Town Hall - 551 Hot Sptings Blvd.
Pagosa Springs, CO 81147

AGENDA

Pagosa Springs Area Tourism Board Meeting
Wednesday, February 5, 2025 @ 4:00 PM

1. REMOTE PARTICIPATION

Join Zoom Meeting By Computer - https://zoom.us/j/81436073484

Dial by Phone - 1-669-900-6833 US - Meeting ID: 814 3607 3484

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT

Please sign in to make public comment

III. CONSENT AGENDA

1. Approval of the December 17th Meeting Minutes

Minutes_121724v2

IV. REPORTS TO BOARD

1. Director Report

Agenda Brief - Director Report_Feb25

2. Destination Blueprint - Dave Santucci

Pagosa Springs Board Report Feb 5 2025

V. NEW BUSINESS

1. 2025 Event Funding Process and Overview

Agenda Brief - 2025 Event Funding

2. 2025 Event Funding - Farmer Market

2025 Event Funding & Marketing Assistance Application - Pagosa Farmers Market
2024 Event Funding Final Report and Budget Pagosa Farmers Market

3. 2025 Event Funding - Reggae in the Park

2025 Event Funding & Marketing Assistance Application - Reggae in the Park
2024 Event Funding Final Report Reggae in the Park

4. 2025 Event Funding - Big Picture Classic

2025 Event Funding & Marketing Assistance Application - Big Picture Classic

5. 2025 Event Funding - Life at Chimney Rock

2025 Event Funding & Marketing Assistance Application - Life at Chimney Rock

6. 2025 Event Funding - NFA Productions Summer Concert Series

Pagosa Springs Concert Series
Summer Concert Series Sponsorship Deck
2025 Event Funding & Marketing Assistance Application - Sunrise Fest
2025 Event Funding & Marketing Assistance Application - High Noon Fest
2025 Event Funding & Marketing Assistance Application - Sundown Fest

7. 2025 Event Funding - Pagosa Paddle

2025 Event Funding & Marketing Assistance Application - Pagosa Paddle
2024 Event Funding Final Report and Budget Pagosa Paddle

8. 2025 Event Funding - Brews for Rescues

   2025 Event Funding & Marketing Assistance Application - Brews For Rescues

   2024 Event Funding Final Report Brews for Rescues

9. 2025 Event Funding - Barktoberfest (formerly Oktoberfest)

   2025 Event Funding & Marketing Assistance Application - Barktoberfest

   2023 Event Funding- Final Report and Budget- Oktoberfest

10. AI Solution for Website

    Agenda Brief - Consideration of AI Tool on Website

VI. OLD BUSINESS

1. Update on Multipurpose Pavilion - Brian Collabolletta

   Pavilion_2025 Update

2. Discussion on Reusable Cups for Events

   Agenda Brief - Event Waste Consideration - Reusable Cups

VII. NEXT TOURISM BOARD MEETING MARCH 5TH AT 4:00 PM

VIII. ADJOURNMENT

Visitor Center - 105 Hot Springs Blvd
Pagosa Springs, CO 81147

MINUTES

Pagosa Springs Area Tourism Board Meeting
December 17, 2024 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on December 17, 2024, at 4:00 PM in the Visitor Center - 105 Hot Springs Blvd.

BOARD PRESENT: Board Member Johnson, Board Member Lucero, Board Member Dufour, Board Member Weaver, Council Member Williams, Lance Thornton, Shane Prince, and Sarah Mashue

BOARD ABSENT: Board Member Maez

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT – *Please sign in to make public comment*

1. Public comment was taken at the end of the meeting. Dallas Weaver stated that he had forgotten.

Jesse Hensle spoke about the letter he emailed to the Board prior to the meeting. He apologized for the late email sent at 3 40 pm today, but they had to move quickly as the packet was sent out the day before. Jesse indicated he absolutely loved the discussion the board had about these metrics and the measurement pieces there. I think this is where the the magic starts to happen with some of this stuff is really pushing back and understanding and asking, What is it that we want to do? What is important for the marketing direction? What is most impactful? Jesse offered to attend a meeting and dig into it with the board more. Jesse also pointed out a second opportunity. Jesse wants an amazing campaign to leverage some of that data we got from the destination blueprint in which the community overwhelmingly supported tourism, growth and strategic tourism growth.

Anne Marie Sukcik spoke next and wanted to provide the business owner perspective. She explained that they are slow in the shoulder seasons and asked what specific campaigns that had been run in 2024 and what were the results of these campaigns? And what are we going to do in 2025? And what are the goals? Measurable goals? And when we talk about measurable goals, we're talking about percent increase in specific metrics, but specifics is important for businesses. She iterated that businesses have to cover all the expenses and the shoulder season is hard on them. She also pointed out that it's easier when you work for a property versus when you're a business owner. She was talking from the business owner perspective.

III. CONSENT AGENDA

1. Approval of the November 19th Meeting Minutes

Lance Thornton moved to approve the consent agenda, Shane Prince seconded.

Carried.

IV. REPORTS TO BOARD

1. Director Report

The report was bumped to the end of the meeting, given the lengthy agenda. Director provided updates based on the report provided. The Board needs to schedule the in person workshop with Blue Room Research. Blue Room has advised the workshop is intended for members of the Tourism Board. The group decided on the morning of Feb 5th.

YTD 2024 (through October) shows a 10.73% increase over 2023, or $73,635. Combined, Town and County collections through Q3 reflect an increase of 6.06%, or $60,340.94.

Rosanna asked about the CTO Championing the Value of Tourism video that had been discussed a few months prior. Director explained that the form had been submitted and we had meetings with CTO and consultants, but the CTO changed vendors and the new vendors didn't like the data provided by the previous vendor. The previous numbers were created by Dave Santucci and leveraged Dean Runyan data from 2022, which was the information he presented during the Tourism Conference in April. 2023 data was released in summer of 2024. Dean Runyan research data is a year in arrears.

V. NEW BUSINESS

1. 2025 Regular Meeting Schedule

The Board discussed possible options for a 2025 meeting schedule. The desire to hold meetings in Council Chambers at Town Hall and not to compete with any other advisory board meetings was reviewed. The group settled on the 1st Wednesday of each month at Town Hall for the 2025 meeting schedule. The first 2025 meeting will be held on February 5th, given the January meeting would've fallen on New Years Day.

Council Member Williams moved to set the 2025 regular meeting schedule for the 1st Wednesday of each month, Shane Prince seconded.

Carried.

2. Election of 2025 Officers

The Board discussed the election of officers for 2025 and reviewed the officers in 2024. The chair leads the meetings, Vice Chair runs the meeting in the absence of the Chair and the Secretary / Treasurer position does not have any specific duties. The Board discussed and voted on each one separately. Gary Williams asked Rosanna if she was interested in the Chair position, but she indicated she had too much on her plate to commit.

Shane Prince moved to approve Shane Lucero as Chair, Board Member Johnson seconded.

Carried.

Board Member Lucero moved to approve Amy Johnson as Vice Chair, Council Member Williams seconded.

Carried.

Council Member Williams moved to approve Shane Prince as Secretary / Treasurer, Shane Prince seconded.

Carried.

3. 2025 Event Waste Considerations

In efforts to continue to reduce waste at events, the Director met with Elite recently to discuss adding recycling as na option for event organizers. Elite would be able to bring recycling containers (two - 96 gallon recycling bins) and take them to the transfer station following event for a cost of $55 per event.

However, recycling services are limited and would only accept aluminum cans and cardboard boxes. Any used paper or plastic products (cups, plates, etc) cannot be accepted. The agreed to offer recycling, but asked to make it very easy to tell what bins were for recycling. They also suggested signage for branding.

Director explained that given limited recycling options in Archuleta County, staff has investigated purchasing (in bulk) branded reusable cups that could be made available to event organizers. The cups can be provided to event organizers when kegs are used at events. Hard plastic (recyclable) is approximately $0.50 / each and Aluminum cups are $2.50-3 minimum. The only way for this to be cost effective would be to order large quantities.

Board asked Director to bring back recommendations to purchase reusable cups during the February meeting.

4. 2025 Event Funding Application, Criteria and Process

In preparation for 2025 event funding, the Board discussed event funding criteria and process. Director explained that the Tourism Board has not strictly adhered to the criteria in all of their funding decisions, especially later in the calendar year. The Tourism Director has brought this up to the board in the past. It seems that if there are funds remaining, all requests are funded, regardless of the request. Best practices in budgeting if to reduce the amount budgeted in future years, if all funds are not needed or expended. Any unused lodging tax funds in a calendar year go into reserves and are not "lost." The practice of funding all requests towards the end of the year with budget remaining, makes it difficult for staff to manage funding expectations for event organizers.

The Board discussed funding criteria and agreed to continue to favor new events and / or new requests, events held during shoulder season, events that are working with lodging properties and events that attract an out of town audience.

The Director also wanted to discuss how to handle requests from entities not organizing an event, but participating in an existing event. Director asked if the board wanted a separate application and budget line item. The existing event funding application is geared towards event organizers that are organizing tourism-related events, and asks more detailed questions that aren't necessary to someone participating in an event organized by others. The Tourism Board funded two separate requests in 2024 and two in 2023 for organizations that were participating in events that were organized by others. Additionally, the final report required of funding recipients is geared towards understanding the impact of the event, such as visitors in attendance and demographics of attendees. Rosanna Dufour motioned for a separate budget of $10,000 for participating in event. There was no second. The Board opted to not have a separate application for entities not producing events and not to establish a line item in the event budget for those requests.

The Board then discussed events organized by Tourism staff. Basically, if the Board does not want staff to organize events, the events either go away or the Board will need to compensate an event organizer to take over. The direct costs will be more with a 3rd party event organizer than with Tourism staff handling, but will allow tourism staff to focus on the tasks already on their plates. The Board suggested trying to locate an event organizer to take over the events that tourism staff has had to organize in the last few years.

The Director asked the Board to approve the 2025 event funding application, based on the discussion. Gary asked why the board needed to approve it. Director explained that it sets the funding criteria and process. Staff would prefer the Board approve, so that staff can explain board decisions and the process to apply for and receive funding.

Board Member Johnson moved to approve the 2025 event funding application and process, Shane Prince seconded.

Carried.

5. 2025 Marketing Plan

Director provided an overview of the proposed marketing plan for 2025. The target audiences are based on the visitation data presented to the Board during the November meeting. The international efforts outlined are largely covered in the CTO marketing grant with Visit Alamosa. Director walked through educational efforts versus shoulder season advertising. Director explained what the different layers of the marketing strategy included, such as backbone, paid advertising, international, social media, etc. Director also explained that given the uncertainty of construction project in 2025, the marketing plan is proposed to be a bit more nimble to provide flexibility to address construction-related impacts.

Director also indicated that results from all efforts are included in the data folder and updated monthly. The Board discussed data at length. Director explained that the work shop with Blue Room should help the board define the metrics they want to measure. Director explained that staff is looking at results on a regular basis and are evaluating various efforts in different ways, for example email newsletter might be open rates, the campaign with Hulu was impressions, which we completed video views, social media might be engagement. Sarah Mashue said the lodgers wanted more measurable goals in the marketing plan. Shane Lucero asked if the lodgers would be willing to share what they are doing the results they see. Director explained tourism is focused on promoting the overall destination. Rosanna Dufour asked for quantitative results. She thought the board or staff should set the goals and Blue Room could then evaluate if we are meeting or exceeding the goals. Director explained that during the April retreat, someone suggested a 6% annual growth in lodging tax, but the group did not agree to include that in their goals. Amy Johnson said the Board needed to set a baseline and then determine what growth they want to see. Shane Lucero stated that lodging tax is up and the discussion makes it seem like we are in decline or in a deficit. Rosanna explained that she wasn't implying we were in a decline, she just wanted a baseline to follow. Shane Prince said that we are standardizing the data so the board has a better idea of what they want to measure against. Gary Williams asked if we shouldn't just sit back and see if we are going up or not, instead of setting specific numbers. Rosanna asked if Director had met with lodgers about providing occupancy data. Director explained that she had not had time, but it was definitely on the list. Director also indicated she might need to be cloned to get everything done. Gary expressed disappointment that we now have two letters from lodgers and we were excluding them from the workshop with Blue Room. Director explained that it will be a public meeting, but it is Blue Room's workshop and we are following their recommendations by beginning with the Board. She also explained that Blue Room offered to have a meeting with businesses and stakeholders once the report process had been done with the Tourism Board. Lance Thornton said he thinks we are trying to measure something, we get there and then they want something else. Shane Prince felt the Board should be the one to determine the metrics. There was more discussion about what to measure. Director asked for direction on the marketing plan presented. If the Board waits until February, we will miss the window for effective spring campaigns.

Council Member Williams moved to approve the marketing plan, Board Member Johnson seconded.

Carried.

VI. OLD BUSINESS

1. PARC Update - Lance Thornton

Lance Thornton recently attended the PARC meeting, with about 40 attendees. Lance explained that he met with Director to better understand visitor information and trail usage. Director provided an update that she was setting up Points of Interest for each trailhead to measure usage for all seasons. Director thanked Lance for representing the Tourism Board. Lance said the next meeting had not yet been set.

VII. NEXT TOURISM BOARD MEETING FEBRUARY 5TH at 4pm

VIII. ADJOURNMENT

AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 05 Feb 2025
FROM: Jennifer Green, Tourism Director

PROJECT: Director Report

ACTION: Update and Discussion

PURPOSE/BACKGROUND:

LODGERS TAX FINANCIAL REPORT

Town lodging tax collections are due on the 20th of each month, following the month of collections. Reports from the Town are usually available at the beginning of each month. County collections are received quarterly from the State and are typically received about two months after the last month of the quarter.

For Town collections, 2024 has seen increases compared to 2023. YTD 2024 (through November) shows a 11.79% increase over 2023, or $86,456. November was up 27.45% over 2023. Director will work with the finance team to have the amounts applied to the months they were due, versus when they were paid. However, given the number of payments, we are going to wait to review all of 2024 for a more accurate end of year report.

As of the time of this report, December numbers have not been provided by the Town. The spreadsheet will be updated once received. The current detailed report has been excluded in the packet, however is available through google drive: https://drive.google.com/drive/folders/1RcO8LtcIh9OGATGXGO1hm_Oh2LYcQO1I?usp=drive_link

BLUE ROOM RESEARCH WORKSHOP

The Tourism Board scheduled the onboarding workshop for Wednesday, February 5th at 9am at the Ross Aragon Community Center. Blue Room will lead the session and work with the Tourism Board to determine the monthly reports and data they would specifically like measured. Blue Room has offered to have a meeting with stakeholders once a draft report has been created to walk through data with area businesses.

VISITOR CENTER UPDATE

The Visitor Center lobby is open 7 days per week from 10am - 4pm. We aim to be open 362 day a year, closed only on Thanksgiving, Christmas and New Years. However, we do adjust the schedule and hours based on inclement weather, if needed. We remain able to seamlessly switch to virtual operations if needed. Continuous promotion of the app across all channels helps complete the virtual operations.

STAFFING UPDATE

Director is evaluating staffing needs, given recent change. The Tourism Department currently has three (3) full time employees: Director, Marketing Manager and Administrative Assistant, plus 2 part time visitor center employees and one bonus very part time person to help fill in weekends, holidays and summer (full time teacher). All employees report to the Director and the Director oversees all tourism-related activities, projects and manages visitor center operations. We do not anticipate adding any staff given ongoing discussions about uses of lodging tax, however we will utilize an intern during the summer through the CDC program, if that is an option for 2025.

Staff compiled a list of tasks handled in January for review (in packet). We will continue to provide this type of update if the Board finds it helpful. Staff has stepped up, continued to handle all tasks and provide all of the services expected and requested, given 7 months of uncertainty in 2024.

SOCIAL MEDIA UPDATE

- Facebook - www.facebook.com/visitpagosasprings: 38,269 followers, an increase of 59 over last month
- Instagram - www.instagram.com/visitpagosa: 25,694 followers, an increase of 270 over last month
- Twitter / X - www.twitter.com/visitpagosa - 2,211 followers
- Youtube - www.youtube.com/visitpagosa - 1,530+ subscribers; 294,532 video views, and increase of 3,486 video views (exact number of subscribers is not available)
- Pinterest - www.pinterest.com/visitpagosa - 1,023 followers
- TikTok @visitpagosa - 3,566 followers, 18,300+ likes, an increase in followers by 27 and an increase in likes by 400+

All detailed social media data can be reviewed in the google drive by month:
https://drive.google.com/drive/folders/10DVMc8EcHxfk82J_Z-qmTHaz8EZt-ARs?usp=sharing

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

RECENT & UPCOMING PROMOTIONS

The 2025 Marketing Plan was presented to the Tourism Board during the December meeting. The plan can be reviewed at: https://docs.google.com/presentation/d/1ySwY7ZRPgoS3vWGk1Lv2C06wOBMGj1tqMa-i4weK9wU/edit?usp=sharing

Staff is currently working on 2025 placements and late winter / early spring campaigns. Director attended Go West Summit January 6th - 10th in Palm Springs, CA to meet with international tour operators and receptives. Pagosa currently has 4 properties with contracts with Rocky Mountain Holiday Tours, a CO-based international receptive tour operator, which provides inventory for key Tour Operators in Europe.

PRESS & MEDIA RELATIONS

All media tracking can be found at: https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRvNJ2_-4UNh5XLrVzFIs2g/edit?usp=sharing. It was a busy year of hosting media and travel trade. 2025 requests have begun.

DESTINATION BLUEPRINT

Director has been working with CTO and consultant on the plan to present to the Tourism Board. Dave Santucci will present the work plan to the Tourism Board during the February meeting.

ATTACHMENTS:

January 2024 Staff Updates

January 2025 Staff Updates

General Tourism

- Completed December meeting minutes
- Compiled report for Town Council
- End of year Budget Reconciliation
- Process invoices for payment
- Attended Main Street Advisory Board Strategic Planning Refresh Meetings
- Attended MET Task Force meeting
- Attended Region 9 quarterly meeting
- Attended weekly Department Head meetings
- Weekly Tourism staff meetings and project review / collaboration
- Worked with CTO Consultant on Destination Blueprint Workplan
- Worked with Blue Room Research on draft monthly report
- Organized Blue Room Workshop
- Completed financial paperwork for 2025 CTO Marketing Grant
- Staff completed monthly required Town trainings
- Prepared packet for monthly board meeting
- Weekly Events Newsletter with updates / info for local business and stakeholders (200+ subscribers)
- Compiled meeting space overview to add to website
- Completed 2024 CTO final report
- Worked with Town communication firm to use Tourism email platform

Marketing / PR

- Attended Go West Summit and met with over 45 tour operators and media
- Submitted ad materials to CTO for January out of state e-newsletter
- Created and submitted ad materials to MMGY for February social media CTO co-op
- Designed ad for CTO International Holiday Guide and corresponding landing page
- Worked with Orange 142 to develop robust Spring campaign to launch end of Feb and run through end of May
- Sent monthly email to visitors (80,000 subscribers), updated design to be mobile-friendly
- Created Refrigerator Magnet with QR code to direct visitors to key information - to distribute to area vacation rentals and other properties, and developed landing page
- Assisted Rocky Mountain PBS on upcoming Pagosa / Geothermal feature to air in Fall 2025
- Met with MET staff to review new bus signage; Sent contractor edits and design direction
- Create / Plan monthly social calendar with posts and reels for Facebook, Instagram, TikTok, and YouTube Shorts
- Monitor social media platforms daily, reply to comments, answer questions, provide resources/links as needed
- Captured Winterfest / Skijoring footage, edit, and post for event promotion
- Evaluated AI options for website enhancements
- Worked with website vendor on site fixes / enhancements

- Design 2-page spread for the Pagosa Springs SUN Summer Visitor Guide
- Film original reels - involves planning, traveling locally to film outdoor locations or collaborate with businesses (ie PSCA), and editing
- Call with Crowdriff to review assets, galleries, issues, learn new tactics and more ways to use the platform
- Google Ads meeting, learn new performance max and ways to optimize ads
- Review Colorado.com PS pages and report updates/changes

Events

- Add events to website
- Met with Event Organizers to brainstorm event ideas to help fill in gaps
- Assisted event organizers in Event Funding Process
- Worked with Event Organizers to reserve event services (trailer, stage, trash, recycling)
- Compiled comprehensive overview of 2025 events in downtown area for CDOT contractors

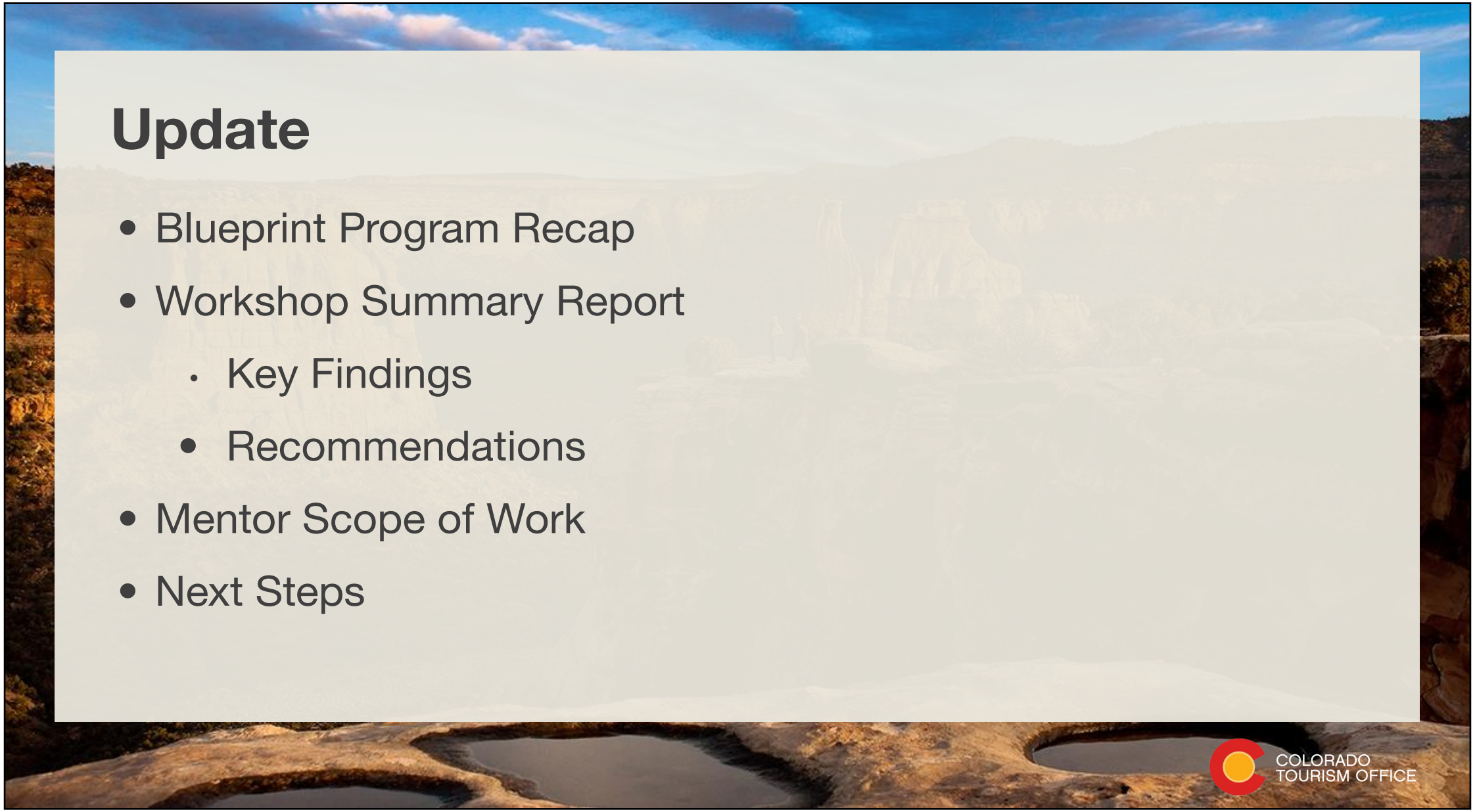
Visitor Center

- Packed and organized Christmas Decorations; decorated workshop for winter
- Organized storage unit at Town Shop, brochure room and completed inventory accounting
- Fully organized closets, drawers, etc at Visitor Center
- Compiled weekly Events & Live Music
- Processed leads and mailed Travel Planners
- Update restaurant hours on spreadsheet shared with businesses and visitors
- Staffed visitor center and assisted visitors 10am-4pm daily
- Developed new inventory tracking system for entire team

Data Analysis

- Worked within Placer.AI platform to set up and organize Point of Interests (POIs) for businesses in construction zone to monitor traffic / business impacts
- Worked within Placer.AI platform to set up and organize Point of Interests (POIs) for all key summer / winter trailheads for PARC efforts
- Met with other Town staff to provide overview of POIs for their uses
- Met with Placer.AI to review POIs and understand data irregularities
- Monthly Analytics reporting and review to inform content calendar
- Review GA4 per Blue Room advice, learn more and assess data accuracy
- Compiled monthly data


Destination Blueprint
Program Update
Pagosa Springs Area Tourism Board
February 5, 2024
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Update
Blueprint Program Recap
Workshop Summary Report
Key Findings
Recommendations
Mentor Scope of Work
Next Steps
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Blueprint Program Recap



Destination Blueprint

Destination Blueprint provides strategic planning support via capacity building, expertise, and research. Program components are:

- Destination Assessment
- Workshop
- 100 hours of consulting



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Destination Assessment

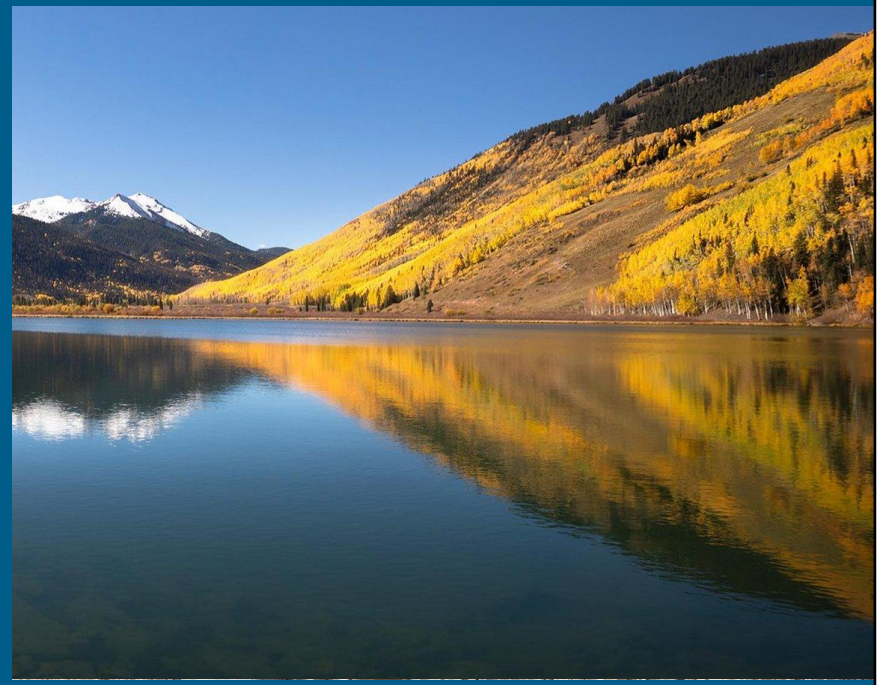
- Research Review
- Core Team
- Stakeholder Survey
- Resident Survey
- Stakeholder Interviews
- Workshop



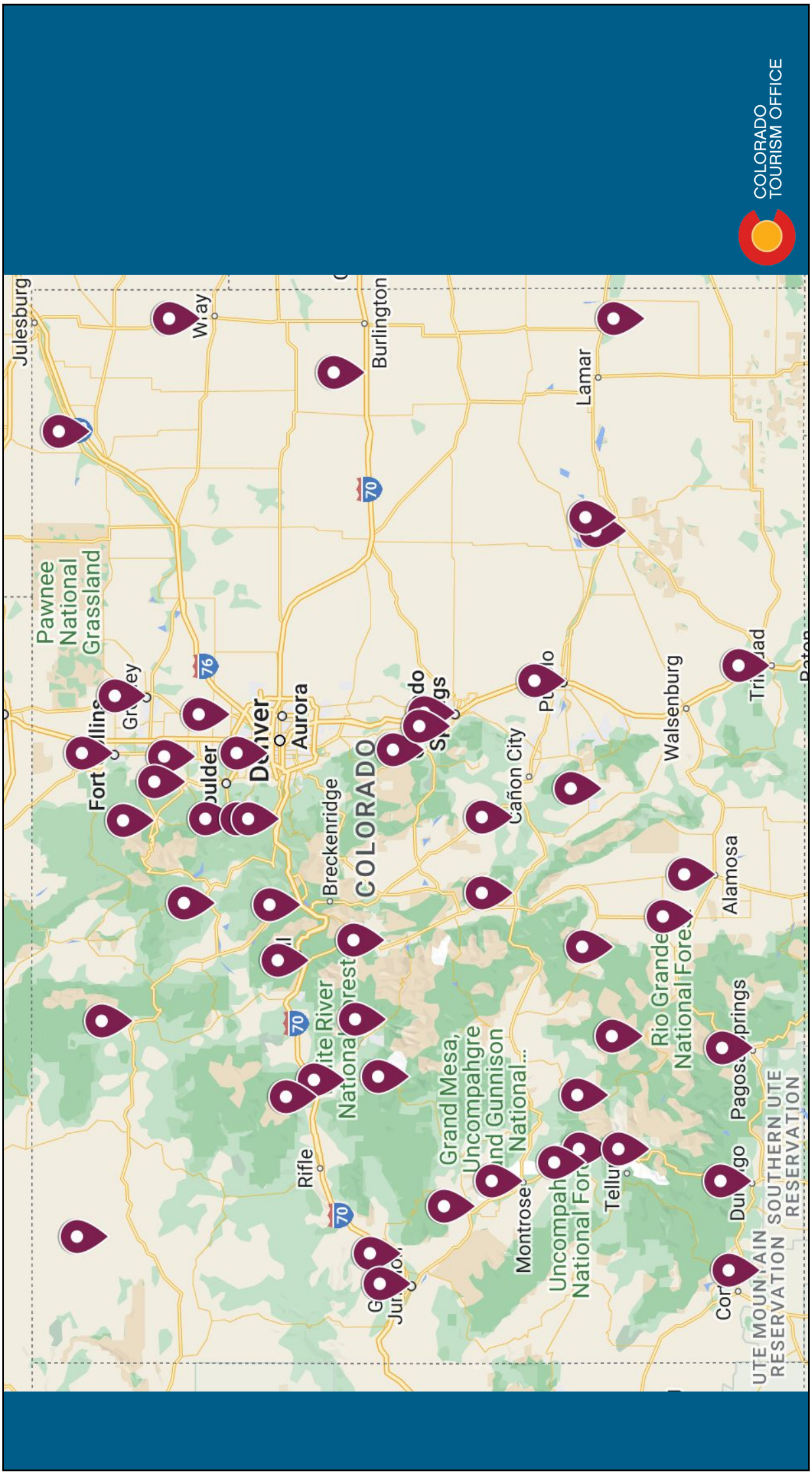
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Pagosa Objectives

- foster collaboration, communication, and trust between local tourism stakeholders
- align on a vision for future tourism marketing and management for Pagosa Springs
- enhance community understanding of the value of tourism in Pagosa Springs



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Julesburg
Wray
Burlington
Lamar
Pawnee
National
Grassland
Fort Collins
Greeley
Boulder
Denver
Aurora
Colorado Springs
Pueblo
Trinidad
Walsenburg
Breckenridge
COLORADO
Cañon City
Alamosa
Rio Grande
National Forest
White River
National Forest
Grand Mesa,
Uncompahgre
and Gunnison
National ...
Rifle
Montrose
Telluride
Durango
Pagosa Springs
Uncompahgre
National Forest
UTE MOUNTAIN
RESERVATION
SOUTHERN UTE
RESERVATION
70
76

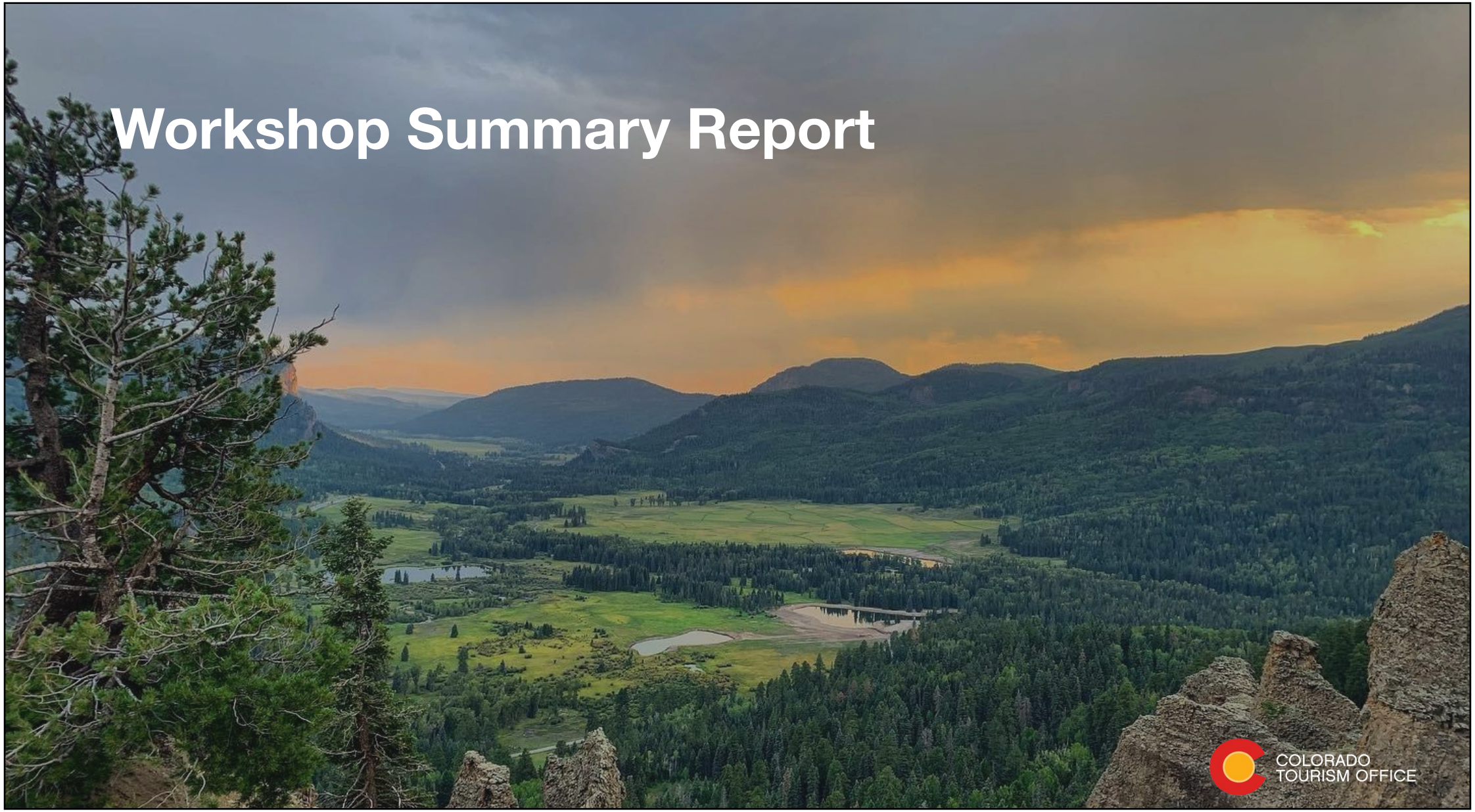
Shared Industry Priorities

1. Advance off-peak tourism opportunities
2. Advance tourism workforce
3. Champion the value of tourism
4. Develop & enhance visitor experience
5. Encourage responsible & respectful use
6. Foster inclusive travel opportunities
7. Promote local businesses & experiences



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Workshop Summary Report



Pagosa Springs Priorities

1. Advance off-peak tourism opportunities
2. Champion the value of tourism
3. Develop & enhance visitor experience
4. Promote local businesses & experiences



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Resident Survey Key Findings

- more respondents agree that tourism is headed in the right direction than headed in the wrong direction
- a slight majority of respondents agree that the “positive impacts of tourism outweigh negative impacts”
- respondents agree that winter, spring, and fall have capacity for more visitors



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Stakeholder Survey Key Findings

- top concerns construction impacts and **resident tourism sentiment**
- PSTAB priorities promoting local businesses, driving off-peak visitation, and **championing tourism**
- positive about business
- tourism is essential to success
- more aware of marketing efforts than management efforts of PSATB



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Workshop Priorities

- Champion Value of Tourism
- Advance Off Peak Tourism
- Promote Local Businesses and Experiences
- Develop and Enhance Visitor Experiences



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How to Proceed?

- Residents say caution, slow down
- Businesses say let's go!



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Mentor Scope of Work



Scope of Work

- Residents say caution, slow down
  - Don’t know about management efforts
  - 1 in 5 say tourism greatly diminishes their quality of life

- Businesses say let’s go!
  - Don’t know about management efforts
  - Said resident sentiment is a top threat to tourism



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Scope of Work

- Champion Value of Tourism
  - audit current communications
  - recommend improvements
  - capture management stories
  - develop distribution plan
  - provide guide to how to continue



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THANK YOU

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AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 05 Feb 2025
FROM: Jennifer Green, Tourism Director

PROJECT: 2025 Event Funding

ACTION: Discussion and Recommendations

PURPOSE/BACKGROUND:

Included in the packet is an overview of all funding requests received for 2025 thus far. The 2025 application was emailed to all known event organizers and all previously funded organizers in late December 2024 and early January 2024. The Board considers any new requests as they are submitted, as long as funds remain. A few areas of consideration:

- The attached spreadsheet tracking requests includes total amount of funding in 2022 - 2024, which includes stage rental fees paid by tourism
- The link to the spreadsheet with historical amounts paid directly to event organizers: https://docs.google.com/spreadsheets/d/10sao3FGXJxB8Cusxij7J062Qj29-X2TD/edit?usp=sharing&ouid=100188597006051921201&rtpof=true&sd=true
- Stage rentals for 2025 is the same as 2024 - the daily rental fee is $300, with $500 security deposit; the event trailer is $100 / day. The form to request the stage / event trailer is: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link
- Staff works with event organizers to ensure applications are complete; incomplete applications are not brought to the Board

The Tourism Board has identified the following criteria to weight funding requests, as follows:

- New events and / or new requests will be weighted stronger than existing events.
- Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May, excluding holidays, June - September, spring break, etc.).
- Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
- Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

The event application also includes helpful information for organizing an event, including a checklist to organize an event, contacts for lodging properties, contacts for food trucks and link to request stage and event trailer. Staff also offers consulting for event organizers, provides free promotion of all tourism-related events through our channels and additional support, outlined in the application.

The Board asked Director to explore options to find others to take on events, so tourism staff isn't organizing community events. Town and County staff is planning to discuss Big Spring Clean soon. Director has found an event organizer willing to take over Halloween Hootenanny. After many discussions with various entities over the last month, Director does not think it is feasible to get anyone else to handle the 4th of July parade for the Town (Town staff has a meeting to

discuss 2/4/25), Lighting contest or Old Fashioned Christmas. Director will bring a budget for trash and recycling service, lighting contest, Hootenanny (with 3rd party event organizer), reusable cups and other event-related expenses during the March meeting. The Board should anticipate $20,000 - $30,000 for all of the above.

Additionally, Director has received funding applications and discussed processes with other communities for future consideration. Many have a grant review team that reviews applications and submitted information according to established criteria without interviewing applicants. The grant review team makes decisions based on the scoring of the application. This process is similar to how the CTO handles grant requests. Director can explore further for 2026 funding, if the Board is interested in changing the process.

ATTACHMENTS:

2025 Event Funding.xlsx - 2025 Event Funding

Event	Event Date(s)	Amount Requested	Marketing Level	2024 Final Report Submitted	Lodging Support Letters	Budget Provided	Stage Use	Event Trailer Use	Funds Requested For	# of Years Funding Granted	2024 Amount Funded (includes stage fees)	Historical Amount Funded (directly to organizer)	$$ Proposed
Pagosa Farmers Market	Summer 2025 June-September	$3,700	Tier 1	Yes	N/A	Yes	No	No	See Job Descriptions Attachment	5+	$3,700	$15,700	
Big Picture Classic	5/18-5/19/2025	$5,000	Tier 2	N/A	Yes	Yes	No	No	Park Rental, Advertising, Cash Prizes	0	$0	$0	
Reggae in the Park	6/21/2025	$10,000	Tier 2	Yes	Yes	Yes	Yes	Yes	Sound, Tent Rental, Advertising, Headliner Band	2	$7,500	$10,550	
Life at Chimney Rock	6/7-6/8/2025	$2,646	Tier 1	N/A	N/A	Yes	No	No	Lodging in Pagosa Springs for two Native American Dance groups and art vendors.	5+	$0	$40,000	
Pagosa Springs Summer Concert Series - Sunrise Fest	5/24/2025	$10,000	Tier 2	N/A	Yes	Yes	Yes	Yes	Infrastructure, Marketing and Communications, supplies and contingency funds, music/artist fees	0	N/A	$0	
Pagosa Springs Summer Concert Series - High Noon Fest	7/4/2025	$15,000	Tier 2	N/A	Yes	Yes	Yes	Yes	Infrastructure, Marketing and Communications, supplies and contingency funds, music/artist fees, event staff	0	N/A	$0	
Pagosa Springs Summer Concert Series - Sundown Fest	8/30/2025	$10,000	Tier 2	N/A	Yes	Yes	Yes	Yes	Infrastructure, Marketing and Communications, supplies and contingency funds, music/artist fees	0	N/A	$0	
Pagosa Paddle 2025	5/9-5/10/2025	$3,400	Tier 2	Yes	Yes	Yes	No	No	$1000 / Event Tee shirts $750 / Four 5W waterproof Walkie Talkie $210 / Event insurance $1000 / Professional Timing $400 / Marketing	5	$5,700	$16,700	
Barktoberfest (formerly Oktoberfest)	10/4/2025	$5,000	Tier 2	Yes	Yes	Yes	Yes	Yes	Band and their lodging.	3	$0	$11,000	
Brews for Rescues Beer Fest	4/26/2025	$5,000	Tier 2	Yes	Yes	Yes	Yes	Yes	Then money received will go to provide lodging for brewers and the band.	3	$5,000	$13,000	
		$69,746											

NEW BUSINESS V.1.

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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 *

paulineb@centurytel.net

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- (●) Tier 1: Marketing Available to all Events
- ( ) Tier 2: Marketing available to Events with Lodging Partnerships
- ( ) No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 Farmers Market

Proposed Event Date(s) *

MM DD YYYY

06 / 21 / 2025

Amount of Funding Requested *

$3,700

Name of Producing Entity *

Southwest Organization for Sustainability

Contact Person *

Pauline Benetti

Phone Number *

9703821526

Email Address *

paulineb@centurytel.net

Event Website *

sospagosa.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

The vendors of the Pagosa Farmers Market

2025 Event Funding Application: Event Description

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.

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. *

Tennyson Sculpture Garden & Park

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

No

Description of the event and its activities. *

The 2025 Pagosa Farmers Market will provide our traditional venue for Growers, Producers & Makers every Saturday morning from 9 to 1, June thru September. It will include local/regional small growers (field, greenhouse and backyard) and local food producers (eggs, cheese, meat, bread, honey, jams, teas, herbal preparations, etc.) In addition, local Makers will provide art, jewelry, photography, ceramics, carved wood items, handsewn items. We will again open in our new location - the Tennyson Sculpture Garden & Park. In addition, we will feature food demonstrations by local chefs and music by local musicians. We expect the number of vendors and customers to increase and visitors again to outnumbered locals, proving once again that the Market is a prime attraction in our community.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

Pagosa Farmers Market has created a unique partnership with area food growers and producers who provide produce, baked goods, meats, herbal preparations, preserved foods, etc. and with Makers of non-food goods such as jewelry, art and household good. The Market provides a variety of amenities to these vendors: a pleasant venue attractive to tourists and locals alike, collection and remittance of state sales tax, facility for accepting SNAP and debit cards, and an extensive marketing plan . The rental space fees collected from the vendor passes directly to the property owner. Market expenses are covered by grant funding, SOS membership and donations.
In turn the vendors provide a means for the Market to accomplish its Mission - to provide a venue for local and regional Growers & food Producers and Makers to sell their goods to benefit themselves, our community and the earth.

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

Other partnerships include local area businesses and public service that advertise the Market to their customers and clients, for example, bakeries and food outlets, library, visitor's bureau, Department of Human Services, CSU Extension, newspaper, and radio. In addition, we have partnered with the Healthy Archuleta in a joint effort to increase the local food supply and are promoted on their website and publications.

Overall Anticipated Attendance *

2700

Anticipated Attendance: Percentage Local *

47

Anticipated Attendance: Percentage Visitor *

53

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

20

Number of Volunteers Needed: *

3

Number of Event Staff Needed: *

3

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

Most importantly from the point of view of the PSATB, the event provides visiting tourist a prime destination. Confirmation of this fact comes from the numbers of tourists who visit the market as well as advance telephone inquiries from tourist regarding the market dates. Support also comes from 2021 data, collected when we controlled entrance to the Market (Covid precautions) and literally counted the number of locals and visitors and recorded where they were from. The results indicated that visitors outnumber locals 58% to 42% with a total attendance of 3,674. Other benefits to the community at large: 1) the event provides a venue for local vendors; thereby benefiting them economically as well as the area economy; 2) the venue contributes to the growth of our local/regional food supply reducing the potential risk of long distance supply chains (a major learning of the pandemic), 3) the event offers customers a supply of local, sustainably produced foods; 4) the event allows the Farmers Market to pursue its mission - to provide a venue for local and regional food producers and select non-food producers to sell their products to benefit our community and the Earth.

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

- [ ] Tent
- [x] Live Music
- [ ] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ○ 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- ○ Yes
- ◉ No
- ○ Maybe

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

Please examine the attachment. These job descriptions have a twofold purpose. They keep us organized and they illustrate why it is no longer possible to expect volunteers alone to support the Market. The Market is an economic enterprise contributing to the economic vitality of the town and needs paid staff.
In short, funding from PSATB will go toward paying staff - the Market Coordinator who must be present for the 14 market days from 7:30-1:30 and who is also responsible for providing music for those same markets and the Market Administrator who must deal with incoming and outgoing transactions as well as local, state and federal deadlines.
Currently, the Market Manager is a volunteer position; however, the need for paid staff here is anticipated in the foreseeable future.

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

In addition to advertising through Visit Pagosa, we will: place ads in the SUN; submit articles to the SUN, to Pagosa Daily Post, to the Chamber bi-monthly and weekly newsletter; place posters around town; schedule radio interviews with the Chamber and with KWUF. Social Media advertising includes PFMkt fb, Chamber fb plus a variety of other fb pages that we follow.

What other funding or grants have you applied for? *

At this point in time, none.

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

- (●) Yes
- ( ) No
- ( ) Maybe

Please explain *

With the support of public funding the Pagosa Farmers Market has been able to support market with staff at a crucial point in time when it has become evident that volunteers could no longer do the job. Funding will be needed to insure the future of the Market. Were that funding to cease a very much reduces version of the Market could possibly continue, one that would be much less attractive to tourist.

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

Continuously...

2025 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? *

37

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. *

Until the Market grows significantly in size (30-45 vendors) and can find a prime location that does not cost (as Durango Farmers Market has), it will always require sponsors. It is a public service not a profit-making event. We work to grow the event through publicity and by collaborating with other organizations such as Healthy Archuleta in their efforts to increase the local food supply. Our request for approximately 30% of total expenses will probably remain consistent, absent significant growth or a no-cost location.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Farmers Market 2025 Budget	
Booth Fees	$ 3,400.00
Gifts and Contributions	$ 50.00
PATB Grant	$ 3,700.00
Projected 2024 Revenues	**$ 7,150.00**
Anticipated Expenses	
Administration	
Staff salary - Market Manager - volunt	$ -
Staff salary - Market Coordinator	$ 2,200.00
Staff salary - Market Administrator	$ 1,500.00
CFMA Membership	$ 100.00
Insurance	$ 300.00
Trailer Registration	$ 70.00
Office Supplies	$ 100.00
Chamber Membership	$ 175.00
Rent to Tennyson Sculpture Park	$ 3,600.00
Scholarship for Vendors who can't affo	$ 300.00
SNAP/Debit Card Handling Fees	$ 350.00
Permits (business liscens, sign fee)	$ 75.00
Administration sub-total	**$ 8,770.00**
Marketing and PR	
Farm Fresh Directory	$ 25.00
Just Click It	$ 175.00
Webhosting and Service Fees	$ 200.00
SUN ads	$ 775.00
Printing	$ 25.00
Marketing sub-total	**$ 1,200.00**
Total 2025 Expenses	**$ 9,970.00**
Anticipated Shortfall	-$ 2,820.00

Pagosa Farmers Market - Job Descriptions
Manager, Coordinator, Admin/Treasurer

Market Manager

1. Ongoing Contacts: Organizations (before season starts)
    a. USDA Contact for SNAP program participation; contract must be reauthorized periodically (4-5 years) ; notification comes from USDA; reauthorized 2021; when change in mkt mgr, new mgr must contact USDA (SS#, photo id, email address, phone #)
    b. Colorado Farmers Market Assn: membership, request SNAP coupons & Mkt bucks, confirm entry in Farm Fresh Directory (Dept of Ag) ; yearly
    c. Merchant Source (Kim Lyons) contact for EBT terminal; notify provider to activate/deactivate EBT terminal; activation takes 24-48 hrs followed by an appointment with tech support for a PARM update; MS will notify to call their office (800-3135198)
    d. State Sales Tax License (for collecting/and submitting sales tax from vendors) renew periodically.
    e. Town Business License: renew online yearly;
    f. Trailer Registration: renew yearly, county office
2. Ongoing Contacts: Growers (before season and after)
    a. Invite all vendors to new season mtg; enlist interested vendors as members of Advisory Team: January. Periodic meeting with Advisory Team.
    b. Update PFM application and Rules & Regs.; upload to SOS website with an announcement of Market Opening & Offerings: March/April
    c. Distribute updated PFM application and Rules & Regs. to new and returning vendors with a welcoming cover letter that includes benefits; March/April
    d. Send out End of Season letter with benefits, successes, invitation, etc.
3. Fundraising:
    a. PSATB funding (year -end report, & budget vs actual; application & budget): Due beginning of year
    b. Other sources of funding?
4. Staffing & Location: (begins before season)
    a. Staff –Adm/Treasurer & Coordinator: Determine their availability or recruit new and sign contracts
    b. Evelyn Tennyson - Tennyson Sculpture Park and Garden ad Evelyn Tennyson; Lewis Street Properties LLC; 475 Lewis St. a) Negotiate location agreement and vendor fees; b) calculate monthly vendor rental fees monthly and send attendance spreadsheet to treasurer for payment to TSP&G
    c. PFMkt insurance: negotiate liability coverage for PFMkt and SOS
5. Publicity: Before, During & after
    a. Article & Photo for PS Visitors Guide (Jan/Feb)
    b. During season: periodic articles and photo written and sent to both the Pagosa Sun & Pagosa Daily Post
    c. Ad with the Pagosa Sun
    d. Interview on KWUF Community program
    e. Periodic PSA to KWUF & interview

f. Interview with chamber
g. Update Graphic for flyer, Print and coordinate volunteers to distribute; continue to check and resupply

Market Manager & Market Coordinator

1. Community Outreach (before, during and after market season)
    a. Use all available meetings, contacts, leads, networking to locate growers who might be interested in selling at the Market: or musicians who are interested; ongoing throughout year
    b. Use all available meetings, contacts, leads, networking to locate SNAP recipients who might be educated to chose the market as their source of vegetables and other foods.
    c. Identify and secure 2-3 volunteers that can help set up and do business of the market
    d. Provide a report of the outreach conducted including who, what, when and outcome, so to plan for future market seasons and to maintain a system of records for outreach efforts and contacts

Market Coordinator

1. Prep Work for market
    e. Check supply of small and large manila envelopes
    f. Check supply of labels for small manila envelopes
    g. Update reporting sheet for vendors with current market days
    h. Check the Checklist for Double up Food Bucks (DUFB)
    i. Prepare sheet explaining different vouchers
    j. Prepare customer surveys
2. During Market work: Nourish Colorado
    a. Contracts to Vendors; distribute and collect
    b. Distribute large manila envelope including
        1. Customer Voucher Sheet
        2. Vendor Redemption sheet
        3. Voucher Explanations
    c. Complete Customer Voucher Sheet with each customer as needed
    d. Ask each customer to complete the Customer Survey
    e. Collect large manila envelope at end of day from vendors who have vouchers for reimbursement; check contents
    f. Check off vendors under “Vouchers” as they turn in large manila envelope
    g. Separate out different voucher types and rubber band and identify by market date.
    h. Complete Vendor Redemption Sheet then distribute reimbursement checks to vendors; ask vendor to initial receipt
3. During Market Work: Attendance, Sales Tax and booth fee
    a. During market check attendance on spreadsheet; verify attendance for following week; remind vendors to call if plans change
    b. Distribute small envelopes at noon; only vendors who need to pay a booth fee (have not paid for season) or who are using SOS to process sales tax will receive and turn in

   c. Collect at close of market and check off each vendors as they turn in envelop: booth fee, vouchers, sales tax and onetime PS business license
   d. At end of market: 1) turn over small envelopes to treasurer for Sales Tax reporting; 2) turn over large envelopes with vouchers for reimbursement and attendance sheet to treasurer
4. Identify and contract with local musicians to play during market.

Market Admin/Treasurer (CFO)

1. Year Round: Use Quick Books to handle finances
2. Year Round: Pay general expenses
3. Year-Round: Reconcile monthly bank statements
4. Year-Round: Reimburse Online vendors for sales
5. Before Season: reconcile usage of SNAP coupons and request new supply from CFMA
6. Before Season: prepare contracts
7. Before Season: Prepare draft budget for funding requests.
8. Before & end of Season: Contact for Nourish Colorado; sign contract; request Double Up Buck; Submit copies of market records to reconcile usage.
9. Market Season: Pay TSG&P rental fees monthly based on attendance spreadsheet figures from Market Mgr
10. Market Season: Weekly, remit vendor sales tax to state
11. Market Season: Weekly, Reimburse vendors for coupons (SNAP, Market Bucks, Double Up, Area Agency on Aging)
12. Market Season: Reconcile statements from Merchant Source for EBT usage
13. Market Season: pay contractors
14. Manage grant finances
15. End of Season: Prepare and submit 1099s for contractors
16. Keep Market Mgr apprised of financial status

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 *

paulineb@centurytel.net

Event Name *

Pagosa Farmers Market

Event Date(s) *

June1, 2024-September 28,2024

Contact Person *

Pauline Benetti

Phone Number *

9703821526

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 grant from the Tourism Board was $3700. Of that sum $2130 was paid to the Market Coordinator who was present and responsible for 5 hours every Saturday for each of the 12 Markets during the season and was also responsible for providing music during each of the markets.$1611 was paid to the Market Administrator who was responsible for the collection of funds, the payment of obligations and year-end obligations.
Future expense: Market Manager – (active year-round: maintains contacts with 5+ organizations, fund raising, publicity, vendor identification & recruitment, application updating & distribution, staffing) Currently a volunteer position however, actively recruiting staff. - $2,000 (estimate.)

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. *

Our vendors sell the highest quality goods! Our growers have garden fresh, natural vegetables & mushrooms; Our producers bring in locally raised meat products, fresh eggs, local honey & jam, freshly baked good, etc. Our artists, artisans and makers are local and first rate. These are our strengths. Improvement would come with an increase in the numbers and variety of vendors,
So what are we doing to promote growth? We are actively working with a small group of backyard growers to prepare them for participation in the Small Growers Coop (a group subsidized by the PFM whose members bring produce to the market when they have surplus.). We are working with Healthy Archuleta and CSU to encourage participation in the Cottage Food Program which would then allow producers to sell their goods (canned, dehydrated, pickled) at the market. We are reaching out to our local makers to encourage participation at the market.

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

This year's Market was held at the Tennyson Sculpture Garden and Park for the first time. Our vendors overwhelmingly report that the change in location produced significantly results. Everyone reported increased sales both from local customers and visitors. This was especially true for visitors during July and August. One vendor of lavender products which would appeal more to visitors than locals, reported sales in Pagosa outstripped their sales in Durango! The new site is central to downtown; it is very attractive and our product quality is high.

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

Our collection of feedback was quite informal this year and was done by our student intern who simply engaged folks in conversation. Her reports were uniformly positive. In 2025 we will look for an intern who is able to administer and quantify a survey of visitors to determine answers to the questions posed on the next page.

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

We opened with 18 vendors and averaged 15 throughout the season. This is a huge improvement over last year when tops was 10 and average was 7. Vendors were simply more interested in the new location and their return on investment was far superior. The future 2 or perhaps 3 years are uncertain given the CDOT project.

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 *

2700

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

The above estimate is 3/4 of the attendance figures for 2021 when we controlled entrance to the Market.

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

0

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

0

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

Based on previous surveys most of our attendees came from out of state, next regional and very few intyernational

Provide percentages of the top 5 markets attendees traveled from:

0

Average age and income bracket of attendees. *

0

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

Not relevant for PFMkt

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

Not relevant for PFMKt

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Farmers Market 2024 Budget			2024 Actuals
Booth Fees	$ 3,000.00		$ 3,360.00
Gifts and Contributions	$ 50.00		$ -
PSATB Grant	$ 2,500.00		$ 3,700.00
CDC Intern Reimbursement			$ 1,440.00
Projected 2024 Revenues	**$ 5,550.00**		**$ 8,500.00**
Anticipated Expenses			
Administration			
Staff salary - Market Manager - volunt	$ -		
Staff salary - Market Coordinator	$ 1,600.00		$ 2,130.00
Staff salary - Market Administrator	$ 1,200.00		$ 1,611.50
Summer Intern			$ 1,440.00
CFMA Membership	$ 100.00		$ 100.00
Insurance	$ 60.00		$ 297.00
Trailer Registration	$ 70.00		$ 70.00
Office Supplies	$ 200.00		$ -
Chamber Membership	$ 175.00		$ 175.00
Rent to Tennyson Scupture Garden &	$ 3,000.00		$ 3,580.00
Scholarship for Vendors who can't affo	$ 500.00		$ 260.00
SNAP/Debit Card Handling Fees	$ 175.00		$ 316.52
Permits (business liscens, sign fee)	$ 75.00		$ 50.00
Administration sub-total	**$ 7,155.00**		**$ 10,030.02**
Marketing and PR			
Farm Fresh Directory	$ 25.00		$ 25.00
Just Click It	$ 100.00		$ 157.86
Webhosting and Service Fees	$ 200.00		$ 191.71
SUN ads	$ 500.00		$ 270.00
Printing	$ 25.00		$ -
Marketing Materials			$ 900.00
Marketing sub-total	**$ 850.00**		**$ 1,544.57**
Total 2024 Expenses	**$ 8,005.00**		**$ 11,574.59**
Anticipated Shortfall	-$ 2,455.00		-$ 3,074.59

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 / 21 / 2025

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.facebook.com/ReggaeInTheParkPagosaSprings?mibextid=ZbWKwL

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.

2025 Event Funding Application: Event Description

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.

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

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.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

As part of our ongoing efforts to ensure that attendees of Reggae in the Park 2025 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 2025, but last year we worked with 15 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

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

5

Number of Volunteers Needed: *

20

Number of Event Staff Needed: *

5

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, 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): *

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- (●) 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) 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 2025 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 2025. 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 2025, 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 2025 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 2025? If yes, for how many years beyond 2025? *

as many as possible

2025 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 is to reduce our reliance on funding from the Tourism Board while ensuring the continued success and growth of the event. We understand the importance of fostering a self-sustaining model that allows us to maintain the quality and scale of the event without burdening the tourism budget year after year.

For Reggae in the Park 2025, we are requesting approximately 40% of the event's total budget from the Tourism Board. While this amount will allow us to host a high-quality event with continued community engagement, we are committed to working toward reducing this percentage in the future. With the support of our growing list of sponsors, which in 2024 included 15 key partners, we are able to offset a substantial portion of the event's costs. These partnerships are vital to our funding model and, along with our revenue from beer sales (which partly supports local nonprofits), help us to sustain the event and raise money for important community causes.

That being said, in future years, our goal is to reduce the amount requested from the Tourism Board to approximately 20 - 30% of the total budget. We believe that with continued sponsorship growth, better revenue generation strategies, and expanding our fundraising efforts, we will be able to minimize the need for additional funding, all while ensuring that the event remains as impactful and successful as it is today.

Without a reasonable level of support from the Tourism Board, however, the event’s size and impact will undoubtedly be reduced. Funding is crucial to securing top-tier talent, promoting the event across multiple platforms, and managing logistics that ensure the event’s success. We are committed to a strategic approach that balances sustainable growth with an ever-decreasing reliance on external funding, allowing Reggae in the Park to continue bringing significant tourism to Pagosa Springs while supporting local businesses, nonprofits, and our vibrant community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Stage	300
Setup trailer	100
Liquor license	100
Park rental	100
tent	2,485
Production comp	2,500
Porta Johns	905
Catered food	500
Bands	12,805
Beer	2,000
Ice	300
Banners	200
Promotions	2,000
Graphic design	300
Wrist bands	400
Insurance	960
Security	750
sound	2,000
Work Crew	1,000
Total	29,705

January 15, 2025

To Whom It May Concern:

It is with pleasure that I write in support of Four Corners Flyers and their efforts to promote their annual Reggae In the Park concert. We plan to partner with the FCF by giving 10% off all our hotel rooms as well as blocking off rooms for that particular weekend of Friday 6-20 and sat 6-21 at The West End Lodge. Our hotel is proud to support this event and appreciate your support of it as well.

Sincerely,



Martin Kuros
Owner/ operator – West End Lodge

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 *

fourcornersflyers501c3@gmail.com

Event Name *

Reggae in the Park

Event Date(s) *

June 15th

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.

The funding provided by the tourism board was utilized thoughtfully and strategically to ensure the successful execution of the 2024 Reggae in the Park event. This report provides a detailed breakdown of how the allocated funds were used to enhance the event's quality, attract attendees, and support a positive overall experience for all participants.

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1. Sound and Crew - $2,000

A significant portion of the budget was allocated to hire professional sound technicians and event crew. This investment ensured a seamless and high-quality audio experience, which was crucial for both performer delivery and audience enjoyment. The funding covered equipment setup, on-site management, and technical troubleshooting throughout the event, guaranteeing flawless execution of the live performances.

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2. Advertisement with KSUT - $795

Effective promotion was a priority to maximize attendance and community engagement. The funds invested in advertising with KSUT included targeted radio promotions, event announcements, and sponsorship slots. This strategy leveraged KSUT's broad listener base to build anticipation and increase visibility for Reggae in the Park 2024, ensuring robust attendance.

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3. Tent Rentals - $1,323.57

To prioritize attendee comfort and safety, a portion of the budget was allocated for tent rentals. These tents provided shaded areas, protecting guests from prolonged sun exposure and contributing to a comfortable environment. By offering essential amenities, the event was able to maintain strong attendance throughout the day, encouraging guests to fully enjoy the performances and activities.

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4. Kbong Performance Fee - $3,500

As the headline artist, Kbong was a critical draw for the event, and his performance fee accounted for the largest portion of the funding. Securing such a popular and talented performer was key to boosting attendance and elevating the event's overall reputation. This investment directly contributed to the excitement and energy that made Reggae in the Park 2024 a standout success.

Total Amount Spent: $7,618.57
Overage of 118.57 covered by event coordinator and funds raised.

The financial support from the tourism board was instrumental in addressing these essential components of the event. Each allocation was made with the goal of enhancing the quality, safety, and appeal of the festival. The strategic use of funds resulted in a highly successful event that was well-received by attendees and showcased the vibrant cultural offerings of our community.

We sincerely thank the tourism board for their support in making Reggae in the Park 2024 a memorable and impactful experience.

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. *

Event Strengths

-Exceptional Use of Venue Grounds
The layout and organization of the event grounds were among the standout features. Vendors were easily accessible, creating a seamless experience for attendees. Additionally, the availability of shaded areas enhanced guest comfort, allowing for an enjoyable experience throughout the day.

-Record-Breaking Attendance
Attendance numbers exceeded expectations, reflecting the event's growing popularity. The headlining act played a key role in attracting a diverse audience from multiple states, underscoring the event's regional appeal and reputation.

-High-Quality Entertainment
The headlining performance captivated attendees and was a major draw for out-of-town guests. This contributed to the event's vibrant atmosphere and positive reception.

Event weaknesses

-Volunteer Engagement
The event would have benefited from a larger number of volunteers to assist with crowd interaction and data collection. While efforts were made to gather information about attendees, much of the focus was limited to ID checks at beer stations, which provided only partial insights into the demographics of the crowd.

-Opportunities to Connect with Attendees
With additional support, there could have been more engagement with attendees to foster connections, gather feedback, and enhance the overall guest experience. This represents an area of opportunity for future events.

Recommendations for Improvement

-Expand Volunteer Program
Future events should focus on increasing volunteer recruitment and assigning clearly defined roles. Volunteers can help with tasks such as engaging with attendees, collecting demographic data, and providing general support throughout the event. A larger team will ensure greater outreach and enhance the event's operations.

-Enhanced Data Collection Strategies
Incorporating tools like digital surveys, QR codes, or mobile check-in stations can help collect more comprehensive data about attendees. These methods will allow for better insights into audience demographics, including the number of out-of-town visitors, which is valuable for marketing and funding purposes.

-Increase Crowd Interaction Opportunities
Creating designated spaces or activities for attendees to interact with volunteers or event staff can elevate the guest experience. Options include feedback stations, roaming ambassadors, or information booths to engage with guests in real-time while also gathering meaningful insights.

Conclusion

The 2024 Reggae in the Park event was a tremendous success, showcasing thoughtful planning, strong attendance, and exceptional entertainment. While challenges such as volunteer engagement and data collection were noted, these present opportunities for growth. By addressing these areas and building on the event's strengths, future events can continue to exceed expectations and solidify their reputation as a highlight of the regional cultural calendar.

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

The 2024 Reggae in the Park event marked a significant milestone in its history, demonstrating remarkable growth compared to previous years. Since its inception, the event has steadily gained momentum, evolving into a highly anticipated community gathering and regional attraction.

In its inaugural year, the event welcomed an estimated 300 to 500 attendees. While modest, this turnout laid the groundwork for future expansion. By 2023, through increased community engagement and strategic planning, attendance grew to approximately 1,000 people, showcasing the event's rising popularity and impact.

The 2024 music event exceeded all expectations, drawing over 2,000 attendees to our town for a single-day celebration. This unprecedented growth is a testament to the dedication and strategic efforts of the event organizers. Key factors contributing to this success included targeted marketing campaigns, partnerships with a high-profile headlining performer, and a commitment to creating an exceptional experience for all attendees.

The year-over-year performance underscores the increasing influence of Reggae in the Park as a music event that not only brings the community together but also attracts visitors from across the region. This growth highlights the event's potential to deliver economic benefits while enhancing the cultural vibrancy of the town.

Looking ahead, continued efforts to enhance programming, expand promotional outreach, and deepen guest engagement will ensure that Reggae in the Park builds on its success and solidifies its reputation as a must-attend music event.

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

The feedback from attendees of the 2024 Reggae in the Park event has been overwhelmingly positive, highlighting a high level of satisfaction with both the event experience and its overall atmosphere. This year's efforts to curate a well-rounded, engaging, and enjoyable environment have resonated strongly with attendees, contributing to a memorable experience that many expressed excitement about returning to in the future.

One of the standout aspects of the event was the headlining band, which exceeded expectations and left attendees astonished at the caliber of talent performing in Pagosa Springs. This achievement reflects the success of the organizing team's diligent work in securing top-tier entertainment and creating a music event that rivals larger markets.

Additionally, the event showcased the best of the local and surrounding areas by featuring over 10 vendors, multiple food options, and breweries serving a variety of beers. This diverse offering not only enhanced the attendee experience but also supported local businesses and fostered a strong community connection.

The overall atmosphere was frequently praised, with attendees commending the thoughtful inclusion of amenities such as a giant shade tent, high-quality sound systems, and a lineup of exceptional bands. These elements combined to create an enjoyable and comfortable environment that was as much about the music as it was about the guest experience.

The positive feedback received underscores the event's success in meeting and exceeding attendee expectations, with many indicating a strong intent to return in the future. Building on this success, future events can continue to prioritize high-quality entertainment, diverse vendor participation, and thoughtful amenities to ensure sustained satisfaction and long-term growth.

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

The potential for growth of Reggae in the Park is truly unlimited. Since its inception, the event has demonstrated remarkable year-over-year expansion, with attendance more than doubling each year. This trajectory highlights the significant demand and enthusiasm for the event, signaling the opportunity to elevate it to a level of prominence no one initially imagined. With continued effort, strategic planning, and strong community and stakeholder support, the event can become a cornerstone cultural attraction for Pagosa Springs and the surrounding region.

Future Plans

To sustain and build upon this growth, we are implementing several forward-looking strategies:

1. Introducing a Nominal Admission Fee
To ensure the event's continued success and ability to attract high-quality performers, we plan to introduce a minimal attendance fee. This revenue stream will support efforts to secure talent equal to or greater in caliber than previous years, further enhancing the event's reputation and drawing power. While we recognize this shift may initially impact attendance, we are confident that the value delivered will justify the cost and retain a loyal audience base.

2. Ongoing Collaboration with the Tourism Board
Continued support and funding from the tourism board are critical to maintaining and expanding the event's reach and quality. The tourism board's investment allows us to market effectively, provide exceptional amenities, and ensure the infrastructure is in place to host thousands of attendees. This partnership is essential to positioning Reggae in the Park as one of the largest—and most impactful—music events in Pagosa Springs.

3. Enhancing the Local Impact
A key focus will remain on supporting local businesses and the community by incorporating vendors, breweries, and other regional contributors. This approach not only enhances the attendee experience but also fosters a positive economic impact on the town, aligning with the broader goals of tourism development.

Vision for the Future

With the continued support of the tourism board and our commitment to thoughtful growth, Reggae in the Park has the potential to become a flagship event, drawing attendees from across the region and beyond. By balancing quality programming with accessibility, and by prioritizing strategic investments, we can ensure that the event remains an enduring success. Our vision is to establish Reggae in the Park as a hallmark of Pagosa Springs, bringing people together year after year to celebrate music, culture, and community.

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 *

2000

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

2 volunteers with counters at the front gate/ only entrance into the festival grounds.

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

16

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

50

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

local, 4 corners, Texas, Oklahoma, Florida, California, Arizona, Utah

Provide percentages of the top 5 markets attendees traveled from:

Average age and income bracket of attendees. *

45 income bracket being in the middle and some were around 65k a year

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

To facilitate convenient lodging options for attendees, we partnered with four local hotels in Pagosa Springs/ Archuleta County as official event sponsors. These hotels were prominently featured in our nationwide promotions, ensuring visibility across all marketing materials. Additionally, we displayed large banners at the event venue, showcasing the names of our hotel sponsors for easy recognition.

To further assist attendees, we provided volunteers with a detailed information sheet listing the sponsor hotels, ensuring they could directly and efficiently direct attendees to the appropriate lodging options. This collaborative effort not only promoted our event partners but also enhanced the overall attendee experience by offering clear and accessible lodging recommendations.

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

The lodging impact from Reggae in the Park 2024 was significant, with all of our partner lodging properties in Pagosa Springs selling out the night of the event. Based on our attendance figures and the high demand for local accommodations, we estimate that Reggae in the Park was directly responsible for booking at least 100 room nights across the three partnered hotels. Given the event's popularity, this number is likely higher, as we anticipate our event had an even greater effect on the broader lodging market in the area. We also believe that at least 50% of attendees were from out of town—whether from out of state or neighboring areas like Chama. This influx of visitors would have contributed to additional room bookings throughout Pagosa Springs and surrounding areas, further demonstrating the event's positive impact on local tourism and the hospitality industry. The full lodging picture likely includes many more rooms booked across the town and county, supporting the overall success of Reggae in the Park 2024 and its role in driving economic activity in the region.

This form was created inside of Visit Pagosa Springs.

Google Forms

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 *

Big Picture Classic

Proposed Event Date(s) *

MM DD YYYY

05 / 17 / 2025

Amount of Funding Requested *

5000

Name of Producing Entity *

four corners flyers

Contact Person *

Dave Balina

Phone Number *

9702098960

Email Address *

fourcornersflyers501c3@gmail.com

Event Website *

https://facebook.com/events/s/7th-annual-big-picture-classic/948044273381981/

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

2025 Event Funding Application: Event Description

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.

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. *

Cloman Park Cloman Blvd, Pagosa Springs Co. 81147
Sat. & Sun.
5-18-2025 / 8am - 6pm
5-19-2025 / 8am - 6pm

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

no

Description of the event and its activities. *

The Big Picture Classic is a family-friendly, two-day sanctioned PDGA disc golf tournament held annually at Cloman Park. Scheduled for May 18th-19th, 2025, this premier event brings together approximately 180 players. Many players travel from all over the country, making up around 80% of the tournament field. In previous years, players have come from across the region, with the largest group traveling from Flagstaff, AZ, representing over 15% of the field.

More than just a competition, the Big Picture Classic also serves as a fundraising event for the Pagosa Disc Golf Club, helping to support the growth of disc golf in the community. While the tournament requires pre-registration for competitors, it remains open to spectators, inviting families, friends, and disc golf enthusiasts to enjoy the action in a welcoming outdoor environment.

The event has a minimal impact on Cloman Park, as it utilizes the space as intended for recreation. Additionally, all participants and activities are covered under PDGA liability insurance, and event organizers ensure that all refuse is removed daily, leaving no lasting footprint on the park.

Beyond the competition, the influx of players, families, and spectators brings a visible economic benefit to Pagosa Springs, particularly during a pre-peak season weekend. Visitors stay in local accommodations, dine at restaurants, and explore area attractions, contributing to the local economy.

In addition to the tournament, we will host a player's party at a local bar after Saturday's rounds. This social event will bring players together to celebrate the day's competition, as well as provide an opportunity to share the excitement of the tournament with local residents. It's a great chance for the community to connect with visitors and learn more about the event and the Pagosa Disc Golf Club, fostering a sense of camaraderie between players and the town.

We look forward to another successful year and to strengthening our partnership with the community.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

We are pleased to partner with West End Lodge for the Big Picture Classic Disc Golf Tournament. They will be blocking rooms for both players and spectators, ensuring convenient and comfortable accommodations during the event.

This collaboration supports the tournament's success while benefiting the local economy by providing lodging options for participants and visitors. West End Lodge's involvement will help enhance the overall experience, fostering stronger connections between the event and the Pagosa Springs community.

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

In the past we have had a few sponsors , and we plan to acquire some this year also.

Overall Anticipated Attendance *

220

Anticipated Attendance: Percentage Local *

20

Anticipated Attendance: Percentage Visitor *

80

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

175

Number of Volunteers Needed: *

2

Number of Event Staff Needed: *

4

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

The Big Picture Classic Disc Golf Tournament offers significant benefits to Pagosa Springs, creating immediate economic impact and long-term growth through increased visibility and community engagement. By showcasing this long-standing event in front of the public, we aim to build it into a larger-scale attraction that benefits local businesses and residents.

The tournament brings professional disc golfers and their families, friends, and fans from across the country. With around 180 participants, including players, spectators, and support crews, the event will fill local accommodations, boosting the economy through lodging, dining, and local tourism. Many players arrive a day or two before the tournament to practice, extending their stay and turning it into a mini-vacation. This results in several nights of lodging and increased spending on food, entertainment, hot springs, and other local amenities.

Taking place during shoulder season, when tourism typically slows, the Big Picture Classic helps fill this gap and brings additional revenue to the town's restaurants, bars, and recreational services. It also provides an opportunity to showcase Pagosa Springs as both a competitive sports destination and a location for recreation and leisure, attracting visitors who might return in the future.

Beyond the immediate economic impact, transforming the Big Picture Classic into a community event benefits both locals and visitors, creating a sense of pride and involvement. This event not only unites the community but positions Pagosa Springs as a premier disc golf destination, attracting new sponsors and media exposure, which can lead to future growth and investment.

In summary, the Big Picture Classic is a valuable opportunity to enhance Pagosa Springs' tourism economy by attracting players, spectators, and attention to the area. The event brings economic growth, increased exposure, and long-term potential for further sports-related tourism.

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

- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ○ 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- ○ Yes
- ◉ No
- ○ Maybe

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

$425.00 park rental
$800.00 advertising
$3,775.00 will be allocated directly to the cash prizes for the winners in each Open/Professional division. The funds will be distributed proportionally across divisions based on the number of participants, ensuring competitive prize amounts for top finishers in each category.

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

We plan to run targeted ads across multiple social media platforms and display posters throughout the Four Corners region, including disc golf courses and regional tournaments in Colorado and as far as Las Vegas, to effectively promote the event.

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 *

The Big Picture Classic Disc Golf Tournament will proceed as it has in previous years, maintaining its established format and structure. However, without the additional funding, we will be limited in our ability to offer higher cash prizes, which are essential for attracting top-tier professional players. These elite competitors are key to drawing a larger audience and increasing participation across all divisions. As a result, while the tournament will continue, the absence of increased funding may impact its potential to expand and attract a broader range of participants and spectators.

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

as many as we can

2025 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? *

70

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. *

In the coming years, our goal is to reduce our reliance on funding from the Tourism Board. We believe that the next two years are critical in building the tournament's reputation both regionally and locally, which will lay the groundwork for securing significant sponsorships. By increasing the visibility of the Big Picture Classic and showcasing its impact on the community, we aim to attract corporate and local sponsors who can provide the necessary financial support to sustain and grow the event.

For 2026, our objective is for the Tourism Board's contribution to be 50% or less of the total funding, with sponsorships covering the remainder. By 2027, we envision the tournament being fully supported by sponsors and partnerships, enabling us to host the event at the high level we aspire to for 2025 and beyond, without requiring significant funding from the Tourism Board. We are confident that with continued collaboration and investment in promoting the tournament, we can achieve this goal and secure the long-term sustainability of the Big Picture Classic.

This form was created inside of Visit Pagosa Springs.

Google Forms

Big Picture Classic Budget	
Park rental	425
Advertising	800
Porta johns	200
Water	50
Player payout	5,075
Total	6550

January 15, 2025

To Whom It May Concern:

It is with pleasure that I write in support of Four Corners Flyers and their efforts to promote, and organize the Big Picture Classic. We plan to partner with the FCF by giving 10% off all our hotel rooms as well as blocking off rooms for that particular weekend of Saturday 5-17-2025 and Sunday 5-18-2025 at The West End Lodge. Our hotel is proud to support this event and appreciate your support of it as well.

Sincerely,



Martin Kuros
Owner/ operator – West End Lodge

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- (●) Tier 1: Marketing Available to all Events
- ( ) Tier 2: Marketing available to Events with Lodging Partnerships
- ( ) No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 / 07 / 2025

Amount of Funding Requested *

$2,646

Name of Producing Entity *

Chimney Rock Interpretive Association

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

Chimney Rock Interpretive Association although all income goes to the Native American paticipants

2025 Event Funding Application: Event Description

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.

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. *

Chimney Rock National Monument

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

No

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 7 and 8, 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 $750 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.

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.

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.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

Because of their partnership with the US Forest Service, CRIA cannot advertise (government regulations).

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 *

800

Anticipated Attendance: Percentage Local *

30

Anticipated Attendance: Percentage Visitor *

65

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

21

Number of Volunteers Needed: *

20

Number of Event Staff Needed: *

0

Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, 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): *

- [x] Tent
- [ ] Live Music
- [ ] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ○ 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- ○ Yes
- ◉ No
- ○ Maybe

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

Of the total budget for this event, 39% ($2,646) 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. Of the budget, 37% is in CRIA's budget for this event. The remainder, ~25%, will be obtained through fundraising by CRIA.

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

CRIA is working with a new advertising agency 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. If a grant application is submitted and/or funded, 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 2025? If yes, for how many years beyond 2025? *

Yes, but for how long is not clear.

2025 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 is organizing a 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

Preliminary Budget Estimate
Life at Chimney Rock June 2025

Life at Chimeny Rock a Two Day FREE to the Public Event

Income				
CRIA Budget Allowance	$	2,500.00		
Total Income			**$**	**2,500.00**
Expenses				
Advertising				
Agency Advertising Costs	$	375.00		
Print Ads - Banner update	$	403.00		
Local News Papers	$	25.00		
Flyers	$	31.00		
Posters	$	50.00		
Radio Ads - 2 airings	$	250.00		
Social Media - 2 boosts	$	25.00		
			$	1,159.00
Activities				
Materials (clay, paint, Atlatl, darts, yarn, paper, etc.) and Table Cloths	$	350.00		
			$	350.00
Native American Dancers (2 Dance Groups)				
Roach Family - 5 people, 2 rooms, 2 nights at $150 per night	$	600.00		
Jemez Family - 6 people, 2 rooms, 2 nights at $150 per night	$	600.00		
Stipend for Dance Groups - 2 at $750 each (includes travel and meals)	$	1,500.00		
			$	2,700.00
Art Vendors				
Lodging - 6 Vendors at 1 room each for 2 nights at $150 per night	$	1,800.00		
Stipend for Vendors - 6 at $100 each (includes travel and meals)	$	600.00		
			$	2,400.00
Food Vendors				
Food Vendor Permits	$	75.00		
			$	75.00
Other				
Unplanned Expenses - First Aid Supplies	$	100.00		
			$	100.00
Total Expenses			**$**	**6,784.00**
Total Income	$	2,500.00		
Total Expenses	$	(6,784.00)		
Net Profit (Loss)			**$**	**(4,284.00)**

Chimney Rock Interpertive Association
31-Dec-24

BALANCE SHEET

CASH	376,067.82
ACCOUNTS RECEIVABLE	1000.00
DEPOSIT-REFUNDABLE	937.50
INVENTORY	25,726.66
FIXED ASSETS	2,179.72
TOTAL ASSETS	**405,911.70**
ACCOUNTS PAYABLE	214.45
CREDIT CARDS	301.08
PAYROLL LIABILITIES	1,704.77
REC GOV TOURS &PROGRAMS PREPAYMENT	429.00
TOTAL LIABILITIES	2649.30
EQUITY	403,262.40
TOTAL LIABILITIES & EQUITY	**405,911.70**

PROFIT & LOSS

REVENUES	
OTHER INCOME	203.70
REIMBURSEABLE WAGES-USFS	20,244.96
INTEREST EARNED/CD	10,638.62
CHIMNEY ROCK PROGRAMS	41,791.33
GRANTS/DONATIONS/FUNDRAISING	13,626.13
MERCHANDISE SALES	63,227.02
TOTAL REVENUE	**149,731.76**
EXPENSES	
VOLUNTEER EXPENSE	1,298.97
WAGES	73,993.21
GIFT SHOP	267.03
INSURANCE	5,895.38
RENT & OFFICE	11,509.01
BANK & CREDIT CARD CHARGES	4,577.63
ADVERTISING & MARKETING	10,830.80
PROGRAMS & EDUCATION	11,291.85
OPERATIONAL	13,338.67
TOTAL EXPENSES	**133,002.55**
NET INCOME	**16,729.21**

Chimney Rock Interpretive Association Preliminary Budget

Income			**Expenditures**	
Earned income (sales, fees)	---		Administration (payroll, etc)	---
Retail/concessions	---		Marketing/PR	$1,159
In-kind trades (lodging)	---		Awards/Prizes	---
Sponsorships	---		Operations	$5,450
Grants/public funding	---		Food and Beverage	$75
Carry over (previous year)	---		Other (First Aid supplies)	$100
Other	$2,500			
Total Income	$2,500		**Total Expenditures**	$6,784

Event Proposal: Pagosa Springs Summer Concert Series

Proposed by NFA Productions

Contact: Matt Cottle
Phone: 970-403-9116
Email: mattcott717@gmail.com

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 2025 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 master's in business administration 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 Vice President of the Board of Directors 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 benefits both residents and guests alike.

Community Partnerships

NFA Productions is partnering with one or more local non-profit organization for every concert in the Pagosa Springs Summer Concert Series. A percentage of all alcohol sales will be donated in support of the following community organizations:

- **Four Corners Flyers** - strives to enhance disc golf courses and improve all local parks in Pagosa Springs, creating clean, safe, and enjoyable outdoor spaces for everyone.
- **Pagosa Arts Council -** is committed to supporting and connecting all of the arts.
- **Pagosa Community Initiative -** aims to create interactive opportunities that honor culture and diversity to provide Archuleta residents with services that increase wellness and engagement for a better quality of life.

Event Details

- **Memorial Day Weekend –** Saturday, May 24 (Sunrise Fest)
  Venue: Yamaguchi Park

Time: 5 pm – 9 pm
Music: 2-3 Bands/event
Tickets: Presale and day of tickets available.
- $10/adult
- Under 18 FREE

- **4th of July Weekend –** Friday, July 4 (High Noon Fest)
  Venue: Athletic Field
  Time: 3 pm – 8 pm
  Music: 2-3 Bands/event
  Tickets: FREE event

- **Labor Day Weekend –** Saturday, August 30 (Sundown Fest)
  Venue: Yamaguchi Park
  Time: 5 pm – 9 pm
  Music: 2-3 Bands/event
  Tickets: Presale and day of tickets available.
  - $10/adult
  - Under 18 FREE

Event Funding

NFA Productions hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

Budget: View event budget here

Concert Series Checklist:

Alcohol: Yes
- Non-profit Partner for Temporary Alcohol permit - Four Corners Flyers.

Sponsorship: See Sponsorship packet here

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 = $50- $100 / 15x15 space / day
- Applications due 6 weeks prior to festival
    - Due Dates:
        - Memorial Day Festival – Friday, April 11
        - 4th of July Festival – Friday, May 23
        - Labor Day Festival – Friday, July 18
- No electricity available for vendors

Food Trucks: Yes

Sound System / Lighting: Provided by professional Colorado production company

Tents: 10x10 multiple
- Backstage/hospitality
- Sound
- Bar
- Audience (possible 20'x40' for 4th of July only) - $500 expense

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 x 521 or jcarothers@pagosasprings.co.gov
- Chamber of Commerce: Mary Jo Coulehan 970-264-2360 or director@pagosachamber.com

Event Permit Application: Jamie Carothers 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 x237 or ahessman@pagosasprings.co.gov

Food Truck Options
Tent/Equipment Rental:

- H & H Tent Rentals at handhtentrentals@gmail.com or (970) 403-9791
- Mountain Peak Rentals at mountainpeakrentals@gmail.com or (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

Health Department Inspection:
Angelica Leslie at aleslie@archuletacounty.org or 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
coordinator@visitpagosasprings.com
970-585-4820

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 500 attendees per festival.
  - Maintain a balanced budget with a goal of generating a $5,000/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 2025 (Memorial Day, 4th of July, Labor Day, Halloween).

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

Task	Deadline	Owner/Contact
Finalize event concept and goals	January 2025	Event Organizer
Confirm event dates with venue	January 2025	Jamie Carothers (Town Parks & Rec)
Apply for event permits	January 2025	Jamie Carothers (Event Permit Application)
Start Vendor recruitment	January 2025	Event Organizer, Marketing Manager
Secure sponsorships	February - March 2025	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: April 11, May 23, July 18	Event Organizer, Administrator
Finalize tent and equipment rental	March 2025	Event Organizer/H & H Tent Rentals, Mountain Peak Rentals
Confirm partnerships with food trucks	March 2025	Event Organizer, Administrator
Confirm trash and recycling services	March 2025	Event Organizer/Tourism Board, coordinator@visitpagosasprings.com

Task	Deadline	Owner/Contact
Confirm portable stage & equipment	March 2025	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 2025 for Memorial Day Festival; April for 4th of July; June for Labor Day	Event Organizer

Phase 3: Marketing & Promotion (3 months prior)

Task	Deadline	Owner/Contact
Create event marketing materials	February - April 2025	Marketing Manager
Promote via website and social media	March – August 2025	Marketing Manager
Google Ads	April - August 2025	Marketing Manager
Distribute posters and flyers	April – August 2025	Local Comm Mang/Event Organizer/Marketing Mang
Reach out to sponsors for promo materials	March - April 2025	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.

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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)

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1. Event Branding

Objective: Create a cohesive 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**: Create a 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 Creation

Objective: Build a simple, user-friendly website that serves as the central hub for event information and ticket sales.

Pages to Include:

- **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, Halloween).
  - 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).

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."

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3. Social Media Strategy

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

Platform Setup:

- **Create New Pages**:
  - i.e. Facebook: *Pagosa Springs Summer Concert Series*
  - i.e. Instagram: *@PagosaConcertSeries*

Content Plan & Timeline:

- **3-4 Months Before Event** (February – May 2025): 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 2025): 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.

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4. Google Ads

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

Campaign Setup:

- **Ad Type**: Text and display ads targeted at people searching for events in Pagosa Springs, Colorado, and nearby areas.
- **Keywords**:
  - “Pagosa Springs concert series”
  - “Colorado summer concerts 2025”
  - “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.

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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.
  - **Pagosa Springs Visitor Center**: Ensure the event is included on the town’s official event calendar.
  - **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.
  - **Durango Events**: Use local community event platforms like *www.durango.org* to list the concert series.

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
Branding Design (Logo, Flyers, Posters)	January – February 2025	Designer/Marketing Team
Website Development	February – March 2025	Web Developer/Marketing Team
Social Media Setup & Content Creation	February – March 2025	Social Media Manager
Google Ads Campaign	April – August 2025	Marketing Team
Social Media Ads	May – August 2025	Social Media Manager
Submit to Local Event Calendars	February – March 2025	Event Organizer/Marketing Team



NFA PRODUCTIONS

PAGOSA SPRINGS SUMMER CONCERT SERIES

MEMORIAL DAY | 4TH OF JULY | LABOR DAY

JOIN US IN BRINGING LIVE MUSIC TO PAGOSA SPRINGS, BECOME A SPONSOR!



CONTACT:

970.403.9116
mattcott717@gmail.com

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NFA PRODUCTIONS

01

Colorado-based music production company dedicated to fostering connections through music by specializing in vibrant, diverse events. Matt Cottle, founder of NFA Productions has produced over 1000 concerts and festivals for venues all over Colorado, including Roots Music Project, the City of Boulder, the City of Pagosa Springs, and Motel Soco.
We employ local professional sound and lighting engineers to ensure high-quality productions. 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.

SUMMER CONCERT SERIES PARTNERS

NFA Productions is partnering with one or more local non-profit organizations for every concert in the Pagosa Springs Summer Concert Series. Our partners include:

- **PAGOSA COMMUNITY INITIATIVE** aims to create interactive opportunities that honor culture and diversity to provide Archuleta residents with services that increase wellness and engagement for a better quality of life.
- **PAGOSA ARTS COUNCIL** is committed to supporting and connecting all of the arts.
- **FOUR CORNERS FLYERS** strives to enhance disc golf courses and improve all local parks in Pagosa Springs, creating clean, safe, and enjoyable outdoor spaces for everyone.

CONCERTS

02

NFA Productions is excited to launch our Pagosa Springs Summer Concerts Series 2025!

MEMORIAL DAY WEEKEND - SUNRISE FEST
Saturday, May 24th
Yamaguchi Park, Pagosa Springs CO

4TH of JULY WEEKEND - HIGH NOON FEST
Friday, July 4th
Yamaguchi Park, Pagosa Springs CO

LABOR DAY WEEKEND - SUNDOWN FEST
Saturday, August 30th
Yamaguchi Park, Pagosa Springs CO

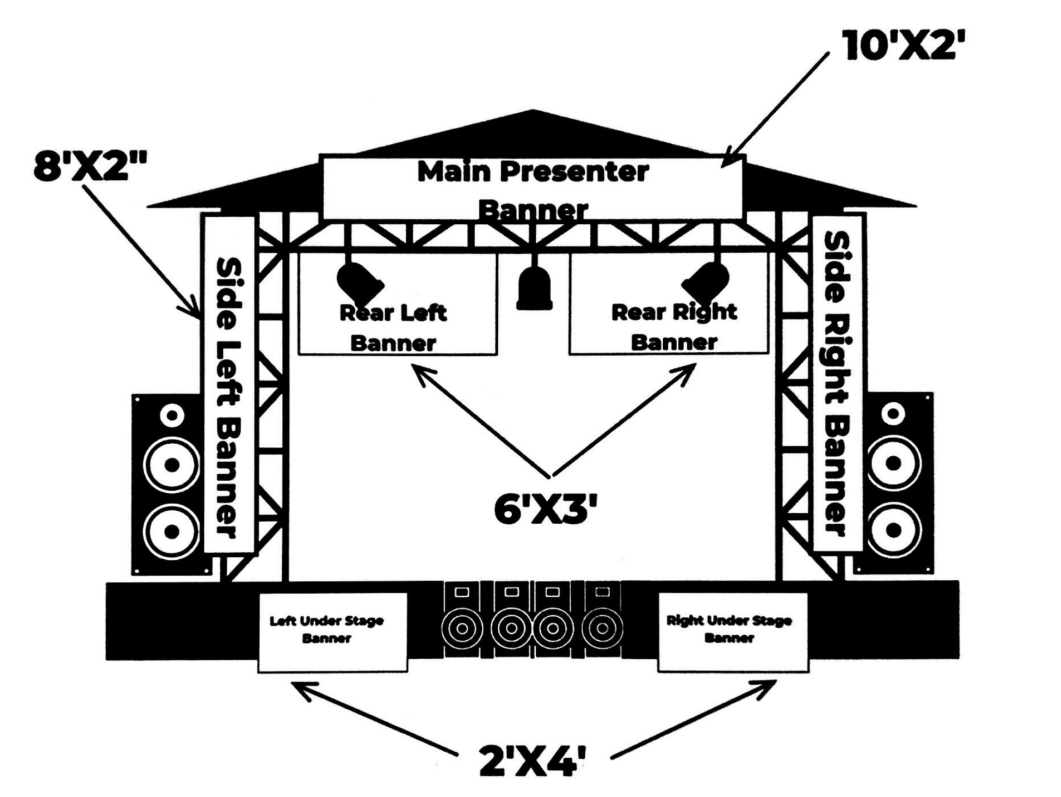


WHY SPONSOR

03

Support live music and local non-profits in Pagosa Springs while earning community recognition

- Verbal acknowledgement and recognition
- Visual name/logo recognition
- Build your local network
- Team building opportunity



Sponsorship incentives include banner placement on the festival stage

04

ROCKSTAR SPONSOR

COST $3,600 : $1,200/CONCERT
ONE AVAILABLE

BENEFITS

- A 10'X2' (20 Sqft) banner hung across the top of the stage. The banner will be in promotional photos throughout the 2025 Summer Concert Series, as well as promotions for next season - offering continued brand recognition.
- Sponsor Logo will be printed on festival wrist bands for all 3 concerts in the 2025 season.
- Stage announcements and thank you's throughout each concert in the 2025 season.
- Logo printed on all festival posters, distributed over 4 months this summer.
- Opportunity for a vendor spot at each concert in the 2025 summer concert series.
- 4 complimentary tickets to each concert in the 2025 summer concert series (must RSVP in advance) + 2 drink tickets per person (must be 21 or older).
- Acknowledgement on social media prior to each concert.

NATIONAL ACT SPONSOR

05

COST $2,250 : $750/CONCERT
TWO AVAILABLE

BENEFITS

- A 6X3' (18 Sqft) banner hung across the rear of the stage, on either the left or right. The banner will be in promotional photos throughout the 2025 Summer Concert Series, as well as promotions for next season - offering continued brand recognition.
- Stage announcements and thank you's throughout each concert in the 2025 season.
- Logo printed on all festival posters, distributed over 4 months this summer (Must RSVP in advance).
- Opportunity for a vendor spot at each concert in the 2025 summer concert series.
- 4 complimentary tickets to each concert in the 2025 summer concert series.
- Acknowledgement on social media prior to each concert this season.

06

LOCAL BAND SPONSOR

COST $1,500 : $500/CONCERT
TWO AVAILABLE

BENEFITS

- A 8'X2' (16 Sqft) banner hung across the top of the stage. The banner will be in promotional photos throughout the 2025 Summer Concert Series, as well as promotions for next season - offering continued brand recognition.
- Stage announcements and thank you's throughout each concert in the 2025 season.
- Logo printed on all festival posters, distributed over 4 months this summer.
- Opportunity for a vendor spot at each concert in the 2025 summer concert series.
- 4 complimentary tickets to each concert in the 2025 summer concert series (Must RSVP in advance).
- Acknowledgement on social media prior to each concert.

EMERGING ARTIST SPONSOR

07

COST $900 : $300/CONCERT
TWO AVAILABLE

BENEFITS

- A 4'X2' (8 Sqft) banner hung across the top of the stage. The banner will be in promotional photos throughout the 2025 Summer Concert Series, as well as promotions for next season - offering continued brand recognition.
- Stage announcements and thank you's throughout each concert in the 2025 season.
- Logo printed on all festival posters, distributed over 4 months this summer.
- Opportunity for a vendor spot at each concert in the 2025 summer concert series.
- 4 complimentary tickets to each concert in the 2025 summer concert series (Must RSVP in advance).
- Acknowledgement on social media prior to each concert.

FREEFORM SPONSOR

08

COST: IMPROVISE WITH US
UNLIMITED AVAILABILITY

Flexible options: Let us know what aligns with your business and budget—we're happy to collaborate and create a sponsorship solution that benefits us both. Whether it's through providing services, products, or expertise, your support can help make the summer concert series a success.

BENEFITS

- Tailored solutions.
- Branding distribution and logo placement.
- Opportunity for a vendor spot at each concert in the 2025 summer concert series.
- Complimentary concert tickets (Must RSVP in advance).

09

CONTACT INFORMATION

MATT COTTLE
FOUNDER | NFA PRODUCTIONS

PHONE: 970.403.9116
EMAIL: mattcott717@gmail.com



NFA PRODUCTIONS

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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 *

mattcott717@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 - Sunrise Fest

Proposed Event Date(s) *

MM DD YYYY

05 / 24 / 2025

Amount of Funding Requested *

10000

Name of Producing Entity *

NFA Productions

Contact Person *

Matt Cottle

Phone Number *

9704039116

Email Address *

mattcott717@gmail.com

Event Website *

www.notbuiltyet.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 community initiative

2025 Event Funding Application: Event Description

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.

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.
south 5th st. Pagosa Springs Co. 81147
5pm-9pm

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

no

Description of the event and its activities. *

Sunrise Fest is a one-day music festival featuring multiple bands across various genres, offering live entertainment throughout the event. Attendees can enjoy a selection of food from local vendors, as well as beer, cocktails, and other beverages from licensed alcohol vendors. The festival provides a vibrant atmosphere for music lovers to gather, dance, and experience a day of great performances, food, and drinks.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

Our partnership with West End Lodge for Sunrise Fest includes blocking a set number of rooms to accommodate attendees, ensuring convenient lodging for the event. Additionally, West End Lodge will offer discounted rates for bands, volunteers, and employees involved in the festival, providing affordable and accessible accommodations for all essential personnel. This collaboration ensures both comfort and ease for everyone contributing to the success of Sunrise Fest.

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

Sunrise Fest is proud to partner with Elevated Productions and NFA Productions to bring this event to life. Elevated Productions, known for organizing Reggae in the Park in Pagosa Springs, Colorado, will collaborate with NFA Productions to oversee stage production, sound, lighting, and event logistics. Together, they will ensure a seamless and high-quality experience for both artists and attendees, combining their expertise to create a well-executed and memorable festival. As well as Pagosa Community Initiative (PCI) by donating a percentage of festival profits to support their local outreach programs. This partnership allows us to give back to the Pagosa Springs community while providing an incredible day of music and entertainment. Attendees can enjoy the festival knowing their participation helps fund vital programs for those in need.

Overall Anticipated Attendance *

500

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

3

Number of Volunteers Needed: *

10

Number of Event Staff Needed: *

10

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

Sunrise Fest will bring significant economic, cultural, and social benefits to Pagosa Springs, making a positive impact on both residents and local businesses. As a new event, it will introduce an exciting annual tradition to the area, enhancing Pagosa Springs' reputation as a destination for live music and entertainment.

Taking place during the shoulder season, Sunrise Fest will help extend the tourism season by attracting visitors during a traditionally slower economic period. Increased foot traffic will directly benefit local hotels, restaurants, retail shops, and service providers, boosting revenue for small businesses and strengthening the local economy. Vendors and artisans will also have the opportunity to showcase their products to a wider audience, further supporting the community's entrepreneurial spirit.

Beyond economic growth, Sunrise Fest will contribute to community engagement and cultural enrichment by providing a space for people to come together and enjoy live music, local food, and a vibrant festival atmosphere. Additionally, through partnerships with local nonprofits such as Pagosa Community Initiative and Four Corners Flyers, the event will give back to the community by supporting outreach programs and park improvements.

By bringing a professionally produced, high-quality event to Pagosa Springs, Sunrise Fest has the potential to become a staple of the local event calendar, driving long-term benefits for the town's economy, tourism industry, and overall quality of life.

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

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- (●) 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) Yes
- ( ) No
- ( ) Maybe

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

Infrastructure $3760

Marketing and Communications $2900

Supplies and Contingency Funds $1471

Music/Artist Fees $2500
see more broken down details

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

Sunrise Fest will implement a comprehensive and strategic marketing plan to maximize outreach and attendance. Our approach will leverage multiple channels to effectively promote the event to both local and regional audiences.

A key component of our strategy is radio advertising, utilizing local and regional stations to reach a broad demographic and generate excitement leading up to the festival. Additionally, social media marketing will play a pivotal role in our promotion efforts. We will engage audiences across all major platforms, including Facebook, Instagram, and X (Twitter), utilizing targeted ads, organic content, and event collaborations. By partnering with the bands, businesses, and nonprofits involved, we will expand our reach through their established networks, tapping into highly engaged audiences who align with our event's demographic.

Further promotion will include traditional grassroots marketing, such as distributing eye-catching posters and flyers throughout the Four Corners region and across Colorado, ensuring visibility in high-traffic areas. We will also engage with local influencers, tourism boards, and community organizations to enhance word-of-mouth promotion.

This multi-channel approach ensures that Sunrise Fest reaches a diverse and widespread audience, driving strong ticket sales and positioning the event for long-term success.

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 *

These types of events are a financial risk that our companies are not able to take on alone

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

as many as possible

2025 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? *

62

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.) *

38

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 hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Springs Summer Concert Series 2025		
SUNRISE FEST: Saturday, May 24, 2025		
Income		**Estimated Revenue**
Ticket Sales		$5,000
Bar Sales		$2,500
Total Est. Income		$7,500
Expenses		Estimates Cost
Venue Rental		$360
Liquor License		$100
Stage Rental		$300
Sound Equipment Rental		$2,000
Bands		
	A	$1,000
	B	$750
	C	$750
Production Team		
	Production Manager	$500
	Engineer 1	$500
	Engineer 2	$500
	Stage Manager	$500
Security Team		
	Security 1	$150
	Security 2	$150
	Security 3	$150
Liquor		$0
Trash + Recycling Services		$50
Tent Rental		$0
Potta Potties		$850

	Event Trailer		$100	
	Marketing			
		Marketing Manager	$1,000	
		Printed Materials	$200	
		Digital Advertising	$500	
	Local Communications		$1,200	
	Event Coordination		$600	
	Administrative		$2,000	
	Insurance		$500	
	Contingency/Supplies (10% of expenses)		$1,471.00	
	Total Est. Expenses		$16,181	

1-29-25

To Whom It May Concern,

West End Lodge is thrilled to partner with Sunrise Fest 2025. We are pleased to offer a block of rooms for attendees and provide discounted rates for bands, volunteers, and employees involved in the festival.

We would also like to thank the local tourism board for their support of this event. Their efforts in promoting local tourism and community events are instrumental in making Sunrise Fest a success.

We look forward to being part of this exciting event.

Sincerely,
Martin Kuros
Owner
West End Lodge



Event Proposal: Pagosa Springs Summer Concert Series

Proposed by NFA Productions

Contact: Matt Cottle
Phone: 970-403-9116
Email: mattcott717@gmail.com

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 2025 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 master's in business administration 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 Vice President of the Board of Directors 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 benefits both residents and guests alike.

Community Partnerships

NFA Productions is partnering with one or more local non-profit organization for every concert in the Pagosa Springs Summer Concert Series. A percentage of all alcohol sales will be donated in support of the following community organizations:

- **Four Corners Flyers** - strives to enhance disc golf courses and improve all local parks in Pagosa Springs, creating clean, safe, and enjoyable outdoor spaces for everyone.
- **Pagosa Arts Council -** is committed to supporting and connecting all of the arts.
- **Pagosa Community Initiative -** aims to create interactive opportunities that honor culture and diversity to provide Archuleta residents with services that increase wellness and engagement for a better quality of life.

Event Details

- **Memorial Day Weekend –** Saturday, May 24 (Sunrise Fest)
  Venue: Yamaguchi Park

Time: 5 pm – 9 pm
Music: 2-3 Bands/event
Tickets: Presale and day of tickets available.
- $10/adult
- Under 18 FREE

- **4th of July Weekend –** Friday, July 4 (High Noon Fest)
  Venue: Athletic Field
  Time: 3 pm – 8 pm
  Music: 2-3 Bands/event
  Tickets: FREE event

- **Labor Day Weekend –** Saturday, August 30 (Sundown Fest)
  Venue: Yamaguchi Park
  Time: 5 pm – 9 pm
  Music: 2-3 Bands/event
  Tickets: Presale and day of tickets available.
  - $10/adult
  - Under 18 FREE

Event Funding

NFA Productions hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

Budget: View event budget here

Concert Series Checklist:

Alcohol: Yes
- Non-profit Partner for Temporary Alcohol permit - Four Corners Flyers.

Sponsorship: See Sponsorship packet here

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 = $50- $100 / 15x15 space / day
- Applications due 6 weeks prior to festival
    - Due Dates:
        - Memorial Day Festival – Friday, April 11
        - 4th of July Festival – Friday, May 23
        - Labor Day Festival – Friday, July 18
- No electricity available for vendors

Food Trucks: Yes

Sound System / Lighting: Provided by professional Colorado production company

Tents: 10x10 multiple
- Backstage/hospitality
- Sound
- Bar
- Audience (possible 20'x40' for 4th of July only) - $500 expense

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 x 521 or jcarothers@pagosasprings.co.gov
- Chamber of Commerce: Mary Jo Coulehan 970-264-2360 or director@pagosachamber.com

Event Permit Application: Jamie Carothers 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 x237 or ahessman@pagosasprings.co.gov

Food Truck Options

Tent/Equipment Rental:

- H & H Tent Rentals at handhtentrentals@gmail.com or (970) 403-9791
- Mountain Peak Rentals at mountainpeakrentals@gmail.com or (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

Health Department Inspection:

Angelica Leslie at aleslie@archuletacounty.org or 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
coordinator@visitpagosasprings.com
970-585-4820

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 500 attendees per festival.
  - Maintain a balanced budget with a goal of generating a $5,000/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 2025 (Memorial Day, 4th of July, Labor Day, Halloween).

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

Task	Deadline	Owner/Contact
Finalize event concept and goals	January 2025	Event Organizer
Confirm event dates with venue	January 2025	Jamie Carothers (Town Parks & Rec)
Apply for event permits	January 2025	Jamie Carothers (Event Permit Application)
Start Vendor recruitment	January 2025	Event Organizer, Marketing Manager
Secure sponsorships	February - March 2025	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: April 11, May 23, July 18	Event Organizer, Administrator
Finalize tent and equipment rental	March 2025	Event Organizer/H & H Tent Rentals, Mountain Peak Rentals
Confirm partnerships with food trucks	March 2025	Event Organizer, Administrator
Confirm trash and recycling services	March 2025	Event Organizer/Tourism Board, coordinator@visitpagosasprings.com

Task	Deadline	Owner/Contact
Confirm portable stage & equipment	March 2025	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 2025 for Memorial Day Festival; April for 4th of July; June for Labor Day	Event Organizer

Phase 3: Marketing & Promotion (3 months prior)

Task	Deadline	Owner/Contact
Create event marketing materials	February - April 2025	Marketing Manager
Promote via website and social media	March – August 2025	Marketing Manager
Google Ads	April - August 2025	Marketing Manager
Distribute posters and flyers	April – August 2025	Local Comm Mang/Event Organizer/Marketing Mang
Reach out to sponsors for promo materials	March - April 2025	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.

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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)

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1. Event Branding

Objective: Create a cohesive 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**: Create a 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!”

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2. Website Creation

Objective: Build a simple, user-friendly website that serves as the central hub for event information and ticket sales.

Pages to Include:

- **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, Halloween).
  - 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).

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."

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3. Social Media Strategy

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

Platform Setup:

- **Create New Pages**:
  - i.e. Facebook: *Pagosa Springs Summer Concert Series*
  - i.e. Instagram: *@PagosaConcertSeries*

Content Plan & Timeline:

- **3-4 Months Before Event** (February – May 2025): 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 2025): 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.

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4. Google Ads

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

Campaign Setup:

- **Ad Type**: Text and display ads targeted at people searching for events in Pagosa Springs, Colorado, and nearby areas.
- **Keywords**:
  - "Pagosa Springs concert series"
  - "Colorado summer concerts 2025"
  - "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.

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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.
  - **Pagosa Springs Visitor Center**: Ensure the event is included on the town's official event calendar.
  - **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.
  - **Durango Events**: Use local community event platforms like *www.durango.org* to list the concert series.

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
Branding Design (Logo, Flyers, Posters)	January – February 2025	Designer/Marketing Team
Website Development	February – March 2025	Web Developer/Marketing Team
Social Media Setup & Content Creation	February – March 2025	Social Media Manager
Google Ads Campaign	April – August 2025	Marketing Team
Social Media Ads	May – August 2025	Social Media Manager
Submit to Local Event Calendars	February – March 2025	Event Organizer/Marketing Team

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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 *

mattcott717@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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. *

- [x] I agree to comply to the guidelines outlined above

2025 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 *

High noon Fest

Proposed Event Date(s) *

MM DD YYYY

07 / 04 / 2025

Amount of Funding Requested *

15000

Name of Producing Entity *

NFA productions

Contact Person *

Matt Cottle

Phone Number *

9704039116

Email Address *

mattcott717@gmail.com

Event Website *

www.notmadeyet.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

2025 Event Funding Application: Event Description

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.

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 Springs Town Park
Hermosa St. Pagosa Springs Co. 81147
7-4-2025
5pm-9pm

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

no

Description of the event and its activities. *

High Noon Fest is a one-day music festival featuring multiple bands across various genres, offering live entertainment throughout the event. Attendees can enjoy a selection of food from local vendors, as well as beer, cocktails, and other beverages from licensed alcohol vendors. The festival provides a vibrant atmosphere for music lovers to gather, dance, and experience a day of great performances, food, and drinks.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

Our partnership with West End Lodge for Sunrise Fest includes blocking a set number of rooms to accommodate attendees, ensuring convenient lodging for the event. Additionally, West End Lodge will offer discounted rates for bands, volunteers, and employees involved in the festival, providing affordable and accessible accommodations for all essential personnel. This collaboration ensures both comfort and ease for everyone contributing to the success of High noon Fest.

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

High Noon Fest is proud to partner with Elevated Productions and NFA Productions to bring this event to life. Elevated Productions, known for organizing Reggae in the Park in Pagosa Springs, Colorado, will collaborate with NFA Productions to oversee stage production, sound, lighting, and event logistics. Together, they will ensure a seamless and high-quality experience for both artists and attendees, combining their expertise to create a well-executed and memorable festival. As well as Pagosa Community Initiative (PCI) by donating a percentage of festival profits to support their local outreach programs. This partnership allows us to give back to the Pagosa Springs community while providing an incredible day of music and entertainment. Attendees can enjoy the festival knowing their participation helps fund vital programs for those in need.

Overall Anticipated Attendance *

750

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

3

Number of Volunteers Needed: *

10

Number of Event Staff Needed: *

10

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

High Noon Fest will bring significant economic, cultural, and social benefits to Pagosa Springs, making a positive impact on both residents and local businesses. As a new event, it will introduce an exciting annual tradition to the area, enhancing Pagosa Springs' reputation as a destination for live music and entertainment.

Sunrise Fest will help the tourism season by attracting visitors. Increased foot traffic will directly benefit local hotels, restaurants, retail shops, and service providers, boosting revenue for small businesses and strengthening the local economy. Vendors and artisans will also have the opportunity to showcase their products to a wider audience, further supporting the community's entrepreneurial spirit.

Beyond economic growth, High Noon Fest will contribute to community engagement and cultural enrichment by providing a space for people to come together and enjoy live music, local food, and a vibrant festival atmosphere. Additionally, through partnerships with local nonprofits such as Pagosa Community Initiative and Four Corners Flyers, the event will give back to the community by supporting outreach programs and park improvements.

By bringing a professionally produced, high-quality event to Pagosa Springs, Sunrise Fest has the potential to become a staple of the local event calendar, driving long-term benefits for the town's economy, tourism industry, and overall quality of life.

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

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- (●) 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) Yes
- ( ) No
- ( ) Maybe

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

Infrastructure $4260

Marketing and Communications $2900

Supplies and Contingency Funds $1521

Music/Artist Fees $2,500

Event Staff $3,819

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

High Noon Fest will implement a comprehensive and strategic marketing plan to maximize outreach and attendance. Our approach will leverage multiple channels to effectively promote the event to both local and regional audiences.

A key component of our strategy is radio advertising, utilizing local and regional stations to reach a broad demographic and generate excitement leading up to the festival. Additionally, social media marketing will play a pivotal role in our promotion efforts. We will engage audiences across all major platforms, including Facebook, Instagram, and X (Twitter), utilizing targeted ads, organic content, and event collaborations. By partnering with the bands, businesses, and nonprofits involved, we will expand our reach through their established networks, tapping into highly engaged audiences who align with our event's demographic.

Further promotion will include traditional grassroots marketing, such as distributing eye-catching posters and flyers throughout the Four Corners region and across Colorado, ensuring visibility in high-traffic areas. We will also engage with local influencers, tourism boards, and community organizations to enhance word-of-mouth promotion.

This multi-channel approach ensures that High Noon Fest reaches a diverse and widespread audience, driving strong ticket sales and positioning the event for long-term success.

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 *

The financial risk is too high with these type of vents for our companies to take on alone

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

as long as possible

2025 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? *

90

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.) *

10

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 hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Springs Summer Concert Series 2025			
HIGH NOON FEST: Friday, July 4, 2025			
Income		**Estimated Revenue**	
Bar Sale		$3,750	
Total		$3,750	
Expenses		Estimates Cost	
Venue Rental		$360	
Liquor License		$100	
Stage Rental		$300	
Sound Equipment Rental		$2,000	
Bands			
	A	$1,000	
	B	$750	
	C	$750	
Production Team			
	Production Manager	$500	
	Engineer 1	$500	
	Engineer 2	$500	
	Stage Manager	$500	
Security Team			
	Security 1	$150	
	Security 2	$150	
	Security 3	$150	
Liquor		$0	
Trash + Recycling Services		$50	
Tent Rental		$500	
Potta Potties		$850	
Event Trailer		$100	

	Marketing			
		Marketing Manager	$1,000	
		Printed Materials	$200	
		Digital Advertising	$500	
	Local Communications		$1,200	
	Event Coordination		$600	
	Administrative		$2,000	
	Insurance		$500	
	Contingency/Supplies (10% of expenses)		$1,521.00	
	Total Est. Expenses		**$16,731**	

1-29-25

To Whom It May Concern,

West End Lodge is thrilled to partner with High Noon Fest 2025. We are pleased to offer a block of rooms for attendees and provide discounted rates for bands, volunteers, and employees involved in the festival.

We would also like to thank the local tourism board for their support of this event. Their efforts in promoting local tourism and community events are instrumental in making Sunrise Fest a success.

We look forward to being part of this exciting event.

Sincerely,

Martin Kuros

Owner

West End Lodge



Event Proposal: Pagosa Springs Summer Concert Series

Proposed by NFA Productions

Contact: Matt Cottle
Phone: 970-403-9116
Email: mattcott717@gmail.com

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 2025 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 master's in business administration 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 Vice President of the Board of Directors 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 benefits both residents and guests alike.

Community Partnerships

NFA Productions is partnering with one or more local non-profit organization for every concert in the Pagosa Springs Summer Concert Series. A percentage of all alcohol sales will be donated in support of the following community organizations:

- **Four Corners Flyers** - strives to enhance disc golf courses and improve all local parks in Pagosa Springs, creating clean, safe, and enjoyable outdoor spaces for everyone.
- **Pagosa Arts Council -** is committed to supporting and connecting all of the arts.
- **Pagosa Community Initiative -** aims to create interactive opportunities that honor culture and diversity to provide Archuleta residents with services that increase wellness and engagement for a better quality of life.

Event Details

- **Memorial Day Weekend –** Saturday, May 24 (Sunrise Fest)
  Venue: Yamaguchi Park

Time: 5 pm – 9 pm
Music: 2-3 Bands/event
Tickets: Presale and day of tickets available.
- $10/adult
- Under 18 FREE

- **4th of July Weekend –** Friday, July 4 (High Noon Fest)
  Venue: Athletic Field
  Time: 3 pm – 8 pm
  Music: 2-3 Bands/event
  Tickets: FREE event

- **Labor Day Weekend –** Saturday, August 30 (Sundown Fest)
  Venue: Yamaguchi Park
  Time: 5 pm – 9 pm
  Music: 2-3 Bands/event
  Tickets: Presale and day of tickets available.
  - $10/adult
  - Under 18 FREE

Event Funding

NFA Productions hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

Budget: View event budget here

Concert Series Checklist:

Alcohol: Yes
- Non-profit Partner for Temporary Alcohol permit - Four Corners Flyers.

Sponsorship: See Sponsorship packet here

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 = $50- $100 / 15x15 space / day
- Applications due 6 weeks prior to festival
    - Due Dates:
        - Memorial Day Festival – Friday, April 11
        - 4th of July Festival – Friday, May 23
        - Labor Day Festival – Friday, July 18
- No electricity available for vendors

Food Trucks: Yes

Sound System / Lighting: Provided by professional Colorado production company

Tents: 10x10 multiple
- Backstage/hospitality
- Sound
- Bar
- Audience (possible 20'x40' for 4th of July only) - $500 expense

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 x 521 or jcarothers@pagosasprings.co.gov
- Chamber of Commerce: Mary Jo Coulehan 970-264-2360 or director@pagosachamber.com

Event Permit Application: Jamie Carothers 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 x237 or ahessman@pagosasprings.co.gov

Food Truck Options

Tent/Equipment Rental:

- H & H Tent Rentals at handhtentrentals@gmail.com or (970) 403-9791
- Mountain Peak Rentals at mountainpeakrentals@gmail.com or (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

Health Department Inspection:

Angelica Leslie at aleslie@archuletacounty.org or 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
coordinator@visitpagosasprings.com
970-585-4820

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 500 attendees per festival.
  - Maintain a balanced budget with a goal of generating a $5,000/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 2025 (Memorial Day, 4th of July, Labor Day, Halloween).

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

Task	Deadline	Owner/Contact
Finalize event concept and goals	January 2025	Event Organizer
Confirm event dates with venue	January 2025	Jamie Carothers (Town Parks & Rec)
Apply for event permits	January 2025	Jamie Carothers (Event Permit Application)
Start Vendor recruitment	January 2025	Event Organizer, Marketing Manager
Secure sponsorships	February - March 2025	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: April 11, May 23, July 18	Event Organizer, Administrator
Finalize tent and equipment rental	March 2025	Event Organizer/H & H Tent Rentals, Mountain Peak Rentals
Confirm partnerships with food trucks	March 2025	Event Organizer, Administrator
Confirm trash and recycling services	March 2025	Event Organizer/Tourism Board, coordinator@visitpagosasprings.com

Task	Deadline	Owner/Contact
Confirm portable stage & equipment	March 2025	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 2025 for Memorial Day Festival; April for 4th of July; June for Labor Day	Event Organizer

Phase 3: Marketing & Promotion (3 months prior)

Task	Deadline	Owner/Contact
Create event marketing materials	February - April 2025	Marketing Manager
Promote via website and social media	March – August 2025	Marketing Manager
Google Ads	April - August 2025	Marketing Manager
Distribute posters and flyers	April – August 2025	Local Comm Mang/Event Organizer/Marketing Mang
Reach out to sponsors for promo materials	March - April 2025	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.

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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)

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1. Event Branding

Objective: Create a cohesive 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**: Create a 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!”

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2. Website Creation

Objective: Build a simple, user-friendly website that serves as the central hub for event information and ticket sales.

Pages to Include:

- **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, Halloween).
  - 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).

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."

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3. Social Media Strategy

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

Platform Setup:

- **Create New Pages**:
  - i.e. Facebook: *Pagosa Springs Summer Concert Series*
  - i.e. Instagram: *@PagosaConcertSeries*

Content Plan & Timeline:

- **3-4 Months Before Event** (February – May 2025): 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 2025): 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.

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4. Google Ads

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

Campaign Setup:

- **Ad Type**: Text and display ads targeted at people searching for events in Pagosa Springs, Colorado, and nearby areas.
- **Keywords**:
  - "Pagosa Springs concert series"
  - "Colorado summer concerts 2025"
  - "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.

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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.
  - **Pagosa Springs Visitor Center**: Ensure the event is included on the town's official event calendar.
  - **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.
  - **Durango Events**: Use local community event platforms like *www.durango.org* to list the concert series.

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
Branding Design (Logo, Flyers, Posters)	January – February 2025	Designer/Marketing Team
Website Development	February – March 2025	Web Developer/Marketing Team
Social Media Setup & Content Creation	February – March 2025	Social Media Manager
Google Ads Campaign	April – August 2025	Marketing Team
Social Media Ads	May – August 2025	Social Media Manager
Submit to Local Event Calendars	February – March 2025	Event Organizer/Marketing Team

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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 *

mattcott717@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ( ) Tier 1: Marketing Available to all Events
- (•) Tier 2: Marketing available to Events with Lodging Partnerships
- ( ) No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 *

Matt Cottle

Proposed Event Date(s) *

MM DD YYYY

08 / 30 / 2025

Amount of Funding Requested *

10000

Name of Producing Entity *

NFA productions

Contact Person *

Matt Cottle

Phone Number *

9704039116

Email Address *

mattcott717@gmail.com

Event Website *

www.notbuiltyet.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

not confirmed yet

2025 Event Funding Application: Event Description

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.

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.
south 5th st. Pagosa Springs Co. 81147
5pm-9pm

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

no

Description of the event and its activities. *

Sundown Fest is a one-day music festival featuring multiple bands across various genres, offering live entertainment throughout the event. Attendees can enjoy a selection of food from local vendors, as well as beer, cocktails, and other beverages from licensed alcohol vendors. The festival provides a vibrant atmosphere for music lovers to gather, dance, and experience a day of great performances, food, and drinks.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

Our partnership with West End Lodge for Sundown Fest includes blocking a set number of rooms to accommodate attendees, ensuring convenient lodging for the event. Additionally, West End Lodge will offer discounted rates for bands, volunteers, and employees involved in the festival, providing affordable and accessible accommodations for all essential personnel. This collaboration ensures both comfort and ease for everyone contributing to the success of Sundown Fest.

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

Sundown Fest is proud to partner with Elevated Productions and NFA Productions to bring this event to life. Elevated Productions, known for organizing Reggae in the Park in Pagosa Springs, Colorado, will collaborate with NFA Productions to oversee stage production, sound, lighting, and event logistics. Together, they will ensure a seamless and high-quality experience for both artists and attendees, combining their expertise to create a well-executed and memorable festival. As well as Pagosa Community Initiative (PCI) by donating a percentage of festival profits to support their local outreach programs. This partnership allows us to give back to the Pagosa Springs community while providing an incredible day of music and entertainment. Attendees can enjoy the festival knowing their participation helps fund vital programs for those in need.

Overall Anticipated Attendance *

500

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

3

Number of Volunteers Needed: *

10

Number of Event Staff Needed: *

10

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

Sundown Fest will bring significant economic, cultural, and social benefits to Pagosa Springs, making a positive impact on both residents and local businesses. As a new event, it will introduce an exciting annual tradition to the area, enhancing Pagosa Springs' reputation as a destination for live music and entertainment.

Taking place during the shoulder season, Sundown Fest will help extend the tourism season by attracting visitors during a traditionally slower economic period. Increased foot traffic will directly benefit local hotels, restaurants, retail shops, and service providers, boosting revenue for small businesses and strengthening the local economy. Vendors and artisans will also have the opportunity to showcase their products to a wider audience, further supporting the community's entrepreneurial spirit.

Beyond economic growth, Sundown Fest will contribute to community engagement and cultural enrichment by providing a space for people to come together and enjoy live music, local food, and a vibrant festival atmosphere. Additionally, through partnerships with local nonprofits such as Pagosa Community Initiative and Four Corners Flyers, the event will give back to the community by supporting outreach programs and park improvements.

By bringing a professionally produced, high-quality event to Pagosa Springs, Sunrise Fest has the potential to become a staple of the local event calendar, driving long-term benefits for the town's economy, tourism industry, and overall quality of life.

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

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- (●) 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) Yes
- ( ) No
- ( ) Maybe

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

Infrastructure $3760

Marketing and Communications $2900

Supplies and Contingency Funds $1471

Music/Artist Fees $2500
see more broken down details

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

Sundown Fest will implement a comprehensive and strategic marketing plan to maximize outreach and attendance. Our approach will leverage multiple channels to effectively promote the event to both local and regional audiences.

A key component of our strategy is radio advertising, utilizing local and regional stations to reach a broad demographic and generate excitement leading up to the festival. Additionally, social media marketing will play a pivotal role in our promotion efforts. We will engage audiences across all major platforms, including Facebook, Instagram, and X (Twitter), utilizing targeted ads, organic content, and event collaborations. By partnering with the bands, businesses, and nonprofits involved, we will expand our reach through their established networks, tapping into highly engaged audiences who align with our event's demographic.

Further promotion will include traditional grassroots marketing, such as distributing eye-catching posters and flyers throughout the Four Corners region and across Colorado, ensuring visibility in high-traffic areas. We will also engage with local influencers, tourism boards, and community organizations to enhance word-of-mouth promotion.

This multi-channel approach ensures that Sundown Fest reaches a diverse and widespread audience, driving strong ticket sales and positioning the event for long-term success.

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 *

The financial risk is too high with these type of vents for our companies to take on alone

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

as many as possible

2025 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? *

62

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.) *

38

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 hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pagosa Springs Summer Concert Series 2025

SUNDOWN FEST: Saturday, August 30, 2025

Income		Estimated Revenue
Ticket Sales		$5,000
Bar Sales		$2,500
Total Est. Income		$7,500
Expenses		Estimates Cost
Venue Rental		$360
Liquor License		$100
Stage Rental		$300
Sound Equipment Rental		$2,000
Bands		
	A	$1,000
	B	$750
	C	$750
Production Team		
	Production Manager	$500
	Engineer 1	$500
	Engineer 2	$500
	Stage Manager	$500
Security Team		
	Security 1	$150
	Security 2	$150
	Security 3	$150
Liquor		$0
Trash + Recycling Services		$50
Tent Rental		$0

	Potta Potties		$850	
	Event Trailer		$100	
	Marketing			
		Marketing Manager	$1,000	
		Printed Materials	$200	
		Digital Advertising	$500	
	Local Communications		$1,200	
	Event Coordination		$600	
	Administrative		$2,000	
	Insurance		$500	
	Contingency (10% of expenses)		$1,471.00	
	Total Expenses		**$16,181**	

1-29-25

To Whom It May Concern,

West End Lodge is thrilled to partner with Sundown Fest 2025. We are pleased to offer a block of rooms for attendees and provide discounted rates for bands, volunteers, and employees involved in the festival.

We would also like to thank the local tourism board for their support of this event. Their efforts in promoting local tourism and community events are instrumental in making Sunrise Fest a success.

We look forward to being part of this exciting event.

Sincerely,
Martin Kuros
Owner
West End Lodge



Event Proposal: Pagosa Springs Summer Concert Series

Proposed by NFA Productions

Contact: Matt Cottle
Phone: 970-403-9116
Email: mattcott717@gmail.com

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 2025 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 master's in business administration 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 Vice President of the Board of Directors 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 benefits both residents and guests alike.

Community Partnerships

NFA Productions is partnering with one or more local non-profit organization for every concert in the Pagosa Springs Summer Concert Series. A percentage of all alcohol sales will be donated in support of the following community organizations:

- **Four Corners Flyers** - strives to enhance disc golf courses and improve all local parks in Pagosa Springs, creating clean, safe, and enjoyable outdoor spaces for everyone.
- **Pagosa Arts Council -** is committed to supporting and connecting all of the arts.
- **Pagosa Community Initiative -** aims to create interactive opportunities that honor culture and diversity to provide Archuleta residents with services that increase wellness and engagement for a better quality of life.

Event Details

- **Memorial Day Weekend –** Saturday, May 24 (Sunrise Fest)
  Venue: Yamaguchi Park

Time: 5 pm – 9 pm
Music: 2-3 Bands/event
Tickets: Presale and day of tickets available.
- $10/adult
- Under 18 FREE

- **4th of July Weekend –** Friday, July 4 (High Noon Fest)
  Venue: Athletic Field
  Time: 3 pm – 8 pm
  Music: 2-3 Bands/event
  Tickets: FREE event

- **Labor Day Weekend –** Saturday, August 30 (Sundown Fest)
  Venue: Yamaguchi Park
  Time: 5 pm – 9 pm
  Music: 2-3 Bands/event
  Tickets: Presale and day of tickets available.
  - $10/adult
  - Under 18 FREE

Event Funding

NFA Productions hopes to launch the Pagosa Springs Summer Concert Series with the intention of growing the festivals 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 $15,000 in expenses. We would like to apply for $10,000 in funding support for the 2 ticketed events, occurring on Memorial Day Weekend and Labor Day Weekend, and $15,000 in funding to support a free event on 4th of July this season. We are planning on the Pagosa Springs Summer Concert Series being a self-sufficient event series over a three-year period. In 2026, we hope to apply for $7,500 in funding support for each of the ticketed events, and $10,000 for the free 4th of July concert. In 2027, our funding request for the subsequent events would be $5,000 and $7,500.

Budget: View event budget here

Concert Series Checklist:

Alcohol: Yes
- Non-profit Partner for Temporary Alcohol permit - Four Corners Flyers.

Sponsorship: See Sponsorship packet here

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 = $50- $100 / 15x15 space / day
- Applications due 6 weeks prior to festival
    - Due Dates:
        - Memorial Day Festival – Friday, April 11
        - 4th of July Festival – Friday, May 23
        - Labor Day Festival – Friday, July 18
- No electricity available for vendors

Food Trucks: Yes

Sound System / Lighting: Provided by professional Colorado production company

Tents: 10x10 multiple
- Backstage/hospitality
- Sound
- Bar
- Audience (possible 20'x40' for 4th of July only) - $500 expense

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 x 521 or jcarothers@pagosasprings.co.gov
- Chamber of Commerce: Mary Jo Coulehan 970-264-2360 or director@pagosachamber.com

Event Permit Application: Jamie Carothers 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 x237 or ahessman@pagosasprings.co.gov

Food Truck Options

Tent/Equipment Rental:

- H & H Tent Rentals at handhtentrentals@gmail.com or (970) 403-9791
- Mountain Peak Rentals at mountainpeakrentals@gmail.com or (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

Health Department Inspection:

Angelica Leslie at aleslie@archuletacounty.org or 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
coordinator@visitpagosasprings.com
970-585-4820

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 500 attendees per festival.
  - Maintain a balanced budget with a goal of generating a $5,000/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 2025 (Memorial Day, 4th of July, Labor Day, Halloween).

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

Task	Deadline	Owner/Contact
Finalize event concept and goals	January 2025	Event Organizer
Confirm event dates with venue	January 2025	Jamie Carothers (Town Parks & Rec)
Apply for event permits	January 2025	Jamie Carothers (Event Permit Application)
Start Vendor recruitment	January 2025	Event Organizer, Marketing Manager
Secure sponsorships	February - March 2025	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: April 11, May 23, July 18	Event Organizer, Administrator
Finalize tent and equipment rental	March 2025	Event Organizer/H & H Tent Rentals, Mountain Peak Rentals
Confirm partnerships with food trucks	March 2025	Event Organizer, Administrator
Confirm trash and recycling services	March 2025	Event Organizer/Tourism Board, coordinator@visitpagosasprings.com

Task	Deadline	Owner/Contact
Confirm portable stage & equipment	March 2025	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 2025 for Memorial Day Festival; April for 4th of July; June for Labor Day	Event Organizer

Phase 3: Marketing & Promotion (3 months prior)

Task	Deadline	Owner/Contact
Create event marketing materials	February - April 2025	Marketing Manager
Promote via website and social media	March – August 2025	Marketing Manager
Google Ads	April - August 2025	Marketing Manager
Distribute posters and flyers	April – August 2025	Local Comm Mang/Event Organizer/Marketing Mang
Reach out to sponsors for promo materials	March - April 2025	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.

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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)

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1. Event Branding

Objective: Create a cohesive 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**: Create a 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!”

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2. Website Creation

Objective: Build a simple, user-friendly website that serves as the central hub for event information and ticket sales.

Pages to Include:

- **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, Halloween).
  - 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).

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."

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3. Social Media Strategy

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

Platform Setup:

- **Create New Pages**:
  - i.e. Facebook: *Pagosa Springs Summer Concert Series*
  - i.e. Instagram: *@PagosaConcertSeries*

Content Plan & Timeline:

- **3-4 Months Before Event** (February – May 2025): 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 2025): 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.

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4. Google Ads

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

Campaign Setup:

- **Ad Type**: Text and display ads targeted at people searching for events in Pagosa Springs, Colorado, and nearby areas.
- **Keywords**:
  - "Pagosa Springs concert series"
  - "Colorado summer concerts 2025"
  - "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.

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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.
  - **Pagosa Springs Visitor Center**: Ensure the event is included on the town's official event calendar.
  - **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.
  - **Durango Events**: Use local community event platforms like *www.durango.org* to list the concert series.

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
Branding Design (Logo, Flyers, Posters)	January – February 2025	Designer/Marketing Team
Website Development	February – March 2025	Web Developer/Marketing Team
Social Media Setup & Content Creation	February – March 2025	Social Media Manager
Google Ads Campaign	April – August 2025	Marketing Team
Social Media Ads	May – August 2025	Social Media Manager
Submit to Local Event Calendars	February – March 2025	Event Organizer/Marketing Team

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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 *

lkurtmason@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 2025 (May9-10)

Proposed Event Date(s) *

MM DD YYYY

05 / 10 / 2025

Amount of Funding Requested *

$3400

Name of Producing Entity *

Friends of the Upper San Juan River

Contact Person *

Lindsey Kurt-Mason

Phone Number *

9709034255

Email Address *

lkurtmason@gmail.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

The Friends of rthe Upper San Juan River

2025 Event Funding Application: Event Description

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.

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 take place on the San Juan River from the Town Park to the Yamaguchi Take-Out

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

no

Description of the event and its activities. *

The Pagosa Paddle is a United States Rafting Federation (USRF) sanctioned event. USRA races include four disciplines: Sprint, Head-to-Head, Slalom and Downriver races. The rafting competitors will race in all four disciplines with scores tallied to determine the overall winner. Winners will also be announced for each separate discipline.
In addition to the 4 person rafting (R4) competitors, participants can also compete in three additional categories: Hardshell Kayak, Inflatable Kayak (IK) and Stand-up Paddle Board (SUP).
Bonus events such as Whitewater Rodeo, Ducky Jousting, and Couple Water Boxing are being considered but are water level dependent.

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

We have lodging agreements with the following:
The Healing Waters Resort and Spa, (4 Two Queen rooms blocked May 9-10 @ $180/night with 15% discount
The Pagosa Lodge (10 Kings/Doubles blocked for May 9-10 @ $149 plus tax)
Motel SOCO (4 deluxe queens blocked for May 9-10 @ $166.58/night / 15% off with two night stay
The Springs Resort (TBA)

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

The Pagosa Paddle collaborates closely with the Springs resort for their "Pints, Pools and Paddle" Event. Every contestant will receive a soaking pass and the first 25 that register will receive a full access pass to the Pints, Pools and Paddles event which is happening at the same time.
The Springs Resort is also advertising the event and will host the awards ceremony.
Pagosa Baking Company will provide breakfast for 30 volunteers.
Pagosa Rafting Outfitters is providing two boats, Personal Flotation Devices (PFDs) and paddles for participants, as well as providing PFDs and Throw bags for the Safety Team. Pagosa Outside and Pagosa Rafting will be running shuttle for the racers.

Overall Anticipated Attendance *

450

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

70

Number of Volunteers Needed: *

30

Number of Event Staff Needed: *

5

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

The Pagosa Paddle is an exciting shoulder season event that brings participants from out-of-town while also adding to the experience of our visitors who line the River Walk to cheer for the racers and gasp at missed gates or flipped rafts. Many locals also join the crowd to cheer for home-town athletes like local teacher, Iris Frye, who astounded everyone with her SUP skills and for the raft team led by another teacher, Julie Ogier, who held off the US Women's Raft Team for much of the Head-to-Head race. The Pagosa Men's Master Team, The San Wanderers, also garnered enthusiastic support from the crowd.
International racers from both the US Men's and US Women's teams loved the past Pagosa Paddle Races and want to travel back to Pagosa for this year's event.

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

- [ ] Tent
- [x] 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.

Upper San Juan Search and Rescue / Onshore Safety Team
Sherriff Department / Security

Would you like use the Town's portable event stage for the event? The 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ○ 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- ○ Yes
- ◉ No
- ○ Maybe

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

$1000 / Event Tee shirts
$750 / Four 5W waterproof Walkie Talkie
$210 / Event insurance
$1000 / Professional Timing
$400 / Marketing

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

Event posters will be distributed in New Mexico and throughout the Western Slope of Colorado.
There will be radio spots on KSUT and KPAG.
The event will be included in the KSUT Community calendar.
The United States Rafting Association, the American Canoe Association, The Springs Resort and The Friends of the Upper San Juan River will advertise the Pagosa Paddle on their websites.

What other funding or grants have you applied for? *

N/A

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

- (●) Yes
- ( ) No
- ( ) Maybe

Please explain *

The event will happen but in a somewhat reduced fashion, without a professional timing crew, communication devices and event tee shirts.

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

Yes. We intend on making The Pagosa Paddle an annual event.

2025 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.) *

33

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 Pagosa Paddle gets established and the number of participants increases, the need for additional funding will decrease. Each year, the number of participants has increased and we are dedicated to continue to grow and improve.

This form was created inside of Visit Pagosa Springs.

Google Forms

PAGOSA PADDLE 2025	BUDGET			
INCOME			EXPENDITURES	
Earned income	$2,000		Administration	$0
Retail/Concessions	0		Marketing	$1,200
Sponorships	$1,500		Awards/Prizes	$250
Carry Over	$600		Operations	$4,000
			Food for volunteers	$350
Income	$4,100		Insurance	$210
Grant-Tourism Board	$3,400			
In Kind	$3,070		Total Expenditures	$6,010

Block May 9-11
Room 4, 7, 8, 9
Cancel by April 9

website: motelsoco.com

970 - 264-1492

5 Deluxe Queens
Single Queen Bed
NO TVs in rooms
Great wifi

$166.58 / night
tax incl.

2 night min.
Give 15% off

Motel SoCo
-micaela Hicks
Front Desk

MOTEL SOCO

Gmail

Becky Engel <coordinator@visitpagosasprings.com>

Pagosa Lodge for Pagosa Paddle

1 message

Lindsey KM <lkurtmason@gmail.com> Fri, Jan 31, 2025 at 8:54 AM
To: Becky Engel <coordinator@visitpagosasprings.com>

---------- Forwarded message ---------
From: **Pagosa Lodge** <sales@thepagosalodge.com>
Date: Wed, Jan 29, 2025 at 5:00 PM
Subject: ✅Thank you for considering our hotel - Pagosa Paddle
To: lkurtmason@gmail.com <lkurtmason@gmail.com>

Dear Lindsey,

Thank you for considering our hotel for the Pagosa Paddle happening on May 9, 2025.

We are delighted to offer you a group rate with courtesy rooms, designed to meet your specific needs. Here are the details:

Check-in date: May 9, 2025
Check-out date: May 11, 2025
Number of rooms per night: 10
Room Type: Kings/Doubles
Our rate: $149 plus taxes
Cut-off date: April 9, 2025

Additionally, our rate includes a range of complimentary amenities to enhance your stay. You and your guests will enjoy a complimentary breakfast, free Wi-Fi, free parking, and access to our outdoor pool and fitness center.

If you don't have any questions, we can go ahead and send over the agreement so we can lock these rooms for you. Once it is signed, we will provide you with an online booking link, allowing you and your guests to easily reserve rooms at the special rate.

I look forward to hearing from you soon.

With best regards,

Rey De Leon
Sales Manager

Pagosa Lodge
3505 West Highway 160 Pagosa Springs, CO 81147
Mon-Fri 9:00 AM-5:00 PM MST
Direct: (970) 716-0044
Hotel: (970) 731-4141

Email: sales@thepagosalodge.com
Web: https://ThePagosaLodge.com

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 *

lkurtmason@gmail.com

Event Name *

Pagosa Paddle

Event Date(s) *

May 11, 2024

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.

Race Bibs - $1465
Professional Timer - $500 plus room - $120
Event Insurance - $210
Marketing - 36 one minute radio slots, Regional and local newspaper advertisement, 50 event posters and artwork - $740
Pop up tent with walls - $200
Pop up tent without walls - $100
Breakfast, lunch and snacks for 30 volunteers - $607
Slalom Gate hardware, cam straps, rope, and sign replacement - $320
Event Tee Shirts - $1188 (108 shirts)
MC/Announcer - $250

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: Events were on time. The shuttles were smooth, so there was no lag time between first and second runs. The Course Judges were consistent and impartial. Safety is number 1 and our Safety Kayakers, Sweep boat and the Search and Rescue folks were steadfast and focused throughout the entire day. It is a huge comfort for a competitor when they know there is a top notch support team at their back. The event is spectator friendly, from both the Riverwalk and the Springs Resort pools.

Weaknesses: We would benefit greatly with a better communication system between Start, Finish, and Announcer. Our borrowed walkie-talkies were not quality and failed mid-day.
The timing was hindered because of our failing communication system. We resorted to using personal phones.
There is no food for competitors or spectators at the event. A Food Truck, or two would be beneficial.to everyone at the Town Park.

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

We had 50 participants in 2024. In 2023 we had 35.

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

Both the USA Women"s and Men"s Rafting Team are returning. Our event kicks off the rafting season and they do not want to miss our event.(I have received texts and calls from both teams)

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

We are moving towards a two day event, starting Friday afternoon and ending Saturday.at 4pm. I have been in contact with the race organizers in Colorado and New Mexico so we don't conflict with each other. The Pagosa Paddle is a sanctioned USRA event, which means we could host the National Championships (We were in the running to host last year). It could happen here, if there is enough water in the river.

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 *

50

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

The average of a morning count to an afternoon count

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

40

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

30

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

Aspen, Vail, Carbondale, Glenwood Springs, Durango, Taos , Salida, Mancos, Pagosa Springs

Provide percentages of the top 5 markets attendees traveled from:

Aspen, Vail, Carbondale, Glenwood Springs, Salida

Average age and income bracket of attendees. *

28, middle income

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

A list of lodging options were offered to participants and attendees on the Friends of the Upper SJ river website.

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

2 nights at Healing Waters

This form was created inside of Visit Pagosa Springs.

Google Forms

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 *

lkurtmason@gmail.com

Event Name *

Pagosa Paddle 2024

Event Date(s) *

May 11, 2024

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.

PFD Lyrca Bibs 1-50 - $1465
Event Tee Shirts 108 - $1188
Event Insurance through the ACA(American Canoe Association) - $210
Professional Timing - $500
Marketing - 36-90 second radio spots on KPAG Pagosa Sun Advertisement, 50 Posters + artwork - $850
Pop up tent with walls - $200
Pop up tent without walls $89
Breakfast, Lunch and snacks for 30 volunteers - $620
Slalom Gate infrastructure - hardware, rope, cam straps, tee posts, signage - $344
MC/Announcer - $250

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. *

Event Strengths:
The 2024 event faired better than any other year. Worst weather, and best turn out. Local volunteer involvement exceeded expectations.
Our Safety Team, consisting of Search and Rescue volunteers attended two Swift Water Rescue class sessions with us. Our Safety Kayakers and Sweep boaters were all steadfast and focused through the entire day making this as safe as possible. We had 16 judges, (2/gate) who were all consistent and non biased. The Shuttle Team kept us from having any lag time between runs by being quick and efficient.
Attendees love Pagosa Paddle. It is one of the premier whitewater races in the southwest. The entry fee goes further than any other race and gives participants the most opportunity for amount spent. We are the first whitewater race of the season. May boating and soaking in Pagosa is becoming a tradition! We took a spectator head count on both sides of the river in the am-(370) and pm (467) gives an average of 418.5

Event weaknesses:
Better communication is needed between the Starter, Midway(MC/Announcer) and Finish. Our walkie talkies were borrowed and low quality. 5W, waterproof walkie talkies and a Passive RFID race timing system (the chips are small, waterproof and reusable) would remedy timing issues. The system could be used by the Pagosa Nordic Club and any running or biking events we have here in Pagosa.

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

In 2023 we had 30 competitors and in 2024 we had 50 competitors. We also had more local volunteers and more business contributions. We have also had consistent support from the Springs Resort in partnering with us for the event.

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

Both the US Women's and Mens teams are both planning to return. Multiple racers expressed how much they enjoyed our race and were looking forward to coming back next year. The race coordinators from Taos and Breckenridge have been in touch with me about not wanting to conflict with our races.

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

Potential growth could include:
*Kick off the event on Friday afternoon for the Sprint Races would allow more time to complete all the events if there is inclement weather.
*Extend the event to three days which would keep people in Pagosa longer.
*Add a whitewater rodeo competition.
*Pour concrete foundations for each slalom gate and extend the length of the course upstream.
*Add food vendors in the Town Park so competitors and spectators wouldn't have to leave the event to eat.

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 *

400

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

We did a head count in the morning and in the afternoon.

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

19

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

55

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

Aspen ,Carbondale, Salida, Durango, Mancos, Denver and Pagosa Springs

Provide percentages of the top 5 markets attendees traveled from:

Out of 50 competitors
Aspen 16%
Durango 14%
Salida 12%
Carbondale 8%
Denver 8%
Mancos 4%

Average age and income bracket of attendees. *

30 / middle income

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

On the Friends of the Upper San Juan River Website folks could register and find information on lodging.

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

The average stay was 2 nights. We had a partner lodging agreement with the Pagosa Lodge however no one booked there in 2024.

This form was created inside of Visit Pagosa Springs.

Google Forms

PAGOSA PADDLE 2024	FINAL REPORT			
INCOME			EXPENDITURES	
Earned income	$1,900		Administration	$0
Retail/Concessions	0		Marketing	$1,100
In-kind Trades	$3,070		Awards/Prizes	$2,100
Sponorships	$4,250		Operations	$4,041
Grants	$5,700	Tourism	Food	$300
Carry Over	$300			
Other				
Income	$15,220-3,070		Total Expenditures	$7,541
Total Income	$12,150			
Final Event Profit	$4,609			

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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.pagosafun@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 *

Brews for Rescues Beer Fest

Proposed Event Date(s) *

MM DD YYYY

04 / 26 / 2025

Amount of Funding Requested *

5000.00

Name of Producing Entity *

Rugby's Rescue House / Pagosa Fun

Contact Person *

Shane Lucero / Amy Wilson

Phone Number *

9709031523

Email Address *

info.pagosafun@gmail.com

Event Website *

https://www.pagosafun.com/brewsforrescues

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

Rugby's Rescue House

2025 Event Funding Application: Event Description

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.

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. *

Archuleta County Fairgrounds or Yamaguchi Park

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

No

Description of the event and its activities. *

Event Description: Brews for Rescues Beer Fest
Date: Saturday, April 27, 2025
Location: Pagosa Springs, Colorado

Join us for the Brews for Rescues Beer Fest, an unforgettable day of beer, bites, and good vibes in beautiful Pagosa Springs!

🎶 Live Music: Enjoy performances from talented local bands as you sip and savor the day.
🍔 Food Trucks: Satisfy your cravings with delicious eats from a variety of food trucks.
🍻 Over 40 Beers: Sample a wide selection of craft beers from local and regional breweries.
🐾 Adoptions Available: Meet adorable rescue animals looking for their forever homes.

Whether you're a beer enthusiast, a music lover, or an animal advocate, this event has something for everyone. Come out, have fun, and support a great cause!

Tickets: $25 Online -
Time: Noon - 4:00pm

Mark your calendars and bring your friends—let's raise a glass to rescue animals and the people who love them!

Rugby's Rescue is a small non-profit rescue dedicated to "Rescuing, Saving, and Repeating" the process. Their main focus is rescuing dogs from surrounding Native American Reservations, where the growing dog population has been a big problem.

Last year we had over 9 dogs adopted out to their forever homes.

The beer tasting will take place from Noon- 4 pm. There will be beer vendors, artisan vendors as well as vendors providing fun stuff for your pooch – toys, food, treats etc...

You may bring your well behaved dog with you to the beer tasting.

Rugby's Rescue House appreciates the support, and funds raised go towards shelter, meds, food, spay and neuter programs and much more.

With fundraising events such as this event, Rugby's has been busy making a difference.

In 2024 Rugby's accomplished:

Rescued over 100 dogs

Found forever homes for 88 dogs

Rescued 9 cats

Transferred 12 dogs to partnering recues

Hosted 2 free vaccine clinics on the Jicarilla Apache Reservation

Vaccinated over 300 dogs and cats

Hosted a free spay/neuter clinic servicing 202 animals

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

I am working on a room block for brewers with The Drift like we did last year. I am currently waiting on them to get back to me with rates. Motel Soco is also a lodging partner that we will promote and I have a room block at Hillside Inn as well.

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

We have grown this event to being more than just a beer fest. We have turned it into a real community event. We invite local vendors, food trucks and other organizations to be part of this event. We have sent out invitations to bars, restaurants, liquor stores as well so that they can promote their business as well. We also have pre and post parties planned at other local venues such as Motel Soco and Uncle's Bar & Social Club.

Overall Anticipated Attendance *

900

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

100

Number of Volunteers Needed: *

50

Number of Event Staff Needed: *

10

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

The benefit this event brings to town is huge. Brews for Rescues attracts visitors from around the 4 corners region that stay at least one night in Pagosa Springs/Archuleta County. In the last 2 years 50% of the guests have been from out of town. That equates into lodging, groceries, gas, dining etc. Most guests stay 2 nights which a huge boost to the local lodging economy because April has proven to be one of the slowest months in the year. We purposely schedule this event to be after the ski area closes and before the summer tourist rush hits the area. It is a good boost to the local economy in a slow shoulder season. We also keep our event admission very reasonable that way people feel that they can spend some more money in other areas of town.

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

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- (●) 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) Yes
- ( ) No
- ( ) Maybe

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

Then money received will go to provide lodging for brewers and the band.

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

Marketing and advertising will be done in the following ways:
Radio ads, Newspaper ads, social media ads (facebook and Instagram), Community Calendars, Posters, Flyers, working with lodgers, through participating brewers, eblasts.

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 will pull from other areas of the budget to make this happen.

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

Yes. As long as people continue to support the event.

2025 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.) *

100

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 a sponsorship packet that has been send out to potential sponsors. We have not heard back from all of them at this time. Every year we make adjustments to this event from feedback we get from guests, participants etc. We learn year over year, but there is always obstacles such as weather, or road construction or construction at venues, and that sometimes adds surprises to the budget. So as we grow we look for venues or infrastructure that we can add that will make us less reliant on renting space, tents, bathrooms etc so we can save money.

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Budget		Brews for	Rescues 2025		Expenses
TOTAL EXPENSES					Estimated
					$13,450.00
Site	Estimated	Actual		Refreshme	Estimated
Tent Rental	$2,000.00			Food	$200.00
Tables	$300.00			Drinks	$50.00
Park Rental/Stage	$850.00			Labels	$0.00
Event Licence	$200.00			Banner	$300.00
Total	$3,350.00			Total	$550.00
Decorations	Estimated	Actual		Program	Estimated
Souvenir Glasses	$750.00			Lodging	$5,000.00
Total	$750.00			Total	$5,000.00
Publicity	Estimated	Actual		Column1	Estimated
KWUF	$300.00				
Photocopying/Printing	$300.00				
Digital Ads	$300.00			Total	$0.00
Total	$900.00				
Miscellaneous	Estimated	Actual			
Stickers	$300.00				
Ice	$500.00				
Sound	$600.00				
Band	$1,500.00				
Total	$2,900.00				

Brews for Rescues 2024					INCOME
TOTAL INCOME				Estimated	Actual
				$27,500.00	
ADMISSIONS					
Estimated No	Actual No	Type	Price	stimated Inc	Actual Incom
700		Beer Tasting	$25.00	$17,500.00	
50		Non drinking	$5.00	$250.00	
50		At gate	$35.00	$1,750.00	
Total				$19,500.00	
Estimated No.	Actual No	Type	Price	stimated Inc	Actual Incom
Sponsorship		PSATB		$5,000.00	
Sponsorship		Other		$3,000.00	
Total				$8,000.00	

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 *

info.pagosafun@gmail.com

Event Name *

Brews for Rescues

Event Date(s) *

April 27,2024

Contact Person *

Shane Lucero / Amy Wilson

Phone Number *

9709031523

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 funds awareded to us were used to provide lodging to brewers and band as was the original purpose requested.

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 was great. We had a great variety of brewers, distributors etc...more than the previous year. The one thing that took away from the event was the weather. The morning started out sunny, then it rained, snowed, rained, got sunny, rained and snowed some more. We did have a tent to accommodate people but it was just a crazy spring day in Colorado. It did hinder a lot of people from coming.

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

Ticket sales were right on track with previous years, actually on target to grow, but because of the weather we missed out on day of ticket sales that we had in the previous years.

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

Visitor intent to returna and satisfaction were still high. Beer and dog lovers understand these types of events and are prepared for them. We had great music and made improvements from the year before and people were excited and ready for 2025.

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

As the word spreads, and with us making adjustments as we learn every year, there is tremendous potential for growth. There is concern with venue space as there will be construction downtown Pagosa Springs, which may hinder our attendance but we are trying to be forward thinking and try to find a solution.

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 *

450

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? *

75

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

Denver, Albuquerque, Durango, Santa Fe, Colorado Springs, Alamosa

Provide percentages of the top 5 markets attendees traveled from:

Average age and income bracket of attendees. *

Did not track this

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

We housed all the brewers and the band at The Drift and Hillside Inn. We also shared links on our eblasts and on our website and ticketing site to our lodging partners. In addition to that, we also sent emails with posters and information to the majority of local lodgers, that weren't our lodging parterns so that they could send via their marketing channels as a way to entice people to come to Pagosa and stay with them during the slow shoulder season.

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

100+

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Budget		Brews for Rescues 2024		Expenses	
TOTAL EXPENSES					**Estimated**
					$11,750.00
Site	Estimated	Actual		Refreshments	Estimated
Tent Rental	$2,000.00	$2,000.00		Food	$200.00
Tables	$300.00	$300.00		Drinks	$50.00
Park Rental/Stage	$850.00	$850.00		Labels	$0.00
Event Licence	$100.00	$100.00		Banner	$200.00
Total	$3,250.00	$3,250.00		Total	$450.00
Decorations	Estimated	Actual		Program	Estimated
Souvenir Glasses	$750.00	$750.00		Lodging	$5,000.00
Total	$750.00	$750.00		Total	$5,000.00
Publicity	Estimated	Actual		Column1	Estimated
KWUF	$300.00	$300.00			
Photocopying/Printing	$300.00	$300.00			
Digital Ads	$300.00	$250.00		Total	$0.00
Total	$900.00	$850.00			
Miscellaneous	Estimated	Actual			
Stickers	$300.00	$300.00			
Ice	$400.00	$500.00			
Sound	$600.00	$600.00			
Band	$700.00	$1,200.00			
Total	$2,000.00	$2,600.00			
Brews for Rescues 2024					INCOME
TOTAL INCOME				**Estimated**	**Actual**
				$26,750.00	**$20,300.00**
ADMISSIONS					

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
600	350	Beer Tasting	$25.00	$15,000.00	$8,750.00
50	10	Non drinking	$5.00	$250.00	$50.00
100	100	At gate	$35.00	$3,500.00	3500.00.
				$18,750.00	$0.00
Total				$18,750.00	$12,300.00
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Sponsorship		PSATB		$5,000.00	$5,000.00
Sponsorship		Other		$3,000.00	$3,000.00
Total				$8,000.00	$8,000.00

2025 Event Funding and Marketing Assistance 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.

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.

New events and shoulder season events receive the strongest consideration for funding. Working with lodging properties is strongly encouraged. Funds can be requested for any expense deemed useful by the Event Organizer. Funding requests will be considered as received in 2025. The first applications will be reviewed during the February 5th, 2025 Tourism Board meeting.

* 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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing

* Contacts for possible food trucks: https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkIdbBlNzaJRv4r5AChVkHJycckNfjc/edit?usp=sharing

* Portable Event Stage, Trailer, Trash and Recycling Service Request Form: https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

* 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 for a brief presentation and to answer any questions. In 2025, the Tourism Board will meets on the 1st Wednesday of each month at 4pm at Town Hall and via Zoom.

* 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.pagosafun@gmail.com

2025 Event Funding & Marketing Assistance Application: Criteria

The following criteria will be heavily considered to determine funding amounts:

1. New events and / or new requests will be weighted stronger than existing events.
2. Events held during shoulder season will be favored (please note that shoulder season typically includes October, November, December, January, February, April and May - excluding holidays, June - September, spring break, etc.).
3. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors; ideally event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided.
4. Events that attract an out of town audience to visit vs synergistic events that provide additional activities for visitors to do while already in town.

2025 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. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers.

TIER 1: 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

TIER 2: Additional marketing available to events that have established room block partnerships with lodging properties:
1. Promotion in monthly Pagosa Springs e-newsletter sent to over 80,000 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

Select level of marketing assistance being requested: *

- ○ Tier 1: Marketing Available to all Events
- ◉ Tier 2: Marketing available to Events with Lodging Partnerships
- ○ No Marketing Assistance Requested

2025 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. 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/1FAIpQLSdY76axF5jQMIep9RwBTSIbgT6nTK6n_d-FCf_XN3QSwvNgdA/viewform?usp=sf_link

2. 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.

3. 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.

4. 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.

5. 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.

6. 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/7cuv112ll8313cs/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

7. 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.

8. 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.

9. 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

10. 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

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

2025 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 *

Barktoberfest (Formally Oktoberfest)

Proposed Event Date(s) *

MM DD YYYY

10 / 04 / 2025

Amount of Funding Requested *

5000.00

Name of Producing Entity *

Rugby's Rescue House / Pagosa Fun

Contact Person *

Shane Lucero / Amy Wilson

Phone Number *

9709031523

Email Address *

info.pagosafun@gmail.com

Event Website *

https://www.pagosafun.com/oktoberfest

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

Rugby's Rescue House

2025 Event Funding Application: Event Description

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.

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. *

56 Talisman Dr. or Yamaguchi Park

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

No

Description of the event and its activities. *

When: October 4, 2025
Where: Beautiful Pagosa Springs, CO

Join us for a paws-itively amazing celebration of all things autumn—and all things furry! 🐕🍻
Live Music: Jam out to incredible band Austrian Connection while soaking in the crisp fall vibes.
🍻 Beer Garden: Sip on a selection of craft beers from local breweries.
🍴 Food Trucks and local artisan vendors: Savor mouthwatering eats from the best food trucks around.
Check out the latest creations from local artisan vendors.
Games & Activities: Fun for all ages, including dog-friendly events and dog adoptions

Please describe in detail partnerships with area lodging properties (including room block, rates, etc). Letters of support from lodging properties, outlining the partnership, must be emailed to coordinator@visitpagosasprings.com before consideration by the Tourism Board. *

We work with Simply Home, Motel Soco and some other STR properties. Because the event is still 9 months away we have not solidified the exact terms of our partnership. However, we will email all lodgers with the information that they may share with their databases and potential guests as a reason to bring people to Pagosa during the October shoulder season. We also list lodging partners on our website as well as on our facebook page and include them in our eblasts.

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

We have a pre and post party scheduled at Uncle's Bar & Social Club. We also invite area businesses to sponser and run any games or provide prizes for activities during the event.

Overall Anticipated Attendance *

500

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

Anticipated Number of Participants (athletes, artists, exhibitors, etc.): *

25

Number of Volunteers Needed: *

15

Number of Event Staff Needed: *

5

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

Bartoberfest is strategically held in October as that has been identified as a shoulder season month by both the Town and County. This event has brought new visitors to town as it has been a new event in the fall. In the past visitors have came down not only to celebrate fall, taste great beer and help with a great dog rescue, but it's also peak leaf season. This event adds extra incentive for out of town guests to come to the area and stay an extra night or two, which increases income for lodgers, restaurants etc.

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

- [x] Tent
- [x] Live Music
- [x] Alcohol
- [x] Food Trucks
- [x] 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 2025 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ◉ 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/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jlAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link *

- (●) Yes
- ( ) No
- ( ) Maybe

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

The money would be spent on the band and it's lodging.

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

Marketing will be done by advertising via the following channels:
Facebook, Instagram, Radio, Eblasts, Visit Pagosa Springs, Lodging partners, Newspaper

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 *

We will have to scale back and rearrange the budget.

Do you intend to host the event in Pagosa Springs beyond 2025? If yes, for how many years beyond 2025? *

Yes. As many years as people attend

2025 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.) *

100

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 do have sponsorship packages available that we have distributed. We are waiting to see what we receive. By working with other partners and continuing to host a fun quality event we expect this to keep growing. Between year 1 and year 2 we doubled in attendees.

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Budget for Barktoberfest 2025

EXPENSES

TOTAL EXPENSES	Estimated	Actual
	$0.00	$12,600.00

Site	Estimated	Actual
Park and Fees		$200.00
Event Trailer		$100.00
Tent/Tables/Chairs		$4,000.00
Liquor License		$150.00
	$0.00	$4,450.00

Misc.	Estimated	Actual
Stage		$400.00
Beer		$1,000.00
stickers		$200.00
ice		$300.00
Total	$0.00	$1,900.00

Decorations	Estimated	Actual
Balloons, aprons, hats		$300.00
Table cloths		$200.00
Total	$0.00	$500.00

Program	Estimated	Actual
FB Ads		$100.00
Newspaper ads		$300.00
Radio Ads		$200.00
Total	$0.00	$600.00

Publicity	Estimated	Actual
Total	$0.00	$0.00

Prizes	Estimated	Actual
Variety		$250.00
Total	$0.00	$250.00

Miscellaneous	Estimated	Actual
Lodging		$1,000.00
Mugs		$600.00
Band		$3,000.00
Sound		$300.00
Total	$0.00	$4,900.00

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 *

slucero1976@gmail.com

Event Name *

Oktoberfest Pagosa 2023

Event Date(s) *

10/7/2023

Contact Person *

Shane Lucero Amy Wilson

Phone Number *

9709031523

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 funds provided were spend in the exact way in which we applied for - to pay for the band plus their lodging expenses.

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. *

Each year we try to add something different to the event. This year we added more food trucks and we also added artisan vendors to add more synergy to the event. Both additions enhanced the event. We also made a change and offered canned and bottled beer along with draft beer and also added several beverage stations which helped keep the lines down to a minimum so guests did not have to wait.
We also added more games for both adults and children and had a variety of prizes for each.

We did miss the mark on pricing this year. We didn't realize the error until flyers and the online ticket platform was already set up and the first few tickets were sold. This year we are dropping the admission price to make it more affordable for everyone, and will also encourage passers by to join the event without pricing them out.

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

Oktoberfest 2023 was a bit smaller than Oktoberfest 2022, although it was a much better organized event with more offerings. As previously stated, we missed the mark on pricing.
With a lower admission price, it will increase attendance in 2024.

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

All of the feedback was positive. Everyone loved the band, the games and of course the selection of beer and food. There were many return guests from out of town as they have added it to their fall schedule of looking at foliage and attending Oktberfest Pagosa.
The band, which is based in Denver and plays in several Oktoberfests through the season has actually added us to their schedule in replacement of Castle Rock. They made the comment that they like how this particulate Oktoberfest seems really community based and family friendly. They like the games and contests we have that break up the day and really enjoy the location of being downtown. There were several people from Denver and Albuquerque that sought us out just to encourage us to keep hosting this event because they enjoy it so much.

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

We plan on growing this event every year. We always evaluate the event afterwards and make tweaks to see what where we made a mistake and how we can improve. This has proven to be a successful and fun event and we will continue to make it happen as long as it is sustainable. We are almost to that point now so we have high hopes for future Oktoberfests.

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 *

300

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

It was a ticketed event, but tickets were also available at the gate.

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

50

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

30

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

Regional, out of state, local, in that order.Specifically Denver area, Abq, Santa Fe area and then locals.

Provide percentages of the top 5 markets attendees traveled from:

Denver Albuquerque Santa Fe

Average age and income bracket of attendees. *

do not have that information. But at a glance the majority for 30+

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

We promoted our lodging sponsors on our website and on all email blasts that we sent out prior to the event. Along with that, we also reached out to as many lodgers as possible to give them information, such as digital posters, links to ticketing etc so that they could use it to promote the event and their lodging property for that weekend.

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

Approx 75 rooms.

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Budget for Oktoberfest 2023

EXPENSES

TOTAL EXPENSES	Estimated	Actual
	$0.00	$7,480.00

Site	Estimated	Actual
Park and Fees		$150.00
Event Trailer		$100.00
Tent/Tables/Chairs		$2,485.00
Liquor License		$100.00
	$0.00	$2,835.00

Decorations	Estimated	Actual
Total	$0.00	$0.00

Publicity	Estimated	Actual
Total	$0.00	$0.00

Miscellaneous	Estimated	Actual
Lodging		$900.00
Mugs		$495.00
Total	$0.00	$1,395.00

Misc.	Estimated	Actual
Total	$0.00	$0.00

Program	Estimated	Actual
Band		$3,000.00
Sound		$250.00
Total	$0.00	$3,250.00

Prizes	Estimated	Actual
Donated		$0.00
Total	$0.00	$0.00

Event Budget for Oktoberfest 2023

INCOME

TOTAL INCOME	Estimated	Actual
		$11,670.00

ADMISSIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Eventbrite					$3,870.00
Venmo					$1,200.00
Gate					$2,600.00
Total					**$7,670.00**

Sponsors

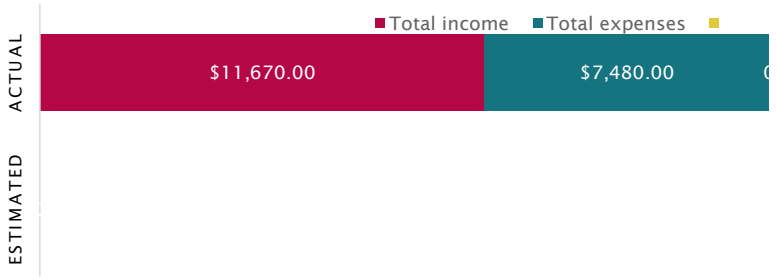
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Tourism Board					$4,000.00
					$0.00
					$0.00
				$0.00	$0.00
Total					**$4,000.00**

Event Budget for Oktoberfest 2023

PROFIT

Loss Summary

	Estimated	Actual
Total income		$11,670.00
Total expenses	$0.00	$7,480.00
	0	0
Total profit (or loss)		**$4,190.00**



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 05 Feb 2025
FROM: Jennifer Green, Tourism Director

PROJECT: Consideration of AI Tool on Website

ACTION: Discussion

PURPOSE/BACKGROUND:

Overview

Staff has been exploring different uses for AI to enhance our offerings for months. While staff has an upgraded account through ChatGPT to assist in various tasks, such as copywriting, we have also explored adding an AI tool to the website for more interactive trip planning for visitors. We were early adopters with a chatbot tool in 2018 and 2019, but did not renew the subscription as it had a lot of weaknesses and we weren't able to determine usage to justify. Technology has advanced significantly since and there are now many tools designed specifically for tourism. Staff recently met with Guide Geek for a demo of their tool. Guide Geek is powering an AI tool for Visit Estes Park, Colorado.com, Visit Colorado Springs and many others. If we decide to move in this direction, it will take about 3-6 months to develop and train the tool and integrate it into our website and booking engine, especially given our small staff and very full plates.

Adding an AI tool to the website for visitors to plan vacations should enhance user experience, increase engagement, and drive conversions. The tool can provide personalized travel recommendations and time-saving convenience. For example, instead of manually searching through multiple websites, users can receive instant, customized itineraries in minutes. Ideally, we would have the tool integrate with our booking engine, in order to provide up-to-date information on flights, hotel availability, weather conditions, and travel restrictions. Additionally, once "trained" the AI-powered chatbot can answer user queries 24/7. Users can input their interests (e.g., adventure, relaxation, culture), and AI will create a detailed itinerary based on what Pagosa offers and the tool can adjust plans dynamically based on weather, travel delays, or sudden closures. The tool can also integrate with airlines, hotels, and tour providers to enable direct booking within the platform. An interactive AI tool can keep users engaged longer on the website, increasing the chances of them completing a booking. Another advantage is multilingual & accessibility features, without the cost of page by page translations.

Another aspect is access to analytics to track user behavior, preferences, and trends, helping us and potentially businesses refine their offerings. There is a lot of future opportunity and ways to leverage this tool once it is integrated into the website.

If the Board wants to pursue this, the cost of the tool would be absorbed into the 2025 marketing line item.

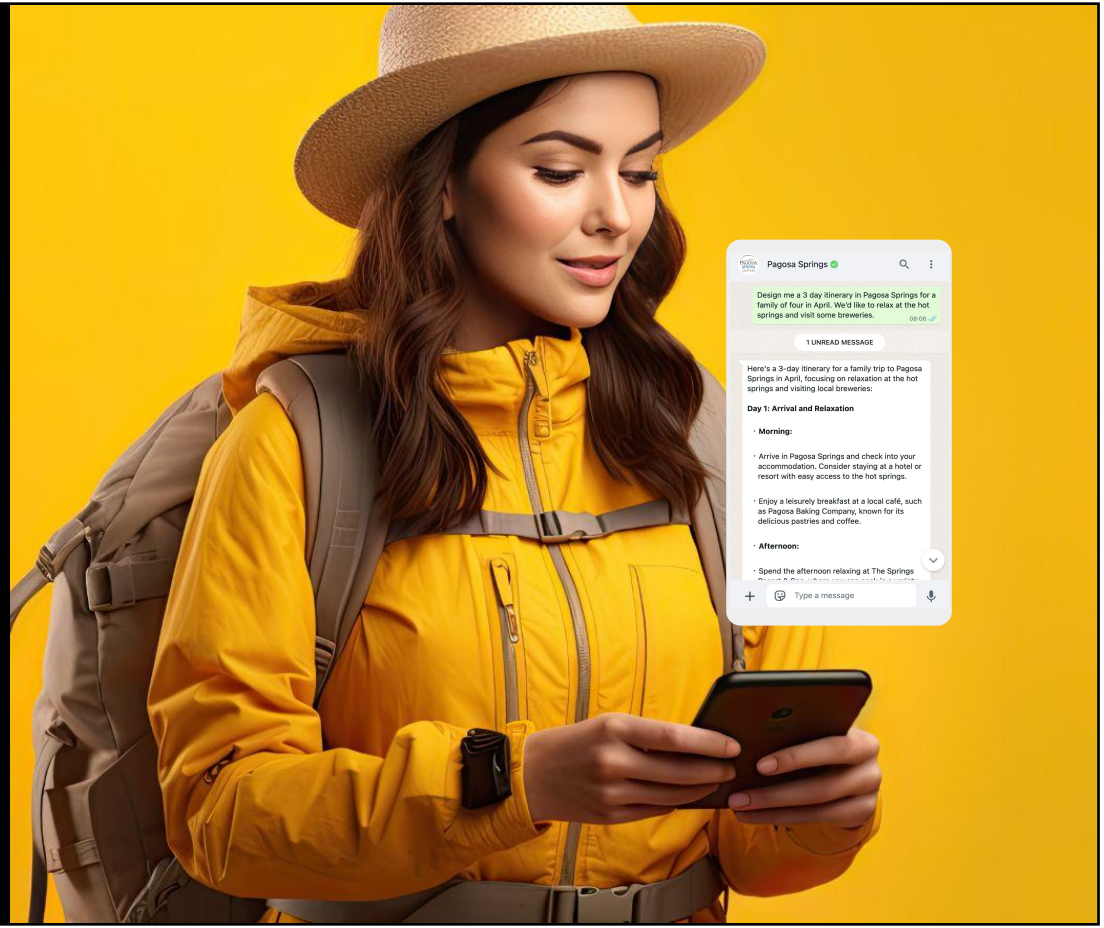
ATTACHMENTS:

Guide Geek AI_ Pagosa Springs, CO_ 2025 Proposal

GUIDEGEEK

Page 2 of 51

GuideGeek
+ Pagosa Springs



NEW BUSINESS V.10.

Proposal
+ Timing

$25k GuideGeek Proposal

	Category	Product	Quantity	Per Unit (rate card)	TOTAL COST	Notes
1	GuideGeek	Setup Fee	1	$ 25,000	$ 5,000	Setup Fee includes: - Up to ten (10) user seats / logins - One (1) custom WhatsApp number + WhatsApp setup - One (1) hour-long training session - Tracking asset packet, including custom QR codes - Global prompt customizations - Promotional advisory service + user acquisition best practices guide
2	GuideGeek	Subscription Fee	1	$ 10,000	$ 7,500	Subscription Fee includes: - Unlimited tokens for AI requests - Unlimted user logs - Custom human takeover tool
3	GuideGeek	Site Indexing Service	1	$ 50,000	$ 12,500	Site Indexing Service includes: - GuideGeek's software to crawl and index Client's website to prioritize Client data as "first answer" before fetching answers from OpenAI Large Language Model (LLM)
4	GuideGeek	Website Chatbot Integration	1	$ 10,000	$ -	Matador to integrate GuideGeek technology into chatbot interface on Client's primary website
5	GuideGeek	Social Channel Integration	1	$ 10,000	$ -	Matador to integrate GuideGeek technology into Client's social channels (e.g, IG, FB, etc.) as desired
6	GuideGeek	Promotional Signage Asset Kit	1	$ 15,000	$ -	Matador to provide asset kit for custom design of promotional signage, including QR codes for download, for in-market promotion of Client's GuideGeek
					$ 25,000	
			Total Program Value:	*$120,000*		

Matador Network + Pagosa Springs
Contact / Alex Aufmann / alex.aufmann@matadornetwork.com

Implementation Process

Outlined are the main steps we will go through to launch your chatbot.
Please note these are estimates

Step 1

Provide Meta Business Account access and intro questionnaire

Instructions will be provided to Verify your Meta Business Account and add Matador to your account as well as a general questionnaire to help set the tone of your AI

This could be done in one day or could take up to **1 week** depending on how quickly you can get those answers over to us. *Please note verifying your Meta Business Account can take up to 5 business days*

Step 2

Initial Setup

We will take your answers from the questionnaire, and set up the first iteration of your chatbot.

Once this is completed, you will get access to your AI via WhatsApp to begin testing and providing feedback.**1 week**

Step 3

Testing

2 rounds of testing and feedback

2 - 4 weeks

Step 4

Soft Launch

We recommend a soft launch to internal stakeholders to get a sense of the questions your users may ask and gather another round of feedback

2 - 5 weeks

Step 5

Go To Market

Prior to launch we will give you a demo of the Admin

Introducing GuideGeek

Core Team

LEADERSHIP OVERSIGHT



Ross Borden
Founder & CEO



Stefan Klopp
Chief Technology Officer

CLIENT SERVICES



Frances Asuquo
GuideGeek Client Success Manager

ACCOUNT MANAGEMENT



AJ Kinney
Global Director of Content + Media Partnerships



Greg Oates
Director of AI Advocacy

PROJECT MANAGEMENT



Cristina Muñoz
Guidegeek Senior Product Manager



Courtney Heller
Lead GuideGeek Agent

CONTENT + PRODUCTION



Scott Sporleder
Creative Director



Doree Simon
Director of Production

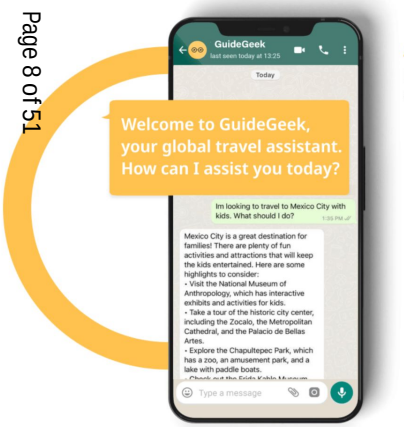


Hal Amen
Director of Ad Ops & Content



Cody Doucette
Director of Studio Operations

What is GuideGeek?



A new way to plan and book travel.

Rely on GuideGeek to get fast answers and instantly via any Meta platform find:

- Hotels + Airbnbs
- Custom Itineraries
- Restaurant + Bars
- Experiences + Tours
- Most direct travel routes
- Safety info
- Best time to visit
- Daily travel budgets
- Must-know customs
- Local slang

What the press is saying about GuideGeek

"Toronto's AI tour guide was launched formally in October. It's called 6ix, a reference to the city's six boroughs popularized by native son Drake in his single "Know Yourself." Visitors can "talk" with 6ix through the Destination Toronto website or on WhatsApp, Instagram, or Facebook Messenger, using a smartphone, tablet, or laptop. Having information like this handy helps people do and see more..."

Boston Globe

"When it comes to trip planner AI tools, GuideGeek is right at the top since it's easy to use and offers detailed travel plans."

Business Daily Media

GuideGeek is the travel chatbot that you'll actually want to use.

Fast Company

Amazingly powerful.

FOX NEWS

"Greece is filled with ancient relics, but that doesn't mean it's living in the past. The official Discover Greece website has a brand-new AI chat buddy (built by Matador Network) that will help you plan every aspect of your trip, even on a budget. Simply tell Pythia (named after the high priestess of the Temple of Apollo at Delphi and known as an all-knowing oracle) your interests, your budget, and how long you've got to spend in Greece to get a tailor-made itinerary."

Travel + Leisure

What DMOs are saying about GuideGeek

“In just the first two months, 6ix [our custom AI] received over 7,500 messages from more than 2,700 users, indicating that users continued to engage with the AI after their initial response. The ability to engage in conversation and add personalization is where the real power of GenAI for travel reveals itself."

Paula Port, VP of Global Marketing at Destination Toronto.

"We were surprised at how quick and accurate the AI [GuideGeek built for us] has been. It’s proving very useful for helping visitors discover what they may perceive as more unapproachable aspects of Richmond. It really is like talking to a local who knows everything."

Nancy Small, CEO of Tourism Richmond

"As soon as it launched, we noticed people using Joshua [our custom AI] for general information — questions like, ‘What are the must-see attractions in San Bernardino?’ — but then exploring deeper and finding hidden gems like glamping sites or boutique hotels.”

Freddy Bi, CEO and president of Discover Inland Empire

GenAI will eat the ***ENTIRE*** travel funnel

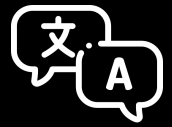




Custom site indexing - updates every 24 hours for ***unbridled accuracy.*** The system won't just be an expert on Pagosa- it will be an expert at Pagosa brand, owned content and POV on the DMO.



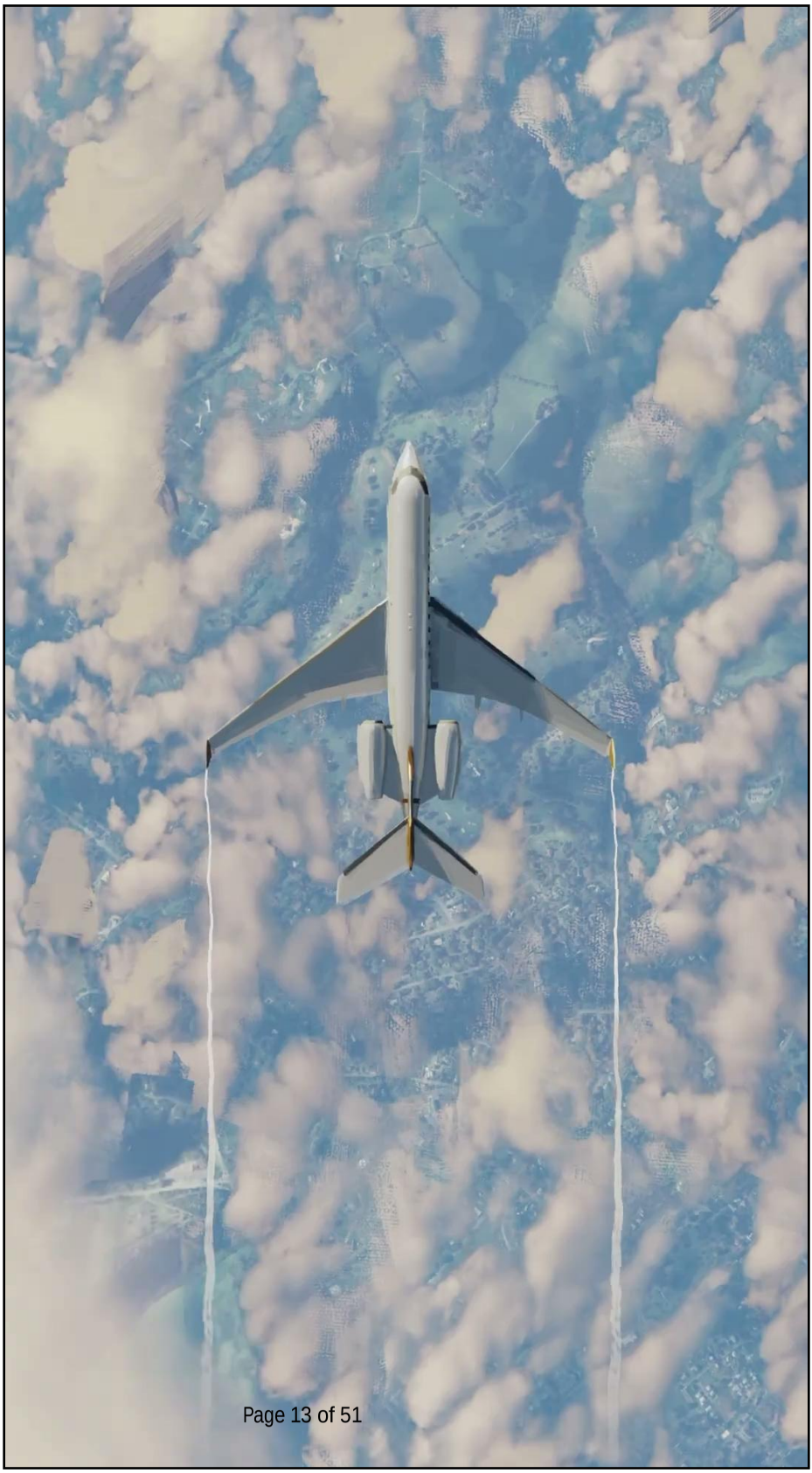
Launch on WhatsApp, Instagram, and Facebook Messenger, not ***just*** your website.



Multi-lingual support for diverse audiences and global reach (60 languages supported).

MATADOR network

Leverage Matador Network's expertise to create compelling short-form vertical video content that promotes your tool across social media.



Introducing GuideGeek for Partners

GuideGeek's core service now has hundreds of thousands of users exploring high-level travel options, searching and booking flights, hotels and vacation rentals and planning where to eat, experience and explore.

We have used the data from millions of messages between our AI and real travelers to train GuideGeek, and now helping DMOs and partners launch their own AIs.

Next, we built out a custom software platform where we can interact with travelers (human takeover), build detailed data profiles on each user and learn from data and insights from millions of conversations.

Now we're putting all of that software to work to launch ***custom GPTs for DMOs and partners.***

GuideGeek for DMOs and Partners

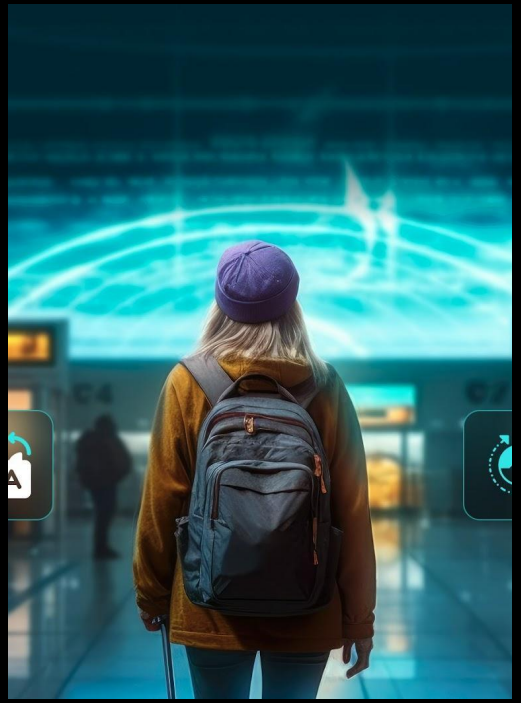
Leveraging our data and best-in-class AI, we now offer fully-customized AIs for DMOs and partners based on their unique brand, voice, content, website and partners.

Key features of GuideGeek for DMOs and partners.

For Brands

All the of the latest features and capabilities of our core GuideGeek system, plus:

- Website + content indexing (daily)
- Referral tracking
- Auto-emailing to individual users
- CMS + CRM connections
- Data export/CRM
- Insights, trends and data analysis
- Traffic driving from Meta platforms to partner website



Matador Network + Pagosa Springs
Contact / Alex Aufmann / alex.aufmann@matadornetwork.com

User Journey: How GuideGeek's AI platform can change how Pagosa Springs engages its visitors.

01 User learns about **Pagosa Springs AI** and chooses their preferred platform to plan their tips on (Meta vs Web)

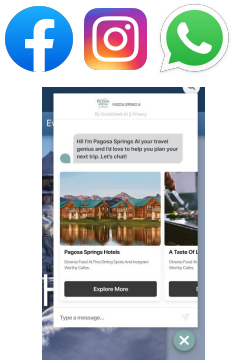
02 **Pagosa Springs AI** engages user in chat to converse about specific needs, desires and destinations.

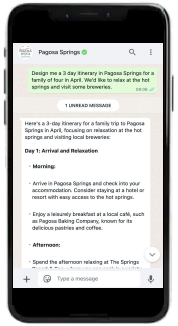
03 **Pagosa Springs AI** is an expert on all activities and places to visit/things to do in Pagosa Springs.

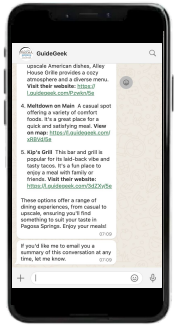
04 User gets personalized adventure advice inside of IG and WhatsApp - and can even have rec's emailed to them!

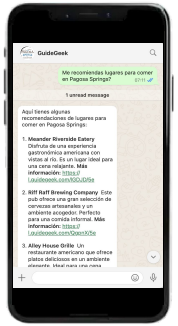
05 Pagosa Springs now has a 2-way conversation channel with each user, powered by AI that never sleeps and speaks 55 languages.

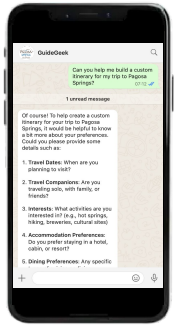
06 Pagosa Springs has the opportunity to hand over the planning process to their internal teams or allow the user to build their own custom trip











Authentic Adventure Expert Content | 1st + 3rd Party Data Capture | Recommend + Next Steps | Re-engage + Inspire

NEW BUSINESS V.10.

Which DMOs are running GuideGeek?

GuideGeek's custom AI is trusted by



















What DMOs are saying about GuideGeek

"We're very pleased with how Pythia [our custom GuideGeek AI] prioritizes information from our website and weaves in other data sources as needed to provide instant and complete answers to any question travelers might have."

Marketing Greece digital products manager Panos Kokkalis

The Illinois Office of Tourism is dedicated to providing innovative tools and resources to enhance the travel experience in our state. The introduction of the BIG Lincoln AI chatbot [powered by GuideGeek] will offer intuitive assistance and enhance accessibility for all visitors using personalized recommendations to help effortlessly plan their next Illinois trip.

Illinois Department of Commerce and Economic Opportunity director Kristin Richards

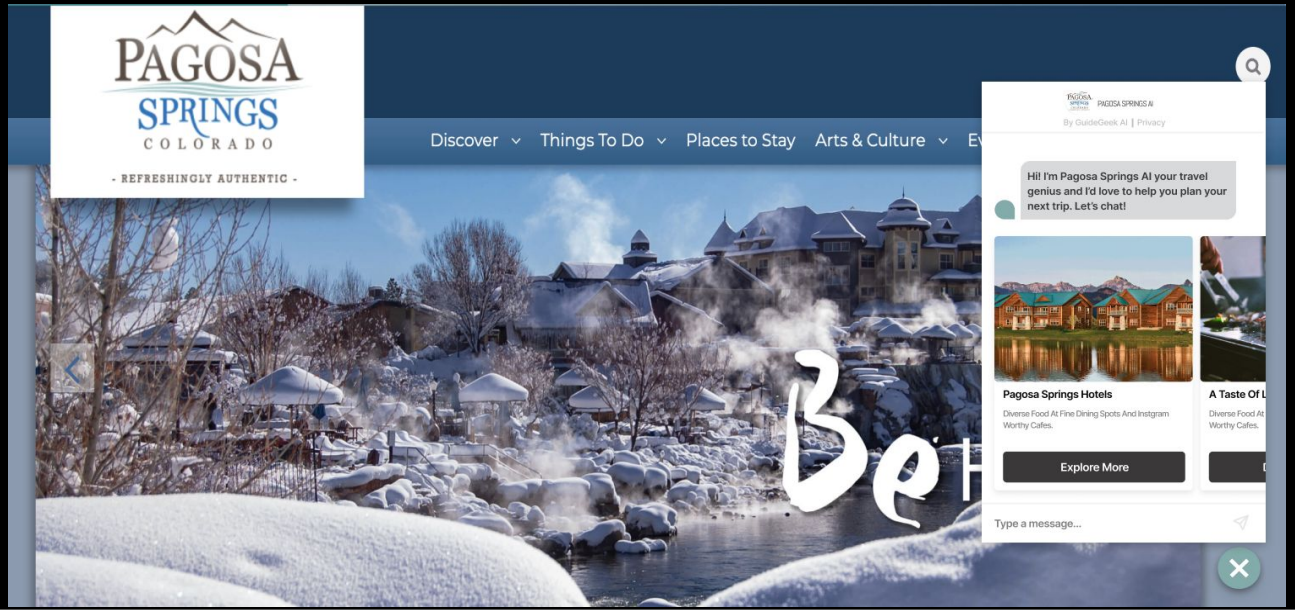
Artificial intelligence is no longer a trend, it's here to stay, and we're dialing into the movement because we want a competitive advantage. Using simple, conversational prompts, Rocky Mountain Roamer [powered by GuideGeek] provides itineraries, links to content on our website, and even links to book flights and hotels.

Visit Estes Park CEO Kara Franker

Matador Network + Pagosa Springs
Contact / Alex Aufmann / alex.aufmann@matadornetwork.com

Pagosa Springs Concierge

GuideGeek Chatbot - website

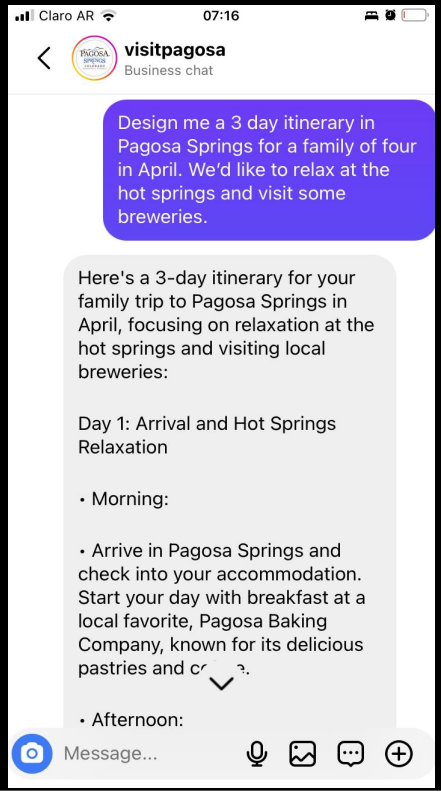


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Pagosa Springs Concierge

GuideGeek Chatbot Instagram

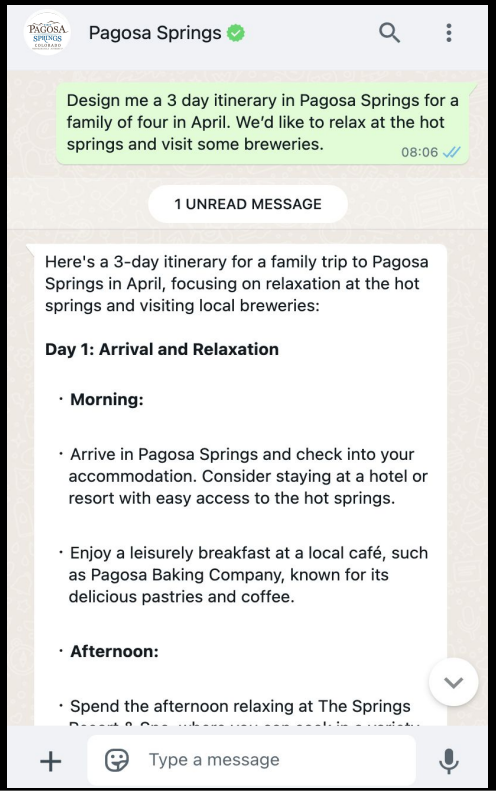


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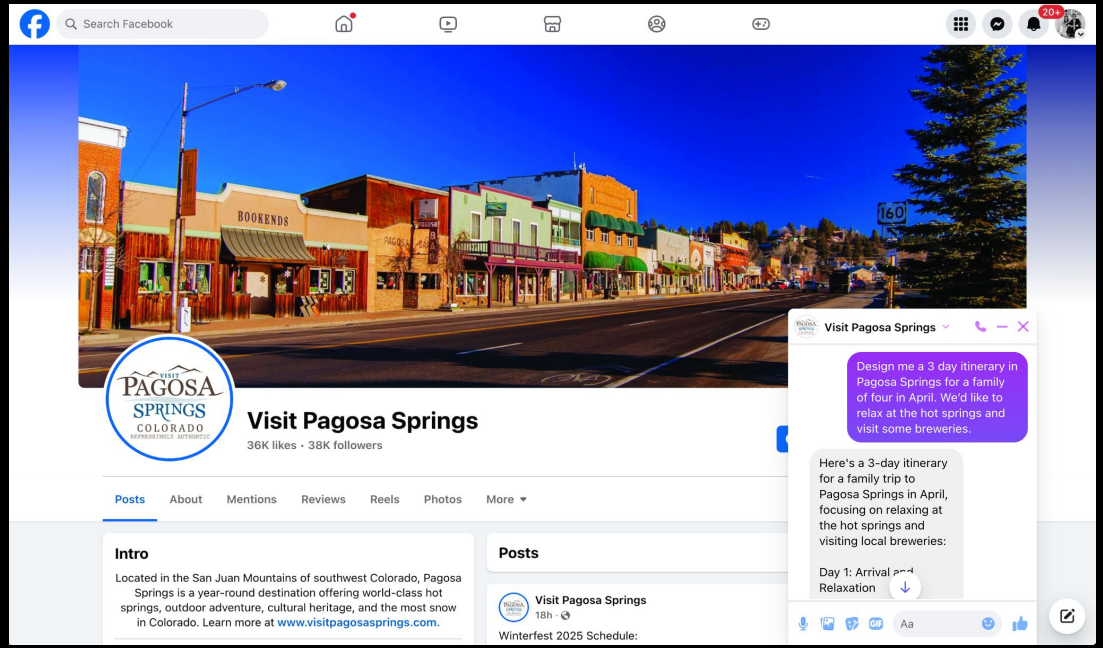
GuideGeek Chatbot WhatsApp



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Pagosa Springs Concierge



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RFP Checklist
Services Requested

• Integration with Pagosa Springs websites:
o The solution should seamlessly integrate with Pagosa Springs's websites, supporting custom styles and branding to ensure a consistent user experience.

Confirmed - we scan and index your site, partner sites, even offline materiels like partner lists, spreadsheets and PDFs on a daily basis for new and updated information. We also train your AI on branding and voice so it natively integrates with your messaging

• Natural language chat functionality:
o A chatbot or similar tool that uses advanced natural language processing to engage users conversationally in their native language.

Confirmed - GuideGeek and the Pagosa Springs AI will have native language processing in over 50 languages - all the user has to do is start messaging in their native language. You will also be able to translate user messages to english on the user portal as well, and have the AI or VO staff respond in any language with our Auto-Translate feature.

• Data-driven insights:
o Ability to leverage Pagosa Springs's CRM data, website content, social media analytics, and additional data sources to enhance trip recommendations and support data-driven decision-making.

Confirmed - we can integrate via custom APIs based on need and scope of the project.

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• Member prioritization:
o Gives priority to Pagosa Springs members in search results and recommendations.

Confirmed - we have a process to prioritize any VO members and constituents over just 'anyone' that might be recommended by ChatGPT for example.

• Data collection for email and retargeting:
o Collects user data to support email and media.

Confirmed - our system builds rich data profiles on each individual user and our Auto-Email feature will actually offer send the user an email digest, verify the user's email and then send them a summary of their conversation. That email will be stored in the portal and under the users profile, and can then we exported to VO's CRM.

• Trip builder/Itinerary builder:
o Allows users to plan and customize itineraries with ease.

Confirmed - this functionality is at the core of GuideGeek to build and edit custom itineraries based on users preferences i.e. "remove outdoor adventures and focus on culinary" to build a new itinerary instantly.

• Map functionality:
o Ability to view itineraries on a map for better visualization of travel plans.

Confirmed - a split panel view will be launching early 2025 with this functionality on Web as well as

Trip sharing:
o Ability for users to share their travel plans with others.

Confirmed - you can share travel plans by forwarding messages on Meta or forwarding the Auto Email digest - additional functionality to be built for custom profiles.

• 24/7 availability:
o The solution should be accessible at all times to accommodate global users.

Confirmed - this tool will function in any timezone and with any IP address

• Multilingual support:
o Native support for multiple languages, with a focus on Brazilian Portuguese, Latin American Spanish, French Canadian, and German.

Confirmed - we have tested all common languages through our global creators community with resounding success and positive feedback. GuideGeek is available in over 60 languages.

• Seamless chatbot-to-agent transition:
o Option to escalate conversations from the chatbot to a live agent when necessary.

Confirmed - we can automate this as well as have real-time engagement with active conversations (within 24 hours) to message users in real time in our portal. Our system is already built for seamless AI to (human) agent handoffs for qualified leads - perfect for VO's complimentary travel agent services

Integration potential:
▪ The tool must either offer a fully functional live chat system for Visit Pagosa Springs's live agents or integrate with the existing LiveChat platform.

Confirmed - with the API information provided we can integrate LiveChat or use our existing solution in the portal. Our system is already built for seamless AI to (human) agent handoffs for qualified leads - perfect for VO's complimentary travel agent / LiveChat platform.

• Chat history review and follow-up:
o Ability to review previous interactions and follow up with users based on captured data.

Confirmed - we are able to store data and users conversations in the portal as well as adhere to the Sunshine Act and other GDPR compliance.

• Advanced analytics
o Track and measure user engagement, trends, and performance with real-time data access and an interactive dashboard.

Confirmed - our reporting dashboard is able to provide all of these metrics with the ability to configure additional metrics such as links clicked, trends based on travel timing and tags for different travel questions. We'll also be able to provide high level insights, trends and patterns across all users by processing all conversations with additional AI through our system.

Training and improvement:
o Pagosa Springs's Visitor Services team should have the ability to teach and improve the chatbot's responses over time.

Confirmed - **Reinforced Learning From Human Feedback (RLHF)** is a process that we continue to work on with the client to incorporate brand voice, change response styles or answer tough questions based on client preferences

• Privacy Compliance
o Ensure full compliance with Pagosa Springs's privacy policy and all applicable data protection regulations, including GDPR and CCPA.

Confirmed - we have been vetted by some of the most strict data and privacy laws in California, EU (GDPR) and more.

• Support for both B2C (Leisure) and B2B (Meeting) users
o Support both B2C leisure travelers and B2B meeting planners with tailored features and content to meet the distinct needs of each audience.

Confirmed - we can support both teams through this product or develop separate AIs specifically for B2B sales needs

• Pricing display:
o Show pricing for attractions, events, and other relevant activities.

Confirmed - we have this capability with APIs such as GetYourGuide and open to incorporating any custom AIs.

o Pagosa Springs partners with a vendor to offer tickets for selected attractions. It is preferable to show pricing from this vendor for those attractions.

Confirmed - if there is real-time data on the Pagosa Springs site we can provide this through our site indexing or if there is an API we can incorporate this in the user flow.

• Hotel availability/booking:
o Provide users with options to check hotel availability and book accommodations.

Confirmed - we have this functionality already built into GuideGeek and our clients versions providing real-time pricing and the option to book through OTA platforms.

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Contact / Alex Aufmann / alex.aufmann@matadornetwork.com

New Features Coming in Q1 / Q2 of 2025

Matador Network + Pagosa Springs
Contact / Alex Aufmann / alex.aufmann@matadornetwork.com

New Features Coming in Feb/March of 2025

Email Summary

TIMELINE: This feature is currently live on GuideGeek® and will be available to all DMOs the week of December 16th, 2024.

Users will now be able to request an email summary and transcript of their conversation to be sent directly to their inbox.



- Ability to customize to your logo
- Ability to customize the subject line to **"Your recent conversation with [DMO / AI Name]"**
- Key highlights of the conversation are summarized by AI, giving the user an overview of their trip
- If the user planned an itinerary, the AI will recap it here in an easy-to-read format

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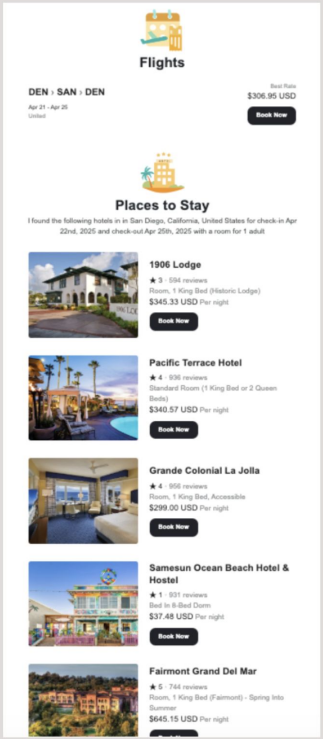
New Features Coming in Feb/March of 2025

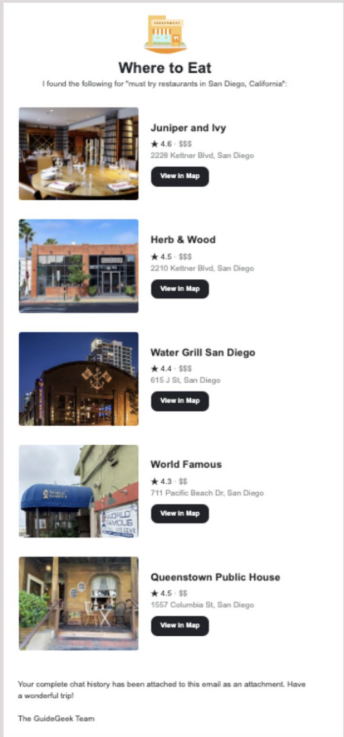
Email Summary

The email will then include any other details from the conversation that can be displayed in visual format: flights, accommodations, restaurants, and tours.

It will also include a pdf attachment with a transcript of the entire conversation that was summarized into the email.

Please find an example here.





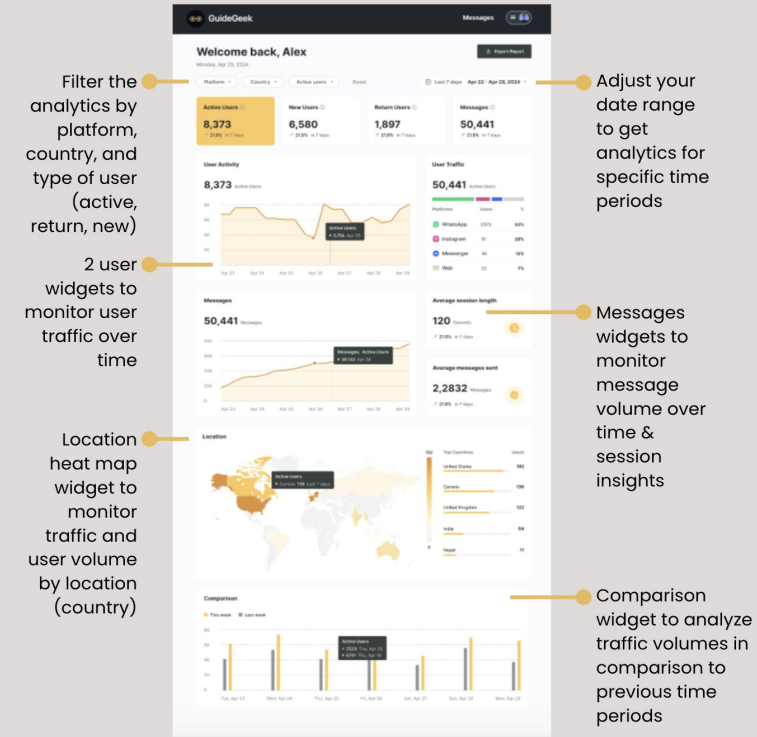
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Live now and New Features Coming in Feb/March 25

Admin Dashboard

TIMELINE: This feature will be released mid January 2025.

A new dashboard on the admin login screen to make monitoring analytics more efficient and more effective.



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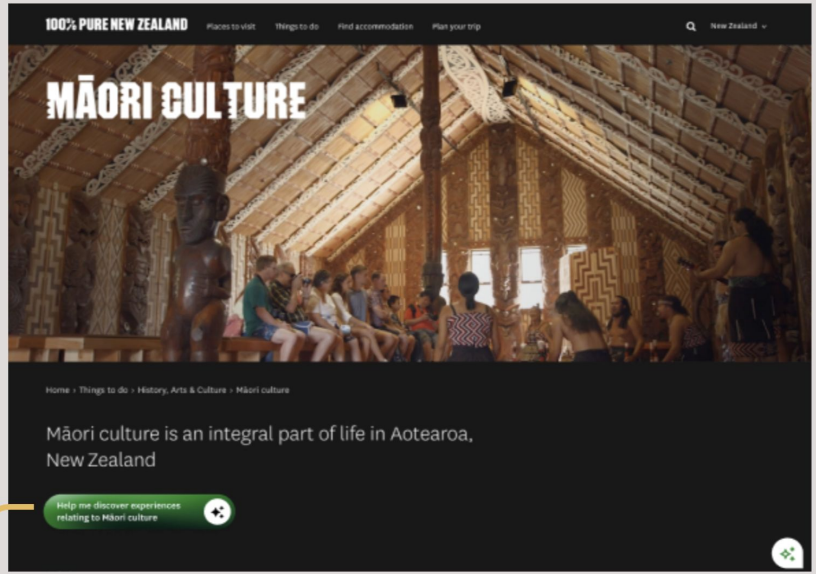
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New Features Coming in Feb/March of 2025

Page Aware Prompt Buttons

TIMELINE: This feature will be released end of January 2025.

In-page buttons that can trigger related questions. Once the user clicks on the button, the chatbot opens with a pre-written prompt related to the current page's content.



An embedding button with a prompt related to the pages content.
For example, on this page about Māori culture, a button that says "Help me discover experiences related to Māori culture" could be embedded.

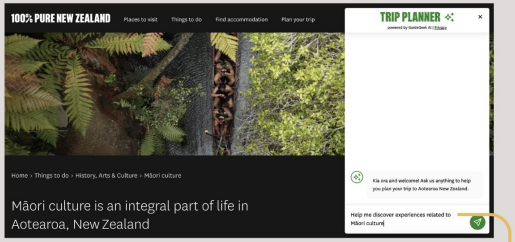
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New Features Coming in Feb/March of 2025

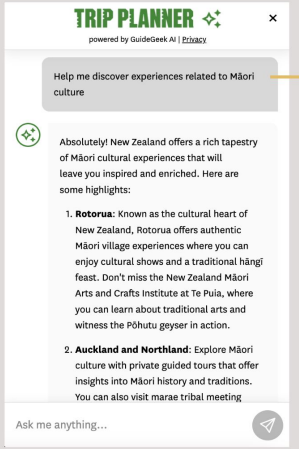
Page Aware Prompt Buttons

TIMELINE: This feature will be released end of January 2025.

In-page buttons that can trigger related questions. Once the user clicks on the button, the chatbot opens with a pre-written prompt related to the current page's content.



After the button is clicked, the chatbot will then open with a related, pre-written prompt.



After the pre-written prompt is sent, the AI responds as usual and the user can continue the conversation by asking more questions.

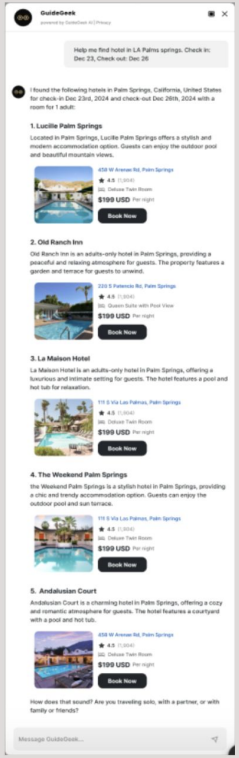
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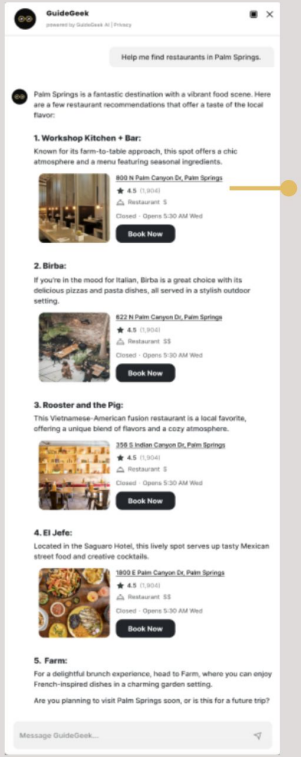
New Features Coming in Feb/March of 2025

Trip Planner (phase 1)

TIMELINE: This feature will be released late January 2025.

Our new trip planner is going to be a feature of the web chatbot. Phase 1 of the trip planner will include more rich media and cards with photos and a CTA for hotels, restaurants, businesses and tours.





Visual examples of the hotel and restaurant cards being integrated into chat responses

*flight cards will be coming late Q1

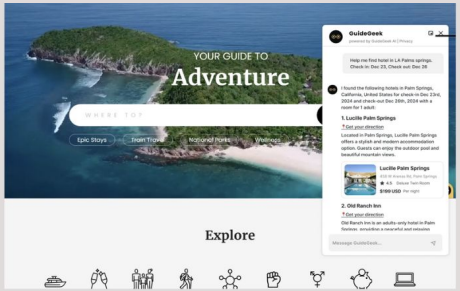
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New Features Coming in Feb/March of 2025

Trip Genius (phase 2)

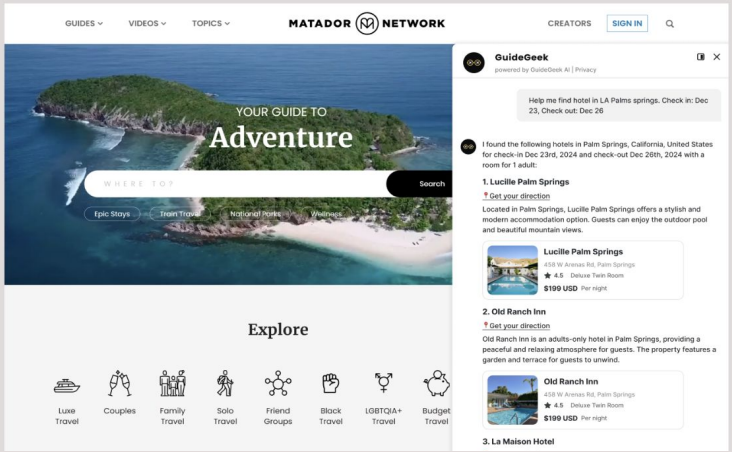
TIMELINE: This feature will be released late Feb of 2025.

Phase 2 of the trip planner will include a full panel view of the chatbot with the rich media (cards).



A full-sized panel view of the trip planner chatbot

PHASE 2



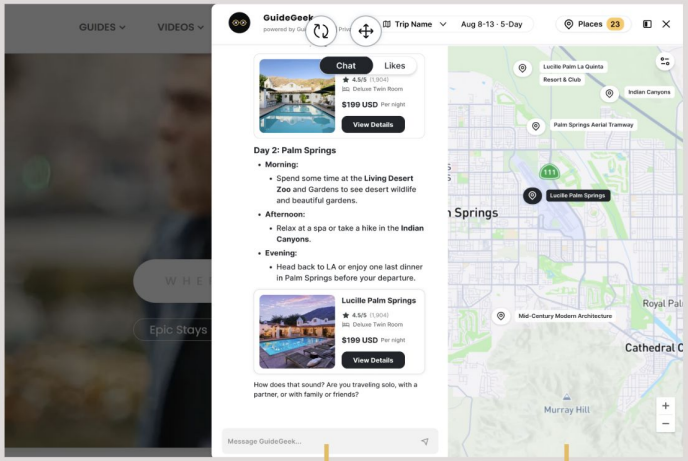
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New Features Coming in Feb/March of 2025

Trip Genius (phase 3)

TIMELINE: This feature will be released early March of 2025.

Phase 3 of the trip planner will include a two-panel view, with the chat on the left side, and interactive map on the right side.



Full-sized chat panel with rich-media cards

Interactive map that will populate based on the users request*

Examples include: Flight requests will populate the flight route on the map. Hotel, business and tour requests will populate pop-ups by location on the map

Onboarding FAQs

FAQs and Need to Knows

General Questions

API's - Matador has some optional/default APIs integrated into our custom GuideGeek builds and open to developing new ones for your specific needs. Current API's:

- Real Time Flights (Skyscanner)
- Real Time Accommodations (multiple OTAs)
- Day-Trip and experiences (GetYourGuide)
- Weather
- Currency

Pagosa Springs APIs like LiveChat can be integrated vs. GuideGeeks Human Takeover

CMS Integration

We can integrate CMS data into the GuideGeek responses with APIs provided by the CMS platform. Simpleview is one of these partners of GuideGeek where we can streamline CMS APIs including prioritizations of hotel partners Featured vs Standard

FAQs and Need to Knows

General Questions

Chat Functionality The back-end portal that we have developed has a lot of custom features and reporting which can be configured for each destinations needs.

Human Takeover allows Pagosa Springs staff or agents to engage with users in real time.

Templates are a function to send a message or "DM" back to the user on Meta platforms

Tags such as *User Sentiment (positive/negative), AI Error, Agent Request* and more allow users to share feedback with the AI as well as request a human agent

Fine Tuning + Human Reinforced Learning

This is our training process to test your new AI with difficult or common questions to see how it responds. We can adjust responses based on brand voice or "this is how we would respond" to questions.

This process also allows us to customize the user journey and build **prompts** like "it looks like you are enjoying Pagosa SpringsAI, make sure to share it with your friends!" Or "It looks like you have planned a few trips. Would you like me to send you a summary of your conversation via email?"

FAQs and Need to Knows

General Questions

Additional Use Cases for GuideGeek and custom AI

- Integration of QR codes into visitor centers to bring Pagosa SpringsAI on the road with each user/traveler. We have also integrated this into kiosks in visitor centers!
- Placement in airport arrivals as a QR code in different languages for use as a local guide in over 50 languages for international travelers.
- Placement in public places, event signage, conferences or partner hotels as a AI powered concierge
- Indexing of multiple sites for even more relevant and live information - this can include meeting and events sites, trade and other sites.

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FAQs and Need to Knows

Filters vs. Site Indexing

Filters allow your AI to access and use real-time results to provide answers to your users.

- Filters can be turned on or off for specific messages or en masse in your portal settings.

Site Indexing allows us to scan your site (*whole site, select sections and subsections, Offline materials or datasets*) on a daily basis to capture and update information as you publish it.

This is applicable to give users updated information on things like events calendars, opening hours of parks or trails and general information or articles on your destination.

Site Indexing also allows us to prioritize members on your site as well as incorporate any tracking URLs and accreditation links directly into the chat.

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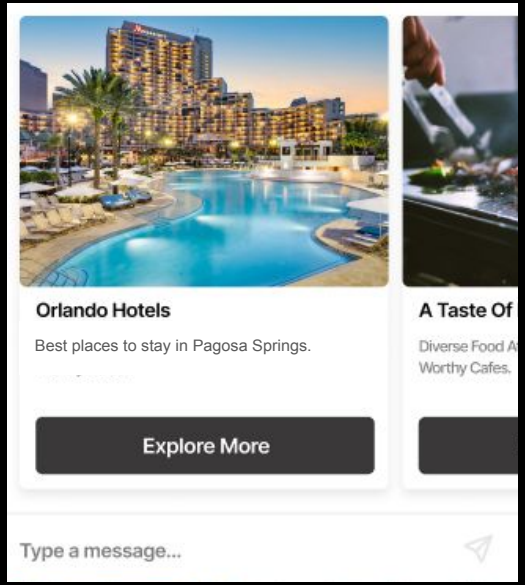
FAQs and Need to Knows

- There are two filters that will be of most importance to you:

Restaurants and Accommodation

- When these filters are turned on, users who ask the AI questions about accommodations or restaurants, will receive results displayed on an interactive slider that users can click through with a preview picture of the hotel/restaurant.

- These results come directly from our real-time integration partners and will not be influenced by the content on your website.



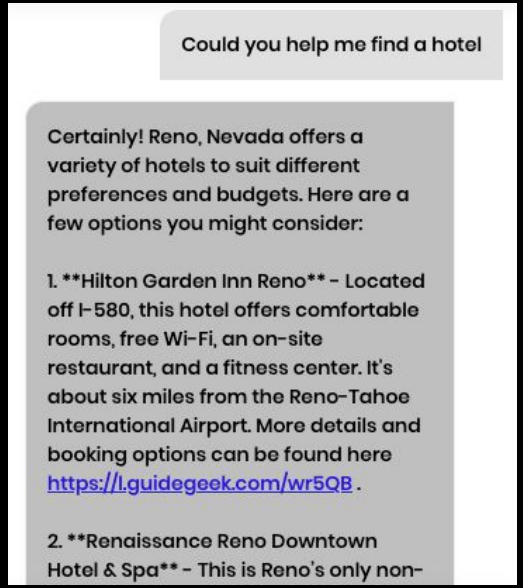
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FAQs and Need to Knows

- When these filters are ***turned off***, responses are displayed in the typical text list format

- Responses will highlight businesses found in your site content, as such stakeholders will likely be prioritized in responses.

- Making the decision to turn filters on or off is completely up to you. However, it is important to note that if there are specific restaurants / hotels which you are partnered with that you would like to default to when users inquire, then you will not be able to do this when the filter is turned on.



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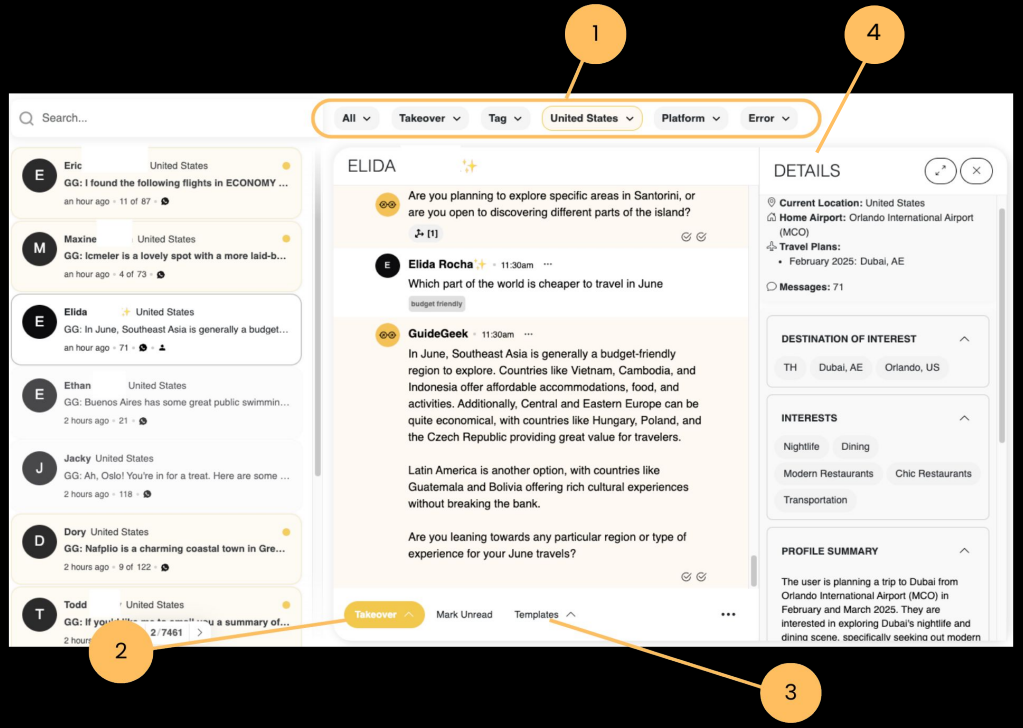
FAQs and Need to Knows

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1. Filters & Tags
2. "Human Takeover" Live Chat Feature
3. User Re-engagement
4. Deep User Profiles

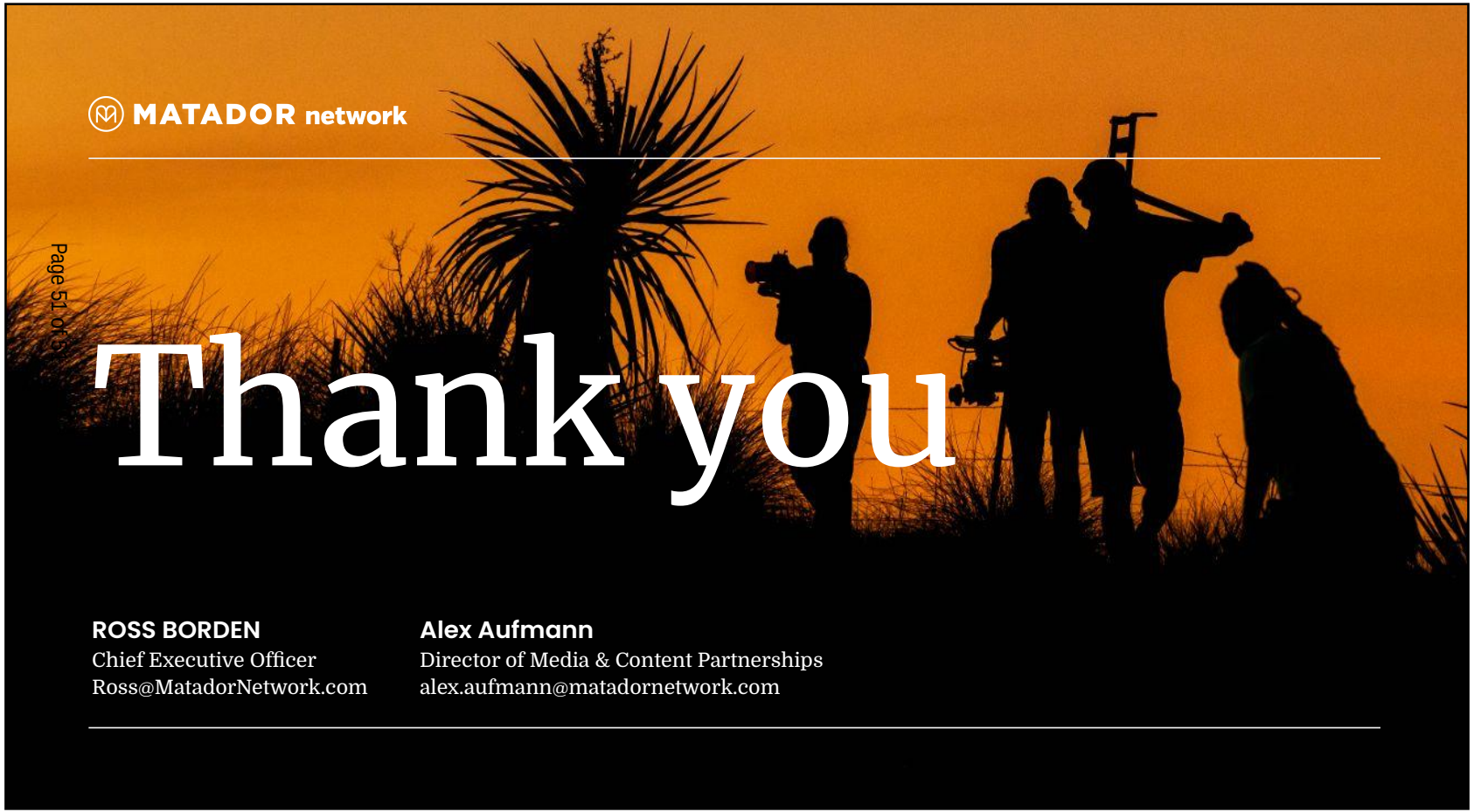
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Final Thoughts on GuideGeek

Matador is already a global leader in AI for Travel.

DMOs and partners should see AI as a new 'platform' - first there was Search, then Social, and now AI will become a new way of reaching and influencing travelers.

The coming together of amazing content, trackable bookings and AI is the undeniable future of travel and we are the company that will bring this to DMOs and partners globally.



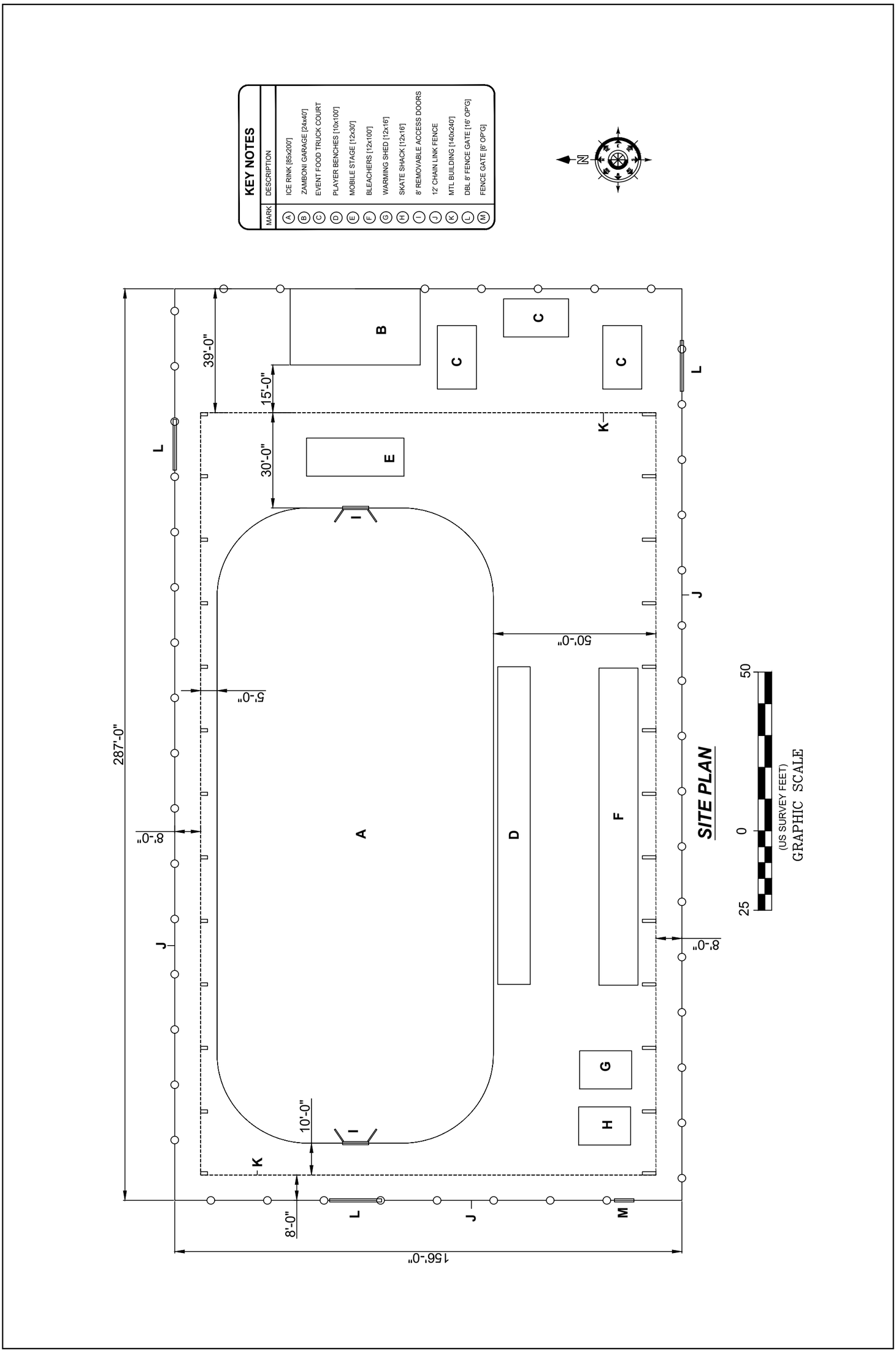
ROSS BORDEN
Chief Executive Officer
Ross@MatadorNetwork.com

Alex Aufmann
Director of Media & Content Partnerships
alex.aufmann@matadornetwork.com

Pagosa Multi-Purpose Pavilion

Budget

EXPENSES	**2024-2025**
Roof & associated cost	$1,780,506.00
Ice rink and refrigeration	$1,368,000.00
Perimeter concrete	$80,000.00
12’ perimeter fence	$47,000.00
3 phase electrical	$40,000.00
Foundation for new Zamboni garage	$25,000.00
Move existing zam garage	$10,000.00
Advertising	$1500.00
Insurance	$695.00
Web hosting	$250.00
Phone	$300.00
Office	$500.00
Grant writing	$7000.00
TOTAL Expenses	**$3,360,751.00**
Anticipated INCOME	
Pagosa Tourism Board	$500,000.00
Goco	$500,000.00
Private donors	$1,500,000.00
Other grants	$500,000.00
Town of Pagosa Springs	$250,000.00
Archuleta County	$250,000.00
TOTAL Income	**$3,500,000.00**


KEY NOTES
MARK
DESCRIPTION
A ICE RINK [85x200']
B ZAMBONI GARAGE [24x40']
C EVENT FOOD TRUCK COURT
D PLAYER BENCHES [10x100']
E MOBILE STAGE [12x30']
F BLEACHERS [12x100']
G WARMING SHED [12x16']
H SKATE SHACK [12x16']
I 8' REMOVABLE ACCESS DOORS
J 12' CHAIN LINK FENCE
K MTL BUILDING [140x240']
L DBL 8' FENCE GATE [16' OP'G]
M FENCE GATE [8' OP'G]
N
287'-0"
39'-0"
15'-0"
30'-0"
50'-0"
5'-0"
8'-0"
10'-0"
8'-0"
156'-0"
SITE PLAN
50
0
25
(US SURVEY FEET)
GRAPHIC SCALE

AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 05 Feb 2025
FROM: Jennifer Green, Tourism Director

PROJECT:	Event Waste Consideration - Reusable Cups
ACTION:	Discussion and Recommendations

PURPOSE/BACKGROUND:
Following discussion during the December Tourism Board meeting, staff has investigated reusable cup options. Aluminum cups seem cost prohibitive as a test effort. A quantity of 5000, for the least expensive aluminum option is $1.62/ cup. Whereas, a BPA free reusable hard plastic (with color changing effects) is $0.77 each. Director looked at the estimated attendance in the event funding applications received for the February meeting and 5000 seems like a reasonable number to see if this program will be embraced by event organizers. The reusable hard plastic will allow printing of logo on one side and QR code on the other side. The color changing (when cold liquid is added) will make it more appealing for event attendees to keep the cup. Images of options considered included for reference.

ATTACHMENTS:
Event Cups







Product Highlights

View Imprint Area

Product Details | Materials & Features

Request A Free Sample

Item #110198-17

Mood Stadium Cup - 17 oz.

~~Original price: $0.64 to $1.15~~
Now on sale: $0.61 to $1.05

(4.8) ★★★★★ 359 ratings

Select a Color:

15 option(s) to choose from!


Orange / Tropical Red


Frosted / Red


Frosted / Blue


Frosted / Green

Product Color Selection: Frosted / Blue
Cup : Frosted Changes To : Blue

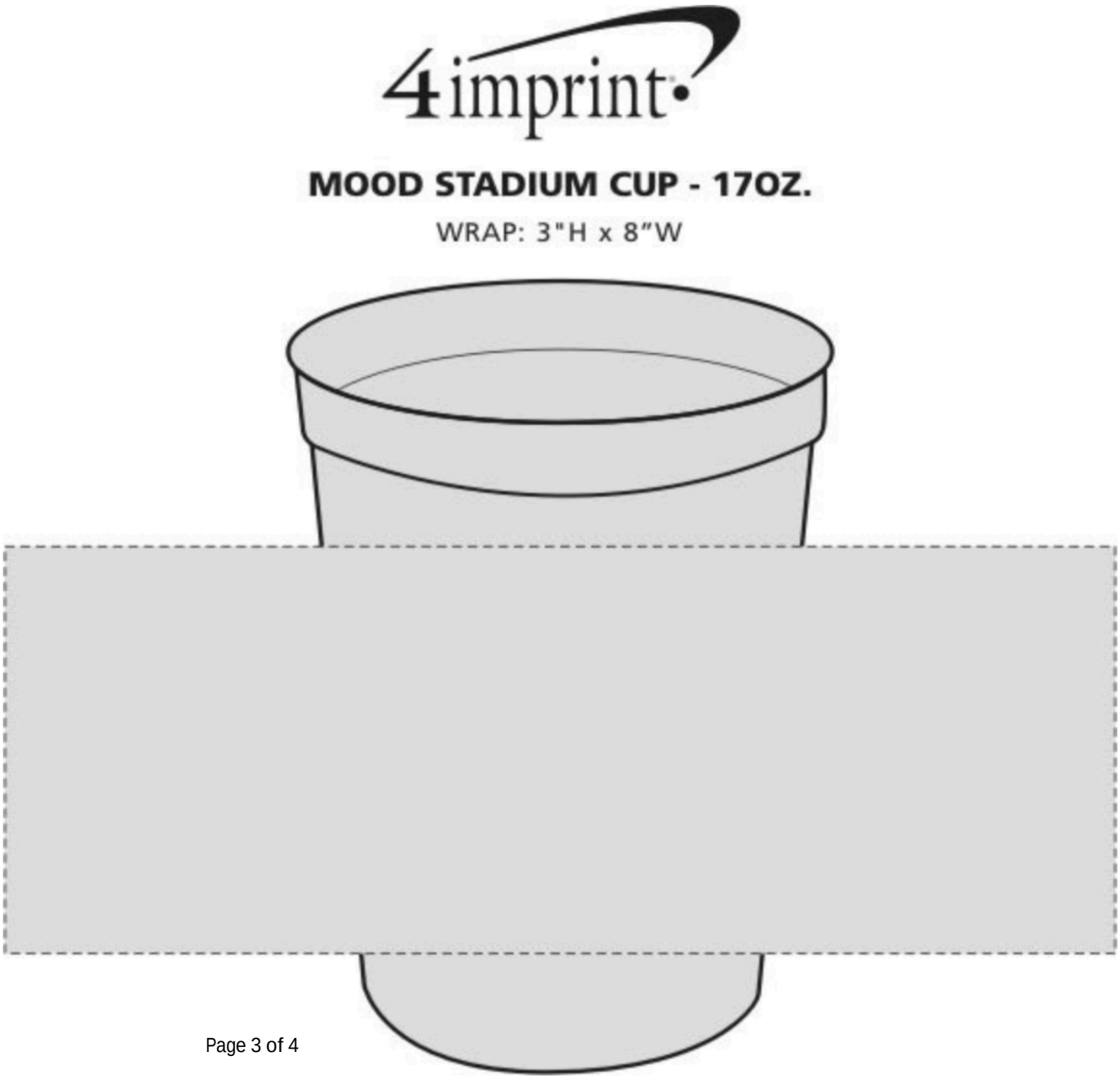
Imprint Area

Mood Stadium Cup - 17 oz.

Item #110198-17

Imprint Area(s)

Wrap: 3" H x 7.75" W
Side One: 3" H x 3.875" W
Both Sides: 3" H x 3.875" W




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