



HUERFANO COUNTY TOURISM BOARD AGENDA

June 12, 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. May 8, 2024

b. May 17, 2024 Special Meeting

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. June 2024 Bill Payment

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

6. PARTNER REPORTS

a. Colorado Welcome Center - Fruita

b. Museum of Friends

7. OLD BUSINESS

a. Placer.ai Discussion

b. Signs by Scott

8. NEW BUSINESS

a. Spanish Peaks Outdoor Coalition

9. ADJOURNMENT

10. UPCOMING MEETINGS

a. July 10 at La Veta Public Library, 310 S Main St La Veta, CO 2PM-3:30PM



HUERFANO COUNTY TOURISM BOARD MINUTES

May 08, 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

2:01PM

Stacy Cristelli

Sarah Jardis

Greg Garrett

Ashley Vandagriff

Debra Malone - SHOL

Robert Gilbert

Alex Jessop

2. APPROVAL OF MINUTES

a. April 10, 2024

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. May 2024 Bill Payment

Motion by Bob, seconded by Greg, unanimous.

b. Placer.ai Contract Ratification

One motion by Greg for both ratifications. Seconded by Bob. Unanimous.

c. Scenic Highway of Legends Membership Ratification

5. BOARD AND DIRECTOR UPDATES/REPORTS

a.

AdPro Report

Discussed Meta Support issue for paid social on FB.

Decision: Create new SPC FB Page and slowly phase out original page.

Discussed a credit to the May invoice in the amount of \$410 for the paid search on the SPC website because it was turned off for half the month while the site struggled with DNS issues.

AdPro will not prioritize bids on Saturdays until we are sure DNS issue is fully resolved.

Doublecheck on the Care for Colorado membership.

Social posts have been approved for June.

Community meeting assets have been approved.

Posters up in every public-facing County building.

Stickers instead of magnets.

6. PARTNER REPORTS

Debra Malone talked about options for conferences in June that would be beneficial for Huerfano Chamber, Wheelhouse, possibly Robert to attend. Decisions must be made by next Wednesday.

7. OLD BUSINESS

a. May 4 Gravel Ride

Issues with the River Ranch routing were addressed. Landowner is willing to discuss options in the future.

Mountain Merman, Legends, Canary, Regalburg, Gub Gub's all reported customers afterward from the social ride.

Over 50 people participated in the ride. Saw around a dozen or so cars.

Mural project did not happen, but Max Kaufman still wants to do a road grader mural and a bighorn mural and will still happen soon.

Manage what we can scale - lodging element of this.

b. May 15 Community Meeting

Moved to May 22. Everything else the same.

Greg and Robert to coordinate on feedback.

Invitation list roundout in the next few days and send invitation by COB Friday May 10.

Friday May 17th 11AM Google Meet.

8. NEW BUSINESS

a. Stephanie Thomsen Resignation from Tourism Board

Stephanie thoughts:

- 1) we get overwhelmed on large campaigns, grants, big ideas
- 2) we could just do as well with simple ads and targeted marketing on multiple platforms
- 3) leaning towards sticking with 'get back to someplace new' and 'where legends roam'
- 4) emphasized relying on our staffing support and AdPro support

Move to accept with distinct, sad regret and depression by Bob, seconded by Greg, unanimous.

b. Destination Blueprint

Discussed this offering from the state and decided not to pursue it this year.

c. Colorado Welcome Center - Fruita Collaboration

CWCs do an annual study trip for their volunteers where they learn about tourism offerings in a given area. Fruita has been sending some visitors our way fairly regularly and requested more guides. When Robert reached out to them to send them guides, the discussion turned to sending the CWC Fruita volunteers to Spanish Peaks Country in September (likely 9/4-9/6). The scale of this is likely 10-15 guests and we will help them tour the county and learn about the offerings here. Bob Kennemer offered to spend time with the group.

9. Discussion about hipcamp revenue

Discussion about July 15 golf tournament (HCC)

ADJOURNMENT

Motion to adjourn by Bob. Seconded by Greg. Unanimous. Adjourned at 3:49PM.

10. UPCOMING MEETINGS

- a. June 12 at Huerfano County Courthouse, 401 Main Street, Walsenburg 3PM-4:30PM



HUERFANO COUNTY TOURISM BOARD SPECIAL MEETING MINUTES

May 17, 2024 at 11:00 AM

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

11:04AM call to order

Hannah Everett

Greg Garrett

Bob Kennemer

Sarah Jardis

Robert Gilbert

Alex Jessop

Stacy Cristelli

2. APPROVAL OF MINUTES

3. FINANCIAL REPORT

4. BILL PAYMENT

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Alex went over the presentation for the community meeting and the element of Chamber collaboration.

Motion to adjourn by Bob, seconded by Hannah, unanimous - 11:33AM.

6. PARTNER REPORTS

7. OLD BUSINESS

a. Community Meeting May 22 Preparation

8. NEW BUSINESS

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a. June 12 at Huerfano County Courthouse, 401 Main Street, Walsenburg 3PM-4:30PM

FUND--ACCT	DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
		01/01/2024 -01/31/2024	02/01/2024 -02/29/2024	02/30/2024 -03/31/2024	04/01/2024 -04/30/2024	04/31/2024 -05/31/2024	00/00/0000 -00/00/0000
0035 LODGING TAX TOURISM FUND							
1R 0035.0100	LODGING TAX	.00	10453.15	303.22	.00	19219.18	.00
1R 0035.0200	GRANT REVENUE	.00	.00	.00	.00	.00	.00
1R 0035.0201	TOURISM GRANT	.00	.00	.00	.00	.00	.00
1R 0035.0202	CRAFT STUDIO 101 I	.00	.00	.00	.00	.00	.00
1R 0035.0203	2019 LARGE MARKETI	.00	.00	.00	.00	.00	.00
1R 0035.0204	SHF WALKING TOUR G	.00	.00	.00	.00	.00	.00
1R 0035.0205	SMALL MARKETING MA	.00	.00	.00	.00	.00	.00
1R 0035.0206	TOURISM DEVELOPMEN	.00	.00	.00	.00	.00	.00
1R 0035.0300	OTHER REFUNDS	.00	.00	.00	.00	.00	.00
1R 0035.0301	TRANSFER FROM PILT	.00	.00	.00	.00	.00	.00
1D 0035.9100	WARRANTS PAID	2295.00-	291.87-	9051.01-	492.00-	18332.00-	.00
1R 0035.9110	PAYROLL PAID	.00	.00	.00	.00	.00	.00
1D 0035.9200	TREAS. FEES	.00	313.59-	9.10-	.00	.00	.00
FUND TOTAL		2295.00-	9847.69	8756.89-	492.00-	887.18	.00

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		\$71,786.69	\$0.00
	Asset Total:		\$71,786.69	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$24,959.85
003-00000-22000	YTD REVENUE CONTROL		\$0.00	\$10,756.37
003-00000-23000	YTD EXPENSE CONTROL		\$28,489.57	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$64,560.04
	Liability Total:		\$28,489.57	\$100,276.26
		<u>Fund Total:</u>	\$100,276.26	\$100,276.26

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>		\$100,276.26	\$100,276.26

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	\$ -	\$ 10,453	\$ 303	\$ -	\$ -	\$ 19,219	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,975
Total	\$ 13,982.46	\$ 153,076	\$ 13,298	\$ 13,432	\$ 114,301	\$ 37,357	\$ 13,798	\$ 219,652	\$ 33,583	\$ 12,616	\$ 319,467	\$ 77,710	\$ 1,022,272

Month	Total	Average	Percent
January	\$ 13,982.46	\$ 822.50	1.37%
February	\$ 153,076.04	\$ 8,504.22	14.97%
March	\$ 13,297.97	\$ 738.78	1.30%
April	\$ 13,431.56	\$ 790.09	1.31%
May	\$ 114,301.22	\$ 6,723.60	11.18%
June	\$ 37,356.83	\$ 2,197.46	3.65%
July	\$ 13,797.65	\$ 862.35	1.35%
August	\$ 219,652.49	\$ 12,920.73	21.49%
September	\$ 33,582.82	\$ 1,975.46	3.29%
October	\$ 12,616.03	\$ 788.50	1.23%
November	\$ 319,466.58	\$ 18,792.15	31.25%
December	\$ 77,710.35	\$ 4,571.20	7.60%
Total	\$ 1,022,272.00		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. 24-06-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	1/31/24	8091	\$2395
AdPro	Social Media, Public Relations, Web Maintenance	5/31/24	8411	\$5385.63
Huerfano County	June MailChimp Reimbursement	6/10/24	MC14253414	\$310
Total:				\$8090.63

INTRODUCED, READ, AND ADOPTED ON THIS 12TH DAY OF JUNE, 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:	January 2024
Invoice Date:	1/31/2024
Invoice #:	8091
Term:	Net 30

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

Stimulus

Product	Description	Amount
Eblast	Newsletter	\$100.00
Stimulus Total		\$100.00

Digital

Product	Description	Amount
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$595.00

Other

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

Total

Summary		
Total Amount Due		\$2,395.00



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

Item 4a.

Invoice

Service Date:	May 2024
Invoice Date:	5/31/2024
Invoice #:	8411
Term:	Net 30

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

Digital

Product	Description	Amount
Paid Search	Credit	\$(410.00)
Paid Search	Paid Search	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$1,185.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Graphics	Community Assets Graphics	\$500.00
Print Collateral	Print Community Assets (note: Includes tax)	\$525.63
Public Relations	Public Relations	\$450.00
Web Dev	Website Changes	\$1,600.00
Other Total		\$4,200.63

Total

Summary		
Total Amount Due		\$5,385.63

Item 4a.

Mailchimp Receipt

MC14253414

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 # MC14253414
Date Paid: June 10, 2024
05:11 AM Denver

Billing statement

Standard plan

25,000 contacts

\$310.00

Intuit Assist for Mailchimp*

AI-powered marketing

\$0.00

Paid via Mast ending in 4017 which expires **11/2026**
on June 10, 2024

\$310.00

Balance as of June 10, 2024

\$0.00

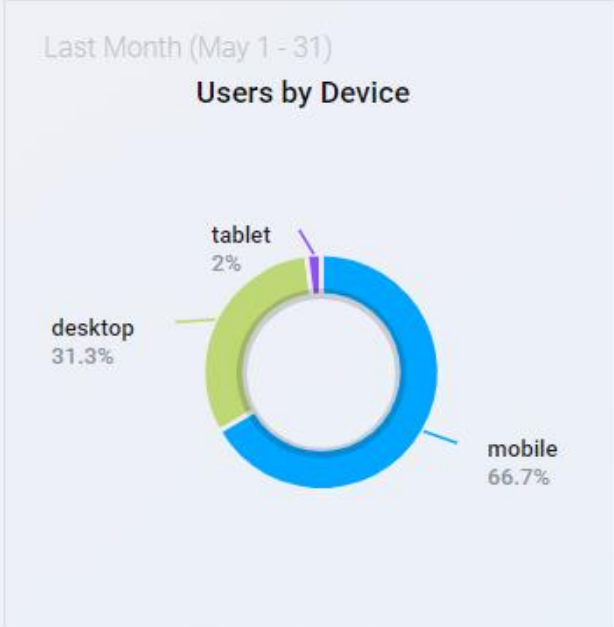
Spanish Peaks Country

May Board Meeting 2024



Reporting

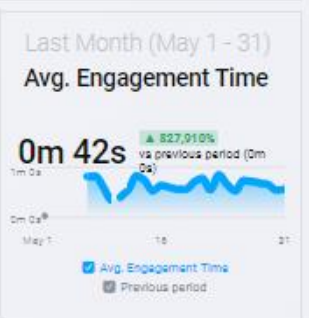




Last Month (May 1 - 31)

Top Pages by Users

Top Pages	Value	vs prev
/	1,214	▲ 994%
/spc-events/	173	
/the-great-dikes/	108	
/the-spanish-peaks/	92	▲ 1,050%
/camping/	90	
/attractions/	81	
/la-veta/	78	▲ 3,800%
/huerfano-butte/	73	▲ 2,333%
/bear-lake-campground/	69	▲ 1,050%
/wahatoya-lakes-state-wildlife-area/	66	▲ 3,200%
/la-veta-pass/	63	▲ 600%
/visitors-guide/	54	
/the-geologic-features-of-la-veta/	50	▲ 2,400%
/stonewall/	49	▲ 1,125%
/mountains-geology/	48	



Last Month (May 1 - 31)

Source	Total Users		Sessions		Bounce Rate		Avg. Engagement Time		Conversions	
	Value	vs prev	Value	vs prev	Value	vs prev	Value	vs prev	Value	vs prev
Organic Search	1,464	▲ 1,457%	1,715	▲ 1,598%	34.4%	▼ 58%	0m 50s	▲ 466,195%	296	▲ 2,367%
Paid Search	499	▲ 584%	520	▲ 567%	55%	▼ 32%	0m 18s	0%	25	▲ 733%
Direct	404	▲ 2,026%	479	▲ 2,181%	61.2%	▼ 14%	0m 28s	0%	63	▲ 6,200%
Referral	211	▲ 2,244%	270	▲ 2,900%	28.5%	▼ 57%	1m 16s	0%	52	
Organic Social	54		57		71.9%		0m 21s		2	
Unassigned	8		8		100%		0m 37s		-	
Organic Video	1		1				7m 10s		1	

Last Month (May 1 - 31)

Source	Value	vs prev
Organic Search	1,464	▲ 1,457%
Paid Search	499	▲ 584%
Direct	404	▲ 2,026%
Referral	211	▲ 2,244%
Organic Social	54	
Unassigned	8	
Organic Video	1	

Last Month (May 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	3,912		459		11.7%	
Out of State	3,970		252		6.35%	
Spanish Peaks Display	141.5k		67		0.05%	

Last Month (May 1 - 31)

Impressions
149.4k



Last Month (May 1 - 31)

Clicks
778



Last Month (May 1 - 31)

CTR
0.52%



Item 5a.

Last Month (May 1 - 31)

Bounce Rate

41.8%

▼ 47.43% vs previous period (79.4%)

Last Month (May 1 - 31)

Conversions

439

▲ 2,644% vs previous period (16)

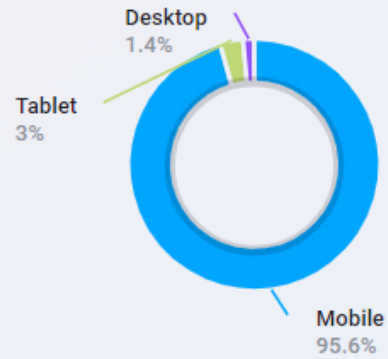
Last Month (May 1 - 31)

Conversion Rate

No data to display

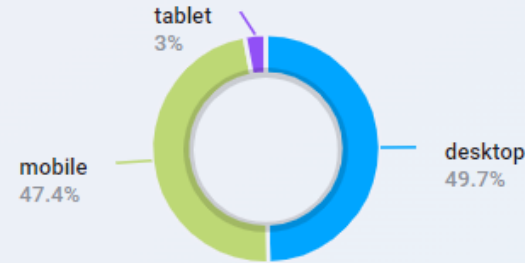
Last Month (May 1 - 31)

Clicks by Device



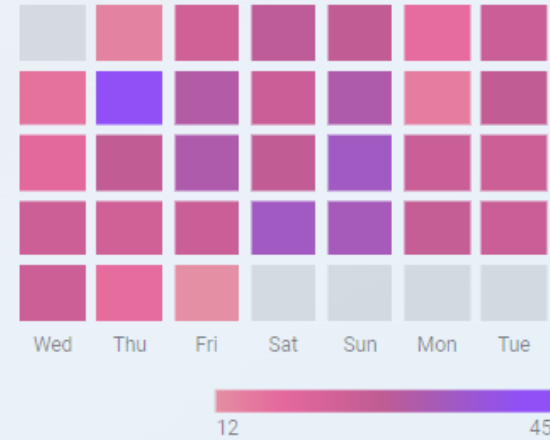
Last Month (May 1 - 31)

Conversions by Device



Last Month (May 1 - 31)

Clicks by Day



Last 30 days (May 11 - ...)

Cost / Conversion

No data to display



Last Month (May 1 - 31)

Page Visits

141 ▲ 4%
vs previous period (136)



Last Month (May 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	4,724	▲ 21%
Page Impressions	5,808	▲ 27%
Page Engagements	-	
Unique Page Clicks	69	▼ 18%
Page Reactions	-	

Last Month (May 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	13	▲ 63%
Post Reach	4,116	▲ 12%
↳ Paid	0	0%
↳ Organic	4,116	▲ 12%
↳ Viral	1,199	▼ 30%

All Time (Aug 9, 2021 - ...)

Item 5a.

Total Page Likes

3,670

Last Month (May 1 - 31)

Page likes/Unlikes Overview

Page Likes

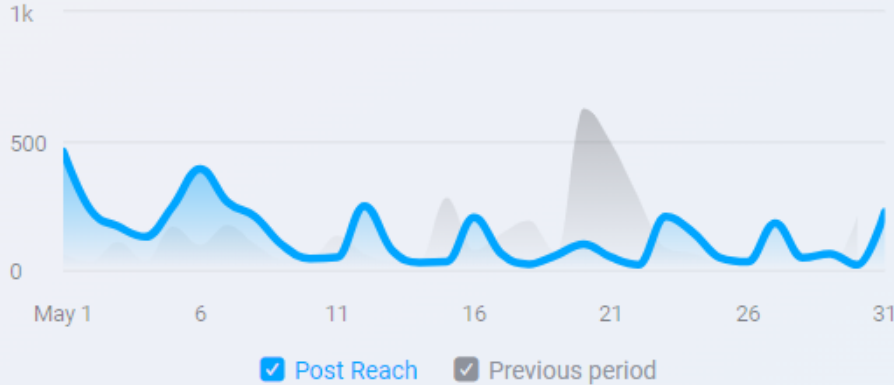
2

0% vs previous period (0)

Last Month (May 1 - 31)

Post Reach

4,116 ▲ 12%
vs previous period (3,659)



Last Month (May 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Wildfire Awareness Month Tip- If you're visiting Spanish Peaks (2024-05-06)	619	4
2	Savor your meals with a view! ☺️ Patio season is here in (2024-05-23)	340	3
3	Celebrate Mother's Day in Spanish Peaks Country! 🌸 Treat the (2024-05-12)	293	5
4	This year, as the fish start to bite in waters across the state, (2024-05-16)	291	2
5	Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 (2024-05-31)	283	1

All Time (Aug 10, 2021 - Feb 1, 2025)

Followers by Gender



Organic Social



7/1 – July Events

July is bursting with excitement in #SpanishPeaksCountry! Mark your calendars for our First Friday Art Walk on July 5th. Stroll through the vibrant Walsenburg, Cuchara, and La Veta Farmers Markets to discover fresh produce, homemade goodies, and unique crafts. Stay tuned for more updates on all our July events! 🌸 🍌 🥕

<https://spanishpeakscountry.com/spc-events/month/2024-07/>

#JulyInSpanishPeaks



7/4 – Independence Day

We hope you're enjoying a mouth-watering barbecue with your friends and family, soaking up the sun and creating unforgettable memories!

🍔🌞 Whether you're grilling in your backyard, picnicking in the park, or camping in the great outdoors, we want to share in your celebrations. Snap some photos of your festive gatherings and tag us to show off your patriotic pride. Let's fill this day with joy, laughter, and the spirit of freedom.

Have a safe and joyous
#IndependenceDay! 🌟🌟

#SpanishPeaksCountry



7/4 – Independence Day Alt.

We hope you're enjoying a mouth-watering barbecue with your friends and family, soaking up the sun and creating unforgettable memories!

🍔☀️ Whether you're grilling in your backyard, picnicking in the park, or camping in the great outdoors, we want to share in your celebrations. Snap some photos of your festive gatherings and tag us to show off your patriotic pride. Let's fill this day with joy, laughter, and the spirit of freedom. Have a safe and joyous #IndependenceDay! 🎆🎇

#SpanishPeaksCountry



7/9 – Famer’s Markets

Find something delightful at our upcoming #FarmersMarkets! 🌽🍓🧀

Hosted in La Veta, Cuchara, and Walsenburg, each Farmers Market features unique fare you can’t find anywhere else.

See our calendar of events for more information:

<https://spanishpeakscountry.com/spc-events/month/2024-07/>

#ShopLocal #SpanishPeaksCountry

FARMERS MARKETS

SPANISH PEAKS COUNTRY

THURSDAYS 3-5PM
La Veta
 310 S Main St.
 La Veta, CO

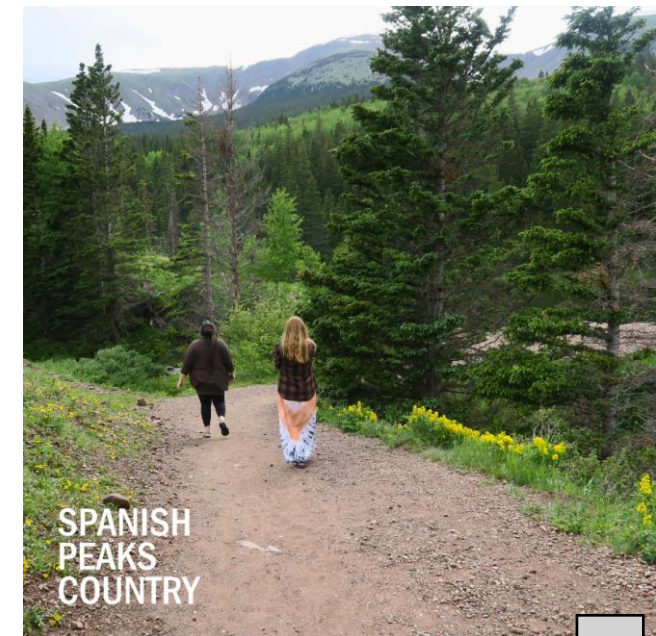
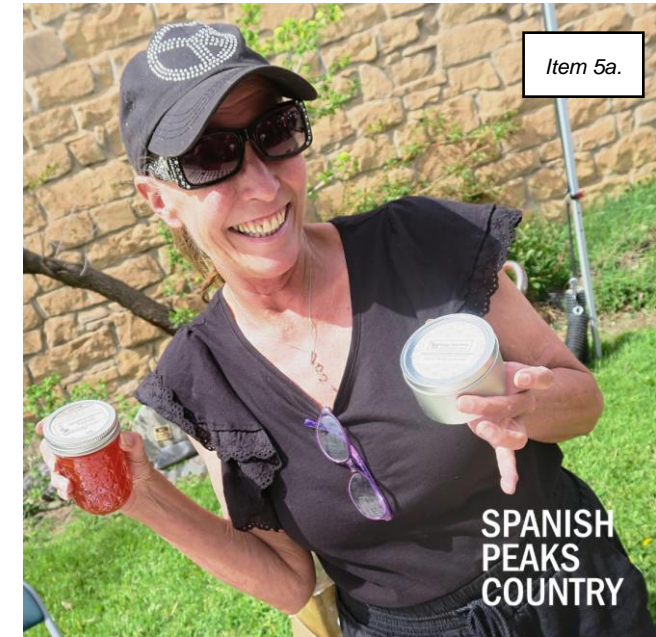
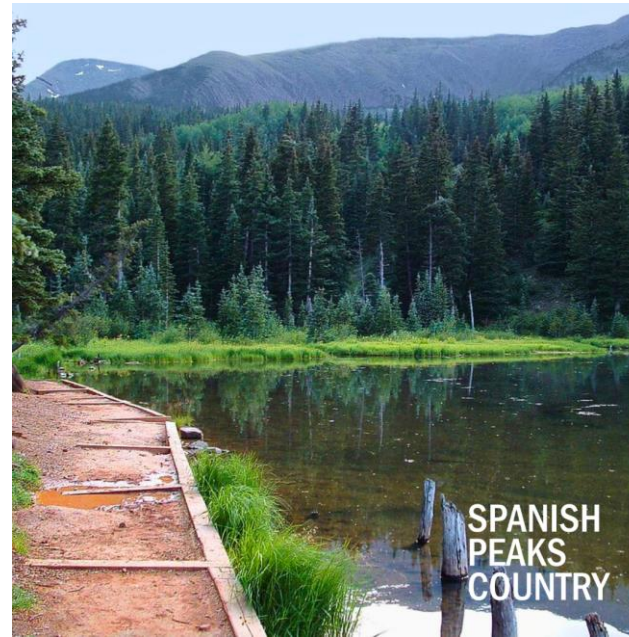
FRIDAYS 4-6PM
Cuchara
 946 Panadero Ave
 La Veta, CO

SUNDAYS 12-2PM
Walsenburg
 400 Main St.
 Walsenburg, CO

6/12 – Summertime Getaway

Ready for a summertime escape? #SpanishPeaksCountry offers the perfect retreat with our stunning landscapes and welcoming communities. Whether you're hiking through serene trails, fishing in crystal-clear lakes, or simply soaking up the sun, memories are made here.

Plan your visit and experience the ultimate summer vacation with unforgettable memories awaiting at every turn. 🌞 🏡
#SummertimeInSpanishPeaks



7/15– New Facebook Page

We're excited to announce the launch of our new Facebook page @VisitSpanishPeaksCountry! 😊 Follow our new page for the latest news, events, and breathtaking photos.

#VisitSpanishPeaksCountry

Visit
SPANISH
PEAKS
COUNTRY

7/17– Wildlife Wednesday

Experience the natural wonders of Spanish Peaks Country on Wildlife Wednesday! From majestic elk grazing in meadows to eagles soaring high above, nature enthusiasts will be in awe. Share your wildlife photos with us and join in celebrating the incredible beauty of our region. 🦅 🐄

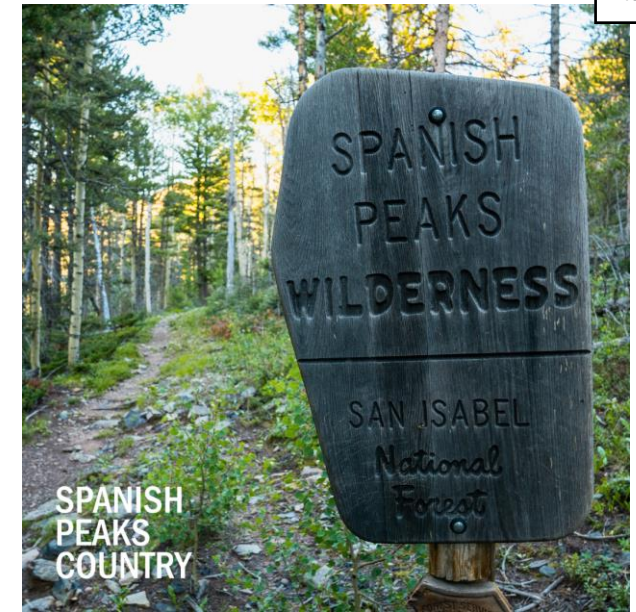
#WildlifeWednesday
#SpanishPeaksCountry



7/21– Reasons to Visit

Why visit Spanish Peaks Country? The reasons are endless! From the picturesque hiking trails and prime fishing spots to the rich cultural heritage and vibrant local markets, there's something for every adventurer and traveler. Whether you're an outdoor enthusiast or a lover of arts and history, #SpanishPeaksCountry offers an unforgettable experience. Pack your bags and dive into the beauty and charm of our beloved region. 🏞️🎣

Explore your half-day itinerary here, or look to our Experiences tab for full-day, multi-day, and scenic drive itineraries!
<https://spanishpeakscountry.com/half-day-itineraries/>



7/24– Hiking

Strap on your hiking boots and explore the diverse trails in Spanish Peaks Country. With paths ranging from easy strolls to rigorous climbs, hikers of all abilities can find their perfect adventure. Encounter hidden gems and sweeping views that will take your breath away.

Don't forget to snap some photos along the way and share the wonders you discover! 🥾 🌲

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

#SpanishPeaksCountry



7/29– Fishing

Spanish Peaks Country is a paradise for fishing enthusiasts. Our pristine lakes and rivers are teeming with a variety of fish, offering a serene backdrop for your perfect catch. 🌈
Enjoy a peaceful day on the water, surrounded by the tranquil beauty and wildlife of the region.

Learn more:

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

#SpanishPeaksCountry



Public Relations



Play to win.

McKinstry Ribbon Cutting

- Ribbon cutting and tour for the new solar panels for the County
- We would like to include the boards commitment to sustainable tourism in the Public Relations efforts.
 - One sheeter on Care for Colorado Coalition
 - Sustainable local business' and activites
 - Tourism guide in press packet
- We are also going to see if any media would be interested in other stories while they're down here.



Website Events



Events

- Need details on the following events will add to the calendar:
 - July 4th – Cuchara Independence Day Parade
 - July 5th – First Friday Art Walk in La Veta – La Veta Creative District
 - July 6th – La Veta Independence Day Parade
 - July 6th & 7th – Art in the Park in La Veta
 - New! July 13th – 2nd Annual Car, Truck, and Motorcycle Show at the Spanish Peaks Veterans Community Living Center
 - July 19th – 3rd Annual Movie On the Mountain At the Cuchara Mountain Park
 - July 19th – 28th – Summer Musical “Monty Python’s Spamalot” at FCPA
 - July 20th – Cuchara Valley Archery Shoot at the Cuchara Mountain Park
 - July 27th – Francisco Fort Day in La Veta
 - August 3rd – Cuchara Valley Archery Shoot at the Cuchara Mountain Park
 - August 10th – Stonewall Century Ride
 - August 17th – Vintage Trailer Rally at La Veta Pines
 - August 17th – Woolly Huerfano – History of Sheepherding at Francisco Fort in La Veta
 - August 22nd – 25th – Summer Melodrama and Olio “The Adventures of Cyclone Malone: The Wattalottawatta River Pirates” at FCPA
 - August 31st – BATIK USA Art Show



THANK YOU



Play to win.

For Immediate Release

Contact: Maria Cocchiarelli

719-738-2858 600 Main Street Walsenburg, CO. 81089. www.museumoffriends.org

Re: **Two Summer Shows at the Museum of Friends in Walsenburg**, opening July 4, 4 to 8 pm:
Mary Frances Judge's One-Person Exhibition ***Spiritual Light***
Richard Mock's One-Person Exhibition ***Spiritual Life***

Please join us on July 4th to bring in the summer months with art, music, food and conversation from 4 to 8 pm at the Museum of Friends in Downtown, Walsenburg.

Mary Frances Judge's exhibit ***Spiritual Light*** will be on view in the main 1st floor galleries. She is an artist who has created many paintings over the last fifty years. Born in Minneapolis, MN, Mary Frances Judge became an Ursuline nun in 1958. As a nun, Mary Frances Judge gained qualities that were essential to being an artist: the capacity to live minimally; the ability to make a commitment and stick to it; and the capacity to devote herself to larger issues bigger than herself. She found inspiration while traveling Italy and lived for over thirty year in New York City as a practicing artist. Mary Frances Judge will be in attendance for the opening on July 4th from 4 to 8 pm, please come out and welcome her.

Richard Mock's exhibit ***Spiritual Life*** will be on view at MoF on the 2nd floor. Richard Mock (1944 to July 28, 2006) was a printmaker, painter, sculptor, muralist and editorial cartoonist. Mock was best known for his linocut illustrations that appeared on the Op-Ed page of the New York Times and from 1980 through 1996. The works on view at MoF have been donated by his sister Bonnie Mock and husband Anthony Turr and represent the later part of Richard's life.

Richard Mock was born in Long Beach, California in 1944. Mock earned his bachelor's degree, studying lithography and block printing at the University of Michigan. Settling in New York City in 1968, Mock had exhibitions at 112 Greene Street, the Whitney Museum, Exit Art and before his death at the Sideshow Gallery in RedHook, Brooklyn. Mock's paintings, prints, drawings and small sculptures are on view at the Museum of Friends as he was a dear friend to both founders. Mock was named the official portrait painter of the 1980 Olympic Winter Games in Lake Placid, New York.

Public Programs in July:

Saturday July 6th, *Artist Talk on Art* Mary Frances Judge will lead a discussion and tour of her paintings on view *Spiritual Light*. The program will be introduced by Steven Montgomery her longtime friend and colleague. He is an award-winning documentary filmmaker shown at the Museum of Modern Art in NY and many venues. (light refreshments will be served)

Saturday July 27, Mary Frances Judge in films. A variety of films that explore the art of Mary Frances Judge will be shown, followed by a tour of the exhibit and a discussion.

Public Programs in August:**August 2nd Friday beginning at 2 pm (RMST) (Richard Mock's Birthday)**

Reminiscences of Friendship online panel discussion from Red Hook Brooklyn a discussion of Richard Mock's friendships and his contributions to the development of community with Scott Pfaffman, The Wall Gallery, Florence Neal, Kentler International Drawing Space with Brendt Berger, in Walsenburg at MoF.

August 17th Saturday beginning at 2 pm (refreshments will be served)

Does Art Heal? Art Making and Mental Health panel discussion, led by Maria Cocchiarelli with Mental Health Practitioners and Experts
Dr. William Beverly, Terry Patrick and practicing artists and mental health professionals.

September 7, Saturday beginning at 2 pm (refreshments will be served)

Art and Politics a walking tour of Richard Mock's Political illustrations in the Museum of Friends Permanent Collection. A group discussion follows to discuss current scenarios that would make good political illustrations and get Mock's fancy.

September 7, Saturday beginning at 2 pm (refreshments will be served)

Williamsburg Brooklyn direct line to Walsenburg Colorado - Artists on the Fringe a virtual discussion with Williamsburg artists Tata and Thua and Walsenburg's Lika Shubitdize and Archil Greghechkori casually discuss the struggles and benefits of being an artist in today's society in the USA. All four are from the Country of Georgia and practice visual and music disciplines that explore issues of identity and sexuality.

School Tour Program September through the school year:

Discipline-based child centered art education, K-12, Tuesdays and Thursdays,
Call for pre-visit info and suggested fees.



Item 6b.

MARY FRANCIS JUDGE

SPIRITUAL LIGHT

MARY FRANCIS JUDGE SPIRITUAL LIGHT

Opening July 4th, 2024 thru September 30, 2024

Born in Minneapolis, MN, Mary Frances Judge has made a career of painting and traveling the world. Like her work she is calm & soothing with a burst of enthusiasm for Peace & Joy. The delicate curved lines against the yellow background of *Circolare* are ethereal, and will adapt to whatever your mood as this painting can be hung vertically or horizontally.

Public Programs:

Thursday, July 4th from 4 to 8 pm—Opening Celebration

Please join us to welcome Mary Frances Judge with light refreshments, music, conversation, and a community celebration.

Saturday, July 6th at 2pm—Artist Talk on Art

Mary Frances Judge will lead a discussion and tour of her paintings on view in *Spiritual Light*. The program will be introduced by Steven Montgomery, Ms. Judge's long time friend and colleague. He is an award-winning documentary filmmaker who has shown at the Museum of Modern Art in NY and many other venues. *Light refreshments will be served.*

Saturday July 27 at 2pm—Mary Frances Judge in Films

A variety of films that explore the art of Mary Frances Judge will be shown, followed by a tour of the exhibit and a discussion.

School Tour Program

From September throughout the school year: Discipline-based, child-centered art education, K-12, Tuesdays and Thursdays. Call for pre-visit info and fees. *School Tour program supported by the Museum of Friends Board of Trustees.*

Cover: Mary Frances Judge, *Circolare #2 (La Danza)*, Mixed Media, 44" x 78", 2010



A Museum of
Contemporary Art

Tuesday – Saturday 10am – 5pm

600 Main Street
Walsenburg, CO 81089
719.738.2858

museumoffriends.org

Item 6b.



History Colorado
STATE HISTORICAL FUND





Item 6b.

RICHARD MOCK SPIRITUAL LIFE

JULY 4 - SEPTEMBER 30, 20

RICHARD MOCK SPIRITUAL LIFE

JULY 4 – SEPTEMBER 30, 2024

Opening July 4th, 2024 thru September 30, 2024

Public Programs :

Friday, August 2nd beginning at 2 pm (*Richard Mock's Birthday*)

Reminiscences of Friendship Online panel discussion from Red Hook, Brooklyn—a discussion of Richard Mock's friendships and his contributions to the development of community with Scott Pfaffman of *The Wall Gallery*, Florence Neal of *Kentler International Drawing Space* and Brendt Berger, in Walsenburg.

Saturday, August 17th beginning at 2 pm | Does Art Heal? Art Making and Mental Health Panel discussion, led by Maria Cocchiarelli with mental health practitioners and experts Dr. William Beverly and Terry Patrick, with practicing artists.

Saturday, September 7, beginning at 2 pm | Art and Politics—a walking tour of Richard Mock's Political illustrations in the Museum of Friends Permanent Collection. A group discussion follows to discuss current scenarios that would make good political illustrations and get Mock's fancy.

Saturday, September 7 beginning at 2 pm Williamsburg Brooklyn direct line to Walsenburg Colorado - Artists on the Fringe A virtual discussion with Williamsburg artists Tata and Thua and Walsenburg's Lika Shubitdize and Archil Greghechkori casually discuss the struggles and benefits of being an artist in today's society in the USA. All four are from the Country of Georgia and practice visual and music disciplines that explore issues of identity and sexuality.

Refreshments will be served at all events..

School Tour Program

From September throughout the school year: Discipline-based, child-centered art education, K-12, Tuesdays and Thursdays. Call for pre-visit info and fees.



Tuesday – Saturday 10am-5 pm

600 Main Street
Walsenburg, CO 81089
719.738.2858

museumoffriends.org

Item 6b.

Cover: Richard Mock, *Rinconada #16*



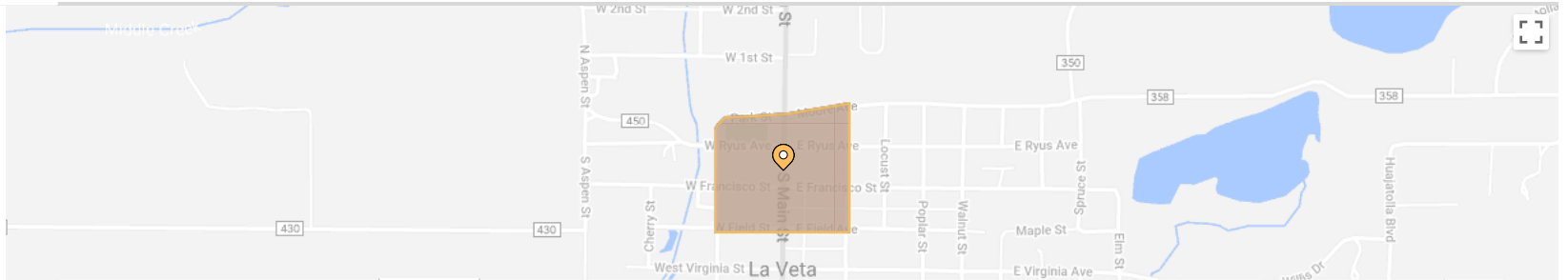
Item 7a.

Preview

Cancel

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My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



La Veta Events : 216 S Main St, La Veta, CO 81055	Vs	La Veta Events : 216 S Main St, La Veta, CO 81055	La Veta Events : 216 S Main St, La Veta, CO 81055	La Veta Events : 216 S Main St, La Veta, CO 81055	+
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Custom Dates	Over 10 Min	Edit Filters	Oct 05 - Oct 05, 2019	Oct 02 - Oct 02, 2021	Oct 01 - Oct 01, 2022	Star	Export
			Oct 07 - Oct 07, 2023	Days of Week / Friday, Saturday, Sunday			
			Days of Week / Friday, Saturday, Sunday	Days of Week / Friday, Saturday, Sunday			
			Days of Week / Friday, Saturday, Sunday				

- La Veta Events is a custom POI and only available for your account. [Learn More](#)
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Preview

My-Zone Explore **Property** ▾ Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

La Veta Events
216 S Main St, La Veta, CO 81055

La Veta Events
216 S Main St, La Veta, CO 81055

La Veta Events
216 S Main St, La Veta, CO 81055

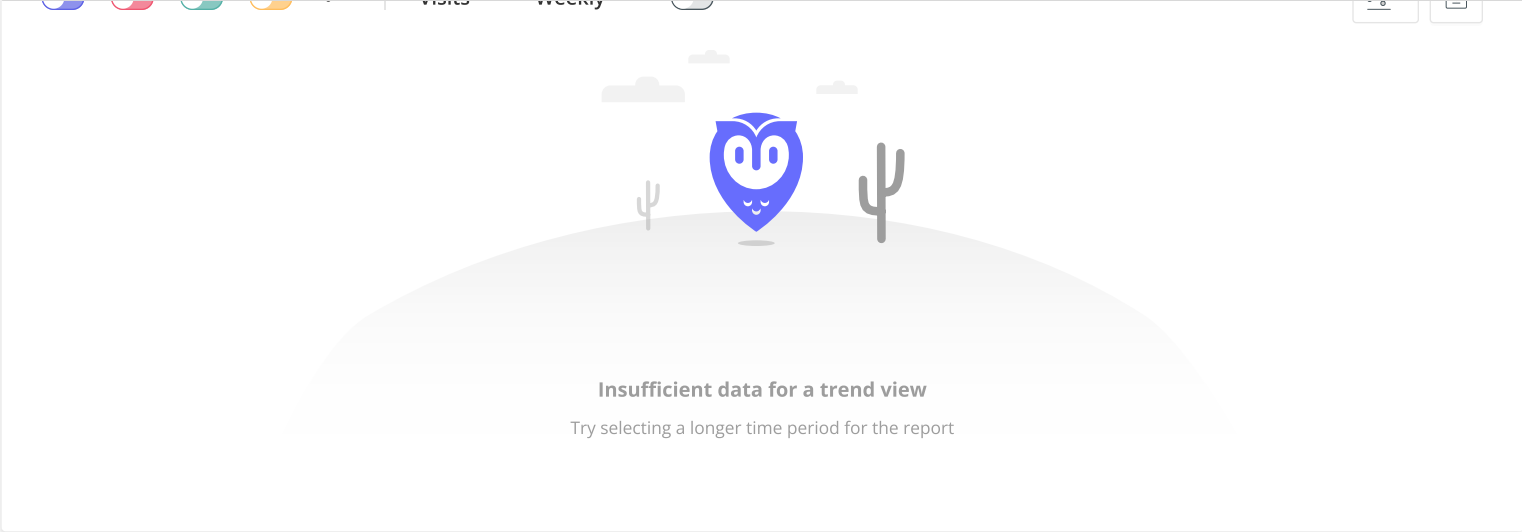
La Veta Events
216 S Main St, La Veta, CO 81055



Metric Name	La Veta Events 216 S Main St, La Veta, CO 8...	La Veta Events 216 S Main St, La Veta, CO 8...	La Veta Events 216 S Main St, La Veta, CO 8...	La Veta Events 216 S Main St, La Veta, CO 8...
Visits	3.2K	3.2K	3.1K	3.4K
Visits / sq ft	< 0.01	< 0.01	< 0.01	< 0.01
Size - sq ft	1.5M	1.5M	1.5M	1.5M
Visitors	3.2K	3.2K	3.1K	3.4K
Visit Frequency	1	1	1	1
Avg. Dwell Time	67 min	78 min	73 min	64 min
Panel Visits	70	97	129	165
Visits YoY	+861.8%	+861.1%	+659.8%	+748.4%
Visits Yo2Y	N/A	N/A	N/A	N/A
Visits Yo3Y	N/A	N/A	N/A	N/A

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



Preview

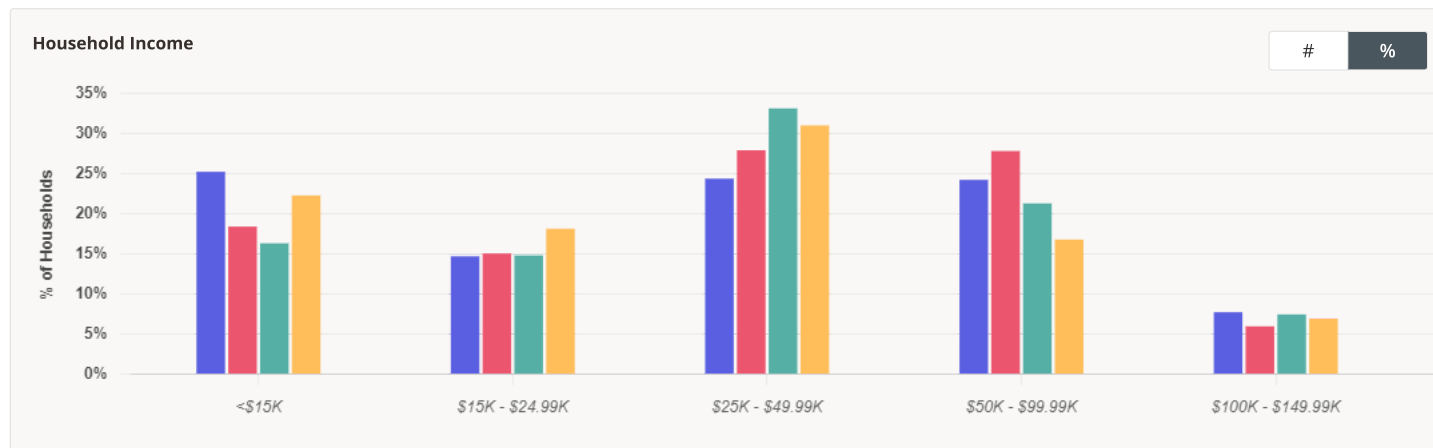
My-Zone Explore **Property** Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

- La Veta Events**
216 S Main St, La Veta, CO 81055
- La Veta Events**
216 S Main St, La Veta, CO 81055
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216 S Main St, La Veta, CO 81055
- La Veta Events**
216 S Main St, La Veta, CO 81055

Dataset: **Census 2021** View: **Potential Market** Compare to: **None**



Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
La Veta Events S Main St, La Veta, CO	\$32.5K	14.5%	36.5	Hispanic or Latino (50.8%)	2.25
La Veta Events S Main St, La Veta, CO	\$38.4K	18.1%	46.1	White (48.9%)	2.33
La Veta Events S Main St, La Veta, CO	\$37K	21.0%	42.7	Hispanic or Latino (47.9%)	2.53
La Veta Events S Main St, La Veta, CO	\$30K	17.9%	41.9	Hispanic or Latino (53.8%)	2.41



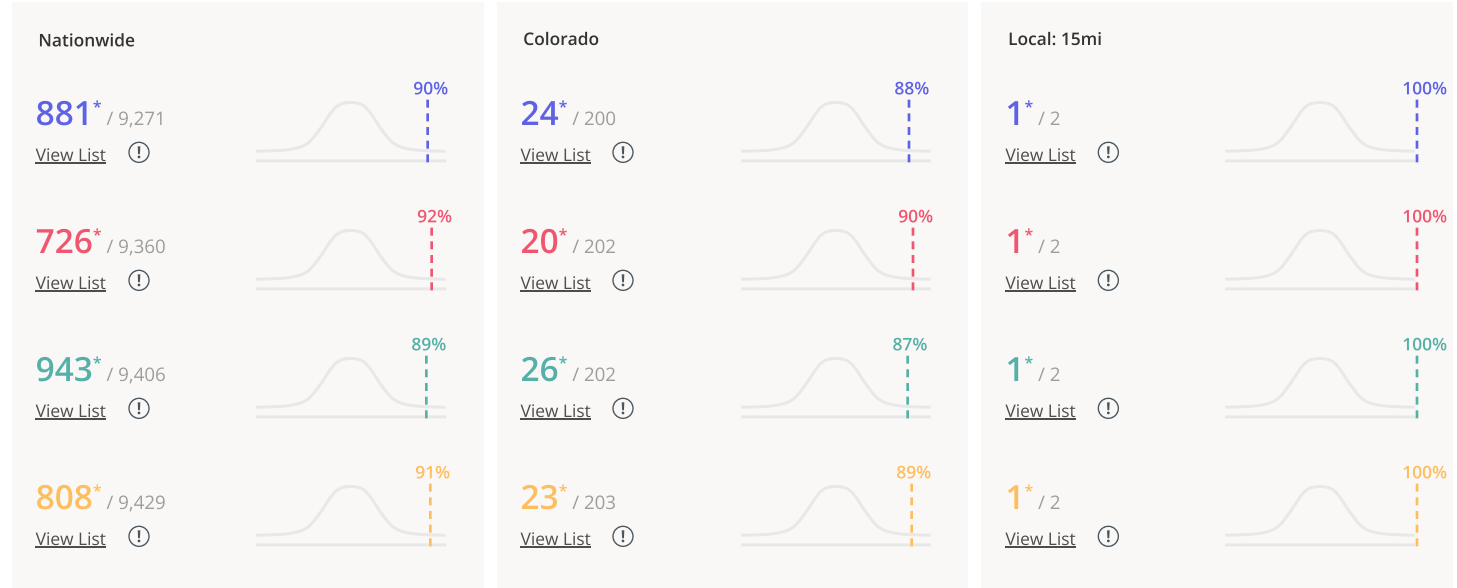
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

- La Veta Events**
216 S Main St, La Veta, CO 81055
- La Veta Events**
216 S Main St, La Veta, CO 81055
- La Veta Events**
216 S Main St, La Veta, CO 81055
- La Veta Events**
216 S Main St, La Veta, CO 81055

Benchmark: **Category: Attractions**
Metric: **Visits**



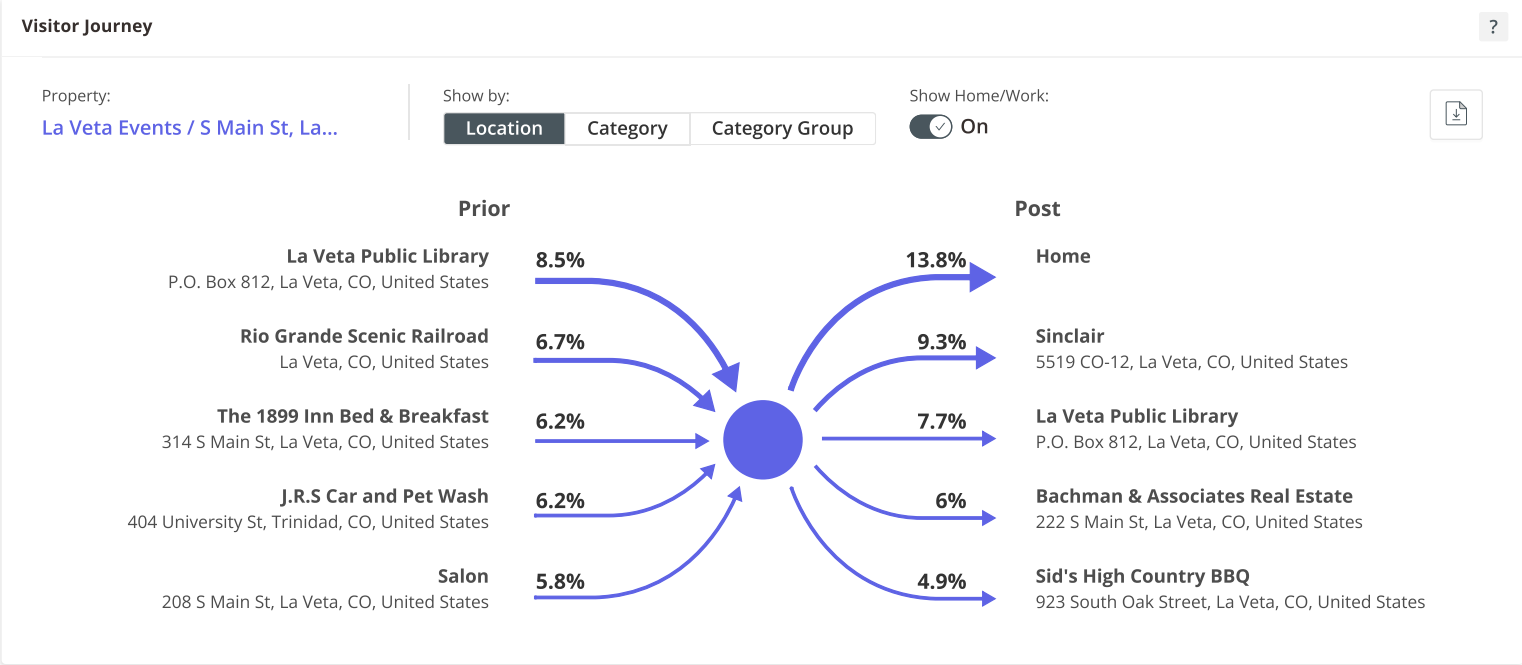
* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: **La Veta Events Oct 1st, 2019 - Oct 31st, 2019**, **La Veta Events Oct 1st, 2021 - Oct 31st, 2021**, **La Veta Events Oct 1st, 2022 - Oct 31st, 2022**, **La Veta Events Oct 1st, 2023 - Oct 31st, 2023**

Item 7a.

Preview

- My-Zone
- Explore
- Property ▼
- Chains
- Industry
- Advanced Reports
- Map Studio
- Create POI
- Labs
- Academy
- Marketplace

La Veta Events / S Main St, La Veta, CO				La Veta Events / S Main St, La Veta, CO			
Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
1	La Veta Public Library / P.O. Box 812, La Veta...	0.1 mi	861 (27.1%)	1	Bachman & Associates Real Estate / 222 S M...	0 mi	993 (30.8%)
2	Bachman & Associates Real Estate / 222 S M...	0 mi	691 (21.7%)	2	La Veta Public Library / P.O. Box 812, La Vet...	0.1 mi	681 (21.1%)
3	Salon / 208 S Main St, La Veta, CO 81055	0 mi	461 (14.5%)	3	Sinclair / 5519 CO-12, La Veta, CO 81055	0.6 mi	619 (19.2%)
4	Sinclair / 5519 CO-12, La Veta, CO 81055	0.6 mi	444 (14%)	4	Railroad Park / West Ryus Avenue, La Veta, C...	0.1 mi	457 (14.2%)
5	Two Mountain Treasures / 206 S Main St, La ...	0 mi	384 (12.1%)	5	Legends On Main / 220 S Main St Suite B, La ...	0 mi	361 (11.2%)



Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

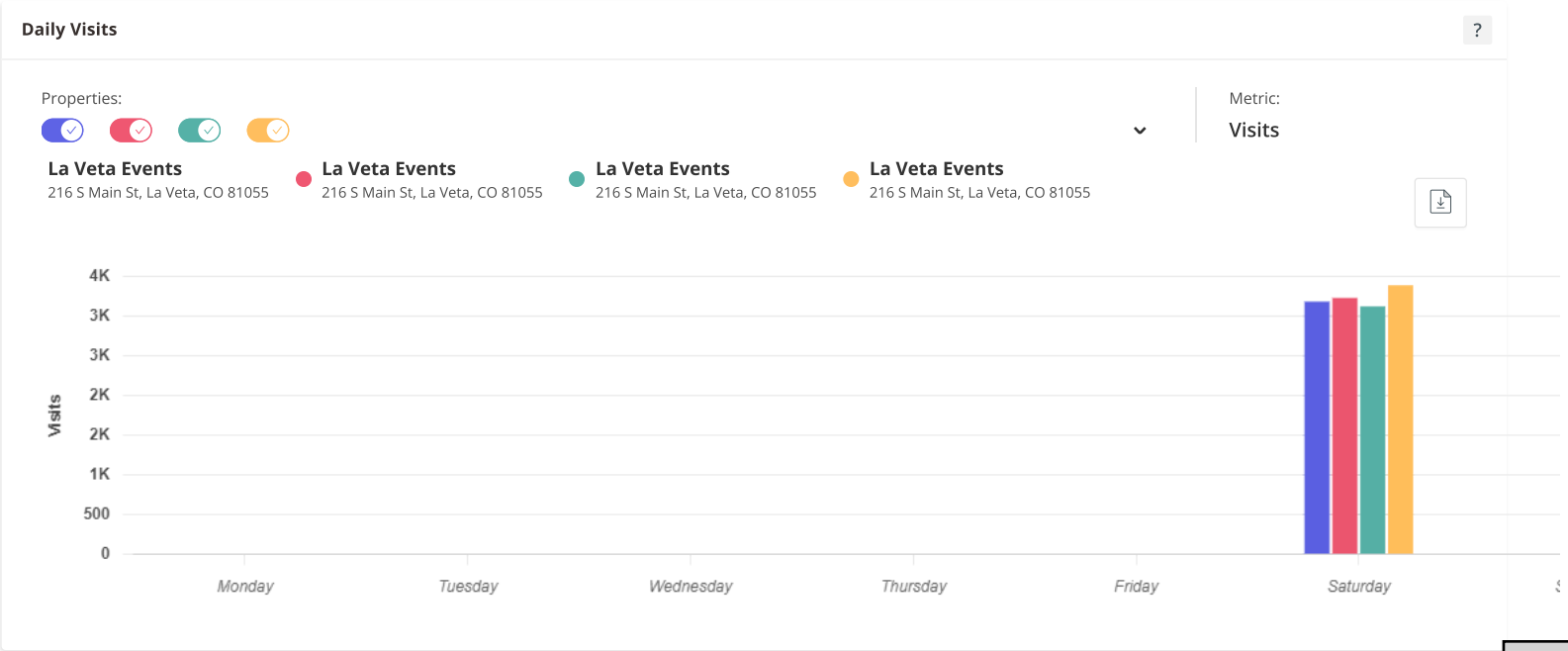
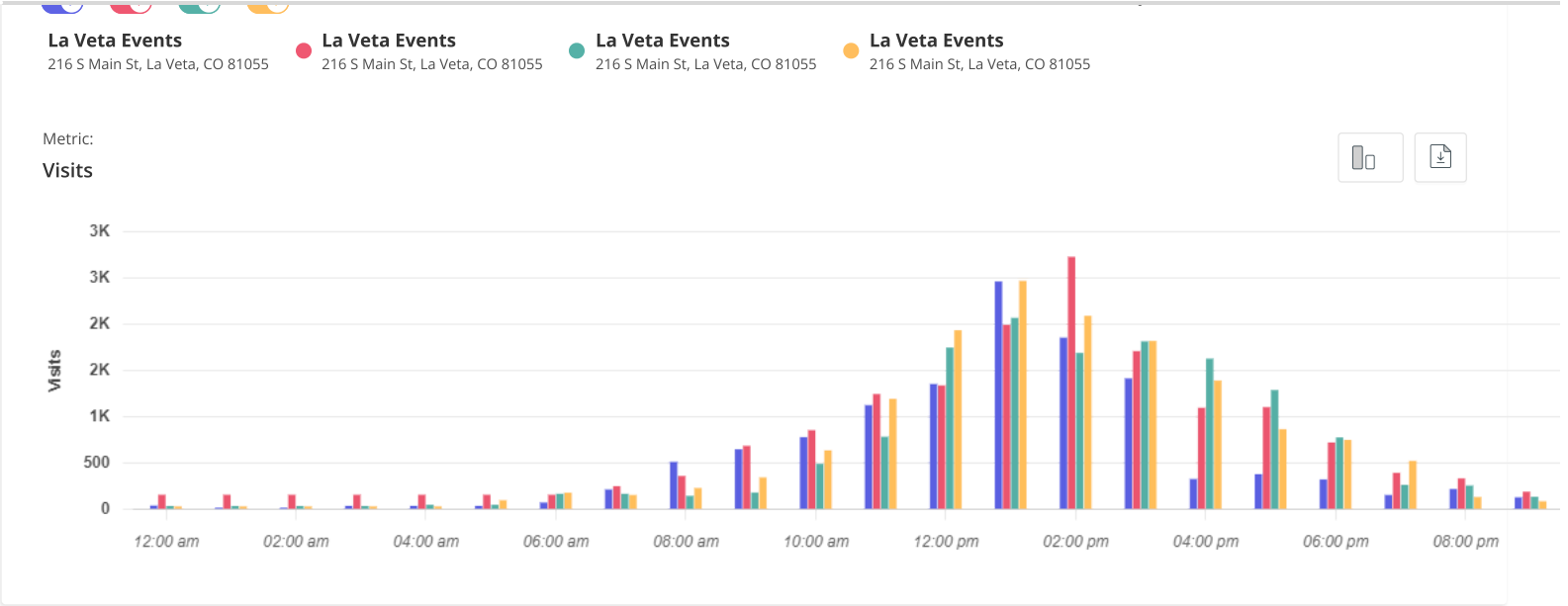
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#) Dismiss



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Preview

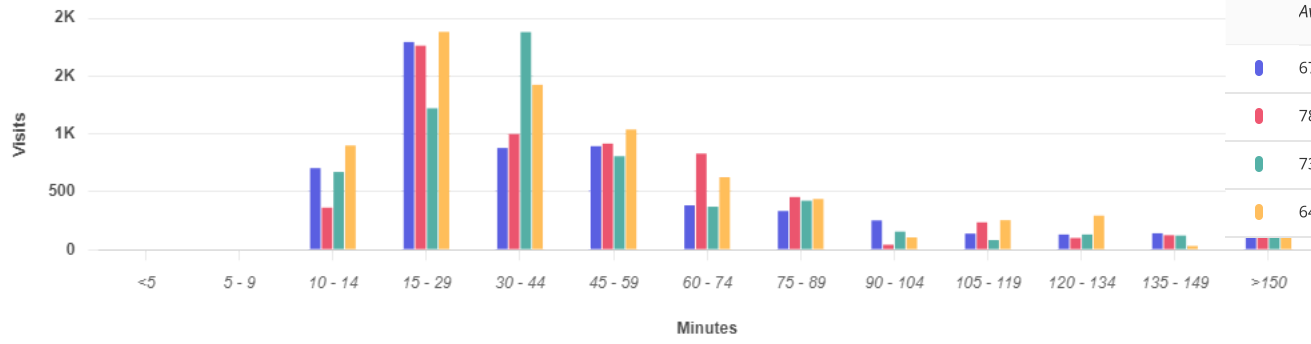
- My-Zone
- Explore
- Property
- Chains
- Industry
- Advanced Reports
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- Create POI
- Labs
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- Marketplace



Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

La Veta Events 216 S Main St, La Veta, CO 81055
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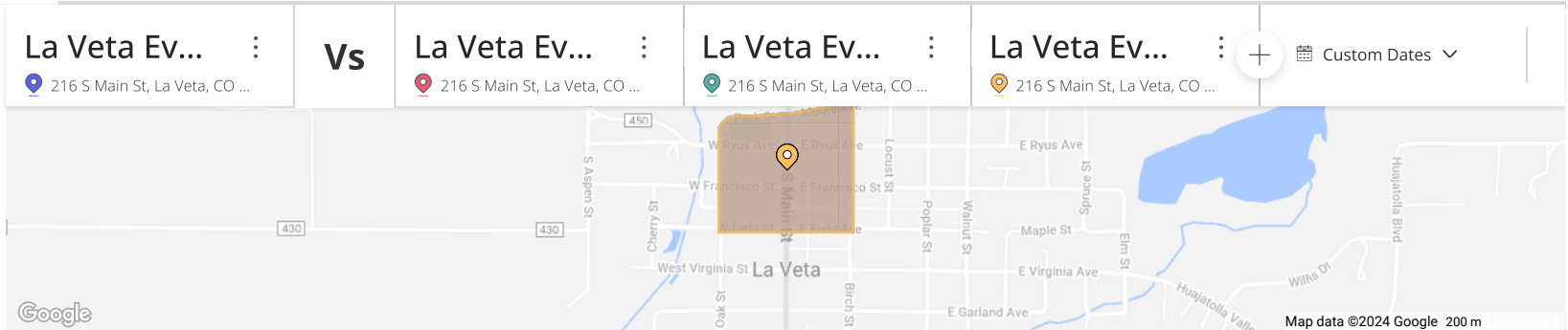
	Average	Median
Blue	67 min	33 min
Red	78 min	46 min
Green	73 min	39 min
Orange	64 min	39 min

Preview

Cancel

Print

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



Custom Dates Over 10 Min Edit Filters
 Oct 05 - Oct 05, 2019
Oct 02 - Oct 02, 2021
Oct 01 - Oct 01, 2022
★
Export

Oct 07 - Oct 07, 2023
Days of Week / Friday, Saturday, Sunday

Days of Week / Friday, Saturday, Sunday
Days of Week / Friday, Saturday, Sunday

Days of Week / Friday, Saturday, Sunday

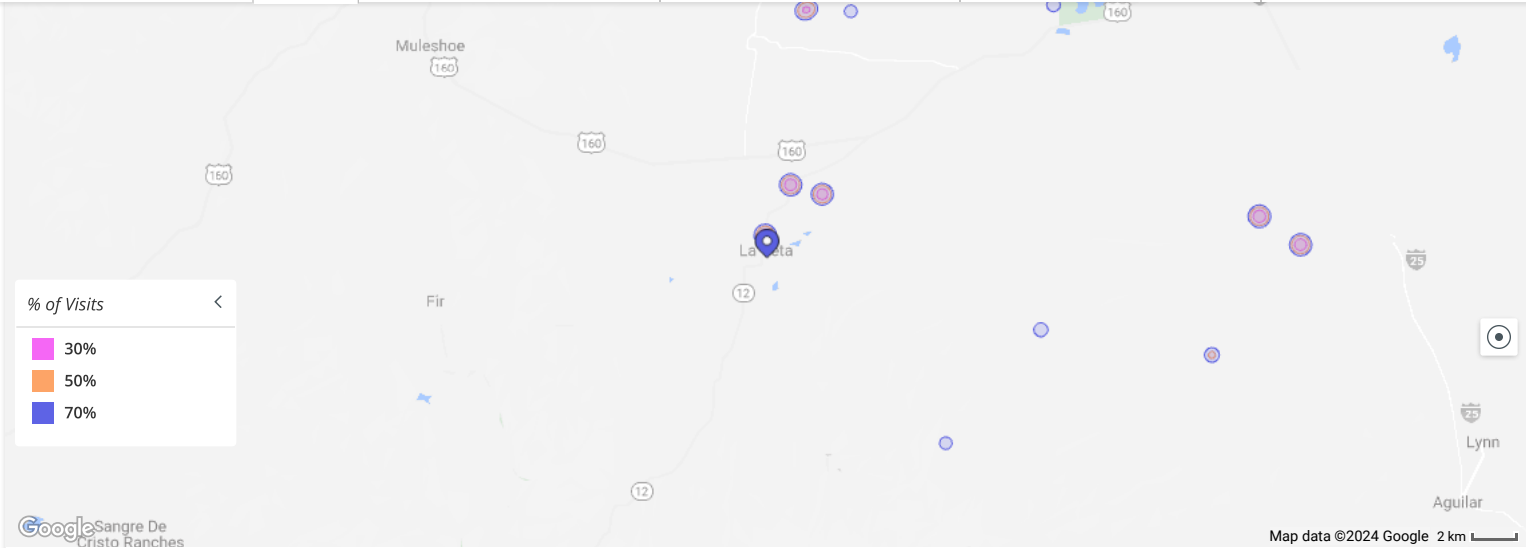
- 💡 La Veta Events is a custom POI and only available for your account. [Learn More](#)
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- 💡 La Veta Events is a custom POI and only available for your account. [Learn More](#)

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

Vs

📍 216 S Main St, La Veta, CO ...
📍 216 S Main St, La Veta, CO ...
📍 216 S Main St, La Veta, CO ...
📍 216 S Main St, La Veta, CO ...



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Dataset: **Census 2021 (ACS)** Benchmark with: **Nationwide** State

Search Group or Attribute | **30% of Visits** | **50% of Visits** | **70% of Visits**

Overview			
Population	672	2,165	2,916
Pop density (per sq mile)	1,692	1,995	1,420
Area (sq mi) - based on Census Block Groups	0.4	1.09	2.05
Households			
Gender			
Age			

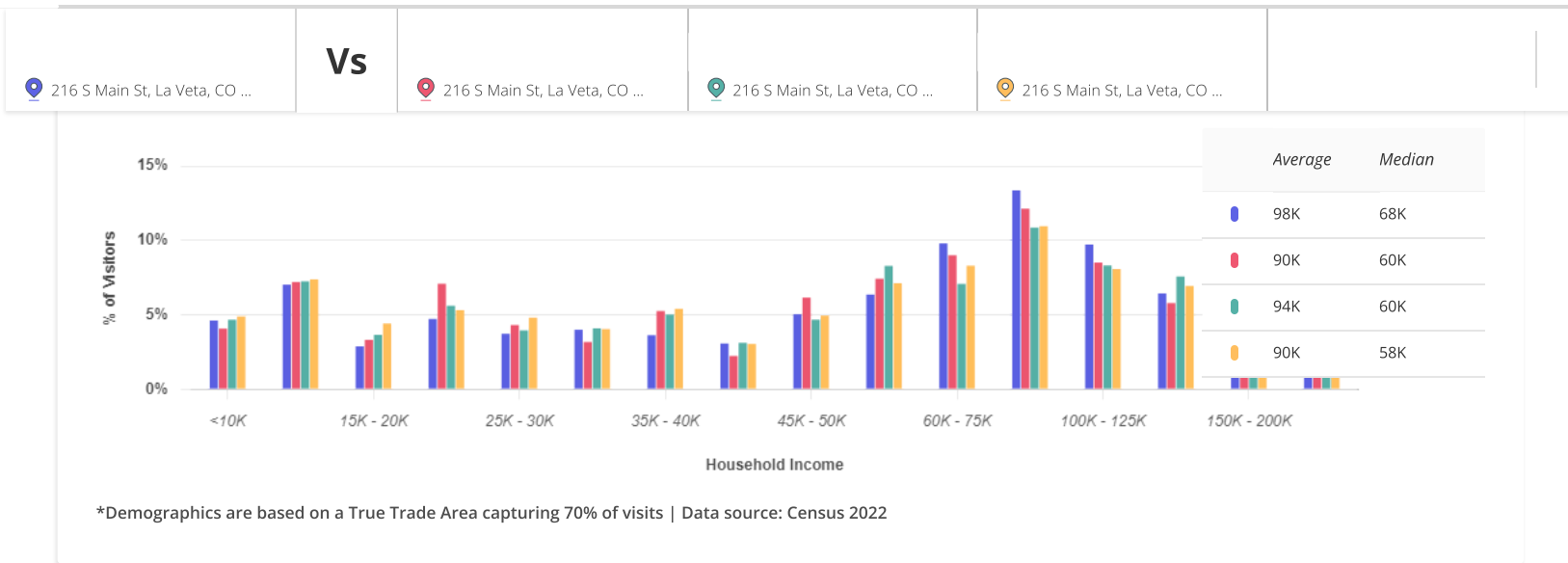
Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

216 S Main St, La Veta, CO ...	Vs	216 S Main St, La Veta, CO ...	216 S Main St, La Veta, CO ...	216 S Main St, La Veta, CO ...
Ethnicity				
Hispanic or Latino				
Household Income				
Household Size				
Education				
Labor Force				
Marital Status				
Family Households				
Transport to Work				
Travel Time to Work				
Housing Units				
Occupied Housing Units				
Vacant Housing Units				
Value of Owner-Occupied Housing Units				
Types of Housing Units Structure				
Health Insurance				
SNAP Households				

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



Ethnicity

Properties:



La Veta Events

216 S Main St, La Veta, CO 81055

La Veta Events

216 S Main St, La Veta, CO 81055

La Veta Events

216 S Main St, La Veta, CO 81055

La Veta Events

216 S Main St, La Veta, CO 81055

Ethnicity	Property 1 (Blue)	Property 2 (Red)	Property 3 (Green)	Property 4 (Orange)
White	66.7%	63.5%	62.7%	63.9%
Black	2.8%	2.9%	1.5%	2.3%
Hispanic or Lati...	24%	28.1%	30.8%	28.8%
American India...	1.2%	1.6%	1.1%	1.5%
Asian	1.6%	0.8%	1.1%	1.1%
Native Hawaiia...	0%	0.5%	0.4%	0%
Other	0.5%	0.3%	0.4%	0.2%
Two or more ra...	3.2%	2.2%	2%	2.2%

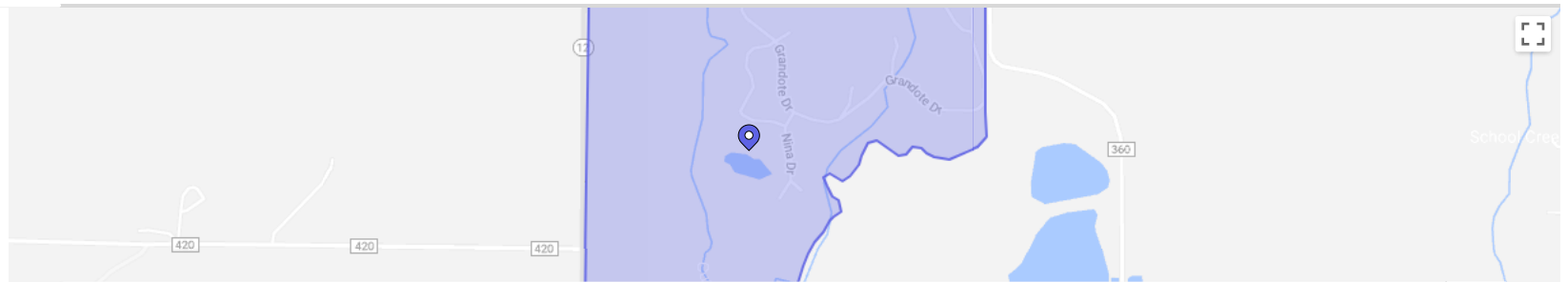
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Preview

Cancel

Print

- My-Zone
- Explore
- Property
- Chains
- Industry
- Advanced Reports
- Map Studio
- Create POI
- Labs
- Academy
- Marketplace



Grandnote Peaks Golf Club

Nina Drive, La Veta, CO 81055

Year to Date
Over 10 Min
Add Filter

Star
Export

Metrics

?

Property:

[Grandnote Peaks Golf Club / ...](#)



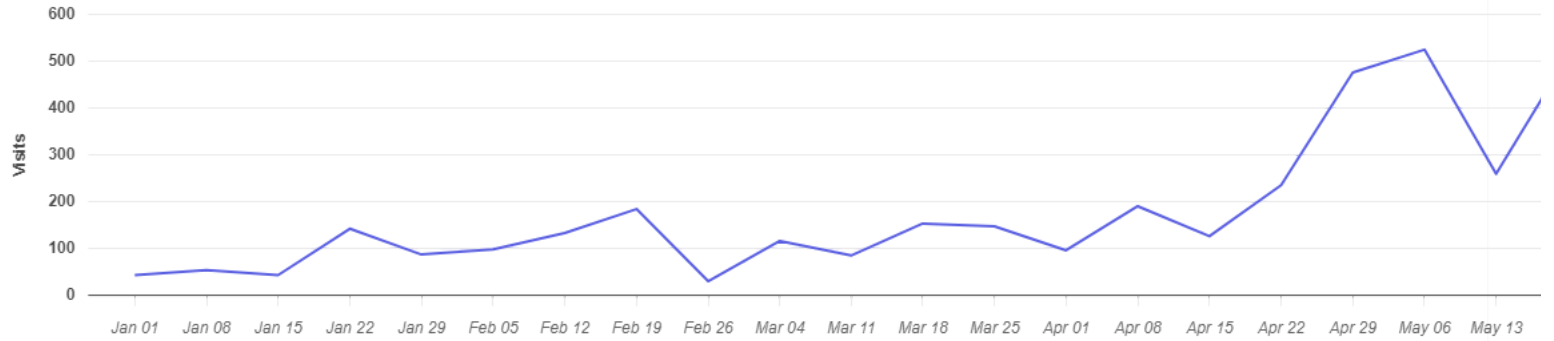
Visits	4.2K	Avg. Dwell Time	94 min
Visits / sq ft	< 0.01	Panel Visits	297
Size - sq ft	11.7M	Visits YoY	+67.7%
Visitors	1.3K	Visits Yo2Y	+368.4%
Visit Frequency	3.03	Visits Yo3Y	+241.3%

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

Grandnote Peaks Gol...

Nina Drive, La Veta, CO 81055

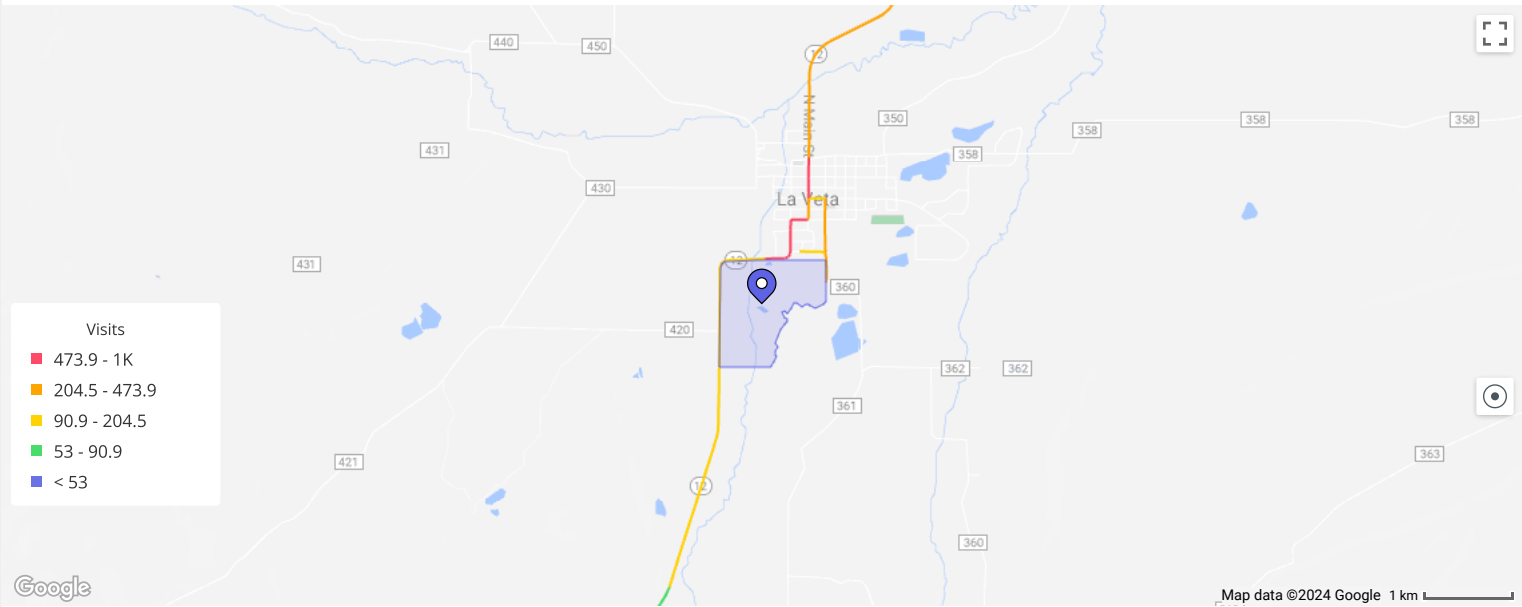


Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

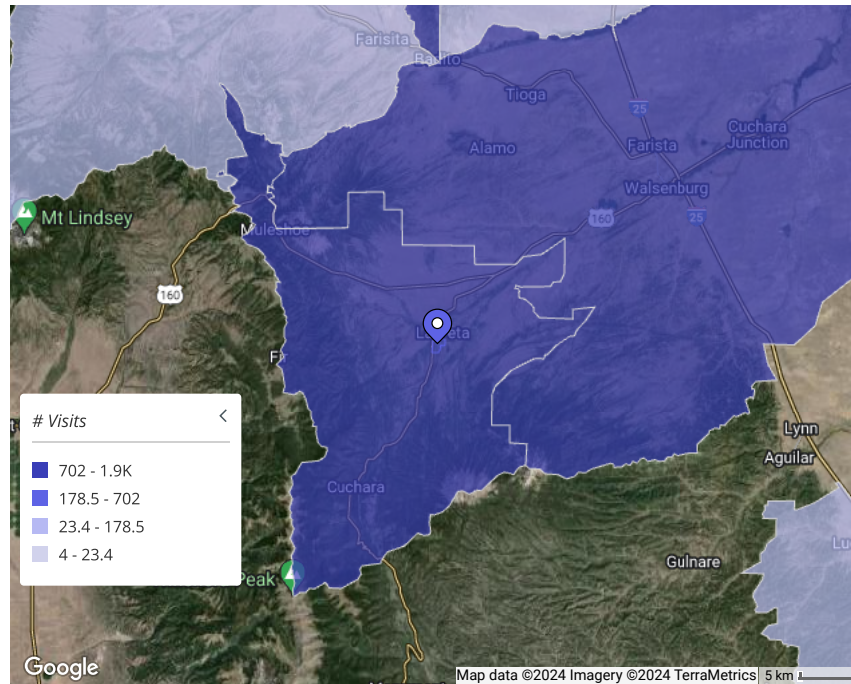
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Sinclair / CO-12, La Veta, CO	9.3%	1	Sinclair / CO-12, La Veta, CO	10%
2	Big R / Cherry St, La Veta, CO	4.2%	2	Valero Energy / N Main Street, La Veta, CO	7.7%
3	Ranch House Inn / Cherry St, La Veta, CO	3.7%	3	Sammies / N Main St, La Veta, CO	3.4%
4	Railroad Park / West Ryus Avenue, La Veta, Col...	3.2%	4	Ranch House Inn / Cherry St, La Veta, CO	2.9%
5	Valero Energy / N Main Street, La Veta, CO	3%	5	Grandnote Peaks Golf Club / Highway 12, La Ve...	2.9%
6	La Veta Public Library / La Veta, CO	2.4%	6	Big R / Cherry St, La Veta, CO	2.6%
7	H's Place / S Main St, La Veta, CO	1.8%	7	Railroad Park / West Ryus Avenue, La Veta, Col...	2.6%
8	Charlie's Market / S Main St, La Veta, CO	1.6%	8	Charlie's Market / S Main St, La Veta, CO	2.1%
9	Elk Valley RV Park / State Highway 12, La Veta, ...	1.5%	9	Elk Valley RV Park / State Highway 12, La Veta, ...	1.4%
10	US Post Office / E Ryus St, La Veta, CO	1.5%	10	Safeway / W 7th St, Walsenburg, CO	1.4%

Showing 1-10 / 31

< 1 2 3 4 >

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



Zipcode / City	Visits (% of Total)
81055 La Veta, CO	1.9K (46.8%)
81089 Walsenburg, CO	898 (21.7%)
80915 Colorado Springs, CO	125 (3%)
81069 Rye, CO	120 (2.9%)
81001 Pueblo, CO	102 (2.5%)
81082 Trinidad, CO	101 (2.4%)
81063 Ordway, CO	95 (2.3%)
81006 Pueblo, CO	84 (2%)
75024 Plano, TX	81 (1.9%)
80128	68 (1.6%)

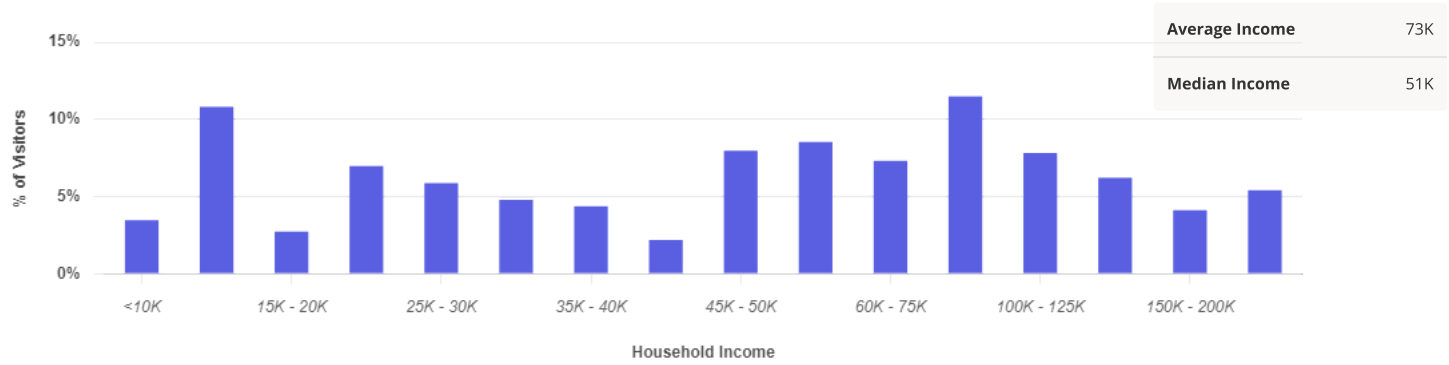
*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

Grandnote Peaks Gol...

Nina Drive, La Veta, CO 81055



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Ethnicity

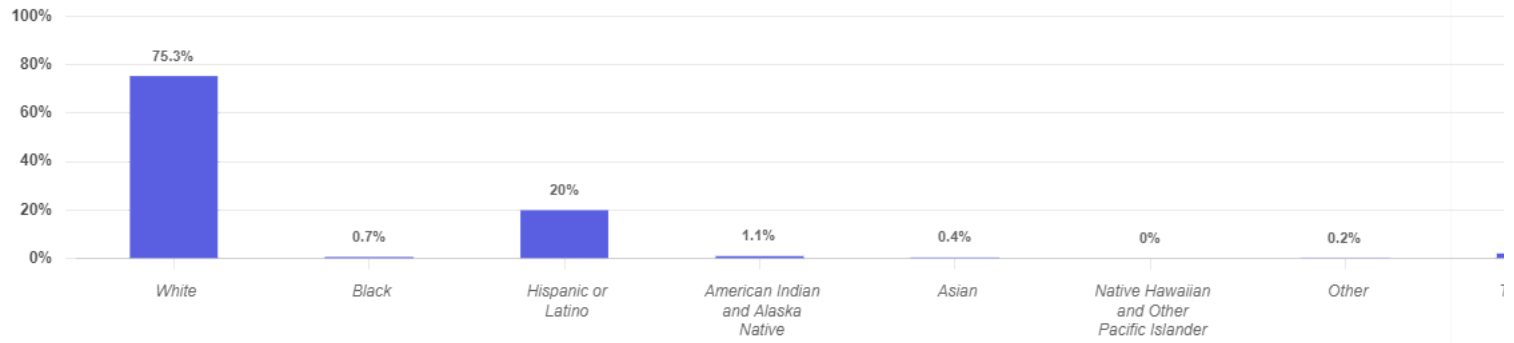


Properties:



Grandnote Peaks Gol...

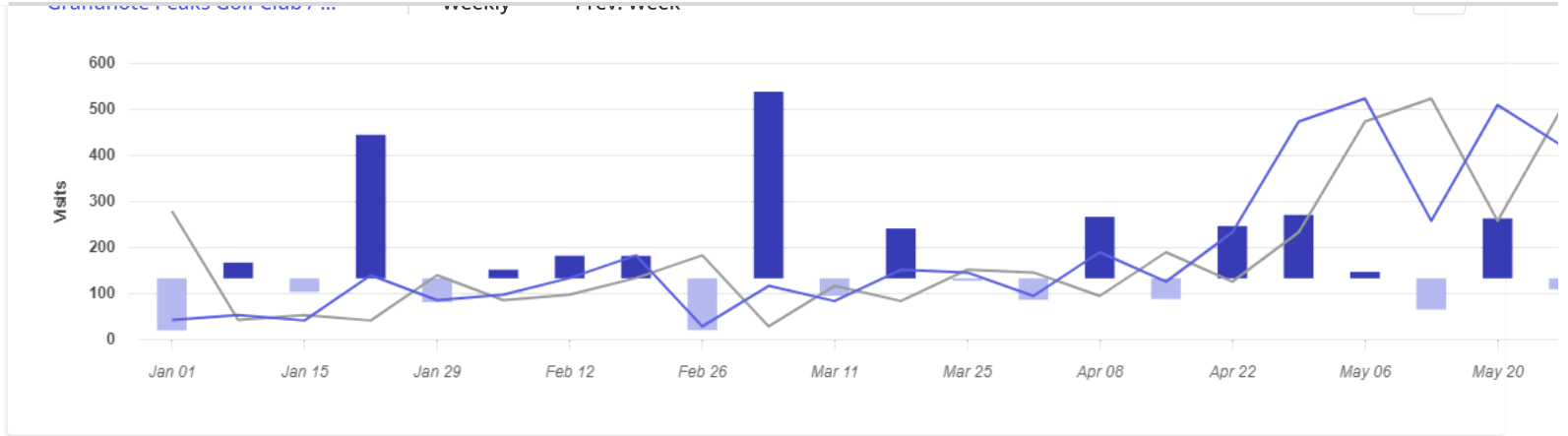
Nina Drive, La Veta, CO 81055



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace



Visit Duration

?

Properties:

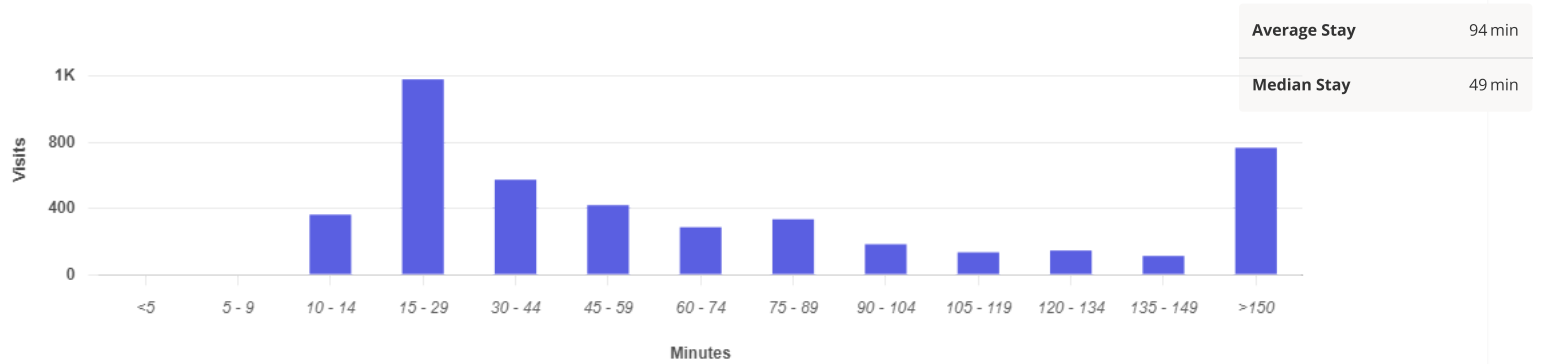


Metric:

Visits

Grandnote Peaks Gol...

Nina Drive, La Veta, CO 81055

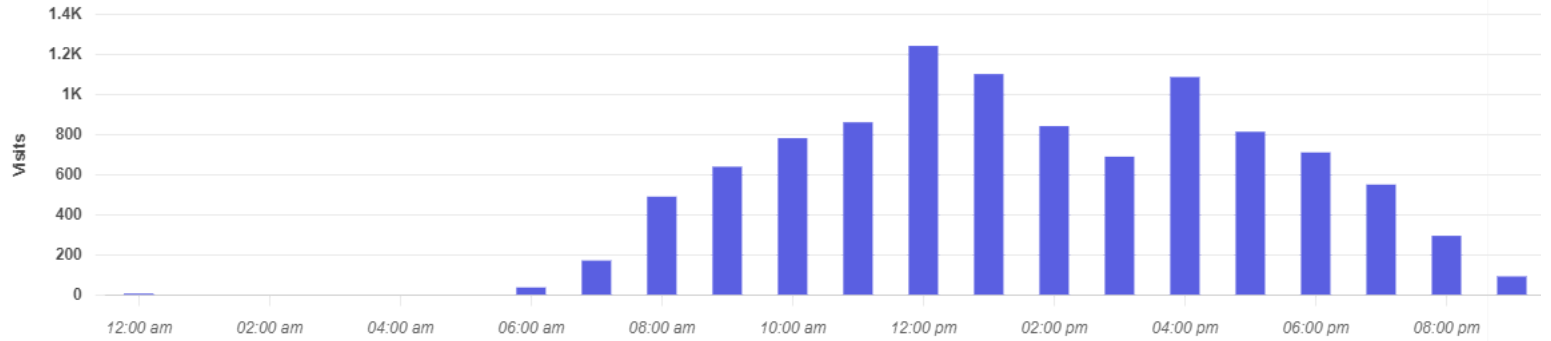


Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

Grandnote Peaks Gol...

Nina Drive, La Veta, CO 81055



Preview

My-Zone Explore Property Chains Industry Advanced Reports Map Studio Create POI Labs Academy Marketplace

Grandnote Peaks Golf Club / Nina Drive, La Veta, CO			
Rank	Name	Distance	Visitors
1	Grandnote Peaks Golf Club / 5540 Highway 12, La Veta, CO 81055	0.1 mi	1.3K (99.9%)
2	Safeway / 222 W 7th St, Walsenburg, CO 81089	15.5 mi	893 (66.5%)
3	Carl's Jr. / 700 S Main St, Walsenburg, CO 81089-2138	15.6 mi	800 (59.6%)
4	Valero Energy / 200 N Main Street, La Veta, CO 81055-5089	1.2 mi	773 (57.6%)
5	Sinclair / 5519 CO-12, La Veta, CO 81055	0.4 mi	765 (57%)
6	Big R / 1010 Cherry St, La Veta, CO 81055	0.4 mi	757 (56.4%)
7	Pueblo Crossing / Pueblo Crossing 5890 Elizabeth St, Pueblo, CO 81008	61.7 mi	704 (52.5%)
8	First Choice / 801 Walsen Ave #901, Walsenburg, CO 81089	15.6 mi	673 (50.2%)
9	Love's Travel Stop / 99800 Interstate 25, Walsenburg, CO 81089	16.5 mi	633 (47.2%)
10	Sam's Club / 412 Eagleridge Blvd, Pueblo, CO 81008	60.9 mi	627 (46.7%)

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< 1 2 3 4 5 >