

# March Board Meeting

adpro

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Play to win.

# Reporting

adpro

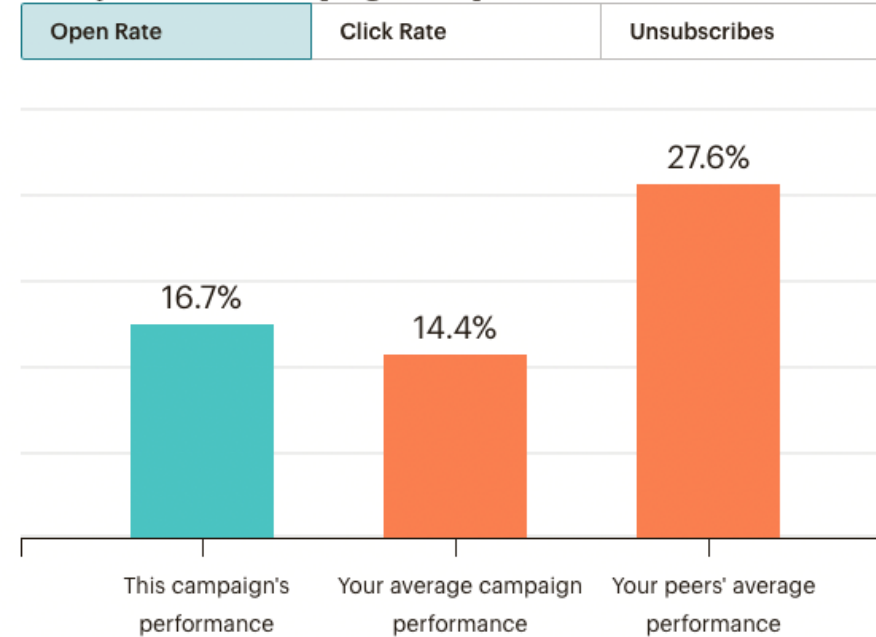
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Play to win.

# Newsletter

- Successful Deliveries: 51,292
- Opens: 10,588
- Unique Opens: 8,591
- Open Rate: 16.7%
- Unique Clicks: 100
- Total Clicks: 196
- Bounced: 1,055
- Unsubscribes: 142

## How your email campaign compares



## Top links clicked

<a href="https://cpw.state.co.us/placestogo/parks/Lathrop">https://cpw.state.co.us/placestogo/parks/Lathrop</a>	41
<a href="https://spanishpeakscountry.com/multi-day-itineraries/">https://spanishpeakscountry.com/multi-day-itineraries/</a>	37
<a href="https://missionwolf.org/">https://missionwolf.org/</a>	34
<a href="https://travelstorys.com/tours/highway-of-legends">https://travelstorys.com/tours/highway-of-legends</a>	17
<a href="https://www.facebook.com/SPCountry">https://www.facebook.com/SPCountry</a>	15



# Organic Social



# Search Engine Optimization

Lighthouse Report (Desktop):			
	Red = Poor	Orange = Needs Improvement	Green = Good
Report	Data	Actionable Solution	
<b>Performance</b> Benchmarks: LCP: 2.5s CLS: 0.1 FCP: 1.8s INP: 130ms Speed Index: 4.3s TBT: 200ms	Desktop: 96 LCP: 0.6s CLS: 0.026 FCP: 2s INP: 53ms Speed Index: 1.2s TBT: 0ms	Looks like the only thing we have holding the website back is the first contentful paint. This just means the content at the top of the pages is slowing down the loadspeed of the page.	
<b>Accessibility</b>	Accessibility: 91	<ul style="list-style-type: none"><li>•Some missing ALT text</li><li>•Background and foreground colors have poor contrast ratio</li><li>•Links do not have unique names</li></ul>	
<b>Best Practices</b>	Best Practices: 95	<ul style="list-style-type: none"><li>•Low resolution images located on homepage</li></ul>	
<b>SEO</b>	SEO: 100	N/A	



# Search Engine Optimization

Lighthouse Report (Mobile):		
Red = Poor    Orange = Needs Improvement    Green = Good		
Report	Data	Actionable Solution
<b>Performance</b> Benchmarks: LCP: 2.5s CLS: 0.1 FCP: 1.8s INP: 130ms Speed Index: 4.3s TBT: 200ms	<b>Mobile: 85</b> LCP: 2.4s CLS: 0 FCP: 1.8s INP: 110ms Speed Index: 4.5s TBT: 130ms	Looking good here. The only reason they're at an 85 overall is the speed index. The rest are right on the line of the benchmark.
<b>Accessibility</b>	<b>Accessibility: 91</b>	<ul style="list-style-type: none"><li>•Some missing ALT text</li><li>•Background and foreground colors have poor contrast ratio</li><li>•Links do not have unique names</li></ul>
<b>Best Practices</b>	<b>Best Practices: 91</b>	<ul style="list-style-type: none"><li>•Low resolution images located on homepage</li></ul>
<b>SEO</b>	<b>SEO: 99</b>	<ul style="list-style-type: none"><li>•Tap Targets are not appropriately sized for mobile users.</li></ul>



# Social Content

adpro

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Play to win.

# Social Calendar - April

APRIL 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

[www.free-printable-calendar.com](http://www.free-printable-calendar.com)

**4/3 Wildlife Wednesday** - Post photos or facts about the wildlife that is becoming more active in the warmer weather.

**4/5 Star Gazing Spots** - Recommend the best spots for star gazing as the spring skies clear up.

**4/7 April Showers** - Post about the importance of spring rain to the local ecosystem, along with a beautiful rain-soaked landscape photo.

**4/11 Gravel Guide Ride** - Post information regarding the Gravel Adventure Guide Ride!

**4/17 Apache Waterfall** - Highlight the area's most beautiful waterfalls, which are especially full from the spring runoff.

**4/22 Earth Day Initiatives** - Highlight local environmental efforts and suggest ways the community can get involved on Earth Day.

**4/25 National Park Week (4/20 – 28)** - Celebrate National Park Week by featuring the nearby Great Sand Dunes National Park and Preserve.

**4/30 Historical Fact** - Share gardening tips for high-altitude planting from local experts.



## 4/3 Wildlife Wednesday



The air is abuzz with the iridescent flutter of hummingbirds returning to Spanish Peaks Country! These tiny, energetic birds migrate thousands of miles to feast on our spring flowers. Keep an eye out for their dazzling display and consider putting out a feeder to welcome them back. 🌸 🐦

#HummingbirdHighway #SpringsHere  
#SpanishPeaksCountry  
#Hummingbirds #Birding  
#ColoradoBirding

## 4/5 Star Gazing Spots



Celebrate this year's International Dark Sky week by immersing yourself in the magic of the night sky in Spanish Peaks Country, where minimal light pollution allows for unparalleled stargazing opportunities. The region is dedicated to creating a dark sky environment for both amateur and seasoned astronomers alike. Unlike major cities overrun with light pollution, our region pairs high elevation and nearly no light pollution creating the best conditions for settling in and gazing at the stars.

Learn more about different stargazing spots at <https://spanishpeakscountry.com/stargazing/>

#SpanishPeaksCountry #Stargazing #Astronomy  
#InternationalDarkSkyWeek

## 4/7 April Showers



April showers bring May flowers and they are also crucial for our local ecosystems. Although many of our flora and fauna in Southern Colorado have adapted to drought like conditions, early spring rain showers kickstart the seedlings that paint the landscape in the summer. Like at the Farley Wildflower Overlook which begins to bloom later this month through May



<https://spanishpeakscountry.com/farley-scenic-overlook/>

#SpanishPeaksCountry #Wildflowers  
#Spring #Hiking

# 4/11 Gravel Guide Ride



Join us for a free social ride hosted by Spanish Peaks Country and Gravel Adventure Field Guide! On May 4<sup>th</sup> at 8:45 AM start at the Walsenburg Mercantile and ride down to La Veta and back!

Sign up at: [graveladventurefieldguide.com](https://graveladventurefieldguide.com)

To learn more about the Spanish Peaks/Huerfano County gravel guide and gravel biking trails visit:

<https://spanishpeakscountry.com/gravel-biking/>

#SpanishPeaksCountry #LaVeta  
#Walsenburg #GravelBiking #SocialRide

## GRAVEL ADVENTURE FIELD GUIDE

### SMALL BATCH GRAVEL®

A FREE SOCIAL RIDE INTRODUCING CYCLISTS OF ALL LEVELS TO THE GRAVEL RIDING IN HUERFANO COUNTY.

#### GET A FREE FIELD GUIDE AT THE START

SCAN THE RIDEWITHGPS ROUTE AND ENJOY. CHILL OR PACE RIDE TO TRAIN, IT'S ALL GOOD.

SATURDAY MAY 4TH // 8:45 TO 9:30 START WINDOW  
ROUTE: LEGEND OF GRANDOTE GRAVEL (40 MILES)

#### SMALL GROUPS DEPART AND RIDE TO LA VETA & RETURN TO WALSENBURG

SPACE IS LIMITED. GO TO OUR WEBSITE AND SIGN UP TODAY  
[GRAVELADVENTUREFIELDGUIDE.COM](https://graveladventurefieldguide.com)



LEARN MORE ABOUT THE  
GREAT GRAVEL ROADS IN  
HUERFANO COUNTY.



## 4/15 National Park Week (4/20 – 28)



National Park Week is April 20-28 and it kicks off with free admission to any National Park. If you plan to visit the Sand Dunes National Park also consider visiting Colorado's first State Park, Lathrop State Park. It's a great way to experience Southern Colorado's beautiful diverse landscape.

<https://cpw.state.co.us/placestogo/Parks/lathrop>

#NationalParkWeek #SandDunes  
#LathropStatePark

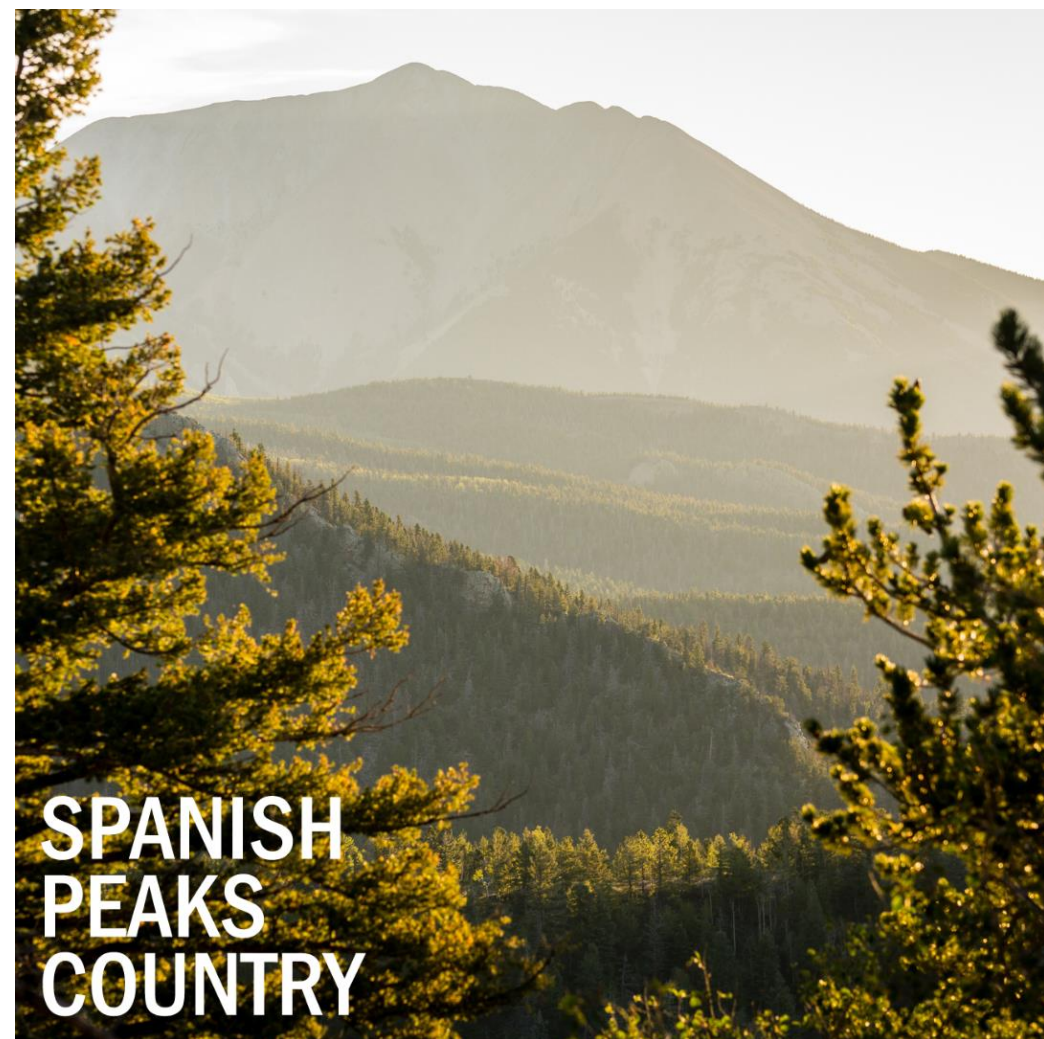
# 4/17 Wildlife Wednesday: Bears Awakening



As the warmth of May unfurls across Spanish Peaks, our hibernating residents are waking up! 🐻 Bears are emerging from their winter dens, hungry and ready to explore. Remember to secure your trash and food sources to keep both bears and humans safe. Let's coexist responsibly!

#WildlifeWednesday #BearSafety  
#SpanishPeaksCountry

# 4/22 Earth Day Initiatives



Happy Earth Day! 🌍

Learn more about the 7 Leave No Trace Principles from Care for Colorado. These have an impact on our local environment to help secure a beautiful future for us all.

<https://www.colorado.com/articles/leave-no-trace-care-colorado>

We encourage everyone to look at ways they can practice conservation efforts every day.

#SpanishPeaksCountry #EarthDay

#CareforColorado

## 4/30 The Legendary Trappers



The Spanish Peaks are named after the early Spanish explorers and French fur trappers who were among the first Europeans to set eyes on these majestic mountains. They established trade routes and settlements that shaped the region's early development.

Learn more about the rich history of Spanish Peaks Country by listening to the [Highway of Legends audio tour](#).

#TrapperTrails #SpanishPeaksHistory



# Social Calendar - May

MAY 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			7	8	9	10
5	6					11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

www.free-printable-calendar.com

**5/2 Cinco de Mayo Celebrations:** Share the vibrant festivities happening in Huerfano County for Cinco de Mayo, featuring local Mexican cuisine, music, and cultural events. Encourage followers to join in the celebrations and share their experiences with a dedicated hashtag.

## 5/4 Gravel Guide Ride

**5/8 Spring Bird Migration:** As migratory birds pass through or return to the area, feature a "Bird of the Week" with stunning photographs and fun facts about the species. Engage the community by asking followers to share their own sightings and photos.

**5/12 Mother's Day Outdoors:** Highlight serene spots perfect for a Mother's Day picnic or stroll. Share a beautiful photo of a tranquil setting in Spanish Peaks Country, and suggest outdoor activities that are ideal for families to enjoy together in honor of mothers.

**5/17 Patio Dining Options** - As the weather warms, feature restaurants with outdoor seating and scenic views.

**5/23 Wildflower Watch** - As the snow melts, share the first signs of wildflowers beginning to bloom in the region.

**5/27 Memorial Day Remembrance:** Post a respectful tribute to honor the service members for Memorial Day. Feature a serene image of the Spanish Peaks with an overlay of the American flag and details of any local remembrance events.

**5/31 Fishing Season Kick-off (happens first weekend in June)** - Promote the start of fishing season with information on licenses, regulations, and the best fishing spots

# Summer CTO Co-Op



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Play to win.

# Summer Co-Op

- 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)

Application due by 3/12

## 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			
<b>Total Media Value</b>	<b>\$93,145</b>	<b>\$50,680</b>	<b>\$17,625</b>	<b>\$8,250</b>
<b>Estimated Impressions</b>	<b>8,393,578</b>	<b>4,284,965</b>	<b>1,800,000</b>	<b>900,000</b>



# 2024 Marketing Flowchart



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Play to win.

## Huerfano County Tourism 2024 Budget

	Jan-24			Feb-24			Mar-24			Apr-24			May-24			Jun-24			Jul-24			Aug-24			Sep-24			Oct-24			Nov-24			Dec-24			Estimated Total
<b>Digital</b>																																					
<b>SEM</b>																																					
Paid Social																																					
<b>Digital Subtotals</b>	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,800.00			
<b>Database Marketing</b>																																					
Monthly Newsletter																																					
<b>Database Subtotals</b>	\$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	\$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	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,600.00			
<b>Public Relations and Communications</b>																																					
Media Relations																																					
Organic Social																																					
<b>Public Relations Subtotal</b>	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$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			
<b>Public Relations Subtotal</b>	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$595.00	\$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			
<b>Public Relations Subtotal</b>	\$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	\$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	\$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	\$12,510.00			
<b>Website</b>																																					
Website Maintenance																																					
SEO																																					
<b>Website Maintenance</b>	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00			
<b>Website Maintenance</b>	\$125.00	\$750.00	\$750.00	\$875.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$3,000.00			
<b>Account Services</b>																																					
Account Services																																					
<b>Account Services Subtotals</b>	\$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	\$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	\$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			
<b>Account Services Subtotals</b>	\$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	\$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	\$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			
<b>Creative</b>																																					
Copywriting																																					
<b>Creative Subtotals</b>	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$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	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00			
<b>Creative Subtotals</b>	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$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	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,200.00			
<b>MONTHLY TOTAL</b>	\$2,595.00	\$3,345.00	\$5,645.00	\$4,895.00	\$5,495.00	\$5,495.00	\$5,495.00	\$5,495.00	\$5,495.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$4,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$2,895.00	\$51,400.00			
<b>TOTAL GROSS</b>																																\$49,640.00					



# March Budget

## Advertising Budget - Detail

March 2024

### Combined Total Huerfano Tourism

Stimulus							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Newsletter	Digital		Eblast		300.00		300.00
<b>Stimulus Total</b>					<b>300.00</b>		<b>300.00</b>
Digital							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Organic Social	Social		Social Mgmt - Bronze		595.00		595.00
Paid Search	Digital		Paid Search		1,000.00		1,000.00
Paid Social	Social		Paid Social - Digital		1,000.00		1,000.00
SEO	Digital		SEO-Basic		750.00		750.00
<b>Digital Total</b>					<b>3,345.00</b>		<b>3,345.00</b>
Other							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Account Service Fee	Other		Account		1,125.00		1,125.00
Copywriting	Other	Estimated	Account		300.00		300.00
Public Relations	Digital		Public Relations		450.00		450.00
Web Dev	Services		Web Dev		125.00		125.00
<b>Other Total</b>					<b>2,000.00</b>		<b>2,000.00</b>
<b>Huerfano Tourism Total</b>					<b>5,645.00</b>		<b>5,645.00</b>



# April Budget

## Advertising Budget - Detail

April 2024

### Combined Total Huerfano Tourism

Stimulus							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Newsletter	Digital		Eblast		300.00		300.00
<b>Stimulus Total</b>					<b>300.00</b>		<b>300.00</b>
Digital							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Organic Social	Social		Social Mgmt - Bronze		595.00		595.00
Paid Search	Digital		Paid Search		1,000.00		1,000.00
Paid Social	Social		Paid Social - Digital		1,000.00		1,000.00
<b>Digital Total</b>					<b>2,595.00</b>		<b>2,595.00</b>
Other							
Campaign	Medium	Notes	Type	\$	Cost	Prod	Total
Account Service Fee	Other		Account		1,125.00		1,125.00
Copywriting	Other	Estimated	Account		300.00		300.00
Public Relations	Digital		Public Relations		450.00		450.00
Web Dev	Services		Web Dev		125.00		125.00
<b>Other Total</b>					<b>2,000.00</b>		<b>2,000.00</b>
<b>Huerfano Tourism Total</b>					<b>4,895.00</b>		<b>4,895.00</b>





**THANK YOU!**