



HUERFANO COUNTY TOURISM BOARD AGENDA

July 10, 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.** June 12, 2024
- 3. FINANCIAL REPORT**
 - a.** Updated Fund Statements & Balance Sheet
 - b.** Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
 - a.** July 2024 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
 - a.** Huerfano County Chamber of Commerce
- 7. OLD BUSINESS**
 - a.** Spanish Peaks Outdoor Coalition
 - b.** Signs by Scott
- 8. NEW BUSINESS**
 - a.** La Veta Creative District
 - b.** Scenic Highway of Legends Board
 - c.** HCTB Board Member Recruitment
 - d.** Independence Day Recap
 - e.** Walsenburg HCTB Meeting Time
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**
 - a.** August 14, 2024



HUERFANO COUNTY TOURISM BOARD MINUTES

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

3:03PM

Brad Reitmair

Greg Garrett

Robert Gilbert

Sarah Jardis

Hannah Everett

Stacy Decker

Stacy Cristelli

Alex Jessop

Laurie Dickey

2. APPROVAL OF MINUTES

a. May 8, 2024

Greg motions for both minutes, Hannah seconds. Approved.

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

Motion by Greg, seconded by Hannah. Approved.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro reported on website and social. The website is doing substantially better than it was but data is still a little limited; AdPro will put together a YTD report in July so that we have something to submit to CTO as a follow-up to our final grant report.

AdPro will also research more geofencing options for advertising, including at Love's, as a result of Placer data.

Social will start transitioning to Visit Spanish Peaks Country to get around the FB paid social block on Spanish Peaks Country page.

6. PARTNER REPORTS

a. Colorado Welcome Center - Fruita

Jackie talked about Fruita's Welcome Center, the number of visitors received, their goals of encouraging people to travel through the middle of the state and down to the Huerfano region, and the planned study trip in September with 10-15 of their volunteers. Fruita's Welcome Center will also be the pilot site for the new CWC model that was unveiled earlier this year.

b. Museum of Friends

Maria was able to present on the upcoming art exhibits and share her press release, which we provided to Alex with AdPro to also be added to the website event calendar and shared as able on social media.

7. OLD BUSINESS

a. Placer.ai Discussion

We discussed developing a template for Placer reports to quickly distill some of the most valuable information. We also discussed figuring out how to get data on trailheads, fishing spots, and bike trails. The solution seems to be primarily geofencing but traffic pins at strategic locations may work as well. KML files can also be added for parks and trails.

b. Signs by Scott

Signs by Scott will provide an updated quote for adding both a bike and a golf symbol to the Highway 12/160 billboards that we can hopefully vote on on July 10.

8. NEW BUSINESS

a. Spanish Peaks Outdoor Coalition

The first SPOC kick-off meeting will be held virtually on June 13. This meeting will set the groundwork established by the Huerfano RTAP Plan and the Las Animas Outdoor Recreation and Economic Impact Study and will be hosted by CDR Associates, the firm that completed the Las Animas study and has been hired to help facilitate and coordinate the launch of SPOC itself, as well as the regional strategy between our counties. Bob and Sarah said they would attend.

9. ADJOURNMENT

Brad Reitmair from Huerfano Chamber of Commerce asked again for a contribution from HCTB towards the Chamber that would assist with opening the La Veta train depot as a part-time visitors' center. HCTB requested a formal proposal with a budget to ensure that any funds contributed are allotted to expenses allowed by statute.

Adjourned at 5:30.

10. UPCOMING MEETINGS

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

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		\$82,198.66	\$0.00
	Asset Total:		\$82,198.66	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$24,959.85
003-00000-22000	YTD REVENUE CONTROL		\$0.00	\$29,975.55
003-00000-23000	YTD EXPENSE CONTROL		\$37,296.78	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$64,560.04
	Liability Total:		\$37,296.78	\$119,495.44
		Fund Total:	\$119,495.44	\$119,495.44

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>		\$119,495.44	\$119,495.44

Item 3a.

DEFRANO COUNTY ALL RCPPTS MISCELLANEOUS TRANSACTIONS FOR DATE RANGE 06/01/2024 00:00 TO 06/30/2024 24:00 07/08/2024 14:58 PAGE

∞

OPERATORS ALL RCPPTS FUND 0035**** FUND ALL YEARS
ACCOUNT NUMBER L OWNER NAME RECEIPT PAYMENT MISC PAYMENT

2024RHONDA EFT LODGING TAX DISTRIBUTION 6/10/2024 20881 06012024 T 634.06 0035.0100 003 00000 47197
(POSTED 6/1/2024)

634.06 0035.0100 LODGING TAX
***** 0035 FUND TOTAL 634.06 *

GRAND TOTALS 634.06 **

TIME FINISHED-14:58

Year	Jan	Feb	Mar	Apr	May	Jun	Mid Year
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	3660.29
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	13923.82
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 13,725.10
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 14,399.53
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 14,649.77
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 15,719.58
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 13,774.49
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 11,775.09
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 16,226.31
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 20,431.80
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 19,022.59
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 21,033.73
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 22,925.76
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 24,405.01
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ 28,505.66
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	-	\$ 34,870
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	\$ 30,438
2024		\$ 10,453	\$ 303		\$ 19,219	\$ 634	\$ 30,609



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-07-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	6/30/24	8503	\$4595
Huerfano County	July MailChimp Reimbursement	7/9/24	N/A	\$310
Total:				\$4905

INTRODUCED, READ, AND ADOPTED ON THIS 10TH DAY OF JULY, 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:	June 2024
Invoice Date:	6/30/2024
Invoice #:	8503
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
Paid Social - Digital	Paid Social	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$2,595.00

Other

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

Total

Summary		
Total Amount Due		\$4,595.00



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Create

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

Spanish Peaks Country

Navigation

STANDARD Marketing Plan [Change Plan](#)

\$310 per month

Contacts 21,144 of 25,000
3,856 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](#)

FREE Websites Plan [Change Plan](#)

Monthly Base Price: \$0.00

Launch a website and start selling your products online.

Estimate for Jul 10 - Aug 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
<hr/>	
Estimated Total	\$310.00
Autopay on July 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](#)

Billing Information [Change](#)

MAST ending in 4017

Expires 11/26

Feedback

Spanish Peaks Country

July Board Meeting 2024



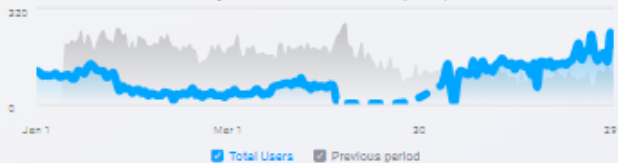
Reporting



Jan 1 - Jun 30 (rolling)

Total Users

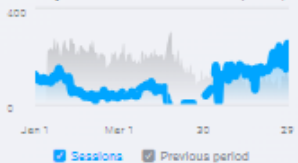
12,175 ▼ 50%
vs previous period (24,466)



Jan 1 - Jun 30 (rolling)

Sessions

14,176 ▼ 52%
vs previous period (29,315)



Jan 1 - Jun 30 (rolling)

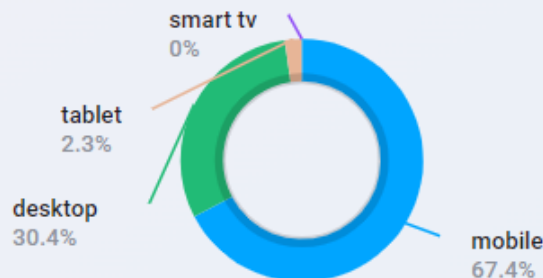
Views per Session

1.35 ▼ 18%
vs previous period (1.66)



Jan 1 - Jun 30 (rolling)

Users by Device



Jan 1 - Jun 30 (rolling)

Top Pages by Users

Item 5a.

Top Pages	Value	vs prev
/	4,433	▲ 26%
/the-spanish-peaks/	436	▼ 51%
/the-great-dikes/	427	▼ 45%
/la-veta-pass/	421	▼ 47%
/the-sangre-de-cristo-mountains/	418	▼ 86%
/spc-events/	360	
/la-veta/	339	▼ 59%
/huerfano-butte/	311	▼ 49%
/bear-lake-campground/	280	▼ 27%
/wahatoya-lakes-state-wildlife-area/	247	▼ 16%
/camping/	235	
/stonewall/	223	▼ 63%
/the-geologic-features-of-la-veta/	219	▼ 53%
/walsenburg/	215	▼ 36%
/cuchara/	198	▼ 65%

Jan 1 - Jun 30 (rolling)

Bounce Rate

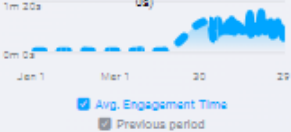
60.64% ▼ 19.25%
vs previous period (75.09%)



Jan 1 - Jun 30 (rolling)

Avg. Engagement Time

0m 23s ▲ 302,473%
vs previous period (0m 0s)



Jan 1 - Jun 30 (rolling)

Conversions

1,637 ▼ 53%
vs previous period (3,485)



Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	7,263	▼ 62%	8,426	▼ 64%	56.93%	▼ 26%	0m 26s	▲ 317,473%	1,131	▼ 58%
Direct	1,923	▼ 42%	2,202	▼ 44%	74.02%	▼ 3%	0m 13s	▲ 162,274%	212	▼ 43%
Paid Search	1,669	▲ 166,800%	1,779	▲ 177,800%	66.22%	▼ 34%	0m 11s	0%	84	
Referral	912	▼ 49%	1,095	▼ 48%	40.46%	▼ 35%	0m 48s	▲ 4,285,380%	190	▼ 50%
Organic Social	224	▲ 2%	242	▲ 8%	76.03%	▼ 2%	0m 12s	0%	13	▼ 46%
Paid Social	175		175		96.57%		0m 2s		1	
Email	35	▲ 775%	39	▲ 875%	53.85%	▼ 28%	0m 45s	0%	5	▲ 400%

Last Month (Jun 1 - 30)



Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	4,087	▲ 4%	420	▼ 8%	10.28%	▼ 12.41%
Out of State	7,965	▲ 101%	392	▲ 56%	4.92%	▼ 22.47%
Spanish Peaks Display	149.2k	▲ 5%	87	▲ 30%	0.06%	▲ 23.26%

Last Month (Jun 1 - 30)

Impressions

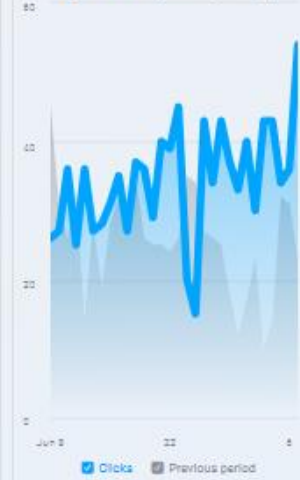
161.3k ▲ 8% vs previous period (149.4k)



Last 30 days (Jun 8 - J...)

Clicks

1,029 ▲ 33% vs previous period (772)



Last 30 days (Jun 8 - J...)

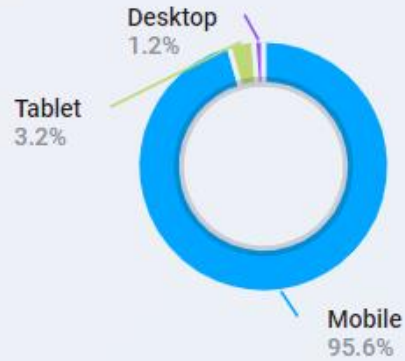
Item 5a.

0.56% ▲ 160.2% vs previous period (0.48%)



Last Month (Jun 1 - 30)

Clicks by Device



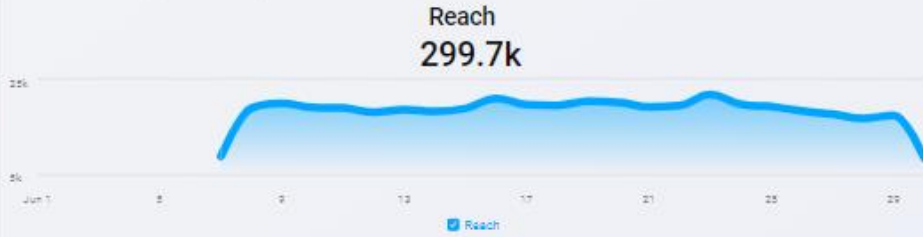
Last Month (Jun 1 - 30)

Clicks by Day





Last Month (Jun 1 - 30)



Last Month (Jun 1 - 30)



Last Month (Jun 1 - 30)

CTR
0.08%

Item 5a.

Last Month (Jun 1 - 30)

Clicks
378

Last Month (Jun 1 - 30)

CPM
\$ 1.63

Last Month (Jun 1 - 30)

Frequency
1.5

Last Month (Jun 1 - 30)

Avg. CPC
\$ 1.98

Last Month (Jun 1 - 30)

Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - June24 (120211216491150268)	458.9k	378	0.08%	\$ 1.63

Last Month (Jun 1 - 30)

Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 4 June (120211216599700268)	83	129.1k
2	Be Legendary 4 June (120211236609640268)	78	97,533
3	Be Legendary 3 June (120211236609610268)	74	79,658
4	Be Legendary 3 June (120211216593720268)	53	64,460
5	Be Legendary 2 June (120211236609630268)	31	32,771



Last Month (Jun 1 - 30)

Page Visits

171 ▲ 21%
vs previous period (141)



Page Views Previous period

Last Month (Jun 1 - 30)

Page Summary

Metric	Value	vs prev
Page Reach	7,977	▲ 69%
Page Impressions	8,810	▲ 52%
Page Engagements	-	
Unique Page Clicks	225	▲ 226%
Page Reactions	-	

Last Month (Jun 1 - 30)

Post Overview

Metric	Value	vs prev
Post Count	11	▼ 15%
Post Reach	7,772	▲ 89%
↳ Paid	0	0%
↳ Organic	7,772	▲ 89%
↳ Viral	4,559	▲ 280%

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

Item 5a.

Total Page Likes

3,666

Last Month (Jun 1 - 30)

Page likes/Unlikes Overview



▲ 150% vs previous period (2)

Last Month (Jun 1 - 30)

Post Reach

7,772 ▲ 89%
vs previous period (4,116)



Post Reach Previous period

Last Month (Jun 1 - 30)

Most Recent Posts

#	Dimension	Reach	Clicks
1	This summer check out the new mountain biking trails at Lathrop (2024-06-06)	2,637	119
2	Did you know? You can explore #SpanishPeaksCountry like never (2024-06-20)	1,756	140
3	Adventure awaits on the trails of Spanish Peaks Country! For (2024-06-09)	668	28
4	Free Fishing Weekend is June 1st and 2nd! Come find your (2024-06-03)	352	2
5	Looking for a picturesque summer (2024-06-01)	206	1

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

Followers by Gender

Male
36.4%



Female
63.6%

Last Month (Jun 1 - 30)

Impressions
9,778 ▲ 297%
vs previous period (2,460)



Last Month (Jun 1 - 30)

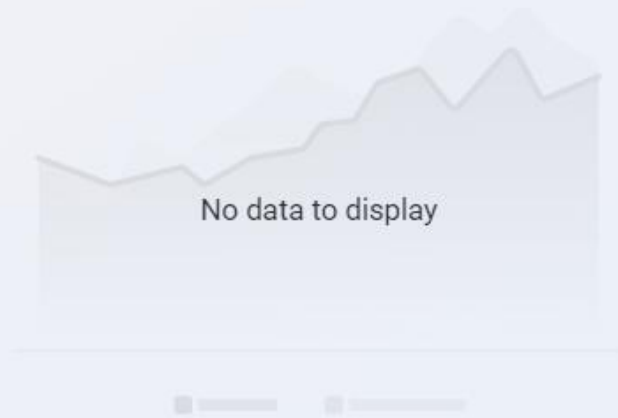
Item 5a.

Activity Overview

Metrics	Value	vs prev
Profile Visits	63	▼ 21%
Reach	7,316	▲ 358%
Impressions	9,778	▲ 297%
Likes	190	▲ 32%
Comments	1	0%

Last Month (Jun 1 - 30)

New Followers



Last Month (Jun 1 - 30)

New Posts

8
▼ 11% vs previous period (9)

All Time (Jul 8 - 9)

Total Followers
1,699

Organic Social



Play to win.

8/1 – August Events

August brings exciting community events: Farmers Markets with unique goods and fresh produce, La Veta Village Tournament with live music and wine tastings, Ecstatic Dance sessions, and a live performance by Tom Munch. The Huerfano County Fair is back from August 7th through the 11th! Join us for a month of celebration and community! ✨

<https://spanishpeakscountry.com/spc-events/month/2024-08/>
 #AugustInSpanishPeaks
 #SpanishPeaksCountry



8/7 – Huerfano County Fair Opening Day

🎯🌽 Exciting news, Huerfano County!
The Huerfano County Fair starts today
and runs until August 11th!

Join us for a celebration of community spirit with an exciting array of activities for all ages. From classic games to mouth-watering fair food, there's something for everyone to enjoy. Don't miss our livestock shows, arts and crafts exhibits, and live entertainment that will keep you dancing all night long.

Mark your calendars, grab your family and friends, and come out for a weekend of unforgettable fun and festivities!



<http://huerfanofair.com/index.html>

#SpanishPeaksCountry

#HuerfanoCountyFair



8/10 – Huerfano County Fair Closing Tomorrow

The Huerfano County Fair ends tomorrow, so make sure to come out and join us for the final day of festivities! 🎡 There's still plenty of fun to be had, from thrilling games to delicious food and amazing livestock shows.

We want to extend a heartfelt thank you to our sponsors, San Isabel Electric Association ⚡, Basin Electric Power Cooperative, and The First National Bank in Trinidad, for making this year's fair an incredible success. Your support helps keep our community traditions alive and thriving.

See you at the fair!

<http://huerfanofair.com/index.html>

#SpanishPeaksCountry

#HuerfanoCountyFair



8/14 – Farmers Markets

Explore the vibrant farmers markets in La Veta, Cuchara, Walsenburg, and Gardner! Each market brings together local vendors offering fresh produce, artisanal goods, and handmade crafts. In La Veta, enjoy the lively atmosphere with live music and tasty treats. Cuchara's market provides a quaint, charming experience surrounded by the beauty of nature. Walsenburg's market is a bustling hub for fresh finds and unique items, perfect for food enthusiasts and treasure seekers alike. Don't miss Gardner's down-to-earth market, where you'll find a delightful array of local fare and friendly faces. Support our local farmers and artisans while enjoying #SpanishPeakCountry 's rich community spirit. 🌽 🥒 🍷

#ShopLocal #FarmersMarkets



8/20 – Last Summer Getaway

As the summer draws to a close, there's still time to create unforgettable memories in Spanish Peaks Country! Embrace the beauty of our scenic landscapes, and discover the rich local culture that makes our region unique. Whether you're exploring hidden trails, savoring local cuisine at charming cafes, or joining in on community events, there's always something new to experience. Take advantage of the last days of summer and plan your getaway today. #SpanishPeaksCountry is calling you back to some place new!



#LastSummerGetaway



8/23 – Hiking and Fishing Highlights

Discover the best hiking and fishing spots in Spanish Peaks Country! Enjoy trails for all levels, from the majestic Wahatoya Trail to the leisurely Cuchara Valley. Fishing enthusiasts can cast their lines at Bear Lake and Lathrop State Park. #SpanishPeaksCountry offers unforgettable adventures in every season! 🏠 🐟

#HikingAdventures #FishingSpots



8/26 – Newsletter Sign-up

Don't miss out on all the amazing events, delicious local produce, and vibrant community activities happening in Spanish Peaks Country! By signing up for our newsletter, you'll receive the latest updates and can join our growing community of passionate locals and visitors who love to stay informed and connected. 🌄 ✨

<https://spanishpeakscountry.com/newsletter-signup/>

#SpanishPeaksCountry #Newsletter



8/29 – Share Why You Love SPC

We want to hear from you! Share why you love visiting Spanish Peaks Country and what makes it your favorite destination. Whether it's the stunning trails, peaceful fishing spots, charming local shops, or the delicious dining experiences, let us know what keeps you coming back! Your passion for this beautiful area can inspire others to explore and find their own adventures here. Let's celebrate the beauty and charm of #SpanishPeaksCountry together!



#ShareYourStory



THANK YOU



SIGNS BY SCOTT, LTD.

123 W. 4th St Pueblo, Colorado 81003

QUOTE

BILL TO

Huerfano County Tourism
Board
PO Box 308
Walsenburg, CO 81089

SHIP
TO

rgilbert@huerfano.us
719-738-000 xt 217

Invoice Date

Quote Number 001

DATE	YOUR ORDER #	OUR ORDER #	SALES REP.	F.O.B.	SHIP VIA	TERMS	TAX ID
14 March 2024							

QTY	ITEM	UNIT PRICE	TOTAL
2x	10.356" x 15.347" Controltac comply vinyl with laminate, Yellow beige International Golfer symbol	\$20.30	\$40.60
2x	10.356" x 15.347" Controltac comply vinyl with laminate, Yellow beige International bicyclist symbol	\$20.30	\$40.60

Terms:

Subtotal	\$81.20
Tax	Exempt
Shipping	\$
Installation, Polis Delivery Fee	\$900.00

Notes:

Item 7b.

BALANCE DUE	\$981.20
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Scenic Highway of Legends

Spanish Peaks Country
Southern Colorado
Est: 1989



Dear Mr. Gilbert,

It was a true pleasure to make your acquaintance at the last Huerfano County Tourism Board meeting.

With the many exciting projects that the Scenic Highway of Legends is to be directing in the next year or two, the Officers of the Scenic Highway of Legends are seeking to expand their Board. You have been identified as an energized and talent person that could assist the Board during the next year or two.

As a Board Member of the Scenic Highway of Legends - America's Byway, you will be involved in preserving and protecting the natural and cultural resources on the Byway through grant funds and agency partnerships.

The Board is required to meet 2 times a year, however our new responsibilities may require an additional meeting or two during the summer and fall months of 2024.

We would be honored to have you consider joining our Board. I welcome the opportunity to discuss the history of the byway, the commitment required of the Board Members and answer any other question that you may have.


Please contact me at your earliest convenience to discuss your interest.

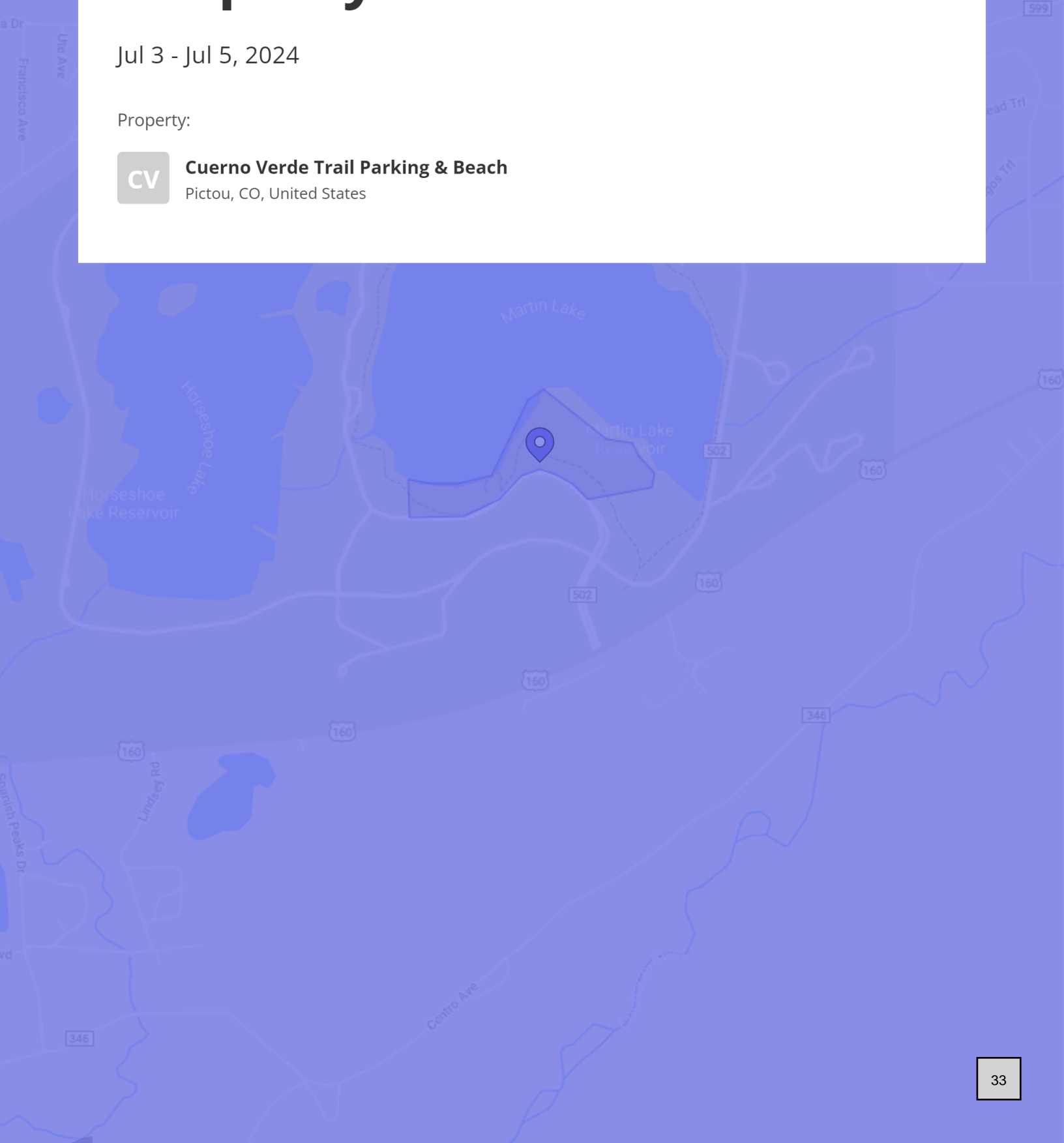
Sincerely,
Debra Malone
719-738-6294

Property Overview

Jul 3 - Jul 5, 2024

Property:

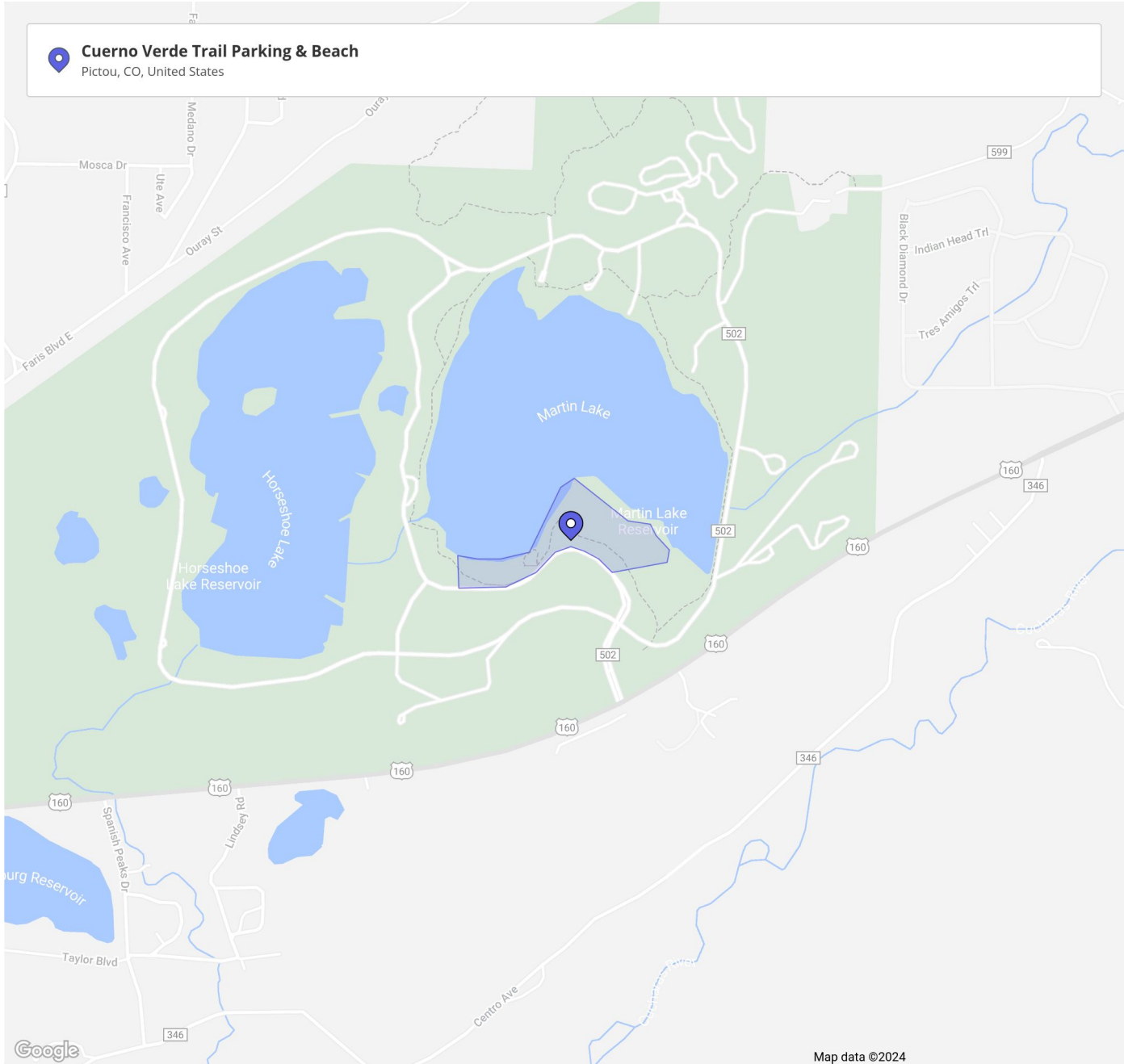
 **Cuerno Verde Trail Parking & Beach**
Pictou, CO, United States



Property Overview

Jul 3 - Jul 5, 2024

Item 8d.



Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Metrics

Cuerno Verde Trail Parking & B...
Pictou, CO

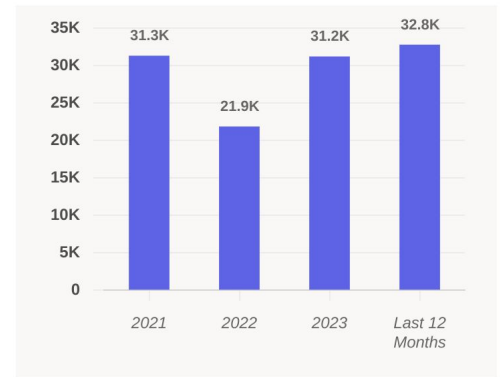
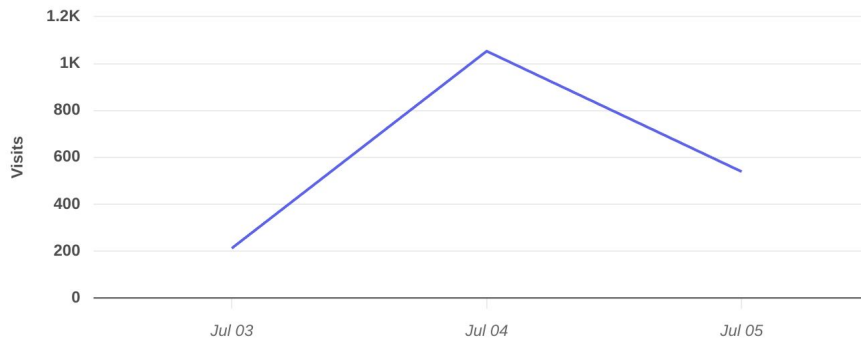
Visits	1.8K	Avg. Dwell Time	62 min
Visits / sq ft	< 0.01	Panel Visits	113
Size - sq ft	1.1M	Visits YoY	-12.2%
Visitors	1.5K	Visits Yo2Y	+43.8%
Visit Frequency	1.17	Visits Yo3Y	-38.2%

Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Cuerno Verde Trail Parking & ...
Pictou, CO



Daily | Visits | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 Cuerno Verde Trail ... Pictou, CO	\$37K	18.1%	41.9	White (49.3%)	2.43
 Colorado	\$80.8K	42.8%	36.8	White (66.8%)	2.57

Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)

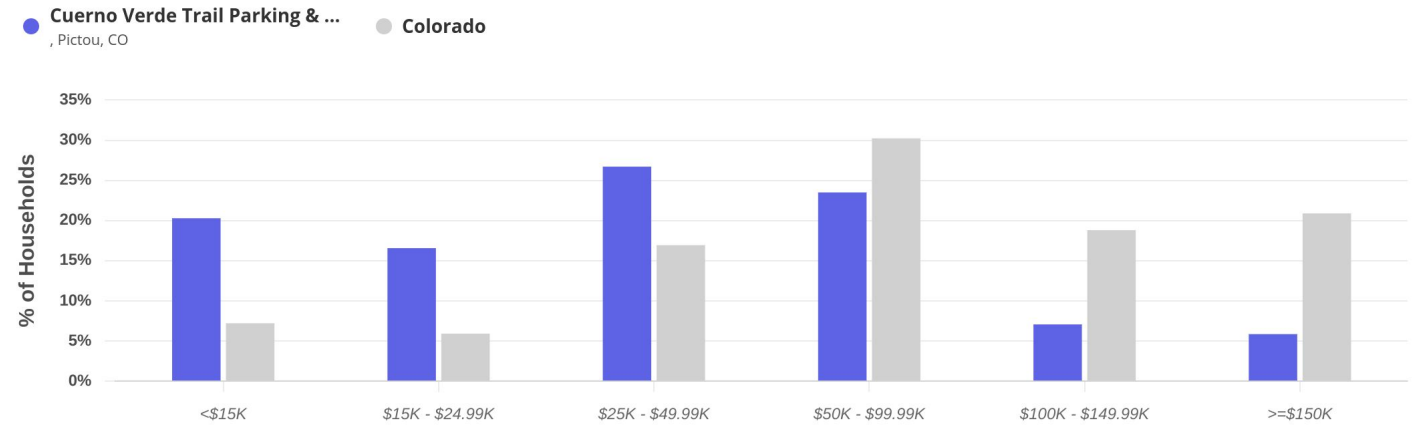


Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

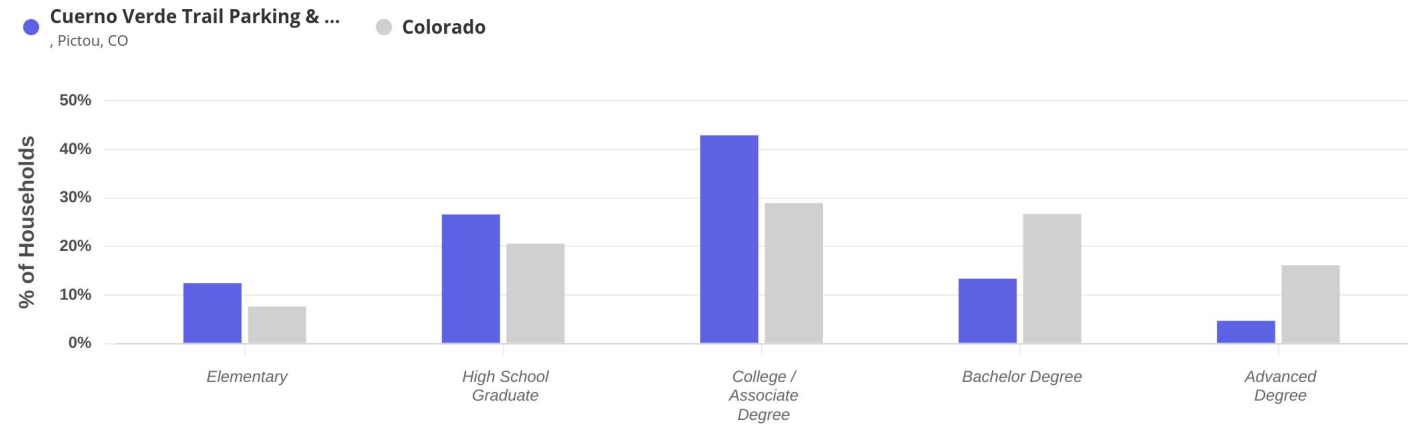
Household Income



Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)

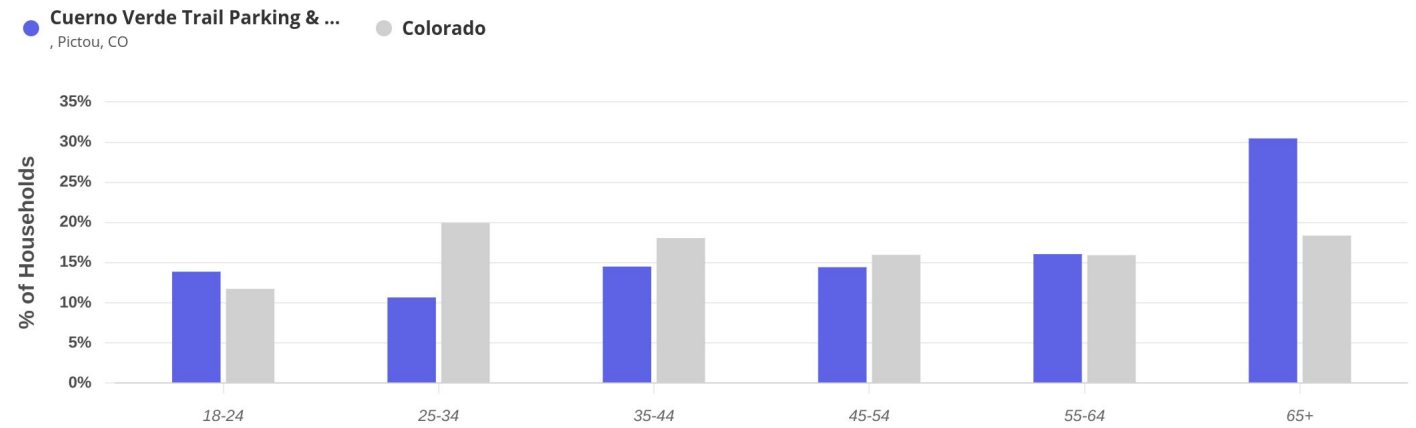


Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

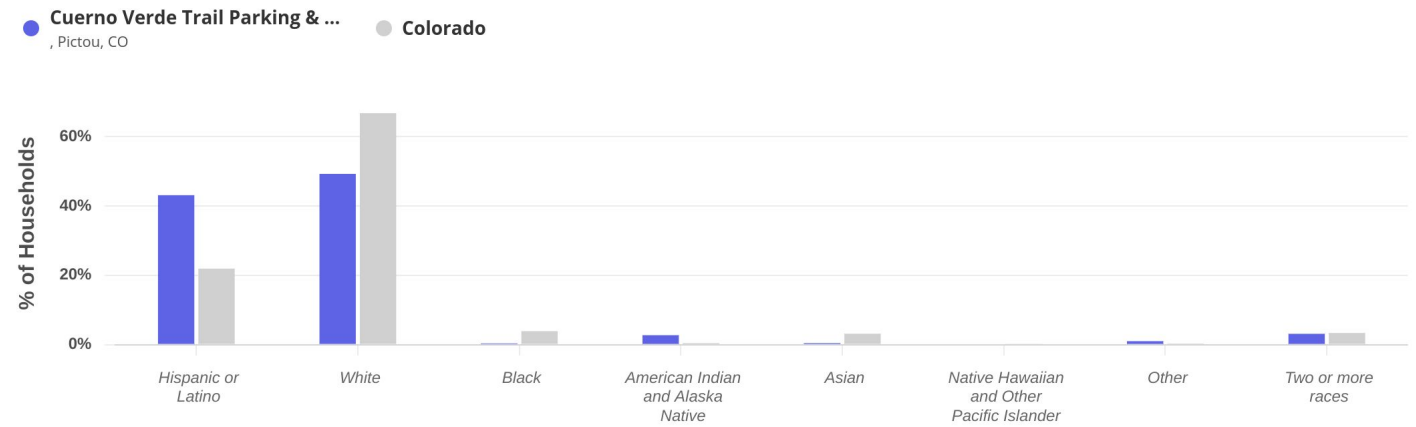
Age



Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)

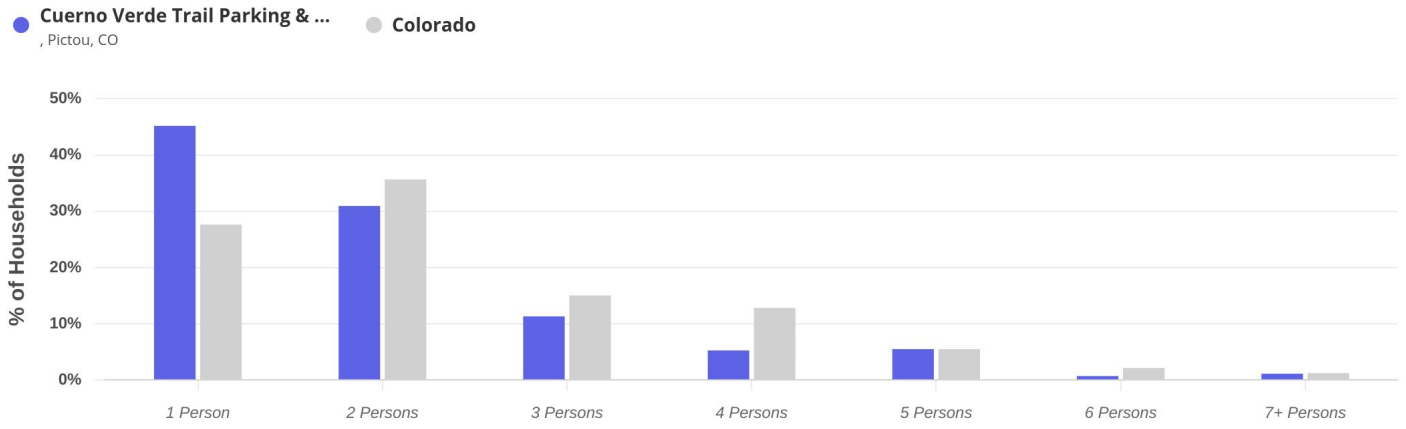


Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Household Size



Jul 3rd, 2024 - Jul 5th, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Ranking Overview

Cuerno Verde Trail Parking & ...
Pictou, CO

Nationwide

N/A

Colorado

N/A

15mi

N/A

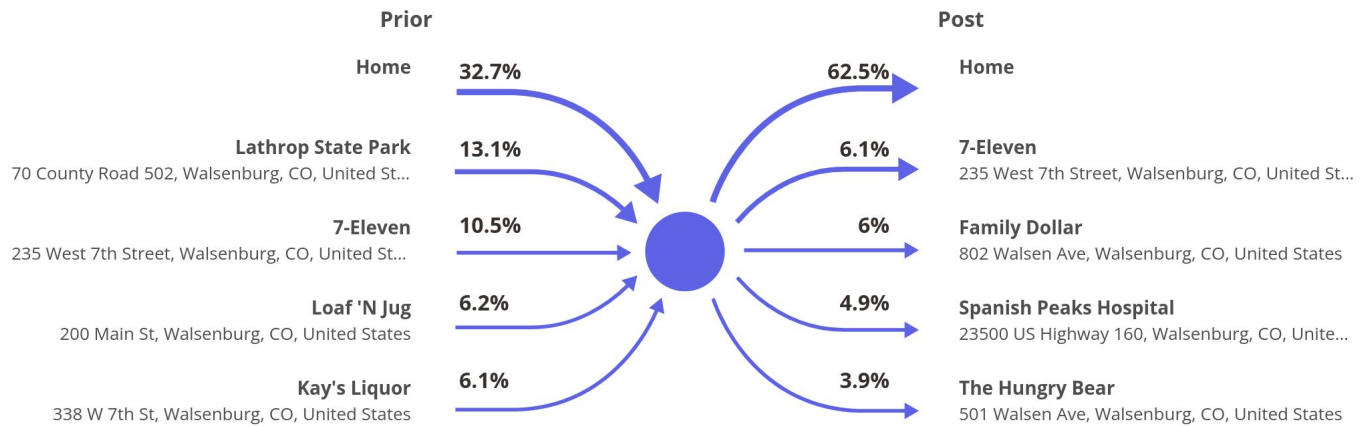
* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Jul 1st, 2024 - Jun 30th, 2024

Category: Outdoors & Recreation | Visits | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Cuerno Verde Trail Parking & Beach
Pictou, CO



Show by: | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



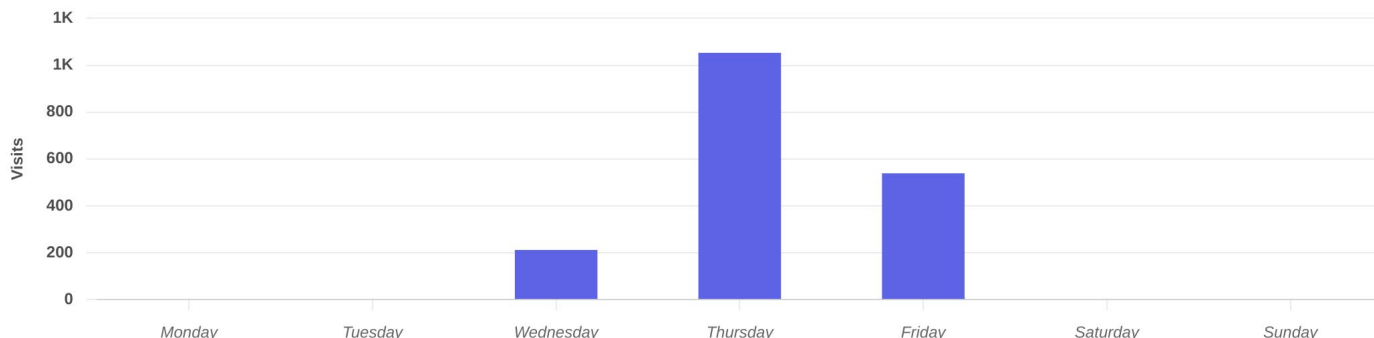
Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Daily Visits

Cuerno Verde Trail Parking & ...
Pictou, CO



Visits | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Cuerno Verde Trail Parking & Beach / Pictou, CO

Rank	Name	Distance	Visitors
1	Safeway / 222 W 7th St, Walsenburg, CO 81089	3.1 mi	363 (23.5%)
2	Lathrop State Park / 70 County Road 502, Walsenburg, CO 81089	0.3 mi	334 (21.6%)
3	First Choice / 801 Walsen Ave #901, Walsenburg, CO 81089	3.2 mi	299 (19.3%)
4	Love's Travel Stop / 99800 Interstate 25, Walsenburg, CO 81089	4.4 mi	264 (17.1%)
5	7-Eleven / 235 West 7th Street, Walsenburg, CO 81089	3 mi	246 (15.9%)
6	Loaf 'N Jug / 200 Main St, Walsenburg, CO 81089	3.2 mi	234 (15.1%)
7	Carl's Jr. / 700 S Main St, Walsenburg, CO 81089	3.2 mi	179 (11.6%)
8	Phillips 66 / 455 Us Hwy 85 87, Walsenburg, CO 81089	4 mi	156 (10.1%)
9	Spanish Peaks Hospital / 23500 US Highway 160, Walsenburg, CO 81089	0.4 mi	145 (9.4%)
10	Dollar General / 124 W 7th St, Walsenburg, CO 81089-2210	3.2 mi	125 (8.1%)

Category: All Categories | Min. Visits: 1 | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



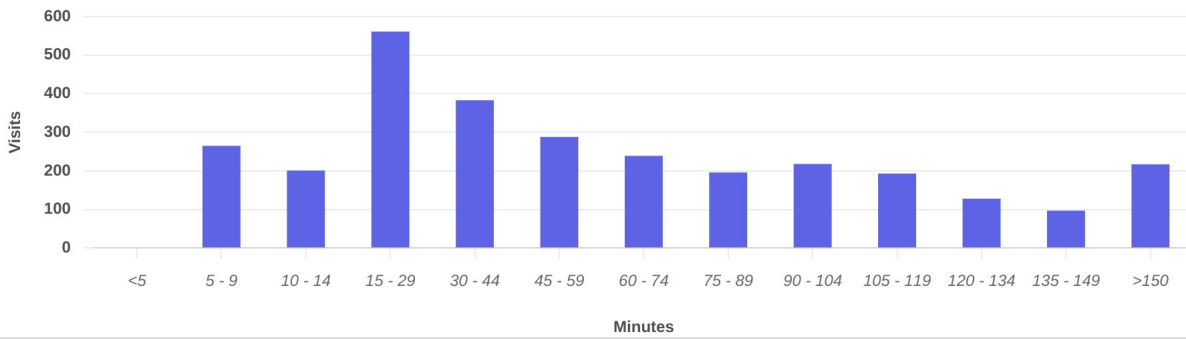
Property Overview

Jul 3 - Jul 5, 2024

Item 8d.

Visit Duration

● Cuerno Verde Trail Parking & B...
Pictou, CO

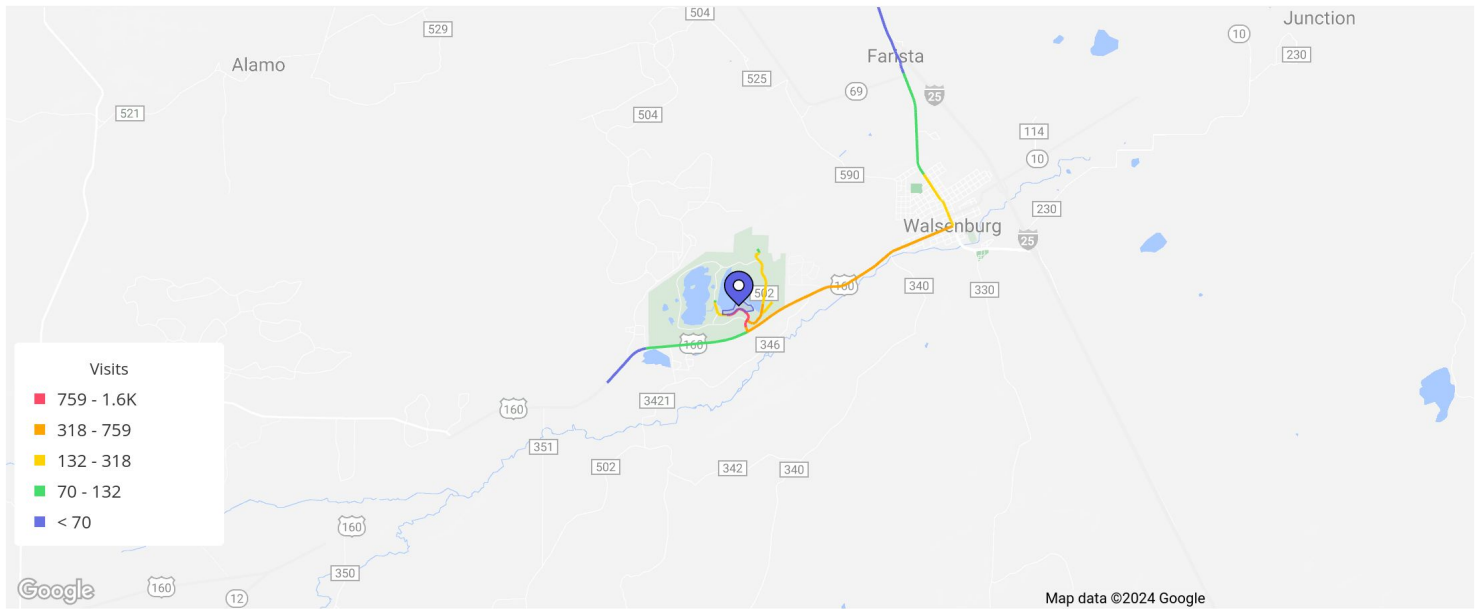


Average Stay	62 min
Median Stay	50 min

Visits | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 3rd, 2024 - Jul 5th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

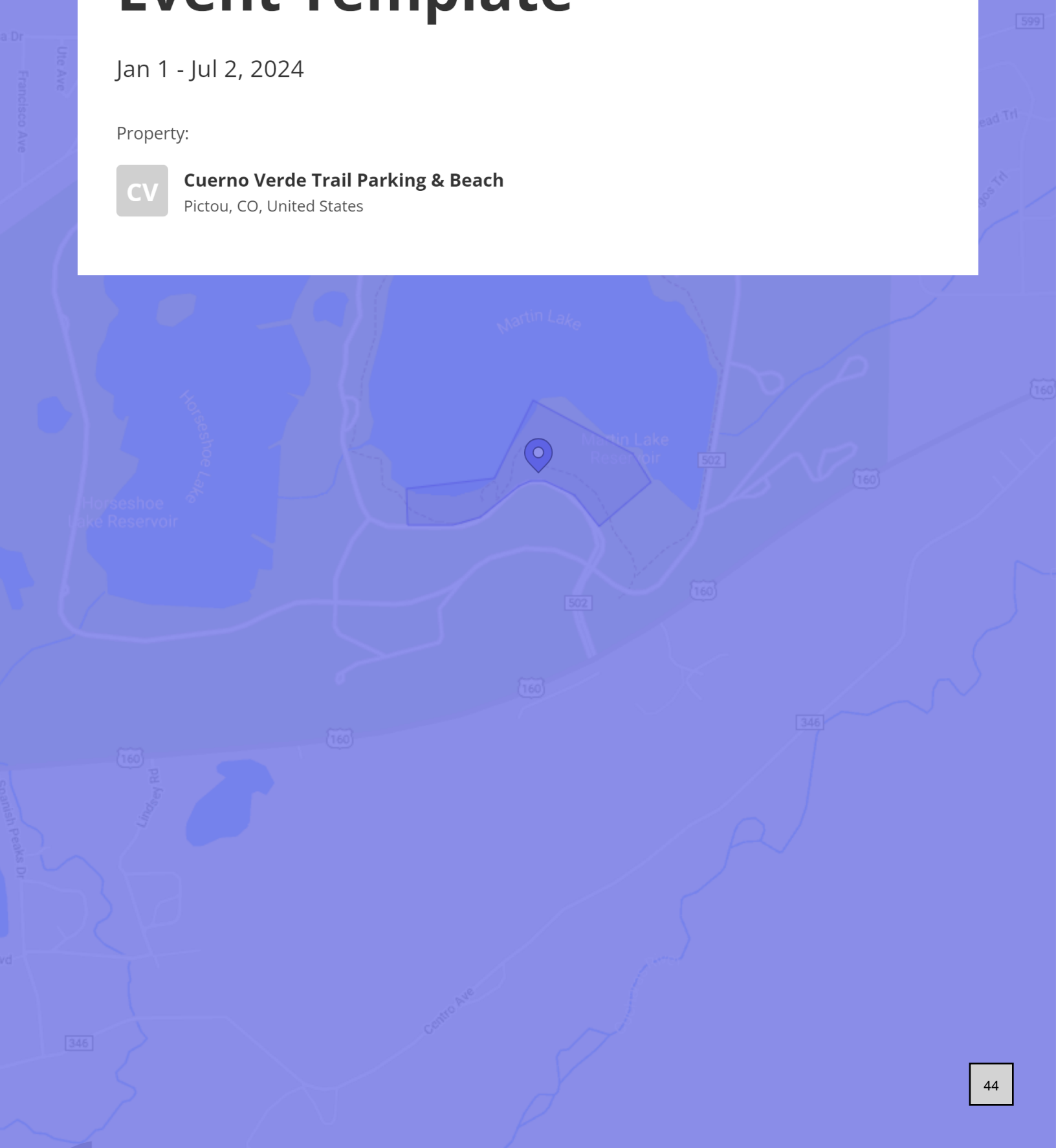
Jan 1 - Jul 2, 2024

Property:



Cuerno Verde Trail Parking & Beach

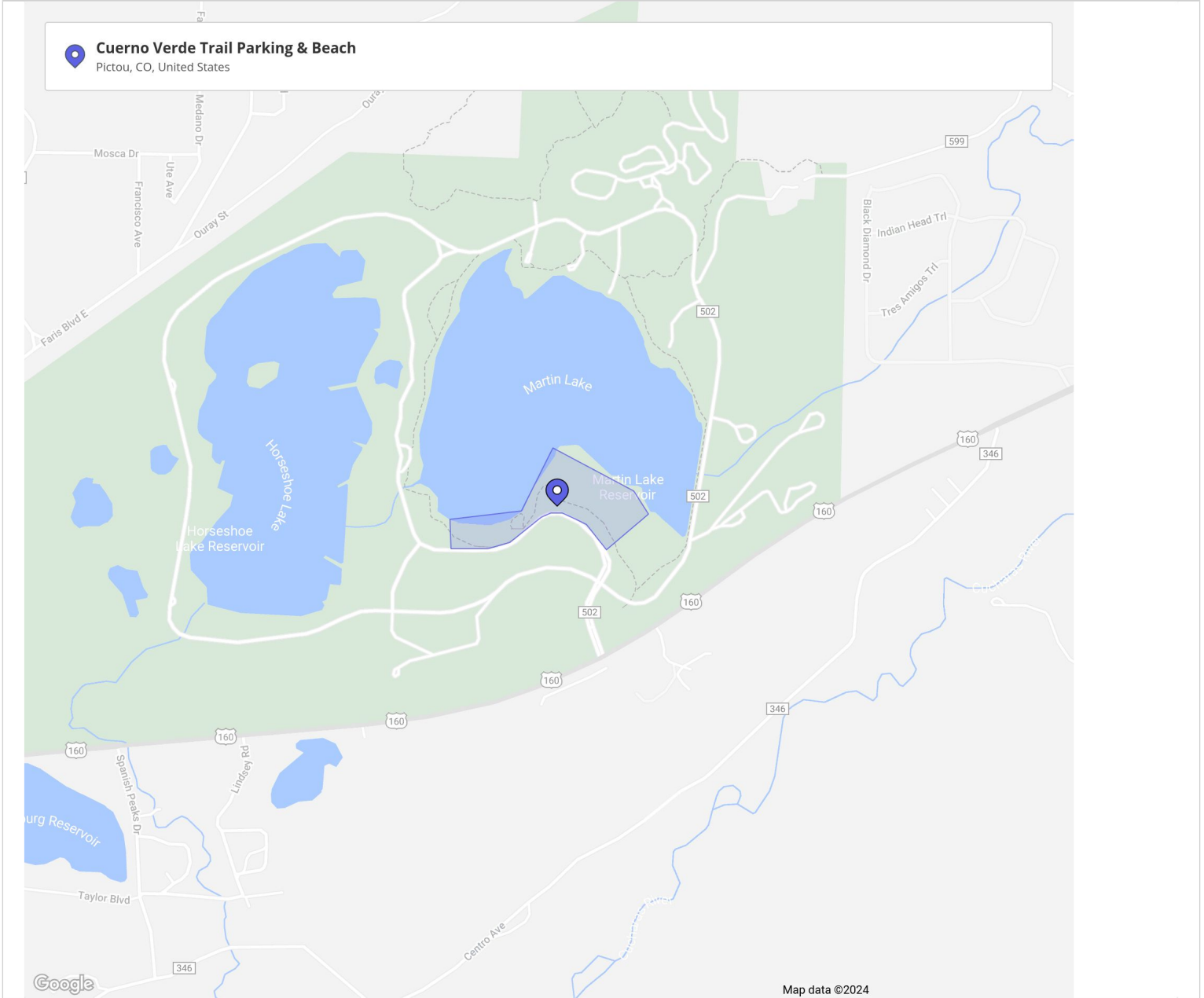
Pictou, CO, United States



Event Template

Jan 1 - Jul 2, 2024

Item 8d.



Metrics

Cuerno Verde Trail Parking & B...
Pictou, CO

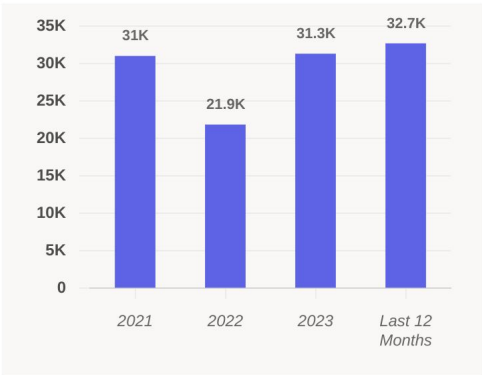
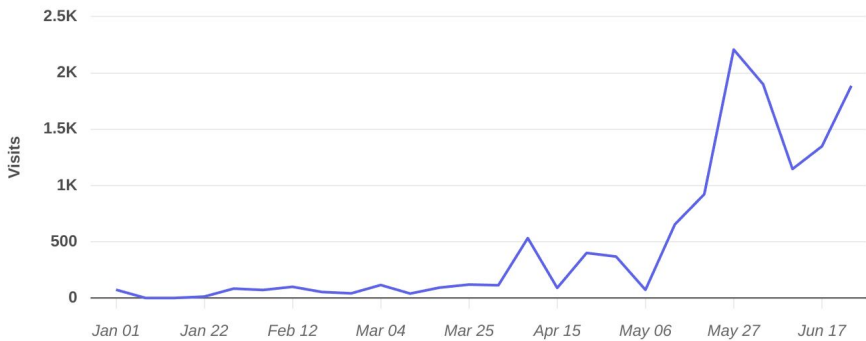
Visits	12.7K	Avg. Dwell Time	54 min
Visits / sq ft	0.01	Panel Visits	760
Size - sq ft	1.2M	Visits YoY	+1.8%
Visitors	7.4K	Visits Yo2Y	+67.9%
Visit Frequency	1.71	Visits Yo3Y	+16.1%

Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

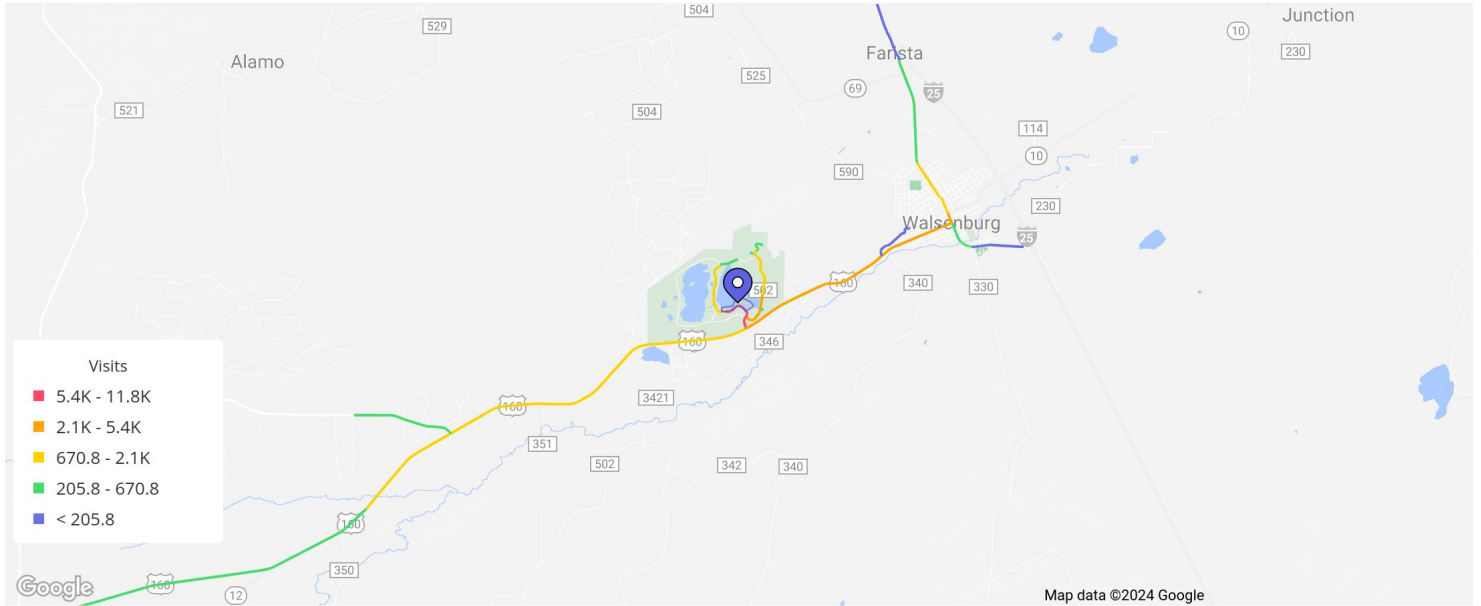
Cuerno Verde Trail Parking & ...
Pictou, CO



Weekly | Visits | Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Jan 1 - Jul 2, 2024

Item 8d.

Prior / Post Compare

Cuerno Verde Trail Parking & Beach / Pictou, CO

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Lathrop State Park / County Road 502, Walsenb...	17.7%	1	Safeway / W 7th St, Walsenburg, CO	6.1%
2	Safeway / W 7th St, Walsenburg, CO	7.5%	2	Spanish Peaks Hospital / US Highway 160, Wals...	5.7%
3	7-Eleven / West 7th Street, Walsenburg, CO	4.3%	3	Lathrop State Park / County Road 502, Walsenb...	4.6%
4	First Choice / Walsen Ave, Walsenburg, CO	3.5%	4	7-Eleven / West 7th Street, Walsenburg, CO	4%
5	Spanish Peaks Hospital / US Highway 160, Wals...	3.2%	5	Carl's Jr. / S Main St, Walsenburg, CO	3.7%
6	Kay's Liquor / W 7th St, Walsenburg, CO	3%	6	Love's Travel Stop / Interstate 25, Walsenburg, ...	2.5%
7	Love's Travel Stop / Interstate 25, Walsenburg, ...	2.5%	7	First Choice / Walsen Ave, Walsenburg, CO	2.4%
8	Loaf 'N Jug / Main St, Walsenburg, CO	2.2%	8	Dollar General / W 7th St, Walsenburg, CO	2.2%
9	Walsenburg Golf Club / Highway 160 West, Wals...	2.1%	9	Conoco / 4th Ave, Fort Garland, CO	1.6%
10	Best Western Rambler / US Highway 85 87, Wal...	1.5%	10	O'Reilly Auto Parts / W 7th St, Walsenburg, CO	1.6%

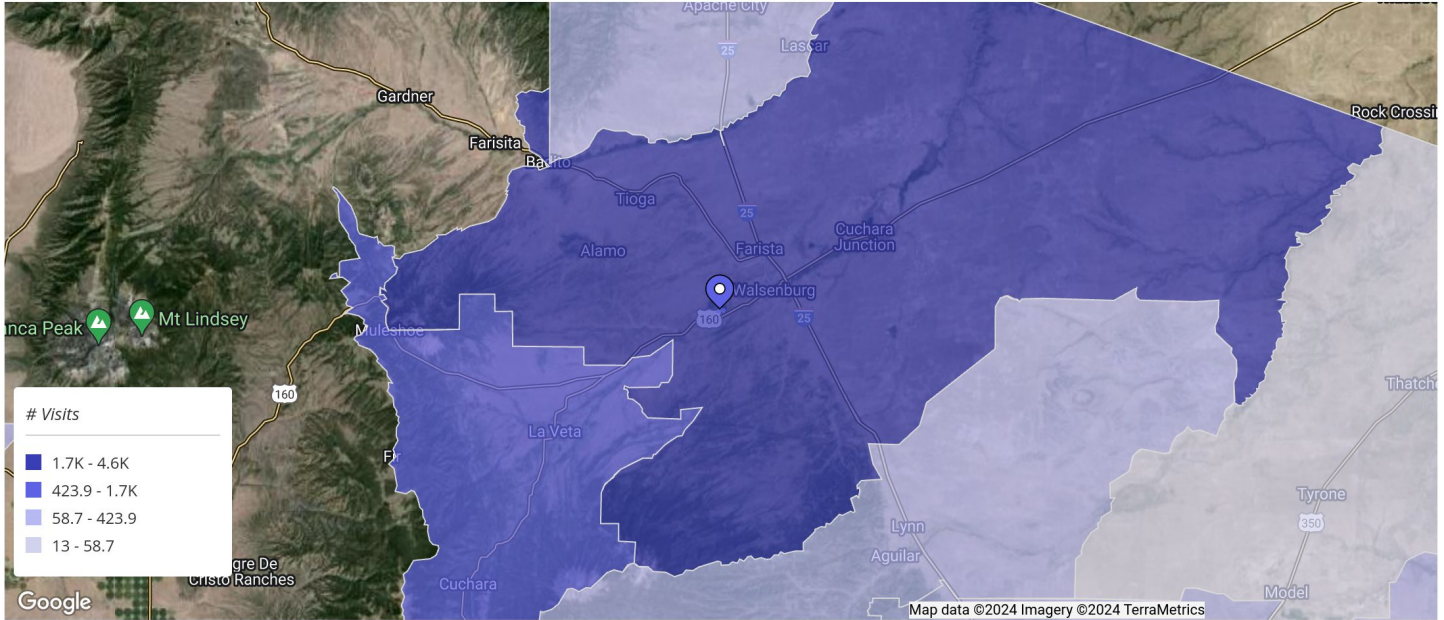
Jan 1st, 2024 - Jul 2nd, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



Visitors By Origin

● Cuerno Verde Trail Parking & B...
Pictou, CO



● Cuerno Verde Trail Parking & B...
Pictou, CO

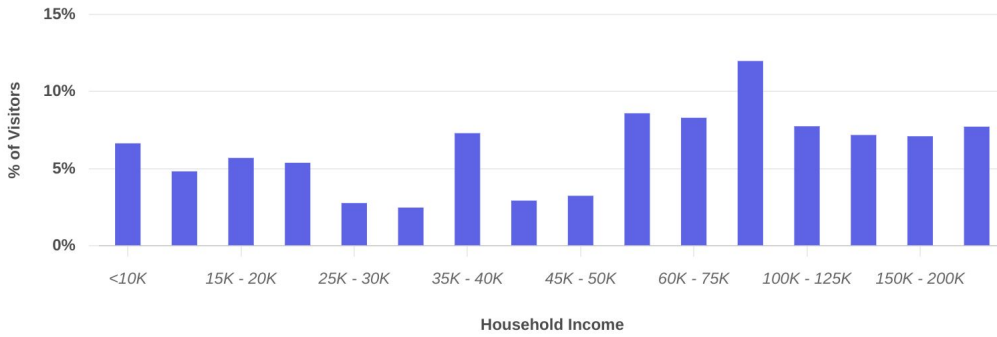
Zipcode / City	Visits (% of Total)
81089 Walsenburg, CO	4.6K (36%)
81055 La Veta, CO	916 (7.2%)
80918 Colorado Springs, CO	488 (3.8%)
81082 Trinidad, CO	289 (2.3%)
81005 Pueblo, CO	266 (2.1%)
80922 Colorado Springs, CO	228 (1.8%)
81001 Pueblo, CO	227 (1.8%)
80911 Colorado Springs, CO	211 (1.7%)
81004 Pueblo, CO	199 (1.6%)
80915 Colorado Springs, CO	176 (1.4%)

Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Household Income

● Cuerno Verde Trail Parking & ...
Pictou, CO



Average Income	84K
Median Income	60K

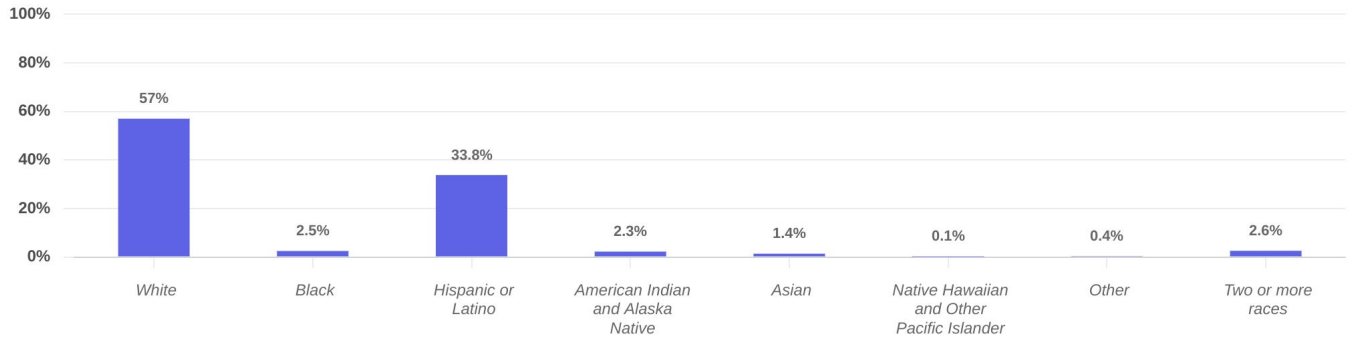
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

● Cuerno Verde Trail Parking & ...
Pictou, CO



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

Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

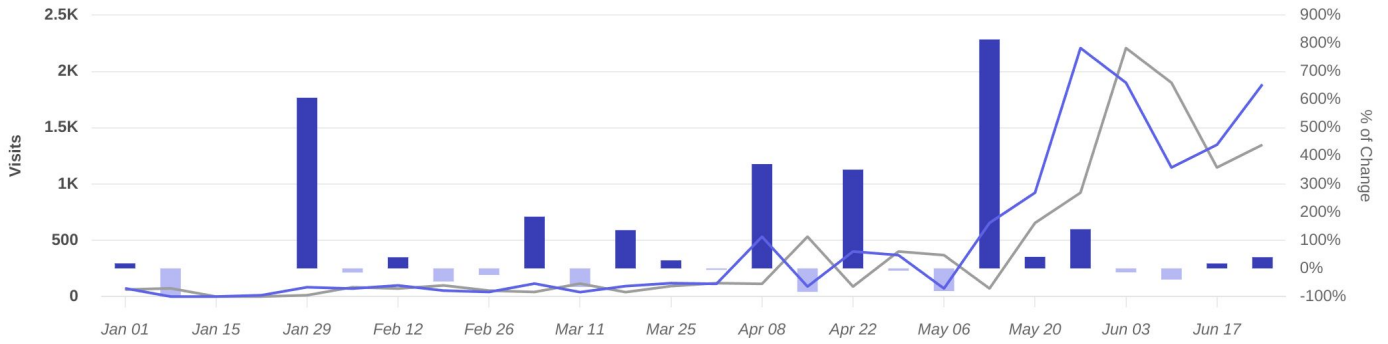


Event Template

Jan 1 - Jul 2, 2024

Item 8d.

Visits Variance

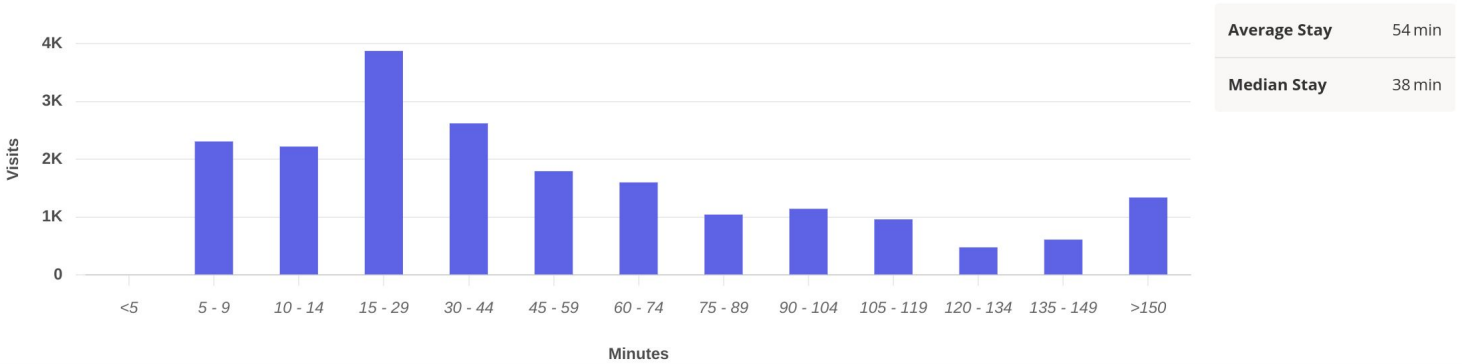


Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visit Duration

● Cuerno Verde Trail Parking & B...
, Pictou, CO



Visits | Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



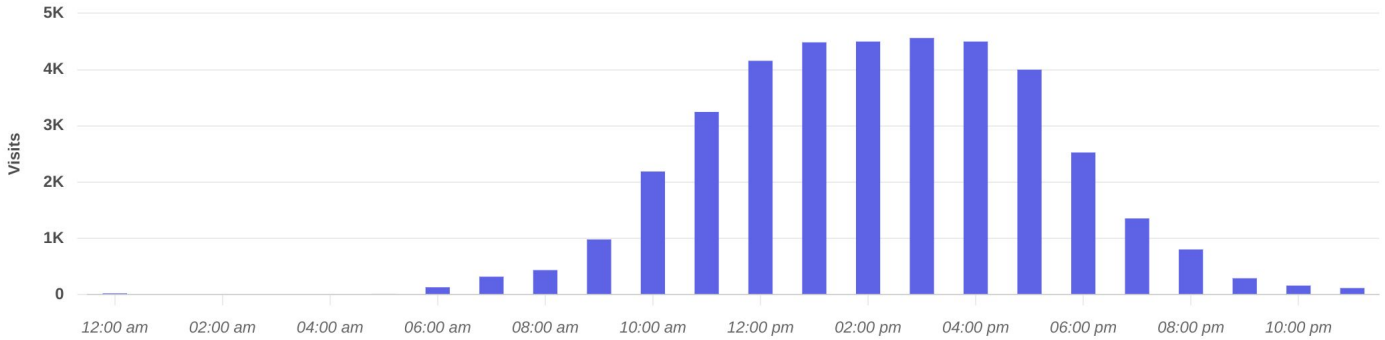
Event Template

Jan 1 - Jul 2, 2024

Item 8d.

Hourly Visits

● Cuerno Verde Trail Parking & ...
Pictou, CO



Visits | Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Cuerno Verde Trail Parking & Beach / Pictou, CO

Rank	Name	Distance	Visitors
1	Safeway / 222 W 7th St, Walsenburg, CO 81089	3.1 mi	3.5K (46.8%)
2	First Choice / 801 Walsen Ave #901, Walsenburg, CO 81089	3.2 mi	3K (39.8%)
3	Lathrop State Park / 70 County Road 502, Walsenburg, CO 81089	0.3 mi	2.8K (37.7%)
4	Love's Travel Stop / 99800 Interstate 25, Walsenburg, CO 81089	4.4 mi	2.8K (37.6%)
5	Pueblo Mall / 3429 Dillon Dr, Pueblo, CO 81008	49.6 mi	2.8K (37.4%)
6	7-Eleven / 235 West 7th Street, Walsenburg, CO 81089	3 mi	2.8K (37.2%)
7	Walmart / 4200 Dillon Dr, Pueblo, CO 81008	50.4 mi	2.6K (35.5%)
8	Pueblo Crossing / 5890 Elizabeth St, Pueblo, CO 81008	51.5 mi	2.6K (35.2%)
9	Carl's Jr. / 700 S Main St, Walsenburg, CO 81089	3.2 mi	2.6K (35.1%)
10	Interquest Marketplace / 1170 Interquest Pkwy, Colorado Springs, CO 80921	95.9 mi	2.5K (33.5%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2024 - Jul 2nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

