



## HUERFANO COUNTY TOURISM BOARD AGENDA

August 14, 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

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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.](#) July 10, 2024 HCTB Meeting Minutes
3. **FINANCIAL REPORT**
  - [a.](#) Updated Fund Statements & Balance Sheet
  - [b.](#) Updated Sales & Lodging Tax Trends
4. **BILL PAYMENT**
  - [a.](#) August 2024 Bill Payment
5. **BOARD AND DIRECTOR UPDATES/REPORTS**
  - [a.](#) AdPro Report
6. **PARTNER REPORTS**
  - [a.](#) July 2024 Placer Monthly Civic Report
  - [b.](#) 2023 CTO Report Huerfano Data
  - [c.](#) TravelStorys Q1 & Q2 Reports & Quotes
7. **OLD BUSINESS**
  - [a.](#) Signs by Scott - Update
  - [b.](#) Fruita Colorado Welcome Center Study Trip - Update
8. **NEW BUSINESS**
  - [a.](#) SLVTA August 27, 2024 Board Meeting
  - [b.](#) GovCon 2024
  - [c.](#) 2025 Budget Prep
  - [d.](#) CTO Marketing Grant Fall 2024
  - [e.](#) SPC Guide Revision
9. **ADJOURNMENT**

## **10. UPCOMING MEETINGS**

- a.** September 11, 2024



## HUERFANO COUNTY TOURISM BOARD MINUTES

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

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

### 1. CALL TO ORDER

2:03pm

Jenny Ives & Dave - Lathrop State Park CPW

Greg Garrett

Bob Kennemer

Hannah Everett

Sarah Jardis

Robert Gilbert

Susan Hanneman

Jill Schwarz

Debra Malone

Kim Trujillo

Brad Reitmair

Alex Jessop

### 2. APPROVAL OF MINUTES

a. June 12, 2024

Hannah motions to accept minutes as presented from June 12. Greg seconds. Motion passes, Bob Kennemer abstains.

### 3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Kim presented on the updated numbers, which are similar to last year's but do not currently show any significant growth; however, we were well above average with lodging tax in May, with a higher month of May than any previous year. This may bode well for the rest of the year.

- b. Updated Sales & Lodging Tax Trends

#### 4. BILL PAYMENT

- a. July 2024 Bill Payment

Bob moves to make the bill payment. Hannah seconds. Motion passes.

#### 5. BOARD AND DIRECTOR UPDATES/REPORTS

- a. AdPro Report

Seeing positive results, and should see more positive returns on the website as paid search is implemented more and longer. Alex explained that numbers look down on some of the website pages as the metrics are calculated comparatively to last year, and the pages do not necessarily have an equivalent page from last year. We also discussed an issue with the Event Calendar plug-in that Robert will follow-up on with Alex and other entities as needed.

Sarah mentioned that the Instagram account especially continues to post about events on the same day they occur but not with any lead time for visitors to plan to attend the event.

There was also discussion to piggyback off of Caveman Fest and highlight our region as a place to visit on the way to or from Caveman.

Discussion was had about Alex and her team preparing the 2025 budget proposal for their scope of work ideally by the August HCTB meeting.

#### 6. PARTNER REPORTS

- a. Huerfano County Chamber of Commerce

Brad Reitmair from HCED gave a short update on the Chamber's efforts, including highlighting the 7/15 charity golf tournament and the scavenger hunt.

#### 7. OLD BUSINESS

- a. Spanish Peaks Outdoor Coalition

Robert reminded the board that SPOC was having an in-person kickoff meeting the next day, 7/11, at the Lathrop State Park Visitor Center if any board members wanted to attend. Sarah, Greg, and Bob all intended to attend.

- b. Signs by Scott

Greg motioned to proceed with the Signs by Scott quote for international golfer and cyclist symbols to be added to the Highway 12-160 billboards and to have Signs by Scott check the installation as it was reported that a sign strap may be failing. Hannah seconded the motion; all voted in favor.

#### 8. NEW BUSINESS

- a. La Veta Creative District

Susan and Jill talked about LVCD's efforts and current events, as well as their marketing and their requirements to maintain creative district status in their upcoming 2025 renewal. She also discussed the idea of HCTB or another government entity serving as some form of grant financial backer (perhaps fiscal agent) where the entity would be able to show to grant award committees that LVCD would have access to grant matching funds.



Due to a bad County budget year, the County is not sure of their ability to meet their \$5K commitment to LVCD in the 2024 budget. LVCD has asked HCTB if they can help by contributing towards advertising costs for LVCD.

After budget review, Robert suggested to HCTB that they support LVCD with \$3K towards advertising and to maintain a County-level support of LVCD's creative district standing in order to support their re-certification in 2025, and ask LVCD to request the BOCC make a \$2K contribution instead of their previous \$5K commitment.

Bob made that motion, seconded by Greg. All voted in favor. Susan is to draft a letter to HCTB formally requesting the funding and explaining what it is used for in order to maintain statutory compliance for HCTB monies.

b. Scenic Highway of Legends Board

Debra Malone requested the HCTB confirm their support of Robert joining the SHOL board. Greg motioned to ratify this; Bob seconded. All voted in favor.

Debra also discussed the 2026 anniversary for CO and the USA and how there will be plans for supportive events and media campaigns. She also mentioned a website error on the SPC site with an old redirect - Alex noted this and it will be fixed.

c. HCTB Board Member Recruitment

General discussion was held about how to approach recruiting a new member to fill the seat vacated by Stephanie Thomsen. One idea was to approach the new owner(s) of The Sands. HCTB members will continue brainstorming.

d. Independence Day Recap

Jenny Ives, Senior Ranger @ Lathrop State Park, accompanied by Dave, talked about the attendance for the County fireworks show on 7/4 at Lathrop. CPW is in firm support of the show; there were no real issues with the audience and no citations given, and CPW complimented the cleanup efforts by the County crew on Friday morning 7/5. CPW would love to continue hosting for years to come at the Lathrop location.

Placer data showed over 1100 visitors to the Cuerno Verde beach/trail area (the primary viewing location). Data was not available for who may have watched the show from SPRHC or the Walsenburg Golf Course.

e. Walsenburg HCTB Meeting Time

Greg motioned to move the Walsenburg HCTB meeting time back to 2PM-4PM rather than 3PM-5PM. Bob seconded. All voted in favor for this to be in effect starting in August 2024.

## 9. ADJOURNMENT

Other Notes: Greg discussed Wild Sand Magazine and the Camping World Trilogy and how La Veta Pines "in the shadow of the Spanish Peaks" was mentioned. Greg also talked about the distance bike ride that came through La Veta and how there were 26 solo cyclists in addition to a variety of 4-8 man teams and support cars that came through. Some teams will have race cars and chase cars. This brings in a somewhat untapped niche demographic of people and Greg was able to encourage those in support vehicles to use TravelStorys and gave out tons of the gravel guides.

Robert will check with Stephen/Juan on if we need to order additional copies of the gravel guides.

## ADJOURNMENT

**Greg motioned to adjourn at 4:48, Bob seconded, all in favor.**

## 10. UPCOMING MEETINGS

- a. August 14, 2024

<b>Balance Sheet</b>	<b>Fiscal Year:</b> 2024	<b>To Period:</b> 13	<b>Huerfano County</b>
	<b>From Account:</b> 0	<b>To Account:</b> 9999999999	
	<b>Include Zero Activity Accounts:</b> <input type="checkbox"/>	<b>Selected Funds:</b> 003	

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
	003-00000-10200	CASH ACCOUNT	\$77,869.42	\$0.00
		Asset Total:	\$77,869.42	\$0.00
	003-00000-20200	ACCOUNTS PAYABLE	\$0.00	\$24,959.85
	003-00000-22000	YTD REVENUE CONTROL	\$0.00	\$31,109.92
	003-00000-23000	YTD EXPENSE CONTROL	\$42,760.39	\$0.00
	003-00000-28000	FUND BALANCE	\$0.00	\$64,560.04
		Liability Total:	\$42,760.39	\$120,629.81
		Fund Total:	\$120,629.81	\$120,629.81

Balance Sheet	Fiscal Year: 2024	To Period: 13	Huerfano County	
	From Account: 0	To Account: 9999999999		
	Include Zero Activity Accounts: <input type="checkbox"/>	Selected Funds: 003		
Fund	Account Number		Debits	Credits
		Grand Total:	\$120,629.81	\$120,629.81

HUERFANO COUNTY                      TREASURERS FUND LEDGER FOR RANGE 07/01/2024 TO  
07/31/2024                      JULY REPRINT 08/12/2024 12:21 PAGE                      1

ACCT DESCRIPTION	BALANCE FORWRD	CURRENT
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TOTAL YTD	PROJ REV	BALANCE	PCT
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0035 LODGING TAX TOURISM FUND	91814.89
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0035.0100 LODGING TAX	30609.61	500.31
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31109.92

0035.0200 GRANT REVENUE	.00	.00
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0035.0201	TOURISM GRANT	.00	.00
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	.00	100	100
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0035.0202 CRAFT STUDIO 101 IMP GRANT	.00	.00
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[illegible]

0035.0203	2019 LARGE MARKETING GRANT	.00	.00
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Variable	Mean	Standard Deviation	Minimum	Maximum
Age	38.50	10.50	25.00	55.00
Gender	1.50	0.50	1.00	2.00
Marital Status	1.50	0.50	1.00	2.00
Education	15.50	2.50	12.00	19.00
Income	35.00	15.00	20.00	60.00
Health	1.50	0.50	1.00	2.00
Stress	2.50	1.00	1.00	4.00
Life Satisfaction	3.50	1.00	2.00	5.00
Work-Life Balance	3.00	1.00	2.00	4.00
Family Support	3.00	1.00	2.00	4.00
Community Involvement	2.00	1.00	1.00	3.00
Personal Growth	3.00	1.00	2.00	4.00
Financial Stability	3.00	1.00	2.00	4.00
Emotional Well-being	3.00	1.00	2.00	4.00
Physical Well-being	3.00	1.00	2.00	4.00
Social Well-being	3.00	1.00	2.00	4.00
Overall Quality of Life	3.00	1.00	2.00	4.00

0035.0204 SHE WALKING TOUR GRANT	00	00
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		.00	.00
		.00	

0035.0205	SMALL MARKETING-MATCHING GRANT	00	00
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0000.0200	SPACE MARKETING MATCHING GRANT	.00	.00
.00			

0035.0206	TOURISM DEVELOPMENT GRANT	00	00
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005510200	TOURISM DEVELOPMENT GRANT	.00	.00
.00			

0035.0300 OTHER REFUNDS	00	00
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0000:0000 OTHER REFUNDS	.00	.00
.00		

0035-0301	TRANSFER FROM PILOT FUND	00	00
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0000:0001	TRANSFER FROM FUEL FUND	.00	.00
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SUB TOTAL	*	133424.50	*	500.31
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122924.81 *	SUB TOTAL	122424.50	500.31
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0035 9100 WARRANTS PAID	30333 10	4005 00
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0055:9100 WARRANTS PAID	39232.10-	4905.00
44137 10-		

0035 9110 PAYROLL PAID	80	80
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0035.9110	PAYROLL PAID		.00	.00
00				

0035 9200 TREAS FEES	018 20	15 01
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0035.9200 TREAS. FEES	918.29-	15.01
933 30-		

	SUB TOTAL	*	10150.30	*	1030.91
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15070 10 *	SUB TOTAL	40150.39	4920.01
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0035 FUND TOTALS	83274.11	4410.70
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0035 FUND TOTALS	82274.11	4419.70
77854.41		

77854.41  
TIME FINISHED 13:31

TIME FINISHED-12:21

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	\$ 646	\$ 7,354	\$ 4,888	\$ 1,461	\$ 13,591	\$ 7,526	\$ 47,382
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 417	\$ 11,522	\$ 613	\$ 53	\$ 26,799	\$ -	\$ 63,808
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ -	\$ 23,968	\$ 2,699	\$ 7	\$ -	\$ 33,560	\$ 88,739
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	\$ -	\$ 386	\$ 13,617	\$ 10,072	\$ -	\$ 30,743	\$ 1,404	\$ 91,092
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	\$ -	\$ 18,368	\$ 1,343	\$ -	\$ 32,068	\$ 2,945	\$ 85,161
2024		\$ 10,453	\$ 303		\$ 19,219	\$ 634							\$ 30,609
Total	\$ 13,982.46	\$ 153,076	\$ 13,298	\$ 13,432	\$ 133,520	\$ 18,772	\$ 13,798	\$ 219,652	\$ 33,583	\$ 12,616	\$ 319,467	\$ 77,710	\$ 1,022,906

Month	Total	Average	Percent
January	\$ 13,982.46	\$ 822.50	1.37%
February	\$ 153,076.04	\$ 8,504.22	14.96%
March	\$ 13,297.97	\$ 738.78	1.30%
April	\$ 13,431.56	\$ 790.09	1.31%
May	\$ 133,520.40	\$ 7,417.80	13.05%
June	\$ 18,771.71	\$ 1,104.22	1.84%
July	\$ 13,797.65	\$ 862.35	1.35%
August	\$ 219,652.49	\$ 12,920.73	21.47%
September	\$ 33,582.82	\$ 1,975.46	3.28%
October	\$ 12,616.03	\$ 788.50	1.23%
November	\$ 319,466.58	\$ 18,792.15	31.23%
December	\$ 77,710.35	\$ 4,571.20	7.60%
Total	\$ 1,022,906.06		100.00%





## HUERFANO COUNTY TOURISM BOARD

### RESOLUTION NO. 24-08-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	7/31/24	8582	\$4295
Huerfano County	August MailChimp Reimbursement	8/10/24	MC14593718	\$310
Sarah Jardis	2024 GovCon Registration Reimbursement	8/5/24	N/A	\$415.88
<b>Total:</b>				<b>\$5,020.88</b>

INTRODUCED, READ, AND ADOPTED ON THIS 14TH DAY OF August, 2024.

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

Service Date:	July 2024
Invoice Date:	7/31/2024
Invoice #:	8582
Term:	Net 30

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

## 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		\$4,295.00

**Mailchimp Order**  
1 message

**No Reply - Mailchimp** <no-reply@mailchimp.com>  
To: ktrujillo@huerfano.us

Sat, Aug 10, 2024 at 4:44 AM



Your order has been processed.

**Order MC14593718**

Processed on August 10, 2024 04:44 AM Denver.

<b>Standard plan</b>	<b>\$310.00</b>
25,000 contacts	
<b>Intuit Assist for Mailchimp*</b>	<b>\$0.00</b>
AI-powered marketing	
<b>Paid via Mast ending in 4017 which expires 11/2026</b>	<b>\$310.00</b>
on August 10, 2024	
<b>Balance as of August 10, 2024</b>	<b>\$0.00</b>

\* Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies



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**Fwd: Gov Con Receipt - 2024 Colorado Governor's Tourism Conference**

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Sarah Jardis <sarahjardis@gmail.com>  
To: Robert Gilbert <rgilbert@huerfano.us>

Mon, Aug 5, 2024 at 1:34 PM

Sarah R. Jardis

H/O: 719-738-9919  
C: 970-376-3434

----- Forwarded message -----

From: **Colorado Tourism Office** <coloradogovcon@gmail.com>  
Date: Mon, Aug 5, 2024 at 1:33 PM  
Subject: Gov Con Receipt - 2024 Colorado Governor's Tourism Conference  
To: Sarah Jardis <sarahjardis@gmail.com>



**2024 Colorado Governor's Tourism Conference**  
**September 25, 2024 - September 27, 2024**  
**Town of Mt. Crested Butte**

Dear Sarah,

Your registration has been confirmed. Please save this email for future reference.

**Full Conference Registration****Amount Paid:** \$415.88**Transaction Date:** August 5, 2024**Payment Method:** Online

To book your hotel accommodations, please visit the Gov Con Website Accommodations Page. We look forward to seeing you at 2024 Gov Con!

If you no longer want to receive emails from Deb Brannon, please [Opt-Out](#).



## HUERFANO COUNTY TOURISM BOARD

### RESOLUTION NO. 24-09-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
SLVTA	Contribution for Mystic Valley guidebook	8/14/2024	N/A	\$5000
<b>Total:</b>				<b>\$5000</b>

INTRODUCED, READ, AND ADOPTED ON THIS 14TH DAY OF August, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

\_\_\_\_\_  
Sarah Jardis, Chair

\_\_\_\_\_  
Robert Gilbert, Tourism Director

\_\_\_\_\_  
Bob Kennemer, Member

\_\_\_\_\_  
Greg Garrett, Member

\_\_\_\_\_  
Hannah Everett, Member

WELCOME TO

# The Mystic San Luis Valley



*An Experiential Guidebook  
to Photo and Dark Sky  
Opportunities in the  
San Luis Valley*

**INSIDE: 7-County Map  
Identifying 50 Locations for Exceptional  
Photography and Viewing the Night Sky!**

Brought to you by the  
San Luis Valley Tourism Association



# Adventure, Imagination, and Oh, the Skies!

In ancient times, our ancestors roamed the Earth, their curiosity and sense of adventure driving them to explore and learn. They surely gazed up at the vast expanse of the night sky, and in those shimmering stars saw more than just pricks of light – they must have felt a canvas of endless possibilities. With hearts full of wonder and minds fueled by a yearning for the unknown, these early humans celebrated life, told stories of adventure, and made plans. The stunning night skies offered them moments of contemplation, familiar points of reference, and a profound sense of the place they lived.

Today, the mystical San Luis Valley invites you to experience that same sense of wonder and adventure. Come explore new places, meet kindred spirits, and gaze into the vast expanse of the sky and feel that timeless connection between humanity and the universe. We hope you will take home memories, photographs, and keepsakes of your time here, and return again for more adventures under the Colorado skies.

# Welcome!

*Prepare to be captivated by the breathtaking San Luis Valley. With its stunning landscapes and endless opportunities for exploration, we hope your visit here will be unforgettable.*

*This guidebook serves as your companion to the wonders of the San Luis Valley, focusing on three captivating themes that will make your stay truly unforgettable:*



## Dark Skies

Learn about the importance of protecting these renowned dark skies and how your actions can make a difference. You are invited to witness the wonders of the universe from this extraordinary viewpoint.

## Million Dollar Shot

Unleash your visual storytelling skills and capture the beauty of San Luis Valley through our photography challenges.

Whether you are a pro or an amateur, you will discover priceless imagery.



Explore and honor the natural wonders of the San Luis Valley through responsible and sustainable practices. Discover hidden gems and local cultures while respecting the land, people, and history. Our guide empowers you to experience the Valley while ensuring its magnificence endures for generations.





# Why Dark Skies Matter

## Preserving the Beauty and Benefits of Night Skies

**Astronomy and Scientific Advancement:** Dark skies offer ideal conditions for astronomical research. Artificial light pollution can disrupt telescopes and hinder our exploration of the universe. Preserving dark skies is essential for expanding our knowledge of space.

**Human Well-being:** Excessive artificial light at night disrupts natural sleep patterns and harms human health. It can lead to sleep problems, obesity, and other health issues. Dark skies promote healthier sleep and overall well-being.

**Preservation of Cultural Heritage:** Many cultures have rich traditions tied to the night sky. Protecting dark skies ensures the continuation of these cultural and historical connections.

**Enhanced Quality of Life:** Dark skies enrich communities and individuals by connecting them to the natural world through awe-inspiring views of stars and celestial objects.

**Wildlife Protection:** Artificial night lighting has a broad negative impact on wildlife, altering natural behaviors and ecological balance. This includes navigation, mating, foraging, and natural predation, fragmenting habitats and impacting diverse ecosystems.

**Energy Efficiency:** Lighting that spills into the night sky wastes energy and contributes to pollution. This inefficiency carries economic and environmental consequences, including increased greenhouse gas emissions and higher electricity costs.

**Economic Benefits:** Areas with dark skies attract stargazers and astrotourists, benefiting local communities through tourism and educational programs.

*Preserving dark skies involves using energy-efficient lighting, shielding fixtures, and educating people about responsible outdoor lighting. This protects the environment, enhances well-being, and allows us to explore the wonders of the universe.*



## What is a Dark Sky Reserve?

A Dark Sky Reserve is a protected area of land with exceptional starry nights and a nocturnal environment for scientific, natural, cultural heritage, or public enjoyment purposes. It has a “core” zone that meets minimum sky quality requirements and is surrounded by a periphery with policy controls to protect the darkness of the core.

## Great Sand Dunes National Park & Preserve

The park's 149,164 acres of dunes, wetlands, grasslands, forests, and alpine tundra offer an array of opportunities to view the night sky and explore the park after dark. Great Sand Dunes was certified an International Dark Sky Park in 2019.

## Sangre de Cristo Dark Sky Reserve

The proposed Sangre de Cristo Dark Sky Reserve in rural Colorado aims to become one of the world's largest dark sky areas. This will be achieved through partnerships, lighting regulations, agreements, and long-term planning to safeguard Colorado's beautiful night sky.

## What is Light Trespassing?

Light trespass is a form of light pollution that impinges on other people's personal space. Examples include floodlights and string lights that illuminate a neighbor's yard and beyond. Think carefully before installing outdoor lighting, keep outdoor lighting off when it's not needed, and close your blinds at night to keep light inside.

## Dark Sky Camping Guidelines

Use light responsibly to minimize the impact on your surrounding environment and ensure an enjoyable experience for all:

- Light your site, not the night.
- Shield your lights and point them down.
- Use warmer color light (like red light) if light is needed.
- Avoid unneeded and excessive light (like decorative lighting, landscape lighting, string lighting, etc.)
- Consider stargazing as an alternative to a campfire.
- Refrain from driving in the camping areas from dusk to dawn.
- After dark . . . Lights off, STARS ON!

## Do Your Part

Modern society requires outdoor lighting for safety and commerce, but nighttime lighting can be used wisely. To minimize the harmful effects of light pollution, please follow the 5 Principles of Responsible Lighting:

1. **USEFUL** – All light should have a clear purpose.
2. **TARGETED** – Light should be directed only where needed, inside and outside.
3. **LOW LIGHT LEVELS** – Light should be no brighter than necessary.
4. **CONTROLLED** – Light should be used only when it is useful.
5. **COLOR** – Use warmer colored lights where possible.

# Wish Upon a Shooting Star

Up your stargazing party and plan to visit the San Luis Valley during one of the annual prominent meteor showers.

*Meteor showers are spectacular celestial events that occur when Earth passes through a trail of debris left behind by a comet.*

**Quadrantids (January):** Peaking in early January, this short-lived shower delivers about 40 meteors per hour. Precise timing is key, and the radiant point is in Boötes.

**Lyrids (April):** This mid-April shower provides around 20 meteors per hour, making it a rewarding option, though not as active as others.

**Perseids (August):** A reliable favorite, peaking in mid-August, producing up to 60-100 meteors per hour. Best viewing after midnight with Perseus high in the sky.

**Orionids (October):** Associated with Halley's Comet, this October shower offers around 20 meteors per hour. Prime viewing is after midnight with Orion well-placed.

**Geminids (December):** Known for its high meteor rate, often exceeding 100 per hour. It occurs in mid-December and is best viewed after midnight when Gemini is high.

*For optimal meteor watching, avoid areas with artificial lighting and choose a safe, open location. Be aware of private property and closed gates, and keep an eye on weather forecasts and moon phases for clear, unobstructed views.*



# What Makes a Million Dollar Shot?



## FILTER FREE ZONES



## SHUTTER SPEED LIMITS



## COLORADO PHOTO PRESERVES

### **Captures Authenticity:**

Photography is a powerful tool, capable of preserving the authenticity of a place and its people. Before applying filters, ponder whether they might detract from genuine moments. Instead, let nature, weather, and people breathe life into your photos, bringing forth the real essence of the moment.

**Transcends the Frame:** Every photo captures a moment that is more than just the image. It preserves a slice of time, amplified by the small but significant details that make it unique – the unseen flower, the mist from a waterfall, the earth beneath your boots, and the people you encounter on your journey.

### **Preserves the Beauty:**

While a photo is forever, the traces of our presence should not be. Let your photos be a celebration of the environment and its diverse ecosystems. Consider the history and diversity that make each place unique, and take actions to preserve it. Think about the actions you can take to better preserve our natural wonders.



Item 4a.



## Photography Safety Tips

*Photography in the San Luis Valley requires careful consideration of environmental and safety factors. Here are key practices for safe photography:*

**Weather Awareness:** Stay informed about changing mountain weather, anticipating sudden shifts even in summer.

**Altitude:** Take it easy if not acclimated to high altitudes; be mindful of physical condition, especially during higher elevation hikes.

**Sun Protection:** Use sunscreen, wear a hat, and sunglasses to shield against intense sun at higher altitudes.

**Wildlife Respect:** Keep a safe distance from diverse wildlife by using a telephoto lens; know potential encounters in explored areas.

**Leave No Trace Principles:** Pack out all trash and avoid disruption of natural features.

**Lighting Conditions:** Be aware of altitude's impact on lighting, with thinner air intensifying sunlight; leverage sunrise/sunset for optimal mountain landscapes.

**Gear:** Carry essential gear, including a sturdy tripod and consider a weather-sealed camera for mountainous regions.

**Know Before You Go:** Respect private property, not all land is public. Know what land is protected with special regulations.

**Emergency Preparedness:** Have basic first aid knowledge and kit; ensure a charged phone and consider a GPS device in remote areas.

**Planning:** Research locations in advance, considering trail conditions, accessibility, and regulations.

**Be Bear Aware:** Understand bear safety, including proper food storage, and know what to do if encountering a bear.

## See Your Photos in a New Light

At what point are you satisfied with your photo? When the light is perfect? When no one is blinking in the group shot? Or could it be the moment you think to yourself *“That’s the one I’ll share to remember this moment.”*

When you visit the San Luis Valley, it’s tempting to snap everything you see, but take a minute and ask yourself why is it necessary to take so many photos of the same thing? Because sometimes in the rush to take photos, we may be missing the beauty of each moment.





Here in the San Luis Valley, the pace is slower and the scenery is breathtaking. We invite you to explore, engage, and consider what makes this area so unique and unlike any other. Embrace the rural way of life and be respectful of the diverse people, wildlife, history, and landscapes. The following “**Do SLV Right**” guidelines will help you maximize your enjoyment while respecting and protecting this beautiful place.

### Know Before You Go

*Maximize your adventure, minimize your risk*

Explore our rugged backyard responsibly. Learn about the area beforehand, check conditions before you depart, pack and dress appropriately, and visit less crowded destinations. Don't forget to bring reusable water bottles to stay hydrated and limit waste.

### Stick to Trails

*Love the trail you're on*

Stay on designated trails to avoid erosion and protect the homes of local wildlife. Shortcuts can be tempting, but can be dangerous and destructive. Camp in designated campsites at least 200 feet from waterways.

### Trash the Trash

*Help keep our views beautiful*

Aim to leave our beautiful scenery even better that you find it. Pack out ALL trash, including peels and cores. No rest room around? Use a convenient and disposable WAG bag or bury your waste 70 steps from water and the trail.

### Be Careful With Fire

*Be smart about fire danger*

In our dry and windy climate, be careful with fire! Check if campfires are allowed, keep them small and attended, and fully extinguish them. Use local firewood and be cautious when smoking. Discarded butts are a major cause of fires.

### Respect the Rural

*Slow down, unplug and enjoy*

Embrace our rural way of life - switch off your phone, slow down, and keep a smile on your face while admiring our natural wonders like the Sangre de Cristos and Sand Dunes National Park.

### Enjoy Hidden Gems

*The slower pace is by design*

Unplug and unwind in our scenic beauty. Enjoy our dark skies and hot springs. Always check seasonal business hours before visiting. Our rural lifestyle means more time to take in the views.

### Respect the Trail

*Keep your wheels on the road and a smile on your face*

OHVs are a popular way to explore the backcountry, but it's important to be considerate of others and the environment. Stay on designated routes, yield to non-motorized users, leave gates as you found them, use appropriate exhaust systems, pull over to let faster vehicles pass, and avoid blocking trails or trailheads.

### Hunting Essentials

*Be in the know before you go*

The San Luis Valley's public lands are a paradise for hunters. Stay safe by knowing and following Colorado laws and regulations. Carry your hunting license and clean up all targets and shells. Know the game management units to avoid private property.

*Follow these “Do SLV Right” guidelines and make the most of your San Luis Valley adventure while respecting and protecting what makes it so unique.*

## Care for Colorado Leave No Trace®

**Plan Ahead and Prepare:** Research and adhere to specific area regulations. Plan your trip in advance.

**Travel and Camp on Durable Surfaces:** Stick to established trails to minimize vegetation impact. Camp at designated sites, avoiding damage to fragile ecosystems.

**Dispose of Waste Properly:** Pack out all trash, including food scraps. Use designated facilities or portable toilets for human waste.

**Leave What You Find:** Avoid disturbing wildlife or removing natural and cultural features. Preserve artifacts and landscapes as you find them.

**Minimize Campfire Impact:** Use camp stoves whenever possible. If fires are allowed, use established rings, keeping them small and following regulations.

**Respect Wildlife:** Observe from a distance, avoiding feeding or approaching. Securely store food to prevent wildlife habituation.

**Be Considerate of Other Visitors:** Keep noise down and respect the environment's tranquility. Yield to others on trails, practicing courtesy.

**Know and Follow Local Regulations:** Comply with specific area regulations and obtain necessary permits.



© Leave No Trace: LNT.org.  
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## Stay the Trail

*A Colorado campaign promoting responsible off-highway vehicle (OHV) recreation.*

**Stick to Designated Trails:** Stay on established trails to minimize soil erosion and protect vegetation.

**Respect Wildlife:** Observe wildlife from a distance and avoid disturbing them, especially during breeding seasons.

**Stay on the Trail:** Avoid creating new trails or taking shortcuts to protect sensitive ecosystems.

**Tread Lightly:** Stay on durable surfaces, like trails or rocks, to reduce damage to the environment.

**Pack It In, Pack It Out:** Carry out all trash and litter to maintain the cleanliness of the area.

**Respect Other Users:** Be considerate of others, yielding the trail as appropriate, and maintaining a positive and respectful attitude.

**Educate Yourself:** Know and adhere to the specific regulations and guidelines of the area you are visiting.

**Obey OHV Regulations:** Learn and follow all regulations to minimize environmental impact, foster good relationships with residents and landowners, and preserve Colorado's natural beauty.



## Saguache COUNTY

(suh•WATCH)

Spanning 3,170 square miles between the majestic Sangre de Cristo mountains and the San Juan range, Saguache County boasts a sparse population of just two people per square mile. With over a thousand miles of roads and no stoplights, it serves as the northern gateway to the San Luis Valley, offering many historic sites, scenic places, and year-round outdoor recreation.

**1 - Poncha Pass.** Grand vistas of the rugged Sangre de Cristo mountain range, open meadows, and dense pine forests. A picturesque display of Colorado's natural splendor.

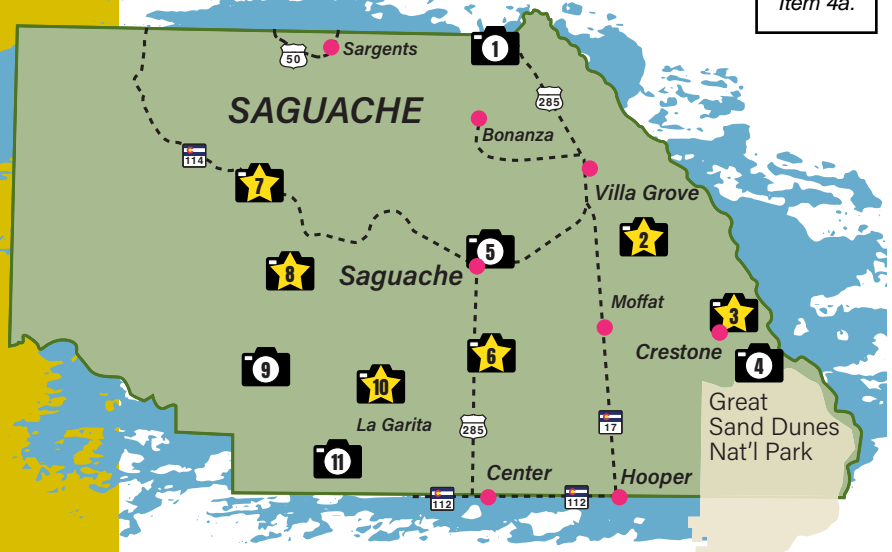
**2 - Joyful Journey.** A serene oasis where visitors can unwind in natural geothermal pools surrounded by breathtaking mountain views, creating a truly rejuvenating and tranquil experience.

**3 - Town of Crestone.** This unique community is renowned as a spiritual center and is a designated Dark Sky community, combining diverse spiritual traditions with a commitment to preserving its pristine night sky.

**4 - Baca Wildlife Refuge.** A vital sanctuary for diverse bird species and other wildlife, set against a backdrop of sweeping wetlands and the majestic Sangre de Cristo Mountains.

**5 - Town of Saguache.** A charming ranching community, steeped in Frontier history, that exudes a quiet, timeless allure with its tree-lined streets, historic architecture, and small shops.

**6 - Russel Lakes.** A critical wetland habitat for migratory birds, creating a serene and ecologically significant landscape in this high desert region.



**7 - Cochetopea Pass.** A winding, scenic high-altitude route. A breathtaking journey for explorers and adventurers alike.

**8 - Saguache Park.** Surrounded by the San Juan Mountains, outdoor enthusiasts will be enchanted by sweeping views, alpine meadows, clear streams, and towering peaks.

**9 - Ventana Natural Arch.** A captivating geological wonder—a towering sandstone arch framed by dramatic cliffs and expansive vistas.

**10 - Penitente Canyon.** With its stunning red rock formations and sheer cliff faces, this world-class rock-climbing destination also offers trails, camping, and wildlife viewing opportunities.

**11- Elephant Rocks.** Massive granite boulders stand as a testament to the forces of nature and provide a captivating playground for climbers and hikers alike.

Downtown Saguache



## Mineral COUNTY

(mi•nr•uhl)

Nestled amidst the rugged splendor of the San Juan Mountains, the region stands as a testament to the untamed beauty of the American West. Dubbed the “heart of the San Juans,” it offers unspoiled wilderness, pristine alpine lakes, dense evergreen forests, and jagged peaks. The county also holds a rich mining heritage, with historic towns and mining operations scattered throughout the rugged terrain, offering a glimpse into the wild and storied past of the Colorado high country.

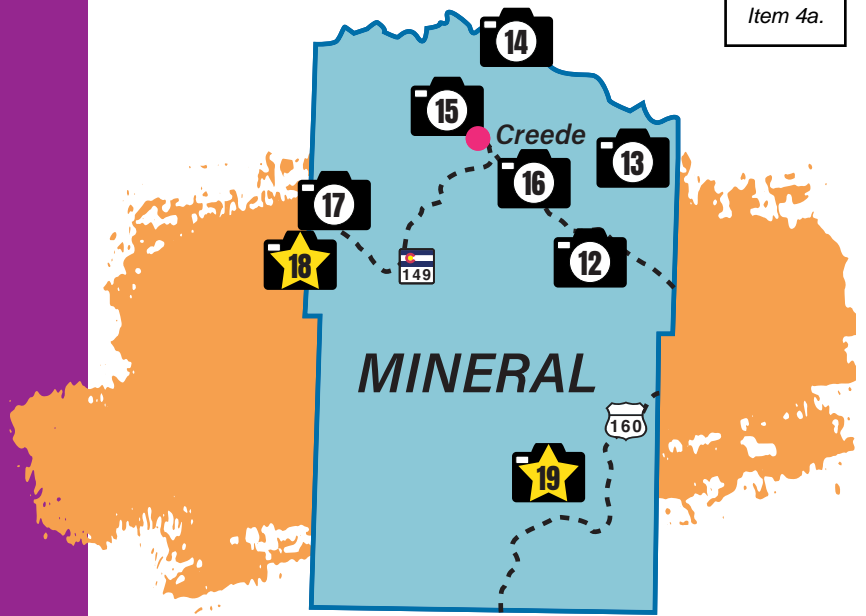


Wheeler Geologic Area

**12. Collier State Wildlife Area.** A paradise for anglers, as well as bird and wildlife watching. View elk, deer and moose in winter, and bighorn sheep throughout the year.

**13. Wheeler Geologic Area.** Towering spires and intricate rock formations tell a story millions of years in the making. Hike the challenging trail and immerse yourself in the rugged splendor of this captivating wilderness.

**14. San Luis Peak.** Embark on an unforgettable adventure to the summit of San Luis Peak, one of Colorado’s most majestic fourteeners. With its sweeping panoramic views, this challenging hike offers a true taste of high-altitude beauty for seasoned hikers and nature enthusiasts alike.



**15. Bachelor Loop Interpretive Site.** This engaging trail winds through the scenic remnants of old mining operations, providing a glimpse into the area’s past while surrounded by the stunning beauty of the San Juan Mountains.

**16. Town of Creede.** A charming and historic town with a rich mining heritage, charming shops and creative district, and stunning natural landscapes.

**17. North Clear Creek Falls.** A magnificent natural wonder known for its dramatic drop and picturesque surroundings. Accessible by a short walk from the parking area.

**18. Lake San Cristobal.** Colorado’s second-largest natural lake, it offers a serene retreat for fishing, boating, and taking in stunning views.

**19. Wolf Creek Interpretive Site.** Situated amidst the scenic beauty of the San Juan Mountains, this site provides visitors with informative displays and interactive exhibits on natural and cultural history.

North Clear Creek Falls





## Rio Grande COUNTY

(RREE-oh GRAHN-deh)

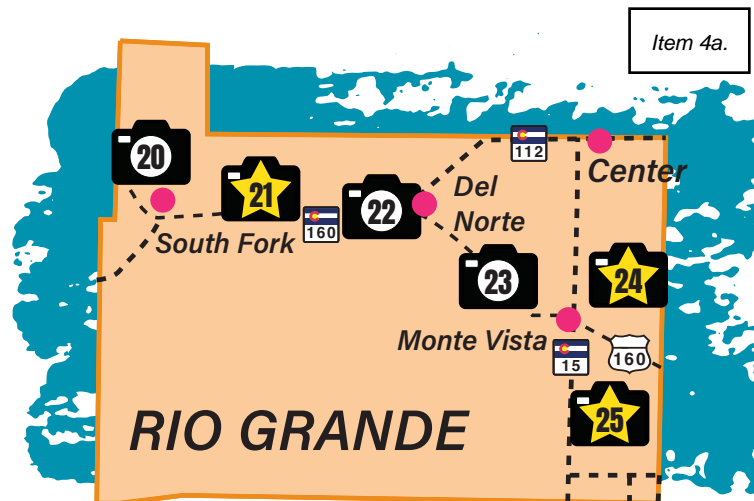
Rio Grande County is situated in an area of exceptional natural beauty with a rich cultural heritage. It offers stunning views of the Rocky Mountains and is intersected by the Rio Grande River. The county is well-known for its diverse outdoor recreational activities, from hiking and fishing in the Sangre de Cristo Mountains to birdwatching in the wetlands surrounding the San Luis Lakes. The region is steeped in history, with remnants of old mining towns and early settlers waiting to be discovered.

**20. Silver Thread Historic Byway.** Winding through spectacular landscapes this route weaves together mining history, charming mountain towns, and breathtaking vistas.

**21. Col. Pfeiffer Historic Landmark.** Colonel Albert Pfeiffer was a Dutch-born American who served as a Ute Indian agent, fought in the Civil War, and contributed to the Navajo Campaign and Ft. Nichols. He played a pivotal role in regional land disputes before his death in 1881. His gravesite is an off-roadside attraction accessible from the Rio Grande County Museum.



Gold Medal trout streams and historic mining sites



Sandhill Cranes

**22. Town of Del Norte.** Once considered for the capitol of CO, this quaint town has a rich history, featuring picturesque streets, historic architecture, and a warm community spirit. The perfect blend of relaxation and exploration!

**23. The Spanish Trail.** Whispering tales of centuries-old trade and cultural exchange as it winds through picturesque towns, connecting to a rich history of exploration and commerce.

**24. Home Lake.** Nestled in the heart of the San Luis Valley, this is a serene and historically significant body of water, where the landscape's natural beauty and cultural heritage converge.

**25. Monte Vista Natl Wildlife Refuge.** Provides a critical habitat for migratory birds and offers visitors a chance to witness the captivating spectacle of thousands of sandhill cranes and waterfowl during their seasonal migrations.

# Alamosa

(a-luh•MOW•suh)

## COUNTY

Framed by the majestic Sangre de Cristo Mountains and the expansive San Luis Valley floor, this county offers a picturesque backdrop for both residents and visitors. Home to the bustling city of Alamosa, it serves as a hub for commerce, education, and recreation, while also honoring its agricultural heritage. With its vibrant arts scene, diverse outdoor opportunities, and a strong sense of community, Alamosa County invites exploration and promises a genuine taste of authentic Colorado living.

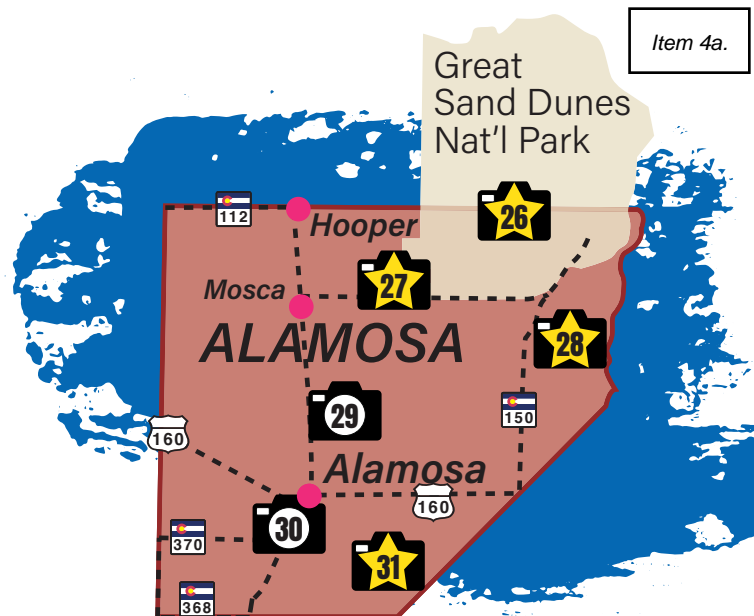
**26. Great Sand Dunes Nat'l Park & Preserve.** Discover the breathtaking beauty of Great Sand Dunes National Park, where towering sand peaks meet against a backdrop of majestic mountains. With wildlife viewing and camping, the park is a unique and awe-inspiring natural wonder.

**27. San Luis State Wildlife Area.** Explore the serene landscapes where tranquil wetlands and diverse habitats provide a haven for birdwatching and outdoor enthusiasts seeking a peaceful escape.

**28. Zapata Falls.** A hidden gem near the Great Sand Dunes, where a short hike leads you to a stunning waterfall nestled in a picturesque canyon—an unforgettable experience for nature lovers of all ages.

**29. Colorado Gators Reptile Park.** Interact with an array of exotic and domestic animals, many of them rescued. See reptiles and famous alligators in this fun and educational environment.

A rescued tortoise at Colorado Gators Reptile Park



Item 4a.

San Luis State Wildlife Area



Sandboarding at Great Sand Dunes National Park



Wading in Medino Creek at Great Sand Dunes National Park



**30. Alamosa Welcome Center & Train Depot.** Immerse in Alamosa's charming history and hospitality, offering a warm introduction to the region's rich heritage and scenic wonders.

**31. Alamosa Nat'l Wildlife Refuge.** Experience natural beauty and diverse ecosystems. Expansive wetlands and pristine habitats invite visitors to discover and connect with nature.



## Huerfano COUNTY

(ˈWER•fa•no)

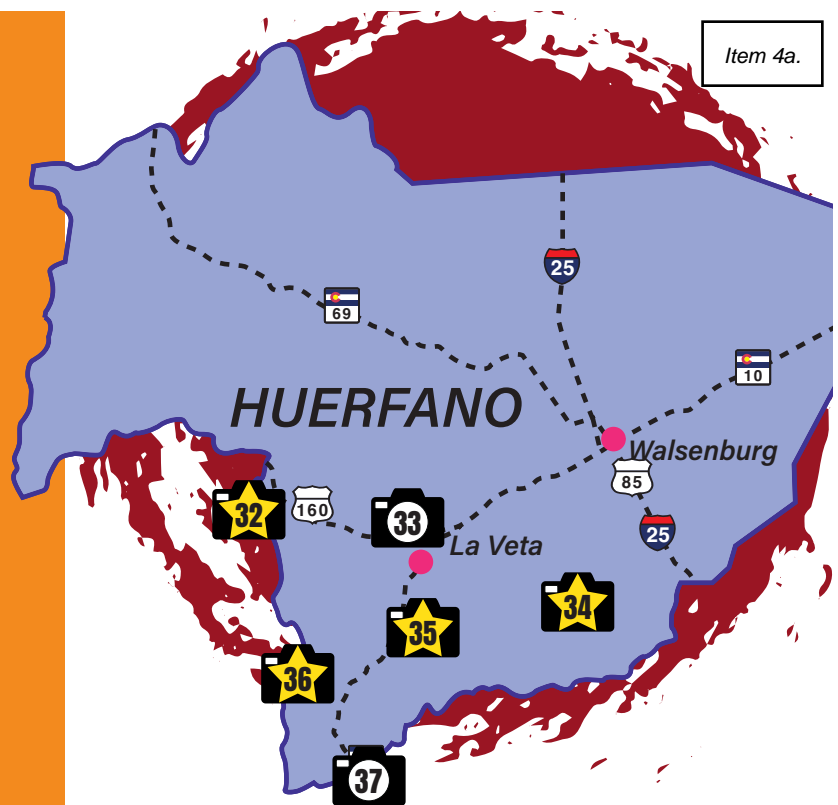
Truly a hidden gem with diverse natural beauty and rich cultural history. From the iconic Spanish Peaks to fertile valleys and rolling hills, this county exudes a timeless frontier appeal. Home to several charming communities, Huerfano County welcomes travelers with open arms, inviting them to explore its historic towns, thriving arts scene, and abundant outdoor recreational opportunities. Whether it's hiking through pristine wilderness, discovering remnants of its mining past, or simply reveling in the serenity of its landscapes, Huerfano County offers a quintessential Colorado experience.

**32 La Veta Pass - Uptop Historic District.** This area provides a unique and captivating glimpse into the bygone days of the West, making it a must-visit destination for history enthusiasts and nature lovers alike.

**33. Town of La Veta.** Experience the charm of this picturesque mountain town surrounded by the stunning Spanish Peaks. Wander through quaint streets lined with art galleries, boutique shops, and historic architecture, offering a perfect blend of small-town hospitality and scenic beauty.

**34. Spanish Peaks State Wildlife Area.** Sprawling landscapes and diverse ecosystems provide a haven for wildlife and outdoor enthusiasts alike. Immerse yourself in the beauty of this protected area, surrounded by the iconic Spanish Peaks.

**35. Farley Wildflower Overlook Memorial.** A serene haven celebrating the vibrant flora of Colorado. This peaceful retreat offers stunning views and a reflective atmosphere, making it a perfect destination for those seeking solace in the midst of nature's colorful tapestry.



**36. Cuchara Mountain Park.** Nestled in the heart of the Cuchara Valley, you will be welcomed by pristine wilderness and recreational opportunities.

**37. Scenic Highway of Legends.** Embark on an unforgettable journey, where every twist and turn reveals breathtaking landscapes, historic sites, and the majestic Spanish Peaks, making it a road trip like no other.

Cuchara Mountain Park



## Costilla (\*kow•STI•luh) COUNTY

A place of rugged beauty, this county boasts breathtaking vistas, high desert plains, and vibrant communities. With a heritage deeply rooted in Native American, Hispanic, and pioneer cultures, Costilla County offers a unique blend of traditions and a welcoming spirit. From the historic town of San Luis, one of Colorado's oldest settlements, to the pristine wilderness areas, this county beckons both adventurers and seekers of serenity to explore its diverse landscapes and vibrant heritage.

**38. Fort Garland.** Fort Garland is an unincorporated town established in 1858. It is home to the 19th Century Military Fort Garland Museum and Cultural Center, open year-round for tours of the original adobe buildings.

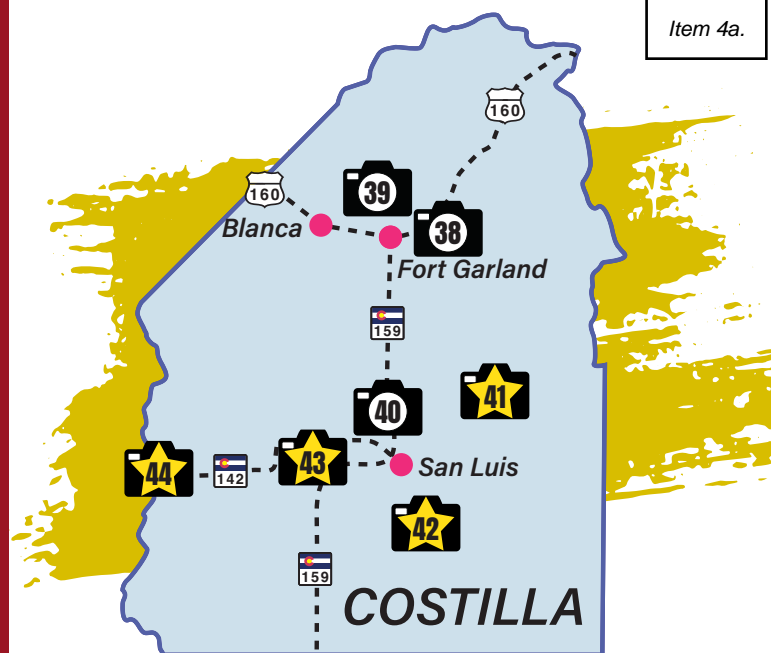
### 39. Mt. Blanca.

Towering over the San Luis Valley, this mountain is the fourth-highest peak of the Rocky Mountains. It holds great cultural importance for Native American communities in the region and is revered as a sacred site.



Mt. Blanca

**40. Stations of the Cross Shrine.** An exceptional artistic and spiritual site, near life-size bronze statues mark the 15 stations of the cross in San Luis. A place of prayer and solace open to all, the Shrine reflects the spiritual and cultural traditions of the early settlers that continues today.



Item 4a.

**41. Rito Seco Park-San Luis.** Located in the Culebra Range, there are four new trails that offer hiking and biking opportunities. The area also has camping and fishing options near Culebra Creek.

**42. Sanchez Reservoir.** Sanchez Dam, built in 1912, is a great spot for fishing and boating. The surrounding 1,462 acres offer camping and hiking opportunities, with stunning views of Culebra Peak. Note that hunting and swimming are not allowed.

**43. San Luis Peoples Ditch.** This organized gravity-fed irrigation channel was hand dug by original Spanish settlers in 1852 to access water from the Culebra River for livestock and farming. The oldest continually used community irrigation ditch in Colorado.

"Entrada" to the San Luis Valley

### 44. Los Caminos Antiguos Scenic Byway.

Meaning "the ancient roads" this 129 mile route connects some of the oldest communities in the San Luis Valley. This day trip will inspire visitors with history, culture, and natural beauty.

## Conejos (kow•NAY•howz) COUNTY

A land of captivating natural beauty and rich cultural heritage, this picturesque county offers adventure amid the San Juan Mountains, with Conejos Peak at 13,179'. With 67% public lands, it provides vast expanses for hiking, fishing, mountain biking, snowmobiling, and wildlife watching. Discover an authentic frontier, steeped in Native American, Hispano, and pioneer traditions. From the historic town of Conejos to the San Juan Wilderness Area, explore dynamic landscapes and immerse yourself in a vibrant cultural tapestry. Truly a testament to Colorado's resilient and diverse past.



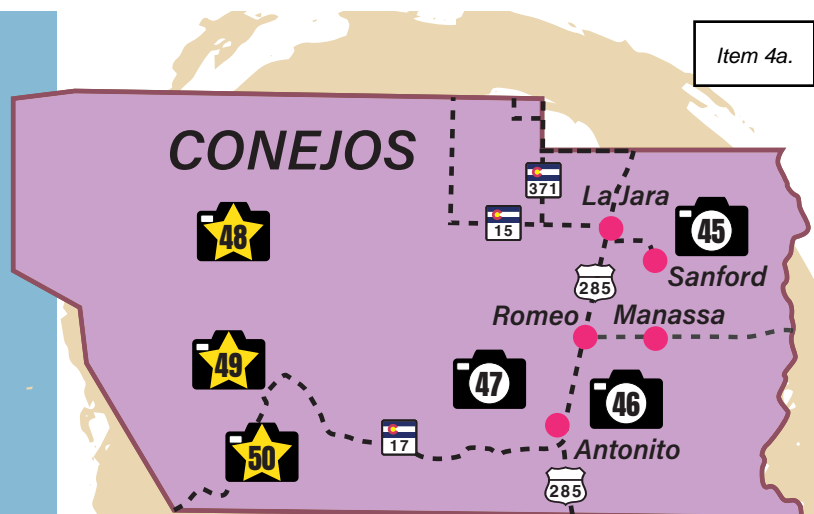
Mural on silos



Platoro Reservoir

**45. Pikes Stockade Nat'l Historic Landmark.** Immerse yourself in the frontier history of Colorado, where the reconstructed stockade preserves the legacy of Zebulon Pike's expedition and the early days of the American West.

**46. Murals of Conejos County Driving Tour.** Embark on a journey through culture and art, where each mural tells a unique story of the rich tapestry of the community's history and creativity. A self-driving tour through the towns of Antonito, Manassa, Romeo, and La Jara.



Item 4a.

**47. Cumbres & Toltec Scenic Railroad.** Embark on a nostalgic journey through the rugged landscapes of Colorado and New Mexico aboard a historic steam-powered train that offers a captivating glimpse into the bygone era of narrow-gauge railroading.

**48. Platoro Reservoir.** Visit this tranquil alpine waterway, surrounded by the majestic San Juan mountains and enjoy fishing, hiking, camping, and adventures.

**49. Conejos River/Canyon.** A pristine river with hundreds of miles of streams and creeks, offering Gold Medal waters, hiking, camping, leaf peeping, wildlife and bird watching.

**50. Cumbres Pass.** A scenic mountain pass on the Continental Divide that offers a spectacular view of the surrounding San Juan Mountains, with many accessible biking and hiking trails.



Cumbres & Toltec Scenic Railroad



# Thank You!

*From the Seven Counties of  
The San Luis Valley*



**ALAMOSA COUNTY**  
alamosa.org



**CONEJOS COUNTY**  
conejosvacation.com



**COSTILLA COUNTY**  
costillacounty.colorado.gov



**HUERFANO COUNTY**  
spanishpeakscountry.com



**MINERAL COUNTY**  
mineralcounty.colorado.gov



**RIO GRANDE COUNTY**  
visitriograndecounty.com



**SAGUACHE COUNTY**  
mystic-colorado.com

## Information

Emergencies: **911**

Nat'l Weather Service: **www.weather.gov**

Road Conditions: **cotrip.org**

CO State Patrol: **719-589-2503**

CO Division of Wildlife: **719-587-6900**

Rio Grande National Forest:  
**719-852-5941**

CO Snowmobile Hotline: **800-235-4480**

### CO Welcome Center at Alamosa

601 State Ave, Alamosa (Train Depot)  
[www.alamosa.org](http://www.alamosa.org) | 800-BLU-SKYS

### Entrada Visitor Center

319 Miranda Ave., Fort Garland  
719-379-3196

### Great Sand Dunes Visitor Center

[www.nps.gov/grsa](http://www.nps.gov/grsa) | 719-378-6399

### San Luis Welcome Center

408 Main St., San Luis  
719-672-3002

### South Fork Visitor Center

28 Silver Thread Lane, South Fork  
719-873-5512 | [www.southfork.org](http://www.southfork.org)

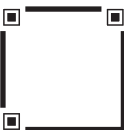
*Thank you for visiting  
the San Luis Valley!*



This visitor guide is made possible by  
San Luis Valley Tourism Association  
in partnership with:



COLORADO  
TOURISM OFFICE

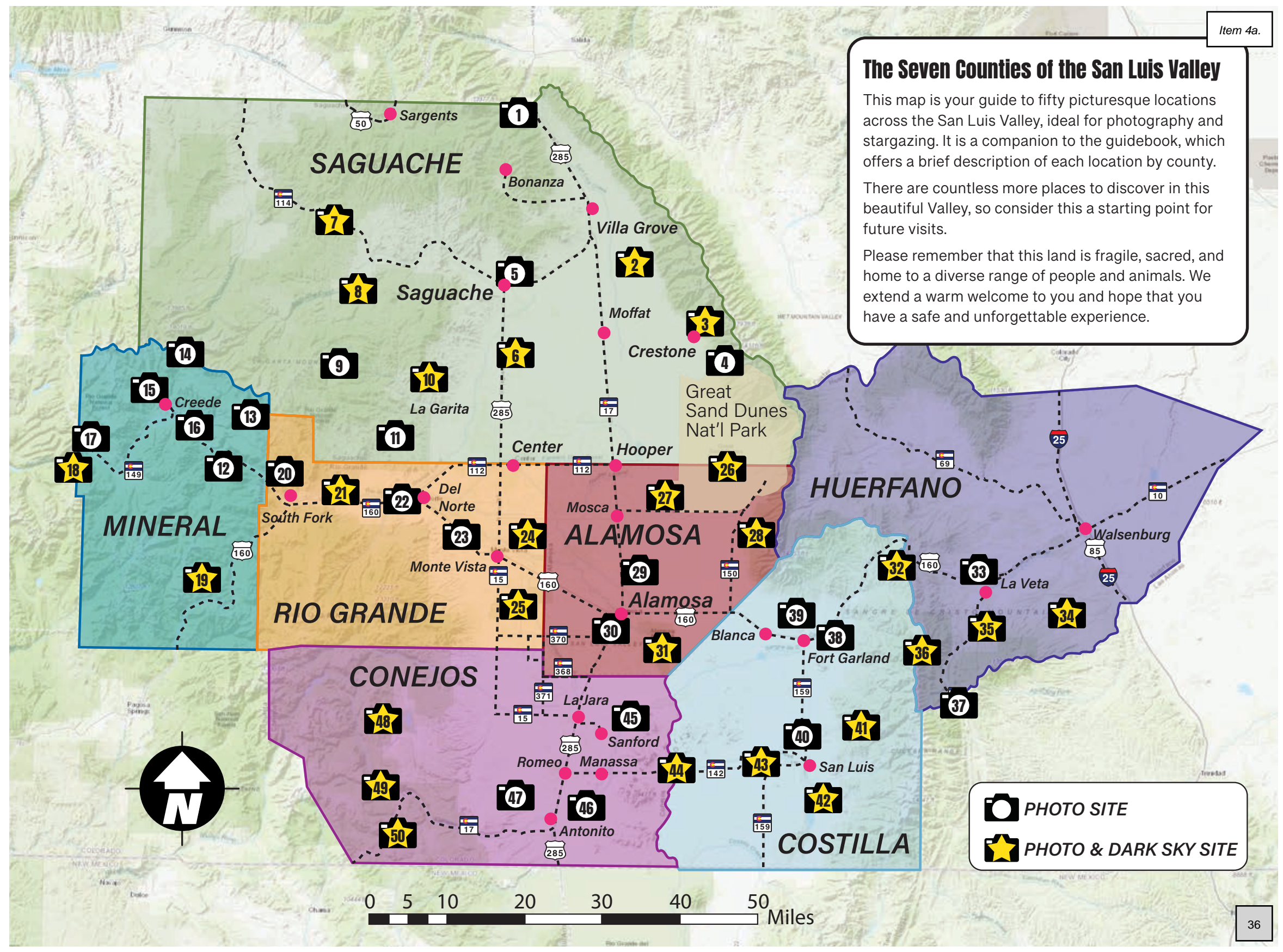


Learn more by scanning  
this QR code.



- SAGUACHE COUNTY
- MINERAL COUNTY
- RIO GRANDE COUNTY
- ALAMOSA COUNTY
- HUERFANO COUNTY
- COSTILLA COUNTY
- CONEJOS COUNTY

1. Poncha Pass
2. Joyful Journey
3. Town of Crestone
4. Baca Wildlife Refuge
5. Town of Saguache
6. Russel Lakes
7. Cochetopea Pass
8. Saguache Park
9. Ventana Natural Arch
10. Penitente Canyon
11. Elephant Rocks
12. Collier Wildlife Area
13. Wheeler Geologic Area
14. San Luis Peak
15. Bachelor Loop Interpretive Site
16. Town of Creede
17. North Clear Creek Falls
18. Lake San Cristobal
19. Wolf Creek Interpretive Site
20. Silver Thread Historic Byway
21. Col. Pfeiffer Historic Landmark
22. Town of Del Norte
23. Spanish Trail
24. Home Lake
25. Monte Vista Nat'l Wildlife Refuge
26. Great Sand Dunes Nat'l Park & Preserve
27. San Luis State Wildlife Area
28. Zapata Falls
29. Colorado Gators Reptile Park
30. Alamosa Welcome Center/Train Depot
31. Alamosa Nat'l Wildlife Refuge
32. La Veta Pass – Uptop Historic District
33. Town of La Veta
34. Spanish Peaks State Wildlife Area
35. Farley Wildflower Overlook
36. Cuchara Mountain Park
37. Scenic Highway of Legends
38. Fort Garland
39. Mt. Blanca
40. Shrine of the Stations of the Cross
41. Rito Seco Park-San Luis
42. Sanchez Reservoir-San Luis
43. San Luis Peoples Ditch
44. Los Camino Antiquos Scenic Byway
45. Pikes Stockade, Nat'l Historic Landmark
46. Murals of Conejos County Driving Tour
47. Cumbres & Toltec Scenic Railroad
48. Platoro Reservoir
49. Conejos River/Canyon
50. Cumbres Pass





*For my part I know nothing  
with any certainty,  
but the sight of the stars  
makes me dream.*

*– Vincent Van Gogh*

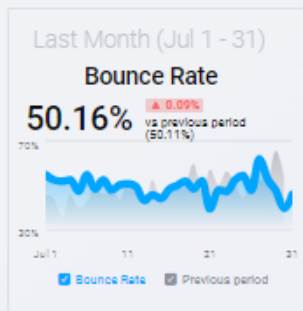
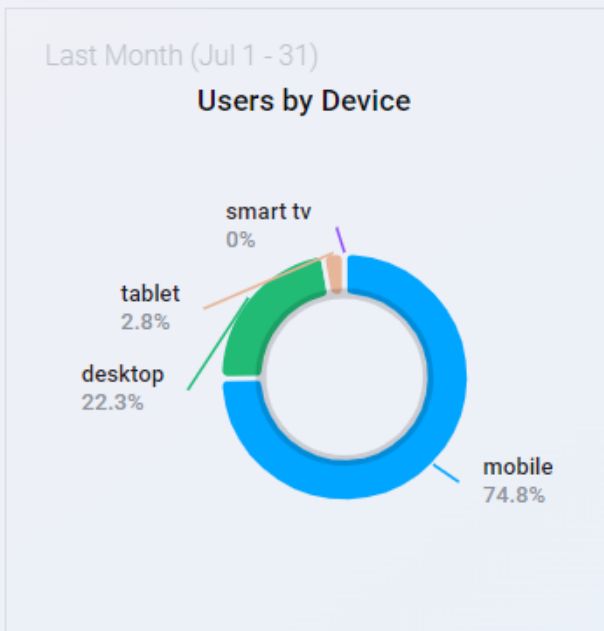


# August Board Meeting



# Reporting





Last Month (Jul 1 - 31)

**Top Pages by Users** Item 5a.

Top Pages	Value	vs prev
/	2,104	▲ 15%
/spc-event/fourth-of-july-fireworks-at-lathrop-state-park/	471	
/spc-events/	351	▲ 88%
/spc-event/2024-la-veta-independence-day-parade/	214	
/spc-event/cuchara-independence-day-parade/	155	
/visitors-guide/	153	▲ 24%
/camping/	139	▼ 4%
/bear-lake-campground/	136	▲ 7%
/the-great-dikes/	135	▼ 17%
/attractions/	111	▲ 7%
/the-spanish-peaks/	104	▼ 17%
/la-veta-pass/	102	▲ 12%
/la-veta/	101	▼ 10%
/mountains-geology/	95	▲ 20%
/wahatoya-lakes-state-	82	▼ 10%

Last Month (Jul 1 - 31)

**Default Channel**

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	2,965	▲ 34%	3,564	▲ 38%	42.62%	▲ 15%	0m 43s	▼ 17%	530	▲ 34%
Paid Search	751	▲ 10%	808	▲ 10%	55.82%	▼ 6%	0m 18s	▲ 30%	51	▲ 38%
Direct	735	▼ 2%	801	▼ 4%	77.15%	▼ 1%	0m 16s	▼ 9%	66	▲ 10%
Referral	468	▲ 24%	578	▲ 31%	36.68%	▲ 12%	1m 8s	▼ 6%	108	▲ 54%
Paid Social	207	▲ 18%	207	▲ 18%	92.27%	▼ 4%	0m 2s	▼ 21%	2	▲ 100%
Organic Social	49	▼ 42%	49	▼ 48%	53.06%	▼ 22%	0m 20s	▲ 12%	3	▼ 40%
Unassigned	0	▲ 80%	0	▲ 80%	100%	0%	0m 16s	▲ 93%	-	

Last Month (Jul 1 - 31)

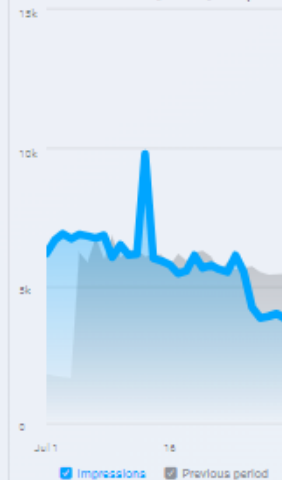
### Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	5,260	▲ 29%	413	▼ 2%	7.85%	▼ 23.6%
Out of State	7,423	▼ 7%	402	▲ 3%	5.42%	▲ 10.04%
Spanish Peaks Display	167.1k	▲ 12%	104	▲ 20%	0.06%	▲ 6.69%

Last Month (Jul 1 - 31)

### Impressions

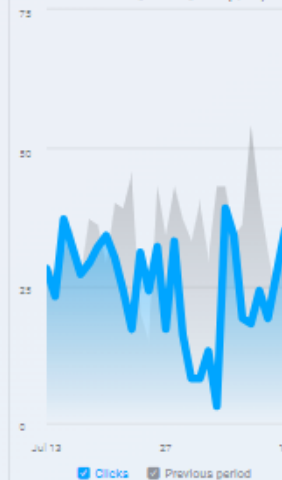
179.8k ▲ 11%  
vs previous period (161.3k)



Last 30 days (Jul 13 - ...)

### Clicks

740 ▼ 29%  
vs previous period (1,036)



Last 30

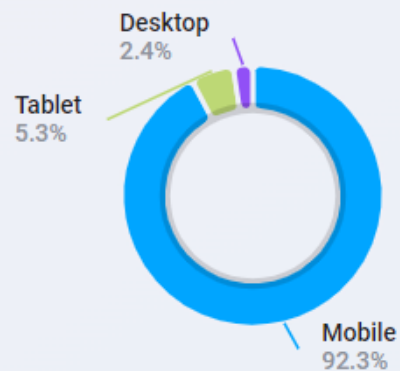
Item 5a.

0.49% ▼ 13.05%  
vs previous period (0.57%)



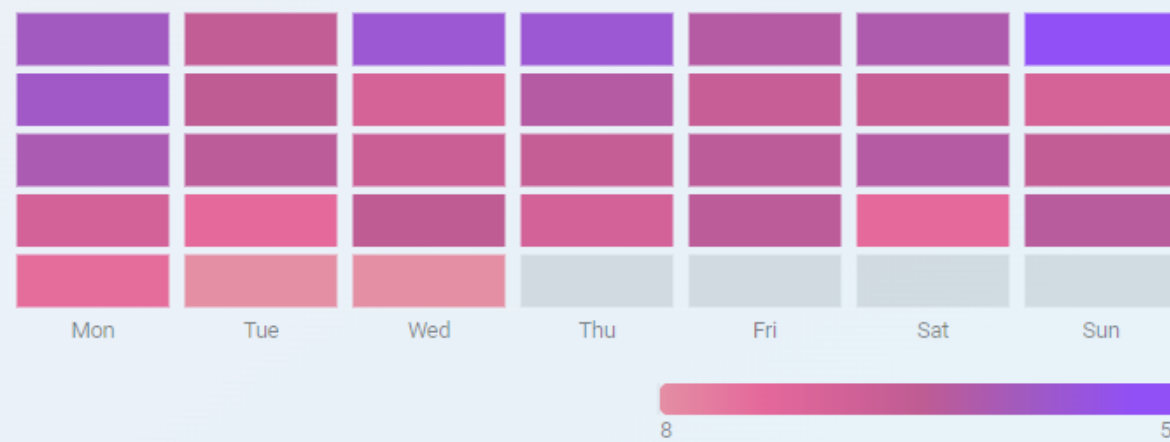
Last Month (Jul 1 - 31)

### Clicks by Device



Last Month (Jul 1 - 31)

### Clicks by Day





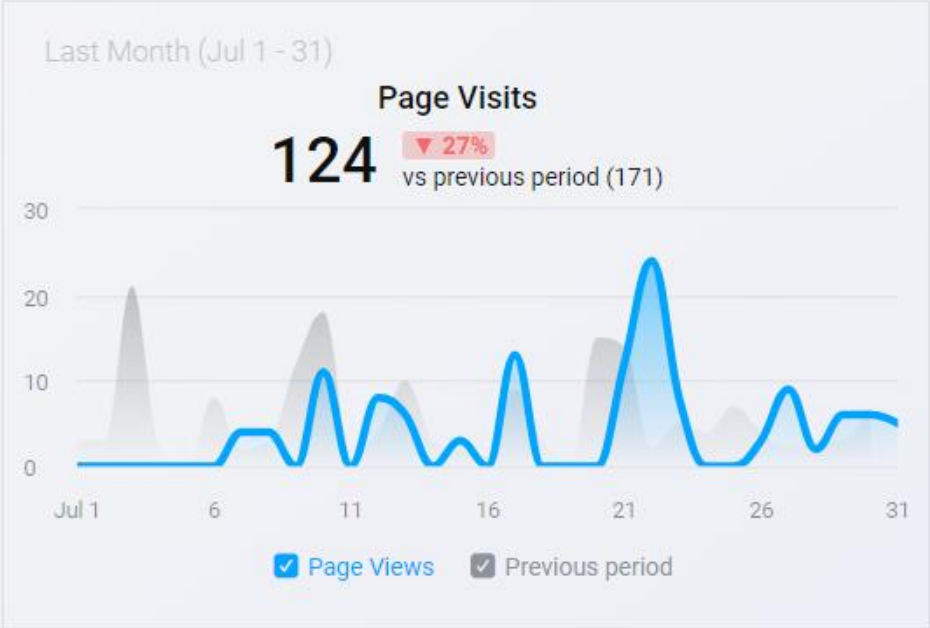
Last Month (Jul 1 - 31)

Campaign Performance				
Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - July24 (120211852297620268)	509.9k	421	0.08%	\$ 1.47

Last Month (Jul 1 - 31)

Ads Overview			
#	Dimension	Clicks	Impressions
1	Be Legendary 4 June (120211852297570268)	73	107.4k
2	Be Legendary 4 June (120211852297630268)	71	107.6k
3	Be Legendary 1 June (120211852297590268)	69	61,213
4	Be Legendary 2 June (120211852297550268)	54	74,880
5	Be Legendary 3 June (120211852297580268)	48	61,053





Last Month (Jul 1 - 31)

### Page Summary

Metric	Value	vs prev
Page Reach	3,237	▼ 59%
Page Impressions	3,930	▼ 55%
Page Engagements	-	
Unique Page Clicks	93	▼ 59%
Page Reactions	-	

Last Month (Jul 1 - 31)

### Post Overview

Metric	Value	vs prev
Post Count	9	▼ 18%
Post Reach	3,044	▼ 61%
↳ Paid	0	0%
↳ Organic	3,044	▼ 61%
↳ Viral	862	▼ 81%

All Time **Item 5a.**

Total Page Likes

# 3,671

Last Month (Jul 1 - 31)

### Page likes/Unlikes Overview

Page Likes

## 2

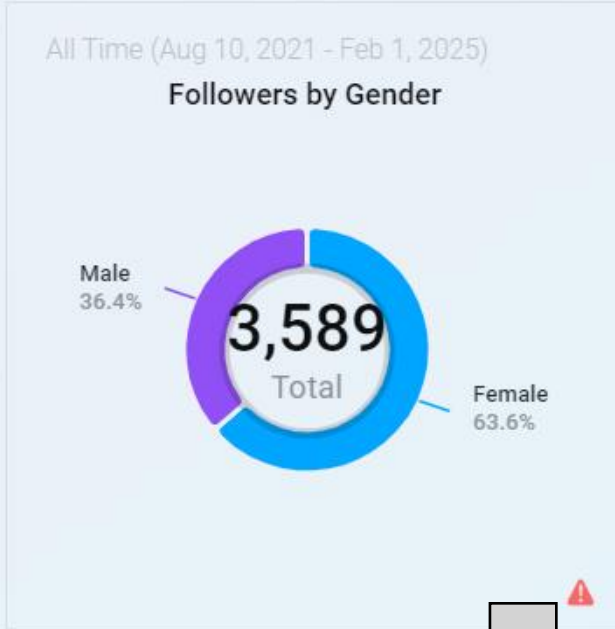
▼ 60% vs previous period (5)

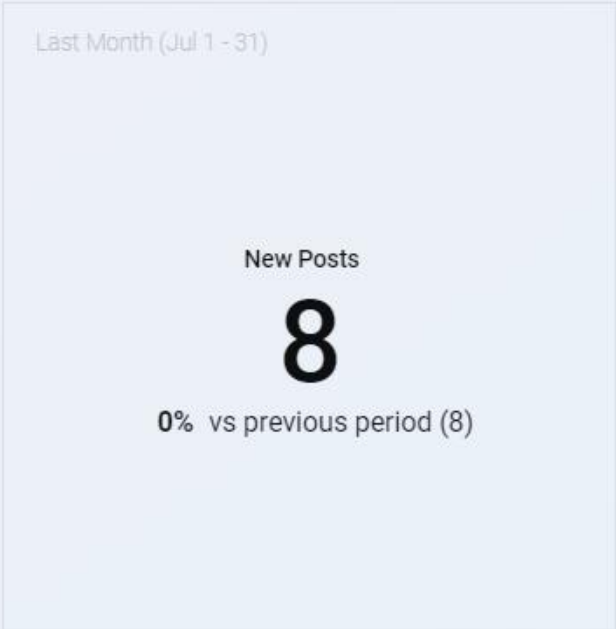


Last Month (Jul 1 - 31)

### Most Recent Posts

#	Dimension	Reach	Clicks
1	Mountain biking enthusiasts, get ready for an exhilarating experience (2024-07-29)	490	9
2	We hope you're enjoying a mouth-watering barbecue with your (2024-07-04)	389	24
3	Why visit Spanish Peaks Country? The reasons are endless! From (2024-07-21)	360	29
4	Find something delightful at our upcoming #FarmersMarkets! 🥕🍅🧀 (2024-07-09)	355	2
5	Ready for a summertime escape? #SpanishPeaksCountry offers the (2024-07-12)	281	6





Last Month (Jul 1 - 31)

Item 5a.

### Activity Overview

Metrics	Value	vs prev
Profile Visits	63	0%
Reach	7,602	▲ 4%
Impressions	10,391	▲ 6%
Likes	121	▼ 36%
Comments	4	▲ 300%

All Time (Jul 1 - Oct 2)

Total Followers

**1,707**





# September Social Content



# 9/1 September Events

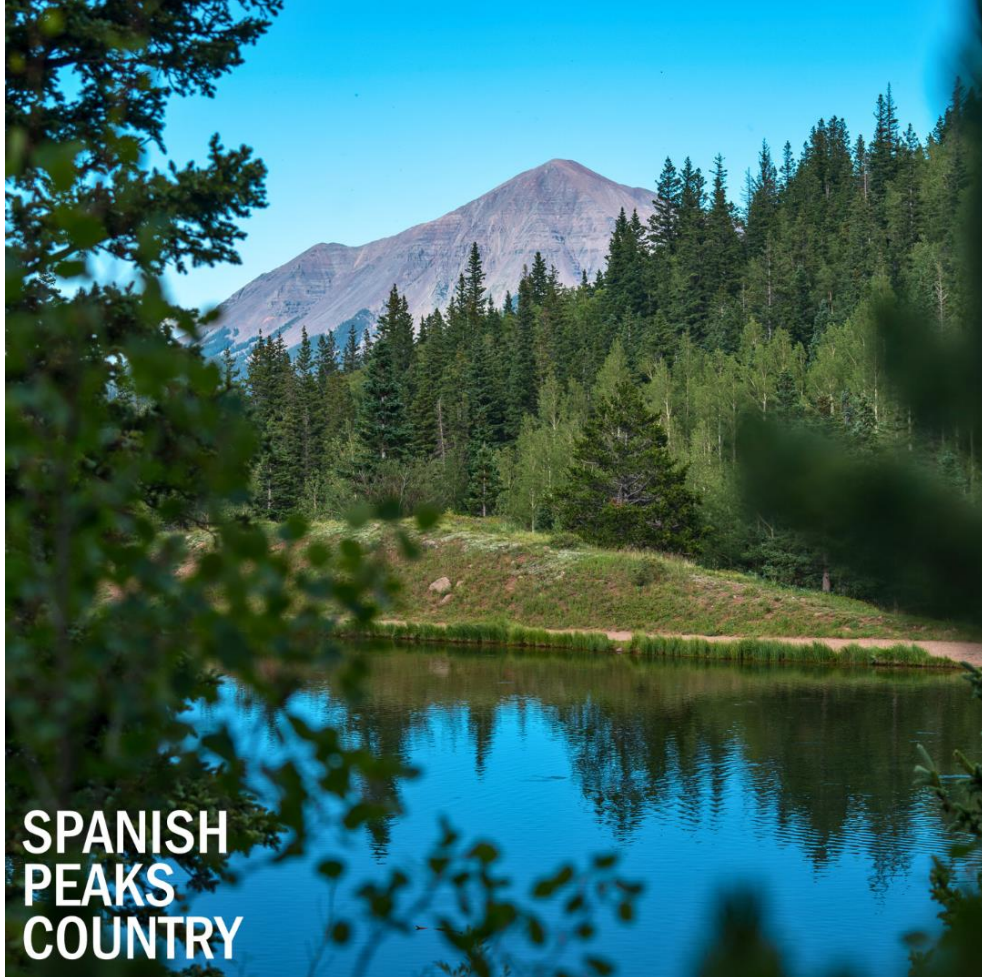


As summer shifts to autumn, September brings an array of events to Spanish Peaks Country! Join us for our delightful Farmers Markets, showcasing local produce and handmade goods to celebrate harvest season. Don't miss the First Friday Art Walk on September 6th, where you can explore our art scene, meet talented artists, and enjoy refreshments while strolling through the galleries. We're also excited to feature the stunning work of Mary Frances Judge in her *Spiritual Light* exhibit, as well as the work of Richard Mock in his exhibit *Spiritual Life*, both on display throughout the month in the Museum of Friends. Come experience the beauty and creativity of our community!

  <https://spanishpeakscountry.com/spc-events/month/2024-09/>

#SpanishPeaksEvents #SeptemberEvents

## 9/4 Capture the Moment



We want to see your adventures in #SpanishPeaksCountry! Share your favorite photos capturing the breathtaking landscapes, vibrant wildlife, and moments of joy. Whether it's a stunning sunset over the peaks or a peaceful afternoon by the lake, tag us and let's celebrate the beauty of our community together! 🏔️

#CaptureTheMoment



## 9/10 Enjoy Nature With Your Dog



There's nothing quite like exploring the great outdoors with your furry friend by your side! Take your dog on an adventure through the serene trails of #SpanishPeaksCountry, where nature's beauty awaits. Remember to leash up and respect wildlife as you enjoy the fresh air and stunning views together! 🐕 🌲

#DogLovers #NatureAdventures

## 9/13 Fall Visits



As autumn approaches, Spanish Peaks Country transforms into a vibrant tapestry of colours. The cool crisp air, the rustling leaves, and the awe-inspiring landscapes make it an ideal season for exploration. Experience the soothing beauty of nature in its most stunning form — hike, bike, or simply unwind amidst the breathtaking fall foliage.

🍁 What's your favorite way to enjoy the beauty of fall?

#Autumn #FallFoliage



## 9/16 Leaf Peeping



Fall is here, and the leaves are calling! Get ready to embark on a leaf-peeping adventure in Spanish Peaks Country. Witness the stunning changes in foliage as the mountains and trails come alive with fiery reds, golden yellows, and rich oranges. Grab your camera and capture the magic of this seasonal transformation! 📷 🍁 Don't forget to share your photos and tag us!

#LeafPeeping #SpanishPeaksCountry

## 9/19 Camping



Escape the hustle and bustle of daily life by camping under the starry skies of Spanish Peaks Country! Imagine waking up to the soothing sounds of chirping birds and soaking in the peace of nature all around you. How relaxing does that sound? Whether you're a seasoned camper or trying it for the first time, the beauty of our natural landscapes offers an unforgettable experience. Pack your gear and make memories in the great outdoors! 🔭🔥

#CampingAdventures #SpanishPeaksCountry



## 9/25 Wildlife Wednesday



It's #WildlifeWednesday, and today we're shining a spotlight on the elusive Black-tailed Jackrabbit, a fascinating resident of Huerfano County's diverse ecosystems. Known for their long ears and powerful hind legs, these agile creatures can often be seen bounding across the open plains and desert landscapes of Spanish Peaks Country. The black-tailed jackrabbit plays a crucial role in the local ecosystem, serving as both a forager and prey, thus maintaining the delicate balance of nature. Keep an eye out for these incredible animals on your next outdoor adventure and share your sightings with us!



#WildlifeWednesday #SpanishPeaksCountry

## 9/29 Shopping and Dining



From eclectic boutiques to farm-to-table eateries, Huerfano County offers a vibrant shopping and dining scene that caters to all tastes! Wander through Walsenburg's charming shops for one-of-a-kind treasures or explore La Veta's art galleries and antique stores for a step back in time. Dining here is a true culinary journey – savor locally sourced dishes at cozy cafes or indulge in gourmet meals at stylish restaurants. Discover the heart and soul of #SpanishPeaksCountry through its diverse shopping and dining experiences! 🛒 🍲

#ShopHuerfano #DineLocal

# 2025 Recommended Budgets



# Option 1 \$50,040:

Item 5a.

- Maintains same general budget and tactics from 2024.
  - Paid Search (SEM) and Paid Social February-October
  - Monthly marketing newsletter to MailChimp Audience
  - Public Relations retainer each month
  - Website and Account Service Fees each month
  - Creative is on the budget once a quarter for budget purposes

Huerfano County Tourism 2025 Budget																																																																							
	Jan					February					March					April					May					June					July					August					September					October					November					December					Gross Media Cost										
	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29																		
Digital																																																																							
SEM	\$0.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$800.00					\$0.00					\$0.00					\$8,800.00					
Paid Social	\$0.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$600.00					\$1,000.00					\$0.00					\$8,600.00					
Digital Subtotals	\$0.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$1,400.00					\$0.00					\$0.00					\$17,400.00					
Database Marketing																																																																							
Monthly Newsletter	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00					
Database Subtotals	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00										
Public Relations and Communications																																																																							
Media Relations	\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$5,400.00					
Organic Social	\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$7,140.00					
Public Relations Subtotal	\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$12,540.00										
Website																																																																							
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00					
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00					
Account Services																																																																							
Account Services	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00										
Account Services Subtotals	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00										
Creative																																																																							
Graphic Design	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00
Creative Subtotals	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00					
MONTHLY TOTAL	\$2,920.00					\$4,620.00					\$4,620.00					\$4,920.00					\$4,620.00					\$4,620.00					\$4,620.00					\$4,920.00					\$4,620.00					\$4,620.00					\$4,320.00					\$2,620.00					\$2,620.00					\$50,040.00					
TOTAL GROSS																																														\$50,040.00																									





# Option 1 January-June

	Jan					February				March					April				May				June				
	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
Digital																											
SEM																											
Paid Social																											
Digital Subtotals																											
Database Marketing																											
Monthly Newsletter																											
Database Subtotals																											
Public Relations and Communications																											
Media Relations																											
Organic Social																											
Public Relations Subtotal																											
Website																											
Website Maintenance																											
Website Maintenance																											
Account Services																											
Account Services																											
Account Services Subtotals																											
Creative																											
Graphic Design																											
Creative Subtotals																											
MONTHLY TOTAL																											



# Option 1 July-December

Huerfano County Tourism 2025 Budget																											
	July				August				September					October				November				December					Gross Media Cost
	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	
Digital																											
SEM	\$1,000.00				\$1,000.00				\$1,000.00					\$800.00				\$0.00				\$0.00					\$8,800.00
Paid Social	\$1,000.00				\$1,000.00				\$1,000.00					\$600.00				\$0.00				\$0.00					\$8,600.00
Digital Subtotals	\$2,000.00				\$2,000.00				\$2,000.00					\$1,400.00				\$0.00				\$0.00					\$17,400.00
Database Marketing																											
Monthly Newsletter	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00
Database Subtotals	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00
Public Relations and Communications																											
Media Relations	\$450.00				\$450.00				\$450.00					\$450.00				\$450.00				\$450.00					\$5,400.00
Organic Social	\$595.00				\$595.00				\$595.00					\$595.00				\$595.00				\$595.00					\$7,140.00
Public Relations Subtotal	\$1,045.00				\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00					\$12,540.00
Website																											
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00
Account Services																											
Account Services	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00
Account Services Subtotals	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00
Creative																											
Graphic Design	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00
Creative Subtotals	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00
MONTHLY TOTAL	\$4,920.00				\$4,620.00				\$4,620.00					\$4,320.00				\$2,620.00				\$2,620.00					\$50,040.00



Item 5a.

	Jan					February					March					April					May					June					July					August					September					October					November					December					Gross Media Cost																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
OPTION 2, Adds Geofencing and Streaming Audio	30	6	13	20	27	3	10	17	24	31	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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SEM	\$500.00					\$500.00					\$650.00					\$650.00					\$700.00					\$700.00					\$700.00					\$700.00					\$650.00					\$650.00					\$500.00					\$500.00					\$7,400.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Paid Social	\$0.00					\$0.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$4,000.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
GeoFencing	\$0.00					\$0.00					\$0.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$2,000.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Streaming Audio	\$1,000.00					\$1,000.00					\$0.00					\$0.00					\$0.00					\$0.00					\$0.00					\$0.00					\$1,000.00					\$1,000.00					\$0.00					\$4,000.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Digital Subtotals	\$1,500.00					\$1,500.00					\$1,150.00					\$1,550.00					\$1,600.00					\$1,600.00					\$1,600.00					\$1,600.00					\$1,150.00					\$2,150.00					\$1,500.00					\$500.00					\$17,400.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Monthly Newsletter	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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Public Relations Subtotal	\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$12,540.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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MONTHLY TOTAL	\$4,420.00					\$4,120.00					\$3,770.00					\$4,470.00					\$4,220.00					\$4,220.00					\$4,520.00					\$4,220.00					\$3,770.00					\$5,070.00					\$4,120.00					\$3,120.00					\$50,040.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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# Option 2 January-June

OPTION 2, Adds Geofencing and Streaming Audio	Jan					February				March					April				May				June				
	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
<b>Digital</b>																											
SEM	\$500.00					\$500.00				\$650.00					\$650.00				\$700.00				\$700.00				
Paid Social	\$0.00					\$0.00				\$500.00					\$500.00				\$500.00				\$500.00				
GeoFencing	\$0.00					\$0.00				\$0.00					\$400.00				\$400.00				\$400.00				
Streaming Audio	\$1,000.00					\$1,000.00				\$0.00					\$0.00				\$0.00				\$0.00				
<b>Digital Subtotals</b>	\$1,500.00					\$1,500.00				\$1,150.00					\$1,550.00				\$1,600.00				\$1,600.00				
<b>Database Marketing</b>																											
Monthly Newsletter	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
<b>Database Subtotals</b>	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
<b>Public Relations and Communications</b>																											
Media Relations	\$450.00					\$450.00				\$450.00					\$450.00				\$450.00				\$450.00				
Organic Social	\$595.00					\$595.00				\$595.00					\$595.00				\$595.00				\$595.00				
<b>Public Relations Subtotal</b>	\$1,045.00					\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00				
<b>Website</b>																											
Website Maintenance	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
<b>Website Maintenance</b>	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
<b>Account Services</b>																											
Account Services	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
<b>Account Services Subtotals</b>	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
<b>Creative</b>																											
Graphic Design	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
<b>Creative Subtotals</b>	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
<b>MONTHLY TOTAL</b>	\$4,420.00					\$4,120.00				\$3,770.00					\$4,470.00				\$4,220.00				\$4,220.00				





# Option 2 July-December

Huerfano County Tourism 2025 Recommended Budget																												
OPTION 2, Adds Geofencing and Streaming Audio	July				August				September					October				November				December					Gross Media Cost	
	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29		
Digital																												
SEM	\$700.00				\$700.00				\$650.00					\$650.00				\$500.00				\$500.00					\$7,400.00	
Paid Social	\$500.00				\$500.00				\$500.00					\$500.00				\$0.00				\$0.00					\$4,000.00	
GeoFencing	\$400.00				\$400.00				\$0.00					\$0.00				\$0.00				\$0.00					\$2,000.00	
Streaming Audio	\$0.00				\$0.00				\$0.00					\$1,000.00				\$1,000.00				\$0.00					\$4,000.00	
Digital Subtotals	\$1,600.00				\$1,600.00				\$1,150.00					\$2,150.00				\$1,500.00				\$500.00					\$17,400.00	
Database Marketing																												
Monthly Newsletter	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00	
Database Subtotals	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00	
Public Relations and Communications																												
Media Relations	\$450.00				\$450.00				\$450.00					\$450.00				\$450.00				\$450.00					\$5,400.00	
Organic Social	\$595.00				\$595.00				\$595.00					\$595.00				\$595.00				\$595.00					\$7,140.00	
Public Relations Subtotal	\$1,045.00				\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00					\$12,540.00	
Website																												
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00	
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00	
Account Services																												
Account Services	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00	
Account Services Subtotals	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00	
Creative																												
Graphic Design	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00	
Creative Subtotals	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00	
MONTHLY TOTAL	\$4,520.00				\$4,220.00				\$3,770.00					\$5,070.00				\$4,120.00				\$3,120.00					\$50,040.00	
TOTAL GROSS																										\$50,040.00		



# Summer CTO Co-Op



Play to win.

# Summer Co-Op 2025

- Recommendation for application
  - Paid Media Co-Op
    - Tier 3 or 4-- \$1,500-\$3,000 investment
  - Do Colorado Right Co-Op
    - \$1,000 investment
  - Organic Social Media Co-Op
    - Visit Colorado Social Post \$300 investment (\$100 goes to boosting post)

## Tactics + Benefits by Tier Level

### You select your tier level (Tier 1 -4)

Each tier includes different investment amounts that will be spent across various media tactics, resulting in impressive ROI

Media Tactics	Tier 1 \$25,000 + match	Tier 2 \$10,000 + match	Tier 3 \$3,000 + match	Tier 4 \$1,500 + match
eTarget Email <small>(Shared or Dedicated - Dedicated at Tier 1 level only)</small>	X	X	X	X
Sojern Travel Programmatic Display	X	X	X	X
Simpli.fi Native	X	X	X	
Tripadvisor OTA Digital Display	X	X		
MIQ Sequential Digital Display	X	X		
Undertone Rich Media Map Unit*	X	X		
CTV Viewer Digital Display Retargeting	X			
Total Media Value	\$93,145	\$50,680	\$17,625	\$8,250
Estimated Impressions	8,393,578	4,284,965	1,800,000	900,000



# CTO Marketing Grant



# CTO Marketing Grant 2025

- Applications Accepted through September 10, 2024
- \$50,000 - \$20,001 - 2:1 funding match required
  - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$2 in matching funds. For example, if your total project budget is \$60,000, you can request a \$40,000 grant and you will need to provide the remaining \$20,000 as a cash match.
- \$20,000 - \$2,500 - 4:1 funding match required
  - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$4 in matching funds. For example, if your total project budget is \$12,500, you can request a \$10,000 grant and you will need to provide the remaining \$2,500 as a cash match.



# CTO Marketing Grant 2025

- Grant Goals
  - Build a robust tourism economy and advance the state's competitive position through promotion and support for industry partners across the state
  - Strengthen the tourism industry and our state through support for responsible travel and destination stewardship campaigns
  - Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers
  - Maximize the economic return on public and private investments in Colorado by leveraging funds to optimize marketing impact



# CTO Marketing Grant 2025

- Full information on eligibility and conditions can be found [here](#)

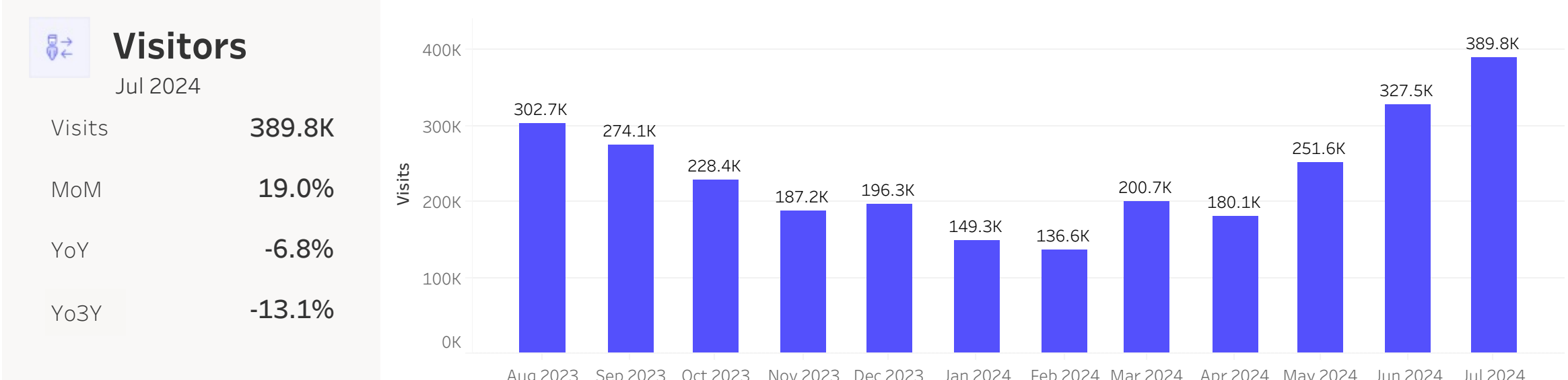
Grant Timeline Dates	Timeline Details
July 9, 2024	Application opens
September 10, 2024	Application closes at 4:00 pm
October 25, 2024	Recipient notification
January 1, 2025, to December 31, 2025	Grant project execution period
February 13, 2026	Final report and expense documentation due





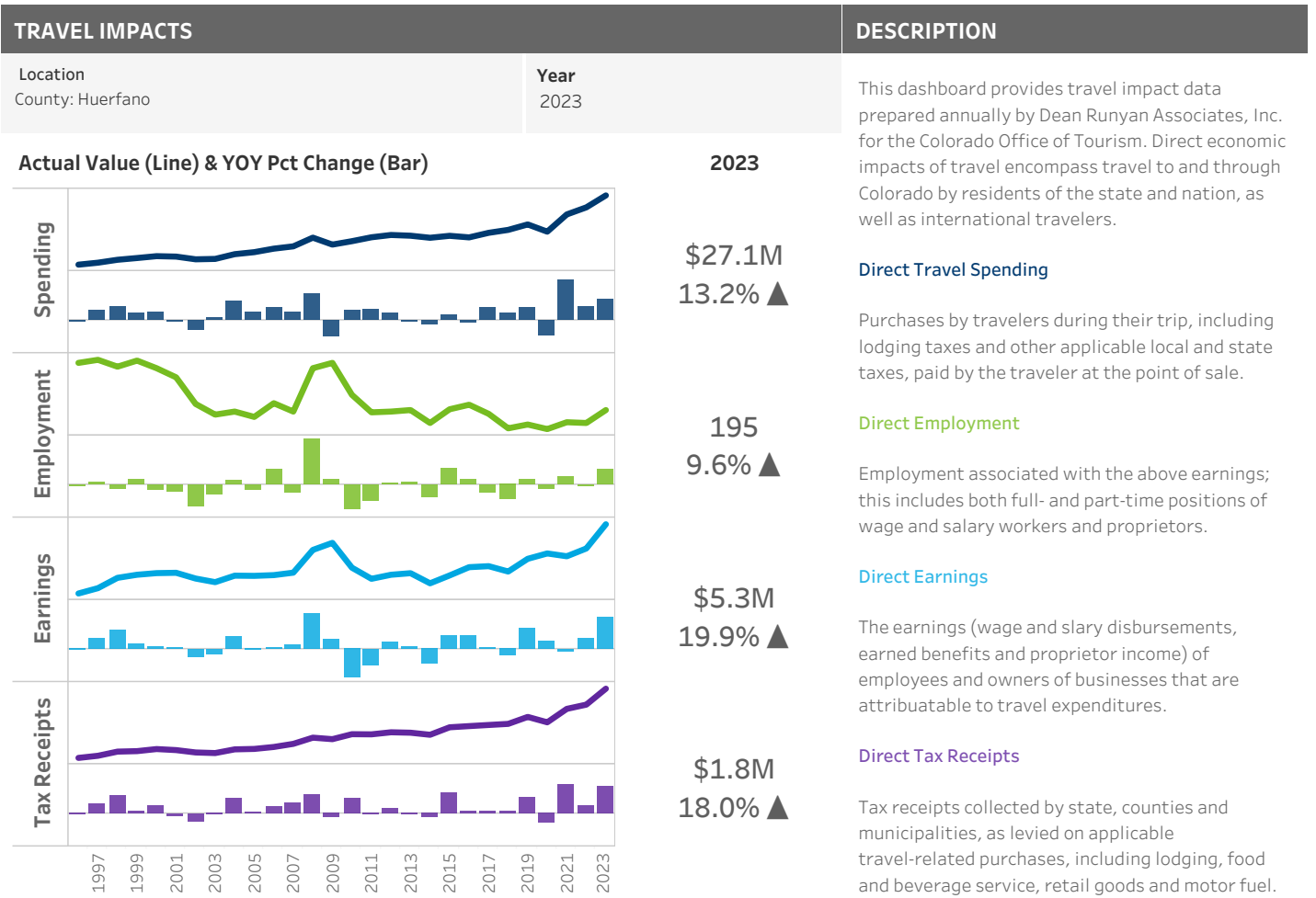
# THANK YOU!







# COLORADO DASHBOARD



SOURCE: DEAN RUNYAN ASSOCIATES

# TRAVELSTORYS

To date, the TravelStorysGPS collection of tours has grown to **264 tours in 44\* states and 5 countries**. TravelStorysGPS continues to grow our tour sponsor community across the country, as well as promote the app to increase downloads.

44

STATES\*  
\* Includes Washington, D.C.

264

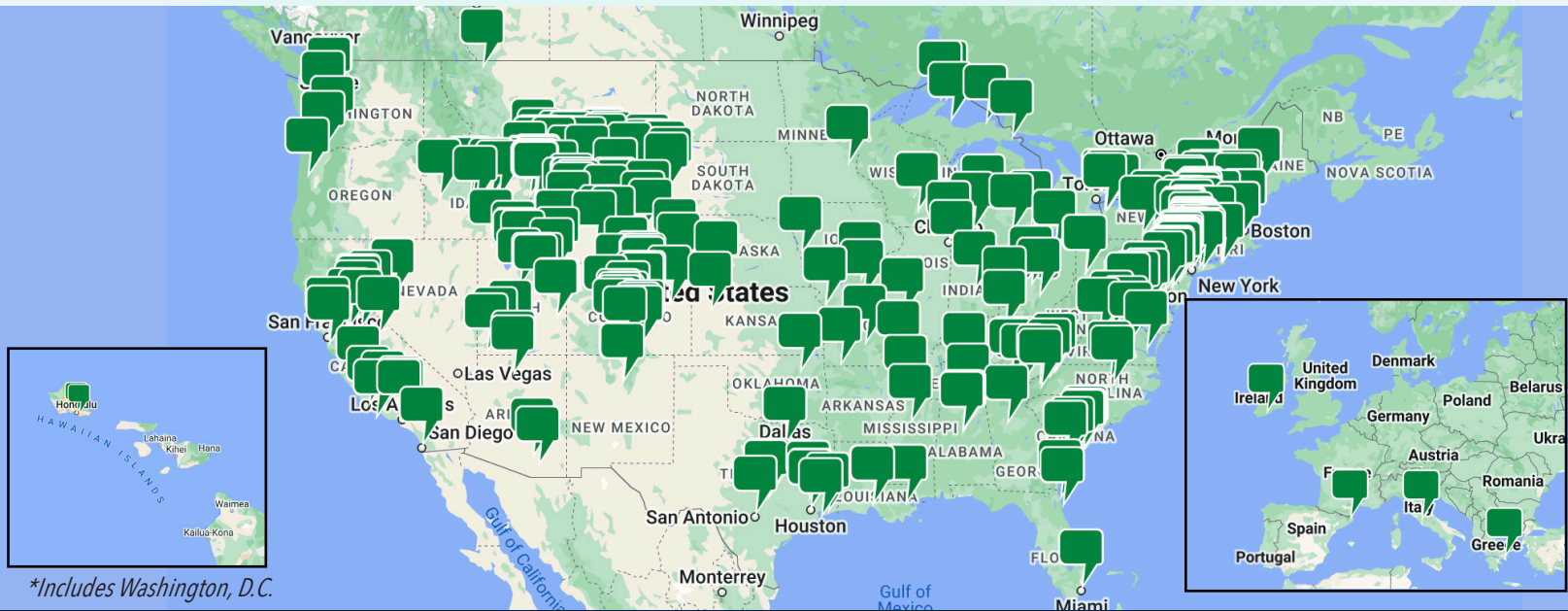
TOURS

14

TOURS COMING SOON

136

TOUR SPONSORS



\*Includes Washington, D.C.

## 2024 Android & iOS Usage

### User Analytics

**Key Takeaways:** 12,000 people visited the app 53,000 times. On average, users spent 5 minutes engaged with the app.

Users ?	New users ?	Event count ?	Average engagement time ?
12K	6.4K	53K	5m 19s



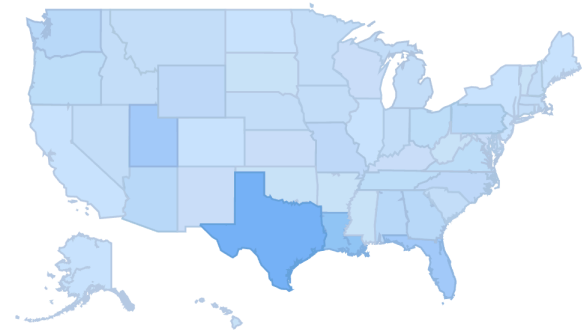


# TRAVELSTORYS

## Q1 2024 Demographics Data

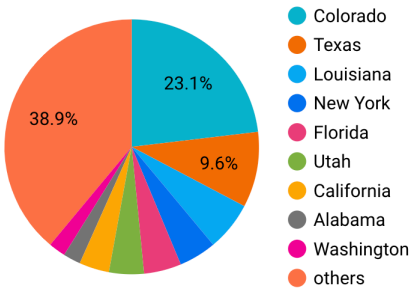
**Key Takeaways:** These data points come from a subset of users whose privacy settings allow us to see their age, gender, and location while visiting the app in Q1 2024.

### Geographic Reach

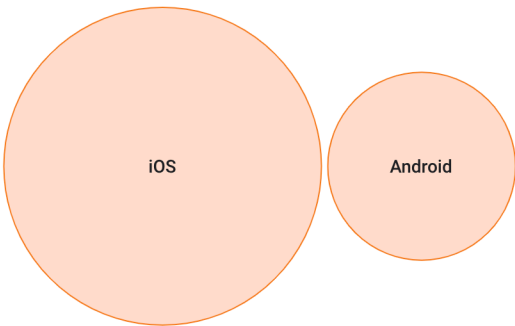


1 1,459,894

Region	
1.	Colorado
2.	Texas
3.	Utah
4.	New York
5.	Louisiana
6.	Florida
7.	California
8.	Georgia
9.	Alabama
10.	New Jersey

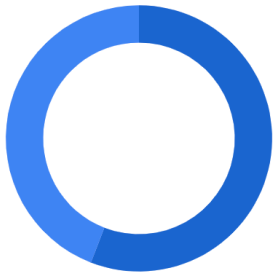


Users by Platform

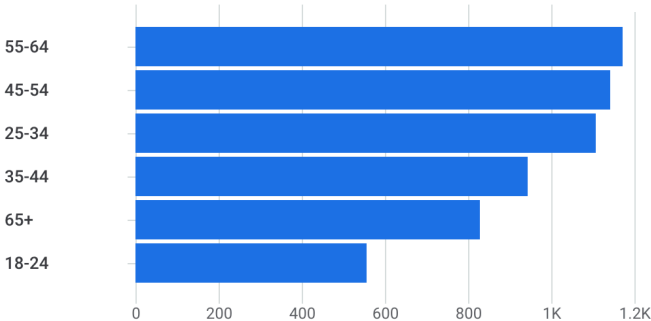


Users by Gender

IOS  
74.1%  
ANDROID  
25.9%



Users by Age

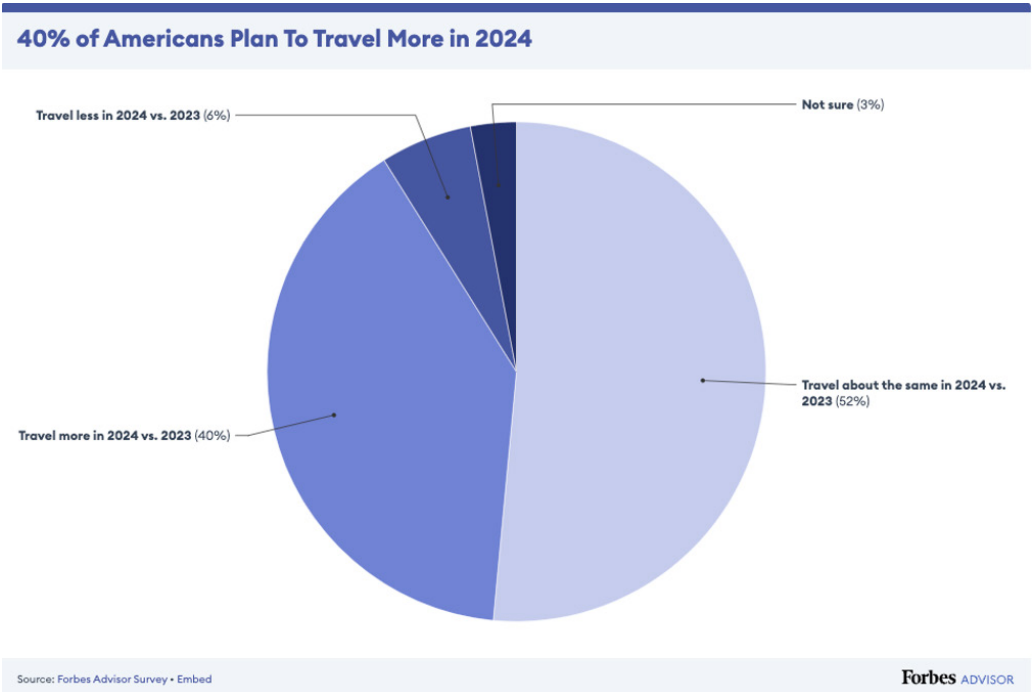


# TRAVELSTORYS

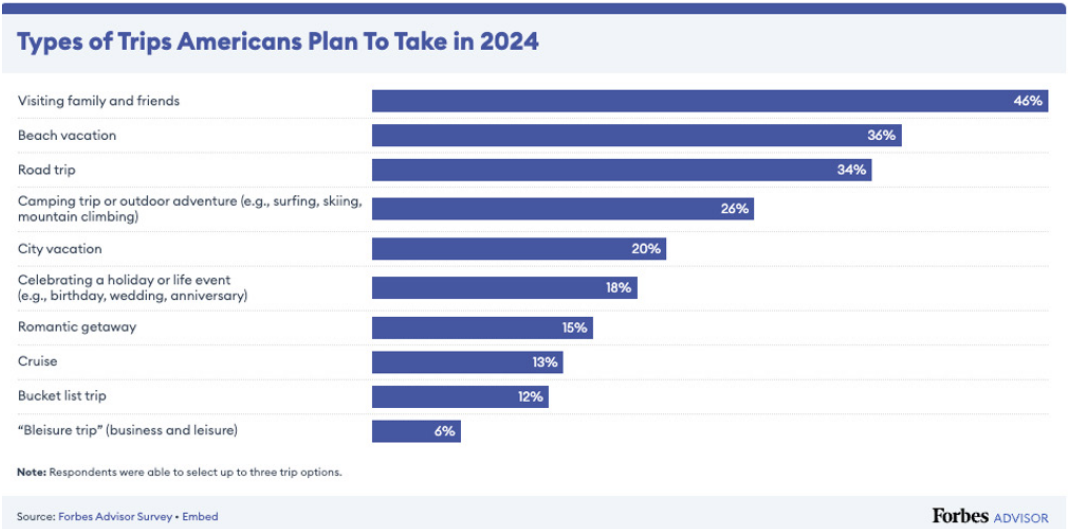
## 2024 Travel Outlook

According to *Forbes*, 52% of consumers plan to maintain their previous travel standards from 2023, while 40% plan on traveling even more. This increase is slightly lower than the increase seen from 2022 to 2023 (49%), but it is still notable, especially considering that 63% of Americans took at least two leisure trips in 2023.

Younger generations, particularly Gen Zers (56%) and Millennials (49%), are the most inclined to increase their travel this year, compared to 39% of Gen Xers and 29% of Baby Boomers. Older generations are likely to maintain their current travel habits, as they may have already reached their desired amount of travel in 2023 or earlier.<sup>1</sup>



Among the *Forbes* survey respondents, the most popular plans for leisure travel are "visiting family and friends (46%), beach vacations (36%) and road trips (34%). All three of these trip types were also top selections in 2023."<sup>2</sup>



1 Forbes Advisor  
2 Forbes Advisor

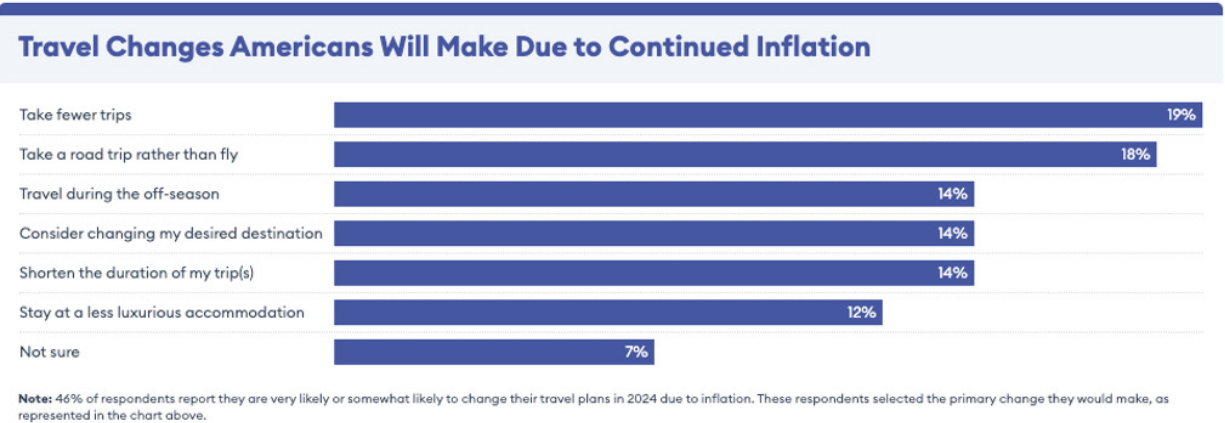
# TRAVELSTORYS

## 2024 Travel Outlook

Travelers are bracing for higher costs, with 39% expecting increased budgets compared to last year. (In 2023, 45% anticipated higher budgets.) Despite inflation pressures on household expenses, 35% plan to maintain their travel budget.

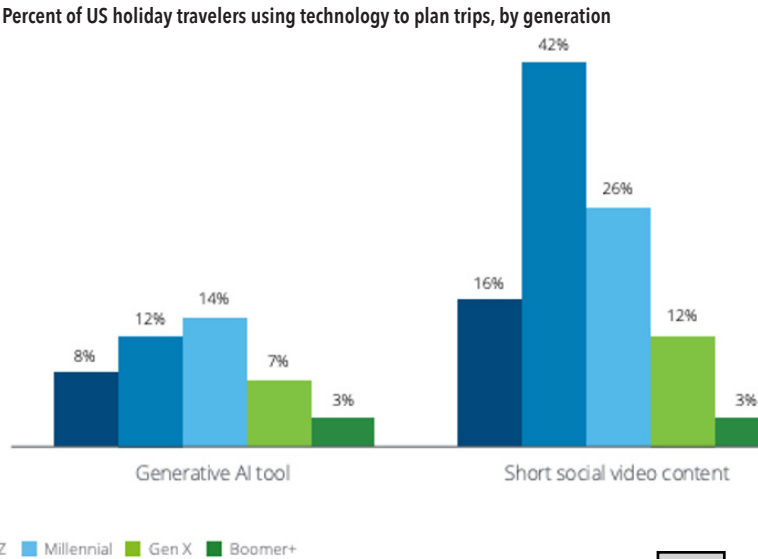
In total, 72% of respondents plan to spend over \$2,000 on travel in 2024, with nearly half (48%) budgeting at least \$4,000 for the year. Given the average cost for a family of four's trip of \$3,600, these figures aren't surprising. Millennials (62%) and Gen Zers (61%) are most likely to budget \$4,000 or more.

In response to rising prices, 46% of travelers are planning adjustments, such as taking fewer trips (19%), shortening their duration (14%), and driving instead of flying (18%).<sup>1</sup>



Artificial intelligence (AI) is already making waves in the travel industry, particularly in improving call center efficiency, which is widely acknowledged as a significant benefit. While attention will likely be drawn to more visible applications, such as innovative options for discovery, shopping, and booking, the true impact may lie in less apparent uses. Travel providers are exploring promising opportunities in advertising strategy, marketing content, and personalized experiences facilitated by AI. Additionally, there's a growing exploration of how AI can optimize core operational functions within the industry.

Hotels and airlines are at the forefront of experimenting with AI's capabilities in back-office operations, while travelers are already embracing it as a planning tool. Surprisingly, approximately one in ten travelers have utilized AI to plan their holiday trips, indicating a noteworthy adoption rate given that this technology has only been widely available for about a year.



1 Forbes Advisor

# TRAVELSTORYS USAGE ANALYTICS



Jan 1, 2024 - Mar 31, 2024

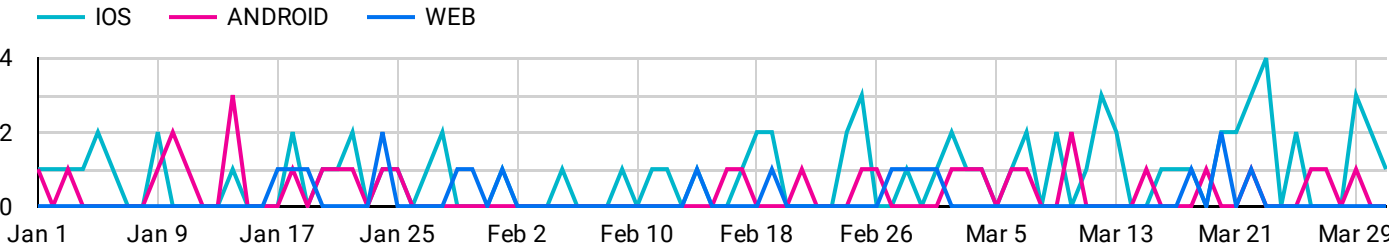
Tour: Highway of Legends (1)

## Tour Users

Unique Users

108

\*Individual users who visited your tour

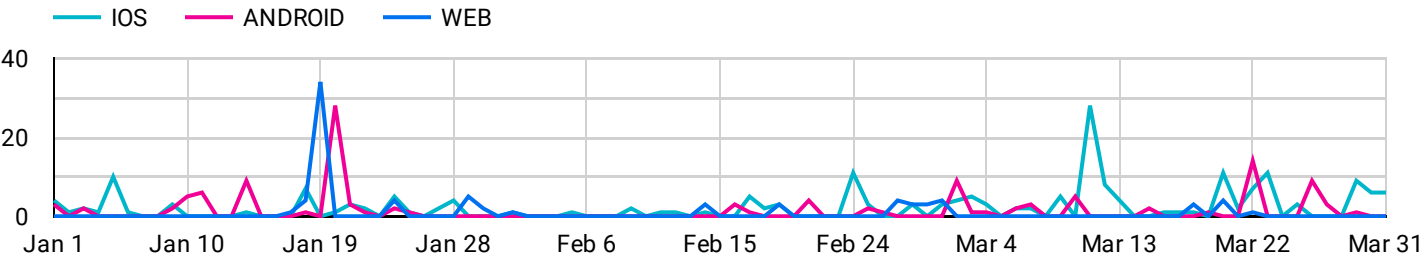


## Tour Sessions

Total Sessions

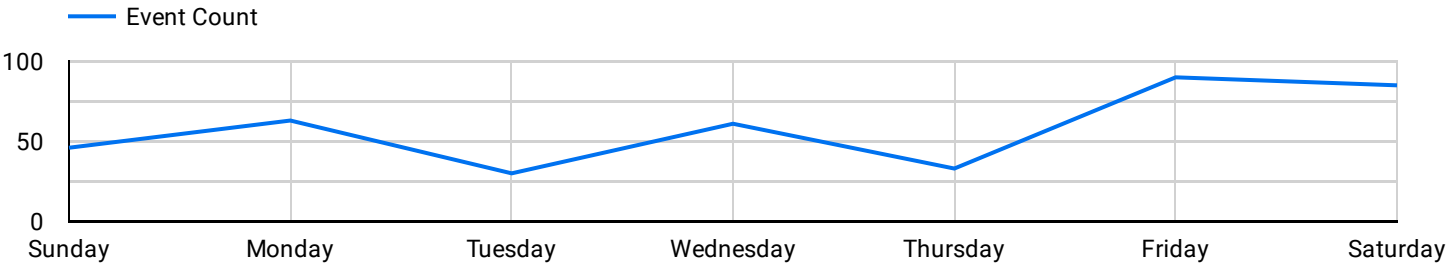
408

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

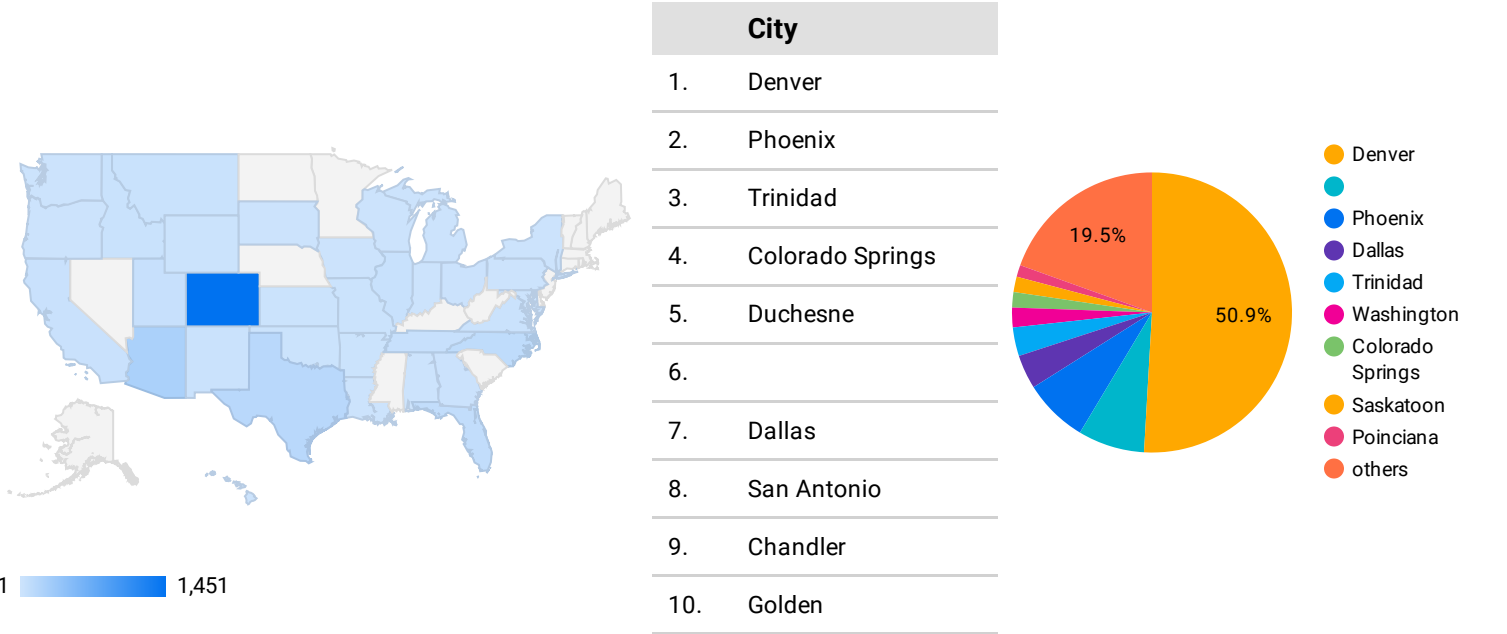


## Sessions by Day of the Week

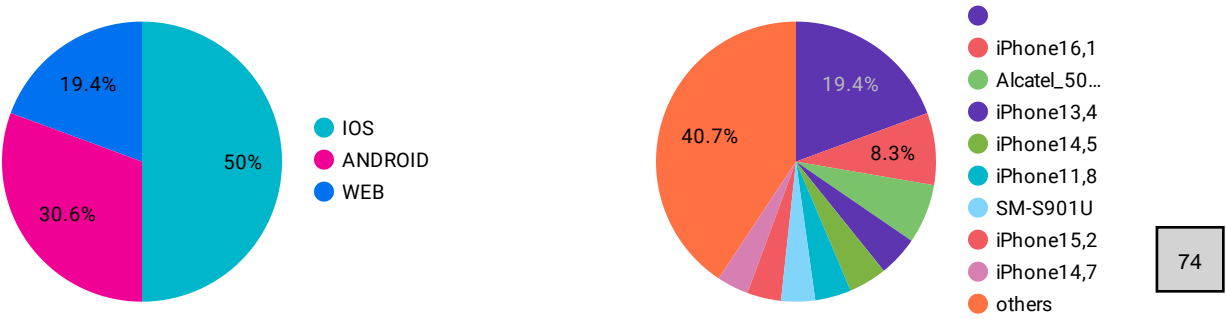
\*most popular day of the week for tour



## Geographic Reach



## Visitors by Device





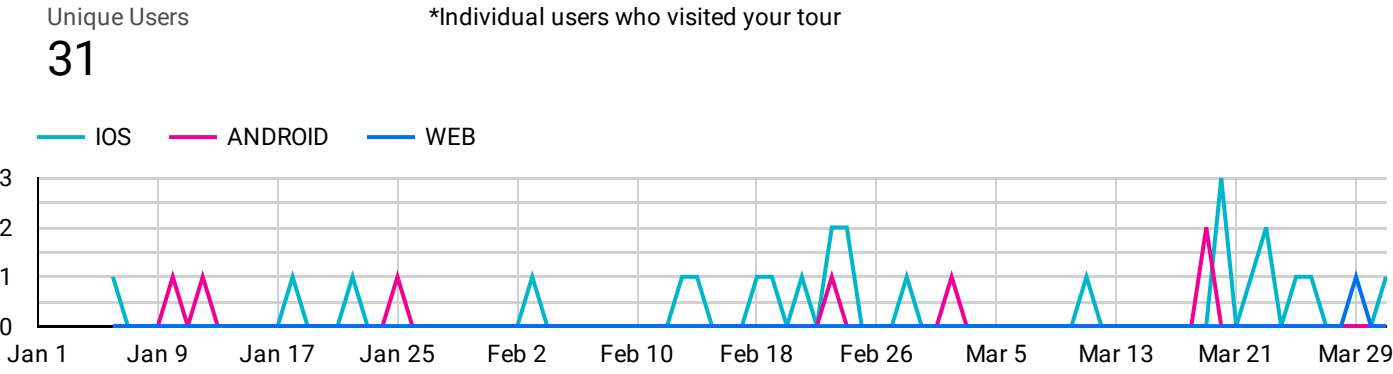
# TRAVELSTORYS USAGE ANALYTICS



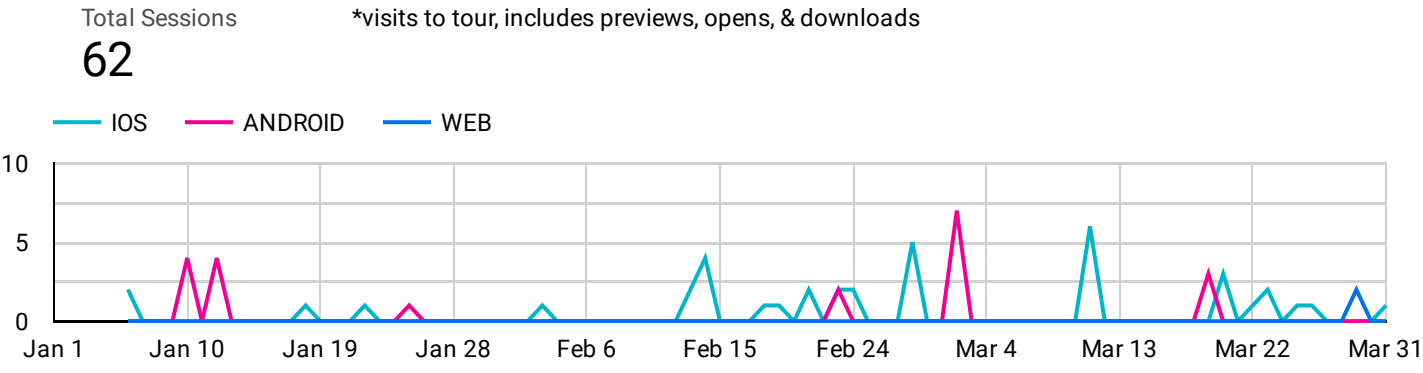
Jan 1, 2024 - Mar 31, 2024

Tour: Walk Cuchara (1)

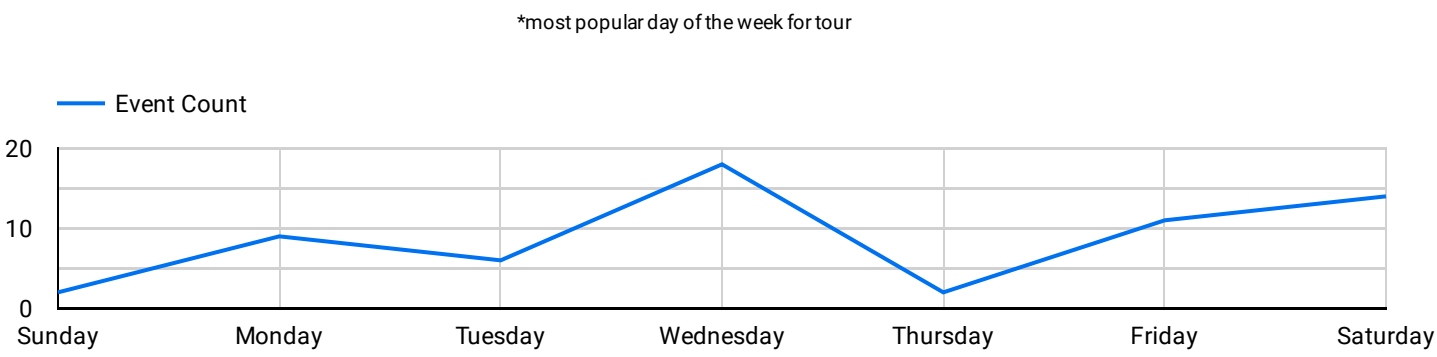
## Tour Users



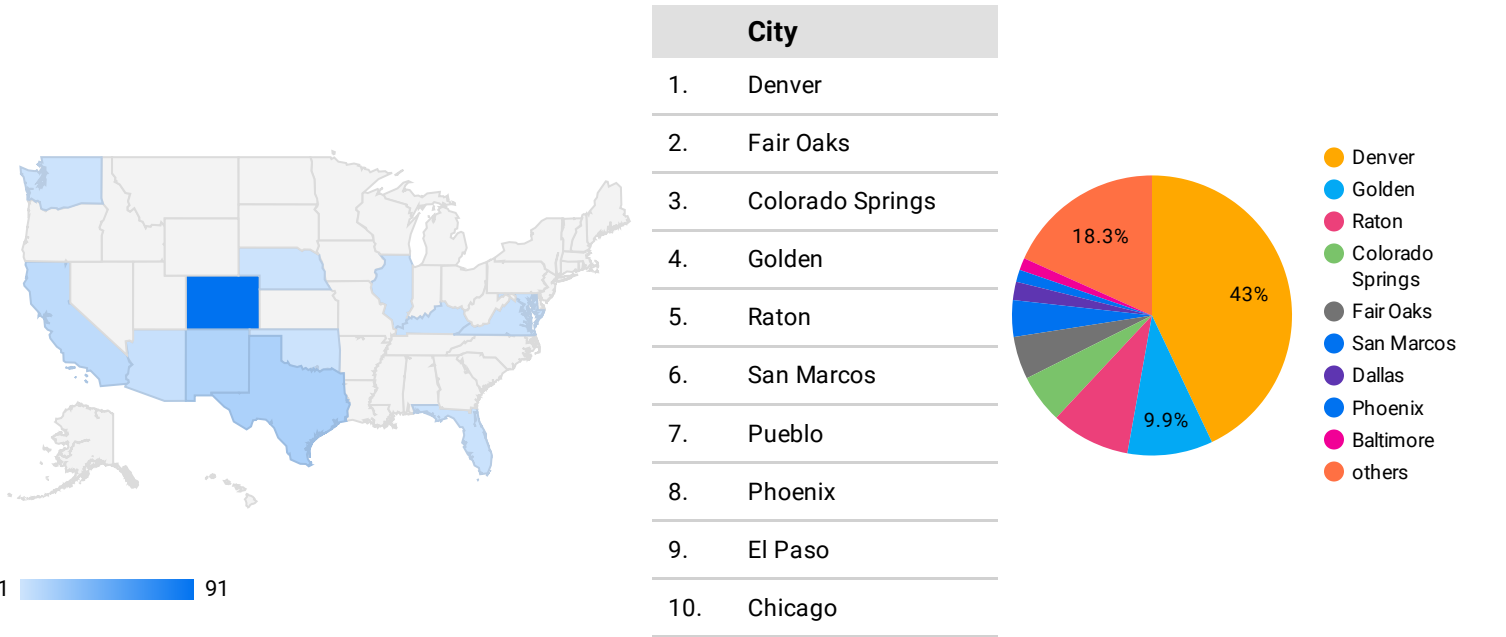
## Tour Sessions



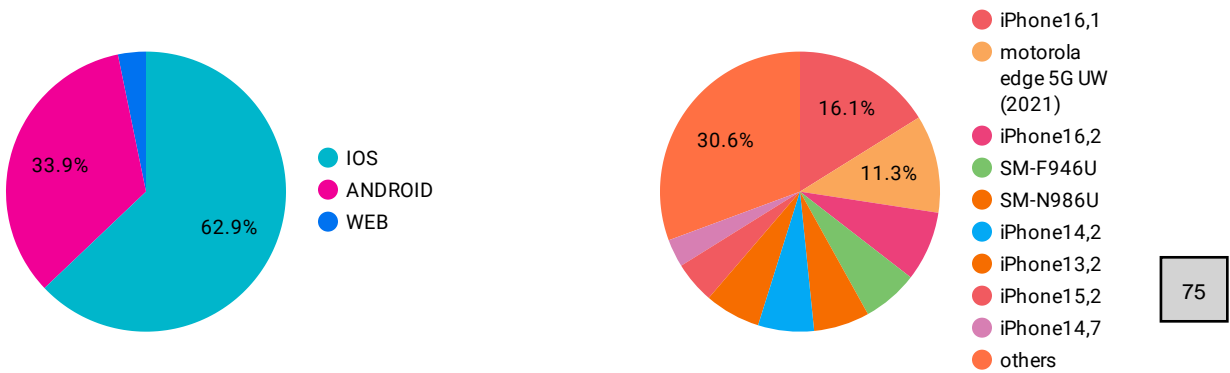
## Sessions by Day of the Week



## Geographic Reach



## Visitors by Device



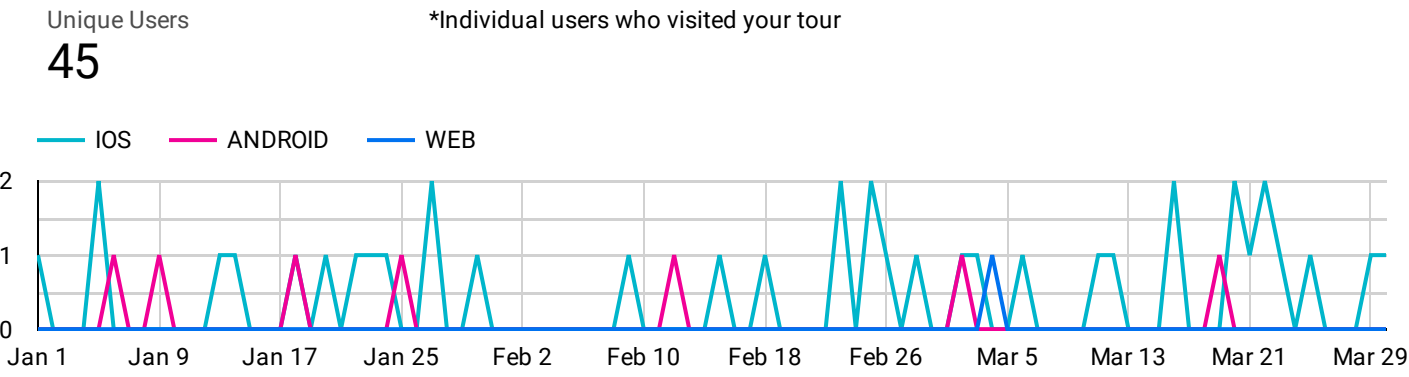
# TRAVELSTORYS USAGE ANALYTICS



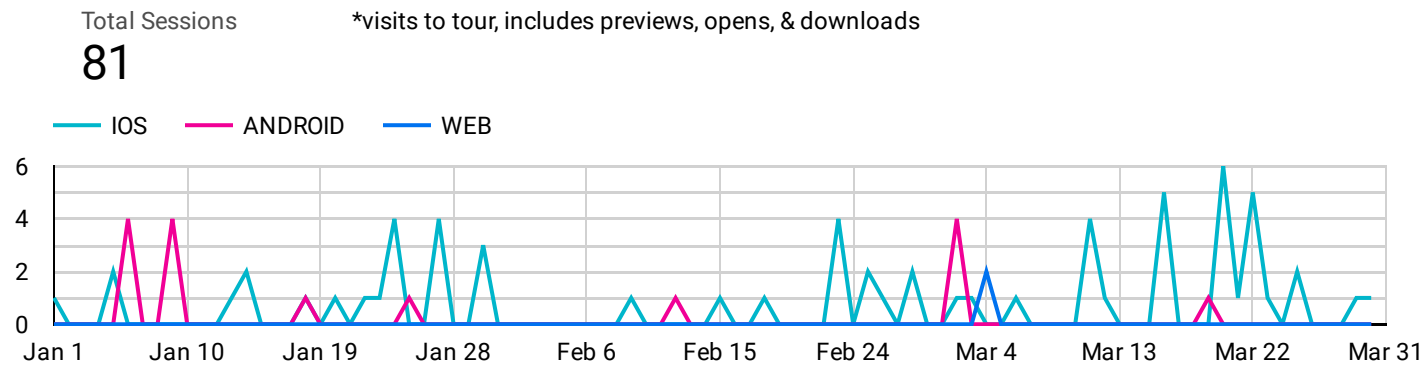
Jan 1, 2024 - Mar 31, 2024

Tour: Historic La Veta (1)

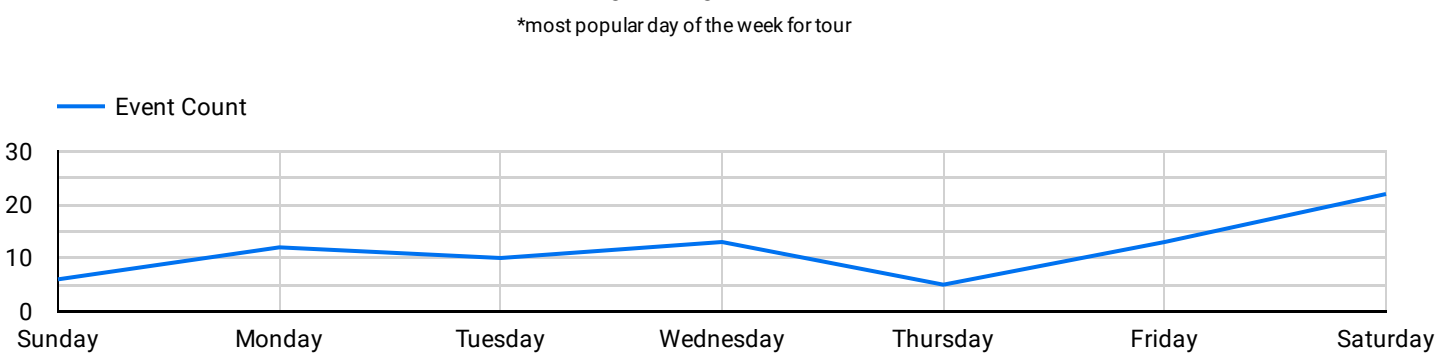
## Tour Users



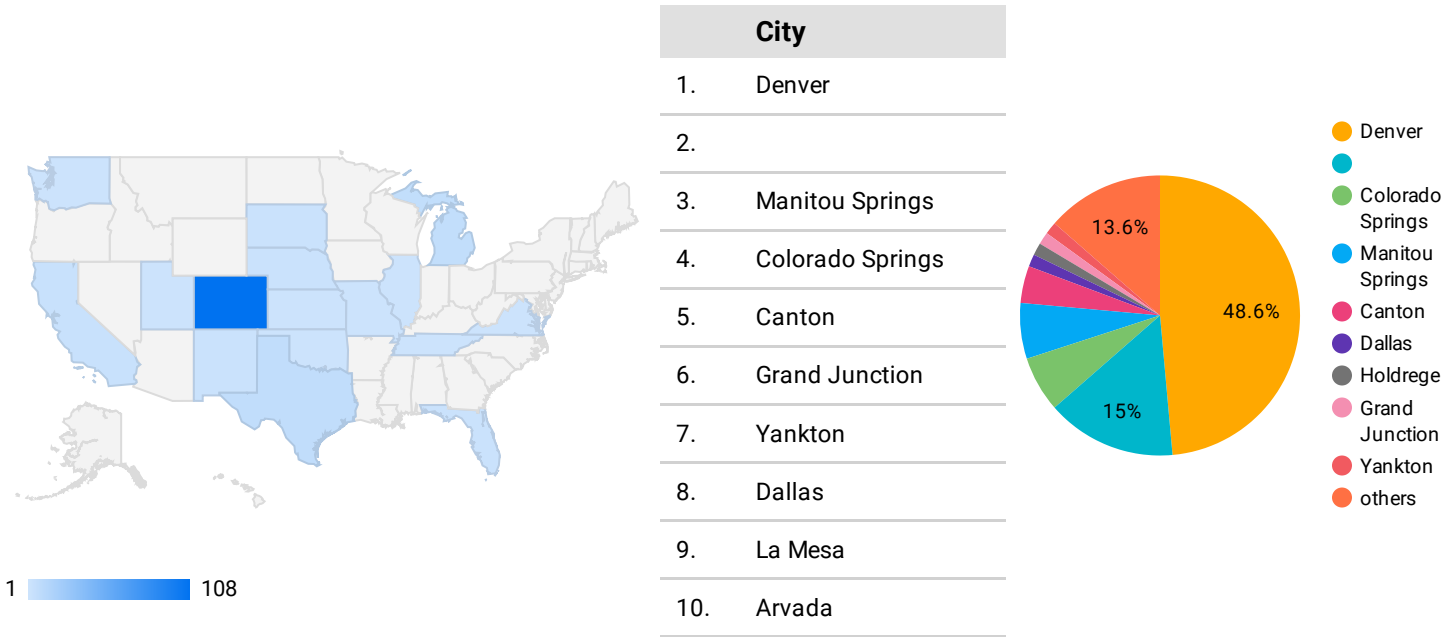
## Tour Sessions



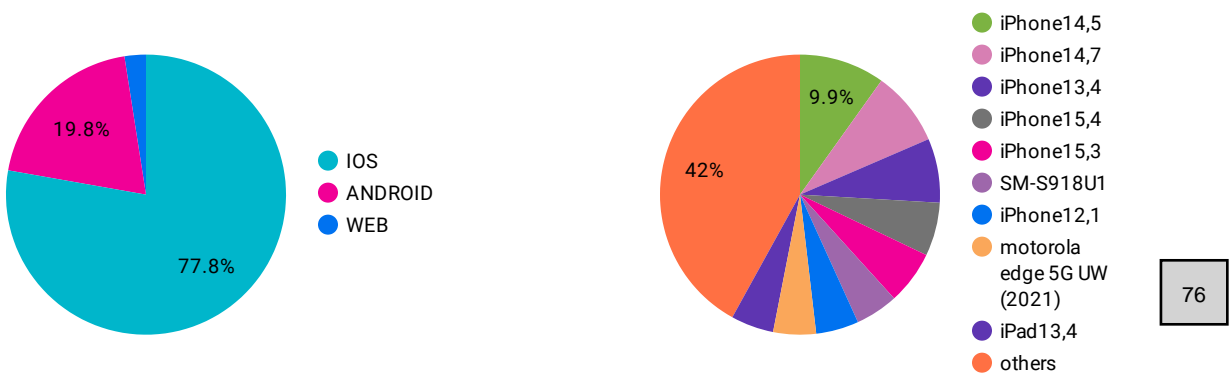
## Sessions by Day of the Week



## Geographic Reach



## Visitors by Device



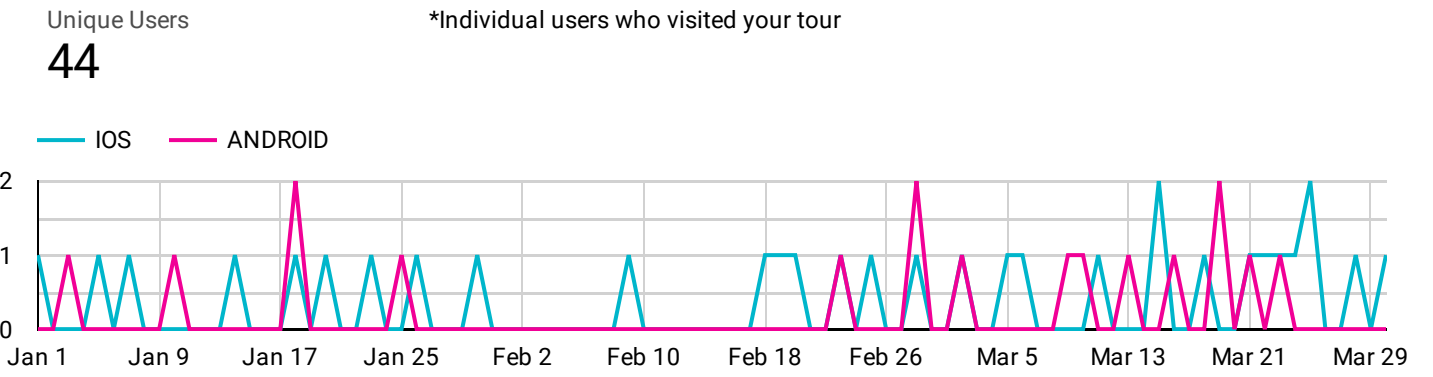
# TRAVELSTORYS USAGE ANALYTICS



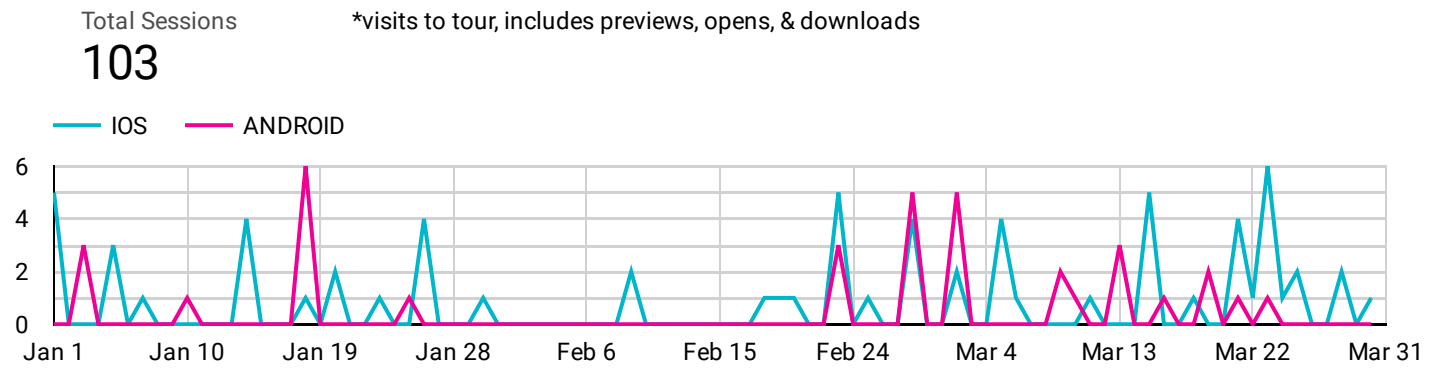
Jan 1, 2024 - Mar 31, 2024

Tour: Historic Downtown Walsenburg (1)

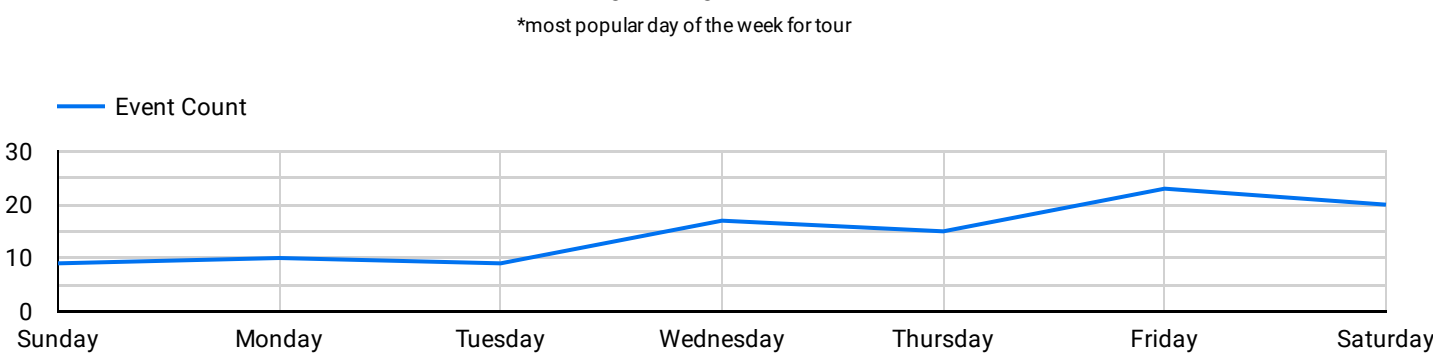
## Tour Users



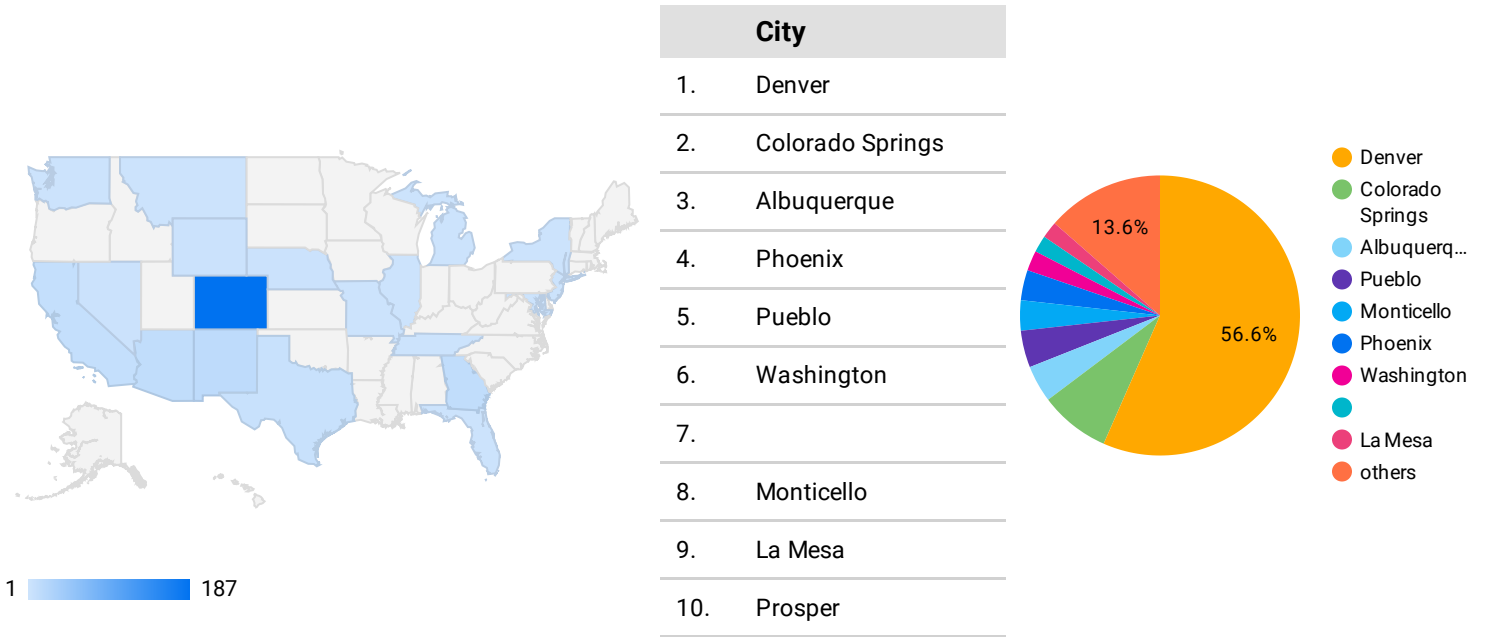
## Tour Sessions



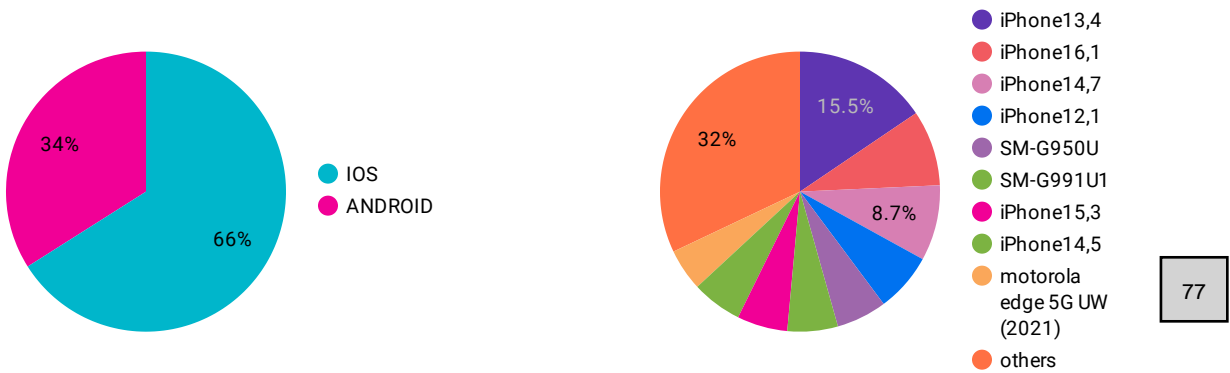
## Sessions by Day of the Week



## Geographic Reach



## Visitors by Device

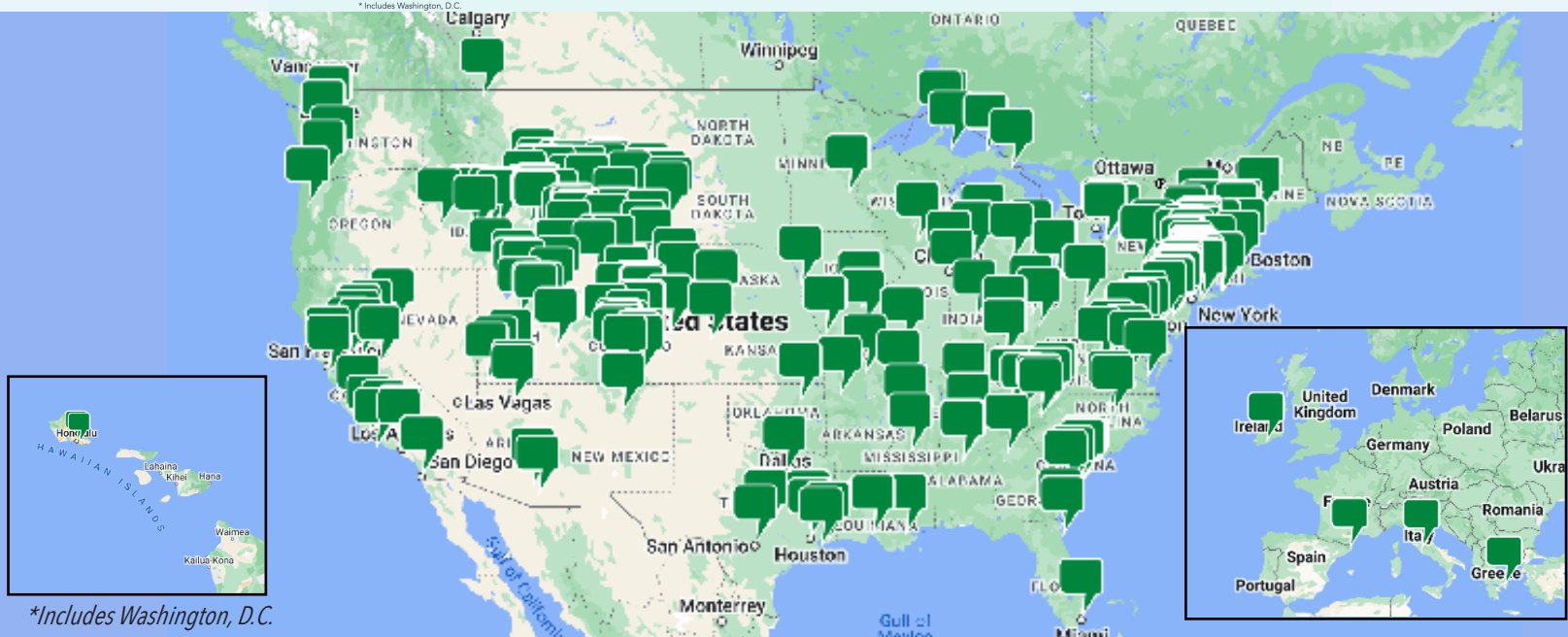


# TRAVELSTORYS

To date, the TravelStorysGPS collection of tours has grown to **268 tours in 46\* states and 5 countries**. TravelStorysGPS continues to grow our tour sponsor community across the country, as well as promote the app to increase downloads.

46                      268                      18                      141

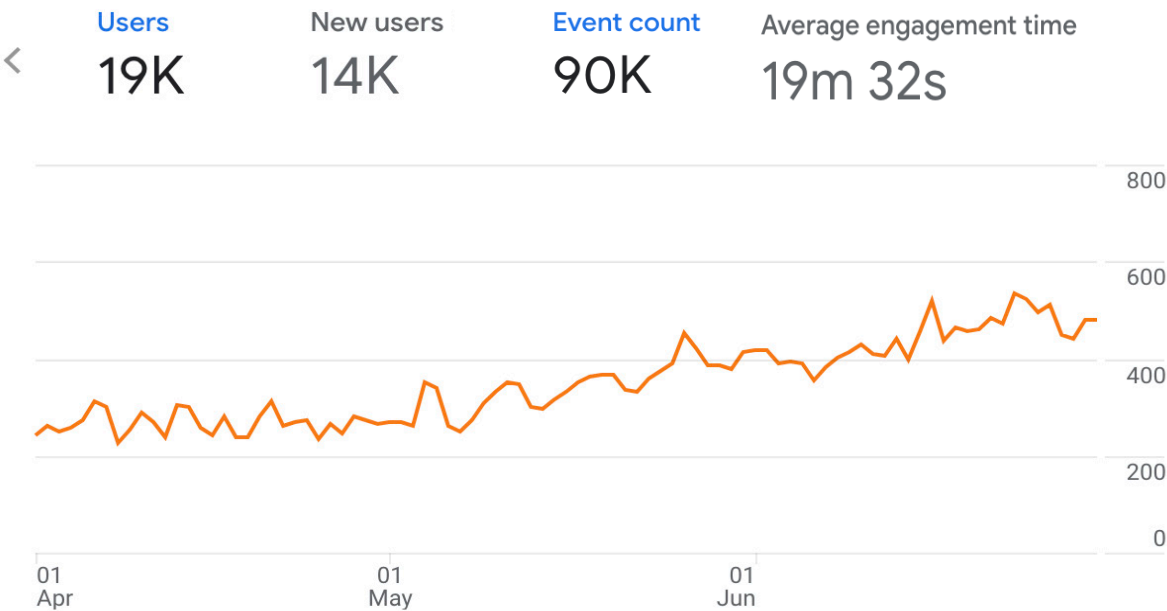
STATES\*                      TOURS                      TOURS COMING SOON                      TOUR SPONSORS



## 2024 Android & iOS Usage

### User Analytics

**Key Takeaways:** 19,000 people visited the app 90,000 times. On average, users spent 19.5 minutes engaged with the app.

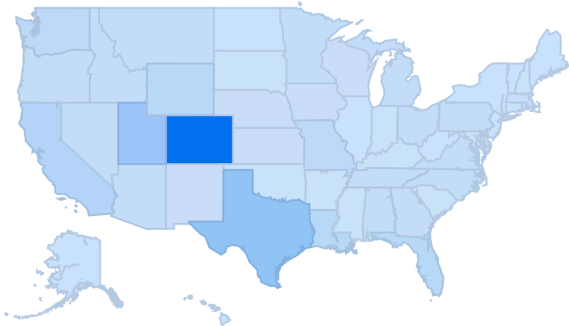




# TRAVELSTORYS

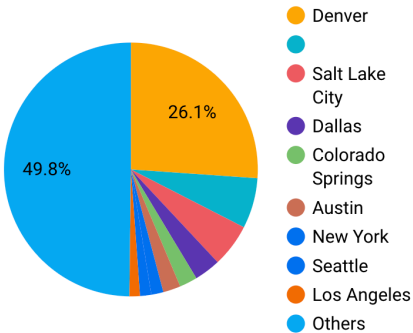
## Q2 2024 Demographics Data

**Key Takeaways:** These data points come from a subset of users whose privacy settings allow us to see their age, gender, and location while visiting the app in Q2 2024.

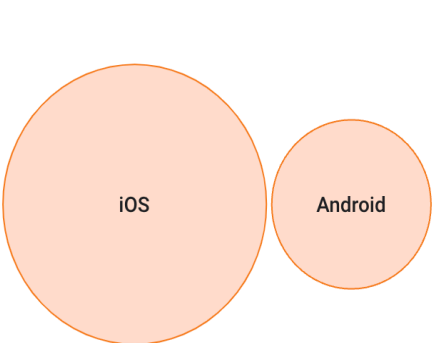


1 569,559

City	
1.	Denver
2.	
3.	Salt Lake City
4.	Dallas
5.	Colorado Springs
6.	Austin
7.	New York
8.	Los Angeles
9.	Seattle
10.	New Orleans



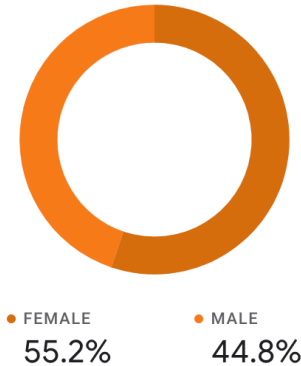
Users by Platform



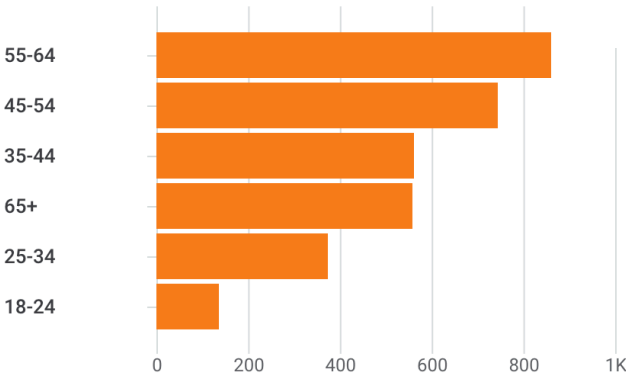
iOS  
73.2%

ANDROID  
26.8%

Users by Gender



Users by Age



# TRAVELSTORYS USAGE ANALYTICS



Apr 1, 2024 - Jun 30, 2024

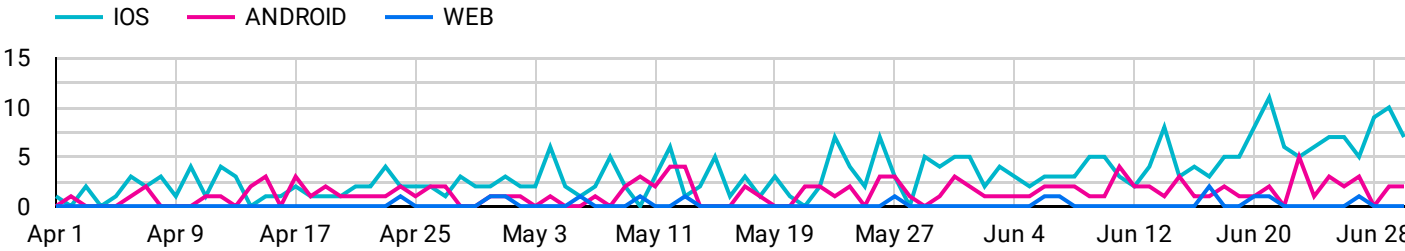
Tour: Highway of Legends (1)

## Tour Users

Unique Users

349

\*Individual users who visited your tour

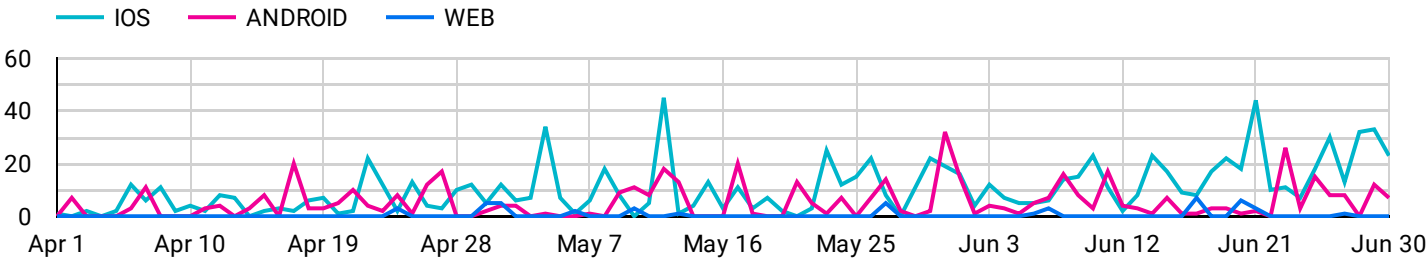


## Tour Sessions

Total Sessions

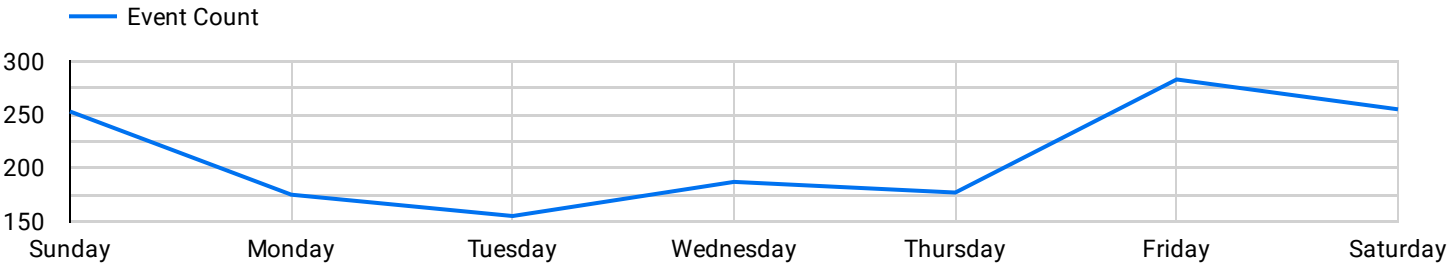
1,485

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

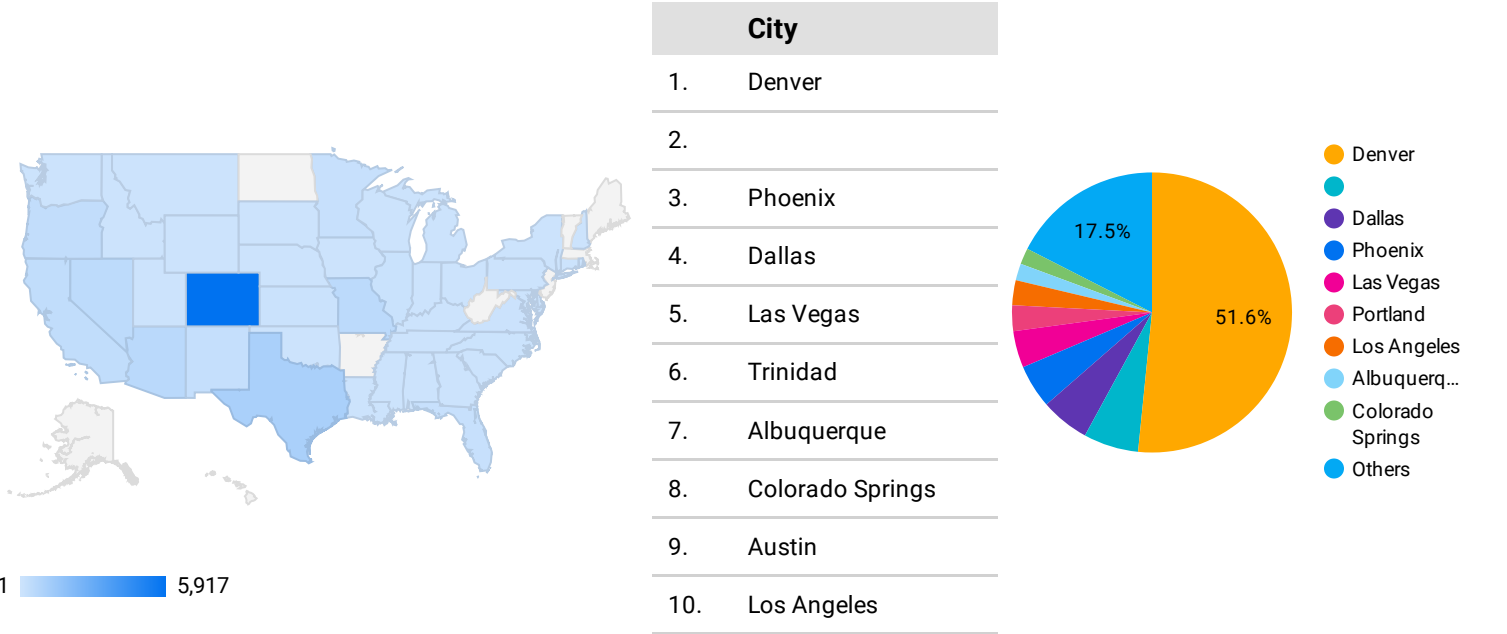


## Sessions by Day of the Week

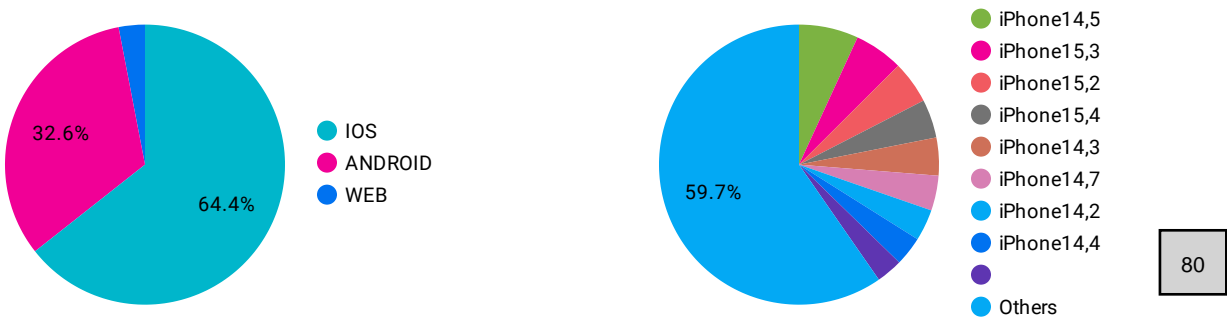
\*most popular day of the week for tour



## Geographic Reach



## Visitors by Device



# TRAVELSTORYS USAGE ANALYTICS



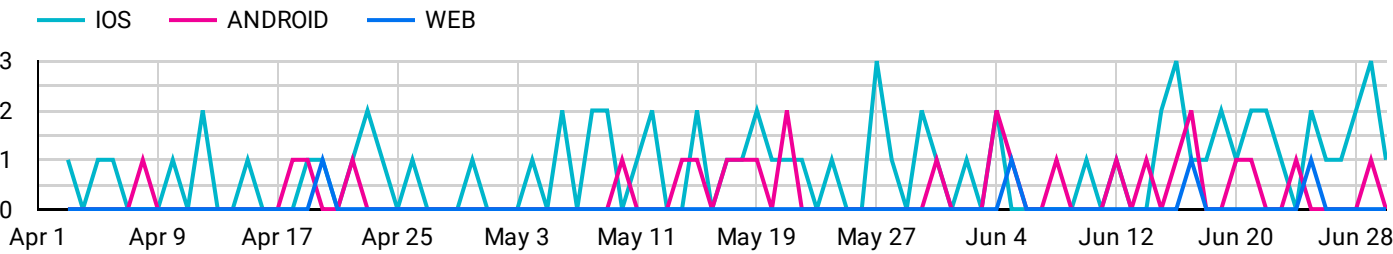
Apr 1, 2024 - Jun 30, 2024

Tour: Walk Cuchara (1)

## Tour Users

Unique Users  
92

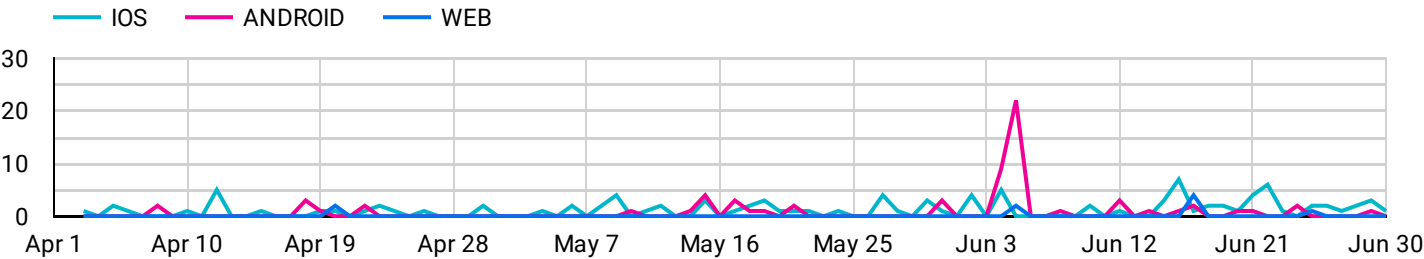
\*Individual users who visited your tour



## Tour Sessions

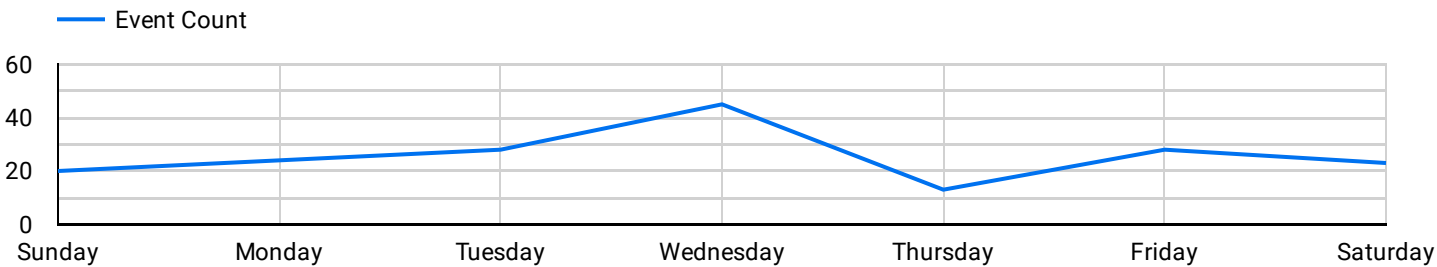
Total Sessions  
181

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

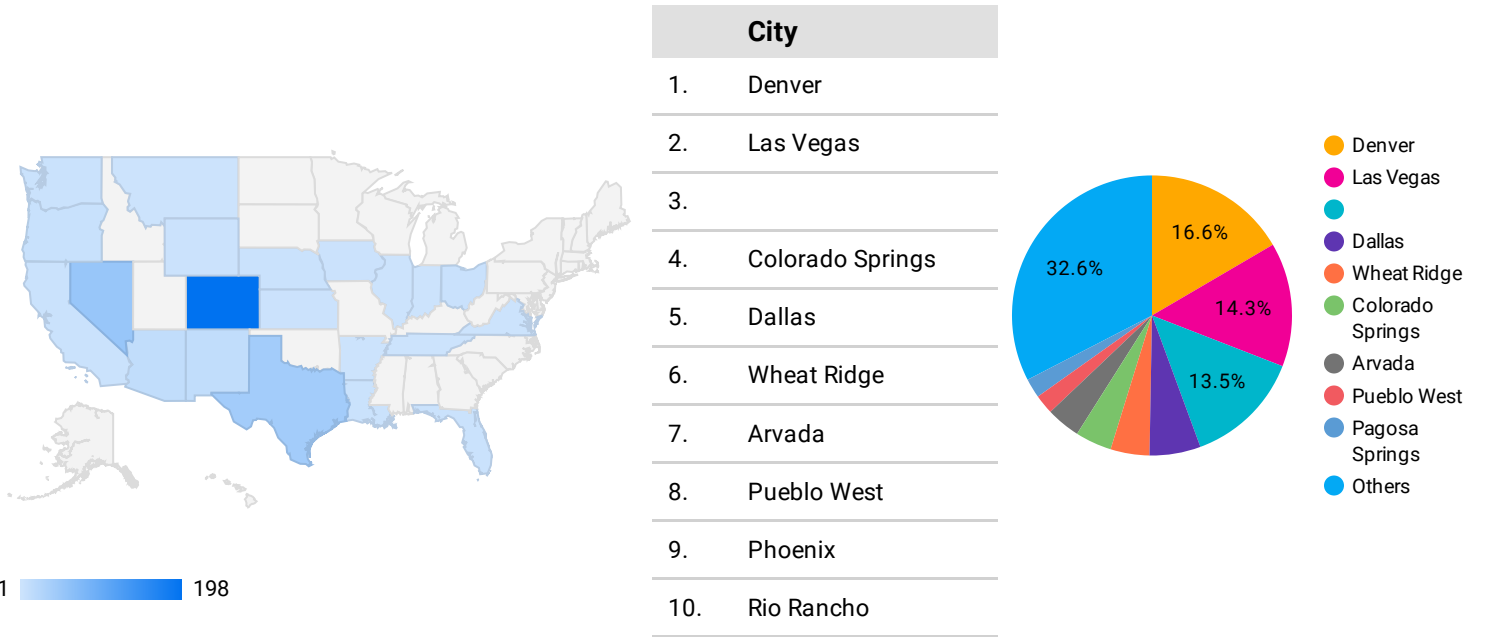


## Sessions by Day of the Week

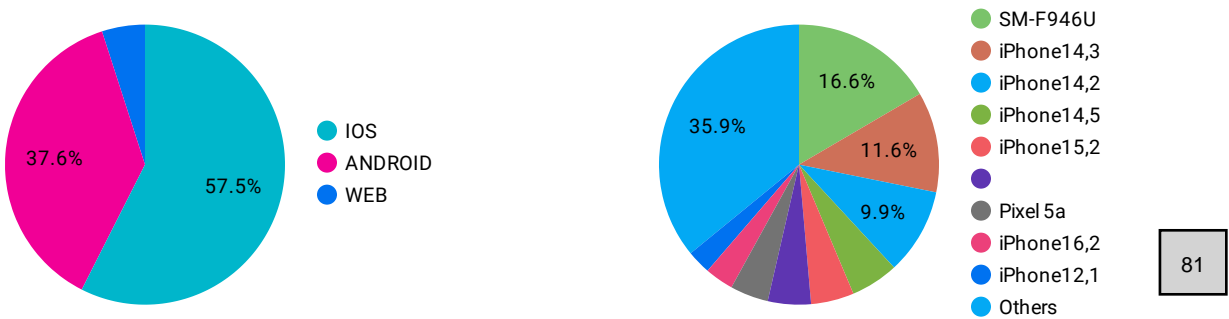
\*most popular day of the week for tour



## Geographic Reach



## Visitors by Device



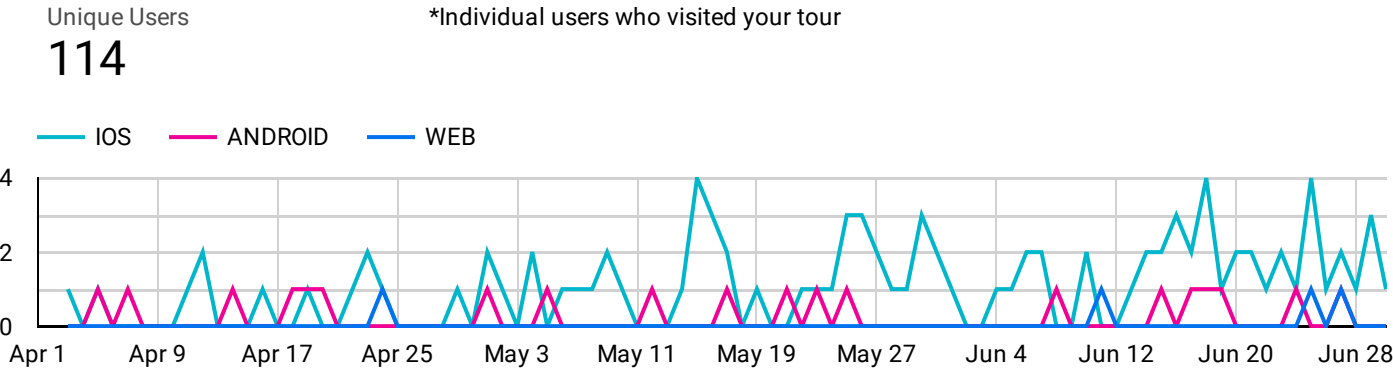
# TRAVELSTORYS USAGE ANALYTICS



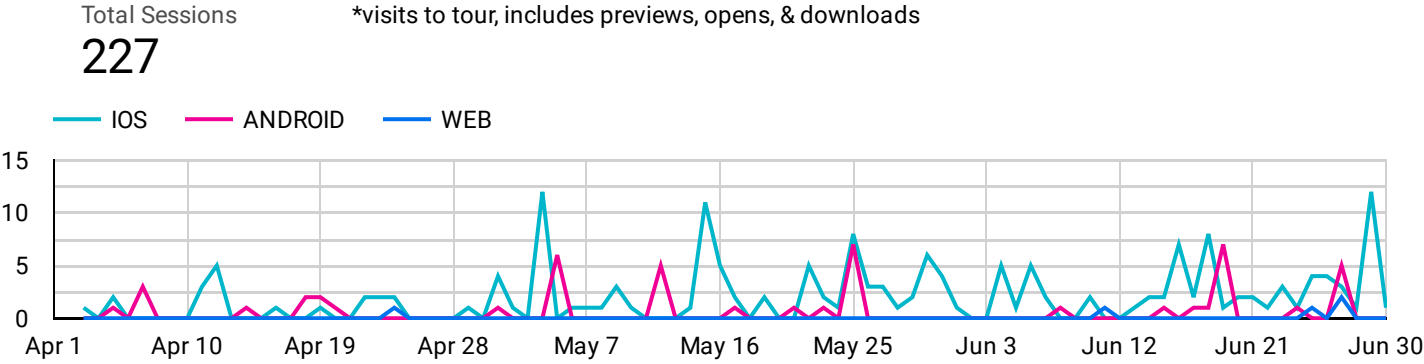
Apr 1, 2024 - Jun 30, 2024

Tour: Historic La Veta (1)

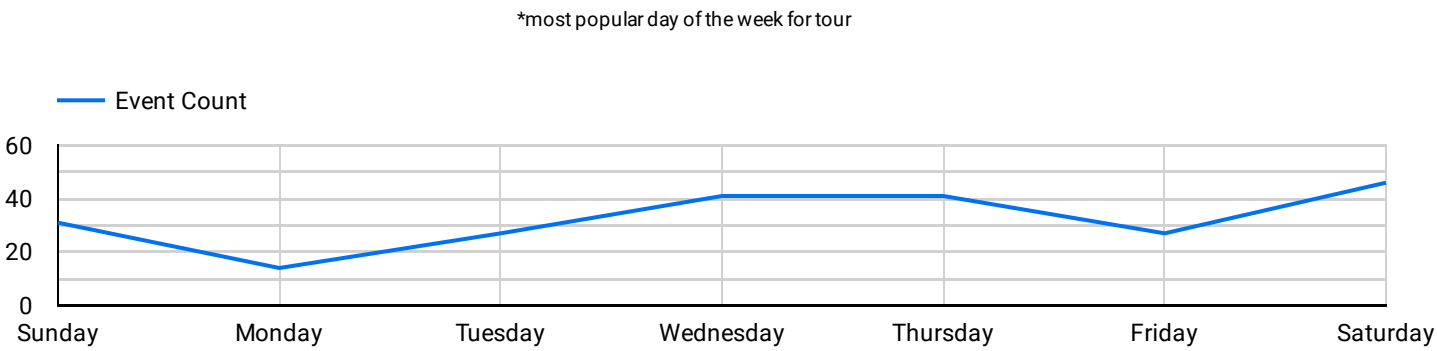
## Tour Users



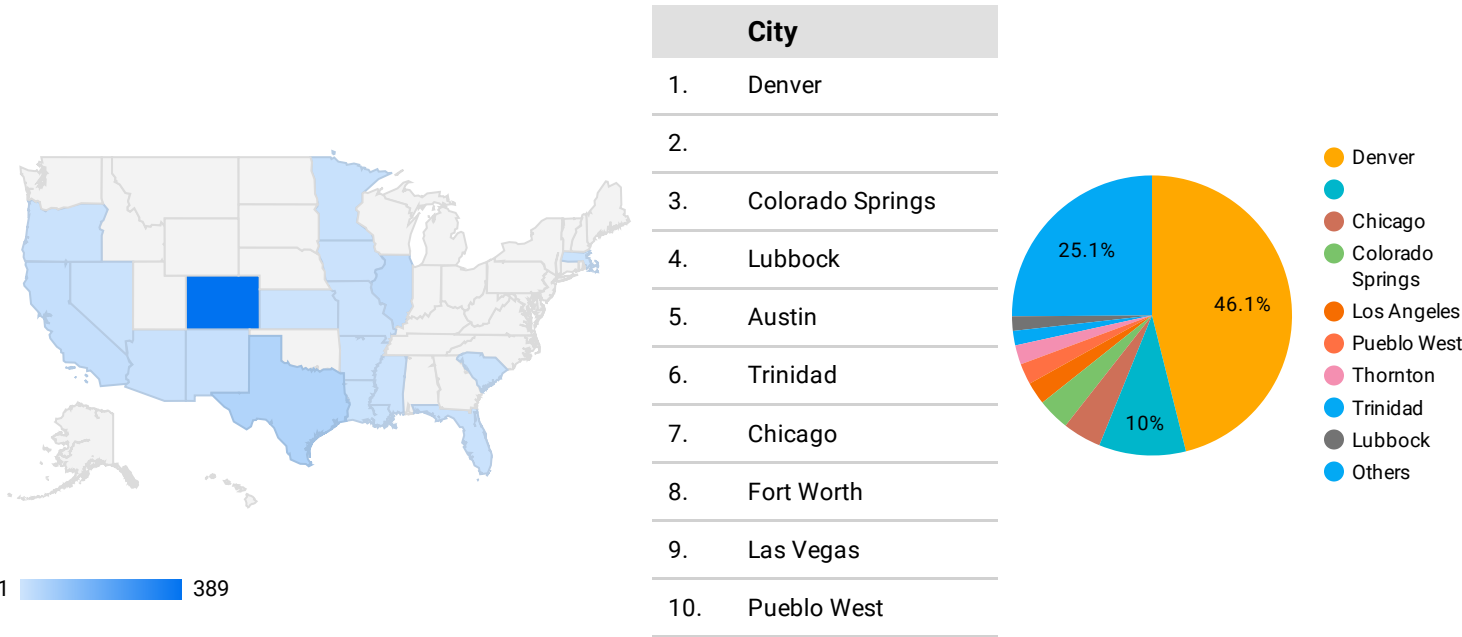
## Tour Sessions



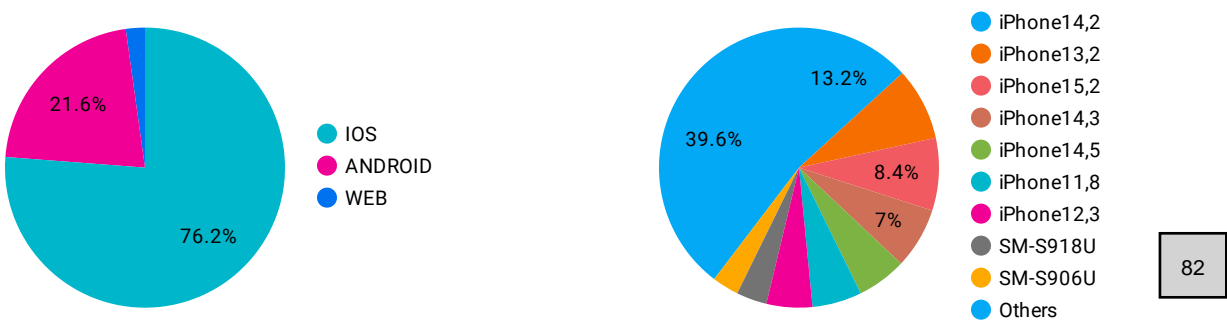
## Sessions by Day of the Week



## Geographic Reach



## Visitors by Device





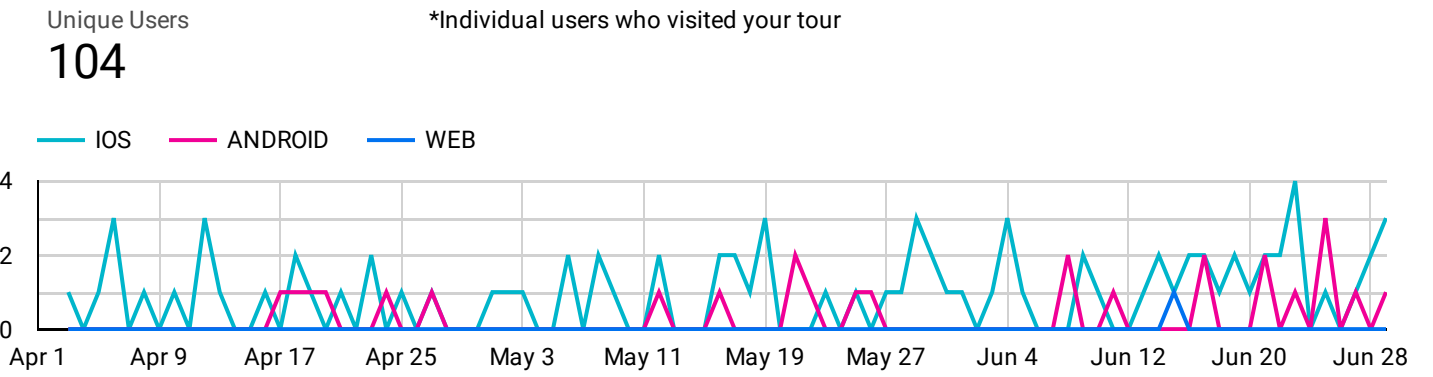
# TRAVELSTORYS USAGE ANALYTICS



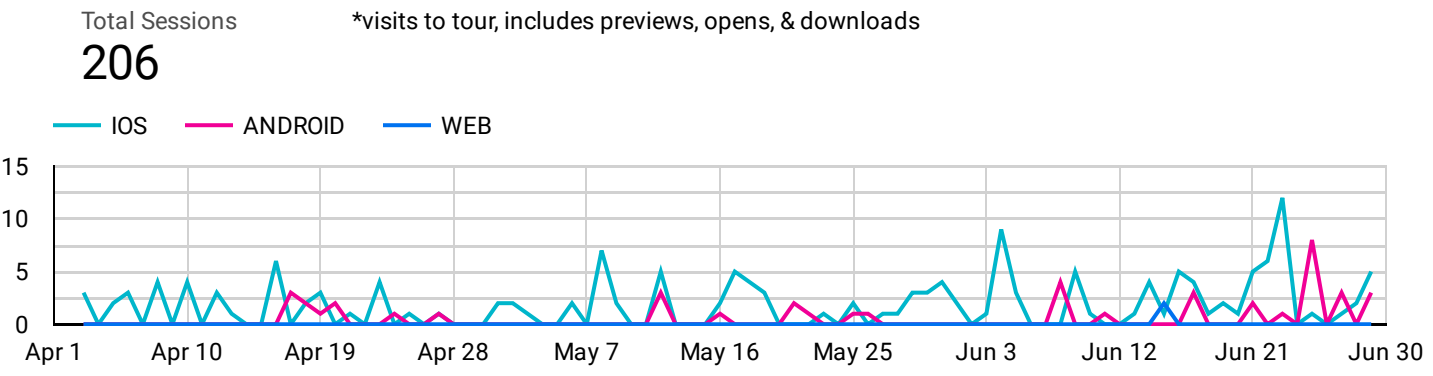
Apr 1, 2024 - Jun 30, 2024

Tour: Historic Downtown Walsenburg (1)

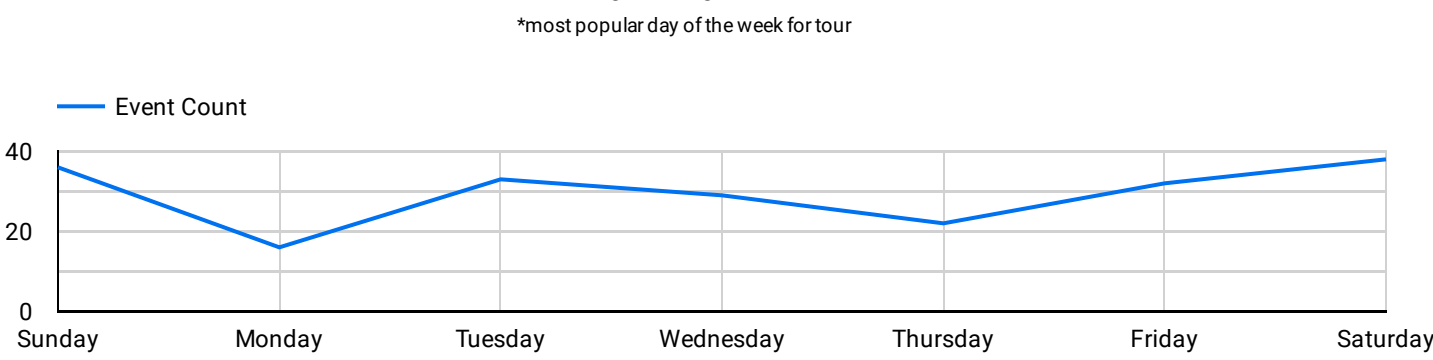
## Tour Users



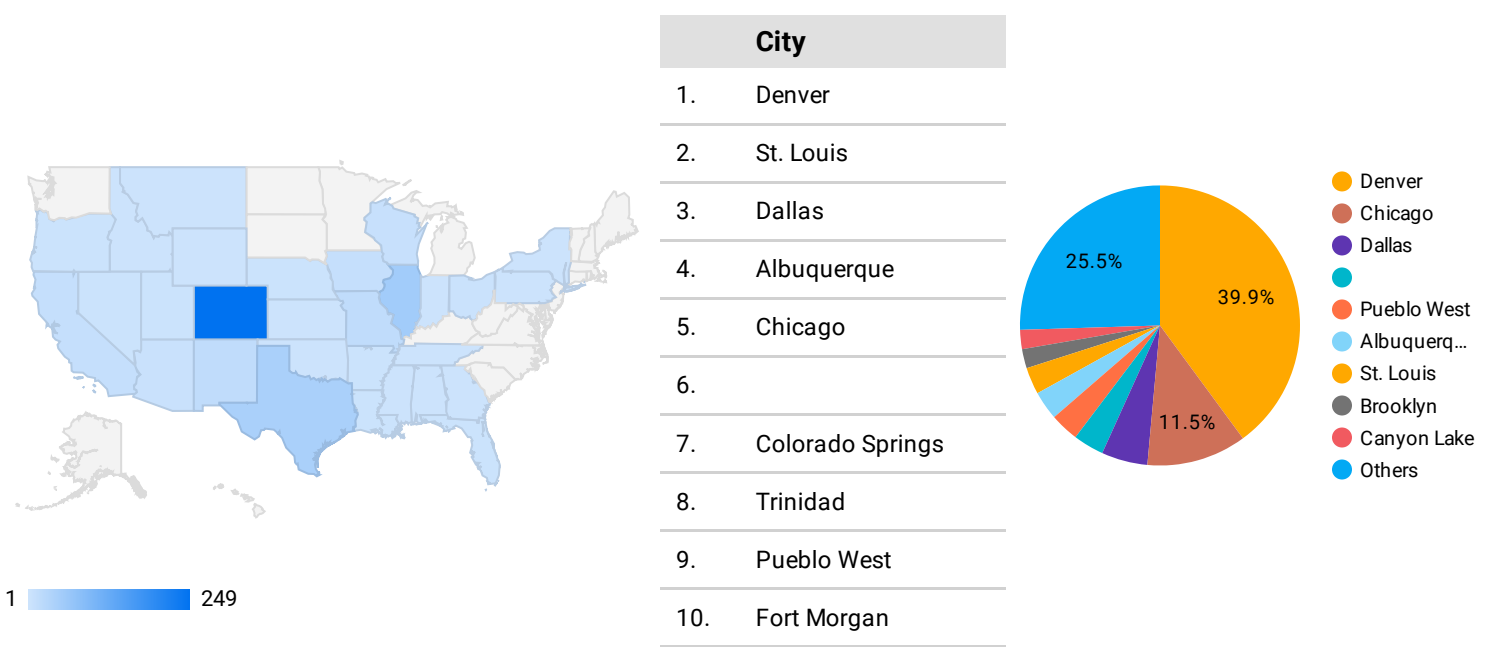
## Tour Sessions



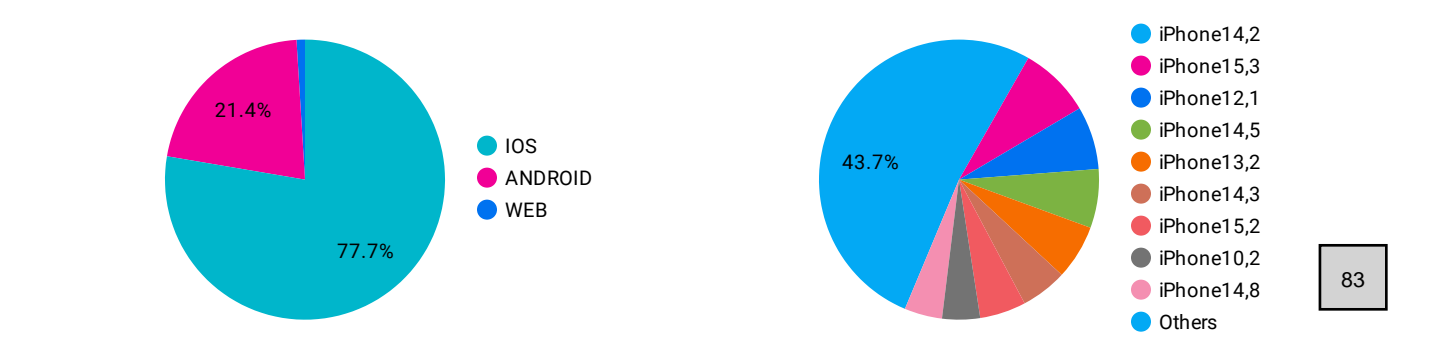
## Sessions by Day of the Week



## Geographic Reach



## Visitors by Device



STATEMENT OF WORK ADDENDUM  
Huerfano County Tourism Board - Highway of  
Legends Mobile Audio Tour

August 13, 2024



This Addendum is made to the Statement of Work, which is a part of the contract for the Huerfano County Tourism Board for the Highway of Legends Mobile Audio Tour entered into by and between TravelStorysGPS, LLC, ("TravelStorysGPS") and the Huerfano County Tourism Board dated August 1, 2019.

Addendum Purpose

The Huerfano County Tourism Board is sponsoring the Highway of Legends Mobile Audio Tour Drivingmobile tour, to which the following is being added: additional marketing materials.

Project Production Duration

September 1, 2024 - October 1, 2024

Budget Addition

ADDENDUM BUDGET					
Marketing	250 rack cards,	2	\$490.00	Shipping not	\$980.00
Materials	25 posters &			included	
Package	25 stickers				
Total					\$980.00

New Payment Terms

Payment due in full upon receipt of invoice. TravelStorysGPS requests payment by ACH, if convenient.

PAYMENT	DUE	AMOUNT
Marketing Materials Package	At Addendum Signing	\$980.00
TOTAL		\$980.00

TravelStorysGPS and Huerfano County Tourism Board have read and agree to this Addendum to the Statement of Work.

STATEMENT OF WORK ADDENDUM  
Huerfano County Tourism Board - Highway of  
Legends Mobile Audio Tour

August 13, 2024



TRAVELSTORYSGPS

Huerfano County Tourism Board

By:

By:

Name: Story Clark

Name:

Title: CEO

Title

# STATEMENT OF WORK ADDENDUM

## Huerfano County Tourism Board - Highway of Legends, Walsenburg, Cuchara, and La Veta

August 13, 2024



Item 6c.

This Addendum is made to the Statement of Work, which is a part of the contract for the Huerfano County Tourism Board for the Highway of Legends, Walsenburg, Cuchara, and La Veta entered into by and between TravelStorysGPS, LLC, ("TravelStorysGPS") and the Huerfano County Tourism Board dated August 1, 2019.

### Addendum Purpose

The Huerfano County Tourism Board is sponsoring the Highway of Legends, Walsenburg, Cuchara, and La Veta walking and driving mobile tours, to which the following is being added: Spanish Language Track.

### Project Production Duration

January 1, 2025 - May 1, 2025

### Budget Addition

ADDENDUM BUDGET					
Language	Spanish	55	\$530.00	55 Sites	\$29,150.00
Track	translation & recording				
15% Discount		1	-\$4,373.00		-\$4,373.00
Total					\$24,777.00

### New Payment Terms

Payment due in full upon receipt of invoice. TravelStorysGPS requests payment by ACH, if convenient.

PAYMENT	DUE	AMOUNT
Spanish language track	At Addendum Signing	\$24,777
TOTAL		\$24,777

TravelStorysGPS and Huerfano County Tourism Board have read and agree to this Addendum to the Statement of Work.



STATEMENT OF WORK ADDENDUM  
Huerfano County Tourism Board - Highway of  
Legends, Walsenburg, Cuchara, and La Veta  
August 13, 2024



TRAVELSTORYSGPS

Huerfano County Tourism Board

By:

By:

Name: Story Clark

Name:

Title: CEO

Title