Greg Garrett

Alex Jessop

Carl Young

Hannah Everett

Kim Trujillo

Sarah Jardis

Stacy Cristelli

2. APPROVAL OF MINUTES

a. February 14, 2024 Meeting Minutes

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. March 2024 Bill Payment

Bob motioned to approve

Greg seconded

Unanimous approval

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Alex gave a breakdown of the February newsletter distribution analytics. 16.7% open rate. 190 clicks.

Organic social:

Standard, nothing concerning. Good rate of shares, not too many comments. Cuchara Mountain Park posts had good participation.

SEO Lighthouse Report:

Noted that there could be an issue with the top of the page content for SPC as it is clocking in at 2 seconds and it would be better to be under 2 seconds.

Noted low-res images on homepage that could be swapped out.

SEO score 100 on desktop page.

Mobile is trailing behind a bit - 4.5 seconds homepage load time, and accessibility is down to 91.

Sarah: cache question, hiking page photo swap.

Alex: looping links, instead of to a page, back to the homepage. Those are being fixed.

Cache issue - Firefox, Chrome. Starlink, Sarah in town got the new version, but the satellite internet at home is having issues showing the new website.

April socials:

Alex presented the various social posts for April - no real discussion on any proposed changes.

For May, a collaboration between GAFG and AdPro for posts regarding the social ride on May 4th.

Marketing:

The board approved unanimously of the plan for paid social through AdPro to start now/April. It is in keeping with what the board considered and accounted for in budget season last fall.

6. PARTNER REPORTS

7. OLD BUSINESS

a. Grandote Golf Course Billboard Request Update

Robert has reached out to Signs by Scott to get a quote, has not been able to get ahold of Travis, but the plan is still to add a golf vinyl sticker to the SPC billboards heading into La Veta.

b. Gravel Guide May 4th Social Ride

Sarah recommends \$700 to GAFG for the vinyl banners and event photography.

Vinyl banners are not date-specific and are re-usable.

Bob asked if we need a subcommittee or task force to prepare anything for the social ride.

Sarah also suggests HCTB should have presence at the Walsenburg Mercantile at that day.

Bob volunteered, Greg suggested having a table set-up with literature.

Sarah: talk about in April at community engagement meeting so people are aware this is happening and that there may be cyclists on the road.

Greg made a motion to approve \$700. Bob seconded. Motion passes.

c. Gravel Guide May 4th Social Ride

Sarah recommends \$700 to GAFG for the vinyl banners and event photography.

Vinyl banners are not date-specific and are re-usable.

Bob asked if we need a subcommittee or task force to prepare anything for the social ride.

Sarah also suggests HCTB should have presence at the Walsenburg Mercantile at that day.

Bob volunteered, Greg suggested having a table set-up with literature.

Sarah: talk about in April at community engagement meeting so people are aware this is happening and that there may be cyclists on the road.

Greg made a motion to approve \$700. Bob seconded. Motion passes.

8. NEW BUSINESS

a. Discussion of CTO Marketing Co-Op Options

Tier 3 and Tier 4 for the primary recommendations.

Estimated \$2500-\$5000 for this in 2025 for roughly \$17k-20k in media value. Greg confirmed that this was a one-time expense and not a monthly charge.

Do Colorado Right co-op

Social Media co-op

Care for Colorado is Sarah's preference. Sarah also liked the \$300 Instagram post.

Possible winter co-op options.

Greg suggested building a calendar of initiatives like this so we know when to pay attention to them and prepare properly. General assent.

Alex will reach out to CTO for some customized feedback specific to HCTB and maybe what's worked with similar scopes and counties.

b. Placer.ai Data Conversation & Upcoming Demo

Carl, Robert, and Sarah shared observations from the Placer.ai demo call and discussed ways in which this data would help inform various different strategies that relate to tourism and beyond. A sample scenario was discussed in which a targeted paid social campaign focused on Dallas, TX, and we used the Placer.ai interface to determine whether or not there were an upswing in visitors from Dallas. A second demo call will be held later in March.

There was general favorability towards the idea of figuring out how to use and implement the data if the price is right, as well as discussion of how we could work with regional neighbors such as Alamosa who also have the data.

c. Destination Stewardship Update

Robert gave two updates: 1) DS is doing a higher-level workshop in mid-April that will involve area stakeholder organizations and the RTAP team will promote this at their workshop 3/15-3/16. 2) DS and RTAP met and are data-sharing workshop results to better inform both teams.

d. RTAP Community Workshop

Robert reminded the Board that the RTAP workshop is 3/15-3/16 @ Lathrop Visitor Center and invited anyone to attend who wishes. Bob will help with the RTAP Community Tour on Friday as well.

e. Community Partner Meeting Planning

Consider limiting to business owners/hospitality partners - one or more meetings?

Stephanie's focus on ensuring people understand what Tourism is doing on their behalf.

Engagement from participants is the goal, define who we want to participate.

What can we share/what can they share? Placer.ai, Destination Stewardship, RTAP results.

Messaging/conversation between lodging/retail is different.

What about a mini-conference with breakouts towards lodging and retail/dining? Breakout for attractions - the Fox, Lathrop, etc.

Stacy Cristelli: where does the hospital fit in this? Medical tourism.

100 Da Vinci surgeries in Huerfano County since September 2022. 500 overall since Dr. Bijan was hired.

Wheelhouse, Chamber, Tourism, presentations/intro, short breakouts, hospital also. AdPro. Small things small businesses can do to help their marketing efforts. Section around these are all the things we have - visitors' guides, audio tours, brochures, etc.

2hrs max, presentations/handout heavy, breakouts

Invitation/RSVP heavy.

Thea, Brad, Bob, Sarah, Stacy - RG

STR people also.

Joshua Tree Poster, RAAM. LVP is hosting a RAAM time station. Bob offered to help with that.

General consideration for the community partner meeting is to do a 2hr mini-conference with short (5-6 minute) presentations from certain community stakeholders (Wheelhouse, Chamber, Hospital, etc), Alex to give an AdPro presentation/update, resource sharing, and mini-breakouts for certain industries. This will be in mid-May and April's HCTB meeting will discuss further.

Robert will draft a program itinerary.

9. ADJOURNMENT

Adjourned at 4:13.

10. UPCOMING MEETINGS

YEAR	ACCOUNT NUMBER	F L OWNER NAME	RECEIPT NUMBER	PAYMENT DATE	MISC PAYMENT	0035 LODGING TAX TOURISM FUND
2024	RHONDA	EFT LODGING TAX DISTRIBUTION 2/8/2024 (POSTED 2/3/2024)	3589	02032024	T 10453.15	0035 0100 003 00000 47197
2024	RHONDA	EFT LODGING TAX DISTRIBUTION 3/8/2024 (POSTED 3/2/2024)	10204	03022024	T 303.22	0035 0100 003 00000 47197
2024	DEBBIE	FINANCE VENDOR/PREPAID BILLS PD 1/2024 (POSTED 1/7/24)	2758	01072024	T 2295.00	0035 0100 LODGING TAX
2024	DEBBIE	FINANCE BMO CREDIT CARD PAID FEB 2024 (POSTED 2/4/24)	6746	02042024	T 291.87	0035 0100 003 003.
2024	TREAS FEES	TREASURER FEES DISBURSED 1/2024	1820	01312024	.00	0035 0100 WARRANTS PAID
2024	TREAS FEES	TREASURER FEES DISBURSED 2/2024	7487	02292024	313.59	0035 0100
						313.59-0035.9200 TREAS. FEES
						***** 0035 FUND TOTAL
						7855.91 *

TIME FINISHED-10:52

GRAND TOTALS

7855.91 **

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
	003-00000-10200	CASH ACCOUNT	\$90,316.57	\$0.00
		Asset Total:	\$90,316.57	\$0.00
	003-00000-20200	ACCOUNTS PAYABLE	\$0.00	\$27,254.85
	003-00000-22000	YTD REVENUE CONTROL	\$0.00	\$10,453.15
	003-00000-23000	YTD EXPENSE CONTROL	\$11,951.47	\$0.00
	003-00000-26010	ESTIMATED REVENUE	\$0.00	\$0.00
	003-00000-26020	APPROPRIATIONS	\$0.00	\$0.00
	003-00000-28000	FUND BALANCE	\$0.00	\$64,560.04
	003-00000-28200	RESERVE FOR ENCUM P/Y	\$0.00	\$0.00
	003-00000-28500	LOAN PAYABLE	\$0.00	\$0.00
		Liability Total:	\$11,951.47	\$102,268.04
		<u>Fund Total:</u>	\$102,268.04	\$102,268.04

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		\$102,268.04	\$102,268.04

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	\$ 646	\$ 7,354	\$ 4,888	\$ 1,461	\$ 13,591	\$ 7,526	\$ 47,382
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 417	\$ 11,522	\$ 613	\$ 53	\$ 26,799	\$ -	\$ 63,808
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ -	\$ 23,968	\$ 2,699	\$ 7	\$ -	\$ 33,560	\$ 88,739
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	\$ -	\$ 386	\$ 13,617	\$ 10,072	\$ -	\$ 30,743	\$ 1,404	\$ 91,092
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	\$ -	\$ 18,368	\$ 1,343	\$ -	\$ 32,068	\$ 2,945	\$ 85,161
2024		\$ 7,553		\$ 10,453									\$ 18,006
Total	\$ 13,982.46	\$ 150,176	\$ 12,995	\$ 23,885	\$ 114,301	\$ 18,138	\$ 13,798	\$ 219,652	\$ 33,583	\$ 12,616	\$ 319,467	\$ 77,710	\$ 1,010,302

Month	Total	Average	Percent
January	\$ 13,982.46	\$ 822.50	1.38%
February	\$ 150,175.73	\$ 8,343.10	14.86%
March	\$ 12,994.75	\$ 764.40	1.29%
April	\$ 23,884.71	\$ 1,326.93	2.36%
May	\$ 114,301.22	\$ 6,723.60	11.31%
June	\$ 18,137.65	\$ 1,133.60	1.80%
July	\$ 13,797.65	\$ 862.35	1.37%
August	\$ 219,652.49	\$ 12,920.73	21.74%
September	\$ 33,582.82	\$ 1,975.46	3.32%
October	\$ 12,616.03	\$ 788.50	1.25%
November	\$ 319,466.58	\$ 18,792.15	31.62%
December	\$ 77,710.35	\$ 4,571.20	7.69%
Total	\$ 1,010,302.44		100.00%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total		
2022															
Judicial	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97		
EMS	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97		
Rural	\$ 39,824.47	\$ 46,316.98	\$ 33,877.75	\$ 32,620.89	\$ 38,063.74	\$ 36,463.10	\$ 46,735.25	\$ 57,447.15	\$ 50,133.36	\$ 58,254.89	\$ 117,373.25	\$ 50,049.48	\$ 607,160.31		
LaVeta	\$ 11,406.51	\$ 13,266.10	\$ 9,703.26	\$ 9,343.27	\$ 10,902.21	\$ 10,443.75	\$ 13,385.90	\$ 16,454.00	\$ 12,090.00	\$ 14,048.56	\$ 28,305.36	\$ 12,069.78	\$ 161,418.70		
Walsenburg	\$ 26,942.97	\$ 31,335.45	\$ 22,919.76	\$ 22,069.44	\$ 25,751.77	\$ 24,668.86	\$ 31,618.41	\$ 38,865.48	\$ 36,571.14	\$ 42,495.62	\$ 85,621.11	\$ 36,509.96	\$ 425,369.97		
Total	\$ 234,521.83	\$ 272,755.61	\$ 199,502.33	\$ 192,100.76	\$ 224,153.16	\$ 214,727.13	\$ 275,218.66	\$ 338,299.87	\$ 296,383.58	\$ 344,397.19	\$ 693,899.14	\$ 295,887.66	\$ 3,581,846.92		
2023															
Judicial	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.35	\$ 103,059.75	\$ 121,359.37	\$ 118,244.72	\$ 105,774.21	\$ 124,472.65	\$ 104,510.93	\$ 1,221,138.85		
EMS	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.34	\$ 103,059.76	\$ 121,359.36	\$ 118,319.67	\$ 105,778.11	\$ 124,545.63	\$ 104,512.59	\$ 1,221,292.33		
Rural	\$ 48,876.25	\$ 51,432.13	\$ 41,470.73	\$ 40,879.56	\$ 47,466.19	\$ 45,784.93	\$ 52,297.77	\$ 62,663.70					\$ 390,871.26		
LaVeta	\$ 11,786.84	\$ 12,403.20	\$ 10,000.95	\$ 9,858.38	\$ 11,446.80	\$ 11,041.35	\$ 12,611.96	\$ 14,470.93					\$ 93,620.41		
Walsenburg	\$ 35,654.12	\$ 37,518.57	\$ 30,251.96	\$ 29,820.70	\$ 34,625.50	\$ 33,399.06	\$ 38,150.03	\$ 44,224.73					\$ 283,644.67		
Total	\$ 288,951.61	\$ 304,061.72	\$ 245,170.92	\$ 241,675.92	\$ 280,615.45	\$ 270,676.03	\$ 309,179.27	\$ 364,078.09	\$ 236,564.39	\$ 211,552.32	\$ 249,018.28	\$ 209,023.52	\$ 3,210,567.52		



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-04-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	3/31/24	8236	\$4,345
Huerfano County	Pre-Approval April MailChimp Reimbursement	4/10/24	N/A	\$492
Total:				\$4,837

INTRODUCED, READ, AND ADOPTED ON THIS 10TH DAY OF APRIL, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

Sarah Jardis, Chair

Robert Gilbert, Tourism Director

Bob Kennemer, Member

Greg Garrett, Member



AdPro LLC.
 525 Communication Circle
 Colorado Springs, CO 80905
 (719) 550-3034
 accounting@adproresults.com

Item 4a.

Invoice

Service Date:	March 2024
Invoice Date:	3/31/2024
Invoice #:	8236
Term:	Net 30

Huerfano Tourism
 401 Main Street, Suite 201
 Walsenburg, CO 81089
 (719) 738-3000

Stimulus

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

Digital

Product	Description	Amount
Paid Search	Paid Search	\$1,000.00
SEO-Basic	SEO	\$750.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$2,345.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Public Relations	Public Relations	\$450.00
Web Dev	Web Dev	\$125.00
Other Total		\$1,700.00

Total

Summary		
Total Amount Due		\$4,345.00

Create

- Campaigns
- Automations
- Audience
- Analytics
- Website
- Content
- Integrations

Overview Settings Billing Domains Extras Integrations Shop New Plans

Your Legacy plan just got a lot more powerful

- Start getting more return on your Mailchimp investment with these new tools:
- Customer Journey Builder**- send relevant emails with custom, automated workflows
 - Advanced Segmentation**- target customers based on behavior & interests
 - Generative AI tools**- create on-brand content faster

See what's new

MONTHLY Marketing Plan [Change Plan](#)

\$492 per month

Contacts 52,065 of 54,000
 1,935 remaining

Email Sends 3 of 648,000
 647,997 remaining

Mailchimp automatically adjusts your billing tier as your audience grows and shrinks. Since your last monthly bill, your subscriber count reached 52,065, placing you in the **\$492.00 monthly plan**.
[View Legacy plan terms](#)

Estimate for Apr 10 - May 9

\$492.00

Your total isn't final until your billing cycle is over.

Marketing Plan	\$492.00
54,000 contacts	per month
648,000 email sends	
Tax	\$0.00
Estimated Total	\$492.00
Autopay on Apr 10, 2024	



PLACER LABS, INC.

ORDER FORM

Huerfano County Colorado Address:	(“Customer”) 401 Main Street Walsenburg, CO 81089	Placer Labs, Inc. Address:	(“Placer”) 440 N Barranca Ave., #1277 Covina, CA 91723
Contact Person:	Robert Gilbert	Contact Person	Nicole Alexander
Email:	rgilbert@huerfano.us	Billing Contact Person:	Jason Tsui
Phone:	719-738-3000	Billing Email*:	billing@placer.ai
Billing Contact Email:	rgilbert@huerfano.us	Billing Phone*:	415-228-2444 ext 806

*Not for use for official notices.

1. Services.

The services provided under this Order Form (the **“Services”**) include:

- Access, via Placer Venue Analytics Platform (**“Placer’s Platform”**), to all major venues within the United States
- Customer may not provide access to any third party agents acting on its behalf (including any consultants, contractors, or other agents of Customer) without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form
- Access, via Placer’s Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
 - Foot traffic counts and dwell time
 - True Trade Areas displaying frequent-visitors-density by home and work locations
 - Customers’ demographics, interests, and time spent at relevant locations
 - Where customers are coming from and going to, and the routes they take
 - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
 - Competitive insights
 - Void Analysis Reports
- Access to Xtra reports per ad hoc needs; in Excel, KML, Tableau, and other formats: Quarterly Maximum of 26 credits; Annual Maximum of 104 credits
- Access to STI Demographics Bundle + Mosaic Data Set, and AGS CrimeRisk. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	Input Datasets Used
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation
AGS CrimeRisk	CrimeRisk

2. Permitted Uses

The data, information and materials accessible via the Services are referred to as “**Placer Data**”. Customer may use Placer Data solely for the following purposes (“**Permitted Uses**”): (a) Customer may use Placer Data for Customer’s internal business purposes; and (b) Customer may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

“**Research Data**” means datasets and other materials created by Customer that result in any part from Customer’s use of Placer Data. The Customer may share Research Data with current and potential customers, and in marketing materials; provided that the Customer shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation). Customer shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer may display Placer Data as part of Research Data.

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin as of the last signature date set forth below, and will continue for 12 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term**,” and the Initial Term and any Additional Terms are referred to collectively as the “**Term**.”

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

Termination: Either party may terminate this Order Form upon thirty (30) days’ notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days. In addition, Placer may immediately suspend Customer’s access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer of any restrictions regarding usage of the Services.

4. Fees.

\$12,000/year invoiced: in full upon signing this Order Form.

Invoice sent electronically to Customer’s billing contact email via NetSuite.

Customer shall pay the fees set forth above in this Order Form.

Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.

Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer’s net income.

If Customer believes that Placer has billed Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first billing statement in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer’s customer support department at support@placer.ai.

Placer may increase the Fees any time following the Initial Term (but not more frequently than once in any twelve (12) month period). The amount of such annual increase will equal the greater of CPI or five percent (5%) per annum.

In the event of any termination, Customer will pay in full for the Services.

All billing will be sent via electronic invoice to the Customer contact indicated above. Customer shall pay all fees within thirty (30) days of the invoice date.

5. Support.

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, please contact us at support@placer.ai.

6. Mutual NDA.

Each party (the “**Receiving Party**”) understands that the other party (the “**Disclosing Party**”) has disclosed or may disclose business, technical or financial information relating to the Disclosing Party’s business (hereinafter referred to as “**Proprietary Information**” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

7. Miscellaneous.

All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Trial Offering. If Placer provides Customer with additional Services or Placer Data during the Term and identifies such Services or Placer Data as for evaluation or trial purposes only (a “Trial Offering”), access to the Trial Offering is permitted only during the period designated by Placer (or if not designated, 30 days from receipt of access) (“Trial Subscription Term”), unless the Trial Offering is earlier terminated as provided below. During the Trial Subscription Term, Customer may only use the Trial Offering for internal evaluation purposes and may not otherwise use or distribute the Trial Offering for any other purposes. Notwithstanding any provision included in this Order Form or the Agreement to the contrary, in respect of the Trial Offering Customer acknowledges and agrees that: (i) either party may terminate the Trial Subscription Term immediately and without liability upon written notice to the other party; (ii) any Trial Offering is provided “as is”; (iii) Placer provides no warranty, service levels or indemnity for any Trial Offering and (iv) Placer's liability related to any Trial Offering will not exceed USD \$100. Notwithstanding the foregoing, the Services and Placer Data provided in this Order Form is not considered a Trial Offering.

Customer grants Placer the right to use Customer’s company name and company logo, for Placer’s promotional purposes.

This Order Form is entered into by and between Customer and Placer effective as of the date of the last signature below. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the “**Agreement**”); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

“Customer”

Huerfano County Colorado
By:
Name:
Title:
Date:

“Placer”

Placer Labs, Inc.
By:
Name:
Title:
Date:

Spanish Peaks Country

April Board Meeting 2024



Reporting



Last Month (Mar 1 - 31)

Total Page Likes
3,673

Last Month (Mar 1 - 31)

Post Engagements
188

Last Month (Mar 1 - 31)

Post Reach
4,388



Last Month (Mar 1 - 31)

Page Engagements



Last Month (Mar 1 - 31)

Followers by Gender

Item 5a.



Last Month (Mar 1 - 31)

Page Summary

Metric	Value
Page Reach	4,420
Page Impressions	5,567
Page Engagements	-
Unique Page Clicks	50
Page Reactions	-
Comments	-
Shares	-
3-Second Video Views	3



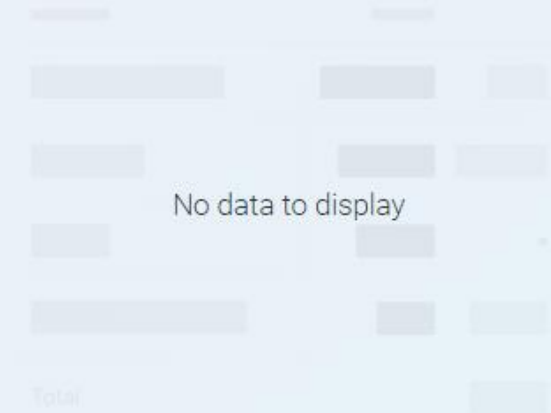
Last Month (Mar 1 - 31)

Top Posts

Post	Value
Spring skiing in Spanish Peaks offers the best of both worlds: (2024-03-01)	883
Join us in celebrating the Spring Equinox in Spanish Peaks Country! (2024-03-19)	697
Embark on a winter wonderland adventure along the National Scenic (2024-03-01)	659
Feeling lucky? 🍀 Celebrate St. Patrick's Day amidst the stunning (2024-03-17)	441
Traverse the timeless landscape of the Spanish Peaks, where the (2024-03-04)	435
Join fellow residents in shaping the future of outdoor recreation (2024-03-10)	418
Under the glow of a full moon, join us on March 23 for an enchanting (2024-03-16)	271

Last Month (Mar 1 - 31)

Followers by Age Groups



Last Month (Mar 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
HUERFANO COUNTY - Out Of State	1,391		94		6.76%	
HUERFANO COUNTY	15,403		494		3.21%	
HTOUR - Display	56,324		123		0.22%	

Last Month (Mar 1 - 31)

Impressions
73,118



Last Month (Mar 1 - 31)

Clicks
711



Last Month (Mar 1 - 31)

Item 5a.
0.97%



Last Month (Mar 1 - 31)

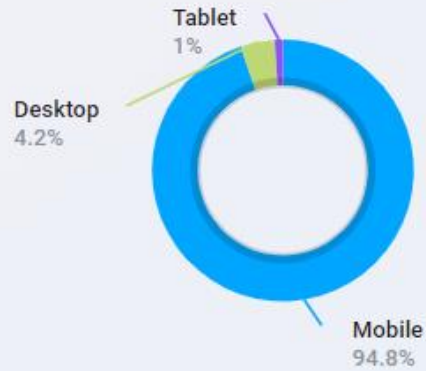
Bounce Rate

78.3%

▲ 2.32% vs previous period (76.6%)

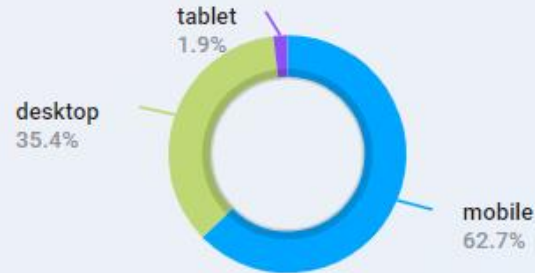
Last Month (Mar 1 - 31)

Clicks by Device



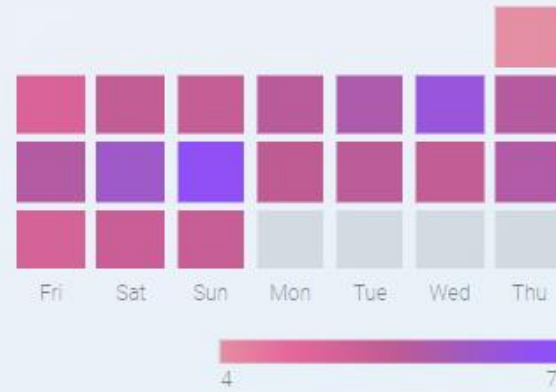
Last Month (Mar 1 - 31)

Conversions by Device



Last Month (Mar 1 - 31)

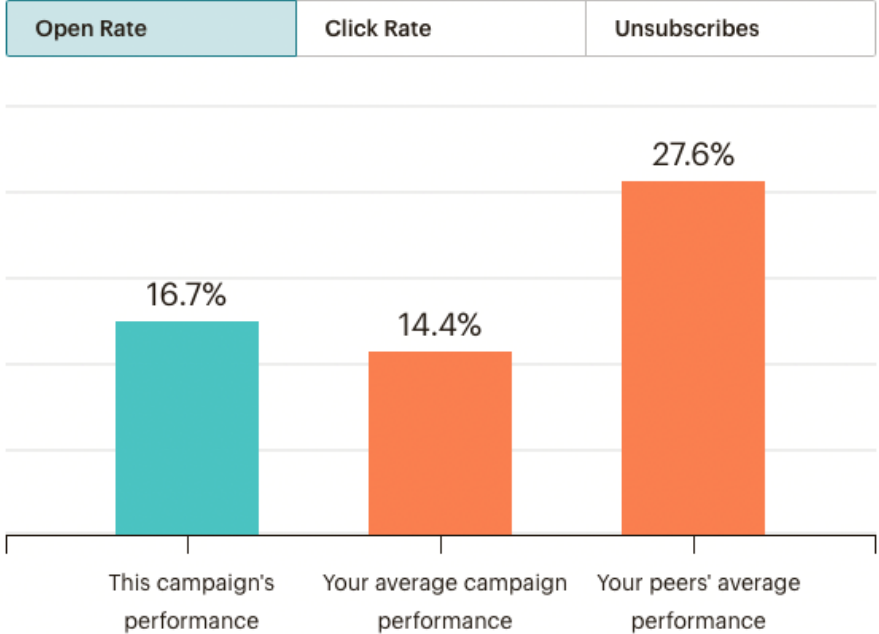
Clicks by Day



Newsletter Reporting

- Successful Deliveries: 51,292
- Opens: 10,588
- Unique Opens: 8,591
- Open Rate: 16.7%
- Unique Clicks: 100
- Total Clicks: 196
- Bounced: 1,055
- Unsubscribes: 142

How your email campaign compares



Top links clicked

https://cpw.state.co.us/placestogo/parks/Lathrop	41
https://spanishpeakscountry.com/multi-day-itineraries/	37
https://missionwolf.org/	34
https://travelstorys.com/tours/highway-of-legends	17
https://www.facebook.com/SPCountry	15



Organic Social



Social Calendar - May

May 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

5/2 Cinco de Mayo

5/4 Gravel Guide Ride

5/8 Spring Bird Migration

5/12 Mother's Day Outdoors

5/17 Patio Dining Options

5/23 Wildflower Watch

5/27 Memorial Day

5/31 Fishing Season



5/2 Cinco de Mayo

Viva la fiesta! 🦋 Join us this 5th of May as Spanish Peaks Country lights up with colorful Cinco de Mayo celebrations. Experience the richness of local Mexican heritage through savory cuisine, spirited music, and cultural dances. Share your celebration moments with us!

#SpanishPeaksCountry
#CincoDeMayo
#SPCincoCelebrations



5/4 Gravel Guide Ride

🚲 The #GravelGuideRide is today!

Revel in the challenge as you pedal through the rugged landscapes of Spanish Peaks Country. Gear up for an adventure that combines thrill and beauty!

Learn more about the Spanish Peaks/Huerfano County gravel biking trails here:

<https://spanishpeakscountry.com/gravel-biking/>

#SpanishPeaksCountry #GravelBiking



5/8 Spring Bird Migration V1

Feathered friends on the flyway! 🐦
Spring brings a flutter of winged wonders to Spanish Peaks Country. Red-winged blackbirds like this one can be easily spotted by their bright red and yellow shoulder patches against black feathers. These birds are highly social, often forming large, noisy colonies with hundreds of pairs, showing their communal nature.

Spot the returning migratory birds and share your sightings!

#SpanishPeaksCountry
#SpringMigration #RedWingedBlackbird



5/8 Spring Bird Migration V2

Feathered friends on the flyway! 🐦
Spring brings a flutter of winged wonders to Spanish Peaks Country. Did you know the Dark-Eyed Junco can be found all across North America? This bird can travel long distances from its breeding ground in Canada to its winter spots in the south.

Spot the returning migratory birds and share your sightings!

#SpanishPeaksCountry
#SpringMigration #DarkEyedJunco



5/12 Mother's Day Outdoors

Celebrate Mother's Day in the great outdoors! 🌸 Treat the incredible moms in your life to a tranquil day surrounded by nature's serenity. From picnics to peaceful walks, create memories in picturesque Spanish Peaks Country.

#SpanishPeaksCountry
#MothersDay2024



5/17 Patio Dining Options

Savor your meals with a view! ☕️ Patio season is here in Spanish Peaks Country. Delight in fresh, local flavors while soaking up scenic vistas at our top outdoor dining spots. Dining under the sky never tasted so good. See all of our local restaurants here:

<https://spanishpeakscountry.com/business-directory/categories/dining>

#SpanishPeaksCountry #OutdoorDining



5/23 Wildflower Watch

Wildflower season is upon us. With the snow melting away, witness the first bursts of color in Spanish Peaks Country. Share your favorite wildflower photos with us!

#SpanishPeaksCountry
#Wildflowers



5/27 Memorial Day

This Memorial Day, we remember and honor the bravery of those who have served. Join us for a day of reflection set against the backdrop of the majestic Spanish Peaks.

#SpanishPeaksCountry
#MemorialDay2024



5/31 Fishing Season V1

Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 Whether you're a seasoned angler or just starting, Spanish Peaks Country's sparkling waters offer the perfect setting for your next catch. Find your prime spot and enjoy the season's opening.

Learn more about licenses, regulations, and the best fishing areas here:

<https://spanishpeakscountry.com/fishing/>

#SpanishPeaksCountry
#2024FishingCO



5/31 Fishing Season V2

Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 Whether you're a seasoned angler or just starting, Spanish Peaks Country's sparkling waters offer the perfect setting for your next catch. Find your prime spot and enjoy the season's opening.

Learn more about licenses, regulations, and the best fishing areas here:

<https://spanishpeakscountry.com/fishing/>

#SpanishPeaksCountry
#2024FishingCO



Social Calendar - June

June 1 - June Events Summary (pinned to top of page) - Including Hujatolla Heritage Festival, Rocky Mountain Star Stare, Sonic Bloom Festival, Spanish Peaks Country Fest.

Hujatolla Heritage Festival - Featuring photo(s) from past year's event.

Rocky Mountain Star Stare - Photo of Rocky Mountain stars from Spanish Peaks Country.

Sonic Bloom Festival - Featuring photo(s) from past year's event.

Spanish Peaks Country Fest - Featuring photo(s) from past year's event.

June 16 - Father's Day - Treat Dad to a day in the mountains - hiking, biking, or fishing.

Audio Tours- Did you know there are free, self-guided audio tours including a driving tour of the Highway of Legends and historic walking tours of Walsenburg, La Veta and Cuchara? Feature photos of driving and walking tours.

Fishing Season Photo Share - Ask followers to share their catches and photos while at their favorite fishing spots in Spanish Peaks Country.

Summer Getaway - Experience another world in your own backyard - Spanish Peaks is close to Colorado Springs, Denver, and Pueblo.

Care for Colorado - Share tips about how to pack in/pack out and keep Spanish Peaks Country pristine for all to enjoy.

Community Presentations



Recommended Agenda

- Economic and Community Impact of Tourism
 - Report on Economic Impact Statewide and Locally
 - New Huerfano County Chamber of Commerce
- Tourism Marketing Overview
 - Organic Social
 - Newsletter
 - Public Relations
 - Paid Media
- Introduction to New Website
 - Business Listings
 - Event Listings
- Community Assets
 - Google Business Profile
 - Social Media
 - Flyers, posters, QR Codes
- Community Tourism Survey



THANK YOU



Play to win.

Homepage: <https://spanishpeakscountry.com/>

- These buttons all click through to the homepage, should they click through to different pages?

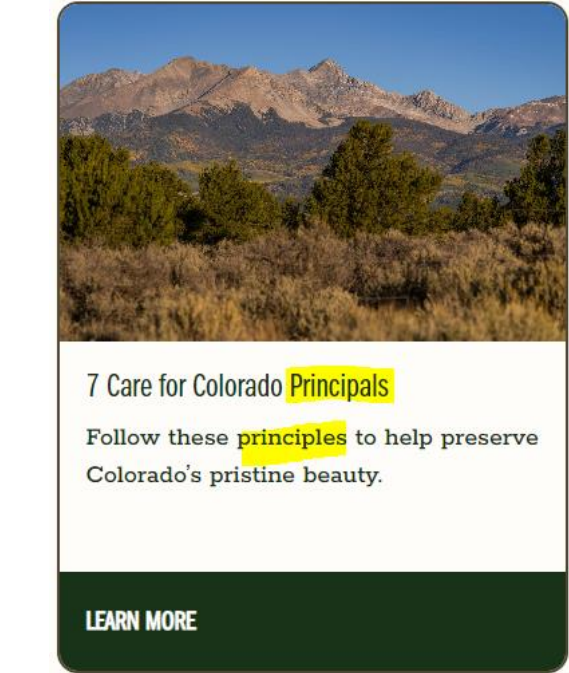


Be Legendary: <https://spanishpeakscountry.com/be-legendary/>

- Where I highlighted the colon, I don't think there should be a space before that, it should go right after "Leave No Trace:". And then there is a double space before "is more"

The ethos of Being Legendary embodies a profound commitment to environmental stewardship. As an outdoor enthusiast, Be Legendary and follow the guiding principles of Leave No Trace: minimize impact and preserve nature's pristine beauty. Leave No Trace is more than a philosophy; it's a call to action that resonates through alpine meadows, rugged trails, and pristine waters, urging all who venture here to tread lightly and ensure the delicate balance of the state's natural wonders endures for generations to come.

- Principal=school leader / Principle=a fundamental statement



- Double space after “Leave No Trace” and need a comma before “and remain conscious”

Leave No Trace principles in Colorado are more than just guidelines; they are a commitment to preserving the pristine beauty of the state’s awe-inspiring wilderness. Be Legendary as you trek through Spanish Peaks Country, and remain conscious of your footprint as you enjoy the gifts of the outdoors.

○

Community Page: <https://spanishpeakscountry.com/communities/>

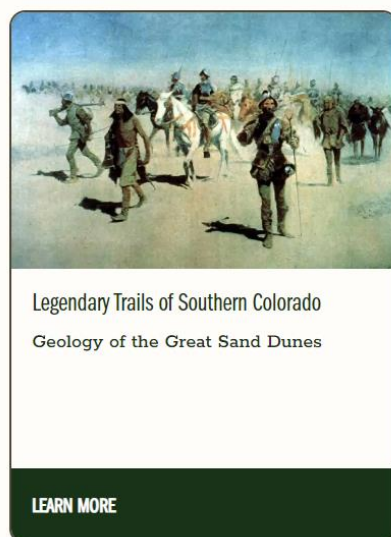
- No changes, pending article review

Geology & Mountains: <https://spanishpeakscountry.com/mountains-geology/>

- No changes, pending article review

History: <https://spanishpeakscountry.com/history/>

- This article doesn’t mention the Sand Dunes, is that sub header correct?



○

Art: <https://spanishpeakscountry.com/art/>

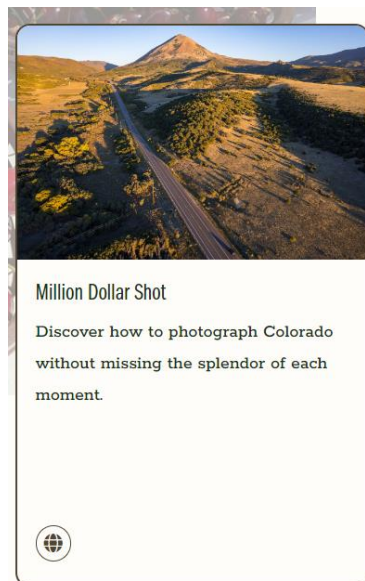
- Right here, I think this needs to say “...serves as both a muse and a backdrop...” and then we also need a comma before “but” (highlighted below)

The art scene of Spanish Peaks Country is a dynamic collection of creativity woven into the region's picturesque landscapes. Local galleries and studios offer an array of artistic expressions, reflecting the area's cultural diversity. Residents and visitors engage through art walks, workshops, and events, fostering a sense of shared appreciation. Nature's grandeur serves as both muse and backdrop, inspiring artists to capture its essence. Spanish Peaks Country's art scene not only enriches the community, but also celebrates the profound connection between creativity and the stunning wilderness that envelops it.

○

Attractions: <https://spanishpeakscountry.com/attractions/>

- This link is broken



○

Audio Tours: <https://spanishpeakscountry.com/audio-tours/>

- No changes

Murals: <https://spanishpeakscountry.com/murals/>

- No changes

Museums: <https://spanishpeakscountry.com/museums/>

- No changes

Music & Theatre: <https://spanishpeakscountry.com/music-theater/>

- This part of the sentence doesn't make sense, we would need to say something like "Across a wide range of genres, talented musicians perform everywhere from local restaurants, lounges, theatres, to multiple annual music festivals, and more. "

The music and theater scenes in Spanish Peaks Country play a vital role in enriching the lives of locals and visitors. Set against the hypnotic splendor of the Spanish Peaks, it's no surprise to find an abundance of artistic expression within these timeless forms of performing arts. Across a wide range of genres, talented musicians perform everywhere from local restaurants, lounges, theaters, and more **to multiple annual music festivals.** Equally vibrant, the theater scene thrives in numerous performance venues, including the iconic Fox Theater and the Francisco Center for the Performing Arts.

○

- This link is broken



○

- Change "is found" to "are found"

Some of the highest forms of music and theatrical expression is found in regions that offer surreal beauty on the level of Spanish Peaks Country. Spellbinding grandeur is found in every direction, lending local artists abundant inspiration. Likewise, touring theater and musical acts flock to the area to soak in the beauty and perform within a landscape where the line between life and art is nearly non-existent.

○

Scenic Points: <https://spanishpeakscountry.com/scenic-points/>

- No Changes

Full Day Trip: <https://spanishpeakscountry.com/full-day-itineraries/>


- No Changes

Half Day Trip: <https://spanishpeakscountry.com/half-day-itineraries/>

- No Changes





Kids & Family: <https://spanishpeakscountry.com/kids-families/>

- I don't think this link is going to the right page, can we double check it?



Mini Golf at Bear's Den

The Bear's Den at Cuchara is a gift shop/mini golf course nestled at the foot of downtown Cuchara.

○

Multi Day Trip: <https://spanishpeakscountry.com/multi-day-itineraries/>

- These links are broken



Muraling Throughout Mystic San Luis Valley

Delve into the Mystic San Luis Valley's diverse history while you tour the area's greatest murals and hop on some of the most scenic routes in southern Colorado.



○



Road Trip Through Southern Colorado

This southern Colorado, kid-friendly adventure will provide the perfect staycation.



○

- These words should be swapped “perfect days”



Spring Adventures Await In Spanish Peaks Country

Spring is an ideal time to visit Spanish Peaks Country in southern Colorado. Warm sunshine melts the snow, causing creeks and rivers to run, and it makes for days perfect for playing outside.



○

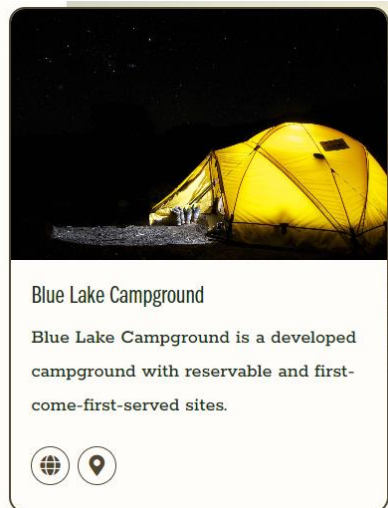
Scenic Drives: <https://spanishpeakscountry.com/scenic-drives/>

- No Changes

Camping: <https://spanishpeakscountry.com/scenic-drives/>

- This link is broken

○



○

Fishing: <https://spanishpeakscountry.com/fishing/>

- The header should say “Oso” not “Ono”



○

- Is there a website we can direct people to for this one? All we have is the map, so just want to check



Monument Lake

At 100-acre stocked Monument Lake, you'll find northern pike, catfish, brown trout, green sunfish, rainbow trout, bream/bluegill, perch, and sucker.



○

Golfing: <https://spanishpeakscountry.com/golfing/>

- No Changes

Gravel Biking: <https://spanishpeakscountry.com/gravel-biking/>

- “, this guide has the perfect route.”

Immerse yourself in the rugged beauty of Spanish Peaks Country with the all-new Spanish Peaks Gravel Guide—a comprehensive companion for gravel biking enthusiasts seeking the ultimate off-road experience. Uncover hidden gems, conquer challenging terrain, and embark on unforgettable journeys across loops ranging from 25 miles to over 100 miles! Whether you're a gravel biking novice or a seasoned pro, the guide has the perfect route. Get back to some place new and embark on your next gravel biking adventure with the Spanish Peaks Gravel Guide.

○

Hiking: <https://spanishpeakscountry.com/hiking/>

- This link goes to the wrong trail: <https://lavetatrails.org/trails/spanish-peaks-wilderness-area/salazar-trail-1390a/>



Salazar Trail #1390A

This trail offers views of Cuchara Valley and has an elevation gain of 152'.



○

Hunting: <https://spanishpeakscountry.com/hunting/>

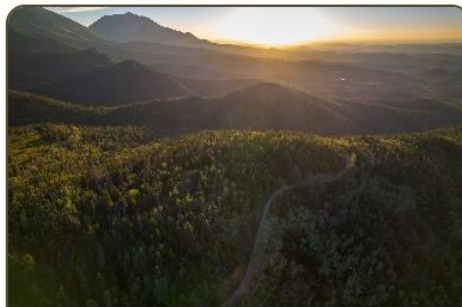
- No Changes

Mt. Biking: <https://spanishpeakscountry.com/mt-biking/>

- No Changes

Off-Roading: <https://spanishpeakscountry.com/off-roading/>

- This link is broken



Cordova Pass

Cordova Pass is a mostly graded road on the south side of Spanish Peaks. It passes through a tunnel made in a volcanic dike called Apishapa Arch. The best time to ride Cordova Pass is June through October.

LEARN MORE

○

Stargazing: <https://spanishpeakscountry.com/stargazing/>

- No Changes

Events Calendar: <https://spanishpeakscountry.com/spc-events/>

- No Changes

Submit Your Event: <https://spanishpeakscountry.com/submit-spc-event/>

- No Changes

Dining: <https://spanishpeakscountry.com/business-directory/categories/dining>

- No Changes

Lodging: <https://spanishpeakscountry.com/business-directory/categories/lodging>

- No Changes

Shopping: <https://spanishpeakscountry.com/business-directory/categories/shopping>

- No Changes

Play: <https://spanishpeakscountry.com/business-directory/categories/play/>

- No Changes

Venues: <https://spanishpeakscountry.com/business-directory/categories/venues/>

- Should this say the company name instead of Owner? Also, they are on this page twice



Owner

Venues

4708 West Graneros Road, Colorado City, CO, USA

17196762456

starsandbarscustomdesign@gmail.com



Stars and Bars, LLC / Southern Legacy Glass, LLC are interested in possibly being added to your a...

Monday 8:00 am - 5:00 pm, Tuesday 8:00 am - 5:00 pm, Wednesday 8:00 am - 5:00 pm, Thursday 8:00 am - 5:00 pm, Friday 8:00 am - 5:00 pm

○



Stars and Bars Custom Design - Southern Legacy Glass

Venues

4708 West Graneros Road, Colorado City, CO, USA

17196762456

starsandbarscustomdesign@gmail.com



Stars and Bars has been a key player in the commercial, residential, and facilities maintenance s...

Monday 8:00 am - 5:00 pm

-
- Heat needs to be capitalized



United **heat** Exchangers

Venues

P.B. No 4412, C - 5 Private Industrial Estate SIDCO Post Coimbatore - 641021 Tamil Nadu, South India India

04222670982

enquiry@heatexchanger.co.in

<https://heatexchanger.co.in/>

Galleries: <https://spanishpeakscountry.com/business-directory/categories/galleries>

- No Changes

Museums: <https://spanishpeakscountry.com/business-directory/categories/museums>

- No Changes

Submit Listing: <https://spanishpeakscountry.com/add-business-directory-listing/>

- No Changes

PAGE ARTICLES

- <https://spanishpeakscountry.com/la-veta/>
 - This word needs to be plural

La Veta may be small and laid-back, but it's also the art hub of the Spanish Peaks Region. Galleries featuring local, national, and international artists dot La Veta's quaint Main Street. **Visitor** and locals are also encouraged to explore the class offerings at the La Veta School
- <https://spanishpeakscountry.com/stonewall/>

- Need to remove these two periods for consistency
 - **Attractions Near Stonewall**
 - **Bosque del Oso State Wildlife Area**
 - **Great Dikes of the Spanish Peaks.**
 - **Monument Lake.**
 - **North Lake**
 - **Sangre de Cristo Mountains**
-
- <https://spanishpeakscountry.com/blanca-peak/>
 - This link takes people back to the homepage, can we link it to the trail instead?

Many hikers who ascend Blanca Peak begin at the [Lily Lake trailhead](#).
 -
- <https://spanishpeakscountry.com/sangre-de-cristo-mountains/>
 - Need to add the word “the” before “Raton” and before “the Wet Mountains” we need “while” (... the Raton basin sits on the southeast side, while the Wet Mountains..)
 - The mountains were pushed up about 27 million years ago as one big chunk of rock. The San Luis Valley runs along the west side of the mountains, **Raton** basin sits on the southeast side, **the** Wet Mountains and the Front Range are to the northeast, and the Rio Grande Rift Zone runs down the middle.
-
- <https://spanishpeakscountry.com/volcanic-plugs-buttes-and-cones-in-spanish-peaks-country/>
 - Should these be clickable? (same question on this page: <https://spanishpeakscountry.com/where-to-see-fall-colors-in-spanish-peaks-country/>)

Goemmer Butte

Goemmer Butte is in the valley between the West Spanish Peak and the Sangre de Cristos.

Gardner Butte

Gardner Butte is in the valley between the Mt. Mestas-Silver Mountain-Sheep Mountains group and Greenhorn Mountain.

Huerfano Butte

To be different, Huerfano Butte is on the edge of the high plains, southeast of the foot of Greenhorn Mountain, just below the south shore of the Huerfano River.

Badito Cone

Badito Cone is actually a conical high point on a dike formation pointed directly uphill at the tops of Greenhorn Mountain. In the old days, travelers on the Taos (or Trapper's) Trail looked for Badito Cone as a

- <https://spanishpeakscountry.com/historical-character-of-spanish-peaks-country/>
- “was an attorney”

JUDGE SPRUCE M. BAIRD

A friend of Sam Houston's, Judge Spruce M. Baird dealt in both land and cattle and **was attorney** and agent for the Vigil-St. Vrain Land Grant. For whatever reason, Judge Baird wore his bright red flannel underwear on the outside over his clothing.

-
- “worked as a trapper”

JAMES P. BECKWOURTH

Born in 1800, James P. Beckwourth was the son of a slave mother and a Virginia plantation owner. His father gave him a classical education.

In 1824, he headed west. For 40 years, he **worked as trapper**, guide, adventurer, and war leader of the Crows, finally dying among them in the lodge of Iron Bull in 1866.

- <https://spanishpeakscountry.com/legendary-trails-of-southern-colorado/>
 - Sangre not Sange

In 1853, Capt. John Gunnison headed up the Huerfano River to Badito and then over the **Sange** de Cristo Pass. The route was easy, even crossing
 - Cochetopa Pass was uneventful.
- <https://spanishpeakscountry.com/libre/>
 - “and is distinguished”

Libre is one of the oldest art communes in the country and distinguished by its variety of architectural innovations. One of the only rules at Libre is

-
- <https://spanishpeakscountry.com/the-trujillo-homesteads/>

- Remove the comma before 1901

Meanwhile, Teofilo stuck to sheep and unfortunately became a target for the animosity of nearby Anglo cattle ranchers. In January, 1901, while he was away from home attending a trial about an earlier incident, cattle

-
- <https://spanishpeakscountry.com/spanish-peaks-countrys-state-trust-lands-and-wildlife-areas/>

- Remove these quotation marks, there isn't an end set and they don't belong

“Directions: From Walsenburg go south on I-25 to exit 42, Rouse Road.

- Turn west and then immediately south. The road will turn west again and

- <https://spanishpeakscountry.com/wahatoya-lakes-state-wildlife-area/>

- I think this is one word

The main trail at this 203-acre state wildlife area meanders through

- fields, woods, and into a deep arroyo on the south side. There is a by-pass