



HUERFANO COUNTY TOURISM BOARD AGENDA

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. 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
 - b.** Placer.ai Contract Ratification
 - c.** Scenic Highway of Legends Membership Ratification
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
- 7. OLD BUSINESS**
 - a.** May 4 Gravel Ride
 - b.** May 15 Community Meeting
- 8. NEW BUSINESS**
 - a.** Stephanie Thomsen Resignation from Tourism Board
 - b.** Destination Blueprint
 - c.** Colorado Welcome Center - Fruita Collaboration
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a.** June 12 at Huerfano County Courthouse, 401 Main Street, Walsenburg 3PM-4:30PM



HUERFANO COUNTY TOURISM BOARD MINUTES

April 10, 2024 at 3:00 PM

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

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

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

1. CALL TO ORDER

3:03PM

Bob Kennemer

Greg Garrett

Sarah Jardis

Debra Malone

Robert Gilbert

Stacy Cristelli

Brad Reitmair

Alex Jessop

Hannah Everett

Carl Young

2. APPROVAL OF MINUTES

a. March 13, 2024

Motion to approve by Bob, seconded by Greg, motion passes unanimously.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

Sarah expressed a desire to see a year-to-date "profit and loss" kind of style document be created and maintained.

4. BILL PAYMENT

a. Resolution 24-04-TB April 2024 Bill Payment

Motion to approve \$4837 in bill payment by Greg, seconded by Bob, passed unanimously.

b. Placer.ai Contract Proposal

Motion to engage with Placer to either sign up for a trial and then full 12 month contract by Greg. Seconded by Bob. Pilot program.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro presented May socials, discussion was had on adding a post about the free fishing days at the beginning of June two weeks early so people could plan around them.

Meta is changing what metrics will be available in monthly vs. quarterly reports and how those will present, which impacts what Alex's team is able to show.

The newsletter contact list will be purged in April. March newsletter's metrics were a little behind February's metrics.

AdPro's web development team is working with County IT on DNS/SSL issues with the SPC website and wants to hold off on content changes until this problem is resolved.

Sarah wants County IT and Robert to do a sitrep Friday night and then Monday morning contact Sarah with a status report on the site issues.

6. PARTNER REPORTS

a. Huerfano County Chamber of Commerce - Bradley Reitmair

<https://www.huerfanochamber.org/>

Brad reported on starting to work on planning next year's OSO festival, the upcoming April Mixer, and the Relay for Life golf outing on July 15, 2024 at Grandote Golf Course.

b. Lathrop State Park Ribbon Cutting

Lathrop State Park: Stacey Koury asked Robert to tell everyone that the ribbon cutting Lathrop is hosting for their new trail has now been scheduled for May 10th from 11AM-12PM at Lathrop (70 CR 502)

Museum of Friends:

Maria Cochiarelli-Berger has asked me to say hi to everyone and remind you that the Museum of Friends will shift to summer hours (Tuesday-Saturday 10AM-5PM) on May 15th and that until then, they remain 10AM-4PM on the same days.

c. Scenic Highway of Legends - Debra Malone

Multi-modal wayfinding system on Highway 12 between Las Animas and Huerfano Counties. SCCOG as fiscal agent.

TAP funding will not be released until someone comes forward to take responsibility for maintaining the signage.

Byway will take on the maintenance after completion until it is removed.

TravelStorys Spanish translation for Highway of Legends also happening.

Byway wants an HCTB member to be appointed to the SHOL board (\$600 membership).

Greg makes motion to continue membership. Seconded by Bob. Motion passes.

7. OLD BUSINESS

a. Community Partner Meeting

Lodging, restaurants/bars. Primarily lodging. Retail?

Go to Lathrop for the meeting? Visitor center. Important to engage the Chamber for this.

Alex has developed an itinerary that will be used - see AdPro Report for April.

Sarah will talk with Brad to get the Chamber involved and work on an invite list.

Robert to draft email invite.

Confirmed time of 9:30AM-10:30AM on Wednesday, May 15. Planned venue of Lathrop State Park visitor center.

b. Destination Stewardship

Huerfano County Area Destination Stewardship Key Stakeholder Meeting @ Lathrop Visitor Center Wednesday April 17th from 10AM-12:15PM

Regional Destination Stewardship Meeting in Alamosa on Friday 4/19 from 9:30AM-12:30PM

c. Gravel Adventures Social Ride

Max Kaufman mural for GA; Mountain Merman perhaps for doing a mural in La Veta also. Social ride is a go.

Check with Dustin on if highway signs were ordered.

8. NEW BUSINESS

9. ADJOURNMENT

Adjourned at 5:44PM

10. UPCOMING MEETINGS

a. Wednesday, May 8 at La Veta Public Library 310 S Main Street, La Veta 2:00PM-4:00PM

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		\$85,773.69	\$0.00
	Asset Total:		\$85,773.69	\$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		\$14,502.57	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$64,560.04
	Liability Total:		\$14,502.57	\$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



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-05-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
GAFG	May 4 th Social Ride Contribution	4/16/24	006	\$700
AdPro	Social Media, Public Relations, Web Maintenance	4/30/24	8320	\$3,895
Huerfano County	Pre-Approval May MailChimp Reimbursement	5/10/24	N/A	\$310
Total:				\$4,905

INTRODUCED, READ, AND ADOPTED ON THIS 8TH DAY OF MAY, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

Sarah Jardis, Chair

Robert Gilbert, Tourism Director

Bob Kennemer, Member

Greg Garrett, Member



INVOICE

INVOICE GAFG-2024-Huerfano-006	DATE April-16-2024
Net-30 Payment	

For:

Huerfano County Tourism

Contact:
Sarah Jardis
sarahjardis@gmail.com

From:

Gravel Adventure Field Guide
418 W Third Street
Trinidad, CO 81082

303.810.2141

Federal Tax # 87-3702382

WORK / TIME	discount	UNIT
<p>Huerfano Gravel Marketing boost</p> <p>5 qty _ Gravel Adventure Field Guide 3' x 3' vinyl banners single side color, corner grommets. Note: printing and shipping included</p> <p>Photographer on hand to document the ride/event. 1/2 day-rate \$800 8:30 am to 12:30 Selection of 20 to 25 images sent to SPC HCT for full use and ownership.</p>		<p>\$300</p> <p>\$400</p>
<i>Invoice</i>		\$700



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

Item 4a.

Invoice

Service Date:	April 2024
Invoice Date:	4/30/2024
Invoice #:	8320
Term:	Net 30

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

Stimulus

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

Digital

Product	Description	Amount
Paid Search	Paid Search	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$1,595.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Account Management	Copywriting (note: Estimated)	\$300.00
Public Relations	Public Relations	\$450.00
Web Dev	Web Dev	\$125.00
Other Total		\$2,000.00

Total

Summary		
Total Amount Due		\$3,895.00



Live expert help



Spanish Peaks Country

Navigation



STANDARD Marketing Plan

[Change Plan](#)

\$310 per month

Contacts 21,191 of 25,000

3,809 remaining

Email Sends 0 of 300,000

300,000 remaining

When you exceed your contacts or sends limit, you incur additional charges of \$36.00/mo per additional 2,000 contacts (comes with additional 24,000 email sends)

[Convert to Pay As You Go](#)

Estimate for May 10 - Jun 9

\$310.00

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

Standard plan	\$310.00
25,000 contacts*	per month
300,000 email sends*	

Tax **\$0.00**

Estimated Total **\$310.00**

Autopay on May 10, 2024

*When you exceed your limit, you incur additional charges of \$36.00/mo per additional 2,000 contacts (comes with additional 24,000 email sends).

[Learn more](#)

FREE Websites Plan

[Change Plan](#)

Monthly Base Price: \$0.00

Billing Information

[Change](#)

Feedback





PLACER LABS, INC.

ORDER FORM

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

*Not for use for official notices.

1. Services.

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

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

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

2. Permitted Uses

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

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

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin May 1, and will continue for 20 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term**,” and the Initial Term and any Additional Terms are referred to collectively as the “**Term**.”

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of 12 months, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

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

4. Fees.

\$12,000/year invoiced: Fees for the 20-month Initial Term are \$20,000. Fees will be invoiced as follows: \$8,000 will be invoiced upon signing this Order Form and \$12,000 will be invoiced January 1, 2025.

Additional Terms of 12 months, if any, shall be paid within thirty (30) days of the invoice date.

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

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

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

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

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

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

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

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

5. Support.

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

6. Mutual NDA.

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

7. Miscellaneous.


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

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


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

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

“Customer”

Huerfano County Colorado
By: 
Name: Sarah Jardis
Title: Chair, HCTB
Date: 5/1/2024

“Placer”

Placer Labs, Inc.
By: 
Name: Vernell Wisdom
Title: Head of Contract Management
Date: 5/1/2024

INVOICE

SCENIC HIGHWAY OF LEGENDS, INC. 2024 STAKEHOLDER MEMBERSHIP

Remit to:

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

ATTN: Huerfano County Tourism Board

County Courthouse
401 Main, Walsenburg CO 819089
Date: April 15, 2024

Approved 4/10

Project Title: 2024 Stakeholder Membership fee
Terms: 30 Days

Description	Quantity	Unit Price	Cost
2024 Huerfano County Tourism Board Stakeholder Membership	1	\$600.00	\$600.00
Amount Due		Total	\$600.00

In the interest of creating revenue that allows us to write grants, attend training seminars, maintain interpretive exhibits and signage, the Byway appreciates your Stakeholder Membership fee.

Sincerely yours,

Debra Malone. Project Director, Scenic Highway of Legends

2024 Group Vision Statement: To create a wayfinding system for the Scenic Highway of Legends that will inform and inspire all travelers to immerse themselves in ways that will help preserve, protect and promote this unique mountain corridor.



DocuSigned by:

Sarah Jardis

850CB0AA598D4AD...

Huerfano County Tourism Board Chair

DocuSigned by:

GREG GARRETT

B13603368C804E6...

Tourism Board Member

DocuSigned by:

Bob Kennemer

BDB6C3197D3D44F...

Tourism Board Member

DocuSigned by:

Debra Malone

6F3CB4B427E84C5...

Tourism Director

Spanish Peaks Country

May Board Meeting 2024



Reporting



Feb 1 - Apr 30 (rolling)

Total Page Likes

0

Last Month (Apr 1 - 30)

Post Engagements

195

Last Month (Apr 1 - 30)

Post Reach
3,659



Last Month (Apr 1 - 30)

Page Engagements



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

Followers by Gender



Item 5a.

This Quarter (Apr 1 - Jun 30)

Page Summary

Metric	Value
Page Reach	5,446
Page Impressions	6,370
Page Engagements	-
Unique Page Clicks	111
Page Reactions	-
Comments	-
Shares	-
3-Second Video Views	0

Last Month (Apr 1 - 30)

Top Posts

Post	Value
As the warmth of May unfurls across Spanish Peaks, our hibernating (2024-04-17)	1,595
The Spanish Peaks are named after the early Spanish explorers (2024-04-30)	635
National Park Week is April 20-28 and it kicks off with free (2024-04-15)	432
Celebrate this year's International Dark Sky Week by immersing (2024-04-05)	313
April showers bring May flowers and they are also crucial for (2024-04-07)	292
Happy Earth Day! 🌍 Learn more about the 7 Leave No Trace Principles (2024-04-22)	274
Join us for a free social ride hosted by Spanish Peaks Country (2024-04-11)	241

All Time (Aug 9, 2021 - Apr 8, 2025)

Followers by Age Groups

Age Group	Value
13-17	1
18-24	37
25-34	335
35-44	712
45-54	834
55-64	835
65+	920

Last Month (Apr 1 - 30)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
HUERFANO COUNTY - Front Range	8,046	▼ 48%	234	▼ 53%	2.91%	▼ 9.32%
HUERFANO COUNTY - Out Of State	5,876	▲ 322%	147	▲ 56%	2.5%	▼ 62.98%
HTOUR - Display	36,900	▼ 34%	95	▼ 23%	0.26%	▲ 17.9%
HUERFANO COUNTY	5,555	▼ 64%	162	▼ 67%	-	

Last Month (Apr 1 - 30)

Impressions

50,822 ▼ 30% vs previous period (73,118)



Last Month (Apr 1 - 30)

Clicks

476 ▼ 33% vs previous period (711)



Last Month (Apr 1 - 30)

CTR

0.94% ▼ 3.68% vs previous period (0.97%)



Item 5a.

Last Month (Apr 1 - 30)

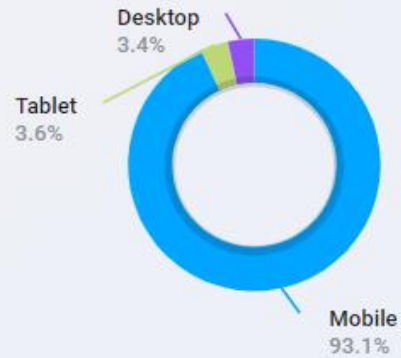
Bounce Rate

79.4%

▲ 1.39% vs previous period (78.3%)

Last Month (Apr 1 - 30)

Clicks by Device



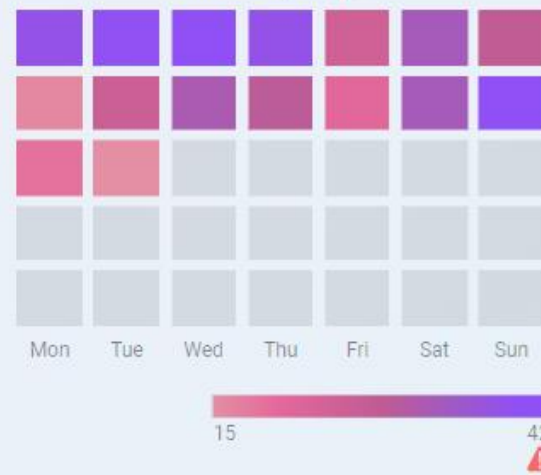
Last Month (Apr 1 - 30)

Conversions by Device



Last Month (Apr 1 - 30)

Clicks by Day



Organic Social

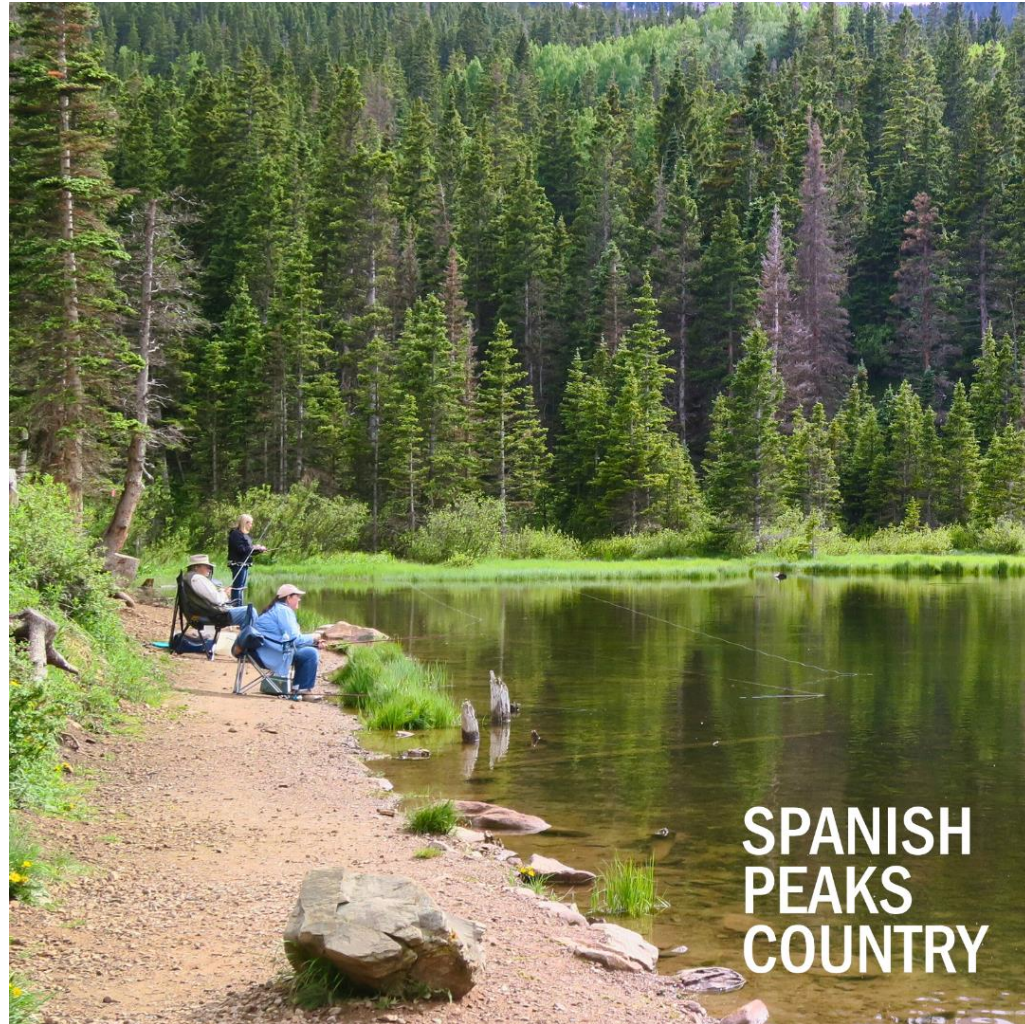


June 1 - Free Fishing Weekend

Free Fishing Weekend is June 1st and 2nd! 🎣 Come find your new favorite fishing spot in #SpanishPeaksCountry.

Learn more:

<https://cpw.state.co.us/thingstodo/Pages/Free-Fishing-Day.aspx>



6/4 - Culture/Shopping

Whenever you purchase from a small business, they do a happy dance. 😊

From unique artisan crafts to traditional southwestern jewelry, our local shops are brimming with one-of-a-kind finds. Stroll through the farmers market, indulge in local cuisine, find the perfect gift, and immerse yourself in the warmth of our community. 🎨🍴

Check out shopping in Cuchara, La Veta, and Walsenburg here:

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

#SpanishPeaksCountry #SupportLocal



6/9 - Hiking trails

Adventure awaits on the trails of Spanish Peaks Country! For those who yearn to lace up their hiking boots and explore, we offer a network of trails winding through breathtaking landscapes. From leisurely walks in the aspen-laden woods to challenging ascents up high mountain peaks, there's a trail for every skill level.

Find your next hiking adventure here:

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

#SpanishPeaksCountry #SummerHikes



6/13 – Star Gazing

#SpanishPeaksCountry allows you to experience the awe-inspiring beauty of the cosmos from one of the best viewing spots in Colorado. Share your photos with us, and find your stargazing spot here: <https://spanishpeakscountry.com/stargazing/>

#RockyMountainStars



6/16 - Father's Day - Carousel

Celebrate Dad with an adventure in the mountains! Whether he's into hiking, camping, biking, golfing, or fishing, #SpanishPeaksCountry has it all. Make lasting memories with Dad in the great outdoors. 🏡

Plan your perfect #FathersDay here:
<https://spanishpeakscountry.com/>



6/20 - TravelStorys app feature - Carousel

Did you know? You can explore #SpanishPeaksCountry like never before with free, self-guided audio tours.

Whether you're driving the scenic Highway of Legends or walking through historic Walsenburg, La Veta, and Cuchara, enrich your adventure with fascinating stories and insights. 📱

Explore all our tours from @TravelStorysGPS here:

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

#TravelStorysApp



6/23 - Fishing Season Photo Share

Calling all anglers! Show off your best catches and scenic fishing spot photos from #SpanishPeaksCountry with us. 🐟

#FishingSeason



6/27 - Summer Getaway

Looking for a picturesque summer getaway close to Colorado Springs, Denver, and Pueblo?

#SpanishPeaksCountry offers a world of adventure right in your own backyard. 🏔️

Get back to some place new!

#ColoradoStaycation



6/30 - Care for Colorado

When you're out exploring, remember to pack in/pack out and follow Leave No Trace principles. Together, we can protect the beauty and wilderness of our home. 🌲

Keeping #SpanishPeaksCountry pristine for all will ensure the beauty of our area is available for future generations to enjoy and cherish.

Read more here:

<https://oedit.colorado.gov/care-for-colorado>

#CareForColorado



Community Presentations



Recommended Agenda

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



Assets

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Spanish Peaks Country 

April 22, 2024

Board of County Commissioners
Huerfano County
401 Main Street
Walsenburg, CO, 81089

Dear County Commissioners:

Please accept this as my Letter of Resignation from the Huerfano County Tourism Board. I have served since December of 2020 and hope that I have been a positive impact on the strategic marketing the county puts into bringing tourists to our area.

We recently had our first son and have found my schedule to be quite full.

Thank you for considering me for the position and I wish you the best.

Sincerely,



Stephanie Thomsen



Robert Gilbert <rgilbert@huerfano.us>

Tourism Tuesday: Destination Blueprint Applications Now Open

1 message

Colorado Tourism Office <tourism@oeditmc.state.co.us>

Tue, May 7, 2024 at 9:01 AM

Reply-To: Colorado Tourism Office <reply-feeaa1c79736303-1200_HTML-26381633-546001580-5@oeditmc.state.co.us>

To: rgilbert@huerfano.us



COLORADO TOURISM OFFICE **Tourism Tuesday**

Weekly Updates for Industry Partners
From the [Colorado Tourism Office](#)



Destination Blueprint Applications Now Open

Today the CTO will begin accepting applications for the [Destination Blueprint](#) program where up to eight Colorado destination organizations will be selected to participate. Program elements include a destination assessment, community visioning and action planning workshop, and 100 hours of project-based consulting. Program outcomes include increased alignment between local tourism stakeholders and completion of one or more priority tourism projects. Participating destinations will receive an action plan that includes a series of recommendations and will also work with a tourism

consultant to advance the recommended plan. The application period is open through June 20, 2024 at 4 p.m. MT.

Item 8b.

There will be an informational webinar about [Destination Blueprint](#) today at noon. A recording of the webinar will be shared with all registrants.

Register For Webinar

Fruita Welcome Center Honored as Agency of the Year

The Colorado Welcome Center in Fruita has been honored as the Agency of the Year for 2024 by the [Mesa County RSVP group](#), a distinguished recognition reflecting the center's outstanding contribution to the community. With over 600 volunteers representing 65 local agencies, the RSVP group recognizes the Welcome Center's active engagement and support of volunteers in the area. The center's team will receive their well-deserved accolade at a special RSVP luncheon on May 23, where they will be presented with a certificate of appreciation. The CTO extends its heartfelt gratitude to the Fruita Welcome Center staff and volunteers for their unwavering dedication, hard work and passion in serving the community.

Destination Stewardship Draft Plan Public Input Period Ends This Week

The **draft statewide Destination Stewardship Strategic Plan** is currently published to the Destination Stewardship webpage and is open for public feedback through May 10.

Colorado is the first state in the nation to have a Destination Stewardship Department in its state tourism office—making the CTO a national leader in this area. The CTO's Destination Stewardship Strategic Planning Initiative seeks to create a sustainable future where tourism serves the needs of visitors, residents, communities and the environment. In addition to the statewide plan, this CTO initiative will produce a glossary of terms and eight regional plans this summer.

To ensure that the Draft Statewide Strategic Plan reflects as many Colorado voices as possible, the CTO encourages all tourism stakeholders and residents to share their thoughts:

- [Watch a webinar recording](#) that gives background on the Draft Statewide Strategic Plan
- Review the plan and [provide feedback](#) by **May 10, 2024**

Submit Your Feedback

CTO Staff Updates

Hilary Lewkowitz is CTO's New Director of Destination Development & Sustainability

The CTO is pleased to announce the new Director of Destination Development & Sustainability, Hilary Lewkowitz. In this role, Hilary will oversee all Destination Development programming, lead CTO's Electric Byways and Dark Sky effort, and advance the implementation of Destination Stewardship projects.

Hilary has been working with the Destination Development department at the CTO since 2018. Over her 20-year career, she has worked with a wide range of travel industry partners and sustainable tourism organizations in her hometown of Ridgway, throughout Colorado and across the globe. She holds an M.S. in Sustainable Tourism Management, a B.S. in Environmental Science and has taught

at NYU's School of Hospitality. Hilary is excited to work on implementing the new Destination Stewardship Strategic Plan while continuing to support our industry partners on their opportunities and goals.

Item 8b.



Thank you, Jackson Feld!

The CTO bids farewell to Jackson Feld, Destination Stewardship Specialist, whose last day with the organization will be Thursday, May 8, 2024. Since joining the organization in December 2019, Jackson has significantly contributed to the CTO's initiatives, including expanding the CTO learning labs, evolving the Frontline Tourism Work Awards, advancing the Inclusivity in Travel Coalition and assisting with the CTO's Destination Stewardship Council efforts. Jackson's dedication and commitment have been invaluable to the CTO and the broader tourism industry in Colorado. As he transitions to a new role as Associate Market Manager at Expedia, the CTO expresses gratitude for his contributions and wishes him success in his future endeavors.

Item 8b.



CTO Attends the WESTO Conference

CTO staff members Christina Tuchman, Elizabeth O'Rear and Sami Wells joined various Western state tourism offices in Seattle last week at WESTO's 2024 conference. WESTO offers two days of enrichment, networking and inspiration with Colorado's regional tourism colleagues, focusing on issues and opportunities, best practices, and key learnings derived from each state's experiences and initiatives. The CTO's participation in this high-profile event offers the opportunity to raise awareness of the Office of Economic Development and International Trade's promotional efforts and discuss future opportunities among key people in the industry.

Item 8b.



Congrats to Visit Aurora Business of the Year

Last week, the CTO's Tim Wolfe and Shelley Cooper attended the first Annual Aurora Fiesta event hosted by Visit Aurora, with nearly 500 attendees. Visit Aurora, honored as the 2023 Business of the Year by the Aurora Chamber of Commerce, celebrated this accolade on April 30. The CTO congratulates Visit Aurora and its commitment to showcasing the best of Aurora's hospitality and tourism offerings.

Colorado.com Content Highlight

After creating a buzz in the fall by [recognizing nearly 50 restaurants](#) in [Denver](#), [Boulder](#), [Aspen](#), [Snowmass Village](#) and [Vail](#), the travel experts at MICHELIN have once again focused on Colorado's elevated hospitality.

Eight Colorado hotels have earned spots in the first-ever MICHELIN Keys guide in the United States. Much like the current MICHELIN stars rating systems, the number of keys denotes a very special stay (one), an exceptional stay (two) or an extraordinary stay (three).

When planning your next Colorado getaway, consider these properties, which are sure to elevate any Rocky Mountain adventure, and have all been given one key — very-special-stay status.



[Read the Article Here](#)

Current Partner Opportunities

Care for Colorado Coalition

The Care for Colorado Coalition would like to welcome new coalition partners, [Town of Silverthorne](#) and [Lariat Loop National Scenic Byway](#). The coalition now includes over 180 partners working together with the CTO to educate Coloradans and visitors on how to protect the state's extraordinary natural and cultural resources. If you are a destination, tourism related business, trade association, city/county/state/federal agency interested in joining, please email careforcolorado@colorado.com.

National Travel and Tourism Week Industry Toolkit

National Travel and Tourism Week (NTTW) will be held May 19-25 this year, with the theme: Travel is Essential. Established in 1983, NTTW is an annual tradition to celebrate the U.S. travel community and the value it holds for our economy, businesses and personal well-being. We encourage the Colorado tourism industry to celebrate NTTW as we showcase our industry's role in fostering vibrant communities and powering a strong economy. The CTO has created a Colorado-specific NTTW toolkit that is available to all partners for free. The toolkit can be accessed on the

[CTO NTTW program page](#) and includes resources such as a press release template, sample social media posts, promotion ideas and more. Start planning your NTTW activities today!

Item 8b.

Explore the Toolkit

Colorado In The News

- ["15 Super Cool Places to Camp in Colorado"](#) *Outside*
- ["Colorado's best glamping sites \(including family-friendly options\)"](#) *Denver Post*

Travel Research

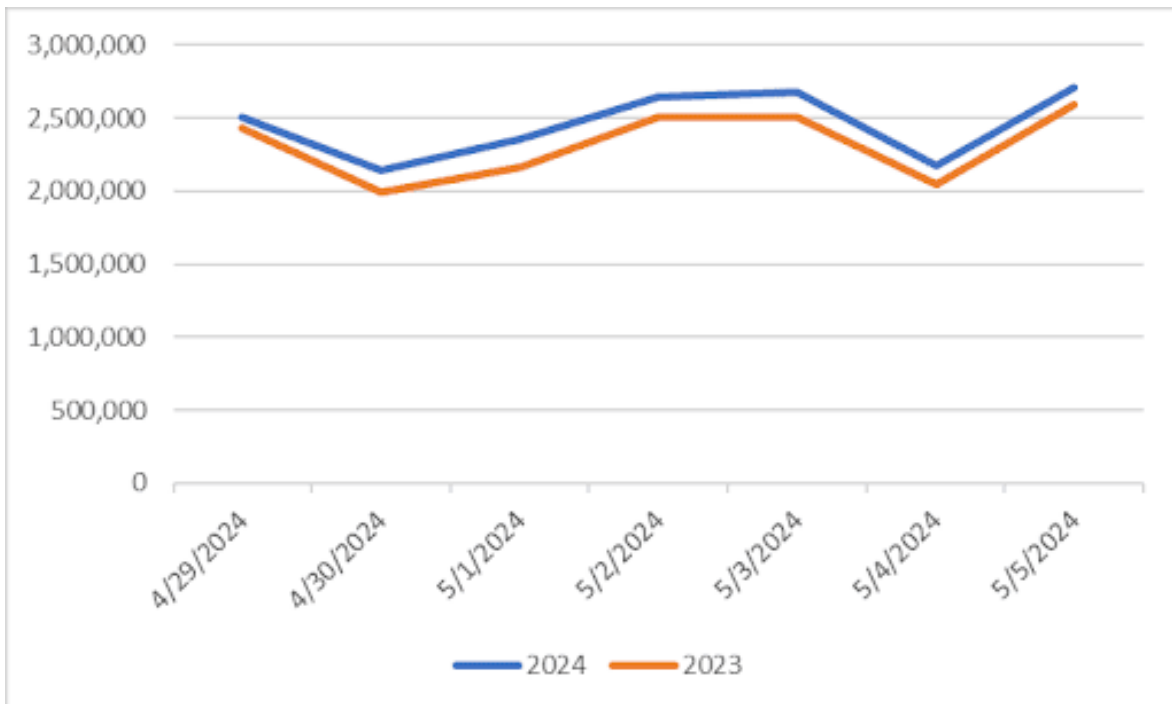
Travel & Tour World Updates

IMARC Group, a prominent provider of market research, released its latest study, ["United States Business Travel Market Report"](#). This report covers various segments including type, purpose, expenditure, age group, service type, travel type, end-user and regional distribution for the years 2024-2032. This report offers comprehensive insights into the U.S. business travel market's dimensions, performance, prevailing trends and growth projections, while providing detailed competitive and regional assessments alongside the latest industry developments.

The highlight of the report is in 2023, the U.S. business travel market was valued at \$221.2 billion. With continued developments, IMARC Group anticipates the market will expand to \$484.1 billion by 2032, growing at an annual rate of 8.82% from 2024 to 2032.

TSA Passenger Throughput

This graph shows the number of passengers that have gone through all TSA checkpoints year over year.



Industry Highlights

[Share Your News](#): We'd love to hear about news from your organization that you would like to be considered for inclusion in the new Industry Highlights section of the Tourism Tuesday. This is a great opportunity to highlight new leadership, awards and recognitions, program success stories and more.



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