



MEMORANDUM

MEETING TYPE: BOCC

MEETING DATE: September 17, 2024

ITEM NAME: CTO Marketing Grant Application Approval Ratification

SUBMITTED BY: Robert Gilbert, Management Fellow

SUMMARY: The Huerfano County Tourism Board (HCTB) has applied for a 2025 Colorado Tourism Office Marketing grant totaling \$45,112 with a local match of \$15,127.34, which HCTB has allocated in its proposed 2025 budget and is able to cover in full. HCTB funding is provided by lodging tax revenues. As the CTO grant application deadline was before this meeting, HCTB approved proceeding with the grant application but is seeking BOCC ratification of the submitted application.

RECOMMENDATION: Motion to ratify Huerfano County Tourism Board's application for a 2025 Colorado Tourism Office Marketing Grant in the amount of \$45,112 for the purpose of new audiovisual marketing materials supporting the County's tourism industry, with the understanding that the Tourism Board will provide the local match of \$15,127.34 in full through its 2025 budget.

BACKGROUND: Huerfano County Tourism Board is pursuing a 2025 Colorado Tourism Office Marketing Grant for the purpose of creating new audiovisual materials for campaigns in 2025 and beyond. This will be accomplished through a 3-day professional videography & photography 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:

