



HUERFANO COUNTY TOURISM BOARD AGENDA

October 16, 2024 at 3:00 PM

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

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

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

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- a.** [September 11 Meeting Minutes](#)

3. FINANCIAL REPORT

- a.** [Updated Fund Statements & Balance Sheet](#)

- b.** [Updated Sales & Lodging Tax Trends](#)

4. BILL PAYMENT

- a.** [October 2024 Bill Payment](#)

5. BOARD AND DIRECTOR UPDATES/REPORTS

- a.** [AdPro Report](#)

6. PARTNER REPORTS

- a.** [October Placer Monthly Civic Report](#)

7. OLD BUSINESS

- a.** [7th & Main Billboard](#)

- b.** [2024 Annual Report](#)

8. NEW BUSINESS

- a.** [2024 GovCon Recap](#)

- b.** [EV Charging @ Walsenburg Mining Museum](#)

- c.** [Texas Monthly](#)

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a.** [November 13, 2024 - La Veta Public Library - 310 S Main St, La Veta, CO 81055 2PM-4PM](#)



HUERFANO COUNTY TOURISM BOARD MINUTES

September 11, 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

The meeting was called to order at 2:04PM.

Attendees:

Alex Jessop

Hannah Everett

Sarah Jardis

Greg Garrett

Bob Kennemer

Robert Gilbert

2. APPROVAL OF MINUTES

a. August 14, 2024 HCTB Meeting Minutes

Greg motioned to approve, Bob seconded, all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

Robert reported on August lodging tax revenue of \$26,611. Both August and May lodging tax revenues were the highest recorded respective months for Huerfano County.

4. BILL PAYMENT

a. September 2024 Bill Payment

Greg motioned to approve bill payment, Bob seconded, all in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

Alex from AdPro reported on increased clicks and click throughs, 14 new followers, Facebook has been up, Instagram has been down, and also discussed the Wheelhouse collaboration through Public Relations.

Bob suggested doing a regular, periodical video update from Tourism

6. PARTNER REPORTS

a. August 2024 Placer Monthly Civic Report

We discussed numbers that suggested a bit of a drop in August visitation. Discussion was had on adding additional points of interest into the system, such as Miner's Plaza.

7. OLD BUSINESS

a. 2025 CTO Marketing Grant Application Review

Robert and Alex reported on completing the CTO marketing grant application and thanked Hannah and Fox Theatre Walsenburg for completing letters of support on short notice.

8. NEW BUSINESS

a. 2025 HCTB Budget Draft Proposal

Bob motioned to approve the draft proposed budget conditioned on a wording change. Greg seconded, and all voted in favor.

b. Billboards Discussion

Greg motioned to pursue working with Rich McEntee for the billboard at the alley by 7th & Main. Bob seconded and all voted in favor.

c. Wheelhouse & HCTB Collaboration

HCTB, through AdPro, will collaborate with The Wheelhouse to provide seminars to assist in small business development.

9. ADJOURNMENT

Bob motioned to adjourn at 4PM; Greg seconded the motion. All voted in favor.

10. UPCOMING MEETINGS

a. October 9, 2024 2PM-4PM 401 Main St Walsenburg, CO 81089

Revenue and Expense Report - YTD - With Budgets

Exclude Encumbrance Transactions?

Year: 2024

Period: 13

From Account: 0

Selected Funds: 003

To Account: 9999999999

Ledger ID	Ledger Description	Budget	YTD Debits	YTD Credits	YTD Net	Encumbrances	Remaining	% Used
003	<u>LODGING TAX TOURISM FUND</u>							
0000	<u>NONDEPARTMENTAL</u>							
	REVENUES							
003-00000-47197	LODGING TAX	(\$85,000.00)	\$0.00	(\$59,373.91)	(\$59,373.91)	\$0.00	(\$25,626.09)	69.9%
	SUBTOTAL REVENUES - DEPARTMENT 00000:	(\$85,000.00)	\$0.00	(\$59,373.91)	(\$59,373.91)	\$0.00	(\$25,626.09)	69.9%
	TOTAL REVENUES for DEPARTMENT: 00000 :	(\$85,000.00)	\$0.00	(\$59,373.91)	(\$59,373.91)	\$0.00	(\$25,626.09)	69.9%
	TOTAL EXPENDITURES for DEPARTMENT: 00000 :	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
4870	<u>LODGING TAX TOURISM</u>							
	EXPENDITURES							
003-48700-51210	OFFICE SUPPLIES	\$500.00	\$3,286.19	\$0.00	\$3,286.19	\$0.00	(\$2,786.19)	657.2%
003-48700-51304	ADVERTISING AND PROMOTI	\$109,740.00	\$54,476.78	(\$2,295.00)	\$52,181.78	\$980.00	\$56,578.22	48.4%
003-48700-51320	TREASURER FEE	\$2,550.00	\$1,781.22	\$0.00	\$1,781.22	\$0.00	\$768.78	69.9%
	SUBTOTAL EXPENDITURES - DEPARTMENT 48700:	\$112,790.00	\$59,544.19	(\$2,295.00)	\$57,249.19	\$980.00	\$54,560.81	51.6%
	TOTAL REVENUES for DEPARTMENT: 48700 :	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
	TOTAL EXPENDITURES for DEPARTMENT: 48700 :	\$112,790.00	\$59,544.19	(\$2,295.00)	\$57,249.19	\$980.00	\$54,560.81	51.6%
	TOTAL REVENUES for FUND: 003 :	(\$85,000.00)	\$0.00	(\$59,373.91)	(\$59,373.91)	\$0.00	(\$25,626.09)	69.9%
	TOTAL EXPENDITURES for FUND: 003 :	\$112,790.00	\$59,544.19	(\$2,295.00)	\$57,249.19	\$980.00	\$54,560.81	51.6%

Ledger ID	Ledger Description	Budget	YTD Debits	YTD Credits	YTD Net	Encumbrances	Remaining	% Used
	TOTAL REVENUES for REPORTED FUNDS:	(\$85,000.00)	\$0.00	(\$59,373.91)	(\$59,373.91)	\$0.00	(\$25,626.09)	69.9%
	TOTAL EXPENDITURES for REPORTED FUNDS:	\$112,790.00	\$59,544.19	(\$2,295.00)	\$57,249.19	\$980.00	\$54,560.81	51.6%

Balance Sheet

Fiscal Year: #Name?

To Period: #Name?

Huerfano County

From Account: #Name?

To Account: #Name?

Include Zero Activity Accounts:

Selected Funds: #Name?

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
003-00000-10200	CASH ACCOUNT		\$91,644.61	\$0.00
	Asset Total:		\$91,644.61	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$27,254.85
003-00000-22000	YTD REVENUE CONTROL		\$0.00	\$59,373.91
003-00000-23000	YTD EXPENSE CONTROL		\$57,249.19	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$62,265.04
	Liability Total:		\$57,249.19	\$148,893.80
		<u>Fund Total:</u>	\$148,893.80	\$148,893.80

Balance Sheet

Fiscal Year: #Name?

To Period: #Name?

Huerfano County

From Account: #Name?

To Account: #Name?

Include Zero Activity Accounts:

Selected Funds: #Name?

Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		\$148,893.80	\$148,893.80

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007	\$ -	\$ -	\$ -	\$ -	\$ 1,580	\$ 74	\$ 2	\$ 7,222	\$ 886	\$ 7,720	\$ 11,721	\$ 3,026	\$ 32,230
2008	\$ 1,286.69	\$ 4,491	\$ 1,058	\$ 1,269	\$ 3,670	\$ 141	\$ 646	\$ 7,354	\$ 4,888	\$ 1,461	\$ 13,591	\$ 7,526	\$ 47,382
2009	\$ 412.72	\$ 3,238	\$ 4,464	\$ 299	\$ 5,103	\$ 207	\$ 1,208	\$ 10,489	\$ 947	\$ 7	\$ 7,419	\$ 11,536	\$ 45,332
2010	\$ 634.62	\$ 7,497	\$ 455	\$ 97	\$ 4,927	\$ 789	\$ 222	\$ 11,135	\$ 933	\$ 172	\$ 18,653	\$ 125	\$ 45,640
2011	\$ 7.72	\$ 6,995	\$ 2	\$ 792	\$ 1,012	\$ 5,840	\$ 322	\$ 9,085	\$ 475	\$ 1,184	\$ 17,330	\$ 2,015	\$ 45,061
2012	\$ 65.95	\$ 7,960	\$ 111	\$ 594	\$ 1,337	\$ 5,651	\$ 22	\$ 10,594	\$ 2,033	\$ 234	\$ 17,766	\$ 808	\$ 47,176
2013	\$ 206.08	\$ 7,757	\$ 236	\$ -	\$ 4,939	\$ 637	\$ 135	\$ 11,276	\$ 779	\$ 991	\$ 18,632	\$ 288	\$ 45,876
2014	\$ 810.08	\$ 5,549	\$ 2	\$ 34	\$ 5,237	\$ 142	\$ 443	\$ 10,358	\$ 890	\$ 18	\$ 19,531	\$ 734	\$ 43,751
2015	\$ 22.16	\$ 6,806	\$ 273	\$ 3,745	\$ 5,360	\$ 20	\$ 4,093	\$ 13,404	\$ 43	\$ 178	\$ 12,701	\$ 10,522	\$ 57,167
2016	\$ 3,966.50	\$ 6,111	\$ 482	\$ 3,213	\$ 5,889	\$ 770	\$ 341	\$ 12,506	\$ 1,776	\$ 4	\$ 21,085	\$ 616	\$ 56,760
2017	\$ 1,742.37	\$ 7,906	\$ 3,197	\$ -	\$ 6,041	\$ 137	\$ 48	\$ 16,015	\$ 1,004	\$ 474	\$ 21,959	\$ 330	\$ 58,853
2018	\$ 2,478.55	\$ 10,002	\$ 338	\$ 320	\$ 7,713	\$ 182	\$ 411	\$ 16,009	\$ 1,547	\$ 18	\$ 21,714	\$ 1,589	\$ 62,322
2019	\$ 1,188.36	\$ 11,090	\$ 325	\$ -	\$ 10,245	\$ 79	\$ 5,100	\$ 16,730	\$ 2,654	\$ 96	\$ 27,754	\$ 687	\$ 75,948
2020	\$ 909.37	\$ 14,363	\$ 67	\$ 189	\$ 8,453	\$ 424	\$ 417	\$ 11,522	\$ 613	\$ 53	\$ 26,799	\$ -	\$ 63,808
2021	\$ -	\$ 14,156	\$ 845	\$ 250	\$ 12,830	\$ 424	\$ -	\$ 23,968	\$ 2,699	\$ 7	\$ -	\$ 33,560	\$ 88,739
2022	\$ 78	\$ 15,920	\$ 1,101	\$ 1,712	\$ 16,059	\$ -	\$ 386	\$ 13,617	\$ 10,072	\$ -	\$ 30,743	\$ 1,404	\$ 91,092
2023	\$ 174	\$ 12,781	\$ 39	\$ 915	\$ 13,908	\$ 2,621	\$ -	\$ 18,368	\$ 1,343	\$ -	\$ 32,068	\$ 2,945	\$ 85,161
2024	\$ -	\$ 10,453	\$ 303	\$ -	\$ 19,219	\$ 634	\$ -	\$ 26,611	\$ 1,653	\$ -	\$ -	\$ -	\$ 58,873
Total	\$ 13,982.46	\$ 153,076	\$ 13,298	\$ 13,432	\$ 133,520	\$ 18,772	\$ 13,798	\$ 246,263	\$ 35,236	\$ 12,616	\$ 319,467	\$ 77,710	\$ 1,051,170

Month	Total	Average	Percent
January	\$ 13,982.46	\$ 822.50	1.33%
February	\$ 153,076.04	\$ 8,504.22	14.56%
March	\$ 13,297.97	\$ 738.78	1.27%
April	\$ 13,431.56	\$ 790.09	1.28%
May	\$ 133,520.40	\$ 7,417.80	12.70%
June	\$ 18,771.71	\$ 1,104.22	1.79%
July	\$ 13,797.65	\$ 862.35	1.31%
August	\$ 246,263.03	\$ 13,681.28	23.43%
September	\$ 35,236.27	\$ 1,957.57	3.35%
October	\$ 12,616.03	\$ 788.50	1.20%
November	\$ 319,466.58	\$ 18,792.15	30.39%
December	\$ 77,710.35	\$ 4,571.20	7.39%
Total	\$ 1,051,170.05		100.00%

\$59,373.91

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



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-11-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	9/30/24	8773	\$4145
Huerfano County	October MailChimp Reimbursement	10/10/24	MC14930567	\$310
Riowest Mortgage	Outdoor Advertising Agreement (Billboard)	11/1/24	N/A	\$4200
Sarah Jardis	2024 GovCon Hotel Reimbursement	9/11/24	RCZMSMJTXM	\$411.98
Signs by Scott	Updated SPC billboards with golf/bike symbols	8/9/24	68845	\$981.20
Total:				\$10,048.18

INTRODUCED, READ, AND ADOPTED ON THIS 16TH DAY OF OCTOBER, 2024.
TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

Sarah Jardis, Chair

Robert Gilbert, Tourism Director

Bob Kennemer, Member

Greg Garrett, Member

Hannah Everett, Member



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

Item 4a.

Invoice

Service Date:	September 2024
Invoice Date:	9/30/2024
Invoice #:	8773
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
Web Dev	Web Dev	\$125.00
Other Total		\$1,250.00

Total

Summary		
Total Amount Due		\$4,145.00

Mailchimp Receipt MC14930567

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# 14930567
Date Paid: October 10, 2024 06:02 AM 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	\$310.00
on October 10, 2024	

Balance as of October 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?](#)

OUTDOOR ADVERTISING AGREEMENT

Authorization: The Undersigned, Huerfano County, Colorado acting by and through its Huerfano County Tourism Board, (hereinafter called the “ADVERTISER”) does hereby contract with Riowest Mortgage Corp. hereinafter called the ‘COMPANY’ for billboard space, 500 sq ft. (10’ X 50’) located at 110 West 7th Street, Walsenburg, CO 81089 and holder of CDOT License #08344.

- 1. DISPLAY PERIOD:** ADVERTISER understands that the above display has been reserved for their exclusive use. Each display panel will be maintained by the ADVERTISER for a period of 5 years starting on Nov. 1, 2024, and ending on Oct. 31, 2029.
- 2. ADVERTISING FEES:** The ADVERTISER agrees to pay the sum of \$4,200.00 in advance and yearly in advance in equal installments of \$4,200.00 due on or before, Oct. 15, of each year of the 5-year contract. This fee does not include design, printing, or removal of the old Black Diamond sign currently in place or the installation of the ADVERTISER’S new signs installed by the ADVERTISER at their own expense.

In the event the ADVERTISER fails to pay any amounts due within 30 days from the date due on or before, (Oct. 15 of 2025, 2026, 2027, and 2028, a finance charge of 1.5% per month (being 18%) will be applied until payment is made.

COMPANY will send an invoice for the amount due, on or before Sept. 15, of 2025, 2026, 2027, and 2028 to finance@huerfano.us or by mail to:

Huerfano County Tourism Board
attn: County Finance Office
401 Main Street, Suite 201,
Walsenburg, CO 81089

COMPANY understands that such invoice may not be sent before January 1 of that year. COMPANY further understands that failure to send an invoice will delay payment and that no finance charge may be applied.

- 3. If after forty-five days (45) days, sums due under this contract are not paid, The Company, Riowest Mortgage Corp. reserves the rights under this contract, and will resell the contracted display space. The ADVERTISER remains responsible for the above contracted advertiser fees until another advertiser enters into an advertising contract for display space as identified above. In the event any legal action is required to collect sums due under this contract ADVERTISER agrees to pay all reasonable attorney’s fees and court costs necessary to affect such collection.**

4. **RENEWAL/TERMINATION: ADVERTISER** may have the option of renewing their advertising contract if they have fully met their contract obligations, including timely payment of all advertising fees. (While renewals are not guaranteed, it is the **COMPANY'S** general intent to give the **ADVERTISER** the “first right of refusal” on contracted advertising space.
5. If the above advertising location is available to **ADVERTISER** for renewal, the **COMPANY** will disclose all terms and fees for renewal in a written contract by August 15, 2029. **ADVERTISER** shall notify the **COMPANY** of their intention to renew their contract by signing their renewal contract. By Sept. 1, 2029.
6. **COMPANY'S RESPONSIBILITIES:** The **COMPANY** shall pay all CDOT license fees and maintain the surface behind the **ADVERTISER'S** ad space to continue to be able to attach the billboard 500sq ft advertising sign to the wall of the building located at 110 West 7th Street, Walsenburg, CO 81089. New secure, holes shall be permitted to enable a custom fit for The Huerfano Tourism Board and the old holes will be filled with caulk by the **ADVERTISER'S** installation team.
7. In the event that the building is sold, the terms of the sale of the building shall include the remainder of the time remaining on the current 5-year contract.
8. The **COMPANY** shall not be responsible for any failure or delay in performance of undertakings hereinunder when due to fire, governmental restrictions, strikes, lockouts, acts of God, or any other act or thing beyond its control. In the event of a total destruction of the building, the **ADVERTISER** will have the option of early termination it's contract and the end of the current year of the 5 year contract. There would be no refunds due to an act of God and our loss would be much more substantial than yours.
9. The **COMPANY** shall not be responsible for any damage to **ADVERTISER'S** artwork caused by wind, sun, vandalism, or other conditions or events outside the **COMPANY's** control.
10. Artwork design, and Printing of the billboard is the **ADVERTISER'S** responsibility and **ADVERTISER** shall supply finished and printed vinyl that meets the display specifications for their contracted panel. **ADVERTISER** has and maintains all creative freedom regarding display panels for the billboard for the duration of the contract and any subsequent renewals. **COMPANY** understands that advertising may include imagery beyond **ADVERTISER's** established brand.
11. This agreement shall be binding upon the personal representatives, heirs, successors, and/or assignees of the parties hereto.

12. It is expressly understood that the Company is not bound by any stipulations, representations or agreements not embodied in this agreement.

Accepted by Sarah Jardis Title Board President Date: 10/11/2024
Huerfano County Tourism Board
401 Main Str. Walsenburg, CO 81089

Accepted by _____ Title _____ Date: _____
Riowest Mortgage Corp.
P.O. Box 804, Walsenburg, CO 81089



Your receipt from Airbnb

Receipt ID: RCZMSMJTXM · September 11, 2024

Crested Butte

2 nights in Crested Butte

Wed, Sep 25, 2024 → Fri, Sep 27, 2024

Entire home/apt · 2 beds · 2 guests



Hosted by Traverse Hospitality

Confirmation code: HMSC29455B

[Go to itinerary](#) · [Go to listing](#)

Traveler: Sarah Jardis

Cancellation policy

Cancel before 4:00 PM on Sep 18 for a partial refund. After that, this reservation is non-refundable.

Cutoff times are based on the listing's local time

Have a question?

Find details about payments and refunds in [your payments](#), or try the [Help Center](#).

Price breakdown

\$111.50 x 2 nights	\$223.00
Cleaning fee	\$90.00
Airbnb service fee	\$44.19
Taxes	\$54.79
Total (USD)	\$411.98

Payment

PayPal \$411.98
September 11, 2024 · 7:23:38 PM MDT

Amount paid (USD) **\$411.98**

Occupancy taxes

Occupancy Taxes include Accommodations Tax (Mount Crested Butte), General Sales and Use Tax (Gunnison), General Sales and Use Tax (Colorado), Local Sales and Use Tax (Gunnison Valley Rural Transportation Authority), Local Marketing District Tax (Gunnison County Local Marketing District), General Sales and Use Tax (Mount Crested Butte).

Airbnb Payments, Inc.

Airbnb Payments is a limited payment collection agent of your Host. It means that upon your payment of the Total Price to Airbnb Payments, your payment obligation to your Host is satisfied. Refund requests will be processed in accordance with: (i) the Host's cancellation policy (available on the Listing); or (ii) Rebooking and Refund Policy Terms, available at www.airbnb.com/terms. Questions or complaints: contact Airbnb Payments, Inc. at +1 (844) 234-2500.

Payment processed by:

Airbnb Payments, Inc.
888 Brannan Street, San Francisco, CA 94103

Airbnb, Inc.
888 Brannan St, San Francisco, CA 94103
www.airbnb.com



CUSTOMER
P.O. # _____



123 W. 4th St. • Pueblo, CO 81003 • (719) 544-2777

CUSTOMER: Huerfano County Tourism & Board
PO Box 308
Walsenburg, CO 81089

INVOICE

DATE OF INVOICE 8/13/24

Robert 719-738-3000 x219
719-3

QUANTITY	DESCRIPTION	PRICE EACH	NON TAXABLE	TOTAL
2x	10.356" X 15.347" Corbolic acrylic vinyl w/ laminate (Yellow large Instructional Golf sign)	20.30	40.60	
2x	10.356" X 15.347" Corbolic acrylic vinyl w/ laminate (Yellow large Instructional basketball sign)	20.30	40.60	
	7 installed 2/7/24 1 LB			
	TAXABLE TOTAL		81.20	
	TAX		—	
	LABOR		910.00	
	SHIPPING			
	TOTAL		981.20	

CUSTOMER TRACKING # _____

PLEASE READ CAREFULLY: Thank you for your business.
Terms: PLEASE PAY FROM THIS INVOICE, 1½% PER MONTH INTEREST (18% A.P.R.) will be added to unpaid balance. All unpaid balances are due on completion of work performed unless prior payment arrangements were made at time order was placed.

SIGNATURE OF RESPONSIBLE PARTY

Signs By Scott, Ltd. CURRENT

123 W. 4th St.
 Pueblo, CO 81003
 US

Voice: 719-544-2777
 Fax: 719586-9870

STATEMENT Item 4a.

Statement Date: Aug 22, 2024
 Customer ID: HUERCOUTOUR

To: HUERFANO COUNTY TOURISM BOARD
 P.O. BOX 308
 WALSENBURG, CO 81089

Amount Enclosed
 \$ _____

Date	Date Due	Reference	Paid	Description	Amount	Balance
8/9/24	9/8/24	68845		PO# DECALS FOR BNRS	981.20	981.20
					TOTAL	981.20

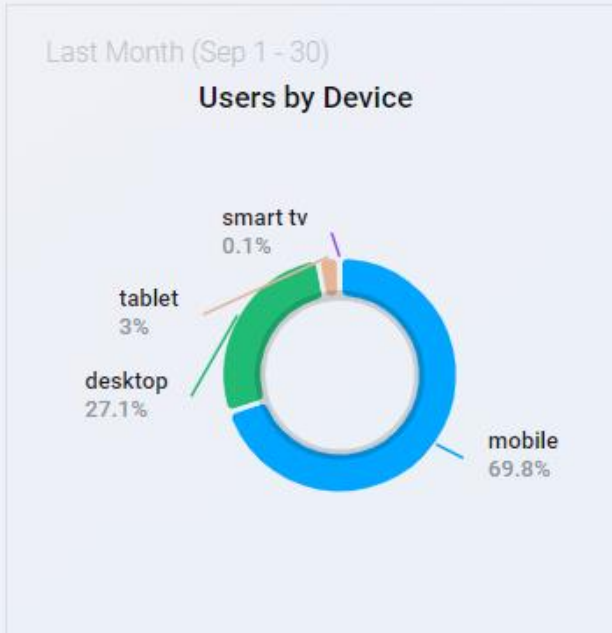
0 - 30	31 - 60	61 - 90	Over 90 days
981.20	0.00	0.00	0.00

October Board Meeting



Reporting

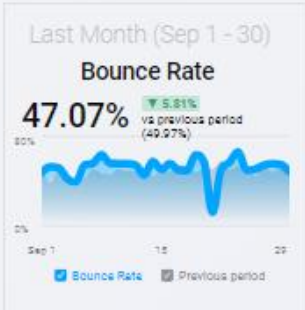




Last Month (Sep 1 - 30)

Top Pages by Users

Top Pages	Value	vs prev
/	2,721	▲ 76%
/the-great-dikes/	215	▲ 52%
/visitors-guide/	154	▲ 7%
/spc-event/la-veta-oktoberfest/	139	▲ 532%
/spc-events/	138	▼ 15%
/the-spanish-peaks/	101	▼ 10%
/mountains-geology/	87	▼ 40%
/attractions/	80	▲ 25%
/camping/	62	▼ 44%
/the-geologic-features-of-la-veta/	60	▼ 22%
/volcanic-plugs-buttes-and-cones-in-spanish-peaks-country/	59	▲ 9%
/bear-lake-campground/	59	▼ 44%
/la-veta-pass/	57	0%
/where-to-see-fall-colors-in-spanish-peaks-country/	56	▲ 195%
/gardens-peak/	55	▼ 10%



Last Month (Sep 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	1,580	▼ 4%	1,892	▼ 4%	42.6%	▲ 7%	0m 47s	▼ 10%	328	▼ 1%
Referral	842	▲ 152%	891	▲ 128%	16.27%	▼ 54%	0m 36s	▼ 42%	56	▼ 29%
Paid Search	769	▲ 6%	826	▲ 7%	65.38%	▲ 9%	0m 13s	▼ 28%	38	▼ 12%
Direct	508	▲ 29%	535	▲ 19%	71.78%	▲ 2%	0m 22s	▼ 16%	61	▲ 15%
Paid Social	210	▲ 18%	210	▲ 18%	93.33%	▲ 1%	0m 1s	▼ 34%	-	-
Email	72	▲ 6%	75	0%	58.67%	0%	0m 28s	▼ 34%	9	▲ 29%
Organic Social	30	▼ 7%	40	▼ 6%	52.5%	▲ 50%	0m 4s	▼ 0%	1	0%

Last Month (Sep 1 - 30)

Top Pages by Users

Top Pages	Value	vs prev
/	2,721	▲ 76%
/the-great-dikes/	215	▲ 52%
/visitors-guide/	154	▲ 7%
/spc-event/la-veta-oktoberfest/	139	▲ 532%
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/gardens-peak/	55	▼ 10%

Last Month (Sep 1 - 30)

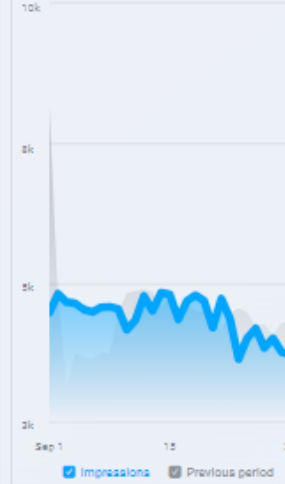
Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	5,221	▲ 7%	444	▼ 2%	8.5%	▼ 7.64%
Out of State	10,192	▲ 53%	468	▲ 36%	4.59%	▼ 10.81%
Spanish Peaks Display	115.6k	▼ 8%	78	▼ 7%	0.07%	▲ 0.45%

Last Month (Sep 1 - 30)

Impressions

131k ▼ 4% vs previous period (136.6k)



Last 30 days (Sep 11 - ...)

Clicks

916 ▼ 5% vs previous period (964)



Last 30 days (Sep 11 - ...)

Item 5a.

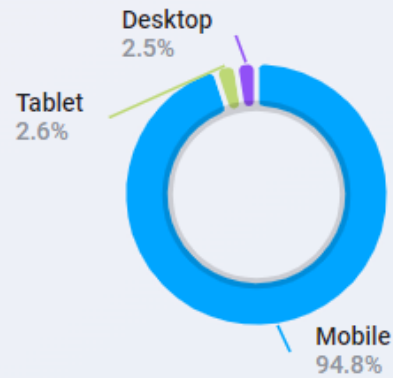
CTR

0.7% ▼ 2.96% vs previous period (0.72%)



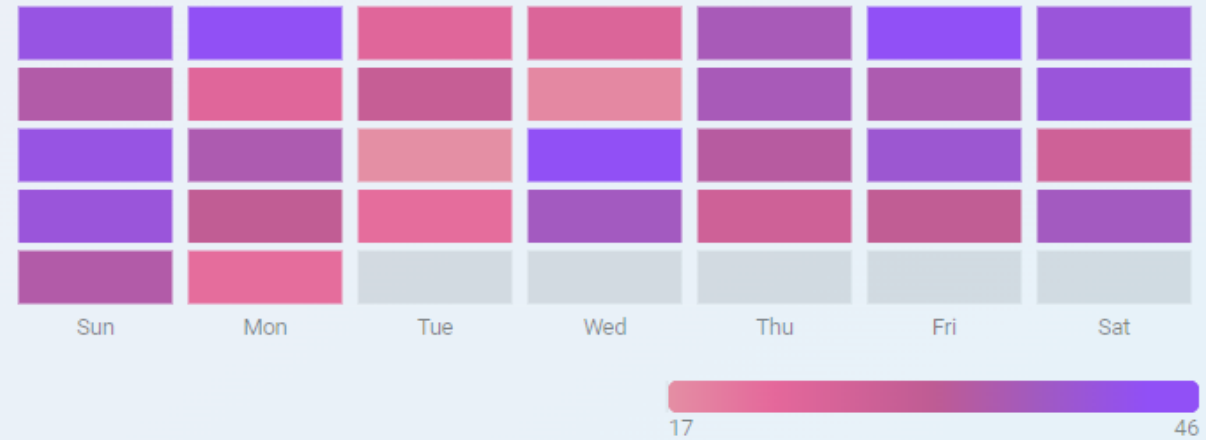
Last Month (Sep 1 - 30)

Clicks by Device



Last Month (Sep 1 - 30)

Clicks by Day





Last Month (Sep 1 - 30)



Last Month (Sep 1 - 30)



Last Month (Sep 1 - 30)

Item 5a.

CTR
0.09%
▲ 7% vs previous period (0.08%)

Last Month (Sep 1 - 30)

Clicks
425

▼ 3% vs previous period (439)

Last Month (Sep 1 - 30)

CPM
\$ 1.55

▲ 11% vs previous period (\$ 1.40)

Last Month (Sep 1 - 30)

Frequency
1.6

▲ 1% vs previous period (1.6)

Last Month (Sep 1 - 30)

Avg. CPC
\$ 1.76

▲ 3% vs previous period (\$ 1.71)

Last Month (Sep 1 - 30)

Campaign Performance

Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - Sept24 (120213210126350268)	483.8k	425	0.09%	\$ 1.55

Last Month (Sep 1 - 30)

Ads Overview

#	Dimension	Clicks	Impressions
1	Be Legendary 2 Sep (120213210126430268)	97	109.9k
2	Be Legendary 4 Sep (120213210126440268)	87	117.2k
3	Be Legendary 1 Sep (120213210126390268)	59	63,967
4	Be Legendary 4 Sep (120213210126420268)	56	79,553
5	Be Legendary 3 Sep (120213210126380268)	39	33,772

Last Month (Sep 1 - 30)

Page Visits

183 ▲ 25%
vs previous period (146)



Page Views Previous period

Last Month (Sep 1 - 30)

Page Summary

Metric	Value	vs prev
Page Reach	8,647	▲ 31%
Page Impressions	9,712	▲ 26%
Page Engagements	-	
Unique Page Clicks	-	
Page Reactions	-	

Last Month (Sep 1 - 30)

Post Overview

Metric	Value	vs prev
Post Count	8	0%
Post Reach	8,485	▲ 51%
↳ Paid	0	0%
↳ Organic	8,485	▲ 51%
↳ Viral	2,183	▲ 62%

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

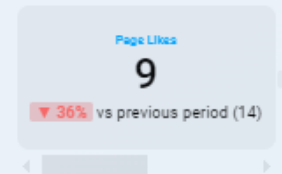
Item 5a.

Total Page Likes

3,675

Last Month (Sep 1 - 30)

Page likes/Unlikes Overview



Last Month (Sep 1 - 30)

Post Reach

8,485 ▲ 51%
vs previous period (5,601)



Post Reach Previous period

Last Month (Sep 1 - 30)

Most Recent Posts

#	Dimension	Reach	Clicks
1	There's nothing quite like exploring the great outdoors with (2024-09-10)	2,328	30
2	Escape the hustle and bustle of daily life by camping under the (2024-09-19)	1,543	87
3	Fall is here, and the leaves are calling! Get ready to embark (2024-09-16)	1,440	126
4	It's #WildlifeWednesday, and today we're shining a spotlight (2024-09-25)	814	22
5	As autumn approaches, Spanish Peaks Country transforms into a (2024-09-13)	654	6

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

Followers by Gender





Activity Overview

Metrics	Value	vs prev
Profile Visits	50	▼ 11%
Reach	8,085	▲ 29%
Impressions	10,544	▲ 24%
Likes	213	▲ 70%
Comments	1	▼ 75%



Newsletters

August Email

- Total Emails Sent: 17,506
- Opened: 6,229
- Open Rate: 35.6%
- Clicks: 122
- Unsubscribe: 106
- Unsubscribe Rate: 0.6%
- Bounces: 779

September Email

- Total Emails Sent: 17,863
- Opened: 3,667
- Open Rate: 21.1%
- Clicks 70
- Unsubscribe: 55
- Unsubscribe Rate: 0.3%
- Bounces: 0



Organic Social Posts



11/5 Natural Landscapes



Immerse yourself in the stunning natural landscapes of Spanish Peaks Country! From rugged mountains to serene meadows, every vista is a masterpiece of nature.

#NatureLovers #SpanishPeaksViews
#SpanishPeaksCountry



11/8 Thanksgiving Plans



Make this Thanksgiving unforgettable with a trip to Spanish Peaks Country! From cozy accommodations to scenic views, there's something for everyone. Enjoy the warmth of a holiday escape while surrounded by nature's beauty. Start planning your Thanksgiving adventure with us! 🍗

#ThanksgivingGetaway #SpanishPeaksTravel
#SpanishPeaksCountry

11/13 Best Autumn Hikes



Autumn is the perfect time to lace up your boots and hit the trails! Discover the best autumn hikes in Spanish Peaks Country, like the Wahatoya Trail, West Spanish Peak Trail, and Apishapa Trail, where fall foliage and crisp air await. Whether you're a seasoned hiker or just starting, there's a trail for you to explore. Share your hiking adventures with us! 🍁

#AutumnHikes #ExploreSpanishPeaks
#SpanishPeaksCountry

11/17 Share your Favorite View



Share your favorite view of #SpanishPeaksCountry with us—whether it's a photo from a hiking trail or a quiet spot by the river. We'd love to see what you love most about our breathtaking region! 🏔️

#SpanishPeaksCountry #ShareWithUs



11/20 Cozy Restaurants



As the temperatures drop, cozy up in our local restaurants where good food and great company await. Enjoy hearty meals and warm beverages while soaking in the cozy atmosphere. Whether it's a family outing or a romantic dinner, our eateries offer a delicious retreat from the winter chill.

#CozyDining #SpanishPeaksFood
#SpanishPeaksCountry



11/25 Galleries and Museums



Discover the artistic side of Spanish Peaks Country at our local galleries and art museums, where creativity flourishes. Immerse yourself in a vibrant world of art, ranging from traditional to contemporary works, that captures the essence and diversity of our region's artists. Perfect for art enthusiasts and curious visitors alike! 🎨

#ArtInSpanishPeaks #GalleryFeature
#SpanishPeaksCountry



11/28 Happy Thanksgiving



Wishing everyone a Happy Thanksgiving filled with gratitude, joy, and delicious moments. Whether you're celebrating at home or in the heart of #SpanishPeaksCountry, we hope your day is surrounded by love and happiness. ❤️

#HappyThanksgiving #SpanishPeaksGratitude



Creative Approval



Play to win.

Billboard Creative

Item 5a.

Stay | Play | Explore

Outdoor Adventures
Art Galleries
Legendary Histories

Get Back New

to some place

SPANISH PEAKS COUNTRY

SpanishPeaksCountry.com

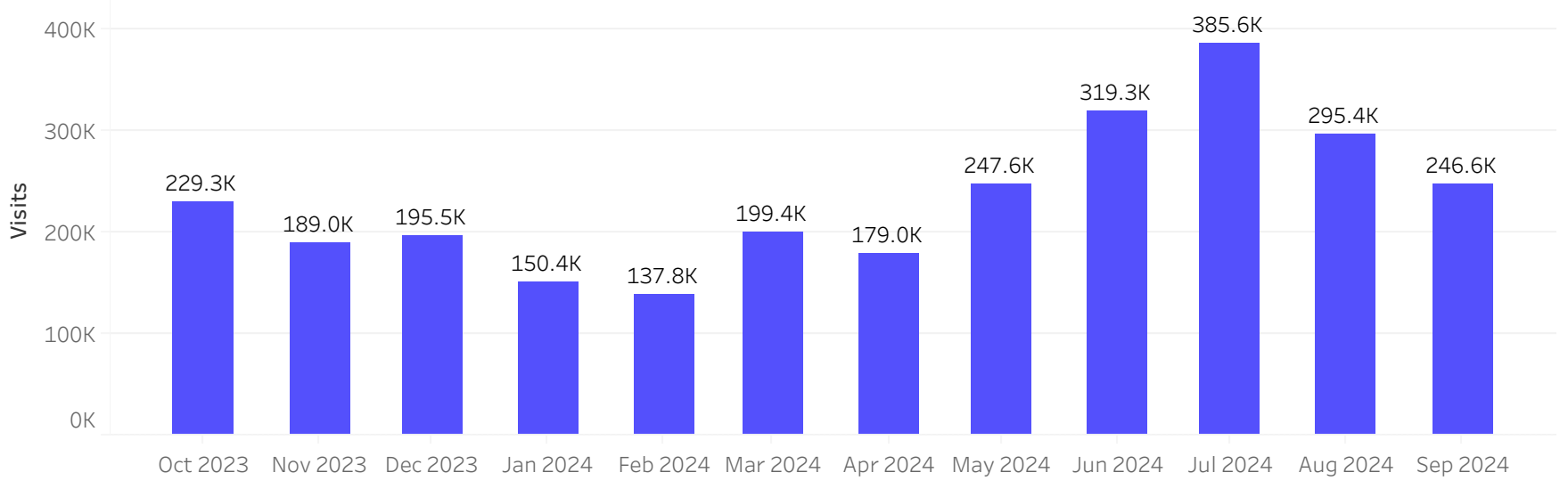


THANK YOU!



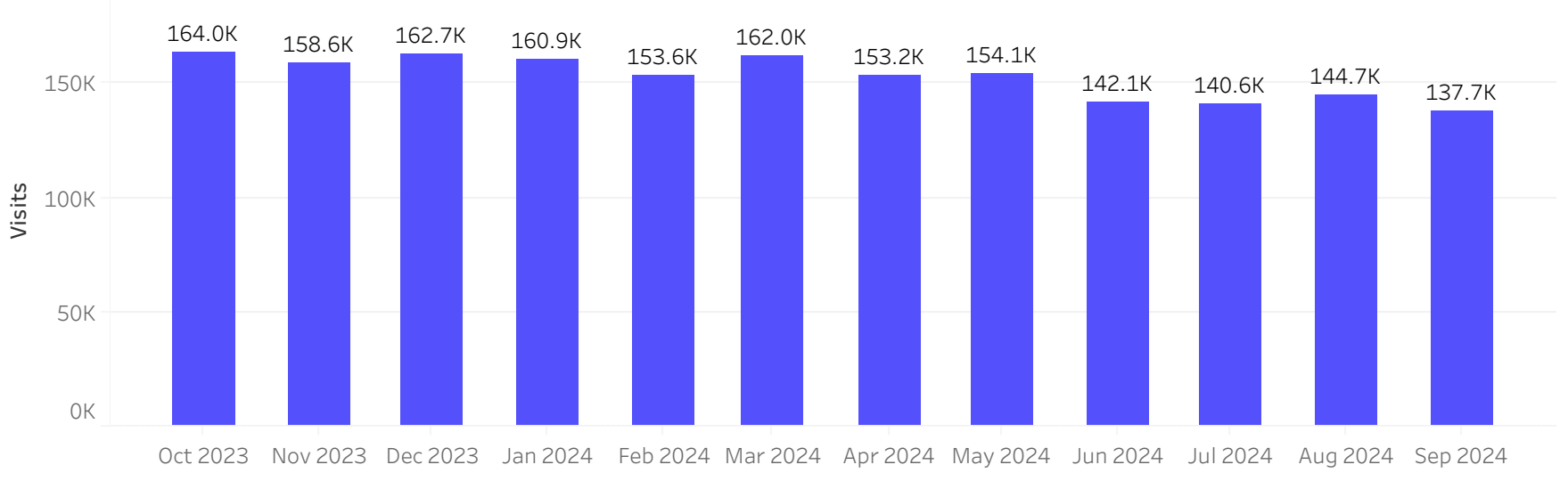
Visitors
Sep 2024

- Visits: **246.6K**
- MoM: **-16.5%**
- YoY: **-10.1%**
- Yo3Y: **-15.9%**

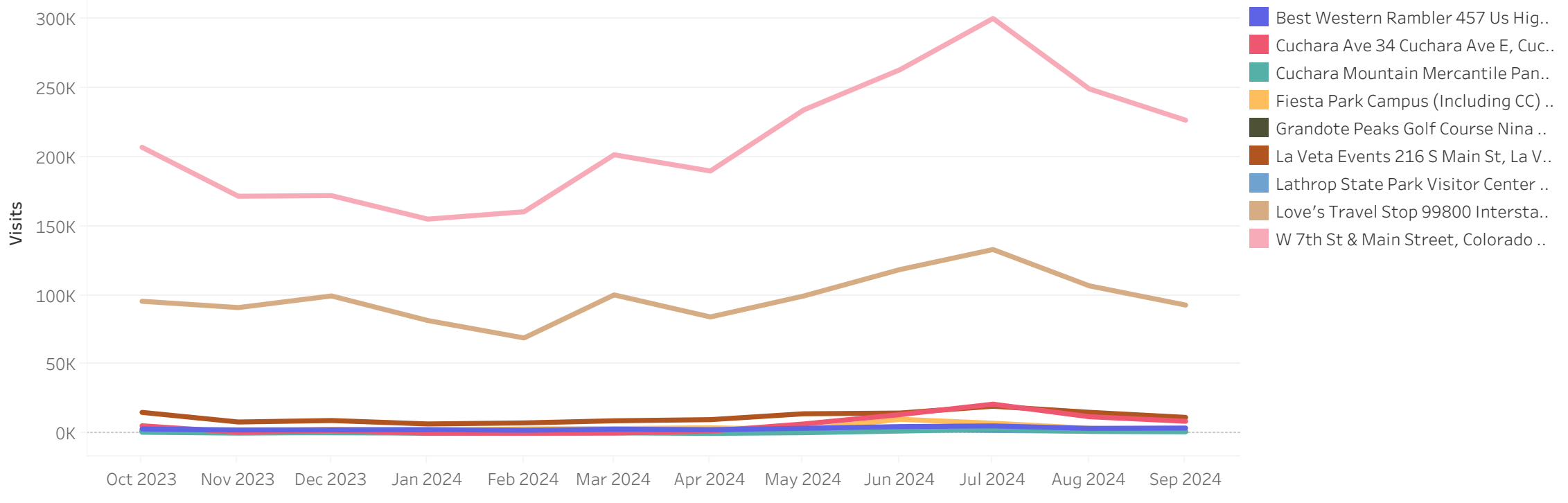
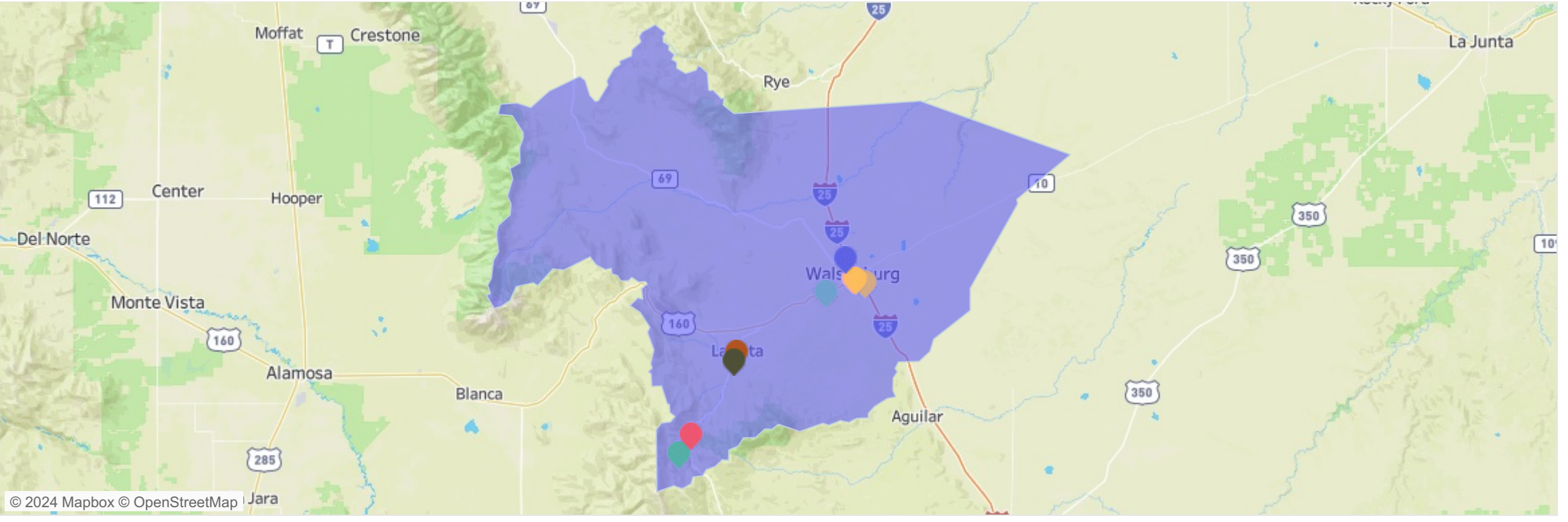


Employees
Sep 2024

- Visits: **137.7K**
- MoM: **-4.8%**
- YoY: **-11.4%**
- Yo3Y: **37.7%**



Selected Locations



Name	Address	Visits	MoM	YoY	Yo3Y
W 7th St & Main Street, Colorado	Main Street, Walsenburg, CO, United States	226.88K	-9.08%	3.66%	N/A
Love's Travel Stop	99800 Interstate 25, Walsenburg, CO 81089	93.00K	-13.02%	-5.75%	18.39%
La Veta Events	216 S Main St, La Veta, CO 81055	11.68K	-23.93%	-15.40%	-16.87%
Cuchara Ave	34 Cuchara Ave E, Cuchara, CO 81055	8.88K	-26.98%	13.73%	48.56%
Best Western Rambler	457 Us Highway 85 87, Walsenburg, CO 81089-9432	3.95K	6.37%	-12.95%	-25.72%
Fiesta Park Campus (Including CC)	East 9th Street, Walsenburg, CO 80189	1.67K	-55.96%	-50.10%	-6.38%
Grandote Peaks Golf Course	Nina Drive, La Veta, CO 81055	1.58K	-30.06%	-26.16%	212.53%
Lathrop State Park Visitor Center	County Road 502, Pictou, CO 81089	1.45K	-12.28%	-10.80%	-8.94%
Cuchara Mountain Mercantile	Panadero Ave, Cuchara, CO	1.30K	-16.00%	15.30%	123.46%