



HUERFANO COUNTY TOURISM BOARD AGENDA

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

Join via Google Meet: meet.google.com/bgy-grno-chd | Meeting ID: bgy-grno-chd

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - a.** [February 19 HCTB Meeting Minutes](#)
- 3. FINANCIAL REPORT**
 - a.** Updated Fund Statements & Balance Sheet
- 4. BILL PAYMENT**
 - a.** [March 2025 Bill Payment](#)
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
 - a.** [Placer Monthly Update](#)
 - b.** [TravelStorys 2024 Analytics](#)
- 7. OLD BUSINESS**
 - a.** 7th & Main Billboard
 - b.** CTO Management Grant
 - c.** Walsenburg Historic Preservation Committee
- 8. NEW BUSINESS**
 - a.** [La Veta Trails - Geoheritage Initiative - Marilyn Russell](#)
 - b.** [Scenic Highway of Legends - Deb Malone](#)
 - c.** [Agency of Record Contract](#)
- 9. ADJOURNMENT**
- 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.



HUERFANO COUNTY TOURISM BOARD MINUTES

February 19, 2025 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: meet.google.com/bgy-grno-chd | Meeting ID: bgy-grno-chd

1. CALL TO ORDER

3:03PM call to order

Bob Kennemer

Greg Garrett

Hannah Everett

Sarah Jardis

Robert Gilbert

Gaye Davis

Stacey Cristelli

2. APPROVAL OF MINUTES

a. January 8th HCTB Meeting Minutes

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

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

No financial report given as Q1 numbers are not available yet.

4. BILL PAYMENT

a. February 2025 Bill Payment

Bob motioned to pay the bills, Greg seconded, all in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Jack reported that paid search performed well, with organic right behind it, and solid growth on website traffic and usage in January.

Sarah asked about the top page by user - Newsletter/Visitor's Guide - increased traffic to that page. Some is bot traffic but there were new sign-ups as well.

Jack and AdPro team updated the SPC mobile site to have a better flow and not be as dining-centric as it looked previously on mobile.

Jack noted that female users nearly double male users on social media and that the Spanish Peaks post performed the best, with the Cuchara Mountain Park post technically having more click-throughs than the Spanish Peaks post.

26.7% newsletter open rate in January out of 17,326 sent (4,530).

Billboard creative will be revised and readdressed.

6. PARTNER REPORTS

7. OLD BUSINESS

a. 7th & Main Billboard

Creative will be adjusted but this will likely become a project for the new AoR, and we may do a simple design to get something in the space.

b. New Advertising Channels

Enchanted Outpost has been completed, EV full page ad graphic for Colorado Country Life is in progress.

c. CTO Management Grant

Application was submitted for Spanish language translations of all existing tours in a match with the Highway of Legends board.

8. NEW BUSINESS

a. Walsenburg Historic Preservation Committee - Gaye Davis

Gaye Davis discussed an event in May by the HPC that she wanted TravelStorys support for; as well as expanded marketing options for the tours and different ways to promote them within Walsenburg. Robert will work with TravelStorys to help with some of the requests.

b. CO-150 Commission - Katie Roach

This was briefly discussed but Katie was unable to attend.

9. ADJOURNMENT

Bob motioned to adjourn, Greg seconded. Adjourned at 4:06PM.

10. UPCOMING MEETINGS

a. Agency of Record RFP Review Workshop February 19 4PM (immediately following adjournment)

b. March 12 - La Veta Public Library - 2PM-4PM - 310 S Main St, La Veta

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HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 25-03-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 | 02/28/2025 | 9178 | \$4,832.50 |
| Huerfano County | March MailChimp Reimbursement | 03/10/2025 | MC15864099 | \$310 |
| Total: | | | | \$5,142.50 |

INTRODUCED, READ, AND ADOPTED ON THIS 26TH DAY OF MARCH, 2025.
 TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

 Sarah Jardis, Chair

 Robert Gilbert, Tourism Director

 Bob Kennemer, Member

 Greg Garrett, Member

 Hannah Everett, Member



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

| | |
|----------------------|---------------|
| Service Date: | February 2025 |
| Invoice Date: | 02/28/2025 |
| Invoice #: | 9178 |
| Term: | 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 | \$500.00 |
| Social Mgmt - Bronze | Organic Social | \$595.00 |
| Streaming Audio | Streaming Audio | \$1,000.00 |
| Digital Total | | \$2,095.00 |

Other

| Product | Description | Amount |
|--------------------|-----------------------------------|-------------------|
| Account Management | Account Service Fee | \$1,125.00 |
| Graphics | Enchanted Outpost Ad-Graphics | \$412.50 |
| Graphics | Winter Display Ads-Graphic Design | \$300.00 |
| Public Relations | Public Relations | \$450.00 |
| Web Dev | Web Dev | \$150.00 |
| Other Total | | \$2,437.50 |

Total

| Summary | | |
|-------------------------|--|-------------------|
| Total Amount Due | | \$4,832.50 |

Mailchimp Receipt MC15864099

Issued to

Kimberly Trujillo
Huerfano County
ktrujillo@huerfano.us
Office phone:719-696-5434
401 Main St Walsenburg, CO 81089

Issued by

Mailchimp
c/o The Rocket Science Group, LLC
675 Ponce de Leon Ave NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com
Tax ID: US EIN 58-2554149

Details

Order# 15864099
Date Paid: March 10, 2025 12:48 AM
Denver

Billing statement

| | |
|----------------------|-----------------|
| Standard plan | \$310.00 |
| 25,000 contacts | |

| | |
|-------------------------------------|---------------|
| Intuit Assist for Mailchimp* | \$0.00 |
| AI-powered marketing | |

| | |
|---|-----------------|
| Paid via Mast ending in 4017 which expires 11/2026 | \$310.00 |
| on March 10, 2025 | |

| | |
|-------------------------------------|---------------|
| Balance as of March 10, 2025 | \$0.00 |
|-------------------------------------|---------------|

* Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various [plans and pricing](#)

If a refund is required, it will be issued in the purchase currency for the amount of the original charge.

Sales Tax was not applied to this purchase.

[Looking for our W-9?](#)

[Looking for our United States Residency Certificate?](#)



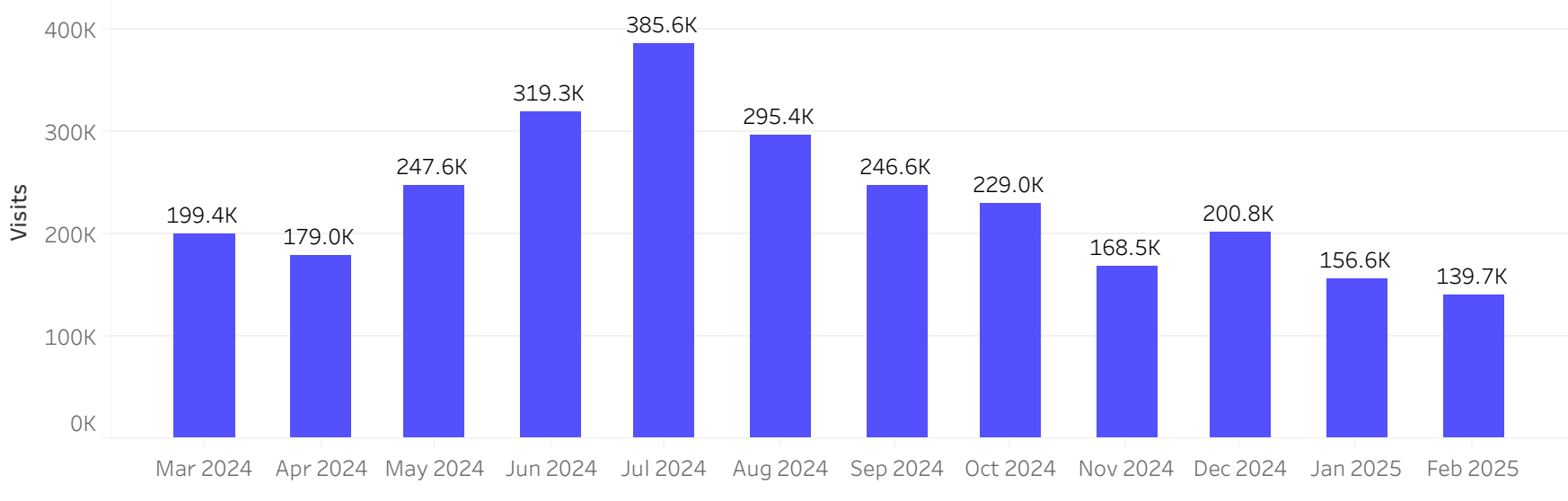
Visitors
Feb 2025

Visits **139.7K**

MoM **-10.8%**

YoY **1.4%**

Yo3Y **-2.3%**



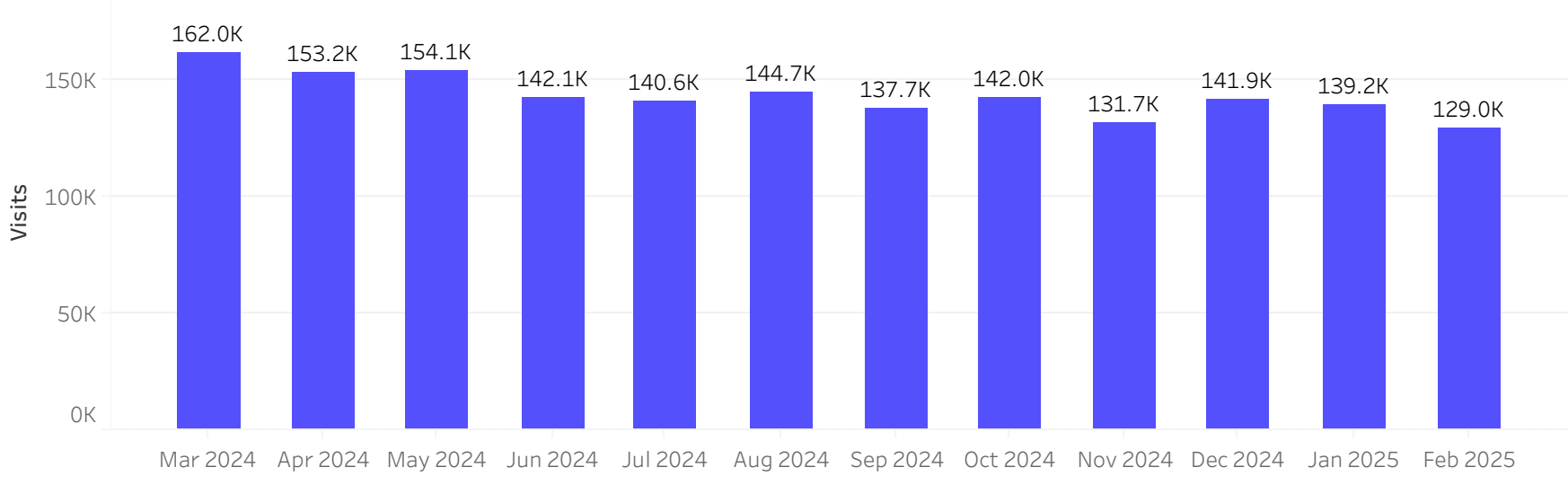
Employees
Feb 2025

Visits **129.0K**

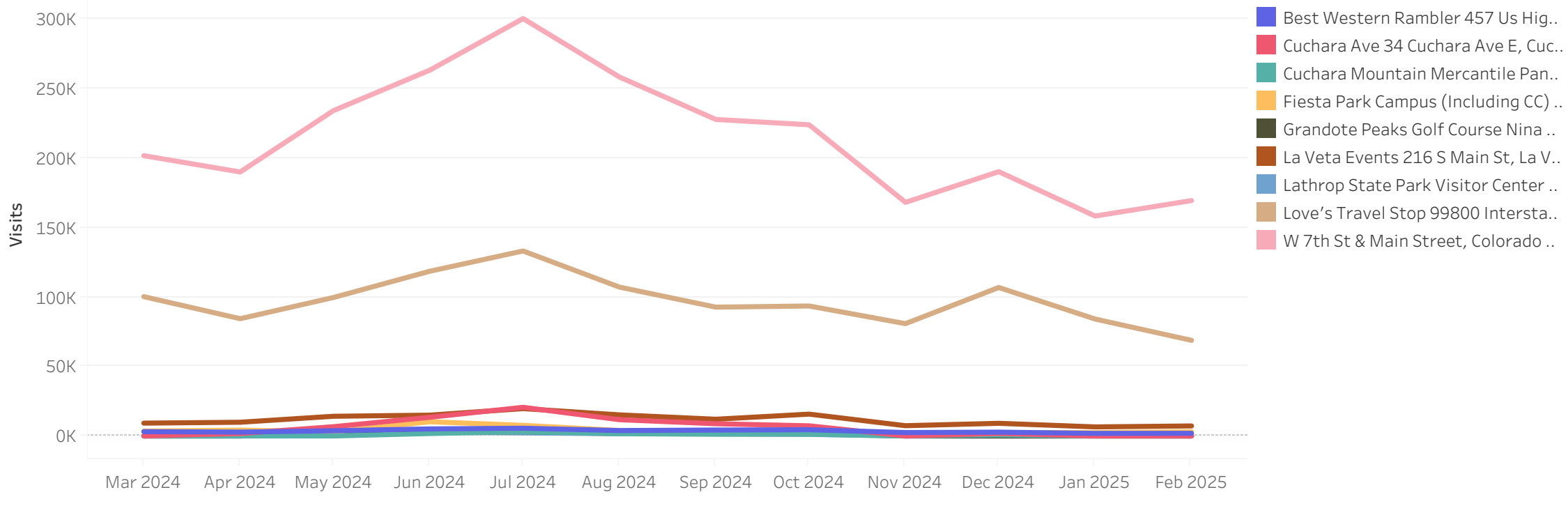
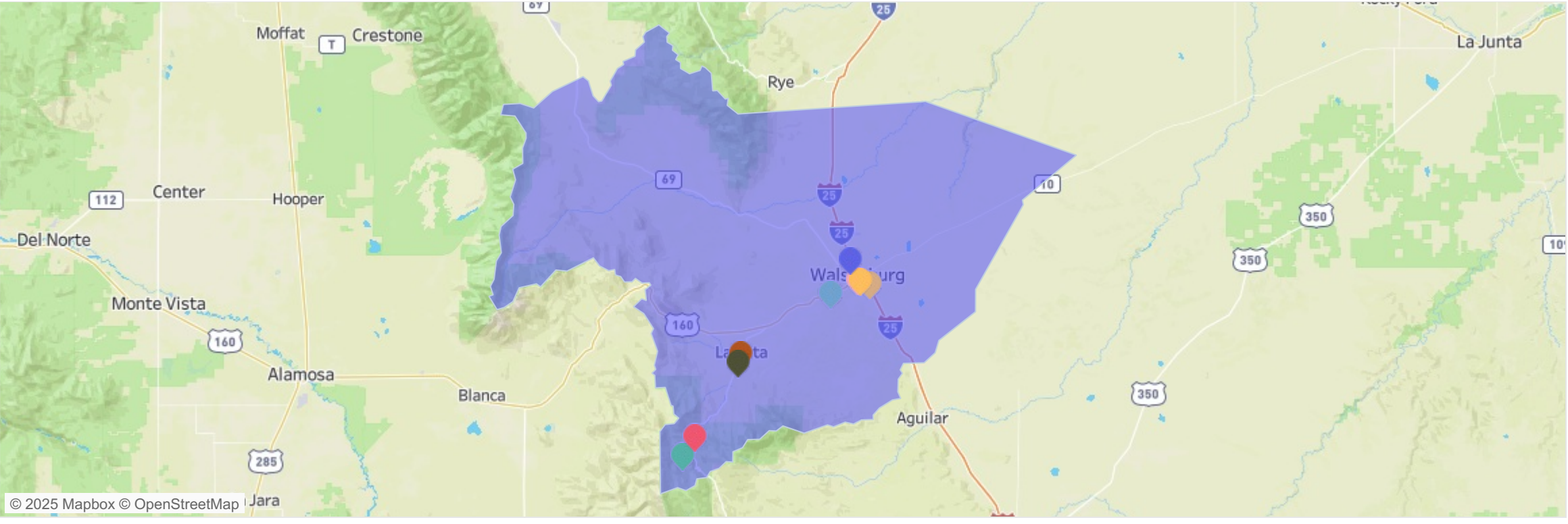
MoM **-7.4%**

YoY **-16.0%**

Yo3Y **24.0%**



Selected Locations



| Name | Address | Visits | MoM | YoY | Yo3Y |
|-----------------------------------|---|---------|---------|---------|--------|
| W 7th St & Main Street, Colorado | Main Street, Walsenburg, CO, United States | 169.50K | 7.04% | 5.55% | 13.42% |
| Love's Travel Stop | 99800 Interstate 25, Walsenburg, CO 81089 | 68.85K | -18.21% | -0.70% | 16.96% |
| La Veta Events | 216 S Main St, La Veta, CO 81055 | 7.22K | 10.49% | -4.94% | -8.48% |
| Fiesta Park Campus (Including CC) | East 9th Street, Walsenburg, CO 80189 | 3.00K | 24.91% | -9.08% | N/A |
| Best Western Rambler | 457 Us Highway 85 87, Walsenburg, CO 81089-9432 | 1.90K | 1.99% | -19.68% | -7.03% |
| Cuchara Ave | 34 Cuchara Ave E, Cuchara, CO 81055 | N/A | N/A | N/A | N/A |
| Lathrop State Park Visitor Center | County Road 502, Pictou, CO 81089 | N/A | N/A | N/A | N/A |
| Cuchara Mountain Mercantile | Panadero Ave, Cuchara, CO | N/A | N/A | N/A | N/A |
| Grandote Peaks Golf Course | Nina Drive, La Veta, CO 81055 | N/A | N/A | N/A | N/A |

TRAVELSTORYS BASELINE ANALYTICS



Jan 1, 2024 - Dec 31, 2024

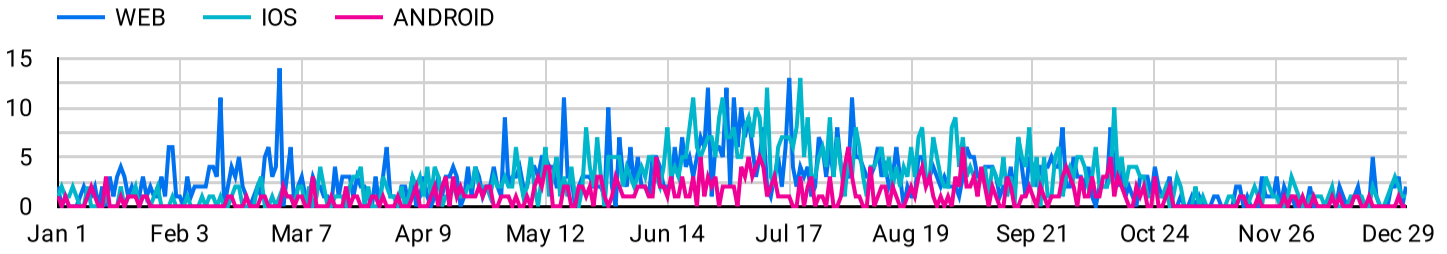
Highway of Legends

Tour Users

Unique Users

1,903

*Individual users who visited your tour

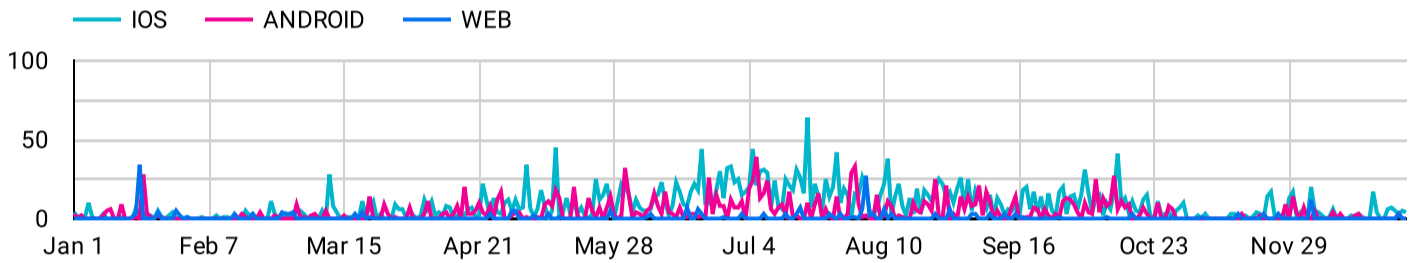


Tour Sessions

Total Sessions

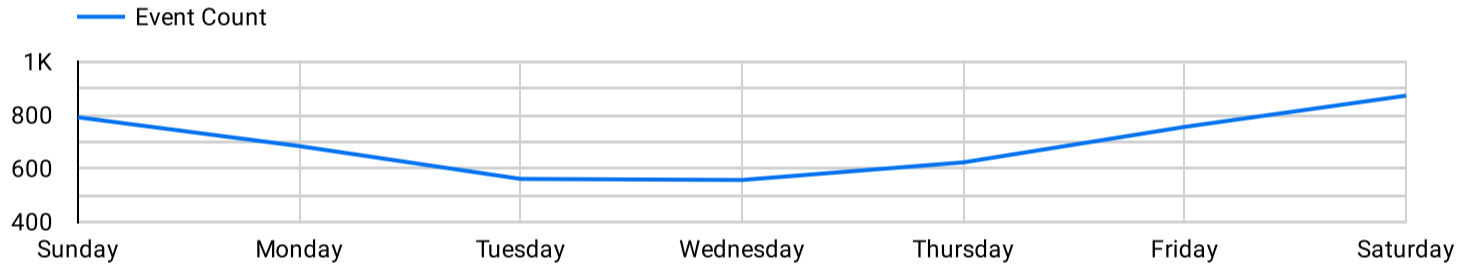
4,846

*visits to tour, includes previews, opens, & downloads

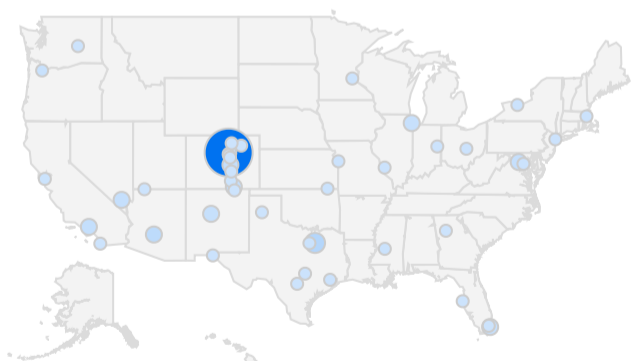


Sessions by Day of the Week

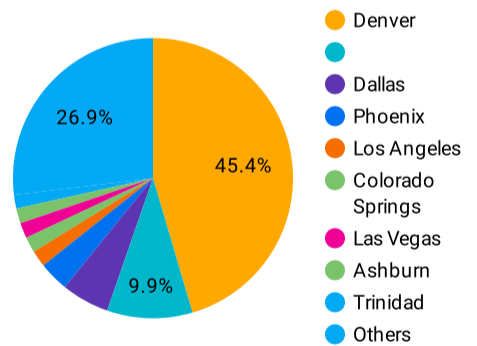
*most popular day of the week for tour



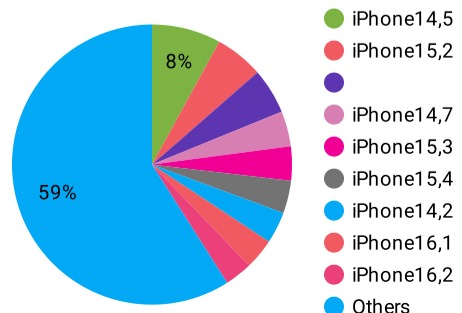
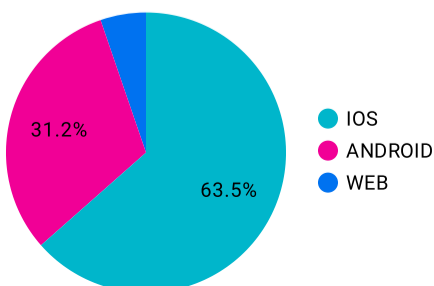
Geographic Reach



| City |
|----------------|
| 1. Denver |
| 2. |
| 3. Dallas |
| 4. Phoenix |
| 5. Trinidad |
| 6. Colorad... |
| 7. Las Vegas |
| 8. Albuquer... |
| 9. Chicago |
| 10. Miami |



Visitors by Device



TRAVELSTORYS BASELINE ANALYTICS



Jan 1, 2024 - Dec 31, 2024

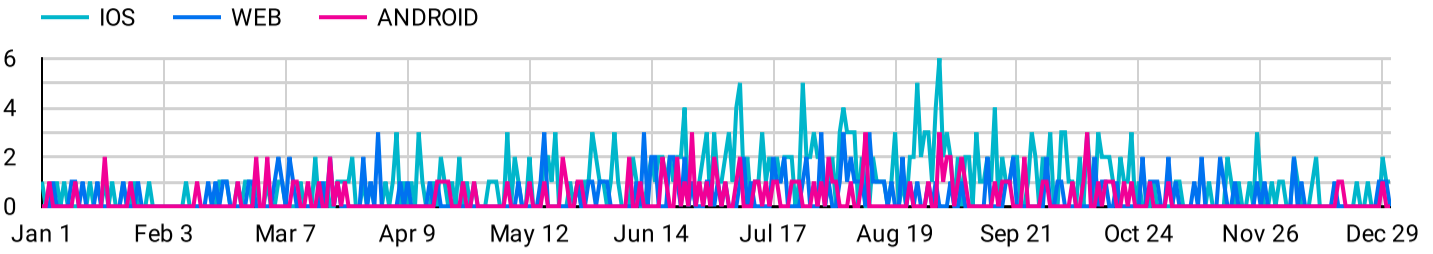
Walsenburg

Tour Users

Unique Users

546

*Individual users who visited your tour

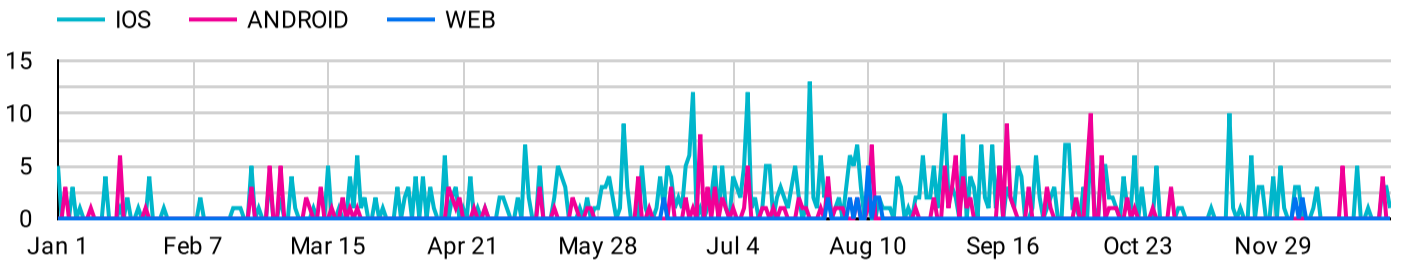


Tour Sessions

Total Sessions

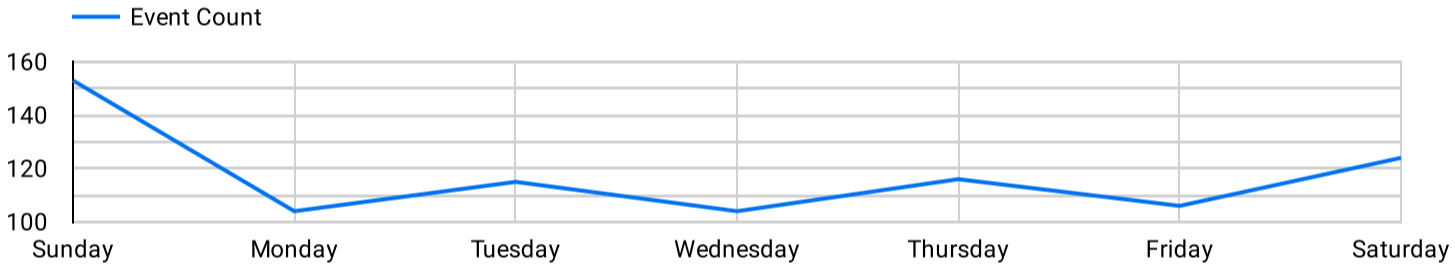
822

*visits to tour, includes previews, opens, & downloads

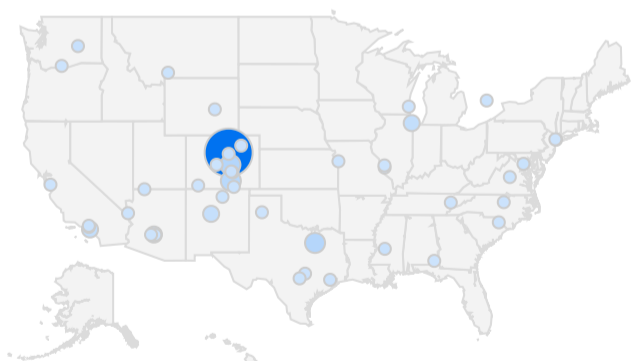


Sessions by Day of the Week

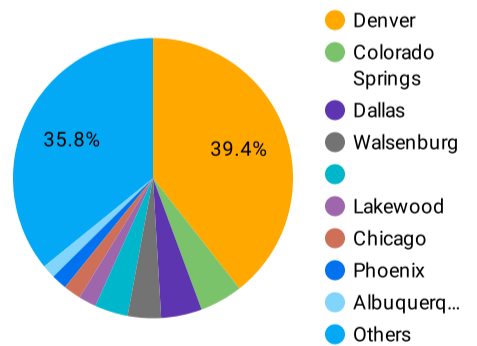
*most popular day of the week for tour



Geographic Reach

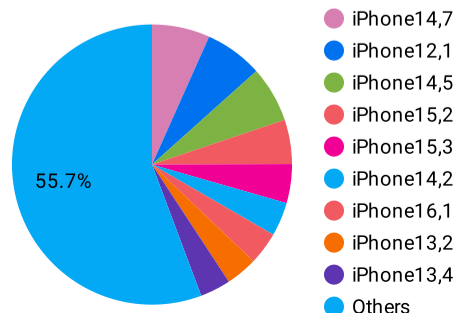
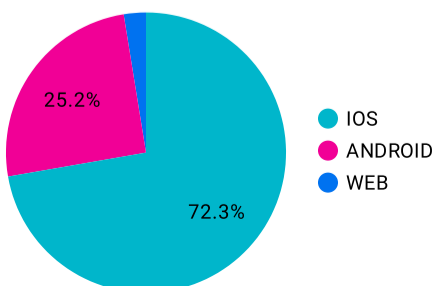


| City | |
|------|-------------|
| 1. | Denver |
| 2. | Colorad... |
| 3. | Dallas |
| 4. | |
| 5. | Albuquer... |
| 6. | Phoenix |
| 7. | Washing... |
| 8. | Trinidad |
| 9. | Pueblo |
| 10. | St. Louis |



7 1,037

Visitors by Device



TRAVELSTORYS BASELINE ANALYTICS



Jan 1, 2024 - Dec 31, 2024

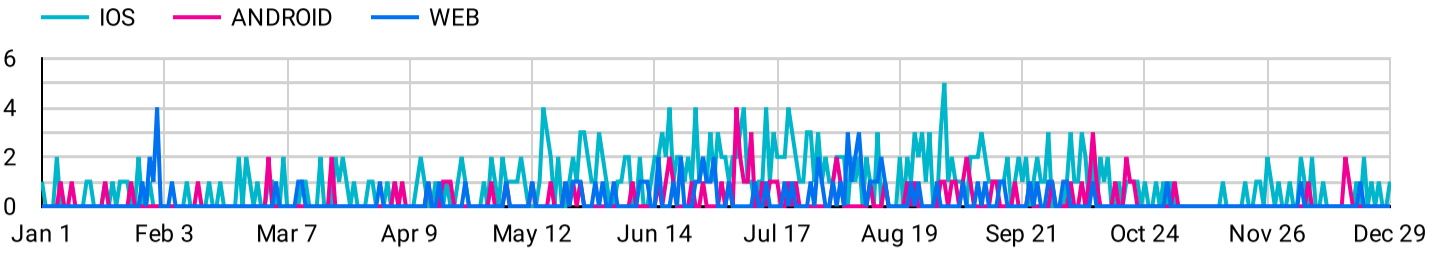
La Veta

Tour Users

Unique Users

452

*Individual users who visited your tour

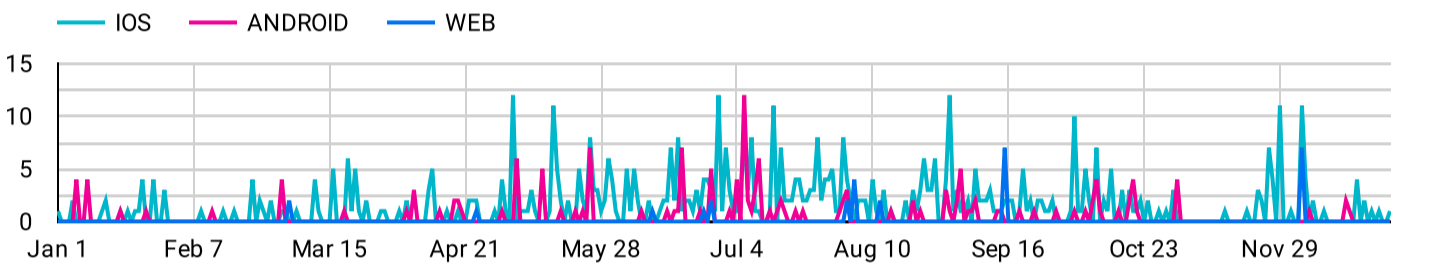


Tour Sessions

Total Sessions

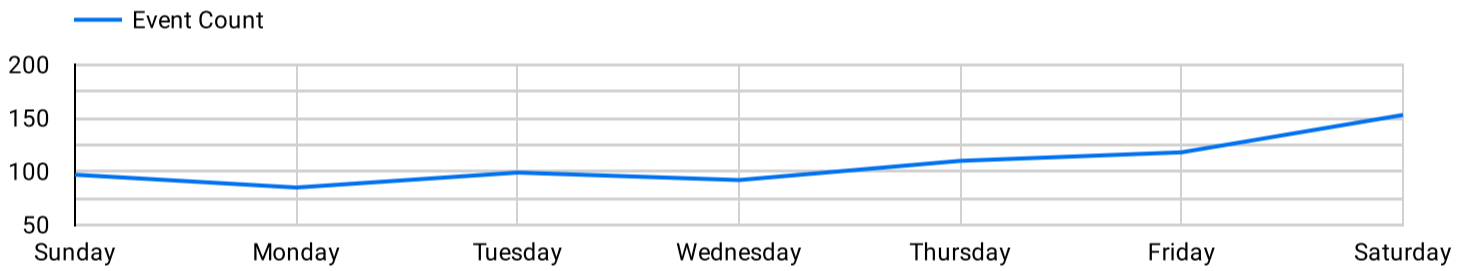
754

*visits to tour, includes previews, opens, & downloads

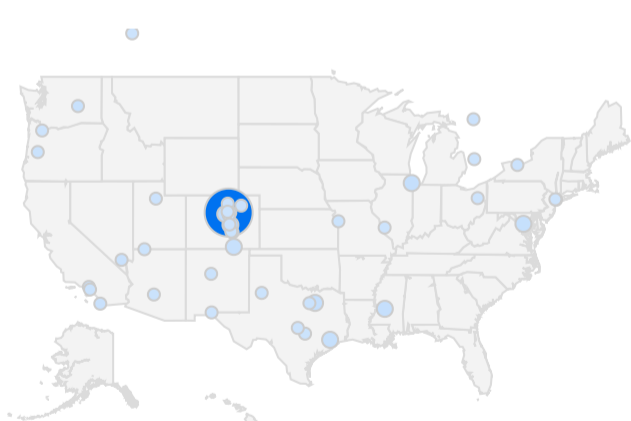


Sessions by Day of the Week

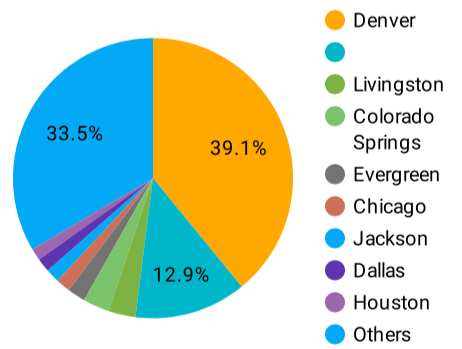
*most popular day of the week for tour



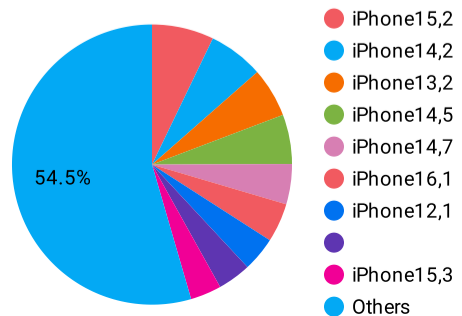
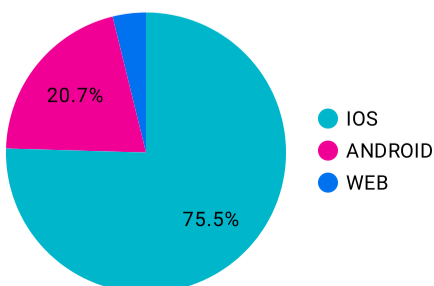
Geographic Reach



| City | |
|------|------------|
| 1. | Denver |
| 2. | |
| 3. | Colorad... |
| 4. | Trinidad |
| 5. | Dallas |
| 6. | Livingston |
| 7. | Chicago |
| 8. | Washing... |
| 9. | Las Vegas |
| 10. | Los Ang... |



Visitors by Device



TRAVELSTORYS BASELINE ANALYTICS



Jan 1, 2024 - Dec 31, 2024

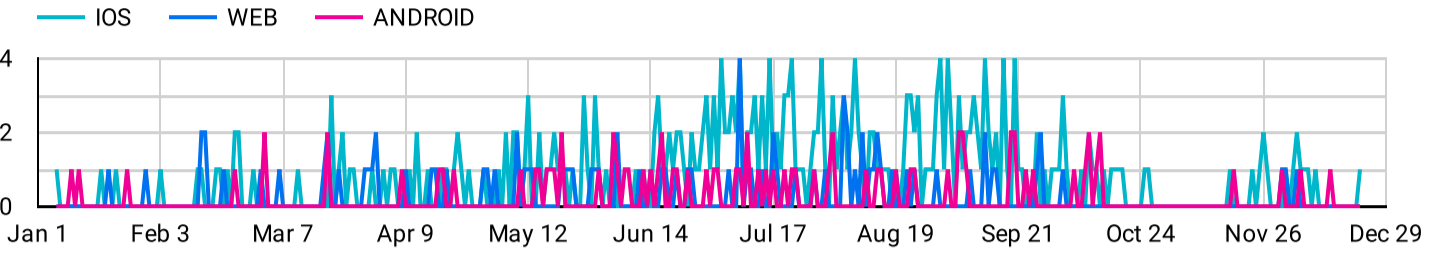
CUCHARA

Tour Users

Unique Users

*Individual users who visited your tour

416

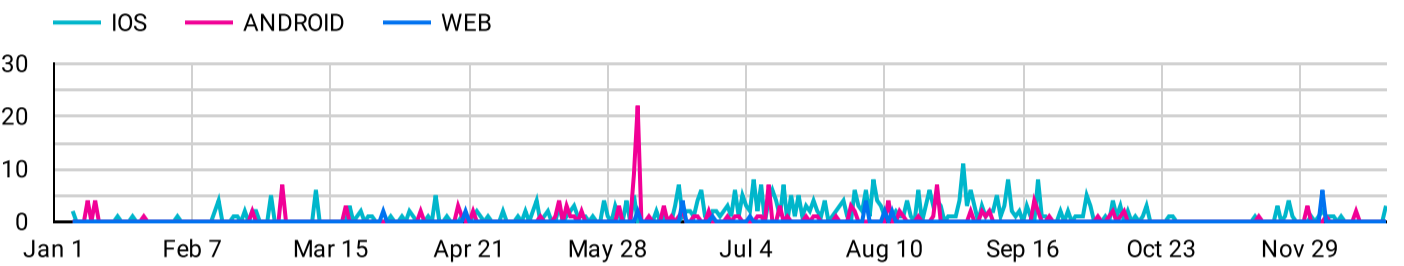


Tour Sessions

Total Sessions

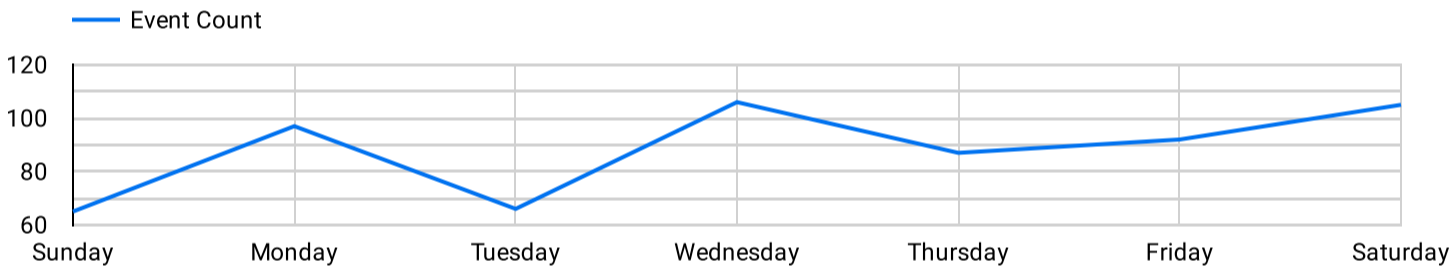
*visits to tour, includes previews, opens, & downloads

618

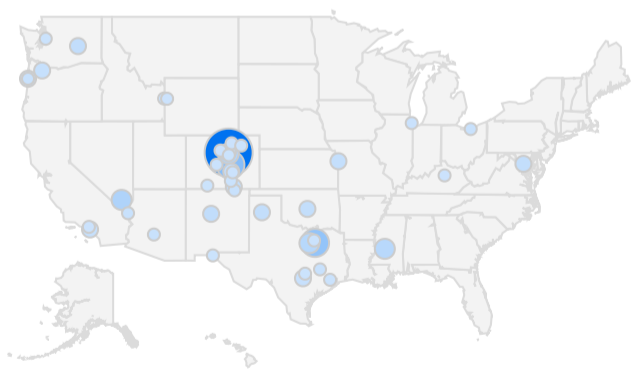


Sessions by Day of the Week

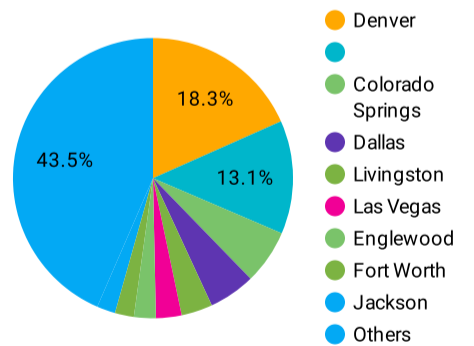
*most popular day of the week for tour



Geographic Reach

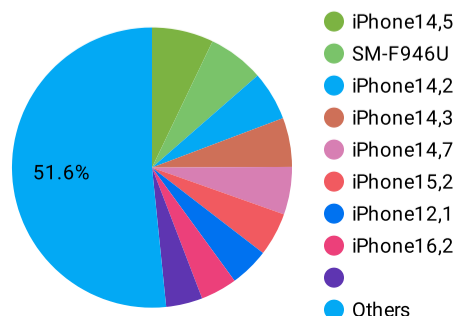
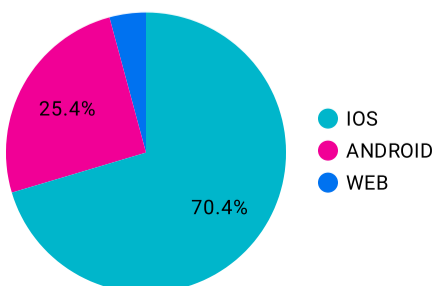


| Rank | City |
|------|-------------|
| 1. | Denver |
| 2. | |
| 3. | Colorad... |
| 4. | Las Vegas |
| 5. | Dallas |
| 6. | Trinidad |
| 7. | Phoenix |
| 8. | Albuquer... |
| 9. | Washing... |
| 10. | Pueblo |



7 335

Visitors by Device



Geoheritage of Huerfano and Las Animas Counties



INTRODUCTION

Lon Abbott, Teaching Professor of Distinction with the Department of Geological Sciences at CU Boulder, and La Veta Trails (LVT), a 501(c)3 nonprofit, are collaborating on a project to highlight the geological heritage significance of public lands and trails in Huerfano and Las Animas Counties.

Geological Heritage (typically shortened to geoheritage) encompasses geological features that are intrinsically or culturally important sites offering information or insights into the Earth's evolution, the history of science, or that can be used for research, teaching, or reference (Brocx and Semeniuk, 2007).

Huerfano and Las Animas Counties are located in Colorado's Spanish Peaks region at the dramatic geographic interface between the Rocky Mountains and Great Plains. These rural counties possess a rich geoheritage that has influenced the many cultures that have called this place home and provides fundamental insights into the geological formation processes of the Colorado Rockies and Great Plains. Because of the region's unique geologic story, it serves as a superb location for this project.

GEOHERITAGE PROJECT

The goal of the LVT/CU Geology partnership is to strengthen environmental stewardship by fostering a sense of place and shared responsibility for protecting the region's unique geoheritage sites. Phase 1 (January–June 2025) includes:

1. Developing a geoheritage page on the LVT website that features descriptions of the geology along three trails that tell different chapters of the region's geoheritage story.
 - **Bartlett Trail** climbs the east flank of Greenhorn Mountain, the highest peak in the Wet Mountains, at the interface between the Rockies and the High Plains.
 - **Dikes Trail** (which isn't actually on a dike) traverses one of the cuervas formed by Rocky Mountain uplift.
 - **West Peak Trail** ascends West Spanish Peak, exploring the solidified magma chamber, the dikes that radiate from it, and remnants of the mile-and-a-half thick stack of sedimentary rocks into which the magma intruded but that erosion has since largely stripped away.
2. Deliver a guided trail walk and presentation about local geoheritage in July, 2025.

CONTACT

For more information, please contact Marilyn Russell:
russellm9999@gmail.com | 719-890-4071

GEOHERITAGE PROJECT TEAM



Lon Abbott, PhD, joined the Geological Sciences department at CU Boulder in 2007. His passion is mountains. His research spans from the world's youngest mountain range in Papua New Guinea to the geologic evolution of the Colorado Rockies, Great Plains, and Colorado Plateau. He loves sharing the amazing stories told by mountains with the public. He has authored three geology books and dozens of articles.



Heloise Lynn, PhD, Geophysicist-Geologist Heloise Lynn has worked evaluating rocks to make maps of structure, faults, and fractures. Her interests focus upon sharing the geologic insights that our surroundings provide.



Nicole Ornstein will be graduating from the University of Colorado at Boulder this May with dual degrees in Environmental Studies and Geographic Information Science with a minor in Geological Sciences. She is passionate about the natural environment and preserving its beauty.



Marilyn Russell, M.Ed. retired from the University of Southern Maine where she served as a Public Policy Research Associate, leading projects focused on improving the effectiveness of services for young children. She is one of the founding members of La Veta Trails and serves as its President.

SCENIC HIGHWAY OF LEGENDS

March 13, 2025

Huerfano County Tourism Board
Main Street
Walsenburg, CO 81089

RE: 2025 reprinting of the SHOL Brochure

TO: The Huerfano County Tourism Board:

In preparation for the 2025 Tourism season, the National Scenic Highway of Legends sent out an RFP for the reprinting their popular 20-page plus cover Booklet/Brochure.

The

Byway does not know how many of Booklet's were passed out last year, but the Colorado Welcome Center in Trinidad is nearly out of their supply. That is probably why the Las Animas County Commissioner have already given the Byway \$1,600 for the reprint.

The Scenic Highway of Legends has been a major economic booster to the area and this full color souvenir booklet has been their sole marketing tool used to boost traffic and commerce along the Byway.

Again, this tourism season, the Byway will be printing 10,000 booklets.

We are asking that the Huerfano County Tourism Board consider contributing \$1,600 of the total \$5,200 cost.

Thank you for your consideration,

The SHOL Board



National Scenic Highway of Legends ~P.O. Box 475 ~ La Veta, CO 81055

Karl S. Sporleder, Chairman
 Mitchell Wardell, Commissioner
 James L. Chamberlain, Commissioner



Item 8c.

**HUERFANO COUNTY GOVERNMENT
 PROCUREMENT MEMORANDUM**

Date: March 18, 2025
To: Huerfano County Board of County Commissioners
From: Carl Young, County Administrator
Re: Huerfano County Solicitation #2025-01: Marketing and Public Relations Services
Attachments: RFP, Mission2Market Proposal, Agreement

Summary: On January 17, 2025 the County released RFP 2025-01 seeking proposals from qualified firms to provide marketing and public relations services including, but not limited to: (1) destination marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as the Spanish Peaks Airfield; and (3) assisting the County in providing general public information and emergency communications. Proposals were due on February 10, 2025 and we received 15 submissions. A committee consisting of members of the County Tourism Board and County staff reviewed the proposals and has decided to recommend Mission2Market for Award.

Requested Motion/Action:

Motion to approve the award for Marketing and Public Relations Services RFP #2025-01 to Mission2Market and authorize the Chair of the Tourism Board and the Chairman of the Board of County Commissioners to sign the agreement.

Background: On January 17th Huerfano County released RFP 2025-01 seeking proposals from qualified firms to provide marketing and public relations services. The following criteria were used for ranking of most qualified respondent:

| Criteria | Points |
|---|-------------------|
| 1 Qualifications, years of relevant experience, and proven abilities in performing similar work. | 30 Points |
| 2 Experience working in a rural context and familiarity with Huerfano County and/or Southern Colorado | 25 Points |
| 3 Approach to client service, communication methods and approaches, capacity to take on projects. | 25 Points |
| 4 Quality of previous projects undertaken and references | 20 Points |
| 5 Qualifications, years of relevant experience, and proven abilities in performing similar work. | 30 Points |
| Total | 100 Points |

The Solicitation closed on February 10th with 15 responses received. The total scores for each submission were as follows:

| Respondent | Score |
|------------------|-------|
| Colvita Creative | 90.25 |

| | |
|--------------------------------|-------|
| Mission 2 Market | 89.4 |
| Destination iQ | 86.2 |
| Sol Mountain Studios | 82.8 |
| Orange 142 | 81.8 |
| Hermann Global | 80 |
| The Creative Agency | 76.4 |
| Mariposa Marketing | 73 |
| Digital Hart Media | 72.75 |
| Bigtop Collective | 70.20 |
| PB+J Creative | 67 |
| Kronus Communication | 65.8 |
| Owl Bridge Media | 61.6 |
| Red Hawk Creative Entrepreneur | 56.6 |
| Megan Day | 45 |

Interviews with 3 firms that scored the highest in committee reviews were held on March 3, 2025. Following the interviews, the committee ranked the three finalists as follows:

1. Mission2Market
2. Destination iQ
3. Colvita Collective

In keeping with the scores and the ranking of the finalists, the Committee recommends Mission2Market for award.

Signed by:


 Signature of the Chair

- Approved
- Approved with Changes
- Denied

Huerfano County and DCS Limited dba Mission2Market Limited Contract

This agreement (the “Agreement”) is entered into as of April 1, 2024 (the “Effective Date”) and is effective between Huerfano County, acting by and through the Huerfano County Tourism Board, (the “Client”), Walsenburg, CO and DCS Limited, dba Mission2Market (the “Agency”), Denver, CO.

The terms and conditions of the Agreement are as follows:

1. **Appointment:** Client hereby appoints Agency and Agency hereby agrees to serve as a marketing services agency for Client in all projects as assigned by Client as hereinafter provided, including the Initial Services listed in Section 2 herein. The fees referenced in Section 4 below are based upon the projected scope of work as outlined in Section 2. Any additional marketing work to be performed by Agency shall be agreed to in writing by both parties, shall be included in the definition of Services, and shall be governed by the terms of this Agreement.
2. **Initial Services:** The Agency will provide marketing agency services (the “Services”) including:

Tourism Board Services (Average 32 Hours per month):

 - (a) **Update Strategic Marketing Plan** – Agency will conduct discussions with Client stakeholder(s) to understand goals and set priorities for tourism marketing for the coming years.
 - (b) **Content Creation** – Agency will work with Client to develop an editorial calendar of monthly blogs and weekly social posts that can be integrated into email content. Agency will create twelve blogs and a weekly social post to supplement the content created by Client.
 - (c) **Digital Marketing & Media Buying** – Agency will execute a digital marketing strategy aligned with Client’s goals and priorities. This includes utilizing visitor analytics, tourism trend data, and digital insights to define target audiences and optimize marketing effectiveness. Agency will create a media plan and oversee the placement of all digital media buys. Agency may purchase media approved by Client on behalf of Client and will be compensated for media purchases in advance of media purchase.
 - (d) **Public Relations** – Agency will monitor for opportunities to pitch Huerfano County to media including press releases, media pitches and collaboration with the Colorado Tourism Office on media pitches, FAMs and other media opportunities.
 - (e) **Website Maintenance** – Agency will keep <https://spanishpeakscountry.com> up to date with content updates, SEO updates, event listings and posting of content from bullet (b) in Initial Tourism Board Services.
 - (f) **Grant Execution** – Agency will assist in monitoring for tourism grant opportunities, application for grants and grant compliance.
 - (g) **Research-Based Insights** – Agency will monitor tourism trends, available research and include updates in reports in bullet (h) in Initial Tourism Board Services.
 - (h) **Destination Discovery, Monthly Meetings and Reports** – Agency will spend two days

in Huerfano County in the first 60 days of the contract for a destination discovery tour. Agency will attend virtual meetings with Client monthly, and quarterly in-person meetings and provide a monthly digital report of activities and media tracking.

County Services (Average 8 hours per month):

- (a) **Website Maintenance** – Agency will keep <https://huerfano.us/> up to date with content updates and event listings.
- (b) **Public Relations** – Agency will support Huerfano County with public relations services including press releases, pitching, media monitoring and reporting.
- (c) **E-Newsletter** – Agency will produce and distribute a monthly e-newsletter on behalf of the county.
- (d) **Monthly Meeting and Reports** – Agency will attend virtual meetings with Client monthly, and quarterly in-person meetings and provide a monthly digital report of activities and tracking.
- (e) **Task Orders and Other Projects** – Agency will support the county with task orders and other projects related to communications. Services will be limited to available hours within the calendar year or can be performed when both Client and Agency mutually agree to additional hours billed at the rates defined in section 4 – Fees.

3. Client Obligations and Responsibilities. Client shall:

- (a) Appoint and, in its reasonable discretion, replace, a Client employee to serve as the primary contact with respect to this Agreement and who will have the authority to act on behalf of Client with respect to matters pertaining to this Agreement.
- (b) Provide copies of or access to Client’s information, documents, samples, products/services, or other materials (collectively, “Client Materials”) as Agency may request in order to carry out the Services in a timely manner and which Client considers reasonably necessary, and ensure that they are complete and accurate in all material respects. Client and its licensors are, and shall remain, the sole and exclusive owner of all right, title, and interest in and to all Client Materials, including all copyrights, trademarks, service marks, trade dress, trade names, trade secrets, patents, mask works, and other intellectual and industrial property rights (collectively “Intellectual Property Rights”) therein. Agency shall have no right or license to use any Client Materials other than during the Term to the extent necessary to provide the Services to Client, and all other rights in and to the Client Materials are expressly reserved by Client.
- (c) Use best efforts to respond promptly to any Agency request to provide direction, information, approvals, authorizations, or decisions that are reasonably necessary for Agency to perform the Services in accordance with the requirements of this Agreement.

4. Fees: During the term of this Agreement, Client agrees to pay the Agency a retainer fee of \$5,000 per month (\$4,000 per month for tourism services and \$1,000 per month for County services) invoiced in advance on the first day of the month of service. Agency agrees to average 40 hours per month (32 hours for tourism services and 8 hours for county services) at a rate of \$125 per hour for related

services. Client agrees to pay such invoice within 30 days of receipt by Client.

5. Taxes. All fees payable by Client under this Agreement are inclusive of all sales, use, and excise taxes, and any other similar taxes, duties, and charges of any kind imposed by any governmental authority on such amounts. Agency shall be responsible for any taxes imposed on, or with respect to, Agency's income, revenues, gross receipts, personnel, or real or personal property, or other assets. Client shall be solely responsible for the payment of any sales and use taxes assessed against the sale of Client's products/services/products and services. Client will be deemed to have accepted all invoices for which Agency does not receive timely notification of dispute and shall pay all undisputed amounts due under such invoices within the period set forth in Section 5.

6. Intellectual Property.

- (a) Except as set forth herein, and in exchange for the Fees, Client owns all worldwide right, title, and interest in and to all written, graphic, coded, audio, and visual materials and other work product (whether finished or unfinished and whether used by Client or not) that are delivered to or developed for Client under this Agreement or are prepared by or on behalf of Agency in the course of performing the Services, including all Intellectual Property Rights therein, together with all of the goodwill associated therewith (collectively, the "Deliverables"). The Deliverables shall include, without limitation (whether finished or unfinished and whether used by Client or not), all copy, blogs, storyboards, concepts, ideas, inventions, discoveries, domain names, logos, taglines, slogans, website design, style, content, structure and look and feel, internet portals, videos, research, studies, reports, presentations and proposals, artwork, videos, music, lyrics, photographs, graphic materials, audiovisual works, and telephone numbers for use by Client's consumers.
- (b) All Deliverables protectable under United States copyright law shall be owned by Client as "works made for hire" as defined in Section 101 of the United States Copyright Act. To the extent that any or all of such Deliverables are not deemed a work made for hire, Agency assigns to Client all right, title, and interest in and to the worldwide copyrights in such Deliverables. With respect to all other Intellectual Property Rights in the Deliverables, Agency irrevocably assigns to Client all worldwide right, title, and interest in and to all Intellectual Property Rights in such Deliverables.
- (c) Notwithstanding anything herein to the contrary, Client's ownership of the Deliverables shall be subject to (i) the rights of third parties whose materials or services are contained in the Deliverables with Client's prior knowledge and written approval (for example, stock footage, photos, music, and software) and used under a license or other permission granted to Agency or Client ("Third-Party Materials"), or (ii) all materials owned by Agency prior to, or independent from, the performance of Services under this Agreement, and all methodologies, software, applications, processes or procedures used, created, or developed by Agency in the general conduct of its business, excluding those developed specifically for Client or at Client's request or funded by Client (collectively, "Pre-Existing Materials"). Agency hereby grants Client a royalty-free, perpetual, worldwide license to any Agency Materials to the extent incorporated in, combined with, or otherwise necessary for the use of the Deliverables for all purposes. Agency shall disclose in writing to Client all usage limitations on Third-Party Materials prior to their use in or launch of any Deliverables.

7. License to Certain Client Intellectual Property. Subject to and in accordance with the terms and

conditions of this Agreement, Client grants Agency a limited, non-transferable, non-sublicensable (except to Agency's subcontractors, non-exclusive license during the Term to use, solely in connection with its performance of the Services: (i) Client's Intellectual Property Rights required to create the Deliverables; (ii) Client's website addresses, websites, and URLs. Client grants no other right or license to any of its Intellectual Property Rights to Agency by implication, estoppel, or otherwise. Agency acknowledges that Client owns all right, title, and interest in, to, and under all its Intellectual Property Rights and that Agency shall not acquire any proprietary rights therein. Any use by Agency or any affiliate, employee, officer, director, partner, shareholder, agent, attorney, third-party advisor, successor, or permitted assign (collectively, "Representatives") of Agency or its subcontractors of any of Client's Intellectual Property Rights and all goodwill associated therewith shall inure to the benefit of Client.

8. No Exclusivity. Agency retains the right to perform the same or similar type of services for third parties during the term of this Agreement.
9. Representations, Warranties, and Certain Covenants.
- (a) Agency Representations, Warranties, and Covenants. Agency represents, warrants, and covenants to Client that:
- (i) it shall comply in all material respects with, and ensure that all Agency personnel and subcontractors comply with, all specifications, rules, regulations, and policies of Client that are communicated to Agency in writing.
 - (ii) Client will receive good and valid title to all Deliverables, free and clear of all encumbrances and liens of any kind;
 - (iii) to the knowledge of Agency, none of the Services, final versions of the Deliverables, or client's use thereof infringe or violate or will infringe or violate the publicity and privacy rights or any other Intellectual Property Rights of any third party in the United States; and
- (b) Client Representations, Warranties, and Covenants. Client represents, warrants, and covenants to Agency that the Client's Intellectual Property and Client Materials provided to Agency for use as permitted in this Agreement do not infringe or violate and will not infringe or violate the publicity and privacy rights or any other Intellectual Property Rights of any third party in the United States. Client shall not provide Agency with any materials in electronic form that contain or will contain any (i) trojan horse, worm, backdoor, or other software or hardware devices the effect of which is to permit unauthorized access or to disable, erase, or otherwise harm any computer, systems or software or (ii) any time bomb, drop dead device or other software or hardware device designed to disable a computer program with the passage of time or under the positive control of a person other than an authorized licensee or owner.
10. NO OTHER REPRESENTATIONS OR WARRANTIES; NON-RELIANCE. EXCEPT FOR THE EXPRESS REPRESENTATIONS AND WARRANTIES CONTAINED IN THIS AGREEMENT, (A) NEITHER PARTY TO THIS AGREEMENT, NOR ANY OTHER PERSON ON SUCH PARTY'S BEHALF, HAS MADE OR MAKES ANY EXPRESS OR IMPLIED REPRESENTATION OR WARRANTY, EITHER ORAL OR WRITTEN, WHETHER ARISING

BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE, TRADE, OR OTHERWISE, ALL OF WHICH ARE EXPRESSLY DISCLAIMED, AND (B) EACH PARTY ACKNOWLEDGES THAT IT HAS NOT RELIED UPON ANY REPRESENTATION OR WARRANTY MADE BY THE OTHER PARTY, OR ANY OTHER PERSON ON SUCH PARTY'S BEHALF, EXCEPT AS SPECIFICALLY PROVIDED IN SECTION 9 OF THIS AGREEMENT.

11. Term/Termination: The term of this Agreement shall begin on the Effective Date, and shall continue until either party terminates this Agreement upon sixty (60) days written notice of termination with or without cause to the other party. This contract will renew automatically unless sixty (60) days notice is provided in writing.

(a) Upon the expiration or termination of this Agreement for any reason, each party shall promptly:

- (i) return to the other party or destroy all documents and tangible materials (and any copies) containing, reflecting, incorporating, or based on the other party's Confidential Information;
- (ii) permanently erase all of the other party's Confidential Information from its computer systems, except for copies that are maintained as archive copies on its disaster recovery or information technology backup systems, which it shall destroy upon the normal expiration of its backup files; and
- (iii) certify in writing to the other party that it has complied with the requirements of this clause.

(b) Upon expiration or termination of this Agreement for any reason, Agency shall:

- (i) promptly deliver to Client all Deliverables (whether complete or incomplete) for which Client has paid and all Client Materials;
- (ii) provide reasonable cooperation and assistance to Client upon Client's written request and at Client's expense in transitioning the Services to an alternate Agency

12. Indemnification. Client shall defend, indemnify, and hold harmless Agency, and its officers, directors, employees, agents, affiliates, successors, and permitted assigns, from and against any and all Losses arising out of or resulting from any third-party claim or direct claim alleging (a) breach by Client of any material representation, warranty, covenant, or other obligations set forth in this Agreement; (b) negligence or more culpable act or omission of Client (including any recklessness or willful misconduct) in connection with the performance of its obligations under this Agreement; and (c) that any Client Materials or Client's Intellectual Property Rights that Agency uses to perform the Services or incorporate into the Deliverables in accordance with the terms of this Agreement infringes or violates the publicity or privacy rights or any other Intellectual Property Rights of a third party arising under the laws of the United States. THIS SECTION 12 SETS FORTH THE ENTIRE LIABILITY AND OBLIGATION OF EACH PARTY AND THE SOLE AND EXCLUSIVE REMEDY OF EACH PARTY FOR ANY DAMAGES COVERED BY THIS SECTION 12.

13. NO LIABILITY FOR CONSEQUENTIAL OR INDIRECT DAMAGES. EXCEPT WITH RESPECT TO THE PARTIES' LIABILITY FOR BREACH OF CONFIDENTIALITY, IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, EXEMPLARY, SPECIAL OR PUNITIVE DAMAGES WHATSOEVER (INCLUDING DAMAGES FOR LOSS OF USE, REVENUE OR PROFIT, BUSINESS INTERRUPTION, AND

LOSS OF INFORMATION), WHETHER ARISING OUT OF BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, REGARDLESS OF WHETHER SUCH DAMAGE WAS FORESEEABLE AND WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

14. MAXIMUM LIABILITY. EXCEPT WITH RESPECT TO THE PARTIES' LIABILITY FOR BREACH OF CONFIDENTIALITY OR LIABILITY FOR INFRINGEMENT OR MISAPPROPRIATION OF INTELLECTUAL PROPERTY, EACH PARTY'S AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT, WHETHER ARISING OUT OF OR RELATED TO BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, SHALL NOT EXCEED THE TOTAL OF THE AMOUNTS PAID AND AMOUNTS ACCRUED BUT NOT YET PAID TO AGENCY PURSUANT TO THIS AGREEMENT IN THE 12 MONTH PERIOD PRECEDING THE EVENT GIVING RISE TO THE CLAIM.
15. Confidentiality. From time to time during the Term, either party (as the "Disclosing Party") may disclose or make available to the other party (as the "Receiving Party") information about its business affairs and services, confidential information, and materials comprising or relating to Intellectual Property, trade secrets, third-party confidential information, and other sensitive or proprietary information, as well as the terms of this Agreement, whether orally or in written, electronic or other form or media, and, whether or not marked, designated or otherwise identified as "confidential" (collectively, "Confidential Information"). Confidential Information does not include information that, at the time of disclosure: (a) is or becomes generally available to and known by the public other than as a result of, directly or indirectly, any breach of this Section 15 by the Receiving Party or any of its Representatives; (b) is or becomes available to the Receiving Party on a non-confidential basis from a third-party source, provided that such third party is not and was not prohibited from disclosing such Confidential Information; (c) was known by or in the possession of the Receiving Party or its Representatives prior to being disclosed by or on behalf of the Disclosing Party; (d) was or is independently developed by the Receiving Party without reference to or use of, in whole or in part, any of the Disclosing Party's Confidential Information; or (e) is required to be disclosed pursuant to applicable law. The Receiving Party shall for 2 years from receipt of such Confidential Information: (x) protect and safeguard the confidentiality of the Disclosing Party's Confidential Information with at least the same degree of care as the Receiving Party would protect its own Confidential Information, but in no event with less than a commercially reasonable degree of care; (y) not use the Disclosing Party's Confidential Information, or permit it to be accessed or used, for any purpose other than to exercise its rights or perform its obligations under this Agreement; and (z) not disclose any such Confidential Information to any person, except to the Receiving Party's Representatives who need to know the Confidential Information to assist the Receiving Party, or act on its behalf, to exercise its rights or perform its obligations under this Agreement. The Receiving Party shall be responsible for any breach of this Section 15 caused by any of its Representatives.
16. Governing Law. The construction and meaning of the terms and provisions of this Agreement shall be interpreted in accordance with the laws of the State of Colorado.
17. Waiver. No waiver by either party of any of the provisions hereof shall be effective unless explicitly set out in writing and signed by the party so waiving. No waiver by any party shall operate or be construed as a waiver in respect of any failure, breach, or default not expressly identified by such written waiver, whether of a similar or different character, and whether occurring before or after that waiver. No failure to exercise, or delay in exercising, any right, remedy, power, or privilege arising from this Agreement shall operate or be construed as a waiver thereof; nor shall any single or partial exercise of any right, remedy, power, or privilege hereunder preclude any other or further exercise

thereof or the exercise of any other right, remedy, power, or privilege.

18. Cumulative Remedies. All rights and remedies provided in this Agreement are cumulative and not exclusive, and the exercise by either party of any right or remedy does not preclude the exercise of any other rights or remedies that may now or subsequently be available at law, in equity, by statute, in any other agreement between the parties or otherwise.
19. Equitable Remedies. Each party acknowledges and agrees that (a) a breach or threatened breach by it of any of its obligations under Section 15 would give rise to irreparable harm to the other party for which monetary damages would not be an adequate remedy and (b) in the event of a breach or a threatened breach by such party of any such obligations, the other party shall, in addition to any and all other rights and remedies that may be available to such party at law, at equity or otherwise in respect of such breach, be entitled to equitable relief, including a temporary restraining order, an injunction, specific performance and any other relief that may be available from a court of competent jurisdiction, without any requirement to post a bond or other security, and without any requirement to prove actual damages or that monetary damages will not afford an adequate remedy. Each party agrees that it will not oppose or otherwise challenge the appropriateness of equitable relief or the entry by a court of competent jurisdiction of an order granting equitable relief, in either case, consistent with the terms of this Section 19.
20. Assignment. Neither party may assign, transfer, or delegate any or all of its rights or obligations under this Agreement, without the prior written consent of the other party. No assignment shall relieve the assigning party of any of its obligations hereunder. Any attempted assignment, transfer, or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and permitted assigns.
21. No Third-Party Beneficiaries. This Agreement benefits solely the parties to this Agreement and their respective permitted successors and assigns, and nothing in this Agreement, express or implied, confers on any other person any legal or equitable right, benefit, or remedy of any nature whatsoever under or by reason of this Agreement.

HUERFANO COUNTY



Proposal for Marketing and Public Relations Services

Dear Mr. Young,

Mission2Market (M2M) is thrilled to submit our proposal in response to Huerfano County RFP #2025-01. We are proposing to serve as Huerfano County's Agency of Record and will apply our experience in destination marketing, public relations, and rural tourism strategy to support the County's tourism goals, enhance public communication, and promote key events and assets.

With 10+ years of experience, M2M specializes in developing innovative and research-driven strategies for rural counties and communities in Colorado, including Morgan, Logan, Lake, and Grand Counties, to name a few. Our experience aligns with every aspect of the scope of work outlined in the RFP:

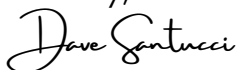
- **Marketing Strategy** – Our marketing strategies increased visibility and engagement for destinations such as Lake City/Hinsdale County, Visit Glenwood Springs, and Visit Leadville-Twin Lakes. We are also huge fans of gravel biking and TravelStories and have experience working with both attractions in Alamosa and Logan County, respectively.
- **Public Relations** – We have a proven track record of building messaging strategies, including user-generated content, for earned and paid media. We've helped promote major events such as Leadville Ski Joring (where a single influencer generated 15 million views), the Brush Rodeo, and Morgan County's Bobstock Music Festival and the Logan County Fair, both of which saw record attendance last year.
- **Content Creation** – We specialize in high-quality storytelling through written, visual, and audio assets and are excited about the opportunity to continue building content for Spanish Peaks Country.
- **Website Maintenance** – We provide website management and updates for a number of destinations, including Leadville-Twin Lakes and Morgan County.
- **Grant Execution** – We have successfully executed CTO Marketing Grants for Logan and Lake Counties. We are excited to partner once again with production company, 50West Productions, to update Huerfano County's digital asset library.
- **Research-Based Insights** – We are highly familiar with Placer.ai and are prepared to use county data to further analyze visitor demographics, behavior, and economic impact.

About us—M2M was founded in 2014 as a boutique consultancy specializing in destination marketing, public relations, and tourism strategy. Our core team includes three experienced consultants who lead strategic initiatives and develop customized solutions for every client. Alongside our core team, we work with a trusted network of specialists, including content creators, digital strategists, and graphic designers. This extended team expands our capabilities and allows us to bring the right expertise to each project to meet Huerfano County's goals.

M2M confirms that no employee or official of Huerfano County would personally benefit from our selection as your Agency of Record.

We look forward to the opportunity to bring our expertise, passion, and commitment to Huerfano County and Spanish Peaks Country. Thank you for your time and consideration.

Sincerely,



Dave Santucci
Founder & Principal Consultant
Mission2Market

Contact Information:

Dave Santucci
2853 Lima St, Denver CO, 80238
720-287-9650

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RELEVANT EXPERIENCE

CLIENT: VISIT LEADVILLE - TWIN LAKES, COLORADO

SERVICES: AGENCY OF RECORD | MARKETING STRATEGY | PUBLIC RELATIONS | CONTENT CREATION | VIDEOGRAPHY | WEBSITE MANAGEMENT

OVERVIEW: We work with Visit Leadville-Twin Lakes to develop media plans and advertising strategies, execute digital marketing initiatives, and manage media buys. We oversee PR efforts, including content creation, distribution, and tracking, and website management. We create monthly content for Visit Leadville-Twin Lakes’ social media platforms and recently developed the 2025-2027 Destination Management & Marketing Strategy, a roadmap focused on targeted marketing, enhanced visitor experiences, and alignment with community goals.

TIMELINE: Ongoing

CONTACT: Adam Ducharme – Director of Tourism and Economic Development
Email: aducharme@co.lake.co.us | Phone: (719) 221-8747

RESULTS: [2024 PR Report](#)



[2024 Marketing Report](#)



[Website](#)



[Promotional Video](#)



CLIENT: MORGAN COUNTY, COLORADO

SERVICES: PUBLIC RELATIONS | CONTENT CREATION | VIDEOGRAPHY | VISITORS GUIDE | WEBSITE MANAGEMENT

OVERVIEW: We support Morgan County by driving awareness and increasing visitation. Currently, M2M collaborates with the county to identify focus areas, define target markets, develop media plans, execute digital marketing campaigns, manage media buys, and integrate video ads. M2M also oversees public relations efforts, including content creation, distribution, and tracking, while producing monthly content for the county’s social media and website.

TIMELINE: Ongoing

CONTACT: Kristin Clifford-Basil – Executive Director
Email: director@morgancountyinfo.com | Phone: (970) 580-9122

RESULTS: [2023 PR Report](#)



[Visitors Guide](#)



[Website](#)



[Promotional Video](#)



RELEVANT EXPERIENCE

CLIENT: COLORADO TOURISM OFFICE

SERVICES: DESTINATION STEWARDSHIP STRATEGIC PLANNING | CONTENT CREATION

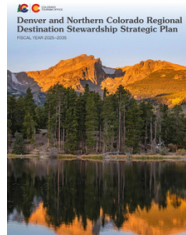
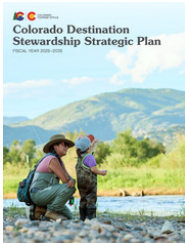
OVERVIEW: Dave Santucci (under previous contract with Solimar International) and Andrea Dietz partnered with the Colorado Tourism Office to develop the groundbreaking Colorado Destination Stewardship Strategic Plan and the Denver and Northern Colorado Regional Destination Stewardship Strategic Plan. These comprehensive plans serve as a visionary framework for balancing visitor engagement with the protection of Colorado's natural, cultural, and social resources.

TIMELINE: July 2023 - September 2024

CONTACT: Hilary Lewkowitz - Director of Destination Development & Sustainability, Colorado Tourism Office
Email: hilary.lewkowitz@state.co.us | Phone: (707)834-7104

RESULTS: [Colorado Destination Stewardship Strategic Plan](#)

[Denver and Northern Colorado Regional Destination Stewardship Strategic Plan](#)



CLIENT: COLORADO TOURISM OFFICE

SERVICES: CONTENT CREATION

OVERVIEW: Dave Santucci, Mary Howard Glover, and Andrea Dietz contracted with the CTO to develop five customized destination learning labs on the CTO Learning Labs platform, tailored to highlight local attractions, tourism assets, and key information. This initiative provided a valuable tool for training frontline workers while promoting the importance of tourism to the community.

TIMELINE: January - June 2024

CONTACT: Kaiti Jacobson, Senior Manager, Industry Partnerships and Education, Colorado Tourism Office
Email: kaiti.jacobson@state.co.us | Phone: (303)827-5827

RESULTS: Fort Collins, CO Destination Learning Lab
Mesa Verde Country, CO Destination Learning Lab
Ouray, CO Destination Learning Lab
Telluride, CO Destination Learning Lab
Grand Junction, CO Destination Learning Lab

RELEVANT EXPERIENCE

CLIENT: VISIT AURORA, COLORADO

SERVICES: MARKETING STRATEGY

OVERVIEW: Dave Santucci and Andrea Dietz collaborated with Visit Aurora and its Board of Directors to develop the 2025-2027 Visit Aurora Strategic Plan. This plan outlines strategies, initiatives, and goals for the next three years, focusing not only on marketing and branding, but also on destination alignment, destination management, and organization strength.

TIMELINE: May - November 2024

CONTACT: Bruce Dalton – President & CEO
Email: brucedalton@visitaaurora.com | Phone: (720) 484-8904

RESULTS: [Visit Aurora Strategic Plan](#)



CLIENT: LAKE CITY & HINSDALE COUNTY, COLORADO

SERVICES: MARKETING STRATEGY | GRANT EXECUTION

OVERVIEW: Dave Santucci and Mary Howard Glover developed the 2024-2026 Lake City / Hinsdale County Tourism Strategy. This plan details marketing and public relations, branding, and community engagement initiatives to meet the community’s goals of championing the value of tourism, developing off-peak tourism, promoting responsible recreation messaging, and expanding organizational influence and relevance.

TIMELINE: August 2023 - March 2024

RESULTS: [Lake City / Hinsdale County Tourism Strategy](#)



RELEVANT EXPERIENCE

CLIENT: VISIT GLENWOOD SPRINGS, COLORADO

SERVICES: MARKETING STRATEGY | PUBLIC RELATIONS STRATEGY | COMMUNITY & STAKEHOLDER ENGAGEMENT

OVERVIEW: M2M developed Glenwood Springs' first comprehensive multi-year strategic plan, balancing tourism growth with sustainability and community well-being. Services included stakeholder engagement, comprehensive workshops, gap analysis, strategic marketing recommendations, and public relations strategies.

TIMELINE: May - November 2024

CONTACT: Lisa Langer, IOM - Director of Tourism
Email: lisa@visitglenwood.com | Phone: (605)645-0777

RESULTS: [Glenwood Springs Strategic Marketing Plan](#)

[Spanish Translation Glenwood Springs Strategic Marketing Plan](#)



CLIENT: LOGAN COUNTY, COLORADO

SERVICES: CONTENT CREATION | VIDEOGRAPHY | GRANT EXECUTION

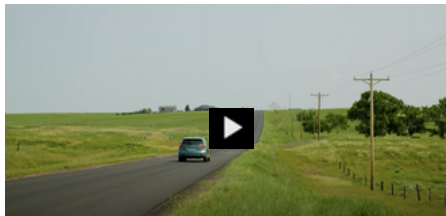
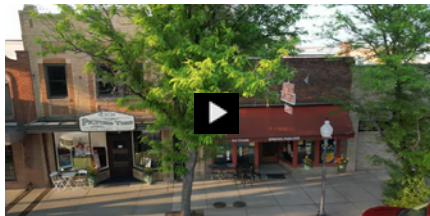
OVERVIEW: Through a CTO recovery grant, Mission2Market was tasked with creating a series of videos positioning Logan County as a premier leisure destination. The videos produced for Logan County reflect our ability to adapt to different destination types, and though the style and focus would differ in Huerfano County, we wanted to share this example due to the similarity in deliverables and project management requirements.

TIMELINE: 2023

CONTACT: Marilee Johnson - Tourist Center Director | Public Information Coordinator
Email: JohnsonM@logancountyco.gov | Phone: (970)580-6138

RESULTS: Tourism Video Example 1

Tourism Video Example 2



[Logan County CO - Sterling - The Road Less Traveled](#)
(00:48) - 2023

[Logan County CO - Sterling - Free Range Travel](#)
(00:18) - 2023

TEAM RESUMES



DAVE SANTUCCI

PROJECT LEAD

FOUNDER | PRIMARY CONSULTANT

Dave brings over 20 years of experience in destination management and marketing. He was the Chief Marketing Officer for Visit Chattanooga for a decade and started his career in the national media covering travel, science, technology and space exploration. He moved into travel and tourism in 2005, leading Georgia Aquarium's Public Relations and Marketing during its opening years. Dave has resided in Colorado for the past decade and has consulted with more than forty Colorado communities. Dave is also one of the Colorado Tourism Office's lead destination development consultants.

INDUSTRY EXPERTISE

- Brand Development
- Tourism and Marketing Strategy
- Public Relations
- Campaign Execution
- Stakeholder Engagement
- Media Partnerships
- Destination Management & Marketing Organizations
- Local Governments
- Tourism Boards
- Economic Development Agencies

EDUCATION

Masters of Business Administration
- Marketing and Management,
University of Colorado

Bachelor of Arts -
Political Science,
Emory University

PROJECT RESPONSIBILITIES

Lead Strategist

- Develop and execute Huerfano County's marketing and public relations strategy, ensuring alignment with the County's tourism goals and economic development priorities.
- Oversee market research, audience insights, and branding alignment to enhance outreach for Spanish Peaks Country and key County initiatives.
- Provide strategic advisory services to refine messaging, improve public engagement, and promote key events such as gravel riding, TravelStories, and community festivals.
- Manage the development of comprehensive marketing plans, including content strategy, paid and earned media, and digital marketing execution.
- Lead the execution of the CTO Tourism Marketing Grant.

AVAILABILITY & COMMITMENT

Dave will serve as the primary point of contact for Huerfano County, overseeing all strategic planning, stakeholder engagement, and marketing execution. He will be available for regular check-ins, strategy meetings, and advisory sessions, providing hands-on support and collaboration to ensure the success of marketing initiatives and grant-funded projects.

TEAM RESUMES



MARY HOWARD GLOVER

SENIOR DESTINATION CONSULTANT

Mary Howard brings over a decade of experience in destination branding, PR, and marketing, specializing in leveraging owned and earned media to elevate a place's appeal. With deep expertise in developing vibrant music, arts, and cultural heritage scenes, she helps destinations craft compelling narratives that engage both residents and visitors. A Georgia native now based in Colorado, Mary Howard's passion for storytelling runs deep, shaped by her time working in New York's fast-paced music media industry. When she's not promoting M2M's destination partners, she's exploring new places with her family, enjoying live music, and embracing the great outdoors.

INDUSTRY EXPERTISE

- Public Relations
- Content Creation and Strategy
- Marketing
- Branding

EDUCATION

Bachelor of Arts - English & Spanish,
Auburn University

Positioning and Brand Development, NYU (Course Certificate)

PROJECT RESPONSIBILITIES

Public Relations, Media Strategy, and Content Development Lead

- Cultivate and manage relationships with media outlets, maintaining an up-to-date and strategic media list.
- Develop compelling storylines and craft press releases that generate media interest and engagement.
- Create and distribute impactful content, including newsletters, blog posts, and social media to strengthen brand presence.
- Provide strategic support for crisis communications, ensuring clear, timely, and effective messaging.

AVAILABILITY & COMMITMENT

Mary Howard will actively contribute to public relations, media relations, and content strategy for Huerfano County. She will coordinate with county leadership, media contacts, and key stakeholders to ensure consistent and impactful messaging throughout the engagement.

TEAM RESUMES



ANDREA DIETZ

STEWARDSHIP STRATEGY CONSULTANT

Andrea brings a background in higher education, stewardship, and the outdoor recreation economy to M2M. She has contributed to projects focused on balancing tourism growth with community well-being and the preservation of natural and cultural assets. Her work includes supporting the development of Colorado's Statewide Destination Stewardship Plan, the Denver and Northern Colorado Regional Stewardship Plan, as well as the Colorado Destination Learning Lab Program. Andrea also assisted in crafting comprehensive strategic plans for destinations across Colorado.

INDUSTRY EXPERIENCE

- Destination Stewardship
- Tourism Strategy
- Outdoor Recreation Economy
- Destination Development
- Sustainable Tourism
- Community & Stakeholder Engagement

EDUCATION

Masters of the Environment - Sustainability in the Outdoor Industry, University of Colorado

Bachelor of Environmental Design, University of Colorado

PROJECT RESPONSIBILITIES

Destination Stewardship Messaging Lead

- Lead stewardship-focused branding and messaging alignment.
- Develop marketing strategies that highlight the region's outdoor recreation opportunities, including gravel biking, TravelStories tours, and responsible tourism initiatives.
- Assist in stakeholder engagement efforts, gathering insights from local businesses, event organizers, and community partners to refine messaging.
- Advise on outdoor recreation marketing.
- Support content creation by developing written, visual, and digital storytelling assets that promote outdoor recreation and destination stewardship.
- Contribute to public relations efforts, crafting media pitches, press releases, and storytelling strategies that elevate Huerfano County's profile and attract earned media coverage.

AVAILABILITY & COMMITMENT

Andrea will be actively involved in conservation-led marketing, outdoor recreation outreach, and branding strategy development. She will collaborate with PRRIP leadership, environmental stakeholders, and recreation-focused organizations to ensure messaging aligns with conservation values and enhances engagement with outdoor enthusiasts.

TEAM RESUMES



STEVEN SLYKER DIGITAL MARKETING CONSULTANT

Steven is a guru in all things digital. Steven optimizes M2M clients for the digital age bringing his experience from University of Denver and Home Depot. When Steven isn't launching websites, digital campaigns or optimizing for clients, he enjoys big thinking like TED Talks, exploring the cultural offerings of cities and getting outside.

PROJECT RESPONSIBILITIES

Optimize Huerfano County's digital presence - Online platform engagement and visibility - Execute digital marketing campaigns, including paid media, SEO, and website optimization - Enhance website functionality, UX, and performance tracking

INDUSTRY EXPERTISE

Digital Strategy - Website Optimization - SEO - Paid Media - Campaign Analytics

AVAILABILITY & COMMITMENT

Steven will provide regular updates on campaign performance and make continuous website improvements for better user experience.



DUSTIN HYSINGER DESIGN AND ART DIRECTION CONSULTANT

Dustin has over a decade of experience working with various brands on printed and digital campaigns. Dustin began his design career working in tourism for the city of Chattanooga under the leadership of Dave Santucci. Since then Dustin has gained experience with several clients across multiple mediums including: packaging and print, branding, merchandise, and front end web design. Dustin has worked with M2M for 10 years.

PROJECT RESPONSIBILITIES

Graphic Design Lead - Oversee all graphic design services for Huerfano County's marketing initiatives - Develop creative assets for print, digital, merchandise, signage, and branding materials

INDUSTRY EXPERTISE

Graphic Design - Branding - Print & Digital Campaigns - Front-End Web Design - Merchandise Development

AVAILABILITY & COMMITMENT

Dustin will provide ongoing collaboration with County leadership to develop visually compelling assets aligned with the County's brand.

TEAM RESUMES



CONTACT

David R Curtis,
50West Productions
123 G. St, Suite 113
Salida, CO 81201
970-209-2034
dave@50westproductions.com

INSURANCE COVERAGE

50West Productions maintains full company insurance coverage, including liability insurance for on-site shoots and drone operations, ensuring a safe and professional production environment.

50WEST PRODUCTIONS VIDEO/PHOTOGRAPHY PARTNER

50West Productions is a Colorado-based, Veteran-Owned video production company specializing in storytelling through film. With over two decades of experience, 50West creates impactful visual content for tourism, real estate, brand promotion, and adventure storytelling. Their team excels in delivering high-quality productions using the latest technology, including RED cameras, Sony, and Lumix DSLR cameras, and licensed and insured drone operations, to capture breathtaking imagery. From concept to post-production, 50West Productions is dedicated to creating dynamic, engaging, and memorable videos that connect audiences to brands.

David Curtis, owner of 50West Productions, brings over 28 years of video production expertise and has worked with notable clients including the Chaffee County Visitors Bureau and Central Colorado Conservancy. His commitment to adventure and creativity shines through in every project, as does his passion for crafting stories that matter.

APPROACH

50West Productions is excited to partner with M2M and Huerfano County to develop a new digital asset library as part of the CTO Tourism Marketing Grant project. Our team will produce high-quality photography and videography highlighting Spanish Peaks Country's landscapes, outdoor recreation, cultural attractions, and community experiences.

This project will focus on capturing new, dynamic on-site footage across multiple locations throughout Huerfano County. The final assets will feature storytelling elements, natural sound, and interviews to create a visually rich and engaging content library

UNDERSTANDING AND APPROACH

We understand the unique opportunities and challenges of destination marketing, public relations, and community engagement in Huerfano County. As a firm specializing in strategic tourism development, we are well-versed in crafting marketing strategies that attract visitors and enhance the quality of life for residents. Our approach is rooted in data-driven decision-making, stakeholder collaboration, and a deep appreciation for the cultural and environmental assets that make Huerfano County and Spanish Peaks Country distinct.



OUR MARKETING STRATEGY PROCESS

Every destination and organization we work with is unique, but we follow a structured process to guide each strategic development project.

Step 1: Discovery & Deep Dive

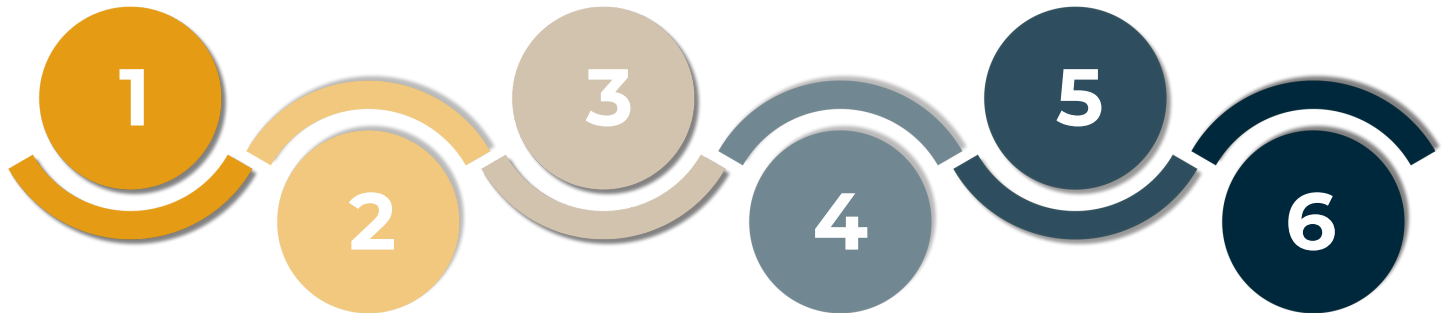
Uncover Huerfano County's unique identity through stakeholder interviews, research, and site visits

Step 3: Data Meets Storytelling

Blend hard data with compelling narratives by analyzing visitor behavior, economic impact, and industry trends to create a strategy that resonates

Step 5: Activation & Implementation

Support Huerfano County in executing the strategy through marketing, business development, and stakeholder coordination to turn plans into action



Step 2: Community-Driven Collaboration

Engage local leaders, businesses, and residents through workshops, surveys and discussions to build a shared vision that benefits Huerfano County

Step 4: Crafting a Signature Strategy

Develop a tailored roadmap that raises awareness, builds community support, and strengthens Huerfano County's unique identity

Step 6: Measuring Success & Evolving

Track results, measure impact, and refine strategies over time to ensure sustainable growth and long-term success

Figure 1 - M2M Strategy Process

UNDERSTANDING AND APPROACH

» OUR APPROACH TO CLIENT SERVICES

Collaboration and responsiveness is our priority. Our process will be tailored to align with Huerfano County's needs and communication preferences, and we are flexible to adjust workflows and engagement methods based on evolving priorities and feedback.

Onboarding Process

Upon contract execution, we will initiate a structured onboarding process that includes:

- A kickoff meeting with County leadership and the Huerfano County Tourism Board (HCTB) to define goals, expectations, and workflows.
- A deep dive of existing assets, plans, and data to assess current strategies and identify immediate areas of improvement.
- Stakeholder and community listening sessions, workshops, and/or surveys to gather insights from business owners, tourism partners, and community representatives.

Communication Methods and Availability

We employ transparent and consistent communication through:

- Regular check-ins via video/phone calls, emails, and in-person meetings as needed, all based on our clients' preferences and availability.
- Quick response times, so that urgent questions or time-sensitive projects receive immediate attention.

» OUR APPROACH SCHEDULES & DEADLINES

M2M has a track record of delivering projects on time and within budget. Our project management approach is structured yet flexible, allowing us to adapt to evolving priorities without compromising quality or deadlines.

Project Planning & Timeline Management

- We establish a clear timeline for all deliverables, including key milestones for approval and implementation.
- We use cloud-based project management tools to track progress and maintain alignment with deadlines.

Contingency Planning

- We proactively identify potential bottlenecks and create mitigation strategies to avoid delays.
- Our team includes experienced professionals across marketing, PR, and content creation, allowing us to redistribute workload if necessary.

Our team is available to take on new projects, address emerging opportunities, and provide ongoing support as needed. We understand the dynamic nature of marketing and PR and are equipped to pivot when necessary.

PROPOSED YEAR 1 WORK PLAN

This work plan represents our proposed approach as Huerfano County's Agency of Record. We recognize that every community has unique strengths, challenges, and opportunities, and we are committed to customizing our approach to align with Huerfano County's specific goals, stakeholder priorities, and evolving needs. Our team has successfully developed destination marketing strategies for rural and urban destinations across Colorado, and we are confident in our ability to adapt and scale our expertise to ensure Spanish Peaks Country continues to grow as a destination while maintaining its cultural and environmental integrity.

Note: The proposed project phases are designed to run concurrently rather than sequentially.

PHASE 1

ONBOARDING, DISCOVERY, MARKET RESEARCH & STRATEGY DEVELOPMENT

March - June 2025

»» During the initial months of the contract, we will:

- Facilitate a kickoff meeting with County leadership and stakeholders to define goals, priorities, and workflows.
- Conduct market research & competitive analysis using Placer.ai.
- Conduct a website audit & make preliminary updates to address any security or other issues with Huerfano County's digital presence.
- Establish a preliminary workflow to process and reply to website directory submissions.
- Create and distribute surveys to gain perspective and insights from residents and industry professionals.
- Engage with the community, stakeholders, and members of the tourism industry by facilitating a full-day workshop to gather insights and better understand goals, challenges, and opportunities.

»» As foundational research progresses, work will commence on the multi-year Marketing Strategy, which includes:

- Identifying high-level goals and annual objectives.
- Developing a social media strategy across Facebook, Instagram, LinkedIn, Reddit, and Twitter/X.
- Creating integrated marketing campaigns spanning print and digital.
- Defining a public relations plan that incorporates user-generated content and influencer outreach.
- Identifying future website updates and SEO enhancements.

»» Deliverables:

- Market Research Summary Report
- Website Audit Report and Recommendations
- Survey Findings
- Workshop Summary Reports
- Draft multi-year Strategic Marketing Plan
- Final multi-year Strategic Marketing Plan

PROPOSED WORK PLAN CONT.

PHASE 2

CTO TOURISM MARKETING GRANT EXECUTION

June - December 2025

» Pre-Production

In preparation for the execution of the CTO Tourism Marketing Grant, we will:

- Facilitate a kickoff meeting with County and tourism partners and the videography/photography team.
- Identify key shoot locations throughout Spanish Peaks Country, ensuring a diverse representation of landscapes, attractions, and experiences.
- Document and disseminate a structured shooting schedule with all partners.
- Storyboard key themes to align with Huerfano County's marketing campaigns, ensuring the final visuals support future promotions and branding efforts.
- Provide progress reports to the CTO or other partners as needed.
- Maintain constant communication with County and tourism partners regarding production progress and any complications or setbacks.
- Share samples of raw footage with County and tourism partners to ensure the product aligns with their goals.
- Provide progress reports to the CTO or other partners as needed.

» Post-Production

After the conclusion of the shoot, we will:

- Edit the footage and photos to be used as new digital assets.
- Collaborate with the County and our tourism partners to align the new digital assets with their desired messaging goals.
- Finalize and deliver digital assets on time and no later than Dec. 31, 2025 deadline.

» Photography & Videography Production

During the production period, our team will:

- Conduct the photography & videography shoots according to the established schedule.

» Deliverables:

- New items for digital asset library to be used in marketing campaigns and updated visitor guide.
- Tourism Marketing Grant Summary Report, to be delivered to the CTO.

PROPOSED WORK PLAN CONT.

PHASE 3

YEAR 1 MARKETING EXECUTION, PUBLIC RELATIONS & CONTENT DEVELOPMENT

May 2025 - Onward

» After the foundational research is complete and we have a solid understanding of the County's needs, wants, and unique voice, we will begin producing original content and initiating marketing tactics, including:

- Any design or security-related updates to the Huerfano County and Spanish Peaks Country websites.
- Regular website updates (on both websites) to keep Huerfano County's online presence fresh and engaging, including:
 - New blog posts and travel itineraries, featuring cultural attractions, events, and seasonal experiences.
 - Event calendar updates and updated business directories to reflect upcoming opportunities for visitors.
- Execute targeted public relations and media outreach, including:
 - Pitching media coverage for seasonal tourism and events, and local businesses.
 - Engaging with influencers and journalists to generate organic exposure.
- Distribute HCTB newsletter.
- Launch new County newsletter to increase public service promotion and public communication.
- Utilize new digital assets to update the Visitor Guide.

» Once the Marketing Strategy is finalized, we will:

- Begin launching Year 1 marketing campaigns, including digital advertising, print promotions, and social media outreach.
- Integrate new digital assets into marketing materials and paid media efforts.

» After new campaigns and initiatives are executed, we will begin focusing on analyzing and optimizing marketing performance through:

- Placer.ai insights and digital campaign analytics to measure reach, engagement, and effectiveness.
- Quarterly stakeholder meetings to review campaign success, discuss PR efforts, and refine future strategies.

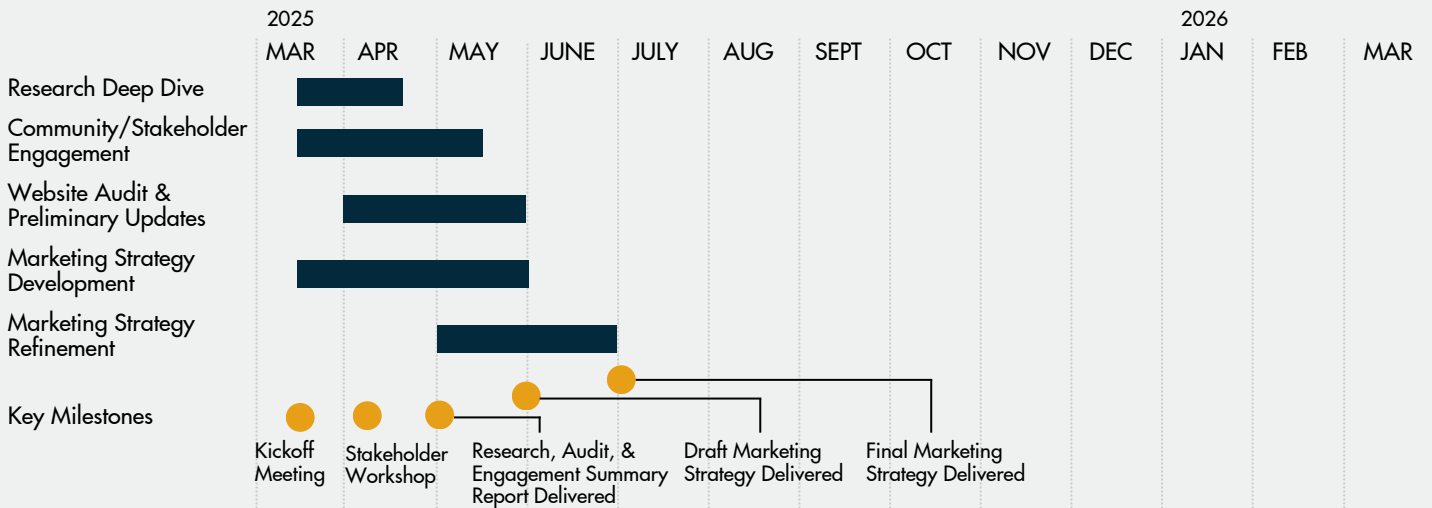
» We will close out Year 1 and begin planning for Year 2 by:

- Hosting a stakeholder workshop and strategy review, refining next steps for Year 2 marketing execution.
- Delivering the final Year 1 Performance Report, outlining key insights, successes, and strategic recommendations for future implementation.

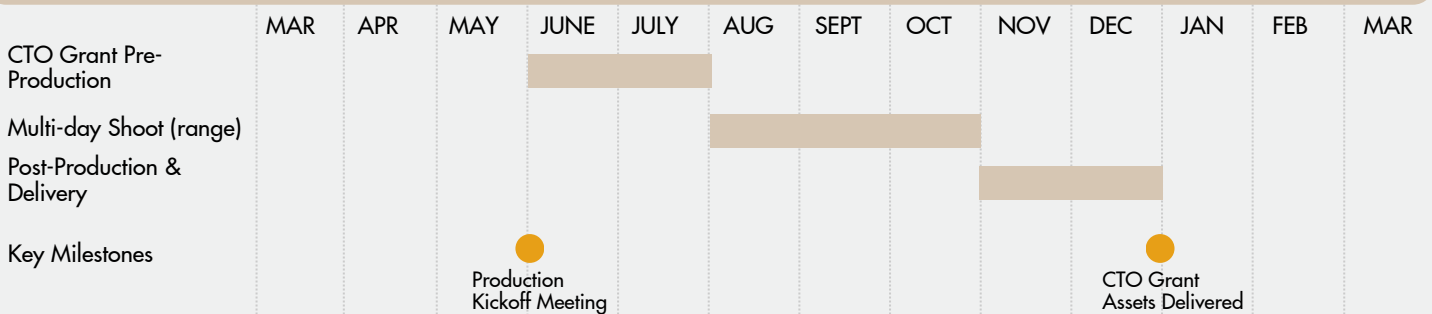
YEAR 1 TIMELINE & MILESTONES

The project timeline spans from March 2025 to March 2026, with key milestones structured to ensure the development, refinement, and execution of a three-year strategic marketing plan for Huerfano County.

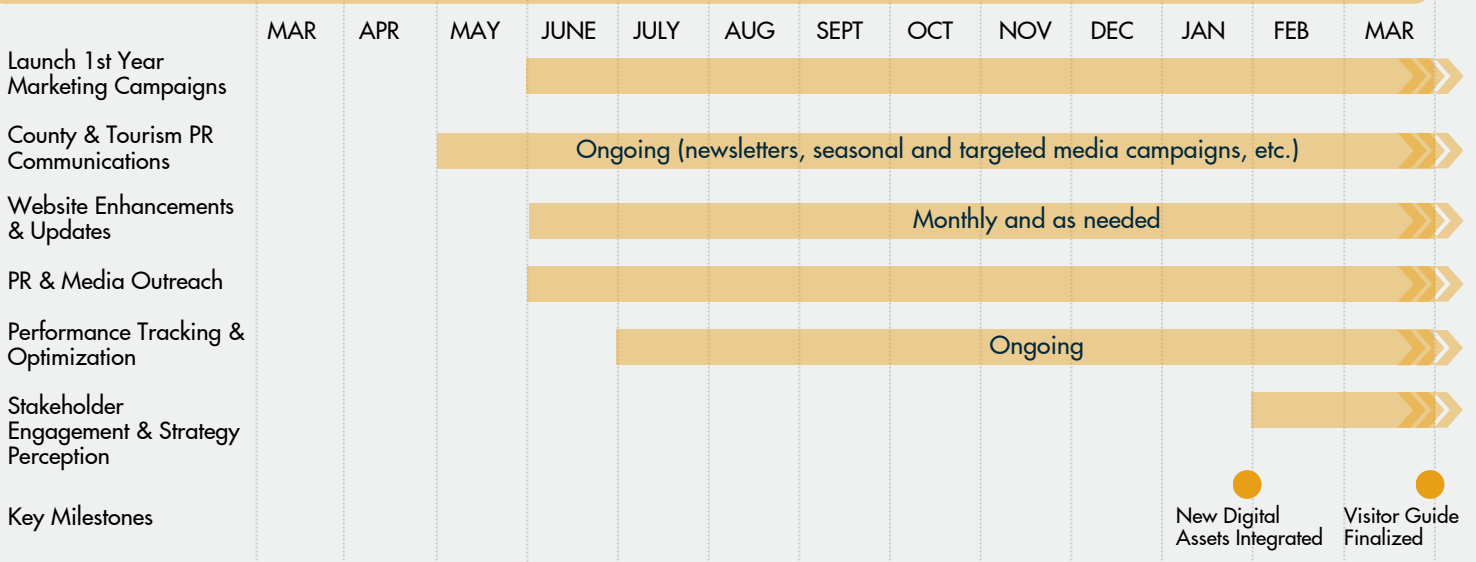
PHASE 1 Onboarding, Discovery, Market Research & Strategy



PHASE 2 CTO Tourism Marketing Grant Execution



PHASE 3 Year 1 Marketing Execution, PR & Content Development



FEE PROPOSAL

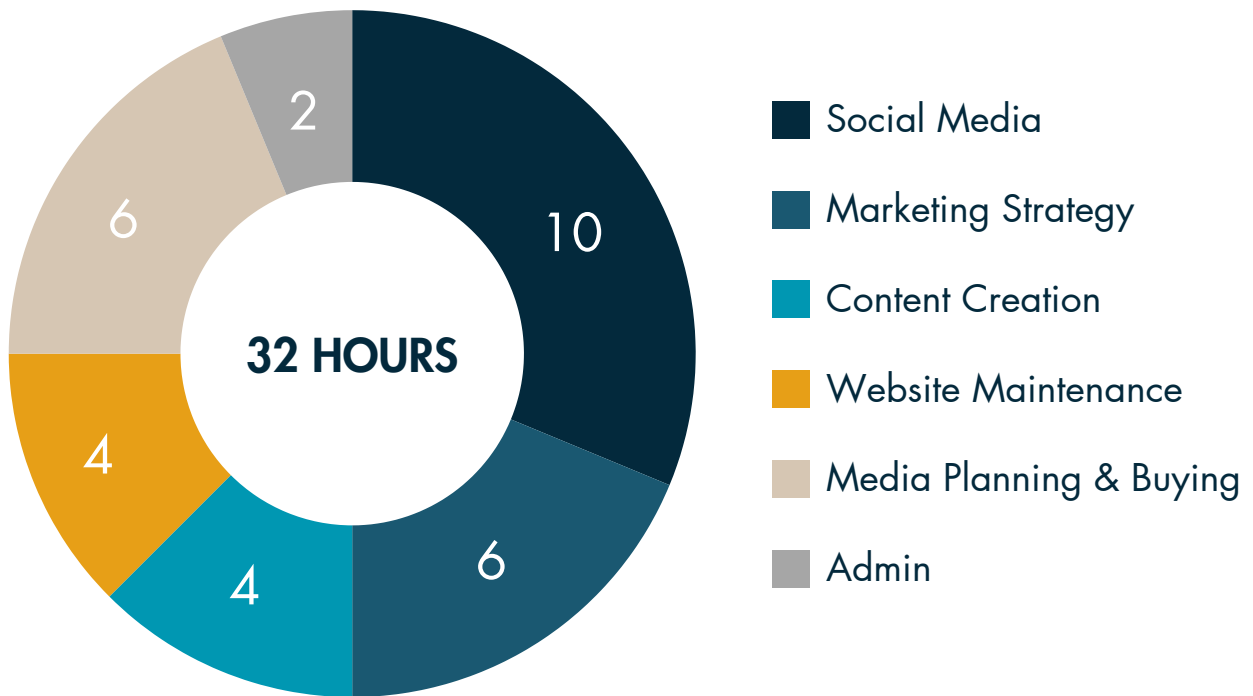
» We are proposing a **\$125** hourly rate for **32 hours** of effort each month.

32 hours/month @ \$125/hr is
\$48,000 annually

» Remaining budget above \$48K will be allocated to **media buy** costs.

ESTIMATED MONTHLY TIME ALLOCATION

Year 1



Note: Hours include work for HTC B and County projects

» **Billing & Payment Terms:** M2M will invoice the County on a monthly basis, detailing hours worked and services performed. Payment is due within 30 days of invoice receipt.



Please Contact Us
With Further
Inquiries



Mission2Market

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