



HUERFANO COUNTY TOURISM BOARD AGENDA

December 18, 2024 at 2:00 PM

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

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

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

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - a.** November 13 Meeting Minutes
- 3. FINANCIAL REPORT**
 - a.** Updated Fund Statements & Balance Sheet
 - b.** Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
 - a.** December 2024 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
 - a.** AdPro Report
- 6. PARTNER REPORTS**
 - a.** Placer December Civic Report
- 7. OLD BUSINESS**
 - a.** CrowdRiff Presentation
 - b.** 7th & Main Billboard
 - c.** Domain Name Purchase
 - d.** Bed Inventory
 - e.** CTO Marketing Grant Kickoff
 - f.** TravelStorys
- 8. NEW BUSINESS**
 - a.** CTO Management Grant
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**

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



HUERFANO COUNTY TOURISM BOARD MINUTES

November 13, 2024 at 2:00 PM
La Veta Public Library - 310 S Main St, La Veta, CO 81055

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

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

1. CALL TO ORDER

Called to order at 2:06PM without a quorum.

Attendees:

Greg Garrett, Sarah Jardis, Robert Gilbert, Jack Farley, Jess Brown, Bob Kennemer at 2:20 (quorum achieved).

2. APPROVAL OF MINUTES

a. October 16 Meeting Minutes

Greg moves to approve the minutes, Bob seconds, all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

November lodging tax revenues were not yet available.

b. Updated Sales & Lodging Tax Results

No updated numbers were available.

4. BILL PAYMENT

a. November 2024 Bill Payment

Bob moves to approve bill payment in full, Greg seconds. All in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Jack Farley gave a digital content report and mentioned that there was a 29% increase in October in out-of-state web traffic, with 93% of it coming from mobile devices. Jack will provide campaign visuals for the December meeting. The history post on FB had the most clicks. Our newsletter had 4447 opens and a 27% click rate. Sarah noted that some of the additional traffic could have come from the connection with front range weather reports and meteorologists who are followed on social media.

Jess will work on a holiday market post and flyer based on compiled data from Sarah/HCTB. A discussion was also had about some educational efforts on public/private lands in Huerfano County.

Greg offered to share La Veta holiday photos. Jess asked HCTB to select photos for the billboard design and Greg pointed out one photo was duplicated.

Jess will try to have additional members of AdPro's team help report and Jack will follow up on some of his updates in December.

6. PARTNER REPORTS

a. November Placer Monthly Civic Report

Discussion was had to add both Thea Chase and Jess Brown to the Placer interface. Sean Brooks is the new customer account representative.

7. OLD BUSINESS

a. 7th & Main Billboard

Billboard design is still under development but is making progress. The goal is to have a seasonal component as well as an interactive photo opportunity component.

8. NEW BUSINESS

a. CrowdRiff

CrowdRiff's proposal was reviewed and while their system is appealing, there is concern about how much usable user-content is consistently generated in Huerfano County. HCTB has asked Robert to set up a demo with CrowdRiff in the December meeting.

b. Zartico

The value of Zartico's data system was discussed, as it includes credit card transactions. Long-term, considering a way to split the cost between HCED and HCTB is ideal as the data can benefit both parties in different ways.

c. CTO Marketing Grant Kickoff & Timeline

There will be a kickoff meeting in January to discuss this grant and the implementation of it.

d. Domain Name Purchase

The board has not decided on experiencespc.com or explorespc.com but this will be determined as the billboard design is finalized.

9. ADJOURNMENT

Bob moves to adjourn at 4:20PM, Greg seconds, all in favor.

10. UPCOMING MEETINGS

December 11 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
003-00000-10200	CASH ACCOUNT		\$125,615.70	\$0.00
	Asset Total:		\$125,615.70	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$27,254.85
003-00000-22000	YTD REVENUE CONTROL		\$0.00	\$109,988.47
003-00000-23000	YTD EXPENSE CONTROL		\$73,892.66	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$62,265.04
	Liability Total:		\$73,892.66	\$199,508.36
		<u>Fund Total:</u>	\$199,508.36	\$199,508.36

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		\$199,508.36	\$199,508.36

HUERFANO COUNTY MISCELLANEOUS TRANSACTIONS FOR DATE RANGE 11/01/2024 00:00 TO 11/30/2024 24:00 12/16/2024 13:44 PAC
ALL OPERS ALL RCPTS 0035**** FUND ALL YEARS

YEAR	ACCOUNT NUMBER	F L OWNER NAME	RECEIPT NUMBER	PAYMENT DATE	MISC PAYMENT			
						0035 LODGING TAX TOURISM FUND		
2024	RHONDA	EFT LODGING TAX DISTRIBUTION 11/8/2024 (POSTED 11/2/2024)	26421	11022024 T	50614.48	0035.0100	003	00000 47197

						50614.48	0035.0100	LODGING TAX
2024	FINANCE	BMO CREDIT CARD POSTED 11/3/2024	27043	11032024 T	340.00	0035.9100	003.	
2024	FINANCE	AMAZON POSTED 11/3/2024	27044	11032024 T	92.89	0035.9100	003.	

						432.89	0035.9100	WARRANTS PAID
2024	TREAS FEES	TREASURER FEES DISBURSED 11/24	27109	11272024	1518.43	0035.9200		

						1518.43	0035.9200	TREAS. FEES
						*****	0035 FUND TOTAL	48663.16 *
							GRAND TOTALS	48663.16 **

TIME FINISHED-13:44

Revenue and Expense Report

Huerfano County

Month to Date

Fund: 003 - LODGING TAX TOURISM FUND From Account: 0
 Year: 2024 Period: 13 To Account: 9999999999

Ledger ID	Ledger Description	MTD Beg. Balance	MTD Debits	MTD Credits	MTD Encumb.	Ending Balance	Percent Change
Fund: 003 <u>LODGING TAX TOURISM FUND</u>							
<u>REVENUES</u>							
003-00000-47197	LODGING TAX	(\$109,988.47)	\$0.00	\$0.00	\$0.00	(\$109,988.47)	0.00%
TOTAL REVENUES:		(\$109,988.47)	\$0.00	\$0.00	\$0.00	(\$109,988.47)	0.00%
<u>EXPENDITURES</u>							
003-48700-51210	OFFICE SUPPLIES	\$3,286.19	\$0.00	\$0.00	\$0.00	\$3,286.19	0.00%
003-48700-51304	ADVERTISING AND PROMOTION	\$67,306.82	\$0.00	\$0.00	\$0.00	\$67,306.82	0.00%
003-48700-51320	TREASURER FEE	\$3,299.65	\$0.00	\$0.00	\$0.00	\$3,299.65	0.00%
TOTAL EXPENDITURES:		\$73,892.66	\$0.00	\$0.00	\$0.00	\$73,892.66	0.00%
TOTAL REVENUES for FUND: 003 :		(\$109,988.47)	\$0.00	\$0.00	\$0.00	(\$109,988.47)	0.00%
TOTAL EXPENDITURES for FUND: 003 :		\$73,892.66	\$0.00	\$0.00	\$0.00	\$73,892.66	0.00%

Revenue and Expense Report

Huerfano County

Month to Date

Fund: 003 - LODGING TAX TOURISM FUND From Account: 0
 Year: 2024 Period: 13 To Account: 9999999999

Ledger ID	Ledger Description	MTD Beg. Balance	MTD Debits	MTD Credits	MTD Encumb.	Ending Balance	Percent Change
	TOTAL REVENUES for REPORTED FUNDS:	(\$109,988.47)	\$0.00	\$0.00	\$0.00	(\$109,988.47)	0.00%
	TOTAL EXPENDITURES for REPORTED FUNDS:	\$73,892.66	\$0.00	\$0.00	\$0.00	\$73,892.66	0.00%

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Month	Total	Average	Percent
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230	January	\$ 13,982.46	\$ 822.50	1.27%
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	\$ 646	\$ 7,354	\$ 4,888	\$ 1,461	\$ 13,591	\$ 7,526	\$ 47,382	February	\$ 153,076.04	\$ 8,504.22	13.89%
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332	March	\$ 13,297.97	\$ 738.78	1.21%
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640	April	\$ 13,431.56	\$ 790.09	1.22%
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061	May	\$ 133,520.40	\$ 7,417.80	12.11%
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176	June	\$ 18,771.71	\$ 1,104.22	1.70%
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876	July	\$ 14,297.96	\$ 841.06	1.30%
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751	August	\$ 246,263.03	\$ 13,681.28	22.34%
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167	September	\$ 35,236.27	\$ 1,957.57	3.20%
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760	October	\$ 12,616.03	\$ 788.50	1.14%
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853	November	\$ 370,081.06	\$ 20,560.06	33.57%
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322	December	\$ 77,710.35	\$ 4,571.20	7.05%
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948	Total	\$ 1,102,284.84		100.00%
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 417	\$ 11,522	\$ 613	\$ 53	\$ 26,799	\$ -	\$ 63,808				
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ -	\$ 23,968	\$ 2,699	\$ 7	\$ -	\$ 33,560	\$ 88,739				
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	-	\$ 386	\$ 13,617	\$ 10,072	-	\$ 30,743	\$ 1,404	\$ 91,092				
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	-	\$ 18,368	\$ 1,343	\$ -	\$ 32,068	\$ 2,945	\$ 85,161				
2024		\$ 10,453	\$ 303		\$ 19,219	\$ 634	\$ 500	\$ 26,611	\$ 1,653		\$ 50,614		\$ 109,988				
Total	\$ 13,982.46	\$ 153,076	\$ 13,298	\$ 13,432	\$ 133,520	\$ 18,772	\$ 14,298	\$ 246,263	\$ 35,236	\$ 12,616	\$ 370,081	\$ 77,710	\$ 1,102,285				



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-13-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	11/30/24	8935	\$4145
Huerfano County	November MailChimp Reimbursement	12/10/24	MC15286691	\$310
			Total:	\$4609.49

INTRODUCED, READ, AND ADOPTED ON THIS 18TH DAY OF DECEMBER, 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

Item 4a.

Mailchimp Receipt MC15286691

Issued to

Kimberly Trujillo
Huerfano County
ktrujillo@huerfano.us
Office phone:719-696-5434
401 Main St Walsenburg, CO 81089

Issued by

Mailchimp
c/o The Rocket Science Group, LLC
675 Ponce de Leon Ave NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com
Tax ID: US EIN 58-2554149

Details

Order# 15286691
Date Paid: December 09, 2024 11:45 PM Denver

Billing statement

Standard plan	\$310.00
25,000 contacts	

Intuit Assist for Mailchimp*	\$0.00
AI-powered marketing	

Paid via Mast ending in 4017 which expires 11/2026 on December 10, 2024	\$310.00
--	----------

Balance as of December 10, 2024	\$0.00
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* 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 by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various [plans and pricing](#)

If a refund is required, it will be issued in the purchase currency for the amount of the original charge.

Sales Tax was not applied to this purchase.

[Looking for our W-9?](#)

[Looking for our United States Residency Certificate?](#)



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

Item 4a.

Invoice

Service Date:	November 2024
Invoice Date:	11/30/2024
Invoice #:	8935
Term:	Net 30

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

Stimulus

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

Digital

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

Other

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

Total

Summary		
Total Amount Due		\$4,595.00

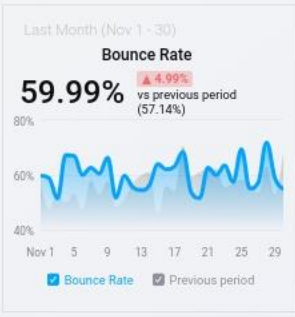
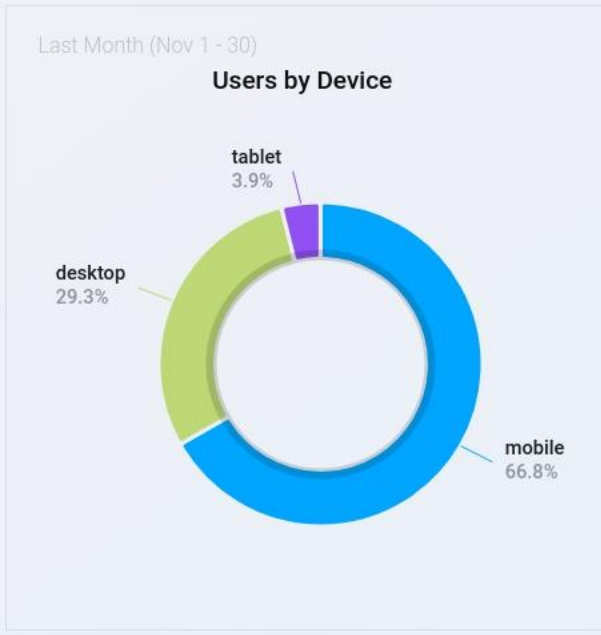
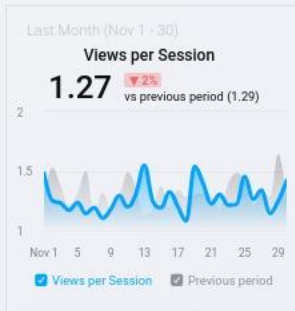
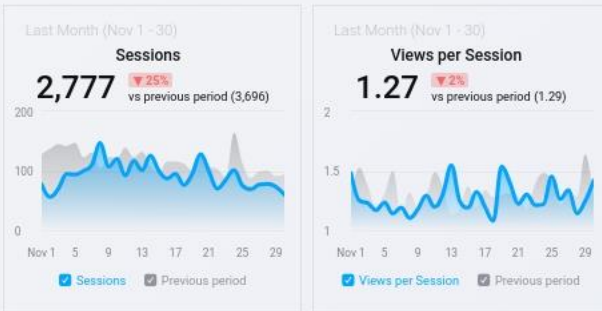
December Board Meeting



Reporting



Play to win.



Last Month (Nov 1 - 30)

Top Pages by Users

Top Pages	Value	vs prev
/	1,180	▼ 23%
/la-veta-pass/	108	▼ 10%
/the-great-dikes/	79	▼ 25%
/business-directory/categories/dining	72	▲ 7%
/libre/	62	▲ 29%
/mountains-geology/	53	▼ 38%
/la-veta/	47	▼ 4%
/add-business-listing/	46	▲ 100%
/visitors-guide/	46	▼ 62%
/business-directory/categories/lodging	44	▼ 14%
/business-directory/categories/play/	43	▼ 2%
/the-spanish-peaks/	40	▼ 29%
/spc-events/	38	▼ 51%
/business-directory/categories/shopping	37	▼ 21%
/submit-spc-event/	37	▲ 61%

Last Month (Nov 1 - 30)

Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	869	▼ 35%	1,179	▼ 31%	50.55%	▲ 8%	0m 47s	▲ 6%	172	▼ 38%
Paid Search	613	▼ 12%	685	▼ 10%	61.46%	▲ 2%	0m 13s	▼ 17%	39	▼ 19%
Direct	389	▼ 17%	419	▼ 17%	72.32%	0%	0m 17s	▲ 19%	32	▼ 11%
Paid Social	259	▲ 2%	262	▲ 3%	95.42%	▲ 2%	0m 0s	▼ 86%	-	
Referral	119	▼ 42%	154	▼ 44%	35.06%	▼ 21%	0m 53s	▼ 8%	34	▼ 41%
Organic Social	64	▲ 113%	70	▲ 126%	52.86%	▼ 9%	0m 5s	▼ 57%	1	0%
Email	5	▼ 94%	9	▼ 90%	66.67%	▲ 43%	1m 6s	▲ 32%	1	▼ 94%

Last Month (Nov 1 - 30)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	2,573	▼ 44%	257	▼ 30%	9.99%	▲ 26.16%
Out of State	14,991	▲ 14%	340	▼ 11%	2.27%	▼ 21.44%
Spanish Peaks Display	226k	▲ 49%	117	▲ 21%	0.05%	▼ 18.81%

Last Month (Nov 1 - 30)

Impressions
243.6k ▲ 43%
vs previous period (169.8k)



Last 30 days (Nov 10 - Dec 9)

Clicks
670 ▼ 14%
vs previous period (783)



Last 30 days (Nov 10 - Dec 9)

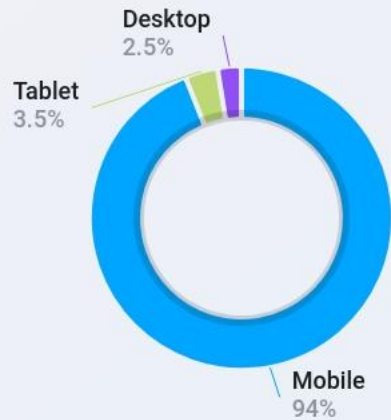
CTR
0.4% ▲ 20.08%
vs previous period (0.33%)



Item 5a.

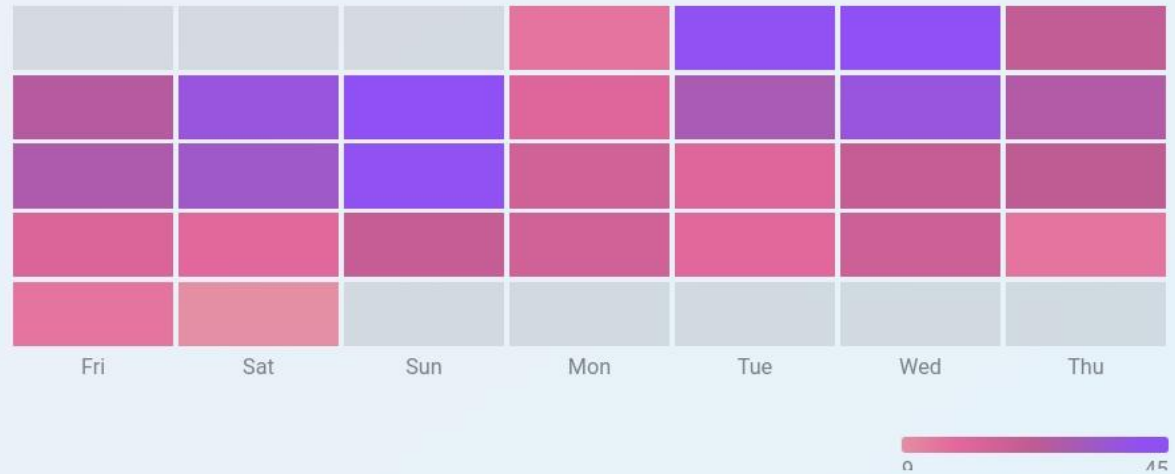
Last Month (Nov 1 - 30)

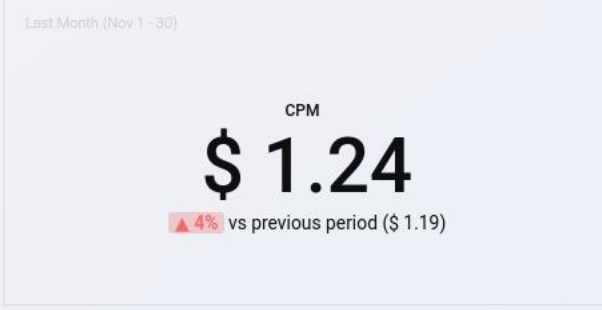
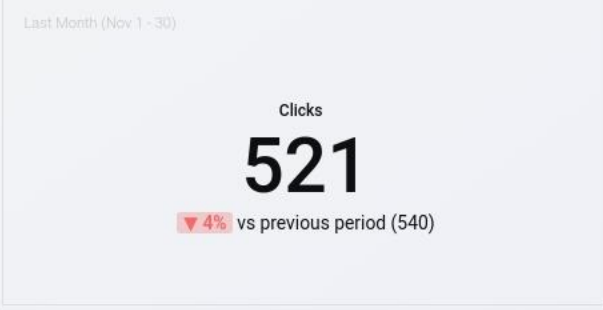
Clicks by Device



Last Month (Nov 1 - 30)

Clicks by Day





Last Month (Nov 1 - 30)

Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Nov24 (120214618462270268)	598.5k	521	0.09%	\$ 1.24

Last Month (Nov 1 - 30)

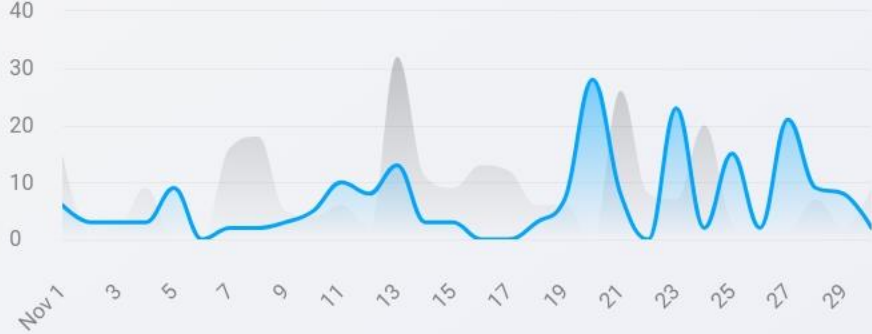
Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 2 Nov (120214618462210268)	114	132.7k
2	Be Legendary 1 Nov (120214618462220268)	82	101.4k
3	Be Legendary 4 Nov (120214618462240268)	74	70,025
4	Be Legendary 2 Nov (120214618462280268)	62	57,576
5	Be Legendary 3 Nov (120214618462290268)	54	69,498

Last Month (Nov 1 - 30)

Page Visits

201 ▼ 22%
vs previous period (259)



Page Views Previous period

Last Month (Nov 1 - 30)

Page Summary

Metric	Value	vs prev
Page Reach	7,752	▼ 27%
Page Impressions	8,374	▼ 34%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	
Comments	-	
Shares	-	

Last Month (Nov 1 - 30)

Post Overview

Metric	Value	vs prev
Post Count	9	▲ 13%
Post Reach	7,608	▼ 14%
L Paid	0	0%
L Organic	7,608	▼ 14%
L Viral	725	▼ 19%

All Time (Aug 9, 2021)

Item 5a.

Total Page Likes

3,707

Last Month (Nov 1 - 30)

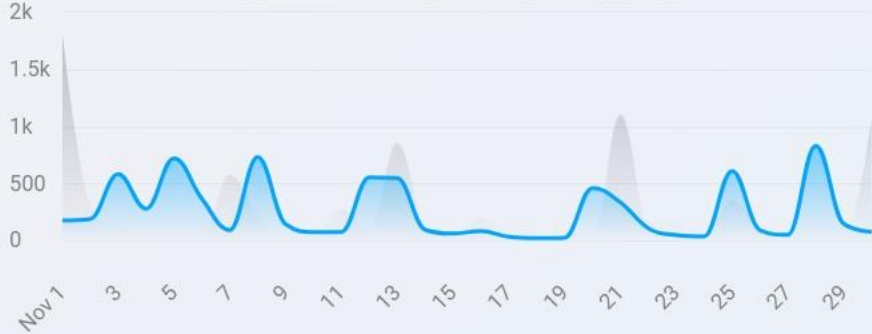
Page likes/Unlikes Overview



Last Month (Nov 1 - 30)

Post Reach

7,608 ▼ 14%
vs previous period (8,886)



Post Reach Previous period

Last Month (Nov 1 - 30)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Immerse yourself in the stunning natural landscapes of Spanish (2024-11-05)	1,139	9
2	Wishing everyone a Happy Thanksgiving filled with gratitude, (2024-11-28)	1,028	20
3	Make this Thanksgiving unforgettable with a trip to Spanish Peaks (2024-11-08)	875	14
4	This Native American Heritage Month, we honor the rich history (2024-11-12)	777	6
5	Discover the artistic side of Spanish Peaks Country at our local (2024-11-25)	733	21

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

Followers by Gender



Last Month (Nov 1 - 30)

Impressions
5,686 ▼ 6%
vs previous period (6,018)



Item 5a.

Activity Overview

Metrics	Value	vs prev
Profile Visits	42	▼ 24%
Reach	4,013	▼ 12%
Impressions	5,686	▼ 6%
Likes	228	▲ 31%
Comments	0	▼ 100%

Last Month (Nov 1 - 30)

New Followers



Last Month (Nov 1 - 30)

New Posts

8
0% vs previous period (8)

All Time (Jan 1, 2024 - Aug 12, 2025)

Total Followers
1,743

Organic Social Posts



1/1 – Happy New Year



As we step into the new year, we wish you joy, prosperity, and memorable adventures in 2025! There's so much to explore and enjoy in Spanish Peaks Country, from thrilling outdoor activities to enriching cultural events. Let's make this year one to remember with shared experiences, laughter, and the breathtaking beauty of our community. Here's to new beginnings and the exciting journey ahead!

#NewYear2025 #SpanishPeaksCountry

1/3 – January Events



Kick off the year with an array of events in Spanish Peaks Country. Be sure to check the community calendar to plan your adventures and make the most of what January has in store!

#JanuaryEvents #SpanishPeaksCountry



1/7 - History of the Spanish Peaks



Explore the rich history of the Spanish Peaks, iconic landmarks nestled in the heart of Spanish Peaks Country. These majestic mountains have been a beacon for travelers for centuries, initially revered by Native American tribes who called them the "Twin Peaks" due to their striking silhouette against the sky. Over time, these peaks also served as vital navigational guides for early explorers and settlers journeying through the region. Their storied past is woven with tales of adventure and discovery, making them a significant historical and cultural symbol. Whether you're a history enthusiast or a nature lover, the Spanish Peaks offer a glimpse into the past and a reminder of the enduring human spirit. 🏔️

#HistorySpotlight #SpanishPeaksCountry



1/14 - State Trust Land/Wildlife Area Feature: Black Mountain – GMU 84

New photo in the works

Explore the diverse landscapes and rich wildlife of Black Mountain, located within Game Management Unit 84. Spanning 640 acres, this haven for outdoor enthusiasts is open from September 1st to May 31st, offering opportunities for wildlife spotting and responsible hunting experiences. Encounter deer, elk, rabbits, squirrels, doves, coyotes, and turkeys. Access is by foot or horseback only. Don't miss out on the chance to connect with nature at its finest. 🌲

#BlackMountain #SpanishPeaksCountry



1/17 - Share your winter Spanish Peaks photos with us



Capture the magic of winter in Spanish Peaks Country and share your moments with us! From snow-draped landscapes to cozy fireside gatherings, we want to see your favorite snapshots of our winter wonderland. Tag us or share your photo in the comments for a chance to be featured! ❄️ 📷



1/22 - Shopping/Small Businesses



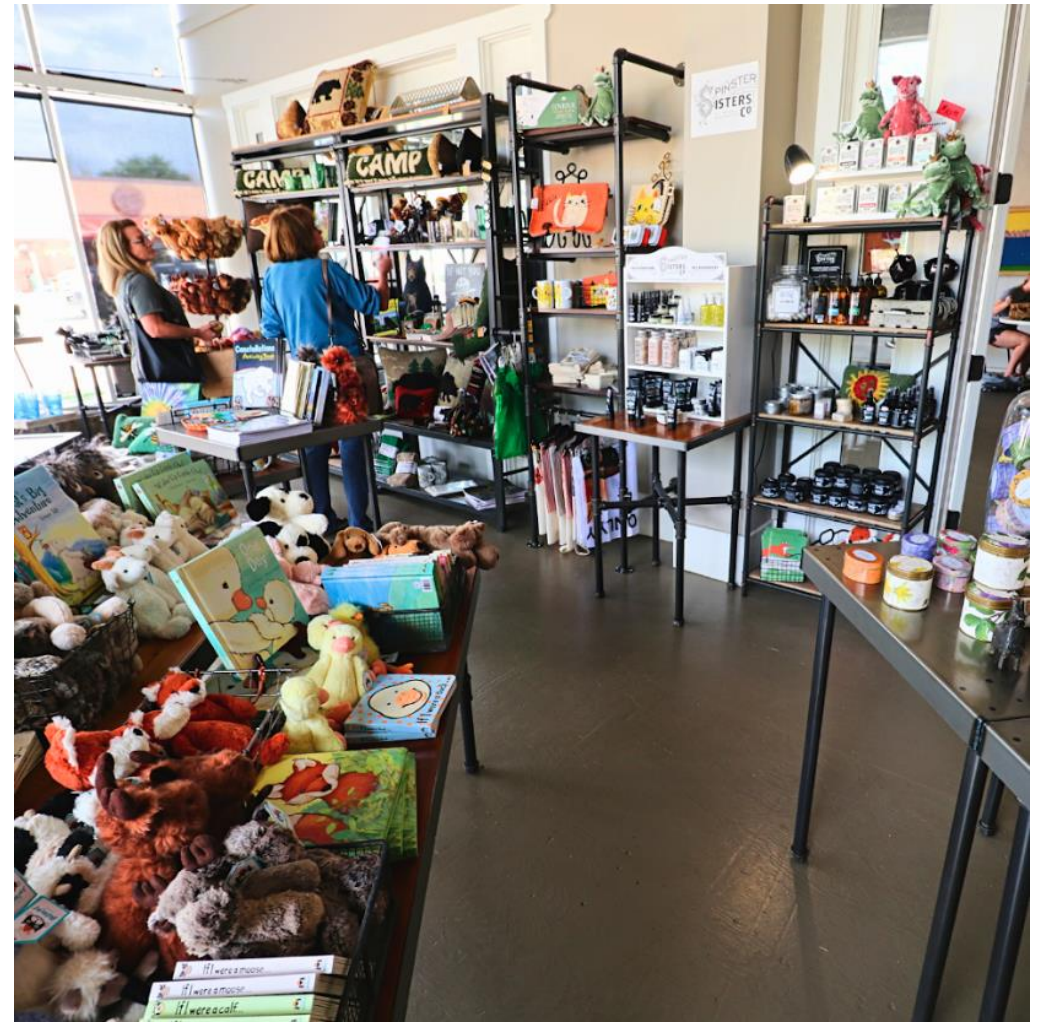
Photo Carousel

Spanish Peaks Country isn't just an outdoor enthusiast's paradise—it's also a charming shopping destination filled with quaint towns that offer something for everyone. 🛒 Each town boasts unique shops where you can find local crafts, artisanal goods, and one-of-a-kind souvenirs. Stop by La Veta for its cozy galleries and boutiques, or explore the antique shops that line the streets of Walsenburg. By choosing to shop locally, you're supporting small businesses that are the backbone of this vibrant community.

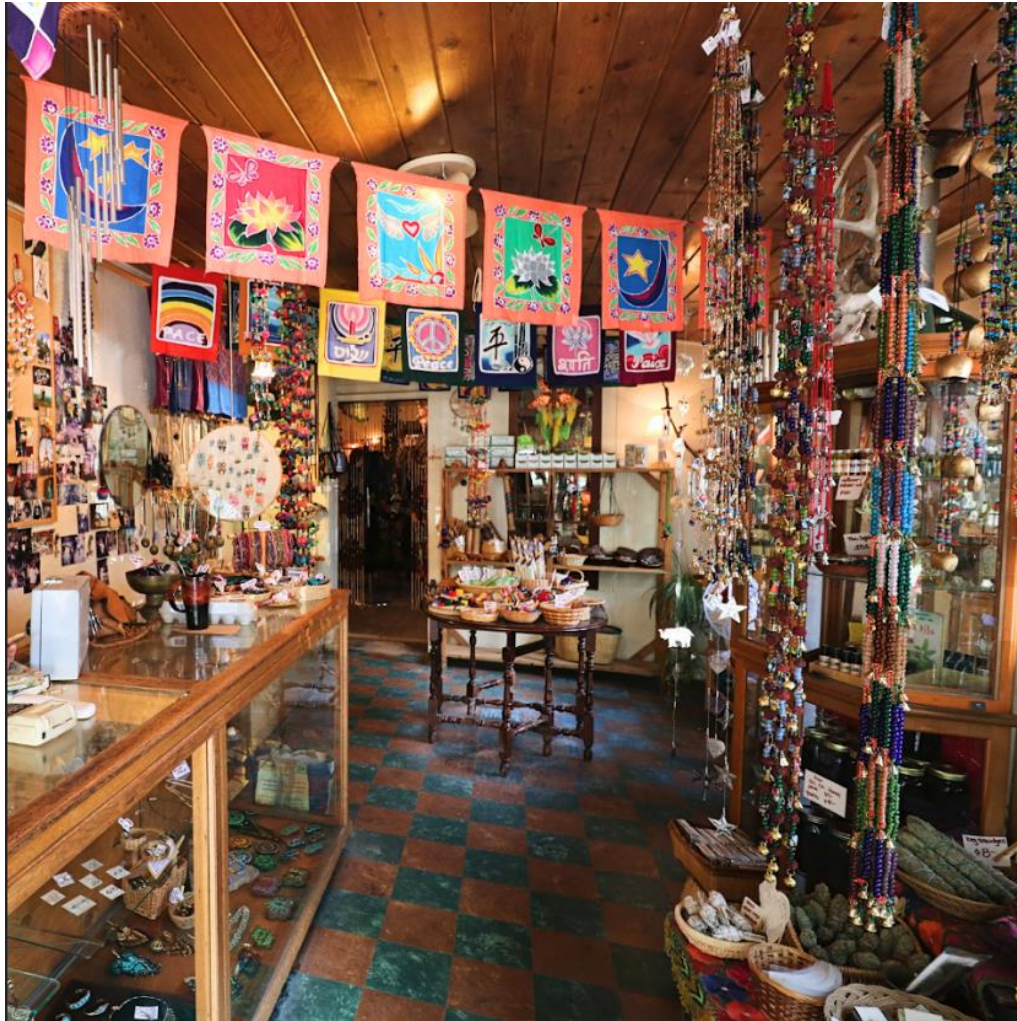
<https://spanishpeakscountry.com/business-directory/categories/shopping>

#ShopLocal #SupportSmallBusiness
#SpanishPeaksCountry

1/22 - Shopping/Small Businesses



1/22 - Shopping/Small Businesses



1/25 – Have you planned your 2025 trip yet?



Have you planned your 2025 adventure to Spanish Peaks Country yet? Whether you're an avid hiker, passionate wildlife photographer, or someone who simply loves soaking in breathtaking landscapes, this region offers something for everyone. With a rich history, mesmerizing natural beauty, and a plethora of outdoor activities, it's a destination that's sure to captivate your heart. Get ahead of your travel goals this year and request a visitor's guide from us! 📖

<https://spanishpeakscountry.com/visitors-guide/>

#SpanishPeaksCountry #2025Adventure



1/27 - New Year, new outdoor adventures in Spanish Peaks Country



With the new year comes fresh opportunities to explore the great outdoors, and Spanish Peaks Country is teeming with adventures waiting for you. Whether you're keen to discover new hiking paths, try your hand at fishing in serene waters, take on gravel cycling, or embark on a camping trip under the starry night sky, this is the year to get back to someplace new. Engage with nature in ways you've never done before, and make unforgettable memories in one of the most stunning landscapes our country has to offer. 🏔️

#NewYearAdventures #SpanishPeaksCountry



1/31 - Wildlife Highlight



Did you know that Spanish Peaks Country is home to one of the most diverse wildlife populations in the region? From majestic elk, deer, bighorn sheep, and pronghorn, to a variety of bird species, this area offers incredible opportunities for wildlife enthusiasts to experience nature up close. Whether you're hiking through the trails or simply enjoying the scenic views, the vibrant ecosystem here is truly a sight to behold.

#SpanishPeaksCountry



CrowdRiff

Few other thoughts:

- Influencers from our target states (for more winter photos).
- With no digital management system, we would advise against this. It could be worthwhile to revisit in the future if we are seeing lots of engagement from the visitors in the community but as of now it looks like they don't have a lot of people tagging locations on social media within the region.
- Not confident in you getting your money's worth.



Creative Approval



Play to win.

Billboard Creative

Item 5a.



Items needed:

- Footer Measurement
- Photo selection
- Stock photos

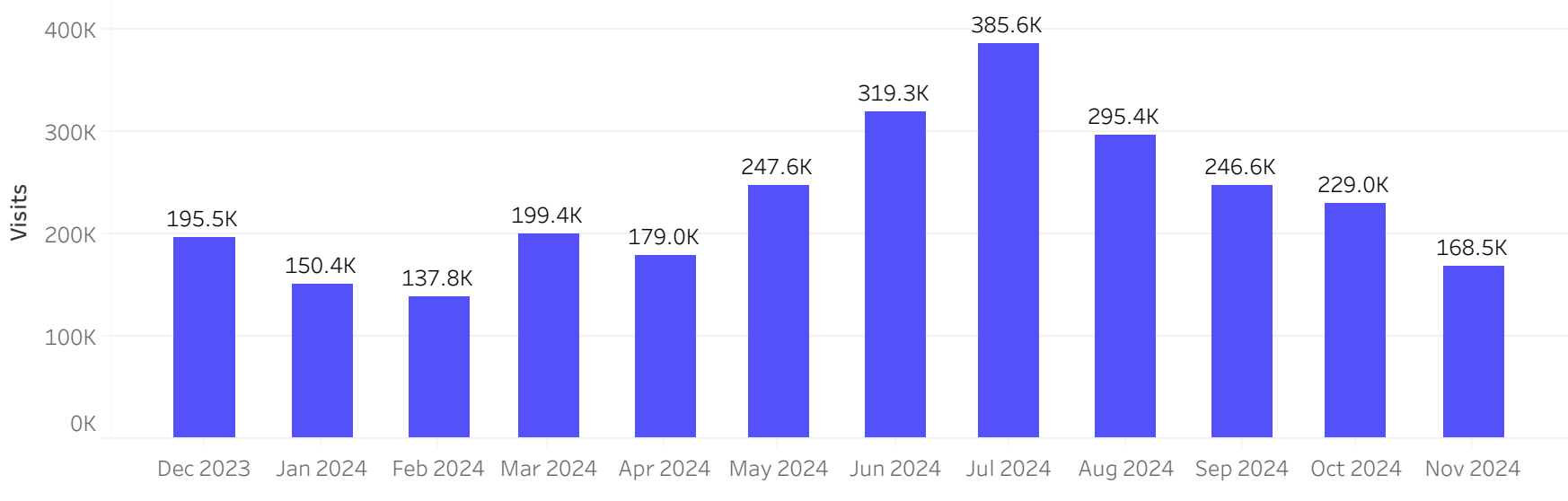


THANK YOU!



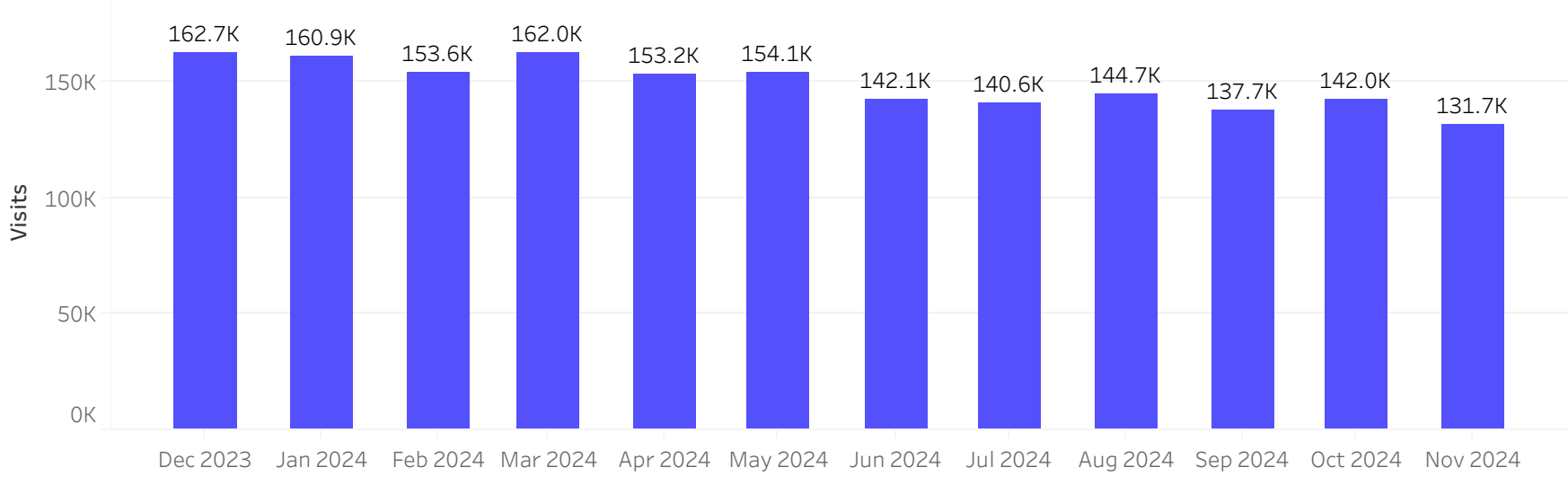
Visitors
Nov 2024

- Visits: **168.5K**
- MoM: **-26.4%**
- YoY: **-10.9%**
- Yo3Y: **-16.3%**

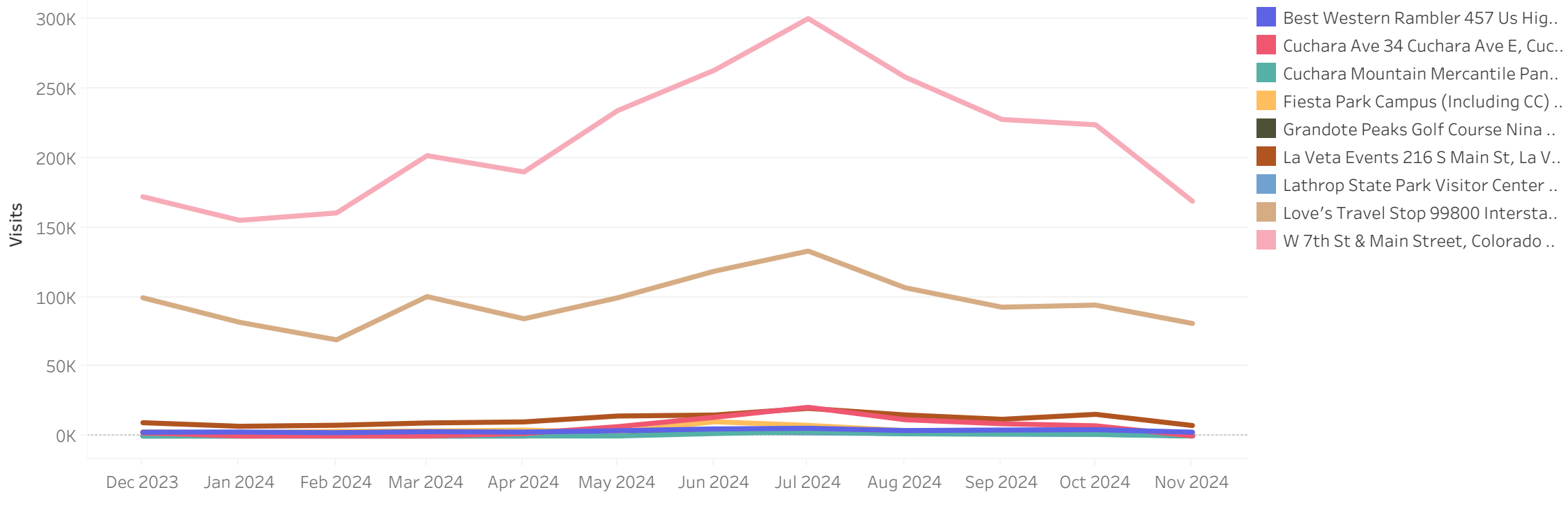
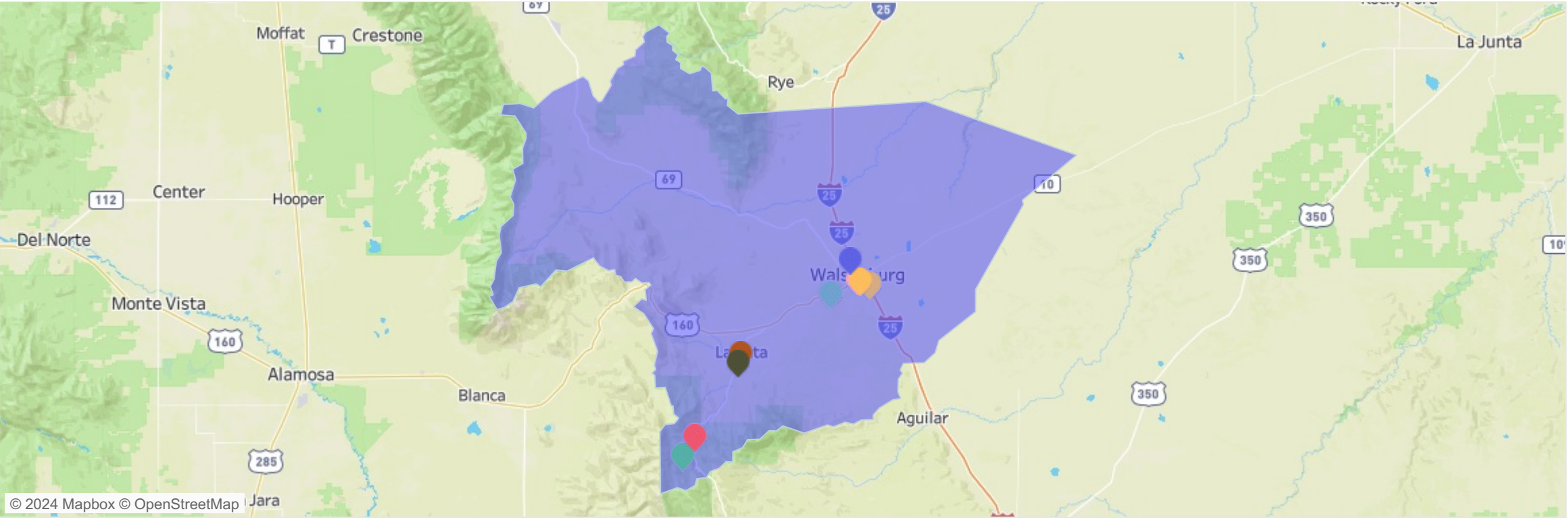


Employees
Nov 2024

- Visits: **131.7K**
- MoM: **-7.3%**
- YoY: **-17.0%**
- Yo3Y: **29.3%**



Selected Locations



Name	Address	Visits	MoM	YoY	Yo3Y
W 7th St & Main Street, Colorado	Main Street, Walsenburg, CO, United States	169.04K	-24.56%	-1.62%	N/A
Love's Travel Stop	99800 Interstate 25, Walsenburg, CO 81089	81.00K	-14.04%	-11.15%	12.87%
La Veta Events	216 S Main St, La Veta, CO 81055	7.52K	-51.69%	-11.33%	-23.83%
Best Western Rambler	457 Us Highway 85 87, Walsenburg, CO 81089-9432	2.72K	-39.97%	4.83%	-30.60%
Fiesta Park Campus (Including CC)	East 9th Street, Walsenburg, CO 80189	2.01K	-19.84%	N/A	N/A
Cuchara Ave	34 Cuchara Ave E, Cuchara, CO 81055	N/A	-100.00%	N/A	-100.00%
Lathrop State Park Visitor Center	County Road 502, Pictou, CO 81089	N/A	-100.00%	N/A	N/A
Cuchara Mountain Mercantile	Panadero Ave, Cuchara, CO	N/A	-100.00%	N/A	N/A
Grandote Peaks Golf Course	Nina Drive, La Veta, CO 81055	N/A	-100.00%	N/A	N/A

The evolution of visual storytelling

For modern destination marketers



What we've heard

Business Challenges

Saving Time:

- **Current State:** Lean team managing socials, website, community promotion etc.
 - Lack of UGC content (both images and video)
 - Lack of assets on website
- **Goal?** We want to showcase what we have to offer and grow!
 - Art galleries, community, nature etc.
 - "One of the prettiest parts of the state"

Content Delivery:

- **Current State:** Posting 2x/week
 - "Underperforming"
 - Online engagement needs improvement
- **Goal:** Not to post more, but share more unique content (UGC)
 - Post engaging content to create more conversations
- **Why?** We want to increase engagement and brand awareness.

CrowdRiff Solutions

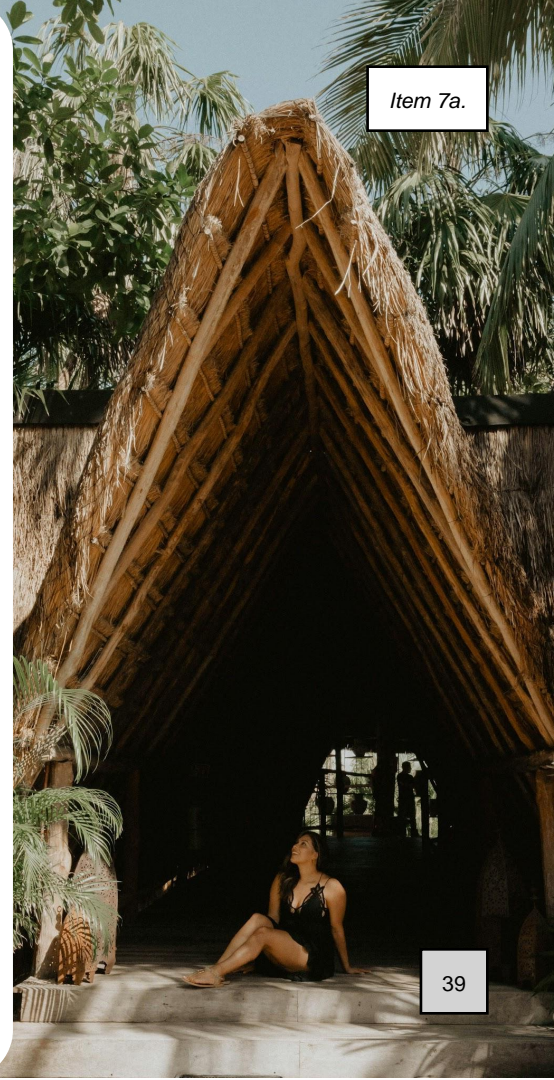
Saving Time:

- Digital Asset manager with built-in AI search engine to quickly find your own photos and videos!
- Platform designed to save time on internal processes.
- Library of ready-to-use UGC

Content Delivery:

- Build large library of relevant UGC
- Easily request the rights to use content
- Use across all social platforms & website
- UGC is seen as more authentic and drives more traffic to socials & website

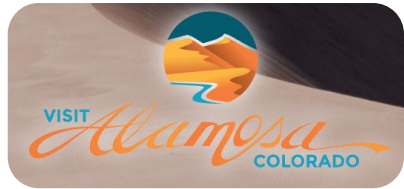
Item 7a.



Case Studies

A few of our existing Colorado Clients!

Item 7a.



How CrowdRiff UGC Helps Visit Yarmouth Boost Its Owned Media Channels and Engagement

June 27, 2023



CASE STUDY

Small DMO

- Population of 9,000
- “Before CrowdRiff, our team would be **scrubbing social channels manually and endlessly scrolling partner and visitor channels** for engaging and relevant destination content”
- “CrowdRiff has **saved us so much time** because we can now follow creators and publish their content so much quicker”
- “**As destination marketers, we need to leverage earned media** and the authentic stories and content that creators are sharing about our destinations. UGC will remain an important earned media channel going forward.”
- [Link here](#)

CASE STUDY

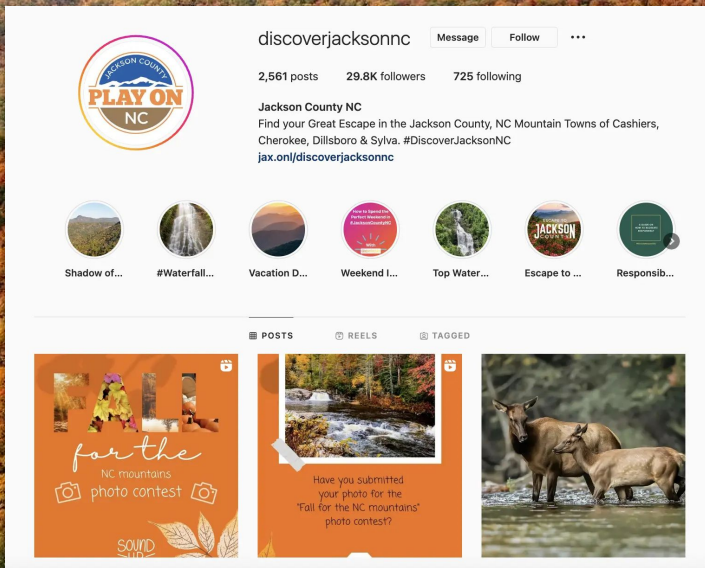
Jackson County Tourism Development Authority

Objective

Support their digital strategy to grow their tourism audience.

With the help of CrowdRiff, they've been able to:

- **Increase their social media marketing budget by almost 30%** and grow their team's headcount
- Source images from across the county without leaving their desk
- Easily create consistent, high quality content
- Find UGC faster and streamline getting access rights to use it in their marketing channels
- Save time and effort showcasing images on their site with CrowdRiff's auto-updating galleries



[Read the full story here](#)

How a Tiny DMO Team Produces 300% More Reels a Month— Without Burning Out

October 15, 2024



CASE STUDY

- “Sarah Stills it from [CrowdRiff’s User Generated Content \(UGC\) product](#), a treasure trove of continuously updating images from micro-influencers across the region.
- “I love the versatility of the UGC platform. It allows us to keep our content looking fresh.”
- “frequently builds galleries of UGC content and embeds them into blogs and social media posts. “We utilize them in almost all of our blogs to showcase what people can expect in San Marcos.”
- [Link Here](#)

CASE STUDY

Haka Tours

The Problem

Haka Tours website didn't inspire potential guests to engage with their experiences. It was text-heavy and dominated by old photography that didn't showcase what the experiences were actually like.

The Solution

CrowdRiff helped them to keep it organized and to discover, secure the rights to, and display user-generated content (UGC) easily. Now they showcase authentic moments captured from real experiences from their tours, and use this social proof to increase organic conversions.

Since the website's re-launch, Haka Tours has seen a 45% reduction in bounce rate, a 75% increase in page views, and 30% more sessions per user.

Barnaby and his team are currently utilizing gallery analytics to determine which content receives the most engagement, and intend to incorporate those high-engagement images into banner ads, print marketing materials and blog posts in the future.

Before



After



The Results

75%
increase in
page views

45%
decrease in
bounce rate

30%
more sessions
per user

Customer Stories

Item 7a.



How a Tiny DMO Team Produces 300% More Reels a Month— Without Burning Out



How CrowdRiff Helps This Australian DMO Build Awareness With UGC



From Stale to Stunning: Discover DuPage's UGC transformation with CrowdRiff & Simpleview



How CrowdRiff Creators Helps Visit Alamosa Elevate Their Vertical Video Strategy to Reach Potential Visitors



How CrowdRiff Helps Visit High Point Connect and Engage with Travelers

[CrowdRiff Customer Stories linked here](#)





Measurable ROI for CrowdRiff Customers

90%

Time Savings in gathering & searching for visuals

4x


Increase in time on site, plus ability to drive traffic to investive members

3,500

Rights-Approved images to build out social media strategy
[→ Arizona State Parks Case Study](#)

13x

Increase in Social Media Followers with Photo Contests
[→ Alabama tourism case study](#)

 For more examples, including a potential ROI of 200% on a UGC library vs. relying on professional photography [click here](#)

5x

UGC converts five times as many travellers compared with branded photos & videos

40%

Of millennials won't book a travel experience without seeing some sort of UGC

2/3

Of consumers say they trust the opinions of other customers posted online

The benefits of user-generated content

A person in a blue hoodie stands on a grassy cliff overlooking a beach and mountains. The scene is captured during the golden hour, with warm light illuminating the landscape. In the background, there are rugged mountains and a small settlement. A tent is visible on the left side of the beach.

4x

Higher click-through rates on ads featuring UGC

28%

Higher engagement rates on UGC social posts

Item 7a.

55%

Of consumers trust UGC over other kinds of marketing

What Makes CrowdRiff Unique

Visual Marketing Platforms are everywhere. Here's what makes CrowdRiff special.



Purpose Built for Travel & Tourism

CrowdRiff's first customer was Franklin, Tennessee, and now we're proud to call over **900 travel and tourism brands our friends.**



Partner Connected Collaboration

Our platform allows you to be connected with local and global partners for easy collaboration.



Smart Visual Content

CrowdRiff takes the guesswork out of knowing what visuals are performing the best for your brand. We're always testing and feeding insights back to your team.



Proprietary Image Discovery

Our image discovery was built to make finding content as easy as doing a Google search. If you can type it, we can find it.

Partnering With CrowdRiff



Onboarding & Training

Upon partnering, we'll waste no time getting you trained and on-boarded into your new platform.



Dedicated Strategic & Technical Support

Your dedicated success manager will be with you every step of the way, keeping your objectives top of mind.



Best Practice Sharing

As a connected member of the travel & tourism community, we can share knowledge and know-how.



First Access to Industry Content & Resources

Stay informed and up to date on visual influence for brands.

A scenic view of the Golden Gate Bridge in San Francisco, California, during sunset. The bridge's iconic orange-red towers and suspension cables are visible on the right side of the frame. The water of the bay is a deep blue, and the sky is a mix of orange and light blue. In the background, there are rolling hills and mountains. The foreground shows a rocky, grassy cliffside overlooking the water.

CrowdRiff Investment Options

Item 7a.

Solution Options

Every CrowdRiff package comes with sourcing & curation, social photo image recognition, quality filtering + smart curation, and photo & video uploading. Item 7a.

Full Suite Package \$12,000 USD /year

Included

- UGC & Rights Management
- Collector
- Sidekick
- Social Publisher & Scheduling
- Smart Web Galleries & Analytics
 - Google Locations
 - CTAs
- Digital Asset Management
 - 500GB storage

End of year discount:

- **18% off = \$9,600 USD/year**
- Agreement signed before December 20th
- Choose start-date and payment structure!
- i.e. Start in March 2025

Web & DAM Package \$10,000 USD /year

Included

- UGC & Rights Management
- Collector
- Sidekick
- Smart Web Galleries & Analytics
 - Google Locations
 - CTAs
- Digital Asset Management
 - 500GB storage

Web Package \$6,000 USD /year

Included

- UGC & Rights Management
- Sidekick
- Smart Web Galleries & Analytics
- Google Locations
- CTAs

Next Steps

Steps	Proposed date	Notes
Final decision	?	
Provide draft of contract		Castille will send via email
Fully executed contract	?	Before Dec. 20th realistic? End of year promo.
Contract start date	?	Delayed options available
Payment Options		Split payments available

Product Slides

Video Upload

Upload videography to CrowdRiff to store all of your footage with the rest of your visual content.

Centralize your videography

Upload the professional videography you've commissioned or created in-house to CrowdRiff, so everything is stored in one place and easily accessible.

Add keywords & license information

CrowdRiff lets you add keywords, captions, license restrictions and set expiry dates on video content.

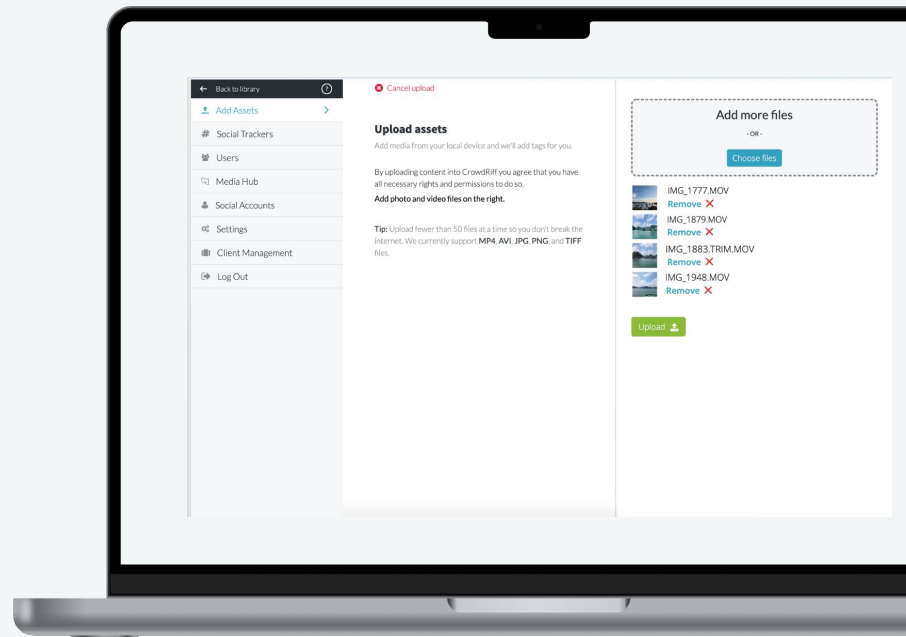


Photo Upload and Auto-Tagging AI

Centralize your marketing visuals into one platform, including the professional photography you own.

Keep owned visuals with social assets

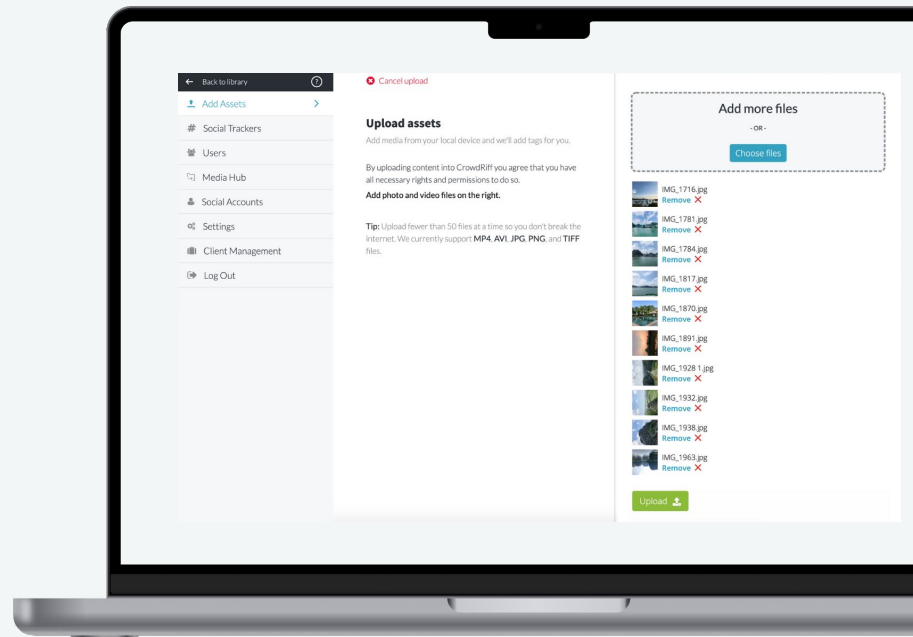
CrowdRiff lets you upload your branded assets, like professional and stock photography, to your content library. Everything is stored in one place and easily accessible.

Have all your photos organized in seconds

CrowdRiff's AI-powered image recognition automatically tags your photos with relevant and descriptive keywords, for easy categorization and discoverability.

Add additional keywords & information

You can also add additional keywords, the name of the photographer, and set expiry dates and restrictions.



Lightning-Fast Image Search

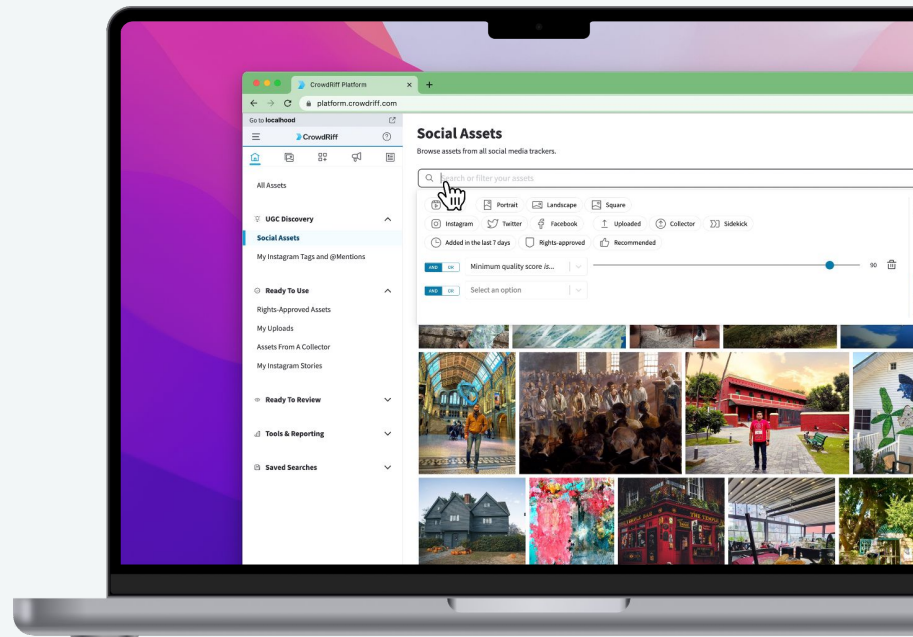
No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.

Find the right visual in seconds

CrowdRiff's Intelligent Search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you can always find the content you're looking for, even if it's not exactly what you typed.

Get as specific as you need with flexible search parameters

You also have the option to add and combine additional keywords, license expiry dates, quality scores, date ranges and many other filters, making your search even easier.



Social Trackers

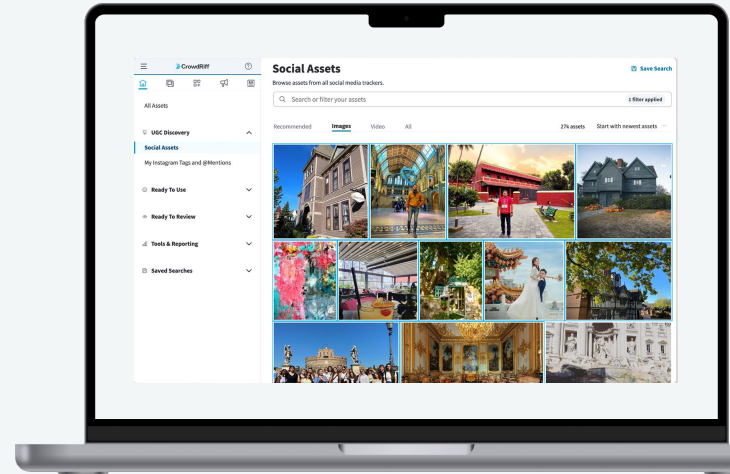
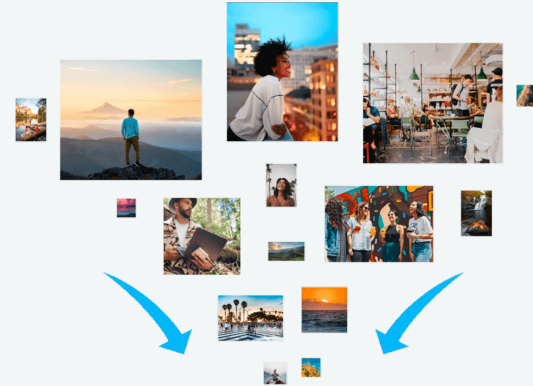
Get all the photos, videos & Reels captured and shared by your community sent straight to CrowdRiff in real time.

You'll have the visuals you need to curate relevant and authentic content across each of your marketing channels.

Source visuals from:

- Local Businesses
- Hashtags
- Users
- Pages

Item 7a.



Get Rights to UGC

Build out your content library with authentic visuals and quickly get the rights to use them across your marketing channels.

Quickly and easily get rights to visuals

When your request is approved, CrowdRiff automatically takes a screenshot for your records and downloads the highest resolution image available.

Create customizable messaging

You have full control and customization of your messaging, so you can easily create personal, on-brand comments.

Track rights-approved images

Easily filter to see the photos you've already requested rights to, as well as those that have been approved, so you always know which visuals you can use.



Why do Rights Matter?

Copyright varies by country, but basically copyright defines the ownership of creative works and how those works can be used.

However the most common outline is:

If you created an original artistic or written work, you own it—even if you never registered it with a copyright office or other official body—and that ownership gives you exclusive rights to display and reproduce what you created.

How can CrowdRiff help?

As an official Facebook & Instagram partner CrowdRiff is designed to allow destination marketers to acquire the legal rights to inspiring travel content through a streamlined rights approval process. Our system follows the key steps of...

1. Asking the social author for permission
2. Capturing & recording proof of this permission
3. Storing & categorizing the asset as 'rights approved' to avoid any confusion or misuse of the asset.

Collector

Let your community, photographers and team members upload photos and videos directly to your content library.

Get visuals from partners more easily

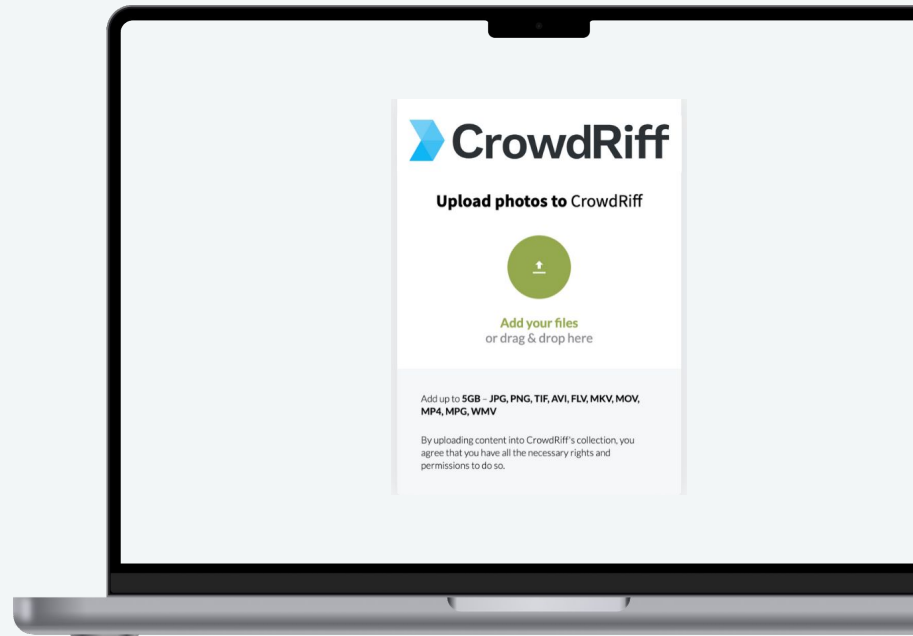
Professional photographers and partners can quickly and easily send you their content, eliminating the need for multiple emails back and forth.

Access high-quality content

Anyone can upload high resolution visuals, so you can get the quality content you need for print campaigns or signage.

Track uploaded assets with keywords

Add keywords to create unique links customized for each campaign, channel or contributor, so it's easy to track and find the content in your library.



Visual Website Galleries

Display the compelling and effective UGC you source, and easily refresh your visuals in just a few clicks.

Create engaging visual experiences

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh content.

Save time updating web visuals

Updating your website visuals only takes a few minutes, making it easier to showcase the new, relevant visuals CrowdRiff sources for you.

Watch your web performance soar

30%

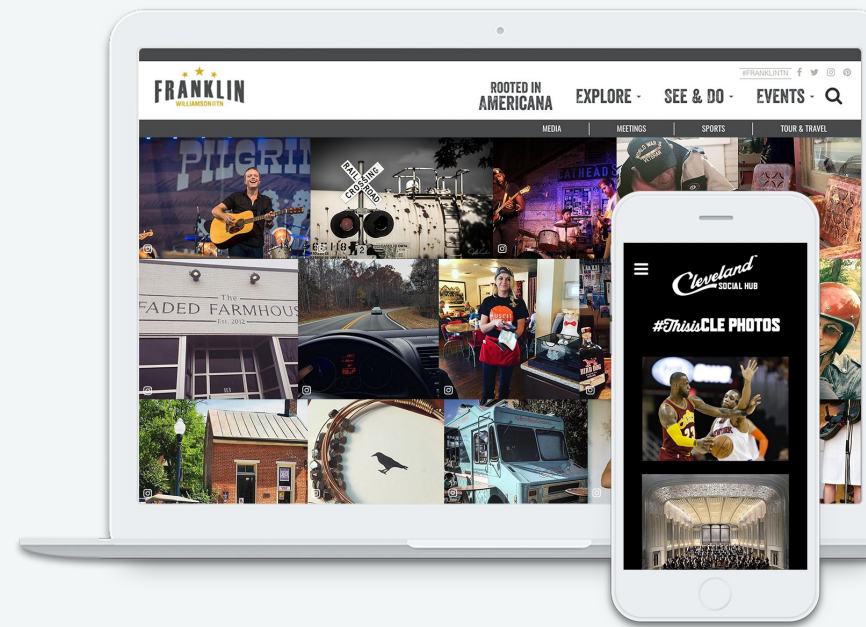
Reduction in bounce rate

4x

Increase in time on site

20%

Increase in new users



Smart Self-Optimizing Galleries

Content that resonates with your website visitors, automatically optimized.

Display the most effective visual content

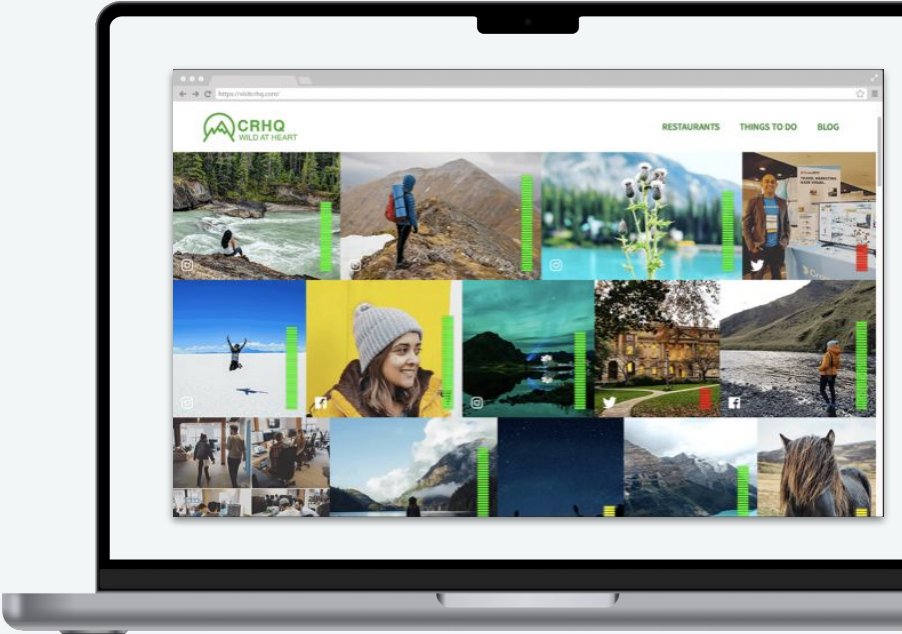
CrowdRiff galleries use artificial intelligence to learn which photos are the most engaging, and automatically give them more visibility.

Keep adding new visuals to test

You can keep adding more visuals into smart galleries, and CrowdRiff will automatically swap them in to test.

20%

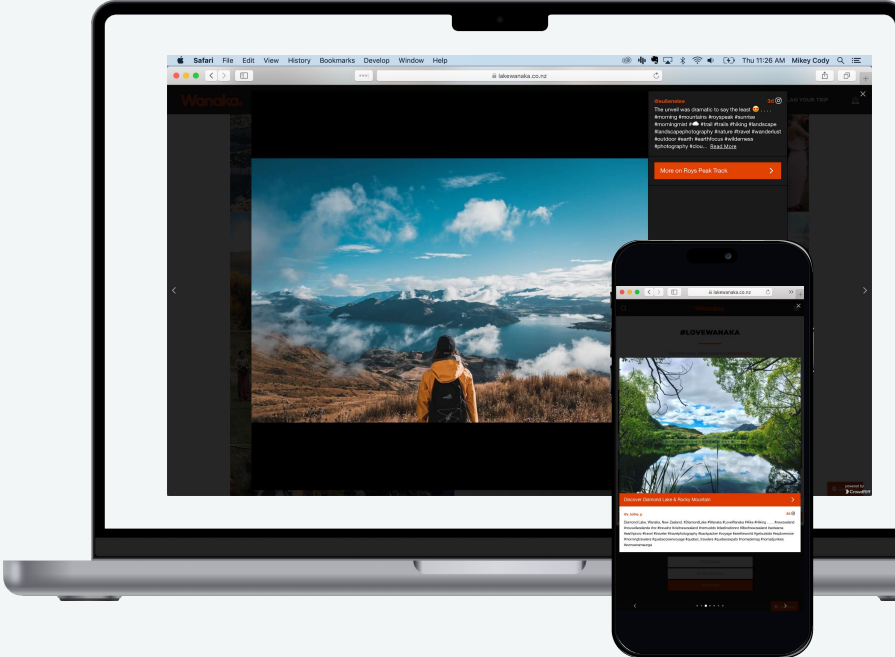
Higher time on site than our standard galleries



CTAs (Calls to Action)

Use multiple **CTA galleries** to take visitors from inspiration to action.

Customise your buttons so visitors can navigate through your website based on the content that resonates with them. Use Gallery insights to understand your viewers, and repurpose imagery in targeted content campaigns.



Sidekick

The Sidekick extension lets you access your library and use your visuals whenever and wherever you need them.

Easily access your visual library

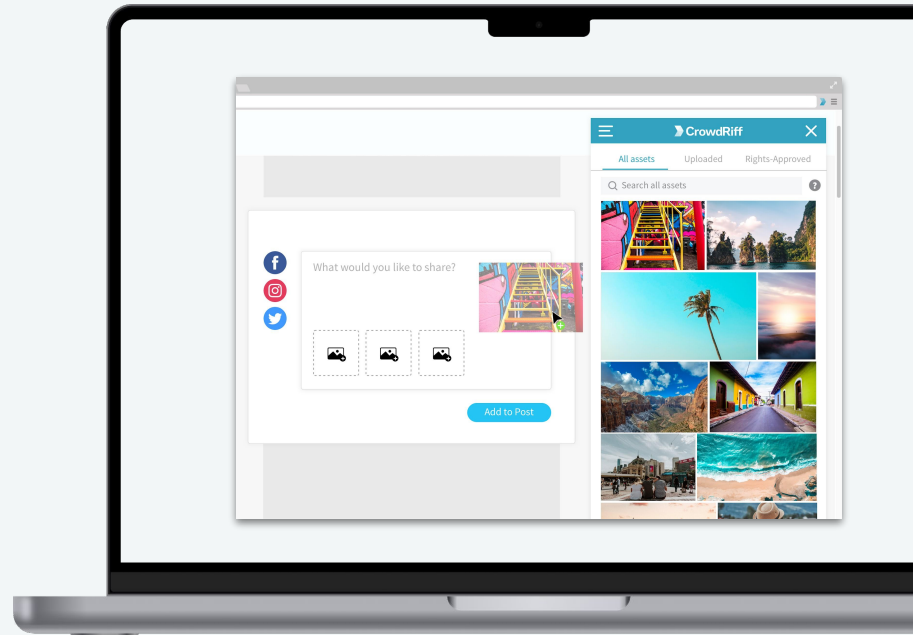
Your content library is right at your fingertips. Easily use your photos and videos wherever you need them, without having to open a new tab.

Seamlessly add visuals to your Facebook ads

Use Sidekick on Facebook, whether you're crafting a post on the best food in town or creating ads to reach prospective travelers.

Everyone on your team can use Sidekick

From summer interns to C-level executives, everyone uses visuals. Sidekick gives your whole team instant access to your CrowdRiff library without having to login to the platform.



Google Locations

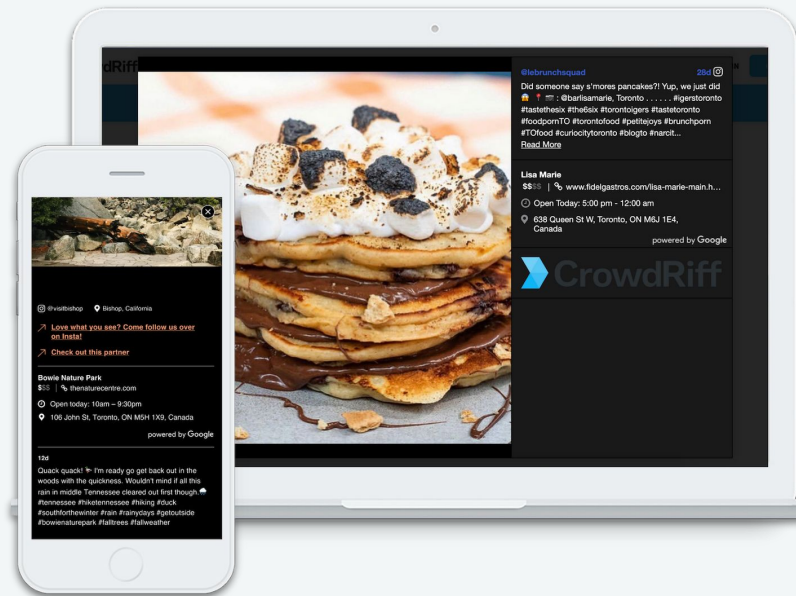
Take visitors from inspiration to action by enriching your visuals with helpful location details, like hours, addresses, and cost indicators.

Turn your website into a visual directory

Make your website a go-to resource, highlight specific partners, increase time on site, and drive repeat visitors by making the relevant information travelers need easily accessible.

Provide accurate location details on every visual in your library

Whether UGC or owned, the most up-to-date location details are pulled into your visuals, so you know the information you're providing is always accurate without having to reach out to partners or businesses to get it.



CrowdRiff Insights

Measure the impact of your website visuals on the metrics that matter most to your business.

Measure and report on website visuals

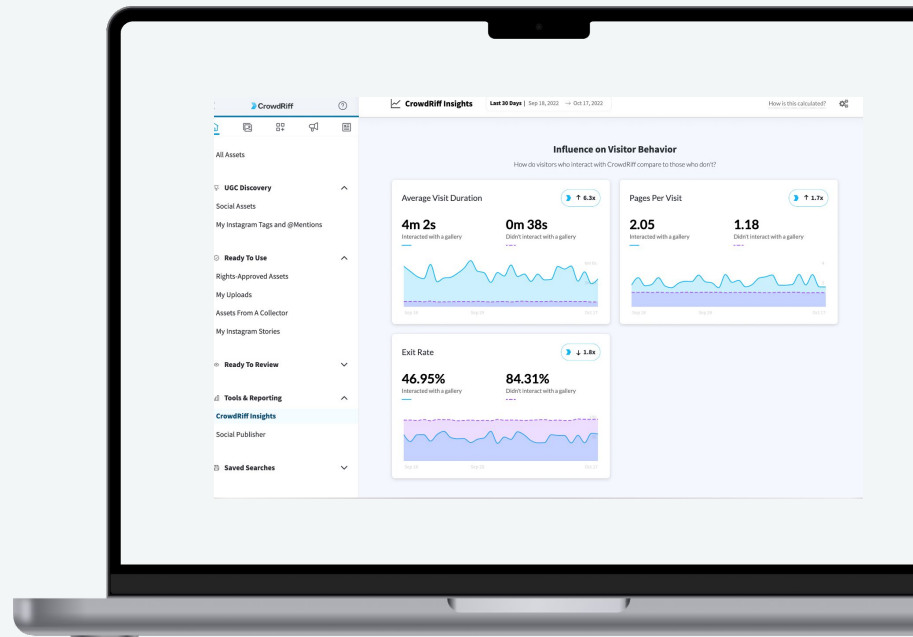
CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.

Use insights to optimize your visual content

With insight on how your visuals impact conversions, revenue and overall website performance, you can make more confident, data-driven decisions to drive your content strategy.

Identify top-performing assets

See how every visual in your library is performing, from views to engagement to conversions.



Social Publisher

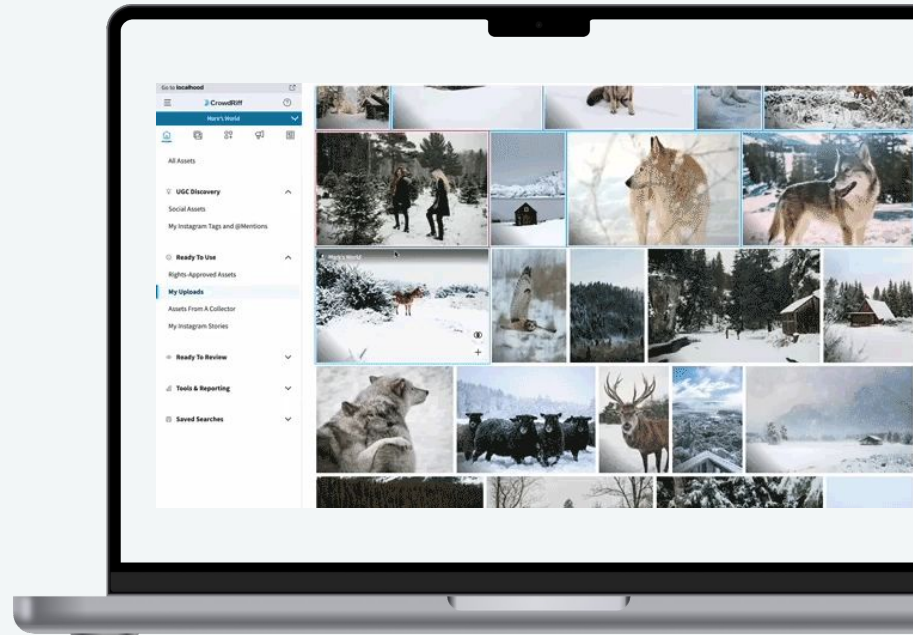
Source, store, and publish your visual content directly to social media, all within the CrowdRiff platform.

Post directly to social media

Publishing lets you post rights-approved and owned assets directly to Instagram, Facebook and Twitter straight from CrowdRiff.

Save time with an all-in-one tool

CrowdRiff's easy-to-use solution removes the manual work of posting to social media or the need for multiple tools, letting you quickly complete your workflow in one platform.



Third Party Sharing

Grant people access to your best visuals with a simple link, instead of worrying about clumsy email attachments or ZIP files.

Goodbye email attachments

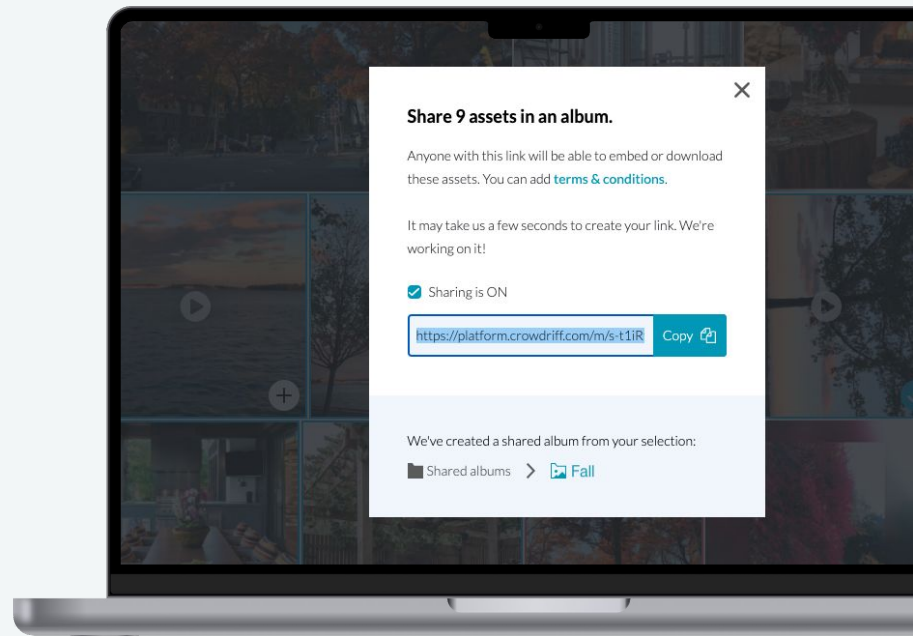
Gone are the tedious days of downloading a file, compressing it, and waiting for it attach to an email. Simply select the visuals you want to share and send the link—no attachments necessary.

Reduce bottlenecks

Anyone on your team is able to quickly curate collections of visuals and share them with the people who need them, both inside and outside of your organization.

Control access

You'll have granular control over who has access to your visuals. Enable and disable sharing links so only the people you'd like, when you'd like, have access to your shared assets.



Thanks!



STATEMENT OF WORK ADDENDUM

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

August 13, 2024



Item 7f.

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



FY25 TOURISM MANAGEMENT GRANT APPLICATION QUESTIONS

Eligibility

If you answer yes to all the questions below, please continue the application. If you answer no to any questions below, you are not eligible and should not continue.

Nonprofit trade organizations that do not represent tourism-related business sectors or that provide services only to individuals, though critically important, are not the intended recipients of this grant.

Question: The applicant is a registered nonprofit destination organization, registered nonprofit tourism industry association, or government entity in Colorado responsible for the development, enhancement, management and promotion of tourism on behalf of a destination.

Question: The project budget only includes eligible expenses (employee salaries, general operating expenses, CTO paid opportunities, and building construction or maintenance expenses are examples of non-eligible expenses).

Question: The applicant organization can demonstrate the required cash match at the time of application (in-kind contributions while valuable do not count toward the required cash match).

Question: The applicant organization has read the [Grant Guidelines](#) on or after November 15, 2024.

Applicant Organization Information

Please provide all the requested information for the applicant organization below. The applicant organization listed must be the legal entity assuming financial and reporting responsibilities for the application. Review the complete [grant guidelines](#) for applicant eligibility requirements.

- Applicant Name (association or destination organization name listed must match the legal name as shown on a W-9 of the nonprofit organization or government entity assuming financial and reporting responsibility for the project)
- If the applicant organization is a lodging tax board, committee, or panel that uses a Doing Business As (DBA), please list that here
- Applicant Street Address

- Applicant City
- Applicant State
- Applicant Zip Code
- Applicant County
- Applicant Website (*optional*)
- Applicant Phone
- Does your organization operate under the guidance of a Board?
 - Yes
 - No
- Please list your current Board of Directors along with their affiliations as well as the board title, if applicable. (*1,000 character limit*)
- Application Contact First Name (Must be an employee, board member, or appointed member of the lead applicant. Contact must have an online portal account)
- Application Contact Last Name (Must be an employee, board member, or appointed member of the lead applicant. Contact must have an online portal account)
- Applicant Contact Title
- Applicant Contact Email

Type of Applicant

An organization must identify what category it is applying under. The definition of each category is listed below.

Destination Organization Applicant: A registered nonprofit destination organization, or other nonprofit tourism leadership organization that is responsible for the development, enhancement, management and promotion of tourism on behalf of a destination. Destination organizations include:

- recipients of jurisdictional lodging taxes, such as:
 - destination marketing organizations
 - lodging tax boards, committees, or panels
- other tourism leadership organizations that are responsible for developing, promoting, and managing tourism on behalf of a destination that does not have a lodging tax, such as:
 - chambers of commerce or chamber resort associations

Government Entity Applicant: A government entity in Colorado (federally recognized tribes, state entities, and local governments) engaged in the development, enhancement, management and promotion of tourism on behalf of a destination.

Tourism Industry Association Applicant: A registered nonprofit trade organization that represents a collection of tourism businesses within one or more tourism-related business sectors and is engaged in the development, enhancement, management and promotion of tourism on behalf of a tourism business sector.

- Type of Applicant (*select one*)
 - Destination Organization
 - Government Entity
 - Tourism Industry Association
- Please list any confirmed partners for this project, if applicable. (*1,000 character limit*)

Project Information

Provide an overview of the project, including the requested grant amount. Your request needs to have a funding ratio of 1 to 4 non-grant funding to grant funding. For example, if you request a grant of \$20,000, you need to have at least \$5,000 in other cash-match funding.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise stated.

- Project Title (*250 character limit*)
- For which eligible use category is your organization requesting funding (*choose one*):
 - visitor education programs
 - visitor experience development
 - tourism-related strategic planning
 - tourism research and data
 - accessible and inclusive tourism projects
 - infrastructure that directly enhances the visitor experience through increased access/engagement
 - environmental sustainability efforts
 - other approved projects: _____
- Provide a detailed description of the project for which funding is requested.
- List the deliverables (e.g. signage, surveys, web pages, kiosk, etc) to be created as part of the project.
- Have you previously received a Tourism Management Grant in the past five years?
 - Yes
 - No

- Briefly outline what project the grant supported and how this application for funding is different. Please also include the award date and amount of management grants.
- Start Date of Project: *(must start on or after May 1, 2025)*
- End Date of Project: *(must end on or before April 30, 2026)*
- Grant Request Amount:
- Recipient Match Amount:
- Total Project Budget:
- Project Budget: Download file, complete, and then upload as excel document not PDF *(use of CTO provided standard budget template required)*
- Project Timeline: Download file, complete, and then upload as excel document not PDF *(use of CTO provided standard budget template required)*. All anticipated start and end months must fall between 5/1/25 and 4/30/26. All deliverables listed in the previous question should be included in the timeline. Label timeline file in this format: OrgName_Timeline

Alignment to Shared Industry Priorities

Provide additional information about the project and its potential to benefit the Colorado tourism industry. Specific focus should be applied to the shared industry priorities being considered for the Tourism Management Grant projects:

1. Advance off-peak tourism opportunities: identify opportunities to extend the benefits of tourism throughout the year and increase demand for tourism outside of existing busy seasons
2. Advance tourism workforce: provide professional development opportunities for tourism-related staff and foster a stronger community of workforce in your destination.
3. Champion the value of tourism: build awareness of the value that tourism provides to your destination and the role that destination organizations have in enhancing local quality of life.
4. Develop and enhance visitor experience: diversify tourism offerings that showcase the unique potential of your destination by advancing outdoor recreation, agritourism, cultural tourism, stargazing, etc.
5. Encourage responsible and respectful use: inspire visitors to engage in low-impact travel within Colorado, such as advancing climate action strategies.
6. Foster inclusive travel opportunities: develop strategies and resources to ensure your destination is welcoming and accessible to everyone.
7. Promote local businesses and experiences: enhance promotional efforts through strategic marketing and storytelling tactics.

The narrative question text box allows up to 2,500 characters (including spaces and punctuation).

- Choose which of the shared industry priorities best aligns with your project (*choose one*):
 - advance off-peak tourism opportunities
 - advance tourism workforce
 - champion the value of tourism
 - develop and enhance visitor experience
 - encourage responsible and respectful use
 - foster inclusive travel opportunities
 - promote local businesses and experiences
- How does the project help advance the most applicable shared industry priorities chosen above?

Demonstrated Need

Use this section to describe why the project is needed now and how it strengthens your destination or tourism industry sector.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation).

- Describe why the project is needed and how it strengthens your destination or tourism industry sector. Provide a brief overview of the situation if applicable.

Implementation Capacity

Use this section to demonstrate your organization's ability to successfully manage and complete the project, including that you have adequately considered the budget and how to complete the proposed project within the proposed timeline.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise stated.

- Describe your organization's capacity to successfully manage and complete the project. Identify staff and any additional project partners (including vendors). Describe their experience and share their roles in executing the project.
- List all matching cash fund contributors and the amount contributed. A letter of commitment is required from all contributors including the applicant organization.
- (*Optional*): Describe any support that you may need from the Colorado Tourism Office to implement the project.
- (*Optional*): Describe any barriers that might inhibit your ability to implement the project.

Supporting Documents

The Colorado Certificate of Good Standing is required for nonprofit entities and must be in PDF format. Required form is available on the [Secretary of State's website](#). Government entities are exempt.

(5MB maximum file size)

- Upload: Current Good Standing Certificate from the CO Secretary of State

Letters of Commitment (LOC): The application must include letters of commitment from all appropriate entities (including the applicant organization) providing matching cash funds verifying the match dollars to be contributed. Letters of Commitment are not the same as Letters of Support.

- Upload: Letters of Commitment: Combine all letters of commitment into one PDF document. Letter(s) of commitment must be on official letterhead and include the amount of cash committed by the organization. Label file in this format: OrgName_Commitment
- Does this project interface with public lands or on private property?
 - Yes
 - No

Letters of Support: Letters of support are only required when projects interface with public lands or are on private property. Projects that include public land units should have explicit written support from land management representation. Projects that include infrastructure projects require a letter of support from the property owner or proof that the applicant owns the property. Please combine all letters of support into one PDF document.

- Upload: Letters of Support.
- *(Optional):* Miscellaneous Attachments: Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing costs; contractor bids or proposals, letters of support). Letters of support from individuals and organizations are not required, but applications demonstrating broad community support are more competitive.

Attestation

All applicants must review the Small Dollar Grant Terms and Conditions on the [Office of the State Controller website](#) and agree to the below:

- I have read and agree to the small-dollar grant award terms and conditions.
- I agree that I have not and will not seek duplicative benefits from any source for these same expenses.

- I agree that the information in this application, including all attachments, is correct and complete to the best of my knowledge.
- I agree that I have read [HB21-1110](#) and understand my responsibilities in regards to accessibility.

Tourism Management Grant

INFORMATIONAL WEBINAR

December 5, 2024



COLORADO
TOURISM OFFICE

Agenda

- Welcome & Opening Remarks
- Overview of Tourism Management Grant
- Application Process
- Q+A

Tourism Management Grant



Context

- Applications opened on December 3 and will close at 4 p.m. on Tuesday, January 28



Grant Overview

- This is the fourth year that this grant is being offered
- Provides funding for projects that develop, enhance, or manage visitor experience in Colorado
- [FY24 projects](#)
- [FY23 projects](#)



Grant Overview

- Maximum grant amount is \$20,000
- 4:1 cash match (no in-kind match)
 - for every \$1 you provide, CTO matches \$4
- Funds will be delivered after execution of a grant agreement
- Only one application per applicant is allowable



Eligible Applicants

- Colorado destination organizations
 - Recipients of jurisdictional lodging taxes
 - Organizations responsible for managing tourism on behalf of a destination
- Colorado tourism industry associations
 - Registered nonprofit trade organizations that represent a collection of tourism businesses within one or more tourism-related business sectors
- Government entities (federally recognized tribes, state entities, and local governments) engaged in tourism activities



Eligible Applicants

- OEDIT also requires that all grant funded awardees have an active insurance policy
- The specific level of insurance required is based on the final scope of work being included in the grant agreement with OEDIT but usually includes
 - General Liability
 - Auto insurance
 - Workers Compensation



Eligible Projects

- Visitor experience development
- Visitor education programs
- Tourism-related strategic planning
- Tourism research and data
- Infrastructure that directly enhances the visitor experience
- Accessible and inclusive tourism projects
- Environmental sustainability efforts specific to tourism

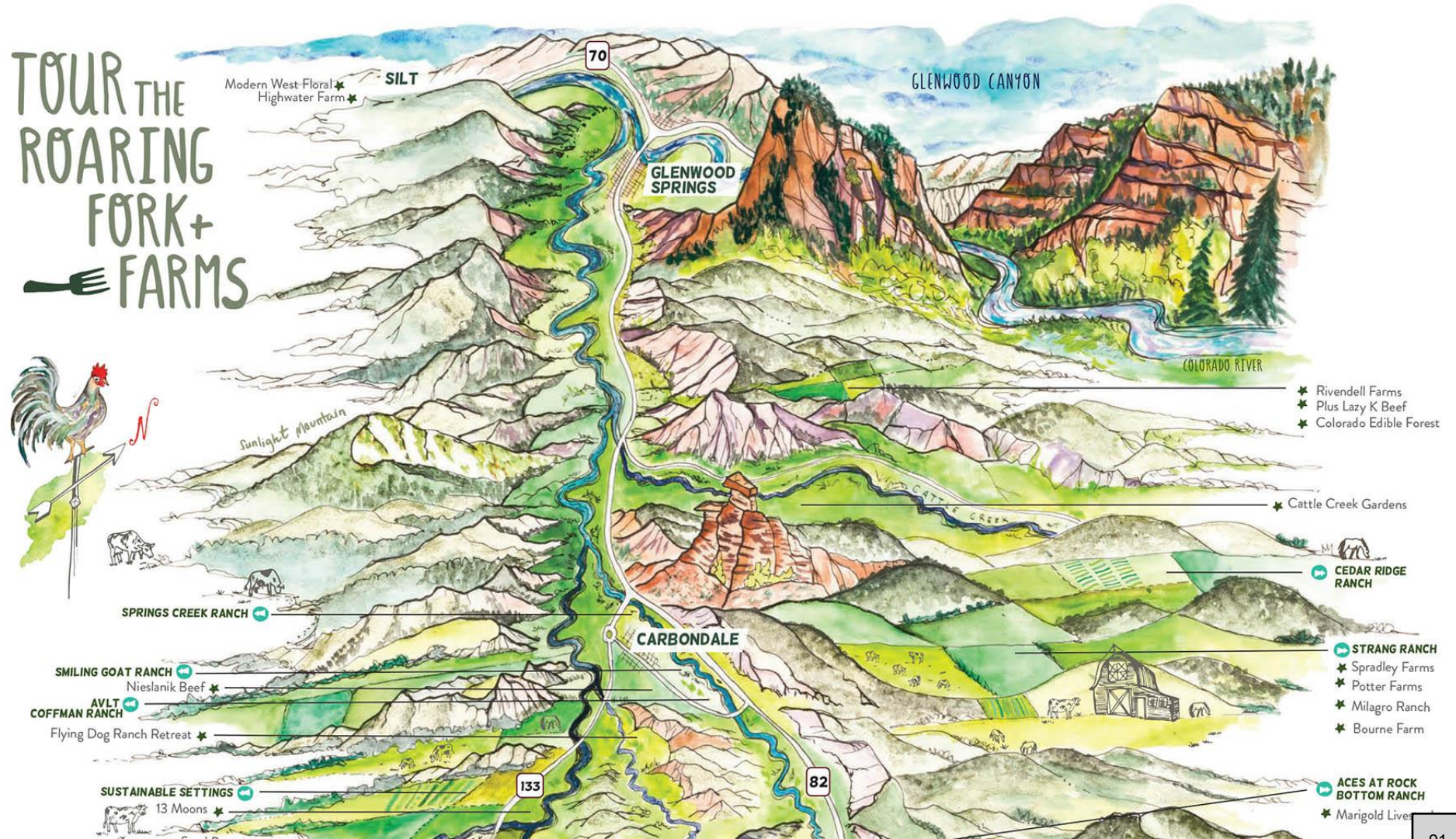
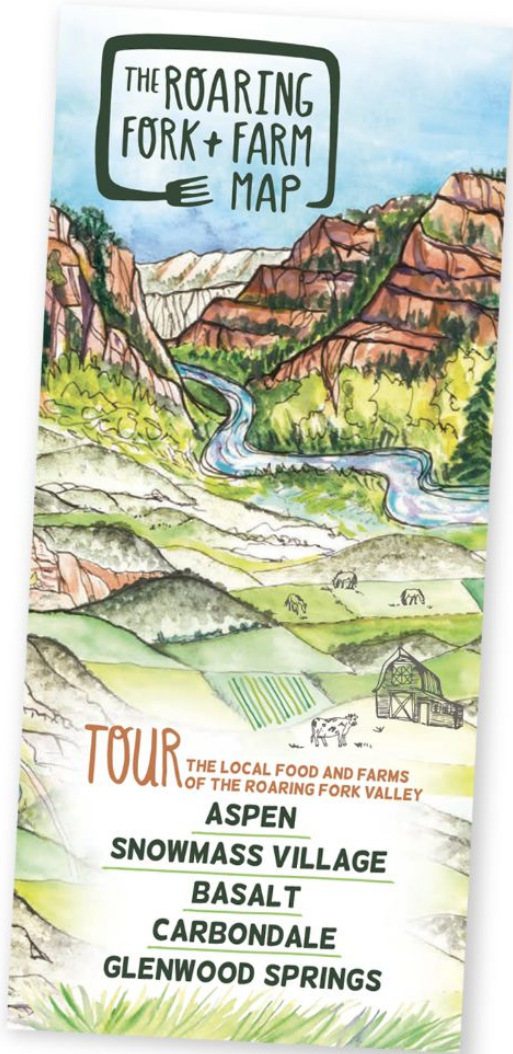


Tourism Visitor Experience Development

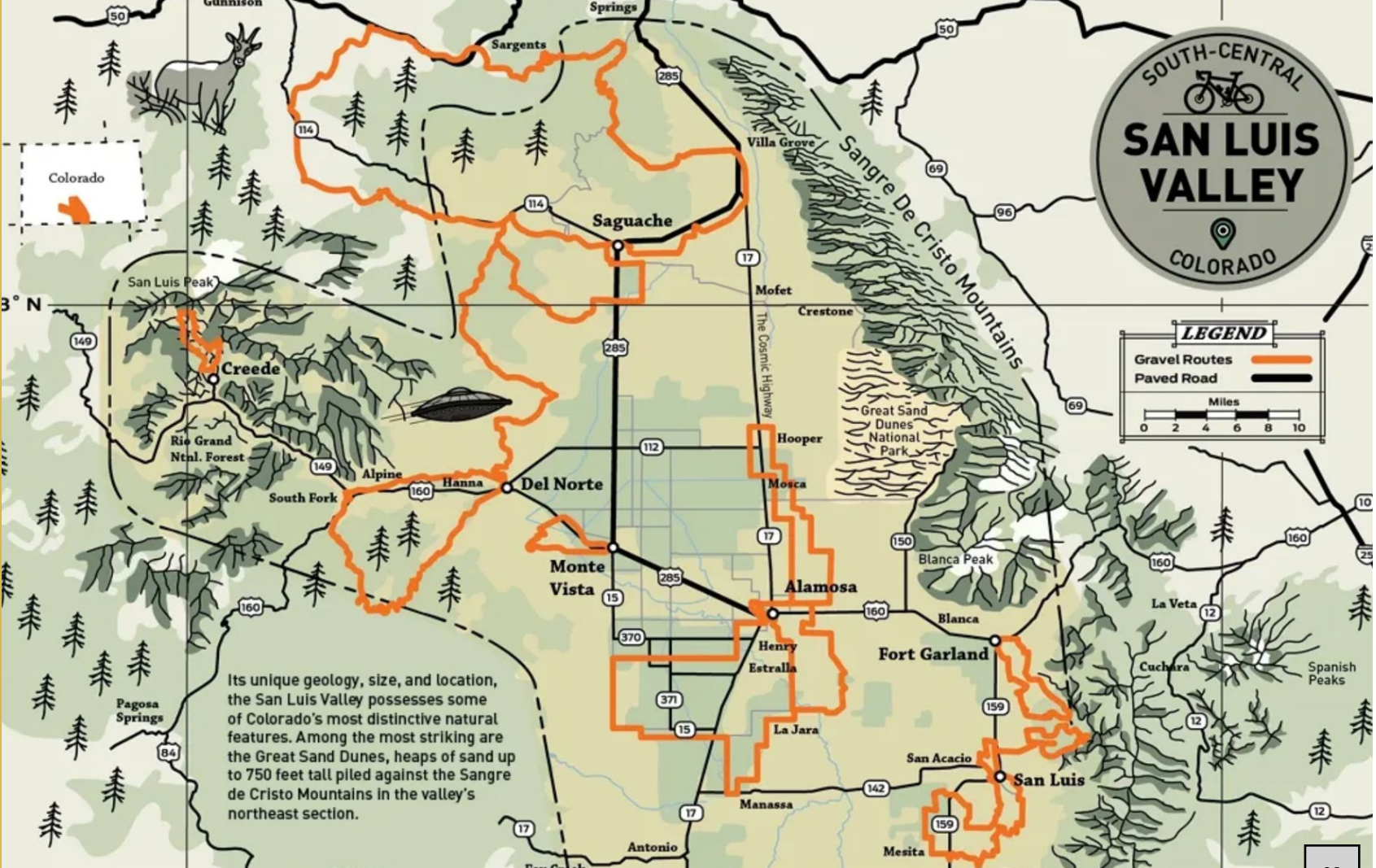
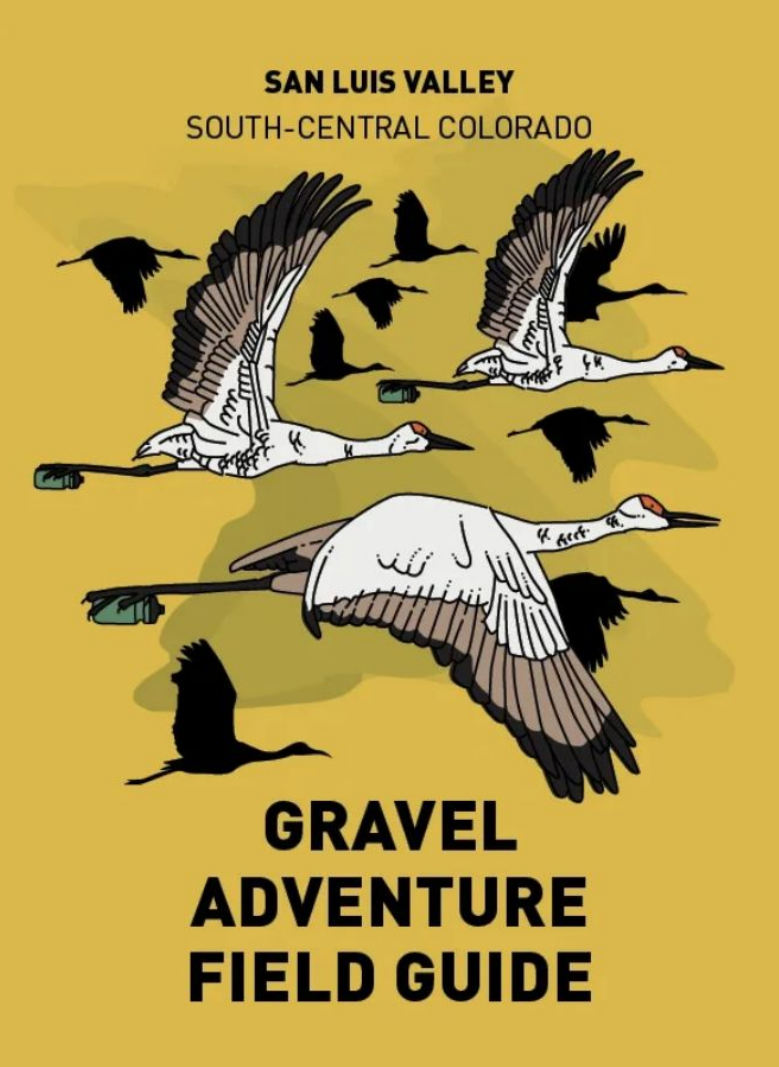
- Examples include:
 - Inclusive travel offerings
 - Food and farm trails
 - Bicycle tourism guides
 - Stargazing experiences



Visitor Experience Development



Visitor Experience Development



Visitor Education Programs

- Examples include:
 - Travel Philanthropy programs
 - Trailhead and/or Tourism Ambassador programs



**Because CTO has existing resources to assist communities to develop “Do Colorado Right” programs, these are not eligible to apply for funding through the Tourism Management Grant*

Visitor Education Programs



WHY JOIN FRIENDS OF LAKE COUNTY?

Lake County is our community too. We love where we live and want to see future generations continue to enjoy it.

Our only goal is to keep Lake County beautiful. Help us steward our public lands.

[Volunteer Today!](#)



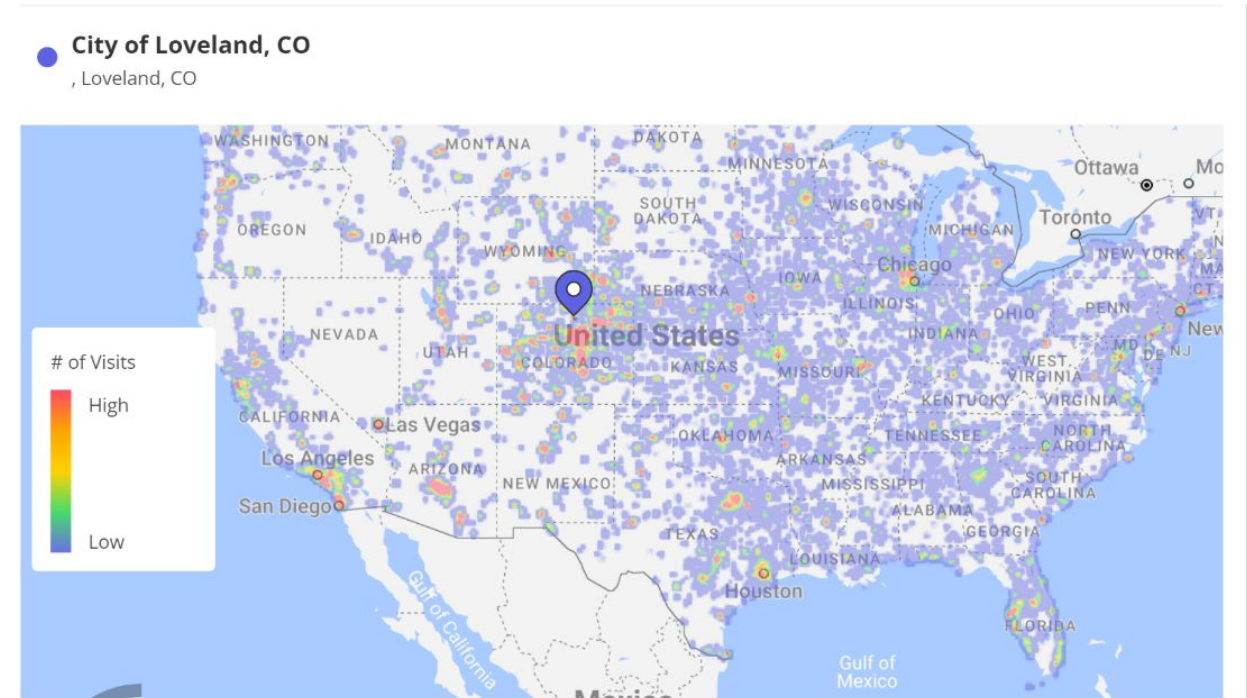
Tourism Strategic Planning

- Examples include:
 - Stakeholder engagement
 - Resident engagement
 - Destination stewardship plans
 - Climate action planning



Tourism Research and Data

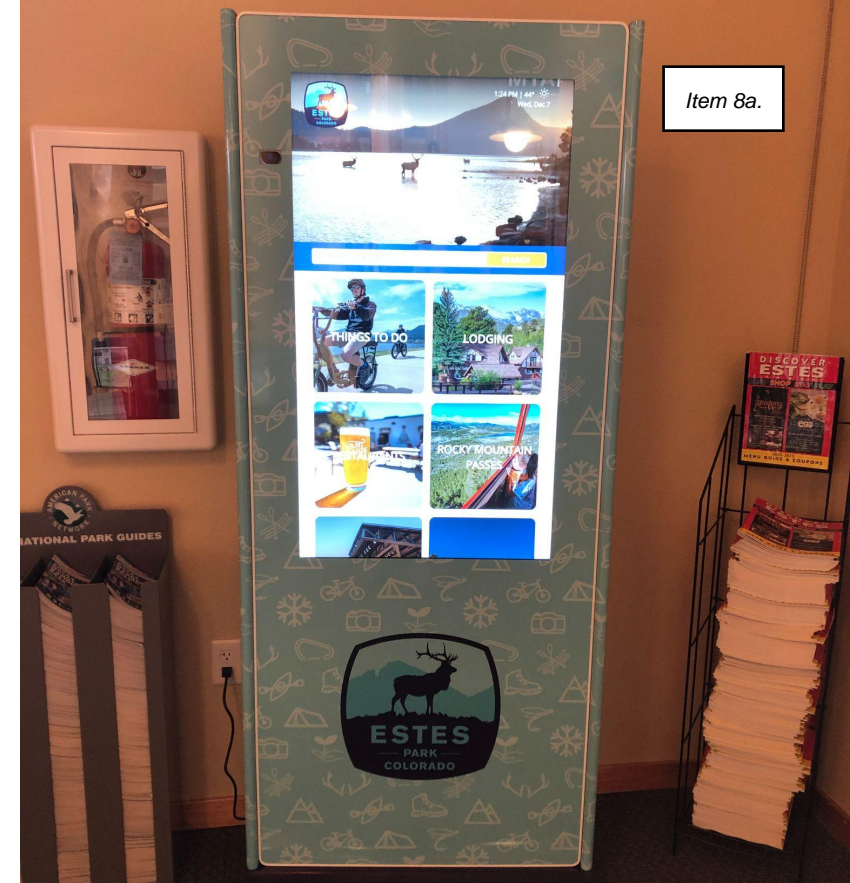
- Examples include:
 - Economic impact reports
 - Visitor profile studies
 - Accessibility audit



Tourism Infrastructure

- Infrastructure that directly enhances visitor experience through increased access or engagement, such as:
 - Wayfinding
 - Educational or interpretive signage
 - Interactive kiosks

**a letter of support from the property owner or proof that applicant owns the property is required for approval*



Accessible and Inclusive Tourism Projects

- Examples include:
 - Translation
 - Interpretative panels
 - Inclusive and accessible training programs

SUMMIT DAILY

Bilingual trail signs in White River National Forest aim to make the outdoors more accessible to Spanish speakers in Colorado

Environmental Sustainability Efforts

- Examples include:
 - Zero waste event tracking
 - Waste reduction audit
 - Inclusive and accessible training programs



Shared Industry Priorities

1. Advance off-peak tourism opportunities
2. Advance tourism workforce
3. Champion the value of tourism
4. Develop & enhance visitor experience
5. Encourage responsible & respectful use
6. Foster inclusive travel opportunities
7. Promote local businesses & experiences



Other Considerations

- Proposed projects must be completed within 12 months of an agreement with the CTO
- Projects that interact with Colorado public lands must submit a letter of support from that land manager
- Infrastructure projects must submit a letter of support from the property owner or proof that the applicant is the land owner



Application Process

Important Dates

- Applications opened: December 3, 2024
- Applications close: 4 p.m. January 28, 2024
- Award notification: mid/late March
- Grant project execution timeline:
 - Start: May 1, 2025
 - End: April 30, 2026



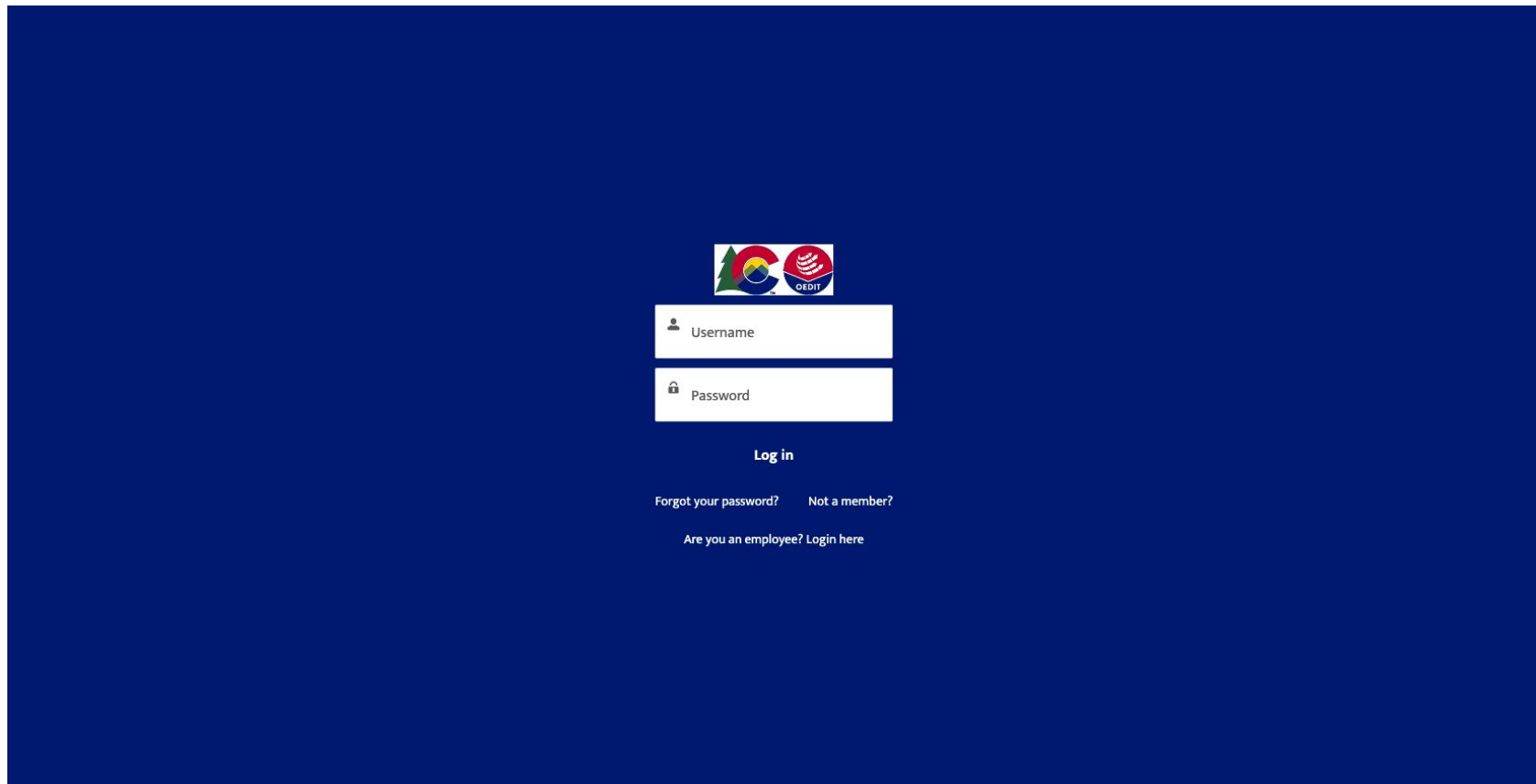
Application Process

- The application is housed within the OEDIT online portal
- Interested applicants must access the platform and create an account
- Process can take up to 48 hours to establish a new account
- You will receive a notification when this is activated
- Make sure to verify that the organization information is correct



Application Form Access

OEDIT Application Portal: <https://oedit.my.site.com/s/login/>



Next Steps

- Download:
 - Tourism Management Grant application questions
 - [Budget worksheet](#)
 - [Project timeline](#)
- Finalize application
- Upload required documents
 - Certificate of Good Standing
 - Budget
 - Project timeline
 - Letters of support (*updated requirements*)
- Submit



Considerations

- [Submit a Letter of Intent](#) to speak with the CTO about your grant idea
 - We will close this form on January 14
- Solicit bids to build a budget
- Reach out early for letters of support
- Make sure your online account with OEDIT is active
- Submit before Tuesday, January 28
 - Deadline is Tuesday, January 28 at 4:00pm
 - Once submitted, you will not have the ability to edit



Q+A



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THANK YOU



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