



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

## AGENDA

Pagosa Springs Area Tourism Board Meeting  
Monday, October 6, 2025 @ 4:00 PM

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**1. REMOTE PARTICIPATION**

The public is highly encouraged to join via Zoom conference call as space is limited in the meeting room

Join Zoom Meeting By Computer - <https://zoom.us/j/84965276510>

Dial by Phone - 1-669-900-6833 US - Meeting ID: 849 6527 6510

**I. CALL MEETING TO ORDER**

**II. PUBLIC COMMENT**

*Please sign in to make public comment*

**III. OLD BUSINESS**

**1. 2026 Budget Discussion**

[FY 2026 lodgers tax budget 10.2.25 updated](#)

**IV. NEXT TOURISM BOARD MEETING NOVEMBER 5TH AT 4:00 PM**

**V. ADJOURNMENT**

		2023 Actual	2024 Actual	2025 Budget	2025 Amended Budget	2025 Projected	2026 Budget
<b>Lodgers Tax Fund</b>							
Revenues	Taxes	811,184	883,605	950,000	950,000	950,000	1,010,000
	Intergovernmental	491,329	570,686	575,000	575,000	575,000	599,000
	Charges for Service	1,462	-	-	-	-	-
	Miscellaneous	33,707	63,105	41,500	41,500	61,500	46,500
	Leases & Rents	-	5,250	5,000	5,000	5,000	5,000
	Interfund Transfers	-	5,342	-	-	-	-
<b>Total Revenues</b>		<b>1,337,681</b>	<b>1,527,988</b>	<b>1,571,500</b>	<b>1,571,500</b>	<b>1,591,500</b>	<b>1,660,500</b>
	Total on spreadsheet	1,337,681	1,527,988	1,571,500	1,571,500	1,591,500	1,660,500
Expenditures	Tourism Admin	8,834	252,417	247,760	247,760	248,761	464,737
	Tourism	1,621,810	610,131	1,134,385	1,134,385	1,220,466	1,136,782
	Visitor Center	51,042	145,576	189,355	189,355	115,597	123,452
<b>Total Expenses</b>		<b>1,681,685</b>	<b>1,008,124</b>	<b>1,571,500</b>	<b>1,571,500</b>	<b>1,584,824</b>	<b>1,724,970</b>
	Total on spreadsheet	1,681,685	1,008,124	1,571,500	1,571,500	1,584,824	1,724,970

Carry over		1,483,865	1,124,147	1,124,147	1,124,147	1,639,103	1,645,779
	Fund balance					-	
						1,639,103	
Revenues		1,337,681	1,527,988	1,571,500	1,571,500	1,591,500	1,660,500
Expenditures		1,681,685	1,008,124	1,571,500	1,571,500	1,584,824	1,724,970
	Over/under	(344,005)	519,864	(0)	-	6,676	(64,470)
	<b>Totals</b>	<b>1,139,860</b>	<b>1,644,011</b>	<b>1,124,147</b>	<b>1,124,147</b>	<b>1,645,779</b>	<b>1,581,309</b>
Operating Reserve		420,421	252,031	440,020	440,020	440,020	431,243
Capital Reserve		719,439	1,391,980	684,127	684,127	1,205,759	1,150,066

DESCRIPTION	ACCOUNT ID	2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 AMENDED BUDGET	2025 Projected	2026 BUDGET
<b>LODGERS TAX FUND</b>							
<b>LODGERS TAX REVENUES</b>		<b>1,337,681</b>	<b>1,527,988</b>	<b>1,571,500</b>	<b>1,571,500</b>	<b>1,591,500</b>	<b>1,660,500</b>
<b>TAXES</b>		<b>811,184</b>	<b>883,605</b>	<b>950,000</b>	<b>950,000</b>	<b>950,000</b>	<b>1,010,000</b>
LODGER'S TAX	41-31-108	811,184	883,605	950,000	950,000	950,000	1,010,000
<b>INTERGOVERNMENTAL</b>		<b>491,329</b>	<b>570,686</b>	<b>575,000</b>	<b>575,000</b>	<b>575,000</b>	<b>599,000</b>
INTERGOVERNMENTAL TAX SHARING	41-33-301	491,329	530,686	525,000	525,000	525,000	550,000
<i>Archuleta County lodgers tax</i>		491,329	530,686	525,000	525,000	525,000	550,000
ARCHULETA COUNTY	41-33-304			-	-	-	-
STATE OF COLORADO GRANTS	41-33-305		40,000	50,000	50,000	50,000	49,000
<i>Colorado Tourism Office</i>	41-33-305	—	40,000	50,000	50,000	50,000	49,000
<b>CHARGES FOR SERVICE</b>		<b>1,462</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
DEPARTMENT SPECIFIC SERVICE CHARGES	41-34-400	1,462					
<b>MISCELLANEOUS</b>		<b>33,707</b>	<b>63,105</b>	<b>41,500</b>	<b>41,500</b>	<b>61,500</b>	<b>46,500</b>
MISCELLANEOUS	41-36-601	2,876	3,723	-	-	-	-
INTEREST	41-36-603	29,369	57,581	40,000	40,000	60,000	45,000
PASS THROUGH	41-36-604	1,462	1,801	1,500	1,500	1,500	1,500
<i>Visitor Center Electric &amp; Gas</i>	41-36-604	1,462	1,801	1,500	1,500	1,500	1,500
<b>LEASES &amp; RENTS</b>		<b>-</b>	<b>5,250</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>
DEPARTMENT SPECIFIC RENTAL	41-38-800	—	5,250	5,000	5,000	5,000	5,000
<i>Event Stage and Trailer Rental</i>	41-38-800	—	5,250	5,000	5,000	5,000	5,000
<b>INTERFUND TRANSFER</b>		<b>-</b>	<b>5,342</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
TRANSFER FROM TRUST FUND	41-39-906	—	5,342	-	-	-	-

DESCRIPTION	ACCOUNT ID	2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 AMENDED BUDGET	2025 Projected	2026 BUDGET
<b>LODGERS FUND EXPENSES</b>		<b>1,681,685</b>	<b>1,008,124</b>	<b>1,571,500</b>	<b>1,571,500</b>	<b>1,584,824</b>	<b>1,724,970</b>
<b>TOURISM ADMIN</b>		<b>8,834</b>	<b>252,417</b>	<b>247,760</b>	<b>247,760</b>	<b>248,761</b>	<b>464,737</b>
<b>PERSONNEL</b>							
SALARIES	41-71-401	-	216,375	214,430	214,430	214,430	341,476
OVERTIME	41-71-403	-	-	-	-	-	-
FICA	41-71-411	-	11,896	12,342	12,342	12,342	17,429
EMPLOYEE INSURANCE	41-71-412	-	35,213	30,244	30,244	30,244	68,851
RETIREMENT	41-71-413	-	8,091	10,365	10,365	10,365	22,783
WORKERS COMPENSATION INSURANCE	41-71-423	-	370	150	150	150	4,587
<b>SUPPLIES &amp; MATERIALS</b>							
FUEL/OIL/OPERATING FLUIDS	41-71-511	-	-	-	-	201	-
COMPUTER/IT EQUIPMENT	41-71-583	-	-	-	-	-	7,200
SOFTWARE SUBSCRIPTIONS	41-71-584	-	1,724	752	752	752	39,852
<i>Adobe Pro (Director)</i>	41-71-584	-	315	660	660	660	660
<i>Zoom webinar account</i>	41-71-584	-	-	-	-	-	-
<i>Software Subscriptions-% entered by finance</i>	41-71-584	-	-	92	92	92	652
<i>Data (placer.ai)</i>	41-71-584	-	-	-	-	-	17,640
<i>Visa Transaction Data</i>	41-71-584	-	-	-	-	-	15,500
<i>CoStar Reporting</i>	41-71-584	-	-	-	-	-	5,400
<b>PROPERTY SERVICES</b>							
TELEPHONE-EE ISSUED CELL PHONE	41-71-622	-	976	1,025	1,025	1,025	1,538
<b>PURCHASED SERVICES</b>		<b>8,834</b>	<b>30,047</b>	<b>31,552</b>	<b>31,552</b>	<b>32,352</b>	<b>74,671</b>
AUDIT	41-71-703	-	-	3,277	3,277	3,277	3,582
CONTRACTED SERVICES	41-71-704	-	2,936	-	-	-	35,000
<i>Blue Room Research</i>	41-71-704	-	-	-	-	-	35,000
IT SERVICES	41-71-705	-	2,183	-	-	-	6,038
TRAVEL-TRANSPORTATION	41-71-711	8,834	4,664	5,000	5,000	5,000	2,500
TRAVEL-MEALS	41-71-712	-	27	-	-	50	200
TRAVEL-LODGING	41-71-713	-	6,858	7,500	7,500	7,500	5,600
MEETING-REGISTRATION	41-71-722	-	6,538	7,000	7,000	7,000	7,000
<i>IPW</i>	41-71-722	-	-	-	-	-	-
<i>Go West</i>	41-71-722	-	-	-	-	-	-
<i>CADMO</i>	41-71-722	-	-	-	-	-	-
<i>GovCon</i>	41-71-722	-	-	-	-	-	-
FEES	41-71-741	-	656	800	800	800	800
CONVENIENCE (CREDIT CARD PROCESSING)	41-71-742	-	114	375	375	375	375
INSURANCE & BONDS	41-71-761	-	786	-	-	750	1,311
DUES & MEMBERSHIPS	41-71-792	-	1,550	1,500	1,500	1,500	1,500
<i>CADMO</i>	41-71-792	-	650	600	600	600	600
<i>Grand Circle</i>	41-71-792	-	450	450	450	450	450
<i>Tour Colorado</i>	41-71-792	-	450	450	450	450	450
BOARD EXPENSES/VOLUNTEER APPRE	41-71-796	-	3,735	6,100	6,100	6,100	10,765
<i>Other</i>	41-71-796	-	3,735	3,500	3,500	3,500	3,500
<i>Civic Clerk</i>	41-71-796	-	-	-	-	-	2,950
<i>CIRSA TOURISM BD E&amp;O LIAB (7 Members) entered by finance</i>	41-71-796	-	-	2,600	2,600	2,600	4,315
<b>DEPT SPECIFIC/MISC</b>							
PASS THROUGH EXPENSES	41-71-981	-	3,295	-	-	-	-

DESCRIPTION	ACCOUNT ID	2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 AMENDED BUDGET	2025 Projected	2026 BUDGET
<b>TOURISM</b>		<b>1,621,810</b>	<b>610,131</b>	<b>1,134,385</b>	<b>1,134,385</b>	<b>1,220,466</b>	<b>1,136,782</b>
<b>PERSONNEL</b>		<b>362,705</b>	<b>81,137</b>	<b>82,582</b>	<b>82,582</b>	<b>82,582</b>	<b>87,957</b>
SALARIES	41-72-401	226,801	60,843	62,835	62,835	62,835	65,168
PART TIME	41-72-402	44,415	-	-	-	-	-
OVERTIME	41-72-403	-	-	-	-	-	-
FICA	41-72-411	20,055	4,646	4,807	4,807	4,807	4,985
EMPLOYEE INSURANCE	41-72-412	59,473	11,341	9,230	9,230	9,230	10,337
RETIREMENT	41-72-413	11,962	4,307	5,652	5,652	5,652	6,517
WORKERS COMPENSATION INSURANCE	41-72-423	-	-	58	58	58	950
<b>SUPPLIES &amp; MATERIALS</b>		<b>-</b>	<b>8,208</b>	<b>980</b>	<b>980</b>	<b>15,580</b>	<b>86,375</b>
COPY/PRINTING	41-72-505	-	-	-	-	-	-
DEPARTMENT MATERIALS	41-72-521	-	-	-	-	1,500	-
COMMUNITY ENGAGEMENT/COMMUNITY	41-72-561	-	7,545	-	-	5,000	15,000
<i>Ambassador Program</i>	41-72-561	-	-	-	-	5,000	15,000
COMPUTER/IT EQUIPMENT	41-72-583	-	189	-	-	-	4,500
SOFTWARE SUBSCRIPTIONS	41-72-584	-	474	980	980	9,080	66,875
<i>Adobe Pro (Marketing)</i>	41-72-584	-	474	756	756	756	756
<i>Sprout Social</i>	41-72-584	-	-	-	-	-	4,788
<i>Vertical Response</i>	41-72-584	-	-	-	-	-	-
<i>Visit Widget</i>	41-72-584	-	-	-	-	-	7,188
<i>Crowdriff</i>	41-72-584	-	-	-	-	-	10,000
<i>Website AI Tool</i>	41-72-584	-	-	-	-	-	25,000
<i>Simpleview</i>	41-72-584	-	-	-	-	-	9,106
<i>Mailchimp</i>	41-72-584	-	-	-	-	8,100	9,720
<i>Software Subscriptions-% entered by finance</i>	41-72-584	-	-	224	224	224	317
<b>PROPERTY SERVICES</b>		<b>4,096</b>	<b>2,313</b>	<b>5,544</b>	<b>5,544</b>	<b>6,025</b>	<b>25,638</b>
TELEPHONE-EE ISSUED CELL PHONE	41-72-622	-	537	544	544	1,025	638
R&M-WAYFINDING & SIGNAGE	41-72-659	4,096	1,776	5,000	5,000	5,000	25,000
<b>PURCHASED SERVICES</b>		<b>1,255,009</b>	<b>518,473</b>	<b>1,045,279</b>	<b>691,283</b>	<b>752,283</b>	<b>936,812</b>
CONTRACTED SERVICES (OTHER PRO	41-72-704	15,392	20,756	67,791	67,791	99,541	29,350
<i>Data (placer.ai)</i>	41-72-704	-	6,000	16,000	16,000	16,000	-
<i>Other Data (Blue Room)</i>	41-72-704	-	-	20,200	20,200	35,000	-
<i>Crowdriff</i>	41-72-704	-	10,000	18,631	18,631	18,631	-
<i>Visit Widget</i>	41-72-704	-	3,200	6,480	6,480	6,480	-
<i>Vertical Response</i>	41-72-704	-	1,556	6,480	6,480	6,480	-
<i>Visitor Sentiment Study</i>	41-72-704	-	-	-	-	9,750	9,750
<i>Jesse James Creative website</i>	41-72-704	-	-	-	-	-	10,000
<i>Fluegge Consulting paid meta</i>	41-72-704	-	-	-	-	7,200	9,600
IT SERVICES	41-72-705	-	-	1,882	1,882	1,882	2,012
<i>Echo IT Services - % entered by finance</i>	41-72-705	-	-	1,882	1,882	1,882	2,012
EVENT SERVICES	41-72-706	130,829	96,032	116,000	116,000	156,000	166,000
<i>Fireworks (50%)</i>	41-72-706	-	16,000	16,000	16,000	16,000	16,000
<i>Outside Organization Event Funding</i>	41-72-706	-	80,032	100,000	100,000	140,000	150,000
TRAVEL-TRANSPORTATION	41-72-711	-	526	750	750	-	-
TRAVEL-MEALS	41-72-712	-	60	-	-	-	-
MEETING-REGISTRATION	41-72-722	-	416	-	-	-	-
INITIATIVES & ECONOMIC DEVELOP	41-72-771	739,525	34,925	418,796	64,800	54,800	308,800
<i>Infrastructure</i>	41-72-771	-	34,925	353,996	-	-	250,000
<i>Downtown Shuttle</i>	41-72-771	-	-	64,800	64,800	54,800	30,000
<i>Transit App</i>	41-72-771	-	-	-	-	-	28,800
ADVERTISING/PUBLIC NOTIFICATIO	41-72-791	369,263	361,678	438,410	438,410	438,410	429,000
<i>Construction Communication</i>	41-72-791	-	-	20,000	20,000	20,000	15,000
<i>Advertising / Marketing</i>	41-72-791	-	321,678	368,410	368,410	368,410	365,000
<i>CTO Grant Expenses</i>	41-72-791	-	40,000	50,000	50,000	50,000	49,000
DUES & MEMBERSHIPS	41-72-792	-	450	-	-	-	-
TRAINING & SCHOOLS	41-72-793	-	158	450	450	450	450
<i>GovCon</i>	41-72-793	-	158	450	450	450	450
TEAM BUILDING	41-72-794	-	229	-	-	-	-
BOARD EXPENSES/VOLUNTEER APPRECIATION	41-72-796	-	3,243	1,200	1,200	1,200	1,200
<i>Zoom webinar subscription</i>	41-72-796	-	3,243	1,200	1,200	1,200	1,200
<b>DEPT SPECIFIC/MISC</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>353,996</b>	<b>363,996</b>	<b>-</b>
TRANSFER TO CAPITAL FUND	41-72-992	-	-	-	353,996	363,996	-
<i>Main Street Infrastructure</i>	41-72-992	-	-	-	353,996	353,996	-
<i>Skyrocket Trailhead Infrastructure</i>	41-72-992	-	-	-	-	10,000	-

DESCRIPTION	ACCOUNT ID	2023 ACTUAL	2024 ACTUAL	2025 BUDGET	2025 AMENDED BUDGET	2025 Projected	2026 BUDGET
<b>VISITOR CENTER</b>		<b>51,042</b>	<b>145,576</b>	<b>189,355</b>	<b>189,355</b>	<b>115,597</b>	<b>123,452</b>
PERSONNEL		-	126,075	146,057	146,057	57,944	64,076
SALARIES	41-73-401	-	43,136	68,687	68,687	-	-
PART TIME	41-73-402	-	50,489	48,844	48,844	48,844	59,354
OVERTIME	41-73-403	-	-	-	-	-	-
FICA	41-73-411	-	6,788	8,991	8,991	8,991	4,540
EMPLOYEE INSURANCE	41-73-412	-	22,755	15,013	15,013	-	119
RETIREMENT	41-73-413	-	2,907	4,413	4,413	-	-
WORKERS COMPENSATION INSURANCE	41-73-423	-	-	109	109	109	63
SUPPLIES & MATERIALS		20,570	7,714	24,716	24,716	29,166	35,492
OFFICE SUPPLIES	41-73-501	7,442	68	3,900	3,900	3,900	3,900
OPERATING SUPPLIES	41-73-502	-	741	1,000	1,000	1,000	1,000
MAINTENANCE & CLEANING SUPPLIE	41-73-503	-	8	-	-	-	-
POSTAGE/SHIPPING	41-73-504	-	342	4,000	4,000	8,000	8,000
COPY/PRINTING	41-73-505	9,520	5,075	12,500	12,500	12,500	15,000
DEPARTMENT MATERIALS	41-73-521	-	40	-	-	-	-
SMALL TOOLS	41-73-543	-	10	-	-	450	-
FURNISHINGS & FIXTURES	41-73-551	-	10	1,500	1,500	1,500	-
Water Bottle Refill Station	41-73-551	-	10	1,500	1,500	1,500	-
COMMUNITY ENGAGEMENT/COMMUNITY	41-73-561	-	16	-	-	-	-
COMPUTER/IT EQUIPMENT	41-73-583	3,608	1,221	1,500	1,500	1,500	1,500
SOFTWARE SUBSCRIPTIONS	41-73-584	-	184	316	316	316	6,092
IDSS	41-73-584	-	-	-	-	-	6,000
Software Subscriptions-% entered by finance	41-73-584	-	184	316	316	316	92
PROPERTY SERVICES		21,155	9,790	9,303	9,303	13,608	13,579
GAS-UTILITY	41-73-601	-	1,249	1,266	1,266	1,339	1,385
ELECTRIC-UTILITY	41-73-602	6,720	2,401	2,110	2,110	2,742	2,879
WATER-UTILITY	41-73-603	-	4,273	3,794	3,794	7,395	7,636
SEWER-UTILITY	41-73-604	-	798	855	855	855	915
TELEPHONE SERVICE-UTILITY	41-73-621	-	581	764	764	764	764
Echo IT	41-73-621	-	581	764	764	764	764
TELEPHONE-EE ISSUED CELL PHONE	41-73-622	-	488	512	512	512	-
R&M-VISITOR CENTER	41-73-654	14,436	-	-	-	-	-
PURCHASED SERVICES		9,316	1,997	9,278	9,278	14,878	10,304
CONTRACTED SERVICES (OTHER PRO	41-73-704	8,776	320	7,000	7,000	6,000	-
IT SERVICES	41-73-705	-	900	1,882	1,882	1,882	-
Echo IT Services-% entered by finance	41-73-705	-	-	1,882	1,882	1,882	-
FEES	41-73-741	-	-	-	-	-	-
CONVENIENCE (CREDIT CARD PROCE	41-73-742	-	-	-	-	-	-
INSURANCE & BONDS	41-73-761	-	-	146	146	146	54
CIRSA liability-% entered by finance	41-73-761	-	-	93	93	93	54
CIRSA contents-% entered by finance	41-73-761	-	-	54	54	54	-
ADVERTISING/PUBLIC NOTIFICATION	41-73-791	-	-	-	-	6,600	10,000
Vistor Swag	41-73-791	-	-	-	-	6,600	10,000
TEAM BUILDING	41-73-794	-	66	-	-	-	-
BOARD EXPENSES/VOLUNTEER APPRE	41-73-796	541	711	250	250	250	250