



MEMORANDUM

MEETING TYPE: Board of County Commissioners Meeting

MEETING DATE: January 21, 2025

ITEM NAME: Approval to Accept Colorado Tourism Office Marketing Grant

SUBMITTED BY: Robert Gilbert

SUMMARY: The Huerfano County Tourism Board applied to a Colorado Tourism Office Marketing Grant in Fall 2024 that the BOCC previously approved and that the CTO subsequently awarded to Huerfano County.

RECOMMENDATION: Motion to accept the award of a Colorado Tourism Office Marketing Grant in the amount of \$29,984.66 for the purpose of creating new audiovisual marketing materials supporting the County's tourism industry.

BACKGROUND: This grant also has a local match of \$15,127.34 for a total project amount of \$45,112. The local match is accounted for and included in HC Tourism's 2025 budget. The project will be completed within the calendar year of 2025 and will include a multiple-day photo/video shoot highlighting points of interest throughout Huerfano County, a stargazing timelapse video featuring the Spanish peaks, and supporting industry sectors such as gravel and mountain biking, as well as historical, arts & culture, and geological tourism, among others.

BOARD ACTION TAKEN:

APPROVED

DENIED

OTHER

SIGNATURE OF THE CHAIR: _____

NOTES: