

February 2025

HUERFANO COUNTY



Proposal for Marketing and Public Relations Services

Dear Mr. Young,

Mission2Market (M2M) is thrilled to submit our proposal in response to Huerfano County RFP #2025-01. We are proposing to serve as Huerfano County's Agency of Record and will apply our experience in destination marketing, public relations, and rural tourism strategy to support the County's tourism goals, enhance public communication, and promote key events and assets.

With 10+ years of experience, M2M specializes in developing innovative and research-driven strategies for rural counties and communities in Colorado, including Morgan, Logan, Lake, and Grand Counties, to name a few. Our experience aligns with every aspect of the scope of work outlined in the RFP:

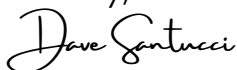
- **Marketing Strategy** – Our marketing strategies increased visibility and engagement for destinations such as Lake City/Hinsdale County, Visit Glenwood Springs, and Visit Leadville-Twin Lakes. We are also huge fans of gravel biking and TravelStories and have experience working with both attractions in Alamosa and Logan County, respectively.
- **Public Relations** – We have a proven track record of building messaging strategies, including user-generated content, for earned and paid media. We've helped promote major events such as Leadville Ski Joring (where a single influencer generated 15 million views), the Brush Rodeo, and Morgan County's Bobstock Music Festival and the Logan County Fair, both of which saw record attendance last year.
- **Content Creation** – We specialize in high-quality storytelling through written, visual, and audio assets and are excited about the opportunity to continue building content for Spanish Peaks Country.
- **Website Maintenance** – We provide website management and updates for a number of destinations, including Leadville-Twin Lakes and Morgan County.
- **Grant Execution** – We have successfully executed CTO Marketing Grants for Logan and Lake Counties. We are excited to partner once again with production company, 50West Productions, to update Huerfano County's digital asset library.
- **Research-Based Insights** – We are highly familiar with Placer.ai and are prepared to use county data to further analyze visitor demographics, behavior, and economic impact.

About us—M2M was founded in 2014 as a boutique consultancy specializing in destination marketing, public relations, and tourism strategy. Our core team includes three experienced consultants who lead strategic initiatives and develop customized solutions for every client. Alongside our core team, we work with a trusted network of specialists, including content creators, digital strategists, and graphic designers. This extended team expands our capabilities and allows us to bring the right expertise to each project to meet Huerfano County's goals.

M2M confirms that no employee or official of Huerfano County would personally benefit from our selection as your Agency of Record.

We look forward to the opportunity to bring our expertise, passion, and commitment to Huerfano County and Spanish Peaks Country. Thank you for your time and consideration.

Sincerely,



Dave Santucci
Founder & Principal Consultant
Mission2Market

Contact Information:
Dave Santucci
2853 Lima St, Denver CO, 80238
720-287-9650

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RELEVANT EXPERIENCE

CLIENT: VISIT LEADVILLE - TWIN LAKES, COLORADO

SERVICES: AGENCY OF RECORD | MARKETING STRATEGY | PUBLIC RELATIONS | CONTENT CREATION | VIDEOGRAPHY | WEBSITE MANAGEMENT

OVERVIEW: We work with Visit Leadville-Twin Lakes to develop media plans and advertising strategies, execute digital marketing initiatives, and manage media buys. We oversee PR efforts, including content creation, distribution, and tracking, and website management. We create monthly content for Visit Leadville-Twin Lakes' social media platforms and recently developed the 2025-2027 Destination Management & Marketing Strategy, a roadmap focused on targeted marketing, enhanced visitor experiences, and alignment with community goals.

TIMELINE: Ongoing

CONTACT: Adam Ducharme – Director of Tourism and Economic Development
Email: aducharme@co.lake.co.us | Phone: (719) 221-8747

RESULTS: [2024 PR Report](#)



[2024 Marketing Report](#)



[Website](#)



[Promotional Video](#)



CLIENT: MORGAN COUNTY, COLORADO

SERVICES: PUBLIC RELATIONS | CONTENT CREATION | VIDEOGRAPHY | VISITORS GUIDE | WEBSITE MANAGEMENT

OVERVIEW: We support Morgan County by driving awareness and increasing visitation. Currently, M2M collaborates with the county to identify focus areas, define target markets, develop media plans, execute digital marketing campaigns, manage media buys, and integrate video ads. M2M also oversees public relations efforts, including content creation, distribution, and tracking, while producing monthly content for the county's social media and website.

TIMELINE: Ongoing

CONTACT: Kristin Clifford-Basil – Executive Director
Email: director@morgancountyinfo.com | Phone: (970) 580-9122

RESULTS: [2023 PR Report](#)



[Visitors Guide](#)



[Website](#)



[Promotional Video](#)



RELEVANT EXPERIENCE

CLIENT: COLORADO TOURISM OFFICE

SERVICES: DESTINATION STEWARDSHIP STRATEGIC PLANNING | CONTENT CREATION

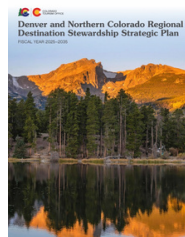
OVERVIEW: Dave Santucci (under previous contract with Solimar International) and Andrea Dietz partnered with the Colorado Tourism Office to develop the groundbreaking Colorado Destination Stewardship Strategic Plan and the Denver and Northern Colorado Regional Destination Stewardship Strategic Plan. These comprehensive plans serve as a visionary framework for balancing visitor engagement with the protection of Colorado's natural, cultural, and social resources.

TIMELINE: July 2023 - September 2024

CONTACT: Hilary Lewkowitz - Director of Destination Development & Sustainability, Colorado Tourism Office
Email: hilary.lewkowitz@state.co.us | Phone: (707)834-7104

RESULTS: [Colorado Destination Stewardship Strategic Plan](#)

[Denver and Northern Colorado Regional Destination Stewardship Strategic Plan](#)



CLIENT: COLORADO TOURISM OFFICE

SERVICES: CONTENT CREATION

OVERVIEW: Dave Santucci, Mary Howard Glover, and Andrea Dietz contracted with the CTO to develop five customized destination learning labs on the CTO Learning Labs platform, tailored to highlight local attractions, tourism assets, and key information. This initiative provided a valuable tool for training frontline workers while promoting the importance of tourism to the community.

TIMELINE: January - June 2024

CONTACT: Kaiti Jacobson, Senior Manager, Industry Partnerships and Education, Colorado Tourism Office
Email: kaiti.jacobson@state.co.us | Phone: (303)827-5827

RESULTS: Fort Collins, CO Destination Learning Lab
Mesa Verde Country, CO Destination Learning Lab
Ouray, CO Destination Learning Lab
Telluride, CO Destination Learning Lab
Grand Junction, CO Destination Learning Lab

RELEVANT EXPERIENCE

CLIENT: VISIT AURORA, COLORADO

SERVICES: MARKETING STRATEGY

OVERVIEW: Dave Santucci and Andrea Dietz collaborated with Visit Aurora and its Board of Directors to develop the 2025-2027 Visit Aurora Strategic Plan. This plan outlines strategies, initiatives, and goals for the next three years, focusing not only on marketing and branding, but also on destination alignment, destination management, and organization strength.

TIMELINE: May - November 2024

CONTACT: Bruce Dalton – President & CEO
Email: brucedalton@visitaurora.com | Phone: (720) 484-8904

RESULTS: [Visit Aurora Strategic Plan](#)



CLIENT: LAKE CITY & HINSDALE COUNTY, COLORADO

SERVICES: MARKETING STRATEGY | GRANT EXECUTION

OVERVIEW: Dave Santucci and Mary Howard Glover developed the 2024-2026 Lake City / Hinsdale County Tourism Strategy. This plan details marketing and public relations, branding, and community engagement initiatives to meet the community's goals of championing the value of tourism, developing off-peak tourism, promoting responsible recreation messaging, and expanding organizational influence and relevance.

TIMELINE: August 2023 - March 2024

RESULTS: [Lake City / Hinsdale County Tourism Strategy](#)



RELEVANT EXPERIENCE

CLIENT: VISIT GLENWOOD SPRINGS, COLORADO

SERVICES: MARKETING STRATEGY | PUBLIC RELATIONS STRATEGY | COMMUNITY & STAKEHOLDER ENGAGEMENT

OVERVIEW: M2M developed Glenwood Springs' first comprehensive multi-year strategic plan, balancing tourism growth with sustainability and community well-being. Services included stakeholder engagement, comprehensive workshops, gap analysis, strategic marketing recommendations, and public relations strategies.

TIMELINE: May - November 2024

CONTACT: Lisa Langer, IOM - Director of Tourism
Email: lisa@visitglenwood.com | Phone: (605)645-0777

RESULTS: [Glenwood Springs Strategic Marketing Plan](#)



[Spanish Translation Glenwood Springs Strategic Marketing Plan](#)



CLIENT: LOGAN COUNTY, COLORADO

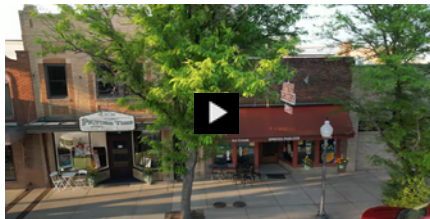
SERVICES: CONTENT CREATION | VIDEOGRAPHY | GRANT EXECUTION

OVERVIEW: Through a CTO recovery grant, Mission2Market was tasked with creating a series of videos positioning Logan County as a premier leisure destination. The videos produced for Logan County reflect our ability to adapt to different destination types, and though the style and focus would differ in Huerfano County, we wanted to share this example due to the similarity in deliverables and project management requirements.

TIMELINE: 2023

CONTACT: Marilee Johnson - Tourist Center Director | Public Information Coordinator
Email: JohnsonM@logancountyco.gov | Phone: (970)580-6138

RESULTS: Tourism Video Example 1



[Logan County CO - Sterling - The Road Less Traveled](#)
(00:48) - 2023

Tourism Video Example 2



[Logan County CO - Sterling - Free Range Travel](#)
(00:18) - 2023

TEAM RESUMES



DAVE SANTUCCI

PROJECT LEAD

FOUNDER | PRIMARY CONSULTANT

Dave brings over 20 years of experience in destination management and marketing. He was the Chief Marketing Officer for Visit Chattanooga for a decade and started his career in the national media covering travel, science, technology and space exploration. He moved into travel and tourism in 2005, leading Georgia Aquarium's Public Relations and Marketing during its opening years. Dave has resided in Colorado for the past decade and has consulted with more than forty Colorado communities. Dave is also one of the Colorado Tourism Office's lead destination development consultants.

INDUSTRY EXPERTISE

- Brand Development
- Tourism and Marketing Strategy
- Public Relations
- Campaign Execution
- Stakeholder Engagement
- Media Partnerships
- Destination Management & Marketing Organizations
- Local Governments
- Tourism Boards
- Economic Development Agencies

EDUCATION

Masters of Business Administration
- Marketing and Management,
University of Colorado

Bachelor of Arts -
Political Science,
Emory University

PROJECT RESPONSIBILITIES

Lead Strategist

- Develop and execute Huerfano County's marketing and public relations strategy, ensuring alignment with the County's tourism goals and economic development priorities.
- Oversee market research, audience insights, and branding alignment to enhance outreach for Spanish Peaks Country and key County initiatives.
- Provide strategic advisory services to refine messaging, improve public engagement, and promote key events such as gravel riding, TravelStorys, and community festivals.
- Manage the development of comprehensive marketing plans, including content strategy, paid and earned media, and digital marketing execution.
- Lead the execution of the CTO Tourism Marketing Grant.

AVAILABILITY & COMMITMENT

Dave will serve as the primary point of contact for Huerfano County, overseeing all strategic planning, stakeholder engagement, and marketing execution. He will be available for regular check-ins, strategy meetings, and advisory sessions, providing hands-on support and collaboration to ensure the success of marketing initiatives and grant-funded projects.

TEAM RESUMES



MARY HOWARD GLOVER SENIOR DESTINATION CONSULTANT

Mary Howard brings over a decade of experience in destination branding, PR, and marketing, specializing in leveraging owned and earned media to elevate a place's appeal. With deep expertise in developing vibrant music, arts, and cultural heritage scenes, she helps destinations craft compelling narratives that engage both residents and visitors. A Georgia native now based in Colorado, Mary Howard's passion for storytelling runs deep, shaped by her time working in New York's fast-paced music media industry. When she's not promoting M2M's destination partners, she's exploring new places with her family, enjoying live music, and embracing the great outdoors.

INDUSTRY EXPERTISE

- Public Relations
- Content Creation and Strategy
- Marketing
- Branding

EDUCATION

Bachelor of Arts - English & Spanish,
Auburn University

Positioning and Brand Development, NYU (Course Certificate)

PROJECT RESPONSIBILITIES

Public Relations, Media Strategy, and Content Development Lead

- Cultivate and manage relationships with media outlets, maintaining an up-to-date and strategic media list.
- Develop compelling storylines and craft press releases that generate media interest and engagement.
- Create and distribute impactful content, including newsletters, blog posts, and social media to strengthen brand presence.
- Provide strategic support for crisis communications, ensuring clear, timely, and effective messaging.

AVAILABILITY & COMMITMENT

Mary Howard will actively contribute to public relations, media relations, and content strategy for Huerfano County. She will coordinate with county leadership, media contacts, and key stakeholders to ensure consistent and impactful messaging throughout the engagement.

TEAM RESUMES



ANDREA DIETZ

STEWARDSHIP STRATEGY CONSULTANT

Andrea brings a background in higher education, stewardship, and the outdoor recreation economy to M2M. She has contributed to projects focused on balancing tourism growth with community well-being and the preservation of natural and cultural assets. Her work includes supporting the development of Colorado's Statewide Destination Stewardship Plan, the Denver and Northern Colorado Regional Stewardship Plan, as well as the Colorado Destination Learning Lab Program. Andrea also assisted in crafting comprehensive strategic plans for destinations across Colorado.

INDUSTRY EXPERIENCE

- Destination Stewardship
- Tourism Strategy
- Outdoor Recreation Economy
- Destination Development
- Sustainable Tourism
- Community & Stakeholder Engagement

EDUCATION

Masters of the Environment - Sustainability in the Outdoor Industry, University of Colorado

Bachelor of Environmental Design, University of Colorado

PROJECT RESPONSIBILITIES

Destination Stewardship Messaging Lead

- Lead stewardship-focused branding and messaging alignment.
- Develop marketing strategies that highlight the region's outdoor recreation opportunities, including gravel biking, TravelStories tours, and responsible tourism initiatives.
- Assist in stakeholder engagement efforts, gathering insights from local businesses, event organizers, and community partners to refine messaging.
- Advise on outdoor recreation marketing.
- Support content creation by developing written, visual, and digital storytelling assets that promote outdoor recreation and destination stewardship.
- Contribute to public relations efforts, crafting media pitches, press releases, and storytelling strategies that elevate Huerfano County's profile and attract earned media coverage.

AVAILABILITY & COMMITMENT

Andrea will be actively involved in conservation-led marketing, outdoor recreation outreach, and branding strategy development. She will collaborate with PRRIP leadership, environmental stakeholders, and recreation-focused organizations to ensure messaging aligns with conservation values and enhances engagement with outdoor enthusiasts.

TEAM RESUMES



STEVEN SLYKER **DIGITAL MARKETING CONSULTANT**

Steven is a guru in all things digital. Steven optimizes M2M clients for the digital age bringing his experience from University of Denver and Home Depot. When Steven isn't launching websites, digital campaigns or optimizing for clients, he enjoys big thinking like TED Talks, exploring the cultural offerings of cities and getting outside.

PROJECT RESPONSIBILITIES

Optimize Huerfano County's digital presence - Online platform engagement and visibility - Execute digital marketing campaigns, including paid media, SEO, and website optimization - Enhance website functionality, UX, and performance tracking

INDUSTRY EXPERTISE

Digital Strategy - Website Optimization - SEO - Paid Media - Campaign Analytics

AVAILABILITY & COMMITMENT

Steven will provide regular updates on campaign performance and make continuous website improvements for better user experience.



DUSTIN HYSINGER **DESIGN AND ART DIRECTION CONSULTANT**

Dustin has over a decade of experience working with various brands on printed and digital campaigns. Dustin began his design career working in tourism for the city of Chattanooga under the leadership of Dave Santucci. Since then Dustin has gained experience with several clients across multiple mediums including: packaging and print, branding, merchandise, and front end web design. Dustin has worked with M2M for 10 years.

PROJECT RESPONSIBILITIES

Graphic Design Lead - Oversee all graphic design services for Huerfano County's marketing initiatives - Develop creative assets for print, digital, merchandise, signage, and branding materials

INDUSTRY EXPERTISE

Graphic Design - Branding - Print & Digital Campaigns - Front-End Web Design - Merchandise Development

AVAILABILITY & COMMITMENT

Dustin will provide ongoing collaboration with County leadership to develop visually compelling assets aligned with the County's brand.

TEAM RESUMES



CONTACT

David R Curtis,
50West Productions
123 G. St, Suite 113
Salida, CO 81201
970-209-2034
dave@50westproductions.com

INSURANCE COVERAGE

50West Productions maintains full company insurance coverage, including liability insurance for on-site shoots and drone operations, ensuring a safe and professional production environment.

50WEST PRODUCTIONS

VIDEO/PHOTOGRAPHY PARTNER

50West Productions is a Colorado-based, Veteran-Owned video production company specializing in storytelling through film. With over two decades of experience, 50West creates impactful visual content for tourism, real estate, brand promotion, and adventure storytelling. Their team excels in delivering high-quality productions using the latest technology, including RED cameras, Sony, and Lumix DSLR cameras, and licensed and insured drone operations, to capture breathtaking imagery. From concept to post-production, 50West Productions is dedicated to creating dynamic, engaging, and memorable videos that connect audiences to brands.

David Curtis, owner of 50West Productions, brings over 28 years of video production expertise and has worked with notable clients including the Chaffee County Visitors Bureau and Central Colorado Conservancy. His commitment to adventure and creativity shines through in every project, as does his passion for crafting stories that matter.

APPROACH

50West Productions is excited to partner with M2M and Huerfano County to develop a new digital asset library as part of the CTO Tourism Marketing Grant project. Our team will produce high-quality photography and videography highlighting Spanish Peaks Country's landscapes, outdoor recreation, cultural attractions, and community experiences.

This project will focus on capturing new, dynamic on-site footage across multiple locations throughout Huerfano County. The final assets will feature storytelling elements, natural sound, and interviews to create a visually rich and engaging content library

UNDERSTANDING AND APPROACH

We understand the unique opportunities and challenges of destination marketing, public relations, and community engagement in Huerfano County. As a firm specializing in strategic tourism development, we are well-versed in crafting marketing strategies that attract visitors and enhance the quality of life for residents. Our approach is rooted in data-driven decision-making, stakeholder collaboration, and a deep appreciation for the cultural and environmental assets that make Huerfano County and Spanish Peaks Country distinct.



OUR MARKETING STRATEGY PROCESS

Every destination and organization we work with is unique, but we follow a structured process to guide each strategic development project.

Step 1: Discovery & Deep Dive

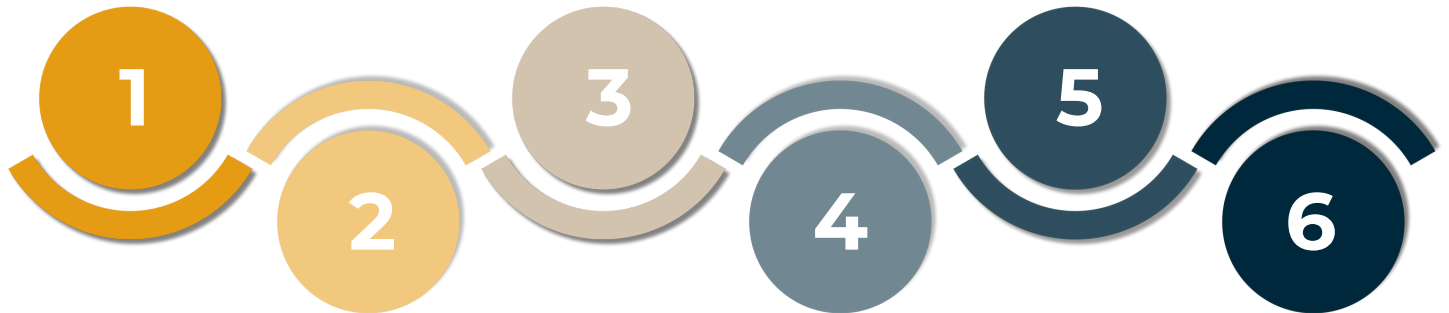
Uncover Huerfano County's unique identity through stakeholder interviews, research, and site visits

Step 3: Data Meets Storytelling

Blend hard data with compelling narratives by analyzing visitor behavior, economic impact, and industry trends to create a strategy that resonates

Step 5: Activation & Implementation

Support Huerfano County in executing the strategy through marketing, business development, and stakeholder coordination to turn plans into action



Step 2: Community-Driven Collaboration

Engage local leaders, businesses, and residents through workshops, surveys and discussions to build a shared vision that benefits Huerfano County

Step 4: Crafting a Signature Strategy

Develop a tailored roadmap that raises awareness, builds community support, and strengthens Huerfano County's unique identity

Step 6: Measuring Success & Evolving

Track results, measure impact, and refine strategies over time to ensure sustainable growth and long-term success

Figure 1 - M2M Strategy Process

UNDERSTANDING AND APPROACH

» OUR APPROACH TO CLIENT SERVICES

Collaboration and responsiveness is our priority. Our process will be tailored to align with Huerfano County's needs and communication preferences, and we are flexible to adjust workflows and engagement methods based on evolving priorities and feedback.

Onboarding Process

Upon contract execution, we will initiate a structured onboarding process that includes:

- A kickoff meeting with County leadership and the Huerfano County Tourism Board (HCTB) to define goals, expectations, and workflows.
- A deep dive of existing assets, plans, and data to assess current strategies and identify immediate areas of improvement.
- Stakeholder and community listening sessions, workshops, and/or surveys to gather insights from business owners, tourism partners, and community representatives.

Communication Methods and Availability

We employ transparent and consistent communication through:

- Regular check-ins via video/phone calls, emails, and in-person meetings as needed, all based on our clients' preferences and availability.
- Quick response times, so that urgent questions or time-sensitive projects receive immediate attention.

» OUR APPROACH SCHEDULES & DEADLINES

M2M has a track record of delivering projects on time and within budget. Our project management approach is structured yet flexible, allowing us to adapt to evolving priorities without compromising quality or deadlines.

Project Planning & Timeline Management

- We establish a clear timeline for all deliverables, including key milestones for approval and implementation.
- We use cloud-based project management tools to track progress and maintain alignment with deadlines.

Contingency Planning

- We proactively identify potential bottlenecks and create mitigation strategies to avoid delays.
- Our team includes experienced professionals across marketing, PR, and content creation, allowing us to redistribute workload if necessary.

Our team is available to take on new projects, address emerging opportunities, and provide ongoing support as needed. We understand the dynamic nature of marketing and PR and are equipped to pivot when necessary.

PROPOSED YEAR 1 WORK PLAN

This work plan represents our proposed approach as Huerfano County's Agency of Record. We recognize that every community has unique strengths, challenges, and opportunities, and we are committed to customizing our approach to align with Huerfano County's specific goals, stakeholder priorities, and evolving needs. Our team has successfully developed destination marketing strategies for rural and urban destinations across Colorado, and we are confident in our ability to adapt and scale our expertise to ensure Spanish Peaks Country continues to grow as a destination while maintaining its cultural and environmental integrity.

Note: The proposed project phases are designed to run concurrently rather than sequentially.

PHASE 1

ONBOARDING, DISCOVERY, MARKET RESEARCH & STRATEGY DEVELOPMENT

March - June 2025

» During the initial months of the contract, we will:

- Facilitate a kickoff meeting with County leadership and stakeholders to define goals, priorities, and workflows.
- Conduct market research & competitive analysis using Placer.ai.
- Conduct a website audit & make preliminary updates to address any security or other issues with Huerfano County's digital presence.
- Establish a preliminary workflow to process and reply to website directory submissions.
- Create and distribute surveys to gain perspective and insights from residents and industry professionals.
- Engage with the community, stakeholders, and members of the tourism industry by facilitating a full-day workshop to gather insights and better understand goals, challenges, and opportunities.

» As foundational research progresses, work will commence on the multi-year Marketing Strategy, which includes:

- Identifying high-level goals and annual objectives.
- Developing a social media strategy across Facebook, Instagram, LinkedIn, Reddit, and Twitter/X.
- Creating integrated marketing campaigns spanning print and digital.
- Defining a public relations plan that incorporates user-generated content and influencer outreach.
- Identifying future website updates and SEO enhancements.

» Deliverables:

- Market Research Summary Report
- Website Audit Report and Recommendations
- Survey Findings
- Workshop Summary Reports
- Draft multi-year Strategic Marketing Plan
- Final multi-year Strategic Marketing Plan

PROPOSED WORK PLAN CONT.

PHASE 2

CTO TOURISM MARKETING GRANT EXECUTION

June - December 2025

» Pre-Production

In preparation for the execution of the CTO Tourism Marketing Grant, we will:

- Facilitate a kickoff meeting with County and tourism partners and the videography/photography team.
- Identify key shoot locations throughout Spanish Peaks Country, ensuring a diverse representation of landscapes, attractions, and experiences.
- Document and disseminate a structured shooting schedule with all partners.
- Storyboard key themes to align with Huerfano County's marketing campaigns, ensuring the final visuals support future promotions and branding efforts.
- Provide progress reports to the CTO or other partners as needed.
- Maintain constant communication with County and tourism partners regarding production progress and any complications or setbacks.
- Share samples of raw footage with County and tourism partners to ensure the product aligns with their goals.
- Provide progress reports to the CTO or other partners as needed.

» Post-Production

After the conclusion of the shoot, we will:

- Edit the footage and photos to be used as new digital assets.
- Collaborate with the County and our tourism partners to align the new digital assets with their desired messaging goals.
- Finalize and deliver digital assets on time and no later than Dec. 31, 2025 deadline.

» Photography & Videography Production

During the production period, our team will:

- Conduct the photography & videography shoots according to the established schedule.

» Deliverables:

- New items for digital asset library to be used in marketing campaigns and updated visitor guide.
- Tourism Marketing Grant Summary Report, to be delivered to the CTO.

PROPOSED WORK PLAN CONT.

PHASE 3

YEAR 1 MARKETING EXECUTION, PUBLIC RELATIONS & CONTENT DEVELOPMENT

May 2025 - Onward

» After the foundational research is complete and we have a solid understanding of the County's needs, wants, and unique voice, we will begin producing original content and initiating marketing tactics, including:

- Any design or security-related updates to the Huerfano County and Spanish Peaks Country websites.
- Regular website updates (on both websites) to keep Huerfano County's online presence fresh and engaging, including:
 - New blog posts and travel itineraries, featuring cultural attractions, events, and seasonal experiences.
 - Event calendar updates and updated business directories to reflect upcoming opportunities for visitors.
- Execute targeted public relations and media outreach, including:
 - Pitching media coverage for seasonal tourism and events, and local businesses.
 - Engaging with influencers and journalists to generate organic exposure.
- Distribute HCTB newsletter.
- Launch new County newsletter to increase public service promotion and public communication.
- Utilize new digital assets to update the Visitor Guide.

» Once the Marketing Strategy is finalized, we will:

- Begin launching Year 1 marketing campaigns, including digital advertising, print promotions, and social media outreach.
- Integrate new digital assets into marketing materials and paid media efforts.

» After new campaigns and initiatives are executed, we will begin focusing on analyzing and optimizing marketing performance through:

- Placer.ai insights and digital campaign analytics to measure reach, engagement, and effectiveness.
- Quarterly stakeholder meetings to review campaign success, discuss PR efforts, and refine future strategies.

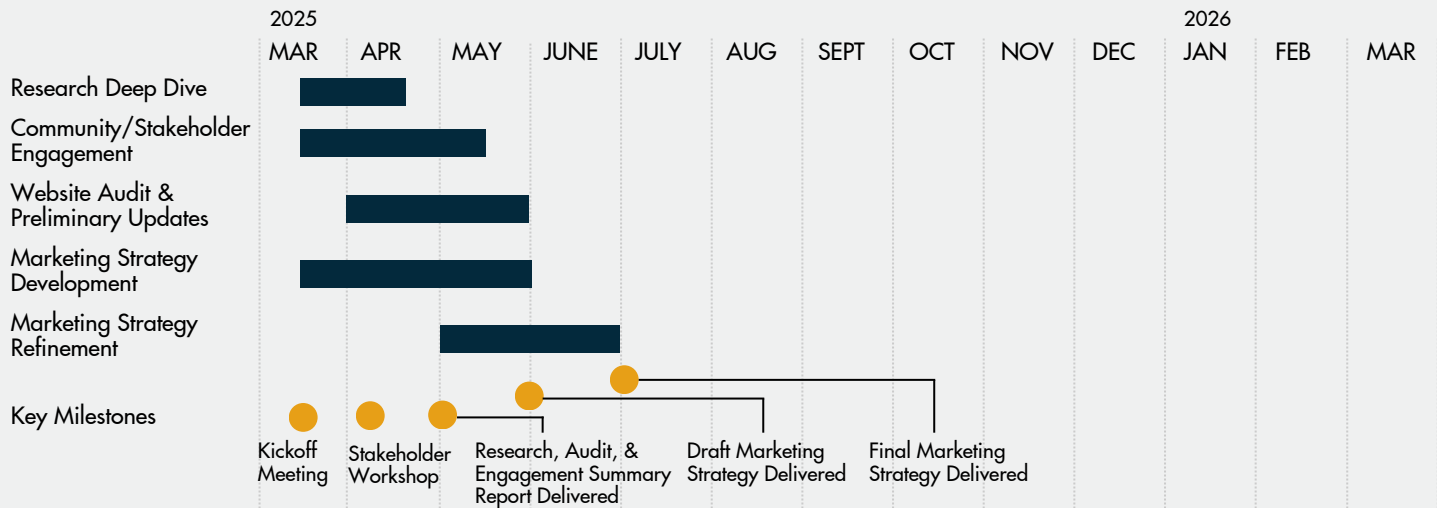
» We will close out Year 1 and begin planning for Year 2 by:

- Hosting a stakeholder workshop and strategy review, refining next steps for Year 2 marketing execution.
- Delivering the final Year 1 Performance Report, outlining key insights, successes, and strategic recommendations for future implementation.

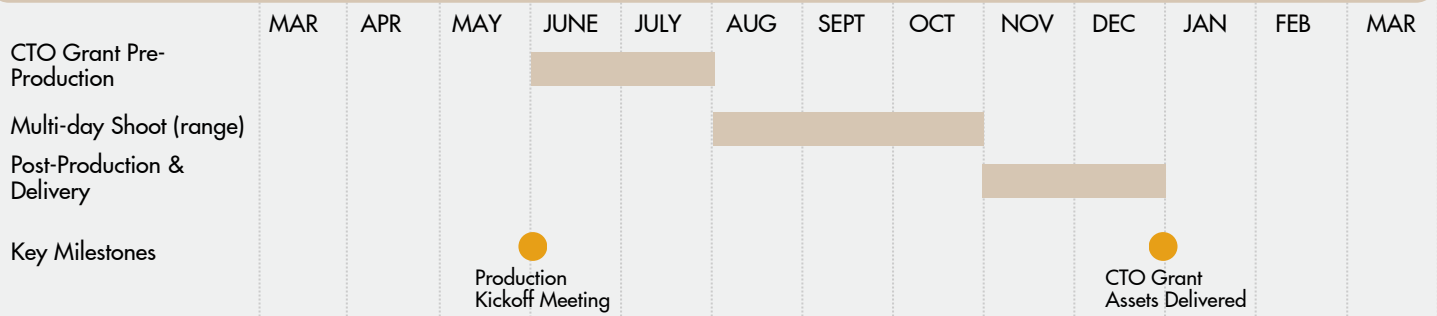
YEAR 1 TIMELINE & MILESTONES

The project timeline spans from March 2025 to March 2026, with key milestones structured to ensure the development, refinement, and execution of a three-year strategic marketing plan for Huerfano County.

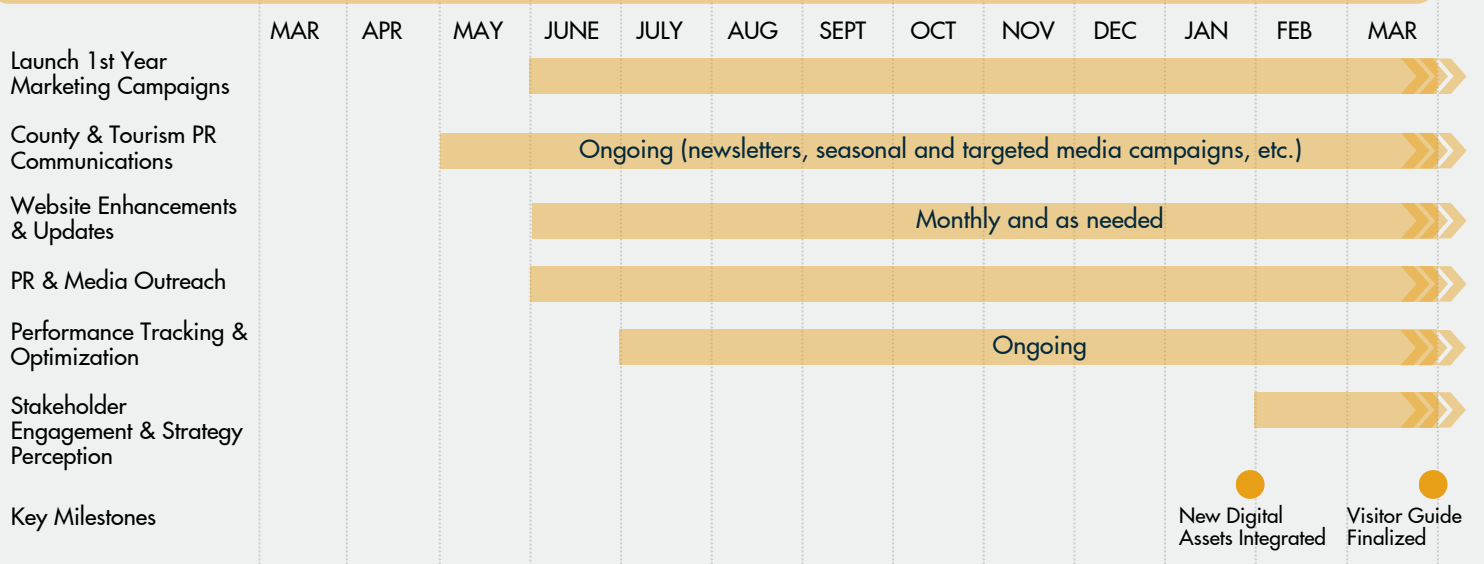
PHASE 1 Onboarding, Discovery, Market Research & Strategy



PHASE 2 CTO Tourism Marketing Grant Execution



PHASE 3 Year 1 Marketing Execution, PR & Content Development



FEE PROPOSAL

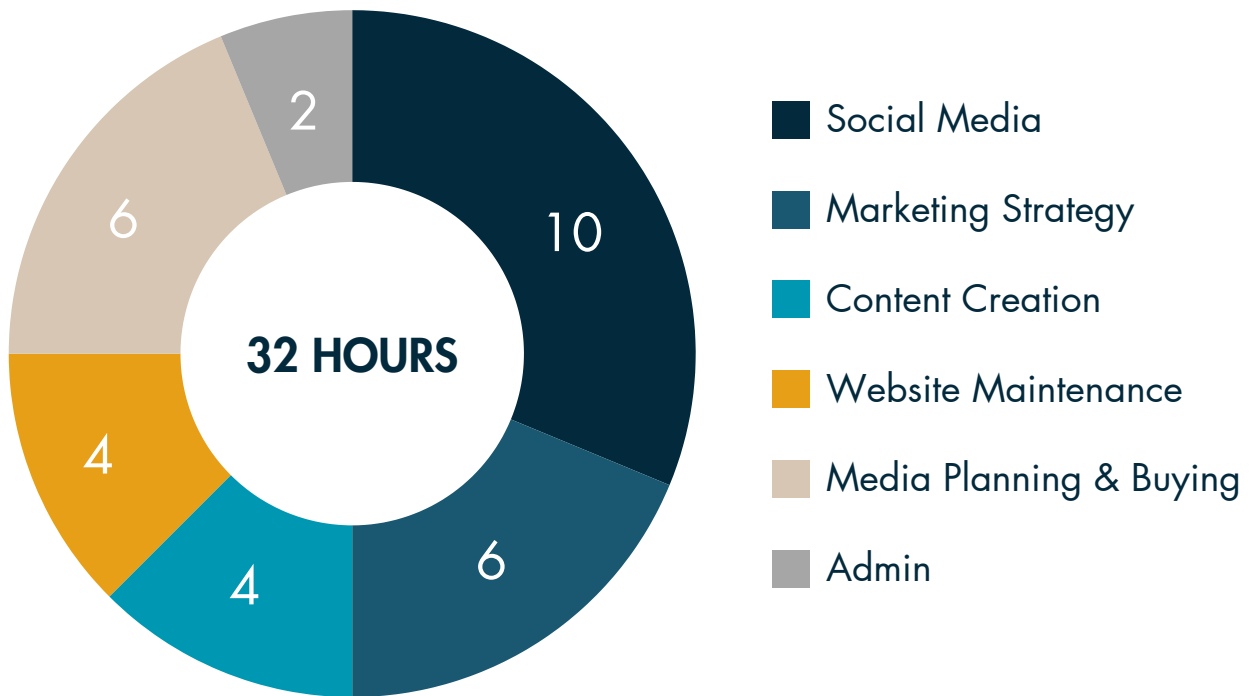
» We are proposing a **\$125** hourly rate for **32 hours** of effort each month.

32 hours/month @ \$125/hr is
\$48,000 annually

» Remaining budget above \$48K will be allocated to **media buy** costs.

ESTIMATED MONTHLY TIME ALLOCATION

Year 1



Note: Hours include work for HTCBB and County projects

» **Billing & Payment Terms:** M2M will invoice the County on a monthly basis, detailing hours worked and services performed. Payment is due within 30 days of invoice receipt.



Please Contact Us
With Further
Inquiries



Mission2Market

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