

SCENIC HIGHWAY OF LEGENDS

March 13, 2025

Huerfano County Tourism Board
Main Street
Walsenburg, CO 81089

RE: 2025 reprinting of the SHOL Brochure

TO: The Huerfano County Tourism Board:

In preparation for the 2025 Tourism season, the National Scenic Highway of Legends sent out an RFP for the reprinting their popular 20-page plus cover Booklet/Brochure.

The

Byway does not know how many of Booklet's were passed out last year, but the Colorado Welcome Center in Trinidad is nearly out of their supply. That is probably why the Las Animas County Commissioner have already given the Byway \$1,600 for the reprint.

The Scenic Highway of Legends has been a major economic booster to the area and this full color souvenir booklet has been their sole marketing tool used to boost traffic and commerce along the Byway.

Again, this tourism season, the Byway will be printing 10,000 booklets.

We are asking that the Huerfano County Tourism Board consider contributing \$1,600 of the total \$5,200 cost.

Thank you for your consideration,

The SHOL Board

