



Robert Gilbert <rgilbert@huerfano.us>

Billboard measurements

Robert Gilbert <rgilbert@huerfano.us>

Thu, Dec 19, 2024 at 10:00 AM

To: Sarah Jardis <sarahjardis@gmail.com>, Jess Brown <jessbrown@adproresults.com>

Good morning Jess & Sarah,

Please see attached photo of the current banner our billboard will be replacing.

The new measurements Chris with Public Works suggested are:

9'x10" high

40' long

This will extend the banner up close to the roofline and down to the end of the rounded footer trim (towards the front of the truck in the picture), without overlapping the rounded footer.

The distance from the ground to the base of the banner would be 30".

Chris will also get with Walsenburg's Public Works to clean up this alleyway a bit and make it more presentable.

Additionally, Chris confirmed that Huerfano's Public Works is comfortable with performing installation once we have the new banner.

Thanks and take care,
Robert

--

Robert Gilbert
Huerfano County Tourism Director
DOLA Management Fellow
rgilbert@huerfano.us
719-738-3000 x 217



20241218_145351.jpg
2620K



Robert Gilbert <rgilbert@huerfano.us>

Billboard

3 messages

GREGORY GARRETT <hautshot@verizon.net>

Thu, Feb 20, 2025 at 5:40 PM

To: Sarah Jardis <sarahjardis@gmail.com>, Robert Gilbert <rgilbert@huerfano.us>, Bob Kennemer <bobkennemer@gmail.com>, Hannah Ferrari <hannahf@socohospitality.com>

Hears an example of using smaller lettering but still the vintage feel

Greg

Sent from my iPhone

IMG_0215.jpg
281K**Hannah Ferrari** <hannahf@socohospitality.com>

Fri, Feb 21, 2025 at 12:54

To: GREGORY GARRETT <hautshot@verizon.net>, Sarah Jardis <sarahjardis@gmail.com>, Robert Gilbert <rgilbert@huerfano.us>, Bob Kennemer <bobkennemer@gmail.com>

I like the concept and think our green and yellow for the lettering would look great.

From: GREGORY GARRETT <hautshot@verizon.net>**Sent:** Thursday, February 20, 2025 5:40 PM**To:** Sarah Jardis <sarahjardis@gmail.com>; Robert Gilbert <rgilbert@huerfano.us>; Bob Kennemer <bobkennemer@gmail.com>; Hannah Ferrari <hannahf@socohospitality.com>**Subject:** Billboard

Hears an example of using smaller lettering but still the vintage feel

Greg



Sent from my iPhone

Sarah Jardis <sarahjardis@gmail.com>

Fri, Feb 21, 2025 at 2:23 PM

4/8/25, 1:56 PM

Huerfano County Mail - Billboard

To: Hannah Ferrari <hannahf@socohospitality.com>

Cc: GREGORY GARRETT <hautshot@verizon.net>, Robert Gilbert <rgilbert@huerfano.us>, Bob Kennemer <bobkennemer@gmail.com>

I agree Hannah, thanks Greg, I think this is good direction.

If any of you use Pinterest, this is a board where I saved some ideas for the interactive component:

[Pinterest Tourism/WDRC Board](#)

And here is a copy of some of the opening concept discussion we had with AdPro:

I'm pretty open on the design concept but I did have this particular style in my mind and would love to hear AdPro and Board thoughts on it? And yes, something interactive that would drive photo op and UGC would be great.

Greetings from Spanish Peaks Country followed by a #WishYouWereHere to take a photo with?

Maybe with a broader hashtag campaign to accompany it that would expand on the existing campaigns and new UGC efforts.

#wishyouwerehere

#someplaceneew

#belegendary

We might also then create poster, sticker and banner designs with similar but varied content to place at locations throughout the county for more photo/UGC ops?

Love to hear your thoughts and feedback.



Sarah R. Jardis

H/O: 719-738-9919

C: 970-376-3434

[Quoted text hidden]

5 BLOCKS
AUTO PARTS
CITY AUTO PARTS, INC.
600 W. 7TH ST
719-738-2525
CUSTOM HYDRAULIC HOSES
DieHard Batteries

Black Diamond Park





CARQUEST
AUTO PARTS
CITY AUTO PARTS, INC.
600 W. 7TH ST.
719-738-2525
CUSTOM HYDRAULIC HOSES
DieHard Batteries

Black Diamond Park





1. Century Stone Wall Ride - Wahatoya



2. Spanish Peaks Country Lake Isabel (1 of 1)



3. Spanish Peaks

[Spanish Peaks Day One hi res \(78 of 105\)](#)

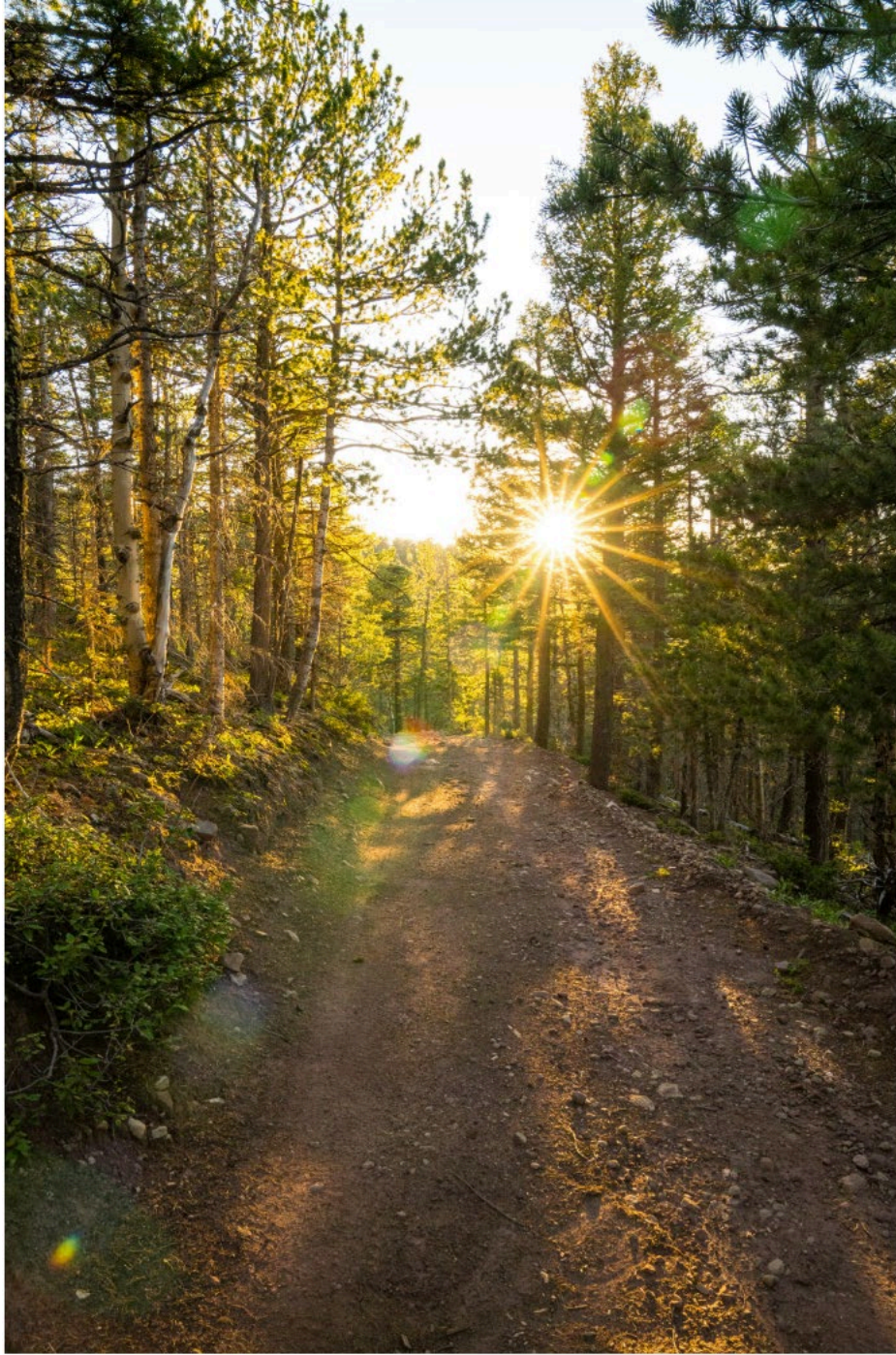


4. Oktoberfest – this was in the original one, and I actually like what it portrays to everyone. There are events and things like this outside.

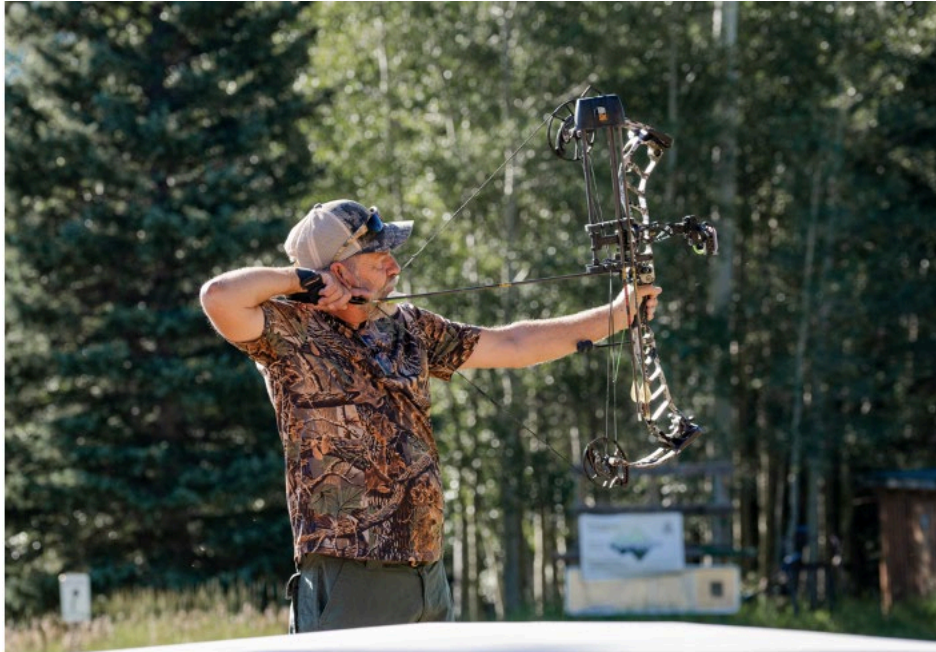
[HiResVisitSpanishPeaksFall \(223 of 262\)](#)



5. - Wahatoya Trail [Spanish Peaks Day One hi res \(96 of 105\)](#)



6. - Archery



7. Cuchara - winter



8. - Spanish Peaks - Aerial Raw

***This one would need color correction- so it'd be brighter than this.**



**9. - Cuchara - Winter
zero in on ski lift**



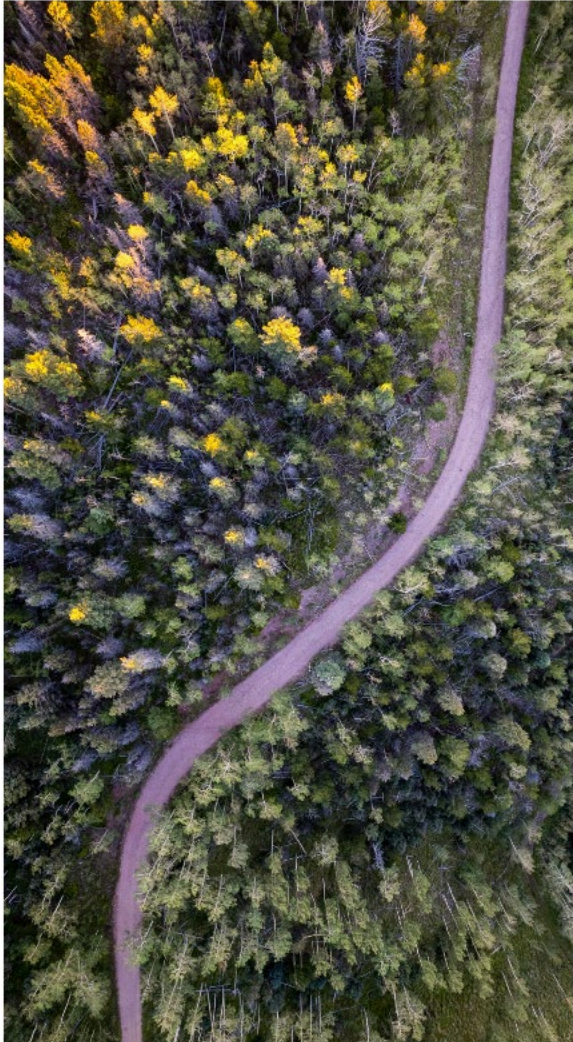
10 - Spanish Peaks Country Wahatoya Road Biking (14 of 43)



11 - Highway of Legends hi res (1 of 15)



12 - Cordova Pass hi res (6 of 6) - fall





SPANISH PEAKS
COUNTRY

SPANISH PEAKS

Country

SpanishPeaksCountry.com