

Sarah Jardis  
6541 County Road 330  
Walsenburg, CO 81089

July 25, 2023

Board of County Commissioners  
Arica Andreatta  
John Galusha  
Karl Sporleder

Dear Commissioners,

I am writing in support of Sonic Bloom Festival. I have witnessed the ownership and management of this event step up to meet the concerns of this board and county citizens, and work hard to be a good neighbor in the community. I have interacted with them in a number of capacities, and found them to be conscientious and open to feedback and collaboration.

As a founder of the Spanish Peaks Business Alliance, I value their membership in SPBA and participation in our Holiday Giving Celebration through donations to local non-profits. We have also had numerous conversations about how better to connect with and support local businesses besides the obvious like Walsenburg Lumber, First Choice Grocery, Best Western Rambler and other hotels and Airbnbs.

From these conversations came the invitation for vendors of the county farmers markets to host a farmers market at the festival this year. John Costea manager of the La Veta Market coordinated roughly a dozen vendors' attendance. The market was well received by festival attendees, and the vendors all enjoyed the opportunity and expressed the hope to return.

As Chair of the Tourism Board, I value the demographic that this festival brings to our community. Campers, families and younger people interested in music, arts, and outdoor recreation. Those I spoke with were all interested to know more about Spanish Peaks Country, Cuchara Mountain Park, and the new Spanish Peaks Trails Guide. Many expressed interest to come back at other times to explore these and other aspects of our county.

The county's work with the festival to address impacts and reduce risks seems to have improved outcomes over the years, as evidenced by the minimal issues this year. I hope that you acknowledge and reward that investment and evolution. Please support Sonic Bloom continued presence in our County.

Sincerely,

Sarah Jardis