



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

AGENDA

Pagosa Springs Area Tourism Board Meeting
Wednesday, April 2, 2025 @ 4:00 PM

1. REMOTE PARTICIPATION

Join Zoom Meeting By Computer - <https://zoom.us/j/81330728794>

Dial by Phone - 1-669-900-6833 US - Meeting ID: 813 3072 8794

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT

Please sign in to make public comment

III. CONSENT AGENDA

1. Approval of March 24th Meeting Minutes

[Minutes_032425](#)

IV. REPORTS TO BOARD

1. Destination Blueprint Update - Dave Santucci
2. Chair Report
3. Director Report

[Agenda Brief - Director Report](#)

V. NEW BUSINESS

1. Multipurpose Pavilion / Event Venue - Brian Collabolletta
[Agenda Brief - Consideration of Recommending Allocation from Restricted Fund](#)
2. 2025 Event Funding Update
[2025 Event Funding](#)
3. 2025 Event Funding -Thingamajig Theatre
[2025 Event Funding and Marketing Assistance Application - Thingamajig Theatre](#)
[2024 Event Funding Final Report - Thingamajig Theatre](#)
4. Tourism Ambassador Program

VI. OLD BUSINESS

1. AI Tool for Website
[Agenda Brief - Consideration of AI Tool on Website](#)

VII. NEXT TOURISM BOARD MEETING MAY 7TH AT 4:00 PM

VIII. ADJOURNMENT



Zoom Meeting
Pagosa Springs, CO 81147

MINUTES

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

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on March 24, 2025, at 3:00 PM in the Zoom Meeting.

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

BOARD ABSENT: Council Member Williams

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

II. PUBLIC COMMENT – There was no public comment.

III. CONSENT AGENDA

1. Approval of the March 5th Meeting Minutes

Board Member Johnson moved to approve the consent agenda, Shane Prince seconded.

Carried.

IV. NEW BUSINESS

1. 2025 Events & Funding Budget

Board Chair Lucero explained the board should have reviewed all of the eight applications in the meeting packet. We will go through each application and if there are questions for the event organizers and they are on the meeting, we can allow 5 minutes for questions and answers. Once we get through all eight applications the Board will discuss, make recommendations, and vote at the end. He also reminded the Board to pay attention to our funding criteria as we go through each application. Board Member Thornton asked for those criteria to be reviewed again now. Director explained that events during shoulder season (Spring, Fall, Winter, Non-holiday), events that attract out of town visitors, and events who are working with lodgers should be weighted more heavily. The Board has moved away from limiting applicants to 3 years of funding and has also moved away from a twice yearly Spring/Fall event funding application process. These changes were made several years ago.

Director gave an update on the Event Funding discussion with Town Council on March 18th. She provided the information in the Agenda Brief in the packet as well. Town Council authorized the Tourism board to approve the 4th of July event and to allocate funds for Hootenanny and Old Fashioned Christmas, the recycling / trash services, and honor the funding approved in the February meeting. We also have up to \$40,000 in addition to the \$100,000 that we had originally had budgeted that we're going to pull likely out of our personnel budget for 2025. So the funding requests the Board has before them today are a total of \$38,500. To date with what has been approved, the Board has spent \$98,220 and we have up to \$140,000. Director explained she sends out the Event Funding Applications to event organizers in December and applications are considered on a first come, first serve basis until funds are fully extended. The first board meetings of the year are when the majority of the applications come through. We do have one application to consider for the April meeting that was not submitted before

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the March 5th meeting.

After interviews and Board Discussion, the Board voted for the recommended funding for the events that had no direct conflict of interest for Board members. The other decisions were handled separately, to allow Board members to recuse themselves.

Board Member Johnson moved to approve \$2,000 for Pickle in Pagosa, \$2,000 for Spanish Fiesta, \$2,500 for Pints, Pools, & Paddles, \$2,000 for Hot Springs Fest, \$3,500 for Museum Reopening, and \$5,000 for Skis & Saddles Skijoring as recommended for a total of \$17,000, Sarah Mashue seconded.

Carried.

2. Event Funding Application - Pagosa Springs Artists Studio Tour

Kathie Disner with the Pagosa Springs Arts Council was in attendance. They are requesting \$3,000 in funding. Board Member Prince stated they weren't able to recap how much additional lodging the event brought in for 2024, they have not sought out any other sponsorships aside from the Tourism Board's funding, and the event falls during peak season. Board Member Marchand asked how they gathered their data for out of town vs local attendance. Board Member DuFour mentioned she is no longer involved in organizing this event but still has access to their Meta and website analytics. Board Chair Lucero stated that information needs to come from the applicant. Board Member DuFour explained she has stepped away from organizing this event but will still recuse herself from the vote. Kathie answered that in the past they had a sign in sheet at each studio to track the visitors and where they are coming from. She also clarified they have had several sponsors the last couple of years, Bootlegger, Two Old Crows, and several others as well as some of the participating artists. When she completed the application they had not set up sponsors for this year but now they do have Two Old Crows and the Arts Council as sponsors for 2025 so far. Board Member Prince asked Kathie to clarify the lodging partnerships for this year. Kathie stated they have a room block with The Springs Resort as well as RV space block with one of the RV Parks. Board Member DuFour explained the Springs Resort reported more bookings than they anticipated during the event last year and that is why they are willing to do a room block this year. Board Member Prince said he would like to see more specific data presented on bookings in the future. County Commissioner John Ranson asked if their request is 40% of their budget. Kathie answered that is correct.

Board Member Thornton recommends funding the event \$1,500 since it is not in the shoulder season. There was agreement from the Board to fund that amount. Rosanna Dufour recused herself as she has been involved in this event in the past.

Shane Prince moved to approve \$1,500 for the Studio Tour, Board Member Johnson seconded.

Carried.

3. Event Funding Application - Pickle in Pagosa

Pagosa Pickleball Club is requesting \$2,000 in event funding for Pickle in Pagosa Pickleball Tournament. There were no representatives from the Pickleball Club in attendance.

Board Member Johnson commented Pickleball tournaments attract out of town audience so it does fit with some of the Board's criteria. Board Member Mashue made a recommendation to fund the full \$2,000. There was general consensus for full funding.

4. Event Funding Application - Spanish Fiesta

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Toni Gallegos with Spanish Fiesta was not able to attend the meeting. They are requesting \$2,000 in funding for the Spanish Fiesta. Board Member Marchand stated his only issue with this event is that is on the same day as the Car Show and he does not believe it will attract many tourists. Board Chair Lucero pointed out this event is not during shoulder season.

Board Member Prince stated he understands other Board members concerns with the event being on the car show weekend but he feels this event is a culturally meaningful event and recommends full funding of \$2,000. There was general consensus for full funding.

5. Event Funding Application - Chamber Grillin and Distillin

Director explained this is a new Chamber of Commerce event. They originally asked for \$5,000 but once Mary Jo reached out to the Fairgrounds she increased the ask to \$8,000 based on additional costs for using the Fairgrounds property. Board Member Prince stated when he reviewed the application he found it was pretty open ended and he is wondering if they have any confirmed vendors. Chamber of Commerce Rep and Board Member Marchand stated he is not sure who is confirmed but they did have interest in distillers from Denver as well as NM. Board Member Lucero agreed the application seems open ended and is also during summer season. Board Member Mashue pointed out the event falls during the same weekend as the artist studio tour. Director stated Mary Jo felt the events would compliment one another. Ava Carter with the Chamber of Commerce joined the meeting to answer questions. Ava explained tickets are not on sale yet, they emailed distillers last week and already have four interested distillers, one of which is Stranahan's. They have two confirmed commercial BBQ-ers and a ton of interest. They are excited to have a BBQ event in the 4 corners region. Board Member Prince asked about how the funds will be used. Ava explained the funds will be used for lodging for distillers. They travel here for the event and pour their own liquor which is a big expense for them so covering their lodging allows for them to pull from a wider area than just Pagosa. County Commissioner Rep John Ranson asked if the Chamber of Commerce is the beneficiary of the funding. Ava explained that yes, events are the primary funding source for the Chamber. They increased their request from \$5,000 to \$8,000 because they are now expecting a bigger turn out that they originally thought.

Board Member Prince explained that Mary Jo and the Chamber of Commerce are a known entity in the community with other successful events. This events seems like it has potential to kick off something new and would recommend the full \$8,000. Board Chair Lucero stated he felt differently because it seems open ended and Mary Jo will not be here to do the event in future years and he knows how hard she works on events. For him, even the \$5,000 is too much. Board Member Prince stated if they do it well he believes the Chamber would still continue to do their events and he sees this as a continuation and expansion of their role in events as we shed some other community events. Board Member Johnson stated she likes that it is a new event and feels there is potential to draw a crowd with BBQ and distilleries. There are many people who look for those kinds of events in Colorado mountain towns but she is also hearing from the event production side that they are uncertain how much they are going to need to make the event happen. County Commissioner John Ranson suggested \$5,000 in funding. There was general consensus for \$5,000 in funding.

Board Member DuFour and Board Member Marchand recused themselves from this Grillin' and Distillin' vote. Board Member DuFour's business has a business relationship with Stranahan's and Board Member Marchand is on the Chamber of Commerce Board.

Board Member Ranson moved to approve \$5,000 in Event Funding for Grillin' & Distillin', Sarah Mashue seconded.

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Carried.

6. Event Funding Application - Pints, Pools & Paddles

Mary Cocke with The Springs Resort was in attendance. They are requesting \$5,000 for Pints, Pools, & Paddles. Board Member Prince asked to confirm that the request is 30% of their budget. Mary confirmed that is correct. He also asked which lodging properties they are working with besides Motel SOCO. Mary stated they are also working with Riverwalk Inn and have their brewer's lodging secured. Board Member Prince asked Mary to clarify if this is a Springs event and what is the funding going toward. Mary answered it is a Springs Resort event and they just happen to do it at the same weekend as Pagosa Paddle which is separate but people can soak and watch the races happening in the river. They are requesting \$4,000 for lodging and \$1,000 for music. The lodging funds would be distributed to all three lodgers. Board Chair Lucero stated when Pagosa Paddle requested funds last month they made it seem like it was a collaborative event and the board funded them some money for their event. Mary clarified they are two separate events because the Springs is not involved in their planning but it is a collaboration in that The Springs donates soaking passes to everyone who enters into the races, give them a banner to hang, they do their awards ceremony at the beer festival. They are separate as far as expenses and the revenue collected. Board Member Mashue pointed out on the budget it shows the Springs is not making a profit on the event and asked if that is correct. Mary stated that is correct.

Board Member Johnson pointed out this is a ticketed event, a for-profit entity, we already funded the non-profit portion of that with Pagosa Paddle so unsure how our funding is going to help them. Board Member DuFour stated she felt like it was a double dipper. Board Member Johnson added it is put on by The Springs and they obviously have lodging so this request feels out of our realm in her opinion. County Commissioner Rep John Ranson asked if some of the funding goes to the other two hotels. Board Member Prince stated that Mary eluded to dispersing the lodging funds for the brewer's lodging at the three hotels. Board Member Lucero clarified that the other properties are not getting any of the revenue from the event. Board Member Prince stated he feels this event is for the Springs on behalf of the Springs and benefitting the Springs. John Ranson agreed but stated the Springs has done a lot for the community and he would support this event. He feels the other smaller hotels will get a little benefit out of this event. Board Chair Lucero pointed out this is the 10th year for this event. Board Member Prince stated they have not reached out to the Wyndham for lodging partnerships or sponsorships so how much are they helping everyone else? However he feels like they do a lot for the community and he would be willing to recommend half of the funding for the event. There was general consensus for \$2,500 in funding.

7. Event Funding Application - Hot Springs Fest

Mary Cocke with The Springs Resort was in attendance. They are requesting \$5,000 for Hot Springs Fest. Board member Thornton asked how funding an influencer affects their event. Mary stated they have to go heavy on marketing and advertising for this event. Board Member Thornton asked if the influencer is just for the event or if they are hired on for the year. Mary clarified the influencer is just for the event and to get a good influencer it can be up to \$1,500 or so and the remainder for the deliverables for the influencer. The goal is to use the content for advertising and promoting for future events. They will also be promoting the event as they are there too. Board Member Prince asked how attendees access the event. Mary explained it is a ticketed, collaborative event with The Springs Resort, Healing Waters, and the Overlook. With one ticket you get access to soak in all of the pools. Board Member Thornton asked if the influencer will be shared with the other two properties. Mary confirmed that is correct. Board Member Marchand commented the influencer won't benefit the event for this year. Mary explained she is not involved in the influencers but it helps while they are here at the event because they are posting. But then they also have footage and deliverables to use for future events. Board Member Prince asked if the marketing material would be shared with the Tourism Board. Mary stated she couldn't speak for the

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team but it makes sense to her that it would be. Mary came back later in the meeting and explained she reached out to her team and they are willing to share the media from the influencer.

Board Member Marchand stated he doesn't feel that \$3,000 for an influencer is beneficial for the community or the board. Board Member DuFour agreed and recommended \$2,000 in funding. Board Member Mashue asked Director if it would be helpful for Visit Pagosa Springs to use their content. Director stated it would really depend on the influencer. The impact of influencers is more in the current situation and not so much for future promotion. Board Member Marchand agreed that by the time the content was released the event would be over. There was general agreement for \$2,000 in funding.

8. Event Funding Application - Pagosa History Museum

Shari Pierce was not available to attend the meeting. They are requesting \$3,500 in funding. Director explained the museum is planning to reopen this summer after being closed for the last two summers. We do get a lot of visitors asking about the museum. The funds are to help them promote the reopening of the museum. The visitor center still has museum rack cards that will be reused this year.

County Commissioner Rep John Ranson stated he would be in favor of full funding of \$3,500. Board Member Marchand agreed. Board Member Johnson agreed the museum is important to Pagosa and helping them get their feet back on the ground is a good thing to do. The group agreed with recommendation for full funding.

9. Event Funding Application - Skis & Saddles Skijoring

Becky Deitemeyer had a schedule conflict and was unable to attend the meeting today. They are requesting \$10,000 for 2026 Skis and Saddles Skijoring. Board Member Prince asked why we are being asked to approve a 2026 event in 2025. Director explained since we are on a calendar year budget year when funding opens up we can't actually dispense funds until the beginning of the calendar year. That cuts very close with this event in January. So they have always applied in the year prior.

Board Member Prince stated he is a fan of skijoring and he is excited to see it back. He is concerned we have other funding requests for this year. He asked Director if it was possible to fund half of it and they can come back next year to fund the other half. Director explained that they can't commit to a future budget so it would have to be contingent upon budget allocation. Board Member Marchand asked if there is a guarantee the event will happen since it was cancelled in 2023. Board Member DuFour pointed out that it is different event organizers than it was in 2023. Board Member Mashue made a recommendation to fund the full amount because it is a shoulder season event and they bring in a lot of lodging. Board Chair Lucero stated he supports skijoring but is hesitant to fund events when the money is going just for the prize purse. He also pointed out we have funded them \$40,000 in the last 5 years. Board Member Johnson clarified according to their application the funds are for track building, snow removal, fees and event costs. She also stated it brings in a lot of people who follow those circuits, participants and spectators. Building the track is a lot of work especially with such little snow. She recommends we fund half now and they can apply again for more. Board Chair Lucero agreed with half funding of \$5,000. Board Member Marchand pointed out they had over \$7,000 left over in their expense report from this year. He is comfortable with \$5,000. There was general consensus for \$5,000 in funding.

V. OLD BUSINESS

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

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VII. ADJOURNMENT – Meeting was adjourned at 4:05pm.



AGENDA BRIEF

MEETING: Town Council - 18 Mar 2025
FROM: Jennifer Green, Executive Director

PROJECT:	Director Report
ACTION:	Update and Discussion

PURPOSE/BACKGROUND:

LODGERS TAX FINANCIAL REPORT

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

For Town collections, 2024 saw increases compared to 2023. YTD 2024 showed a 10.72% increase over 2023, or \$85,808. County lodging tax collections showed an 8.01% increase over 2024, or \$39,357. Combined, lodging tax collections in 2024 were up 9.7%, or \$125,166. January 2025 shows a 4.75% increase over January of 2024, or \$2,942. At the time of this report, data for February has not been provided.

The full detailed report is available through google drive:
<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwkXxmdAMoVS-9Ksrp?usp=sharing>

BLUE ROOM RESEARCH

The most recent report through Blue Room is in the 2025 data folder on google drive:
<https://drive.google.com/drive/folders/1BhAKSC8LD5zdX2ZogJX1oJK17RSDZm9o?usp=sharing>. We are working with the website vendor to get better GA4 info. Everything is implemented correctly, but we do not yet know where the disconnect is occurring.

VISITOR CENTER UPDATE

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

STAFFING UPDATE

Staff is extremely busy. The Tourism Department currently has three (3) full time employees: Director, Marketing Manager and Administrative Assistant, plus 2 part time visitor center employees and one bonus very part time person to help fill in weekends, holidays and summer (full time teacher).

Staff compiled a list of tasks handled in February for review (in packet). Staff has stepped up, continued to handle all tasks and provide all of the services expected and requested. Director is working at least 60 hours each week, with at least 20 hours each week of meetings while trying to keep staff from getting too overwhelmed and overloaded and also trying to get all tasks completed as expected. Director is concerned about staff and huge expectations from business community.

CONSTRUCTION PLANNING / MESSAGING

Director has been involved in most construction meetings and updates in recent months. A few areas that staff is working on:

- **Complete:** Re-launching bike planter scavenger hunt - more scavenger hunts will be added in the next few months.
- **Complete:** Prize wheel at visitor center (for rewards of all hunts, etc) - completed full inventory of swag and ordered new pieces. The prize wheel will have a mix of branded prizes - keychains, soft sided coolers, koozies with caribeaner, bucket hats, fanny packs, tumblers, insulated water bottles, earbuds, camp chairs, beach towels, duffel bags and back up options of sunscreen / chapstick and pens if needed.
- **Complete:** Construction-themed stress balls will be handed out to visitors that mention "frustration" with construction (Director will work with CDOT contractor team to expand this program if helpful)
- **Soon:** Hotel lobby signage, pedestrian routes with sidewalk decals will be considered once barricades are in place - staff is prepared to be nimble and react quickly as needs are identified
- Leveraging Glenwood Springs plan for more ideas
- **In Progress:** Distribute magnets, stickers and / or table tent options to area lodgers
- **Soon:** Downtown parking "tour" will be added to app, the same way we led visitors to public restrooms during COVID (will launch with new signage)
- **Complete:** Development of landing pages with tracking in place
- **In progress:** New MET signs designed to assist bus route options during construction - once approved, signs will be printed and MET team will install (hopefully by early May)

SOCIAL MEDIA UPDATE

- Facebook - www.facebook.com/visitpagosasprings: 38,553 followers
- Instagram - www.instagram.com/visitpagosa: 25,959 followers
- Twitter / X - www.twitter.com/visitpagosa - 2,202 followers
- Youtube - www.youtube.com/visitpagosa - 1,540+ subscribers; 300,833 video views
- TikTok @visitpagosa - 3,717 followers, 19,500+ likes

All detailed social media data can be reviewed in the google drive by month:

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

TOURISM BOARD INFORMATION

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

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

RECENT & UPCOMING PROMOTIONS

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

Spring advertising is underway. Orange 142 Spring campaign launched February 26th and will run through the end of May. The final pieces of the Atlas Obscura campaign have launched recently.

Director recently hired a contractor with specific experience and a lot of Pagosa knowledge to handle paid social media. We should begin to see results by the end of April. Staff has a kickoff call on April 1st.

EMAIL VENDOR UPDATE

Staff transitioned email vendors for weekly email to stakeholders and monthly newsletter to our subscriber base. We are investigating ways to further segment lists and add more specialized email newsletters.

PRESS & MEDIA RELATIONS

All media tracking can be found at: https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRvNJ2_-4UNh5XLRvzFls2g/edit?usp=sharing.

ATTACHMENTS:

[March 2025 Staff Updates](#)

March 2025 Staff Updates

General Tourism

- Completed March 5th and 24th meeting minutes
- Compiled report for Town Council
- Presented to Town Council for event funding direction
- Answered questions for Town Council and County Commissions on Tourism IGA during March joint work session
- Process invoices for payment
- Attended weekly Department Head meetings
- Weekly Tourism staff meetings and project review / collaboration
- Continued to work with CTO Consultant on Destination Blueprint Workplan
- Staff completed monthly required Town trainings
- Prepared 3 packets for monthly board meetings
- Weekly Events Newsletter with updates / info for local business and stakeholders (200+ subscribers)
- Compiled meeting space overview to add to website
- Worked with Town staff on riverwalk signage and street signs for Country Center Drive

Marketing / PR

- Submitted ad materials to Atlas Obscura for remaining promotion
- Monitored Orange 142 results Spring campaign (launched end of Feb and runs through end of May)
- Sent monthly email to visitors (75,000 subscribers), updated design to be mobile-friendly
- Converted to new email platform and completed onboarding with Mailchimp
- Distributed Refrigerator Magnet with QR code to direct visitors to key information - to distribute to area vacation rentals and other properties; with new landing page for upcoming important info ie construction, fire restrictions, etc
- Created business cards with QR codes linking to welcome page for Wyndham distribution
- Drafted coaster for bars / restaurants linking to welcome page with safe ride options included
- Working with CTO / Brand USA to host Mega FAM on May 14th
- Began working with consultant to focus on Meta advertising - kicks off April 1st
- Create / Plan monthly social calendar with posts and reels for Facebook, Instagram, TikTok, and YouTube Shorts
- Monitor social media platforms daily, reply to comments, answer questions, provide resources/links as needed
- Evaluated additional AI options for website trip planning enhancement
- Worked with website vendor on site fixes / enhancements
- Film original reels - involves planning, traveling locally to film outdoor locations or collaborate with businesses (ie PSCA), and editing
- Call with Crowdriff to review assets, galleries, issues, learn new tactics and more ways to use the platform

- Google Ads meeting, learn new performance max and ways to optimize ads
- Review Colorado.com PS pages and report updates/changes
- Cultural Tourism Meeting held with possible future new community-wide subcommittee

Events

- Compile weekly Events & Live Music
- Add events to website
- Assisted event organizers in Event Funding Process
- Worked with Event Organizers to reserve event services (trailer, stage, trash, recycling)
- Held marketing meeting for Summer Concert Series
- Began distributing Spring/Summer 2025 Events poster

Visitor Center

- Organized storage unit at Town Shop, brochure room and completed inventory accounting - more work being done week of March 31st
- Processed leads and mailed Travel Planners
- Update restaurant hours on spreadsheet shared with businesses and visitors
- Staffed visitor center and assisted visitors 10am-4pm daily
- Developed new inventory tracking system for entire team
- Re-launched bike planter scavenger hunt and summer “prize wheel” to run hunts and tours
- Staff working on other tour / scavenger hunt ideas
- Handing out stress ball construction cones to any visitors that express issues with construction (zero in week 1)

Data Analysis

- Worked within Placer.AI platform to set up and organize Point of Interests (POIs) for all key summer / winter trailheads for PARC efforts
- Met with other Town staff to provide overview of POIs for their uses
- Met with Placer.AI to add traffic pins and understand data irregularities
- Monthly Analytics reporting and review to inform content calendar
- Working with website vendor on GA4 misfiring for new and unique visitors on website
- Compiled monthly data
- Worked with Blue Room Research on monthly report



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 02 Apr 2025

FROM: Jennifer Green, Executive Director

PROJECT: Consideration of Recommending Allocation from Restricted Fund

ACTION: Discussion and Possible Action

PURPOSE/BACKGROUND:

The volunteers with the multi-purpose pavilion would like the Tourism Board to consider a request for matching funds for possible grant opportunities. A little background:

In 2023, the Tourism Board took a recommendation to the BoCC and Town Council to move funds from reserves into a restricted fund earmarked for a permanent event venue. The Tourism Board did not have a specific project, location, etc in mind. However, they felt moving the funds out of reserves would help provide funding in the future. The Tourism Board approved recommending the transfer of \$500,000 from reserves into a discreet line item in the Town’s Trust / Impact Fund during their March 24th meeting. The item was discussed during a joint Town / County work session on March 28th and again during a work session on May 25th. Upon the recommendation from the Tourism Board, in April 2023, the County Commissioners approved moving \$500,000 from lodging tax reserves into a restricted fund for a future event venue. In September 2023, Town Council also approved the recommendation.

The need for a permanent event venue was identified in the adopted 2019 Destination Master Plan. The adopted 2019 Destination Master Plan can be reviewed at: https://drive.google.com/file/d/1RUwC0vhg5N0_u36IK2R-vnAyUuwDpgs9/view?usp=drive_link

The consideration now is a request from the non-profit board affiliated with the Multi-purpose Pavilion. While the Tourism Board did not have a specific project in mind, the MPP Board was directed by Town Council to seek funding to build a permanent venue. The MPP had been located in South Pagosa Park, after seeking approval to build a roof to the existing location, the roof at South Pagosa was denied and the non-profit were directed to determine a permanent location in South Yamaguchi within a certain time frame. The Tourism Board had approved funds for the roof, but when the MPP Board was directed differently from Town Council, that approval was for a project that did not materialize and the group was made aware that a new request would need to be made once their plans were confirmed.

The group has identified grant opportunities that require a cash match. If the Tourism Board approves this recommendation, the next step is to take the recommendation to both Town Council and the Board of County Commissioners. With the approval of all entities, the MPP Board would be able to confirm cash match. The funds would only be allocated if a grant is awarded. Attached for consideration is the proposed budget and rink plan. A video of the proposed rink can be viewed at: <https://drive.google.com/file/d/13zkMGHTlb2WLGHMD-3qWspODtVkhTT4a/view?usp=sharing>

ATTACHMENTS:

[Minutes 032423](#)

[Resolution 2023-13 Restricting Funds for Event Venue](#)

[PMPP OrgBudget 2024-2025](#)

[Rink plan](#)



County Administrative Offices at 398 Lewis Street and
via Zoom
Pagosa Springs, CO 81147

MINUTES
Pagosa Springs Area Tourism Board Meeting
March 24, 2023 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on March 24, 2023, at 4:00 PM in the County Administrative Offices at 398 Lewis Street and via Zoom.

BOARD PRESENT: Board Member Caler, Board Member Heraty, Board Member Johnson, Board Member Maez, Board Member Sukcik, Board Member Weaver, Council Member Williams, and Board Member Lucero

BOARD ABSENT: Board Member Whiting

I. CALL MEETING TO ORDER

II. PUBLIC COMMENT – *Please sign in to make public comment*
1. There was no public comment.

III. CONSENT AGENDA
1. **Approve consent agenda.**

Board Member Johnson moved to approve the consent agenda, Board Member Weaver seconded.
Carried.

IV. REPORTS TO BOARD

1. Chair Report

Julian asked the Board to provide at least 24 hours notice if they know they are unable to attend a meeting, so that meetings can be canceled more in advance. If lack of quorum is determined earlier, cancelation notice and rescheduling speakers can be handled better.

2. Director Report

Director asked the Board to cancel the April meeting, requesting time off for personal reasons and needed travel to handle family affairs. She also asked that event venue field trips be postponed until May. The Board was very supportive.

V. NEW BUSINESS

1. Event Funding Application - Habitat for Humanity

Leah Ballard with Habitat for Humanity presented the request for funds for the summer Caravaners program, a voluntourism community. While Habitat submitted an event application, Director explained their previous request was allocated from infrastructure. Habitat is in year two of their 15 homes in 5 years effort. They are building three homes in 2023; there were two built in 2022. They have a twenty week build season. The requested funds would be used to provide a small stipend towards RV lodging and gift cards for the volunteers, who work five days and are exploring the area during off times.

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Board Member Weaver moved to approve recommending \$7,000 from infrastructure for Habitat for Humanity, Board Member Johnson seconded.

Carried.

2. Event Funding Application - Brews for Rescues

Shane Lucero was the applicant and presented the request. Brews for Rescues will be in its 2nd year, with 17 breweries confirmed. Funds requested will be used to provide lodging for brewers for one night; most will stay at least two nights. Julian Caler commented how impressive the first year event was in 2022. Shane explained the event was pushed one week later to hope for better weather.

Board Member Weaver moved to approve \$4,000 for Brews for Rescues from 2023 event funding, Board Member Johnson seconded.

Carried.

3. Event Funding Application - 2023 Tourism Events

Director explained that she included the request for all of the events organized by Tourism staff, so that there were funds available in the 2023 event budget, before all of the funds are allocated. The Board made very clear the events would be happening and the funds were approved. Staff will allocate \$20,000 in funds from budget for the Big Spring Clean, Halloween Hootenanny, Lighting Contest and Old Fashioned Christmas Celebration. Director explained the \$20,000 was hopefully an overestimate and the full amount would not be needed.

4. Infrastructure Funding Request - Pagosa Multi Purpose Pavilion (Equipment)

There were two requests from the Multipurpose Pavilion. The first request for \$33,900 was for equipment needed to make the rink for functional, snow removal, garage, zamboni upgrades, sand, hockey goals, etc. The rink as is has 2" of ice on one end and 14" on the other. They need 3" of ice to skate. During holidays, 85% of guests are visitors. In 2022/23 winter season, they were open 28 days and made \$21,000 in revenue.

Board Member Heraty moved to approve recommending \$33,900 from 2023 infrastructure, Board Member Weaver seconded.

Carried.

5. Infrastructure Funding Request - Pagosa Multi Purpose Pavilion (Venue Roof)

Brian Collabolletta and other Multipurpose Pavilion board members presented the request for \$200,000 towards a roof. Without a roof, and a 100% volunteer crew during a good, snowy winter, the ice rink was open 28 days. With a roof, eliminating snow removal tasks and direct sun melting ice, they could operate before Thanksgiving through spring break. With a longer operating season, they can begin to apply for grants to continue improvements, such as level concrete pad and cooling system, which could extend the season even longer. Currently, each volunteer is working 20-50 hours a week. There was lots of continued discussion. Images were shared of proposed roof structure and current snow issues.

Board Member Heraty moved to recommend \$200,000 from 2023 infrastructure into a newly recommended restricted "Event Venue" fund towards the Multipurpose Pavilion roof, Board Member Weaver seconded.

Carried.

6. Infrastructure Recommendations for 2023

Director had the spreadsheet of all funding recommendations shared live during the meeting. There was discussion of allocating funds into the newly created restricted fund under Town's trust account for a permanent event venue. Anne Marie suggested \$500,000 be moved from reserves into a restricted fund. The group discussed at length, especially over concerns there would be lack of funds in reserves if

Pagosa Springs Area Tourism Board
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an emergency occurred. Director confirmed there were ample funds for them to move to a newly created event venue restricted fund.

Board Member Sukcik moved to recommend \$500,000 from reserves into a newly created restricted fund for event venues, Council Member Williams seconded.

Carried.

VI. OLD BUSINESS

1. Field Trips

The field trips will be scheduled in May.

VII. NEXT TOURISM BOARD MEETING MAY 16TH AT 4:00 PM

VIII. ADJOURNMENT

**TOWN OF PAGOSA SPRINGS, COLORADO
RESOLUTION NO. 2023-13**

**RESOLUTION OF THE TOWN OF PAGOSA SPRINGS, COLORADO TO
RESTRICT LODGING TAX FUNDS FOR THE PURPOSE OF A FUTURE
EVENT VENUE**

WHEREAS, the Town of Pagosa Springs, Colorado (the "Town") is a home rule municipality duly organized and existing under Article XX of the Colorado Constitution and the Pagosa Springs Home Rule Charter of 2003, as amended (the "Home Rule Charter"); and

WHEREAS, pursuant to Sections 1.5 G) and 2.2 of the Home Rule Charter, the Town Council is authorized to adopt resolutions on local and municipal matters; and

WHEREAS, the Pagosa Area Tourism Board (the "Board"), an advisory body to the Town and Archuleta County, Colorado desires to set aside funds for an event venue; and

WHEREAS, the Board has voted to restrict \$500,000 from Lodging Tax Fund reserves to be utilized as a savings measure for the establishment of an event venue at a location, scope, and cost to be determined; and

WHEREAS, the Town Council supports the restriction of funds for said purposes.

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Pagosa Springs, Colorado, as follows:

Allocation of Restricted Funds:

1. In fiscal year 2023, the Town shall transfer \$500,000 from the Lodger's Tax / Tourism Fund to a discreet line item within the Town's Trust / Impact Fund for the establishment of an event venue.
2. By recommendation of the Pagosa Area Tourism Board and approval by the Archuleta Board of County Commissioners and Town Council, additional funds from the Lodging Tax / Tourism Fund may be added to the event venue line item within the Trust / Impact Fund.
3. Restricted funds shall be accounted for and reported within the annual Town Budget and reviewed as part of the Town's annual audit.

Permissible Uses. Restricted funds shall be solely utilized for the following purposes:

- a. Planning, design, engineering and development of an event venue;
- b. Land acquisition required for establishment of said venue;
- c. Construction costs related to the venue, including utilities, roads, parking areas, and other infrastructure needs;
- d. Match for a grant or other funding source;
- e. Utilization in a public-private venture to establish and/or manage an event venue;
- f. Maintenance, operations, and promotion of the venue; and
- g. Retirement of long-term debt taken on for the venue.

- 4. **Reduction and Reversal.** Upon a majority vote of the Pagosa Area Tourism Board, followed by a Resolution passed by the Town Council, funds restricted for the event venue may be removed from restricted to “unrestricted” back to the Lodging Tax/ Tourism fund.
- 5. **Effective Date.** This Resolution shall become effective immediately upon adoption by Town Council.
- 6. **Severability.** If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.

ADOPTED this ___ day of _____.

TOWN OF PAGOSA SPRINGS, Colorado

By _____
Shari Pierce, Mayor

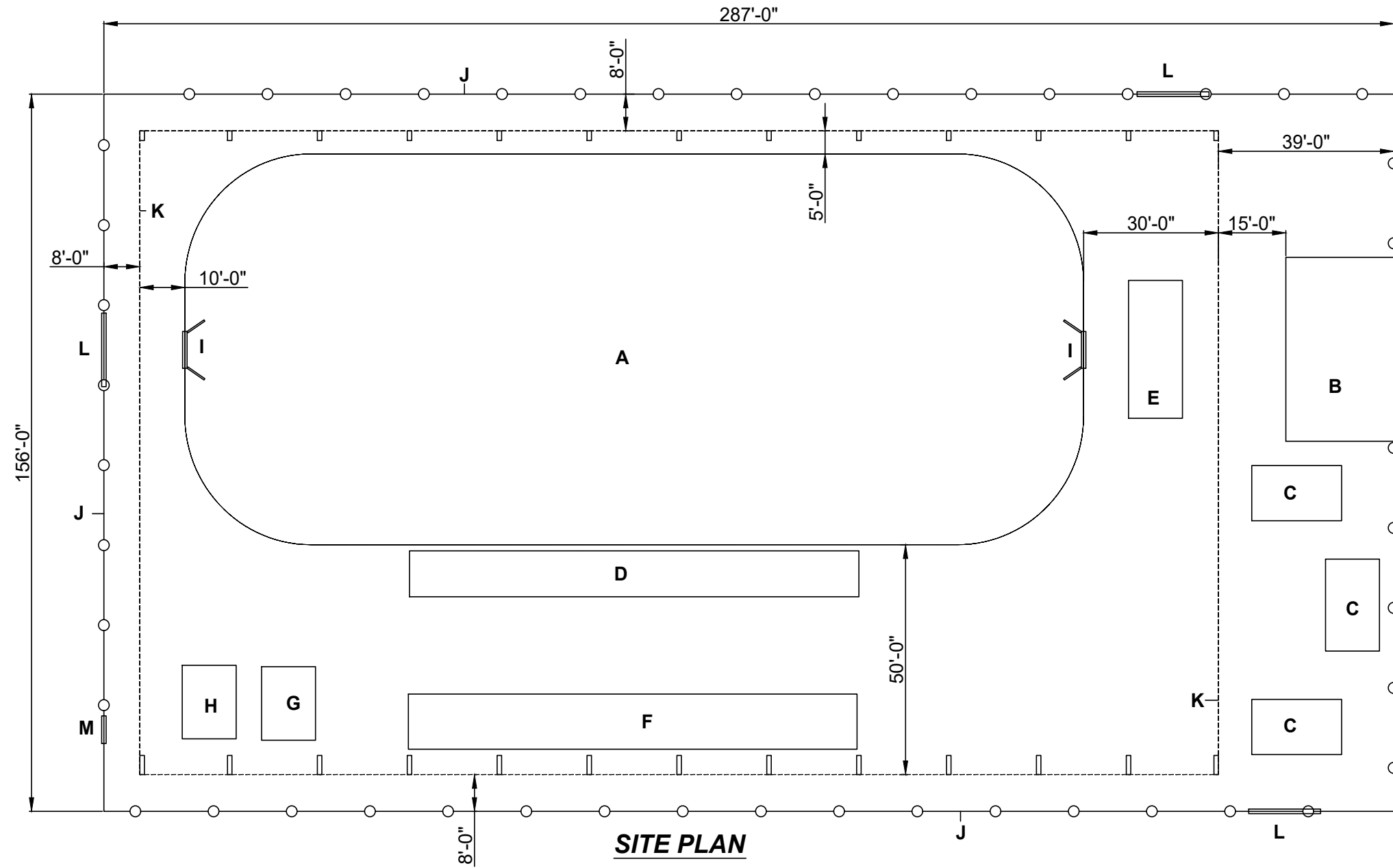
Attest:

April Hessman, Town Clerk

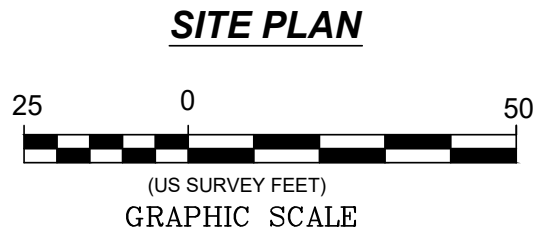
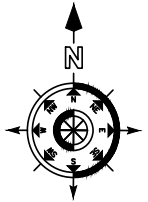
Pagosa Multi-Purpose Pavilion

Budget

EXPENSES	2024-2025
Roof & associated cost	\$1,780,506.00
Ice rink and refrigeration	\$1,368,000.00
Perimeter concrete	\$80,000.00
12' perimeter fence	\$47,000.00
3 phase electrical	\$40,000.00
Foundation for new Zamboni garage	\$25,000.00
Move existing zam garage	\$10,000.00
Advertising	\$1500.00
Insurance	\$695.00
Web hosting	\$250.00
Phone	\$300.00
Office	\$500.00
Grant writing	\$7000.00
TOTAL Expenses	\$3,360,751.00
Anticipated INCOME	
Pagosa Tourism Board	\$500,000.00
Goco	\$500,000.00
Private donors	\$1,500,000.00
Other grants	\$500,000.00
Town of Pagosa Springs	\$250,000.00
Archuleta County	\$250,000.00
TOTAL Income	\$3,500,000.00



KEY NOTES	
MARK	DESCRIPTION
(A)	ICE RINK [85x200']
(B)	ZAMBONI GARAGE [24x40']
(C)	EVENT FOOD TRUCK COURT
(D)	PLAYER BENCHES [10x100']
(E)	MOBILE STAGE [12x30']
(F)	BLEACHERS [12x100']
(G)	WARMING SHED [12x16']
(H)	SKATE SHACK [12x16']
(I)	8' REMOVABLE ACCESS DOORS
(J)	12' CHAIN LINK FENCE
(K)	MTL BUILDING [140x240']
(L)	DBL 8' FENCE GATE [16' OP'G]
(M)	FENCE GATE [6' OP'G]



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)	\$\$ 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	5/17-5/18/2025	\$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 wetsuit 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 NEA 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	\$1,500	
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 Springs.	3	\$2,500	\$7,500	\$2,000	
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	\$2,000	
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 fairgrounds facilities, security, marketing - boosting the event, printing,	0	\$0	\$0	\$5,000	
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	\$2,500	
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	\$2,000	

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	\$3,500
Skis & Saddles Skiing	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	\$5,000
Pagosa Springs Center for the Arts	Year Round	\$25,000	Tier 2	Yes	No	Yes	No	No	\$25,000 would cover the Royalties for the year's productions. Those are the rights to use the materials and produce the plays and musicals.	Many	\$10,000	\$44,000	
		\$165,716											\$121,720

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/1r5xreoxoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkldbBINzaJRv4r5AChVkJJycckNfjc/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.

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2025 Event Funding and Marketing Assistance Application

Submitting an application does not guarantee funding.

Email *

laura@pagosacenter.org

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

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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 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.

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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

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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 *

Thingamajig Theatre 2025 Season

Proposed Event Date(s) *

MM DD YYYY

04 / 24 / 2025

Amount of Funding Requested *

25000

Name of Producing Entity *

Thingamajig Theatre Company

Contact Person *

Laura Moore

Phone Number *

9705070408

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2025 Event Funding and Marketing Assistance Application

Email Address *

laura@pagosacenter.org

Event Website *

pagosacenter.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

Thingamajig Theatre is the non profit, there is no benefit to putting on these events

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

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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. *

yes. Pagosa Springs Center for the Arts April 24- Dec 31

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

no

Description of the event and its activities. *

Over 85 Days of live theatre. Between April and December

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

We have wonderful relationships with The Quality Inn, Mountain Landing and Springs Resort. We share advertising, goals and promotion.

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

Jann Pitcher Real Estate, Terry's Ace Hardware, Pagosa Springs Medical Center, Alley House Grille, Lickety Split Comedy among others> We also support many of the non profits including Rise Above Violence, School of Movement, Southwest Water Conservation, Winter Wildlands, Seeds of Learning, Pagosa Peak Open School, WOLF.

Overall Anticipated Attendance *

9000

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

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

75

Number of Volunteers Needed: *

200

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2025 Event Funding and Marketing Assistance Application

Number of Event Staff Needed: *

1

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 host events during shoulder season as well as creating a draw for adding to the visitor experience.
Visitors to Pagosa rate their experiences at our events as excellent with a return recommendation. We have
a track record of attracting out of town audiences. Our numbers are high for that.

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

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2025 Event Funding and Marketing Assistance Application

Please explain any services / support asked of the Town.

Market us.
.....

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. *

\$25,000 would cover the Royalties for the year's productions. Those are the rights to use the materials and produce the plays and musicals.
.....

3/13/25, 7:31 AM

2025 Event Funding and Marketing Assistance Application

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

We are hiring a social media promoter this summer/fall for the first time. So that is exciting.

What other funding or grants have you applied for? *

Ballantine, La Plata, Colorado Creates.

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

- Yes
- No
- Maybe

Please explain *

We need funding to continue producing the most events in Pagosa.

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

Yes. Until dead.

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>

3/13/25, 7:31 AM

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? *
4

What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket * sales, merchandise, food and alcohol sales, etc.)
56

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. *

Thingamajig Theatre is one of your biggest and highest quality event organizers in Pagosa Springs. We have been established for 15 years. Because we are a non profit and it is in our mission statement to make these artistic events affordable and in doing so help grow the economy of our community, we will always rely on public funds. In this case, we are only asking back the funds that we generated for you.

This form was created inside of Visit Pagosa Springs.



2025 Thingamajig Theatre Company Budget

Income

Individual Contributions \$160,000

Grants \$65,000

Business \$25,000

Registrations \$35,000

Ticket Sales \$290,000

Total: \$575,000

Expense

Production \$385,000

Operations \$70,000

Marketing \$15,000

Equipment \$10,00

Fundraiser \$10,000

Housing \$10,000

Mortgage \$20,000

Staff \$55,000

Total:\$575,000

February 8, 2024

RE: Thingamajig Partnership

Laura Moore
Pagosa Springs CO

To Whom It May Concern:

I am writing to convey our support and partnership with the Thingamajig Theatre for 2024. Both the Quality Inn downtown and the Pagosa Lodge on the west side of Pagosa will be assisting with discounted rooms for associates and patrons that the theatre brings to town. We are excited to have and support this wonderful establishment here in Pagosa that provides our visitors an unique and unforgettable experience.

Sincerely,



CK Patel
Owner

Quality Inn Pagosa Springs

Pagosa Lodge

2024 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Friday, December 27th, 2024; the Final Report will be carefully evaluated when considering future funding requests.

Email *

laura@pagosacenter.org

Event Name *

Thingamajig Theatre Season

Event Date(s) *

May- Dec

Contact Person *

Laura Moore

Phone Number *

9705070408

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.

They were all spent on marketing materials. Graphic Designs, photographs, posters, brochures, ad in Pagosa Visitor Guide, Facebook ads etc.

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

The event's biggest strength is the quality of the product and the overwhelming public support. This is difficult to maintain with our small budget. The biggest weakness is the budget for the event.

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

Ticket sales increase 18% from the year before. We expected to have 9,000 attendees, we were just short of that by a few hundred, likely because we had to move our October event to January of 2025 for health reasons of one of the performers. So minus the event moving into the new year we were exactly on track.

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

Typical review from trip advisor: "Went to their production of Beauty and the Beast. It was so good! We mainly went for my young daughter but everyone in our party of 7 ended up loving it. Incredible singers, great customer service, and cheap tickets!" Typical Review from Google "Great Atmosphere, Great Shows, can't wait to go back!!!!" "Incredibly talented cast! Caught the show "All Is Calm" and we were amazed at the beautifully arranged music and voices of this young cast! ❤️ HIGHLY recommend!" We have Excellent 4.8/5 star ratings on all review sites.

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

There is so much potential for growth, if we had the funding. We plan to repeat efforts in 2025 and again until dead.

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 *

8260

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? *

32

3/13/25, 7:36 AM

2024 Event Funding: Final Report

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

1000000

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

54% local, 18% Texas, 15% Colorado (not local), 5% NM

Provide percentages of the top 5 markets attendees traveled from:

Colorado(not Pagosa Springs), Texas, New Mexico, California, Oklahoma,

Average age and income bracket of attendees. *

54yo, \$250,000

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

When people call the box office and ask for recommendations we typically point them to Mountain Landing who is in close proximity or to the Quality Inn for a downtown less expensive vibe or to the Springs Resort for the downtown upscale vibe as all three of the are great partners and supporters of the theatre. We also occasionally give shout outs to Motel Soco and Neon Mallard for their artistic appeal.

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

3,343

This form was created inside of Visit Pagosa Springs.

3/13/25, 7:36 AM

2024 Event Funding: Final Report

Google Forms

https://docs.google.com/forms/d/1R3aSJ2HVbrWlqWgtDTBEus5NtNHUuuf3lscsz_R-3oY/edit#response=ACYDBNgzvXv2DEd9Pq21OfFVKxNW8OGT... 5/5

2024 Thingamajig Theatre Company Budget vs Actuals

Income

Individual Contributions \$146,000	\$242,285
Grants \$50,000	\$76,076
Business \$35,000	\$24,006
Registrations \$35,000	\$34,412
Ticket Sales \$295,000	\$304,024
Total: \$561,000	\$680,803

Expense

Production \$393,000	\$393,651
Operations \$65,000	\$77,912
Marketing \$25,000	\$15,708
Equipment \$10,000	\$22,223
Fundraiser \$6,000	\$9,714
Housing \$20,000	\$15,633
Staff \$42,000	\$53,822
Actor House Mortgage Payoff \$0	\$41,110
Parking Lot Down \$0	\$10,000
Total:\$561,000	\$639,773



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board - 05 Feb 2025

FROM: Jennifer Green, Executive Director

PROJECT: Consideration of AI Tool on Website

ACTION: Discussion

PURPOSE/BACKGROUND:

Overview

Staff has been exploring different uses for AI to enhance our offerings for months. While staff has an upgraded account through ChatGPT to assist in various tasks, such as copywriting, we have also explored adding an AI tool to the website for more interactive trip planning for visitors. We were early adopters with a chatbot tool in 2018 and 2019, but did not renew the subscription as it had a lot of weaknesses and we weren't able to determine usage to justify. Technology has advanced significantly since and there are now many tools designed specifically for tourism. Staff recently met with Guide Geek for a demo of their tool. Guide Geek is powering an AI tool for Visit Estes Park, Colorado.com, Visit Colorado Springs and many others. Staff has also investigated Intentful and Mindtrip.

Adding an AI tool to the website for visitors to plan vacations should enhance user experience, increase engagement, and drive conversions. The tool can provide personalized travel recommendations and time-saving convenience. For example, instead of manually searching through multiple websites, users can receive instant, customized itineraries in minutes. Ideally, we would have the tool integrate with our booking engine, in order to provide up-to-date information on flights, hotel availability, weather conditions, and travel restrictions. Additionally, once "trained" the AI-powered chatbot can answer user queries 24/7. An interactive AI tool can keep users engaged longer on the website, increasing the chances of them completing a booking. Another advantage is multilingual & accessibility features, without the cost of page by page translations.

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

If the Board wants to pursue this, the cost of the tool would be absorbed into the 2025 marketing line item. Staff is still evaluating options, but is leaning towards Intentful for cost and shorter implementation time.

ATTACHMENTS:

[AI tool for website Mar](#)

[Guide Geek AI Pagosa Springs, CO 2025 Proposal](#)

[Intentful AI Suite \(1\)](#)

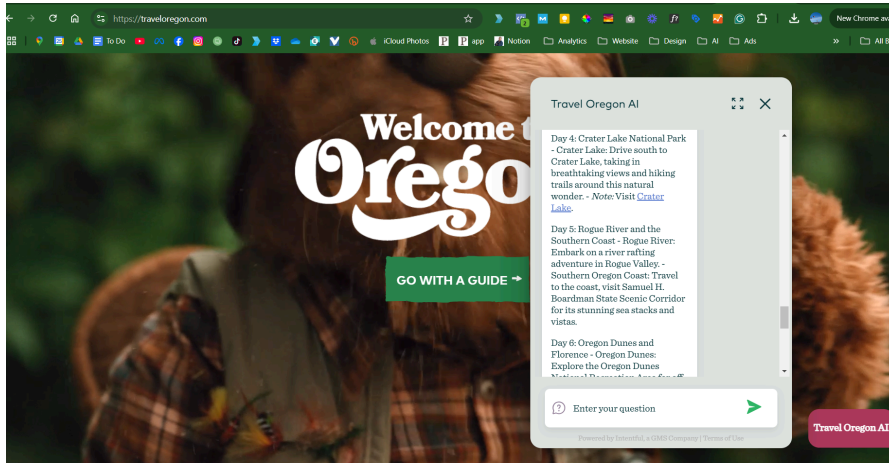
[Mindtrip for Business - Implementation Process - Timeline \(1\)](#)

[Mindtrip for Business Overview \(2025.02.04\) \(1\)](#)

AI tool for website:

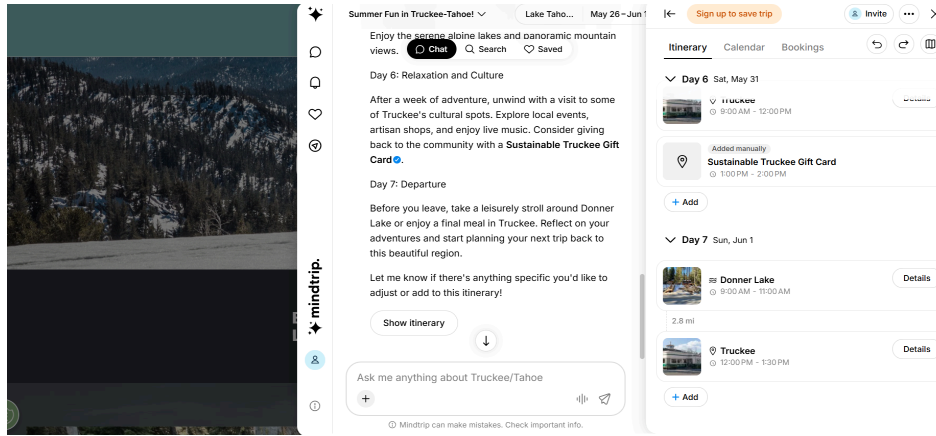
Intentful: Oregon, Eugene, Sacramento, Fresno, Lodi

- Doesn't collect PII, can download with no personal info collected, no email, no off-site linking
- Non obtrusive chatbot window, compliments website
- 90 languages
- Low cost
- Links drive users directly back to our site
- Incorporates chat capability into banner ads
- Backend support with SEO, keyword/phrase info
- Backend acts as a personalized "chat GPT" specific to our destination
- Simple, very user-friendly, not overwhelming
- User can copy directly from chat window - very easy to use and to save info



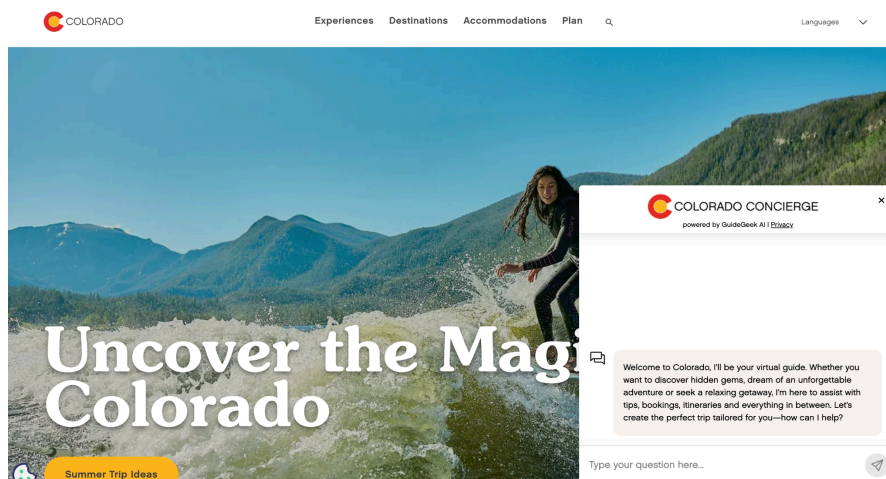
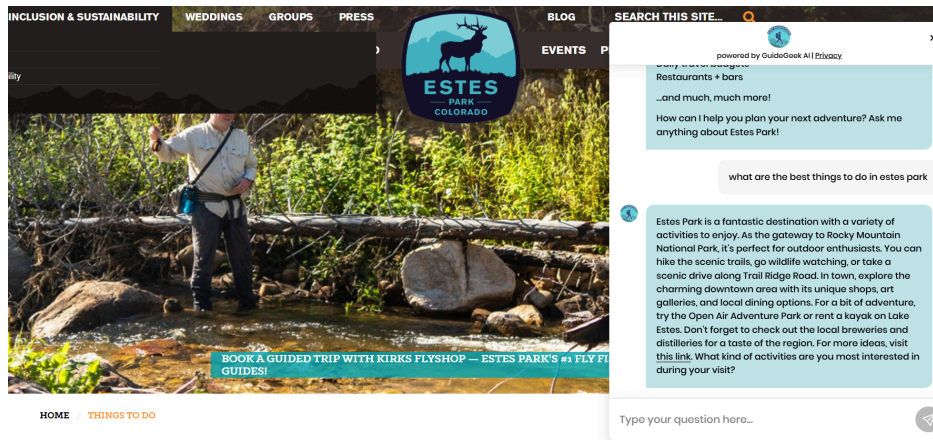
Mindtrip: Costa Rica, Puerto Rico, Truckee-Tahoe, Scandinavia

- Very branded, overpowers our brand voice with it's own
- huge chatbot screen covers most of webpage
- High Cost
- Seems to drive customers away from our website
- Will likely send excessive emails, requires account to download itineraries, etc
- Robust, a lot of info - too much?
- Two-window layout is a little confusing
- User has to sign up to save the info from the chat. Off-putting added step
- Does have option to link to booking engine



Guide Geek: Estes Park, Colorado.com

- Fairly branded
- Small chat window
- Answers distributed in a large paragraph format, not the most digestible or user-friendly
- Unclear how user sees the data provided



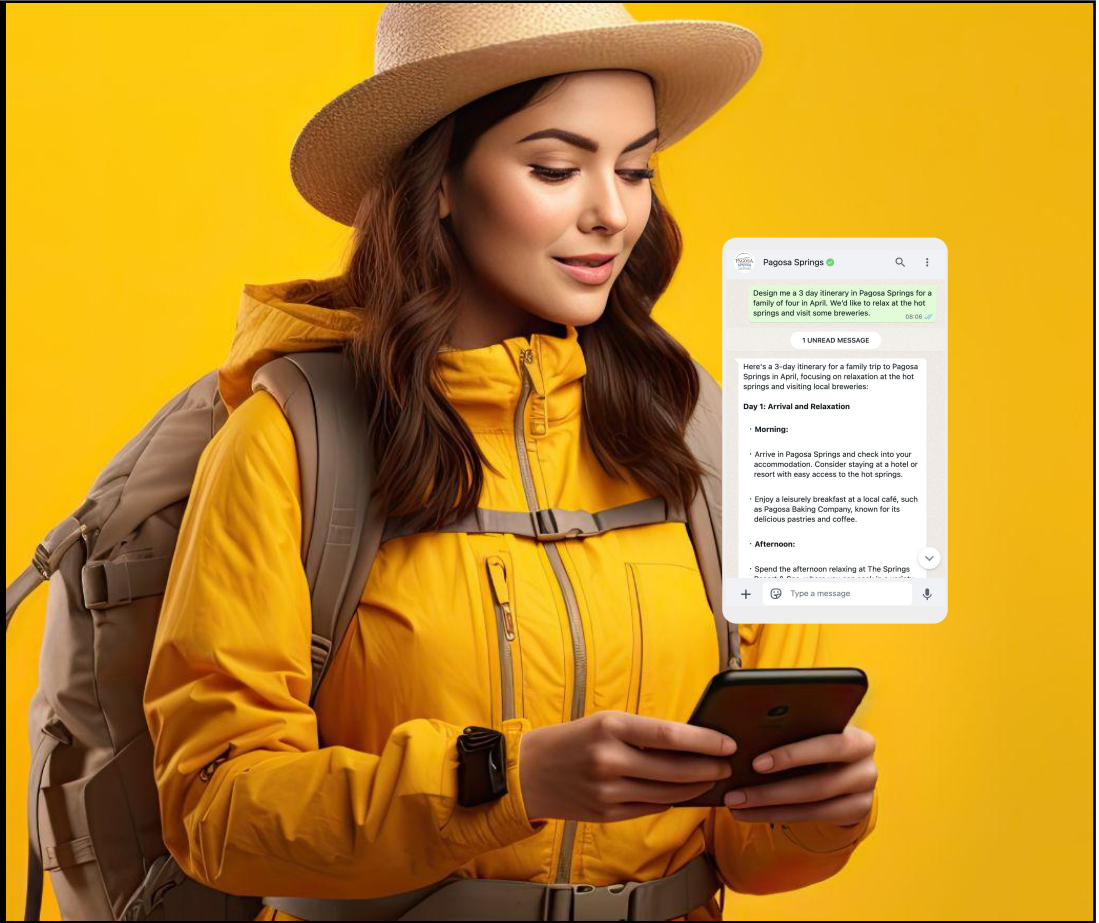


GUIDEGEEK



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GuideGeek + Pagosa Springs



Proposal + Timing

\$25k GuideGeek Proposal

Page 6 of 73

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

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OLD BUSINESS VI.1.

Implementation Process

Outlined are the main steps we will go through to launch your chatbot.

Please note these are estimates

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Step 1

Provide Meta Business Account access and intro questionnaire

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

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

Step 2

Initial Setup

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

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

Step 3

Testing

2 rounds of testing and feedback

2 - 4 weeks

Step 4

Soft Launch

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

2 - 5 weeks

Step 5

Go To Market

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

Introducing GuideGeek

Core Team

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LEADERSHIP OVERSIGHT



Ross Borden
Founder & CEO



Stefan Klopp
Chief Technology Officer

CLIENT SERVICES



Frances Asuquo
GuideGeek Client Success Manager

ACCOUNT MANAGEMENT



AJ Kinney
Global Director of Content + Media Partnerships



Greg Oates
Director of AI Advocacy

PROJECT MANAGEMENT



Cristina Muñoz
Guidegeek Senior Product Manager



Courtney Heller
Lead GuideGeek Agent

CONTENT + PRODUCTION



Scott Sporleder
Creative Director



Doree Simon
Director of Production



Hal Amen
Director of Ad Ops & Content



Cody Doucette
Director of Studio Operations

What is **GuideGeek**?

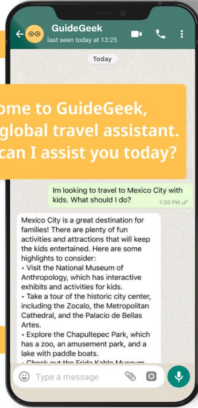
A new way to plan and book travel.

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

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

Page 10 of 73

Welcome to GuideGeek,
your global travel assistant.
How can I assist you today?



What the press is saying about GuideGeek

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

[Boston Globe](#)

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

[Business Daily Media](#)

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

[Fast Company](#)

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

[Travel + Leisure](#)

Amazingly powerful.

[FOX NEWS](#)

What DMOs are saying about GuideGeek

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

Paula Port, VP of Global Marketing at [Destination Toronto](#).

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

Nancy Small, CEO of [Tourism Richmond](#)

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

Freddy Bi, CEO and president of [Discover Inland Empire](#)

GenAI
will eat
the
ENTIRE
travel
funnel



OLD BUSINESS VI.1.



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



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

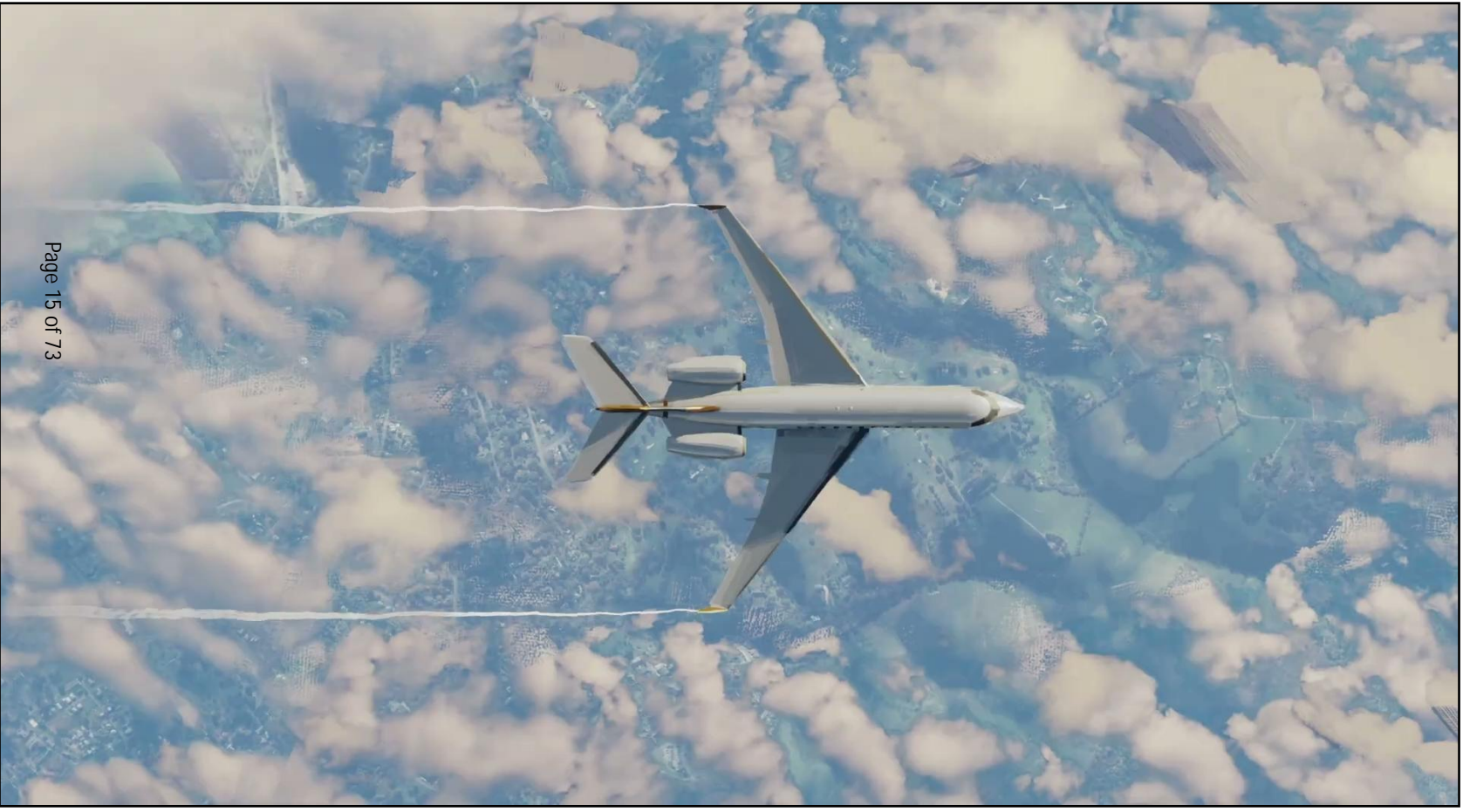


Multi-lingual support for diverse audiences and global reach (60 languages supported).



MATADOR network

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



Introducing **GuideGeek for Partners**

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

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

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

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

GuideGeek for DMOs and Partners

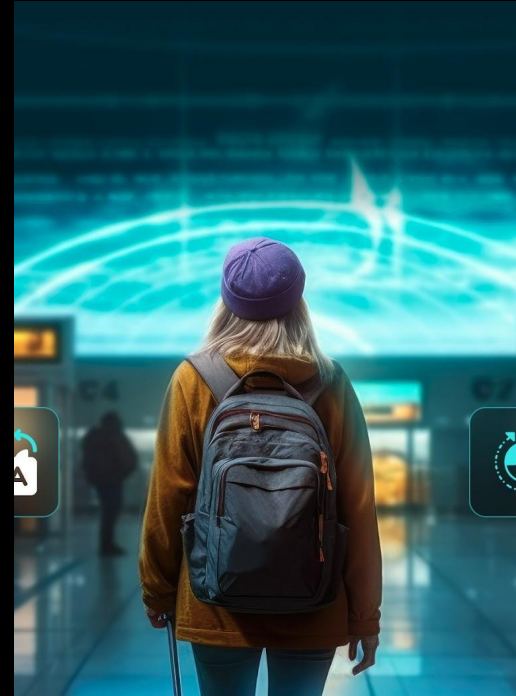
Leveraging our data and best-in-class AI, we now offer fully-customized AIs for DMOs and partners based on their unique brand, voice, content, website and partners.

Key features of GuideGeek for DMOs and partners.

For Brands

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

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



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

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01

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

02

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

03

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

04

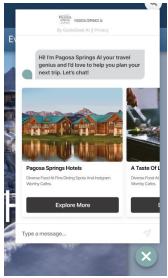
User gets personalized adventure advice inside of IG and WhatsApp – and can even have rec's emailed to them!

05

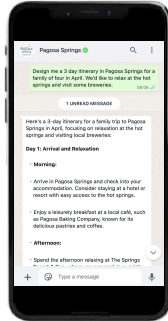
Pagosa Springs now has a 2-way conversation channel with each user, powered by AI that never sleeps and speaks 55 languages.

06

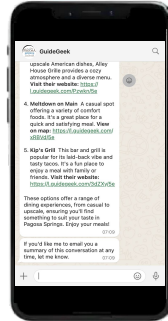
Pagosa Springs has the opportunity to hand over the planning process to their internal teams or allow the user to build their own custom trip



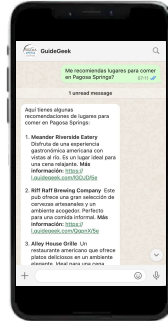
Authentic Adventure Expert Content



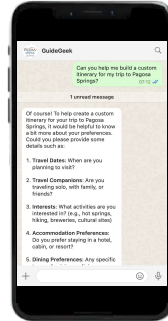
1st + 3rd Party Data Capture



Recommend + Next Steps



Re-engage + Inspire



Which DMOs are running GuideGeek?

GuideGeek's custom AI is trusted by

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100% PURE
NEW ZEALAND



Discover
Greece

enjoy
illinois

DESTINATION
TORONTO

NEW
YORK
CITY
TOURISM+CONVENTIONS



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OLD BUSINESS VI.1.

What DMOs are saying about GuideGeek

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

[Marketing Greece](#) digital products manager Panos Kokkalis

MARKETING GREECE

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

[Illinois Department of Commerce and Economic Opportunity](#) director Kristin Richards

illinois

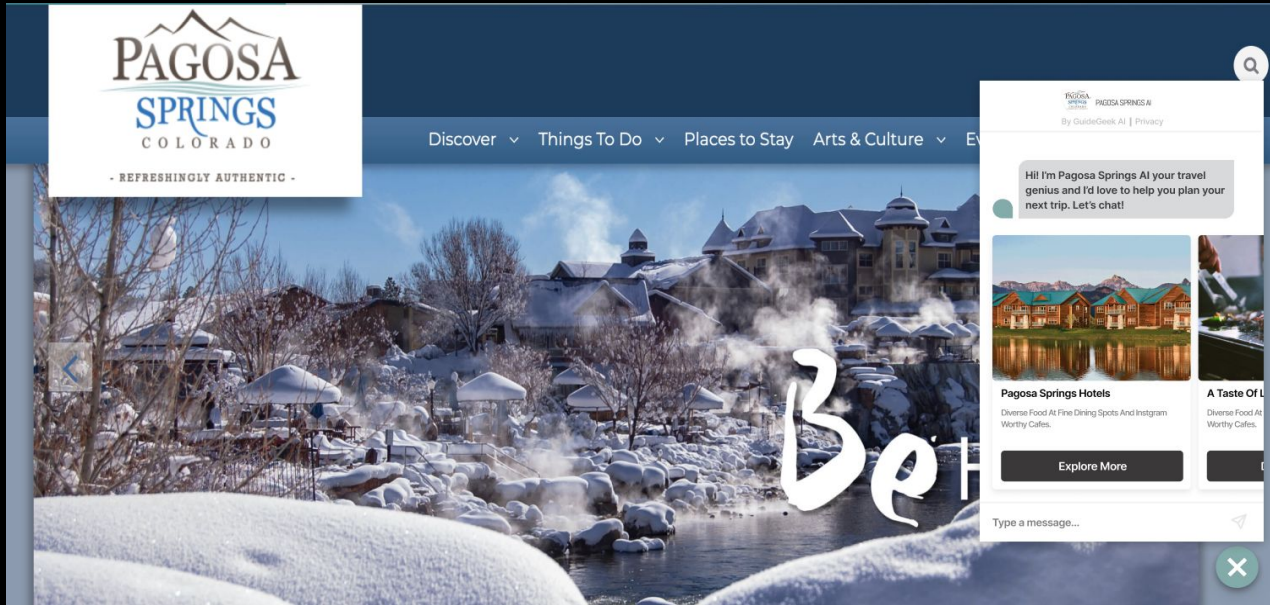
Artificial intelligence is no longer a trend, it's here to stay, and we're dialing into the movement because we want a competitive advantage. Using simple, conversational prompts, Rocky Mountain Roamer [powered by GuideGeek] provides itineraries, links to content on our website, and even links to book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

[Visit Estes Park](#) CEO Kara Franker



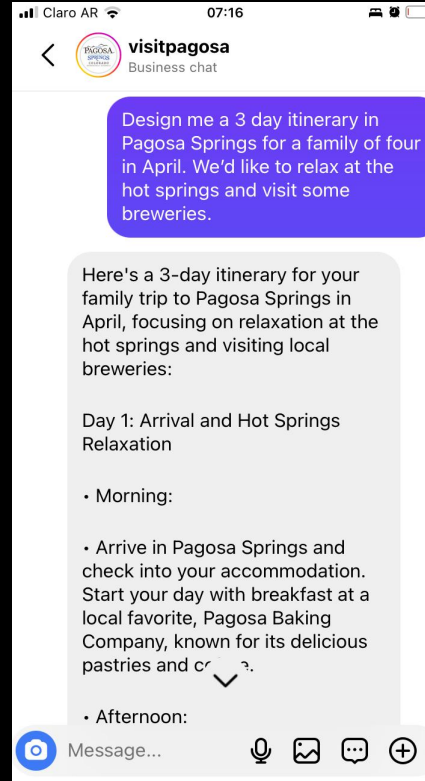
Pagosa Springs Concierge

GuideGeek Chatbot – website



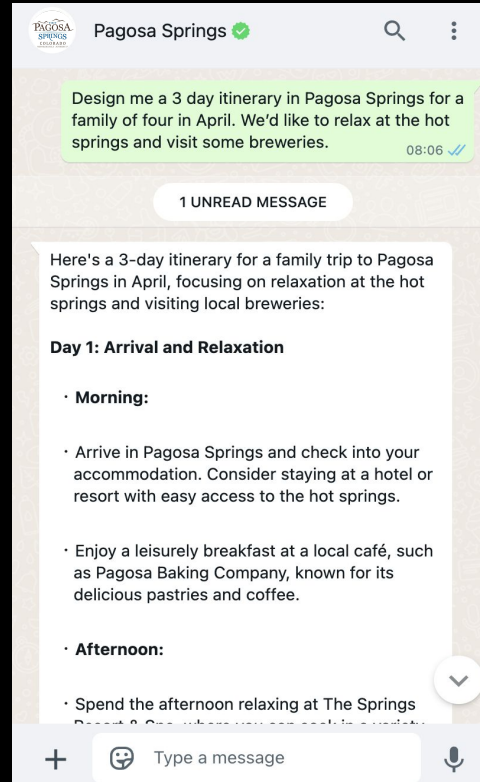


Pagosa Springs Concierge GuideGeek Chatbot Instagram

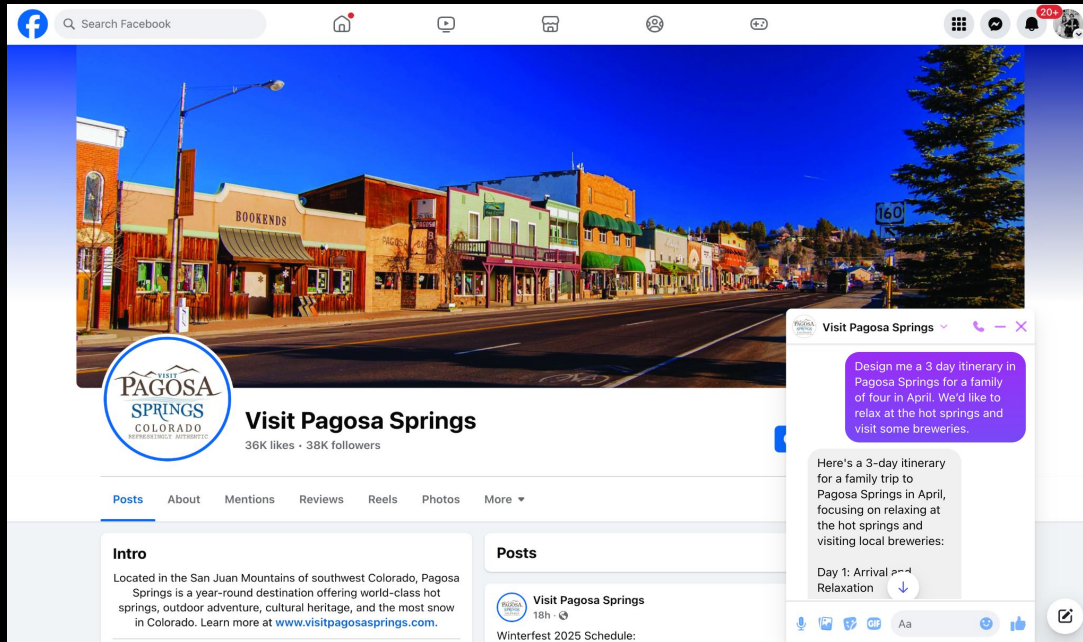




Pagosa Springs Concierge GuideGeek Chatbot WhatsApp



Pagosa Springs Concierge



Search Facebook

Visit Pagosa Springs
36K likes · 38K followers

Intro
Located in the San Juan Mountains of southwest Colorado, Pagosa Springs is a year-round destination offering world-class hot springs, outdoor adventure, cultural heritage, and the most snow in Colorado. Learn more at www.visitpagosaprices.com.

Posts
Visit Pagosa Springs
18h · 🌐
Winterfest 2025 Schedule:

Visit Pagosa Springs

Design me a 3 day itinerary in Pagosa Springs for a family of four in April. We'd like to relax at the hot springs and visit some breweries.

Here's a 3-day itinerary for a family trip to Pagosa Springs in April, focusing on relaxing at the hot springs and visiting local breweries:

Day 1: Arrival and Relaxation

RFP Checklist Services Requested

- Integration with Pagosa Springs websites:

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

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

- Natural language chat functionality:

- o A chatbot or similar tool that uses advanced natural language processing to engage users conversationally in their native language.

Confirmed – GuideGeek and the Pagosa Springs AI will have native language processing in over 50 languages – all the user has to do is start messaging in their native language. You will also be able to translate user messages to english on the user portal as well, and have the AI or VO staff respond in any language with our Auto-Translate feature.

- Data-driven insights:

- o Ability to leverage Pagosa Springs's CRM data, website content, social media analytics, and additional data sources to enhance trip recommendations and support data-driven decision-making.

Confirmed – we can integrate via custom APIs based on need and scope of the project.

- Member prioritization:
 - o Gives priority to Pagosa Springs members in search results and recommendations.

Confirmed – we have a process to prioritize any VO members and constituents over just ‘anyone’ that might be recommended by ChatGPT for example.

- Data collection for email and retargeting:
 - o Collects user data to support email and media.

Confirmed – our system builds rich data profiles on each individual user and our Auto-Email feature will actually offer send the user an email digest, verify the user’s email and then send them a summary of their conversation. That email will be stored in the portal and under the users profile, and can then we exported to VO’s CRM.

- Trip builder/Itinerary builder:
 - o Allows users to plan and customize itineraries with ease.

Confirmed – this functionality is at the core of GuideGeek to build and edit custom itineraries based on users preferences i.e. “remove outdoor adventures and focus on culinary” to build a new itinerary instantly.

- Map functionality:
 - o Ability to view itineraries on a map for better visualization of travel plans.

Confirmed – a split panel view will be launching early 2025 with this functionality on Web as well as

Trip sharing:

- o Ability for users to share their travel plans with others.

Confirmed – you can share travel plans by forwarding messages on Meta or forwarding the Auto Email digest – additional functionality to be built for custom profiles.

- 24/7 availability:

- o The solution should be accessible at all times to accommodate global users.

Confirmed – this tool will function in any timezone and with any IP address

- Multilingual support:

- o Native support for multiple languages, with a focus on Brazilian Portuguese, Latin American Spanish, French Canadian, and German.

Confirmed – we have tested all common languages through our global creators community with resounding success and positive feedback. GuideGeek is available in over 60 languages.

- Seamless chatbot-to-agent transition:

- o Option to escalate conversations from the chatbot to a live agent when necessary.

Confirmed – we can automate this as well as have real-time engagement with active conversations (within 24 hours) to message users in real time in our portal. Our system is already built for seamless AI to (human) agent handoffs for qualified leads – perfect for VO’s complimentary travel agent services.

Integration potential:

- The tool must either offer a fully functional live chat system for Visit Pagosa Springs's live agents or integrate with the existing LiveChat platform.

Confirmed – with the API information provided we can integrate LiveChat or use our existing solution in the portal. Our system is already built for seamless AI to (human) agent handoffs for qualified leads – perfect for VO's complimentary travel agent / LiveChat platform.

- Chat history review and follow-up:
 - o Ability to review previous interactions and follow up with users based on captured data.

Confirmed – we are able to store data and users conversations in the portal as well as adhere to the Sunshine Act and other GDPR compliance.

- Advanced analytics
 - o Track and measure user engagement, trends, and performance with real-time data access and an interactive dashboard.

Confirmed – our reporting dashboard is able to provide all of these metrics with the ability to configure additional metrics such as links clicked, trends based on travel timing and tags for different travel questions. We'll also be able to provide high level insights, trends and patterns across all users by processing all conversations with additional AI through our system.

Training and improvement:

- o Pagosa Springs's Visitor Services team should have the ability to teach and improve the chatbot's responses over time.

Confirmed – **Reinforced Learning From Human Feedback (RLHF)** is a process that we continue to work on with the client to incorporate brand voice, change response styles or answer tough questions based on client preferences

- Privacy Compliance

- o Ensure full compliance with Pagosa Springs's privacy policy and all applicable data protection regulations, including GDPR and CCPA.

Confirmed – we have been vetted by some of the most strict data and privacy laws in California, EU (GDPR) and more.

- Support for both B2C (Leisure) and B2B (Meeting) users

- o Support both B2C leisure travelers and B2B meeting planners with tailored features and content to meet the distinct needs of each audience.

Confirmed – we can support both teams through this product or develop separate AIs specifically for B2B sales needs

- Pricing display:
 - o Show pricing for attractions, events, and other relevant activities.

Confirmed – we have this capability with APIs such as GetYourGuide and open to incorporating any custom AIs.

- o Pagosa Springs partners with a vendor to offer tickets for selected attractions. It is preferable to show pricing from this vendor for those attractions.

Confirmed – if there is real-time data on the Pagosa Springs site we can provide this through our site indexing or if there is an API we can incorporate this in the user flow.

- Hotel availability/booking:
 - o Provide users with options to check hotel availability and book accommodations.

Confirmed – we have this functionality already built into GuideGeek and our clients versions providing real-time pricing and the option to book through OTA platforms.

New Features Coming in Q1 / Q2 of 2025

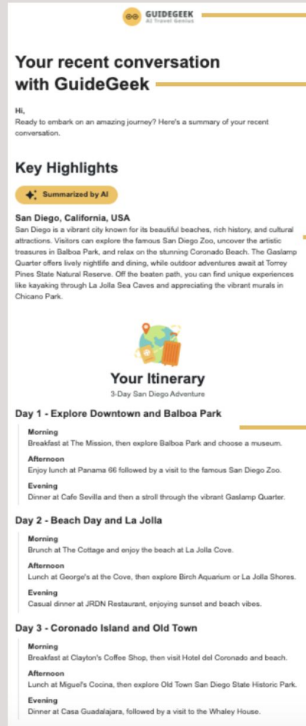
New Features Coming in Feb/March of 2025

Email Summary

Page 35 of 73

TIMELINE: This feature is currently live on GuideGeek® and will be available to all DMOs the week of December 16th, 2024.

Users will now be able to request an email summary and transcript of their conversation to be sent directly to their inbox.



Ability to customize to your logo

Ability to customize the subject line to **"Your recent conversation with [DMO / AI Name]"**

Key highlights of the conversation are summarized by AI, giving the user an overview of their trip

If the user planned an itinerary, the AI will recap it here in an easy-to-read format

New Features Coming in Feb/March of 2025

Email Summary

Page 36 of 73

The email will then include any other details from the conversation that can be displayed in visual format: flights, accommodations, restaurants, and tours.

It will also include a pdf attachment with a transcript of the entire conversation that was summarized into the email.

Please find an example [here](#).

Flights

DEN - SAN - DEN
Apr 21 - Apr 26
\$306.95 USD
Book Now

Places to Stay

I found the following hotels in San Diego, California, United States for check-in Apr 22nd, 2025 and check-out Apr 25th, 2025 with a room for 1 adult

- 1906 Lodge**
★ 3 - 533 reviews
Room, 1 King Bed (Historic Lodge)
\$345.33 USD Per night
Book Now
- Pacific Terrace Hotel**
★ 4 - 526 reviews
Standard Room (1 King Bed or 2 Queen Beds)
\$340.87 USD Per night
Book Now
- Grande Colonial La Jolla**
★ 4 - 850 reviews
Room, 1 King Bed, Accessible
\$289.00 USD Per night
Book Now
- Samesun Ocean Beach Hotel & Hostel**
★ 1 - 831 reviews
Bed in B-Bed Dorm
\$37.48 USD Per night
Book Now
- Fairmont Grand Del Mar**
★ 5 - 744 reviews
Room, 1 King Bed (Fairmont) - Spring Into Summer
\$645.15 USD Per night
Book Now

Where to Eat

I found the following for "must try restaurants in San Diego, California:"

- Juniper and Ivy**
★ 4.6 - 555
3228 Kettner Blvd, San Diego
View in Map
- Herb & Wood**
★ 4.5 - 555
2210 Kettner Blvd, San Diego
View in Map
- Water Grill San Diego**
★ 4.4 - 555
615 J St, San Diego
View in Map
- World Famous**
★ 4.3 - 55
711 Pacific Beach Dr, San Diego
View in Map
- Queenstown Public House**
★ 4.5 - 55
1557 Columbia St, San Diego
View in Map

Your complete chat history has been attached to this email as an attachment. Have a wonderful trip!

The GuideGeek Team

Live now and New Features Coming in Feb/March 25

Admin Dashboard

Page 37 of 73

TIMELINE: This feature will be released mid January 2025.

A new dashboard on the admin login screen to make monitoring analytics more efficient and more effective.

Filter the analytics by platform, country, and type of user (active, return, new)

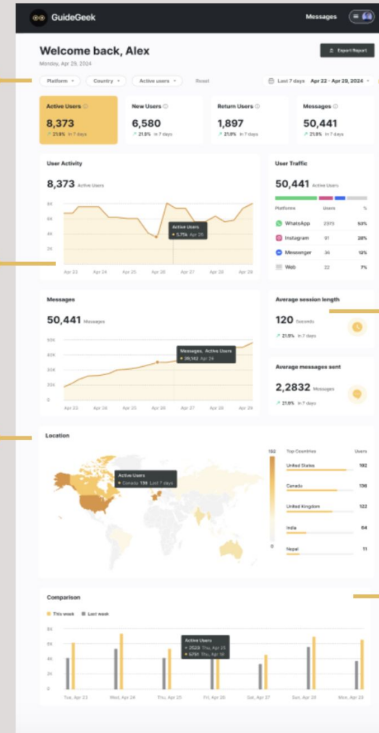
2 user widgets to monitor user traffic over time

Location heat map widget to monitor traffic and user volume by location (country)

Adjust your date range to get analytics for specific time periods

Messages widgets to monitor message volume over time & session insights

Comparison widget to analyze traffic volumes in comparison to previous time periods



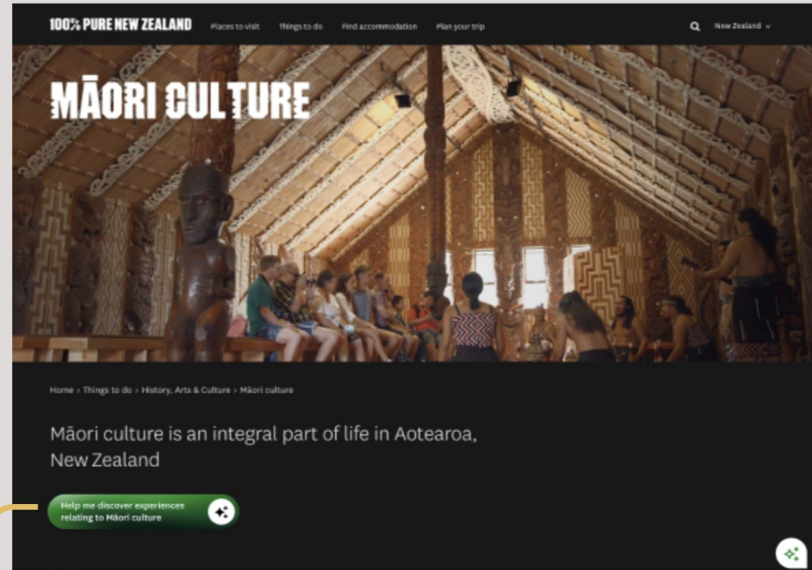
New Features Coming in Feb/March of 2025

Page Aware Prompt Buttons

Page 38 of 73

TIMELINE: This feature will be released end of January 2025.

In-page buttons that can trigger related questions. Once the user clicks on the button, the chatbot opens with a pre-written prompt related to the current page's content.



• An embedding button with a prompt related to the pages content.

For example, on this page about Māori culture, a button that says "Help me discover experiences related to Māori culture" could be embedded.

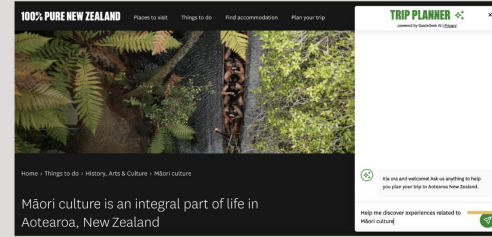
New Features Coming in Feb/March of 2025

Page Aware Prompt Buttons

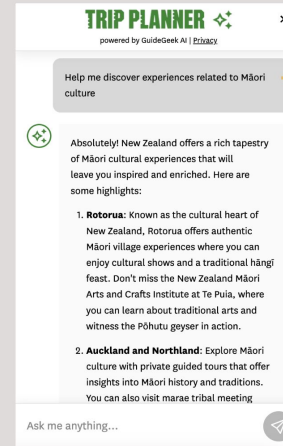
Page 39 of 73

TIMELINE: This feature will be released end of January 2025.

In-page buttons that can trigger related questions. Once the user clicks on the button, the chatbot opens with a pre-written prompt related to the current page's content.



After the button is clicked, the chatbot will then open with a related, pre-written prompt.



After the pre-written prompt is sent, the AI responds as usual and the user can continue the conversation by asking more questions.

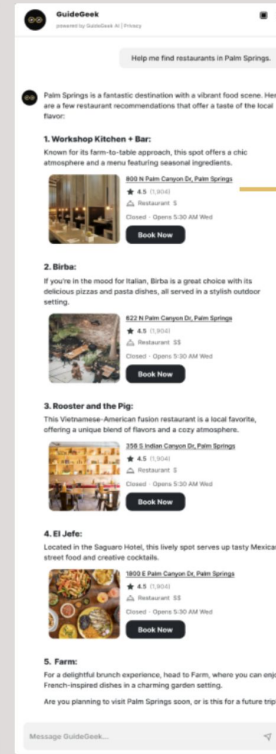
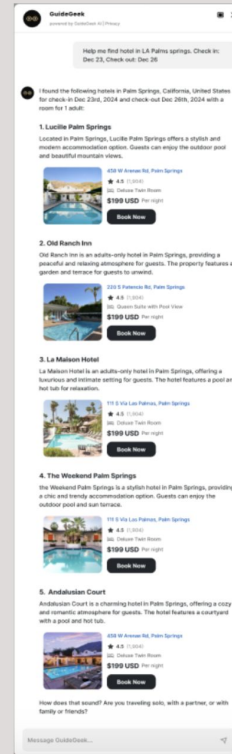
New Features Coming in Feb/March of 2025

Trip Planner (phase 1)

Page 40 of 73

TIMELINE: This feature will be released late January 2025.

Our new trip planner is going to be a feature of the web chatbot. Phase 1 of the trip planner will include more rich media and cards with photos and a CTA for hotels, restaurants, businesses and tours.



Visual examples of the hotel and restaurant cards being integrated into chat responses

*flight cards will be coming late Q1

OLD BUSINESS V1.1.

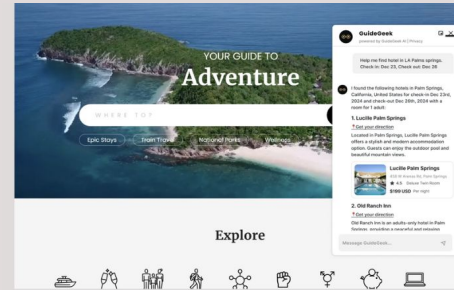
New Features Coming in Feb/March of 2025

Trip Genius (phase 2)

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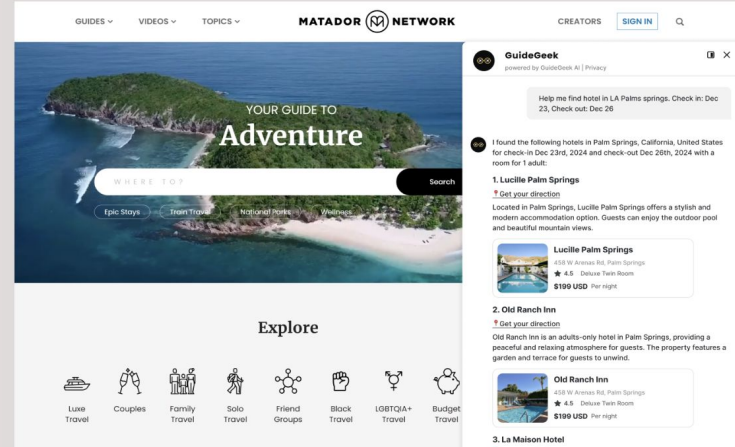
TIMELINE: This feature will be released late Feb of 2025.

Phase 2 of the trip planner will include a full panel view of the chatbot with the rich media (cards).



A full-sized panel view of the trip planner chatbot

PHASE 2



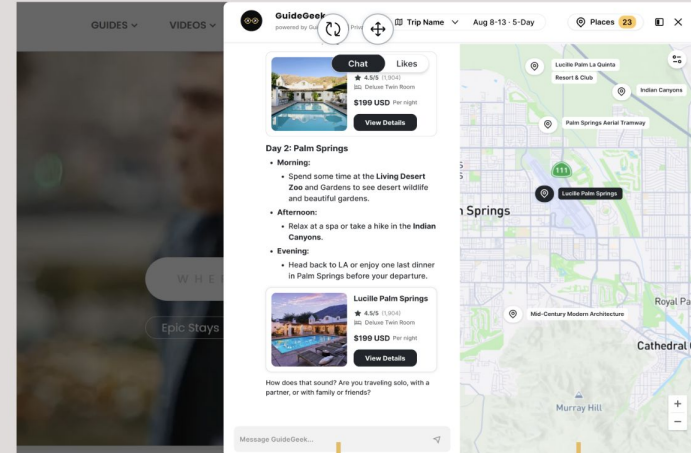
New Features Coming in Feb/March of 2025

Trip Genius (phase 3)

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TIMELINE: This feature will be released early March of 2025.

Phase 3 of the trip planner will include a two-panel view, with the chat on the left side, and interactive map on the right side.



Full-sized chat panel with rich-media cards

Interactive map that will populate based on the users request*

Examples include: Flight requests will populate the flight route on the map. Hotel, business and tour requests will populate pop-ups by location on the map

Onboarding FAQs

FAQs and Need to Knows

of 73 General Questions

API's - Matador has some optional/default APIs integrated into our custom GuideGeek builds and open to developing new ones for your specific needs.
Current API's:

- Real Time Flights (Skyscanner)
- Real Time Accommodations (multiple OTAs)
- Day-Trip and experiences (GetYourGuide)
- Weather
- Currency

Pagosa Springs APIs like LiveChat can be integrated vs. GuideGeeks Human Takeover

CMS Integration

We can integrate CMS data into the GuideGeek responses with APIs provided by the CMS platform. Simpleview is one of these partners of GuideGeek where we can streamline CMS APIs including prioritizations of hotel partners Featured vs Standard

FAQs and Need to Knows

of 73 General Questions

Chat Functionality The back-end portal that we have developed has a lot of custom features and reporting which can be configured for each destinations needs.

Human Takeover allows Pagosa Springs staff or agents to engage with users in real time.

Templates are a function to send a message or “DM” back to the user on Meta platforms

Tags such as *User Sentiment (positive/negative)*, *AI Error*, *Agent Request* and more allow users to share feedback with the AI as well as request a human agent

Fine Tuning + Human Reinforced Learning

This is our training process to test your new AI with difficult or common questions to see how it responds. We can adjust responses based on brand voice or “this is how we would respond” to questions.

This process also allows us to customize the user journey and build **prompts** like “it looks like you are enjoying Pagosa SpringsAI, make sure to share it with your friends!” Or “It looks like you have planned a few trips. Would you like me to send you a summary of your conversation via email?”

FAQs and Need to Knows

of 73 General Questions

Additional Use Cases for GuideGeek and custom AI

- Integration of QR codes into visitor centers to bring Pagosa SpringsAI on the road with each user/traveler. We have also integrated this into kiosks in visitor centers!
- Placement in airport arrivals as a QR code in different languages for use as a local guide in over 50 languages for international travelers.
- Placement in public places, event signage, conferences or partner hotels as a AI powered concierge
- Indexing of multiple sites for even more relevant and live information - this can include meeting and events sites, trade and other sites.

FAQs and Need to Knows

47 of 73

Filters vs. Site Indexing

Filters allow your AI to access and use real-time results to provide answers to your users.

- Filters can be turned on or off for specific messages or en masse in your portal settings.

Site Indexing allows us to scan your site (*whole site, select sections and subsections, Offline materials or datasets*) on a daily basis to capture and update information as you publish it.

This is applicable to give users updated information on things like events calendars, opening hours of parks or trails and general information or articles on your destination.

Site Indexing also allows us to prioritize members on your site as well as incorporate any tracking URLs and accreditation links directly into the chat.

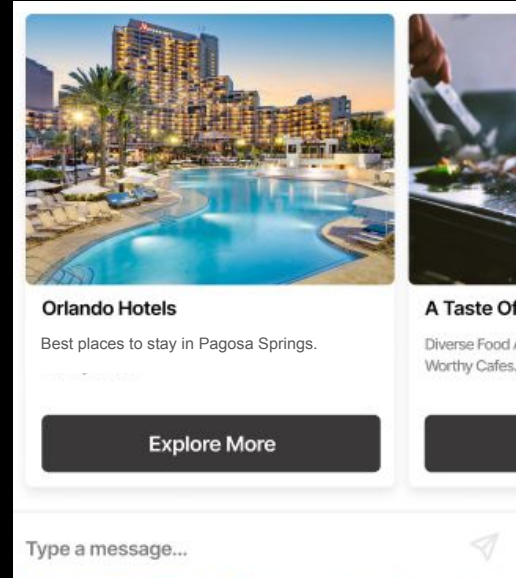
FAQs and Need to Knows

- There are two filters that will be of most importance to you:

Restaurants and Accommodation

- When these filters are turned on, users who ask the AI questions about accommodations or restaurants, will receive results displayed on an interactive slider that users can click through with a preview picture of the hotel/restaurant.

- These results come directly from our real-time integration partners and will not be influenced by the content on your website.



FAQs and Need to Knows

- When these filters are **turned off**, responses are displayed in the typical text list format
- Responses will highlight businesses found in your site content, as such stakeholders will likely be prioritized in responses.
- Making the decision to turn filters on or off is completely up to you. However, it is important to note that if there are specific restaurants / hotels which you are partnered with that you would like to default to when users inquire, then you will not be able to do this when the filter is turned on.

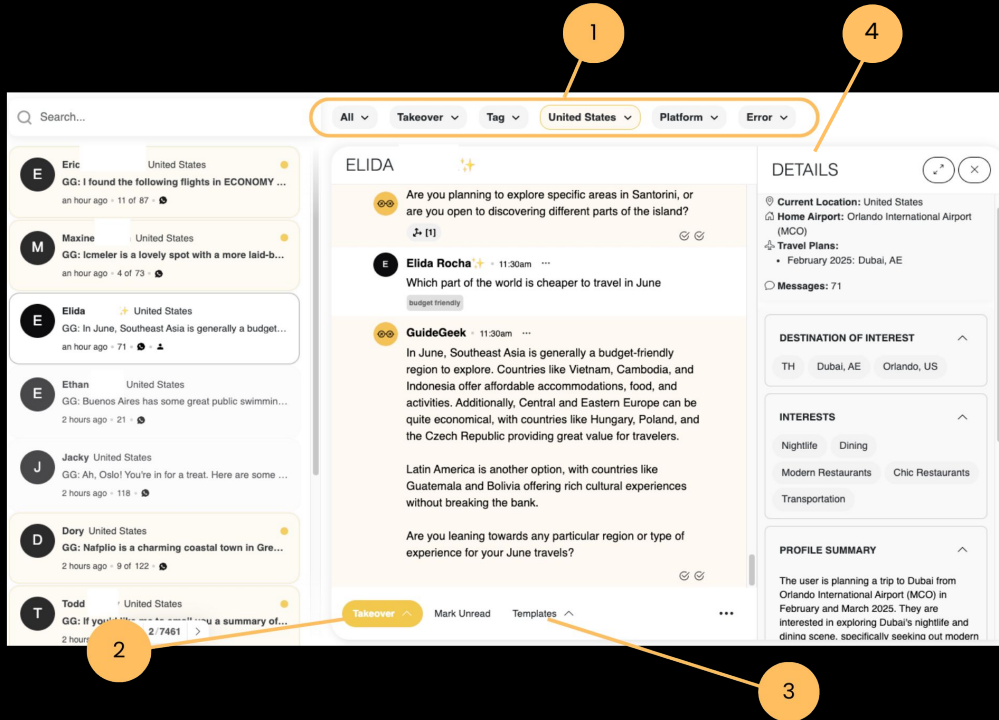
Could you help me find a hotel

Certainly! Reno, Nevada offers a variety of hotels to suit different preferences and budgets. Here are a few options you might consider:

1. **Hilton Garden Inn Reno** - Located off I-580, this hotel offers comfortable rooms, free Wi-Fi, an on-site restaurant, and a fitness center. It's about six miles from the Reno-Tahoe International Airport. More details and booking options can be found here <https://l.guidegeek.com/wr5QB>.
2. **Renaissance Reno Downtown Hotel & Spa** - This is Reno's only non-

FAQs and Need to Knows

- When these filters are **turned off**, responses are displayed in the typical text list format
- Responses will highlight businesses found in your site content, as such stakeholders will likely be prioritized in responses.
- Making the decision to turn filters on or off is completely up to you. However, it is important to note that if there are specific restaurants / hotels which you are partnered with that you would like to default to when users inquire, then you will not be able to do this when the filter is turned on.



- 1 Filters & Tags
- 2 “Human Takeover” Live Chat Feature
- 3 User Re-engagement
- 4 Deep User Profiles

Final Thoughts on **GuideGeek**

Matador is already a global leader in AI for Travel.

DMOs and partners should see AI as a new 'platform' – first there was Search, then Social, and now AI will become a new way of reaching and influencing travelers.

The coming together of amazing content, trackable bookings and AI is the undeniable future of travel and we are the company that will bring this to DMOs and partners globally.

Thank you

ROSS BORDEN

Chief Executive Officer
Ross@MatadorNetwork.com

Alex Aufmann

Director of Media & Content Partnerships
alex.aufmann@matadornetwork.com



A Suite of AI-Powered Products for DMOs

Built with an AI model specific to your destination

Content Creation	Generative Response Ads	AI Assistant
<p>Relevant content at scale for marketing teams</p> <ul style="list-style-type: none"> Powered by your website, events, brochures, and more. Includes multiple styles and 10+ templates: social, itineraries, local businesses, SEO, blogs, partner programs, and more. Secure: your data remains yours and isn't used to train the core AI model. Evolving for Generative Search optimization. 	<p>Engage visitors right within an ad space</p> <ul style="list-style-type: none"> Provide real-time, relevant information directly within the ad space. Highlight attractions, dining, events, accommodations, and more. Drive visitor engagement and streamline their journey to your destination. Use your own ad creative, and enhance it with a conversation space! 	<p>A conversational widget on your website</p> <ul style="list-style-type: none"> Answers in common language. Includes real-time updates. Speaks 90+ languages at no extra cost. Easily integrates via a simple code snippet. <p>Custom features for DMOs: Search, by name or zip code:</p> <ul style="list-style-type: none"> Restaurants, hotels Attractions, museums Shopping, wineries Local businesses close to any chosen location.

Your Destination AI Ecosystem:
Modular, Customizable, and
Built for the Future

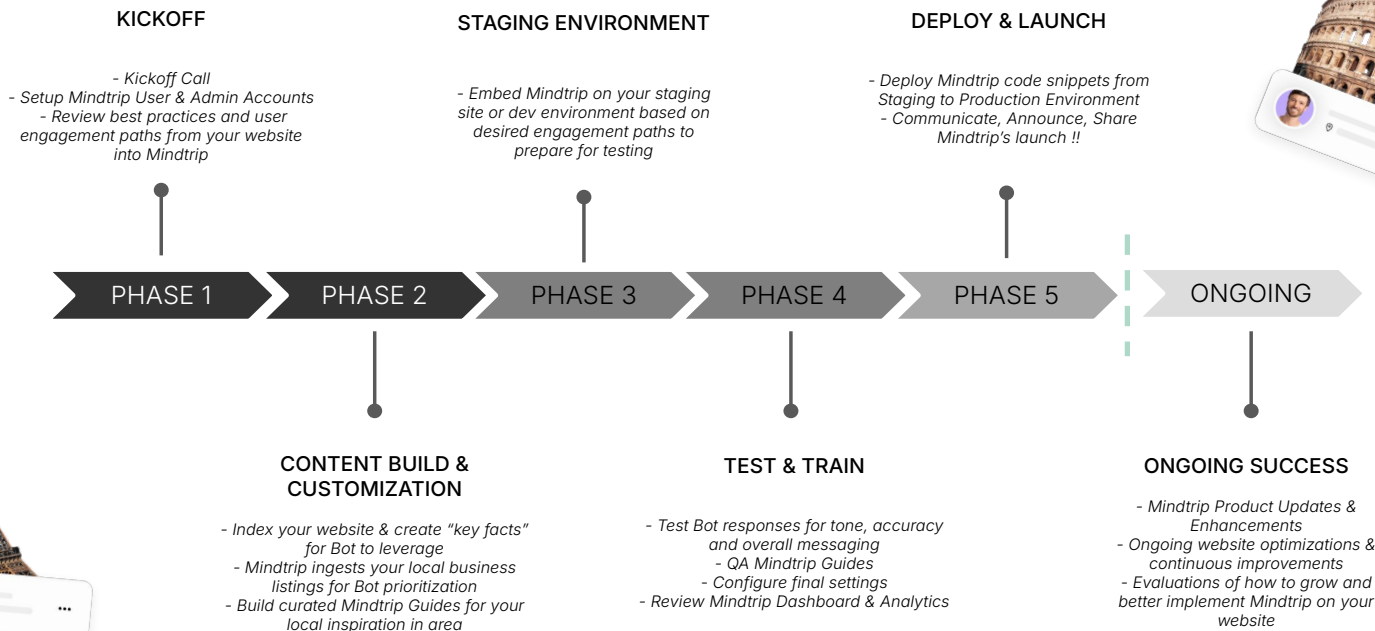
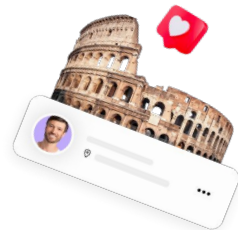
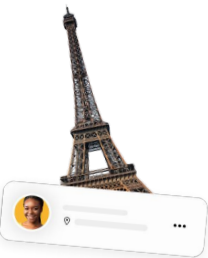
Sign up to get started

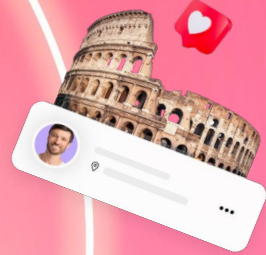
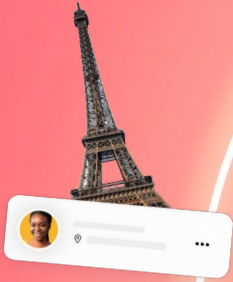


241 W 37th Street, Suite 724
New York, NY 10018
hello@intentful.ai

Implementation Process

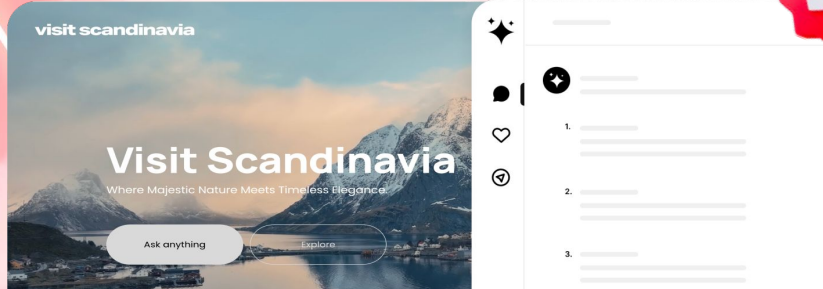
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✦✦ **mindtrip.** *for business*

AI-Powered Travel Personalized for Your Visitors



Introducing Mindtrip.

The Full Travel Journey Powered by AI



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Page 100 of 116

What We've Heard So Far...

DMO & Tourism Board problems that AI can now help solve

“

We create all of this incredible content but the average visitor sees less than 1/10th of it

”

I am worried about maintaining relevance with AI and all of the changes happening to the search landscape

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What We've Heard So Far...

DMO & Tourism Board problems that AI can now help solve

“

Our internal studies show that travelers want a more personalized experience than what we have now

“

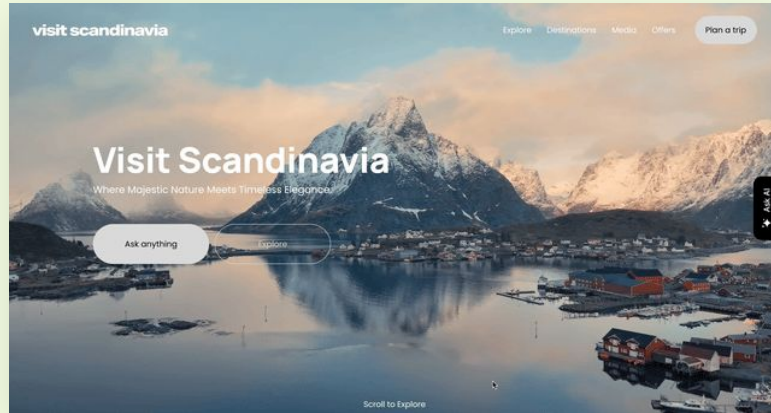
We know our marketing efforts are impactful, but we need to provide our partners with more visibility

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Mindtrip for Business

Turn Your Travel Content into Personalized & Actionable Itineraries

Page 60 of 73



#	Name	Member	Mentions ↑	Views	Likes/Adds	Leads	Bookings
1	San Francisco 📍 California - United States	---	11,546	9,459	7,112	927	---
2	The Beverly Hills Hotel 📍 Beverly Hills - California	Yes	10,999	8,487	3,990	1,234	646
3	Fairmont San Francisco 📍 San Francisco - California	Yes	10,980	7,440	---	---	---



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Mindtrip Solves the Hourglass Problem

Making the abundant world of travel recommendations and inspirational content actionable and bookable



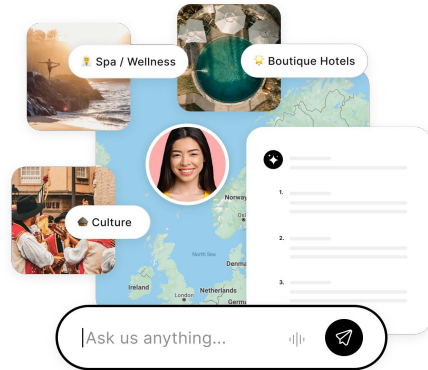
— Website, Social, Video

— Itineraries, Booking

Mindtrip for Business

Put your visitors at the ❤️ of every journey

Page 62 of 73



Improve engagement

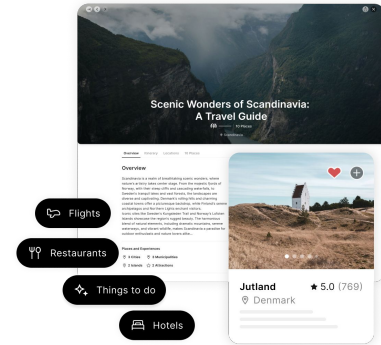
Increase time on site and satisfaction with personalized, actionable recs that prioritize your website content.



<https://yourdmo.com/yourmagiclink>

Turn inspiration into action

Whether on your site or in your socials, use Magic Links to turn content into customizable trip plans in seconds.



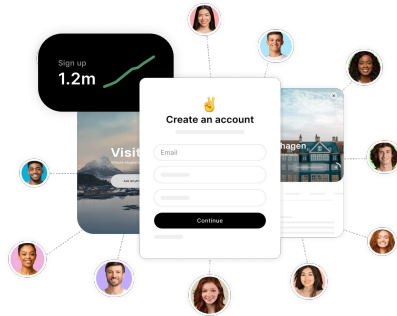
Increase partner handoffs

Go beyond clicks and let the conversation about partners shine. You supply the list of key partners, we do the rest.

Mindtrip for Business

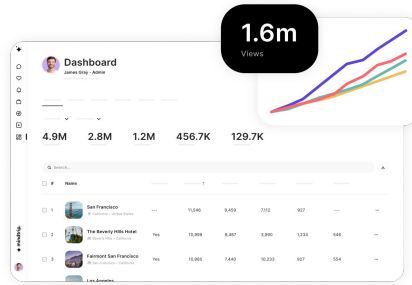
Put your visitors at the ❤️ of every journey

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Expand marketing reach

Capture email addresses when people register to chat, save or share.



Get actionable insights

Gain real-time visibility into your visitors' preferences, trip plans and partner interactions.

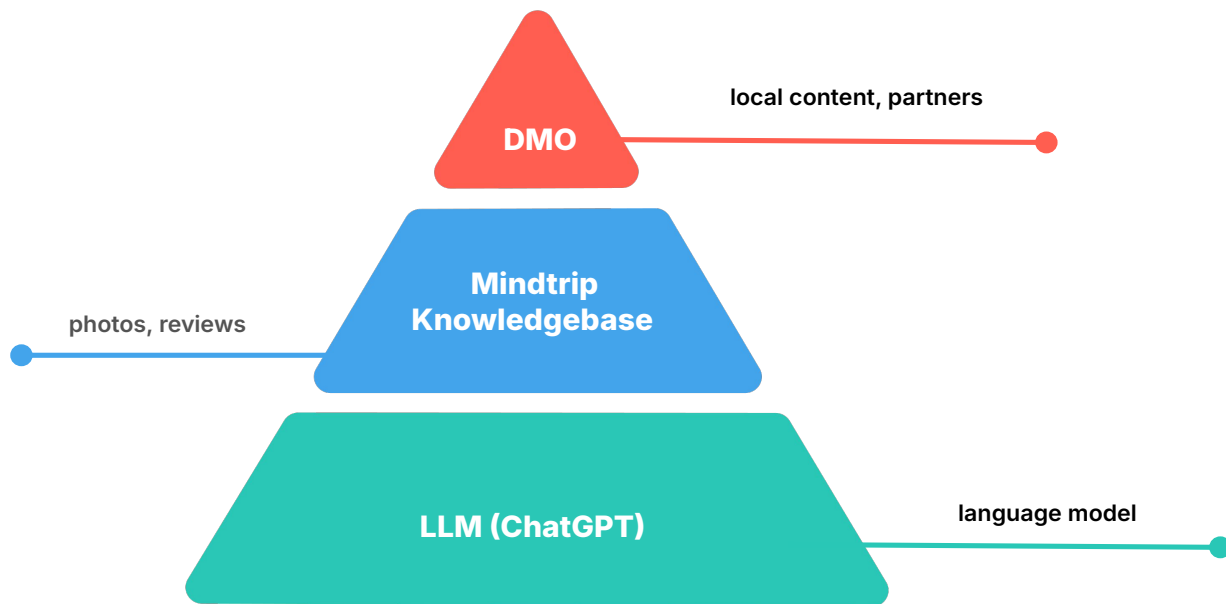


Future-proof your business

As AI evolves, you'll lead with features like automated bookings and voice-to-voice interactions.

You Control the Narrative, We Provide the Experience

We index and prioritize your website content and set the geo boundaries of each conversation



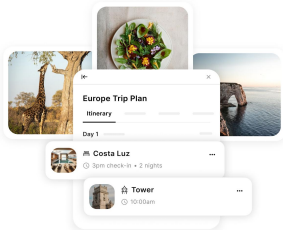
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Mindtrip for Business

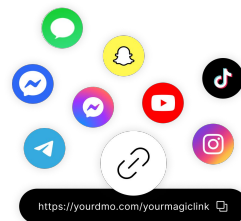
Features you will love

Page 65 of 73



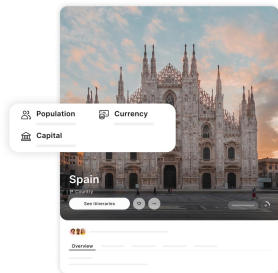
Seamless Integration

Empower visitors to create personalized itineraries with a single code snippet.



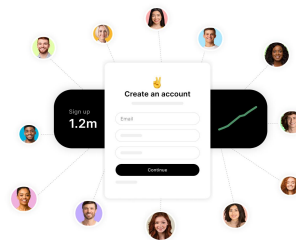
Start Anywhere™

Instantly turn your digital media (social, video, broadcast, etc.) into customizable trip plans with Mindtrip Magic Links.



Key Facts

Specify key details about your locations—like road closures, and promotions.

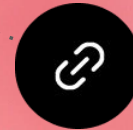
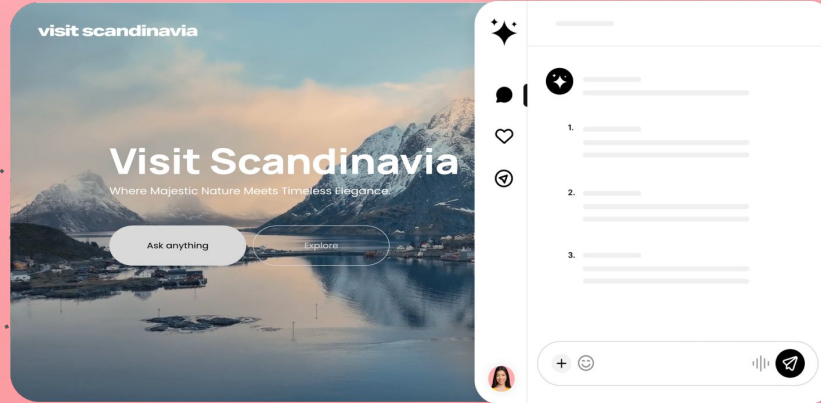
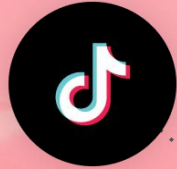


Marketing List Opt-in

Grow your marketing list when visitors save or share itineraries.

Start Anywhere™ & Magic Links

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Deep Link from your **Socials, Videos, Articles, Broadcast media**, etc.

[Example video](#)

Robust Reporting

Track engagement, access chat history and understand partner handoffs.

Dashboard
James Gray · Admin
Visit California · Partner since May 2024

View reports

Places Guides Reports Settings Widget Setup Team Management

All places July 2024 Filters

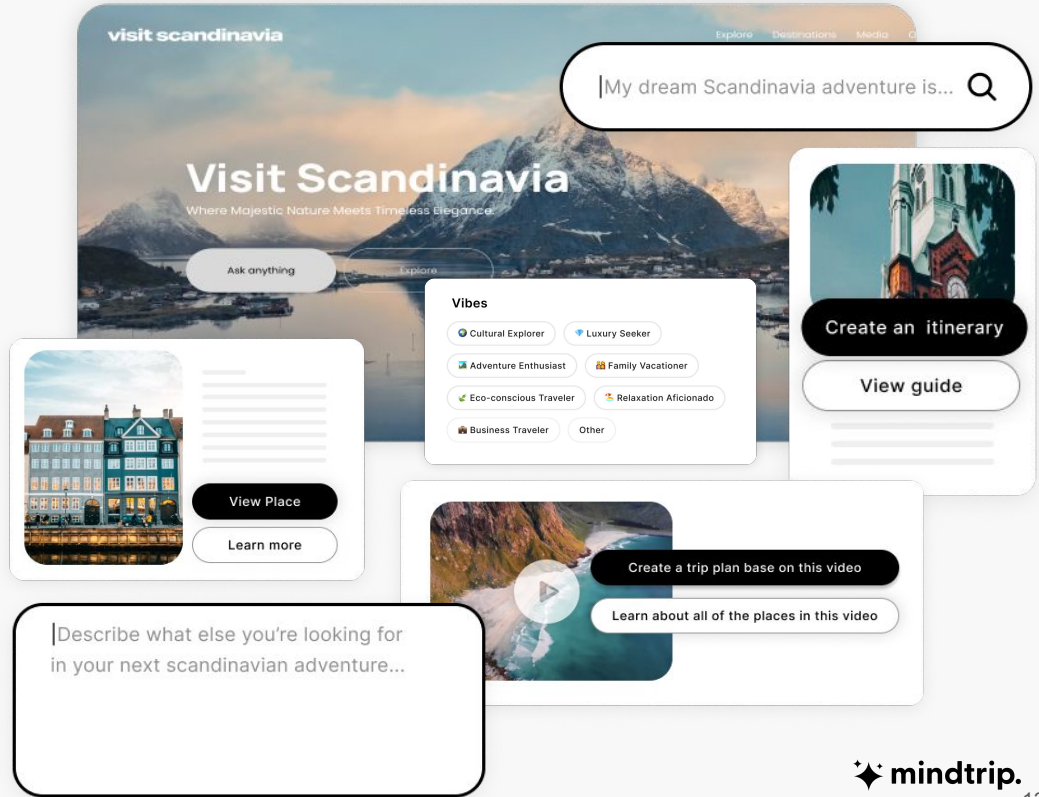
4.9M Mentions 2.8M Views 1.2M Likes/Adds 456.7K Leads 129.7K Bookings

Q Search...

#	Name	Member	Mentions ↑	Views	Likes/Adds	Leads	Bookings
1	San Francisco <small>California · United States</small>	---	11,546	9,459	7,112	927	---
2	The Beverly Hills Hotel <small>Beverly Hills · California</small>	Yes	10,999	8,487	3,990	1,234	546
3	Fairmont San Francisco <small>San Francisco · California</small>	Yes	10,980	7,440	10,233	927	554

Unlimited Engagement Paths

Website visitors can plan their visit from any page on your website. Mindtrip provides code snippets for various interactions such as open text fields, guides, sample prompts, etc.



Elevating Experiences for These Brands

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esencial
**COSTA
RICA**

The Outer Banks[®]
OF NORTH CAROLINA

VISIT
**TRUCKEE
TAHOE**

Afikokan

**ULSTER
COUNTY**

NEW YORK

MONTEREY
FIND YOUR WAY HERE™

DISCOVER
Puerto Rico
DiscoverPuertoRico.com

Mindtrip Pricing/ Packaging



Basic

Contact for price

Includes:

- ✓ Content Indexing
- ✓ Seamless Integration
- ✓ Location Settings
- ✓ Curated Guides
- ✓ Magic Links
- ✓ Marketing List Opt-In

Max: 1 admin
 Max: 5 Guides
 Max: 5,000 messages/month

Premium

Contact for price

Includes

Everything in Basic, plus:

- ✓ Configurable UI
- ✓ Business Rules
- ✓ Photo & POI Updates
- ✓ Robust Reporting
- ✓ Customer Success Manager

Max: 5 admin
 Max: 20 Guides
 Max: 25k messages/month
 Max: 1K website pages crawled

Enterprise

Contact for price

Includes

Everything in Basic, plus:

- ✓ Single Sign-On
- ✓ Multi-language Translation
- ✓ Advanced Analytics
- ✓ Custom Integrations
- ✓ Enterprise Account Manager

Max: 100 Guides
 Unlimited admins
 Unlimited messages/month
 Unlimited website pages crawled



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Questions

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rudi@mindtrip.ai

OLD BUSINESS VI.1.

Mindtrip Team

Strong track record of success working together

- 1 Repeat founders with multiple successful outcomes
- 2 Team that has worked together at multiple companies over 20 years
- 3 Technical innovation at scale
- 4 Horsepower: High velocity engineering, product, and design
- 5 Proven go-to-market team



stripe



— Team has scaled multiple startups to successful exits —



SHOPSTYLE
A Rakuten Company

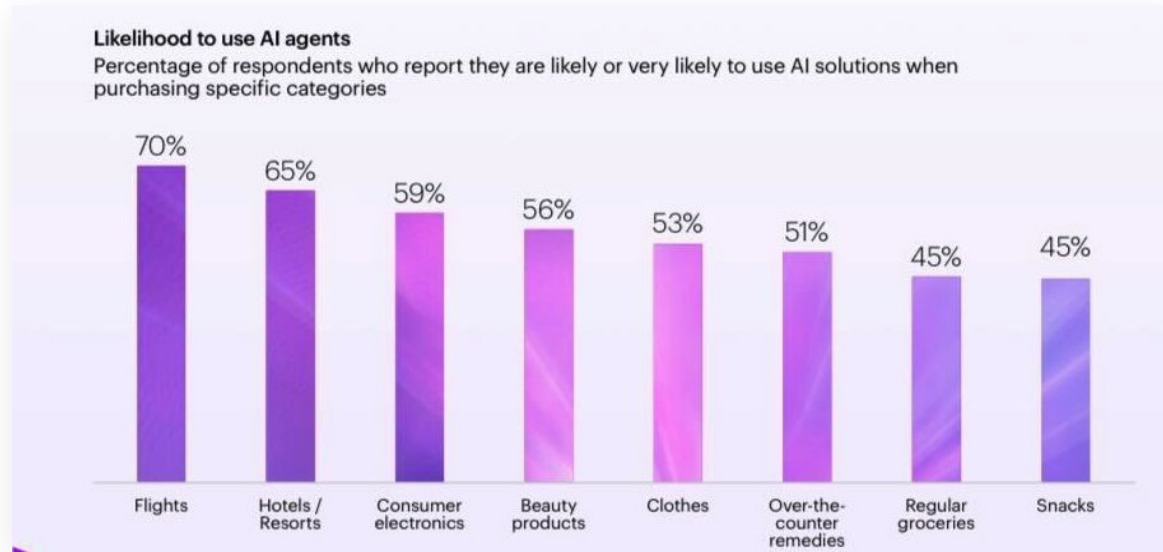


ROADSTER™

Today's Traveler Is Ready To Leverage AI

65-70% of consumer are likely to use Gen AI to purchase travel related activities, ahead of other consumer categories - Accenture, April 2024¹

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1. [The Empowered Consumer](#), Accenture Report - April 2024