



## **HUERFANO COUNTY TOURISM BOARD AGENDA**

**January 08, 2025 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**

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

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - a.** December 18 Meeting Minutes
- 3. FINANCIAL REPORT**
  - a.** Updated Fund Statements & Balance Sheet
  - b.** Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
  - a.** January 2025 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
  - a.** AdPro Report
- 6. PARTNER REPORTS**
  - a.** Placer December Civic Report
- 7. OLD BUSINESS**
  - a.** CrowdRiff
  - b.** 7th & Main Billboard
  - c.** Bed Inventory
  - d.** CTO Marketing Grant Kickoff
  - e.** TravelStorys
  - f.** CTO Management Grant
- 8. NEW BUSINESS**
  - a.** Agency of Record RFP
  - b.** New Advertising Campaigns
    - Enchanted Outpost
    - Colorado Country Life

- Others?

**9. ADJOURNMENT**

**10. UPCOMING MEETINGS**

- a.** February 12 - 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

December 18, 2024 at 2:00 PM

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

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

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

### 1. CALL TO ORDER

Attendance:

Lonnie Goutermont, Stacey Koury, Stacy Cristelli, Ella Jones, Jess Brown, Jack Farley, Hannah Everett, Greg Garrett, Bob Kennemer, Sarah Jardis, Robert Gilbert, Castille Barry, Heather Hernandez, Carl Young

Called to Order @ 2:05PM

### 2. APPROVAL OF MINUTES

#### a. November 13 Meeting Minutes

Greg motioned to approve the 11/13 meeting minutes. Hannah seconded. All in favor.

### 3. FINANCIAL REPORT

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

Robert reported on a strong lodging tax year that brought in over \$110k in revenue, as well as noted that HCTB was under budget in FY2024. Discussion was had on whether or not the revenue was driven by higher prices or increased visitation, or a combination of both factors. Discussion was also had about exploring additional advertising campaigns in 2025.

#### b. Updated Sales & Lodging Tax Trends

### 4. BILL PAYMENT

#### a. December 2024 Bill Payment

Bob motioned to approve. Greg seconded. All in favor.

### 5. BOARD AND DIRECTOR UPDATES/REPORTS

#### a. AdPro Report

Jack reported on digital media output and also offered suggestions on optimizing the layout of the SPC website due to the heavy mobile usage it receives.

Jess reviewed social media posts and billboard creative, and direction was given to source the transition USB drive from VistaWorks that Carlton had received in order to find some photos that weren't in the Google Drive.

Additional discussion was had about the revised final size of the proposed billboard - 9ft10" by 40' long.

Greg suggested that the last post of the month should be an event calendar for the next month.

## 6. PARTNER REPORTS

### a. Placer December Civic Report

Robert noted the strong summer visitation but also reviewed shoulder season visitation and observed the trends for what months were high/low, noting a spike in March likely associated with Spring Break, February as the lowest visitation, June at 319k, July at 386k, and August just under 300k as the highest visitation months. The numbers corroborate what has been seen and experienced as the busiest months, but it helps identify areas of improvement and how to plan for the busiest months.

## 7. OLD BUSINESS

### a. CrowdRiff Presentation

Castille Barry from CrowdRiff presented on the platform and provided a demo to HCTB to review after the meeting. A decision has not been made yet on whether or not to pursue: while the platform would support a desire to see more user-generated content, there is trepidation that there is not enough currently-generated content for the platform to be successful at this time.

### b. 7th & Main Billboard

Final designs have not been approved yet; however, Huerfano County Public Works was able to review the space and determine the optimal size for the banner and confirmed their ability to install it when ready.

### c. Domain Name Purchase

The board decided to proceed with `explorespc` over `experiencespc`. Greg motioned, Bob seconded, all in favor.

### d. Bed Inventory

Sarah has requested that the Board compile a bed inventory for the County so that we have an idea of the overall volume the County can handle. Each board member would work on a section of the County.

### e. CTO Marketing Grant Kickoff

Robert reported that the CTO Marketing Grant kickoff meeting would be later in the week and that he would follow up next HCTB meeting with a review of what to expect.

### f. TravelStorys

Two-fold discussion on TravelStorys:

- 1) Follow-up on ADA accessibility due to new CO laws going into effect in July 2025;
- 2) Reviewed a proposal to do Spanish language translations to all TS tours for \$24,777 as well as increasing the County's annual subscription cost to \$1500.

## 8. NEW BUSINESS

### a. CTO Management Grant

Robert proposed pursuing this grant to accomplish two objectives:

1) Fund half of the TravelStorys proposal in conjunction with \$12k from Scenic Highway of Legends;

2) Revise and update the HCTB strategic plan.

**9. ADJOURNMENT**

**10. UPCOMING MEETINGS**

January 8 - La Veta Public Library - 2PM-4PM - 310 S Main Street, La Veta

# Revenue and Expense Report - YTD

Exclude Encumbrance Transactions?

Fund: 003 - LODGING TAX TOURISM FUND

From Account: 0

Year: 2024

Period: 13

To Account: 9999999999

Ledger ID	Ledger Description	YTD Debits	YTD Credits	Encumbrances	YTD Activity
<b>003</b>	<b><u>LODGING TAX TOURISM FUND</u></b>				
0000	<b><u>NONDEPARTMENTAL</u></b>				
	<b>REVENUES</b>				
003-00000-47197	LODGING TAX	\$0.00	(\$109,988.47)	\$0.00	(\$109,988.47)
	<b>SUBTOTAL REVENUES - DEPARTMENT 00000:</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>
	<b>TOTAL REVENUES for DEPARTMENT: 00000 :</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>
	<b>TOTAL EXPENDITURES for DEPARTMENT: 00000 :</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>4870</b>	<b><u>LODGING TAX TOURISM</u></b>				
	<b>EXPENDITURES</b>				
003-48700-51210	OFFICE SUPPLIES	\$3,286.19	\$0.00	\$0.00	\$3,286.19
003-48700-51304	ADVERTISING AND PROMOTION	\$69,601.82	(\$2,295.00)	\$0.00	\$67,306.82
003-48700-51320	TREASURER FEE	\$3,299.65	\$0.00	\$0.00	\$3,299.65
	<b>SUBTOTAL EXPENDITURES - DEPARTMENT 48700:</b>	<b>\$76,187.66</b>	<b>(\$2,295.00)</b>	<b>\$0.00</b>	<b>\$73,892.66</b>
	<b>TOTAL REVENUES for DEPARTMENT: 48700 :</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
	<b>TOTAL EXPENDITURES for DEPARTMENT: 48700 :</b>	<b>\$76,187.66</b>	<b>(\$2,295.00)</b>	<b>\$0.00</b>	<b>\$73,892.66</b>
	<b>TOTAL REVENUES for FUND: 003 :</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>	<b>\$0.00</b>	<b>(\$109,988.47)</b>
	<b>TOTAL EXPENDITURES for FUND: 003 :</b>	<b>\$76,187.66</b>	<b>(\$2,295.00)</b>	<b>\$0.00</b>	<b>\$73,892.66</b>

Ledger ID	Ledger Description	YTD Debits	YTD Credits	Encumbrances	YTD Activity
	TOTAL REVENUES for REPORTED FUNDS:	\$0.00	(\$109,988.47)	\$0.00	(\$109,988.47)
	TOTAL EXPENDITURES for REPORTED FUNDS:	\$76,187.66	(\$2,295.00)	\$0.00	\$73,892.66

**Balance Sheet**

Fiscal Year: 2025

To Period: 13

**Huerfano County**

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number		Debits	Credits
<b>003</b>	<b>LODGING TAX TOURISM FUND</b>			
	003-00000-10200	CASH ACCOUNT	\$125,615.70	\$0.00
		<b>Asset Total:</b>	<b>\$125,615.70</b>	<b>\$0.00</b>
	003-00000-20200	ACCOUNTS PAYABLE	\$0.00	\$27,254.85
	003-00000-28000	FUND BALANCE	\$0.00	\$98,360.85
		<b>Liability Total:</b>	<b>\$0.00</b>	<b>\$125,615.70</b>
		<b><u>Fund Total:</u></b>	<b>\$125,615.70</b>	<b>\$125,615.70</b>

**Balance Sheet**

Fiscal Year: 2025

To Period: 13

**Huerfano County**

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

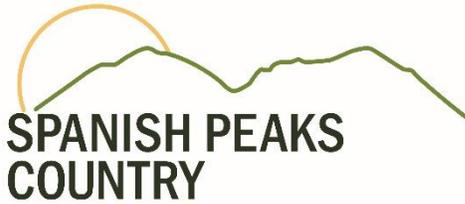
Selected Funds: 003

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Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		<b>\$125,615.70</b>	<b>\$125,615.70</b>

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Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Month	Total	Average	Percent
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230	January	\$ 13,982.46	\$ 822.50	1.27%
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	February	\$ 153,076.04	\$ 8,504.22	13.85%
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332	March	\$ 13,297.97	\$ 738.78	1.20%
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640	April	\$ 13,431.56	\$ 790.09	1.22%
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061	May	\$ 133,520.40	\$ 7,417.80	12.08%
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176	June	\$ 18,771.71	\$ 1,104.22	1.70%
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876	July	\$ 14,297.96	\$ 841.06	1.29%
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751	August	\$ 246,263.03	\$ 13,681.28	22.28%
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167	September	\$ 35,236.27	\$ 1,957.57	3.19%
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760	October	\$ 12,616.03	\$ 788.50	1.14%
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853	November	\$ 370,081.06	\$ 20,560.06	33.49%
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322	December	\$ 80,633.02	\$ 4,479.61	7.30%
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948	Total	\$ 1,105,207.51		100.00%
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	\$ 634	\$ 500	\$ 26,611	\$ 1,653		\$ 50,614	\$ 2,923	\$ 112,911				
<b>Total</b>	\$ 13,982.46	\$ 153,076	\$ 13,298	\$ 13,432	\$ 133,520	\$ 18,772	\$ 14,298	\$ 246,263	\$ 35,236	\$ 12,616	\$ 370,081	\$ 80,633	\$ 1,105,208				



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 25-14-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	12/31/2024	9016	\$4595
Huerfano County	December MailChimp Reimbursement	1/10/2024	Pending	\$310
Placer.ai	Location-Based Data Analytics	1/1/2025	INUS00235	\$12,000
<b>Total:</b>				<b>\$16,905</b>

INTRODUCED, READ, AND ADOPTED ON THIS 8TH DAY OF JANUARY, 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) 550-3034  
 accounting@adproresults.com

Item 4a.

# Invoice

<b>Service Date:</b>	December 2024
<b>Invoice Date:</b>	12/31/2024
<b>Invoice #:</b>	9016
<b>Term:</b>	Net 30

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

## Stimulus

Product	Description	Amount
Eblast	Newsletter	\$300.00
<b>Stimulus Total</b>		<b>\$300.00</b>

## Digital

Product	Description	Amount
Paid Search	Paid Search	\$1,000.00
Paid Social - Digital	Paid Social	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
<b>Digital Total</b>		<b>\$2,595.00</b>

## Other

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

## Total

Summary		
<b>Total Amount Due</b>		<b>\$4,595.00</b>

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**Invoice**

#INUS00235

**Date: 1/1/2025****Bill To:**  
**Huerfano County Colorado**  
401 Main Street  
Walsenburg CO 81089  
United States**Due Date:** 1/31/2025  
**Terms:** Net 30  
**Sales Rep:** Alexander, Mary N

Item	Description	Amount
Platform Access	Location Based Services & Analytics January 1, 2025 - January 1, 2026	12,000.00
Subtotal		12,000.00
Tax Total		0.00
<b>Total</b>		<b>USD 12,000.00</b>

**IMPORTANT: Protect against payment phishing! For any Placer bank change requests, please confirm telephonically with the billing team at [415-228-2444](tel:415-228-2444) ext:806 to prevent fraudulent transactions.**

**Our preferred payment method is via Stripe. Click [HERE](#) for Stripe payment link.**

**Wire/ACH to:**Banc of California  
To the Credit of: Placer Labs, Inc.  
Account Number: 1002153433  
Routing & Transit Number: 122238200  
SWIFT Code: SQARUS33**Send Check to:**Placer Labs, Inc.  
440 N Barranca Ave #1277  
Covina, CA 91723

A link to our W-9 can be found here: <https://w9.placer.ai/>

# January Board Meeting

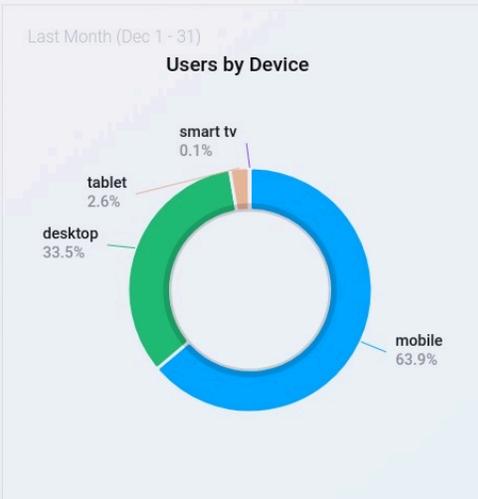


Play to win.

# Reporting



Play to win.



Last Month (Dec 1 - 31)

### Top Pages by Users

Top Pages	Value	vs prev
/newsletter-signup/	<b>776</b>	▲4,750%
/	<b>554</b>	▼53%
/newsletter-signup/? chronoform=visitors_guide&e vent=submit	<b>80</b>	
/the-great-dikes/	<b>53</b>	▼33%
/visitors-guide/	<b>42</b>	▼9%
/business- directory/categories/lodging	<b>38</b>	▼14%
/juan-bautista-de-anza- cuerno-verde/	<b>29</b>	▼6%
/libre/	<b>28</b>	▼55%
/attractions/	<b>24</b>	▼31%
/business- directory/categories/play/	<b>23</b>	▼47%
/business- directory/categories/dining	<b>23</b>	▼68%
/volcanic-plugs-buttes-and- cones-in-spanish-peaks- country/	<b>21</b>	▼38%
/business- directory/listing/second- street-bar-and-grill	<b>21</b>	▼32%
/mountains-geology/	<b>20</b>	▼62%

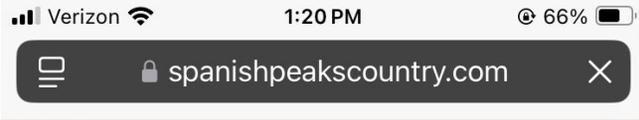


Last Month (Dec 1 - 31)

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	<b>475</b>	▼45%	<b>605</b>	▼49%	<b>45.12%</b>	▼11%	<b>0m 42s</b>	▼11%	<b>106</b>	▼38%
Paid Search	<b>316</b>	▼48%	<b>341</b>	▼50%	<b>61.58%</b>	0%	<b>0m 18s</b>	▲43%	<b>12</b>	▼69%
Direct	<b>153</b>	▼61%	<b>163</b>	▼61%	<b>58.9%</b>	▼19%	<b>1m 51s</b>	▲539%	<b>23</b>	▼28%
Paid Social	<b>133</b>	▼49%	<b>133</b>	▼49%	<b>93.99%</b>	▼2%	<b>0m 1s</b>	▲230%	<b>1</b>	
Referral	<b>71</b>	▼40%	<b>80</b>	▼48%	<b>31.25%</b>	▼11%	<b>0m 56s</b>	▲5%	<b>20</b>	▼41%
Organic Social	<b>9</b>	▼86%	<b>9</b>	▼87%	<b>44.44%</b>	▼16%	<b>0m 22s</b>	▲378%	<b>1</b>	0%
Email	<b>7</b>	▲40%	<b>8</b>	▼11%	<b>62.5%</b>	▼6%	<b>0m 5s</b>	▼92%	<b>1</b>	0%



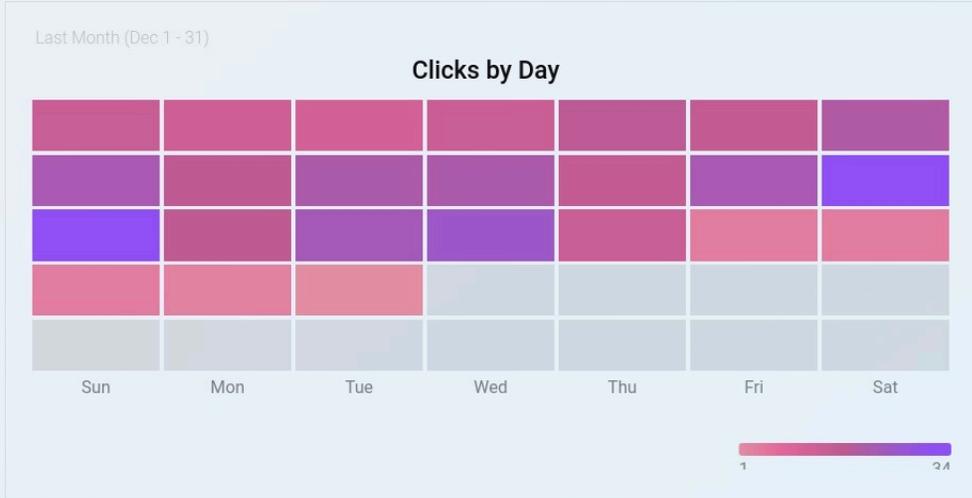
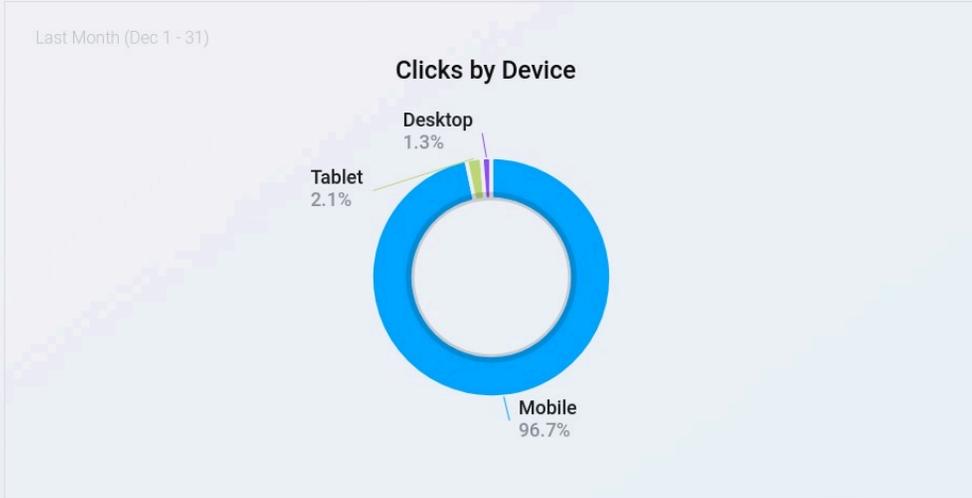
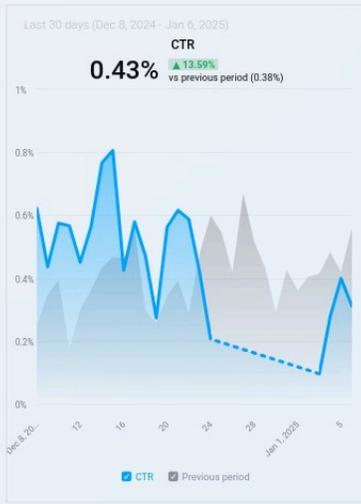
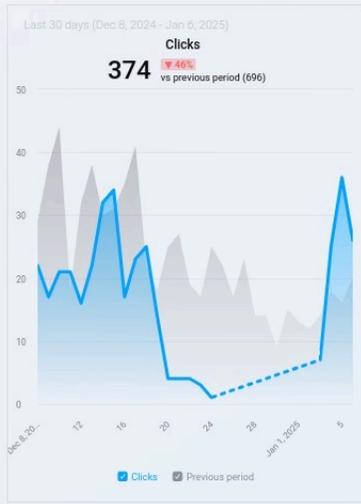
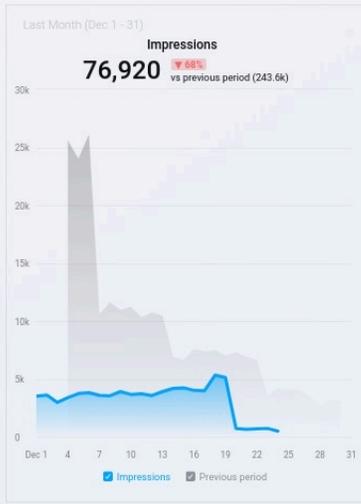
Spanish Peaks Country in Southern Colorado has drawn explorers, settlers, and visitors for centuries. Cut by a scenic highway wrapped in tales and tradition and packed with natural wonders, outdoor recreation, and artistic inspiration, this unique corner of Colorado is here for you to get back to some place new.

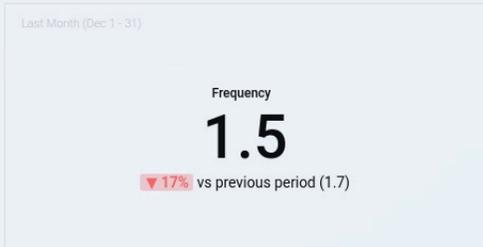
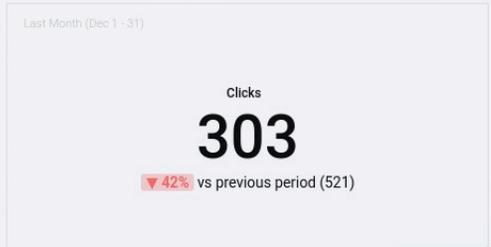


Last Month (Dec 1 - 31)

### Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	3,229	▲ 25%	204	▼ 21%	6.32%	▼ 36.75%
Out of State	7,961	▼ 47%	142	▼ 58%	1.78%	▼ 21.35%
Spanish Peaks Display	65,730	▼ 71%	42	▼ 64%	0.06%	▲ 23.36%





Last Month (Dec 1 - 31)

**Campaign Performance**

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Dec24 (120215398481210268)	354.9k	297	0.08%	\$ 1.27
Be Legendary - Nov24 (120214618462270268)	6,222	6	0.1%	\$ 1.31

Last Month (Dec 1 - 31)

**Ads Overview**

#	Dimension	Clicks	Impressions
1	Be Legendary 4 Dec (120215398481230268)	69	77,121
2	Be Legendary 2 Dec (120215398481240268)	58	60,661
3	Be Legendary 1 Dec (120215398481290268)	53	80,349
4	Be Legendary 3 Dec (120215398481260268)	32	33,872
5	Be Legendary 2 Dec (120215398481270268)	28	30,571



Last Month (Dec 1 - 31)

### Page Summary

Metric	Value	vs prev
Page Reach	<b>9,416</b>	▲ 21%
Page Impressions	<b>10,314</b>	▲ 23%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	
Comments	-	
Shares	-	

Last Month (Dec 1 - 31)

### Post Overview

Metric	Value	vs prev
Post Count	<b>10</b>	▲ 11%
Post Reach	<b>9,191</b>	▲ 21%
L Paid	<b>0</b>	0%
L Organic	<b>9,191</b>	▲ 21%
L Viral	<b>807</b>	▲ 11%



Last Month (Dec 1 - 31)

### Most Recent Posts

#	Dimension	Reach	Clicks
1	Winter is here, and our beloved Spanish Peaks are covered with (2024-12-09)	<b>4,129</b>	<b>98</b>
2	Planning a winter getaway to Colorado? Here are some travel tips (2024-12-21)	<b>839</b>	<b>49</b>
3	We're thrilled to share an article highlight from The Ski Journal (2024-12-10)	<b>727</b>	<b>82</b>
4	Take a break without leaving the state and discover the surprises (2024-12-13)	<b>674</b>	<b>29</b>
5	As the sun sets on an amazing 2024, let's welcome the new year (2024-12-31)	<b>522</b>	<b>4</b>





Last Month (Dec 1 - 31)

### Activity Overview

Metrics	Value	vs prev
Profile Visits	35	▼ 17%
Reach	2,808	▼ 30%
Impressions	3,984	▼ 30%
Likes	110	▼ 52%
Comments	2	0%



# Newsletters

## December Email

- Total Emails Sent: 17,192
- Opened: 7,104
- Open Rate: 29.9%
- Unsubscribe: 64
- Unsubscribe Rate: 0.37%
- Bounces: 277
- We do not have Analytics as the website was down. Links to the HTOUR site were removed and directed to other sites to ensure traffic wasn't sent to an error page.



# Creative Approval



Play to win.

# Billboard Creative



Items needed:

- Photo selection
- Seasonal item we're featuring



# :30 Script – Legendary Adventure

VO: Looking for a legendary adventure?

Then discover Spanish Peaks Country.

Legendary for its pristine untouched natural beauty.

With rugged trails, serene waters, and charming small-town vibes.

Hit the slopes in Cuchara.

Explore La Veta's vibrant art scene.

Or uncover Walsenburg's rich history.

And on the way, don't miss the Highway of Legends. An 82-mile scenic byway with some of the best views in Colorado.

So, get out there and be Legendary.

Plan your trip at [Spanish Peaks Country dot com](http://SpanishPeaksCountry.com).

# Additional Items

January Social Approval

February Social Approval

Script approval

Billboard – what's the seasonal item we're featuring





THANK YOU!



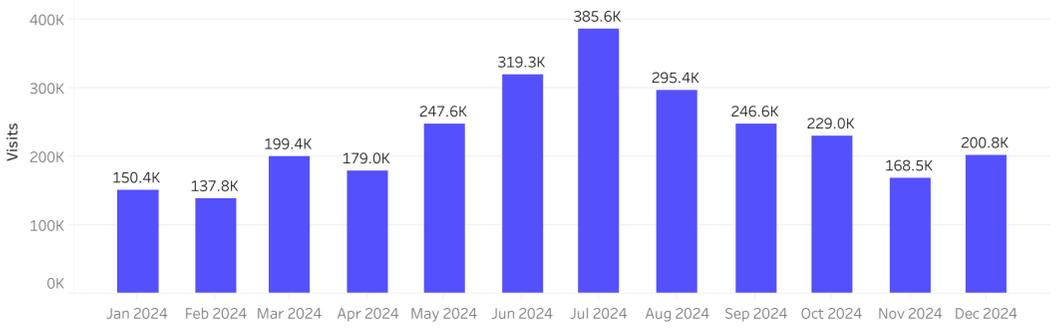
**Visitors**  
Dec 2024

Visits **200.8K**

MoM **19.2%**

YoY **2.7%**

Yo3Y **-6.1%**



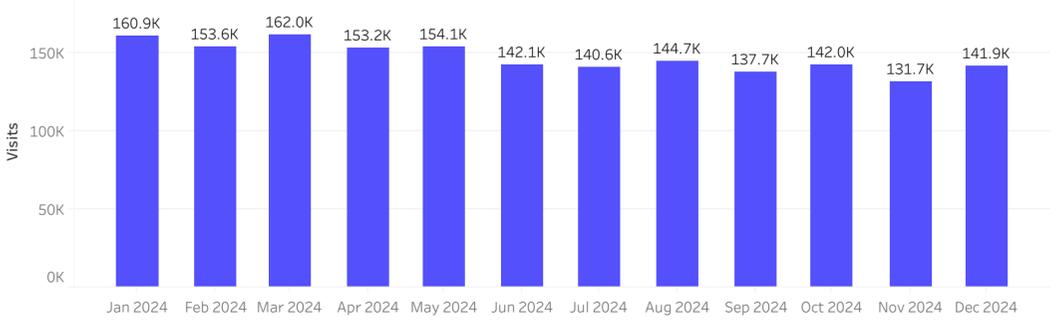
**Employees**  
Dec 2024

Visits **141.9K**

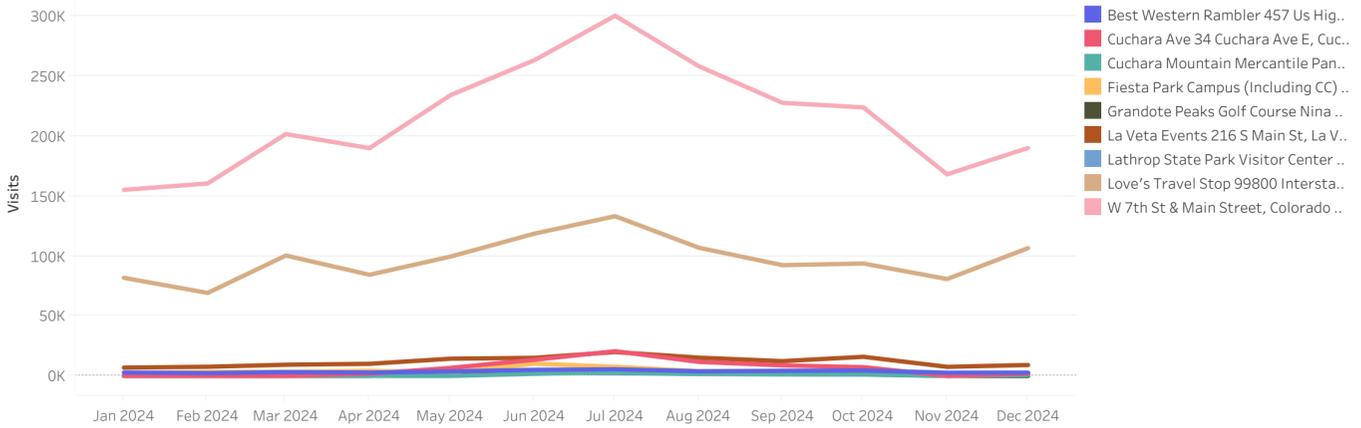
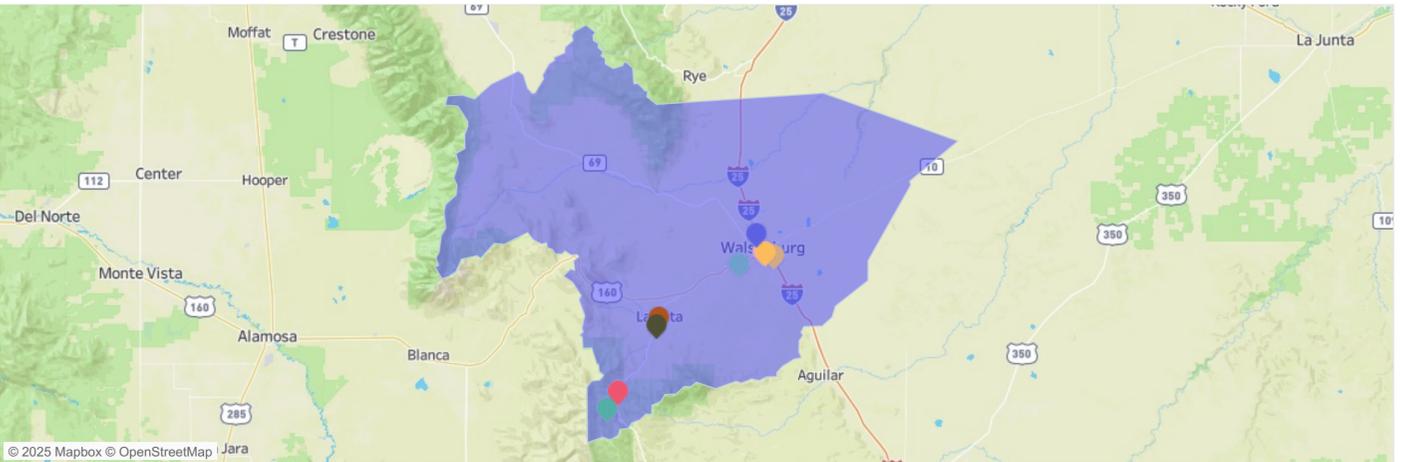
MoM **7.7%**

YoY **-12.8%**

Yo3Y **33.6%**



**Selected Locations**



Name	Address	Visits	MoM	YoY	Yo3Y
W 7th St & Main Street, Colorado	Main Street, Walsenburg, CO, United States	190.20K	13.07%	10.43%	N/A
Love's Travel Stop	99800 Interstate 25, Walsenburg, CO 81089	106.64K	31.93%	7.17%	14.64%
La Veta Events	216 S Main St, La Veta, CO 81055	9.11K	20.05%	-4.20%	7.39%
Best Western Rambler	457 Us Highway 85 87, Walsenburg, CO 81089-9432	2.76K	2.79%	1.07%	-15.69%
Fiesta Park Campus (Including CC)	East 9th Street, Walsenburg, CO 80189	2.46K	22.91%	-17.46%	N/A
Cuchara Ave	34 Cuchara Ave E, Cuchara, CO 81055	1.82K	N/A	-17.63%	N/A
Cuchara Mountain Mercantile	Panadero Ave, Cuchara, CO	0.73K	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
Grandote Peaks Golf Course	Nina Drive, La Veta, CO 81055	N/A	N/A	N/A	N/A

# Request for Proposals: Marketing and Public Relations Services

Huerfano County Solicitation #2023-02  
January 4, 2023

## **Summary of Request**

The Huerfano County Board of County Commissioners (“the County”) is seeking proposals from qualified firms to provide marketing and public relations services including, but not limited to: (1) marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as Parks, the Spanish Peaks Regional Airport, and the County Waste Transfer Station; (3) assisting the County in providing general public information and emergency communications; and (4) assisting County partner agencies with marketing and public relations needs.

## **Submission Information**

Written submissions for the supply of the services described herein will be accepted until Tuesday, **February 7, 2023 at 4PM MT**. Any proposal received after that time will not be considered. Submitted materials may be submitted via email in PDF format to [administrator@huerfano.us](mailto:administrator@huerfano.us).

Procedural and technical questions are to be submitted in writing to Carl Young at [cyoung@huerfano.us](mailto:cyoung@huerfano.us) by **4PM on January 25, 2022**.

## **Background**

Huerfano County encompasses 1,593 square miles and is home to approximately 6,800 residents. The County is governed by a three-member Board of Commissioners, elected by districts to four year terms. Huerfano County is home to two incorporated communities Walsenburg and La Veta as well as two unincorporated communities, Gardner and Cuchara.

## **Tourism Board**

The mission of the Huerfano County Tourism Board (HCTB) is to enhance the quality of life for residents by bringing visitors to our county, having a positive impact on our economy while preserving our environment and culture. Residents of Huerfano County felt strongly enough about tourism to pass a lodging tax in 2007. HCTB has branded Huerfano County as Spanish Peaks Country, a tribute to the distinctive twin peaks that watch over the Cuchara Valley. The Peaks have been among the most important landmarks of the southwestern United States, guiding Native American tribes, Spanish and French trappers, gold seekers, hunters, and American settlers. The Industrial Revolution brought coal mining to the region to feed the Colorado Fuel and Iron Steel Mills in Pueblo. Now, with the industry gone, we have a County that is growing and attracting new residents and visitors to experience a mild climate, amazing history, beautiful landscapes, and great people. HCTB’s current digital assets include spanishpeakscountry.com, the Spanish Peaks Country Facebook Page, Instagram account, and an e-mail newsletter that reaches over 50,000 addresses. HCTB also participates in the Colorado.com lead generation service. The Tourism Board’s annual budget is typically between \$75K and \$125K depending on lodging tax revenue.

## **Parks and Recreation**

Huerfano County has a long history of managing parks and recreational facilities, but has only recently

created a Parks and Recreation Department to manage and oversee these facilities with the goal of increasing the health and vitality of the entire Community. The Department directly manages the Huerfano County Community Center and Fiesta Park in Walsenburg as well as the Raymond Aguirre Community Center in Gardner. The County has operating agreements with locally controlled non-profits to manage three other facilities: the Parker-Fitzgerald Cuchara Mountain Park operated by the Panadero Ski Corporation; the County Fair Grounds operated by the Huerfano County Fair Board Inc.; and the Fox Theatre Walsenburg operated by the Spanish Peaks Community Foundation d.b.a. Fox Theatre Walsenburg. The County is also seeking to develop the recently acquired Thorne Ranch into a new County Park with trails, pistol and rifle shooting ranges, and RV camping as primary attractions.

### **Public Information and Service Promotion**

The Huerfano County Board of County Commissioners has made connecting with residents a significant priority. The County has a goal of increased promotion of public services, such as the Spanish Peaks Regional Airfield and Waste Transfer Station, to promote increased utilization. The County operates a website, [www.huerfano.us](http://www.huerfano.us), as well as a Facebook Page and Twitter Account, and seeks to better utilize these resources and develop new resources, such as a County newsletter, to engage with the public. Other goals include: increased awareness of public and community meetings and activities; improved emergency and crisis communications; and generally promoting a positive public image of Huerfano County and our communities.

### **Outline of Services to be Provided**

The selected firm(s) will be expected to service the marketing, branding, and public relations needs of Huerfano County and the Huerfano County Tourism Board's Spanish Peaks Country Destination Marketing Program. Interested parties may submit proposals to provide one or all of the services the County requires, which include, but are not limited to:

### **Marketing Strategy and Execution**

Work closely with the County to develop a multi-year strategic direction including high level goals and objectives for the County marketing programs. The selected respondent will then develop, execute, and track results of the annual marketing plans to meet said goals and objectives. Strategic documents and annual plans will reflect the differing needs of County business units and include:

- Develop a concrete social media strategy using tools like Facebook, Twitter, LinkedIn, and Instagram.
- Create coordinated marketing campaigns (print, broadcast, digital, online, email, etc.) to include a written plan addressing objectives, audience/market description, strategies, tactics, and budgets.
- Media planning & buying: media negotiations, client meetings, correspondence related to specific media plans/buys.

### **Public Relations**

Build messaging that can be used in various channels including earned media, social media, and paid traditional media to geo-target key audiences through relevant channels to drive awareness, create an emotional connection and educate on key actions. Messaging should drive interaction and build excitement through sharing relevant content and providing opportunities to interact with Huerfano County and Spanish Peaks Country to include:

- Develop and pitch storylines and press releases, fact sheets, issue briefings, and industry highlights to the media.
- Develop and maintain targeted media lists (local, trade, and national).

- Support communication efforts (i.e., blog posts, monthly newsletters, etc.) as needed.

**Content Creation**

Develop creative concepts and campaign elements. This includes producing written copy and custom graphics as well as managing the process of working with subcontractors as needed. Selected respondent will work with the County to bring approved materials to their final form. Creative materials may include but are not limited to:

- print advertising
- audio/video assets
- digital graphics
- signage
- branded merchandise

**Website Maintenance and Updates**

Keep content on both Huerfano County websites updated and maintain the backend systems to insure minimal downtime, including:

- Keeping Event Calendars of both sites up to date as directed
- Making updates to the Business Directory of the Spanish Peaks Country Website
- Making posts or updating pages as requested
- Managing Search Engine Optimization
- Ensure website security and ADA standards are met

**Qualifications**

Firms must have at least 5 years experience providing the services proposed. Experience working with local governments, particularly county governments, is highly desirable.

**Selection Process**

Selection will be made through a four-step process. The County reserves the right to select a qualified individual or firm without holding interviews. The scoring in the first two steps is cumulative. If it is determined that interviews are not to be held, the scoring will be based on the first step, Review of Proposals submitted. The process for selection and award of the Professional Contract for Services will be as follows:

<b>Step One</b>	Review and scoring of Proposals submitted
<b>Step Two</b>	Interviews (if required)
<b>Step Three</b>	Selection of successful firm, negotiation of Professional Contract for Services
<b>Step Four</b>	County Commissioner approval of Professional Contract for Services

**Anticipated Timeline**

Dates are approximations for the process steps and are subject to change.

Step	Date	Selection Process
<b>One</b>	January 4, 2023	Solicitation Issued
	January 25, 2023	Questions may be presented prior to 4PM MT on this date.
	February 7, 2023	Proposals due at 4PM MT
	February 8, 2023	Committee Review of Proposals
	February 9, 2023	Notifications of Interviews (if required).
<b>Two</b>	February 17, 2023	Interviews conducted (if required).

<b>Three</b>	February 21, 2023	County notifies the selected proposer.
<b>Four</b>	February 28, 2023	Professional Contract for Services executed.

### Submittal Requirements

Written submissions for the supply of the services fully described herein will be accepted until the date set forth in the Anticipated Timeline above. Any proposal received after that time will not be considered.

Submissions should be no longer than 25 pages and include:

1. Brief overview of the history and structure of the firm including structure, time in business, number of employees, and other data to assist in characterization of the firm.
2. Statement of the particular expertise and experience providing marketing and/or public relations services for local governments, including any experience with Colorado local governments, county governments, government enterprises, state and federal grants, or development projects.
3. A description of the firm's approach to client service including onboarding process, communication methods and approaches, as well as availability to take on projects and answer questions.
4. Brief description of 3 or 4 similar engagements performed by the firm within the past five years. Please provide contact information for these clients. Letters of reference are also accepted.
5. A listing of and resumes for the project lead and any others that would support the project with a summary of each team member's area of responsibilities, expertise, experience and qualifications for this work. Provide an organizational chart of the project team.
6. Cost proposal with specific payment terms and arrangements (e.g. hourly rate vs. retainer or a combination).
7. The proposing firm shall include as part of the proposal a disclosure of the name of any employee or official of Huerfano County who could be directly and personally benefited if the proposing firm is awarded a contract pursuant to this RFP. If there is nothing to disclose, the proposal shall so state.

### Step 1: Review of Proposals

Following an initial screening of the proposals, the committee will select what it considers the most highly qualified individuals or firms to provide the services outlined in the scope of services. Selection will be based on the evaluation criteria set forth below. The firms or individuals submitting proposals will be ranked, and the committee will then recommend the most qualified individual or firm.

The following selection criteria will be the basis for the ranking of most qualified proposer:

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

**Step Two: Interviews (if required)**

1. If the County determines that interviews are required in the best interest of the County, interviews will be conducted for the purpose of determining which respondent is the most highly qualified to perform the scope of services; which respondent has the personnel best able to complete the scope of services; and which responds most fully understands and is able to perform the work envisioned by the County.
2. Key personnel from proposer to be assigned to the project are required to be present and participate in the interview.
3. Respondents are asked to give a presentation on their organization and proposal. The Review Board will then ask any questions they have of the respondent.

**Step Three: Selection of Finalist(s) and Negotiation of Professional Contract for Services**

1. The County will negotiate with the selected finalist(s), whether individuals or firms, on a mutually agreeable payment arrangement and fee structure.
2. After the successful individual or firm is selected, the County will negotiate a final Professional Contract for Services.

**Step Four: County Commissioners Approval of Professional Contract for Services**

1. The successful respondent is encouraged to attend the Commissioners' meeting to answer any questions concerning the proposal, or the respondent's qualifications.
2. The County reserves the right to undertake or award supplemental or successor contracts for work related to this Contract.
3. This solicitation shall not be binding upon the County and respondent, and no services shall be performed under the terms of the proposal or the Professional Contract for Services until the Contract has been reduced to writing and approved by the County Commissioners.

**Selection and Contracting Provisions****Notifications**

The County will provide timely notifications in writing (letters and/or emails) of the following actions to individuals or firms responding to the Request for Proposal as follows:

- Selection of short-listed individuals or firms for interviews (if required);
- Individuals or Firms not short-listed;
- Selection of recommended individual or firm; and County Commissioner approval.

**Right to Reject**

The County reserves the right to waive informalities in the proposals or fees and to reject any and all proposals and re-advertise this solicitation at any time prior to County Commissioner approval of the recommended firm or individual and the negotiated professional contract for services if doing so would be in the public interest, as determined by the county in its sole discretion. The County reserves the right to award this solicitation to the individual or firm that best fits the requirements outlined in the request for proposals. The County reserves the right to waive any informality in any submittal and/or reject all proposals, and to accept the proposal that is in the best interest of the County. The County further reserves the right to: (1) negotiate a final professional contract for services that is in the best interests of the county and the public; and (2) request any additional information county deems reasonably necessary to allow the County to evaluate, rank and select the most qualified respondent to perform the services described in this solicitation.

If the County and the selected individual or firm cannot agree on the contract, the negotiations will be

terminated, and the County reserves the right to begin negotiations with the next highest ranked respondent.

**Procedure Requirements**

1. Any individual or firm failing to submit information in accordance with the procedures set forth herein may be considered non-responsive.
2. All costs incurred by individuals or firms choosing to participate in this process shall be borne by the proposing individual or firm.
3. All proposals submitted regarding this solicitation are the property of the County and will only be returned to the individual or firms if requested in writing to the County at the sole discretion of the County.
4. Late submittals shall not be accepted. It is the responsibility of the individual or firms to ensure that the proposal arrives at the Huerfano County Administrator's Office, prior to the date and time stated in this solicitation.

**Conflicts of Interest**

Any conflicts of interest whether real or perceived by the individual or firm submitting a proposal should be fully disclosed and explained within the proposal.

John Galusha, Chairman  
 Arica Andreatta, Commissioner  
 Karl Sporleder, Commissioner



**HUERFANO COUNTY GOVERNMENT  
 PROCUREMENT MEMORANDUM**

**Date:** March 14, 2023  
**To:** Huerfano County Board of County Commissioners  
**From:** Carl Young, County Administrator  
**Re:** Huerfano County Solicitation #2023-02: Agency of Record  
**Attachments:** RFP, AdPro Proposal

**Summary:** On January 4<sup>th</sup> Huerfano County released RFP 2023-02 to find an agency of record to provide marketing and public relations services including, but not limited to: (1) marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as Parks, the Spanish Peaks Regional Airport, and the County Waste Transfer Station; (3) assisting the County in providing general public information and emergency communications; and (4) assisting County partner agencies with marketing and public relations needs. The Committee was comprised of County Staff and Officials involved in public engagement and a representative of the Tourism Board. I request you approve the award as recommended to AdPro.

**Requested Motion/Action:**

Motion to approve the award for the Agency of Record RFP to Ad Pro.

**Background:** On January 4, 2023 Huerfano County released RFP 2023-01 to find an agency of record to provide marketing and public relations services including, but not limited to: (1) marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as Parks, the Spanish Peaks Regional Airport, and the County Waste Transfer Station; (3) assisting the County in providing general public information and emergency communications; and (4) assisting County partner agencies with marketing and public relations needs. 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 references and results of reference checks.	20 Points
<b>Total</b>		<b>100 Points</b>

The Solicitation closed on February 7<sup>th</sup> and we received ten submissions. County staff reviewed the responses on February 9<sup>th</sup> and sought input from other stakeholders. After all reviews were complete, the full committee decided to interview four respondents with the possibility of other interviews later: VistaWorks, AdPro, Versatility Media, and PAC/West. Interviews were held on

March 6, 2023. The Committee ranked the interviewees and chose the interviewee they felt would serve the County's many needs the best. The final ranking of respondents is as follows:

<b>Respondent</b>	<b>Rank</b>	<b>Staff Review Score</b>	<b>Final Score</b>
<b>AdPro</b>	1	92	112
<b>Versatility Creative Group</b>	2	90	105
<b>PAC/WEST</b>	3	94	104
<b>VistaWorks</b>	4	97	102
<b>The Stasko Agency</b>	5	77	77
<b>Fox Theatre</b>	6	77	77
<b>YPE</b>	7	70	70
<b>SetSail</b>	8	64	64
<b>Ascent</b>	9	55	55
<b>Red Hawk</b>	10	40	40

In keeping with the scores the Committee recommends the selection of AdPro.

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Signature of the Chair

Approved

Approved with Changes

Denied