



## **HUERFANO COUNTY TOURISM BOARD AGENDA**

**March 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**

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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.** February 14, 2024 Meeting Minutes
- 3. FINANCIAL REPORT**
  - a.** Updated Fund Statements & Balance Sheet
  - b.** Updated Sales & Lodging Tax Trends
- 4. BILL PAYMENT**
  - a.** March 2024 Bill Payment
- 5. BOARD AND DIRECTOR UPDATES/REPORTS**
  - a.** AdPro Report
- 6. PARTNER REPORTS**
- 7. OLD BUSINESS**
  - a.** Grandote Golf Course Billboard Request Update
  - b.** Gravel Guide May 4th Social Ride
  - c.** Collateral Assessment
- 8. NEW BUSINESS**
  - a.** Discussion of CTO Marketing Co-Op Options
  - b.** Placer.ai Data Conversation & Upcoming Demo
  - c.** Destination Stewardship Update
  - d.** RTAP Community Workshop
  - e.** Community Partner Meeting Planning
- 9. ADJOURNMENT**
- 10. UPCOMING MEETINGS**



## **HUERFANO COUNTY TOURISM BOARD MINUTES**

**February 14, 2024 at 3:00 PM**

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

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

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

### **1. CALL TO ORDER**

**3:06PM**

**Attendees:**

**Stacey Koury**

**Stacy Cristelli**

**Greg Garrett**

**Bob Kennemer**

**Sarah Jardis**

**Carl Young**

**Robert Gilbert**

**Hannah Everett**

**Brad Reitmair**

**Alex Jessup**

**Ashley Vandagriff**

**Debra Malone**

### **2. APPROVAL OF MINUTES**

a. January 10, 2024 Meeting Minutes

### **3. FINANCIAL REPORT**

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

### **4. BILL PAYMENT**

a. Resolution No. 24-02-TB Reimbursement Authorization for Huerfano County for February MailChimp Access

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

## a. AdPro Report

Social media performance is improving in terms of non-follower page interactions on FB.

Instagram also improving.

MailChimp newsletter will see better success with regular deployments. One out of 5 opens.

In-person marketing piece for partner desks especially ahead of spring community engagement events.

2023 socials did well on Sundays, incorporating Sunday posts in March social posts.

Swap Spring Skiing photos with snow cat @ CMP - Heather Curtis post(s)

Register cards with #SPC

Mining Museum post update due to seasonal schedule

Wildlife Wednesday - hunting post tied into what's seasonally appropriate, highlight where to go, turkey hunting @ Lathrop and elsewhere, over the counter turkey hunting license in Huerfano

Include Care for Colorado messaging into wildlife messaging

Spring Break posts, Highway of Legends audio tour focus for those driving through

Use the alternate logo on pictures that the SPC logo is more difficult to use.

Cuchara full-moon howl & growl

May 4th

Paid social details and proposal will be sent to Robert and shared with the Board for March

Be Legendary or Where Legends Roam - discussion

How does the phrasing work - stand on its own - leave no trace, CTO messaging, highway of legends, legendary for outdoor rec.

"Build your legend"

Greg: post it on social media and see what gets better reaction

Royal Gorge - keep it "gorge-ous" - water bottle & pledge

Debra Malone supports AB test idea.

Hannah, Sarah, Greg bios for HCTB for the website

Website content editing - AdPro has admin access, hosting has gone through GoDaddy.

## b. SPC Website Launch Update

## 6. PARTNER REPORTS

### a. Museum of Friends

Maria was unable to present, but shared a thank-you letter for a donation from HCTB to MoF that highlighted upcoming 2024 exhibits and the fundraising gala.

### b. OSO Cold Festival Report

Needed more planning time, weather was a negative impact, but it still got off the ground.

Crafty Canary, Mountain Merman, CMP, Walsenburg Mercantile benefited from it. Scavenger hunt was a hit. Ice sculptures were liked.

## 7. OLD BUSINESS

### a. Gravel Adventures Social Ride May 4th

Committed to the date for the social ride; starting location Walsenburg Mercantile. 8:45AM start time.

They will promote getting a free guide. "Small Batch Gravel" - Legend of Grandote Gravel route will be highlighted

asked for a \$900 donation to cover banners, Spring Social Ride photographer

Clarification of why GA needs to ask - waivers & registrations

Greg & Bob support the banners and photographer

Ensure banners are reusable

Can they be printed at the Wheelhouse?

### b. La Veta STR Update

Trifold for home/rental owners and planning a seminar in May/June to clear up some of the misinformation that is going around on the STR policy update.

Biggest misinformation is that STRs were outlawed; they have not been and there is not even a cap on it.

## 8. NEW BUSINESS

Sarah spoke with Travis - Director of Golf @ Grandote

Travis asked if HCTB would consider adding a golf icon through a vinyl sticker on the billboards on 160.

General support for this across the board.

Robert will contact Signs by Scott and follow up with Travis.

**The Next Big Thing** discussion

Bring this back to the forefront and consider it.

**Evolving bridal/events market**

Crossing the threshold to be able to promote our capacity for some events, within reason.

### **Upcoming Pueblo bridal expo**

Tent rentals and other cottage businesses we don't have that would support the bridal/event market, who will travel down in the interim?

### **April timeframe**

Community engagement/sign up for the newsletter

Greg & Hannah came up with some data they want to see from community engagement and will share that; also a poster about driving slow through the community that was done well elsewhere and could be used similarly here.

### **Destination Stewardship updates**

More centralized resources from CTO for our smaller communities, took into consideration what was said in the rural workshops, and how to do good messaging in your communities.

## **9. ADJOURNMENT**

**Adjourned at 4:49PM**

## **10. UPCOMING MEETINGS**

- a. Wednesday, March 13, 2PM-3:30PM, La Veta Public Library, La Veta

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total		
2022															
Judicial	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97		
EMS	\$ 78,173.94	\$ 90,918.54	\$ 66,500.78	\$ 64,033.58	\$ 74,717.72	\$ 71,575.71	\$ 91,739.55	\$ 112,766.62	\$ 98,794.54	\$ 114,799.06	\$ 231,299.71	\$ 98,629.22	\$ 1,193,948.97		
Rural	\$ 39,824.47	\$ 46,316.98	\$ 33,877.75	\$ 32,620.89	\$ 38,063.74	\$ 36,463.10	\$ 46,735.25	\$ 57,447.15	\$ 50,133.36	\$ 58,254.89	\$ 117,373.25	\$ 50,049.48	\$ 607,160.31		
LaVeta	\$ 11,406.51	\$ 13,266.10	\$ 9,703.26	\$ 9,343.27	\$ 10,902.21	\$ 10,443.75	\$ 13,385.90	\$ 16,454.00	\$ 12,090.00	\$ 14,048.56	\$ 28,305.36	\$ 12,069.78	\$ 161,418.70		
Walsenburg	\$ 26,942.97	\$ 31,335.45	\$ 22,919.76	\$ 22,069.44	\$ 25,751.77	\$ 24,668.86	\$ 31,618.41	\$ 38,865.48	\$ 36,571.14	\$ 42,495.62	\$ 85,621.11	\$ 36,509.96	\$ 425,369.97		
Total	\$ 234,521.83	\$ 272,755.61	\$ 199,502.33	\$ 192,100.76	\$ 224,153.16	\$ 214,727.13	\$ 275,218.66	\$ 338,299.87	\$ 296,383.58	\$ 344,397.19	\$ 693,899.14	\$ 295,887.66	\$ 3,581,846.92		
2023															
Judicial	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.35	\$ 103,059.75	\$ 121,359.37	\$ 118,244.72	\$ 105,774.21	\$ 124,472.65	\$ 104,510.93	\$ 1,221,138.85		
EMS	\$ 96,317.20	\$ 101,353.91	\$ 81,723.64	\$ 80,558.64	\$ 93,538.48	\$ 90,225.34	\$ 103,059.76	\$ 121,359.36	\$ 118,319.67	\$ 105,778.11	\$ 124,545.63	\$ 104,512.59	\$ 1,221,292.33		
Rural	\$ 48,876.25	\$ 51,432.13	\$ 41,470.73	\$ 40,879.56	\$ 47,466.19	\$ 45,784.93	\$ 52,297.77	\$ 62,663.70					\$ 390,871.26		
LaVeta	\$ 11,786.84	\$ 12,403.20	\$ 10,000.95	\$ 9,858.38	\$ 11,446.80	\$ 11,041.35	\$ 12,611.96	\$ 14,470.93					\$ 93,620.41		
Walsenburg	\$ 35,654.12	\$ 37,518.57	\$ 30,251.96	\$ 29,820.70	\$ 34,625.50	\$ 33,399.06	\$ 38,150.03	\$ 44,224.73					\$ 283,644.67		
Total	\$ 288,951.61	\$ 304,061.72	\$ 245,170.92	\$ 241,675.92	\$ 280,615.45	\$ 270,676.03	\$ 309,179.27	\$ 364,078.09	\$ 236,564.39	\$ 211,552.32	\$ 249,018.28	\$ 209,023.52	\$ 3,210,567.52		

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	1.40%
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	\$ 150,175.73	\$ 8,343.10	15.02%
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332	March	\$ 12,994.75	\$ 764.40	1.30%
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	1.34%
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061	May	\$ 114,301.22	\$ 6,723.60	11.43%
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176	June	\$ 18,137.65	\$ 1,133.60	1.81%
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876	July	\$ 13,797.65	\$ 862.35	1.38%
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751	August	\$ 219,652.49	\$ 12,920.73	21.97%
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167	September	\$ 33,582.82	\$ 1,975.46	3.36%
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	1.26%
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853	November	\$ 319,466.58	\$ 18,792.15	31.95%
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	7.77%
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948	Total	\$ 999,849.29		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		\$ 7,553											\$ 7,553				
<b>Total</b>	\$ 13,982.46	\$ 150,176	\$ 12,995	\$ 13,432	\$ 114,301	\$ 18,138	\$ 13,798	\$ 219,652	\$ 33,583	\$ 12,616	\$ 319,467	\$ 77,710	\$ 999,849				



**HUERFANO COUNTY TOURISM BOARD**

**RESOLUTION NO. 24-03-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:

<b>Vendor</b>	<b>Service/Good Provided</b>	<b>Invoice Date</b>	<b>Invoice Number</b>	<b>Amount</b>
AdPro	Social Media, Public Relations, Web Maintenance	2/29/24	8157	\$3,495
La Veta Trails	Assist in publishing 2024 Spanish Peaks Region Guide	2/9/24	2024-004	\$5,000
Huerfano County	Pro-rated January MailChimp Reimbursement	1/31/24	MC13480770	\$164
Huerfano County	March MailChimp Reimbursement	3/10/24	MC13720438	\$492
<b>Total:</b>				<b>\$9,151</b>

INTRODUCED, READ, AND ADOPTED ON THIS 14<sup>th</sup> DAY OF FEBRUARY, 2024.

TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

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

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

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

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





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

Item 4a.

# Invoice

<b>Service Date:</b>	February 2024
<b>Invoice Date:</b>	2/29/2024
<b>Invoice #:</b>	8157
<b>Term:</b>	Net 30

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

## Stimulus

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

## Digital

Product	Description	Amount
SEO-Basic	SEO	\$750.00
Social Mgmt - Bronze	Organic Social	\$595.00
<b>Digital Total</b>		<b>\$1,345.00</b>

## Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Graphics	Display graphics	\$150.00
Public Relations	Public Relations	\$450.00
Web Dev	Web Dev	\$125.00
<b>Other Total</b>		<b>\$1,850.00</b>

## Total

Summary		
<b>Total Amount Due</b>		<b>\$3,495.00</b>



La Veta Trails  
P.O. Box 202, La Veta, CO 81055  
(719) 890-4071 / [russellm9999@gmail.com](mailto:russellm9999@gmail.com)  
[www.lavetrails.org](http://www.lavetrails.org)

Invoice Date: February 9, 2024

Invoice No. 2024-004

Bill To:  
Huerfano County Tourism Board  
Attn: Robert Gilbert  
401 Main St.  
Walsenburg, CO 81089

Date	Invoice #	Description	Amount
2/9/2024	2024-004	Partner in the Publication of the 2024 Spanish Peaks Region Recreation and Trail Guide.	\$5,000.00

Please remit to: La Veta Trails  
P.O. Box 202  
La Veta, CO 81055

Payment Options:

Check: Make check payable to La Veta Trails and mail to P.O. Box 202, La Veta, CO 81055.

*Thank you!!*

Item 4a.

# Mailchimp Receipt

# MC13480770

### 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](http://www.mailchimp.com)  
Tax ID: US EIN 58-2554149

### Details

**Order #** MC13480770  
**Date Paid:** January 31, 2024  
10:25 AM Denver

## Billing statement

**Monthly plan** **\$492.00**  
52001 - 54000 subscribers.

**Proration** **-\$328.00**  
Prorated for 10 days

**Paid via Mast ending in 4017** which expires **\$164.00**  
**11/2026**  
on January 31, 2024

<b>Balance as of January 31, 2024</b>	<b>\$0.00</b>
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Item 4a.

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?](#)

Item 4a.

# Mailchimp Receipt

# MC13720438

### 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](http://www.mailchimp.com)  
Tax ID: US EIN 58-2554149

### Details

**Order #** MC13720438  
**Date Paid:** March 10, 2024  
04:31 AM Denver

## Billing statement

**Monthly plan** **\$492.00**  
52001 - 54000 subscribers.

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

**Paid via Mast ending in 4017** which expires **\$492.00**  
**11/2026**  
on March 10, 2024

<b>Balance as of March 10, 2024</b>	<b>\$0.00</b>
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Item 4a.
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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?](#)

# March Board Meeting



# Reporting

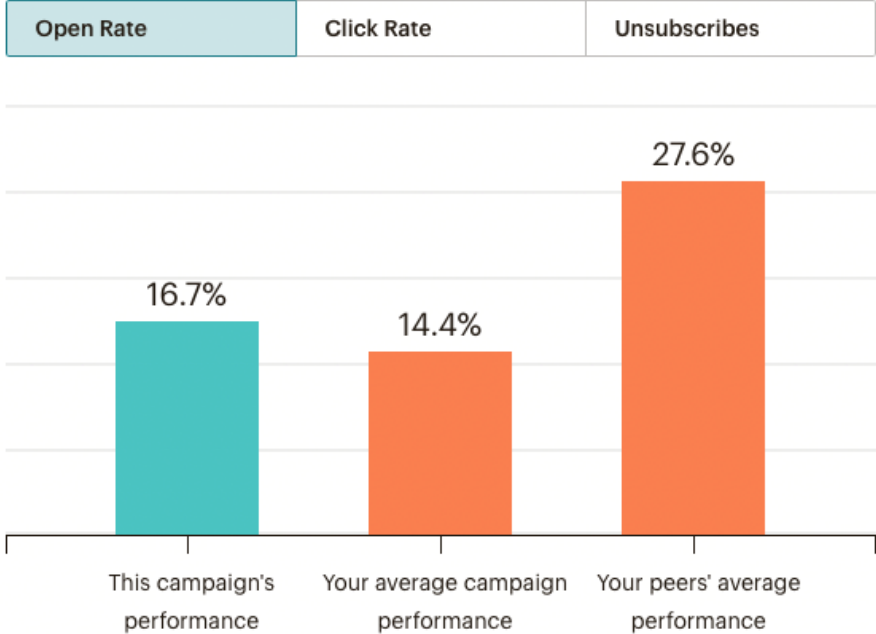




# Newsletter

- Successful Deliveries: 51,292
- Opens: 10,588
- Unique Opens: 8,591
- Open Rate: 16.7%
- Unique Clicks: 100
- Total Clicks: 196
- Bounced: 1,055
- Unsubscribes: 142

## How your email campaign compares



## Top links clicked

<a href="https://cpw.state.co.us/placestogo/parks/Lathrop">https://cpw.state.co.us/placestogo/parks/Lathrop</a>	41
<a href="https://spanishpeakscountry.com/multi-day-itineraries/">https://spanishpeakscountry.com/multi-day-itineraries/</a>	37
<a href="https://missionwolf.org/">https://missionwolf.org/</a>	34
<a href="https://travelstorys.com/tours/highway-of-legends">https://travelstorys.com/tours/highway-of-legends</a>	17
<a href="https://www.facebook.com/SPCountry">https://www.facebook.com/SPCountry</a>	15



# Organic Social

Item 5a.



# Search Engine Optimization

Lighthouse Report (Desktop):		
<span style="color: red;">Red = Poor</span> <span style="color: orange;">Orange = Needs Improvement</span> <span style="color: green;">Green = Good</span>		
Report	Data	Actionable Solution
<b>Performance</b> Benchmarks: LCP: 2.5s CLS: 0.1 FCP: 1.8s INP: 130ms Speed Index: 4.3s TBT: 200ms	<b>Desktop: 96</b> LCP: <span style="color: green;">0.6s</span> CLS: <span style="color: green;">0.026</span> FCP: <span style="color: orange;">2s</span> INP: <span style="color: green;">53ms</span> Speed Index: <span style="color: green;">1.2s</span> TBT: <span style="color: green;">0ms</span>	Looks like the only thing we have holding the website back is the first contentful paint. This just means the content at the top of the pages is slowing down the loadspeed of the page.
<b>Accessibility</b>	<b>Accessibility: 91</b>	<ul style="list-style-type: none"> <li>•Some missing ALT text</li> <li>•Background and foreground colors have poor contrast ratio</li> <li>•Links do not have unique names</li> </ul>
<b>Best Practices</b>	<b>Best Practices: 95</b>	<ul style="list-style-type: none"> <li>•Low resolution images located on homepage</li> </ul>
<b>SEO</b>	<b>SEO: 100</b>	N/A



# Search Engine Optimization

Lighthouse Report (Mobile):		
Red = Poor    Orange = Needs Improvement    Green = Good		
Report	Data	Actionable Solution
<b>Performance</b> Benchmarks: LCP: 2.5s CLS: 0.1 FCP: 1.8s INP: 130ms Speed Index: 4.3s TBT: 200ms	<b>Mobile: 85</b> LCP: 2.4s CLS: 0 FCP: 1.8s INP: 110ms Speed Index: 4.5s TBT: 130ms	Looking good here. The only reason they're at an 85 overall is the speed index. The rest are right on the line of the benchmark.
<b>Accessibility</b>	<b>Accessibility: 91</b>	<ul style="list-style-type: none"><li>•Some missing ALT text</li><li>•Background and foreground colors have poor contrast ratio</li><li>•Links do not have unique names</li></ul>
<b>Best Practices</b>	<b>Best Practices: 91</b>	<ul style="list-style-type: none"><li>•Low resolution images located on homepage</li></ul>
<b>SEO</b>	<b>SEO: 99</b>	<ul style="list-style-type: none"><li>•Tap Targets are not appropriately sized for mobile users.</li></ul>



# Social Content



# Social Calendar - April

APRIL 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

www.free-printable-calendar.com

**4/3 Wildlife Wednesday** - Post photos or facts about the wildlife that is becoming more active in the warmer weather.

**4/5 Star Gazing Spots** - Recommend the best spots for star gazing as the spring skies clear up.

**4/7 April Showers** - Post about the importance of spring rain to the local ecosystem, along with a beautiful rain-soaked landscape photo.

**4/11 Gravel Guide Ride**- Post information regarding the Gravel Adventure Guide Ride!

**4/17 Apache Waterfall** - Highlight the area's most beautiful waterfalls, which are especially full from the spring runoff.

**4/22 Earth Day Initiatives** - Highlight local environmental efforts and suggest ways the community can get involved on Earth Day.

**4/25 National Park Week (4/20 – 28)** - Celebrate National Park Week by featuring the nearby Great Sand Dunes National Park and Preserve.

**4/30 Historical Fact**- Share gardening tips for high-altitude planting from local experts.

## 4/3 Wildlife Wednesday



Photo Credit Dick Orleans'

The air is abuzz with the iridescent flutter of hummingbirds returning to Spanish Peaks Country! These tiny, energetic birds migrate thousands of miles to feast on our spring flowers. Keep an eye out for their dazzling display and consider putting out a feeder to welcome them back. 🌸 🐦

#HummingbirdHighway #SpringsHere  
#SpanishPeaksCountry  
#Hummingbirds #Birding  
#ColoradoBirding

## 4/5 Star Gazing Spots



Celebrate this year's International Dark Sky week by immersing yourself in the magic of the night sky in Spanish Peaks Country, where minimal light pollution allows for unparalleled stargazing opportunities. The region is dedicated to creating a dark sky environment for both amateur and seasoned astronomers alike. Unlike major cities overrun with light pollution, our region pairs high elevation and nearly no light pollution creating the best conditions for settling in and gazing at the stars.

Learn more about different stargazing spots at <https://spanishpeakscountry.com/stargazing/>

#SpanishPeaksCountry #Stargazing #Astronomy  
#InternationalDarkSkyWeek



## 4/7 April Showers



April showers bring May flowers and they are also crucial for our local ecosystems. Although many of our flora and fauna in Southern Colorado have adapted to drought like conditions, early spring rain showers kickstart the seedlings that paint the landscape in the summer. Like at the Farley Wildflower Overlook which begins to bloom later this month through May



<https://spanishpeakscountry.com/farley-scenic-overlook/>

#SpanishPeaksCountry #Wildflowers  
#Spring #Hiking

# 4/11 Gravel Guide Ride



## GRAVEL ADVENTURE FIELD GUIDE

### SMALL BATCH GRAVEL®

A FREE SOCIAL RIDE INTRODUCING CYCLISTS OF ALL LEVELS TO THE GRAVEL RIDING IN HUERFANO COUNTY.

#### GET A FREE FIELD GUIDE AT THE START

SCAN THE RIDEWITHGPS ROUTE AND ENJOY. CHILL OR PACE RIDE TO TRAIN, IT'S ALL GOOD.

SATURDAY MAY 4TH // 8:45 TO 9:30 START WINDOW  
ROUTE: LEGEND OF GRANDOTE GRAVEL (40 MILES)

#### SMALL GROUPS DEPART AND RIDE TO LA VETA & RETURN TO WALSENBURG

SPACE IS LIMITED. GO TO OUR WEBSITE AND SIGN UP TODAY  
GRAVELADVENTUREFIELDGUIDE.COM



LEARN MORE ABOUT THE  
GREAT GRAVEL ROADS IN  
HUERFANO COUNTY.



Join us for a free social ride hosted by Spanish Peaks Country and Gravel Adventure Field Guide! On May 4<sup>th</sup> at 8:45 AM start at the Walsenburg Mercantile and ride down to La Veta and back!

Sign up at: [graveladventurefieldguide.com](https://graveladventurefieldguide.com)

To learn more about the Spanish Peaks/Huerfano County gravel guide and gravel biking trails visit:

<https://spanishpeakscountry.com/gravel-biking/>

#SpanishPeaksCountry #LaVeta  
#Walsenburg #GravelBiking #SocialRide

# 4/15 National Park Week (4/20 – 28)



National Park Week is April 20-28 and it kicks off with free admission to any National Park. If you plan to visit the Sand Dunes National Park also consider visiting Colorado's first State Park, Lathrop State Park. It's a great way to experience Southern Colorado's beautiful diverse landscape.

<https://cpw.state.co.us/placestogo/Parks/lathrop>

#NationalParkWeek #SandDunes  
#LathropStatePark

# 4/17 Wildlife Wednesday: Bears Awakening



As the warmth of May unfurls across Spanish Peaks, our hibernating residents are waking up! 🐻 Bears are emerging from their winter dens, hungry and ready to explore. Remember to secure your trash and food sources to keep both bears and humans safe. Let's coexist responsibly!

#WildlifeWednesday #BearSafety  
#SpanishPeaksCountry

# 4/22 Earth Day Initiatives

Item 5a.

Happy Earth Day! 🌍

Learn more about the 7 Leave No Trace Principles from Care for Colorado. These have an impact on our local environment to help secure a beautiful future for us all.

<https://www.colorado.com/articles/leave-no-trace-care-colorado>

We encourage everyone to look at ways they can practice conservation efforts every day.

#SpanishPeaksCountry #EarthDay  
#CareforColorado



## 4/30 The Legendary Trappers

Item 5a.



The Spanish Peaks are named after the early Spanish explorers and French fur trappers who were among the first Europeans to set eyes on these majestic mountains. They established trade routes and settlements that shaped the region's early development.

Learn more about the rich history of Spanish Peaks Country by listening to the [Highway of Legends audio tour](#).

#TrapperTrails #SpanishPeaksHistory

# Social Calendar - May

MAY 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			7	8	9	10
5	6					11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

www.free-printable-calendar.com

**5/2 Cinco de Mayo Celebrations:** Share the vibrant festivities happening in Huerfano County for Cinco de Mayo, featuring local Mexican cuisine, music, and cultural events. Encourage followers to join in the celebrations and share their experiences with a dedicated hashtag.

### 5/4 Gravel Guide Ride

**5/8 Spring Bird Migration:** As migratory birds pass through or return to the area, feature a "Bird of the Week" with stunning photographs and fun facts about the species. Engage the community by asking followers to share their own sightings and photos.

**5/12 Mother's Day Outdoors:** Highlight serene spots perfect for a Mother's Day picnic or stroll. Share a beautiful photo of a tranquil setting in Spanish Peaks Country, and suggest outdoor activities that are ideal for families to enjoy together in honor of mothers.

**5/17 Patio Dining Options** - As the weather warms, feature restaurants with outdoor seating and scenic views.

**5/23 Wildflower Watch** - As the snow melts, share the first signs of wildflowers beginning to bloom in the region.

**5/27 Memorial Day Remembrance:** Post a respectful tribute to honor the service members for Memorial Day. Feature a serene image of the Spanish Peaks with an overlay of the American flag and details of any local remembrance events.

**5/31 Fishing Season Kick-off (happens first weekend in June)** - Promote the start of fishing season with information on licenses, regulations, and the best fishing spots

# Summer CTO Co-Op



Play to win.



# Summer Co-Op

- 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)

Application due by 3/12

## 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			
<b>Total Media Value</b>	<b>\$93,145</b>	<b>\$50,680</b>	<b>\$17,625</b>	<b>\$8,250</b>
<b>Estimated Impressions</b>	<b>8,393,578</b>	<b>4,284,965</b>	<b>1,800,000</b>	<b>900,000</b>



# 2024 Marketing Flowchart



### Huerfano County Tourism 2024 Budget

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Estimated Total
<b>Digital</b>													
SEM			\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00				\$7,900.00
Paid Social			\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00				\$7,900.00
<b>Digital Subtotals</b>	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$15,800.00
<b>Database Marketing</b>													
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	\$3,600.00
<b>Database Subtotals</b>	\$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
<b>Public Relations and Communications</b>													
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	\$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	\$7,140.00
<b>Public Relations Subtotal</b>	\$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
<b>Website</b>													
Website Maintenance	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00
SEO		\$750.00	\$750.00										\$1,500.00
<b>Website Maintenance</b>	\$125.00	\$875.00	\$875.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$3,000.00
<b>Account Services</b>													
Account Services	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$1,125.00	\$13,500.00
<b>Account Services Subtotals</b>	\$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
<b>Creative</b>													
Copywriting			\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
<b>Creative Subtotals</b>		\$0.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
<b>MONTHLY TOTAL</b>	\$2,595.00	\$3,345.00	\$5,645.00	\$4,895.00	\$5,495.00	\$5,495.00	\$5,495.00	\$4,895.00	\$4,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$51,440.00
<b>TOTAL GROSS</b>													\$49,640.00



# March Budget

## Advertising Budget - Detail

March 2024

### Combined Total Huerfano Tourism

Stimulus							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Newsletter	Digital		Eblast		300.00		300.00
<b>Stimulus Total</b>					<b>300.00</b>		<b>300.00</b>
Digital							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Organic Social	Social		Social Mgmt - Bronze		595.00		595.00
Paid Search	Digital		Paid Search		1,000.00		1,000.00
Paid Social	Social		Paid Social - Digital		1,000.00		1,000.00
SEO	Digital		SEO-Basic		750.00		750.00
<b>Digital Total</b>					<b>3,345.00</b>		<b>3,345.00</b>
Other							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Account Service Fee	Other		Account		1,125.00		1,125.00
Copywriting	Other	Estimated	Account		300.00		300.00
Public Relations	Digital		Public Relations		450.00		450.00
Web Dev	Services		Web Dev		125.00		125.00
<b>Other Total</b>					<b>2,000.00</b>		<b>2,000.00</b>
<b>Huerfano Tourism Total</b>					<b>5,645.00</b>		<b>5,645.00</b>

# April Budget

## Advertising Budget - Detail

April 2024

### Combined Total Huerfano Tourism

Stimulus							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Newsletter	Digital		Eblast		300.00		300.00
<b>Stimulus Total</b>					<b>300.00</b>		<b>300.00</b>
Digital							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Organic Social	Social		Social Mgmt - Bronze		595.00		595.00
Paid Search	Digital		Paid Search		1,000.00		1,000.00
Paid Social	Social		Paid Social - Digital		1,000.00		1,000.00
<b>Digital Total</b>					<b>2,595.00</b>		<b>2,595.00</b>
Other							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Account Service Fee	Other		Account		1,125.00		1,125.00
Copywriting	Other	Estimated	Account		300.00		300.00
Public Relations	Digital		Public Relations		450.00		450.00
Web Dev	Services		Web Dev		125.00		125.00
<b>Other Total</b>					<b>2,000.00</b>		<b>2,000.00</b>
<b>Huerfano Tourism Total</b>					<b>4,895.00</b>		<b>4,895.00</b>

THANK YOU!

### Huerfano County Tourism 2024 Budget

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Estimated Total
<b>Digital</b>													
<b>SEM</b>			\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00				\$7,900.00
<b>Paid Social</b>			\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00				\$7,900.00
<b>Digital Subtotals</b>	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,600.00	\$2,600.00	\$2,600.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$15,800.00
<b>Database Marketing</b>													
<b>Monthly Newsletter</b>													\$3,600.00
<b>Database Subtotals</b>	\$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
<b>Public Relations and Communications</b>													
<b>Media Relations</b>													
<b>Organic Social</b>	\$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
<b>Public Relations Subtotal</b>	\$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
<b>Website</b>	\$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
<b>Website Maintenance</b>													
<b>SEO</b>	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00
<b>Website Maintenance</b>	\$125.00	\$750.00	\$875.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$3,000.00
<b>Account Services</b>													
<b>Account Services</b>													
<b>Account Services Subtotals</b>	\$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
<b>Creative</b>													
<b>Copywriting</b>			\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
<b>Creative Subtotals</b>		\$0.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00
<b>MONTHLY TOTAL</b>	\$2,595.00	\$3,345.00	\$5,645.00	\$4,895.00	\$5,495.00	\$5,495.00	\$5,495.00	\$4,895.00	\$4,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$51,440.00
<b>TOTAL GROSS</b>													\$49,640.00