



Zoom Meeting
Pagosa Springs, CO 81147

AGENDA

Pagosa Springs Area Tourism Board Meeting
Monday, March 24, 2025 @ 3:00 PM

1. PARTICIPATION

Join Zoom Meeting By Computer - <https://zoom.us/j/84352615964> Dial by Phone - 1-669-900-6833 US
- Meeting ID: 843 5261 5964

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT

III. CONSENT AGENDA

1. Approval of the March 5th Meeting Minutes

[Minutes_030525](#)

IV. NEW BUSINESS

1. 2025 Events & Funding Budget

[Agenda Brief - 2025 Event Funding and Discussion TC 031825](#)

[2025 Event Funding_032425](#)

2. Event Funding Application - Pagosa Springs Artists Studio Tour

[2025 Event Funding & Marketing Assistance Application - PS Artist Studio Tour](#)

[2024 Event Funding Final Report and Budget PS Art Studio Tour](#)

3. Event Funding Application - Pickle in Pagosa

[2025 Event Funding & Marketing Assistance Application - Pickle in Pagosa](#)

[2024 Event Funding Final Report and Budget Pickle in Pagosa](#)

4. Event Funding Application - Spanish Fiesta

[2025 Event Funding & Marketing Assistance Application - Spanish Fiesta](#)

[2024 Event Funding Final Report and Budget Spanish Fiesta](#)

5. Event Funding Application - Chamber Grillin and Distillin

[2025 Event Funding & Marketing Assistance Application - Grillin & Distillin](#)

[Grillin and Distillin Update](#)

6. Event Funding Application - Pints, Pools & Paddles

[2025 Event Funding & Marketing Assistance Application - Pints Pool and Paddles](#)

7. Event Funding Application - Hot Springs Fest

[2025 Event Funding & Marketing Assistance Application - Hot Springs Fest](#)

[2024 Event Funding Final Report - Hot Springs Fest](#)

8. Event Funding Application - Pagosa History Museum

[2025 Event Funding & Marketing Assistance Application - Pagosa Springs History Museum reopening](#)

9. Event Funding Application - Skis & Saddles Skijoring

[2025 Event Funding & Marketing Assistance Application - Skis & Saddles 2026](#)

[2024 Event Funding Final Report - Skis & Saddles 2025](#)

V. OLD BUSINESS

VI. NEXT TOURISM BOARD MEETING APRIL 2ND AT 4:00 PM

VII. ADJOURNMENT



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

MINUTES

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

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on March 5, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Blvd. .

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

BOARD ABSENT:

I. CALL MEETING TO ORDER – Meeting called to order at 4:02pm

II. PUBLIC COMMENT – There was no public comment.

III. CONSENT AGENDA

1. **Motion to approve February 5th meeting minutes.**

IV. REPORTS TO BOARD

1. Chair Report

Board Chair Lucero explained to the Board that we have a lot of funding requests to consider and the amount requested far exceeds the amount of available funds. We also have some uncertainty about 4th of July and fireworks and may get some requests from the Town to help with that. He asked the board to keep in mind that the Halloween Hootenanny and event cups comes out of this budget as well. Council Member Williams stated that last night Town Council decided to not have the 4th of July Parade because of the CDOT construction project and instead it will be an event at Yamaguchi Park.

2. Director Report

Director welcomed two new Board Members. John Ranson is our new County Commissioner Rep and Austin Marchand is our new Chamber of Commerce Rep.

Town Council and the Board of County Commissioners have mentioned possible uses of lodging tax in recent discussions. It is anticipated the two boards will include this topic, as well as possibly asking voters to increase Town and County lodging taxes, on an upcoming joint Town / County work session. The next joint work session is scheduled for Monday, March 17th at 5pm at Town Hall. Recent discussions have mentioned using lodging tax for Sports Tourism Infrastructure (baseball, soccer, etc), Recreation Center, Large competition-sized pool, Town to Lakes Trail, Multipurpose Pavilion, Event Venue / Conference Facilities, Sanitation, Housing, Early Childcare and miscellaneous Property Purchases.

Director showed the Board a sample of plastic color changing event cups that we have ordered for a trial. It turns out QR codes can't be printed on plastic or rounded surfaces, but we will have the URL with the logo instead.

Pagosa Springs Area Tourism Board
March 5, 2025

Construction will now begin 3/24/25. Director has been involved in most planning meetings and has provided a list of items Tourism is working on in regards to construction in the Director Report.

Director asked if there were any questions about the Director Report. Board Member Mashue asked for an update on the Visit Pagosa Springs magnets that Director presented at the last meeting. Director stated she is still working on getting a list of vacation rental properties from the county but has not received a response. She knows she can get the list from the town and has reached out to some of the larger property management companies. The Wyndham is discussing getting a sticker they can put on check in information. Director would like feedback from Shane Prince on that. Director would like to get all of that in order and do a mass distribution. Board Member Thornton suggested a PDF that could be sent out and the page could go in the required binder at the STR's. Director stated she thinks the magnet will get more eyes on it. Board Member DuFour suggested reaching out to PLPOA for a list of STR's. Director stated she is hoping to have the first round of distribution done before construction begins.

V. NEW BUSINESS

1. 2025 Events & Funding Budget

Board Chair Lucero explained that there are several options the board could consider with the Event Funding today. There is a possibility the Director may be able to free up some other funds for events but would need to present this to Town Council since it is a change in the approved budget. The Board could move forward and consider the event funding applications today with the funds that are remaining or the board could table the event discussions and decisions until next month when there could possibly be more funding available. Board Member Thornton recapped that we had \$100,000 budgeted for event funding, we have already approved \$50,750, but we also have almost \$30,000 we need to use to fund the Hootenanny and the event cups and other items we have already committed to. So that would only leave about \$20,000 for all of the events to consider today. He suggests we wait to see if we have more funds available next month. Board Member Prince asked if anyone's events are critical to have a decision today. Mary with The Springs Resort Pints, Pools and Paddles stated they were hoping to have a decision today. They are asking for \$5,000. Board Member Johnson asked where the additional funding would come from. Director explained she just got put on the agenda for the Town Council meeting on 3/18/25. There are a lot of unknowns right now but we did budget for a staff person that we don't intend to fill the position so there is potentially some room in the Tourism budget. We don't know if the CDC Internship program will get funded this year so we may have to hire another part time Visitor Center staff for the summer. This may require a budget amendment with Town Council. Town Council asked the Tourism Board to not spend any infrastructure funds this year. Director would like to ask if they would give us a portion of that to fund some of the events given the construction project and uncertainty with fire season this year. Director would have a more clear understanding of how much funding we have to work with for the April meeting. We may also have more clarity on 4th of July by then. Board Chair Lucero asked if it would be possible to schedule a special meeting just for event funding after the Town Council meeting to speed up the process. Director agreed that would be an option after March 20th. Staff will be in touch with the Board and applicants when Event Funding meeting has been scheduled.

Shane Prince moved A motion was made to table the event funding applications and decisions until after the March 18th Town Council meeting. Lance Thornton seconded.

Carried.

2. Event Funding Application - Pagosa Springs Artists Studio Tour

Pagosa Springs Area Tourism Board
March 5, 2025

3. **Event Funding Application - Pickle in Pagosa**
4. **Event Funding Application - Spanish Fiesta**
5. **Event Funding Application - Chamber Grilling and Distilling**
6. **Event Funding Application - Pints, Pools & Paddles**
7. **Event Funding Application - Hot Springs Fest**
8. **Event Funding Application - Pagosa History Museum**
9. **Event Funding Application - Skis & Saddles Skijoring**

VI. **OLD BUSINESS**

1. **AI Trip Planning Tool for Website**

Director stated she would like to delay this item as well because staff is unlikely to have time to move forward with this in the next month.

2. **Event Funding - 4th of July Summer Concert Series**

Tabled.

3. **Other Discussion**

Brian Calabozetta with Multi-Purpose Pavilion (MPP) will come to April meeting. Director and Town Manager have met with Brian and have a better understanding of his request to the board. He would like the board to commit funds for the MPP and they will also apply for more grants. There is a lot of uncertainty around grants at this time. The Town has bumped the MPP grants in order to pursue other grants. They need 3.5 million to do the MPP project so the \$500,000 we have in the restricted fund would be a very small piece. Council Member Williams stated the Town has set aside land for the MPP at Yamaguchi Park. Board Chair Lucero explained the \$500,000 the Board set aside was not earmarked for an ice rink project. It was earmarked for a larger event venue.

Board Member DuFour asked for an update on Destination Blueprint. Director explained Dave is currently doing an audit on the education pieces and Director will have an update in April.

Board Chair Lucero encouraged lodging reps to attend the joint work session coming up regarding lodging tax. Board Member Mashue explained she is trying to establish a community with the lodgers and hoping to build a quarterly meeting with lodgers, Director and David Harris. She asked for the Board's support on this and Board Member Prince stated he would be happy to help her with this. Board Member Mashue asked Director if she knows what is being proposed with the lodging tax increase. Director explained right now the county is under State statute is limited 2%. Dylan Roberts who proposed that House Bill 1117 is proposing allowing counties to go from 2% to 6%. She anticipates the county commissioners going to the voters in November to really expand use of lodging tax and also increase the lodging tax rate. County Commissioner John Ranson stated they are planning to discuss this at their meeting tomorrow. Everything they are hearing from CCI says it is expected to pass. Council Member Williams stated he was on a conference call today with 600 people, Hickenlooper, the Governor and counties and towns around the state. The state is short one-billion dollars and they don't know what the effect of the fed's funding freezes will be because it runs down all the way to the counties. Director added she sent a letter to the USDA requesting caution with Forest Service layoffs with the dry winter we had and upcoming fire season. She has not received a response to her letter.

Pagosa Springs Area Tourism Board
March 5, 2025

Council Member Williams stated Veronica Medina and Warren Brown are in Washington DC now. John Ranson stated they will have an update from the commissioners in DC at their work session tomorrow.

Board Chair Lucero encouraged everyone on the board to look at our mission and funding parameters in regards to the event funding applications.

VII. NEXT TOURISM BOARD MEETING APRIL 2ND AT 4:00 PM

VIII. ADJOURNMENT – Meeting was adjourned at 4:35pm.



AGENDA BRIEF

MEETING: Town Council - 18 Mar 2025

FROM: Jennifer Green, Tourism Director

PROJECT: 2025 Event Funding and Discussion

ACTION: Discussion and Recommendations

PURPOSE/BACKGROUND:

The Tourism Board has \$100,000 in the budget in 2025 for event funding. Applications are considered while funds remain during the calendar year. Additionally, the Tourism Board provides the following services for event organizers, budgeted at \$8,045:

- **Trash Services** (provided through Elite): Budgeted for \$3,600. Tourism pays Elite \$300 to transport 10 yard trash container to venue and transport to landfill; event organizers over landfill fees. This service was added in 2024 in order to make it easier for event organizers to clean up properly after events.
- **Recycling Services** (provided through Elite): Budgeted for \$300. New service for 2025. Tourism pays Elite to transport recycling containers to events. Event organizers can only recycle cardboard and aluminum cans.
- **Reusable Event Cups** (provided to event organizers at no cost): 5000 branded reusable color-changing cups cost \$4,145. This is a pilot program for 2025 to see if we can reduce waste at events by providing cups to encourage attendees to take the cup home with them. Aluminum cups were considered, but were more than twice the cost per cup and deemed too expensive for a pilot program.

Staff also organizes Big Spring Clean, Holiday Lighting Contest and Old Fashioned Christmas. It has been recommended that Big Spring Clean not be held in 2025 due to needed work at the landfill. The landfill will be undergoing a 4-6 month project to free up more space, but isn't expected to be completed until late October / November 2025. For 2025, the remaining two events will cost \$6,925, not including staff time. Additionally, the Tourism Board had directed staff in December to locate a 3rd party to organize the Halloween Hootenanny for 2025. Tourism staff had organized the Hootenanny for the first 3 years, at a cost of approximately \$10k each year, not including staff time (or additional fireworks in 2nd year). An established event organizer has offered to organize the event (and keep it free of charge) and staff it for \$15k in 2025.

The 2025 costs of the event services, Hootenanny, Old Fashioned Christmas and Holiday Lighting Contest totals \$29,970. The Board reviewed the first round of applications for 2025 during their February 5th meeting and approved \$50,750 for 9 different events. During the February meeting, they tabled a \$15,000 request for the 4th of July "High Noon" Fest proposed, until Town Council made a determination for the parade. Since that time, 8 additional funding requests have been received. There may have been some confusion over the High Noon Fest. The Tourism Board requires a venue to be secured in order to reserve the portable event stage, which is handled on a first request, first served. The event organizer secured Yamaguchi, in order to secure the portable event stage. The free community event will not occur without funding.

The funding criteria for the Tourism Board, reviewed and determined prior to each year's funding applications, specify that funding considerations are given the following considerations:

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.

And, this is where the Tourism Board has an unexpected challenge. The Tourism Board understands the importance of events for 2025, given unknown impacts of the upcoming CDOT construction and heading into summer season after an extremely dry winter. Also, some of the funding requests, including the 4th of July event, do not fit the criteria. The Board tabled all funding requests during the March 5th to allow staff time to discuss the budget with Town Council and provide the Tourism Board direction on events that fall outside of the criteria scope.

Fireworks:

The Town has worked with the fireworks vendor for a few years and has a good working relationship. Director spoke with the vendor recently to understand required notification to provide in order to cancel fireworks for 2025. This conversation was precautionary, given the extremely dry conditions.

To cancel fireworks for 2025 and NOT incur any costs, the Town must notify the vendor by May 15th. To cancel fireworks for the 4th, but will be responsible for the \$32,000 fee to the vendor, a week or two in advance will suffice. It had previously been determined if fireworks were canceled for 4th of July, the show would be held for the Halloween Hootenanny (which is why the event was first created).

Matt Cottle, NFA Productions, has reserved a laser light show for the High Noon 4th of July concert. The laser show would cost an additional \$2,500 - \$10,000 depending on scope.

Town Council is being asked to consider allowing the Tourism Board to spend up to an additional \$40,000 in events in 2025. Additionally, if Town Council desires the 4th of July event, it is requested to direct the Tourism Board to approve the funds for the High Noon Fest. At this time, Town Council has asked the Board not spend the amount budgeted in infrastructure line item. Additionally, the 2025 budget includes a full time Visitor Center Manager position that we do not plan to fill in 2025. However, there is uncertainty with the summer internship program through the CDC and need for additional part time staff this summer to help manage increased visitor center traffic. Until we see impact of downtown construction, Director does not have a recommendation on personnel expenses. Basically, there is room in the approved 2025 budget to move some funds around.

To fund all remaining requests and to handle all tourism support expenses and all tourism events, the Board will exceed the 2025 budget by at least \$40,000. While not all requests are guaranteed funding, the question remains does the Board fund events that do not align with stated criteria, or increase funding in order to accommodate as many events as possible, including those in the summer. The 4th of July event does not adhere to most criteria, but the Board knows that exceptions might need to be made in 2025, especially when a specific event needs funds to occur.

The Tourism Board asks Town Council to consider funding options to determine how best to proceed with so many questions. In order to fund tourism events (lighting contest, Old Fashioned Christmas), trash and recycling services, Hootenanny, 4th of July, laser light show and the event requests approved during the February meeting, it will cost \$102,216. There are currently \$63,500 in additional requests and it is only March.

Lastly, why the increases in 2025 compared to previous years? Thus far, we have 8 new events applying for funds in 2025, compared to 2024. While writing this brief, a new request for \$25,000 has been received. Additionally, the costs to organize events are increasing and the requested amounts have increased accordingly. Tourism has also added event services to help event organizers with trash and recycling and with a new pilot program to help reduce event waste overall. Another change in recent years is tasking Tourism staff with organizing events. Staff organizes multiple events and the budget covers the costs. The Tourism Board has indicated they want to see the Hootenanny continue, but asked staff to locate a different event organizer. To have a 3rd party organize a free community event, staff and planning time

needs to be paid, whereas, in previous years it just added additional work to the tourism team. Lastly, the Director feels that the Board is being more generous with funding requests given concerns over the impacts of construction in 2025.

The meeting minutes for both February and March 2025 meetings have been included in the packet under the Lodging Tax report.

ATTACHMENTS:

[Event Funding History 22-25](#)

TOWN COUNCIL GOALS & OBJECTIVES:

There is no request for increasing the overall budget. The fiscal impact will be absorbed in other line items within the approved 2025 lodging tax fund.

RECOMMENDATIONS:

1. Approve reallocating funds within Lodging Tax Budget and allow Tourism Board to make recommendations on remaining requests
2. Approve reallocating funds within Lodging Tax Budget, direct Tourism Board to approve funds for 4th of July event, and to make recommendations on remaining requests
3. Deny increasing funds for events in 2025 and direct Tourism Board to determine how to handle all of the remaining requests

2025 Event Funding Requests														
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)	\$S 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	\$1,500	investigate CDC internship, increase booth fees
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	\$5,000	
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	\$10,000	
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	\$3,000	
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	\$10,000	
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	\$10,000	
Pagosa Paddle 2025	5/9-5/10/2025	\$3,400	Tier 2	Yes	Yes	Yes	No	No	\$1000 / Event Tee shirts \$750 / Four SW waterpof Walkie Talkie \$210 / Event insurance \$1000 / Professional Timing \$400 / Marketing	5	\$5,700	\$16,700	\$1,250	Last year of funding
Barktoberfest (formerly Oktoberfest)	10/4/2025	\$5,000	Tier 2	Yes	Yes	Yes	Yes	Yes	Band and their lodging.	3	\$0	\$11,000	\$5,000	
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	\$5,000	
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	\$15,000	
Pagosa Springs Summer Concert Series - High Noon Fest Laser Light Show (in lieu of Fireworks)	7/4/2025	\$2,500	Tier 2	N/A	N/A	N/A	N/A	N/A	See attached proposal - cost range \$2,500 - \$10,000				\$2,500	
Halloween Hootenanny	10/25/25	\$15,000	Tier 2	N/A	N/A	Matt provided detailed budget to organize events	Yes	Yes	The budget of \$15,000 is for the event to remain free and have NFA productions organize the 2025 event; to reduce costs, staff would have to organize event	3	N/A	N/A	\$15,000	
Trash, Recycling, Cups, Old Fashioned Christmas, Lighting Contest	Year Round	\$14,970	N/A	N/A	N/A	N/A	N/A	N/A	N/A				\$14,970	
PS Artists Studio Tour	8/22-8/24/2025	\$3,000	Tier 2	Yes	Yes	Yes	No	No	Print and social media ads in markets that target art collectors such as Santa Fe and Taos. As well as markets that have proven to draw tourists to Pagosa, for example Dallas and Phoenix. Funds will also be used for the design and printing of the tour map.	2	\$1,500	\$2,400		
Pickle in Pagosa	9/11/2025	\$2,000	None	Yes	N/A	Yes	No	No	The money will be used to pay for supplies and online software support (Pickleball Brackets) for registering and running the tournament. "Profit" from the tournament is used to support the clubs efforts to promote and enhance pickleball in Pagosa	3	\$2,500	\$7,500		
Spanish Fiesta	6/14/2025	\$2,000	Tier 2	Yes	Requested	Yes	Yes	Yes	Rental Fees, Band Contracts and Lodging, Advertising	1	\$1,500	\$1,500		
Grilling & Distilling	8/23/2025	\$8,000	Tier 1	N/A	N/A	Yes	Yes	Yes	We will use this money to pay for lodging, infrastructure, in particular renting the faingrounds facilities, security, marketing - boosting the event, printing.	0	\$0	\$0		
Pints, Pool, and Paddles Craft Beer Festival	5/9-5/11-2025	\$5,000	Tier 2	N/A	Yes	Yes	Yes	Yes	The funds we receive will go towards lodging for our Brewers and for live music	0	\$0	\$0		
Hot Springs Fest	11/8/2025	\$5,000	Tier 2	Yes	See Application	Yes	No	No	We intend to use \$3000 of the funds for a targeted marketing initiative to secure a paid influencer. This will help with future marketing efforts for the annual event. We plan to use the remaining \$2000 funds for all other marketing efforts for all three Hot Springs Locations.	1	\$1,000	\$1,000		

Pagosa Springs History Museum Reopening	5/26/2025	\$3,500	Tier 1	N/A	N/A	Yes	No	No	Refreshments \$300, visitor guide advertisement \$1200, branded giveaways (small items for everyone) \$2000	0	\$0	\$0		
Skis & Saddles Skijoring	1/17/26	\$10,000	Tier 2	Yes	Yes	Yes	No	Yes	Fees, track building, snow removal and overall event costs	4	\$10,000	\$40,000		
		\$140,716											\$98,220	

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkJyckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

psartstudiotour@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

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdy76axF5jQMlep9RwBTSlbgT6nTK6n_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.

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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

Event Name *

Pagosa Springs Artists Studio Tour

Proposed Event Date(s) *

MM DD YYYY

08 / 22 / 2025

Amount of Funding Requested *

3000.00

Name of Producing Entity *

Pagosa Springs Arts Council

Contact Person *

Kathie Disner

Phone Number *

3033586218

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

psartstudiotour@gmail.com

Event Website *

www.studiotourpagosa.com

Producing Entity Tax Status *

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

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

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

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

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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. *

Individual artist's studios throughout the town of Pagosa and up to 10 miles outside of town limits. Dates will be August 22, 23 & 24, 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. *

Area artists open their studios to the public sharing the process of creating their particular art form.

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. *

The tour offers lodging partners promotion on the website as well as social media in exchange for a discount extended to out-of-town tour visitors. Agreements will be emailed.

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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

Two Old Crows Gallery provides the tour with a location for participating artists that do not have proper access to their home studios to display and demonstrate their art. The Gallery also is location to pick up tour maps. The tour has worked with Just Click to print promotional items.

Overall Anticipated Attendance *

1000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

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

30

Number of Volunteers Needed: *

10

Number of Event Staff Needed: *

1

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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 Tour is an opportunity for collectors to meet an artist in person and watch their creative process. Pagosa area artists may not show their work locally, the Studio Tour will draw collectors and art appreciators from out-of-town where they will be able to see a more complete body of work than what is presented in a single gallery. Studio tours are very popular to travel to, many other tours, such as Abiquiu, have been going strong for over 30 years.

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☐ Yes
- ☒ No
- ☐ Maybe

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

Print and social media ads in markets that target art collectors such as Santa Fe and Taos. As well as markets that have proven to draw tourists to Pagosa, for example Dallas and Phoenix. Funds will also be used for the design and printing of the tour map.

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

Print and social media ads in markets that target art collectors such as Santa Fe and Taos. As well as markets that have proven to draw tourists to Pagosa, for example Dallas and Phoenix

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyio0dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNgLgkRR4jCVzkW2dEvR6MPrXi...

10/12

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

What other funding or grants have you applied for? *

No other grants have been applied for, but the tour is actively seeking local sponsorships.

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

The tour is still in the early stages of becoming an established event, if funding is not provided the marketing campaign will be greatly impacted and much less likely to draw in tourists.

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

Yes, until there is no participation or visitors

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.

2/24/25, 1:42 PM

2025 Event Funding and Marketing Assistance Application

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

40

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

50

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



Yes



No



Maybe

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

To grow income, artists may be required to secure additional sponsorships, as well as an increased entry fee to participate. However, this may exclude some artists, which in turn would decrease the income. Funds from the Tourism Board are greatly appreciated and as the Artist Tour becomes a regional must-see, the reliance on grants will decrease. In future years 10 to 25% is anticipated as a request to the Tourism Board.

This form was created inside of Visit Pagosa Springs.

Google Forms

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNgLgkRR4jCVzkW2dEvR6MPrXi...

12/12

2025 Studio

Tour

BUDGET

Detail

EXPENSE	AMOUNT	NAME	NOTES
Print Advertising	\$2,500.00		Local and regional newspapers and magazines
Poster Printing	\$175.00		150 11 x 17 Posters
Map Printing	\$1,000.00		600 Printed/Folded Maps
Radio Advertising	\$200.00		
Online Marketing	\$2,500.00		Social Media Campaign
Tour Locator Flags	\$250.00		For New Studios
Web host fees	\$415.00		
Mcht Processing Fee	\$250.00		
Carry over for 2026	\$150.00		
Total	\$7,440.00		



PS Art Studio Tour <psartstudiotour@gmail.com>

RV spaces in August for Art Event

5 messages

Pagosa Springs Art Studio Tour <psartstudiotour@gmail.com>
 To: "pagosaspringsrvpark@gmail.com" <pagosaspringsrvpark@gmail.com>

Wed, Feb 19, 2025 at 7:25 AM

Daryl,

The artists of Pagosa Springs are hosting their third annual Open Studios Tour to be held August 22, 23 & 24, 2025. As the Tour grows, we anticipate more and more out-of-town visitors and would greatly appreciate offering those visitors targeted options for their lodging. There have been over 30 studios participating which makes it difficult to visit all of them in one day. Thus, requiring our out-of-town patrons to find a place to stay. We are asking for your support, in exchange for a discounted rate extended to Tour visitors, your establishment would be featured on the Tour website on a dedicated Accommodations page, a marker on the Tour digital map, and be featured in the Social Media campaign. If this is agreeable, please let us know as soon as possible so that we can get the word out and secure reservations! Thank you for your consideration.

Also, we hope Bob is on the mend and is doing better!

SINCERELY,

KATHIE DISNER
 PAGOSA SPRINGS STUDIO TOUR
 303-358-6218

Daryl Sprague <tlclimo@gmail.com>
 To: Pagosa Springs Art Studio Tour <psartstudiotour@gmail.com>

Wed, Feb 19, 2025 at 9:29 AM

Hello Kathie,

We are happy to help out and very thankful that you considered us as a place for providing accommodations for your event.



PS Art Studio Tour <psartstudiotour@gmail.com>

Studio Tour Lodging Partner

3 messages

Pagosa Springs Art Studio Tour <psartstudiotour@gmail.com>
To: Jesse Hensle <jesse@olympusreg.com>

Fri, Feb 21, 2025 at 11:20 AM

Hi Jesse,

I am working on putting together our lodging partners for this year's Pagosa Springs Artists Studio Tour. The dates this year are August 22, 23 & 24. Will we be able to count on a partnership with The Springs Resort again this year? We had a great turn-out last year with 80-100 visitors at each studio. Our marketing campaign for this year is looking to draw in even more out-of-town visitors. We greatly appreciate your support last year, and hope to partner again.

Thank you,

Kathie Disner
Pagosa Springs Studio Tour
303-358-6218
www.studiotourpagosa.com

Jesse Hensle <jesse@olympusreg.com>

Sat, Feb 22, 2025 at 10:20 AM

To: Pagosa Springs Art Studio Tour <psartstudiotour@gmail.com>, Lauren Hawksworth <lhawksworth@pagosahotsprings.com>, Brooke Munden <bmunden@pagosahotsprings.com>, Mary Cocke <mcocke@pagosahotsprings.com>

Hi Kathie,

We would be happy to partner together again, thank you for reaching out. I am including our broader marketing and sales team to help out.

[@Mary Cocke](#) will be able to help out with rates.

[@Brooke Munden](#) will be able to help out with any marketing needs.

Looking forward to seeing what's possible this year. With our expansion there may be opportunity to do more with our event lawn, restaurant, or meeting space.

Have a great weekend,

Jesse Hensle | VP Marketing

The Springs Resort (Pagosa Springs, CO)
Murrieta Hot Springs Resort (Murrieta, CA)
O 970.264.4168 x 709 | M 530.318.7770
www.olympusreg.com

OLYMPUS
REAL ESTATE GROUP

12/30/24, 10:44 AM

2024 Event Funding: Final Report

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 *

psartstudiotour@gmail.com

Event Name *

Pagosa Springs area Art Studio Tour

Event Date(s) *

August 23-25, 2024

Contact Person *

Mark Epstein

Phone Number *

2147703085

12/30/24, 10:44 AM

2024 Event Funding: Final Report

Event Overview

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

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYmbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

Funds were used to improve the studio map and have more maps printed.

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 largest challenge to the Studio tour is the geographic locations of some of the studios and ways for guests to easily navigate to them. This year's improved map helped, but additional direction options are still needed.

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

Most studios reported an increase in visitors and/or sales.

12/30/24, 10:44 AM

2024 Event Funding: Final Report

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

Visitors were satisfied with the tour. Largest complaint was pertaining to finding studios.

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

The tour was able to attract more high quality, professional artists this year. The audience for the tour will continue to grow if the quality of artists join the tour.

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 *

900

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

Map count and visitor sign in sheets

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

25

12/30/24, 10:44 AM

2024 Event Funding: Final Report

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

50

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

Regionally

Provide percentages of the top 5 markets attendees traveled from:

Pagosa Springs, Durango, South Fork, Santa Fe, and Denver

Average age and income bracket of attendees. *

Estimated at 50 years old. Income varied.

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

Website links, social media posts, and email blasts.

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

The Springs Resorted an influx of booking for the weekend.

This form was created inside of Visit Pagosa Springs.

Google Forms

Income		Expenditures	
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$2,650.00	Administration (<i>Payroll, permits, fees, postage, etc</i>)	\$1,031.50
In-kind trades (<i>lodging, marketing, etc</i>)	\$500.00	Marketing / PR	\$4,477.79
Sponsorships	\$1,850.00	Printing	\$1,001.66
Grants / public funding	\$1,500.00	Merchant Processsing	\$245.98
Carry over (<i>previous year</i>)	\$400.00	Total Expenditures	\$6,756.93
Other (please define)			
Total Income	\$6,900.00		

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrplRRHY8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkhJycckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

fxnfirst@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

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNh-Rh-SNUV-9kmyaAI7zPhEiY8O... 2/13

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdy76axF5jQMlep9RwBTSlbgT6nTK6n_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.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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

Event Name *

Pickle in Pagosa

Proposed Event Date(s) *

MM DD YYYY

09 / 11 / 2025

Amount of Funding Requested *

2000

Name of Producing Entity *

Pagosa Pickleball Club

Contact Person *

Doug Carlson

Phone Number *

5052807413

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

fxnfirst@gmail.com

Event Website *

Pickleballbrackets.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 Pickleball Club

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

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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 Pickleball Courts

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

No

Description of the event and its activities. *

4 days of men, women and mixed doubles pickleball matches of skill levels ranging from 3.0 to 4.5. Everyone plays a round robin segment with best teams advancing to single elimination format. Medals are awarded to 1st, 2nd, 3rd.

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 will approach The Springs Resort and others in May. But have no commitment at this time.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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

A food truck will be contracted to provide lunch, that will be included in the entry fee.

Overall Anticipated Attendance *

350

Anticipated Attendance: Percentage Local *

40

Anticipated Attendance: Percentage Visitor *

60

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

220

Number of Volunteers Needed: *

45

Number of Event Staff Needed: *

0

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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 event will attract a large number of visitors to Pagosa and will highlight our excellent pickleball facilities which provides another reason for the ever increasing number of pickleball enthusiasts to return for vacation.

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

The facility, as is, will be able to handle the crowd. Parks and Rec has OK's the use of the pickleball courts and associated parking.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☐ Yes
- ☒ No
- ☐ Maybe

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

The money will be used to pay for supplies and online software support (Pickleball Brackets) for registering and running the tournament. "Profit" from the tournament is used to support the clubs efforts to promote and enhance pickleball in Pagosa Springs.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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

We will market regional pickleball clubs and announce the event in the Sun. But the main marketing is though pickleball brackets, which is a well known place for enthusiasts to look for tournament opportunities.

What other funding or grants have you applied for? *

No formal grants, although we have numerous businesses sponsors that have, in the past, sponsored with cash or items for auction in exchange for advertising banners. And we will again solicit such donations, and will run an ad in the "Sun" thanking them for their support.

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

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain *

Most likely. We consider the tournament to be a fun and useful activity for the club. So we will try to push forward even without tourism board support.

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

Indefinitely, it is worthwhile for the club.

2025 Event Funding Application: Event Budget

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application

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? *

17

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.) *

90

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

- ☒ Yes
- ☐ No
- ☐ Maybe

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

The last tournament was considered a success by both the club and the tournament attendees. We expect the tournament to grow both by word of mouth and possible expansion to include a separate seniors division. We thus could reduce our request in future years to say 12 and 7% for 2026 and 2027.

2/26/25, 1:22 PM

2025 Event Funding and Marketing Assistance Application
This form was created inside of Visit Pagosa Springs.

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Income	
Registration	\$ 9,000
Tourism Funding	\$ 2,000
Sponsorships	\$ 4,000
Silent Auction	\$ 1,000
	\$ 16,000

Expenses	
Court Rental	\$ 1,000
Supplies	\$ 2,000
Lunch	\$ 2,200
Registration Software	\$ 2,100
Restrooms/Shelter	\$ 500
Medals	\$ 1,000
Insurance	\$ 500
Processing Funds Paypal	\$ 600
	\$ 9,900

12/30/24, 10:37 AM

2024 Event Funding: Final Report

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 *

lynnboydsolidgold@gmail.com

Event Name *

Pickle in Pagosa

Event Date(s) *

Sept 13 - Sept 15, 2024

Contact Person *

Lynn Boyd

Phone Number *

6157859320

12/30/24, 10:37 AM

2024 Event Funding: Final Report

Event Overview

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

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:
<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

Funds from the tourism board are used for operating expenses for the tournament (insurance, software, medals, tent rental)

12/30/24, 10:37 AM

2024 Event Funding: Final Report

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 Pickle in Pagosa tournament was a big success this year. This is the second pickleball tournament at the new outdoor courts in Yamaguchi park. The Pagosa Pickleball Club sponsors this event and is planning to host it annually. Mountain Peak Rentals provided the tent and tables. Roberts BBQ was onsite for food sales. Chavolos catered the tournament dinner. All three vendors were prompt and professional.

There were dozens of local volunteers that helped make this a fun tournament and a great fundraiser for the club.

The tournament had 198 registered participants. A total of 419 matches were played over three days (Sept 13-15). We were extremely fortunate with the weather.

More than half of the players were from outside of Colorado, with the biggest contingent coming from New Mexico. Exactly half of the players in the Mixed 3.5 division were 65 years old or older. The Mixed 3.5 division was our largest with 26 teams. Overall, 35% of the players were 65 or older and 55% were 60 or older. There were three father-son teams that won medals. Pagosa Pickleball Club members medaled in all of the Men's divisions, the Women's 4.0, and the Mixed 3.5 and 4.5 divisions.

There might be an opportunity to expand the tournament and include even more players. But that would mean the tournament would need to expand to more than three days.

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

This year's event had 198 registered players. Last year the event had 151 registered players.

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

We did not ask players to fill out a satisfaction survey. However, informal feedback from out of town visitors suggested that there was a high level of satisfaction with the event and that players plan on participating again next year.

12/30/24, 10:37 AM

2024 Event Funding: Final Report

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

The Pagosa Pickleball Club plans to put on the tournament annually.
There is an opportunity to increase the number of participants. But that would mean the tournament would need to expand to more than three days.

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 *

198

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

Players registered for the event via pickleballbrackets.com software

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

69

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

33

12/30/24, 10:37 AM

2024 Event Funding: Final Report

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

52% were from out of state, 36% were from New Mexico, 9% were from Durango, 0% were international

Provide percentages of the top 5 markets attendees traveled from:

See above

Average age and income bracket of attendees. *

Average age: 56, no data on income

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

Participants were not directed to specific lodging opportunities. In the future, the club would like to partner with specific local lodging providers.

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

Estimated number of rooms booked. 137 out of town participants for three nights: 411 rooms booked

This form was created inside of Visit Pagosa Springs.

Google Forms

Tournament Budget

	Expense	2024 Budget	2024 YTD
Tournament			
	Court Rental for Dinner	\$ 1,000	\$ 541
	Supplies	\$ 1,200	\$ 1,351
	Dinner	\$ 2,200	\$ 1,882
	Lunch		\$ 1,920
	Registration Software	\$ 1,425	\$ 190
	Missing PPB Charge*		\$ 1,595
	Shelter Rental	\$ 575	\$ 362
	Medals	\$ 450	\$ 714
	Insurance	\$ 475	\$ 438
	Thank You Lynn Gift		\$ 200
	Processing Funds Paypal	\$ 325	\$ 368
		\$ 7,650	\$ 9,561

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrplRRHY8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkhJycckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

toniagallegos21@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

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdY76axF5jQMlep9RwBTSlbgT6nTK6n_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.

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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 *

Spanish Fiesta

Proposed Event Date(s) *

MM DD YYYY

06 / 14 / 2025

Amount of Funding Requested *

2,000

Name of Producing Entity *

Spanish Fiesta

Contact Person *

Toni Gallegos

Phone Number *

9709038287

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

toniagallegos21@gmail.com

Event Website *

spanishfiesta.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

Spanish Fiesta College Scholarships

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

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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. *

Town Athletic Field, June 14, 2025 7am-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. *

To celebrate the Hispanic Heritage in Archuleta Country. Food, arts and crafts booths, live music. The youth of the Spanish Fiesta Royalty will hold a competition to crown new royalty.

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. *

Don't currently have any

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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

Looking for Sponsors

Overall Anticipated Attendance *

1000

Anticipated Attendance: Percentage Local *

90

Anticipated Attendance: Percentage Visitor *

10

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

20

Number of Volunteers Needed: *

0

Number of Event Staff Needed: *

0

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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. *

We are dictated to promoting our Archuleta County Hispanic and Latin culture throughout the year. Thru community service, acts of kindness, public speaking and fundraising for college scholarships. This event is a celebration to signify the end of 1 year and the beginning of a new! We hope to attract new visitors to pagosa and provide an exciting experience that most do not get to experience here in Pagosa Springs!

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Information is always appreciated

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☒ Yes
- ☐ No
- ☐ Maybe

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

Rental Fees, Band Contracts and Lodging, Advertising

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

Online, Fliers, Newspapers, Radio, Banners

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNiC3JEbLsFsw-813PEE4aaWDkp... 10/12

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

What other funding or grants have you applied for? *

Non, do you have any recommendations?

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

We will continue to find supporters and might just have to cut some spending out.

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

Yes! At least 20 myself and then I will pass it on

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.

2/28/25, 3:55 PM

2025 Event Funding and Marketing Assistance Application

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.) *

200

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 participate in multiple vendor activities and plan to keep doubling our efforts each year

This form was created inside of Visit Pagosa Springs.

Google Forms

2025 Spanish Fiesta Proposed Budget			
Venue		Actual	Notes
Town Park	\$360		
Stage/Trailer	\$400		\$1,000 Deposit
Insurance	\$400		
Tents/Tables/chairs	\$1,000		
Dance Floor	\$300		
Advertising			
Media	\$350		
Fliers/Ticket Prints	\$100		Office Max
Banners	\$200		Vistaprint
Entertainment			
Candace/Northern 505	\$2,600		Espanola, NM
Zia Sunrise	\$750		Farmington, NM
Los Mitotitos	\$600		Durango, Co
Marcus Allen Rivas			Pagosa Springs
Sound System	\$1,700		Pagosa Springs
Hotel for Band	\$800		
Drinks			
Alcohol	\$1,300		Silver Dollar
Soda/Water	\$100		
Supplies	\$200		
Liquor License	\$100		
Wristbands	\$15		1000
Total	\$11,275		

12/30/24, 10:41 AM

2024 Event Funding: Final Report

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 *

rosa@psseniors.org

Event Name *

22nd Annual Pagosa Springs Spanish Fiesta

Event Date(s) *

7.29/24

Contact Person *

Rose Chavez

Phone Number *

9702642167

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.

Please see budget send to Tourism Board Coordinator that itemizes how all funds raised were used. Tourism Board funds were not ear marked for a specific activity. Expenses for the 2024 Pagosa Springs Spanish Fiesta included: Media (KWUF, KANW, KSUT, Pagosa Springs Sun, Daily Post), banner fees (one to place Hot Springs Blvd + an additional with sponsor logos), printing of flyers, entertainment (Darren Cordova y Calor, lodging for two bands, Candance Vargas and Northern 505, Marcus Rivas sound contract, folkloric dancers, VIP platters for entertainment) alcohol for cash bar, soda and water for cash bar, miscellaneous supplies (cups, margarita salt, lime juice), liquor license fee, decorations, pinanatas and face painting, fee for Pagosa Fire Protection district permit, fee for crowd control manager training requirements for 4 individuals), fee for security for 2 deputies, wristbands, donation to San Juan Rangers for parking management, food for rangers, insurance for the event, fee for venue at the Archuleta County Fairgrounds, fee for dance floor, extra tables, chairs, event setup supplies (sandbags, ropes), fee to rent two and six passenger trolleys, fee for rental space at Ross Aragon Community Center for planning meetings, food costs for snacks, and fee for Sign Up Genius.

12/30/24, 10:41 AM

2024 Event Funding: Final Report

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. *

This years event had a few great strengths:

--Second year successfully partnering with the Archuleta County Fair Board to celebrate our diverse Archuleta County heritage with culture, food, music, entertainment and more the week leading up to the Archuleta County Fair all white supporting the older adults and families of the community!

--New features to the kids corner such as corn hole, pinatas, face painting and a kids zone

---Participation from 9 food vendors, and 13 artisan craft vendors from throughout the southwest region.

--Established and launched the Spanish Fiesta Royalty non profit by recruiting and working with Royalty of past historical fiestas and community youth to host a benefit on April 13 to raise money for 13 Hispanic/Latino youth to promote and develop their leadership skills. They were a key part of the event on July 29 and throughout the year helping to revive the rich heritage of Archuleta County.

--Awarded 7 youth and 1 older adult for the Spanish Fiesta BIPOC Scholarships going on to pursue higher education.

---We had two new emcees (Leonard Martinez and Elsa White) who honored many of the historic Hispanic families of Archuleta County and brought a welcoming and dynamic nature to the event since they are both well know locals and leaders in our community.

Income: \$28,459.84, less than last year; Attendance was lower, 1/3 less than last year; bar sales 1/3 of last year; we did have more sponsors and a grant from the Pagosa Tourism Board

Expenses: \$29,951; much higher than last year, including entertainment sound; \$1,138 for use of the tent (10% of ticket sales); upgraded dance floor; two trolleys this year

Net: Negative \$1491.49. There are no funds for scholarships. Funds were not applied for through LPEA due to other operating priorities of the organization.

Volunteers: There were almost 40 volunteers, most of whom donated their ticket cost. Volunteers were recognized in The Pagosa Sun.

Tickets: About 650. Some feedback was that the ticket price of \$30 was too high and the free youth was 12 and under instead of 15 and under. There were also other competitive events in the region. Some feedback was that Darren Cordova was not a favorite. Spanish Fiesta royalty were supposed to help sell tickets as they have traditionally done in the past, but this didn't happen.

Reflections on how the event went: Pros and Cons

We need to be cautious with the budget for bands.

We need to include the cost for paying for labor for heavy lifting. Could we get some of the sports teams to

12/30/24, 10:41 AM

2024 Event Funding: Final Report

help for a summer event, contacting coaches and youth groups?

Spanish Fiesta Royalty Letter

ASI received a Cease-and-Desist letter from the Spanish Fiesta Royalty to not use the words Spanish and Fiesta. Today, another notification arrived that they had applied for a trademark. (See attached documents from the royalty board). Julie Gurule expressed the position of the Spanish Fiesta Royalty and why they felt they needed to do this. A discussion occurred about the differing viewpoints on what has happened over time between the Spanish Fiesta Planning Committee and the Spanish Fiesta Royalty. Julie said they felt threatened when ASI said to become their own 501c3. She also said a group of concerned community members, including, as she stated, "the person who just left the room." (she pointed to where Veronica Medina had been sitting) had met and decided to separate from ASI and form their non-profit because they think the Spanish Fiesta is not moving in the right direction however they would not say anything specifically. Joan Ward clarified that now that they had funds from income (due to the April Spanish Fiesta royalty benefit), it was more appropriate for them to control their funds rather than ASI. At some point, the group became aware that Julie had started recording the meeting without informing everyone; she was asked to erase it; however, we could not confirm if she erased the recording.

Moving forward & next steps for 2025

ASI has decided to not move forward with planning future Spanish Fiestas. While it is unfortunate that the leadership of the Spanish Fiesta Royalty were unwilling to have mature, respectful dialogue and negotiation on finding a mutual way to move forward instead of threatening legal action we have no hard feelings, just lessons learned. We are hopeful that the leadership of the Spanish Fiesta Royalty will be successful in organizing this event for the community for many years to come. We were happy to provide the leadership, resources and corazon to revive the Spanish Fiesta in Pagosa for 2023 and 2024 and hope it is an event we can see our community celebrate for years to come.

The first planning session for ASI's future multicultural event (still in the planning stages: think native dances and a mountain man rendezvous) for the 2025 meeting date is January 9 at the Chamber of Commerce session to plan with fellow community members.

12/30/24, 10:41 AM

2024 Event Funding: Final Report

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

The comparison is between 2023 and 2024, the only two year's ASI has planned the Spanish Fiesta.

Income: \$28,459.84, less than last year; Attendance was lower, 1/3 less than last year; bar sales 1/3 of last year; we did have more sponsors in 2024 and a grant from the Pagosa Tourism Board

Expenses: \$29,951; much higher than last year, including entertainment, especially the sound; \$1,138 for use of the tent (10% of ticket sales); upgraded dance floor; two trolleys this year

Net: Negative \$1491.49. There are no funds for scholarships. Funds were not applied for through LPEA due to other operating priorities of the organization.

Volunteers: There were almost 40 volunteers, most of whom donated their ticket cost. Volunteers and sponsors were recognized in the Pagosa Sun.

Tickets: About 650 (2024) and 700 (2023). Some feedback was that the ticket price of \$30 was too high and the free youth was 12 and under instead of 15 and under. There were also other competitive events in the region. Some feedback was that Darren Cordova was not a favorite.

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

This data was not collected.

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

Moving forward & next steps for 2025

ASI has decided to not move forward with planning future Spanish Fiestas. While it is unfortunate that the leadership of the Spanish Fiesta Royalty were unwilling to have mature, respectful dialogue and negotiation on finding a mutual way to move forward instead of threatening legal action we have no hard feelings, just lessons learned. We are hopeful that the leadership of the Spanish Fiesta Royalty will be successful in organizing this event for the community for many years to come. We were happy to provide the leadership, resources and corazon to revive the Spanish Fiesta in Pagosa for 2023 and 2024 and hope it is an event we can see our community celebrate for years to come.

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https://docs.google.com/forms/d/1R3aSJ2HVbrwlqWgtDTBEus5NtNHUuuf3lscsz_R-3oY/edit#response=ACYDBNg0Z6YfVTEuSoD3QuLMFjgXQGN...

5/7

12/30/24, 10:41 AM

2024 Event Funding: Final Report

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 *

650

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

N/A

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

95

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

50

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

LOCAL - Pagosa Springs, Durango; REGIONAL New Mexico (Albuquerque, Questa, Farmington, Santa Fe, Taos, Chama, Los Lunes, Espanola, El Rito, El Prado, Tijeras, Pecos, Aztec); Colorado (Denver, Monte Vista, 4 Corners, Colorado Springs, Leadville, San Luis Valley, Salida, Brighton); CALIFORNIA (Moorpark); INTERNATIONAL Germany

12/30/24, 10:41 AM

2024 Event Funding: Final Report

Provide percentages of the top 5 markets attendees traveled from:

New Mexico 70%, Colorado 29%, California, Texas & Germany 1%

Average age and income bracket of attendees. *

See table with breakdown by age, type of ticket etc. sent to the coordinator email. Additional data for consideration.

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

This was not included in our marketing this year. Some mentoring on how to do this effectively would be helpful.

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

This data was not collected.

This form was created inside of Visit Pagosa Springs.



SPANISH FIESTA INCOME AND EXPENSES				
2023		2024 as of 8/27/24		
INCOME		INCOME	Actual	Notes
Sponsors	7,980.70	Sponsors	9,453.65	
		Grants	1,500.00	Pagosa Springs Tourism Board
Vendors	448.97	Vendors	814.40	9 Food Vendors, 12 Artisan, 2 Outreach, 2 Band Merchandise
Ticket Sales	18,527.25	Ticket Sales	11,380.79	Down 1/3 from 2023
Bar Sales	7,998.95	Bar Sales	5,151.00	Down 1/3 from 2023
Donations	175.00	Donations	160.00	
Total Income	35,130.87	Total Income	28,459.84	
EXPENSES		EXPENSES		
Advertising		Advertising		
Media	2,710.89	Media	2,049.00	KWUF, KANW, KSUT, Pagosa Springs Sun
Banners	258.38	Banners	384.28	Fee for Banner one week over Hot Springs Blvd + Banner, Banner for Sponsors
Printing Flyers (Copier)	140.00	Printing Flyers (Copier)	400.00	Poster flyers were donated this year. Copier printing expenses
Total Advertising	3,109.27	Total Advertising	2,833.28	
Entertainment		Entertainment		
Al Hurricane Jr. Band	3,300.00	Darron Cordova Y Calor	8,150.63	
Lodging for Al Hurricane Jr. band	1,024.80	Lodging for 2 Bands	1,990.00	Lodged 1 band in 2023
Los Mitotitos	600.00	Candice Vargas & Northern 505	2,600.00	
		Marcus Rivas Sound Contract	4,000.00	
Folklorico Dancers - Durango	200.00	Folklorico Dancers - Durango	200.00	
Folklorico Dancers - Pagosa Springs	200.00		0.00	
		VIP Platters for Bands	250.03	
Total Entertainment	5,324.80	Total Entertainment	17,190.66	
Drinks		Drinks		
Alcohol	1,809.96	Alcohol	1,371.25	75% of 2023
		Soda & Water	128.77	
Supplies	168.86	Supplies	98.31	Cups, Margarita Salt, Lime Juice
Liquor License	125.00	Liquor License	100.00	
Total Drinks	2,103.82	Total Drinks	1,698.33	
Decorations		Decorations		
4th July Float	89.44	N/A		
Fairgrounds	137.56	Fairgrounds	396.22	Had to purchase tablecovers this year @ 320.19
		Activities	206.20	Pinata & Face Painting
Total Decorations	227.00	Total Decorations	602.42	
Security & Safety		Security & Safety		

SPANISH FIESTA INCOME AND EXPENSES				
2023		2024 as of 8/27/24		
		Fire Protection District Safety Planning	179.80	100.00 Pagosa Fire Protection District Permit, 79.80 Crowd Manager Training
Sheriff's Office (1 Deputy)	400.00	Sheriff's Office (2 Deputies)	960.00	
Wristbands	47.77	Wristbands	43.69	
Parking (San Juan Rangers)	200.00	Parking (San Juan Rangers)	200.00	Donation to San Juan Rangers
		Rangers Food	78.00	
		Additional Insurance	25.00	
2 Way Radios	64.10		0.00	Use radios donated from Chamber of Commerce
Total Security & Safety	711.87	Total Security & Safety	1,486.49	
Insurance	624.00	Insurance	646.00	
Venue				
Venue - Archuleta County Fairgrounds	1,852.73	Venue - Archuleta County Fairgrounds	1,138.08	Total amount for venue will be 10% of ticket sales
		Dance Floor, Extra Tables & Chairs	2812.37	
		Event Setup Supplies	587.01	Sandbags, Rope
Total Venue	1,852.73	Total Venue	4,537.46	
Transportation		Transportation		
Trolley Transportation and Fuel (Trolley Donated)	193.93	Trolley Rental including transportation	731.88	Two and Six Passenger Trolleys
Volunteers		Volunteers		
		Rental Space at Ross Aragon Community Center for Meetings	120.00	
Food at Initial Gathering	255.75	Food Costs	29.81	
Sign Up Genius	59.98	Sign Up Genius	0.00	They didn't bill us.
		Tickets Reimbursed	100.00	
Total Volunteers	315.73	Total Volunteers	249.81	
Miscellaneous Expenses	85.05			
Total Expenses	14,548.20		29,976.33	
Net Revenue	20,582.67		-1,516.49	
Hispanic & BIPOC Youth Scholarship Fund 15% of Net Revenue	3,087.00	Hispanic & BIPOC Youth Scholarship Fund 20% of Net Revenue	0.00	
Private Scholarship Donation Received in 2024	3,000.00	LPEA Education Grant to be applied (September/October 2024) for to support BIPOC scholarships	3,000.00	
	6,087.00			
LPEA Education Grant Awarded to support BIPOC scholarships	3,000.00			
	9,087.00			

22nd Annual Pagosa Springs Spanish Fiesta Participants

	General	Senior	Children	Sponsor
Paper Tickets	33	64	5	28
Give Butter	43	44	12	
Day of Event	152	32	32	
Total	228	190	49	28

Total Tickets Sold: 495

Additional Tickets Given Out Free:

Darren Cordova Band: 25

Candace Vargas Band: 13

Folklorico Dancers: 4

Marcus/Sound: 3

Volunteer: 39

Scholarship Recipients: 2

Vendors: 52

Royalty: 8

Total = 145

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkJHJyckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

director@pagosachamber.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

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdY76axF5jQMlep9RwBTSlbgT6nTK6n_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.

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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 *

Grilling & Distilling

Proposed Event Date(s) *

MM DD YYYY

08 / 23 / 2025

Amount of Funding Requested *

5,000

Name of Producing Entity *

Pagosa Springs Chamber of Commerce

Contact Person *

Ava Carter

Phone Number *

9702642360

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

events@pagosachamber.com

Event Website *

www.pagosachamber.com

Producing Entity Tax Status *

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

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

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Pagosa Springs Chamber of Commerce

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

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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, August 23, tentatively noon - 6 p.m.

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

No

Description of the event and its activities. *

Half day event. This is a BBQ cookoff where there will be both a commercial and "back-yard" categories. Entrants will be judged and prizes awarded. We are also looking at a "Peoples Choice" award. We will also be recruiting primarily Colorado distilleries to bring their spirits to the event. There will also be multiple live music performances. We will have activities for children. There will be several options to purchase tickets to the event including tasting just the BBQ, tasting of BBQ and whiskey, and general admission.

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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 will be working with the lodging properties to accommodate any out-of-community grilling participants as well as to provide lodging for our distilleries. We initially request a lodging donation in exchange for a sponsorship package. If we do not receive enough rooms, the Chamber pays for the distillers rooms which we anticipate to be 6-10. We would also be receptive to promote any lodging property that would offer our event a special rate for the public.

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

Since we are in the initial stages of planning this event, we haven't determined any partners at this time. However, we expect to partner with some of the local liquor stores and restaurants promoting the food and Colorado distillery concept.

Overall Anticipated Attendance *

500

Anticipated Attendance: Percentage Local *

60

Anticipated Attendance: Percentage Visitor *

40

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

20

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

Number of Volunteers Needed: *

25

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. *

This is a new event in Pagosa Springs. We believe highlighting Colorado craft distilleries is something new not only for Pagosa, but this region. The breweries are tapped out, we could help promote this budding Colorado industry. We hope this new, fresh event will attract a lot of visitors because of the combination of a BBQ cookoff and the distilling aspect and in future years, people will plan their vacations around this event as they do for ColorFest. However, it will take us several years to grow this event.

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

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

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

We will need the infrastructure equipment: trailer, stage, marketing assistance.

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☒ Yes
- ☐ No
- ☐ Maybe

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☒ Yes
- ☐ No
- ☐ Maybe

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

We will use this money to pay for lodging, infrastructure, in particular renting the fairgrounds facilities,
security, marketing - boosting the event, printing,

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

We typically have a strong marketing presence. The event is listed on the home page of our website as well as in the interior of our site under the Chamber Events. To purchase tickets will have a designated graphic on the home page associated with the event. We print posters, we have submitted the event with an article to the SUN for the Summer Visitor Guide, and are requesting the Preview cover. We may also engage in radio advertising through local and regional sources, i.e., KSUW/KSUT. Much of our marketing is done through a strong social media platform in advance and during the event. Since it is a new event, we also plan to pay to boost the event to targeted markets.

What other funding or grants have you applied for? *

None at this time. We will be developing sponsorships packages.

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNiOszbEnYdhtBwC-PQtraojFfoo1...

11/13

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2025 Event Funding and Marketing Assistance Application

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

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain *

This is a first time event. It also occurs prior to the Chamber's largest event, ColorFest. In 2024, ColorFest took a huge financial hit due to the rain deluge. Therefore, we do not have the reserves to fully initiate a new event.

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

We would like to grow this event as we have done with ColorFest. We anticipate the event to shift from a local base to a visitor based event. as the event grows. We feel this type of event also draws people from states that frequent Pagosa: Texas, Oklahoma, New Mexico.

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? *

40

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNiOszbEnYdhtBwC-PQtraojFfoo1...

12/13

2/26/25, 4:16 PM

2025 Event Funding and Marketing Assistance Application

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.) *

85

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. *

1. We have been successful in creating sponsorship packages for our business community. With this being a new event, I believe we will need to show the value before we start garnering repeat sponsors in future years, but this strategy has been successful for us.
2. We expect to grow ticket sales. This first year the ticket price may be lower to introduce the event and show the uniqueness and fun of it. In future years, we expect to increase ticket prices.

This form was created inside of Visit Pagosa Springs.

Google Forms

Grillin' & Distillin' Overview

Aug 23, 2025

Archuleta County Fairgrounds 4-H Hall and Hughes Pavillion

Grillin' - BBQ Cook-Off

Participants compete for Best BBQ, Most Flavorful, Most Original, Best Side, People's Choice

1. Tasters buy a ticket for \$35. They receive a plate, 1 free beer/wine or non-alcoholic drink, and are allowed a samples from a certain number (yet to be determined) participating BBQ'ers. They can vote for people's choice.
2. Tasters buy a ticket for \$45. They receive a plate, 1 flight of 4 whiskeys, and are allowed a sample from a certain number (yet to be determined) participating BBQ'ers. They can vote for people's choice.

General Admission Tickets are \$15. Allows entrance to the event, live music, beer/wine/soda, and cannot sample bourbon.

Beer, wine and soda will be sold on-site.

Ticket holders are identified by certain wristbands/pre-printed cards. After they receive their bbq and/or bourbon, their band gets marked so they can't go back for seconds.

Judges will taste to determine the other awards of the day.

Bands

Live music from the Town of Pagosa event stage

The stage will be set up in Hughes Pavillion - east end of the pavilion, performers' backs to the mountains. Spectators looking out past the band to peaks in the background.

Possible to have multiple bands perform during the cook-off and tasting event. Duration of the event will dictate the number of bands needed.

Distillin'

Solicit Distributors or Distilleries to travel to Pagosa Springs and offer tastings of their spirits. Vendors will be lined around the Hughes Pavillion arena in a horseshoe pattern from the stage. Tasters can sample while listening to the bands.

Per the alcohol training, flights can be a maximum of 4 spirits, .5oz servings.

Determining if sample flights can be sold on their own without a tasting ticket.

BBQ Cook-Off:

Two classes for competition: Commercial Cooks & Backyard Cooks

Commercial Food Trucks will park adjacent to the west of the 4-H hall with the need for the most electricity. 4-6 competitors

Backyard Cooks will set up north of the 4-H hall with their smokers.

BBQ'ers will all provide a taste of bbq brisket, and one side for the competition if they choose. Meeting to be held on March 10 with experienced cook-off participants to help design more concrete rules.

GRILLING AND DISTILLING EVENT BUDGET			
Income		Expenditures	
Earned Income (<i>ticket sales, entry fees,</i>	\$16,500.00	Administration (<i>Payroll, permits, fees, postage, etc</i>) Ver	\$3,500.00
Retail / concessions/alcohol	\$4,000.00	Marketing / PR	\$500.00
In-kind trades (<i>lodging, marketing, etc</i>)	\$1,000.00	Awards / Prizes	\$250.00
Sponsorships	\$5,000.00	Operations: cleaning, security, port-o-potties	\$2,000.00
Grants / public funding	\$5,000.00	Food and Beverage	\$1,000.00
Carry over (<i>previous year</i>)	0	Entertainment/Sound	\$10,000.00
Bars	\$3,000.00	Other (<i>Please define</i>) Infrastructure (stage/trailer)/ Lodging	\$1,000.00
Other (please define)			
Total Income	\$34,500.00	Total Expenditures	\$18,250.00
Net Income	\$16,250.00		

Grillin & Distillin Overview

The event is to take place on Saturday August 23. It will be an afternoon of BBQ and whiskey tasting, live music with multiple bands, a beer truck and food vendors outside of the BBQ competitors. We will be selling 2 types of tickets: VIP BBQ tickets and tasting tickets. We will also sell tickets for whiskey tasting. Beer, wine, food vendors are pay as you go. We will have 2 categories: Commercial or professional and “back-yard barbequer”.

- We look to hold the event open to the public from about 1-6 p.m. The BBQ judging will take place prior to opening to the public.
- First to be allowed into the event will be the VIP tickets. They will be allowed to taste from all the BBQ vendors. We are limiting the tickets to probably around 150. These tickets will have a higher price associated with it.
- The tasting tickets will be next. Purchasers will be able to taste a certain of BBQ – let’s say 5-6 tastes or until the BBQ competitor runs out. We are looking to sell about 150 of those tickets as well.
- If food is still available, more tickets can be sold.
- Tickets for the whiskey tasting are sold separately.
- We are looking to see if we can also manage a Corn Hole Tournament during the event. TBD!

Changes since the first funding application increasing costs:

- We should have realized that we need to rent the fairgrounds facility the day before the event so the competitors can set up and start cooking.
- We will also need to have insurance the day before the event for this reason and after the event in case some of the competitors cannot move their booths/rigs due to the heat of grills.
- Many of the distillers will be coming from a longer way away from Pagosa. Therefore, we will need to provide 2 nights lodging, not 1 as originally anticipated. August is still a consistent tourism month, so the chances that we will need to purchase one night if the lodger donates one night is highly likely.
- We have had to downsize the number of tickets made available to sell for two reasons. 1. The competitors will only be able to produce a limited amount of food. 2. We want to work the “bugs” out of the event so would prefer to start smaller and do it well, then try and sell a lot of tickets and then people don’t get food, are disappointed, and won’t return in future years. So we have backed the number of tickets down from 500 to 300.

Since this is a first-time event, some of the details are certainly up for modification! Therefore, we are requesting \$8,000 instead of \$5,000 to accommodate for some of these first-time needs.

GRILLING AND DISTILLING EVENT BUDGET					
Income			Expenditures		
Earned Income (<i>ticket sales, entry fees, etc</i>)	\$15,000.00		Administration (<i>Payroll, permits, fees, postage, etc</i>) Venue		\$4,000.00
Retail / concessions/alcohol	\$4,000.00		Marketing / PR		\$500.00
In-kind trades (<i>lodging, marketing, etc</i>)	\$1,000.00		Awards / Prizes		\$400.00
Sponsorships	\$5,000.00		Operations: cleaning, security, port-o-potties		\$2,000.00
Grants / public funding	\$8,000.00		Food and Beverage		\$1,000.00
Carry over (<i>previous year</i>)	0		Entertainment/Sound		\$10,000.00
Whiskey Tasting tickets	\$2,000.00		Other (<i>Please define</i>) Infrastructure (stage/trailer)/ Lodging/Insurance		\$3,000.00
Other (please define)					
Total Income	\$35,000.00		Total Expenditures		\$20,900.00
Net Income	\$14,100.00				
150	55	8250	VIP		
150	35	5250	tasting		
100	15	1500	GA		
100	20	2000	whiskey		

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnklDbINzaJRv4r5AChVkhJycckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

mcocke@pagosahotsprings.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

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdY76axF5jQMlep9RwBTSlbgT6nTK6n_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.

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>

Link to, tag and help promote the official Pagosa Springs social media efforts

(www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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 *

Pints Pools & Paddles Craft Beer Festival

Proposed Event Date(s) *

MM DD YYYY

05 / 10 / 2025

Amount of Funding Requested *

5000.00

Name of Producing Entity *

The Springs Resort

Contact Person *

Mary Cocke

Phone Number *

9702644168

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

Email Address *

mcocke@pagosahotsprings.com

Event Website *

https://www.pagosahotsprings.com/things-to-do/events/pints-pools-and-paddles/

Producing Entity Tax Status *

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

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

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Friends of the Upper San Juan River

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

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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. *

Friday - May 9th - Beer, Chocolate & Cheese Pairing (3pm - 7:30pm) at the Springs Resort

Saturday - May 10th - Pints Pools & Paddles (9am - 6pm) at The Springs Resort

Sunday - May 11th - Mother's Day Bubbly & Bar Bites, Sound Bathing & Gratitude Ceremony (10am -3pm) at The Springs Resort

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

No

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

Description of the event and its activities. *

Pints Pools & Paddles Craft Beer Festival
May 9th-11th, 2025

We're thrilled to host this year's Craft Beer Fest on our newly constructed event venue space, with more room to spread out. Plus, we're excited to continue the tradition of awarding the People's Choice Award for Best Beer of Pints, Pools, and Paddles 2025!

Calling all craft brew enthusiasts! The 10th Annual Pints, Pools, and Paddles Craft Brew Festival is back and better than ever! Join us at The Springs Resort in Pagosa Springs, Colorado, for a milestone celebration of craft beer, geothermal soaking, and riverside fun.

This year, attendees will help determine the Favorite Brewery Award! Last year's champion, La Cumbre Brewing Company of Albuquerque, New Mexico, delivered standout flavors to earn the top spot.

We currently have 20+ Brewers signed up for the event.

Event Highlights:

Friday, May 9th

3 PM–5 PM: Start the weekend with an indulgent Beer, Chocolate, and Cheese Tasting experience hosted by Riff Raff Brewery.

5:30 PM–7:30 PM: Start the weekend with an indulgent Beer, Chocolate, and Cheese Tasting experience hosted by Riff Raff Brewery.

Saturday, May 10th

9 AM–3 PM: Soak in our 20 geothermal pools while enjoying front-row views of the Pagosa Paddle whitewater races. Cheer on competitors as they navigate the river steps from your pool!

3 PM–6 PM: Sample craft beers from Colorado, New Mexico, and beyond.

Sunday, May 11th

(New Event this Year)

10 AM - 1 PM: Celebrate Mother's Day with Mimosa's & Brunch Bites followed by a free community event of Sound Bathing and a special Mother's Day Gratitude Ceremony at the Mother Spring.

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.

Like in past years we are partnering with Motel Soco and the Riverwalk Inn for lodging for our Brewers. Please see attached letters

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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

We are partnering with Mac'N Wag'N Food Truck to provide food options for our attendees and brewers. In addition, we are going to work with a local artist to create handmade Brewer Awards this year. We are still finalizing the artist details. Other partnerships are with various vendors in town for supplies needed to make our event successful:

Mountain Peak Rentals - tent, tables and chairs
Alpine Portable Toilets - toilets for attendees
Cold Springs Ice - ice for brewers' beer
Town of Pagosa Springs - Stage Rental
Pagosa Springs Sun - Ad
KWUF - Ad
Live Music - Local Bands

Overall Anticipated Attendance *

200

Anticipated Attendance: Percentage Local *

20

Anticipated Attendance: Percentage Visitor *

80

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

50

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

Number of Volunteers Needed: *

5

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. *

Pints, Pools & Paddles is a well-known event in the Four Corners region, drawing visitors from both in-state and out-of-state, including Texas and Oklahoma. This event encourages multi-night stays, with a Friday night beer pairing experience, Saturday's soaking and beer festival, and now an added Sunday event to further extend guest visits.

New this year, we're introducing Mother's Day Mimosas & Brunch Bites, featuring live music, a free community Sound Bathing session, and a Gratitude Ceremony. By expanding to Sunday, we aim to encourage longer stays while also creating a special event for our local community on Mother's Day.

Historically, the festival has attracted more out-of-town visitors than locals, with an average of 90% of attendees traveling from outside the area. These visitors contribute significantly to the local economy by spending on lodging, dining, shopping, and fuel. Hosting the event in early May, typically a shoulder season, helps boost tourism and local business revenue during a quieter time of year.

This year, we have lowered ticket prices to make the event more accessible, especially for locals. While we're excited to continue welcoming visitors from afar, we also want to embrace our community and ensure the festival is affordable and enjoyable for everyone.

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

.....

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☒ Yes
- ☐ No
- ☐ Maybe

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

The funds we receive will go towards lodging for our Brewers and for live music

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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

The following are the marketing strategies we have started & will continue:

FB ads & events, Instagram posting & ads, Partnerships with Brewers to post on their social media and to display posters/post cards, We are emailing over 150,000 people, local newspaper ads, radio ad, Banners, Poster distribution in the 4 corners region and beyond, Flyers and postcard distribution, community calendars, lodger partnerships and our relationship with FUSJR

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 continue our event with fewer funds to allocate.

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

Yes, this is one of our Signature Events that we plan to continue

2025 Event Funding Application: Event Budget

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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

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

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

30

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

70

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

- ☐ Yes
- ☐ No
- ☒ Maybe

2/27/25, 7:53 AM

2025 Event Funding and Marketing Assistance Application

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. *

Over the next several years, we plan to secure event sponsorships as a key strategy to increase revenue and reduce reliance on public funding. By building partnerships with regional and industry-aligned sponsors, expanding ticket sales, and enhancing event offerings, we aim to attract a larger audience and ensure long-term sustainability. While we are requesting \$5,000 in funding this year, we plan to gradually reduce our request by approximately 20% in year two, 25% in year three, and 50% in year four, with the goal of becoming fully self-sustaining by year five, ensuring continued economic impact for the community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pints Pools & PaddlesPowered by  **monday.com****2025 Budget**

Income	Estimated Revenue
Ticket Sales	11000
Town Funding	5000
Total Estimated Revenue:	\$ 16,000.00

Expenses	Estimated Expenses
Venue Supplies/Equipment:	
Tent, Table, Chairs - Rental	3000
Portable Toilet Rental	300
Ice	350
Advertising & Promotions:	
Giveaway Post Boost	50
Digital Ads	850
Ad in The Sun	170
Ad on KWUF	1000
Collateral:	
Taster Glasses	640
Plastic Cups with Logo	200
Poster Creation	275
Printing Poster	275
Stickers	175
Banner	180
Rack cards	160
People's Choice Award	50
Wrist bands	135
Tickets for Brewers to give out	70
Passports	100

Lodging:

Lodging for Brewers	4000
---------------------	------

Entertainment:

Live Music	1000
------------	------

Stage Rental	600
--------------	-----

Event Trailer	100
---------------	-----

Meals/Drinks:

For Brewers, Volunteers, Staff	900
--------------------------------	-----

Miscellaneous:

Shirts from Pagosa Paddle for staff	420
-------------------------------------	-----

Donation to FUSJR	1000
-------------------	------

Total Estimated Expenses:	\$ 16,000.00
---------------------------	---------------------



MOTEL SOCO HOSPITALITY LLC

Mary Cocke

Group Sales & Event Manager

The Springs Resort

323 Hot Spring Blvd

Pagosa Springs, CO. 81147

Dear Mrs. Cocke,

Thank you for reaching out to us regarding Pints, Pools and Paddles Craft Brew Fest 2025. Motel SOCO is happy to partner with The Springs Resort again this year, for brewer lodging.

We look forward to your event!

Sincerely,

Leah Renee Fine

Leah Renee Fine

Motel SOCO Hospitality, LLC.

651 W. US Hwy 160, Pagosa Springs, CO. 81147

970-264-1492

Frontdesk@motelsoco.com

www.motelsoco.com

Jennifer Green
Executive Director
Visit Pagosa Springs

Dear Tourism Department and Tourism Board,

We are writing this letter to showcase our full support for the Beer Festival: Pints, Pools and Paddles to be held May 9th to 11th 2025.

We are delighted to see the continuance of this event and the growing audience attending the event year over year. The festival is held during Pagosa off season which perfectly fits with the Tourism Board and Tourism Department's goals to focus on off- season promotion and events.

RiverWalk Inn will be partnering with The Springs Resort to offer lodging for brewers. In addition, we will be offering packaged rooms to the attendees of Pints, Pools and Paddles event and promoting this event through our social media and online efforts.

Best Regards,
RiverWalk Inn
260 E Pagosa St
Pagosa Springs, CO 81147

CC
Mary Cooke
Group Sales and Event Manager
The Springs Resort

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkhJycckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

mcocke@pagosahotsprings.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

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdY76axF5jQMlep9RwBTSIbgT6nTK6n_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 cancellation. 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.

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>

Link to, tag and help promote the official Pagosa Springs social media efforts

(www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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

Event Name *

Hot Springs Fest

Proposed Event Date(s) *

MM DD YYYY

11 / 08 / 2025

Amount of Funding Requested *

5000.00

Name of Producing Entity *

The Springs Resort

Contact Person *

Mary Cocke

Phone Number *

9702644168

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

Email Address *

mcocke@pagosahotsprings.com

Event Website *

https://www.pagosahotsprings.com/things-to-do/events/hot-springs-fest/

Producing Entity Tax Status *

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

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

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

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

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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. *

As we are early in our planning stages, we do not have the definite schedule of events. Below is our schedule for our Hot Springs Fest 2024, which will be very similar in 2025:

The event will be held at multiple locations within downtown Pagosa Springs and Archuleta County: Soaking at all three Hot Springs Locations (The Springs Resort, Healing Waters & The Overlook) - Friday - Sunday, Nov 8-10, 2024

Including various wellness activities offered at The Springs Resort throughout the weekend and the following Free Community Events listed below:

Healing Waters Friday Nov 8th 2024 from 4:30pm - 5:00pm Community Event: Qi Gong

The Springs Resort Saturday Nov 9th 2024 from 4:20pm - 4:50pm Community Event: Robe Parade starting at the Mother Spring Patio and walking around to each property and ending back at the Mother Spring Patio.

The Mother Spring (at The Springs Resort) Nov 9th 2024 from 5pm - 6:30pm Community Event: Ecstatic Dance Party

Pagosa Springs Athletic Park Nov 10th 2024 from 10am - 11am Community Event: Yoga practice with DJ

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

No

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

Description of the event and its activities. *

Hot Springs Fest is a three-day celebration of the rejuvenating power of Pagosa Springs' natural mineral water, sourced from the world's deepest hot spring. This unique festival offers live music, diverse health and wellness activities, and access to over 30 pools across three downtown soaking facilities, all for one price! Beyond soaking, attendees can enjoy Aqua Yoga, Contrast Circuits, a Thai Yoga Sound Bath, three community events, a Robe Parade, live music, an Ecstatic Dance Party, and a variety of other wellness experiences.

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 committed to making the event appealing to both visitors and local community members. Our approach includes offering discounted tickets to locals, members, and frequent guests of each participating resort (The Springs Resort, Healing Waters Resort & Spa, and The Overlook Hot Springs). Additionally, we're collaborating with Healing Waters Resort to provide their hotel guests with promotional pricing on event tickets, matching the discounted rate available to guests of The Springs Resort. This ensures a cohesive and inclusive experience for all attendees, regardless of which resort they stay at.

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

Similar to last year's event, we will be partnering with many local businesses in town. Our event brochure highlighted these partners and the offerings or discounts they provided to all attendees. In return, they gained exposure through our marketing efforts and the increased foot traffic at the event. Below are the partners from the 2024 event:

- Bruin Coffee
- The Lost Cajun
- Pagosa Craft
- Higher Altitude Pagosa
- Bliss Sweets & Scoops
- San Juan Lifestyle
- Cork & Board
- Hidden Tracks
- Higher Grounds
- Motel Soco
- Pagosa Baking Company
- Riff Raff Brewing Company
- Root House Coffee Shop
- The Lift Coffee Shop

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

Overall Anticipated Attendance *

250

Anticipated Attendance: Percentage Local *

25

Anticipated Attendance: Percentage Visitor *

75

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

40

Number of Volunteers Needed: *

10

Number of Event Staff Needed: *

15

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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. *

Hot Springs Fest brings numerous unique benefits to the Pagosa Springs community:

Exclusive Colorado Event: As the only hot springs festival in Colorado, Hot Springs Fest positions Pagosa Springs as the ultimate destination for hot springs enthusiasts.

Natural Wonder: The festival highlights the world's deepest geothermal hot springs, a rare geological feature that provides water to all three participating resorts, offering a one-of-a-kind experience.

Boosting the Shoulder Season: Held in November, Hot Springs Fest attracts visitors during a traditionally slower period, providing a vital boost to local businesses.

Community Engagement: Discounted tickets for locals and resort members foster a strong sense of community and pride in this unique local event.

Encouraging Extended Stays: The three-day event schedule encourages visitors to stay longer, boosting tourism revenue for local businesses.

Cross-Promotion: With activities held across multiple venues, visitors are encouraged to explore different local resorts, expanding their experience of Pagosa Springs.

Growth Potential: As the event expands, Hot Springs Fest has the potential to become a signature attraction, drawing increasing visitors each year and solidifying Pagosa Springs as the premier hot springs' destination in Colorado.

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

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

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☐ Yes
- ☒ No
- ☐ Maybe

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☐ Yes
- ☒ No
- ☐ Maybe

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

We intend to use \$3000 of the funds for a targeted marketing initiative to secure a paid influencer. This will help with future marketing efforts for the annual event.

We plan to use the remaining \$2000 funds for all other marketing efforts for all three Hot Springs Locations.

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

In addition to working with a paid influencer, our marketing strategy includes social media ads, Google Ads, poster distribution throughout the Four Corners region, press releases, and on-site banners at each participating hot spring's location. This approach is aimed at reaching a broad audience, both local and out-of-town, across various platforms.

What other funding or grants have you applied for? *

None

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain *

We are dedicated to hosting this one-of-a-kind celebration of Pagosa Springs' renowned hot springs. Our goal is to highlight Pagosa Hot Springs as a leading destination, and we are moving forward with the festival leveraging our current resources and partnerships. The town funding will help us broaden our reach and increase the event's impact.

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

Yes, all three Pagosa Hot Springs locations, are dedicated to this continuing to grow as a signature event in Pagosa Springs.

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? *

30

2/27/25, 10:05 AM

2025 Event Funding and Marketing Assistance Application

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

70

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

- ☒ Yes
- ☐ No
- ☐ Maybe

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

We are focused on growing Hot Springs Fest into a self-sustaining event by diversifying funding sources. While we will continue to seek public support in the short term, our goal is to reduce reliance on town funding over time as the event establishes itself. As the festival expands, we plan to explore additional revenue streams, including sponsorships and increased ticket sales, which will help offset future funding requests. Our aim is for the event to become more financially independent while maintaining its positive impact on the community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Hot Springs Fest 2025 Budget

Powered by  **monday.com**

Income	Estimated Revenue
Ticket Sales	10245
Town Funding	5000
Total Estimated Revenue:	\$ 15,245.00

Expenses	Estimated Expenses
Venue Supplies/Equipment:	
Outdoor Heater Rentals	275
Portable Toilet Rentals	300
Town Park Rental (Yoga)	170
Advertising & Promotions:	
Digital Ads	1500
Ad in The Sun	200
Ad on KWUF	1000
Giveaway Supplies/Costs	200
Advertising - All three Locations	3000
Paid Influencer	3000
Collateral:	
Wooden Nickles	125
Posters	300
Stickers	175
Banners	500
Rack cards	200
Wrist bands	400
Brochures	500
Quest Booklets	100

Entertainment:	
DJ/Live Music/Light Show	1600
Stage Rental	600
Event Trailer	100
Meals/Drinks:	
For Volunteers/Staff	400
Miscellaneous:	
Robe Parade Supplies	200
Glow Yoga Supplies	100
Volunteer/Staff Shirts	300
Total Estimated Expenses:	\$ 15,245.00

2/27/25, 2:46 PM

2024 Event Funding: Final Report

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 *

mcocke@pagosahotsprings.com

Event Name *

Hot Springs Fest 2024

Event Date(s) *

Nov 8-10, 2024

Contact Person *

Mary Cocke (last year it was Brooke Munden)

Phone Number *

9702644168

2/27/25, 2:46 PM

2024 Event Funding: Final Report

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.

We allocated the \$1,000 in town funding specifically for a radio ad on KWUF to promote a new, free community event: our Inaugural Robe Parade. The event was a huge success! By advertising locally, we attracted strong community participation, with 25 robe-clad participants, more than half of whom were locals. Six community members served as judges at the Scenic Overlook in front of Tequilas, and we awarded prizes to three winners. We also had 14 business partners offering discounts to our attendees. There was a lot of community involvement and awareness of the event this year. For a first-time event, we were thrilled with the turnout and enthusiasm. This wouldn't have been possible without the Town's support for radio advertising and marketing.

2/27/25, 2:46 PM

2024 Event Funding: Final Report

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 new Robe Parade exceeded our expectations, with the community fully embracing this fun, lighthearted event. People of all ages participated, and our overall winner was a 10-year-old girl who had an absolute blast! Strong community outreach, including partnerships with local businesses, posters, and a dedicated radio ad, all played a key role in making this event a success.

One challenge we faced was the extremely cold weather and snowfall, including a state of emergency in Denver that disrupted travel plans for some attendees. While this led to some cancellations, we leaned into the winter conditions, with most guests embracing the cozy soaking experience all weekend. Many attendees bundled up in warm robes and hats for the parade, and we successfully relocated our community Yoga and Qi Gong sessions indoors at The Springs Resort, ensuring all scheduled activities could still take place.

We also introduced a new interactive element: staff at each location randomly handed out souvenir wooden nickels with fun quotes. Guests loved this unexpected touch, which added to the festival's charm.

Overall, all locations saw an increase in visitor traffic and enthusiastic engagement with the event.

Areas for improvement:

Incorporate more water-based activities in case of another cold-weather weekend

Consider adding stargazing events

Bring an extra table and chairs for the judges

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

The event gained significant momentum this year, largely due to our increased focus on community engagement. We introduced several free community events, including the Robe Parade, Ecstatic Dance Party with a live DJ, Qi Gong, Yoga with a live DJ, and the Gratitude Ceremony, all of which were well received.

However, inclement weather did impact ticket sales, leading to slightly lower attendance than anticipated. Despite this, those who participated had a fantastic time and expressed excitement about returning next year!

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

We conducted a post-event survey, and while we received only three responses, the feedback provided valuable insights for future planning.

Of the three respondents, one was a local, and two were from out of town. Here are some key takeaways from their ratings:

- Overall event rating: 9
- Friendliness of staff: 10
- Likelihood to recommend the event: 8.7
- Participation in the Robe Parade: 2 out of 3 attendees
- Likelihood of attending next year: 100% said yes
- Use of business partner offerings: None took advantage
- Receipt of wooden nickels: None received them

This feedback will help us refine our planning for the 2025 event. I'll send a copy of the survey for you to review as well.

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

With the enthusiasm from attendees, a high number of returning guests, and strong engagement across all three hot springs locations, we are confident that this event will continue to thrive. We have no plans to discontinue it; in fact, during our post-event meeting, we explored the possibility of introducing a second Hot Springs Fest in the spring, when warmer weather could allow for greater success with out-of-the-water activities.

Additionally, with The Springs Resort's expansion and new Spa & Wellness facilities, we will have the capacity to welcome even more attendees in the years to come.

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.

2/27/25, 2:46 PM

2024 Event Funding: Final Report

Estimated attendance *

122

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? *

85

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

48

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

Local within 60 miles, Colorado, and out of state

Provide percentages of the top 5 markets attendees traveled from:

Colorado, New Mexico, Arizona, Texas, California

Average age and income bracket of attendees. *

35-50

2/27/25, 2:46 PM

2024 Event Funding: Final Report

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

Our ads and promotions highlighted lodging options alongside our websites.

Additionally, guests who booked at The Springs Resort or Healing Waters enjoyed discounted ticket pricing.

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

4 rooms booked at Healing Waters, 8 rooms at The Springs Resor, 12 at local Airbnbs, 8 at Nightingale Motel, and 4 at Wyndham Pagosa

This form was created inside of Visit Pagosa Springs.

Google Forms

Hot Springs Fest 2024 Budget

Powered by  **monday.com**

Income	Estimated Revenue
Ticket Sales	6883.27
Town Funding	1000
Total Estimated Revenue:	\$ 7,883.27

Expenses	Estimated Expenses
Venue Supplies/Equipment:	
Outdoor Heater Rentals	276.34
Town Park Rental (Yoga)	164.8
Advertising & Promotions:	
Digital Ads	1368.54
Ad in The Sun	168
Ad on KWUF	1000
Giveaway Supplies/Costs	21.66
Advertising - All three Locations	2812.8
Collateral:	
Wooden Nickles	125
Posters	364.79
Banners / way finding signage	482.49
Wrist bands	566.33
Brochures & inserts	332.17
Quest Booklets	102.09
Entertainment:	
Live DJ	700
Miscellaneous:	
Robe Parade Supplies	98.26

Volunteer/Staff Shirts	288.63
Total Estimated Expenses:	\$ 8,871.90

Q1 Please enter your information below.

Answered: 3 Skipped: 0

ANSWER CHOICES	RESPONSES	
First name	100.00%	3
Last name	100.00%	3
	0.00%	0
	0.00%	0
	0.00%	0

#	FIRST NAME	DATE
1	Lisa	11/20/2024 7:10 AM
2	Hannah	11/19/2024 10:19 AM
3	Alicia	11/19/2024 9:56 AM

#	LAST NAME	DATE
1	Jensen	11/20/2024 7:10 AM
2	Hamalainen	11/19/2024 10:19 AM
3	Blaising	11/19/2024 9:56 AM

#		DATE
---	--	------

There are no responses.

#		DATE
---	--	------

There are no responses.

#		DATE
---	--	------

There are no responses.

Q2 Please enter your information below.

Answered: 3 Skipped: 0

ANSWER CHOICES	RESPONSES
Billing Address	100.00% 3
Street address line 2	0.00% 0
City	100.00% 3
State	100.00% 3
Zip code	100.00% 3
Country	100.00% 3

#	BILLING ADDRESS	DATE
1	1252 Loma Linda Dr	11/20/2024 7:10 AM
2	17 camino estrellas	11/19/2024 10:19 AM
3	255 Jolly Rogue Dr	11/19/2024 9:56 AM

#	STREET ADDRESS LINE 2	DATE
	There are no responses.	

#	CITY	DATE
1	Pagosa Springs	11/20/2024 7:10 AM
2	Santa Fe	11/19/2024 10:19 AM
3	Divide	11/19/2024 9:56 AM

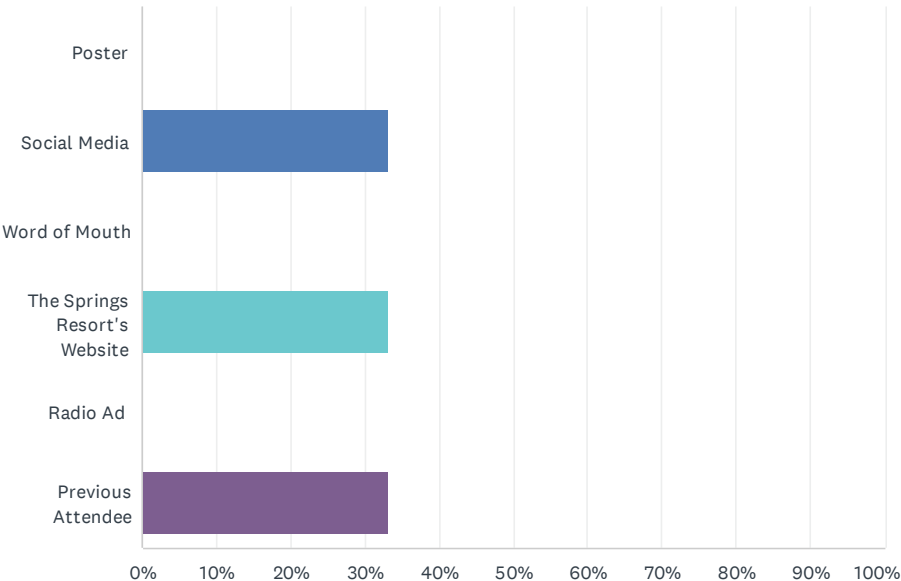
#	STATE	DATE
1	CO	11/20/2024 7:10 AM
2	NM	11/19/2024 10:19 AM
3	CO	11/19/2024 9:56 AM

#	ZIP CODE	DATE
1	81147	11/20/2024 7:10 AM
2	87508	11/19/2024 10:19 AM
3	80814	11/19/2024 9:56 AM

#	COUNTRY	DATE
1	us	11/20/2024 7:10 AM
2	us	11/19/2024 10:19 AM
3	us	11/19/2024 9:56 AM

Q3 How did you hear about this event?

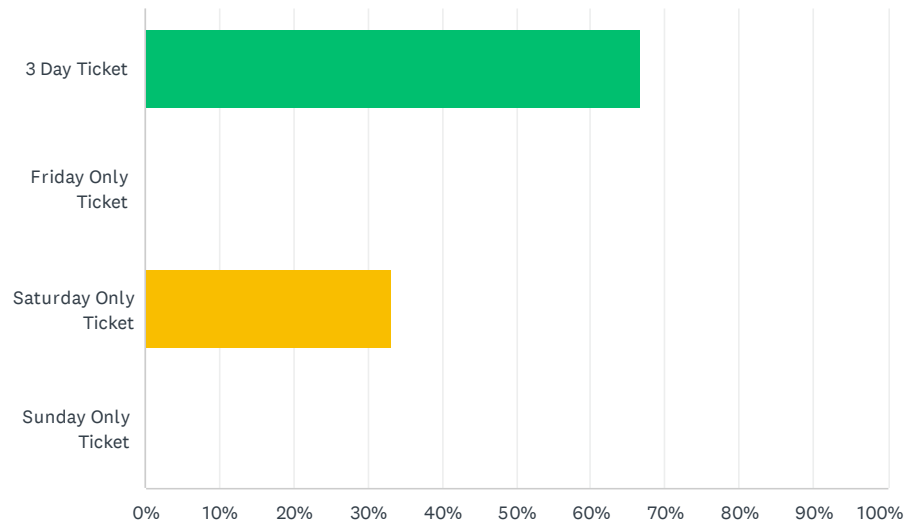
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Poster	0.00%	0
Social Media	33.33%	1
Word of Mouth	0.00%	0
The Springs Resort's Website	33.33%	1
Radio Ad	0.00%	0
Previous Attendee	33.33%	1
TOTAL		3

Q4 What ticket did you purchase?

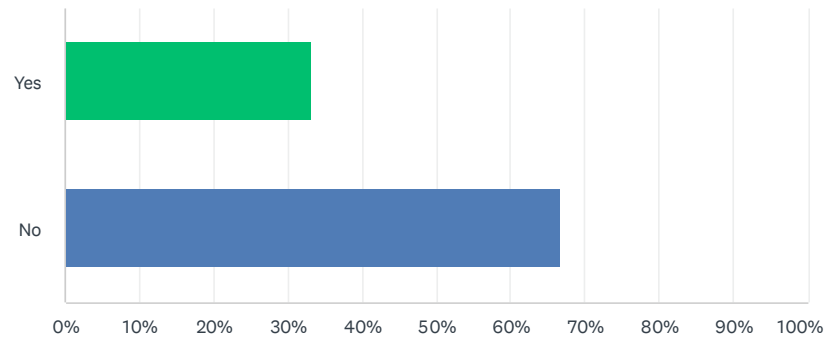
Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
3 Day Ticket	66.67%	2
Friday Only Ticket	0.00%	0
Saturday Only Ticket	33.33%	1
Sunday Only Ticket	0.00%	0
TOTAL		3

Q5 Do you live within 60 miles of Pagosa Springs?

Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		33.33%	1
No		66.67%	2
TOTAL			3

Q6 On a scale of 1-10, with 1 being disappointed and 10 being extremely satisfied how would you rate your overall experience at Hot Springs Fest?

Answered: 3 Skipped: 0

8.7★
average rating



	DISAPPOINTED	VERY UNSATISFIED	UNSATISFIED	SOMEWHAT UNSATISFIED	SATISFACTORY	SOMEWHAT SATISFIED	SATISFIED	VER SAT
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	

Q7 On a scale of 1-10, rate the clarity of the pricing structure.

Answered: 3 Skipped: 0

7.7★
average rating



	VERY UNCLEAR	UNCLEAR	SOMEWHAT UNCLEAR	NEUTRAL	EASY TO UNDERSTAND	SOMEWHAT CLEAR	CLEAR	VERY CLEAR	EXTREMELY CLEAR
☆	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0

Q8 On a scale of 1-10, how would you rate the overall event.

Answered: 3 Skipped: 0

9.0★
average rating



	DISAPPOINTED	VERY UNSATISFIED	UNSATISFIED	SOMEWHAT UNSATISFIED	SATISFACTORY	SOMEWHAT SATISFIED	SATISFIED	VER SATI
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	

Q9 On a scale of 1 to 10, how friendly was the staff?

Answered: 3 Skipped: 0

10.0★
average rating



	NOT FRIENDLY AT ALL	VERY UNFRIENDLY	UNFRIENDLY	SOMEWHAT UNFRIENDLY	NEUTRAL	SOMEWHAT FRIENDLY	FRIENDLY	VERY FRIENDLY	EXTREMELY FRIENDLY
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	

Q10 On a scale of 1 to 10, how likely are you to recommend the event to a friend?

Answered: 3 Skipped: 0

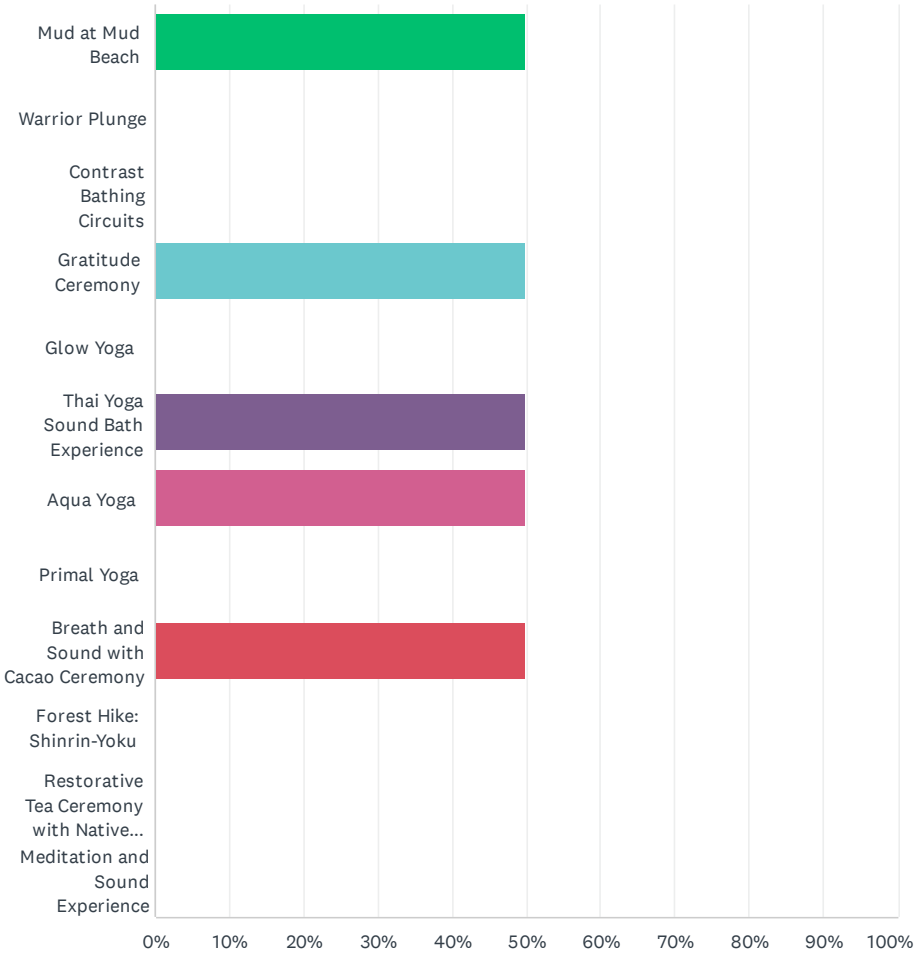
8.7★
average rating



	NOT LIKELY AT ALL	VERY UNLIKELY	UNLIKELY	SOMEWHAT UNLIKELY	NEUTRAL	SOMEWHAT LIKELY	LIKELY	VERY LIKELY	EXTREMELY LIKELY	INC LIKE
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	

Q11 What Wellness Classes did you attend?

Answered: 2 Skipped: 1



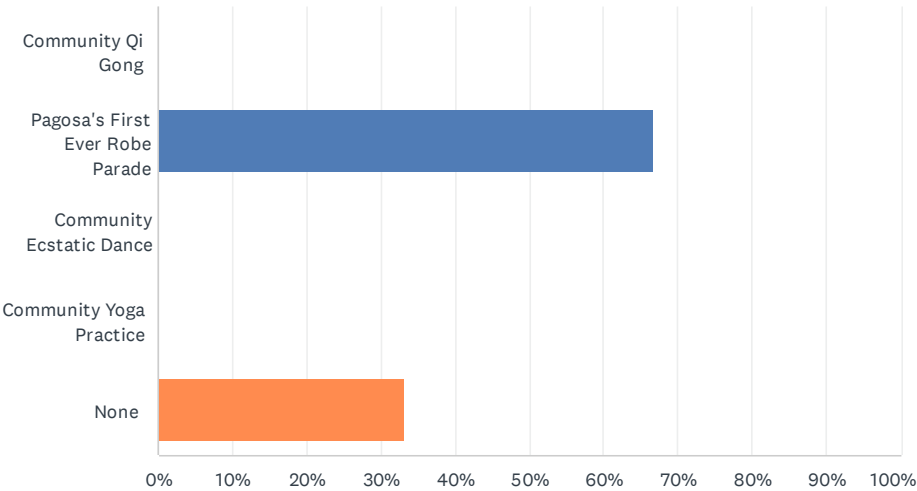
Hot Springs Fest Survey 2024

SurveyMonkey

ANSWER CHOICES	RESPONSES	
Mud at Mud Beach	50.00%	1
Warrior Plunge	0.00%	0
Contrast Bathing Circuits	0.00%	0
Gratitude Ceremony	50.00%	1
Glow Yoga	0.00%	0
Thai Yoga Sound Bath Experience	50.00%	1
Aqua Yoga	50.00%	1
Primal Yoga	0.00%	0
Breath and Sound with Cacao Ceremony	50.00%	1
Forest Hike: Shinrin-Yoku	0.00%	0
Restorative Tea Ceremony with Native Heritage Apothecary	0.00%	0
Meditation and Sound Experience	0.00%	0
Total Respondents: 2		

Q12 Did you attend the Community Events? If so, which ones?

Answered: 3 Skipped: 0



ANSWER CHOICES	RESPONSES	
Community Qi Gong	0.00%	0
Pagosa's First Ever Robe Parade	66.67%	2
Community Ecstatic Dance	0.00%	0
Community Yoga Practice	0.00%	0
None	33.33%	1
Total Respondents: 3		

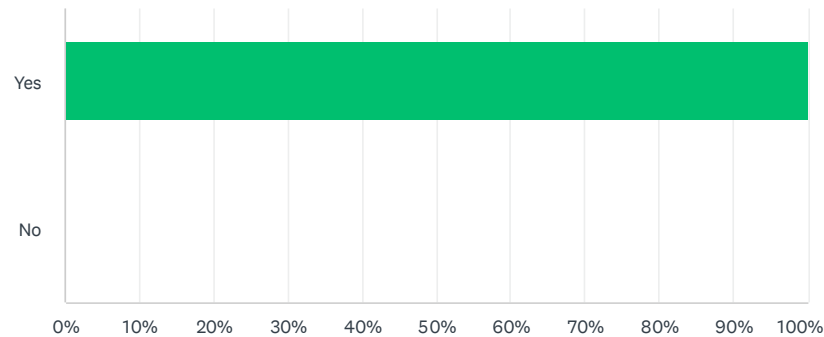
Q13 What activity was your favorite?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Sound bath and just soaking at all three facilities.	11/20/2024 7:11 AM
2	Robe parade	11/19/2024 10:20 AM
3	I loved the cacao ceremony!	11/19/2024 9:57 AM

Q14 Would you be interested in attending Hot Springs Fest next year?

Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		100.00%	3
No		0.00%	0
TOTAL			3

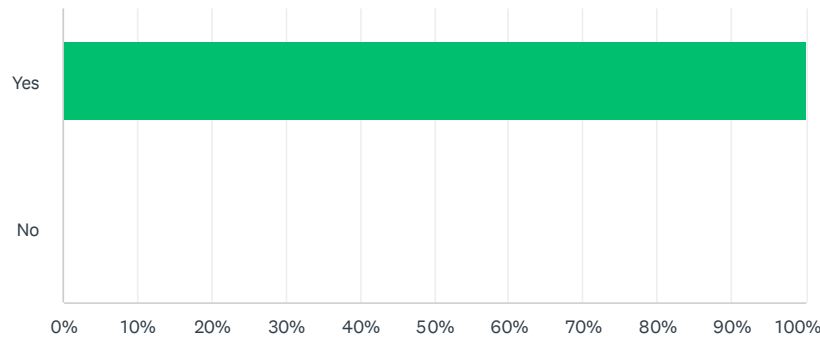
Q15 Is there anything new you learned from this event?

Answered: 2 Skipped: 1

#	RESPONSES	DATE
1	How lockers work at the Springs Resort; new ground level outdoor tubs at The Overlook.	11/20/2024 7:11 AM
2	No	11/19/2024 10:20 AM

Q16 Did you soak at The Springs Resort?

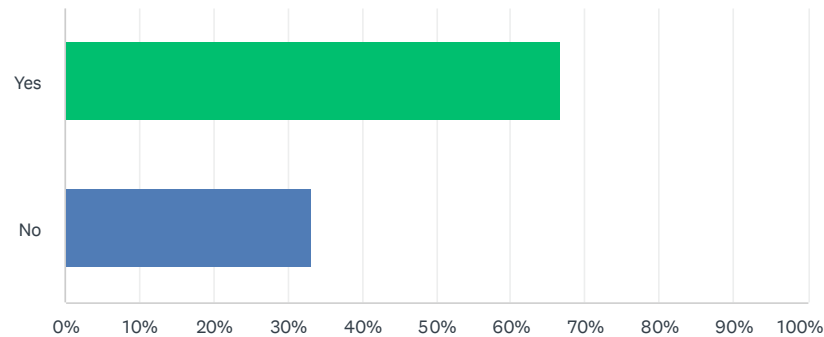
Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		100.00%	3
No		0.00%	0
TOTAL			3

Q17 Did you soak at Healing Waters?

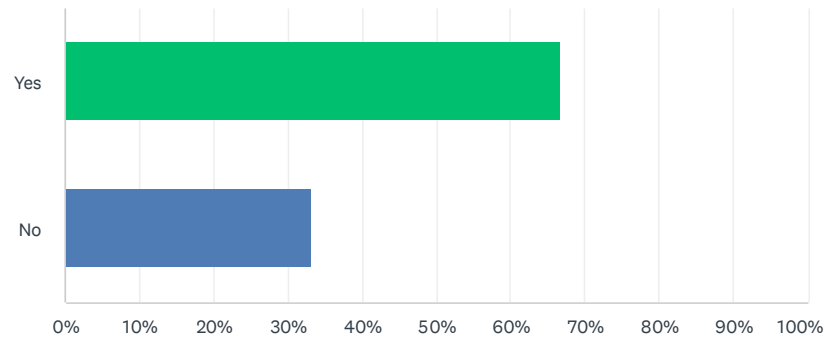
Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		66.67%	2
No		33.33%	1
TOTAL			3

Q18 Did you soak at The Overlook?

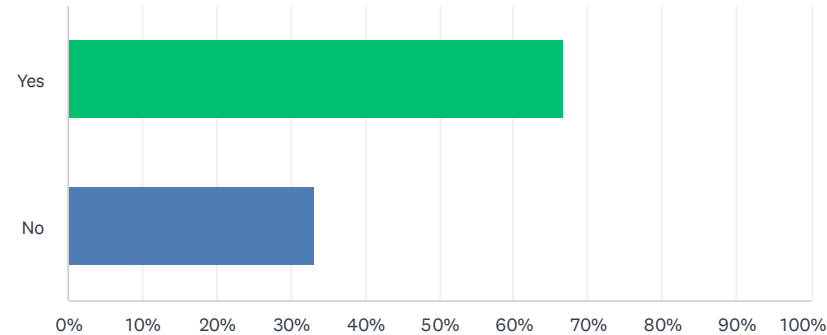
Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		66.67%	2
No		33.33%	1
TOTAL			3

Q19 Did you use the Hot Springs Fest Brochure?

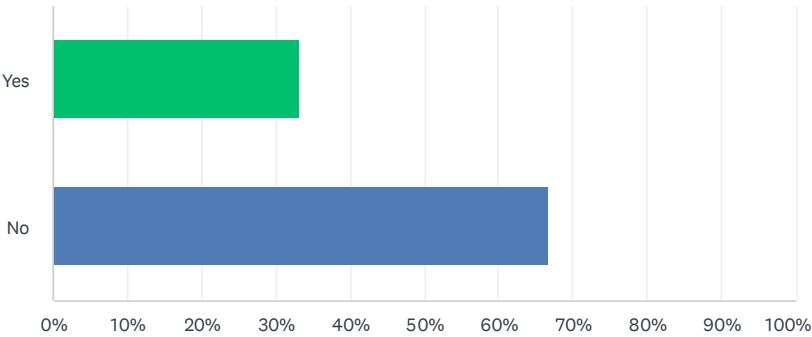
Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		66.67%	2
No		33.33%	1
TOTAL			3

Q20 Did you use your Hot Springs Fest Quest?

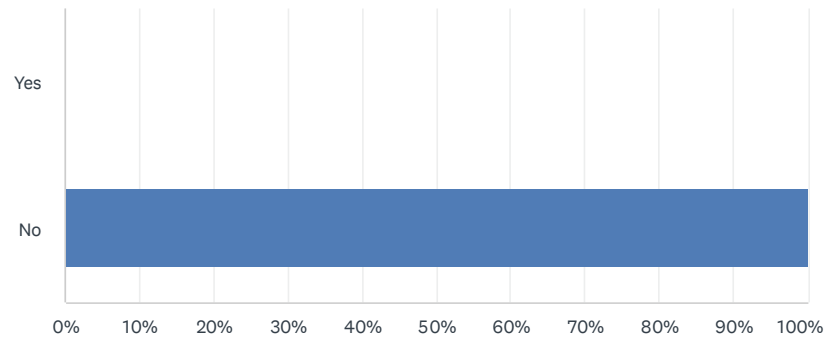
Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		33.33%	1
No		66.67%	2
TOTAL			3

Q21 Did you take advantage of our special offers from our partners?

Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		0.00%	0
No		100.00%	3
TOTAL			3

Q22 If you answered yes to getting special discounts, please tell us know which one you would visited.

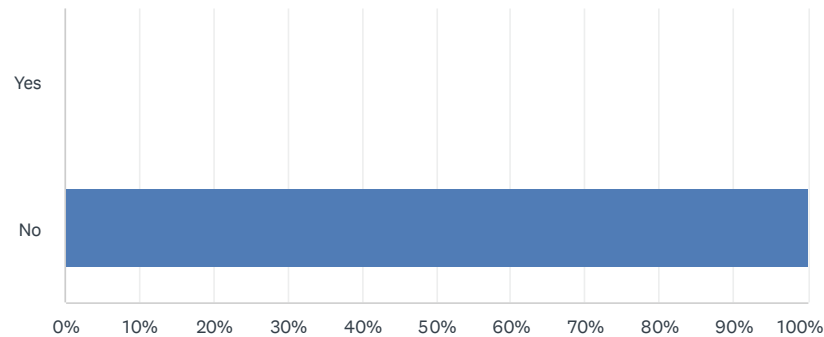
Answered: 0 Skipped: 3

⚠ No matching responses.

ANSWER CHOICES	RESPONSES	
Cork & Board	0.00%	0
Hidden Tracks	0.00%	0
Higher Grounds Coffee	0.00%	0
Motel SoCo	0.00%	0
Pagosa Baking Company	0.00%	0
Riff Raff Brewing Company	0.00%	0
Root House	0.00%	0
The Lift Coffee House	0.00%	0
Bruin Drive Thru Coffee	0.00%	0
The Lost Cajun	0.00%	0
Pagosa Craft	0.00%	0
Higher Altitude Pagosa	0.00%	0
Bliss Sweets & Scoops	0.00%	0
San Juan Lifestyle	0.00%	0
Total Respondents: 0		

Q23 Did you recieve a wooden nickel?

Answered: 3 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		0.00%	0
No		100.00%	3
TOTAL			3

Q24 If you answered yes to recieving a wooden nickel, please tell us more about your experience.

Answered: 0 Skipped: 3

#	RESPONSES	DATE
	There are no responses.	

Q25 On a scale of 1-10, how would you describe your experience accessing Hot Springs Fest activities?

Answered: 3 Skipped: 0

8.0★
average rating



	EXTREMELY DIFFICULT	VERY DIFFICULT	DIFFICULT	SOMEWHAT DIFFICULT	NEUTRAL	SOMEWHAT EASY	EASY	VERY EASY	EXTREMELY EASY	E
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	33.33% 1	

Q26 On a scale of 1-10, rate the clarity of the event schedule.

Answered: 3 Skipped: 0

7.7★
average rating



	VERY UNCLEAR	UNCLEAR	SOMEWHAT UNCLEAR	NEUTRAL	EASY TO UNDERSTAND	SOMEWHAT CLEAR	CLEAR	VERY CLEAR	EXTREMELY CLEAR
☆	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	33.33% 1	0.00% 0

Q27 Were there any specific moments or highlights from the event that stood out to you?

Answered: 0 Skipped: 3

#	RESPONSES	DATE
	There are no responses.	

Q28 Would you like to add any improvements or changes for our future events?

Answered: 1 Skipped: 2

#	RESPONSES	DATE
1	I didn't know about the quest. Would like schedule, pricing, events info to all venues a bit earlier (I kept asking at Healing Waters and they did not have details until a few days prior).	11/20/2024 7:13 AM

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkJHJyckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

sharimerie@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

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdY76axF5jQMlep9RwBTSlbgT6nTK6n_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.

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNjUeW1Yq3RM_UCUzomWoeHx...

3/12

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>

Link to, tag and help promote the official Pagosa Springs social media efforts

(www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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 History Museum reopening

Proposed Event Date(s) *

MM DD YYYY

05 / 26 / 2025

Amount of Funding Requested *

\$3500

Name of Producing Entity *

Pagosa Springs History Museum

Contact Person *

Shari Pierce

Phone Number *

9709463137

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

sharimerie@gmail.com

Event Website *

pagosamuseum.org

Producing Entity Tax Status *

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

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

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Pagosa Springs History Museum

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

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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. *

at the museum, 96 Pagosa Street

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

no

Description of the event and its activities. *

This is the reopening of the history museum after a two-year closure due to an unforeseen construction incident. The museum has been professionally cleaned. We are working to reset the exhibits and open to the public so they can see the refreshed museum. We will serve light refreshments, have giveaways (small souvenirs such as branded notepads) and offer tours of the refreshed museum.

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. *

none

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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

none

Overall Anticipated Attendance *

200

Anticipated Attendance: Percentage Local *

75

Anticipated Attendance: Percentage Visitor *

25

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

5

Number of Volunteers Needed: *

0

Number of Event Staff Needed: *

5

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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. *

Visitors to the museum throughout the season are largely visitors to the community. A few years back we changed from charging admission to having free admission and just accepting donations. This tripled our visitation numbers and also increase our donations so that the net result is that we typically take in more in donations than we received by charging admission. This is a nice amenity for the town. We are located next to where the new footbridge will cross the San Juan River so we hope this will encourage more visits to the museum along with being a nice feature along that walk for the visitors to the community.

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNJUeW1Yq3RM_UCUzomWoeHx...

9/12

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☐ Yes
- ☒ No
- ☐ Maybe

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

Refreshments \$300, visitor guide advertisement \$1200, branded giveaways (small items for everyone) \$2000

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

visitor guide, local newspaper and radio, marketing opportunities offered through Visit Pagosa Springs

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNjUeW1Yq3RM_UCUzomWoeH...

10/12

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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 are excited to open the museum after this unanticipated closure. The museum will reopen, but we may not have the giveaways without funding. The museum has been closed for two years, but still has had expenses of utilities, insurance, required state and federal reports, so our coffers are low. We do not generally receive any operating expense grants from any sources so the donations we receive are used to pay those expenses along with for an employee to operate the museum when we are open.

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

We anticipate reopening the museum each summer season, but will not have the "grand reopening" that we will have this year due to the closure.

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>

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyioo9dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNjUeW1Yq3RM_UCUzomWoeHx... 11/12

2/27/25, 4:21 PM

2025 Event Funding and Marketing Assistance Application

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? *

100

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. *

one time reopening event, but we are working to gain assistance with grants from other sources such as the state historic society to help us strengthen our financial standing

This form was created inside of Visit Pagosa Springs.

Google Forms

https://docs.google.com/forms/d/1_7N8WUjd1SKYDDjuiSyio09dyOXmoUBCb-fl6BYfRL0/edit#response=ACYDBNjUeW1Yq3RM_UCUzszomWoeH...

12/12

Budget request for reopening of museum

Refreshments: \$300, probably bakery cookies, cold drinks

Pagosa Springs Official Visitor Guide ad: \$1200

Branded giveaways for attendees, items to be determined based on budget: \$2000

Total: \$3500

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvCTwhzQwQZnkldbBINzaJRv4r5AChVkhJycckNfjc/edit?usp=sharing>

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

https://docs.google.com/forms/d/e/1FAIpQLSc8PkX3i8k3z-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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 meet 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.

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

beckyinpagosa@yahoo.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

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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/1FAIpQLSdy76axF5jQMlep9RwBTSIbgT6nTK6n_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 cancellation. 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.

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>

Link to, tag and help promote the official Pagosa Springs social media efforts

(www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers

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-V8ShXRv3Ak7jAcj4xF947MF5jUfKpoboDVQ/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

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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 *

Amanda Sanders

Proposed Event Date(s) *

MM DD YYYY

01 / 17 / 2026

Amount of Funding Requested *

\$10,000

Name of Producing Entity *

Skis and Saddles Skijor pagosa country

Contact Person *

Becky Deitemeyer

Phone Number *

9703980321

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

Email Address *

infoskisansaddles@gmail.com

Event Website *

skisansaddles.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

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

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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

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

no

Description of the event and its activities. *

skijoring competitive event

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. *

letters attached

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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

Restaurant deals, hot springs,

Overall Anticipated Attendance *

2000

Anticipated Attendance: Percentage Local *

55

Anticipated Attendance: Percentage Visitor *

45

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

200

Number of Volunteers Needed: *

40

Number of Event Staff Needed: *

10

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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. *

Attracts many out of town competitors and spectators

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

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

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

- ☐ Yes
- ☐ No
- ☒ Maybe

Please explain any services / support asked of the Town.

event trailer

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/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-V8ShXRv3Ak7jIAcj4xF947MF5jUfKpoboDVQ/viewform?usp=sf_link

- ☒ Yes
- ☐ No
- ☐ Maybe

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

Fees, track building, snow removal and overall event costs

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

multiple social media and websites and other skijoring events. There are now 8 events in Colorado alone

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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 be looking for other sponsorships and fundraising opportunities

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

yes, as long as we have support

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.

3/3/25, 2:54 PM

2025 Event Funding and Marketing Assistance Application

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

15

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.) *

85

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 and are still actively fundraising and acquiring sponsorships

This form was created inside of Visit Pagosa Springs.

Google Forms

SKIS AND SADDLES BUDGET

Money Out			COMMENTS
Venue		TOTALS	
Location Rental		\$ 2,700.00	
Event Staff	(Announcer, Timing, etc)	\$ 6,500.00	
Equipment Rental	(Track build, tents, scaffolding, etc)	\$ 17,000.00	
Swag/Merch		\$ 6,000.00	
Town Permits/Signs	Sheriff, Licenses, fees, permits, etc	\$ 3,600.00	
		\$ 35,800.00	
Event Programming			
Speakers/Sound		\$ 1,500.00	
Band		\$ 3,500.00	
501C3/Taxes		\$ 1,200.00	
Insurance		\$ 2,500.00	
EMS		\$ 2,500.00	
Added Prize Money		\$ 10,000.00	
		\$ 21,200.00	
Social Media			
Website		\$ 500.00	
Facebook/Instagram		\$ 50.00	
		\$ 550.00	
Advertising			
Online		\$ 500.00	
Print		\$ 500.00	
Radio		\$ 250.00	
Newspaper		\$ 500.00	
		\$ 1,750.00	
Food/Drink			
Liquor		\$ 4,000.00	
Food		\$ 800.00	
Other beverages		\$ 300.00	
		\$ 5,100.00	
Other			
Bags for contestants		\$ 450.00	
Office Supplies		\$ 1,000.00	
Snow Making Fund		\$ 20,000.00	
		\$ 21,450.00	

Money In			COMMENTS
Sponsors		TOTALS	
Tourism Board		\$ 10,000.00	
Sponsorship	(estimated)	\$ 40,000.00	
Fundraiser		\$ 15,000.00	
		\$ 65,000.00	

Projected Expense \$ 85,850.00
 Projected Income \$ 65,000.00
 \$ (20,850.00)

To Whom It May Concern:

March 3, 2025

Motel SoCo would like to offer our support again for the Skis and Saddles event in January of 2026. This event has done much for the town of Pagosa Springs and we would like to see it return every year. Motel SoCo will be offering a block of rooms held with a competitor discount for the week of the event. Please contact us with any further questions.

Thank you,

Colin Gilbertson

Owner/Operator

Motel SoCo

850.259.3549

To Whom It May Concern,
March 3, 2025

I am writing on behalf of The Nightingale Motel, Pagosa River Domes, and High Creek Lodge to express our enthusiastic support for Skijoring to Pagosa Springs in 2026. We are thrilled about the event's return and look forward to supporting the event as a lodging partner.

As past hosts and avid supporters of the Skijoring efforts, we are excited to offer a special booking code for all participants. This will allow them to book at a discounted rate across all three of our properties. Given the challenges of the 2024/25 winter season, we are eager to contribute to boosting winter tourism by offering memorable events like Skijoring to attract guests to the area.

Thank you for your continued support of events in Pagosa Springs. We are proud to be part of this vibrant community and look forward to the success of this exciting event.

Warm regards,
Annie DeMille
Marketing Director
The Nightingale Motel
High Creek Lodge
Pagosa River Domes

]

To Whom It May Concern,

March 3, 2025

We would like to express our support for the Skis and Saddles Skijoring event coming January 17-18 2026. This event was a success and great for the shoulder season of Pagosa Springs. We would be offering to block a set of rooms for the competitors to have available as well as donating a room to the event for housing out of town staff associated with the event. We feel this event is definitely a benefit to our town and can't wait to see it back in 2026. Please feel free to contact us with further questions.

Respectfully,

Jessica and John Harper

1600 East HWY 160 Pagosa Springs, Co 81147

970-264-9204

firesidecabins@gmail.com

3/3/25, 3:01 PM

2024 Event Funding: Final Report

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 *

beckyinpagosa@yahoo.com

Event Name *

Skis and Saddles Skijor Pagosa country

Event Date(s) *

Jan. 17-18, 2026

Contact Person *

Becky Deitemeyer

Phone Number *

9703980321

3/3/25, 3:01 PM

2024 Event Funding: Final Report

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 were used for fees and snow making operations this year

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

Strengths: 1. Bringing two cultures together, skiers and cowboys. 2. Bring in out of town competitors and spectators who stayed anywhere from 2-5 nights and spent money at local restaurants, shops and other retailers. 3. Skijoring is a growing event which is gaining more popularity. This year there were 2 new events in Colorado alone, bringing the total to 8 events in Colorado and about 30 throughout the western states. People are starting to go on a circuit now competing in these. 4. Supported local businesses for event support. Food vendors, rental suppliers, bathrooms, trash, alcohol, etc. 5. The jumbotron was a great addition to the event. Allowing people to see the whole course and replays. Weaknesses: 1. Didn't have as much marketing and advertising this year as had planned to do. With the lack of snow we were not sure we would be able to have the event until just several weeks before. 2. Maybe even a few more activities available during the competition to hold people longer. 3. Weather, but that is beyond our control.

3/3/25, 3:01 PM

2024 Event Funding: Final Report

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

Seemed to be very similar in numbers of attendance by both the competitors and spectators. Weather did play a factor on people leaving early we believe.

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

Competitors were pleased with the course and facilities. They were very happy we were able to pull off the event with such a lack of snow and commented how great our snowmaking capability turned out. Spectators were pleased with the venue and facilities and were happy to see this event take place again.

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

We would possibly like to expand the event by a day to allow for more competitors to enter. Also, try to have some indoor screens available for people to get out of the weather if it is bad and still be able to watch the event. Try to get a live stream available for the event. Maybe incorporate some sort of shopping opportunities for vendors in one of the buildings.

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.

We did do ticket sales, but people were entering without paying too. That estimate is for both days.

3/3/25, 3:01 PM

2024 Event Funding: Final Report

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

60

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

70

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

Montana, Colorado, New Mexico, Texas, Arizona, Wyoming

Provide percentages of the top 5 markets attendees traveled from:

Colorado 50%
Montana 20%
New Mexico 20%
Others 10%

Average age and income bracket of attendees. *

Not available

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

Through our website and social media.

3/3/25, 3:01 PM

2024 Event Funding: Final Report

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

Competitors were here for 3-5 nights, Spectators for 2-3 nights

This form was created inside of Visit Pagosa Springs.

Google Forms

Venue Expenses:	
Venue Rental	\$ 2,675.00
Event Staff	\$ 6,680.00
Venue Costs & Equipment Costs	\$ 16,946.22
Merchandise	\$ 6,024.71
Town Permits/Fees/Licenses	\$ 3,485.00
Event Programming:	
Speakers/Sound	\$ 1,325.00
Band	\$ 1,000.00
Taxes	NA
Insurance	\$ 2,235.22
Added Prize Money	\$ 10,000.00
Social Media & Merchant Services	
Website	\$ 180.00
Merchant Services	\$ 240.00
Social Media	\$ 100.00
Advertising:	
Online/Paper	\$ 554.00
Print	\$ 221.35
Food/Drink:	
Bar Supplies	\$ 1,413.59
Volunteer Supplies	\$ 1,387.00
Fundraising Expense:	
Fundraising Supplies & Expenses	\$ 831.82
Snowmaking Expenses:	
Water, Generator, Diesel	\$ 8,493.32
Cooper Fire Suppression	\$ 15,585.54
Supplies:	
Equipment, supplies, gas, propane, etc.	\$ 6,364.13
Total Expenses:	\$ 85,741.90
Deposits:	
Sponsors	\$ 50,600.00
Tourism Board	\$ 10,000.00
Fundraiser	\$ 16,800.00
Ticket Sales	\$ 6,430.00
Merchandise	\$ 4,245.00
Bar Sales	\$ 5,170.00
Total Deposits:	\$ 93,245.00
Bank account Balance as of 3/3/25	\$ 7,503.10