

Huerfano County Tourism Board
401 Main St Walsenburg, CO 81089

Colorado Tourism Office
Elizabeth O’Rear, Director of Grants & Funding
1600 Broadway Suite 2500
Denver, CO 80202



September 9, 2024

Re: Huerfano County Tourism Board 2025 CTO Marketing Grant Application

Dear Elizabeth O’Rear

We are writing to express our interest in applying for the 2025 Colorado Tourism Marketing Grant on behalf of the Huerfano County Tourism Board. We are excited to present a project that aligns with the goals of the grant, aimed at promoting the unique cultural, geological, and recreational features of our region.

Our proposed project is a comprehensive three-day film shoot designed to capture the essence of Huerfano County’s distinctive landscapes and attractions. The footage will showcase key points of interest, including the Scenic Highway of Legends, Cuchara Mountain Park, and our partnerships with local lodging providers. In addition, we plan to incorporate visual content from existing initiatives such as the TravelStorys audio tours and the Gravel Adventure Field Guide, further enhancing the narrative we aim to create around Huerfano County’s tourism offerings. To elevate the production quality, we intend to employ drone footage of our dramatic landscapes and time-lapse imagery of our starry night skies, a hallmark of the vast, untouched wilderness that defines our region. These cinematic elements will highlight the sense of discovery and adventure that attracts visitors to Huerfano County.

The final product will include high-quality video and audio assets that can be utilized for marketing campaigns beginning in the Fall of 2025, with the goal of reaching both end-of-year travelers and early planners. These assets will serve as a valuable resource not only for 2025 and 2026 promotional efforts but also for many years to come. We will make sure that all talent is inclusive showcasing a variety of different backgrounds and abilities, as well as highlight the seven “Leave No Trace” principles to be used in any future sustainable tourism marketing efforts.

We believe this project will significantly contribute to promoting Huerfano County as a premier destination within Colorado, and we are eager to partner with your organization to make this vision a reality. We appreciate your consideration of our application, and we welcome any opportunity to provide additional information or clarification. Thank you for your time and support.

Sincerely,

DocuSigned by:
Sarah Jardis
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Sarah Jardis
Board President
Huerfano County Tourism Board

DocuSigned by:
Robert Gilbert
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Robert Gilbert
Management Fellow/Tourism Director
Huerfano County Tourism Board