

August Board Meeting



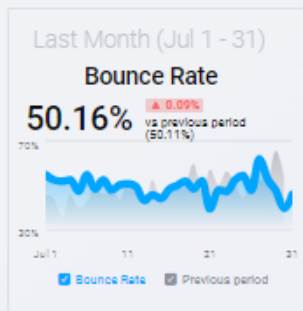
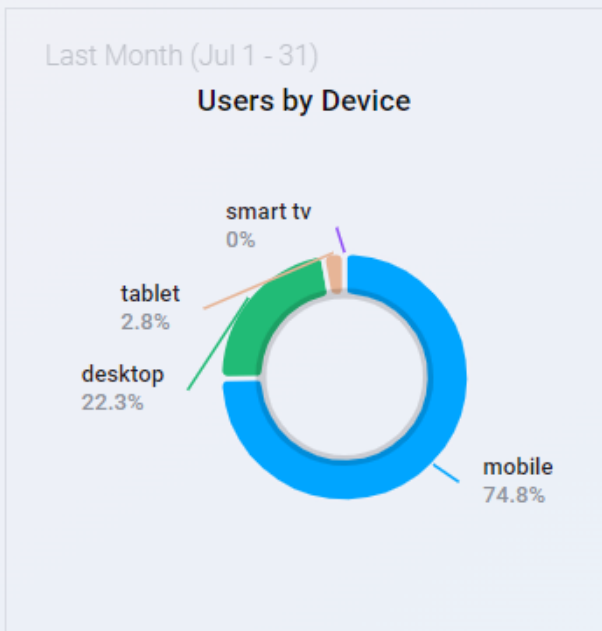
Play to win.

A dark blue background featuring a collage of various digital marketing and technology icons. These include a laptop, a smartphone, a tablet, a cloud, a Wi-Fi symbol, a location pin, a mail icon, a bar chart, a pie chart, a network diagram, and several social media-style icons. The icons are rendered in a lighter blue and white color scheme, creating a subtle pattern across the entire slide.

Reporting

adpro

Play to win.



Last Month (Jul 1 - 31)

Top Pages by Users

Top Pages	Value	vs prev
/	2,104	▲ 15%
/spc-event/fourth-of-july-fireworks-at-lathrop-state-park/	471	
/spc-events/	351	▲ 88%
/spc-event/2024-la-veta-independence-day-parade/	214	
/spc-event/cuchara-independence-day-parade/	155	
/visitors-guide/	153	▲ 24%
/camping/	139	▼ 4%
/bear-lake-campground/	136	▲ 7%
/the-great-dikes/	135	▼ 17%
/attractions/	111	▲ 7%
/the-spanish-peaks/	104	▼ 17%
/la-veta-pass/	102	▲ 12%
/la-veta/	101	▼ 10%
/mountains-geology/	95	▲ 20%
/wahatoya-lakes-state-	82	▼ 22%

Last Month (Jul 1 - 31)

Default Channel

Source	Total Users	vs prev	Sessions	vs prev	Bounce Rate	vs prev	Avg. Engagement Time	vs prev	Conversions	vs prev
Organic Search	2,965	▲ 34%	3,564	▲ 38%	42.62%	▲ 15%	0m 43s	▼ 17%	530	▲ 34%
Paid Search	751	▲ 10%	808	▲ 10%	55.82%	▼ 6%	0m 18s	▲ 30%	51	▲ 38%
Direct	735	▼ 2%	801	▼ 4%	77.15%	▼ 1%	0m 16s	▼ 9%	66	▲ 10%
Referral	468	▲ 24%	578	▲ 31%	36.68%	▲ 12%	1m 8s	▼ 6%	108	▲ 54%
Paid Social	207	▲ 18%	207	▲ 18%	92.27%	▼ 4%	0m 2s	▼ 21%	2	▲ 100%
Organic Social	49	▼ 42%	49	▼ 48%	53.06%	▼ 22%	0m 20s	▲ 12%	3	▼ 40%
Unassigned	0	▲ 80%	0	▲ 80%	100%	0%	0m 16s	▲ 93%	-	

Last Month (Jul 1 - 31)

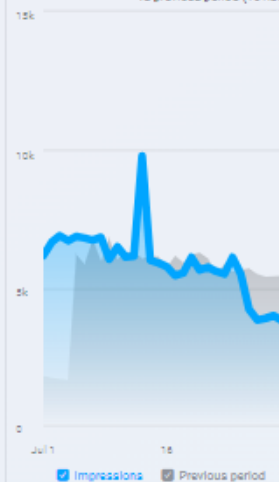
Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	5,260	▲ 29%	413	▼ 2%	7.85%	▼ 23.6%
Out of State	7,423	▼ 7%	402	▲ 3%	5.42%	▲ 10.04%
Spanish Peaks Display	167.1k	▲ 12%	104	▲ 20%	0.06%	▲ 6.69%

Last Month (Jul 1 - 31)

Impressions

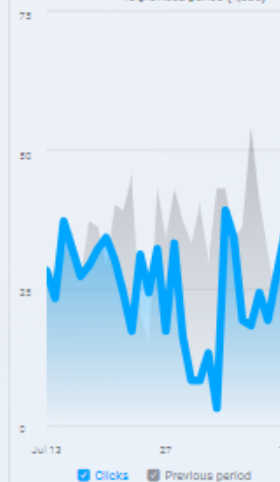
179.8k ▲ 11%
vs previous period (161.3k)



Last 30 days (Jul 13 - ...)

Clicks

740 ▼ 29%
vs previous period (1,036)



Last 30 days (Jul 13 - ...)

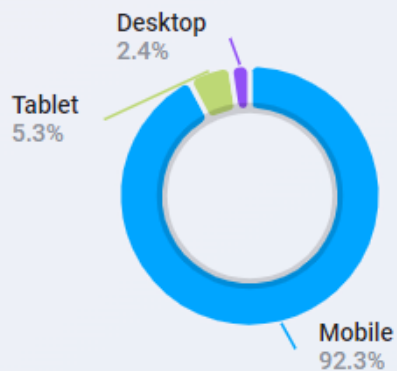
CTR

0.49% ▼ 13.05%
vs previous period (0.57%)



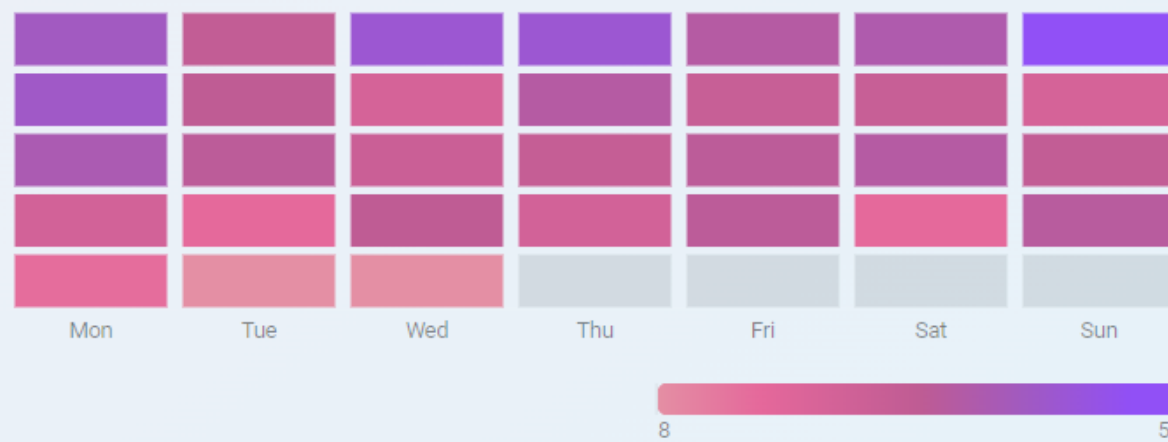
Last Month (Jul 1 - 31)

Clicks by Device



Last Month (Jul 1 - 31)

Clicks by Day



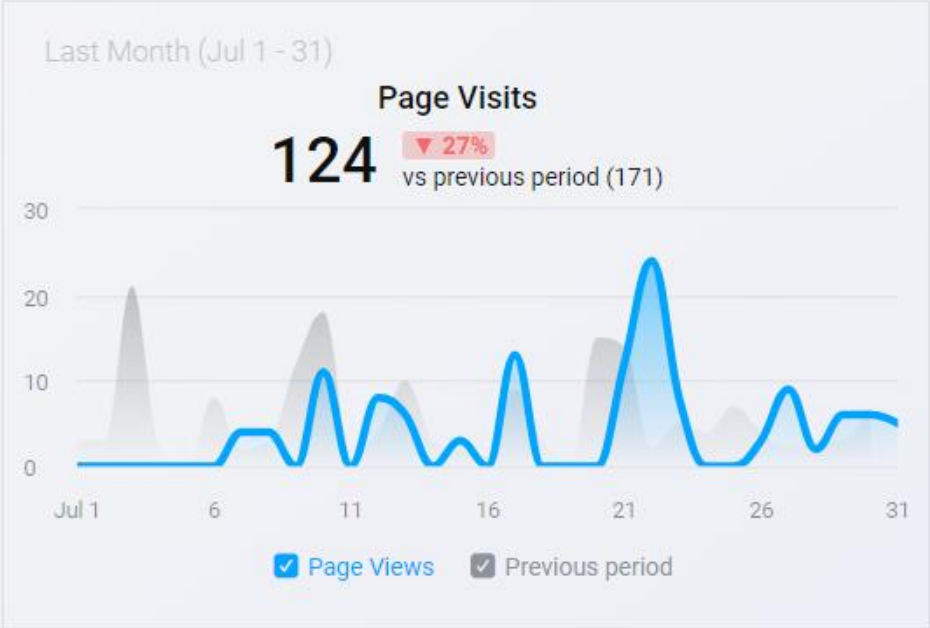


Last Month (Jul 1 - 31)

Campaign Performance				
Campaign	Impressions	Clicks	CTR (All) by Campaign	CPM
Be Legendary - July24 (120211852297620268)	509.9k	421	0.08%	\$ 1.47

Last Month (Jul 1 - 31)

Ads Overview			Clicks	Impressions
#	Dimension			
1	Be Legendary 4 June (120211852297570268)		73	107.4k
2	Be Legendary 4 June (120211852297630268)		71	107.6k
3	Be Legendary 1 June (120211852297590268)		69	61,213
4	Be Legendary 2 June (120211852297550268)		54	74,880
5	Be Legendary 3 June (120211852297580268)		48	61,053



Last Month (Jul 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	3,237	▼ 59%
Page Impressions	3,930	▼ 55%
Page Engagements	-	
Unique Page Clicks	93	▼ 59%
Page Reactions	-	

Last Month (Jul 1 - 31)

Post Overview

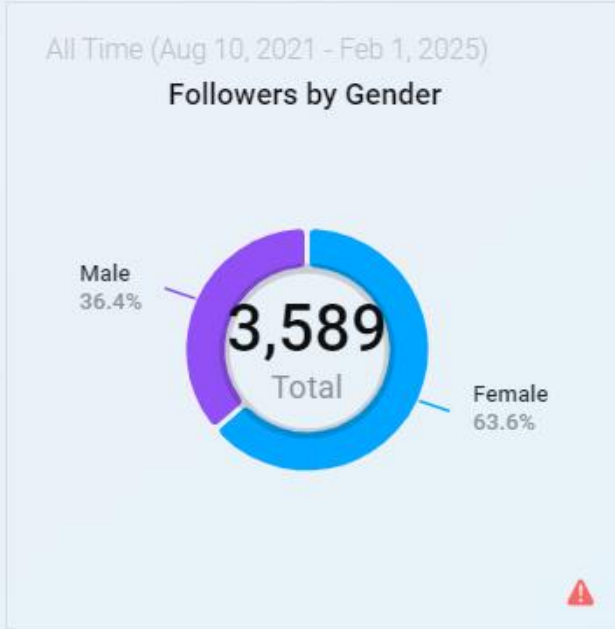
Metric	Value	vs prev
Post Count	9	▼ 18%
Post Reach	3,044	▼ 61%
↳ Paid	0	0%
↳ Organic	3,044	▼ 61%
↳ Viral	862	▼ 81%



Last Month (Jul 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Mountain biking enthusiasts, get ready for an exhilarating experience (2024-07-29)	490	9
2	We hope you're enjoying a mouth-watering barbecue with your (2024-07-04)	389	24
3	Why visit Spanish Peaks Country? The reasons are endless! From (2024-07-21)	360	29
4	Find something delightful at our upcoming #FarmersMarkets! 🥕🍅🧀 (2024-07-09)	355	2
5	Ready for a summertime escape? #SpanishPeaksCountry offers the (2024-07-12)	281	6



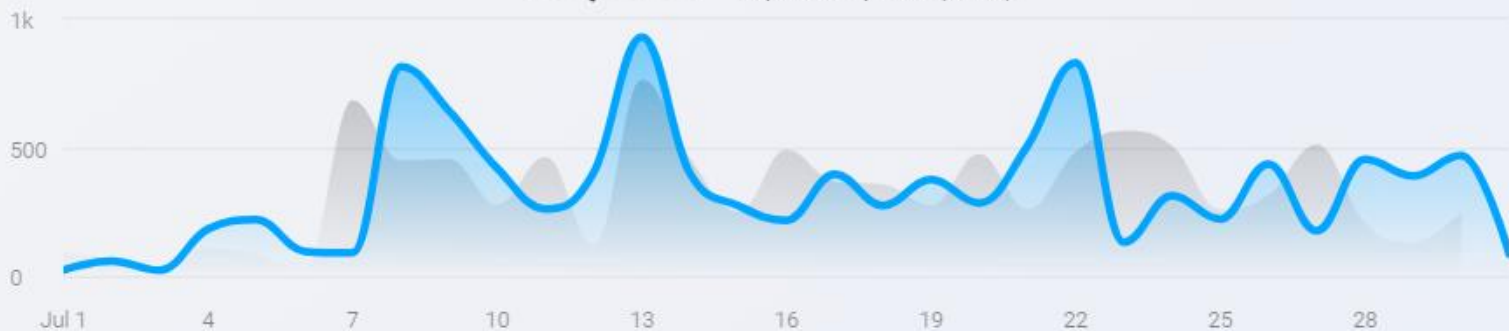
Last Month (Jul 1 - 31)

Impressions

10,391

▲ 6%

vs previous period (9,778)



☒ Impressions

☒ Previous period

Last Month (Jul 1 - 31)

New Followers



☒ New Followers

Last Month (Jul 1 - 31)

New Posts

8

0% vs previous period (8)

Last Month (Jul 1 - 31)

Activity Overview

Metrics	Value	vs prev
Profile Visits	63	0%
Reach	7,602	▲ 4%
Impressions	10,391	▲ 6%
Likes	121	▼ 36%
Comments	4	▲ 300%

All Time (Jul 1 - Oct 2)

Total Followers

1,707



September Social Content





Play to win.

9/1 September Events



As summer shifts to autumn, September brings an array of events to Spanish Peaks Country! Join us for our delightful Farmers Markets, showcasing local produce and handmade goods to celebrate harvest season. Don't miss the First Friday Art Walk on September 6th, where you can explore our art scene, meet talented artists, and enjoy refreshments while strolling through the galleries. We're also excited to feature the stunning work of Mary Frances Judge in her *Spiritual Light* exhibit, as well as the work of Richard Mock in his exhibit *Spiritual Life*, both on display throughout the month in the Museum of Friends. Come experience the beauty and creativity of our community!

  <https://spanishpeakscountry.com/spc-events/month/2024-09/>

#SpanishPeaksEvents #SeptemberEvents

9/4 Capture the Moment



We want to see your adventures in [#SpanishPeaksCountry](#)! Share your favorite photos capturing the breathtaking landscapes, vibrant wildlife, and moments of joy. Whether it's a stunning sunset over the peaks or a peaceful afternoon by the lake, tag us and let's celebrate the beauty of our community together! 🏔️

[#CaptureTheMoment](#)

9/10 Enjoy Nature With Your Dog



There's nothing quite like exploring the great outdoors with your furry friend by your side! Take your dog on an adventure through the serene trails of #SpanishPeaksCountry, where nature's beauty awaits. Remember to leash up and respect wildlife as you enjoy the fresh air and stunning views together! 🐕 🌲

#DogLovers #NatureAdventures

9/13 Fall Visits



As autumn approaches, Spanish Peaks Country transforms into a vibrant tapestry of colours. The cool crisp air, the rustling leaves, and the awe-inspiring landscapes make it an ideal season for exploration. Experience the soothing beauty of nature in its most stunning form — hike, bike, or simply unwind amidst the breathtaking fall foliage.



What's your favorite way to enjoy the beauty of fall?

#Autumn #FallFoliage

9/16 Leaf Peeping



Fall is here, and the leaves are calling! Get ready to embark on a leaf-peeping adventure in Spanish Peaks Country. Witness the stunning changes in foliage as the mountains and trails come alive with fiery reds, golden yellows, and rich oranges. Grab your camera and capture the magic of this seasonal transformation! 📷 🍁 Don't forget to share your photos and tag us!

#LeafPeeping #SpanishPeaksCountry

9/19 Camping



Escape the hustle and bustle of daily life by camping under the starry skies of Spanish Peaks Country! Imagine waking up to the soothing sounds of chirping birds and soaking in the peace of nature all around you. How relaxing does that sound? Whether you're a seasoned camper or trying it for the first time, the beauty of our natural landscapes offers an unforgettable experience. Pack your gear and make memories in the great outdoors! 🔭🔥

#CampingAdventures #SpanishPeaksCountry

9/25 Wildlife Wednesday



It's #WildlifeWednesday, and today we're shining a spotlight on the elusive Black-tailed Jackrabbit, a fascinating resident of Huerfano County's diverse ecosystems. Known for their long ears and powerful hind legs, these agile creatures can often be seen bounding across the open plains and desert landscapes of Spanish Peaks Country. The black-tailed jackrabbit plays a crucial role in the local ecosystem, serving as both a forager and prey, thus maintaining the delicate balance of nature. Keep an eye out for these incredible animals on your next outdoor adventure and share your sightings with us!



#WildlifeWednesday #SpanishPeaksCountry

9/29 Shopping and Dining



From eclectic boutiques to farm-to-table eateries, Huerfano County offers a vibrant shopping and dining scene that caters to all tastes! Wander through Walsenburg's charming shops for one-of-a-kind treasures or explore La Veta's art galleries and antique stores for a step back in time. Dining here is a true culinary journey – savor locally sourced dishes at cozy cafes or indulge in gourmet meals at stylish restaurants. Discover the heart and soul of #SpanishPeaksCountry through its diverse shopping and dining experiences! 🛒 🍲

#ShopHuerfano #DineLocal

2025 Recommended Budgets



Play to win.

Option 1 \$50,040:

- Maintains same general budget and tactics from 2024.
 - Paid Search (SEM) and Paid Social February-October
 - Monthly marketing newsletter to MailChimp Audience
 - Public Relations retainer each month
 - Website and Account Service Fees each month
 - Creative is on the budget once a quarter for budget purposes

	Jan					February					March					April					May					June					July					August					September					October					November					December					Gross Media Cost															
	30	6	13	20	27	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29																															
Digital																																																																												
SEM	\$0.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$800.00					\$0.00					\$0.00					\$8,800.00															
Paid Social	\$0.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$1,000.00					\$600.00					\$0.00					\$0.00					\$8,600.00															
Digital Subtotals	\$0.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$2,000.00					\$1,400.00					\$0.00					\$0.00					\$17,400.00															
Database Marketing																																																																												
Monthly Newsletter	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00															
Database Subtotals	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00															
Public Relations and Communications																																																																												
Media Relations	\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$5,400.00															
Organic Social	\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$7,140.00															
Public Relations Subtotal	\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$12,540.00																				
Website																																																																												
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00																				
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00																				
Account Services																																																																												
Account Services	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00																				
Account Services Subtotals	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00																				
Creative																																																																												
Graphic Design	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00															
Creative Subtotals	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00															
MONTHLY TOTAL	\$2,920.00					\$4,620.00					\$4,620.00					\$4,920.00					\$4,620.00					\$4,620.00					\$4,920.00					\$4,620.00					\$4,620.00					\$4,320.00					\$2,620.00					\$2,620.00					\$50,040.00															
TOTAL GROSS																																																																		\$50,040.00										



Option 1 January-June

	Jan					February				March					April				May				June				
	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
Digital																											
SEM	\$0.00					\$1,000.00				\$1,000.00					\$1,000.00				\$1,000.00				\$1,000.00				
Paid Social	\$0.00					\$1,000.00				\$1,000.00					\$1,000.00				\$1,000.00				\$1,000.00				
Digital Subtotals	\$0.00					\$2,000.00				\$2,000.00					\$2,000.00				\$2,000.00				\$2,000.00				
Database Marketing																											
Monthly Newsletter	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
Database Subtotals	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
Public Relations and Communications																											
Media Relations	\$450.00					\$450.00				\$450.00					\$450.00				\$450.00				\$450.00				
Organic Social	\$595.00					\$595.00				\$595.00					\$595.00				\$595.00				\$595.00				
Public Relations Subtotal	\$1,045.00					\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00				
Website																											
Website Maintenance	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
Website Maintenance	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
Account Services																											
Account Services	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
Account Services Subtotals	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
Creative																											
Graphic Design	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
Creative Subtotals	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
MONTHLY TOTAL	\$2,920.00					\$4,620.00				\$4,620.00					\$4,920.00				\$4,620.00				\$4,620.00				



Option 1 July-December

Huerfano County Tourism 2025 Budget																											
	July				August				September					October				November				December					Gross Media Cost
	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	
Digital																											
SEM	\$1,000.00				\$1,000.00				\$1,000.00					\$800.00				\$0.00				\$0.00					\$8,800.00
Paid Social	\$1,000.00				\$1,000.00				\$1,000.00					\$600.00				\$0.00				\$0.00					\$8,600.00
Digital Subtotals	\$2,000.00				\$2,000.00				\$2,000.00					\$1,400.00				\$0.00				\$0.00					\$17,400.00
Database Marketing																											
Monthly Newsletter	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00
Database Subtotals	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00
Public Relations and Communications																											
Media Relations	\$450.00				\$450.00				\$450.00					\$450.00				\$450.00				\$450.00					\$5,400.00
Organic Social	\$595.00				\$595.00				\$595.00					\$595.00				\$595.00				\$595.00					\$7,140.00
Public Relations Subtotal	\$1,045.00				\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00					\$12,540.00
Website																											
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00
Account Services																											
Account Services	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00
Account Services Subtotals	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00
Creative																											
Graphic Design	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00
Creative Subtotals	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00
MONTHLY TOTAL	\$4,920.00				\$4,620.00				\$4,620.00					\$4,320.00				\$2,620.00				\$2,620.00					\$50,040.00



Option 2 \$50,040:

- Same overall budget, but we are spreading it to other potential tactics
 - SEM January-December
 - Paid Social March-October
 - Geofencing Display April-August, use PlacerAI to determine locations
 - Streaming Audio Jan-February and October-November to capture planners
 - The remaining budget line items is similar to Option 1

Huerfano County Tourism 2025 Recommended Budget																																																																							
OPTION 2, Adds Geofencing and Streaming Audio	Jan					February					March					April					May					June					July					August					September					October					November					December					Gross Media Cost										
	30	6	13	20	27	3	10	17	24	31	7	14	21	28	4	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29																						
Digital																																																																							
SEM	\$500.00					\$500.00					\$650.00					\$650.00					\$700.00					\$700.00					\$700.00					\$700.00					\$650.00					\$650.00					\$500.00					\$500.00					\$7,400.00										
Paid Social	\$0.00					\$0.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$500.00					\$4,000.00										
GeoFencing	\$0.00					\$0.00					\$0.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$400.00					\$2,000.00										
Streaming Audio	\$1,000.00					\$1,000.00					\$0.00					\$0.00					\$0.00					\$0.00					\$0.00					\$0.00					\$0.00					\$1,000.00					\$1,000.00					\$1,000.00					\$0.00					\$4,000.00					
Digital Subtotals	\$1,500.00					\$1,500.00					\$1,150.00					\$1,550.00					\$1,600.00					\$1,600.00					\$1,600.00					\$1,600.00					\$1,600.00					\$1,150.00					\$2,150.00					\$1,500.00					\$500.00					\$17,400.00					
Database Marketing																																																																							
Monthly Newsletter	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00					
Database Subtotals	\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$300.00					\$3,600.00										
Public Relations and Communications																																																																							
Media Relations	\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$450.00					\$5,400.00										
Organic Social	\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$595.00					\$7,140.00										
Public Relations Subtotal	\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$1,045.00					\$12,540.00															
Website																																																																							
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00										
Website Maintenance	\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$150.00					\$1,800.00															
Account Services																																																																							
Account Services	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00															
Account Services Subtotals	\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$1,125.00					\$13,500.00																				
Creative																																																																							
Graphic Design	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00
Creative Subtotals	\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$300.00					\$0.00					\$0.00					\$1,200.00					
MONTHLY TOTAL	\$4,420.00					\$4,120.00					\$3,770.00					\$4,470.00					\$4,220.00					\$4,220.00					\$4,520.00					\$4,220.00					\$3,770.00					\$5,070.00					\$4,120.00					\$3,120.00					\$50,040.00										
TOTAL GROSS																																																		\$50,040.00																					



Option 2 January-June

OPTION 2, Adds Geofencing and Streaming Audio	Jan					February				March					April				May				June				
	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
Digital																											
SEM	\$500.00					\$500.00				\$650.00					\$650.00				\$700.00				\$700.00				
Paid Social	\$0.00					\$0.00				\$500.00					\$500.00				\$500.00				\$500.00				
GeoFencing	\$0.00					\$0.00				\$0.00					\$400.00				\$400.00				\$400.00				
Streaming Audio	\$1,000.00					\$1,000.00				\$0.00					\$0.00				\$0.00				\$0.00				
Digital Subtotals	\$1,500.00					\$1,500.00				\$1,150.00					\$1,550.00				\$1,600.00				\$1,600.00				
Database Marketing																											
Monthly Newsletter	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
Database Subtotals	\$300.00					\$300.00				\$300.00					\$300.00				\$300.00				\$300.00				
Public Relations and Communications																											
Media Relations	\$450.00					\$450.00				\$450.00					\$450.00				\$450.00				\$450.00				
Organic Social	\$595.00					\$595.00				\$595.00					\$595.00				\$595.00				\$595.00				
Public Relations Subtotal	\$1,045.00					\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00				
Website																											
Website Maintenance	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
Website Maintenance	\$150.00					\$150.00				\$150.00					\$150.00				\$150.00				\$150.00				
Account Services																											
Account Services	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
Account Services Subtotals	\$1,125.00					\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00				
Creative																											
Graphic Design	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
Creative Subtotals	\$300.00					\$0.00				\$0.00					\$300.00				\$0.00				\$0.00				
MONTHLY TOTAL	\$4,420.00					\$4,120.00				\$3,770.00					\$4,470.00				\$4,220.00				\$4,220.00				



Option 2 July-December

Huerfano County Tourism 2025 Recommended Budget																												
OPTION 2, Adds Geofencing and Streaming Audio	July				August				September					October				November				December					Gross Media Cost	
	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29		
Digital																												
SEM	\$700.00				\$700.00				\$650.00					\$650.00				\$500.00				\$500.00					\$7,400.00	
Paid Social	\$500.00				\$500.00				\$500.00					\$500.00				\$0.00				\$0.00					\$4,000.00	
GeoFencing	\$400.00				\$400.00				\$0.00					\$0.00				\$0.00				\$0.00					\$2,000.00	
Streaming Audio	\$0.00				\$0.00				\$0.00					\$1,000.00				\$1,000.00				\$0.00					\$4,000.00	
Digital Subtotals	\$1,600.00				\$1,600.00				\$1,150.00					\$2,150.00				\$1,500.00				\$500.00					\$17,400.00	
Database Marketing																												
Monthly Newsletter	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00	
Database Subtotals	\$300.00				\$300.00				\$300.00					\$300.00				\$300.00				\$300.00					\$3,600.00	
Public Relations and Communications																												
Media Relations	\$450.00				\$450.00				\$450.00					\$450.00				\$450.00				\$450.00					\$5,400.00	
Organic Social	\$595.00				\$595.00				\$595.00					\$595.00				\$595.00				\$595.00					\$7,140.00	
Public Relations Subtotal	\$1,045.00				\$1,045.00				\$1,045.00					\$1,045.00				\$1,045.00				\$1,045.00					\$12,540.00	
Website																												
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00	
Website Maintenance	\$150.00				\$150.00				\$150.00					\$150.00				\$150.00				\$150.00					\$1,800.00	
Account Services																												
Account Services	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00	
Account Services Subtotals	\$1,125.00				\$1,125.00				\$1,125.00					\$1,125.00				\$1,125.00				\$1,125.00					\$13,500.00	
Creative																												
Graphic Design	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00	
Creative Subtotals	\$300.00				\$0.00				\$0.00					\$300.00				\$0.00				\$0.00					\$1,200.00	
MONTHLY TOTAL	\$4,520.00				\$4,220.00				\$3,770.00					\$5,070.00				\$4,120.00				\$3,120.00					\$50,040.00	
TOTAL GROSS																										\$50,040.00		



Summer CTO Co-Op



Play to win.

Summer Co-Op 2025

- Recommendation for application
 - Paid Media Co-Op
 - Tier 3 or 4-- \$1,500-\$3,000 investment
 - Do Colorado Right Co-Op
 - \$1,000 investment
 - Organic Social Media Co-Op
 - Visit Colorado Social Post \$300 investment (\$100 goes to boosting post)

Tactics + Benefits by Tier Level				
You select your tier level (Tier 1 -4)				
Each tier includes different investment amounts that will be spent across various media tactics, resulting in impressive ROI				
Media Tactics	Tier 1 \$25,000 + match	Tier 2 \$10,000 + match	Tier 3 \$3,000 + match	Tier 4 \$1,500 + match
eTarget Email <small>(Shared or Dedicated - Dedicated at Tier 1 level only)</small>	X	X	X	X
Sojern Travel Programmatic Display	X	X	X	X
Simpli.fi Native	X	X	X	
Tripadvisor OTA Digital Display	X	X		
MIQ Sequential Digital Display	X	X		
Undertone Rich Media Map Unit*	X	X		
CTV Viewer Digital Display Retargeting	X			
Total Media Value	\$93,145	\$50,680	\$17,625	\$8,250
Estimated Impressions	8,393,578	4,284,965	1,800,000	900,000



CTO Marketing Grant



Play to win.

CTO Marketing Grant 2025

- Applications Accepted through September 10, 2024
- \$50,000 - \$20,001 - 2:1 funding match required
 - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$2 in matching funds. For example, if your total project budget is \$60,000, you can request a \$40,000 grant and you will need to provide the remaining \$20,000 as a cash match.
- \$20,000 - \$2,500 - 4:1 funding match required
 - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$4 in matching funds. For example, if your total project budget is \$12,500, you can request a \$10,000 grant and you will need to provide the remaining \$2,500 as a cash match.



CTO Marketing Grant 2025

- Grant Goals
 - Build a robust tourism economy and advance the state's competitive position through promotion and support for industry partners across the state
 - Strengthen the tourism industry and our state through support for responsible travel and destination stewardship campaigns
 - Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers
 - Maximize the economic return on public and private investments in Colorado by leveraging funds to optimize marketing impact



CTO Marketing Grant 2025

- Full information on eligibility and conditions can be found [here](#)

Grant Timeline Dates	Timeline Details
July 9, 2024	Application opens
September 10, 2024	Application closes at 4:00 pm
October 25, 2024	Recipient notification
January 1, 2025, to December 31, 2025	Grant project execution period
February 13, 2026	Final report and expense documentation due





THANK YOU!