



AGENDA

Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

Pagosa Springs Area Tourism Board Meeting
April 8, 2026 @ 3:00 PM

REMOTE PARTICIPATION

Join Zoom Meeting By Computer - <https://zoom.us/j/82359753567>

Dial by Phone - 1-669-900-6833 US - Meeting ID: 823 5975 3567

A Zoom link is made available. The Town cannot guarantee internet service or online broadcasting. Remote participation is at the risk of attendees. The meeting will continue in person regardless of the broadcast capability.

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. DISCLOSURES AND/OR CONFLICT OF INTEREST**
- IV. PUBLIC COMMENT**
- V. CONSENT AGENDA**
 - 1. Approval of the March 11th Meeting Minutes**
- VI. REPORTS TO BOARD**
 - 1. Financial Report**
 - 2. Chair Report**
 - 3. Director Report**
 - 4. Chamber of Commerce Report**
 - 5. Board of Realtors Report**
 - 6. Lodgers Association Report**
- VII. UNFINISHED BUSINESS**

Public comment and agenda comment item sign-up sheets are available at the meeting
Copies of proposed Ordinances and Resolutions are available to the public from the Town Clerk

VIII. NEW BUSINESS

- 1. County-Wide Parks & Recreation Presentation**
- 2. 2026 Event Funding - Round 2**

IX. NEXT MEETINGS

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM: Jennifer Green

PROJECT: Approval of the March 11th Meeting Minutes
ACTION: Discussion and Action

PURPOSE/BACKGROUND:

The March minutes are included for review.

ATTACHMENTS:

1. Draft Minutes 031126



Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

MINUTES
Pagosa Springs Area Tourism Board Meeting
March 11, 2026 @ 3:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on March 11, 2026 at 3:00 PM in the Town Hall 551 Hot Springs Blvd.

BOARD PRESENT: Shane Prince, Amy Johnson, Shane Lucero, Gary Williams, John Ranson, Stuart Scull, Jesse Hensle, Austin Marchand, Rosanna Dufour

BOARD ABSENT:

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENT

There was no public comment.

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

There were no disclosures or conflicts of interest stated.

V. CONSENT AGENDA

1. Approval of the February 11th Meeting Minutes

Board Member Lucero moved to approve the consent agenda, Council Member Williams seconded.

VI. REPORTS TO BOARD

1. Financial Report

April Hessman, Finance Director asked the board if there were any questions on the February financials for the Lodgers fund in the meeting packet. County Commissioner John Ranson asked if the revenue of \$353,000 year to date is correct? April Hessman said that is correct but \$135,000 of that was from 4th quarter county lodging tax that was received in

February and \$158,000 was for Town lodging tax from December and January.

2. Chair Report

Board Chair Shane Prince said he wanted to thank Director for creating and sending the Crisis Communications Plan.

3. Director Report

Director said the April meeting will include event funding requests again. It will likely be the last round. We did receive the grant through the CTO for the wayfinding plan and river access kiosks. We anticipate to be able to start spending the money in May. Director also received notification that our final report for the 2025 Marketing Grant through the CTO was approved and congratulated us on a successful grant. Director said she has to submit invoices to the state as part of the procurement process showing what we spent the money on along with the final report. This is something the board could consider for our event funding applicants to add a level of accountability. At this time, they are required to submit a final report by the end of the year if they are planning to apply for funding in the future. Board Member Lucero said for large dollar amounts there should be some accountability. Town Council Rep Williams said he thinks the results are obvious when you give money. For example, the bronze sheep art sculptures or disc golf tee boxes. Director said those were infrastructure funds and those are obvious because we see the final product, but with events, we can't confirm, for example, that the money we funded for marketing is actually used for marketing. Board Member Dufour asked how it would be handled logistically. Director said they would submit receipts or invoices with their final report and it would be handled administratively unless there is an issue. The final reports will be available for the board to review in a google drive. There was further board discussion and general consensus was that it is important that event organizers spend the funds as the board approved and provide documentation, but tracking the funds should be done by staff. There were no objections to implementing this process this year and staff will notify event organizers about the process.

Staff will be going to the Denver Travel and Adventure Show the weekend of April 11-12th. The show brings about 11,000 consumers. Given the likelihood of staycations being a theme for summer travel and the strength of the Denver market, it seemed like a good opportunity. Director reached out to Alamosa about creating a giveaway package for a 2-night stay in each destination. She will reach out to lodgers soon. The enter to win prize package will give us lead generation.

We have added a new worksheet in the advertising schedule in the Google Drive tracking deadlines. Director has been in conversations with Precisify, looking at a test campaign for April and May, to see if we can improve the quality of the views and audience that engage with the content on YouTube. If we see success, director may recommend some changes to the fall ad campaigns. She will bring that back to the board for consideration once we have more data. Director heard about Precisify from the CTO. It is one of the co-op programs they are offering this year through the CTO. There are going to be quite a few budget cuts at the state level and the CTO will not have a fall co-op advertising program for destinations, but they allowed destinations to apply for up to \$20,000 in the spring co-op knowing that will be our only option. Director applied for \$20,000 dollar for dollar match to launch in either May or September for 6.5 million impressions. We will find out if we were accepted, the dollar amounts, and what programs next week. The CTO will still offer the social media co-op in the fall, not the paid media co-op. Board Member Hensle suggested that the paid meta report showing how the numbers shifted over the course of the year be tracked and included in the monthly director report so we can see progress and measure the results. Director said she was not able to get updated numbers from Dave Fluegge this month and is not sure if it would be a monthly report. Board Member Hensle said that it should be a requirement with our media partners to produce reports and he would like to see Google ads and Orange 142 performance. Director said Orange 142 advertising just started at the end of Feb but the fall and winter campaigns are in the 2025 data folder. Director said we could do a lift study as a measure of effectiveness, but we would have to increase the budget significantly for that.

County Commissioner Rep Ranson asked how the 250/150 planning is going. Director said we are working on a 250/150 poster as well as our Spring/Summer events poster that will print this week. There were not a lot of large 250/150 events to include on the poster. We will distribute posters, and we do have a landing page for 250/150 events on our website. Mary Jo was the lead point of contact for 250/150 in Archuleta County and staff attended a meeting in January where everyone discussed their projects with the group of about 20 people in the community from different organizations.

BPR's 2026 strategy is in the packet for review. We have a monthly recurring call with them to talk through pitches, traction, etc. Director will also meet with them in Denver next month.

4. Chamber of Commerce Report

Board Member Marchand said they welcomed 4 new board members at their last meeting. He asked if the drone show through the state was confirmed for Colorfest. Director said yes. Mr Marchand asked if we have two crisis communications teams, slate and BPR? Director clarified BPR is not a crisis team and Slate is the Town's communications firm. BPR helps us with press relations to promote the destination. Mr Marchand asked how businesses can access the How to Work with Us file? Director said we are in the process of updating it. How to Work with Us explains all the free ways businesses can promote themselves through our channels. We update it regularly and hand it out at ambassador trainings, it is included in

the weekly newsletter, and we have it available online. We have also provided hard copies of the one-pager to the chamber to hand out to new businesses when they come in. We will have the new version updated in the next month and will make sure Sandy, the Chamber Director is aware of where it can be located. Staff will be working on the ambassador program and trying to meet with businesses one on one as time allows so they will hand out the How to Work with Us overview. It would be nice for the chamber to provide the information to new members as well and encourage them to sign up for the weekly newsletter. Director said she wants to remind the board that we are not a chamber and Tourism's focus is to bring visitors to town. She has met with Sandy to talk about hosting a meeting with businesses to talk about them partnering together to create packages we can promote.

Mr Marchand said they have a business happy hour on March 19th and a business success forum Beyond the Bottom Line on April 29th. They will also be notifying businesses if they are in the enterprise tax zone, and they can reach out to the chamber to apply for those tax credits. The Chamber is trying to be a more business-centric entity instead of an events entity. The Chamber will be presenting to the board for event funding next month. They are high quality, long-standing events. A large part of the Chamber's budget comes from these events.

5. Board of Realtors Report

Board Member Johnson provided real estate stats for single family properties in February. There were 47 new listings, up from 34 last year. So we have an influx of new inventory. Sold listings in February was 14 as compared to 20 last year. Median sales price is up to \$733,950. That is above the \$675,000 median sales price last year, so that's a pretty significant jump. Days on market until sale is at about 120, giving us about 6 months of inventory. The current interest rate will hopefully stimulate some activity at 6.2%, which is the lowest it's been since 2022. Price per square foot is down from \$355 last year to about \$335 this year. The dollar volume of closed sales last February was \$21,606,000 and for February 2026 the total sales volume is \$9,978, a 54% decrease in sales volume year over year, indicating a stagnant market right now. The sales units last February was 20, this year was 14, so we had a 30% reduction in sold listings, but a 54% reduction in total volume. The million dollar plus price point is very stagnant right now. Price per square foot is \$335 for an existing home compared to \$400 per square foot to build a new home. With the new layer of the extra fire resiliency requirement codes, they anticipate the cost to go up at least 30 to 40%.

6. Lodgers Association Report

Board Member Hensle said February was mixed. The lodgers saw soft mid-week demand. They saw a massive pop over Valentine's weekend with the snow storm. A number of lodgers reported a significant gap in inventory that was remedied before the weekend. Wolf Creek having parking issues brought people back into town to book day of and stay overnight. The recent snow helped with spring break bookings, but they are starting to see cancellations come in with the warm weather. Overall, the booking window is compressed below 30 days. The Lodgers Association is working on an internal anonymous survey that would create an internal Smith Travel Research Report modeled after the same questions they ask. It will report on occupancy, pace, and booking windows. They are hoping to have that live and available next month. They are doing their annual retreat in April to establish some year-long objectives and focus points.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. 2026 Tourism Events Discussion

Director said she failed to include the cost of trash and recycling in the packet which the board agreed they wanted to continue this year. We anticipate that being about \$3,500. So when added to the \$8,375 for the staff-organized events, we are looking at \$11,875.

Staff attended a Big Springs Clean meeting this morning with the County, Town, and PLPOA. It will be a voucher program for 2026, distributing vouchers throughout the month of May. The voucher will give every resident in the county an opportunity to take a truck or trailer load to the landfill. Instead of a 2-3 day window, they will have the entire month. With the high cost of ground beef, it seemed like an easy option not to do a big community BBQ. We will do a volunteer trash clean up along the river on May 2nd and an ice cream social at the visitor center. Director will reach out to the chamber, main street and other groups to see if they want to volunteer.

The Hootenanny was organized by a 3rd party last year to take care of the music portion. Mother nature has been problematic for that event in the past. Unless the Board suggests otherwise, staff's recommendation is to not have a larger Hootenanny event with alcohol, food trucks and live music in 2026. Parks & Rec will still hold the trick or treating event.

The annual holiday lighting contest costs \$4,375 in prizes for the 9 winners of 3 different categories, plus minimal costs for printing proportional materials. Currently, the prizes are the following: residential 1st \$1000, 2nd \$500, 3rd \$250; businesses receive advertising equivalent in Pagosa Springs SUN 1st \$1000, 2nd \$500, 3rd \$250; storefront window receive advertising equivalent in Pagosa Springs SUN 1st \$500, 2nd \$250, 3rd \$125.

Old Fashioned Christmas Celebration is scheduled for Saturday, December 19th from 5-7pm. The event costs approximately \$4,000, which includes the free annual ornaments, band, stage and heater rentals, and minimal costs for printing.

There were no objections to adding these tourism-organized events for a vote at the April 8th Event Funding meeting. Director said there is about \$63,600 remaining in the budget for event funding and many applications to review next month. Town Council Rep Williams asked if we could use reserves to fund more events. Director said the board can recommend spending out of reserves but with the IGA, it would need to go before the Town and County. Town Council allocated infrastructure funds for the downtown reconstruction project last year and again for this year so we do not have any extra infrastructure funds available. Director met with an event organizer from Four Corners Flyers today. Since they applied for and received funding in January, their event has been picked up by the Professional Disc Golf Association, and the course is now designated as one of 20 courses in the nation for professional disc golf. They might be coming back to the board with an additional funding request next month.

2. Crisis Communication Plan Discussion

Director included the Crisis Communication Plan in the packet. This was compiled by staff and reviewed by the PR Team and David Harris to make sure that we're aligned with local emergency operations and their processes. Board Chair Prince said he appreciates how detailed and comprehensive the plan is.

IX. NEXT MEETINGS

Wednesday, April 8th 2026, 3:00pm at Town Hall

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Financial Report
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:

1. March 2026 Lodgers Fund financials (1)

TOWN OF PAGOSA SPRINGS
REVENUES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2026

LODGERS TAX FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
<u>TAXES</u>					
41-31-108 LODGERS TAX	60,609.85	219,467.85	1,010,000.00	790,532.15	21.7
TOTAL TAXES	60,609.85	219,467.85	1,010,000.00	790,532.15	21.7
<u>INTERGOVERNMENTAL REVENUES</u>					
41-33-301 INTERGOVERNMENTAL TAX SHARING	.00	135,988.98	550,000.00	414,011.02	24.7
41-33-305 STATE OF COLORADO GRANTS	.00	49,000.00	49,000.00	.00	100.0
TOTAL INTERGOVERNMENTAL REVENUES	.00	184,988.98	599,000.00	414,011.02	30.9
<u>MISCELLANEOUS REVENUES</u>					
41-36-601 MISCELLANEOUS REVENUE	40.00	40.00	.00	(40.00)	.0
41-36-603 INTEREST INCOME	5,051.70	14,090.05	45,000.00	30,909.95	31.3
41-36-604 PASS THROUGH REVENUE	176.06	523.16	1,500.00	976.84	34.9
TOTAL MISCELLANEOUS REVENUES	5,267.76	14,653.21	46,500.00	31,846.79	31.5
<u>LEASES & RENTS</u>					
41-38-800 DEPT. SPECIFIC RENTAL REVENUE	.00	400.00	5,000.00	4,600.00	8.0
TOTAL LEASES & RENTS	.00	400.00	5,000.00	4,600.00	8.0
TOTAL FUND REVENUE	65,877.61	419,510.04	1,660,500.00	1,240,989.96	25.3

TOWN OF PAGOSA SPRINGS
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2026

LODGERS TAX FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>TOURISM ADMIN.</u>					
41-71-401 SALARIES	13,671.94	40,522.78	227,826.00	187,303.22	17.8
41-71-411 FICA	1,014.42	3,005.51	17,429.00	14,423.49	17.2
41-71-412 EMPLOYEE INSURANCE	2,892.72	8,677.18	68,851.00	60,173.82	12.6
41-71-413 RETIREMENT	1,367.20	4,052.29	22,783.00	18,730.71	17.8
41-71-423 WORKERS COMPENSATION INSURANCE	165.07	663.67	4,587.00	3,923.33	14.5
41-71-583 COMPUTER/IT EQUIPMENT	40.45	40.45	7,200.00	7,159.55	.6
41-71-584 SOFTWARE SUBSCRIPTIONS	82.36	255.30	39,852.00	39,596.70	.6
41-71-622 TELEPHONE-EE ISSUED CELL PHONE	.00	194.20	1,538.00	1,343.80	12.6
41-71-703 AUDIT	.00	.00	3,582.00	3,582.00	.0
41-71-704 CONTRACTED SERVICES (OTHER PRO	8,750.00	17,500.00	35,000.00	17,500.00	50.0
41-71-705 IT SERVICES	.00	493.72	6,038.00	5,544.28	8.2
41-71-711 TRAVEL-TRANSPORTATION	.00	9.34	2,500.00	2,490.66	.4
41-71-712 TRAVEL-MEALS	.00	75.28	200.00	124.72	37.6
41-71-713 TRAVEL-LODGING	.00	.00	5,600.00	5,600.00	.0
41-71-722 MEETING-REGISTRATION	.00	.00	7,000.00	7,000.00	.0
41-71-741 FEES	28.65	131.09	800.00	668.91	16.4
41-71-742 CONVENIENCE (CREDIT CARD PROCE	(30.75)	(60.22)	375.00	435.22	(16.1)
41-71-761 INSURANCE & BONDS	327.83	655.66	1,311.00	655.34	50.0
41-71-792 DUES & MEMBERSHIPS	.00	.00	1,500.00	1,500.00	.0
41-71-796 BOARD EXPENSES/VOLUNTEER APPRE	1,078.97	5,107.94	10,765.00	5,657.06	47.5
TOTAL TOURISM ADMIN.	29,388.86	81,324.19	464,737.00	383,412.81	17.5
<u>TOURISM</u>					
41-72-401 SALARIES	9,436.04	21,673.49	65,168.00	43,494.51	33.3
41-72-411 FICA	673.50	1,563.75	4,985.00	3,421.25	31.4
41-72-412 EMPLOYEE INSURANCE	2,892.23	7,112.10	10,337.00	3,224.90	68.8
41-72-413 RETIREMENT	893.46	2,016.93	6,517.00	4,500.07	31.0
41-72-423 WORKERS COMPENSATION INSURANCE	92.56	372.14	950.00	577.86	39.2
41-72-543 SMALL TOOLS	46.34	46.34	.00	(46.34)	.0
41-72-561 COMMUNITY ENGAGEMENT/COMMUNITY	.00	.00	15,000.00	15,000.00	.0
41-72-583 COMPUTER/IT EQUIPMENT	7.88	957.87	4,500.00	3,542.13	21.3
41-72-584 SOFTWARE SUBSCRIPTIONS	5,623.49	12,575.05	66,875.00	54,299.95	18.8
41-72-622 TELEPHONE-EE ISSUED CELL PHONE	.00	101.96	638.00	536.04	16.0
41-72-659 R&M-WAYFINDING & SIGNAGE	.00	.00	25,000.00	25,000.00	.0
41-72-704 CONTRACTED SERVICES (OTHER PRO	4,903.30	49,209.30	29,350.00	(19,859.30)	167.7
41-72-705 IT SERVICES	370.29	1,577.15	2,012.00	434.85	78.4
41-72-706 EVENT SERVICES	8,188.00	74,887.00	166,000.00	91,113.00	45.1
41-72-771 INITIATIVES & ECONOMIC DEVELOP	.00	.00	308,800.00	308,800.00	.0
41-72-791 ADVERTISING/PUBLIC NOTIFICATIO	12,478.55	43,905.10	429,000.00	385,094.90	10.2
41-72-793 TRAINING & SCHOOLS	.00	.00	450.00	450.00	.0
41-72-794 TEAM BUILDING	202.68	202.68	.00	(202.68)	.0
41-72-796 BOARD EXPENSES/VOLUNTEER APPRE	5.55	22.32	1,200.00	1,177.68	1.9
TOTAL TOURISM	45,813.87	216,223.18	1,136,782.00	920,558.82	19.0

TOWN OF PAGOSA SPRINGS
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2026

LODGERS TAX FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>VISITOR CENTER</u>					
41-73-401 SALARIES	.00	86.30	.00	(86.30)	.0
41-73-402 PART TIME	3,586.80	10,564.72	59,354.00	48,789.28	17.8
41-73-411 FICA	274.39	814.83	4,540.00	3,725.17	18.0
41-73-412 EMPLOYEE INSURANCE	7.18	21.33	119.00	97.67	17.9
41-73-423 WORKERS COMPENSATION INSURANCE	5.01	20.14	63.00	42.86	32.0
41-73-501 OFFICE SUPPLIES	.00	.00	3,900.00	3,900.00	.0
41-73-502 OPERATING SUPPLIES	102.12	102.12	1,000.00	897.88	10.2
41-73-504 POSTAGE/SHIPPING	25.65	51.30	8,000.00	7,948.70	.6
41-73-505 COPY/PRINTING	109.58	141.57	15,000.00	14,858.43	.9
41-73-583 COMPUTER/IT EQUIPMENT	.00	.00	1,500.00	1,500.00	.0
41-73-584 SOFTWARE SUBSCRIPTIONS	36.66	3,143.76	6,092.00	2,948.24	51.6
41-73-601 GAS-UTILITY	.00	311.30	1,385.00	1,073.70	22.5
41-73-602 ELECTRIC-UTILITY	.00	407.09	2,879.00	2,471.91	14.1
41-73-603 WATER-UTILITY	51.53	104.37	7,636.00	7,531.63	1.4
41-73-604 SEWER-UTILITY	71.25	213.75	915.00	701.25	23.4
41-73-621 TELEPHONE SERVICE-UTILITY	59.26	77.32	764.00	686.68	10.1
41-73-705 IT SERVICES	185.15	534.87	.00	(534.87)	.0
41-73-761 INSURANCE & BONDS	13.54	177.08	54.00	(123.08)	327.9
41-73-791 ADVERTISING/PUBLIC NOTIFICATIO	962.38	7,682.38	10,000.00	2,317.62	76.8
41-73-796 BOARD EXPENSES/VOLUNTEER APPRE	.00	.00	250.00	250.00	.0
TOTAL VISITOR CENTER	5,490.50	24,454.23	123,451.00	98,996.77	19.8
TOTAL FUND EXPENDITURES	80,693.23	322,001.60	1,724,970.00	1,402,968.40	18.7
NET REVENUE OVER EXPENDITURES	(14,815.62)	97,508.44	(64,470.00)	(161,978.44)	151.3



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Chair Report
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Director Report
ACTION: Discussion

PURPOSE/BACKGROUND:

TOURISM BOARD INFORMATION

The Google Drive folder featuring all materials related to the Tourism Board continues to be updated. The folder includes a variety of information, such as meeting minutes, contact information, brand overview, marketing plan, budget, research, bylaws, data, statewide research, mission statement and much more.

https://drive.google.com/drive/folders/12Cy6vSyq_8oF5_nEMsG0tfe8aZgPV3Hu?usp=sharing.

LODGERS TAX FINANCIAL REPORT

Town lodging tax collections are due on the 20th of each month, following the month of collections.

Town collections have been lagging with multiple payments outstanding for December, January and February. Additionally, the most recent sales tax information has not yet been received. The full detailed report is available through Google Drive:

<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwwXxmdAMoVS-9Ksrp?usp=sharing>.

BLUE ROOM RESEARCH

All 2025 Blue Room reports have been included in the drive. Given delays in sales tax and lodging tax, the most recent report is on hold until we have more data.

VISITOR CENTER UPDATE

The Visitor Center lobby is open 7 days per week from 10am to 4pm. We aim to be open 362 days a year, closed only on Thanksgiving, Christmas and New Years. The visitor center is fully staffed, with two regular part-time staff members covering all open hours and one very part-time person available to fill in any gaps as needed. Additionally, all full-time staff are able to assist when needed.

SOCIAL MEDIA UPDATE

Facebook - www.facebook.com/visitpagosasprings: 43,453 followers

Instagram - www.instagram.com/visitpagosa: 28,800 followers

Twitter / X - www.twitter.com/visitpagosa - 2,183 followers

Youtube - www.youtube.com/visitpagosa - 1,99k+ subscribers; 5,390,060 video views

TikTok @visitpagosa - 4,342 followers, 24.5k likes

All detailed social media data can be reviewed on Google Drive by

month: <https://drive.google.com/drive/folders/1U7dqMzDtkH4YsLLSVySGWHeQqe1Qb1Fw?usp=sharing>

Paid Meta campaigns currently running include: (1) event carousel with spring / summer 2026 events, (2) hot springs carousel, (3) Spring Video and (4) Campfire Dousing PSA. Content is evaluated based on performance and educational needs and adjusted accordingly.

APP USAGE UPDATE

App usage continues to grow. Total users in March 2025 was 1,129, compared to 3,371 in March 2026.

Total sessions and page views have increased. All data can be found at:

https://drive.google.com/drive/folders/1tnlIHrgUz0AYZ36or5r9s_85wCQLNZ7?usp=sharing.

RECENT & UPCOMING PROMOTIONS

The proposed 2026 Marketing Plan and advertising schedule can be found at:

https://drive.google.com/drive/folders/1helnoOme7T3Jfx4dDSIYs06j_r_grR4N?usp=sharing. The schedule is updated as changes occur.

Director and Becky Engel will represent Pagosa Springs at the upcoming consumer-facing Denver Travel & Adventure show, which brings over 11,000 attendees to learn about different destinations. The show is April 11th and 12th. This show was added to the mix given the current economic climate, the likelihood of staycations and the strength of Denver market during summer months.

Creative for Texas Monthly and 5280 is due mid-month. All spring ads continue to run through the end of May. Staff monitors all active campaigns.

2026 CTO MARKETING GRANT

Work on the 2026 grant has begun. Filming for the Southern CO Heritage Trail videos is scheduled to begin the week of April 6th. The video storyboards for 0:30 and 2:00 options have been developed.

Once the videos are created and approved by all parties, paid META and CTV ads will begin. We are doing CTV ads through Orange 142 on Amazon. Director negotiated added value of \$20k for the campaign. The \$30k investment (approved in the grant application) will provide 769,238 impressions.

2026 CTO TOURISM MANAGEMENT GRANT

We are awaiting procurement processing through the state of Colorado for the Tourism Management grant. No work can begin until it is received. All information was submitted shortly after award notification was received. Mid-May is the likely approval timeline per CTO team. We held a kick off meeting with CTO staff on March 24th. We were informed that the Visit Pagosa grant application was the highest scoring of a very competitive grant cycle, apparently we scored over a 95 out of 100 points. They received 25 applications and only awarded 13.

PRESS & MEDIA RELATIONS

The proposed PR strategy has been added to the 2026 Marketing & Advertising Plans in google drive for review (https://docs.google.com/presentation/d/1Tx3-sOmFUHjo94DerkrD9GPWuzcnSV1SqLqZLskHEc0/edit?usp=drive_link). As we begin to receive coverage through BPR's efforts, we will determine a method to report out, in addition to the spreadsheet staff already maintains.

They recently secured an article in Arizona Foothills Magazine:

<https://www.arizonafoothillsmagazine.com/resorts/travel/pagosa-springs-colorados-year-round-mountain-escape>. AZ Foothills is an upscale lifestyle magazine that reaches affluent, well-educated readers in the prestigious desert foothills communities of Arizona. Created in 1996, the magazine aims to be the signature luxury lifestyle publication for the state. It has an online reach of 34,581 unique monthly visitors.

A Press & Media landing page has been added to the website footer to direct media inquiries: <https://visitpagosasprings.com/index.php?section=media>.

Director is meeting with PR team in Denver on Friday, April 10th, in advance of the Denver Travel & Adventure Show.

SIGNAGE

Staff completed an inventory of existing VPS-created signs. We have multiple different sign projects in the works with the Town and County. Award notification for the CTO Tourism Management grant was received on March 5th, which will provide funding for the new community-wide wayfinding plan and three (3) river kiosks. The goal for 2026 is to create a less staff-heavy process for signage by creating specifications for design, vendors ready to assist and a simple approval process for others to expand on signage efforts, while adhering to the established look and feel.

AMBASSADOR PROGRAM

The CTO Pagosa Learning Labs module for Pagosa is well underway. We were awarded this free opportunity through a CTO grant competitive process to create an online training module for front-line employees. We expect the training module to be live in June.

PARTNER WITH US UPDATE

As discussed during the March Tourism Board meeting, staff has been updating the "How to Work with Us" brochure and materials. A very close to final version has been included in the packet for review. A new Industry Partners section will be added to the website as we roll out the new How to Partner with Visit Pagosa overview for area businesses. In a meeting on 4/6, a new topic was brought to light to make sure local businesses are connected with opt-in emergency notification systems in place. We are adding a new section to highlight this and make sure businesses know where to accurately get information for visitors that are in market. We are adding an "Industry Partner" landing page to the website footer with links to key resources for area businesses. We hope to roll out the newly updated overview and all related information the week of April 6th.

RESTAURANT INFO FOR GROUPS

Hosting groups of more than 10 people for meals can be a challenge in Pagosa. Staff recently created a new "living" spreadsheet to assist when requests are received for groups and meetings. We will keep this updated as information is received or

changed: https://docs.google.com/spreadsheets/d/1tXxVe3u9qw5jUAZLZlqv_gMnr2rvTUws_t-D1PxNCK/edit?usp=sharing

BOARD AGENDAS & PACKET

Director will work on cross-training staff to assist in creating and building agendas and packets. Believe it or not, the goal has been to send out the packet by the Friday before the Wednesday meeting. There are now many 3rd party reports expected and the ability to chase everyone down gets lost in the mix. The Director's meeting schedule and other work priorities don't always allow her to comply with her

own timeframe.

ATTACHMENTS:

1. How to Partner With Us 2026 V4b
2. Pagosa March Paid META Overview



HOW TO PARTNER WITH US



VISIT PAGOSA SPRINGS

Serving Pagosa Visitors & Working with Businesses for Over 18 Years

JUST **Be** HERE

#VisitPagosa

WHY WORK WITH US

Travelers don't start by searching for your business, *they start by choosing a destination.*

That's where Visit Pagosa Springs comes in.

We focus on inspiring travel to Pagosa Springs. By building awareness, sparking interest, and guiding visitors as they plan their trip. By the time they're deciding what to do, they've already decided to be here. We offer free tools and opportunities that put your business in front of visitors who are actively planning and looking for what you offer.

We bring the visitors to Pagosa Springs. You help them experience it.

TABLE OF CONTENTS

Who We Are	3
Who Are Our Visitors?	4
Bring the Brand to Life	5
The Visitor Center	6
Weekly Newsletter	7
Get Listed: Website and App	8
Share Your Events	9
Social Media	10
Media Library	11
Press & Media	11
Business Listings	12
Partner Programs	13
Next Steps	14

WHO WE ARE

Visit Pagosa Springs is a destination marketing organization (DMO) dedicated to promoting the Pagosa Springs area as a year-round vacation destination. We are funded entirely by lodging tax.

We work with the Pagosa Springs Town Council, Archuleta County Board of County Commissioners, and the Pagosa Springs Area Tourism Board, a nine-member voluntary advisory board.



WHAT WE DO:

- Advertising and media placement
- Visitor Center operations
- Visitor education and destination stewardship
- Event creation, support, and promotion
- Signage and beautification

We also partner with the Colorado Tourism Office and destination marketing organizations statewide to support a robust tourism economy.

How are Visit Pagosa Springs and the Chamber of Commerce different?
The Chamber serves local businesses based on membership. Visit Pagosa's focus is promoting the destination, serving area visitors, and providing businesses with free opportunities to reach visitors. We are complementary organizations with different roles.

WHO ARE OUR VISITORS

1M+

Visitors to the Pagosa Springs area annually

50K+

Visitors stop by the Visitor Center each year

300K+

New website visitors annually

2M

Annual page views at visitpagosasprings.com

70K+

App users annually

5.3M+

YouTube video views

2025 VISITATION SNAPSHOT:

What Local Businesses Need to Know

Pagosa Springs continues to see strong visitation driven by familiar markets, but with a few important shifts that impact how and when visitors spend.

In 2025, Colorado became the #1 source of our visitors, signaling an increase in short, repeat trips from nearby travelers. At the same time, Texas remains one of our most valuable markets, with visitors staying longer and contributing more per trip.

Key markets like Albuquerque, Denver, and Dallas-Fort Worth continue to lead visitation.

Visitor behavior remains consistent:

- Nearby markets (CO, NM) = shorter, more frequent visits
- Drive markets farther away (TX, OK, AZ) = longer stays and higher spending



Scan the QR code or head to bit.ly/2025TourismVisitation for our full annual Visitation Report.

WHAT THIS MEANS FOR YOU

Understanding when your highest-value visitors are in town and where they're coming from can help you better align staffing, promotions, and experiences. Dive into the full report at the link above to explore seasonal trends, visitor profiles, and opportunities to grow your business in 2026.

BRING THE BRAND TO LIFE

Promoting our brand promotes all of us. By leveraging the Visit Pagosa brand, your business becomes part of a powerful story: one of presence, connection, and a destination that has stayed true to itself

Refreshingly Authentic is what Pagosa Springs is.
Just Be Here is how people *experience it*.



Pagosa's authenticity comes from its unfiltered, real nature. It's a town where the beauty is natural, the pace is slower, and the experiences aren't manufactured. Our small-town spirit, beauty, and unfiltered charm create an experience that feels genuine, welcoming, and effortlessly authentic. It's refreshing. *Just Be Here* is more than a tagline; it's an invitation. Hike up a mountain. Put your phone down. Watch the sunset. Soak in the hot springs. It encourages visitors to let go of expectations and distractions, and instead be fully present in a place that doesn't need to try too hard to impress.

Together, they create a powerful promise: Pagosa Springs is where people come to simply **be**.

Bring this mindset into your guest experience through your messaging, social content, and storytelling.

THE VISITOR CENTER

105 Hot Springs Blvd | 970-585-1200 | info@visitpagosasprings.com



OPEN DAILY
10AM - 4PM

Closed only Thanksgiving,
Christmas, & New Year's Day

Helping over
55K Visitors
Annually

Have you been to the Visitor Center recently?

Stop in and see all that we have to offer, and send your guests our way!

Need Area Brochures?

We produce free area brochures on the topics visitors ask about most and provide those at no charge to businesses that want to distribute them to their customers. Our goal is for visitors to receive consistent information wherever they seek it. Brochures include Hiking, Scenic Drives, Downtown, Reservoir Hill, Turkey Springs, Camping, Fishing, River Use/Tubing, Lodging, Hot Springs, and Things To Do. They're available online at visitpagosasprings.com/discover-pagosa-springs-brochures. Or call 970-585-4820 or email info@visitpagosasprings.com to request our brochures.

We encourage you to drop off your business rack cards, tri-fold brochures, or menus. The more materials we have at the Visitor Center, the better we serve visitors.

ATTENTION RESTAURANTS

Restaurant owners and managers, please keep us updated on your hours of operation so we know when to send visitors your way. We maintain a spreadsheet with days & hours of operation year-round including special holiday hours. Email info@visitpagosasprings.com

WEEKLY NEWSLETTER

Stay in the Loop

Our newsletter keeps you connected to what's happening - so you never miss an opportunity.

Sent every Wednesday morning, you'll get the latest Events and Live Music, restaurant hours, construction updates, partnership opportunities, and content requests and deadlines - all in one quick read.

It's everything you need to stay informed and ready for what's next - without having to track it down yourself. Once you're signed up you will also receive our Monthly Newsletter, which is sent out to an audience of over 70K, to see how we're promoting Pagosa each month.

44% Open Rate
Businesses find the info we share useful



Scan the QR code or head to
mailchi.mp/visitpagosasprings/weekly-newsletter-subscribe

Sign Up to receive our Weekly Newsletter!



WEEKLY UPDATE



EVENTS & LIVE MUSIC

Stay connected with the latest events and live music around town! Download the weekly **Events & Live Music (ELM)** guide to see what's happening and share it with your guests.

Have an event to share? Email the details to info@visitpagosasprings.com. For the most up-to-date version, click the link below.

[Most Up-To-Date ELM](#)

Help Us Build an Amazing Giveaway Package!



We're putting together a prize package to give away at an upcoming Denver travel event for area residents looking for their next vacation, and we want it to wow. We're looking for local businesses to contribute something that makes a Pagosa Springs getaway truly memorable. Activities, hot springs passes, gift cards, event tickets, hot air balloon rides, guided experiences... the more irresistible the package, the better for everyone involved. Interested in being part of it? All participating businesses will receive the full list of opt-in leads when the contest closes. Reply to this email, and we'll get you the details.

Construction Project Updates

Construction season is back in Pagosa Springs, and a quick heads-up can help visitors plan around delays and enjoy a smoother trip. For project updates, call 970-335-9230, email Pagosa160reconstruction@gmail.com, or visit codot.gov/projects/us160pagosasprings.

[Construction Project Details](#)

Restaurant Hours



Keep your guests informed with the most up-to-date restaurant hours! If your hours change or you anticipate any closures, let us know - we're happy to share the updates. Just send an email to info@visitpagosasprings.com with the details.

[Click for Restaurant Hours](#)

Our Socials are a great way to share with a larger audience! Use #VisitPagosa and we'll share your posts! Find us @VisitPagosa

[f](#) [@](#) [t](#) [v](#)

GET LISTED

Want a Listing On Our Website & App?

A free business listing on our website and app puts your business in front of our visitors. Keep your listing current and accurate, so visitors can find you easily.

Our website and app provide an easy way to explore what the area has to offer, including hotels, restaurants, activities, shopping, and more.

VisitPagosaSprings.com receives

300K+

New Visitors each year

2M+

Page Views annually

The Visit Pagosa Springs app offers engaging ways for visitors to explore the area with audio tours, walking tours, scavenger hunts, and more.

Please encourage your visitors to download and use the Visit Pagosa Springs app, available on the App Store and Google Play.

For your tourist-serving business to be listed on our website and app, email info@visitpagosasprings.com.

The Visit Pagosa Springs App has

70K+

Active users



Gallery Summer

Pagosa Springs, CO 81147

Phone:

[View Website](#) | [Map It](#)



Passage Gallery

Pagosa Springs, CO 81147

Phone: (970) 880-0691

[View Website](#) | [Map It](#)



Musgrave Wildlife & Wood

Pagosa Springs, CO 81147

Phone: 325-721-4583

[View Website](#) | [Map It](#)



RUDD FOTOS - Fine Art Photography Gallery

Pagosa Springs, CO 81147

Phone: 970-398-0640

[View Website](#) | [Map It](#)

Galleries listed at VisitPagosaSprings.com



Get our app at the App Store or Google Play

SHARE YOUR EVENTS

[VisitPagosaSprings.com/events](https://visitpagosasprings.com/events)

EVENTS & LIVE MUSIC



Events & Live Music



April 1 - 7

Wednesday, April 1

Wolf Creek Ski Area Local Appreciation Day ~

Everyone's a Local!

Everyone is a local! Discounts apply to everyone!

2025-2026 Local Appreciation Rates:

\$70 Adult Ticket (13 - 64)

\$31 Senior Ticket (65 - 79)

\$35 Child Ticket (6 - 12)

<https://wolfcreekski.com/>

Trivia Night @ Uncle's Bar & Social Club

Happy Hour 4-6pm and Quiz for a Cause Trivia at 6:30pm. Proceeds go towards a local non-profit. \$10 per team up to 5 players.

<https://www.unclesbarpagosa.com/>

Thursday, April 2

Wolf Creek Ski Area Local Appreciation Day ~

Everyone's a Local!

Everyone is a local! Discounts apply to everyone!

2025-2026 Local Appreciation Rates:

\$70 Adult Ticket (13 - 64)

\$31 Senior Ticket (65 - 79)

\$35 Child Ticket (6 - 12)

<https://wolfcreekski.com/>

LADIES NIGHT @ Faerie Society Cafe & Patisserie

"Nowhere to Wear It!" You bought that super fancy/hot/cute outfit, but now you have nowhere to wear it! Tonight's the night to flaunt your stuff, girl! Pull it out of the back of the closet, and join us for an evening of dress-up, cocktails, tapas, coffee, beverages, and more! Come dressed to impress and get 10% off all wine and beer! 5-8pm.

Open Mic Night @ Coyote Moon Lounge

Food, Beverages, and Open Mic with Eric Wade. 6-8pm.

BINGO Night @ Uncle's Bar & Social Club

New at Uncle's... BINGO Night. That's right. We're turning a perfectly good Thursday evening into a perfectly good evening of drinks and yelling BINGO. We'll play 4-5 rounds, so there are plenty of chances to win while you enjoy cold beer, great cocktails, and some solid bar snacks. <https://www.unclesbarpagosa.com/>

Karaoke Party @ Pagosa Bar

Beverages and Karaoke with Lisa. Unleash your inner Rock Star! 8pm-12am.

Friday, April 3

Wolf Creek Ski Area Local Appreciation Day ~

Everyone's a Local!

Everyone is a local! Discounts apply to everyone!

2025-2026 Local Appreciation Rates:

\$70 Adult Ticket (13 - 64)

\$31 Senior Ticket (65 - 79)

\$35 Child Ticket (6 - 12)

<https://wolfcreekski.com/>

Create Your Own Jewelry - Wire Wrapped Heart Pendant Workshop @ Wire Art Academy at Pagosa Springs Visitor Center

In this class you'll use simple wire techniques to create your own elegant heart pendant. You will leave with a beautiful finished piece you will love wearing or sharing. Perfect for beginners and enjoyable for all skill levels. Best for ages 13+. All tools & materials are included in class fee. 1:30-4:30pm. \$59. <https://aop.ubindl.com/Lisa.Saunders>

Live Music @ Cork & Board Wine + Eats

Food, Beverages, and Live Music with Bob Hemminger. 5-8pm.

Live Music @ Dublin Crust & Brew

Food, Beverages, and Live Music with Dan (Pagosa Springs own Neil Young). 5-8pm.

GOAT @ Liberty Theatre

Rated PG. The story follows Will, a small goat with big dreams who gets a once-in-a-lifetime shot to join the pros and play carrell - a high-intensity, co-ed, full-contact sport dominated by the fastest, fiercest animals in the world. Will's new teammates aren't thrilled about having a little goat on their roster, but Will is determined to revolutionize the sport and prove once and for all that "small" can ball! 6pm. Doors and Caldwell's Liberty Bar open 60 min before showtime. <https://www.pagosamovies.com/>

Live Music @ Coyote Moon Lounge

Food, Beverages, and Live Music with The 13th Hour Band. 7pm.

visitpagosasprings.com/events

Submit your tourism event, and we'll spread the word. We focus on listing events that encourage tourists to visit the area or give them more to do while they are here. Events must have a primary audience of visitors or attract tourists alongside locals. Events, classes, and fundraisers intended solely for a local audience will not be included.

Our weekly Events and Live Music is geared towards large festivals and music events and is distributed to area businesses every Wednesday morning and shared with visitors throughout the week. All inclusions to our Events and Live Music will also be displayed on our website, furthering its reach.

We can only promote events that we know about. To be listed, please submit the event name, date, description, and an image. Submit event information by noon on Tuesday to be included in the Wednesday update.

Email your event to info@visitpagosasprings.com for consideration.

Interested in organizing a new tourism-related event but not sure where to start?
Reach out to info@visitpagosasprings.com.

SOCIAL MEDIA



#VisitPagosa

Add #VisitPagosa to your Instagram post and reel captions, and we will share them on our Stories on both Instagram and Facebook.

Social media is a powerful and free resource. Different platforms have different strengths; put your energy into the channels that you are most comfortable with. Visitors who connect with you on social media are more likely to recognize and visit your business when they arrive in town.

Include content about Pagosa Springs and what our area has to offer. Sharing the destination sells the experience, and your business along with it. We share content tagged #VisitPagosa when it aligns with our goal to inspire people to visit and experience all that Pagosa has to offer. This is one of the fastest, easiest ways to extend your reach for free.

Tips to get started: Create a business account, not a personal page, to access analytics. Short-form video is the most viewed content online, so start with your phone. Post consistently, because growth takes time.

72%

Year-over-Year increase
in post Engagement

43K+

Facebook followers

155K+

TikTok views

124%

Year-over-Year increase
in Reach

28K+

Instagram followers

5.3M+

YouTube video views

#SHARE

Share your photos and videos with us. Submit content to marketing@visitpagosasprings.com for consideration in our social posts, website, and campaigns.

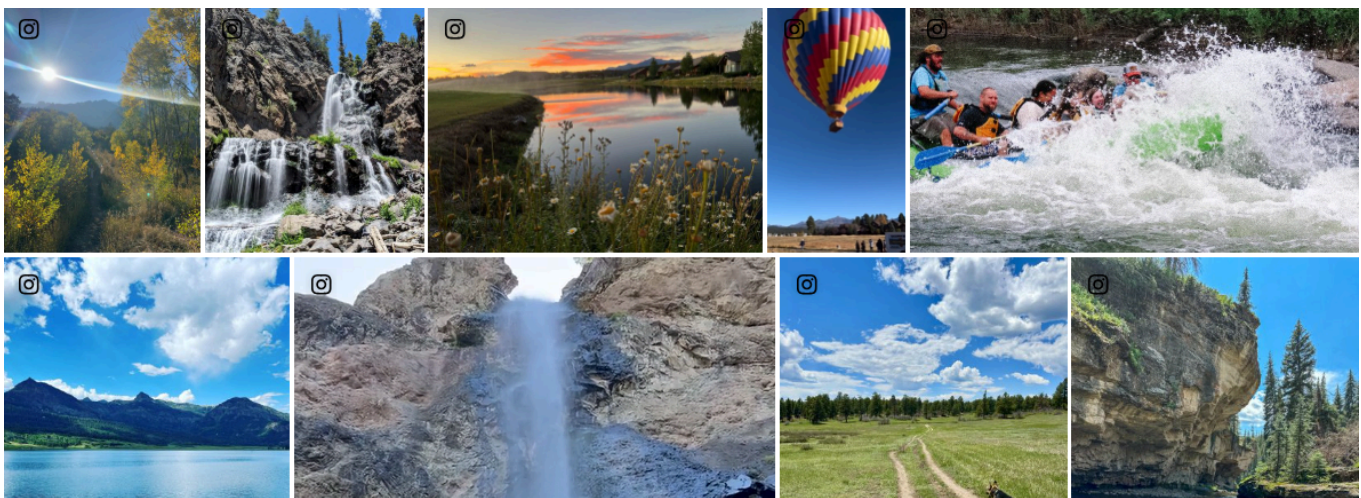
MEDIA LIBRARY

Need Content?

Need content to enhance your website, social posts, and marketing? If you need footage or photography to enhance your business's story, reach out to us. We may be able to provide you with content or offer a collaboration. Email marketing@visitpagosasprings.com to learn about access.

Have Content to Share?

Have great photos or videos of Pagosa you want to share? Submit your content to marketing@visitpagosasprings.com for consideration in our campaigns, social media, and website. Your content could reach thousands of potential visitors.



Rights-approved user-generated content from Crowdriff

PRESS & MEDIA COVERAGE

We host media writers throughout the year. If we know what's happening at your business, such as new offerings, unique experiences, renovations, or awards, we can pitch it when the right opportunity comes along.

Packages & special offers: Running a seasonal deal, a unique package, or a limited-time offer? Let us know. Creative offers give us something compelling to feature in campaigns and social content.

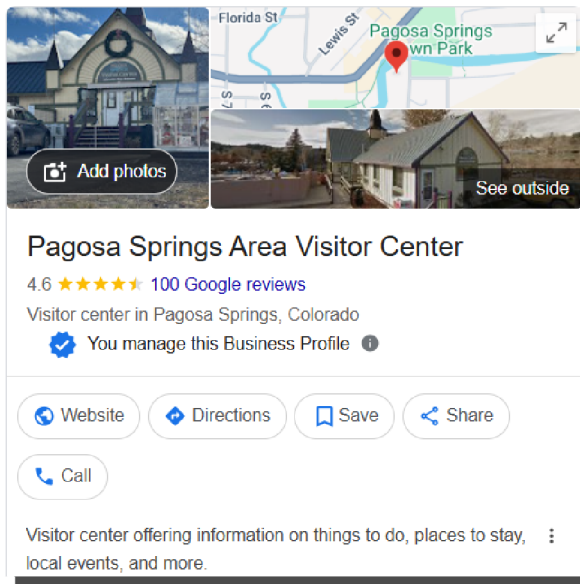
Receive an influencer inquiry? Forward it to us first. We vet influencer partnerships via a third party to ensure they're positioned to deliver real value for the community and your business. We want to make sure you get value out of partnerships with influencers.

SHARE

The more you share with us, the more we can do for you.
Share story ideas and business news with us at
info@visitpagosasprings.com

BUSINESS LISTINGS

TAKE ADVANTAGE OF FREE BUSINESS LISTINGS



Visitor Center's Google Business Profile

Claim your Google Listing - And keep it updated!

Your Google Business Profile is often the first, and only, place visitors look when searching on their phones. Keeping it updated ensures your hours, location, and key details are accurate when travelers are making real-time decisions nearby. A current listing helps you show up in searches, builds trust at a glance, and turns “near me” searches on the map into customers walking through your door. If you need help setting up your Google listing, there are many helpful tutorial videos online. Let us know if you need to be pointed in the right direction.



Pagosa Springs Center for the Arts and Thingamajig Theatre

Pagosa Springs Center for the Arts offers performances and art gallery exhibits. Thingamajig Theatre is a professional nonprofit 501(c)(3) theatre l...

[Visit Website](#)

Create your free listing on Colorado.com

Creating a free business listing on Colorado.com - the official site of the Colorado Tourism Office - is one of the easiest ways to put your business in front of travelers who are already planning a trip to the state. Register at no cost at extranet.colorado.com/register

PSCA's business listing at Colorado.com

PARTNER PROGRAMS

Join our Certified Pagosa Partner & Tourism Ambassador Programs

Tourism works best when visitors feel welcome, informed, and inspired to take care of the places they love. You are on the front lines of that experience. From answering questions to sharing local tips, your staff plays a powerful role in shaping how visitors experience Pagosa Springs.

Our visitors are often very excited to be here and have many questions. What do you do if you don't know the answer? At the very least, you can direct them to the Visitor Center, where staff can use a wide range of resources to help. But this is also an opportunity to provide excellent customer service - by knowing where to look and helping guide them to the right information, whether that's VisitPagosaSprings.com, our app, or other trusted local resources. You don't need to have every answer - but knowing how to find it can make all the difference. The less time visitors spend searching for information, the more time they can spend shopping, dining, and playing in our community.

That's where the Certified Pagosa Partner & Tourism Ambassador Program comes in.

WHAT'S IN IT FOR YOUR BUSINESS?

- More confident, knowledgeable staff
- Enhanced customer service and guest satisfaction
- Additional marketing exposure as a Certified Pagosa Partner

WHAT'S IN IT FOR YOUR TEAM?

- Free training and local expertise
- Resume boost
- Opportunities to earn prizes and recognition

WHAT'S IN IT FOR PAGOSA?

A stronger, more connected visitor experience - powered by businesses like yours.

Let's grow tourism together and improve the visitor experience. Let's show what makes Pagosa special!

To learn more, email tourism@visitpagosasprings.com.

NEXT STEPS

Make the Most of Our Partnership - Starting Today



Visit Pagosa Springs has an engaged social media audience, a high-traffic website, and an established email database reaching potential visitors across the country. We can help connect your business to those audiences through targeted, collaborative approaches.

Here's how to make the most of your partnership with us - starting today:

- Stay in the loop by subscribing to our weekly e-newsletter for live music and event listings, opportunities, and more. Email marketing@visitpagosasprings.com to sign up.
- Check out our Industry Partner Resources at www.visitpagosasprings.com/partners
- Make sure your business information is accurate and up to date. If visitors can't find you, they won't choose you.
- Drop off your rack cards & brochures at our Visitor Center. Put your materials where the people are.
- Claim your free Google Business listing. Online visibility is local visibility. If you haven't claimed your listing yet, now's the time.
- Tag us on social. Use #VisitPagosa and @visitpagosa - we actively share great content from our local businesses.
- Contact us for a free consultation. Let's work together.

March 2026 Paid META Results

Hot Springs Carousel

Flight: 01/14 - 03/31

Budget: \$4,000

March Spend: \$1,056.55

Impressions: 250,575

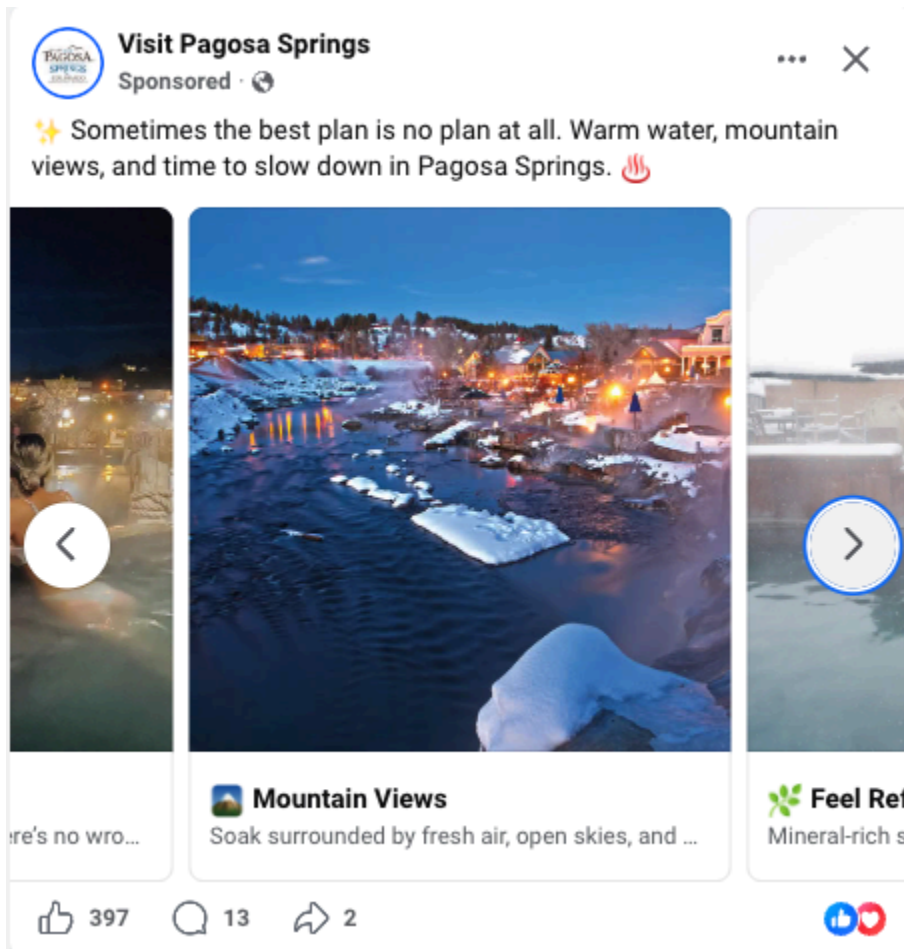
Reach: 157,131

Engagements: 14,940

Link Clicks: 8,358

uCTR: 5.48%

CPC: \$0.13



Spring Break Video

Flight: 01/28 - 03/09

Budget: \$1,500

March Spend: \$206.12

Impressions: 34,314

Reach: 28,482

Engagements: 10,218

Link Clicks: 1,523

uCTR: 6.29%

CPC: \$0.14

**Visit Pagosa Springs**

Sponsored · 

...

×

Soak in the hot springs. Ride and ski through mountain terrain. Float above it all in a hot air balloon.
Spring break in Pagosa Springs has a little bit of everything. Which experience is calling you most?



visitpagosasprings.com

Spring Break in Pagosa Springs

Learn more

 715

 10

 65



Spring “Be” Video

Flight: 03/11 - 04/30

Budget: \$1,500

March Spend: \$623.55

Impressions: 103,159

Reach: 66,753

Engagements: 13,888

Link Clicks: 2,774

uCTR: 4.99%

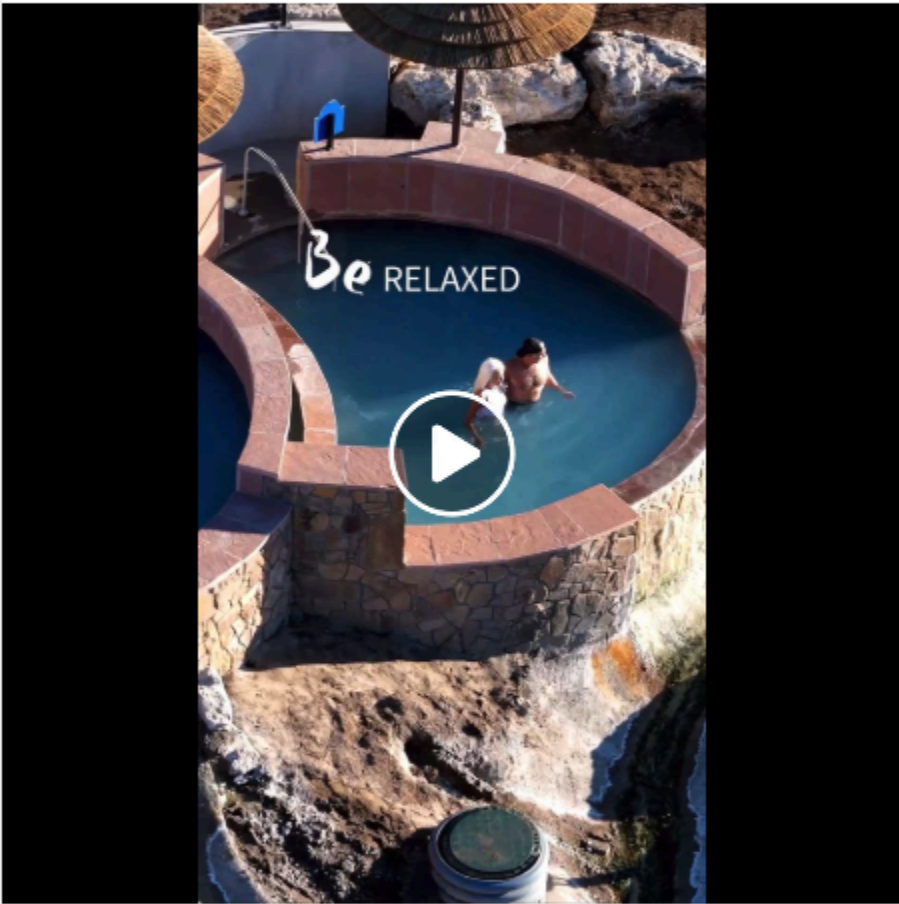
CPC: \$0.22

**Visit Pagosa Springs**

... X

Sponsored · 

 Adventure looks different for everyone.
Maybe it's soaking in hot springs, exploring mountain trails, or
discovering something new.
What would your Pagosa adventure look like?



visitpagosasprings.com

Be Adventurous in Pagosa Springs, CO

Learn more

 364  16  29 

Events Calendar Carousel

Flight: 03/04 - 04/30

Budget: \$1,500
March Spend: \$728.23
Impressions: 134,631
Reach: 87,426
Engagements: 6,786
Link Clicks: 5,895
uCTR: 6.88%
CPC: \$0.12

**Visit Pagosa Springs**
Sponsored · 

 A great trip gets even better when there's a local event happening. Live music, festivals, community celebrations and more are happening all year long.
What's your favorite event in the area?



Learn more

Pints, Pool & Paddles:
May 15-16

Learn more

17th Annual
June 12-13

 157   

Fire Safety Video (Web Retargeting)

Flight: 04/02 - 04/16

Page 34 of 453



Visit Pagosa Springs

Ad ·



We know Pagosa Springs is a special place, so please help us protect it and keep it that way by recreating responsibly when you visit!

Learn more: <https://bit.ly/LNTPagosa>



4

1 comment



Like



Comment



Share

Fire Safety Video (Locals + 50)

Flight: 04/02 - 04/16



Visit Pagosa Springs

Ad ·



We know Pagosa Springs is a special place, so please help us protect it and keep it that way by recreating responsibly when you visit!

Learn more: <https://bit.ly/LNTPagosa>



4

1 comment



Like



Comment



Share



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Chamber of Commerce Report
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Board of Realtors Report
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Lodgers Association Report
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: County-Wide Parks & Recreation Presentation
ACTION: Discussion

PURPOSE/BACKGROUND:

ATTACHMENTS:

1. County-Wide-Parks-and-Recreation FIN



County Wide Parks and Recreation

Building a Stronger Community Through Recreation and Conservation

Did You Know Nationally?

63% Consider Parks When Choosing Where to Live

Approximately 3 in 5 U.S. adults say they are highly likely to consider the availability of park and recreation services when choosing a place to live, making it a key factor in community selection.

68% Value Local Government Recreation Services

Approximately 2 in 3 adults strongly agree that parks and recreation is an important service provided by their local government, demonstrating widespread public support.

227 Million Annual Park Visitors

More than 227 million adults or household members in the United States visited a local park or recreation facility at least once between August 2024 and September 2025.

📄 These statistics were obtained from the 2025 Engagement with Parks Report gathered by the National Recreation and Park Association (NRPA)

Did You Know In Colorado?

72%

Recreate Outdoors Weekly

Nearly three-quarters of Coloradans engage in outdoor recreation every week

48.2K

Miles of Trails

Statewide trail network supporting countless adventures

22M

Acres of Public Land

Vast open spaces accessible to all residents and visitors



\$65.8B

Outdoor Recreation Output

Total economic impact from outdoor recreation annually

960+

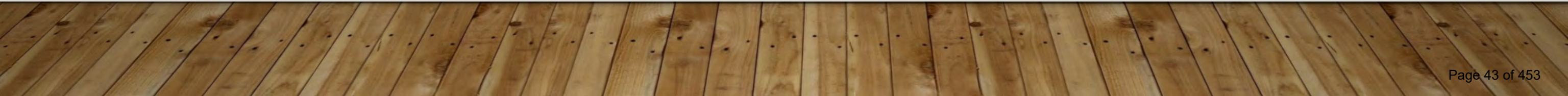
Wildlife Species

Incredible biodiversity protected across our landscapes

105K+

Miles of Rivers

Flowing waterways supporting recreation and ecosystems



Did You Know In Pagosa?

Daily Outdoor Recreation

More than 30% of Pagosa Springs residents recreate outdoors every single day.

Hiking and Walking

Hiking and walking are the most common recreational activities, with residents seeking accessible trail experiences close to home.

Where We Recreate

68% use National Forest System Lands, 59% use Town-owned lands, 45% use Colorado Parks and Wildlife Lands, and 41% use County-owned lands.

Conservation Priority

75% of users say protecting natural resources and wildlife should be the top priority for management in recreation planning and development.



A 2025 PARC Survey revealed telling insights about how Pagosans recreate.

What is Recreation?



Recreation encompasses the diverse activities people engage in for enjoyment, relaxation, and overall well-being. It's more than just play—it's an essential component of healthy, vibrant communities that serves multiple dimensions of human experience. Recreation can take many forms



Physical Recreation

Sports, hiking, biking, and fitness activities



Social Recreation

Community events, gatherings, and group activities



Cultural & Creative

Arts programs, festivals, and creative expression

Benefits of Recreation

Physical Health



Regular recreation reduces chronic disease, improves cardiovascular health, and promotes active lifestyles for all ages.

Mental & Emotional Well-Being



Recreation reduces stress, combats depression and anxiety, and provides healthy outlets for managing life's challenges.

Social Vitality



From youth to seniors, recreation builds connections, reduces isolation, and strengthens community bonds across generations.

Community Development



Recreation programs create gathering spaces, foster civic pride, and build the social fabric that makes communities thrive.

Environmental Conservation



Recreation infrastructure supports land stewardship, habitat protection, and sustainable use of natural resources.

Economic & Tourism



Quality recreation attracts visitors, supports local businesses, and positions communities as desirable destinations.

Why Communities Invest in Recreation



Essential to Strong Communities

Recreation forms the foundation of community resilience, providing spaces and programs that bring people together.



Strengthens Social Connections

Parks and programs create natural gathering places where neighbors meet, relationships form, and community identity develops.



Exceptional Economic Return

Every \$1 invested in recreation returns \$2-\$5 in economic growth for the community through increased property values, tourism, and reduced healthcare costs.



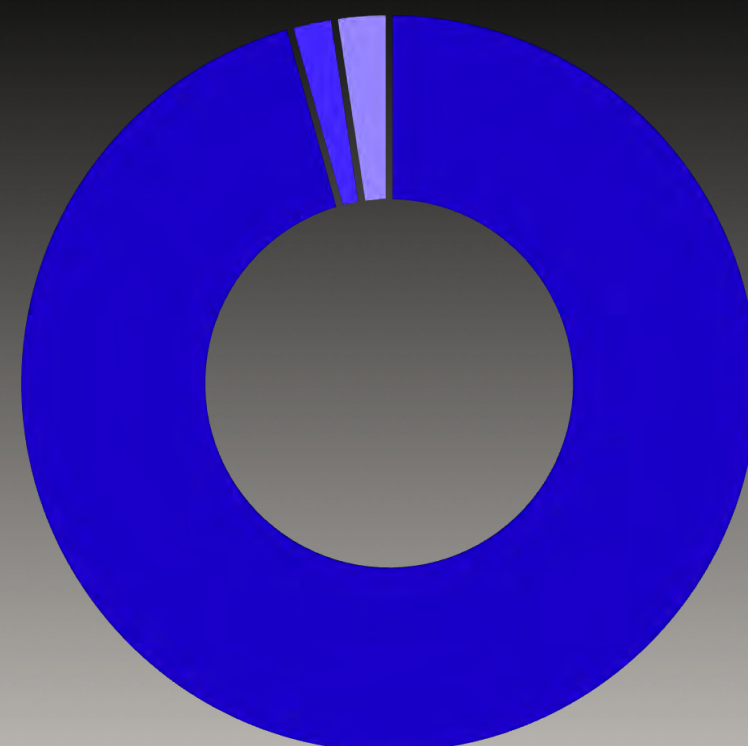
Creates Happier, Healthier Communities

Access to quality recreation correlates directly with improved physical health, mental wellness, and overall life satisfaction.



These statistics were gathered from NRPA

Current Funding Sources



■ Town General Budget ■ County CTF to Town ■ Town CTF Additional

Town of Pagosa Springs 2026 Budget

The Town's Parks and Recreation budget totals over \$2 million annually, representing a significant investment in community services and facilities.

Conservation Trust Fund

This money originates from net proceeds of Colorado Lottery. 40% of these lottery proceeds, are distributed on a per capita basis to local governments for parks, open space, and recreational projects.

State CTF Allocations

The County receives approximately \$160,000 annually from the state for their Conservation Trust Fund, while the Town receives approximately \$20,000 annually from the state for their Conservation Trust Fund.

Community Perspective on Recreation & Conservation Funding

The 2025 PARC Survey gathered input from local participants about funding preferences for recreation and conservation. The results reveal clear community priorities and willingness to invest in our shared future.



Lodging Tax Support

Strong majority favor increasing lodging tax, preferring visitors share funding responsibility



Reallocation Support

Support reallocating existing taxes and funding sources to maximize current resources



Sales Tax Support

Half indicate favorable support for sales tax increase, showing openness to shared investment



Property Tax Support

Limited support reflects sensitivity to direct impacts on local homeowners

 **Overall Takeaway:** More than 68% of respondents agree that a dedicated funding mechanism is needed to support recreation and conservation capacity.

Funding Options

Based on community feedback and analysis of similar mountain communities, two primary funding mechanisms emerge as viable options. Each offers different benefits and impacts to residents versus visitors.

Sales Tax Increase Options



Quarter Penny Sales Tax

Generates approximately \$1 million annually

Modest impact shared across all purchases by residents and visitors alike



Half Penny Sales Tax

Generates approximately \$2 million annually

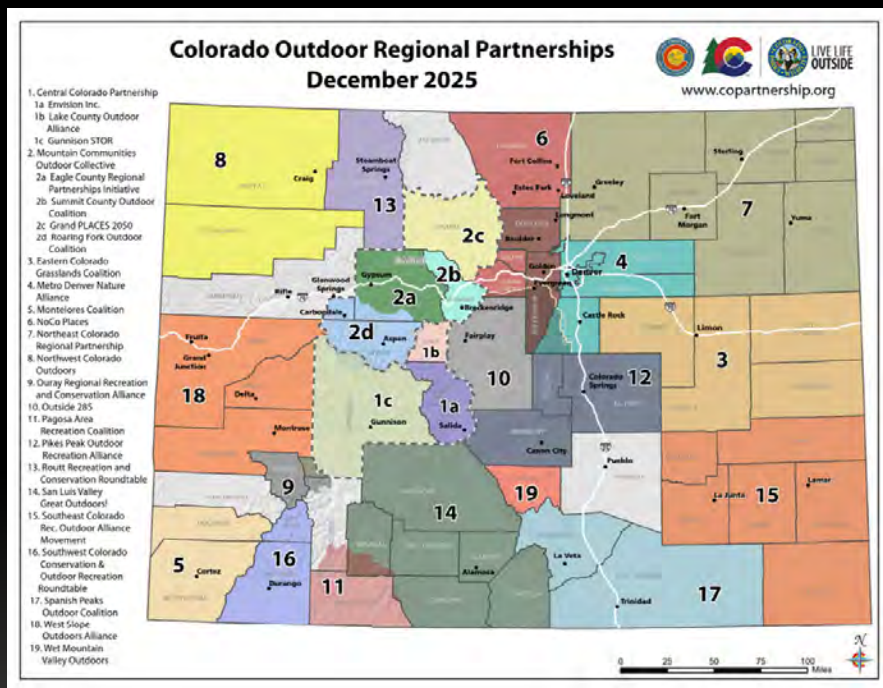
Provides substantial funding for major projects and ongoing maintenance

Lodgers Tax Increase Options



Currently every 1% increase generates \$200-\$250k annually

Reallocate a certain percent of current lodging tax towards a recreational revenue stream



CPW Regional Partnership Initiative

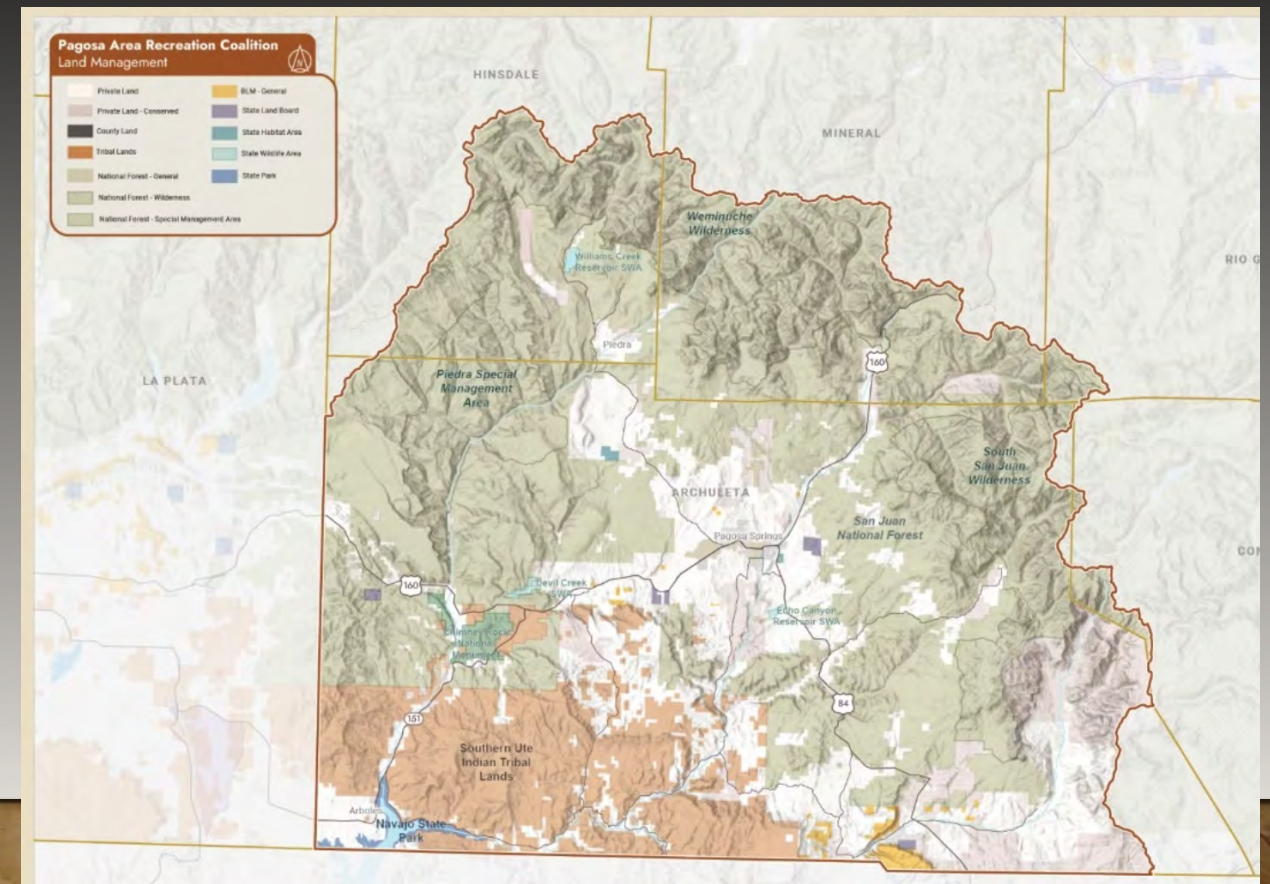
Introducing PARC

The Pagosa Area Recreation Coalition represents an innovative approach to regional recreation planning and funding. As part of Colorado Parks and Wildlife's Regional Partnership Initiative, PARC creates a framework for coordinated investment and strategic collaboration across jurisdictions and land management agencies.

PARC Mission

PARC brings together diverse stakeholders to create a unified vision for outdoor recreation and conservation across the Pagosa Springs region. By fostering collaboration among land managers, local governments, nonprofits, and community members, PARC ensures that recreation investments are strategic, sustainable, and responsive to community needs.

This partnership model aligns local efforts with state priorities, unlocking new funding opportunities and creating economies of scale that benefit the entire region.



Who is PARC?

PARC Leadership Committee (PLC)

Stakeholder and land manager representatives provide strategic direction and regional coordination. This group sets priorities, aligns resources, and ensures partnership agreements support community goals.

Members include representatives from the U.S. Forest Service, Colorado Parks and Wildlife, Archuleta County, Town of Pagosa Springs, Pagosa Springs School District, PLPOA, Mineral and Hinsdale County and at large representation.

Transparent, community-driven decision-making ensures recreation investments align with local needs and values. The proposed governance structure expands stakeholder involvement while maintaining accountability.

PARC Task Force (PTF)

More than 50 nonprofit and partner organizations develop, coordinate, and implement on-the-ground projects. The task force serves as the "doers," turning strategic priorities into completed trails, improved facilities, and enhanced recreation experiences.

This structure creates more predictable recreation investment, allowing organizations to plan multi-year projects with confidence in sustained support.

How PARC Benefits the Community



Better Coordination

Stakeholders and partners work together seamlessly, avoiding duplication and maximizing resources through shared planning and implementation.



Stronger Grant Competitiveness

Coordinated regional applications are more competitive for state and federal funding, bringing additional dollars into our community.



Clear Accountability

Transparent processes and defined roles ensure community investments are tracked, measured, and reported with integrity.



Improved Alignment

Projects align with land manager priorities, streamlining approvals and accelerating implementation timelines.



Greater Community Impact

Strategic, coordinated investments deliver bigger results than fragmented efforts, creating transformational change across the region.

Potential Projects

A comprehensive PARC plan is currently being developed that will identify specific projects and establish implementation timelines. Community input and technical analysis will shape a strategic roadmap for recreation investment across Archuleta County.



Recreation Center

A year-round facility providing fitness, aquatics, and programming for all ages and abilities



Reservoir Hill Acquisition

Protecting critical open space and expanding trail access in a highly visible community landmark



Uptown Park

Creating a central gathering space with amenities for families, events, and daily recreation



Shooting Range

Providing a safe, managed facility for firearms education and responsible recreation



OHV Priority Connections

Developing designated routes that balance motorized recreation with resource protection



Trail Maintenance & Improvements

Ongoing maintenance ensuring safety, sustainability and improvements of existing trails



Town to Lakes Trail

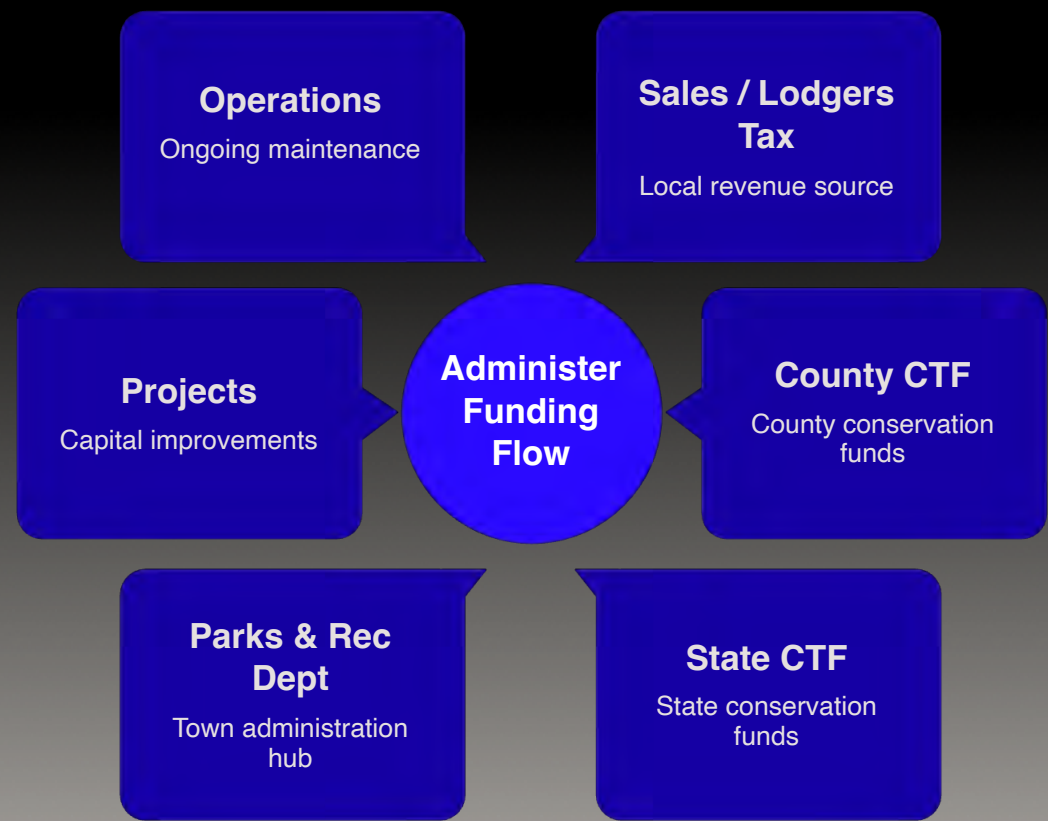
Building a signature non-motorized connection from uptown to downtown.



Multi-Purpose Pavillion

A flexible, open-air space designed for year-round use.

COLLABORATIVE FUNDING APPROACH



Why the Town Administers Funding

Since the Town of Pagosa Springs has an established Parks and Recreation Department currently managing \$3.5 million in 2026, all new revenue and grants would be administered through this existing infrastructure. This approach avoids duplication and leverages proven systems.

Strengthens Every Dimension

Recreation strengthens physical health, economic vitality, and community identity simultaneously. It's one of the few investments that delivers returns across every aspect of community life.

Provides Stability and Fairness

An annual revenue stream provides stability for planning and fairness in funding distribution. Predictable resources allow for strategic, multi-year projects rather than reactive, piecemeal improvements.

Investment in Our Future

This is an investment in today's residents and future generations. Quality recreation and conserved landscapes are assets that appreciate over time, creating lasting value for our community.

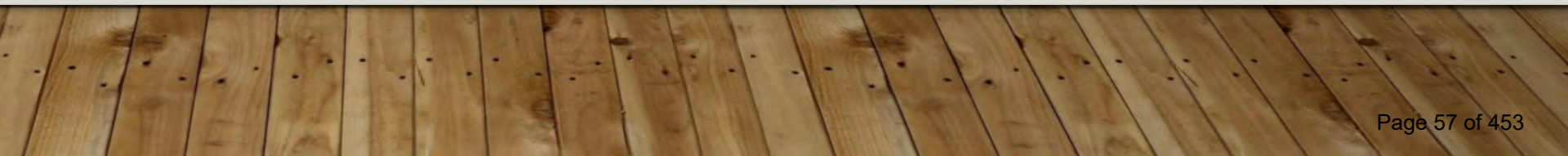
Ensures Accessibility

Reliable funding ensures recreation remains accessible, sustainable, and impactful for all community members regardless of age, ability, or economic circumstances.



Thank You

For your time, engagement, and commitment to building a stronger Pagosa Springs and Archuleta County through recreation and conservation.





AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: 2026 Event Funding - Round 2
ACTION:

PURPOSE/BACKGROUND:

The applications and final reports (if a pre-existing event) were sent to the Tourism Board on Friday, March 20th to allow ample time to review in advance of the meeting. All applicants have been asked to attend the meeting to answer any questions the Board may have. The applications for review include the following:

- Pagosa Springs Summer Concert Series
- Reggae in the Park
- 84 Ranch Ag Festival
- Mountain Light Music Festival
- Pickle in Pagosa
- Hot Springs Fest 2026
- School of Movement "Wonderland"
- Pagosa Pride
- 2026 Pagosa Paddle
- Pagosa Springs Artists Studio Tour
- Life at Chimney Rock
- Mountain Chile Cha Cha
- Big Picture Classic
- Main Street Art Walk
- 17th Annual Car Show
- Park to Park Artisan & Food Market
- Colorfest
- Grillin' & Distillin'
- Breakfast with Balloons

ATTACHMENTS:

1. 2026 Event Funding_040526
2. 2026 Event Funding & Marketing Assistance Application - Pagosa Springs Summer Concert Series
3. 2025 Event Funding_ Final Report and Budget- Pagosa Summer Concert Series

4. 2026 Event Funding & Marketing Assistance Application - Reggae in the Park
5. 2025 Event Funding_ Final Report - Reggae in the Park
6. 2026 Event Funding & Marketing Assistance Application - 84 Ranch Ag Fest
7. 2026 Event Funding & Marketing Assistance Application - MLMF
8. 2026 Event Funding & Marketing Assistance Application - Pickle in Pagosa
9. 2025 Event Funding_ Final Report and budget - Pickle in Pagosa
10. 2026 Event Funding & Marketing Assistance Application - Hot Springs Fest
11. 2025 Event Funding_ Final Report and Budget - Hot Springs Fest
12. 2026 Event Funding & Marketing Assistance Application - Wonderland School of Movement
13. 2026 Event Funding & Marketing Assistance Application - Pagosa Pride
14. 2024 Event Funding Final Report and Budget Pagosa Pride
15. 2026 Event Funding & Marketing Assistance Application - Pagosa Paddle
16. 2025 Event Funding_ Final Report - Pagosa Paddle
17. 2026 Event Funding & Marketing Assistance Application - Pagosa Artists Studio Tour
18. 2025 Event Funding_ Final Report and budget- Artist Studio Tour
19. 2026 Event Funding & Marketing Assistance Application - Life at Chimney Rock
20. 2025 Event Funding_ Final Report and budget- Chimney Rock
21. 2026 Event Funding & Marketing Assistance Application - Mountain Chile Cha Cha
22. 2023 Event Funding_ Final Report - Chilechacha
23. 2026 Event Funding & Marketing Assistance Application - Baskets for Big Picture Classic
24. 2026 Event Funding & Marketing Assistance Application - Main Street Art Walk
25. 2026 Event Funding & Marketing Assistance Application - Car Show
26. 2026 Event Funding & Marketing Assistance Application - Park 2 Park
27. 2026 Event Funding & Marketing Assistance Application - Colorfest
28. 2026 Event Funding & Marketing Assistance Application - Grillin_ & Distillin_
29. 2025 Event Funding_ Final Report and budget- G&D
30. 2026 Event Funding & Marketing Assistance Application - Breakfast with Balloons

2026 Event Funding Requests											
Event	Event Date(s)	Amount Requested	2025 Final Report Submitted	Budget Provided	Stage Use	Event Trailer Use	Funds Requested For	# of Years Funding Granted	2025 Amount Funded	Historical Amount Funded (directly to organizer)	\$ \$ Proposed
Chamber - Winterfest 2026	1/16-1/18/2026	\$15,000	Yes	Yes	Yes	Yes	Funding from the Tourism Board will be used to directly support the production, promotion, and safety of Winterfest. Including marketing, event infrastructure, permits, entertainment, onsite support and volunteer resources.	1	\$1,500 for 2024/2025	\$79,672	\$9,286
Thingamajig Theatre Company	Year Round	\$30,000	Yes	Yes	No	No	On professional artists to travel to and perform in the live theatre events.	Many	\$18,280	\$62,280	\$27,500
Brews for Rescues Beer Festival	4/25/2026	\$5,000	Yes	Yes	Yes	Yes	The money received from the tourism board will be used to pay for lodging for the band and the brewers that come in from out of town. Any extra that is not used for lodging will be used as part of the brewer/band meals that we provide for them the day of the event.	4	\$5,000	\$18,000	\$4,875
Big Picture Classic	5/8-5/10/26	\$5,000	Yes	Yes	No	No	\$675.00 Park rental, \$800.00 on advertising, \$3,525.00 will be allocated directly to the cash prizes for the winners	1	\$5,000	\$5,000	\$4,063
Pints, Pools, and Paddles 2026	5/14-5/16/2026	\$4,000	Yes	Yes	Yes	No	The \$4,000 requested from the Tourism Board will be used specifically to support key components of the 2026 Pints, Pools & Paddles festival, including: Live Music, Stage, Tent Rental	1	\$2,500	\$2,500	\$3,313
Pagosa's SESQUISEMIQUINCENTE NNIAL Heritage Celebration	7/4/26	\$30,000	N/A	Yes	Yes	Yes	Money from the Tourism Board will be used to purchase TENTS, TABLES, CHAIRS, MUSICIANS, MC & SOUND, KIDS ACTIVITIES, AND FOR THE HERITAGE/HISTORY TENT.	0	N/A	\$0	\$25,625
Tourism Organized Events	5/2/26, December, 12/19/26	\$11,875	NA	Yes	No	Yes	Lighting contest prizes, free Pagosa branded ornaments, live music, equipment rental; trash and recycling services for events	NA	\$23,375; Included \$15k for 3rd party to organize Hootenanny	NA	\$11,875
Pagosa Springs Summer Concert Series	5/23/26 & 9/5/26	\$20,000	Yes	Yes	Yes	Yes	To offset core production, marketing, and operational costs necessary to produce a safe, professional, and visitor-ready concert experience.	1	\$50,000	\$50,000	
Reggae in the Park	6/20/2026	\$10,000	Yes	Yes	Yes	Yes	Professional Sound and Crew - \$2,000, Tent Rental - \$2,485, Advertising with KSUT - \$800, Headlining Act Performance Fee - \$5,000	3	\$10,000	\$20,550	
84 Ranch Ag Festival	Fall 2026, Date TBD	\$30,000	N/A	Yes	Yes	Yes	To enhance the quality, accessibility, and visitor experience of the 84 Ranch Ag Festival, with a strong focus on creating interactive, hands-on agricultural programming that differentiates this event from traditional lecture-based festivals.	0	N/A	\$0	
Mountain Light Music Festival	7/25/2026	\$10,000	N/A	Yes	No	No	The MLMF raises money to pay for guest artists, travel, honorariums, venue rental, marketing assets, student scholarships, faculty assistance, housing, administrative costs. The Tourism Board money would directly support operational costs necessary to function in Pagosa Springs Colorado.	0	N/A	\$0	
Pickle in Pagosa	9/10-9/12/26	\$1,500	Yes	Yes	Maybe	Maybe	We plan to use proceeds from last 2 years to provide \$25K to Parks and Rec to install windscreens on the courts. The tourism board funding will be 20% of that.	4	\$2,000	\$9,500	
Hot Springs Fest 2026	11/6/2026	\$4,000	Yes	Yes	Maybe	No	The funding requested from the Tourism Board will be used strategically to maximize the impact of Hot Springs Fest 2026 including live music and marketing.	2	\$2,000	\$3,000	
School of Movement "Wonderland"	5/1, 5/2, 5/8, 5/9/2026	\$5,000	N/A	Yes	No	No	Proceeds from the 'Wonderland' School of Movement event go directly back into supporting our community performers, while covering essential production costs such as venue rental staging, lighting, sound, costumes, technicians, designers, and safety equipment so local artists have a professional, supportive space to perform. Our show this year is anticipated to be an 'over the top' experience, with more locally built elaborate sets, props, costumes, creating a more 'immersive' experience.	0	N/A	\$0	
Pagosa Pride	6/13/2026	\$1,500	N/A	Yes	No	Maybe	Funds would cover costs for the Liberty theater movie, the stage (town stage not available), security, advertising by radio, the Pagosa Sun.	1	\$0	\$2,000	

2026 Event Funding Requests											
Event	Event Date(s)	Amount Requested	2025 Final Report Submitted	Budget Provided	Stage Use	Event Trailer Use	Funds Requested For	# of Years Funding Granted	2025 Amount Funded	Historical Amount Funded (directly to organizer)	\$ \$ Proposed
2026 Pagosa Paddle	5/15-5/16/26	\$4,000	Yes	Yes	No	No	Awards \$750 / 32 birch paddles and engraving Professional timing crew \$500 Marketing \$725 / Radio announcements, 2 event Banners, Newspaper advertisements, and posters Food/Beverage \$500 / Lunch for 40 Volunteers Event Tee Shirts / \$1200 Event pop up tent with our logo / \$325	6	\$1,250	\$17,950	
Pagosa Springs Artists Studio Tour	8/21-8/23/26	\$1,200	Yes	Yes	No	No	Printing of reusable banners and promotional posters	3	\$1,500	\$3,900	
Life at Chimney Rock	6/6-6/7/26	\$4,275	Yes	Yes	No	No	Of the total budget for this event, 59% (\$4,275) is being requested from the Tourism Board and would be spent toward the lodging in Pagosa Springs and stipends for the two Native American dance groups and for the art vendors, as well as advertising. Of the total budget, 41% is in CRIA's budget for this event.	5+	\$3,000	\$43,000	
Mountain Chile Cha Cha	9/26/26	\$12,500	N/A	Yes	Maybe	Yes	To support key event infrastructure and programming that enhance the visitor experience at the Mountain Chile Cha Cha - Tent rentals, event infrastructure, family activity area, live music, sound, stage, lodging for musicians.	2	\$0	\$4,000	
Baskets for Big Picture Classic	5/8-5/10/26	\$5,000	Yes	Yes	No	No	To purchase and install new professional-quality disc golf baskets for the Sneak-A-Peak Disc Golf Course located at Cloman Park in Pagosa Springs. In addition to purchasing the baskets, funding may also help cover necessary installation materials, such as ground sleeves and mounting hardware, which allow baskets to be securely installed while still being removable for maintenance if needed.	1	\$5,000	\$9,063	
Main Street Art Walk	6/26/26 & 7/24/26	\$5,000	N/A	Yes	No	Maybe	Paid advertising targeting regional visitor markets (two-date promotion): \$1,400 (Social \$1,200 + Google/Search/Maps \$200), Printed maps/passports (both dates): \$1,600, Printed materials for visitor distribution (posters + lodging rack cards): \$300, Participating storefront markers (required): \$650 (custom suction-cup "ART WALK STOP" window flags/signs), Anchor/gateway wayfinding: \$650 (one reusable banner + minimal directional arrows; evergreen "MAIN STREET EVENT - HAPPENING NOW" feather flags to be borrowed/in-kind if available), Light design support: \$400 (finalize map and evergreen templates)	1	\$0	\$1,000	
17th Annual Car Show	6/12-6/13/26	\$15,000	N/A	Yes	Yes	Yes	\$15,000.00 Portion will be used to compensate for the huge increase in park rental fees and all permits and licensing involved. A portion will also be used to get a local DJ for Saturday. Payroll and Administration will also be paid from the funding. Security will take a large chunk of it if SJ Rangers can't do it and we need the Police to do it.	0	\$0	\$88,958	
Park 2 Park Artisan & Food Market	7/2-7/5/26	\$15,000	N/A	Yes	No	No	To enhance the visitor experience and support event infrastructure, ensuring the market continues to attract both locals and out-of-town guests.	0	\$0	\$88,958	
Colorfest	9/18-9/20/26	\$20,000	N/A	Yes	Yes	Yes	If granted, we would use the money for the increased rental fees for the venue. To cover the gap in donated versus paid hotel rooms that we will have to purchase. Increased marketing for the Passport to Pagosa Wine & Food Festival and winners. Help cover the costs of the shirts and glasses.	0	\$0	\$88,958	
Grillin' & Distillin'	8/15/26	\$10,000	Yes	Yes	Yes	Yes	To maximize both the attendee experience and the economic impact for the community.	1	\$5,000	\$88,958	
Breakfast with Balloons	9/19/26	\$3,500	N/A	Yes	No	No	Offset the direct costs of producing Breakfast with Balloons, including catering (\$2500), live music (\$400), liability insurance (\$176), advertising (\$350), and event supplies (\$150).	0	\$0	\$0	
	April 8th Requests	\$177,475								Total Approved for 2026	\$86,537
										Funds Remaining	\$63,463

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

pagosaconcertseries@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Pagosa Springs Summer Concert Series

Proposed Event Date(s) *

MM DD YYYY

05 / 23 / 2026

Amount of Funding Requested *

\$20,000 total for 2 events. May 23-\$10,000, Sept 5-\$10,000

Name of Producing Entity *

NFA Productions LLC

Contact Person *

Matt Cottle

Phone Number *

9704039116

Email Address *

pagosaconcertseries@gmail.com

Event Website *

<https://www.pagosaspringsconcertseries.com/>

Producing Entity Tax Status *

- ☒ For Profit
- ☐ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Arts Rhythm & Tradition

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Memorial Day Weekend – Saturday, May 23

Venue: Yamaguchi Park

Time: 5 pm – 9 pm

Labor Day Weekend – Saturday, Sept 5

Venue: Yamaguchi Park

Time: 5 pm – 9 pm

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

NFA Productions is pleased to propose the Pagosa Springs Summer Concert Series. We produce a family-friendly live music series designed to bring the community together while enhancing Pagosa Springs' appeal as a cultural destination. The series features a curated lineup of emerging artists alongside established regional and national acts, offering high-quality live concerts in the park.

Concerts are proposed to take place in Yamaguchi Park on weekends throughout the 2026 summer season, including Memorial Day Weekend, the Fourth of July, and Labor Day Weekend. Each event includes live music performances, professional sound and production, and a welcoming park environment that encourages attendees to gather, relax, dance, and enjoy the music. Events also include food trucks, local artisan vendors, and a bar with beer and seltzer options.

Ticket pricing is intentionally kept affordable to ensure broad community access while supporting artist fees and event production costs. The series is scheduled around peak tourism periods to provide engaging entertainment for residents and visitor, creating shared cultural experiences that extend beyond the stage and contribute to Pagosa Springs' vibrant atmosphere.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes, we plan to work with lodging partners, including but not limited to the partners we worked with last year. West End Lodge and Pagosa Lodge.

Please describe in detail partnerships with any other area businesses. *

NFA Productions works closely with a range of local businesses and organizations to produce the Pagosa Springs Summer Concert Series, strengthening community connections and supporting the local economy.

A key event partner is Elevated Productions, a Pagosa Springs-based company founded by local artist, nonprofit executive, and business owner Jared Omas. Elevated Productions brings deep community knowledge and a strong track record of successful local events, including Reggae in the Park, which drew more than 2,000 attendees in 2024. This partnership plays an important role in community outreach, local engagement, and enhancing Pagosa Springs' cultural offerings. Together, NFA Productions and Elevated Productions aim to expand the reach of the concert series while supporting a vibrant and locally rooted music scene.

During the 2025 concert series, we also worked closely with Jorgenson Music Audio Productions to provide high-quality sound and professional production, contributing to the overall attendee experience.

In-kind partnerships were an important component of the event. Kip's Grill and Cantina and Mee Hmong provided backstage meals and hospitality for artists and production teams. The Overlook Hot Springs offered discounted passes for performing artists, allowing them to experience one of Pagosa Springs' signature attractions. PSTM Architecture supported volunteer coordination and organization, and Four Corners Flyers assisted with liquor licensing. We also shared in-kind support and collaboration with local organizations including Aspen House and the Pagosa Arts Council.

Looking ahead to 2026, NFA Productions plans to expand partnerships with additional local businesses, lodging properties, and service providers to further strengthen community involvement, enhance the visitor experience, and increase the overall impact of the concert series. We will be working with 501(c)3, Arts, Rhythm, & Tradition for liquor licensing.

Overall Anticipated Attendance *

4000

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The Pagosa Springs Summer Concert Series provides meaningful cultural, economic, and community benefits by activating Yamaguchi Park with high-quality live music during key tourism periods. The series expands Pagosa Springs' event offerings by creating a consistent, multi-date experience that encourages residents and visitors to gather, connect, and engage with the local community.

By hosting events across Memorial Day, Reggae in the Park, and Labor Day, the series enhances the visitor experience during peak travel weekends while strengthening Pagosa Springs' identity as a destination for arts and culture. These accessible, family-friendly events complement the area's outdoor recreation and appeal to a broad audience.

The concert series has demonstrated a strong ability to attract out-of-town visitors, with approximately 20% of attendees traveling specifically for the events and audiences coming from regional and national markets including New Mexico, Texas, Arizona, and California. This increased visitation supports local businesses, including lodging, dining, and retail.

In addition, the series contributes to the local economy by hiring regional artists, engaging local vendors, and creating paid opportunities for event staff and production teams. It also fosters community pride by offering inclusive, high-quality cultural experiences for residents and visitors alike.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Portable Stage Rental, Trash/Recycling Service, Event Trailer, Fencing, Marketing support

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Funds received from the Pagosa Springs Tourism Board would be used to offset core production, marketing, and operational costs necessary to produce a safe, professional, and visitor-ready concert experience.

Tourism funding would primarily support artist fees and production costs, including stage and sound equipment rentals, professional production staff, and on-site event management. These elements are essential to attracting high-quality regional and national performers and delivering a polished experience that meets visitor expectations.

Funding would also be applied to required event operations such as venue rental, liquor licensing, insurance, security, fire department support, portable restrooms, trash and recycling services, and essential equipment rentals. These expenses ensure the event is compliant, accessible, and able to safely accommodate large crowds.

In addition, Tourism Board funds would support marketing and promotion efforts that extend beyond the local audience. This includes marketing management, digital and radio advertising, printed materials, photography, and technical services used to promote the concert series to out-of-town and out-of-state visitors. These efforts are key to increasing awareness, driving attendance, and positioning the concert series as part of the Pagosa Springs visitor experience.

Finally, funding helps cover administrative coordination, local communications, and event staffing, allowing the series to be professionally managed and financially sustainable while keeping ticket prices affordable for both residents and visitors.

Please describe any marketing or advertising you plan to do to promote the event. *

Marketing and advertising for the Pagosa Springs Summer Concert Series will focus on building awareness locally and regionally, driving ticket sales, and positioning the series as a must-do experience for visitors to Pagosa Springs.

Promotion will begin with cohesive event branding used across posters, flyers, digital graphics, and social media. Print materials will be distributed throughout Pagosa Springs, Durango, and high-traffic visitor locations including local businesses, restaurants, and visitor centers. These materials will clearly communicate event dates, performers, ticket information, and sponsors.

The concert series website, pagosaspringsconcertseries.com, will serve as the central hub for event information, ticket sales, schedules, and volunteer opportunities. The site is mobile-friendly and designed to capture visitors planning trips to Pagosa Springs, with clear calls to action and dedicated pages for each event.

Social media marketing on Facebook and Instagram will play a major role, with a multi-month content strategy that includes save-the-dates, band announcements, ticket reminders, sponsor highlights, and live event-day content. Paid social media advertising will be used in the weeks leading up to each event to reach audiences in Pagosa Springs, Durango, and surrounding regions.

Radio advertising will support regional reach, with placements on KWOLF, KTAOS for one month prior to each event and KGNU during the two weeks leading up to each concert. Google Ads will also be used to target people actively searching for live music and events in Pagosa Springs and Southern Colorado.

In addition, the concert series will be listed on local and regional event calendars, including chamber of commerce calendars, tourism websites, radio station calendars, and regional media outlets. Together, these efforts are designed to attract both residents and visitors, increase advance ticket purchases, and strengthen Pagosa Springs' visibility as a live music destination.

What other funding or grants have you applied for? *

At this time, we have not applied for additional grants for the Pagosa Springs Summer Concert Series. Moving forward, we plan to explore other grant opportunities that may be available and appropriate for the event through our non-profit organization Arts Rhythm & Tradition.

We will also continue to develop sponsorships with local and regional businesses as an important funding source. Expanding sponsorship support will help strengthen the financial sustainability of the concert series while building deeper partnerships within the Pagosa Springs business community.

Should the Tourism Board decide not to support this event, will it still occur? *

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain *

The Pagosa Springs Summer Concert Series may still occur without funding from the Pagosa Springs Tourism Board; however, it would likely be significantly reduced in scale and impact. Tourism Board support plays a critical role in covering key production, marketing, and operational costs that ensure the event meets a professional standard and attracts both local and visiting audiences.

Without this funding, we would need to scale back core elements such as artist booking, production quality, and marketing reach. This would limit our ability to secure regional and national performers, reduce attendance potential, and diminish the event's effectiveness as a tourism driver.

While we would explore alternative funding sources and adjust the format to continue offering live music in the community, the event would not deliver the same level of economic impact, visitor attraction, or overall experience without Tourism Board investment.

Support from the Tourism Board allows us to produce a high-quality event in the near term while continuing to build toward a more sustainable model through increased sponsorship, earned revenue, and expanded regional marketing in future years.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes. We intend to host the Pagosa Springs Summer Concert Series beyond 2026 and envision it as an annual event for many years to come. Our goal is to continue building the series over time by strengthening community partnerships, expanding sponsorship support, and increasing earned revenue, allowing the event to grow sustainably while remaining a valued part of Pagosa Springs' summer programming.

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

60

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

50

Do you anticipate requesting funding from the Tourism Board in future years? *



Yes



No



Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

NFA Productions plans to grow the Pagosa Springs Summer Concert Series into a sustainable, annual event that increasingly relies on earned revenue and private sponsorship rather than public funding. Our long-term strategy focuses on expanding sponsorships, increasing ticket sales through audience growth, and strengthening regional marketing to attract visitors.

Each concert operates with an estimated budget of \$15,000–\$20,000. While our goal this year was to reduce the amount of Tourism Board funding requested, operating at this scale revealed unforeseen production, staffing, and infrastructure costs not fully captured in the original budget. These lessons have given us a clearer understanding of actual event costs and will allow us to plan more efficiently moving forward.

Beginning in 2027, we anticipate requesting approximately \$7,500 per ticketed event (35–50% of total costs) and \$10,000 for the Fourth of July concert due to its larger scale. By 2028, our goal is to further reduce reliance on public funds to approximately \$5,000 per ticketed event and \$7,500 for the Fourth of July concert (25–35% of total costs).

With continued short-term support from the Tourism Board, we are confident the concert series can increase earned revenue, grow sponsorship funding, and become more financially self-sustaining in future years while continuing to deliver cultural and economic benefits to Pagosa Springs.

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Proposal: Pagosa Springs Summer Concert Series

Proposed by NFA Productions

Contact: Matt Cottle

Phone: 970-403-9116

Email: pagosaconcertseries@gmail.com

[Updated 2026 PSCS Funding Application](#)

[Updated 2026 PSCS Budget](#)

NFA Productions is excited to propose the Pagosa Springs Summer Concert Series to the city of Pagosa Springs. Our events create opportunities for emerging artists alongside regional and national acts. We believe music brings people together, creating community and shared experiences that last beyond the stage. Event dates for the concert series in 2026 are proposed around holiday weekends over the summer season – Memorial Day Weekend, 4th of July, and Labor Day Weekend, in an effort to provide affordable entertainment for Pagosa residents and visiting tourists.

About NFA Productions

NFA Productions is a Colorado-based music and event production company dedicated to fostering connections through music by specializing in vibrant, diverse events. Matt Cottle, founder of NFA has produced over 1000 concerts and festivals for venues all over Colorado, including the City of Boulder, The City of Broomfield, the City of Pagosa Springs, and Roots Music Project 501(c)(3).

Our Marketing Director, Liz Compos, has a MBA from CU-Boulder as well as a successful career in corporate marketing and events. She educates creatives in go to market strategies as an Adjunct Professor at Antioch University and a community educator. Liz is the Executive Director at NoBo Art District and has experience curating, promoting, and fundraising for arts events attracting over 15,000 people annually, such as Boulder Arts Week and NoBo Art District First Friday Art Walks. NFA employs local and regional sound, lighting, and event production professionals and uses high-quality equipment to ensure successful productions.

Event Partners

NFA Productions is excited to partner with Elevated Productions on The Pagosa Springs Summer Concert Series. Elevated Productions is based out of Pagosa Springs, Colorado and founded by local artist, non-profit executive, and business owner, Jared Omas. Jared has a history of producing successful events in Pagosa Springs, most notably Reggae in the Park, which attracted over 2,000 community members in 2024. Elevated Productions plays a vital role in connecting with our community and enriching Pagosa Springs' cultural landscape. This partnership will not only expand the festival's reach and attract more visitors to Pagosa Springs but also strengthen the local arts and music scene, fostering vibrant community events that benefit both residents and guests alike.

Community Partnerships

NFA Productions is partnering with local non-profit organization, Arts Rhythm & Tradition, for the 2026 Pagosa Springs Summer Concert Series.

Event Details

- **Memorial Day Weekend – Saturday, May 23**
Venue: Yamaguchi Park
Time: 5 pm – 9 pm
Music: 2-3 Bands/event

Tickets: Presale and day of tickets available.

- \$10-\$15/adult
- Under 18 FREE

- **Labor Day Weekend** – Saturday, Sept 5

Venue: Yamaguchi Park

Time: 5 pm – 9 pm

Music: 2-3 Bands/event

Tickets: Presale and day of tickets available.

- \$10-\$15/adult
- Under 18 FREE

Event Funding

NFA Productions hopes to continue the Pagosa Springs Summer Concert Series with the intention of growing the concerts into an annual event series that continues to support the community and attract larger audiences. We plan to apply for event funding and marketing assistance with the Pagosa Springs Area Tourism Board to assist with event expenses this season. Each concert is estimated to have approximately \$15-20,000 in expenses. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series in the future. In 2027, we hope to apply for \$7,500 in funding support for each of the ticketed events. In 2028 our goal is to request funding for the subsequent events at \$5,000 and \$7,500.

Budget:

[Updated 2026 PSCS Budget](#)

Concert Series Checklist:

Alcohol: Yes

- Non-profit Partner for Temporary Alcohol permit - TBD

Sponsorship: [See 2026 Sponsorship Opportunity Deck](#) for more metrics and information on our audience. [See 2025 Sponsorship packet here](#) for reference on sponsorship tiers.

Confirmed Sponsors:

- Kips Grill and Cantina
- PSTM Architecture
- Passage Art Gallery

Select Potential Sponsors:

- Various Hotel and Lodging partners
- Pagosa Mountain Sports
- Ska Brewing (large local/regional breweries)
- Colorado food and beverage companies
- Pagosa Outside

Vendors: Possible / Sponsor Vending

- Vendor application Cost = \$75-\$150 / 10x10 space / day
- Food Trucks Cost = \$50-\$300
- Applications due 6 weeks prior to festival
- YES electricity available for vendors

Food Trucks: Yes

Sound System / Lighting: Provided by professional Colorado production company

Tents: 10x10 multiple

- Backstage/hospitality
- Sound

- Bar
- Audience

Stage:

- Tourism Board Portable Stage Rental – 16'x20'

Trash and Recycling Services:

- Tourism Board dumpster/hauling
 - \$50 landfill fee
 - Tourism Board Recycling for aluminum and cardboard

Tourism Board Event Trailer: Yes

- Portable metal fencing for beer gardens / alcohol - 300'
- (2) Spider boxes
- (2) Outdoor electrical cables - 100' and 50'
- Generator
- Trash cans / bags

Addition Equipment Loaned from Pagosa Tourism Board: Visitor Center at 970-585-1200

- portable lights
- battery packs
- portable AV equipment
- 10'x10' pop up tents

City of Pagosa Springs Links/Contacts:

Available Date Confirmation:

- Town Parks & Rec Event Coordinator: Jamie Carothers [970-264-4152](tel:970-264-4152) x 521 or jcarothers@pagosasprings.co.gov
- Chamber of Commerce: Mary Jo Coulehan [970-264-2360](tel:970-264-2360) or director@pagosachamber.com

Event Permit Application: Jamie Carothers [970-264-4152](tel:970-264-4152) x 521 or jcarothers@pagosasprings.co.gov
[Tourism Board Funding Application](#)

City Funding Invoicing: Invoice + W9 - coordinator@visitpagosasprings.com

[Outdoor Venue Info](#)

[Portable Stage Application](#)

Liquor License Permitting: Apply at least 30 days in advance. Reach out for info at least 45 days in advance.

- April Hessman - [970-264-4151](tel:970-264-4151) x237 or ahessman@pagosasprings.co.gov

[Food Truck Options](#)

Tent/Equipment Rental:

- H & H Tent Rentals at handhtentrentals@gmail.com or [970-403-9791](tel:970-403-9791)
- Mountain Peak Rentals at mountainpeakrentals@gmail.com or [970-444-2370](tel:970-444-2370)

Trash + Recycling Services: coordinator@visitpagosasprings.com

Fire Department Inspection: Apply at least 21 days in advance

- Kelly Robertson, Fire Marshal, at krobertson@pagosafire.com or [970-731-4191](tel:970-731-4191)

Health Department Inspection:

Angelica Leslie at aleslie@archuletacounty.org or [970-264-2409](tel:970-264-2409)

Marketing + Sales Contacts:

- www.visitpagosasprings.com Listing: sales@visitpagosasprings.com
- Pagosa Sun Listing – Chamber of Commerce
- [Chamber of Commerce Calendar](#)
- Additional Info: marketing@visitpagosasprings.com

[Lodging Partnerships](#)

Additional Assistance:

Becky Engel
 Administrative Assistant

Project Objectives

- **Deliverables:**
 - Secure all necessary permits and licenses.
 - Hire bands and sound/lighting vendors.
 - Rent and secure all necessary equipment (stage, tents, trash services, etc.).
 - Coordinate with vendors and food trucks.
 - Ensure smooth operations on event day (ticketing, alcohol management, safety, and entertainment).
 - Local, regional, and national targeted marketing
- **Goals:**
 - Attract a minimum of 1500 attendees per festival.
 - Maintain a balanced budget with a goal of generating a \$15,000/event in sponsorships, and ticket sales.
 - Promote local businesses and showcase Pagosa Springs' cultural offerings.
 - Establish long-term partnerships with sponsors, local vendors, and the City of Pagosa Springs.

Project Timeline

The timeline for the Pagosa Springs Summer Concert Series will be broken down into the following phases. This plan is specifically designed for each of the festivals in 2026 (Memorial Day, 4th of July, Labor Day).

Phase 1: Planning & Initial Coordination (6 months prior to event)

Task	Deadline	Owner/Contact
Finalize event concept and goals	January 2026	Event Organizer
Confirm event dates with venue	January 2026	Jamie Carothers (Town Parks & Rec)
Apply for event permits	January 2026	Jamie Carothers (Event Permit Application)
Start Vendor recruitment	January 2026	Event Organizer, Marketing Manager
Secure sponsorships	January - March 2026	Event Organizer, Administrator, Local Comm Mang.
Book entertainment (bands)	February 2025	Event Organizer

Phase 2: Vendor & Permit Coordination (4-5 months prior)

Task	Deadline	Owner/Contact
Submit liquor license application	90 days before each event (At least 30 days)	Local Comm Mang/April Hessman (Liquor License Permitting)
Confirm all vendor applications	6 weeks prior to each event	Event Organizer, Administrator
Finalize tent and equipment rental	March 2026	Event Organizer/H & H Tent Rentals, Mountain Peak Rentals
Confirm partnerships with food trucks	March 2026	Event Organizer, Administrator

Task	Deadline	Owner/Contact
Confirm trash and recycling services	March 2026	Event Organizer/Tourism Board, coordinator@visitpagosasprings.com
Confirm portable stage & equipment	March 2026	Tourism Board, Jamie Carothers (Event Coordinator)
Apply for fire department inspection	At least 21 days before event	Event Organizer/Kelly Robertson (Fire Marshal)
Apply for health department inspection	21 days before event	Angelica Leslie (Health Department)
Confirm and coordinate with food trucks	March 2026	Event Organizer

Phase 3: Marketing & Promotion (3 months prior)

Task	Deadline	Owner/Contact
Create event marketing materials	February - April 2026	Marketing Manager
Promote via website and social media	March – August 2026	Marketing Manager
Google Ads	April - August 2026	Marketing Manager
Distribute posters and flyers	April – August 2026	Local Comm Mang/Event Organizer/Marketing Mang
Reach out to sponsors for promo materials	March - April 2026	Local Comm Mang/Event Organizer/Marketing Mang

Phase 4: Final Coordination & Setup (1 month prior)

Task	Deadline	Owner/Contact
Final check of all vendor contracts	1 month before event	Event Organizer
Confirm logistical details (stage, sound, tents)	1 month before event	Event Organizer, Tourism Board
Confirm insurance coverage	1 month before event	Event Organizer, Insurance Provider
Final volunteer meeting & schedule	1 week before event	Event Coordinator
Set up event site plan (stage, tents, beer garden, etc.)	2-3 days before event	Event Coordinator, Set-Up Crew

Phase 5: Event Day Operations

Task	Deadline	Owner/Contact
Set up the event site	Day before and morning of event	Set-up Crew, Volunteers
Coordinate with vendors & performers	Day of event	Event Organizer, Event Coordinator
Manage ticket sales and entry	Day of event	Event Organizer, Security
Oversee sound and stage management	Day of event	Production Manager, Stage Manager
Monitor alcohol service & safety	Day of event	Security, Alcohol Staff
Provide volunteer coordination	Day of event	Event Coordinator
Ensure trash and recycling are managed	Day of event	Event Coordinator, Event Organizer

Phase 6: Post-Event Wrap-Up (1 week after event)

Task	Deadline	Owner/Contact
Confirm final payments to vendors	1 week after event	Event Organizer, Finance Team
Send thank-you notes to sponsors & volunteers	1 week after event	Event Organizer
Complete event debrief and feedback collection	1-2 weeks after event	Event Organizer, Team

7. Risk Management & Contingency Planning

- **Weather:** Plan for inclement weather. Consider backup tents or indoor venues for some activities (if applicable).
- **Health and Safety:** Confirm the presence of potable water, medical staff/PSPD and first aid stations. Monitor alcohol consumption and enforce legal and safe drinking policies.
- **Vendor Issues:** Have backup vendors available in case of no-shows. Confirm contracts and payment terms.
- **Security:** Ensure trained security staff is present for crowd control and alcohol management.

8. Evaluation and Success Metrics

- **Attendance:** Target attendance numbers for each festival date.
- **Revenue:** Track ticket sales, vendor payments, and sponsorships to meet budget goals.
- **Satisfaction:** Collect feedback from attendees, sponsors, and vendors.
- **Safety:** Ensure no major incidents occurred.

Marketing Plan for Pagosa Springs Summer Concert Series (2025)

1. Event Branding

Objective: Update visual identity to attract attendees and communicate the event's fun, community-driven atmosphere. This branding will be used for posters, print flyers, and social media content.

Design Components:

- **Logo:** Festival-specific logo that combines elements of the local landscape (Pagosa Springs) with music-themed visuals (guitar, microphone, etc.).
- **Color Palette:** Use vibrant, summery colors (e.g., orange, yellow, blue, green) to evoke energy and fun.
- **Typography:** Bold, easy-to-read fonts for key information (event name, date, time) with a playful, festival-like vibe.

Materials:

- **Posters:** To be displayed around Pagosa Springs and Durango, and at local businesses. Include event name, dates, line-up, ticket pricing, and sponsors.
- **Flyers:** Smaller, distributed in high-traffic areas (coffee shops, visitor centers, restaurants). Provide concise event details and call-to-action (e.g., "Get your tickets now!").
- **Social Media Flyers:** Adapted versions of the posters, sized for Facebook and Instagram posts, with the addition of CTA buttons like "Buy Tickets" or "Join Us!"

2. Website

www.pagosaspringsconcertseries.com

Pages:

- **Home Page:**
 - Event introduction: Highlight the concert series' vibe, music, and family-friendly nature.
 - Key CTAs: "Get Tickets," "Volunteer," and "View Full Schedule."
- **Schedule Page:**
 - A complete list of concert dates (Memorial Day, 4th of July, Labor Day).
 - Include a brief description of each festival's theme (e.g., Memorial Day: "Kickoff Summer with Music and Community").
- **Individual Event Pages** (1 page per event):
 - **Band Line-Up:** List of performers for each festival date.
 - **Ticket Sales Link:** Direct links to the ticket sales page (integrate with Eventbrite).
 - **Volunteer Sign-Up:** Easy-to-fill-out volunteer sign-up form (integrate Google form).
- **Get Involved:**
 - Information and forms for festival sponsorship.
 - Includes information and an application form to volunteer with Pagosa Concert Series.

Additional Features:

- Mobile-responsive design, given that many users will access the site from phones.
- SEO optimization with keywords like "Pagosa Springs concerts," "Colorado live music," and "summer music festivals."

3. Social Media Strategy

Objective: Build an engaged community around the event through Facebook and Instagram.

Platform Setup:

- **Pages:**
 - i.e. Facebook: [Pagosa Concert Series](#)
 - i.e. Instagram: [@Pagosa.Concert.Series](#)

Content Plan & Timeline:

- **3-4 Months Before Event** (February – May 2026): Build awareness and excitement.
 - **Post Type:** Event teaser posts, save-the-date graphics, band line-up reveals, countdowns.
 - **Frequency:** 2–3 posts per week on Facebook and Instagram.
 - **Example Post:** “🎵 Get ready for an unforgettable summer of live music in Pagosa Springs! Save the dates for the *Pagosa Springs Summer Concert Series*. 🎸 Check out our website for all the details! #PagosaConcertSeries #LiveMusic #ColoradoSummer”
 - **Visuals:** Use high-quality images of previous festivals, local scenery, and festival branding.
- **1-2 Months Before Event** (May – July 2026): Highlight event details and ticket sales.

- **Post Type:** Band spotlights, ticket sale reminders, vendor highlights, food trucks, local sponsors.
- **Frequency:** 3–4 posts per week on both platforms.
- **Example Post:** “🎸 We’re excited to announce [Band Name] is headlining our *Memorial Day Weekend* show! Tickets are on sale now—click the link to grab yours before they’re gone! #PagosaConcertSeries #LiveMusic”
- **Visuals:** Line-up graphics, posters, ticket purchase buttons, sponsor features.
- **1 Week Before Each Event** (Weekly Posts): Final push for ticket sales.
 - **Post Type:** Event reminders, FAQ posts, weather updates, volunteer shout-outs.
 - **Frequency:** Daily posts leading up to the event.
 - **Example Post:** “🕒 The countdown is on! Only [X] days until our *4th of July Weekend* concert. Don’t miss out—buy your tickets today! 🎸 #PagosaConcertSeries #SummerFun”
- **Event Day Posts:**
 - **Live Content:** Instagram Stories and Facebook Live (e.g., behind-the-scenes, crowd shots, live performances).
 - **User-Generated Content:** Encourage attendees to post with the hashtag #PagosaConcertSeries and feature their content.

Social Media Ads:

- **Facebook/Instagram Ads:** Promote ticket sales and event awareness 4-6 weeks before each event.
 - **Target Audience:** Pagosa Springs, Durango, and surrounding areas (within 100 miles). Age group: 21-55, music lovers, outdoor enthusiasts, local community.
 - **Ad Type:** Carousel ads with event photos, band names, and ticket CTAs.
 - **Budget:** \$5–\$10 per day, starting at least 4 weeks before each event.

4. Radio Advertising

Objective: Drive event awareness to local and regional audiences.

- **KGNU** - Runs for 2 weeks before each event
- **KTAOS** - For 1 month before each event
- **K-Wolf** - Sponsored airtime TBD

5. Google Ads

Objective: Drive targeted traffic to the website to boost ticket sales.

CamAd Type: Text and display ads targeted at people searching for events in Pagosa Springs, Colorado, and nearby areas.

Campaign Setup:

- **Keywords:**

- “Pagosa Springs concert series”
- “Colorado summer concerts 2026”
- “Live music events Pagosa Springs”
- “Music festivals in Colorado”
- **Budget:** Start with \$200–\$300 per month for Google Search Ads and Display Network ads.
- **Landing Pages:** Direct Google Ads to the “Schedule” page or individual event pages for ticket sales.

5. Local Event Calendars

Objective: Increase local awareness and attendance by listing the concert series on prominent community event calendars.

Research & Listings:

Local Pagosa Springs, Durango, and regional radio.

- **Pagosa Springs:**
 - **Pagosa Springs Chamber of Commerce Events Calendar:**
Contact director@pagosachamber.com to get listed.
 - **KSUT Event Calendar**
 - **Pagosa Scene**
 - **Pagosa Sun:** Get the event listed in the community section or as a feature.
 - **Pagosa Springs Events:** Use local event listing platforms like www.pagosasprings.com or www.visitpagosasprings.com.
- **Durango, CO:**
 - **Durango Chamber of Commerce:** List the events on the *Durango Chamber of Commerce Event Calendar*.
 - **Durango Herald Events:** Ensure the event is included in their digital and print listings.
 - What’s Happening Durango - Only Memorial Day and Reggae added so far (includes ticket link)

Action Items:

- Submit event details and graphics for inclusion on the event calendars 3–4 months before each festival date.
- Contact all platforms to confirm listings and ensure accurate event details.

Timeline Summary

Task	Timeline	Responsibility
Website Updates	February – March 2026	Web Developer/Marketing Team
Social Media Setup & Content Creation	February – March 2026	Social Media Manager
Google Ads Campaign	April – August 2026	Marketing Team
Social Media Ads	May – August 2026	Social Media Manager
Submit to Local Event Calendars	February – March 2026	Event Organizer/Marketing Team

Pagosa Springs Summer Concert Series 2026**Memorial Day Weekend: Saturday, May 23, 2026**

Income	Est Revenue
Ticket Sales	\$5,000.00
Bar Sales	\$4,000.00
Sponsorship	\$2,500.00
Local Grant Funding	\$1,500.00
Vendors	\$1,000.00
Total Income	\$14,000.00
Expenses	Est Expenses
Venue Rental	\$360.00
Liquor License	\$100.00
Stage Rental	\$300.00
Sound Engineering + Equipment	\$2,250.00
Bands	
A	\$1,750.00
B	\$1,000.00
Production Team	
Production Manager	\$1,000.00
Stage Manager	\$1,000.00
Security Team	\$250.00
Event Staff	\$300.00
Bar Supplies	\$1,300.00
Trash + Recycling Services	\$50.00
Tent Rental	\$1,500.00
Potta Potties	\$700.00
Event Trailer	\$100.00
PS Fire Department	\$100.00
Equipment Rental	\$500.00
Event Supplies	\$250.00
Hospitality	\$1,200.00
Marketing	
Marketing Manager	\$1,500.00
Printed Materials	\$400.00
Digital Advertising	\$600.00
Radio	\$700.00
Tech Services	\$200.00
Photography	\$500.00
Local Communications	\$1,200.00
Event Coordination	\$500.00
Administrative Support	\$1,000.00
Insurance	\$750.00
Contingency/Supplies (2.5% of expenses)	\$534.00
Total Expenses	\$21,894.00
Pagosa Springs Tourism Funding Request	\$10,000.00
Projected Profit	\$2,106.00

Pagosa Springs Summer Concert Series 2026**Labor Day Weekend: Saturday, September 5, 2026**

Income	Actual Revenue
Ticket Sales	\$5,000.00
Bar Sales	\$4,000.00
Sponsorship	\$2,500.00
Local Grant Funding	\$1,500.00
Vendors	\$1,000.00
Est. Income	\$14,000.00

Expenses	Actual Expenses
Venue Rental	\$360.00
Liquor License	\$100.00
Stage Rental	\$300.00
Sound Engineering + Equipment	\$2,250.00
Bands	
A	\$1,750.00
B	\$1,000.00
Production Team	
Production Manager	\$1,000.00
Stage Manager	\$1,000.00
Security Team	\$250.00
Event Staff	\$300.00
Bar Supplies	\$1,300.00
Trash + Recycling Services	\$50.00
Tent Rental	\$1,500.00
Potta Potties	\$700.00
Event Trailer	\$100.00
PS Fire Department	\$100.00
Equipment Rental	\$500.00
Event Supplies	\$250.00
Hospitality	\$1,200.00
Marketing	
Marketing Manager	\$1,500.00
Printed Materials	\$400.00
Digital Advertising	\$600.00
Radio	\$700.00
Tech Services	\$200.00
Photography	\$500.00
Local Communications	\$1,200.00
Event Coordination	\$500.00
Administrative Support	\$1,000.00
Insurance	\$750.00
Contingency/Supplies (2.5% of expenses)	\$534.00
Total Expenses	\$21,894.00

Pagosa Springs Tourism Funding Request \$10,000.00

Projected Profit \$2,106.00

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

pagosaconcertseries@gmail.com

Event Name *

Pagosa Springs Summer Concert Series

Event Date(s) *

May 24th, July 4th, August 30th

Contact Person *

Matt Cottle

Phone Number *

9704039116

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Funds provided by the Pagosa Springs Tourism Board were used by the Pagosa Springs Concert Series to support essential event operations and production. This included venue rental, liquor licensing, trash and recycling services, insurance, event security, fire department support, and equipment rentals such as portable restrooms, tents, staging, and sound systems.

Tourism funding also supported artist fees and hospitality, event planning and on-site staffing, production crews, event supplies, and administrative coordination necessary to execute safe, high-quality public events.

In addition, funds were allocated to marketing and promotion efforts, including website design and maintenance, marketing coordination and content creation, social media and radio advertising, and print media. These efforts were critical in increasing visibility, driving attendance, and attracting both residents and visitors to Pagosa Springs.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

The event successfully met its goals of activating Yamaguchi Park as a welcoming community gathering space and offering a family-friendly cultural experience for both locals and visitors. Attendance exceeded expectations, with especially strong participation from families and out-of-town guests.

Live music was a major highlight. Performances by the Blessing Chimanga Experience and the DJ Williams Band were exceptionally well received, generating strong word-of-mouth and positive community feedback. The mix of high-quality music, seasonal programming, and a safe, walkable venue created an atmosphere that felt inclusive and engaging.

Looking ahead, future events could be improved with added shade, clearer signage, and more streamlined communication with volunteers and vendors. At the first event, technical issues with keg taps caused long lines and confusion at the bar. This was successfully resolved at subsequent events by switching to canned beverages only.

There is also an opportunity to strengthen advance marketing, particularly for shoulder-season events, by expanding outreach through regional tourism channels and visitor-facing platforms. Collecting more structured audience feedback and improving attendance tracking will further support planning and reporting as the series continues to grow.

For existing events, provide an overview of how the event fared relative to previous years.

N/A

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Overall feedback was highly favorable, with many attendees expressing enthusiasm for returning to future events. Many visitors asked for resources on how they could stay informed of our schedule. Many people commented on the high quality of the music and production, noting that the performances exceeded expectations. Feedback around pricing and accessibility was also positive. Most attendees appreciated that the event was affordable, welcoming, and easy to attend.

We saw strong family participation, with kids and dogs actively engaged throughout the event, creating a relaxed and inclusive atmosphere. Several visitors asked how to find information about future concerts so they could plan return trips to Pagosa Springs around music in the park.

Out-of-town attendance was especially notable from New Mexico. Multiple visitors shared that they heard about the event on KTAOS radio and made the drive specifically for the concert. Local business owners also reported strong community excitement and growing anticipation for upcoming shows.

Please explain the potential for growth and future plans for the event. *

We see strong potential for continued growth, both in attendance and in long-term sustainability. Moving forward, we plan to use marketing and attendance metrics, such as reach, engagement, and crowd estimates, to clearly demonstrate impact and attract additional event sponsors. These data points will help us tell a stronger story about audience size, visitor demographics, and economic value, making sponsorship opportunities more compelling for regional and national partners.

We also plan to leverage high-quality photo, video, and testimonial content captured at this year's events to expand marketing beyond the local area. By building targeted campaigns aimed at out-of-town and out-of-state audiences, including New Mexico, Arizona, California, Oklahoma, Florida, Texas, and Nebraska. We can position the concert series as a destination experience tied to Pagosa Springs' unique attractions and mountain town experience.

Together, these strategies will allow the events to grow, increase tourism impact, and strengthen partnerships, while maintaining the community-focused atmosphere that has made the series successful.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

6500

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

Two of our 3 events were tickets: Memorial Day (1500) and Labor Day (1000). 4th of July was free. We estimated capacity using a clicker at the front gate. We also took into consideration the visual capacity from the ticketed events when estimating this event. We estimated there were 3,000 people inside the gates on 4th of July, and another 1,000 people outside the perimeter.

What percentage of attendees came to Pagosa Springs specifically for your event? *

20

What percentage of attendees had attended the event in previous years? *

0

Where did attendees come from: local, regional, out of state, international? *

60% Local- Pagosa Springs, Durango, South Fork, 30% regional, out of state, or international. Some locations included New York, New Jersey, Florida, Oklahoma, Texas, New Mexico, California, Arizona, New Hampshire, Belgium, and Denmark.

Provide percentages of the top 5 markets attendees traveled from:

New Mexico, Texas, Arizona, Oklahoma, California

Average age and income bracket of attendees. *

Avg Age: 35 Avg Income: 65K

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

Our website includes a lodging page, with information and links about our lodging partners. All marketing traffic was directed to this website.

<https://www.pagosaspringsconcertseries.com/lodging>

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

While we do not have direct room-night data from partner lodging properties at this time, attendance and audience demographics suggest a meaningful impact on overnight visitation. Across the event series, total attendance reached approximately 6,500 people, with an estimated 30% traveling from out of town. Based on attendee conversations and informal feedback, many visitors indicated they were staying overnight or planning multi-day trips around the concerts. Several guests specifically asked about future event dates so they could plan return visits to Pagosa Springs that included lodging stays. Moving forward, we plan to strengthen coordination with lodging partners and implement post-event surveys to better track overnight stays and room-night generation. This will allow for more precise reporting and deeper insight into the event's direct tourism impact in future seasons.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Springs Summer Concert Series 2025

Memorial Day Weekend: Saturday, May 24, 2025

Income	Estimated Revenue	Actual Revenue
Ticket Sales	\$5,000	\$4,278.00
Bar Sales	\$2,500	\$5,033.00
Sponsorship	-	\$500.00
Vendors	-	\$1,125.00
Total Income	\$7,500	\$10,936.00
Expenses	Estimates Cost	Actual Expenses
Venue Rental	\$360	\$360.00
Liquor License	\$100	\$100.00
Stage Rental	\$300	\$300.00
Sound Equipment Rental	\$2,000	\$2,000.00
Bands		
A	\$1,000	\$1,750.00
B	\$750	\$800.00
C	\$750	\$100.00
Production Team		
Production Manager	\$500	\$1,000.00
Engineer 1	\$500	
Engineer 2	\$500	
Stage Manager	\$500	\$1,000.00
Security Team		
Security 1	\$150	\$157.50
Security 2	\$150	
Security 3	\$150	
Event Staff	-	\$300.00
Bar Supplies	\$0	\$1,484.00
Trash + Recycling Services	\$50	\$53.00
Tent Rental	\$0	\$0.00
Potta Potties	\$850	\$700.00
Event Trailer	\$100	\$100.00
PS Fire Department	-	\$100.00
Equipment Rental	-	\$97.76
Event Supplies	-	\$1,340.00
Hospitality	-	\$618.34
Marketing		
Marketing Manager	\$1,000	\$1,000.00
Printed Materials	\$200	\$637.00
Digital Advertising	\$500	\$805.53
Radio	-	\$606.00
Print Advertising	-	\$300.00
Tech Services	-	\$128.00
Photography	-	\$450.00
Office Supplies		\$350.00
Local Communications	\$1,200	\$1,200.00
Event Coordination	\$600	\$600.00
Administrative	\$2,000	\$2,000.00
Insurance	\$500	\$956.00
Contingency/Supplies (10% of expenses)	\$1,471.00	
Total Expenses	\$16,181	\$21,393.13
Earned Revenue	\$10,936.00	
Visit Pagosa Grant	\$10,000	
Less Expenses	\$21,393	
Nonprofit Contribution	\$355	
Gross Profit	(\$812)	

Pagosa Springs Summer Concert Series 2025

Independence Day Music Fest: Friday, July 4, 2025

Income	Estimated Revenue	Actual Revenue
Bar Sale	\$3,750	\$7,101.00
Sponsorship	-	\$1,000.00
Vendors	-	\$825.00
Total Income	\$3,750	\$8,926.00

Expenses	Estimates Cost	Actual Expenses
Venue Rental	\$360	\$360.00
Liquor License	\$100	\$100.00
Stage Rental	\$300	\$300.00
Sound Equipment Rental	\$2,000	\$2,250.00
Bands		
A	\$1,000	\$1,500
B	\$750	\$750
C	\$750	\$500
D	-	\$400
E	-	\$120.00
Production Team		
Production Manager	\$500	\$1,000.00
Engineer 1	\$500	
Engineer 2	\$500	
Stage Manager	\$500	\$1,000.00
Lighting Crew	-	\$2,576.00
Security Team		
Security 1	\$150	\$157.50
Security 2	\$150	
Security 3	\$150	
Event Staff	-	\$100.00
Bar Supplies	\$0	\$3,323.00
Trash + Recycling Services	\$50	\$0.00
Tent Rental	\$500	\$0.00
Potta Potties	\$850	\$850.00
Event Trailer	\$100	\$100.00
PS Fire Department	-	\$100.00
Equipment Rental	-	\$448.76
Event Supplies	-	\$354.00
Hospitality	-	\$1,960.13
Marketing		
Marketing Manager	\$1,000	\$1,000.00
Printed Materials	\$200	\$383.00
Digital Advertising	\$500	\$841.55
Radio	-	\$606.00
Tech Services	-	\$128.00
Photography	-	\$450.00
Local Communications	\$1,200	\$1,200.00
Event Coordination	\$600	\$600.00
Administrative	\$2,000	\$2,000.00
Insurance	\$500	\$771.00
Contingency/Supplies (10% of expenses)	\$1,521.00	
Total Expenses	\$16,731	\$26,228.94
Earned Revenue	\$8,926.00	
Visit Pagosa Grant	\$15,000	
Less Expenses	\$26,229	
Nonprofit Contribution	\$378	
Gross Profit	(\$2,681)	

Pagosa Springs Summer Concert Series 2025

Labor Day Weekend: Saturday, August 30, 2025

Income	Estimated Revenue	Actual Revenue
Ticket Sales	\$5,000	\$4,258.00
Bar Sales	\$2,500	\$3,721.00
Sponsorship	-	\$500.00
Vendors	-	\$1,275.00
Total Est. Income	\$7,500	\$9,754.00

Expenses	Estimates Cost	Actual Expenses
Venue Rental	\$360	\$360.00
Liquor License	\$100	\$100.00
Stage Rental	\$300	\$300.00
Sound Equipment Rental	\$2,000	\$2,000.00
Bands		
A	\$1,000	\$1,800
B	\$750	\$1,500
C	\$750	\$0
D	-	\$120.00
Production Team		
Production Manager	\$500	1000
Engineer 1	\$500	
Engineer 2	\$500	
Stage Manager	\$500	1000
Security Team		
Security 1	\$150	157.5
Security 2	\$150	
Security 3	\$150	
Event Staff	-	100
Bar Supplies	\$0	1052
Trash + Recycling Services	\$50	53
Tent Rental	\$0	1562
Potta Potties	\$850	700
Event Trailer	\$100	100
PS Fire Department	-	100
Equipment Rental	-	559.29
Event Supplies	-	0
Hospitality	-	3433.34
Marketing		
Marketing Manager	\$1,000	1000
Printed Materials	\$200	315
Digital Advertising	\$500	590.01
Radio	-	606
Tech Services	-	203
Photography	-	450
Local Communications	\$1,200	1200
Event Coordination	\$600	600
Administrative	\$2,000	2000
Insurance	\$500	760
Contingency (10% of expenses)	\$1,471.00	
Total Expenses	\$16,181	\$23,721.14
Earned Revenue	\$9,754.00	
Visit Pagosa Grant	\$10,000	
Less Expenses	\$23,721	
Nonprofit Contribution	\$801	
Gross Profit	(\$4,768)	

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluisX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

fourcornersflyers501c3@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Reggae in the Park

Proposed Event Date(s) *

MM DD YYYY

06 / 13 / 2026

Amount of Funding Requested *

10,000

Name of Producing Entity *

Four Corners Flyers

Contact Person *

Jared Omas

Phone Number *

9708800691

Email Address *

Fourcornersflyers501c3@gmail.com

Event Website *

<https://www.pagosaspringsconcertseries.com/>

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Four Corners Flyers inc.

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Yamaguchi Park soccer fields. 684 S. 5th St. Pagosa Springs co. 81147
9am-9pm June 21st 2025

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

Reggae in the Park is a vibrant, family-friendly event centered around community, culture, and music. This one-day music event brings together local vendors, food, craft beer, and unique handcrafted goods, providing an exciting and diverse experience for all attendees. The event is dedicated to raising funds for local nonprofits, contributing to the betterment of the Pagosa Springs community.

Designed to be inclusive for people of all ages, Reggae in the Park offers a variety of activities for both children and adults. Families can enjoy fun, interactive games such as Frisbee competitions, while music lovers can revel in live performances of family-friendly reggae tunes. With its combination of great music, local food and beverages, and community-focused activities, Reggae in the Park creates an atmosphere of connection and celebration, making it a highly anticipated event for all.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

As part of our ongoing efforts to ensure that attendees of Reggae in the Park 2026 have convenient and affordable lodging options, we are pleased to announce our partnership with West End Lodge. West End Lodge has committed to reserving a block of rooms specifically for event attendees. They are currently exploring the idea of offering discounted rates for those staying during the event. This collaboration aims to provide attendees with a comfortable and accessible place to stay, while also helping to manage the influx of visitors and maintain a smooth lodging experience. In addition to West End Lodge, we are working with several other local hotels, including Alpine Inn and Hillside Inn, just as we have for the past three years. While we are still finalizing the details of these partnerships, we anticipate that both properties will similarly offer discounted rates and may block off a select number of rooms for attendees. These hotels have been invaluable partners in the past, and we are excited to continue working with them to provide lodging solutions for our event guests. Once finalized, we will be sure to communicate specific room availability and rates for each property. These partnerships are crucial in ensuring that our attendees have a variety of lodging options to choose from, and we are grateful for the ongoing support of these local businesses. By offering a range of accommodations at discounted rates, we aim to make Reggae in the Park 2025 a more accessible and enjoyable experience for all who choose to attend.

Please describe in detail partnerships with any other area businesses. *

We have not locked down sponsors for 2026, but last year we worked with multiple local businesses as sponsors and know we will have no issues locking down businesses this year also.

Overall Anticipated Attendance *

2000

Anticipated Attendance: Percentage Local *

40

Anticipated Attendance: Percentage Visitor *

60

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Reggae in the Park is quickly becoming one of the largest, if not the largest, events in Pagosa Springs that draws an impressive number of out-of-town visitors each year. As a cornerstone community event, Reggae in the Park contributes not only to the cultural vibrancy of Pagosa Springs but also to its local economy. By attracting a diverse audience from across the region and beyond, the event plays a vital role in enhancing the visitor experience and elevating the town's profile as a premier destination for both residents and tourists.

One of the primary benefits of this event is the financial impact it generates. Attendees from outside Pagosa Springs are contributing significantly to the local economy by staying in town, dining at local restaurants, and utilizing Pagosa Springs' renowned hot springs and other recreational offerings. Hotels, bed and breakfasts, and vacation rentals see increased bookings during the event weekend, ensuring that lodging providers experience a surge in revenue. Similarly, local restaurants and cafes benefit from the influx of attendees who dine throughout the day, contributing to sales and bolstering local businesses.

In addition to food and lodging, Reggae in the Park also brings visitors who engage in other activities such as exploring local shops, enjoying outdoor recreation, and experiencing the unique offerings that Pagosa Springs has to offer. Visitors may take advantage of local tours, visit galleries, and participate in outdoor activities such as hiking, biking, and river adventures, further increasing the town's economic activity.

The event serves as a key marketing tool for Pagosa Springs, showcasing the town's charm and diverse attractions to a broad audience. As a community-driven event, Reggae in the Park strengthens Pagosa Springs' reputation as a vibrant, family-friendly, and welcoming destination for all, making it an event that local stakeholders, businesses, and organizations want to support and be a part of.

With its growing success, Reggae in the Park is poised to continue attracting thousands of visitors annually, providing substantial economic benefits, and fostering long-lasting connections between the community and visitors. It is an event that not only enhances the visitor experience but also elevates the overall cultural landscape of Pagosa Springs, ensuring its place as a must-attend event for years to come.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

fencing/ stage and event trailer

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

The funding provided by the Tourism Board will be strategically allocated to critical areas of Reggae in the Park 2026 to ensure a high-quality experience for all attendees and to maintain the continued growth and success of the event. The following breakdown outlines the intended use of the allocated funds:

1. Professional Sound and Crew - \$2,000

A portion of the funds will be allocated to hire a professional sound and crew team. This includes the setup, operation, and technical support required to deliver high-quality audio and a seamless performance experience for attendees. The expertise of the sound crew is essential to maintaining the event's high production standards and ensuring that the music is both clear and engaging for the audience.

2. Tent Rental - \$2,485

Tent rentals are vital to provide shelter and comfort for attendees, especially given the outdoor nature of the event. These tents will offer shade, protection from the elements, and create a welcoming environment for guests. The rental will cover the cost of multiple tents to ensure there is ample space for attendees to gather, relax, and enjoy the event throughout the day.

3. Advertising with KSUT - \$800

To effectively promote Reggae in the Park 2025, we have allocated \$800 for advertising with KSUT. This includes radio promotions, event announcements, and other media coverage. The goal is to reach a broad audience, both locally and from surrounding areas, to increase awareness and drive attendance to the event.

4. Headlining Act Performance Fee - \$5,000

The headlining act is a key factor in attracting attendees and ensuring a successful event. The \$5,000 allocated will cover a portion of the cost of the headlining act, which will draw a large audience. While this contribution only covers a portion of the act's full fee, securing a popular and talented headliner is critical for maintaining the high profile of the event and ensuring an engaging musical experience for all attendees.

Total Cost: \$10,285.00

The total funds allocated from the Tourism Board amount to \$10,000, which will be used to cover essential event expenses, including professional sound and crew, tent rentals, advertising, and the headlining act.

Note: Four Corners Flyers will cover the overages of these costs, ensuring the event is fully funded and operational.

Summary:

This funding is vital to the overall success of Reggae in the Park 2026. These investments ensure a high-quality experience for attendees, from top-tier sound to the comfort of sheltering tents, effective advertising to reach a wide audience, and securing a well-known headlining act to draw in crowds. By securing these elements, we continue to build upon the event's growth and reputation, and this support is critical in helping

us deliver a memorable and professionally run event. The assistance from the Tourism Board allows us to keep the event at a high standard while helping to promote economic growth and community engagement in Pagosa Springs.

Please describe any marketing or advertising you plan to do to promote the event. *

For Reggae in the Park 2026, we will invest in advertising and commercial space with KSUT, a prominent radio station serving the Four Corners region. This investment will allow us to run targeted radio ads and event promotions, reaching a broad audience across the local and regional areas. The radio commercials will highlight event details, artist information, and key sponsors, building excitement and raising awareness in the lead-up to the event.

In addition to our radio advertising, we will execute targeted ads and promotions across multiple social media platforms such as Facebook, Instagram, and Twitter. These digital campaigns will be designed to reach specific demographics and locations, effectively engaging both local attendees and out-of-town visitors. The social media ads will promote event logistics, ticket sales, and the overall experience, encouraging attendees to join us for the festivities.

We will also be actively promoting Reggae in the Park 2025 through event posters and flyers. These will be distributed throughout the Four Corners region, including multiple states, as well as across the Denver and Colorado Springs metroplex. This widespread distribution of physical promotional materials will ensure that potential attendees in key markets are aware of the event and encouraged to participate.

The combination of radio advertising with KSUT, targeted digital ads, and the distribution of flyers and posters will maximize our event's visibility, increase engagement, and drive attendance from both local and out-of-town visitors. These efforts will help ensure that Reggae in the Park 2025 continues to grow in prominence and attract a diverse audience.

What other funding or grants have you applied for? *

None

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

While Reggae in the Park 2026 will still take place, the event will be hosted on a significantly smaller scale compared to previous years. This shift in size and scope will undoubtedly have an impact on several key aspects of the event, including the number of attendees and the level of tourism it attracts to our community. In past years, the event has drawn large crowds, which in turn has provided substantial economic benefits to local businesses, lodging, restaurants, and other tourism-related industries.

By reducing the scale of the event, we anticipate a corresponding decrease in the number of visitors who typically travel to Pagosa Springs specifically to attend. This change will likely limit the positive impact we have seen in previous years, where the influx of visitors not only boosted our local economy but also showcased our community's unique cultural offerings to a broader audience.

We understand that these adjustments may lessen the immediate financial returns from tourism, but we remain committed to hosting a quality event that still offers value to both local residents and attendees. It is our hope that, while this year's Reggae in the Park may be smaller, it will still provide a positive experience and, in the long term, help continue to foster interest in Pagosa Springs as a destination for future events.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

As many as possible

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

34

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

66

Do you anticipate requesting funding from the Tourism Board in future years? *



Yes



No



Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

As we continue to develop Reggae in the Park into one of Pagosa Springs' premier events, our primary goal remains to reduce reliance on funding from the Tourism Board while ensuring the continued success, quality, and growth of the event. We recognize the importance of fostering a self-sustaining model that allows us to maintain the event's scale and impact without overburdening the tourism budget year after year.

For Reggae in the Park 2026, we are requesting 34% of the event's total budget from the Tourism Board. This support allows us to host a high-quality event that engages the community and attracts regional visitors. At the same time, we are committed to reducing this percentage in future years wherever possible. Our growing network of sponsors, along with revenue from beer sales that support local nonprofits, helps offset a significant portion of costs and reinforces a sustainable funding model.

That said, the reality is that production costs for live events continue to rise each year, making it difficult to project exactly how much less we will request in the future. We remain committed to striving toward a reduced Tourism Board contribution, while continuing to expand sponsorships, diversify revenue streams, and seek outside funding sources as we have successfully done in the past. These efforts will help manage rising costs while maintaining the quality and scale of the event.

Without a reasonable level of support from the Tourism Board, however, the event's size and impact would inevitably be reduced. Funding is critical to securing top-tier talent, promoting the event across multiple platforms, and managing logistics that ensure a seamless and successful experience for attendees. Our strategy balances sustainable growth with a gradual decrease in dependence on external funding, allowing Reggae in the Park to continue driving tourism to Pagosa Springs, supporting local businesses and nonprofits, and strengthening our vibrant community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Page 114 of 453

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

fourcornersflyers501c3@gmail.com

Event Name *

Reggae in the Park

Event Date(s) *

6-21-25

Contact Person *

Jared omas

Phone Number *

9708800691

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

1. Professional Sound and Crew - \$2,000

A portion of the funds will be allocated to hire a professional sound and crew team. This includes the setup, operation, and technical support required to deliver high-quality audio and a seamless performance experience for attendees. The expertise of the sound crew is essential to maintaining the event's high production standards and ensuring that the music is both clear and engaging for the audience.

2. Tent Rental - \$2,485

Tent rentals are vital to provide shelter and comfort for attendees, especially given the outdoor nature of the event. These tents will offer shade, protection from the elements, and create a welcoming environment for guests. The rental will cover the cost of multiple tents to ensure there is ample space for attendees to gather, relax, and enjoy the event throughout the day.

3. Advertising with KSUT - \$800

To effectively promote Reggae in the Park 2025, we have allocated \$800 for advertising with KSUT. This includes radio promotions, event announcements, and other media coverage. The goal is to reach a broad audience, both locally and from surrounding areas, to increase awareness and drive attendance to the event.

4. Headlining Act Performance Fee - \$5,000

The headlining act is a key factor in attracting attendees and ensuring a successful event. The \$5,000 allocated will cover a portion of the cost of the headlining act, which will draw a large audience. While this contribution only covers a portion of the act's full fee, securing a popular and talented headliner is critical for maintaining the high profile of the event and ensuring an engaging musical experience for all attendees.

Total Cost: \$10,285.00

Note: Four Corners Flyers will cover the overages of these costs, ensuring the event is fully funded and operational.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

Reggae in the Park demonstrated several notable strengths in 2025. Audience engagement exceeded expectations, with attendees arriving early and remaining present throughout the full six-hour event, reflecting strong interest in the programming and overall experience. The expanded lineup of food trucks and vendors also surpassed prior years in both quantity and quality, contributing to a more diverse and elevated attendee experience. Additionally, overall event flow, production execution, and community atmosphere were strong, reinforcing the event's reputation as a well-organized and welcoming cultural gathering.

Opportunities for improvement are focused on refinement rather than fundamental changes. Future iterations could benefit from enhanced site layout optimization to further improve crowd circulation, expanded shaded seating and rest areas for attendee comfort, and continued investment in marketing outreach to sustain and grow attendance. Incremental improvements in these areas will help ensure the event continues to evolve while maintaining the high standards established in recent years.

For existing events, provide an overview of how the event fared relative to previous years.

Reggae in the Park performed strongly in 2025 compared to previous years. While it was not the largest year in the event's history, attendance and overall engagement were very close to our peak year in 2024, making 2025 the second-strongest year to date. The event continued to demonstrate steady growth, strong community support, and consistent audience interest, confirming its position as a well-established and successful annual event.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Attendee satisfaction and intent to return were both very strong for Reggae in the Park 2025. Feedback from attendees indicated a high level of enjoyment with the overall event experience, including the music programming, vendor offerings, and atmosphere. Many attendees expressed enthusiasm for the continued growth of the event and shared excitement about what is planned for future years. This positive response reflects a loyal and engaged audience base and reinforces Reggae in the Park's reputation as a well-received and anticipated annual community event.

Please explain the potential for growth and future plans for the event. *

Reggae in the Park has strong potential for continued growth and long-term sustainability. Building on its established audience and positive community reception, future plans include thoughtful expansion of programming, increased collaboration with regional and local artists, and continued enhancement of vendor and food offerings. The event also aims to strengthen marketing and outreach efforts to attract new attendees while maintaining the welcoming, community-focused atmosphere that has been central to its success. With incremental improvements to infrastructure, amenities, and partnerships, Reggae in the Park is well positioned to grow responsibly while preserving the quality and character that attendees value.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

1200

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

While the event was ticketed, accessibility and community inclusion remained a priority. A significant portion of attendees were families, with all children and youth aged 18 and under admitted free of charge. In addition, a substantial number of complimentary tickets were distributed through local businesses throughout the community, helping to increase access, encourage local engagement, and strengthen partnerships with area organizations.

What percentage of attendees came to Pagosa Springs specifically for your event? *

30

What percentage of attendees had attended the event in previous years? *

50

Where did attendees come from: local, regional, out of state, international? *

Attendees traveled from across the United States, with representation from a wide geographic range including the East Coast, the Southeast, and the West Coast.

Provide percentages of the top 5 markets attendees traveled from:

Based on ticketing data, attendee feedback, and on-site observations, the top attendee markets for Reggae in the Park were as follows:

Colorado: approximately 45%

Arizona: approximately 15%

New Mexico: approximately 25%

Texas: approximately 15%

Average age and income bracket of attendees. *

Based on ticketing data and on-site observations, the average age of attendees at Reggae in the Park skewed slightly older, with a significant portion of the audience in their mid-40s and above, comprising approximately 30% of attendees. The overall demographic included a mix of young adults, middle-aged attendees, and families, creating a diverse age profile. Most attendees fell within a middle-income bracket

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

Attendees were directed to book lodging through multiple channels to ensure convenience and visibility. Our lodging partners are prominently listed on the event website. Additionally, banners featuring our lodging partners' business names were displayed throughout the event site to raise awareness. All event staff were informed about lodging options and were available on-site to provide attendees with guidance and recommendations, ensuring a seamless experience for those seeking accommodations.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

NA

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Springs Summer Concert Series 2025

Reggae in the Park: Saturday, June 21, 2025

Income	Revenue
Ticket Sales	\$5,727.00
Bar Sales	\$5,375.00
Sponsorship	\$5,000.00
Vendors	\$2,400.00
Total Income	\$18,502.00

Expenses	Expenses
Venue Rental	\$360.00
Liquor License	\$100.00
Stage Rental	\$300.00
Sound Engineering	\$2,000.00
Bands	
A	\$2,500
B	\$1,750
C	\$400
D	\$500.00
E	\$100.00
Production Team	
Production Manager	\$1,000.00
Stage Manager	\$1,000.00
Security Team	
Security 1	\$293.00
Event Staff	\$100.00
Bar Supplies	\$1,700.00
Trash + Recycling Services	\$53.00
Tent Rental	\$1,324.00
Potta Potties	\$700.00
Event Trailer	\$100.00
PS Fire Department	\$100.00
Equipment Rental	\$212.89
Event Supplies	\$67.00
Hospitality	\$1,153.04
Marketing	
Marketing Manager	\$1,000.00
Printed Materials	\$1,784.00
Digital Advertising	\$460.87
Radio	\$606.00

Tech Services	\$239.00
Photography	\$450.00
Local Communications	\$1,200.00
Event Coordination	\$600.00
Administrative	\$2,000.00
Insurance	\$750.00
Contingency/Supplies (10% of expenses)	
Total Expenses	\$24,902.80
Earned Revenue	\$18,502.00
Visit Pagosa Grant	\$10,000.00
Less Expenses	\$24,902.80
Nonprofit Contribution	\$1,838.00
Gross Profit	\$1,761.20

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluisX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

brian@84ranch.us

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
- Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

84 Ranch Ag Festival

Proposed Event Date(s) *

MM DD YYYY

06 / 20 / 2026

Amount of Funding Requested *

\$30,000

Name of Producing Entity *

Regenerative Youth of 84

Contact Person *

Brian Wattier

Phone Number *

9705071424

Email Address *

brian@84ranch.us

Event Website *

<https://www.84ranch.us/collections/events-non-profit> (This will be updated going into the next event but I wanted to share last years page.)

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Regenerative Youth of 84

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

☐ New

☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

The event will be held at 84 Ranch on June 19th and 20th.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The purpose of the 84 Ranch Ag Festival is to bring people together to celebrate and advance regenerative agriculture while creating a unique, family-friendly tourism experience for Pagosa Springs and the surrounding region. The festival serves as a dynamic gathering that blends agriculture, education, music, and community connection, offering hands-on workshops, live demonstrations, networking opportunities, local food, and engaging activities for both kids and adults.

Beyond entertainment, the event is designed to inspire awareness and participation in regenerative agricultural practices that support healthy land, local food systems, and rural economies. By bringing together farmers, ranchers, educators, youth, families, artists, and industry professionals, the festival creates meaningful connections between agriculture and the broader public in an accessible and celebratory setting.

The Ag Festival also supports the mission of the nonprofit Regenerative Youth of 84, helping raise funds and visibility for programs that educate and empower the next generation through agriculture, land stewardship, and hands-on learning. At the same time, the event positions Pagosa Springs as a destination for agricultural tourism, drawing visitors from across the Southwest for a new reason: to experience agriculture, community, and culture in an authentic mountain outdoor setting.

Ultimately, the purpose of the 84 Ranch Ag Festival is to strengthen community, support regenerative agriculture, attract tourism, and create an annual flagship event that celebrates the land, the people who steward it, and the future of agriculture in the Southwest.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

TBD

Please describe in detail partnerships with any other area businesses. *

Our sponsorship initiative for 2026 will begin 2/1/26. Beyond sponsorships all local producers will be invited to collaborate and promote their farm/ranch. Other local non profits focused around youth and/or agriculture are encouraged to partner up with the event.

Overall Anticipated Attendance *

700

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The 84 Ranch Ag Festival brings a new and distinctive agricultural event to Pagosa Springs, expanding the community's tourism offerings while celebrating local land, food systems, and culture. The festival enhances the visitor experience through a unique combination of regenerative agriculture workshops, live music, local food and vendors, hands-on demonstrations, and family-friendly activities in an outdoor setting.

Designed to attract an out-of-town audience from across the Southwest, the event encourages overnight stays and increased spending at local lodging, restaurants, and businesses. By highlighting regional farms, ranches, educators, and artisans, the festival showcases Pagosa Springs as a destination for agricultural and experiential tourism.

The Ag Festival also benefits the local community by creating networking and educational opportunities for farmers, ranchers, youth, and small businesses while diversifying the local event calendar. As an annual event, it has the potential to grow into a regional destination festival, contributing to long-term economic impact and positioning Pagosa Springs as a leader in regenerative agriculture and agricultural tourism.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain any services / support asked of the Town.

May need assistance with traffic flow during peak times turning in and out of ranch onto highway 84.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Funding received from the Tourism Board would be used directly to enhance the quality, accessibility, and visitor experience of the 84 Ranch Ag Festival, with a strong focus on creating interactive, hands-on agricultural programming that differentiates this event from traditional lecture-based festivals.

A significant portion of the funding would support the development of immersive workshops and demonstrations, including materials, equipment, and instructor stipends for hands-on experiences such as gardening and soil health practices, traditional skills like rendering lard and soap making, meat butchering demonstrations, and livestock management education. These workshops are designed to actively engage attendees of all ages and skill levels, encouraging participation rather than passive observation.

Tourism Board funding would also help support key event infrastructure necessary to host visitors safely and professionally, including staging, tents, chairs, restrooms, signage, fencing, and site layout. Funds would assist with staffing needs such as event coordination, workshop facilitators, volunteers support, security, and guest services, ensuring a smooth and welcoming experience for both residents and out-of-town attendees.

Additional funds would be allocated toward live music and entertainment, including bands and sound production, which contribute to the festival's appeal as a full-day destination event. Experiential attractions such as a hot air balloon tether would further enhance the visitor experience and encourage longer stays on site.

Finally, funding would support essential operational costs such as ticketing and event management software, food and beverage coordination, and on-site amenities. All funds would be used to directly support event quality, visitor engagement, and economic impact, helping establish the 84 Ranch Ag Festival as a signature agricultural tourism event for Pagosa Springs and the Southwest.

Please describe any marketing or advertising you plan to do to promote the event. *

The 84 Ranch Ag Festival will be promoted through a coordinated marketing and advertising strategy developed in collaboration with the Pagosa Springs Tourism Board to ensure alignment with the broader vision and destination marketing initiatives. This collaborative approach will maximize reach, consistency, and effectiveness across regional and out-of-market audiences.

84 Ranch will leverage its established digital presence, including a social media following of more than 60,000 followers, to promote the event through a targeted organic content strategy.. This will include regular event announcements, behind-the-scenes content, featured workshops and performers, and calls to action designed to drive ticket sales and travel planning.

Professional cinematography will be used to produce a high-quality promotional video and event trailer, which will be distributed across social media platforms, websites, email campaigns, and partner channels. This content will help position the festival as a premier agricultural and experiential tourism event and encourage attendance from both local and out-of-town visitors.

What other funding or grants have you applied for? *

Our nonprofit is currently applying for state and federal grants as well as launching a GoFundMe account.

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

With the support from the tourism board this event will grow fast and be amazing. The funding is what will make the workshops and activities unlike other events. Without the support it will still be an amazing event but activities and workshop won't be as ideal as I'd like to see. With only 10 days to execute I was able to pull off a fairly solid event. With months to plan, funding and a staff...this event will be amazing. I won't let our town down...

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

I hope to make this an annual event for the foreseeable future

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

47

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

150

Do you anticipate requesting funding from the Tourism Board in future years? *

☒ Yes

☐ No

☐ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Sponsorships initiative will kick off on February 1st of 2026 which will include various sponsor packages ranging for \$500-\$5,000, there our sponsor opportunities for the raffle at the event and select activities will have sponsorship opportunities. A team of individuals will be reaching out to the local businesses and beyond. With the focus of the sponsorship being about Youth and Agriculture we hope to drive big support!

This form was created inside of Visit Pagosa Springs.

Google Forms

84 Ranch Ag Festival – Preliminary Event Budget

Projected Revenue (700 Attendees)

Revenue Source	Total	Price	Qty
Adult Tickets	\$19,740	\$47	420
Youth Tickets -16 & Under	\$3,640	\$13	280
Campsites	\$7,500	\$150	50
Food & Beverage	\$15,000	\$25	600
Alcohol Sales	\$7,560	\$18	420
Retail / Merchandise	\$14,000	\$40	350
Sponsorships	\$25,000		
Raffle	\$5,250	\$15	350
Total Projected Revenue	\$92,440		

Projected Expenses

Administration & Compliance

Administration (payroll, permits, insurance,)	\$5,000
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Marketing & Promotion

Marketing / PR (digital ads, video, design, print, promo)	\$8,000
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Programming & Entertainment

Workshop Materials & Instructor Stipends	\$10,000
Live Music (bands, sound, hospitality)	\$8,000
Hot Air Balloon Tether/Pig Races/Kids Activities & Games	\$5,000

Operations & Infrastructure

Stage, Sound, Lighting, AV	\$2,000
Tents, Tables, Chairs	\$5,000
Ticketing Software & Fees	\$2,500
Signage & Wayfinding	\$3,000

Food & Beverage (In-House)

Food Ingredients & Supplies	\$6,000
Alcohol Inventory & Bar Setup	\$2,500
Ice, Storage, F&B Equipment	\$2,500

Health, Safety & Sanitation

Restroom Facilities	\$2,500
Trash, Recycling, Compost	\$500
Medical / Safety Supplies	\$500

Total Estimated Expenses

\$63,000

Funding Gap Summary

Item	Amount
Total Projected Expenses	\$63,000
Total Projected Revenue	\$92,440
Revenue	\$29,440
Tourism Funding	\$30,000

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

brent@mountainlightmusicfestival.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Brent Phillips

Proposed Event Date(s) *

MM DD YYYY

07 / 25 / 2026

Amount of Funding Requested *

10,000

Name of Producing Entity *

Mountain Light Music Festival

Contact Person *

Brent Phillips

Phone Number *

2546447605

Email Address *

brent@mountainlightmusicfestival.com

Event Website *

www.mountainlightmusicfestival.com

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Mountain Light Music Festival

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Town Park or Yamaguchi Park, Liberty Theatre, Riff Raff Brewing, Springs Resort, Mountain Light Lodge (Lost Valley of the San Juan) and Keyah Grande Guest House, Elk Lake Lodge.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The Mountain Light Music Festival began in Pagosa Springs in 2015 as a chamber music festival for college students, university faculty, under the umbrella of Voice of Wilderness guide organization. The festival has grown in scope and will include a performance by Windy City (Chicago Tribute band from Dallas TX) at Yamaguchi, Trombone Summit (faculty from UT, University of Houston, University of Illinois, Houston Symphony, Houston Grand Opera) performing at Riff Raff Brewing, Liberty Theatre, and Mountain Light Lodge. The final week will host the Elk Lake Interludes: A Legacy Retreat (curated experience of culinary artistry, guided excursions (Voice of Wilderness) and public chamber music concerts with three world class classical chamber music ensembles. The professional chamber groups are playing at the Aspen Music Festival, Bravo Vail, and will include a professional, touring string quartet, piano trio, brass quintet, and an option of a night of arias from two members of the Houston Grand Opera. The dates are as follows:

Summer 2026 Programming

Week 1 (July 25th)

* Public Concert at Yamaguchi Park (anticipated audience: 3,000+) featuring the Chicago Tribute Band Windy City

Week 2: (July 26-31)

* Trombone Summit – A cornerstone for recruiting top talent for the University of Houston trombone studio. Faculty from IU, UT, UH, and artists from HGO and HSO will collaborate with invited graduate and undergraduate students.

Week 3 (August 1-8)

* Elk Lake Interludes: A Legacy Retreat – A curated experience of culinary artistry, guided excursions, and private chamber music concerts featuring the following artists:

- * American Brass Quintet
- * The Zelter String Quartet
- * Trio Magnoliana
- * AURA Contemporary Ensemble
- * Tenor and Soprano artist from the Butler Studio of the Houston Grand Opera

Performances will rotate between Elk Lake Lodge, Keyah Grande, and Springs Resort.

The MLMF has performed in previous years in Pagosa Springs and has established a solid foundation of in state and out of state patrons. We seek to expand the chamber music festival to include jazz (Wayne Fisher Jazz program from Baylor University) rock (Windy City) and classical chamber (students and faculty from Rice, Baylor, UH, UT, University of Colorado, Colorado State, University of Illinois, UTEP, UT Arlington, SMU).

The summer 2026 season is expanding to include residencies with professional touring classical chamber musicians under artist management. These professional groups will provide master classes for students of the MLMF.

The long term vision of the MLMF is to host a multi week, full summer season, with a full orchestra performing pops and classical concerts for the residents of Pagosa Springs. The faculty at MLMF teach full studios and will be living in residence in Pagosa for the summer season. Students are selected via audition and receive full tuition, room and board, and participate in applied lessons and master classes with the

distinguished faculty. Guests, parents, and family of member of the MLMF, along with patrons will be in residence in Pagosa.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Our sponsors include Keyah Grande, Liberty Theatre, Nuwave Lending, Bank of Colorado, The Community Foundation, Voice of Wilderness, and private donors

Please describe in detail partnerships with any other area businesses. *

The partnership with Riff Raff, Keyah Grande, the Springs Resort, and Voice of Wilderness, and Elk Lake Lodge are in kind donations involving gifts of food, lodging, and marketing assistance in exchange for performances, venues, and visibility for a curated patron/donor experience.

Overall Anticipated Attendance *

2500

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Mountain Light Music Festival – Artist Engagement Proposal

Overview Founded in 2015, Mountain Light Music Festival (MLMF) is a 501(c)(3) nonprofit organization dedicated to cultivating artistic excellence through performance, mentorship, and collaboration in an unparalleled alpine setting. Located at 9,400 feet in the San Juan Mountains near the Weminuche Wilderness, MLMF partners with Voice of Wilderness, a leader in outdoor education with over 50 years of experience and access to one million acres of national forest.

Our mission is to unite world-class faculty and emerging artists in an immersive environment that blends music, nature, and community. Faculty and students share meals, engage in fireside discussions, and participate in outdoor excursions, creating a transformative experience that fosters deep artistic and personal connections. Programming includes masterclasses, chamber music coaching, public concerts, and unique performances in alpine meadows—where audiences arrive by ATV or horseback.

Impact & Legacy Over the past decade, MLMF has hosted ensembles from Baylor University and faculty from Houston Grand Opera, Houston Symphony, University of Alabama, Illinois, and Texas (El Paso and Arlington). Alumni now hold principal positions in major opera houses and service bands. As we expand from one to three weeks, our vision includes:

- * A new lodge with executive amenities
- * A five-week orchestral and chamber music symposia
- * A permanent campus featuring an amphitheater, housing, and outdoor programming
- * A University of Houston summer residency integrating faculty, students, and Arts Leadership interns

Our projected budget will grow from \$100K to \$1.7M by 2030, supported by private donors and a strong regional following.

We have done impact studies in multiple Colorado cities with similar summer festivals. The economic benefit for Pagosa, for a festival of this size is substantial:

Stimulates over 800K in local spending

Direct financial boost of 1.2M

Generates tax revenue for local government (22K sales/lodging tax)

Creates future job growth potential of 20 to 40 jobs

Enhances personal incomes in the region

Effectively multiplies donation impact with the local economy

In addition to the general concertgoer benefit, the Mountain Light Music Festival provides added value:

quality of life

diversity

culture

community engagement

educational asset

entertainment

Thus increasing the desirability, attractiveness and civic pride this community already possesses.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☒ No

☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☒ No

☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

General budget - The MLMF raises money to pay for guest artists, travel, honorariums, venue rental, marketing assets, student scholarships, faculty assistance, housing, administrative costs. The Tourism Board money would directly support operational costs necessary to function in Pagosa Springs Colorado.

Please describe any marketing or advertising you plan to do to promote the event. *

Marketing will be through direct mail, paid adds (Meta, Google, Eventbrite) local radio KWUF, Pagosa Sun, news articles, email, brochure sponsorship and YouTube.

What other funding or grants have you applied for? *

NEA, Community Foundation, University Research Grants

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

Your contribution would make a significant impact but we are not depending on any one single source of revenue for viability.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Our board has establishd a 10 year model going forward, with plans to purchase a 100 acre site, strategically positioned to build a concert venue, with summer housing, parking, full onsite commercial kitchen and paid year round staff.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03W0JH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

2

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

50

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Our current administration is also employed by the Houston Grand Opera, with professional experience in donor management, development, event planning and marketing. We have used a grass roots patron model and have relied heavily on individual and corporate sponsorship. Our plans for the coming 2026/27 season will include professional grant writing, and continued development in donor experiences via curated events.

In addition to owning property, we are also working on acquiring digital assets to include Mountain Light Music Festival art in the form of NFT's which will provide investors opportunity to own shares of art through the MLMF.

For more information on our sponsorship levels, please visit:

<https://www.mountainlightmusicfestival.com/vision---sponsorship.html>

Google Forms

MLMF Trombone Summit 2026

MONEY IN		RECEIVED
Opening balance	\$0	☐
MLMF anticipated donations	\$4,000	☐
Student tuition (8 X \$600)	0	☐
Eventbrite ticket sales	\$3250.00	☐
Square POS	\$0.00	☐
T-shirt, CD sales, Commemorative poster	\$0	☐
TOTAL INCOME	\$7,250	

TROMBONE SUMMIT BOTTOM LINE	
Income minus expenses (not including ticket sales or any additional fundraising)	-\$7,691

MONEY OUT		PAID
Music arranging	\$200.00	☐
Brent Phillips honorarium	\$2,500.00	☐
Jon Whitaker honorarium	\$2,500.00	☐
Steve Wilson honorarium	\$2,500.00	☐
Chet honorarium	\$0.00	☐
Groceries	\$2,000.00	☐
Hot springs	\$378.00	☐
Tubing	\$250.00	☐
Liberty Theatre contract downpayment	\$316.00	☐
Liberty Theatre balance plus printing	\$370.00	☐
Cade Creek reception	\$300.00	☐
In town lunch or dinner *Riff Raff	\$0.00	☐

MONEY OUT		PAID
Mountain Light Lodge - VOW	\$2,500.00	☐
Just Click Printing - programs etc	\$300.00	☐
Poster printing for downtown	\$250.00	☐
Peak Deli for Thursday dinner	\$327.00	☐
Weebly/Square Business software	\$250.00	☐
	\$0.00	☐
TOTAL EXPENSES	\$14,941.00	

MLMF Trombone Summit budget notes:

Donation asks:

Bank of Colorado, New Wave Lending, Riff Raff (in-kind dinner for 12), Community Foundation, Peak Deli, Mountain Dan Pizza

Asking for Mountain Dan and Peak Deli donations of food

estimated future donations (historically we have seen about 2K)

Considering a catered “Chuck Wagon” style dinner for patrons to purchase at the Meadow Concert (MLMF handles ticketing)

Faculty:

Brent Phillips - Professor of Trombone, Baylor University, Director ~ Mountain Light Music Festival

Dr. Jonathan Whitaker - Professor Trombone, University of Illinois

Steve Wilson - Professor of Trombone, UTEP

MLMF Keyah Grande Budget 2026

MONEY IN		RECEIVED
Opening balance	\$0	☐
Ticket sales 3 nights 150 people @ \$100	\$45,000	☐
Pre-concert dinner, 3 nights 50 people @ \$75	\$11,250	☐
	\$0	☐
	\$0	☐
	\$0	☐
TOTAL INCOME		\$56,250

KEYAH GRANDE BOTTOM LINE	
Income minus expenses	\$41,250

MONEY OUT		PAID
Venue Fee	\$4,500	☐
Catering (\$50 per person X 3 days)	\$7,500	☐
Appetizers for all (3 nights)	\$1,500	☐
Chair rental estimate	\$500	☐
MLMF table QR marketing	\$1,000	☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐

MONEY OUT		PAID
		☐
		☐

TOTAL EXPENSES \$15,000

MLMF Keyah Grande budget notes:

Here are the updated details for the Mountain Light Music Festival:

- **Venue fee:** \$1,500 per day
- **Total for 3 days:** \$4,500
- **Catering:** \$50 per person for dinner only
 - We are quoting this for **50 tickets**
 - The catering menu is attached for your review
- We can **provide 50 chairs**
- Dinner will be **set up on the patio, weather permitting**
- Once confirmed, I can get a quote for the remaining 100 chairs and send that over to you as soon as possible.
- Let me know if you would **ALSO** like appetizers available for the concert portion or just some snacky foods. That would be a fixed cost rather than a per person cost.
- Confirming the dates of August 4th-6th.

Please let me know if you have any questions or if you'd like to talk through any of these further. Thank you again for your patience—I truly appreciate it, and I look forward to hearing your thoughts.

COST PER ROOM IF GUESTS WANT TO BOOK A NIGHT STAY:

France, China, Japan, Santa Fe: 325/night

England & America: \$400/night

Spain: \$500/night

South Pacific \$600/night

We are navigating through a hectic/bust Business Christmas Parties this week, but I do have availability Tuesday (tomorrow) at 10AM MDT if you would like to schedule a call to go over all the details!

Thank you again for thinking of us & your patience!

Good Morning Brent,

That is great news!

1) \$50 a head for 50 meal tickets - includes a drink ticket?

- Yes, each dinner ticket can come with (1) drink ticket!

2) I think appetizers would be nice for those enjoying a drink prior to the concert and during intermission. What would the price be for extra appetizers (fixed cost)?

- For 150 guests
 - Light Snacks: Pretzels, pistachios, mixed nuts, chips \$150
 - Appetizers for 150: charcuterie spread would be perfect on a 6' table \$500

Would you be willing to comp us one room Tuesday night through Thursday night (Friday morning)? France Room?

- I will need to confirm with the owner on this one as well - I sent her an email this morning at 11:02 AM. I don't see a problem with it as long as it's not booked 😊

Once confirmed. I will get a contract together and send it to you for signature. We will need 50% to save the date and the remaining balance won't be

due until 60 days before the event start date.

Merry Christmas!
Elizabeth Nicholson

Elk Lake Interludes: A Legacy Retreat 2026

MONEY IN		RECEIVED
Opening balance	\$0	☐
Legacy donors 10 X 6 @ 10K	\$120,000	☐
		☐
		☐
		☐
		☐
TOTAL INCOME		\$120,000

ELK LAKE RETREAT BOTTOM LINE

Income minus expenses (not including ticket sales or any additional fundraising)	\$64,225
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MONEY OUT		PAID
Chef	\$15,000.00	☐
String Quartet (Zetler)	\$5,000.00	☐
Quartet travel allowance (total group travel)	\$3,200.00	☐
Piano Trio	\$4,000.00	☐
Piano Trio travel	\$2,500.00	☐

MONEY OUT		PAID
HGO Butler studio opera (2 singers plus piano @ 3K each)	\$6,000.00	☐
HGO group travel	\$2,500.00	☐
Hay ride, horse back riding	\$2,000.00	☐
Fly-fishing excursion	\$575.00	☐
Excursions	\$1,000.00	☐
Retreat intern	\$1,000.00	☐
Paid Ads - Meta	\$4,000.00	☐
Paid Ads - Google	\$4,000.00	☐
Mailing list	\$2,000.00	☐
Print media ads	\$2,000.00	☐
Rita - graphic design	\$1,000.00	☐
Marketing coordinator		☐
		☐
TOTAL EXPENSES	\$55,775.00	

Springs Resort Concerts 2026

MONEY IN (BUDGET B)		RECEIVED
Opening balance	\$0	☐
\$30 a ticket for 100 a night (3 nights)	\$9,000	☐
		☐
		☐

SPRINGS RESORT BOTTOM LINE	
Income minus expenses (not including ticket sales or any additional fundraising)	\$7,000

MONEY IN (BUDGET B)		RECEIVED
		☐
		☐
TOTAL INCOME		\$9,000

MONEY OUT (BUDGET B)		PAID
Venue rental	\$2,000.00	☐
		☐
		☐
		☐
		☐
TOTAL EXPENSES		\$2,000.00

MLMF Springs resort budget notes:

Budget A:

MLMF provides Gifts in Kind - MLMF provides three different concerts (String Quartet, Piano Trio, Opera aria night) in exchange for:

Springs Resort provides 4 rooms at the resort for 3 nights for guests artists

Budget B:

MLMF rents the venue at the springs for \$2000 (all three nights)

MLMF handles ticketing - \$30 per ticket (slightly abbreviated concert from Keyah Grande)

Springs Resort promotes concerts, in exchange for 25 comp tickets each night

MLMF Total revenue 2026

TOTAL FESTIVAL REVENUE	
Windy City ticket sales	\$3,500
Trombone Summit revenue	-\$7,691
Interludes at Elk Lake Legacy Retreat revenue	\$64,225
Keyah Grande ticket revenue	\$41,250
Springs Resort revenue	\$7,000
MLMF Total Revenue	\$108,284.00

MOUNTAIN LIGHT MUSIC FESTIVAL



Chamber Music in Pagosa Springs, CO



Prospectus 2026

Music Adventure Mentorship Purpose

MOUNTAIN LIGHT MUSIC FESTIVAL

Prospectus 2026



History—Music, mentorship, adventure, purpose

Growth—Shift from tuition model to a sponsor model

Faculty—Board-governed, faculty-driven

Board—Leadership and experience

Sponsors—Sponsorship incentives, donor buy-in

Strategic Vision—Full summer chamber music festival

Development—Property acquisition, MLMF NFT

July 25–August 6, 2026

OUR HISTORY

WHERE THE STAGE IS A MEADOW AND THE BACKDROP IS THE SAN JUAN MOUNTAINS



Since 1978, Founder and Director Brent Phillips visited Pagosa Springs, CO, to backpack with Voice of Wilderness, an organization offering outdoor adventures.



These formative excursions remained with Phillips when he sought to develop a creative opportunity for university faculty to recruit and train promising young musicians in a unique setting, and to bring excellent performing arts to this beloved town. He founded Mountain Light Music Festival (MLMF) in 2015.

Today, MLMF continues to afford students experiences of nature, adventure, and community in an inspiring alpine setting. Faculty cook, serve, teach, perform and mentor students in their professional and creative pursuits.

These musicians give back their talents to the Pagosa community by performing a range of concerts in various local settings. MLMF provides breathtaking concerts featuring students, guests, and prolific guest artists.

THE FESTIVAL EXPERIENCE

MENTORING YOUNG MUSICIANS AND SHARING MUSIC WITH
PAGOSA SPRINGS, CO



The festival is an immersive professional and artistic development experience for emerging artists who qualify by audition. Students work closely with senior faculty through small-group collaboration, one-on-one coaching, and structured sessions focused on performance excellence, leadership, and career readiness. The program is highly structured, community-centered, and proudly based in Pagosa Springs, CO—a town that values and supports the arts.

These musicians give back their talents to the Pagosa community by performing a range of concerts in various local settings. MLMF provides breathtaking concerts featuring students, guests, and prolific guest artists.

Pagosa Springs is beloved by locals and tourists alike, with a vibrant tourism industry. MLMF's mission to share music offers unique artistic experiences for all who step into town, and creates the perfect summer soundtrack.



The nation's top students team up with widely acclaimed faculty and guest musicians to host diverse concerts, with many styles, instruments, programs, and artists to choose from. Admission ranges from free to exclusive donor-tier, affording opportunities for all ages and interests.

Venues across town offer backdrops that highlight the best of Pagosa, including concerts at Keyah Grande, Liberty Theatre, Elk Lake Lodge, the Cade Mountain Meadow, Pagosa Lakes Clubhouse, and Community Methodist Church. Catch musicians around Pagosa for pop-ups at local favorites like Riff Raff Brewing, Pagosa Brewing and Grill, and Town Park.

OUR FACULTY

A COMBINED 40+ YEARS OF PROFESSIONAL PERFORMANCE AND
UNIVERSITY TEACHING



Jonathan Whitaker

Professor of Trombone
University of Illinois

Brent Phillips

Trombone Faculty, *University of Houston*
Principal Trombone, *Waco Symphony &*
Abilene Philharmonic



Steve Wilson

Professor of Trombone
Chair of Brass and Winds
University of Texas El Paso



Collaborative performance and mentorship is at the heart of the Mountain Light Music Festival mission.

With a proven track record of 11 years of music festival development, our faculty perform regularly with world-class ensembles, including the Houston Symphony, Dallas Symphony, Houston Grand Opera, Houston Ballet, and teach in our nation's finest universities, conservatories, and summer music festivals.

These leading creators teach in the nation's finest universities, conservatories, and summer music festivals. They recruit top students and have decades of experience in student programming, senior-level university teaching, curriculum design, applied teaching, and administration.

THE STUDENT EXPERIENCE

DISCOVERING MUSICAL IDENTITY



This immersive summer experience invites college students from around the country to find purpose in their creative pursuits, working alongside world-class faculty in a distinctive wilderness setting. Students audition to participate in MLMF following a successful audition and faculty recommendation.

Experience highlights:

- Tuition-free
- Professional training
- Masterclasses and private instruction
- Nonprofit experience
- Executive Arts Leadership Program course credit/internship
- Creative collaboration
- Deepened creative purpose, and understanding vocation

A LASTING IMPACT

"THE TRUE BEAUTY OF MUSIC IS THAT IT CONNECTS PEOPLE. IT CARRIES A MESSAGE AND WE, THE MUSICIANS, ARE THE MESSENGERS."



"Mountain Light Music Festival is like a reset button on my year. It is a time to practice, a time to reflect, and a time to set new intentions."

–Sasha Romero

Principal Trombone, The Metropolitan Opera



"I arrived in Pagosa Springs to grow in faith, musicianship, and marvel at the beauty of God's creation. My time here was not only rejuvenating and unique, but was truly meaningful."

–Joey Tkach

Sol Brass

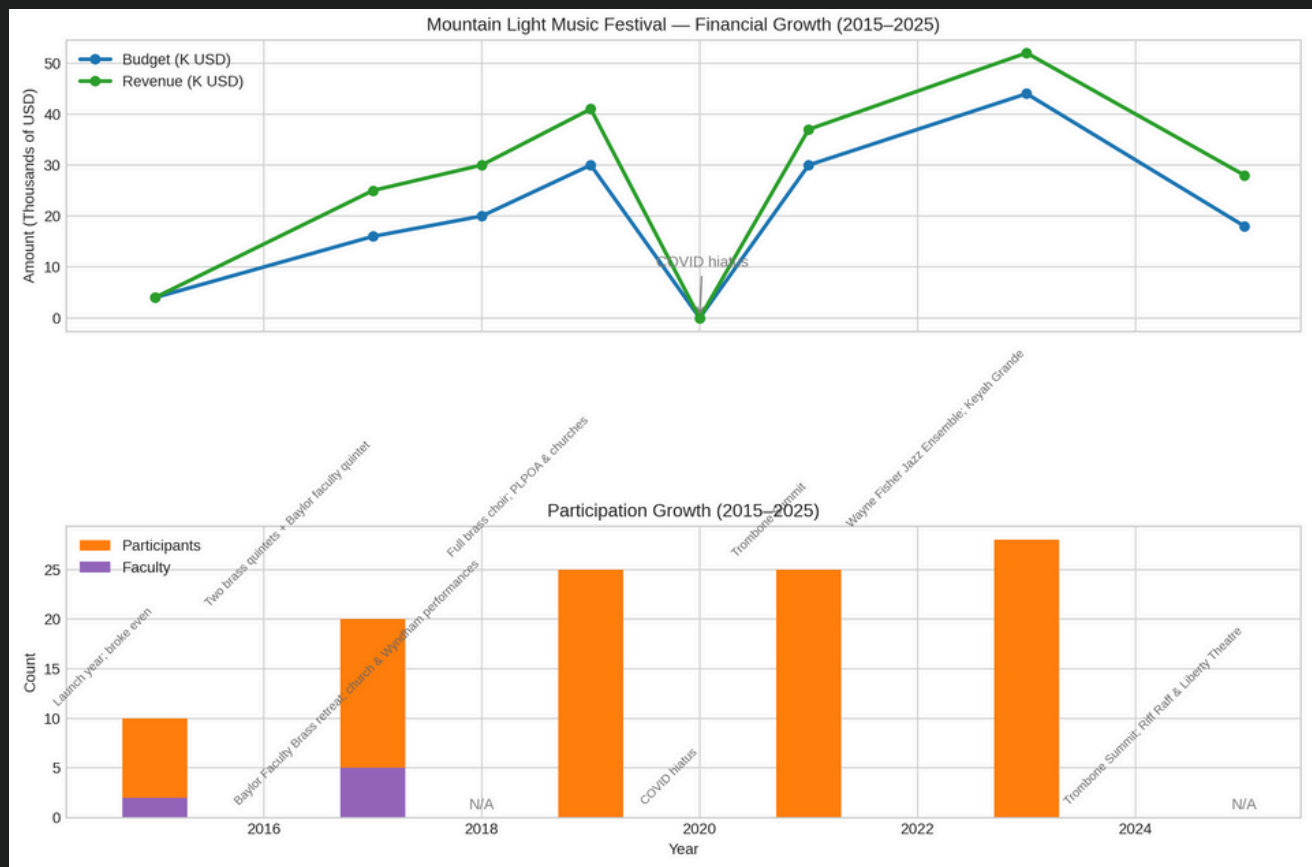
**SPONSOR A
STUDENT:**



GROWTH

To afford better financial opportunity for students, MLMF shifted from a tuition-driven model to become partially funded by grants, corporate sponsors, and private donations. MLMF became a nonprofit in 2024.

MLMF has seen steady growth in key areas during years of operation and seeks to continue growth, financial sustainability, and student access.



QUICK TAKEAWAYS

- Revenue expanded from \$4K (2015) to a high of \$52K (2023), with a post-COVID recovery evident in 2021 and strong performance in 2023.
- Budgets grew from \$4K (2015) to a high of \$44K (2023). 2025 is leaner on budget (\$18K) with efficient revenue (\$28K) despite no tuition.
- Participation highlights: 25 (2019 & 2021) and 28 (2023). Earlier years show a clear build from the launch phase (2015).



- 2015** Musicians: 10 students, 2 faculty
 Budget: \$4K | Revenue: \$4K
- 2017** Musicians: 20 students, 5 faculty
 Budget: \$16K | Revenue: \$25K (tuition, grants, sponsors)
- 2018** Musicians: Baylor Brass Faculty Retreat (5)
 Budget: \$20K | Revenue: \$30K
- 2019** Musicians: 25 students and faculty combined
 Budget: \$30K | Revenue: \$41K (tickets, donations, tuition)
- 2020** Hiatus due to COVID-19 pandemic
 Set to 0 across budget and revenue
- 2021** Musicians: 25 students, 4 faculty
 Budget: \$30K | Revenue: \$37K
- 2023** Musicians: 28 students & faculty combined
 Budget: \$44K | Revenue: \$52K (sponsors, grants, tickets)
- 2025** Musicians: 27 students & faculty combined
 Budget: \$18K | Revenue: \$28K

OUR BOARD

DECADES OF EXPERTISE INFORMING A BOARD-GOVERNED MODEL

A wealth of experience in:

Arts

Business

Strategic planning

Development

Donor relations

Community service

Outdoor programming

Backcountry guiding

Tourism

IT development

Retail

Banking

Personnel management

Curriculum development

2025 SPONSORS



CONTINUING SPONSORS & PARTNERS

KWUF radio
Nuwave Lending
Bank of Colorado
Riff Raff Brewing
Truett Forrest
Ron Kormos
William Tynan
Richard and Darlene Greene
Robert Ulrich
Chet Russell
Baylor Brass Excellence Fund
Carol and Richard Larsen
Keyah Grande
The Springs Resort
KWUF public radio
Pagosa Sun
Rotary
Mountain Light Gear and Apparel
John Whitaker
Christian Paarup
John Williams
Greenhoe Trombones
The Buck Stops Here Deli
Just Click Printing
Pagosa Outside
Community Foundation - Southwest Colorado
Waco Symphony Association
Choke Cherry Tree
Two Chicks and a Hippy
Voice of Wilderness
Bookends
Pagosa Springs Area Chamber
Airport Self-Storage

DONOR BENEFITS

SUSTAINING A MISSION IN PAGOSA AND BEYOND



LOCAL IMPACT

Your tax-deductable donation and sponsorship helps make Pagosa a destination. You're adding value for tourism, quality of life, local culture, and education.

CULTURAL SUSTAINABILITY

Continued infrastructure development, summer and winter destination desirability, and cultural nuance is coming to Pagosa. Now is the time to invest in our festival and bring the arts to Pagosa. Your investment will yield significant reward and transform the musical landscape in Pagosa Springs.

VISIBILITY

We want you to be seen, heard, and known for your contribution! Your support will be featured in print and digital materials. Residents, local businesses, and tourists will know you're responsible for Pagosa's thriving culture.

ELK LAKE INTERLUDES: A LEGACY RETREAT

DEBUTING A HIGH-END, LUXURY EXPERIENCE



Elk Lake Interludes: A Legacy Retreat offers a private week of personalized cuisine, concerts, and lodging for six groups. A gift of \$20,000 secures your group's exclusive week of music and culture.

Immerse yourself in a week of curated luxury at Elk Lake, a refined retreat designed for patrons who share a passion for music, nature, and the arts. Hosted at the exquisite Elk Lake Lodge, nestled high in the San Juan Mountains and overlooking a pristine, trout-stocked alpine lake, this experience is tailored for discerning donors contributing to support the Mountain Light Music Festival.

Enjoy a luxury retreat and help secure our future.

WHAT AWAITS YOU...



Five-star Accommodations

Take in the serenity and elegance of the freshly renovated Elk Lake Lodge, where rustic charm meets refined comfort.

Stunning Setting

Enjoy high-end lodging, picturesque views, and a fully stocked trout lake onsite.

Culinary Artistry

Savor daily meals crafted by a private chef—each dish a creative expression.

Private Chamber Music

Enjoy three intimate performances by world-class professional artists.

Alpine Excursions

Your choice of fly fishing instruction, scenic day hikes, or other exclusive outings, guided by professionals.

FUTURE DEVELOPMENT

2026 FUNDRAISING GOALS AND DEADLINES

Goals for funding to be raised for the following items by these dates:

- February 1**
- Deposit for venue rentals
 - Marketing

\$13,000

- May 15**
- Artist travel
 - Legacy Retreat excursions
 - Chef deposit
 - Interns
 - Music arrangements
 - Supplies
 - Marketing

\$22,000

- June 1**
- Student tuition
 - Final venue payments
 - Guest artist fees
 - Faculty honorariums and travel
 - Catering
 - Marketing
 - Administrative support

\$100,000

STRATEGIC VISION

CHARTING A STRONG FUTURE FOR A WORTHY MISSION

MLMF seeks corporate sponsors to come alongside in support to benefit our students and our community.

Our vision for the future of MLMF is to elevate this music festival to new heights of artistic and experiential excellence. The next stages of MLMF include concerted efforts to grow in key areas:

- Increase student scholarships
- Expanded programming, artists, and venues
- **Diversify property and assets**
- Develop base campus
- **Grow endowment**
- Develop new, formal university collaborations
- Hire full-time staff

PROPERTY/LAND ACQUISITION

We are grateful for our venue partnerships. In order to become a boutique level chamber music summer festival, students and faculty need a campus with residential housing, commercial kitchen, practice rooms, and a concert stage or covered outdoor concert venue.

ENDOWMENT

We are seeking to build an endowment that will help fund our future, provide revenue for staff, on campus maintenance, and allow us to hire staff in:

Operations
Marketing
Nonprofit compliance/financials
Facilities management
Student internships

A NEW ENDEAVOR: MLMF NFT

DIGITAL ASSETS

- We believe that responsible non-profits that focus on excellence in stewardship need to diversify asset holdings to include appreciable digital assets in addition to property.
- Artwork NFT is a fascinating and forward-thinking idea—combining legacy art, blockchain technology, and nonprofit fundraising. My late grandmother's 1965 painting will become a tokenized digital art asset to the Mountain Light Music Festival in a way that aligns with our nonprofit's mission within IRS guidelines.
- Principal investors will be able to make charitable contributions to the NFT, allowing the MLMF to grow through increased value and share ownership over time



Original oil on canvas "Mountain Light" by Luvinia "BeeBe" Phillips (1965)

ART AS A DIGITAL ASSET IN A NONPROFIT

I grew up watching my grandmother paint. Her house was filled with her original paintings of mountain landscapes, rivers, and wildlife in the Rockies. I want to see her legacy as an artist live on through the Mountain Light Music Festival and you can help this dream become a reality.

The NFT will be priced in Bitcoin and held forever as an appreciable digital asset.

WHAT IS AN NFT AND HOW DOES IT WORK FOR ART?

An NFT (Non-Fungible Token) is a unique digital certificate stored on a blockchain that proves ownership or authenticity of a digital or physical asset—like your grandmother’s painting. It can include metadata, provenance, and even smart contracts that define how it can be sold or shared.

CAN AN NFT BE OWNED IN PORTIONS LIKE REAL ESTATE?

Yes, through fractional ownership, an NFT can be split into shares (often called “tokens”) that people can buy. This is similar to owning shares in a company or a REIT (Real Estate Investment Trust). The value of each share can appreciate over time based on demand, rarity, and cultural relevance.

***Meditations* album cover**



MLMF posters (2021)



FRACTIONAL NFTS ARE MORE COMPLEX AND MAY REQUIRE:

- A smart contract that defines ownership rights.
- A platform that supports fractionalization (e.g., Fractional.art, Rally).
- Legal review to ensure compliance with securities laws, especially since you're operating under a 501(c)(3).

HOW CAN THIS BE ATTACHED TO A NONPROFIT?

Option A: Direct Ownership by the Nonprofit

- The NFT is minted by the nonprofit.
- Proceeds from fractional sales or appreciation go directly to the nonprofit.
- This is clean and aligns with IRS rules if the art is used to support the organization.

Option B: Donor-Owned with Royalties to the Nonprofit

- You retain ownership but set a royalty structure in the smart contract.
- Every time the NFT is resold, a percentage goes to Mountain Light Music Festival.

Option C: NFT as a Fundraising Mechanism

- Auction or sell fractional shares as part of a donor campaign.
- Offer perks (e.g., retreat invitations, concert access) tied to ownership tiers.



Summer 2026

Chicago Tribute Band - July 25

New for this year, we are excited about hosting a Chicago Tribute Band, with stunning vocals, celebrated professional horn line, and the carbon copy tunes from all of the great Chicago band eras. Tickets and information on all of these events will be announced soon.

Trombone Summit - July 26-31

We will again host the Trombone Summit with faculty and students from major universities performing new arrangements of beloved cinematic movie scores in the newly renovated Liberty Theatre on July 30th, 2026.

The MLMF Legacy Donor Retreat at Elk Lake Lodge - August 4-6J

Join us for an unparalleled experience of artistry and luxury at the breathtaking Elk Lake Lodge. This invitation-only retreat is designed for our most distinguished patrons, offering an intimate celebration of music, nature, and fine living.

Indulge in three unforgettable evenings of private chamber music concerts, performed by world-class ensembles in an exclusive setting. Savor culinary masterpieces crafted by a celebrated local chef, paired with open rehearsals, great wine, and rare access to private concerts by our guest artists. Your days will be curated with off ranch excursions, including private fly-fishing on pristine waters, scenic mountain hikes, and a four-wheel-drive glamping luncheon—all tailored to your sense of adventure and refinement.

This is more than a retreat—it is a legacy experience, reserved for those whose generosity shapes the future of the Mountain Light Music Festival. Immerse yourself in three days of exceptional music, world-class cuisine, and custom adventures, all within the serene elegance of Elk Lake Lodge.

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluisX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

fxnfirst@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Pickle in Pagosa

Proposed Event Date(s) *

MM DD YYYY

09 / 10 / 2026

Amount of Funding Requested *

\$1500

Name of Producing Entity *

Pagosa Pickleball Club

Contact Person *

Doug Carlson

Phone Number *

5052807413

Email Address *

fxnfirst@gmail.com

Event Website *

PagosaPickleballClub.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Pagosa Pickleball Club

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Pickleball Courts at Yamaguchi Partk

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

NO

Please provide a thorough description of the event and its activities. *

A 3 day Pickleball Tournament consisting of Men, Women and Mixed doubles play.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

We have been sponsored/cooperated with The Springs Resort in the past.

Please describe in detail partnerships with any other area businesses. *

We do hire and pay for a food truck. We use banners and the Sun to promote many local business sponsors.

Overall Anticipated Attendance *

220

Anticipated Attendance: Percentage Local *

30

Anticipated Attendance: Percentage Visitor *

70

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

We plan to use proceeds from last 2 years to provide \$25K to Parks and Rec to install windscreens on the courts. It is a good shoulder season out of town draw. Our members enjoy the event.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☐ Live Music
- ☐ Alcohol
- ☒ Food Trucks
- ☐ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

We plan to avail ourselves of your marketing help

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☐ No
- ☒ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

We plan to use proceeds from last 2 years to provide \$25K to Parks and Rec to install windscreens on the courts. The tourism board funding will be 20% of that.

Please describe any marketing or advertising you plan to do to promote the event. *

We coordinate the timing of the event and promote it with other pickleball clubs in the region.

What other funding or grants have you applied for? *

We will solicit local business sponsorship.

Should the Tourism Board decide not to support this event, will it still occur? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

Local tournament sponsorship has grown. The event can survive if that sponsorship remains consistent.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

We have no plans to discontinue the event.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

18

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

115

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

This past year local sponsorship grew significantly. If we are able to maintain that level of help we should be able to lower our funding request as we have this year. Reducing it from \$2000 to \$1500 in 2026. Short of expanding court space we do not foresee being able to increase registration more than 30%

This form was created inside of Visit Pagosa Springs.

Google Forms



Becky Engel <info@visitpagosasprings.com>

2026 Event Funding Application

Doug Carlson <fxnfirst@gmail.com>

Thu, Jan 8, 2026 at 7:33 PM

To: Becky Engel <coordinator@visitpagosasprings.com>

Becky

Sorry for the misunderstanding. I included a spreadsheet of income and expenditures from the 2025 event and thought that would suffice as we look for 2026 to be similar. I have attached my budget for the 2026 event below. Let me know if this is different than what you need.

Doug Carlson

Treasurer

Pagosa Pickleball Club

220 Night Hawk Ct

Pagosa Springs CO 81147

Income		Expenditures	
Earned Income (<i>ticket sales, entry fees, etc</i>)	13000	Administration (<i>Payroll, permits, fees, postage, etc</i>)	
Retail / concessions	0	Marketing / PR	Volunteer
Silent Auction of Donated Items	1500	Awards / Prizes	680
Sponsorships	7000	Supplies/Banners/Equip Rental	2894
Tourism Board	1500	Food and Beverage	1720
		Insurance	675
		Tournment Software Fees	1989
Total Income	23000	Tournment Director Honorarium	1000
		Court Rental	1646
		Total Expenditures	10604

[Quoted text hidden]

 **Copy of tourism board Submittal.xlsx**

113K

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

fxnfirst@gmail.com

Event Name *

Pickle in Pagosa 2025

Event Date(s) *

Sept 11 to Sept 14

Contact Person *

Doug Carlson

Phone Number *

5052807413

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

☒ Budget emailed to coordinator@visitpagosasprings.com

☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

funds were used to the pay tournament software and insurance providers

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

The primary weakness is how the event is subject to cancellations if the courts are continuously wet as they were for 2 of the 4 days. Participants were

For existing events, provide an overview of how the event fared relative to previous years.

Attendance was roughly equivalent to last years event even in the face of very rainy weather which caused some cancellations. Events were moved indoors and ran way long, due to shortage of courts

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

No formal feedback, but repeat customers showed that the event was well received. Most were satisfied even with having to move to Community Center indoor courts.

Please explain the potential for growth and future plans for the event. *

Our brackets and time on the courts limit potential growth to ~20% more than currently attending.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

200

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

Tournament Registration Software

What percentage of attendees came to Pagosa Springs specifically for your event? *

60

What percentage of attendees had attended the event in previous years? *

40

Where did attendees come from: local, regional, out of state, international? *

Estimated 50% were from surrounding states.

Provide percentages of the top 5 markets attendees traveled from:

CO - 45%, NM - 35%, TX 18%, Few from CA, AZ, MZ, MA

Average age and income bracket of attendees. *

70% were ages 55 to 70. Income ???

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

We were sponsored and given a price break by the Springs Resort.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

Estimated 100

This form was created inside of Visit Pagosa Springs.

Google Forms

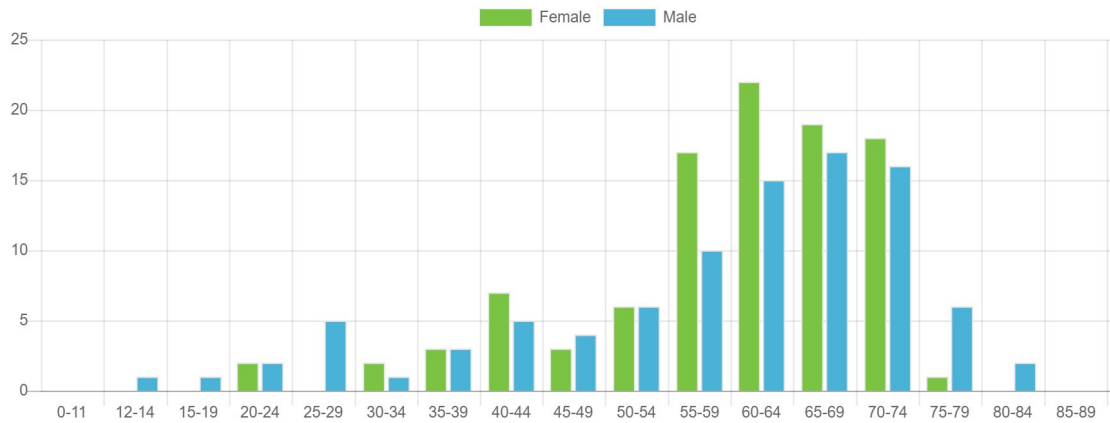
Income	
Earned Income (<i>ticket sales, entry fees, etc</i>)	13115
Retail / concessions	0
Silent Auction of Donated Items	1579
Sponsorships	9200
Tourism Board	2000
Total Income	25894

Expenditures	
Administration (<i>Payroll, permits, fees, postage, etc</i>)	Volunteer
Marketing / PR	680
Awards / Prizes	2894
Supplies/Banners/Equip Rental	1720
Food and Beverage	675
Insurance	1989
Tournament Software Fees	1000
Tournament Director Honorarium	1646
Court Rental	10604
Total Expenditures	

Registered Locations

3 : USA-Arizona
1 : USA-California
102 : USA-Colorado
3 : USA-Florida
1 : USA-Massachusetts
2 : USA-Missouri
54 : USA-New Mexico
1 : USA-North Carolina
1 : USA-Ohio
26 : USA-Texas

Age Breakdown



2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluisX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

mcocke@pagosahotsprings.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

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Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
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1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
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Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

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2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
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4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

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11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Hot Sprigs Fest 2026

Proposed Event Date(s) *

MM DD YYYY

11 / 06 / 2026

Amount of Funding Requested *

\$4000

Name of Producing Entity *

The Springs Resort

Contact Person *

Mary Cocke

Phone Number *

9702644168

Email Address *

mcocke@pagosahotsprings.com

Event Website *

<https://www.pagosahotsprings.com/things-to-do/events/hot-springs-fest/>

Producing Entity Tax Status *

- ☒ For Profit
- ☐ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

All events and activities for Hot Springs Fest 2026 will take place at the three hot springs locations in Pagosa Springs: The Springs Resort, Healing Waters, and the Overlook.

Soaking and Wellness Programming: Friday, Saturday, and Sunday, November 6–8, 2026, from 9:00 a.m. to 9:00 p.m. at all three hot springs locations.

Kickoff Parties:

The Springs Resort, Mother Spring: Friday, 3:00–5:00 p.m.

The Overlook: Friday, 5:00–7:00 p.m.

Wellness and Artisan Market: The Springs Resort, Saturday, 11:00 a.m.–3:00 p.m.

Robe Parade: The Springs Resort, Saturday, 4:00–5:00 p.m.

Robe Parade After Party: The Springs Resort, Saturday, 5:00–7:00 p.m.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

Hot Springs Fest is a multi-day community and visitor-focused festival celebrating the unique geothermal hot springs of Pagosa Springs and the wellness culture of the region. The event takes place across all three local hot springs properties—The Springs Resort, Healing Waters, and the Overlook—and combines soaking, wellness programming, artisan markets, and engaging community activities.

Activities include:

Soaking and Wellness Programming: Guests can enjoy access to all hot springs locations Friday through Sunday (November 6–8, 2026) from 9:00 a.m. to 9:00 p.m., with special wellness activities scheduled throughout the weekend.

Kickoff Parties: Friday afternoon kickoff parties will be held at The Springs Resort's Mother Spring (3:00–5:00 p.m.) and at the Overlook (5:00–7:00 p.m.) to welcome guests and provide an opportunity to socialize and learn about the weekend's events.

Wellness and Artisan Market: On Saturday from 11:00 a.m. to 3:00 p.m. at The Springs Resort, local vendors and artisans showcase their products and services, emphasizing wellness, handmade goods, and local culture.

Robe Parade and After Party: The second annual Robe Parade takes place on Saturday from 4:00–5:00 p.m., encouraging attendees to enjoy the springs and parade in robes for a playful, community-driven celebration. This is followed by the Robe Parade After Party from 5:00–7:00 p.m. at The Springs Resort.

The event is designed to attract both local residents and visitors from outside the area, creating opportunities to experience Pagosa Springs' hot springs, participate in wellness activities, and engage with the community. Hot Springs Fest highlights the town's geothermal resources while supporting local businesses and fostering a sense of community pride.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes, the proposed event is working with lodging partners. Accommodations are available at The Springs Resort and Healing Waters, both of which are participating in the event. Guests can book stays at either property to enjoy full access to event activities and amenities.

Please describe in detail partnerships with any other area businesses. *

Hot Springs Fest collaborates with local businesses to enhance the event experience and promote community engagement. Business partners are listed in the event brochure at no cost and offer special promotions, discounts, or demonstrations during the event, providing them with free exposure and increased foot traffic.

In 2025, 14 local businesses participated, including Voormi, Lace & Lariat, Pagosa Baking Co., The Lift Coffee House, Hidden Track, Aurora Salt Cave & Gifts, Wild Finch, Blissful Sweets & Scoops, Bruin Coffee, Motel Soco, Pagosa Craft, Riff Raff Brewing Co., Root House, and San Juan Lifestyle. Additionally, 20 local artisans and wellness providers participated in the Wellness and Artisan Market. Five members of our business partnerships also served as judges for the Robe Parade, further integrating the community into the event programming.

Overall Anticipated Attendance *

300

Anticipated Attendance: Percentage Local *

40

Anticipated Attendance: Percentage Visitor *

60

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Hot Springs Fest provides multiple benefits to the Pagosa Springs community by enhancing both the visitor and local experience. The event expands an established festival while adding new programming, such as the Wellness and Artisan Market and the Robe Parade, which encourage community participation and engagement. By attracting attendees from outside the area, the event supports overnight stays, local dining, retail, and other businesses throughout town. Hosting the festival in early November also helps extend the visitor season, providing economic activity during a shoulder season. Additionally, the festival highlights one of Pagosa Springs' most unique assets—its natural hot springs—and positions the town as a wellness and destination-focused community, reinforcing its identity and supporting long-term tourism growth.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☒ Live Music
- ☒ Alcohol
- ☐ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

None at this time, other than the Visitor Center staff and volunteers sharing in the excitement and spreading the word about this great event!

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☐ No
- ☒ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

The funding requested from the Tourism Board will be used strategically to maximize the impact of Hot Springs Fest 2026. Of the \$4,000 requested, \$1,000 will support live music during the festival. Live music is a key draw for attendees, enhancing the overall experience and encouraging longer participation throughout the event. The remaining \$3,000 will be used for marketing efforts, which are critical to ensure strong attendance and awareness, particularly in light of current economic conditions. Road construction on Main Street and the impacts of flooding in the fall of 2025 have presented challenges for tourism, making effective promotion essential to attract both local residents and visitors from outside the area. These funds will help the festival reach a wider audience, increase community engagement, and drive economic benefit to Pagosa Springs businesses.

Please describe any marketing or advertising you plan to do to promote the event. *

Hot Springs Fest 2026 will be promoted through a combination of digital, print, and on-site marketing efforts designed to reach both local residents and visitors from the surrounding Four Corners region. Planned strategies include:

Social media advertising across platforms to target regional audiences and highlight event programming.

Google ads to capture interest from those searching for activities and wellness experiences in the area.

Poster distribution throughout the Four Corners region to increase local awareness.

Press releases to local and regional media outlets to generate editorial coverage and attract broader attention.

On-site banners and signage at each participating hot springs location to enhance visibility and provide clear event information to attendees.

Partnership with influencers to promote the event to new audiences and increase engagement online.

Together, these efforts aim to drive attendance, increase community engagement, and support local businesses through higher visitor activity during the festival.

What other funding or grants have you applied for? *

None at this time

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

Yes, Hot Springs Fest 2026 will still take place even if Tourism Board funding is not provided. Our goal remains to highlight Pagosa Springs' hot springs as a leading destination and to celebrate the community and wellness culture that make this area unique. We will move forward with the festival by leveraging our existing resources, partnerships, and local support. While Tourism Board funding is not required for the event to occur, it would help broaden our reach, increase awareness, and enhance the overall impact of the festival for both visitors and the local community.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes, all three Pagosa Hot Springs locations are dedicated to this continuing to grow as a signature event in Pagosa Springs.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

30

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

70

Do you anticipate requesting funding from the Tourism Board in future years? *



Yes



No



Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Hot Springs Fest 2026 is designed to grow through expanded marketing, increased community engagement, and partnerships with local businesses. We actively involve area businesses in the event, offering opportunities to participate in the Wellness and Artisan Market, provide discounts or promotions, and serve as parade judges, creating natural sponsorship opportunities.

As the festival continues to mature, we anticipate growing support from sponsors to help offset costs. Our goal is to develop a sustainable funding model that reduces reliance on public funds over time, while continuing to deliver a high-quality festival that benefits both visitors and the Pagosa Springs community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Hot Springs Fest 2026

Powered by  mondo

2026

Income

All Event ticket Sales	9,500.00
2025 Town Funding Requested	4,000.00
Total Income:	\$ 13,500.00

Expenses

Advertising, Promotions, Influencers:	9,500.00
Signage, Banners & Posters	1,000.00
Collateral:	2,000.00
Entertainment:	2,000.00
Meals:	500.00
Labor	1,500.00
Displaced Soaking Revenue (partial capacity reduction during event)	2,500.00
Partial comp for Influencers (rooms, meals)	(3,000.00)
Total Expenses:	\$ 16,000.00

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

mcocke@pagosahotsprings.com

Event Name *

Hot Springs Fest 2024

Event Date(s) *

November 7-9, 2025

Contact Person *

Mary Cocke

Phone Number *

9702644168

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

The \$2,000 in Town funding was applied toward overall marketing and promotional efforts for Hot Springs Fest 2025 across all three Springs Resort locations. Funds were used to support event marketing initiatives that increased awareness, drove attendance, and promoted Pagosa Springs as a festival and wellness destination.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

A major strength of Hot Springs Fest 2025 was the increased collaboration with other local businesses and community partners, which helped strengthen the event overall and broaden awareness within the Pagosa Springs community. This collaboration contributed to greater local participation and a stronger sense of community ownership of the event.

Several components exceeded expectations this year. The new Wellness and Artisan Market was very successful, featuring local vendors and drawing strong attendance throughout the day. The second annual Robe Parade saw increased participation compared to the previous year, indicating growing enthusiasm and recognition. The after party was also well attended and added an energetic and social element to the overall festival experience.

While the event continues to gain momentum, ongoing and expanded marketing efforts will be important to support continued growth. Increasing advance promotion, especially to regional and returning audiences, could help boost attendance and participation even further. Continued partnership with local businesses, along with consistent marketing and community engagement, will help strengthen the event and ensure its long term success.

For existing events, provide an overview of how the event fared relative to previous years.

Overall, Hot Springs Fest 2025 performed better than the previous year in several key ways. While total ticket sales were slightly lower, overall ticket revenue increased. This was due in part to adjusted pricing, which reflected added value for attendees, including access to all expansion pools and a greater number of soaking options than in prior years.

External factors also played a significant role in the event's success. Weather conditions were ideal this year, compared to the previous year when a winter storm warning negatively impacted attendance and travel. The improved weather contributed to stronger on site participation and overall guest experience.

In addition, the introduction of the free community Wellness and Artisan Market helped expand awareness of the event beyond ticketed attendees. This new component increased local participation, encouraged community engagement, and created a more inclusive event atmosphere, which strengthened the overall success of the festival compared to prior years.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Overall feedback from attendees was very positive. Guests expressed high satisfaction with the variety of programming, expanded soaking access, and the welcoming, festive atmosphere of the event. Many attendees commented on the uniqueness of Hot Springs Fest and appreciated the balance of wellness offerings, community activities, and social events.

The event attracted visitors from outside the Pagosa Springs area, supporting overnight stays, dining, and shopping throughout the community. In addition to lodging, attendees actively participated in discounts and promotions offered by our local business partners, with 14 partner businesses involved this year. This collaboration helped drive spending throughout town while strengthening connections between the event and the broader community.

The three days of free community events were especially well received and encouraged broad community involvement. Based on attendee conversations and repeat participation from previous years, there is strong indication of continued interest and intent to return for future Hot Springs Fest events.

Please explain the potential for growth and future plans for the event. *

Hot Springs Fest has strong potential for continued growth, as it highlights one of Pagosa Springs' most defining and authentic assets: its natural hot springs. With all three hot springs properties in town participating, the event truly embodies what Pagosa Springs is named for and what draws visitors to the area. This shared focus creates a cohesive, destination driven experience that is unique to our community.

Looking ahead, continued growth will be supported through expanded marketing efforts, deeper collaboration with local businesses, and the addition of new programming that appeals to both visitors and residents. As the event grows, our goal is to further drive overnight stays, dining, retail, and participation in partner businesses throughout town, ensuring that the economic impact extends well beyond the event venues themselves.

By strengthening partnerships, increasing awareness outside the region, and continuing to offer inclusive community focused programming, Hot Springs Fest can continue to evolve as a signature event that benefits the entire Pagosa Springs community while reinforcing the identity of the town as a hot springs destination.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

200

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

While a portion of Hot Springs Fest included ticketed experiences, several components of the event were free and open to the community. A total of 82 tickets were sold for ticketed activities. Additional attendance was estimated based on observed participation and foot traffic at the non ticketed events. Approximately 80 attendees participated in the Wellness and Artisan Market, and an estimated 60 people took part in the Robe Parade and After Party. These figures were based on staff observations, vendor feedback, and overall flow of attendees throughout the event spaces. Taken together, total attendance for Hot Springs Fest 2025 is estimated at approximately 220 attendees, reflecting continued growth compared to prior years while remaining a realistic count of both ticketed guests and tourist and community participants.

What percentage of attendees came to Pagosa Springs specifically for your event? *

75

What percentage of attendees had attended the event in previous years? *

60

Where did attendees come from: local, regional, out of state, international? *

Local within 60 miles, Colorado, and out of state

Provide percentages of the top 5 markets attendees traveled from:

Colorado, New Mexico, Arizona, Texas, California

Average age and income bracket of attendees. *

35-50

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

Our ads and promotions highlighted lodging options alongside our websites. Additionally, guests who booked at The Springs Resort or Healing Waters enjoyed discounted ticket pricing.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

A total of 21 rooms were booked between The Springs Resort and Healing Waters in association with Hot Springs Fest 2025, representing 32 room nights. This includes bookings across both properties.

This form was created inside of Visit Pagosa Springs.

Google Forms

Hot Springs Fest 2025

Powered by  monday.

2025

Income

All Event ticket Sales	6,400.00
2025 Town Funding Received	2,000.00
Total Income:	\$ 8,400.00

Expenses

Advertising, Promotions, Influencers:	9,300.00
Signage, Banners & Posters	500.00
Collateral:	1,400.00
Entertainment:	1,600.00
Meals:	400.00
Labor	1,000.00
Displaced Soaking Revenue (partial capacity reduction during event)	2,000.00
One complimentary musician	(250.00)
Partial comp for Influencers (rooms, meals)	(5,300.00)
Total Expenses:	\$ 10,650.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

schoolofmovementpagosa@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

'Wonderland'

Proposed Event Date(s) *

MM DD YYYY

05 / 01 / 2026

Amount of Funding Requested *

5000.00

Name of Producing Entity *

School of Movement

Contact Person *

Ali Whitman

Phone Number *

9705854040

Email Address *

aliwhitman17@gmail.com

Event Website *

schoolofmovementpagosa.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

School of Movement

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Pagosa Center For The Arts

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

no

Please provide a thorough description of the event and its activities. *

This year, The School of Movement show is entitled "Wonderland." It's really a celebration of movement, creativity, connection, and the amazing people in our community. The goal is to create something special that brings locals together while uplifting our artists and growing more community-driven entertainment.

This event gives dancers, aerialists, and performers from our community a chance to share what they love in a supportive, inspiring space. It's about collaboration, confidence, creativity, and giving people an outlet to express themselves - whether that's aerial arts, song and dance, theatre, or comedy - regardless of financial circumstances.

Money raised helps us continue building these opportunities and developing programs that keep the arts accessible to everyone. By supporting this event, you're not just supporting a show - you're helping people step into their higher selves and helping our local arts community grow, connect, and thrive

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

overnights stays for artists within 50miles

Please describe in detail partnerships with any other area businesses. *

Pagosa Center For The Arts will be our venue as they are every year. Monies raised during this event will help them with their Theatre Arts Programs and seasonal offerings.

Overall Anticipated Attendance *

600

Anticipated Attendance: Percentage Local *

90

Anticipated Attendance: Percentage Visitor *

10

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

As a shoulder season event, The School of Movement show helps Pagosa Springs by investing directly in our community. Events like this strengthen community involvement, bring residents together, and add vibrant cultural experiences that make Pagosa Springs feel alive and connected during our off season. It also supports local artists, encourages creative collaboration, and helps build a sustainable arts presence that benefits both locals and visitors alike. Ultimately, it's about creating opportunities, uplifting people, and enriching the collective experiences of our town.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☐ Live Music
- ☒ Alcohol
- ☐ Food Trucks
- ☐ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

none

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Proceeds from the 'Wonderland' School of Movement event go directly back into supporting our community performers, while covering essential production costs such as venue rental staging, lighting, sound, costumes, technicians, designers, and safety equipment so local artists have a professional, supportive space to perform. Our show this year is anticipated to be an 'over the top' experience, with more locally built elaborate sets, props, costumes, creating a more 'immersive' experience.

Please describe any marketing or advertising you plan to do to promote the event. *

Social Media, posters, direct marketing to former attendees.

What other funding or grants have you applied for? *

none

Should the Tourism Board decide not to support this event, will it still occur? *



Yes



No



Maybe

Please explain *

We're committed to producing the show no matter what, but funding helps us elevate the experience, support performers personal expenses, and keep these opportunities ongoing and accessible for everyone.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

10

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

25

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

95

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Our long-term goal is sustainability rather than ongoing reliance on grant funding. We anticipate gradually increasing earned revenue through ticket sales, sponsorships, community partnerships, and donor support. While we may request funding again to help with expansion or initiatives, we expect future requests to represent a smaller portion of the overall budget - ideally no more than 15-25% in future years, decreasing as the event continues to grow.

Ultimately, our goal is for this event to become a self-sustaining community arts tradition that consistently supports local performers while expanding access to movement education, as well as providing a career advancement scholarship for moms in Archuleta County.

This form was created inside of Visit Pagosa Springs.

Google Forms

School of Movement

Wonderland Show Budget 2026

Income

Corporate Contributions	\$3,000.00
<u>Ticket Sales</u>	<u>\$19,558.00</u>
Total Income:	\$22,558.00

Expenses

Performer Expenses	\$6,500.00
Costuming	\$5,000.00
Studio Rental	\$4,500.00
Venue Rental	\$2,500.00
Insurance	\$500.00
Technical Expenses	\$1,800.00
<u>Set/Lobby design</u>	<u>\$1,500.00</u>
Total Expenses	\$22,300.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

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Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

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https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

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* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

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Submitting an application does not guarantee funding.

Email *

joanyward@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

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Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

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Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

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1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
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Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

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3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
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7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Pagosa Pride Celebration

Proposed Event Date(s) *

MM DD YYYY

06 / 13 / 2026

Amount of Funding Requested *

1500.00

Name of Producing Entity *

Pagosa Pride Planning Committee, Pagosa Unitarian Universalist Fellowship

Contact Person *

Joan Ward

Phone Number *

9703821925

Email Address *

joanyward@gmail.com

Event Website *

pagosauuf.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Pagosa Pride, Pagosa Unitarian Universalist Fellowship as fiduciary

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

PS Town Park and Athletic Field, June 13, 2026 - 9 am setup, 11 am - 4 pm

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The Pagosa Pride planning committee is working on the 3rd Annual Pagosa Pride Festival to be held Saturday, June 13, 2026 from 11 AM – 4 PM in Town Park in downtown Pagosa Springs, CO. The previous Pagosa Pride Festivals were held in June 2024 and 2025 and were a great success with almost 200 people in attendance each time. The Pagosa Pride Festival benefits our LGBTQIA+ community through increased visibility, creating an inclusive space and opportunities to foster advocacy for equity and social justice for people of all colors, gender identities and sexual orientations.

The lead sponsor for the Pagosa Pride Festival is the Pagosa Unitarian Universalist Fellowship, with support from the Pagosa Springs Community United Methodist Church and St. Patrick's Episcopal Church, also of Pagosa Springs.

Activities include a Welcome, speeches, non-profit and other organization booths, activities, music, entertainment and food trucks.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

We wil approach lodging for a set of rooms for attendees.

Please describe in detail partnerships with any other area businesses. *

Chef's Quisine, Pagosa Baking Company, Black Bart's, other businesses for gift cards

Overall Anticipated Attendance *

200

Anticipated Attendance: Percentage Local *

75

Anticipated Attendance: Percentage Visitor *

25

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

This event attracts out of town folks from Durango, Bayfield, Chama and Farmington. Several organizations come from out of town to participate. It is increasing its presence by also including a movie night on Thursday before the event. It is an event that supports those of the LGBTQ+ community and those who support them. The PS Highschool Equality Club is part of the planning and giving one of the speeches, in addition to other involvement.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☐ Live Music
- ☐ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

We will be asking for security from the PS Police Department.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☐ No

☒ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Funds would cover costs for the Liberty theater movie, the stage (town stage not available), security,
advertising by radio, the Pagosa Sun.

Please describe any marketing or advertising you plan to do to promote the event. *

We will work with the PS Town Tourism Board, the PS Chamber of Commerce, KWUF, social media, flyers.
and direct contact with previous participants

What other funding or grants have you applied for? *

Sponsorship requests to local businesses, sponsorships by the Pagosa UU Fellowship, the Community
United Methodist Church, St. Patrick's Episcopal Church, Pagosa Baking Company, among others. In-kind
donations are being requested from businesses for gift cards for prizes.

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

We provided the event previously with sponsorships and donations; the Tourism Board support allows us to assure the quality of the event/

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Annually

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

33

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

4435

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Being established as an annual event and support from the Pagosa community, the anticipated request would be 10%

This form was created inside of Visit Pagosa Springs.

Google Forms



Becky Engel <info@visitpagosasprings.com>

Budget for the Pagosa Pride Event Grant Request

1 message

Joan Ward <joanyward@gmail.com>
To: coordinator@visitpagosasprings.com

Wed, Feb 18, 2026 at 5:00 PM

Here is the budget for our grant request.

Projected Income 2026

Sponsors	1,500
Vendors	100
Profit 2025	1,335
Town Tourism Board	1,500
Total	4,435

Projected Expenses 2026

Town Park and Part of Ath

Field	400
Security	275
Radio Ads	500
Pride banner, flags, stickers, etc	500
stage	300
Sound system	200
Pag Fire District	100
Ad Sun, Bayfield, Durango flyers	700
Liberty Theater	1060
Theater Insurance	150
Miscellaneous	200

Total Expenses

4435

Joan Y. Ward
Pagosa Pride Planning Committee
Pagosa Unitarian Universalist Fellowship, Fiduciary Sponsor
970-382-1925

2024 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Friday, December 27th, 2024; the Final Report will be carefully evaluated when considering future funding requests.

Email *

nitchman.amy@gmail.com

Event Name *

Pagosa Pride Festival

Event Date(s) *

6/2/2024

Contact Person *

Amy Nitchman

Phone Number *

9288489184

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Funds were used for procurement of Police security, catering, and to reimburse coordinator for event purchases (stage rental, DJ, MC/performer, prizes, giveaways & decorations).

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

The event attendance exceeded expectations. We had initially planned for up to 60 participants and had over 185 attendees, including vendors. We had a successful schedule of events and marketing and promotions were successful in drawing participants from surrounding states as well as the local community. Areas for improvement include procuring food trucks/catering and festival set-up and sound equipment staging areas. In the future, the entrance area(s) would be opposite the stage/sound speakers to allow volunteers to hear participants better and the sound booth would be located in a shaded area away from participant traffic. Future set-up could also include multiple entry points to better collect participant info and still maintain security.

For existing events, provide an overview of how the event fared relative to previous years.

For the first year, we feel the event ran very well! Volunteers and participants gave great feedback and were very pleased with the festival overall. Some festival attendees requested more food options and alcohol for future events.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Feedback from attendees was very positive! We did not receive any negative feedback, although there were at least 2 individuals protesting the Pride event at the road intersection with 160.

Please explain the potential for growth and future plans for the event. *

There is potential to use the Town Park athletic field next year in order to grow the event and accomodate a larger stage, more attendees, food trucks, & vendors. There is also interest in obtaining room blocks for out-of-town travelers, including drag performers. If accomodations could be provided next year, more performers would be available to come from Durango & New Mexico. Event coordinators also plan to reach out to additonal keynote speakers next year for a more robust and educational schedule of events.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

185

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

We used wrist bands (we had 100) and then used washable marker to write 'Pride' on attendees hands to track attendance after wrist bands ran out.

What percentage of attendees came to Pagosa Springs specifically for your event? *

156

What percentage of attendees had attended the event in previous years? *

0

Where did attendees come from: local, regional, out of state, international? *

Durango, Denver, Cortez, Bayfield, North CO, Albuquerque, South Fork, Fort Worth Texas, other areas of Texas & NM and CA.

Provide percentages of the top 5 markets attendees traveled from:

Pagosa Springs, CO, NM

Average age and income bracket of attendees. *

Not collected

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

N/A

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

n/a

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Pride Budget 2024

Expenditures	Amount	Notes
<i>Administrative</i>		
Canva Pro Monthly Membership, 2 months	\$15.00	1st month free
Legal Sheild Business plan, 1 month	\$99.00	Legal consult regarding security & review of Code of Conduct
Professinal & General Liability Insurance, 1st payment of annual plan	\$87.92	Bibek receipts (Total Plan cost \$900 paid for by SJC)
Pagosa Fire Protection, Check #503	\$100.00	For Fire Inspection 6/2, Check Date 5/21/24
Zoom Workplace Monthly Membership	\$34.18	Two months at \$17.09/month
<i>Operational</i>		
Extra Duty Agreement with Town Police	\$360.00	Town Police \$60/hr, 6 hrs total
DJ & Sound Equipment Rental	\$300.00	Paid Bruce Blankenship in cash
Park Permit	\$195.00	Parks & Rec Invoice
Radios for security/safety volunteers	\$0.00	In-kind from Chamber
Stage, welcome table & chairs	\$111.24	Mt Peak Rentals
Water Coolers (2)	\$29.76	Walmart Receipt 5.17.24
Admission wrist bands	\$17.37	Amazon Order Receipt 5.17.24
Flagging tape, donation box & beach ball	\$35.47	Amazon Order Receipt 5.17.24
Stage props, decorations & games	\$221.52	Amazon Order Receipt 5.11.24
<i>Promotional Materials</i>		
Rainbow flag give-aways	\$65.00	Amazon Order Receipt 4.8.24
Pronoun pins, lanyards & Pride stickers	\$227.72	We Are Pride Receipt 4.12.24
Gender positive wrist bands	\$105.36	Genderbands Receipt 4.12.24
Educational display items	\$47.01	Walmart 4.14.24
Print 100 flyers	\$87.00	Just Click 5.17.24
Print Bingo & Trivia Cards	\$9.00	Print 30 pages 2-sided at Library, paid in cash
Pagosa Baking Co Catering, 40 ct	\$186.40	\$166.40 + \$20 tip
Cupcake Catering Order, 40 ct	\$80.00	Paid Steffany Cloward in cash
2 bags of ice & fill 2 helium balloons	\$19.14	City Market Receipt 6.2.24
Total Expenditures	\$2,433.09	
Remaining Balance for Future Pride Events	\$246.91	

Income	Amount	Notes
Retail/concessions	\$0.00	Did not collect a % of concessions from food trucks/vendors
Donations	\$180.00	Cash donations received 6/2/24
<i>In-Kind Trades</i>		
Radios from Chamber of Commerce	\$175.00	
Liability Insurance from SJC	\$900.00	
<i>Sponsorships</i>		
Archuleta County Democrats	\$500.00	Received 5/20/24
<i>Grants/Public Funding</i>		
Pagosa Springs Tourism Board	\$2,000.00	Received 6/6/24
Carry over	\$0.00	N/A
Income with In-Kind	\$3,755.00	
Total In-Kind	\$1,075.00	
Total Income	\$2,680.00	

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Email *

lkurtmas@gmail.com

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<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
- Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Pagosa Paddle 2026

Proposed Event Date(s) *

MM DD YYYY

05 / 16 / 2026

Amount of Funding Requested *

\$4000

Name of Producing Entity *

Friends of the Upper San Juan River

Contact Person *

Jenny Highum

Phone Number *

9709460931

Email Address *

fusjr@outlook.com

Event Website *

friendsoftheuppersanjuanriver.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Friends of the Upper San Juan River

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

The Pagosa Paddle will take place May 15-16 on the San Juan River between Mary Fisher Park and Yamaguchi boat ramp. In-person registration is from 4-5 pm The Registration tent will be located below the Mary Fisher parking lot upstream of the public bathrooms. The announcer will be stationed at the San Juan River overlook, next to Tequila's Restaurant. Gate judges and river safety volunteers will be stationed on both sides of the river or in safety kayaks. The timing crew will be at the start and finish .The award ceremony will take place at The Springs Resort in conjunction with the Pints, Pools and Paddles Event.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The Pagosa Paddle has four different races:

Sprint

Head to Head (H2H)

Slalom

Downriver

There are four categories:

4 person paddle raft (R-4)

Hard shell kayak (HS)

Inflatable kayak (IK)

Stand up paddle board (SUP)

Friday

4-5pm: Registration

5:30: Sprint

Start is on the river bank in Mary Fisher Park at 5:15pm and the finish line is the Hot Springs walking bridge.

The order will start with R-4, Hard Shell kayak, Inflatable kayak, SUP. The Sprints will end after everyone gets two runs.

Saturday:

8-9 Registration:

9:05 Captains Meeting

9:30 H2H

R-4, HS, IK, SUP

11:00 Slalom

R-4, HS, IK, SUP (best of two runs)

2:00 Downriver

R-4, HS, IK, SUP

4:00- Awards at The Springs Resort

* The R-4 races will be sanctioned by the US Rafting Association (USRA) as a Regional Qualifier for the USRA National competition.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Healing Waters Resort and Spa is helping with housing our professional timing crew.

Please describe in detail partnerships with any other area businesses. *

Pagosa Rafting Outfitters and Pagosa Outside donate shuttle service for all of the boats and competitors

Overall Anticipated Attendance *

400

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The Pagosa Paddle is spectator friendly event where folks can watch and cheer from the banks of the river, the Riverwalk, or while soaking in the pools. It is an exciting shoulder season event that brings river enthusiasts from all over the state.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☐ Live Music
- ☐ Alcohol
- ☐ Food Trucks
- ☐ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain any services / support asked of the Town.

Possibly garbage and recycling receptacles.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Awards \$750 / 32 birch paddles and engraving

Professional timing crew \$500

Marketing \$725 / Radio announcements, 2 event Banners , Newspaper advertisements, and posters

Food/Beverage \$500 / Lunch for 40 Volunteers

Event Tee Shirts / \$1200

Event pop up tent with our logo / \$325

Please describe any marketing or advertising you plan to do to promote the event. *

We will have radio spots on KPAG and KSUT. Our event will be posted on The American Canoe Association website, the United States Rafting Association website, the Friends of the Upper San Juan River website, and The Springs Resort website. We will have advertisements in the Pagosa Sun Newspaper. We will distribute our event posters in boating communities in Durango, Telluride, Ridgway, Vail, Carbondale, Glenwood Springs, Buena Vista, Salida, Canyon City, Gunnison, Taos, Santa Fe, Aztec, South Fork, and Pagosa Springs. Previous competitors will be contacted by email.

What other funding or grants have you applied for? *

In the past, we have received generous support from local businesses. This year, many of these businesses are struggling from the construction. We cannot ask those businesses to give money that they do not have, so we are asking for greater support from the Town Tourism Board. We want to keep the Pagosa Paddle a quality destination event.

Should the Tourism Board decide not to support this event, will it still occur? *

☐ Yes

☐ No

☒ Maybe

Please explain *

It would be very difficult to hold this event without support.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

We intend to make this an annual event .

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

60

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

40

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

The Springs Resort, Wilderness Journeys/Pagosa Rafting Outfitters, Pagosa Outside and Southwest River Engineering, Healing Waters Resort and Spa , Pagosa Mountain Sports, The Pagosa Baking Company, Silver Dollar Liquor, and Terry's Ace Hardware have all been continued sponsors for the Pagosa Paddle. Getting more folks to participate through increased advertising will bring more folks to our event. When the Hwy 160 project is completed and our downtown business community recovers, our need for Tourism funding should decrease each year.

This form was created inside of Visit Pagosa Springs.

Google Forms

Income		Expenditures	
Earned Income (<i>ticket sales, entry fees, etc</i>)	1100	Administration (<i>Payroll, permits, fees, postage, etc</i>)	?
Retail / concessions	0	Marketing / PR	1100
In-kind trades (<i>lodging, marketing, etc</i>)	1300	Awards / Prizes	950
Sponsorships	0	Operations	150
Grants / public funding	0	Food and Beverage	850
Carry over (<i>previous year</i>)	3500	event tees and hoodies	1800
silent auction	200	slalom gate hardware	500
Total Income	6000	ACA Insurance	185
		Registration tent with logo	1000
		MC	250
		WEP/ Gateway Project	1000
		Waterproof radios	2880
		Timing crew	250
		Total Expenditures	9115

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

lkurtmason@gmail.com

Event Name *

Lindsey Kurt-Mason

Event Date(s) *

May 9-10, 2025

Contact Person *

Lindsey Kurt-Mason

Phone Number *

9709034255

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

American Canoe Association Insurance / \$125, Event Sanctioning Fee- \$20, Event Organizer Insurance- \$40,
Youth Paddling Development- \$10 = \$195
Timing Crew- \$250
Food and Beverage for volunteers- \$417.50
Awards- \$475

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

The 2025 Pagosa Paddle was a successful shoulder season, event. The Pagosa Paddle brought energy and excitement to those competing and spectating. The Pagosa Paddle is a spectator friendly event, whether watching from the Hot Springs Pools or the Town River Walk. The backbone of this event was our community involvement. Many community members volunteer their time and energy to make the Pagosa Paddle happen.

We borrowed radios from KSUT for communication between event coordinators, the Start Judge, the Finish Judge and the Gate Judges, which made for exact times. The radios also allowed the MC to announce to the crowd which racers were coming down the river next. Purchasing radios would be a giant step forward for the Pagosa Paddle.

For existing events, provide an overview of how the event fared relative to previous years.

The use of radios made a huge difference in communication between everyone downstream and upstream. Safety is key and the use of the radios made the event safer and more efficient. If there were any issues during competitions we were able to stop and start the races easily.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

The Rafting portion of our event is sanctioned by the United States Rafting Association (USRA). We host the first race in the USRA series for R4 for both Womens' and Mens' qualifications to represent the USA in the International Rafting Federation's World Competition. Many of the rafting teams come back every year. Rafters often tell us that ours is their favorite race of the year.

The Pagosa Paddle is part of the Hot Springs Resort's 'Pints Pools and Paddles' event. The award ceremony takes place on The Springs stage and the resort generously donates Pints and Pools passes to a number of contestants and volunteers. This is a very popular perk.

Please explain the potential for growth and future plans for the event. *

Last year, extended the 2025 Pagosa Paddler to a two day event. The Sprints took place Friday afternoon and the Head to Head (H2H), the Slalom and Downriver took place on the second day. This allowed us ample time to get all of the races and the award ceremony done on time, even with a potential lightning delay. A couple of ideas we have been considering is adding a Whitewater rodeo event. and a Sunday Mesa Canyon Family Fun Float, which would extend the Pagosa Paddle to a three day event.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

380

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

49 competitors + 30 volunteers + 300 spectators (I did a head count on both sides of the river from Mary Fisher Park to the Finish line , twice and took an average.

What percentage of attendees came to Pagosa Springs specifically for your event? *

55

What percentage of attendees had attended the event in previous years? *

75

Where did attendees come from: local, regional, out of state, international? *

local-55%, regional-35%, out of state-10%

Provide percentages of the top 5 markets attendees traveled from:

regional-35% (Vail, Salida, Durango, Carbondale) out of state- 10% (Taos, Aztec)

Average age and income bracket of attendees. *

Young adults to middle age, Average to middle income

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

The "Friends of the Upper San Juan River" website had listed lodging options

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

NA

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Paddle 2025 Income/Expenditures Report

Jenny Highum

fusjr@outlook.com , jenhi0306@hotmail.com

Thu, Jun 5, 2025, 3:12 PM

Pagosa Paddle 2025

Income

Earned Income(registration \$1200

Silent Auction \$770

Sponsorships \$4100

Grants/public funding \$1250

In-kind trades--

75 Springs Passes (\$value unknown)

2 nights Healing Waters (\$value unknown)

Total Income before Expenditures

\$7320 + \$300 (2024 carryover) \$7620

Expenditures

Administration (permits, fees, insurance) \$195 + \$300 participant 1 day ACA =\$495

Marketing \$ 200 (gift cards for MC and Photographer)

Operations (copies and supplies) \$118

Timing Crew \$250

Awards \$475

Food & Beverage \$417.50

Gateway River Project/WEP 2025 grant funding \$500

Total Expenditures

\$2455.50

Final 2025 Pagosa Paddle Income

\$5,164.50

--

Kind Regards,

Jenny Highum

(970)946-0931

Event Planner, Digital Creator, Web & Social Media Manager

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoxoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

psartstudiotour@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Pagosa Springs Artists Studio Tour

Proposed Event Date(s) *

MM DD YYYY

08 / 21 / 2026

Amount of Funding Requested *

\$1200

Name of Producing Entity *

Pagosa Springs Artists Studio Tour

Contact Person *

Kathie Disner

Phone Number *

3033586218

Email Address *

psartstudiotour@gmail.com

Event Website *

www.studiotourpagosa.com

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Pagosa Springs Artists Studio Tour

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Various artist's studios throughout Pagosa Springs and Archuleta County

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

Local artists invite the public in to their studio/workspace for one weekend only, to educate visitors about the art that they create.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes, the Tour partners with a range of lodging locations, from RV parks to The Springs Resort.

Please describe in detail partnerships with any other area businesses. *

The Tour will hold an opening reception at The Springs Resort in their new outdoor event space.

Overall Anticipated Attendance *

1000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

This will be the fourth year of the Tour, each year it has attracted more and more visitors. Pagosa experiences some attrition with residency which allows new artists to the area the opportunity to participate, giving the event freshness each year as well as keeping it stable with returning artists. Prior feedback has shown that even with the event being a full three days, it is not always possible to visit all of the open studios. The diversity of artists, from nationally known to local crafters

Will the event have the following (select all that apply): *

- ☐ Tent
- ☐ Live Music
- ☐ Alcohol
- ☐ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Printing of reusable banners and promotional posters

Please describe any marketing or advertising you plan to do to promote the event. *

Social media ads, colorful printed posters in local businesses, The Sun and Visitors Guide, Colorado.com, community calendars, regional art groups, regional newspapers, radio,

What other funding or grants have you applied for? *

We are actively persuing sponsorships

Should the Tourism Board decide not to support this event, will it still occur? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

We will have to reallocate funds from marketing to printing.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

We will continue as long as artist's participate

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

20

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

80

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

We have obtained generous sponsorships in previous years and will continue to nurture those relationships, as well as grow the Tour into an anticipated annual event for visitors. Our goal is to request less funding from the Tourism Board each year.

This form was created inside of Visit Pagosa Springs.

Google Forms

Income		Expenses	
Earned Income (Entry Fees)	2250	Marketing/ PR	3000
Sponsorships	2400	Printing	2500
Grants/Public Funding	1200	Administrative (Merchant fees, postage, permits, etc)	300
Total Projected Income		Total Projected Expenses	5800

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

psartstudiotour@gmail.com

Event Name *

Pagosa Springs Artists Studio Tour

Event Date(s) *

August 23-25, 2025

Contact Person *

Kathie Disner

Phone Number *

3033586218

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Funds were used to supplement the marketing campaign which included print advertising as well as social media. A portion of the funding also went toward printing of a banner to be reused over Hot Springs Blvd for the week of the Tour each year.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

Pagosa has many talented artists and this event is a great way to bring them together as well as their collectors and followers during one weekend here in Pagosa. General interest in the event has grown, attendees are understanding that this is an informative event, not a sales event. The greatest weakness is the misperception that artists only want to sell art, while the intent of the Tour is to promote the creation of art, and to share the process of creating. To help improve that aspect, a greater focus will be placed on artist demonstrations and offerings of classes, workshops, etc.

For existing events, provide an overview of how the event fared relative to previous years.

Attendance was up, even with the road construction

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Visitors are rearranging their vacation plans to travel to Pagosa specifically for the Studio Tour. Many express their amazement at the amount of artistic talent.

Please explain the potential for growth and future plans for the event. *

Future growth will include expanding the marketing to a wider audience as well as showcasing artist demos. Many resident artists have been here for years, while others come and go, this flux is great for maintaining an artist base for Tour as well as each year having new and different offerings.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

1200

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

Sign-in sheets

What percentage of attendees came to Pagosa Springs specifically for your event? *

40

What percentage of attendees had attended the event in previous years? *

60

Where did attendees come from: local, regional, out of state, international? *

local, regional and out of state

Provide percentages of the top 5 markets attendees traveled from:

60% Local
20% Texas
10% Arizona
5% Durango
5% Other

Average age and income bracket of attendees. *

60-75 Retired

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

Our Lodging partners were listed on the website with a link for registration. Each partner was featured on the Tour map, and emails were sent out to the subscribers letting them know special rates were available from the partners.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

10. Attendees came specifically for the Tour, but most chose lodging that was non-specific to our partners

This form was created inside of Visit Pagosa Springs.

Google Forms

Income

Studio Entries	1950
Cash Sponsors	3200
Tourism Grant	1500

Total Income	6650
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Expenses

Marketing/PR	3926.17
Printing	2328.66
Merchant Processing	143.86

Total Expenses	6398.69
----------------	---------

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoxoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

smfischer@me.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Life at Chimney Rock

Proposed Event Date(s) *

MM DD YYYY

06 / 06 / 2026

Amount of Funding Requested *

\$4,275

Name of Producing Entity *

Chimney Rock Interpretive Association (CRIA)

Contact Person *

Susan Fischer

Phone Number *

5125811475

Email Address *

smfischer@me.com

Event Website *

www.chimneyrockco.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

only the public benefits from this event

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

This event will be held on the Chimney Rock National Monument grounds, 9:00 am to 4:30 pm on each day, Saturday June 6 and Sunday June 7. The dances will be held in the amphitheater, which has electrical connections for musical instruments and seating for attendees. The artists and food vendors will be stationed around the picnic area. The craft activities will be carried-out in the picnic area which has picnic tables shaded by tents. There are restroom facilities near the picnic area as well as near the gift shop, which will be open during the event. This area is handicap accessible. The tours of the ruins will be along the established trails on top of the mesa, one of which is handicap accessible. Clean-up at the end of the event will be carried out by CRIA volunteers; commercial trash pickup occurs weekly at the monument.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

no part of the event will take place outside of Archuleta County

Please provide a thorough description of the event and its activities. *

The event that we would like to request funds for is called "Life at Chimney Rock". This is a two-day event, which is scheduled for June 6 and 7, 2025. Because CRIA has a partnership with the Forest Service (which operates Chimney Rock), we have Forest Service approval to use Chimney Rock for this event, as we have done in the past. This event is free to the public; the Forest Service has agreed to forego an entrance fee for these two days. Forest Service personnel will be on site to assist with parking and provide security. There are several components to this event:

- 1) Native American dancers, who will perform at various times during the two days. We provide each of these groups with \$800 stipends. The two dance families will need lodging in Pagosa Springs. The two principal organizers of Life at Chimney Rock are part Native American and have numerous contacts with the various Pueblos with regard to dance groups as well as artists. One of the dance groups will be from Gallup, NM (Navajo/Lakota); the other is from Jemez (Puebloan). These groups will be introduced to the audiences by two volunteers who are experienced in doing these introductions.
- 2) Native American art vendors. In the past these vendors have come from the Zuni, Acoma, Laguna, Santa Domingo, Santa Clara and Jemez Pueblos. They sell hand-crafted items including pottery, paintings, wood carvings and jewelry. They talk to the visitors about the processes involved in their art, often doing demonstrations. Their sharing of their culture is an important part of the event, from the perspective of both the Native Americans and the event visitors. These vendors bring their own tables, shade structures and chairs. Fifteen vendors have been invited to participate in this event.
- 3) Food vendors; two have been invited in the past and are critical to the success of this event. Most visitors spend a good part of the day at Chimney Rock and it is necessary to provide a source of lunch. This has been financially successful for these vendors and appreciated by the public. There are several vendors in Ignacio (Southern Ute) that are available and the family from Jemez is expected to return this summer.
- 4) Craft activities are provided for the public to participate in. These take place at picnic tables under a tent/shade structure, which each having a particular activity. These activities include painting rocks (rock art), making pottery, grinding corn, yucca fiber preparation, weaving and atlatl throwing. CRIA volunteers oversee each of these activities and participants are usually encouraged to take their craft items home.
- 5) Tours of the ruins on the mesa top. Many of the CRIA volunteers are trained in giving informative tours about the history of the ancestral Puebloans. These volunteers will be available on both days to give free guided tours to visitors wishing to see the ruins.

All revenue generated by the Native American art and food vendors will be retained by them. CRIA will not receive any income from this event. One or more of the local lodging facilities, and restaurants, should receive revenue as a result of increased business.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

No. Because of CRIA's participating agreement with the Forest Service, CRIA cannot advertise (government rules), which prevents partnerships.

Please describe in detail partnerships with any other area businesses. *

Because of the restrictions in the Forest Service-CRIA participating agreement, CRIA cannot advertise. However, links are going to be included on the CRIA website for lodging in Pagosa Springs.

Overall Anticipated Attendance *

928.

Anticipated Attendance: Percentage Local *

35

Anticipated Attendance: Percentage Visitor *

65

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Life at Chimney Rock will add a new dimension to the visitor experience in the Pagosa area. This event will offer a variety of fun and educational experiences that are not available elsewhere in Pagosa or the surrounding area. These include the opportunity to experience Native American dancers in their full regalia and their accompanying music. The craft activities are designed to be family-friendly such that they are not only fun but also educational in explaining certain aspects of the lives of the ancestral Puebloans 1,000 years ago. The art vendors are always one of the most visited aspects of the event because they are willing to share their knowledge of how and why they created their art. The tours of the mesa top offer a different but also educational experience, which includes the guide explaining how the Chimney Rock residents fit into the larger Puebloan world, how they built their houses, how they prepared their food, what they farmed, etc. Overall, a day at the Life at Chimney Rock event offers a wide variety of unique experiences that are fun and educational.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☐ Live Music
- ☐ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

There is adequate parking at Chimney Rock; the Forest Service will assist with this. There are also restrooms, trash cans and food vendors. Thus, no services are being asked of the town.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☒ No

☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☒ No

☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Of the total budget for this event, 59% (\$4,275) is being requested from the Tourism Board and would be spent toward the lodging in Pagosa Springs and stipends for the two Native American dance groups and for the art vendors, as well as advertising. Of the total budget, 41% is in CRIA's budget for this event.

Please describe any marketing or advertising you plan to do to promote the event. *

CRIA is working with a new advertising agency (SundanceExpressions) to improve online visibility and attractiveness. CRIA has the following plans for advertising:

1. Hang a banner across Hot Springs Blvd. announcing the event
2. Run articles in the Pagosa Sun and Durango newspapers
3. Post flyers in Pagosa businesses and hotels/motels
4. Radio ads
5. Social media: Facebook for Chimney Rock, Pagosa Springs
6. Ads on the Pagosa event calendar, Colorado.com, Denverpost.com

What other funding or grants have you applied for? *

CRIA is currently looking for other sources of funding for this event and has a new donor campaign. If a grant application is submitted and/or funded or donor funds are obtained, the Tourism Board will be notified immediately.

Should the Tourism Board decide not to support this event, will it still occur? *

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain *

There are several possibilities: 1) change the program from a two-day event to a one-day event, 2) decrease the number of dance groups and art vendors and 3) decrease the food vendor to one. All of this would decrease the number of attendees and the quality of the event.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Another 14 years

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

39

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

0

Do you anticipate requesting funding from the Tourism Board in future years? *

☒ Yes

☐ No

☐ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

It is anticipated that CRIA will need funds for 25-30% of the budget next year. CRIA has an organized fund-raising committee with the goal of organizing an offsite (off the monument) fund raiser for next year. CRIA is also working on developing a sponsorship program. CRIA is limited, however, to advertising on social media (cannot advertise at the monument). CRIA is also working on expanding its donor base. One area CRIA is pursuing are grants that emphasize youth education, based on our School Week program. If CRIA is successful in obtaining funding in the future, it will not ask for funding from the Tourism Board. The size of the event (number of programs/activities) will be a little larger this year, but this will likely be the maximum size due to available space and parking.

This form was created inside of Visit Pagosa Springs.

Google Forms

Chimney Rock Interpretive Association Preliminary Budget
for Producing "Life at Chimney Rock"

Income		Expenditures	
Earned income (sales, fees)	---	Administration (payroll etc)	---
In-kind trades (lodging)	---	Marketing/PR	\$1,275
Sponsorships	---	Awards/Prizes	---
Grants/public funding	---	Operations	\$5,825
Carry over (previous year)	---	Food and Beverage	\$75
Other	---	Other (First Aid supplies)	\$100
Total Income	\$3,000	Total Expenditures	\$7,275

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

smfischer@me.com

Event Name *

Life at Chimney Rock

Event Date(s) *

June 7 and 8, 2025

Contact Person *

Suan Fischer and Rhonda McClure: Chimney Rock Interpretive Assoc.

Phone Number *

9707317133

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

☒ Budget emailed to coordinator@visitpagosasprings.com

☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Life at Chimney Rock has several components: 1) Native American dancers, 2) Native American activities such as atlatl throwing, corn grinding, pottery, etc and 3) free guided tours of the ruins. The majority of the funds received from the Tourism Board was used to pay the two Native American dance groups (\$1,792.93). The \$480.00 in the Food and Beverage category was used to purchase bottled water for the performers (Chimney Rock has no water) as well as for items related to the activities such as corn, clay, etc.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

CRIA has been providing this free event to the public for many years. The volunteers who plan and schedule the various components are very experienced in putting on this event, with the result that it went extremely well. As a result, no changes will be needed to put on this event next year.

For existing events, provide an overview of how the event fared relative to previous years.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

This year's event was more successful than last year's event in that more than 800 people participated in it, an increase over last year. The goal of this event is to acquaint and educate the public about our Native Americans. The large turnout indicates that we accomplished this.

Please explain the potential for growth and future plans for the event. *

There are no plans for growth for next year because we were at capacity in terms of the number of people who participated, the space for the activities and for the dances. We do anticipate increasing the number of Native American arts and crafts vendors as this appeals to the public and provides some income for the Native Americans.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

800

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

We had volunteers with clickers at the entrance.

What percentage of attendees came to Pagosa Springs specifically for your event? *

70

What percentage of attendees had attended the event in previous years? *

10

Where did attendees come from: local, regional, out of state, international? *

Unknown; attendees were not asked whether they were local or from out of town

Provide percentages of the top 5 markets attendees traveled from:

Unknown

Average age and income bracket of attendees. *

Most of the attendees were family groups although there were a number of young adults who came just to see the Native American dances

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

The dancers and vendors were given this website to select their lodging:

<https://visitpagosasprings.com/places-to-stay>.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

6

This form was created inside of Visit Pagosa Springs.

Google Forms

Income		Expenditures	
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$ -	Administration (<i>Payroll, permits, fees, postage, etc</i>)	
Retail / concessions	\$ -	Marketing / PR	
In-kind trades (<i>lodging, marketing, etc</i>)	\$ -	Awards / Prizes	
Sponsorships	\$ 1,200.00	Operations	\$ 1,792.93
Grants / public funding	\$ 3,000.00	Food and Beverage	\$ 480.00
Carry over (<i>previous year</i>)		Other (<i>Please define</i>)	
Other (Donation)	\$ 40.00	Total Expenditures	\$ 2,272.93
Total Income	\$ 4,240.00		

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

jacqueads@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Mountain Chile Cha Cha

Proposed Event Date(s) *

MM DD YYYY

09 / 26 / 26

Amount of Funding Requested *

\$12,500

Name of Producing Entity *

Patty Aragon Green Chile Classic, Inc. is the nonprofit organization that produces the annual Mountain Chile Cha Cha festival

Contact Person *

Jacque Aragon

Phone Number *

9709467636

Email Address *

jacqueads@gmail.com

Event Website *

https://ilovegreenchile.com/

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

The Mountain Chile Cha Cha is produced by the nonprofit Patty Aragon Green Chile Classic, Inc. Event proceeds support the organization's mission to celebrate and preserve Southwest Hispanic cultural heritage while supporting community initiatives, scholarships, and cultural programming that benefit the Pagosa Springs community.

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

☐ New

☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Yamaguchi Park – Pagosa Springs, CO

September 26, 2026

Event hours: approximately 10:00 AM – 5:00 PM

Vendor setup: beginning at approximately 7:00 AM

The Mountain Chile Cha Cha is currently planned to take place at Yamaguchi Park, pending final confirmation with the Town of Pagosa Springs Parks Department. If necessary, an alternate location within the Town of Pagosa Springs may be considered to ensure adequate space and infrastructure for vendors, attendees, and event activities.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

no

Please provide a thorough description of the event and its activities. *

The Mountain Chile Cha Cha is an annual community festival celebrating the rich culinary and cultural traditions of the Southwest, with a special focus on green chile and Hispanic heritage. The 2026 event will mark the 20th anniversary of the festival, which has grown into one of Pagosa Springs' most recognized and anticipated community events. Held during National Hispanic Heritage Month, the festival highlights the cultural and culinary traditions that are an important part of the region's history.

The event features a lively atmosphere where residents and visitors gather to enjoy green chile tastings, live music, margaritas, and artisan vendors. A highlight of the festival is the Green Chile Competition, where local cooks and restaurants compete for the title of best green chile. In addition, local restaurants participate in a Margarita Competition, giving visitors the opportunity to sample and vote for their favorite margarita while supporting participating establishments. The event also includes a Salsa and Chips Competition, further encouraging participation from local restaurants and showcasing regional flavors.

Throughout the day, attendees enjoy live music performances, food vendors, artisan booths, and opportunities to sample regional chile products. The event also features a family-friendly children's area with crafts and activities, allowing families to relax and enjoy the festival together.

The Mountain Chile Cha Cha attracts approximately 3,500 + attendees throughout the day, including residents and visitors traveling from across Southwest Colorado, Northern New Mexico, the Denver Front Range, and the Four Corners region. Visitors have also traveled from states such as Texas and Wyoming to attend the festival.

By celebrating the culinary traditions and cultural heritage of the Southwest, the Mountain Chile Cha Cha supports local restaurants, food vendors, musicians, and artisans while providing visitors with an authentic and memorable experience in Pagosa Springs.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes. The Mountain Chile Cha Cha attracts visitors from across Southwest Colorado, Northern New Mexico, the Denver Front Range, and the Four Corners region, many of whom stay overnight in Pagosa Springs while attending the event. Lodging partners such as The Springs Resort, Healing Waters, Vacation Rentals, and other local lodging properties benefit from increased visitation during the event weekend. The event is promoted through regional marketing, social media, and tourism channels that encourage visitors to plan a weekend trip to Pagosa Springs. By offering a full day of food competitions, live music, vendors, and family activities, the Mountain Chile Cha Cha provides an additional attraction for visitors staying in local hotels, resorts, and vacation rentals. We welcome opportunities to collaborate with lodging partners to further promote the event and encourage overnight stays for visitors traveling to Pagosa Springs.

Please describe in detail partnerships with any other area businesses. *

The Mountain Chile Cha Cha partners with a variety of local and regional businesses that help support the event and enhance the visitor experience.

One standing partner is Zia Tortilla Chips in Durango, which generously donates approximately 300 bags of tortilla chips each year to support the salsa and chips competition. This partnership allows visitors to sample a variety of locally prepared salsas while showcasing a regional product from Southwest Colorado.

We also partner with The Bootlegger liquor store in Pagosa Springs, which donates sangria for the event and contributes the proceeds back to help support the festival. This partnership highlights local businesses while providing an additional tasting experience for attendees.

In addition to these partnerships, the event works closely with local restaurants participating in the Green Chile and Margarita competitions, encouraging visitors to experience the culinary offerings of Pagosa Springs. Local artisans, food vendors, and musicians also participate in the event, creating a vibrant marketplace atmosphere that supports small businesses and regional talent.

The Mountain Chile Cha Cha also collaborates with local photographers and media outlets to help promote the event and showcase Pagosa Springs as a destination for visitors traveling from across the region.

Overall Anticipated Attendance *

4000

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The Mountain Chile Cha Cha provides significant benefits to the Pagosa Springs community by enhancing the visitor experience, supporting local businesses, and celebrating the region's cultural heritage. As the festival celebrates its 20th anniversary in 2026, it has become one of Pagosa Springs' longest-running community events and a well-known regional celebration of Southwest culinary traditions.

The event attracts approximately 3,000 + attendees throughout the day, including visitors traveling from Northern New Mexico, the Denver Front Range, Durango, and other Four Corners communities, as well as visitors from states such as Texas and Wyoming. These visitors support local lodging properties, restaurants, retail shops, and other businesses while attending the festival.

The Mountain Chile Cha Cha also provides an engaging experience for visitors already staying in Pagosa Springs by offering a full day of activities including food competitions, live music, artisan vendors, and family-friendly programming. Events like this encourage visitors to extend their stay and explore the community while enjoying a unique cultural celebration.

In addition, the festival supports the local business community through participation from local restaurants competing in the Green Chile, Margarita, and Salsa competitions, as well as food vendors, artisans, musicians, and other small businesses. Partnerships with regional companies such as Zia Tortilla Chips and local businesses like The Bootlegger further highlight the collaborative nature of the event.

By celebrating the culinary traditions and Hispanic heritage of the Southwest, the Mountain Chile Cha Cha provides visitors with an authentic cultural experience while contributing to the vibrancy of the Pagosa Springs community and local economy.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Fencing

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☐ No
- ☒ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☒ Yes

☐ No

☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Funding received from the Pagosa Springs Area Tourism Board would be used to support key event infrastructure and programming that enhance the visitor experience at the Mountain Chile Cha Cha.

Tourism Board funding would primarily be allocated toward tent rentals and event infrastructure, which provide shaded gathering areas for attendees, vendor booths, and spaces for the food competitions and children's activity area. These tents are essential for accommodating the approximately 3,000 attendees who participate throughout the day.

A portion of the funds would also be used to support live music and sound production, including stage and sound equipment necessary to host professional musical performances that contribute to the lively festival atmosphere.

Additionally, funds would help offset lodging costs for visiting musicians, allowing the event to bring quality live entertainment to the festival while supporting local lodging businesses.

These elements help create a welcoming and comfortable environment for both residents and visitors while ensuring the event remains a high-quality experience that attracts regional tourism to Pagosa Springs. Additional infrastructure is especially important this year as the event continues to adapt to changing venue logistics within town.

Please describe any marketing or advertising you plan to do to promote the event. *

The Mountain Chile Cha Cha is promoted through a combination of regional advertising, social media, and local media outreach to attract both residents and visitors to Pagosa Springs.

The event is promoted through social media channels, where event updates, participating restaurants, vendors, and entertainment are shared leading up to the festival. Social media helps reach regional audiences and visitors planning trips to Pagosa Springs.

Advertising is also placed in the Pagosa Springs Dining Guide, which is distributed widely throughout local lodging properties, visitor centers, and businesses. The Dining Guide reaches thousands of visitors who are already traveling to Pagosa Springs and looking for activities during their stay.

In addition, press releases are distributed to local media outlets, including the Pagosa Sun newspaper, to help generate community awareness and coverage of the event.

The event will also collaborate with Visit Pagosa Springs tourism staff to promote the festival through regional tourism channels, event calendars, and digital marketing opportunities designed to reach potential visitors outside the immediate area.

These combined marketing efforts help attract both local residents and regional visitors, contributing to strong attendance and supporting tourism in Pagosa Springs.

What other funding or grants have you applied for? *

The Patty Aragon Green Chile Classic, Inc. has applied for additional support through the El Pomar Foundation and the Colorado Creative Industries Colorado Creates grant program. These funding opportunities support community cultural programming and arts-related activities connected to the event. The Mountain Chile Cha Cha is also supported through local sponsorships, business partnerships, and participation from local restaurants, vendors, and community supporters. At this time, funding decisions for these grant applications are still pending.

Should the Tourism Board decide not to support this event, will it still occur? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

Yes. The Mountain Chile Cha Cha is an established community event that has been held for nearly 20 years and will continue to take place regardless of Tourism Board funding. However, support from the Tourism Board helps enhance the overall visitor experience by supporting key event infrastructure such as tents, live music, and other elements that make the festival more welcoming and enjoyable for both residents and visitors traveling to Pagosa Springs.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes, at least 5 years and beyond. The Mountain Chile Cha Cha has been held in Pagosa Springs for nearly 20 years and is intended to continue as an annual event well beyond 2026. The festival has become a long-standing community tradition celebrating Southwest culinary culture, and the organizing nonprofit plans to continue hosting the event each year in Pagosa Springs.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

30

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

75

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

The Mountain Chile Cha Cha has grown steadily over the past two decades and continues to expand its partnerships with local businesses, restaurants, and sponsors. As the event transitions to independent production under the Patty Aragon Green Chile Classic nonprofit, we plan to continue developing additional sponsorship opportunities and regional partnerships to support the long-term sustainability of the event.

Future growth strategies include expanding regional marketing, strengthening partnerships with local restaurants and food producers, and developing additional sponsorship opportunities tied to event activities and competitions.

While Tourism Board support remains important for maintaining key visitor experience elements such as infrastructure and live entertainment, our goal is to gradually increase private sponsorship and event-generated revenue over time. We anticipate future Tourism Board requests representing approximately 20–30% of the total event budget as additional sponsorship and partnership opportunities continue to develop.

Google Forms

Mountain Chile Cha Cha – 2026 Projected Event Budget				
Anticipated Revenue			Tourism Board Funding Allocation (\$12,500 Request)	
Admission Tickets	16000		Tent Rentals / Visitor Infrastructure	6000
Margarita Sales	12000		Live Music Programming	4000
Chile Competition Entries	6000		Band Lodging (2 nights)	1200
Merchandise	4500		Children's Activity Area	800
Vendor Fees	1200		Visitor Amenities (shade, seating, infrastructure)	500
Sangria / Beverage Sales	1000		Total Tourism Board Request	12500
Local Sponsorships	7000			
Tourism Board Grant Request	12500			
Total Estimated Revenue	60200			
Estimated Expenses				
Tent Rentals / Infrastructure	9550			
Stage / Sound / Production	6500			
Live Music Performers	4000			
Band Lodging (2 nights)	1200			
Insurance / Permits	1500			
Porta Potties / Sanitation	500			
Marketing / Advertising	2500			
Photography / Media	500			
Kids Corner / Family Area	800			
Event Supplies (cups, trays, signage)	2000			
Merchandise Production	3000			
Ice / Beverage/ Supplies	1000			
Security / Operations	1800			
Miscellaneous / Contingency	2500			
Total Estimated Expenses	37350			

2023 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 6th, 2023; the Final Report will be carefully evaluated when considering future funding requests.

Email *

jacqueads@gmail.com

Event Name *

Mountain Chile Cha Cha

Event Date(s) *

9/23/2023

Contact Person *

Jacque Aragon

Phone Number *

19709467636

Event Overview

Email a final event budget showing actual profit and loss numbers to sales@visitpagosasprings.com. Please separate the in-kind support from cash revenues. A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

☒ Budget emailed to sales@visitpagosasprings.com

☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Tent expense

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

The event witnessed a significant turnout, with a total of over 2500 attendees, consisting of both locals and tourists. However, the current challenge lies in devising a feasible plan to cater to such a considerable audience without compromising the authentic heritage vibe.

For existing events, provide an overview of how the event fared relative to previous years.

A bit better for sure the turnout

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

They loved it and can't wait until next year

Please explain the potential for growth and future plans for the event. *

working on it

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

2500

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

What percentage of attendees came to Pagosa Springs specifically for your event? *

50

What percentage of attendees had attended the event in previous years? *

70

Where did attendees come from: local, regional, out of state, international? *

local and regional

Provide percentages of the top 5 markets attendees traveled from:

.....

Average age and income bracket of attendees. *

30-60 not sure income

.....

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

n/a

.....

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

.....

This form was created inside of Visit Pagosa Springs.

Google Forms

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Please review carefully. There are changes to the 2026 application.

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* Contacts for possible food trucks:

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Submitting an application does not guarantee funding.

Email *

fourcornersflyers501c3@gmail.com

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3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb5OPa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Baskets for The Big Picture Classic

Proposed Event Date(s) *

MM DD YYYY

05 / 09 / 2026

Amount of Funding Requested *

\$5,000.00

Name of Producing Entity *

Four Corners Flyers

Contact Person *

Dave Ballina

Phone Number *

9702098960

Email Address *

fourcornersflyers501c3@gmail.com

Event Website *

https://www.discgolfscore.com/tournaments/The_9th_Annual_Big_Picture_Classic_Generated_By_Grit_Disc_s_2026/registration

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

☐ New

☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Sneak A Peak Disc Golf Course @ Cloman Park

5-8-26 8am-7pm

5-9-26 8am-7pm

5-10-26 8am-7pm

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The Big Picture Classic is an officially sanctioned A-Tier event within the Professional Disc Golf Association and has been recognized by the Disc Golf Pro Tour as part of its Q-Series, placing it firmly on the professional competitive pathway. This status attracts many of the sport's top emerging and established competitors.

With its growing recognition, the tournament has strong potential to be professionally filmed and featured on a prominent YouTube disc golf channel, providing significant exposure for players, sponsors, and the host community of Pagosa Springs.

The event will host approximately 160 competitors across 15 divisions, offering opportunities for a wide range of skill levels while maintaining a high standard of play. Each participant competes in one round per day, creating a structured and spectator-friendly schedule.

To support the professional caliber of the tournament, organizers are seeking to upgrade the baskets at the Sneak-A-Peak Disc Golf Course. New, professional-grade baskets will elevate the course to the standard expected at top-level events, improving scoring consistency, fairness, and overall presentation. These upgrades will also provide a long-lasting recreational benefit for local residents and visitors.

The tournament will feature awards ceremonies, recognizing top finishers in each division, and a players' party at a local bar to foster camaraderie, networking, and community engagement. Additional elements may include live scoring and digital leaderboards, vendor booths, sponsor activations, merchandise packages, volunteer teams, tournament officials, media coverage, and spectator engagement throughout the course.

Together, these elements make the Big Picture Classic a premier competitive event and a dynamic community experience, showcasing Pagosa Springs as a destination for professional disc golf and outdoor recreation. Upgrading the baskets at Sneak-A-Peak ensures the venue meets the level of competition the tournament now attracts.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

West End Lodge

Please describe in detail partnerships with any other area businesses. *

Sage Eatery and Mountain Eye Care have contributed financial sponsorship to help support tournament operations. Rocky Mountain Sanitation has donated portable restrooms for the event, and West End Lodge has provided lodging for players or event staff.

These partnerships help reduce event costs while strengthening connections with local businesses and supporting the continued growth of the tournament in Pagosa Springs.

Overall Anticipated Attendance *

300

Anticipated Attendance: Percentage Local *

10

Anticipated Attendance: Percentage Visitor *

90

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Community Benefits of the Big Picture Classic Disc Golf Tournament

The Big Picture Classic Disc Golf Tournament presents a valuable opportunity to enhance recreation, tourism, and community engagement in Pagosa Springs. By introducing or expanding a competitive disc golf event, the tournament would bring both immediate and long-term benefits to residents, local businesses, and visitors while strengthening the town's reputation as an outdoor recreation destination.

Providing a New Recreational Event for the Community

The Big Picture Classic would introduce a unique and inclusive sporting event to the local calendar. Disc golf is a rapidly growing outdoor sport that is accessible to people of all ages and skill levels. Hosting a tournament would create an exciting new community gathering that encourages participation, spectating, and volunteer opportunities for local residents.

This type of event also helps diversify the recreational offerings in Pagosa Springs, complementing the area's existing outdoor activities such as hiking, river recreation, and winter sports.

Enhancing the Visitor Experience

Visitors who travel to Pagosa Springs for the tournament will have the opportunity to experience the community beyond the competition itself. Many players travel with friends and family, turning tournaments into multi-day visits.

While attending the event, visitors often explore the town's restaurants, shops, hot springs, and scenic outdoor areas. This enhances their overall experience and increases the likelihood that they will return in the future for vacations or additional events.

Attracting Out-of-Town Participants and Spectators

Disc golf tournaments frequently draw players from across the region and state, and larger events can attract competitors from across the country. The Big Picture Classic could bring a new audience of outdoor enthusiasts and athletes to Pagosa Springs who may not otherwise have discovered the community. These visitors contribute to the local economy by booking lodging, dining at restaurants, shopping locally, and participating in other recreational activities while in town.

Supporting Shoulder-Season Tourism

Scheduling the Big Picture Classic during a shoulder season—such as spring or fall—would provide an important boost during periods when tourism is typically slower. Events held during these times help maintain steady visitor traffic and provide additional revenue opportunities for local businesses.

By attracting travelers outside the busiest summer and winter months, the tournament would help balance tourism activity throughout the year in Pagosa Springs.

Building a Recognizable Annual Event

With consistent organization and community support, the Big Picture Classic has the potential to become an annual tradition. Recurring events build familiarity and anticipation among players and visitors, encouraging repeat attendance year after year.

Over time, the tournament could grow in size and prestige, strengthening Pagosa Springs as a destination for outdoor sports and recreation.

Long-Term Benefits of Installing New Disc Golf Baskets

An important component of hosting a successful tournament is the installation of high-quality disc golf baskets. New permanent baskets would provide long-lasting benefits to both residents and visitors.

Improved Recreation for Residents

Upgraded baskets enhance the overall quality and playability of the course, allowing residents to enjoy a better recreational experience year-round. Disc golf is an affordable and family-friendly activity that

encourages people to spend time outdoors, promoting healthy lifestyles and community engagement.

Increased Course Quality and Recognition

Installing new, professional-quality baskets can elevate the course to tournament standards, making it more attractive for sanctioned competitions and traveling players. Higher-quality infrastructure allows Pagosa Springs to host additional events in the future.

Tourism Beyond the Tournament

Disc golfers frequently travel to play highly rated courses. Upgraded equipment and a well-maintained course can place Pagosa Springs on the map within the disc golf community, bringing visitors throughout the year—not just during tournament weekends.

Long-Term Community Asset

Unlike temporary event infrastructure, permanent baskets provide value for many years. They represent an investment in outdoor recreation that benefits schools, youth programs, casual players, and competitive athletes alike.

Strengthening Community Pride and Engagement

The Big Picture Classic could bring together volunteers, local sponsors, businesses, and recreational groups in a collaborative effort. Events like this foster community pride and create opportunities for residents to support local recreation and tourism initiatives.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☐ Live Music
- ☐ Alcohol
- ☐ Food Trucks
- ☐ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

none

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Use of Tourism Board Funding

Funding received from the Tourism Board would be used to purchase and install new professional-quality disc golf baskets for the Sneak-A-Peak Disc Golf Course located at Cloman Park in Pagosa Springs. These baskets will replace older or temporary equipment and will significantly improve the quality and playability of the course.

The primary expense covered by the funding will be the acquisition of durable, tournament-level baskets designed for long-term outdoor use. These baskets are built to withstand year-round weather conditions while providing consistent performance for both casual players and competitive tournaments. Investing in high-quality baskets ensures the course meets standards expected for organized events such as the Big Picture Classic Disc Golf Tournament.

In addition to purchasing the baskets, funding may also help cover necessary installation materials, such as ground sleeves and mounting hardware, which allow baskets to be securely installed while still being removable for maintenance if needed. Proper installation ensures the equipment remains safe, stable, and usable for many years.

The installation of new baskets will directly support the ability to host organized disc golf events that attract out-of-town participants. Improved infrastructure at the Sneak-A-Peak Disc Golf Course will help position Pagosa Springs as a desirable destination for disc golf enthusiasts and competitive players traveling throughout the region.

Beyond tournament play, the new baskets will provide a lasting recreational resource for residents and visitors. Disc golf is a free and accessible outdoor activity that encourages people to spend time in local parks, supporting healthy lifestyles and increasing park usage.

Overall, Tourism Board funding would create a long-term improvement to the course while also supporting the growth of events like the Big Picture Classic, which bring additional visitors to Pagosa Springs and contribute to the local tourism economy.

.....

Please describe any marketing or advertising you plan to do to promote the event. *

Marketing and Advertising Plan for the Big Picture Classic

To promote the Big Picture Classic Disc Golf Tournament and attract both local participants and out-of-town visitors, a combination of digital marketing and traditional printed materials will be used. The goal of this outreach is to increase awareness of the event, encourage travel to the area, and highlight the Sneak-A-Peak Disc Golf Course at Colman Park in Pagosa Springs.

Social Media Promotion

Social media will be a primary marketing tool for reaching the disc golf community and promoting the event to a broader audience. Event organizers will create and share promotional posts across platforms such as Facebook and Instagram to announce the tournament, provide updates, and encourage player registration. Content will include event announcements, course previews, photos and videos of the Sneak-A-Peak Disc Golf Course, sponsor highlights, and reminders leading up to the tournament. Posts will also be shared through local community pages, disc golf groups, and regional outdoor recreation networks to reach players across Colorado and neighboring states. Social media promotion will begin several months before the event to build awareness and encourage early travel planning.

Printed Flyers and Local Promotion

Printed flyers will be created and distributed throughout Pagosa Springs and surrounding communities. These flyers will be placed in high-traffic locations such as local businesses, recreation shops, coffee shops, community bulletin boards, and visitor information areas.

The flyers will include key event details such as the tournament name, date, location, registration information, and highlights about the Sneak-A-Peak Disc Golf Course. Printed materials will help ensure the event reaches both residents and travelers who are already visiting the area.

Outreach to the Disc Golf Community

Promotion will also include sharing the event with regional disc golf clubs, online player communities, and tournament listing platforms commonly used by players when planning their competition schedules. This targeted outreach helps attract competitive players who regularly travel for tournaments.

Encouraging Tourism Through Event Promotion

Marketing materials will highlight not only the tournament but also the broader visitor experience available in Pagosa Springs. Messaging will encourage participants to extend their stay to enjoy local restaurants, shops, hot springs, and outdoor recreation opportunities. This approach helps maximize the tourism impact of the event.

Ongoing Promotion and Event Updates

As the event approaches, additional reminders and updates will be posted on social media and shared through community networks. This consistent communication helps maintain excitement, increase attendance, and ensure both participants and spectators are informed.

What other funding or grants have you applied for? *

none

Should the Tourism Board decide not to support this event, will it still occur? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

Yes, the Big Picture Classic Disc Golf Tournament will still take place even if funding from the Tourism Board is not awarded. This year marks the 9th annual tournament, and the event has developed a strong following within the regional disc golf community.

Over the years, the tournament has consistently attracted returning players and visitors who travel to participate in the event held in Pagosa Springs. Because of this established interest and support from local organizers and participants, the event will move forward regardless of Tourism Board funding.

However, support from the Tourism Board would significantly enhance the event by allowing organizers to purchase and install new baskets at the Sneak-A-Peak Disc Golf Course. These upgrades would improve the overall quality of the course and the tournament experience for both participants and visitors.

Tourism Board support would also help strengthen the long-term growth of the event and increase its ability to attract out-of-town players, ultimately benefiting the tourism economy of Pagosa Springs.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Indefinitely

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

50

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

0

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

The Big Picture Classic Disc Golf Tournament has demonstrated steady growth over the past nine years and will continue to expand through increased sponsorships, greater regional exposure, and enhanced tournament status. The event is held in Pagosa Springs and continues to attract a loyal base of returning players while steadily growing its audience each year.

One key factor supporting future growth is the tournament's recent recognition by the Disc Golf Pro Tour as a Q-Series event, in addition to its status as an A-Tier tournament through the Professional Disc Golf Association. These designations increase the visibility and prestige of the event and will attract higher-level professional players, larger spectator crowds, and additional media attention.

As the tournament continues to grow in scale and recognition, the organizing team plans to expand its sponsorship base. Each year the event has successfully added new sponsors, including local businesses and disc golf-related brands. With the increased exposure that comes from the Q-Series and A-Tier status, the event will have greater opportunities to secure larger sponsorships from regional and national companies within the disc golf and outdoor recreation industries.

Additional sponsors will help support tournament operations, prize purses, event infrastructure, and marketing efforts. As private sponsorship grows, the tournament will become less reliant on public funding and move toward a more sustainable funding model.

This form was created inside of Visit Pagosa Springs.

Google Forms

Big Picture Classic 2026

	Money (Income)	Money (Expenditures)	Descriptions/Donations
Town Tourism Committee	\$5,000		Allocated
Pagosa Theraputics/Green House	\$200		Sponsor
Sage Eatery	\$500		Sponsor
Kip's Bar & Grill	\$500		Sponsor
Gross Entry Fees	\$14,400		Cash
Four Corners Flyers	\$250		
Pro Payouts (Cash)		(\$7,500)	Entry Fees
Added Cash to Pro Payouts (MPO)		(\$3,775)	TTC (Allocated Funds)
Am Payouts (Players Packs)		(\$2,760)	Entry Fees
Cadering - Uncle Tio's BBQ		(\$1,275)	Food
Tournament Director Fees: Hotel		(\$305)	
Travel		(\$710)	
Assistant/Helper		(\$1,000)	
Tournament Director		(\$2,000)	
Sponsor Signs		(\$30)	Sponsor Tee Signs
Clips for Sponsor Signs		(\$20)	Sponsor Tee Signs
YamaguchiPark Rental		(\$675)	TTC (Allocated Funds)
Advertising (Including Socaial Media)		(\$800)	TTC (Allocated Funds)
Totals	\$20,600	(\$20,850)	
Profit	(\$250)		

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

kat@pagosaspringscdc.org

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Main Street Art Walk – Two-Event Pilot (June 26 & July 24, 2026)

Proposed Event Date(s) *

MM DD YYYY

06 / 26 / 2026

Amount of Funding Requested *

\$5000

Name of Producing Entity *

PSCDC/Pagosa Springs Main Street

Contact Person *

Kathleen McFadden

Phone Number *

5124223496

Email Address *

kat@pagosaspringscdc.org

Event Website *

<https://pagosamainstreet.org/events-2/>

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

NA

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☒ New
- ☐ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

The Main Street Art Walk will be held within the Pagosa Springs Main Street district in downtown Pagosa Springs, primarily inside participating downtown businesses (retailers, restaurants, and galleries) on:

- Friday, June 26, 2026 | 4:00–7:00 PM
- Friday, July 24, 2026 | 4:00–7:00 PM

The Art Walk also will include three anchor points along Main Street to encourage visitors to move from one end of the district to the other. One anchor will be a family/kid interactive activity (such as a paint-by-shape community mural + sidewalk chalk zone) and the other anchors are expected to be light activations such as music.

Participating host businesses and anchor locations will be finalized through the interest forms and confirmed with the Town prior to the events.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

The Main Street Art Walk is a two-event pilot designed first and foremost as a downtown business support strategy to increase foot traffic, dwell time, and customer activity for downtown retailers and restaurants. Professional artists will be paired with participating downtown businesses to display and sell artwork inside host locations, creating a walkable “gallery experience” that encourages visitors to browse, shop, dine, and spend time downtown.

Key components include:

- Artist-in-business pairings (indoor-first model to reduce weather risk and operational lift)
- Three anchors along Main Street to encourage end-to-end district movement (interactive family/kid activity + light activations such as music)
- Printed map + “passport” to guide visitors across participating locations and create measurable engagement
- Wayfinding that is visible and easy for visitors to follow (see funding request)
- No ticketing; the event is free to encourage roaming, shopping, and dining throughout the district

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes. We will coordinate with Visit Pagosa Springs staff and area lodging partners to promote the Art Walk as a visitor activity and encourage overnight stays. Planned lodging coordination includes:

- Providing lodging properties with event details and timing for front-desk sharing and guest communications
- Distribution of rack cards and/or printable flyers to lodging partners and visitor-facing locations
- Encouraging weekend trip planning by promoting the Art Walk as a featured “things to do downtown” activity
- Using Visit Pagosa tracking links and required branding/hashtags as appropriate

Please describe in detail partnerships with any other area businesses. *

This event is built around partnerships with downtown businesses that host artists inside their storefronts. Additional partners include:

- Local arts partners/Public Arts Committee/Arts Council networks for artist recruitment and potential in-kind wayfinding assets
- Downtown restaurants and bars for visitor experience and optional music activations
- Visit Pagosa Springs for marketing assistance targeting overnight visitation and event listings
- Local media and community partners for calendar listings and local promotion

Overall Anticipated Attendance *

800

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

This two-event pilot supports Pagosa Springs by:

- Creating a high-quality downtown activity that increases foot traffic and customer activity for local businesses
- Providing visitors with an additional “things to do” experience while in town, supporting the local economy
- Encouraging district-wide movement through anchors and wayfinding (spreading benefits beyond a single block)
- Creating a positive “reason to come downtown” during ongoing construction by improving visitor confidence and navigation, helping offset disruption and supporting businesses when access and visibility are impacted
- Supporting local artists and strengthening partnerships between artists and businesses
- Creating reusable templates and materials (maps/passports and wayfinding approach) to build momentum for future years
- Collecting basic data (passport participation, attendance estimates, quick visitor/local survey) to evaluate impact and improve future programming

This pilot also reflects community direction from joint Town/County discussions to pursue creative, low-impact ways to sustain downtown foot traffic and sales during ongoing infrastructure-related disruptions, while enhancing the visitor experience.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☐ Alcohol
- ☐ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, ^{*} barricades, road closures, fencing, etc?

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain any services / support asked of the Town.

The Art Walk is planned as a low-impact footprint with no road closures and primarily indoor venues. We may request guidance/approval related to temporary wayfinding placement and anchor locations in publicly accessible areas on Main Street (if applicable), and will coordinate with the Town in advance to confirm any requirements.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☐ No

☒ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Requested Tourism funding will support visitor attraction and navigation for the two-event pilot, aligned with "Heads in Beds" goals by marketing to regional audiences and making it easy for visitors to participate downtown. Funds will be used for:

Paid advertising targeting regional visitor markets (two-date promotion): \$1,400 (Social \$1,200 + Google/Search/Maps \$200)

Printed maps/passports (both dates): \$1,600

Printed materials for visitor distribution (posters + lodging rack cards): \$300

Participating storefront markers (required): \$650 (custom suction-cup "ART WALK STOP" window flags/signs)

Anchor/gateway wayfinding: \$650 (one reusable banner + minimal directional arrows; evergreen "MAIN STREET EVENT – HAPPENING NOW" feather flags to be borrowed/in-kind if available)

Light design support: \$400 (finalize map and evergreen templates)

Total Tourism request: \$5,000

Please describe any marketing or advertising you plan to do to promote the event. *

Local promotion will be led by Main Street and participating businesses, including:

- Social media promotion and cross-promotion by host businesses/artists
- Posters and rack card distribution (lodging properties, visitor-facing locations, downtown)
- Listings and outreach to local media and community calendars (Chamber, radio, etc.)
- On-site wayfinding to improve visitor navigation and participation

For overnight visitation marketing, we will coordinate with Visit Pagosa Springs staff as required, provide event details and assets in time for promotion, and use tracking links/required tags/logos as requested.

What other funding or grants have you applied for? *

No other grants have been submitted at this time. Main Street is prepared to provide a modest match if awarded, and we will seek in-kind support/sponsorships where available (e.g., borrowed wayfinding assets, sponsor-donated gift cards).

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

If Tourism funding is not awarded, the committee will proceed with a scaled approach (one strong Art Walk night and reduced paid advertising/printing), supported through Main Street funds and in-kind/sponsor support.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes. If the 2026 pilot is successful and sustainable, we intend to continue for at least 2–3 additional years, with scope based on participation, impact, and available funding.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

71.4

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

0

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

We are starting with a two-event pilot in 2026 to build participation, refine logistics, and create evergreen assets (maps/passports, storefront markers, and wayfinding templates) that can be reused in future years. As the event becomes established, we will increase sustainability through sponsor support (cash and in-kind), partner-provided wayfinding assets, and expanded business/artist participation, while reducing reliance on public funding.

If Tourism support is requested in future years, we anticipate requesting a lower percentage over time—approximately 30–40% of the total event budget in year two, and 20–25% by year three—depending on sponsor growth, partner contributions, and demonstrated overnight visitation impact.

This form was created inside of Visit Pagosa Springs.

Google Forms

Income			Expenditures		
Category	Detail	Amount	Category	Detail	Amount
Earned Income (ticket sales, entry fees, etc)	No ticketing (free event)	\$0	Administration (Payroll, permits, fees, postage, etc)	Permits/insurance allowance (if required)	\$400
Retail / concessions	None planned	\$0	Administration (Payroll, permits, fees, postage, etc)	Volunteer supplies + stamps/ink + misc. ops	\$250
In-kind trades (lodging, marketing, etc)	Borrowed beacon feather flags (estimated in-kind value) - not included (cash budget)	\$0	Marketing / PR	Paid regional advertising (social + search/maps)	\$1,400
In-kind trades (lodging, marketing, etc)	Volunteer support (estimated in-kind value) - not included (cash budget)	\$0	Marketing / PR	Maps/Passports printing (both dates)	\$1,600
Sponsorships	Sponsor / partner in-kind support (TBD)	\$0	Marketing / PR	Posters + lodging rack cards	\$300
Grants / public funding	Tourism Board funding request	\$5,000	Marketing / PR	Light design support (map + evergreen templates)	\$400
Other (please define)	Main Street program contribution (match/other)	\$2,000	Awards / Prizes	Downtown gift card prize pool (receipt bonus entry)	\$500
Other (please define)	Other (TBD)	\$0	Operations	Participating storefront markers: suction-cup "ART WALK STOP" flags/signs	\$650
			Operations	Wayfinding: 1 reusable banner + minimal directional arrows	\$650
			Operations	Family/kid interactive activity (mural + chalk zone supplies)	\$350
			Operations	Music stipend (primary anchor) - two dates	\$500
			Operations	In-kind: borrowed beacon feather flags (value shown on income side) - not included (cash budget)	\$0
			Operations	In-kind: volunteer support (value shown on income side) - not included (cash budget)	\$0
			Food and Beverage	None (encourage restaurants/bars)	\$0
			Other (Please define)	Contingency	\$0
Total Income		\$7,000	Total Expenditures		\$7,000

Event	Pagosa Downtown Art Walk – Two-Event Pilot (June 26 & July 24, 2026)
Admission	Free (no ticketing). Artists/businesses handle their own sales; event organizer does not receive sales revenue.
Tourism request	\$5,000 (cash request).
Total budget	Cash budget only (no in-kind values included). Total cash budget: \$7,000.
In-kind assumptions	Not included in this version. Any in-kind support will be tracked separately if received (e.g., borrowed flags, volunteer time).
Contact	Kathleen McFadden kat@pagosaspringscdc.org

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

events@pagosachamber.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

17th Annual Car Show

Proposed Event Date(s) *

MM DD YYYY

06 / 12 / 2026

Amount of Funding Requested *

15000.00

Name of Producing Entity *

Pagosa Springs Chamber of Commerce

Contact Person *

Angela Maxey

Phone Number *

9702642360

Email Address *

events@pagosachamber.com

Event Website *

pagosachamber.com

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

June 12-13 at Yamaguchi Park

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

Annual Car Show, Pin-up Girl Contest, Model Car Show, Cornhole Tournament

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Not for this event

Please describe in detail partnerships with any other area businesses. *

Photographer for both days to photography winners of all contests and cars.

Cold Springs Ice is providing ice cooler full of ice

Local food trucks to offer food for crowd.

Local vendor to make t-shirts.

Local band The Orange Whip will be playing on the 12th.

Local DJ will be the emcee on the 13th to announce winners.

Local custom car businesses will make the top 3 trophies.

David Steinert (cars), Annie Nicely (pin-up contest), Weston Clark (model cars), Gene Flaherty (cornhole) are all locals helping with different portions of the event.

San Juan Rangers will be doing security.

Overall Anticipated Attendance *

3000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

This year we are expanding this event to make it more family friendly for all ages. We are adding a model car show that kids and adults can enter as well as a cornhole tournament for all ages.

The event attracts a significant out-of-town audience, including car owners, enthusiasts, and spectators who travel from across Colorado and neighboring states. These visitors contribute directly to the local economy through overnight lodging stays, dining, shopping, fuel purchases, and recreation activities, benefiting a wide range of local businesses.

The car show also adds value to Pagosa Springs' event calendar by offering a unique attraction that complements the town's identity and existing festivals. By continually expanding programming – including live music, vendor participation, and new activities – the event creates a dynamic atmosphere that encourages visitors to extend their stay and explore the community beyond the event itself.

Overall, the Pagosa Springs Car Show supports tourism growth, strengthens local business visibility, and contributes to the vitality of the community by delivering a high-quality event that benefits both visitors and residents alike.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Utility trailer, Stage, Police, road closures

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

\$15,000.00

Portion will be used to compensate for the huge increase in park rental fees and all permits and licensing involved.

A portion will also be used to get a local DJ for Saturday.

Payroll and Administration will also be paid from the funding.

Security will take a large chunk of it if SJ Rangers can't do it and we need the Police to do it.

Please describe any marketing or advertising you plan to do to promote the event. *

Posters, FB, Instagram, Event Calendars, Radio Shows.

What other funding or grants have you applied for? *

Winterfest 2026, Colorfest 2025?

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

We will just cut back on security and get lesser prizes.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

100

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit>

[?usp=sharing](#)

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

75

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

30

Do you anticipate requesting funding from the Tourism Board in future years? *



Yes



No



Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

We are pleased to report that we currently have \$8,000 in committed sponsorships for the upcoming Pagosa Springs Car Show. As the event continues to grow in popularity, we intend to expand both sponsor engagement and community partnerships to create sustainable funding for future years.

Our strategy for growth includes expanding event programming: Adding activities such as a cornhole tournament, pin-up girl contest and model car displays to draw larger crowds, which in turn increases the value proposition for sponsors.

We anticipate that future requests for Tourism Board funding would remain a relatively small portion of the total budget—likely no more than 25-30%—as sponsorships and participant fees increasingly cover the majority of event costs. Our goal is to make the Pagosa Springs Car Show largely self-sustaining while continuing to deliver a high-quality, community-focused experience.

This form was created inside of Visit Pagosa Springs.

Google Forms

2026 17th Annual Car Show

Income	
Earned Income (<i>entry fees, vendors</i>)	\$ 5,000.00
Retail / concessions	\$ 3,100.00
In-kind trades (<i>photography, etc</i>)	\$ 1,600.00
Sponsorships	\$ 8,000.00
Grants / public funding	
Carry over (<i>previous year</i>)	
Other	
Total Income	\$ 17,700.00

Expenditures (estimated based on prev years)	
Administration (<i>Payroll, permits, fees, etc</i>)	\$ 6,500.00
Marketing / PR	\$ 1,000.00
Awards / Prizes	\$ 3,500.00
Operations	\$ 1,000.00
Food and Beverage	\$ 1,300.00
Other (entertainment)	\$ 3,200.00
Total Expenditures	\$ 16,500.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

events@pagosachamber.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Park 2 Park Artisan & Food Market

Proposed Event Date(s) *

MM DD YYYY

07 / 02 / 2026

Amount of Funding Requested *

\$15,000.00

Name of Producing Entity *

Pagosa Springs Chamber of Commerce

Contact Person *

Angela Maxey

Phone Number *

9702642360

Email Address *

events@pagosachamber.com

Event Website *

<https://pagosachamber.com/park-2-park-artisan-food-market.html>

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Town Park and the athletic field across the street

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

100+ vendors celebrate community, creativity, and local flavor at the Park 2 Park Artisan & Food Market! Held annually over Fourth of July week, this vibrant market transforms our town into a bustling hub of art, food, and family fun.

Stroll between two scenic parks and discover a curated selection of handcrafted goods, local art, unique gifts, and delicious food from talented vendors. Live music, and entertainment create the perfect backdrop for a festive summer experience. Whether you're hunting for one-of-a-kind treasures, sampling local flavors, or enjoying a day out with family and friends, Park 2 Park has something for everyone.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

No this event does not require US to provide lodging.

Please describe in detail partnerships with any other area businesses. *

This year we are starting a program for local businesses with a deep discounted rate (\$100 for Chamber members and \$150 for Non-members instead of \$375) for them to join us at the event for increased exposure. We will have signs at their booths letting folks know they are a local mainstreet or uptown business.

We will have 12 different local musical performance slots over the 4 day event.

We will use the police dept for security overnight for 4 nights.

Vets for Vets will be on hand for trash duty.

Mountain Valley Rentals provides the tent, table and chairs.

We partner with Riff Raff for beer and keg trailer.

We have a local photographer on hand to capture the moments.

We will have Cold Springs Ice bring their freezer full of ice.

Many food trucks and local businesses will have booths.

Overall Anticipated Attendance *

5000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The Park 2 Park Artisan & Food Market provides significant benefits to the Pagosa Springs community. As a long-established annual event, it enhances the visitor experience by offering a curated selection of local arts, crafts, and cuisine, giving tourists and residents alike a reason to explore downtown parks and businesses during the Fourth of July weekend. By drawing both local attendees and out-of-town visitors, the event generates increased foot traffic for restaurants, shops, and lodging, supporting the local economy.

Park 2 Park also expands the town's event offerings during a peak summer holiday, creating a festive, family-friendly atmosphere that encourages community engagement. For local artisans and food vendors, it provides an important platform to showcase and sell their work, fostering economic growth and promoting Pagosa Springs as a destination for unique shopping and cultural experiences. Additionally, the event strengthens community pride and positions the town as a hub for arts, culture, and celebration, further enhancing its reputation as a destination for both residents and visitors.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Street closures

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Any funds received from the Pagosa Springs Tourism Board would be used directly to enhance the visitor experience and support event infrastructure, ensuring the market continues to attract both locals and out-of-town guests.

Support for Local Vendors – Assistance with discounted booth fees to help local artisans and food vendors succeed. Local businesses will pay \$100 or \$150 depending on if they are a Chamber member or not. Regular vendors are paying \$375 for the same size booths.

Event Marketing and Promotion – Advertising to national, regional and local audiences to increase attendance and highlight Pagosa Springs as a destination. Methods used are Facebook, Instagram, event calendars, radio show, posters and website.

Entertainment and Activities – Live music, and family-friendly performances that encourage longer visitor stays.

Event Infrastructure – Rentals for tents, tables, signage, and other necessary equipment

Please describe any marketing or advertising you plan to do to promote the event. *

Facebook, Instagram, posters in local businesses, event calendars, radio show, posters, website

What other funding or grants have you applied for? *

Winterfest 2026, 2026 Car Show

Should the Tourism Board decide not to support this event, will it still occur? *



Yes



No



Maybe

Please explain *

Yes, the Park 2 Park Artisan & Food Market will still occur even if Tourism Board funding is not received. However, support from the Tourism Board allows us to enhance the visitor experience, increase marketing reach, provide additional amenities and entertainment, and offer discounted booth fees for local businesses.

Without this funding, the event would proceed at a scaled-back level, focusing on core vendor offerings and community participation, but we would not be able to provide discounts for local businesses.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

100

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

25

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

75

Do you anticipate requesting funding from the Tourism Board in future years? *

☒ Yes

☐ No

☐ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

As the event becomes more established, we anticipate that sponsorships and vendor fees will cover a larger portion of the budget, and we would aim to request no more than 20–25% of the total event budget from the Tourism Board in future years, using these funds primarily to supplement visitor experience enhancements and support discounted opportunities for local vendors.

This form was created inside of Visit Pagosa Springs.

Google Forms

2026 Park 2 Park Grant Request

Income	
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$ 35,000.00
Retail / concessions	\$ 4,000.00
In-kind trades (<i>photography</i>)	\$ 1,600.00
Sponsorships	\$ 200.00
Grants / public funding	
Carry over (<i>previous year</i>)	
Other	
Total Income	\$ 40,800.00

Expenditures	
Administration(<i>Payroll, permits, fees, discount for locals, etc</i>)	\$ 16,000.00
Marketing / PR	\$ 1,750.00
Awards / Prizes	\$ 6,000.00
Operations / Tent / Tables / Chairs	\$ 10,800.00
Food and Beverage	\$ 3,000.00
Other (<i>entertainment</i>)	\$ 4,000.00
Total Expenditures	\$ 41,550.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

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* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

events@pagosachamber.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

40th Annual Colorfest with Passport to Pagosa and Band & Brews

Proposed Event Date(s) *

MM DD YYYY

09 / 18 / 2026

Amount of Funding Requested *

\$20,000.00

Name of Producing Entity *

Pagosa Springs Chamber of Commerce

Contact Person *

Angela Maxey

Phone Number *

9702642360

Email Address *

events@pagosachamber.com

Event Website *

<https://pagosachamber.com/colorfest-hot-air-balloon-rally.html>

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

9/18/26 Yamaguchi Park. 6-9pm Passport to Pagosa

9/19/26 Downtown Balloon launch 8am

9/19/26 Yamaguchi Park. 4-8pm Bands & Brews, Balloon Glow, A250 Drone Show.

9/20/26 Uptown Balloon launch 8am

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

no

Please provide a thorough description of the event and its activities. *

Friday night is Passport to Pagosa Wine & Food Festival for local restaurants to compete with their best menu items. We will have a people's choice award for the best restaurant.

There will also be a wine tasting Friday night with over 50 different types and varieties on hand. Live music will also be happening throughout Friday night.

Bands will perform Saturday night at Bands & Brews. We will also have food vendors on hand.

Breweries will be there Saturday night for tastings. We will award People's Choice award.

A balloon glow with about 10 balloons will occur at about 8pm on Saturday along with the A250/C150 drone show during or immediately following the glow.

Hotair Balloon launches Saturday (downtown) and Sunday (uptown) morninga about 8am.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes, We have local lodgers donate hotel rooms for 2 nights each for our Hotair Balloon pilots for free.

Please describe in detail partnerships with any other area businesses. *

Mountain Valley Rentals provides the large tent, tables, chairs.

Local and regional food trucks will be on hand Saturday night.

Local photographer both Friday and Saturday as well as at each balloon launch.

Ferrel Gas donates propane for all the balloon pilots.

We have shirts and glasses made by a local vendor.

Security is done by the San Juan Rangers

Elite Recycling and Alpine Portables provide trash and additional restroom facilities

Riff Raff will be competing at the Bands & Brews contest.

Overall Anticipated Attendance *

3000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

The 40th Annual Colorfest offers significant benefits to the Pagosa Springs community by enhancing both local engagement and the visitor experience. As an established and well-loved event, Colorfest continues to expand, drawing participants from both the region and out of town, which supports local businesses and tourism. By attracting visitors during the shoulder season, Colorfest helps extend the economic impact beyond the traditional peak months, bringing increased revenue to hotels, restaurants, and retail establishments.

The festival also provides a platform for local restaurants, artists, and vendors to showcase their work, strengthening community pride.

Furthermore, Colorfest contributes to the overall appeal of Pagosa Springs as a destination by offering a visually stunning, memorable experience that complements other local events and attractions. The combination of an established festival legacy with new, innovative programming ensures that the event not only preserves its tradition but also continues to grow as a key driver of tourism, community involvement, and economic development for the area.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☒ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Utility Trailer, Stage, Road Closures

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☒ Yes

☐ No

☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

If granted, we would use the money for the increased rental fees for the venue.
To cover the gap in donated versus paid hotel rooms that we will have to purchase.
Increased marketing for the Passport to Pagosa Wine & Food Festival and winners.
Help cover the costs of the shirts and glasses.

Please describe any marketing or advertising you plan to do to promote the event. *

Posters, Facebook, Instagram, Radio Show, Event Calendars

What other funding or grants have you applied for? *

Park 2 Park 2026, 17th annual Car show 2026, Winterfest 2026

Should the Tourism Board decide not to support this event, will it still occur? *

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

In it's 40th yearThe 40th Annual ColorFest has a long-standing history and strong community support, which ensures that it will continue even if the Tourism Board chooses not to provide funding. While sponsorship from the Tourism Board helps us enhance programming and provide additional amenities for participants, we have a dedicated team of organizers, local business partners, and community volunteers committed to producing the festival.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

100

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

30

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

75

Do you anticipate requesting funding from the Tourism Board in future years? *



Yes



No



Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Currently we anticipate that sponsors will cover 20% of the event. We hope to grow that to about 35% closer to the event.

This form was created inside of Visit Pagosa Springs.

Google Forms

2026 Colorfest Grant Request

Income	
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$ 35,000.00
Retail / concessions	\$ 9,000.00
In-kind trades (<i>photography, lodging, propane</i>)	\$ 5,000.00
Sponsorships	\$ 9,000.00
Grants / public funding	
Carry over (<i>previous year</i>)	
Other	
Total Income	\$ 58,000.00

Expenditures	
Administration (<i>Payroll, permits, fees, postage, etc</i>)	\$ 13,225.00
Marketing / PR	\$ 1,500.00
Awards / Prizes	\$ 7,500.00
Operations / Tent Rental	\$ 10,000.00
Food and Beverage	\$ 11,000.00
Other (<i>entertainment</i>)	\$ 7,000.00
Total Expenditures	\$ 50,225.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoxoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

events@pagosachamber.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *

☒ I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Grillin' & Distillin'

Proposed Event Date(s) *

MM DD YYYY

08 / 15 / 2026

Amount of Funding Requested *

\$10,000.00

Name of Producing Entity *

Pagosa Springs Chamber of Commerce

Contact Person *

Angela Maxey

Phone Number *

9702642360

Email Address *

events@pagosachamber.com

Event Website *

<https://pagosachamber.com/grillin-and-distillin.html>

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Yamaguchi Park this year. We had the first one at the fairgrounds and want to move it this year.

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

no

Please provide a thorough description of the event and its activities. *

Overview:

Grillin' & Distillin' is a culinary and craft spirits festival, celebrating the artistry of both home grilling and small-batch distilling. Scheduled for Saturday, August 15, 2026, the event brings together local and regional distillers, food vendors, and the community for a day of tasting, and entertainment. Now in its second year, the festival is sure to become a signature summer event that highlights local flavors, craftsmanship, and community pride.

Event Features:

Distillery Showcase: Participating craft distillers will present tastings of their spirits, share their stories, and engage directly with attendees. This feature promotes awareness of local and regional distilleries and their products. We will have a People's Choice award.

Grilling: Backyard grillers will compete for best recipes, offering samples to visitors. We will have a People's Choice award.

Live Entertainment: The festival includes live music to create a lively and engaging atmosphere for visitors of all ages.

Community Impact:

Grillin' & Distillin' serves as a major tourism draw during the summer season, attracting visitors from across the region to Pagosa Springs.

The event:

Supports local economy: By featuring regional distillers, and local grillers, the festival provides bragging rights and increased visibility for the winners.

Boosts tourism: Visitors attending the event contribute to lodging, dining, and stores, strengthening Pagosa Springs as a destination for great events.

Strengthens community engagement: The festival offers a fun, family-friendly venue for residents and visitors to gather, enhancing civic pride and community identity.

Goals & Vision:

The 2026 event aims to expand participation by inviting more regional distillers, expanding the backyard griller menu, and increasing marketing efforts to attract a broader audience. The festival is committed to sustainability, local sourcing, and creating an enjoyable experience that fosters long-term growth for both the event and the Pagosa Springs community.

Conclusion:

Grillin' & Distillin' is more than a festival—it's a celebration of distilling, grilling, and community. By

supporting this event, the grant will help ensure continued opportunities for local businesses, boost tourism, and provide a vibrant entertaining experience that enriches both residents and visitors alike.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes, They donate hotel rooms for the distillers. 2 nights each distiller.

Please describe in detail partnerships with any other area businesses. *

Local photographer during the event.

This year the entertainment and sound will be local.

Elite Recycling will provide dumpsters for the event.

Overall Anticipated Attendance *

750

Anticipated Attendance: Percentage Local *

65

Anticipated Attendance: Percentage Visitor *

35

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Grillin' & Distillin' 2026 offers a range of tangible benefits to the Pagosa Springs community by combining backyard grilling, craft distilling, and entertainment into a single signature event.

Expands the Visitor Experience: The festival adds a unique and engaging activity for both residents and visitors, enhancing Pagosa Springs' reputation as a destination for food, drink, and cultural experiences. Attendees will have the opportunity to taste craft spirits, enjoy grilling tastings, creating a memorable experience that encourages repeat visits.

Attracts an Out-of-Town Audience: By featuring regional distillers and promoting the event through tourism channels, Grillin' & Distillin' draws visitors from outside the area. This influx of tourists supports local lodging, restaurants, retail, and other service businesses, providing an economic boost to the community.

Scheduled in mid-August, the festival occurs during a period that typically sees fewer organized events. By creating a high-quality, family-friendly attraction during this shoulder season, Pagosa Springs can extend the economic benefits of tourism beyond peak summer months.

Enhances Community Pride and Engagement: Grillin' & Distillin' provides a gathering place for residents, families, and visitors, fostering civic pride, strengthening community identity, and offering opportunities for volunteer engagement.

Overall, Grillin' & Distillin' serves as a platform to celebrate local flavors, artisanal craftsmanship, and the vibrant community of Pagosa Springs, while driving economic, social, and cultural benefits that extend well beyond the festival weekend.

Will the event have the following (select all that apply): *

- ☐ Tent
- ☒ Live Music
- ☒ Alcohol
- ☐ Food Trucks
- ☒ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, *
barricades, road closures, fencing, etc?

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Stage, Utility Trailer, Road Closures

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☒ Yes

☐ No

☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Funding from the Pagosa Springs Tourism Board would be strategically allocated to maximize both the attendee experience and the economic impact for the community.

Specifically, funds would be used for:

Discounts on meat for grillers: We would work with a local butcher or store to offer free or discounts on the meat that the backyard grillers will use.

Event Marketing and Promotion: A significant portion of the grant would support targeted marketing efforts to attract both local residents and out-of-town visitors. This includes social media advertising, radio promotions, social media, and event calendar websites, ensuring that the festival reaches a broad audience and drives tourism to Pagosa Springs.

Entertainment and Demonstrations: Funding would help secure high-quality live music, and other activities that enhance the festival experience. These elements encourage longer stays, greater spending at local businesses, and repeat visitation in future years.

Event Infrastructure and Logistics: Funds would support the rental of tents, tables, chairs, signage, and other necessary equipment to create a safe, organized, and professional event environment. This ensures a welcoming and accessible experience for all attendees and participants.

By directing funding toward these areas, the Tourism Board's support will not only help produce a high-quality festival but also maximize economic benefits and long-term positive impact for the Pagosa Springs community.

Please describe any marketing or advertising you plan to do to promote the event. *

Facebook, instagram, radio show, event calendars, posters

What other funding or grants have you applied for? *

2026 Park 2 Park, 2026 Colorfest, 2026 Car show, 2026 Winterfest

Should the Tourism Board decide not to support this event, will it still occur? *



Yes



No



Maybe

Please explain *

Yes, Grillin' & Distillin' 2026 would still occur even if the Tourism Board did not provide funding. However, without their support, we would not be able to provide the meat or discounts for participating grillers, which is a key component of the festival experience.

While we would continue with the event, the overall scale and level of participation could be limited, and some aspects of the programming—such as complimentary tastings—might need to be adjusted or scaled back.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

100

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

60

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

40

Do you anticipate requesting funding from the Tourism Board in future years? *

☒ Yes

☐ No

☐ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

As the event grows, local businesses will be more apt to sponsor a new event.

We anticipate that about 40% of the total budget will be requested in future years because of the cost of the meat for the grillers and how we plan to offset that.

Google Forms

2026 Grillin' N Distillin'

Income	
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$ 2,300.00
Retail / concessions	\$ 2,400.00
In-kind trades (<i>lodging</i>)	\$ 1,500.00
Sponsorships	\$ 2,400.00
Grants / public funding	\$ 5,000.00
Carry over (<i>previous year</i>)	
Other	
Total Income	\$ 13,600.00

Expenditures (estimated based on prev years)	
Administration (<i>Payroll, permits, fees, etc</i>)	\$ 2,200.00
Marketing / PR	\$ 100.00
Awards / Prizes	\$ 350.00
Operations	\$ 1,000.00
Food and Beverage	\$ 2,000.00
Other (entertainment, sound)	\$ 6,000.00
Total Expenditures	\$ 11,650.00

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

events@pagosachamber.com

Event Name *

Grillin and Distillin

Event Date(s) *

8/23/25

Contact Person *

Angela Maxey

Phone Number *

9702642360

Event Overview

REQUIRED: Email a final event budget showing actual profit and loss numbers to coordinator@visitpagosasprings.com. *

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

- ☒ Budget emailed to coordinator@visitpagosasprings.com
- ☐ No budget provided

Provide a detailed overview of how the funds provided by the Tourism Board were used.

Tourism Board funding was essential in launching the first-ever Grillin' & Distillin' event in 2025. Funds were allocated directly to items that increased visibility, ensured smooth event operations, and helped establish the event as a new attraction in Pagosa Springs at the Archuleta County Fairgrounds.

Tourism Board funding is especially important in these first years to help Grillin' & Distillin' continue to grow attendance and become a signature summer event that drives overnight stays, restaurant traffic, and increased retail activity.

Provide an overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. *

STRENGTHS:

As a brand-new event in 2025, Grillin' & Distillin' delivered a strong debut with a solid foundation for continued growth. The event successfully showcased local BBQ competitors and distillers, creating a fun and engaging experience that encouraged social interaction and celebrated culinary creativity. Although attendance was not what we expected, we are very optimistic about 2026.

Strong Participant Response – Both distillers and BBQ teams expressed enthusiasm and interest in returning, indicating strong potential for future expansion.

Economic Benefit – Guests reported visiting local restaurants, and attractions, fulfilling the event's goal of increasing summertime tourism.

Community Identity – The theme—food, fun, and spirits—aligned well with the character of Pagosa Springs and offered something fresh and different from existing events.

WEAKNESSES:

Limited Competition Field – As a first-year event, there were fewer teams and distillers than ideal for a major tasting competition. More outreach and incentives are needed to broaden participation

For existing events, provide an overview of how the event fared relative to previous years.

This was a brand new event in 2025.

Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. *

Feedback from the inaugural Grillin' & Distillin' event was overwhelmingly positive. Attendees enjoyed the unique combination of a barbecue cook-off and a distiller showcase, noting that the variety of food and tasting options provided a fresh, fun experience that is not currently offered by other local events.

Comments gathered during and after the event reflected high satisfaction with the casual, social atmosphere, live entertainment, and the opportunity to interact directly with competitors and distillers.

A majority of respondents expressed strong intent to return, stating they would look forward to a bigger competition field in future years. Visitors also shared that they would recommend the event to other distillers and bbqer's friends and family—which indicates strong potential for word-of-mouth growth and draw.

Please explain the potential for growth and future plans for the event. *

- Expand Competitor Participation – Recruit additional BBQ teams and distillers from across the region to increase competition variety and enhance visitor excitement. We have engaged Rocky Mountain BBQ Assoc and the Kansas City BBQ Assoc to make it a sanctioned event which would increase the competitors dramatically.
 - Scale Event Infrastructure – Improve layout, signage, and seating to better accommodate visitors.
 - Add Complementary Programming – Incorporate cooking demonstrations, and educational components related to distilling and BBQ techniques to broaden appeal.
-

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

100
.....

If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

it was ticketed
.....

What percentage of attendees came to Pagosa Springs specifically for your event? *

20
.....

What percentage of attendees had attended the event in previous years? *

0
.....

Where did attendees come from: local, regional, out of state, international? *

Grillin' & Distillin' drew mostly local and regional visitors from Pagosa Springs, surrounding Colorado communities, New Mexico, and Arizona. Vendors and competitors also came from these states, helping establish the event's regional appeal.

Provide percentages of the top 5 markets attendees traveled from:

don't know

Average age and income bracket of attendees. *

don't know

Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. *

We had the competitors rooms donated. Attendees would look at our member directory for lodging.

Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

12 nights total - Hillside Inn 4 nights, Riverwalk Inn 2 nights, VIP Pagosa VACAY Homes 2 nights, iTrips 2 nights, West End Lodge 2 nights, Pagosa Riverside Campground 2 nights

This form was created inside of Visit Pagosa Springs.

Google Forms

2025 GRILLIN' & DISTILLIN'

Income	
Earned Income <i>(ticket sales, entry fees, etc)</i>	\$ 5,640.05
Retail / concessions	\$ 622.00
In-kind trades <i>(lodging, marketing, etc)</i>	\$ 4,060.00
Sponsorships	\$ 250.00
Grants / public funding	\$ 5,000.00
Carry over <i>(previous year)</i>	
Other (please define) VENDOR BOOTHS	\$ 520.00
Total Income	\$ 16,092.05

Expenditures	
Administration <i>(Payroll, permits, fees, postage, etc)</i>	\$ 4,619.54
Marketing / PR	\$ 375.00
Awards / Prizes	\$ 234.97
Operations	\$ 1,582.16
Food and Beverage	\$ 735.00
Other <i>(Please define)</i> 2 bands and sound	\$ 5,900.00
Total Expenditures	\$ 13,446.67

		TOTAL BY CATEGORY	
Expenses		\$ 4,619.54	Administration
		\$ 375.00	Marketing
A	\$ 50.00	\$ 735.00	Food/Beverage
AP	\$ 32.24	\$ 234.97	Awards/Prizes
AP	\$ 202.73	\$ 1,582.16	Operations
O	\$ 550.00	\$ 5,900.00	Other
O	\$ 240.00	\$ 13,446.67	total
O	\$ 99.64		
OTHER	\$ 5,900.00		
O	\$ 400.00		
A	\$ 3,544.54		
O	\$ 250.00		
FB	\$ 192.00		
A	\$ 100.00		
A	\$ 50.00		
A	\$ 75.00		
O	\$ 42.52		
FB	\$ 392.40		
M	\$ 350.00		
FB	\$ 150.60		
M	\$ 25.00		
A	\$ 800.00		

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

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Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

info@pagosaspringsggp.org

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

Event Name *

Breakfast with Balloons

Proposed Event Date(s) *

MM DD YYYY

09 / 19 / 2026

Amount of Funding Requested *

3,500

Name of Producing Entity *

Geothermal Greenhouse Partnership

Contact Person *

Laura Hamilton

Phone Number *

9139813438

Email Address *

info@pagosaspringsggp.org

Event Website *

pagosagreen.org

Producing Entity Tax Status *

- ☐ For Profit
- ☒ Non Profit / Not for Profit
- ☐ Government

Does the Event benefit a charity and / or non profit? *

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Geothermal Greenhouse Partnership

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

The GGP Amphitheater, located on site at 80 South 5th Street

Will any portion of the event take place outside of Archuleta County? If yes, please explain. *

No

Please provide a thorough description of the event and its activities. *

Breakfast with Balloons is a signature fall community event hosted by the Geothermal Greenhouse Partnership during Pagosa Springs' ColorFest weekend.

Held at the GGP Amphitheater in Centennial Park along the San Juan River, the event offers guests a uniquely local morning experience that combines a catered breakfast, live music, and premier viewing of the annual hot air balloon mass ascension. Attendees gather early to enjoy a festive, relaxed atmosphere while watching balloons rise over the river and downtown Pagosa Springs. The breakfast highlights local and seasonal food, and the event is designed to showcase the character of Pagosa Springs through hospitality, scenery, and community connection.

In addition to providing a memorable experience for residents and visitors, Breakfast with Balloons introduces guests to the Geothermal Greenhouse Partnership's work to connect and empower community through advocacy, demonstration, and education focused on sustainable food systems and environmental stewardship. Because it takes place during one of Pagosa Springs' most popular tourism weekends, the event adds to the broader visitor experience by encouraging people to spend more time downtown, engage with a local nonprofit, and participate in our a one-of-a-kind events here in town.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

At this time, the proposed event is not formally partnered with lodging providers. Because Breakfast with Balloons was reinstated last year after a hiatus, our focus was on reestablishing the event and ensuring a successful return. As planning moves forward, we see clear potential for future collaboration with local lodging partners as a way to enhance visitor outreach, encourage overnight stays, and more intentionally connect the event with Pagosa Springs' tourism infrastructure. While these partnerships have not been part of the event historically, they represent an area for thoughtful growth as the event continues to develop.

Please describe in detail partnerships with any other area businesses. *

The GGP partners with a range of area businesses to support Breakfast with Balloons through sponsorships, in-kind donations, and event collaboration. Our 2026 presenting sponsor is Growing Spaces, which has also provided major in-kind support for our dome repair work and donated our new community sign. Other recent sponsors and partners have included Scott Strategic, Courtney King Studios, Sherpa Realty, Hometown Insurance, Terry's Ace Hardware, Dobson Solar, Divine Design International, Pagosa Baking Company, Gosar Sausage, and Small Bite Catering. These businesses represent many sectors of the Pagosa Springs community and help make the event possible while strengthening its local character. Some partnerships directly enhance the attendee experience through food and beverage contributions, while others provide financial and promotional support. As we plan this year's event, we are also pursuing new partnerships.

Overall Anticipated Attendance *

150

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. *

Breakfast with Balloons benefits the Pagosa Springs community by adding a unique and welcoming local experience to one of the town's most popular fall tourism weekends. Held during ColorFest, the event enhances the visitor experience through a family-friendly morning gathering that combines breakfast, live music, and premier viewing of the hot air balloon ascension. It encourages both residents and visitors to spend more time downtown, supports nearby businesses, and showcases the community's hospitality and scenic beauty. The event also helps expand the broader festival atmosphere by creating a memorable activity tied directly to the balloon launch. For out-of-town guests, it adds value to a weekend stay and offers a more personal connection to Pagosa Springs. For local residents, it strengthens community pride and participation in a beloved seasonal tradition.

Will the event have the following (select all that apply): *

- ☒ Tent
- ☒ Live Music
- ☒ Alcohol
- ☐ Food Trucks
- ☐ Other Vendors

Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? *

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain specifically how money you receive from the Tourism Board would be spent. *

Tourism Board funding would be used to offset the direct costs of producing Breakfast with Balloons, including catering (\$2500), live music (\$400), liability insurance (\$176), advertising (\$350), and event supplies (\$150). Covering these core event expenses would help us provide a high-quality experience for residents and visitors during ColorFest weekend while improving the financial sustainability of the event. It would also allow more of the event's earned revenue to remain with our organization as we address urgent infrastructure needs, including repairs to our geothermal heating system and domes.

Please describe any marketing or advertising you plan to do to promote the event. *

We plan to promote Breakfast with Balloons through a combination of digital, print, and community-based advertising designed to reach both local residents and visitors to Pagosa Springs. Last year, our marketing efforts included social media outreach, email campaigns, on-site signage, printed posters, advertising in the Pagosa Springs Sun and the Daily Post, and promotion through the Pagosa Springs Area Chamber of Commerce. For this year's event, we plan to continue using those channels to build awareness, encourage attendance, and position Breakfast with Balloons as a featured part of the ColorFest weekend experience. This layered approach allows us to reach a broad audience and helps strengthen the event's visibility within the community and regional visitor market.

What other funding or grants have you applied for? *

The GGP has also applied for funding through the 19th Hole Concert Series grant.

Should the Tourism Board decide not to support this event, will it still occur? *

☒ Yes

☐ No

☐ Maybe

Please explain *

Yes, the event will still occur. The GGP is committed to utilizing our amphitheater to host meaningful community events for Pagosa Springs, and Breakfast with Balloons remains an important part of that effort. We are dedicated to continuing and growing events like this year after year as we build greater organizational and financial stability. While Tourism Board support would strengthen the event and help us enhance the visitor experience, we are committed to moving forward with the event regardless.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes. We intend to host the event in Pagosa Springs beyond 2026 for as long as ColorFest and the Geothermal Greenhouse Partnership continue. Our goal is for Breakfast with Balloons to remain a recurring community event for years to come.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

What percentage of the total event budget is the Tourism Board being asked to fund? *

92

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) *

276

Do you anticipate requesting funding from the Tourism Board in future years? *

☐ Yes

☐ No

☒ Maybe

The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. *

Our goal is for Breakfast with Balloons to become increasingly self-sustaining as we continue to strengthen our organization, grow sponsorships, and address major repair-related obligations. While we are requesting support this year to help stabilize and grow the event, we anticipate that our need for public funding will decrease over time and may eventually be eliminated as the event and organization become more financially sustainable.

This form was created inside of Visit Pagosa Springs.

Google Forms

Income		Expenditures	
Earned Income (<i>ticket sales, entry fees, etc</i>)	6500	Administration (<i>Payroll, permits, fees, postage, etc</i>)	250
Retail / concessions		Marketing / PR	350
In-kind trades (<i>lodging, marketing, etc</i>)		Awards / Prizes	
Sponsorships	4000	Operations	200
Grants / public funding		Food and Beverage	3000
Carry over (<i>previous year</i>)		Other (<i>Please define</i>)	
Other (please define)		Total Expenditures	3,800
Total Income	10,500		