



## **AGENDA**

Town Hall 551 Hot Springs Blvd  
Pagosa Springs, CO 81147

Pagosa Springs Area Tourism Board Meeting  
July 15, 2026 @ 3:00 PM

---

### **REMOTE PARTICIPATION**

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

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

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

---

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. PUBLIC COMMENT**
- IV. DISCLOSURES AND/OR CONFLICT OF INTEREST**
- V. CONSENT AGENDA**
  - 1. Approval of the April 8th Meeting Minutes**
- VI. REPORTS TO BOARD**
  - 1. Financial Report**
  - 2. Chair Report**
  - 3. Executive Director Report**
  - 4. Chamber of Commerce Report**
  - 5. Board of Realtors Report**
  - 6. Lodgers Association Report**
- VII. UNFINISHED BUSINESS**

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

1. 2026 Event Funding

- VIII. NEW BUSINESS

1. 2026 IGA Update

- IX. NEXT MEETINGS

- X. ADJOURNMENT



## AGENDA BRIEF

**MEETING:** Agenda\_071526

**FROM:**

---

**PROJECT:** Approval of the April 8th Meeting Minutes

**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**

1. Minutes Preview - 4.8.26



Town Hall 551 Hot Springs Blvd  
Pagosa Spring, CO 81147

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

---

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on April 8, 2026 at 3:00 PM in the Town Hall 551 Hot Springs Blvd.

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

**BOARD ABSENT:** Gary Williams

**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. DISCLOSURES AND/OR CONFLICT OF INTEREST**

Board Member Hensle said he will recuse himself from voting on event funding for Hot Springs Fest and Pagosa Paddle because the Springs Resort is his employer and they are also a sponsor for Pagosa Paddle. Board Member Marchand is on the Chamber Board and will recuse himself from voting on event funding for the Chamber of Commerce events. He is also a past sponsor for 84 Ranch Ag Fest so he will recuse himself from that vote as well. Board Member Dufour has a conflict of interest and will recuse herself from all event funding voting for this round.

**IV. PUBLIC COMMENT**

There was no public comment.

**V. CONSENT AGENDA**

**1. Approval of the March 11th Meeting Minutes**

Board Member Lucero moved to approve the March 11, 2026 meeting minutes, Board Member Johnson seconded.

**VI. REPORTS TO BOARD**

## 1. Financial Report

April Hessman, Finance Director said the Board packet included financials through the end of March. Everyone has remitted taxes for the first quarter for town's lodgers. They have not received the County's yet.

## 2. Chair Report

No Chair Report.

## 3. Director Report

Director said staff updated the How to Work with Us overview. It is now called How to Partner with Visit Pagosa Springs. We added a page with information for businesses to sign up for emergency alerts through the town and county. We have added an Industry Partners footer to the website where this information can be found. We have also added a footer for press and media based on recommendation from the PR team. For Lodging tax, what is showing in revenue is just what has been received. We are still missing quite a few payments for January and February and a couple in December. Sales tax is also lagging a bit and that is why there is not a new Blue Room report. Director will send reports to the board when that information is received.

## 4. Chamber of Commerce Report

Board Member Marchand asked how the historical amount funded is calculated on the event funding spreadsheet. For the Chamber of Commerce it showed \$88,000 but they were legacy events. They have not gotten funding for those as a board. They would like to see it broken down by event. Director said it is the aggregate of all Chamber events on the spreadsheet. The historical amount is updated yearly and is a rolling number. The amount has been verified with the finance team. It is not broken down by event. Director said she can get the breakdown report with the 17 years of history. Mr Marchand also asked what the process will be for voting today. Director said I have the spreadsheet set up as soon as I know how many people are going to be voting, so that the math is correct. I have it set up to where the board members cannot allocate more than what we have left in the budget. You can certainly allocate less than what is remaining in the budget, but if the total is more than \$63,000 and some change, I will let that board member know that they'll have to change numbers somewhere else. I was planning to do it the same way as we did in January, and just walk down by board member. The events are listed in the order that they were received, and that's in the spreadsheet order as well.

## 5. Board of Realtors Report

Board Member Johnson said these stats are for March for single-family homes in Pagosa. The average sold price was \$765,472. That's down 11.6% year-over-year. There were 24 homes sold in March. That's up from last year, there were 21 last year. Average price per square foot was \$356. Last year, it was \$398. There were 62 new listings in March, compared to 47 last year, so we definitely have more on the market. In March, there were 154 total active listings, and our supply is sitting at about 6.5 months.

## 6. Lodgers Association Report

Board Member Hensle said they launched their first Lodgers Demand Survey with 8 of 15 locations responding. The group represents 87% of all lodging rooms. When asked about occupancy in March versus last year, 87.5% of the respondents said that it was below last year. When asked about length of stay in March versus previous year, 62% of the respondents said it was shorter. When asked about current month pacing, 100% responded they were pacing behind last year. When asked about pacing for the next 8 weeks, 100% said they were behind pacing from last year, with 62.5% saying that they were well behind pacing from last year. When asked about 3 months looking forward, 100% said that the business is currently much weaker or slightly weaker than it was year over year. When asked about a booking window, 50% said that currently their guests were coming within a 7-day window. When asked about confidence over the next 90 days, 100% were concerned or very concerned with booking pace for the summer. Key takeaway is that not a single respondent reported occupancy, pacing, or forward-looking bookings equal to or above last year. Every metric was negative. Mr Hensle said they sent an email out yesterday to their entire database of 250,000 people, with a response that quickly came back saying "We are looking to book rooms from April 20th to April 23rd. I heard you had severe flooding last year. Are all of your pools and premises fixed yet, or are they in working order yet?". So we're still combating this flood, a perception that's been going, so doing what we can to combat that will be important. This year is being termed the summer of the staycation so we should be thinking about that as we're adapting our marketing, and putting our ads out for summertime, and what we can impact. The lodgers would also like to say thank you for adding in the March metadata. It's nice to see some reporting on our media impact. Notably, the click-through rates are great. What can we do more with that? Are we spending enough to pace sufficiently to move summer demand when we're already seeing that we're behind? Looking at the metadata, the spend is not equal to the budgets, so that causes some concerns for us. Director said the spend is just for the month of March. The budget is for the campaign itself. Mr Hensle said what is absent from the Lodgers Association's view is no cumulative spend dashboard in the packet rather than the google drive, no stated performance goals against campaigns, and no conversion data from this meta-report that connects to 18,500 link clicks to any consumer or visitation in the area.

He said the Lodgers have four recommendations: #1 - Can we review the Q1 campaign performance so that we can inform summer marketing decisions? The board currently has no visibility into media performance. It would be nice to see staff present at the May meeting a full Q1 review covering what campaigns drove the most qualified traffic, and the specific recommendations for Q2 based on that performance. #2 - Present recommendations based on that data to lean into the staycation trend. The larger survey confirms what the national travel research is showing. Travelers are making last-minute decisions. Staff should bring to the May meeting concrete Q2 strategy recommendations that reflect this shift, including how the budget should be redeployed to short-term booking lead times that we're experiencing, and to maximize our impact in Denver and Albuquerque drive markets. #3 - Create a monthly media dashboard as a standing board packet item. It should track 1. Performance against pacing of planned spend so that we don't have the discrepancies noted here. Cumulative budget versus last year to today. 2. Campaign performance metrics, like benchmarks, click-through rates, and CPC. 3. One metric tied to visitors coming to Pagosa Springs. This dashboard should cover all funds being spent on external advertising. Google Drive is not a reporting metric or reporting place. Lastly, to help combat this flood story that keeps going, we could direct BPR to prioritize storytelling that addresses flood perception in our key markets. Negative coverage in the flooding area around Pagosa Springs is an active barrier to our bookings. Director said a lack of snow has certainly been a factor in all the western U.S. Director was on a webinar this afternoon with the Colorado Association of Destinations, and Tim Wolf, the Executive Director of CTO and combined Colorado and Utah. They said occupancy was down 23% in January in Colorado and Utah, and 19% in February. Director is going to the Denver Travel and Adventure Show this weekend to talk to roughly 11,000 consumers and make sure everyone knows that Pagosa is still here, regardless of the flood coverage.

## **VII. UNFINISHED BUSINESS**

## **VIII. NEW BUSINESS**

### **1. County-Wide Parks & Recreation Presentation**

Darren Lewis, Parks and Rec Director, Amanda Gadowski, Rec Supervisor, and Bob Milford with Pagosa Area Recreation Coalition were present to give the board an update on the future of Parks and Rec. Mr Lewis said they are looking to create a sustainable revenue stream that we can leverage for grants that can help recreation on a county-wide basis. The Town currently has a \$2 million budget to provide recreation for everyone in the county for parks, sports, and trails for locals and tourists. They have spoken at a recent Town/County work session looking for collaboration between the town and county.

The county doesn't have a Parks and Rec dept but there are recreational needs in the county they would like to help work on. The county has a conservation trust fund that they receive about \$175,000 yearly that can only be spent on parks and recreation. The town receives about \$20,000 yearly in conservation trust funding. That comes from the lottery from the state and is based off population. The county gives the town \$60,000 of their fund to help offset the town's recreation budget. Mr Lewis said they would like to see the county and the town each contribute for example about \$50,000. For the town to come up with the difference, they could possibly increase the lodging tax by 0.25% or reallocate lodging tax. Nothing has been discussed and there have been no decision made by town council but it is something they are interested in. Bob Milford said PARC started about 1.5 years ago. They have a draft strategic recreation conservation plan for the area, Archuleta County, part of Hinsdale County and Mineral County. They contracted with the Town, have been holding meetings, talking about issues with the task force of about 45-50 members and a leadership committee of all different land agencies. They are in the process of finalizing the plan. GOCO and CPW dedicated \$50 million to these regional partnership initiatives over the next 5 years we can apply to receive some funds for big projects. PARC also wants to create a recreation website for the area so information is easy to find. Possible ideas to create a revenue stream would be using a portion of lodging tax, sales tax increase, other counties have fees for parking at trail heads. They are using the PARC survey and visitor sentiment survey data for the task force priorities and strategic plan. Board Chair Prince said his concern is the idea of putting county funds towards promoting federal lands. Federal lands are federal lands and their funding is set forth by the federal government. Mr Milford said if we didn't have the clear the trails campaign half of the trails in Pagosa would be closed. People who are recreating here don't concern themselves with the boundaries. It's important that we work together and spend the money efficiently to get things done to have good experiences and protect our natural resources and wildlife. Board Member Lucero asked if the funds would be used to purchase more property on Reservoir Hill. Mr Milford said that is certainly on their list of projects. They will send the PARC strategic plan to the tourism board to give input. County Commissioner John Ranson said the county is already looking at \$450-500 million coming to voters which is a lot of money to pass. He recommended PARC bring their people to the community forums to present ideas. Board Member Lucero asked if this GOCO grant will compete with the GOCO grant for the multipurpose pavilion? Mr Milford said this is a separate set of money just for the regional partnership initiative.

## 2. 2026 Event Funding - Round 2

Board Chair Pince said previously the board had criteria for event funding but for 2026 they opted to have no criteria. Director said the process will be the same as Round 1 in January. She will have each board member give a dollar amount by event. Each member can't exceed the dollar amount of \$63,483 total. The total amount will be averaged by the number of members voting for that particular event. Board Chair Prince said we have some board members who feel if they are up for event funding they should completely recuse themselves from all event funding discussion and voting. Some board members feel they should just recuse themselves for their particular event. Board Member Lucero and Dufour said they felt that was the most ethical approach because you could skew the funding for other events to benefit your event. Board Member Hensle said there should be criteria for this in the Town Code of Ethics. David Harris, Town Manager said this really is a decision for the board to proceed forward on, and you need to decide what is considered a conflict. One option, is that individuals can recuse themselves from the entire process or the individual items, but it does come down to your own conscience and how you want to proceed unless the board would like to take a formal statement. If you find yourself in a situation where 3/4 of you can't vote because you are conflicted out, you're not going to have quorum. In the interest of moving this forward you should state your conflict and whether or not you are staying for the vote, and do it on an individual basis. After discussion amongst the board, it was decided that it would be an individual decision. Board Member Dufour said due to the perception of a conflict of interest, I'm going to recuse myself from voting on any of the events on the docket this evening. Board Member Hensle said he will be recusing himself from Hot Springs Fest, Mountain Light Music Festival, and Pagosa Paddle. Board Member Marchand will recuse himself from the Chamber of Commerce events and the 84 Ranch Ag Fest.

Matt Cottle was in attendance for the Pagosa Springs Summer Concert Series. They are requesting \$20,000 in funding. Mr Cottle said last year they had over 8,500 attendees, 70% were local, average age was about 35, approximate income \$65-70K. They had attendees from NM, AZ, TX, CA, OK, FL, NY and even Europe. They had over 900K views on Facebook, 65K on Instagram, over 18K visits to the website, and a combined reach of almost a million people in views and reach and interactions. It profits about \$2,000. Ticket prices will be \$10-15.

Reggae in the Park is requesting \$10,000. There was not a representative for this event in attendance.

Brian Wattier was in attendance for 84 Ranch Ag Fest. They are requesting \$30,000 in funding. The date of the event is still TBD.

Brent Phillips was in attendance for Mountain Light Music Festival. They are requesting \$10,000 in funding. Board member Marchand said they have a total revenue of \$108,284, so I'm just curious why they feel they need our \$10,000 for their event. Brent said they are a higher-end boutique chamber music festival. They have been in Pagosa since 2015. They are requesting 2% of their budget because he still needs to cover interim costs for Kia Grande, Springs Resort and guest artists and travel. The Springs Resorts is a sponsor. They are providing them with a few nights of rooms for guests. They're providing them a venue in kind, and will collect 20% of the ticket revenue. With Keyah Grande and Liberty Theatre they are paying venue fees.

Doug Carlson was in attendance for Pickle In Pagosa Pickleball Tournament. He said they are requesting \$1,500 in funding which is about 15% of their expenses. This will be their 4th year holding a tournament. They typically bring in 200-250 players, about half are visitors. 60% of their income is covered by registration sales. Last year they made about \$12,000 and the year before about \$8,000. They are donating that money as part of the \$25,000 donation to get windscreens installed.

Mary Cocke was in attendance for Hot Springs Fest. They are requesting \$4,000. Mary said the festival includes activities and soaking at all three hot springs properties. Last year they added a couple of new free community events to the festival: a wellness artisan market and the annual robe parade and after party.

Ali Whitman was in attendance for School of Movement's Wonderland performance. They are requesting \$5,000. They have been doing productions for 10 years and have increased to three productions per year. Their gap city report shows 30% of attendees are from out of town. They advertise as a burlesque show but they are very PG in their presentation. The \$5k ask is about 25% of their production budget.

Joan Ward with Pagosa Pride was in attendance. They are requesting \$1,500. Joan said they have one presenter who's going to be staying two nights. Many of the folks who come from out of town are from Durango, Bayfield, Ignacio, Farmington. They are trying to work towards is having a multi-day event where it would encourage people to stay overnight. This year, they have added the Liberty theater movie on Thursday night as a fundraiser, but that leaves a gap of a day, so

they are working on other ideas for Friday or Sunday to encourage people to stay over.

Lindsey Kurt-Mason was in attendance for the 2026 Pagosa Paddle. They are requesting \$4,000. Board Member Lucero asked about the timing equipment that the board funded in a previous year. Mr Kurt-Mason said they did not receive money for timing equipment and they paid for a professional timer last year. They were considering purchasing timing equipment the year before last but decided not to and instead hire a timing person. If there is a lack of water in the river they will have to cancel the event. They are working with the Springs Resort, Healing Waters, and Pagosa Lodge. 60% of their competitors are from out of town.

Kathie Disner with The Pagosa Springs Artist Studio Tour was in attendance. They are requesting \$1,200. Kathie said this is the 4th year for this event and they do have lodging partner agreements with The Springs Resort, Pagosa Lodge, and Pagosa Springs RV Park.

Susan Fischer with Life at Chimney Rock was in attendance. They are requesting \$4,275. Susan said it is a 2 day event they have held for 15-20 years. They do not have lodging partnerships because their Native American dance groups prefer to find their own lodging. About 70% of their visitors are from out of town.

Jacque Aragon with Mountain Chile Cha Cha was in attendance. They are requesting \$12,500. Jacque said their bands from northern New Mexico have a really big following. They stay at vacation rentals all over Pagosa and they work with local lodgers through general promotion to encourage more overnight stays to make a weekend out of the event. This will be their 20th year holding the event with year over year growth. Last year they had 3,500-4,000 attendees.

Dave Ballina with Big Picture Classic was in attendance. Dave said they are asking for an additional \$5,000 to replace the baskets on the Cloman Park disc golf course. They cost \$12,000 to replace, but the county gave them \$5,000. The tournament went from a B tier to an A tier tournament, which changed from 2 days to 3 days, and they also got picked up on the Pro Qualifying Tour. Out of 500 courses that were applied, 20 of us were picked. Because of the improvements they made on the course, they were one of those courses that got picked. Out of the 160 players around 90-95% of players are coming from out of town and they expect there to be 300-400 people in town for the tournament. They do have lodging agreements with a few hotels in town.

## **IX. NEXT MEETINGS**

## **X. ADJOURNMENT**



## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** Financial Report  
**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**

1. June 2026 Financial Tourism Fund

TOWN OF PAGOSA SPRINGS  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 6 MONTHS ENDING JUNE 30, 2026

LODGERS TAX FUND

|                                         | PERIOD ACTUAL | YTD ACTUAL | BUDGET       | UNEARNED     | PCNT  |
|-----------------------------------------|---------------|------------|--------------|--------------|-------|
| <u>TAXES</u>                            |               |            |              |              |       |
| 41-31-108 LODGERS TAX                   | 61,140.06     | 404,610.06 | 1,010,000.00 | 605,389.94   | 40.1  |
| TOTAL TAXES                             | 61,140.06     | 404,610.06 | 1,010,000.00 | 605,389.94   | 40.1  |
| <u>INTERGOVERNMENTAL REVENUES</u>       |               |            |              |              |       |
| 41-33-301 INTERGOVERNMENTAL TAX SHARING | .00           | 261,026.31 | 550,000.00   | 288,973.69   | 47.5  |
| 41-33-305 STATE OF COLORADO GRANTS      | 20,000.00     | 69,000.00  | 49,000.00    | ( 20,000.00) | 140.8 |
| TOTAL INTERGOVERNMENTAL REVENUES        | 20,000.00     | 330,026.31 | 599,000.00   | 268,973.69   | 55.1  |
| <u>MISCELLANEOUS REVENUES</u>           |               |            |              |              |       |
| 41-36-601 MISCELLANEOUS REVENUE         | .00           | 444.50     | .00          | ( 444.50)    | .0    |
| 41-36-603 INTEREST INCOME               | 4,899.74      | 28,307.12  | 45,000.00    | 16,692.88    | 62.9  |
| 41-36-604 PASS THROUGH REVENUE          | 88.40         | 861.33     | 1,500.00     | 638.67       | 57.4  |
| TOTAL MISCELLANEOUS REVENUES            | 4,988.14      | 29,612.95  | 46,500.00    | 16,887.05    | 63.7  |
| <u>LEASES &amp; RENTS</u>               |               |            |              |              |       |
| 41-38-800 DEPT. SPECIFIC RENTAL REVENUE | 1,200.00      | 3,000.00   | 5,000.00     | 2,000.00     | 60.0  |
| TOTAL LEASES & RENTS                    | 1,200.00      | 3,000.00   | 5,000.00     | 2,000.00     | 60.0  |
| TOTAL FUND REVENUE                      | 87,328.20     | 767,249.32 | 1,660,500.00 | 893,250.68   | 46.2  |

TOWN OF PAGOSA SPRINGS  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 6 MONTHS ENDING JUNE 30, 2026

LODGERS TAX FUND

|                                          | PERIOD ACTUAL | YTD ACTUAL | BUDGET       | UNEXPENDED   | PCNT    |
|------------------------------------------|---------------|------------|--------------|--------------|---------|
| <u>TOURISM ADMIN.</u>                    |               |            |              |              |         |
| 41-71-401 SALARIES                       | 13,671.94     | 87,196.73  | 227,826.00   | 140,629.27   | 38.3    |
| 41-71-411 FICA                           | 1,014.42      | 6,555.98   | 17,429.00    | 10,873.02    | 37.6    |
| 41-71-412 EMPLOYEE INSURANCE             | 2,892.72      | 17,368.60  | 68,851.00    | 51,482.40    | 25.2    |
| 41-71-413 RETIREMENT                     | 1,367.20      | 8,837.49   | 22,783.00    | 13,945.51    | 38.8    |
| 41-71-423 WORKERS COMPENSATION INSURANCE | 330.14        | 1,323.95   | 4,587.00     | 3,263.05     | 28.9    |
| 41-71-583 COMPUTER/IT EQUIPMENT          | .00           | 7,276.74   | 7,200.00     | ( 76.74)     | 101.1   |
| 41-71-584 SOFTWARE SUBSCRIPTIONS         | 116.53        | 805.54     | 39,852.00    | 39,046.46    | 2.0     |
| 41-71-622 TELEPHONE-EE ISSUED CELL PHONE | 245.82        | 685.84     | 1,538.00     | 852.16       | 44.6    |
| 41-71-703 AUDIT                          | 1,442.23      | 3,192.14   | 3,582.00     | 389.86       | 89.1    |
| 41-71-704 CONTRACTED SERVICES (OTHER PRO | .00           | 17,500.00  | 35,000.00    | 17,500.00    | 50.0    |
| 41-71-705 IT SERVICES                    | .00           | 493.72     | 6,038.00     | 5,544.28     | 8.2     |
| 41-71-711 TRAVEL-TRANSPORTATION          | 213.04        | 376.93     | 2,500.00     | 2,123.07     | 15.1    |
| 41-71-712 TRAVEL-MEALS                   | .00           | 75.28      | 200.00       | 124.72       | 37.6    |
| 41-71-713 TRAVEL-LODGING                 | .00           | 1,128.15   | 5,600.00     | 4,471.85     | 20.2    |
| 41-71-722 MEETING-REGISTRATION           | .00           | 95.00      | 7,000.00     | 6,905.00     | 1.4     |
| 41-71-741 FEES                           | 60.00         | 303.60     | 800.00       | 496.40       | 38.0    |
| 41-71-742 CONVENIENCE (CREDIT CARD PROCE | ( 12.43)      | ( 218.58)  | 375.00       | 593.58       | ( 58.3) |
| 41-71-761 INSURANCE & BONDS              | 327.83        | 983.49     | 1,311.00     | 327.51       | 75.0    |
| 41-71-792 DUES & MEMBERSHIPS             | .00           | .00        | 1,500.00     | 1,500.00     | .0      |
| 41-71-796 BOARD EXPENSES/VOLUNTEER APPRE | 1,078.97      | 6,186.91   | 10,765.00    | 4,578.09     | 57.5    |
| TOTAL TOURISM ADMIN.                     | 22,748.41     | 160,167.51 | 464,737.00   | 304,569.49   | 34.5    |
| <u>TOURISM</u>                           |               |            |              |              |         |
| 41-72-401 SALARIES                       | 9,436.02      | 54,251.57  | 65,168.00    | 10,916.43    | 83.3    |
| 41-72-411 FICA                           | 673.49        | 3,920.97   | 4,985.00     | 1,064.03     | 78.7    |
| 41-72-412 EMPLOYEE INSURANCE             | 2,892.23      | 15,797.53  | 10,337.00    | ( 5,460.53)  | 152.8   |
| 41-72-413 RETIREMENT                     | 893.46        | 5,144.04   | 6,517.00     | 1,372.96     | 78.9    |
| 41-72-423 WORKERS COMPENSATION INSURANCE | 185.12        | 742.38     | 950.00       | 207.62       | 78.2    |
| 41-72-502 OPERATING SUPPLIES             | 5.97          | 5.97       | .00          | ( 5.97)      | .0      |
| 41-72-505 COPY/PRINTING                  | .00           | 128.51     | .00          | ( 128.51)    | .0      |
| 41-72-543 SMALL TOOLS                    | .00           | 46.34      | .00          | ( 46.34)     | .0      |
| 41-72-561 COMMUNITY ENGAGEMENT/COMMUNITY | .00           | .00        | 15,000.00    | 15,000.00    | .0      |
| 41-72-583 COMPUTER/IT EQUIPMENT          | .00           | 5,457.87   | 4,500.00     | ( 957.87)    | 121.3   |
| 41-72-584 SOFTWARE SUBSCRIPTIONS         | 2,344.29      | 19,019.42  | 66,875.00    | 47,855.58    | 28.4    |
| 41-72-622 TELEPHONE-EE ISSUED CELL PHONE | 101.94        | 305.84     | 638.00       | 332.16       | 47.9    |
| 41-72-659 R&M-WAYFINDING & SIGNAGE       | .00           | 958.62     | 25,000.00    | 24,041.38    | 3.8     |
| 41-72-704 CONTRACTED SERVICES (OTHER PRO | 14,450.00     | 86,438.30  | 29,350.00    | ( 57,088.30) | 294.5   |
| 41-72-705 IT SERVICES                    | 380.98        | 2,698.71   | 2,012.00     | ( 686.71)    | 134.1   |
| 41-72-706 EVENT SERVICES                 | 5,390.62      | 124,930.41 | 166,000.00   | 41,069.59    | 75.3    |
| 41-72-771 INITIATIVES & ECONOMIC DEVELOP | 30,000.00     | 30,000.00  | 308,800.00   | 278,800.00   | 9.7     |
| 41-72-791 ADVERTISING/PUBLIC NOTIFICATIO | 44,434.60     | 160,908.01 | 429,000.00   | 268,091.99   | 37.5    |
| 41-72-793 TRAINING & SCHOOLS             | .00           | .00        | 450.00       | 450.00       | .0      |
| 41-72-794 TEAM BUILDING                  | 81.20         | 283.88     | .00          | ( 283.88)    | .0      |
| 41-72-796 BOARD EXPENSES/VOLUNTEER APPRE | 11.10         | 44.52      | 1,200.00     | 1,155.48     | 3.7     |
| TOTAL TOURISM                            | 111,281.02    | 511,082.89 | 1,136,782.00 | 625,699.11   | 45.0    |

TOWN OF PAGOSA SPRINGS  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 6 MONTHS ENDING JUNE 30, 2026

LODGERS TAX FUND

|                                          | PERIOD ACTUAL | YTD ACTUAL | BUDGET       | UNEXPENDED    | PCNT  |
|------------------------------------------|---------------|------------|--------------|---------------|-------|
| <u>VISITOR CENTER</u>                    |               |            |              |               |       |
| 41-73-401 SALARIES                       | .00           | 665.22     | .00          | ( 665.22)     | .0    |
| 41-73-402 PART TIME                      | 2,936.16      | 21,357.29  | 59,354.00    | 37,996.71     | 36.0  |
| 41-73-411 FICA                           | 224.62        | 1,709.19   | 4,540.00     | 2,830.81      | 37.7  |
| 41-73-412 EMPLOYEE INSURANCE             | 5.88          | 44.71      | 119.00       | 74.29         | 37.6  |
| 41-73-423 WORKERS COMPENSATION INSURANCE | 10.02         | 40.17      | 63.00        | 22.83         | 63.8  |
| 41-73-501 OFFICE SUPPLIES                | .00           | .00        | 3,900.00     | 3,900.00      | .0    |
| 41-73-502 OPERATING SUPPLIES             | .00           | 342.12     | 1,000.00     | 657.88        | 34.2  |
| 41-73-504 POSTAGE/SHIPPING               | 3,000.00      | 3,472.60   | 8,000.00     | 4,527.40      | 43.4  |
| 41-73-505 COPY/PRINTING                  | 227.58        | 463.64     | 15,000.00    | 14,536.36     | 3.1   |
| 41-73-543 SMALL TOOLS                    | .00           | 43.63      | .00          | ( 43.63)      | .0    |
| 41-73-583 COMPUTER/IT EQUIPMENT          | .00           | .00        | 1,500.00     | 1,500.00      | .0    |
| 41-73-584 SOFTWARE SUBSCRIPTIONS         | 35.88         | 6,389.58   | 6,092.00     | ( 297.58)     | 104.9 |
| 41-73-601 GAS-UTILITY                    | 69.84         | 561.29     | 1,385.00     | 823.71        | 40.5  |
| 41-73-602 ELECTRIC-UTILITY               | 288.05        | 1,014.53   | 2,879.00     | 1,864.47      | 35.2  |
| 41-73-603 WATER-UTILITY                  | 716.34        | 923.77     | 7,636.00     | 6,712.23      | 12.1  |
| 41-73-604 SEWER-UTILITY                  | 71.25         | 427.50     | 915.00       | 487.50        | 46.7  |
| 41-73-621 TELEPHONE SERVICE-UTILITY      | 63.80         | 264.18     | 764.00       | 499.82        | 34.6  |
| 41-73-705 IT SERVICES                    | 190.49        | 1,095.66   | .00          | ( 1,095.66)   | .0    |
| 41-73-761 INSURANCE & BONDS              | 13.54         | 190.62     | 54.00        | ( 136.62)     | 353.0 |
| 41-73-791 ADVERTISING/PUBLIC NOTIFICATIO | .00           | 7,682.38   | 10,000.00    | 2,317.62      | 76.8  |
| 41-73-796 BOARD EXPENSES/VOLUNTEER APPRE | .00           | .00        | 250.00       | 250.00        | .0    |
| TOTAL VISITOR CENTER                     | 7,853.45      | 46,688.08  | 123,451.00   | 76,762.92     | 37.8  |
| TOTAL FUND EXPENDITURES                  | 141,882.88    | 717,938.48 | 1,724,970.00 | 1,007,031.52  | 41.6  |
| NET REVENUE OVER EXPENDITURES            | ( 54,554.68)  | 49,310.84  | ( 64,470.00) | ( 113,780.84) | 76.5  |



## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** Chair Report  
**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**  
None



## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** Executive Director Report  
**ACTION:** Information Only

---

### **PURPOSE/BACKGROUND:**

#### **TOURISM BOARD INFORMATION**

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

[https://drive.google.com/drive/folders/12Cy6vSyq\\_8oF5\\_nEMsG0tfe8aZgPV3Hu?usp=sharing](https://drive.google.com/drive/folders/12Cy6vSyq_8oF5_nEMsG0tfe8aZgPV3Hu?usp=sharing).

#### **LODGERS TAX FINANCIAL REPORT**

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

Town collections continue to lag, with no multiple outstanding payments for Jan - May. The full detailed report is available through Google Drive:

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

#### **BLUE ROOM RESEARCH**

The most recent report from Blue Room Research is included in the packet for review. It is also in the 2026 data folder in google drive.

#### **VISITOR CENTER UPDATE**

The Visitor Center lobby is open 7 days per week from 10am to 4pm. We aim to be open 362 days a year, closed only on Thanksgiving, Christmas and New Years. We have recently refilled the vacant part-time position.

#### **SOCIAL MEDIA UPDATE**

Facebook - [www.facebook.com/visitpagosasprings](https://www.facebook.com/visitpagosasprings): 44,195 followers

Instagram - [www.instagram.com/visitpagosa](https://www.instagram.com/visitpagosa): 29,380 followers

Twitter / X - [www.twitter.com/visitpagosa](https://www.twitter.com/visitpagosa) - 2,172 followers

Youtube - [www.youtube.com/visitpagosa](https://www.youtube.com/visitpagosa) - 2k+ subscribers; 8,208,921 video views

TikTok @visitpagosa - 4,670 followers, 27k likes

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

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

Paid Meta campaigns currently running include: (1) event carousel with 2026 events, (2) Summer Video and (3) Summer Carousel and (4) Stage 2 Fire Restrictions PSA. Content is evaluated based on performance and educational needs and adjusted accordingly.

May and June reports have been included for review.

#### **CTO GOVCON AWARDS**

The Director has been named as a finalist for the 2026 CO Governor's award for Outstanding Tourism Champion. This award is the highest recognition for tourism professionals in Colorado. The awards dinner is held during GovCon at the end of September.

#### **4TH OF JULY DATA**

Placer data (cell phone) for July 1-4th shows a 4.2% increase in visitors over 2025. In comparing Archuleta County with regional and other CO hot springs destinations, Pagosa fared well in challenging times. The reports are included in the packet for reference. Staff wants to thank Austin Marchand for helping organize a balloon glow after fireworks were canceled.

#### **2026 CTO MARKETING GRANT**

Work on the 2026 grant continues. Midterm report is due on 7/31. We are hosting an influencer / content creator to experience the trail in late July. All paid promotions will begin once the video is complete; there is approximately \$50k for paid promotions, which will be a nice boost for fall advertising.

#### **2026 CTO TOURISM MANAGEMENT GRANT**

Staff has worked with Parks & Rec for river access kiosks. Staff needs to form a subcommittee with various groups to move forward with wayfinding signs. Director would like 1-2 board members to be involved in the community / stakeholder meetings to revisit the wayfinding plan. The project must be completed by April 2027.

#### **PRESS & MEDIA RELATIONS**

The proposed PR strategy has been added to the 2026 Marketing & Advertising Plans in google drive for review ([https://docs.google.com/presentation/d/1Tx3-sOmFUHjo94DerkrD9GPWuzcnSV1SqLqZLskHEc0/edit?usp=drive\\_link](https://docs.google.com/presentation/d/1Tx3-sOmFUHjo94DerkrD9GPWuzcnSV1SqLqZLskHEc0/edit?usp=drive_link)).

We continue to keep track of scheduled media hosting and all media placement in the following spreadsheet: [https://docs.google.com/spreadsheets/d/1d1pXYOK\\_IUk6dxSps9b9GRvNJ2\\_4UNh5XLrVzFis2g/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRvNJ2_4UNh5XLrVzFis2g/edit?usp=sharing)

The costs associated with the PR agency and hosting media / influencers has been difficult for staff to justify. Staff is evaluating opportunities, but when working through the CTO, travel and meals are covered. Hosting any media through PR agency puts all expenses on Visit Pagosa.

#### **SIGNAGE**

Staff completed an inventory of existing VPS-created signs. We have multiple different sign projects in the works with the Town and County. Award notification for the CTO Tourism Management grant was

received on March 5th, which will provide funding for the new community-wide wayfinding plan and three (3) river kiosks. The goal for 2026 is to create a less staff-heavy process for signage by creating specifications for design, vendors ready to assist and a simple approval process for others to expand on signage efforts, while adhering to the established look and feel.

Staff is working on replacing signage on the Visitor Center and the marquee sign on Hot Springs Blvd. Notable sun damage had deteriorated the signs. Town Staff recently rebuilt the rotting sign structure for the marquee sign replacement.

#### **AMBASSADOR PROGRAM**

The CTO Pagosa Learning Labs module for Pagosa has been completed. Staff will roll it out once the busy summer season is over, as early July did not seem like the best time to reach front line employees. We were awarded this free opportunity through a CTO grant competitive process to create an online training module for front-line employees.

#### **DROUGHT COMMUNICATIONS**

Director has been working with Region 9 and subcommittees to draft messaging for businesses and visitors regarding drought conditions and how to prepare. Staff has been sharing messaging in their weekly newsletter for area businesses to understand resources in advance of a potentially catastrophic situation. The director has been interviewed on regional radio stations regarding this effort. The goal is to continue to educate as many people / businesses as possible.

#### **ATTACHMENTS:**

1. Visit Pagosa Springs - Research Update - May 2026 Review\_final
2. Pagosa May Paid META Overview
3. Pagosa June Paid META Overview
4. Market Visitors -Regional - Jul 1, 2026 - Jul 4, 2026
5. Market Visitors - Hot Springs Loop - Jul 1, 2026 - Jul 4, 2026



- REFRESHINGLY AUTHENTIC -

# Research Insights May 2026 Review

# U.S. Market Review

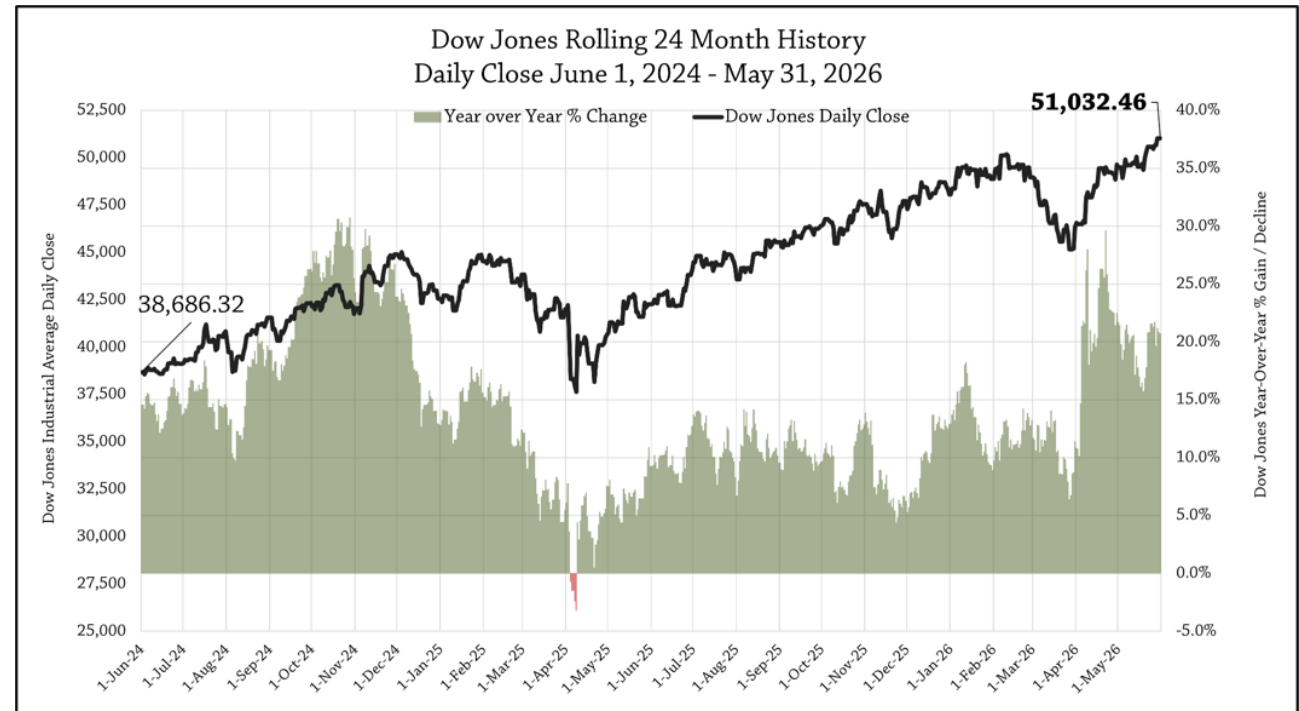


# Economic Review



## The Dow Jones Industrial Average

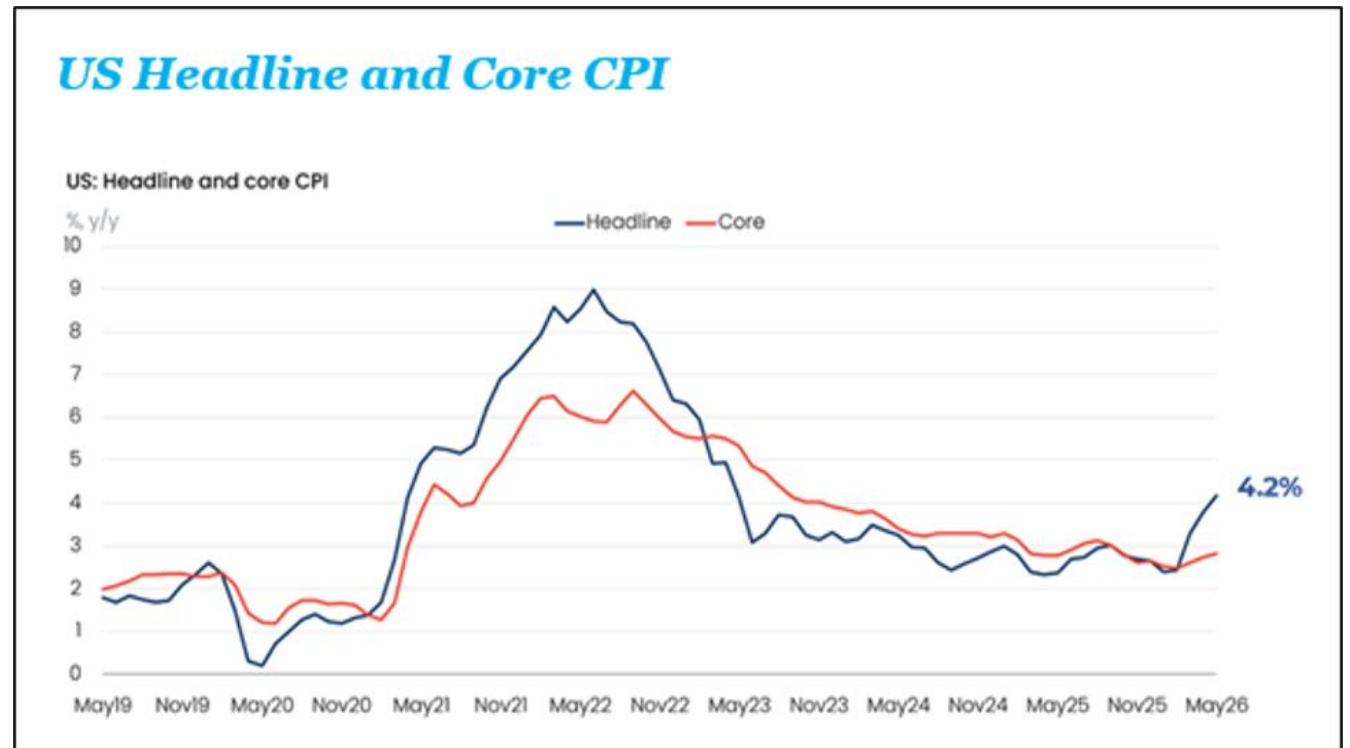
- “The DJIA added a strong 2.8%, or 1,380.3 points, in May to close the month at 51,032.5 points, an all-time high for a monthly close, and the second month in a row the index has set a record.”
- “With inflation sharply higher in the last few months and tanking consumer sentiment, stock markets appear to be reflecting the health of stock markets and not the budgets of consumers, which are being strained.”



# Economic Review

## The National Inflation Rate

- “The annualized rate of headline inflation rose 4.2% in May, the fastest rate of inflation in three years.”
- “The surge, led by higher gas prices, erodes consumer earnings. May’s 4.2% rate of inflation surpassed the 3.4% increase in average hourly earnings, cutting into real (inflation-adjusted) incomes.”
- “We’ve lowered our US CPI inflation forecast for 2026 by a few tenths, from 3.6% to 3.3%.”
- “The adjustment reflects a lower path for global oil prices following recent Iran progress. The drop in gas prices means headline inflation peaked in May, thus lowering the risk of additional pass-through to core inflation.”



# Economic Review

## Changes in the Consumer Price Index

- Year-over-Year (YoY) price increases were seen in virtually every category tracked in the Consumer Price Index in May. Prices rose by 4.2% YoY across all items tracked, with the most significant gains seen in Gasoline and Airline fares.

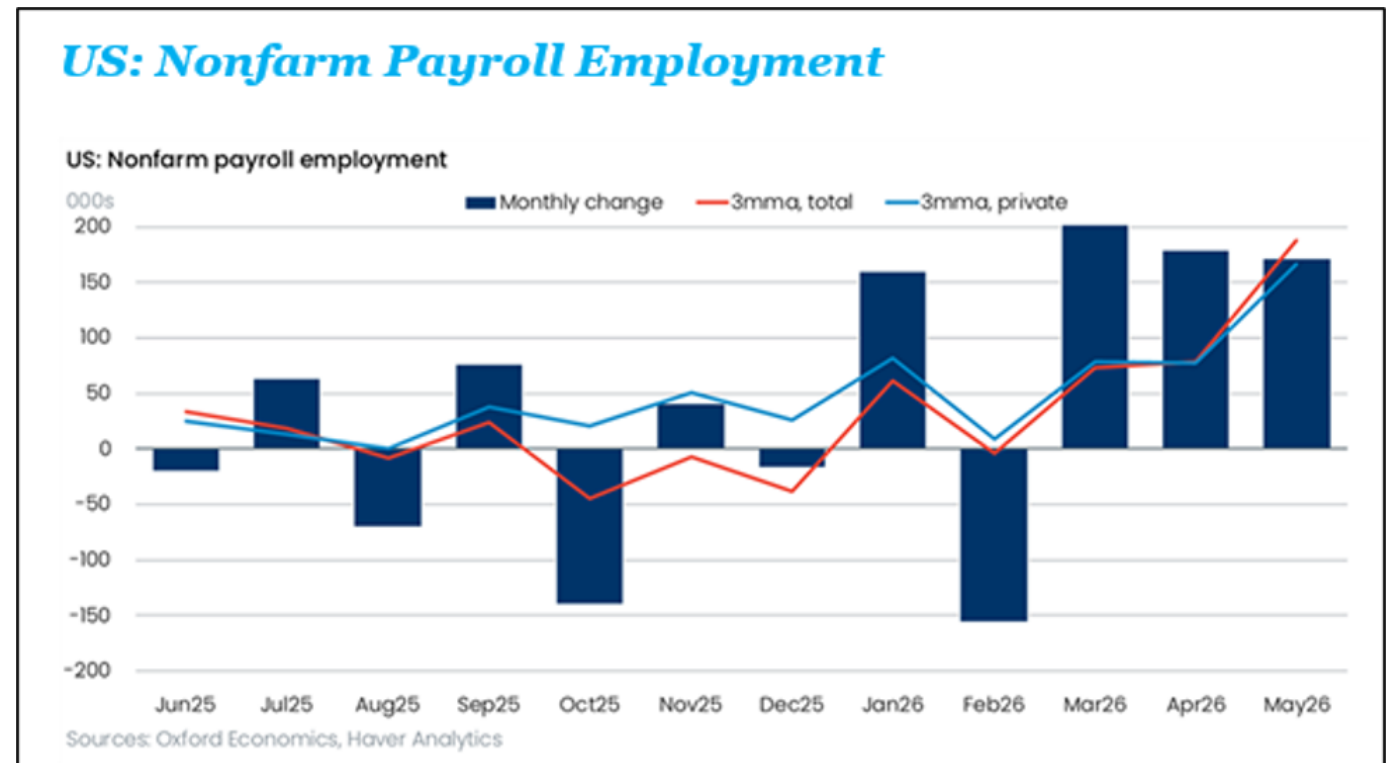
| U.S. inflation by category   May 2026               |      |
|-----------------------------------------------------|------|
| Year-over-year % change in the consumer price index |      |
| All items                                           | 4.2% |
| Food at home                                        | 2.7  |
| Cereals + bakery products                           | 1.9  |
| Meats, poultry, fish + eggs                         | 1.8  |
| Dairy                                               | -1   |
| Fruits + vegetables                                 | 6.1  |
| Nonalcoholic beverages + materials                  | 5.8  |
| Other food at home                                  | 2    |
| Food away from home                                 | 3.5  |

|                                    |      |
|------------------------------------|------|
| Energy                             | 23.5 |
| Gasoline<br>All types              | 40.5 |
| Electricity                        | 5.9  |
| Piped gas service                  | 3    |
| All items less food and energy     | 2.9  |
| Apparel                            | 4.8  |
| Rent of primary residence          | 2.9  |
| New vehicles                       | 0.2  |
| Used cars + trucks                 | -2   |
| Motor vehicle maintenance + repair | 6.1  |
| Motor vehicle insurance            | 6.1  |
| Airline fares                      | 26.7 |
| Medical care commodities           | -1.8 |
| Medical care services              | 3.6  |
| Alcoholic beverages                | 2.1  |
| Tobacco + smoking products         | 7.8  |

# Economic Review

## Labor Market Summary

- “The economy has added more than 150,000 jobs for three consecutive months, a stronger-than-expected surge in hiring that has helped support consumer spending.”
- “The pace of hiring has kept the unemployment rate steady at a low 4.3% for three straight months. Additionally, first-time claims for unemployment benefits remain low, indicating the overall pace of layoffs has not accelerated.”
- “However, long-term unemployment (unemployed 27+ weeks) is still on the rise, reflecting a challenging environment for job-seekers.”



## Consumer Sentiment vs. Consumer Spending

- “Consumers remain resilient, according to May retail sales data. Setting aside impacts of higher gas prices on the growth in nominal (unadjusted) spending, the underlying data puts Q2 real (inflation-adjusted) consumer spending on track for a 2.2% annualized gain, well above the weather-depressed 1.4% pace of Q1.”
- “However, outsized tax refunds—nearly 20% larger than a year ago—propped up spending, and that support will fade over the summer while gas prices remain elevated.”
- “Consumer sentiment is low...and doesn’t seem to matter. The University of Michigan’s Consumer Sentiment Index ticked up about 4 points in the preliminary reading for June. Although an improvement from the all-time low reading in May, sentiment remains 13% below January 2026 and 19% below a year ago.”
- “Spending has held up, despite poor views of the economy. However, there are reasons to think it will slow. The ending of support from tax refunds, the erosion of real earnings from higher inflation, and a personal savings rate well below the historical average all point to slower spending later this year.”

# Economic Review



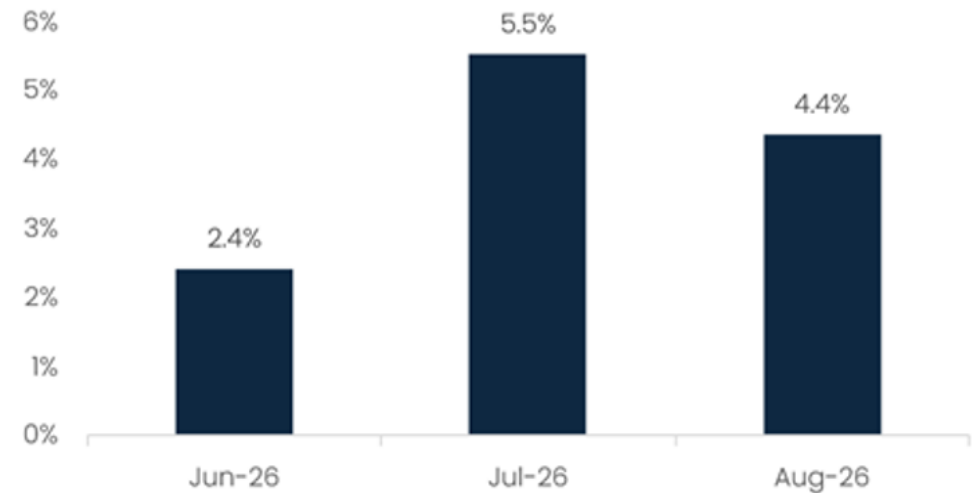
## Travel Outlook

- “The travel outlook remains solid despite rising inflation.”
- “The booking pace for domestic air travel shows healthy gains over the same time last year. Likewise, the hotel booking pace for summer and early fall is ahead of the same time last year.”
- “These insights highlight the continued importance of travel to US consumers. Year-over-year growth in consumer spending on experiences, defined as recreation, lodging, eating out, and air travel, has outpaced growth in spending on durable goods since May of last year.”

### US Domestic Air Travel Booking Pace

#### US Domestic Air Travel Booking Pace

Year-over-year % change (as of May 2026 )



Source: OAG

# Economic Review

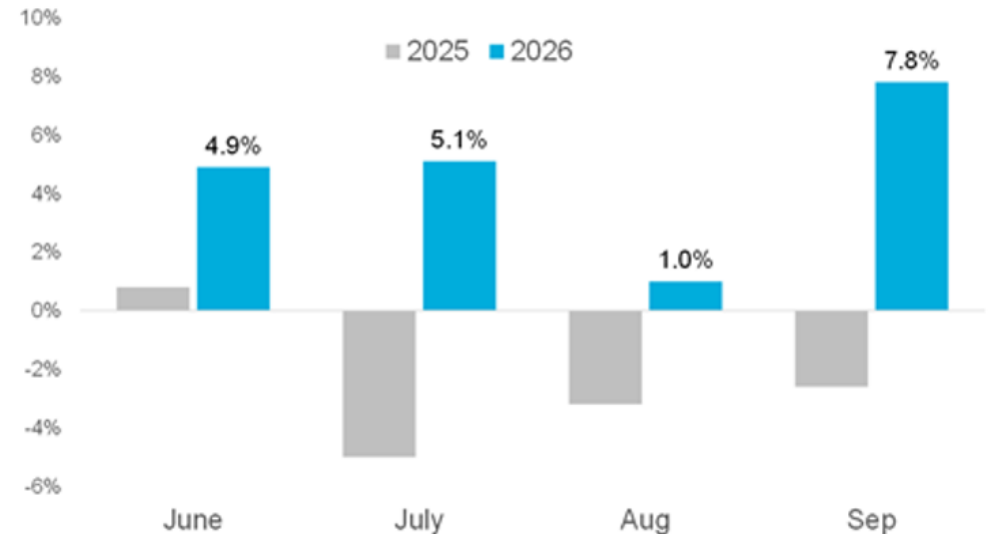
## Hotel Demand

- “Hotel demand continues to rise. Hotel demand was up 1.8% year-to-date through May, posting positive year-over-year growth every month of 2026.”
- “The hotel industry has experienced four straight months of gains in weekday occupancy, which is seen as an indicator of business travel vs. weekend-oriented leisure travel. Additionally, strong corporate profits bode well for business travel, including attendance at conventions and group meetings.”
- “During the first week of the FIFA World Cup, US hotel performance hit a 2026 high, with nearly 28 million rooms sold the week of June 7–13, according to STR. Occupancy climbed to 69.9%, the highest level of the year, while ADR rose 4.9%, marking the 15th consecutive week of rate growth. RevPAR reached \$120, its strongest weekly level since 2024 and up 7% year over year.”

### US Hotel Booking Pace

#### Hotel Booking Pace: US

Year-over-year change, as of June 11, 2025 and June 10, 2026



Source: TravelClick

# Economic Review



## International Demand

- “Overseas visits to the US continue to lag. Overseas arrivals dipped 6.5% in May, following an outsized decline in April (-14.4%), magnified by this year’s earlier date for Easter. The earlier date for Easter contributed to a 3.8% increase in March arrivals by pulling some travel earlier than last year. Year-to-date through May, overseas arrivals were down 4.8%.”
- “Canadian travel to the US may be nearing a turning point. Land arrivals from Canada have risen for two consecutive months, including a strong 15.2% jump in May.”
- “Although Canadian arrivals via air continue to decline, the year-over-year declines have lessened steadily, and the 5.5% drop in May was the smallest year-over-year decline in a year.”
- “Outbound air travel by US residents has declined for three consecutive months, although the May decline was slight, -0.5%. Following the signing of a peace agreement between the US and Iran, our team is looking out for a potential rebound in outbound travel.”

# U.S. Short Term Rentals Review



## Short Term Rentals Update May 2026

- “The U.S. Short Term Rental market showed signs of improvement in May, with Occupancy rising 0.5% year-over-year despite softer demand growth and continued supply expansion.”
- “Demand growth softened in May, rising 1.5% year-over-year, down from 2.0% in April. However, this comes against a strong comparison period, as demand grew 6.2% in May 2025.”
- “ADR growth slowed to 2.1% in May, down from 3.4% in April. However, the May growth rate remains broadly in line with the trend seen since October 2025, with ADR growth consistently hovering around 2%. Some of the slowdown can also be attributed to a strong comparison period, as ADR grew 3.6% in May 2025, up from 1.9% in April 2025—a near mirror image of the pattern seen in April and May 2026.”
- “Looking ahead, the rest of the year is pacing strongly, particularly during the shoulder season from September through November. These months saw very weak demand growth in 2025, creating easier year-over-year comparisons that should support stronger performance in 2026.”

# U.S. Short Term Rentals Review



## Short Term Rentals Update May 2026 (continued)

- “The World Cup is also expected to provide a boost to demand across many urban markets. Beyond the host cities themselves, the tournament may also drive additional demand in secondary destinations as travelers extend their trips and add excursions to their itineraries.”
- “This year’s Fourth of July celebrations coincide with the nation’s 250th Anniversary, elevating an already popular travel weekend into something even bigger. Nationwide, demand is currently pacing 10.3% ahead of the same time last year, with some markets seeing even stronger growth.”

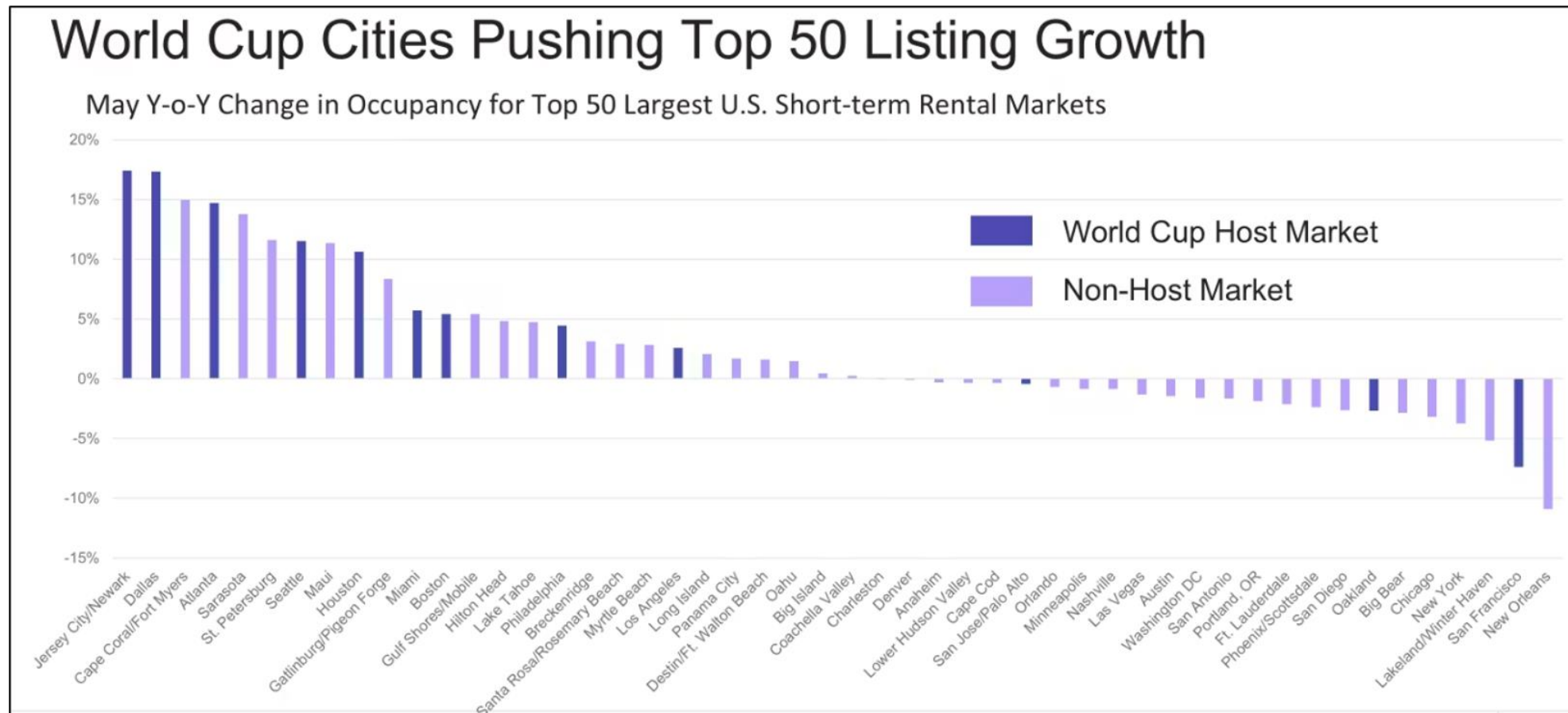
### Key U.S. Short Term Rental Performance Metrics for May 2026

- Total Available Listings reached 1.73 million, a 3.0% increase Year-over-Year (YoY)
- Demand nights were up 1.5% for the month
- Occupancy averaged 57.2%, up 0.5% YoY
- Average Daily Rates (ADR) climbed to \$258.91, up 2.1% from last year
- Revenue per Available Rental (RevPAR) increased 2.6% YoY to \$147.97

# U.S. Short Term Rentals Review



## Short Term Rentals Update May 2026 (continued)



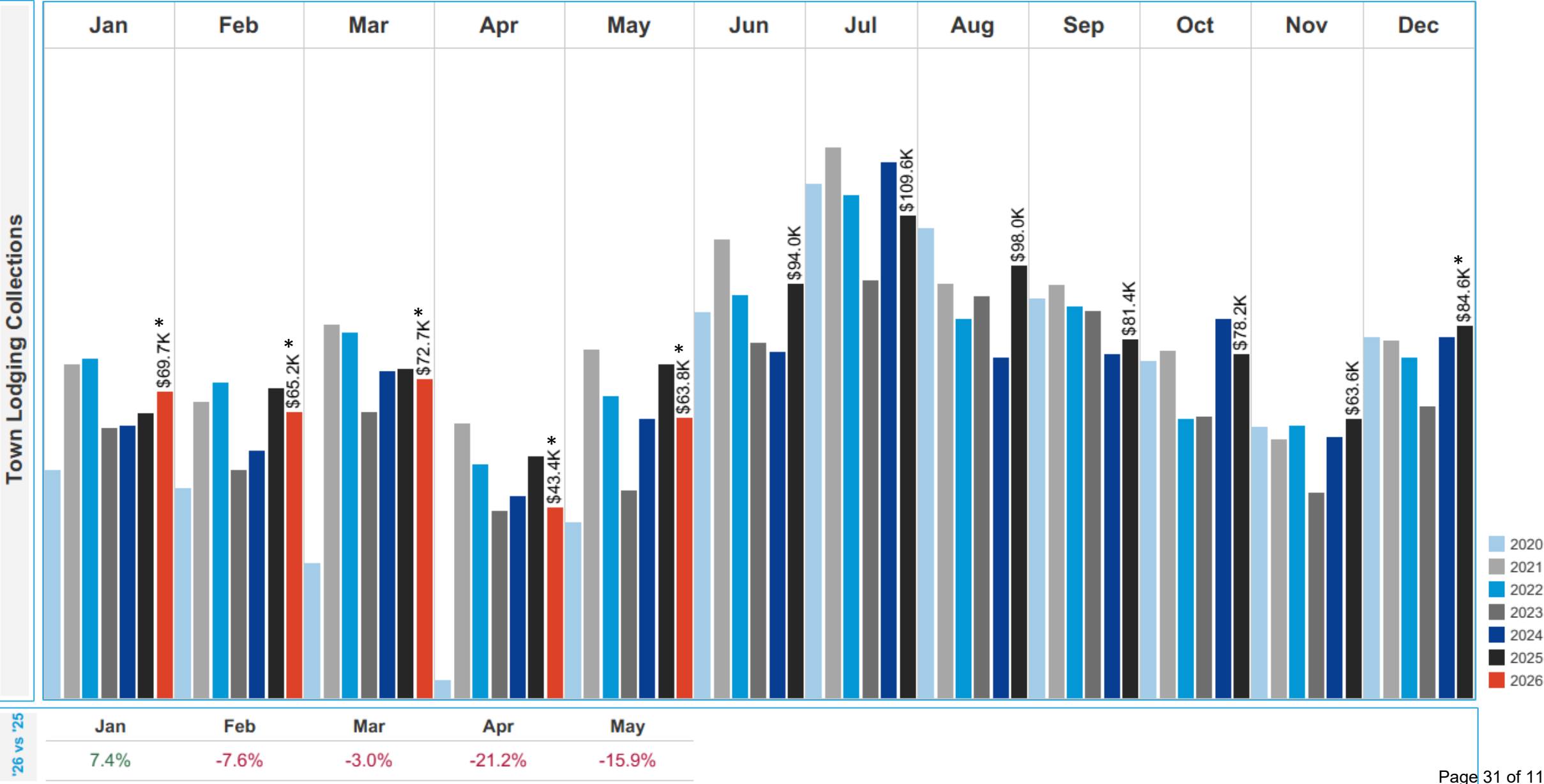
# Lodging Tax Collections



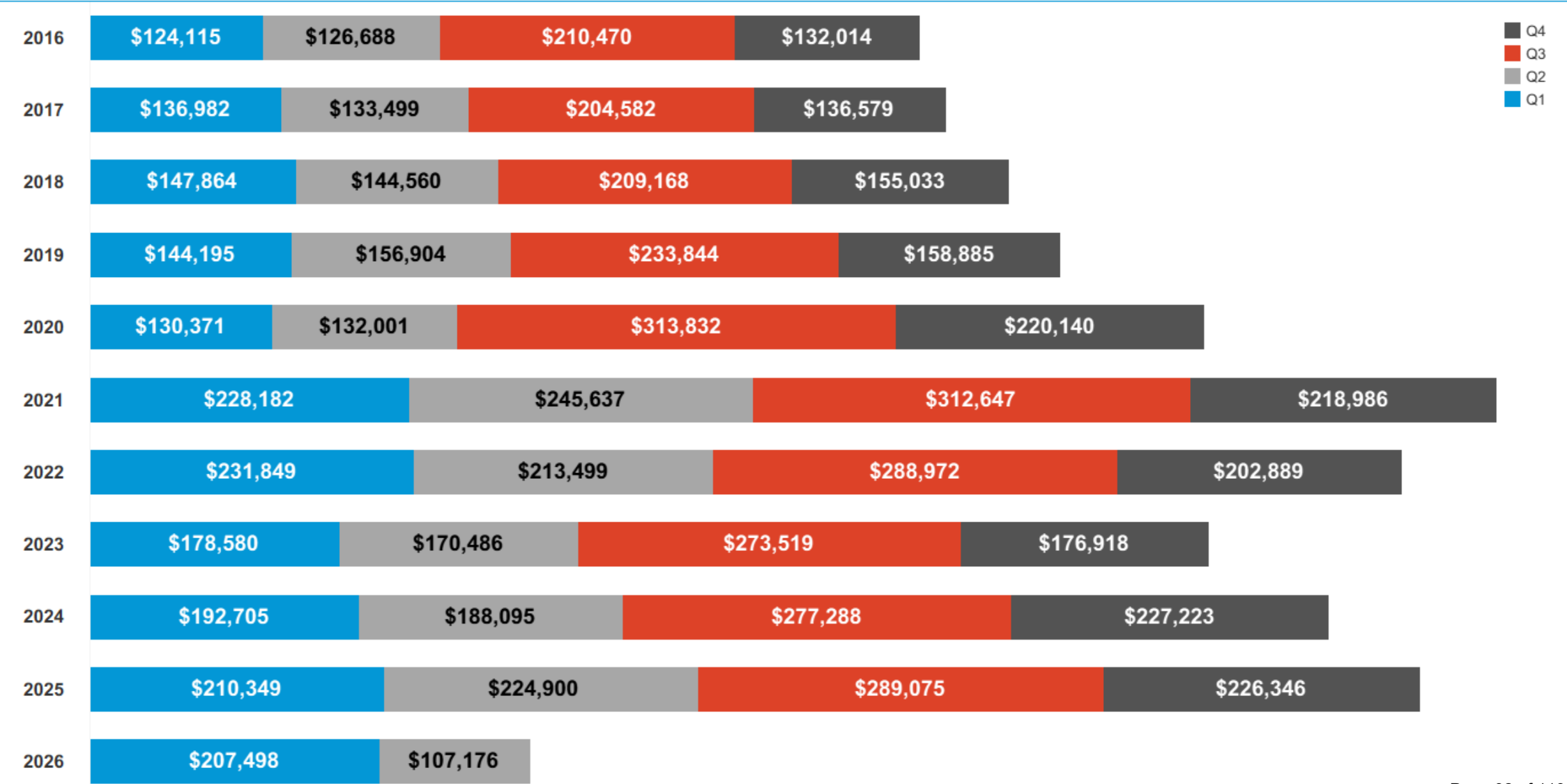
Pagosa Springs Monthly Lodging Tax Collections  
Town Collections Through May 2026



Note: Town collections are missing several payments from December 2025 through May 2026.



Pagosa Springs Quarterly Lodging Tax Collections  
Town Collections Through May 2026



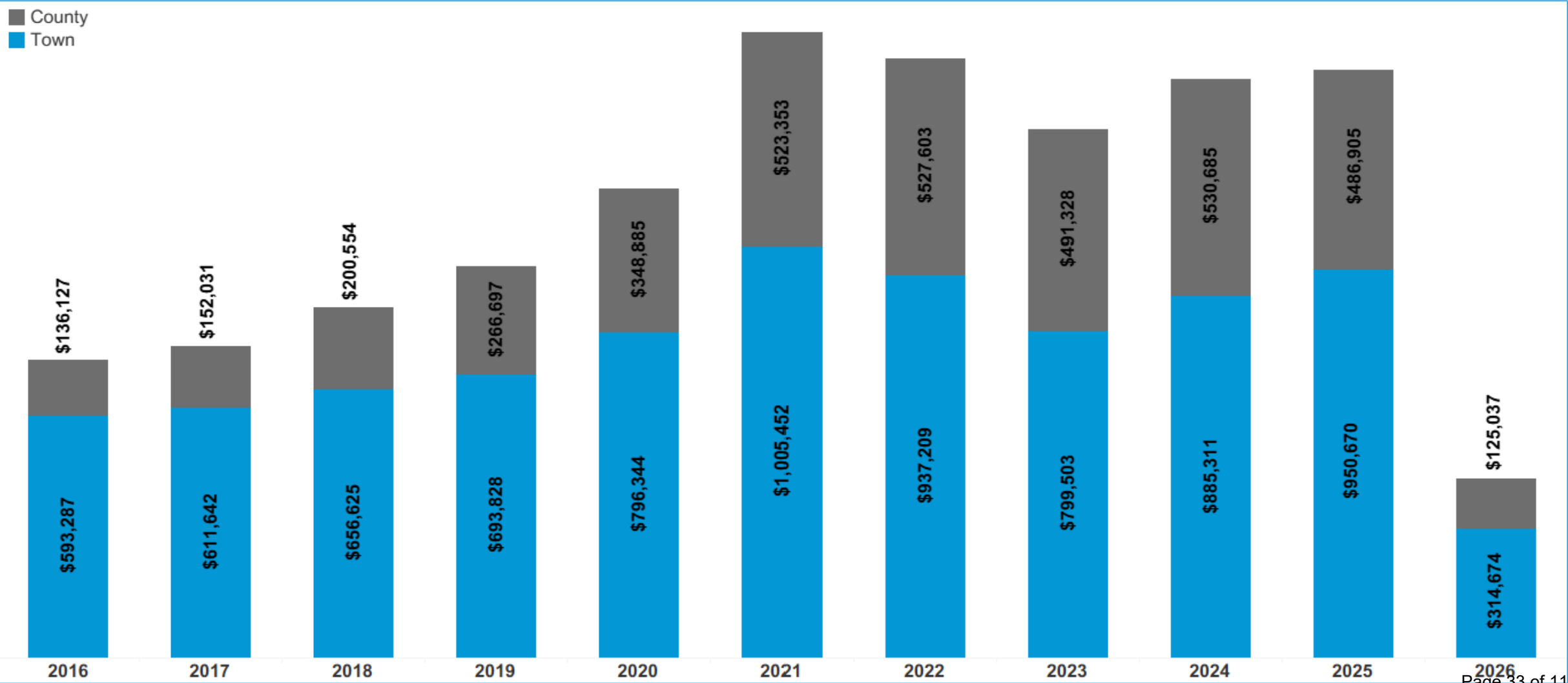
# Pagosa Springs Annual Lodging Tax Collections

## Total Collections Through May 2026



Note: County collections are reported quarterly, Town collections are reported monthly.

| 2016      | 2017      | 2018      | 2019      | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | 2026      |
|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|
| \$729,414 | \$763,673 | \$857,179 | \$960,525 | \$1,145,229 | \$1,528,805 | \$1,464,812 | \$1,290,831 | \$1,415,996 | \$1,437,575 | \$439,711 |



# Pagosa Springs Quarterly Lodging Tax Collections

## Total Collections Through May 2026

Note: County collections are reported quarterly, Town collections are reported monthly.



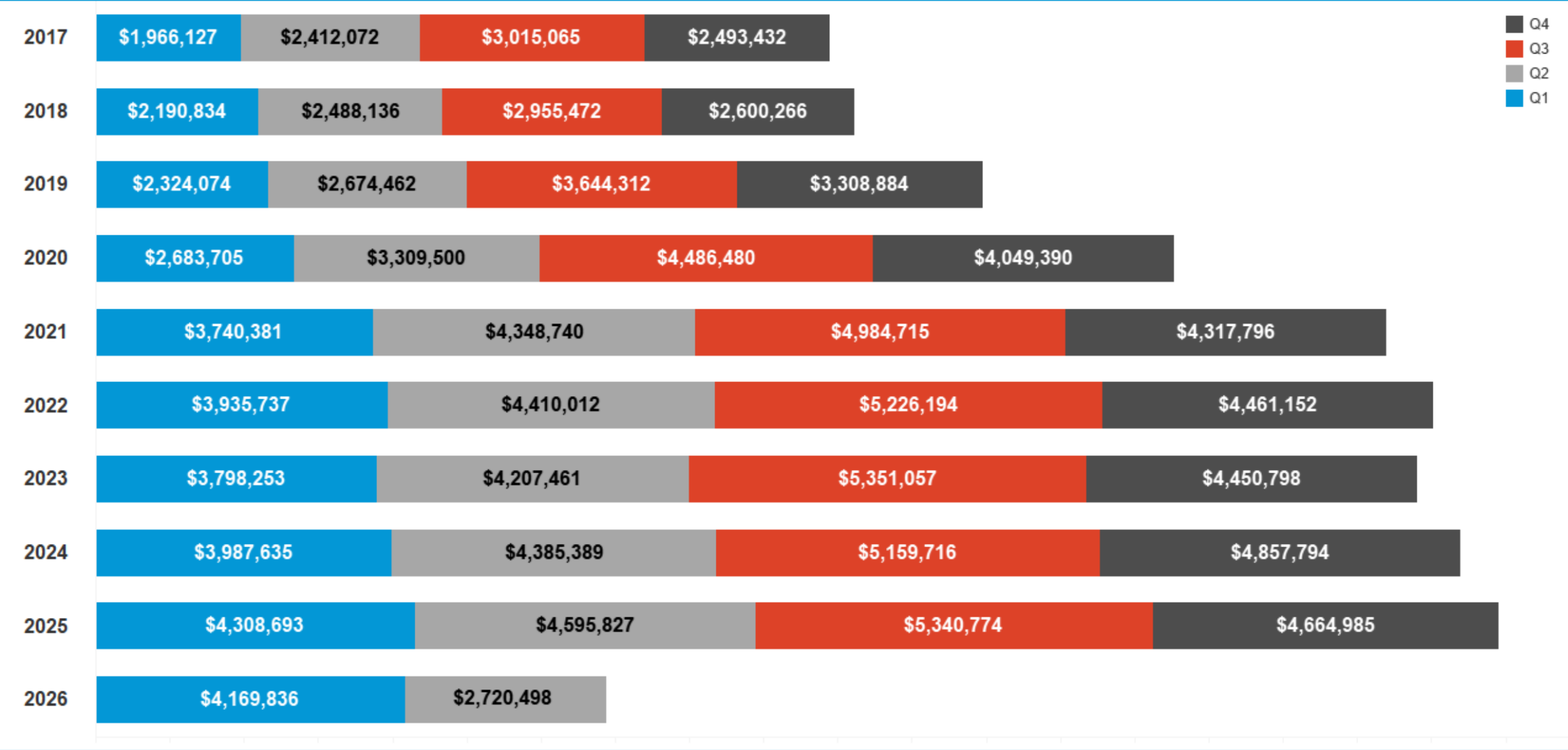
|             |        | 2016      | 2017      | 2018      | 2019      | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        | 2026      |
|-------------|--------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|
| Q1          | Town   | \$124,115 | \$136,982 | \$147,864 | \$144,195 | \$130,371   | \$228,182   | \$231,849   | \$178,580   | \$192,705   | \$210,349   | \$207,498 |
|             | County | \$18,416  | \$35,792  | \$29,030  | \$46,261  | \$57,791    | \$128,910   | \$127,543   | \$125,829   | \$116,111   | \$130,422   | \$125,037 |
|             | Total  | \$142,531 | \$172,774 | \$176,894 | \$190,456 | \$188,162   | \$357,092   | \$359,392   | \$304,409   | \$308,816   | \$340,771   | \$332,535 |
| Q2          | Town   | \$126,688 | \$133,499 | \$144,560 | \$156,904 | \$132,001   | \$245,637   | \$213,499   | \$170,486   | \$188,095   | \$224,900   | \$107,176 |
|             | County | \$33,172  | \$29,896  | \$56,080  | \$45,483  | \$52,809    | \$115,041   | \$129,385   | \$90,666    | \$106,066   | \$117,354   |           |
|             | Total  | \$159,860 | \$163,395 | \$200,640 | \$202,387 | \$184,810   | \$360,678   | \$342,884   | \$261,152   | \$294,161   | \$342,254   | \$107,176 |
| Q3          | Town   | \$210,470 | \$204,582 | \$209,168 | \$233,844 | \$313,832   | \$312,647   | \$288,972   | \$273,519   | \$277,288   | \$289,075   |           |
|             | County | \$47,929  | \$49,470  | \$65,609  | \$93,349  | \$136,452   | \$166,440   | \$158,901   | \$155,889   | \$158,877   | \$103,140   |           |
|             | Total  | \$258,399 | \$254,052 | \$274,777 | \$327,193 | \$450,284   | \$479,087   | \$447,873   | \$429,408   | \$436,165   | \$392,215   |           |
| Q4          | Town   | \$132,014 | \$136,579 | \$155,033 | \$158,885 | \$220,140   | \$218,986   | \$202,889   | \$176,918   | \$227,223   | \$226,346   |           |
|             | County | \$36,610  | \$36,873  | \$49,835  | \$81,604  | \$101,833   | \$112,962   | \$111,774   | \$118,944   | \$149,631   | \$135,989   |           |
|             | Total  | \$168,624 | \$173,452 | \$204,868 | \$240,489 | \$321,973   | \$331,948   | \$314,663   | \$295,862   | \$376,854   | \$362,335   |           |
| Grand Total |        | \$729,414 | \$763,673 | \$857,179 | \$960,525 | \$1,145,229 | \$1,528,805 | \$1,464,812 | \$1,290,831 | \$1,415,996 | \$1,437,575 | \$439,711 |

# Sales Tax Collections



Pagosa Springs Quarterly Sales Tax Collections

Collections Through May 2026



Pagosa Springs Quarterly Sales Tax Collections

Collections Through May 2026

|            | Jan         | Feb         | Mar         | Q1 Total    | Apr         | May         | Jun         | Q2 Total    | Jul         | Aug         | Sep         | Q3 Total    | Oct         | Nov         | Dec         | Q4 Total    |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 2017       | \$602,618   | \$614,496   | \$749,013   | \$1,966,127 | \$654,961   | \$766,390   | \$990,721   | \$2,412,072 | \$1,050,936 | \$1,034,538 | \$929,591   | \$3,015,065 | \$802,192   | \$735,197   | \$956,044   | \$2,493,432 |
| 2018       | \$720,250   | \$653,308   | \$817,277   | \$2,190,834 | \$685,584   | \$778,029   | \$1,024,523 | \$2,488,136 | \$1,055,648 | \$975,397   | \$924,427   | \$2,955,472 | \$894,585   | \$760,714   | \$944,967   | \$2,600,266 |
| 2019       | \$748,135   | \$705,628   | \$870,311   | \$2,324,074 | \$722,725   | \$847,452   | \$1,104,285 | \$2,674,462 | \$1,330,750 | \$1,156,262 | \$1,157,300 | \$3,644,312 | \$1,160,328 | \$966,585   | \$1,181,971 | \$3,308,884 |
| 2020       | \$893,260   | \$861,387   | \$929,059   | \$2,683,705 | \$881,784   | \$1,029,961 | \$1,397,755 | \$3,309,500 | \$1,478,390 | \$1,414,702 | \$1,593,388 | \$4,486,480 | \$1,351,716 | \$1,210,111 | \$1,487,563 | \$4,049,390 |
| 2021       | \$1,230,886 | \$1,118,790 | \$1,390,705 | \$3,740,381 | \$1,243,257 | \$1,382,546 | \$1,722,937 | \$4,348,740 | \$1,744,911 | \$1,544,973 | \$1,694,832 | \$4,984,715 | \$1,389,189 | \$1,328,089 | \$1,600,518 | \$4,317,796 |
| 2022       | \$1,285,659 | \$1,224,286 | \$1,425,792 | \$3,935,737 | \$1,265,285 | \$1,428,491 | \$1,716,237 | \$4,410,012 | \$1,831,470 | \$1,793,418 | \$1,601,307 | \$5,226,194 | \$1,425,011 | \$1,430,027 | \$1,606,114 | \$4,461,152 |
| 2023       | \$1,271,275 | \$1,186,669 | \$1,340,310 | \$3,798,253 | \$1,155,340 | \$1,376,511 | \$1,675,610 | \$4,207,461 | \$1,846,753 | \$1,867,837 | \$1,636,468 | \$5,351,057 | \$1,518,791 | \$1,391,273 | \$1,540,735 | \$4,450,798 |
| 2024       | \$1,338,250 | \$1,230,171 | \$1,419,214 | \$3,987,635 | \$1,261,412 | \$1,433,936 | \$1,690,041 | \$4,385,389 | \$1,855,193 | \$1,655,248 | \$1,649,275 | \$5,159,716 | \$1,718,686 | \$1,434,372 | \$1,704,736 | \$4,857,794 |
| 2025       | \$1,405,815 | \$1,364,117 | \$1,538,761 | \$4,308,693 | \$1,370,948 | \$1,469,254 | \$1,755,625 | \$4,595,827 | \$1,893,830 | \$1,669,302 | \$1,777,642 | \$5,340,774 | \$1,460,697 | \$1,284,224 | \$1,920,064 | \$4,664,985 |
| 2026       | \$1,256,228 | \$1,389,383 | \$1,524,224 | \$4,169,836 | \$1,251,414 | \$1,469,084 |             | \$2,720,498 |             |             |             |             |             |             |             |             |
| YOY Change |             |             |             |             | YOY Change  |             |             |             | YOY Change  |             |             |             | YOY Change  |             |             |             |
| 2023       | -1%         | -3%         | -6%         | -3%         | -9%         | -4%         | -2%         | -5%         | 1%          | 4%          | 2%          | 2%          | 7%          | -3%         | -4%         | 0%          |
| 2024       | 5%          | 4%          | 6%          | 5%          | 9%          | 4%          | 1%          | 4%          | 0%          | -11%        | 1%          | -4%         | 13%         | 3%          | 11%         | 9%          |
| 2025       | 5%          | 11%         | 8%          | 8%          | 9%          | 2%          | 4%          | 5%          | 2%          | 1%          | 8%          | 4%          | -15%        | -10%        | 13%         | -4%         |
| 2026       | -11%        | 2%          | -1%         | -3%         | -9%         | 0%          |             | -41%        |             |             |             |             |             |             |             |             |

# Short-Term Rental Performance (Airbnb & Vrbo)

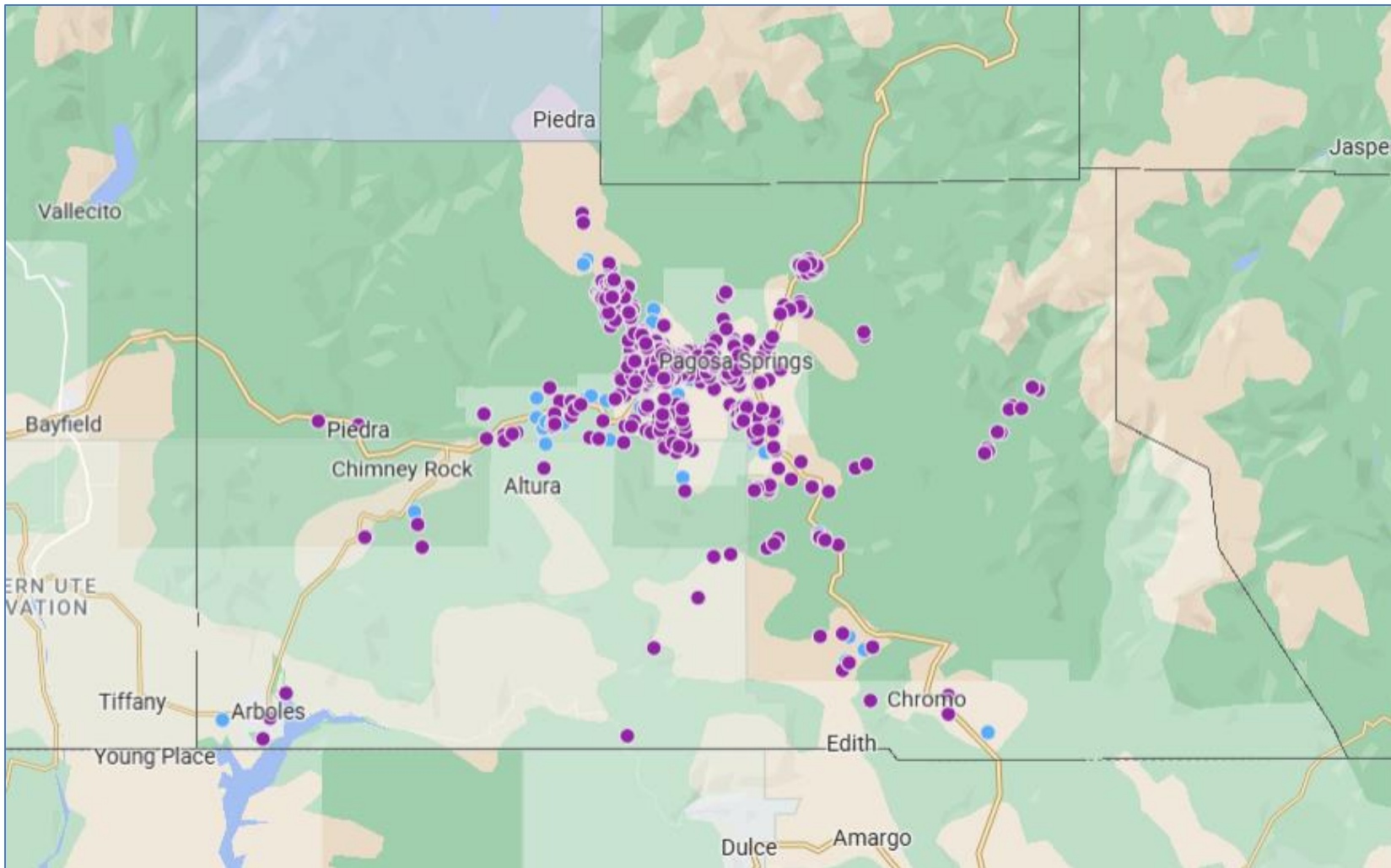


# AirDNA - Definitions



- **Active Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD ( $\text{ADR} = \text{Total Revenue} / \text{Booked Nights}$ ).
- **Demand (Listing Days Booked)** – Total number of days booked during the reporting period.
- **Supply (Listing Days Available)** – Total number of days available during the reporting period.
- **Occupancy Rate** –  $\text{Occupancy Rate} = \text{Total Booked Days} / (\text{Total Booked Days} + \text{Total Available Days})$ . The calculation only includes vacation rentals with at least one Booked Night.
- **Revenue (USD)** – Total revenue (in US dollars) earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.
- **RevPAR** –  $\text{Revenue Per Available Rental} = \text{ADR} * \text{Occupancy Rate}$

# AirDNA Geographical Boundary



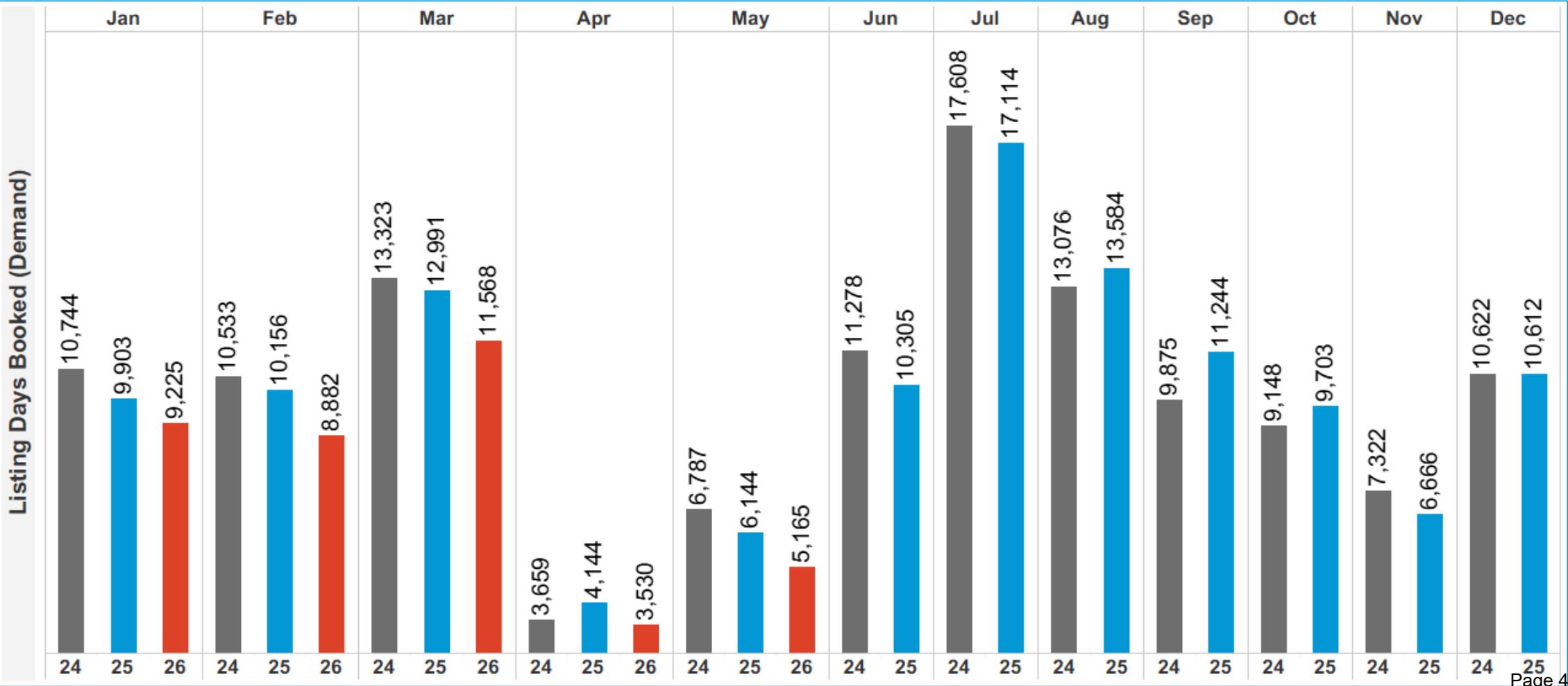
Pagosa Springs Monthly Short-Term Rental Performance

May 2026

Source: AirDNA, 'Entire Place' Listings Only



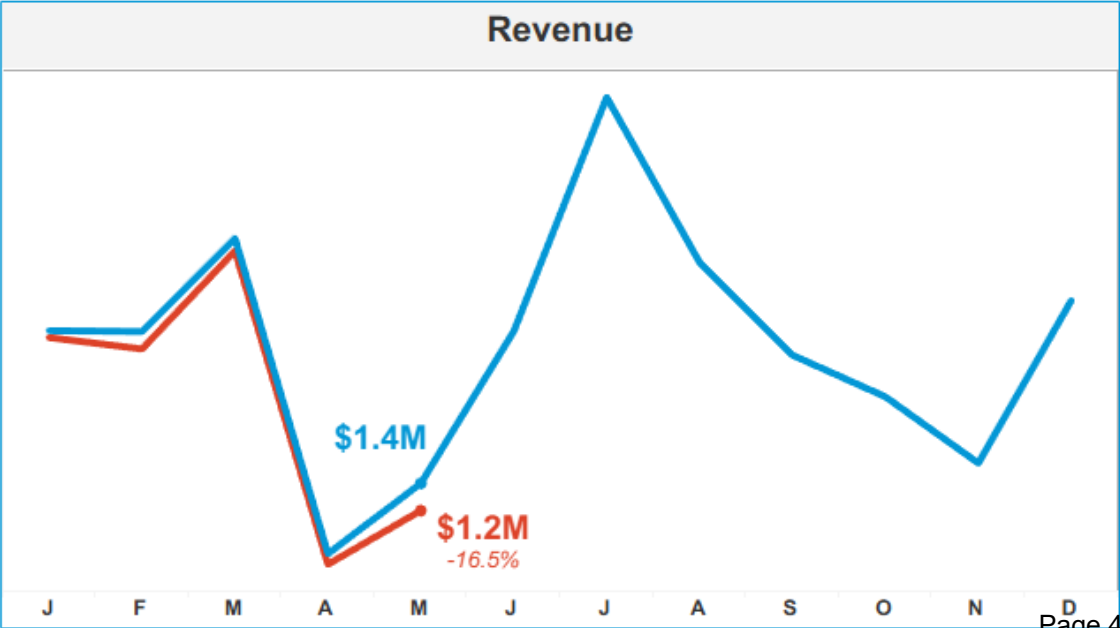
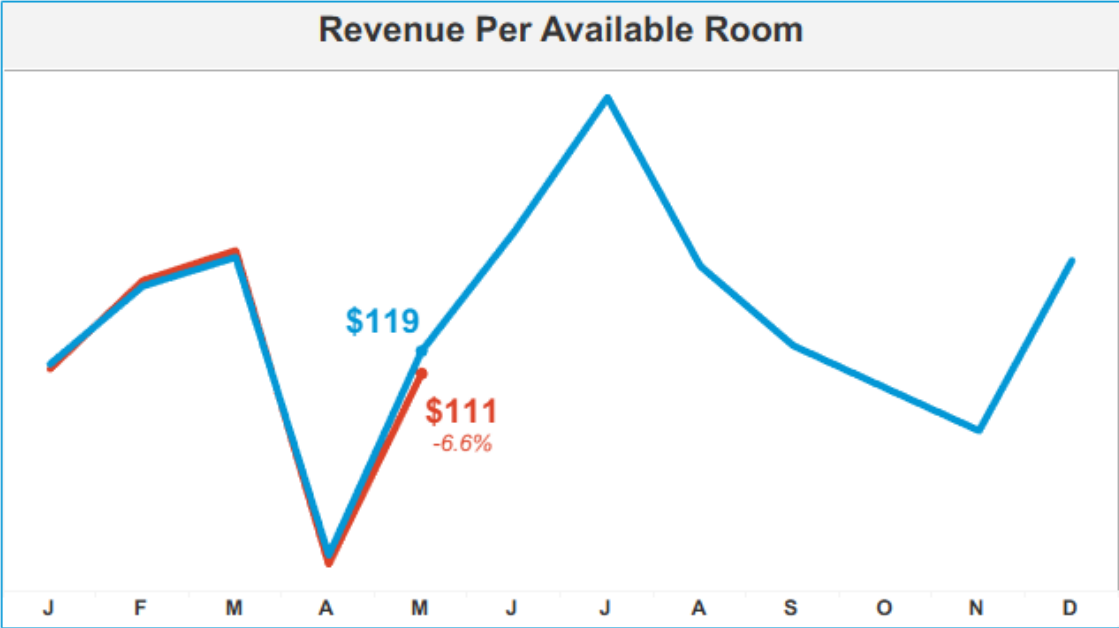
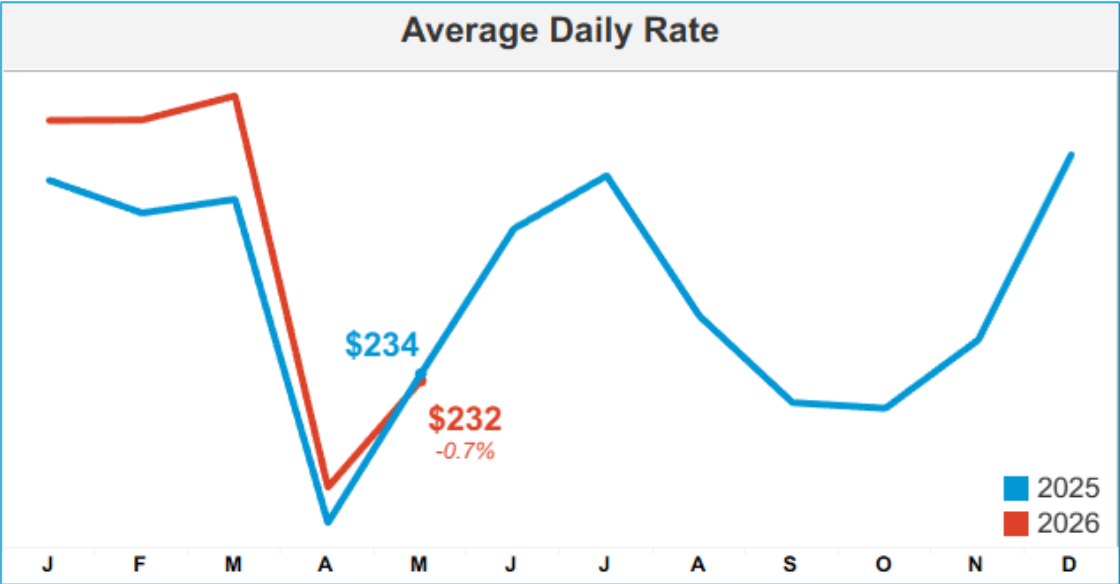
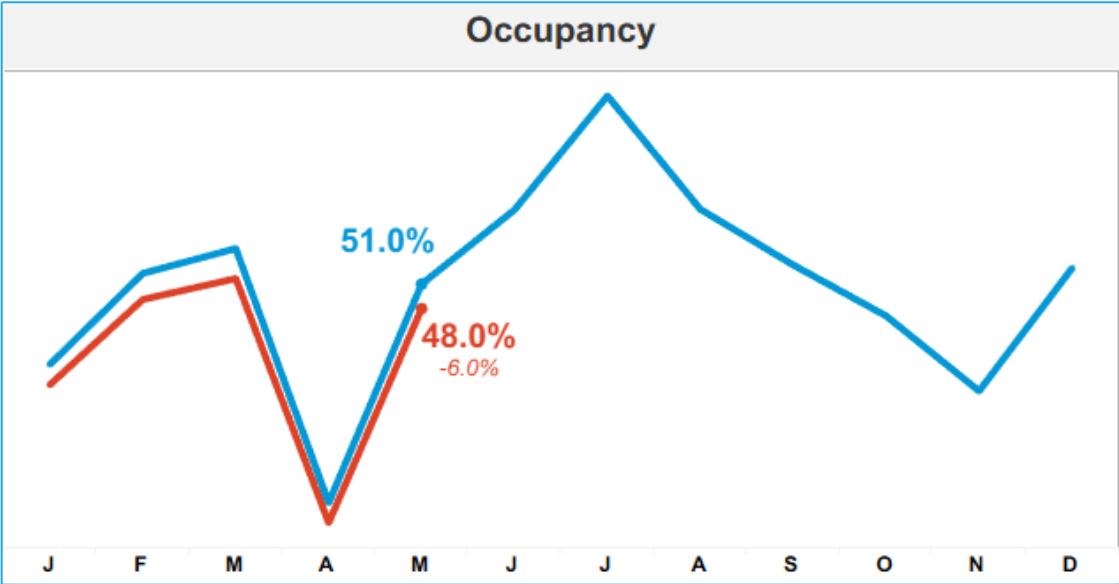
|     |         |           |          |          |                 |                     |             |
|-----|---------|-----------|----------|----------|-----------------|---------------------|-------------|
| YOY | May '26 | Occupancy | ADR      | RevPAR   | Active Listings | Listing Days Booked | Revenue     |
|     |         | 48.0%     | \$232.14 | \$111.37 | 563             | 5,165               | \$1,199,003 |
|     |         | -6.0%     | -0.7%    | -6.6%    | -8.9%           | -15.9%              | -16.5%      |



Pagosa Springs Monthly Short-Term Rental Performance

May 2026

Source: AirDNA, 'Entire Place' Listings Only

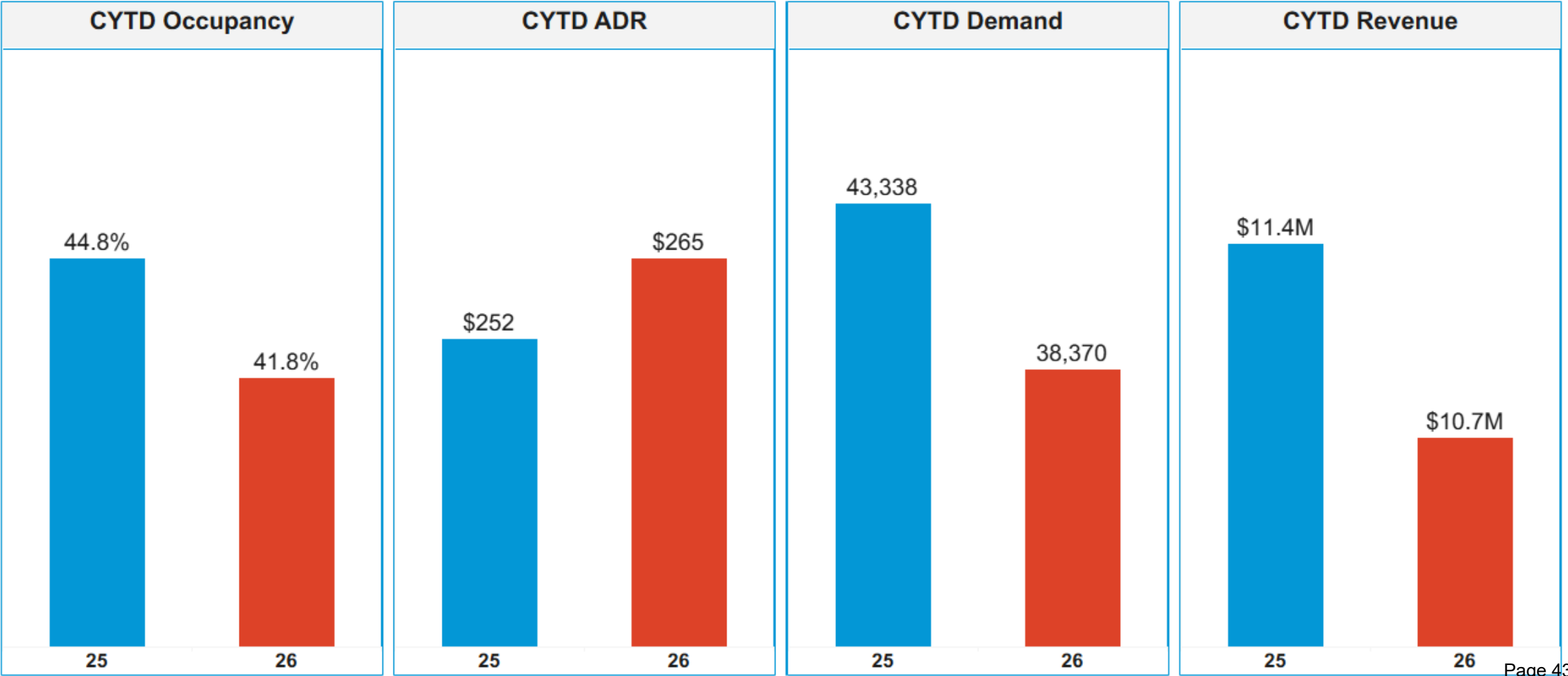


Pagosa Springs Monthly Short-Term Rental Performance  
Calendar YTD Through May 2026

Source: AirDNA, 'Entire Place' Listings Only



| YTD '26<br>YOY | Occupancy | ADR      | RevPAR   | Avg. Active Listings | Listing Days Booked | Revenue      |
|----------------|-----------|----------|----------|----------------------|---------------------|--------------|
|                | 41.8%     | \$264.97 | \$113.49 | 753                  | 38,370              | \$10,699,803 |
|                | -6.7%     | 5.3%     | -1.5%    | -4.4%                | -11.5%              | -5.7%        |



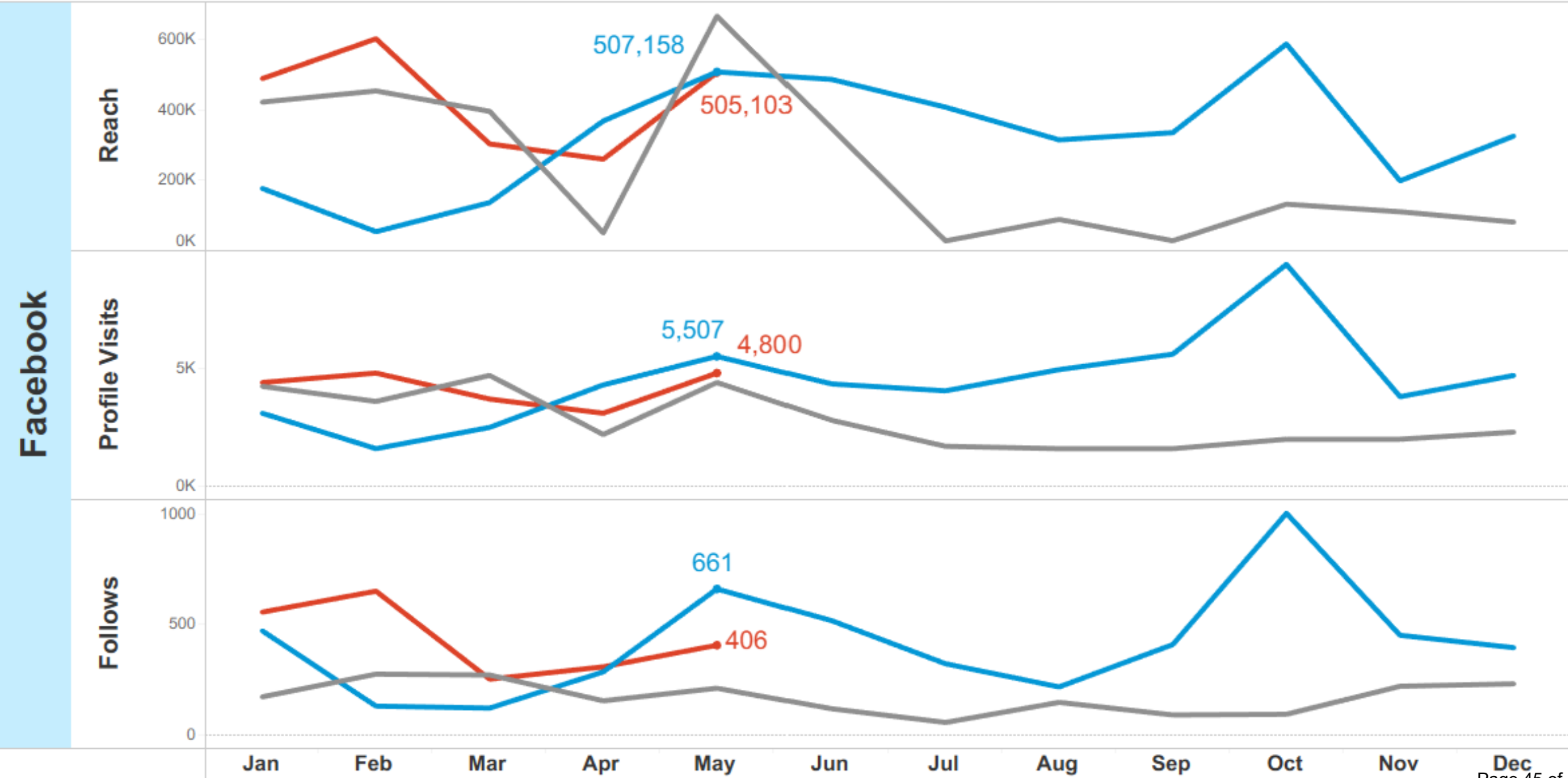
# Social Media & Web Performance



# Pagosa Springs Monthly Social Media Performance Through May 2026

Source: Meta

2024  
2025  
2026

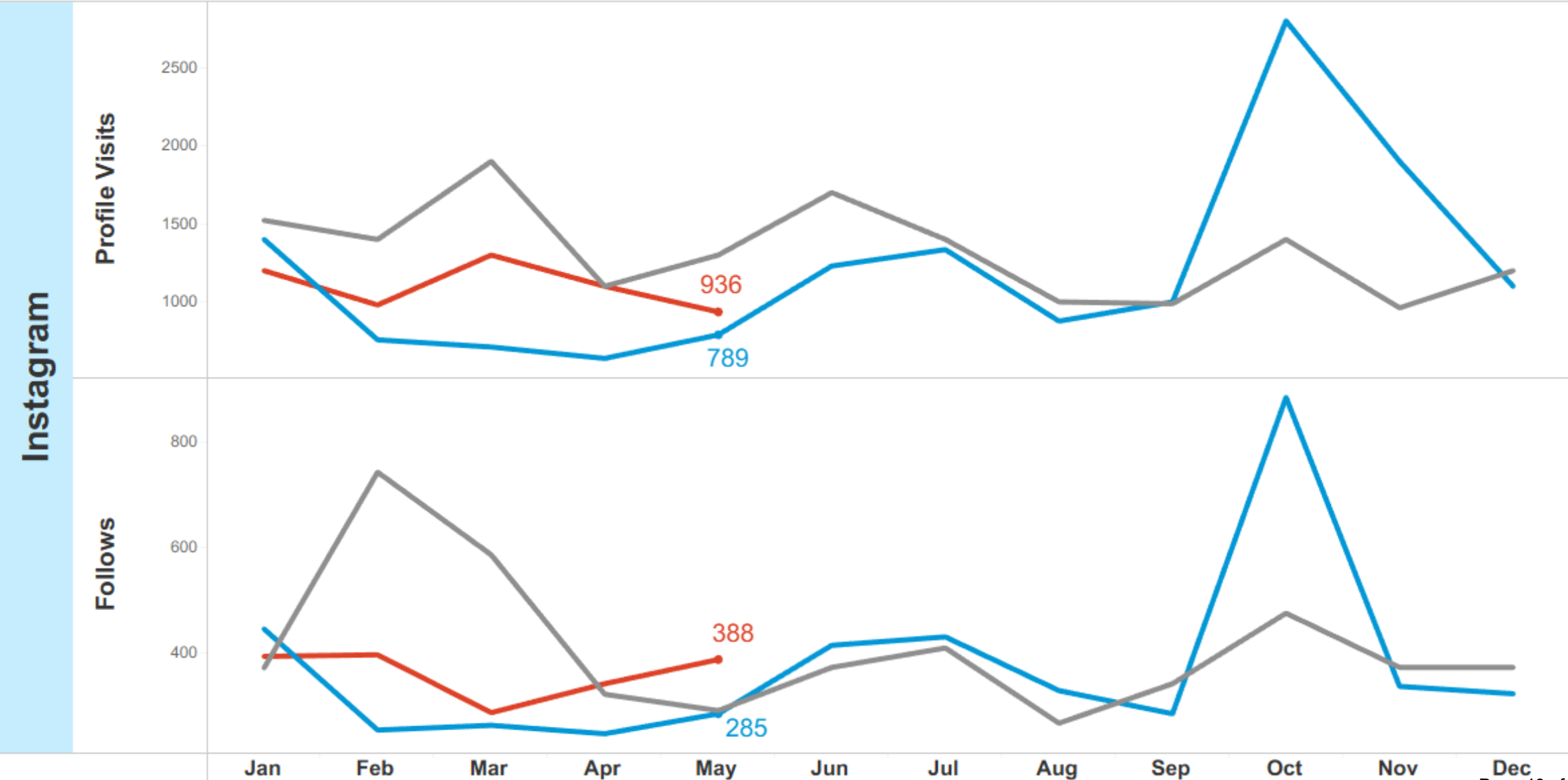


# Pagosa Springs Monthly Social Media Performance

## Through May 2026

Source: Meta

2024  
2025  
2026

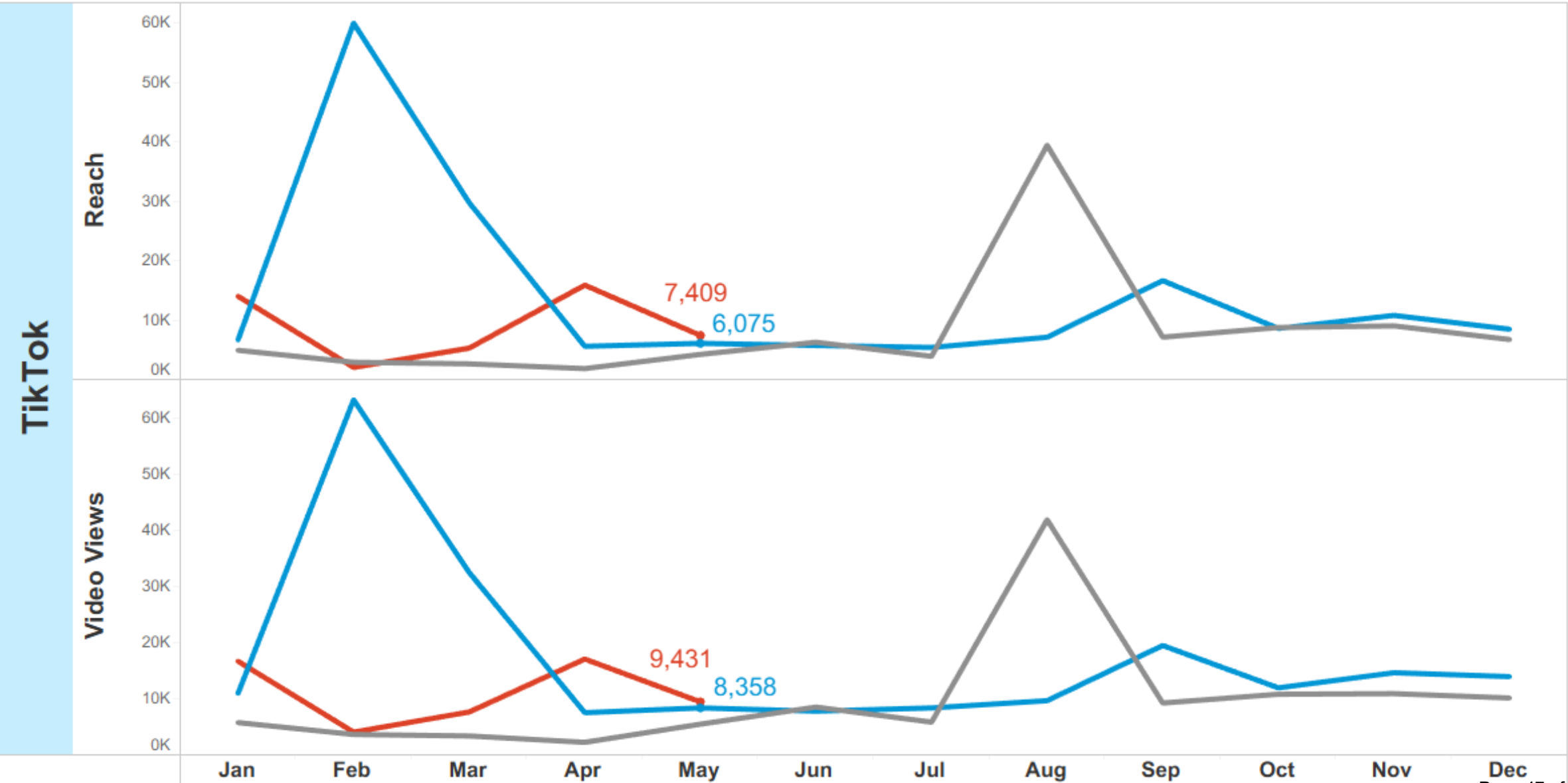


# Pagosa Springs Monthly Social Media Performance

## Through May 2026

Source: Tiktok

2024  
2025  
2026

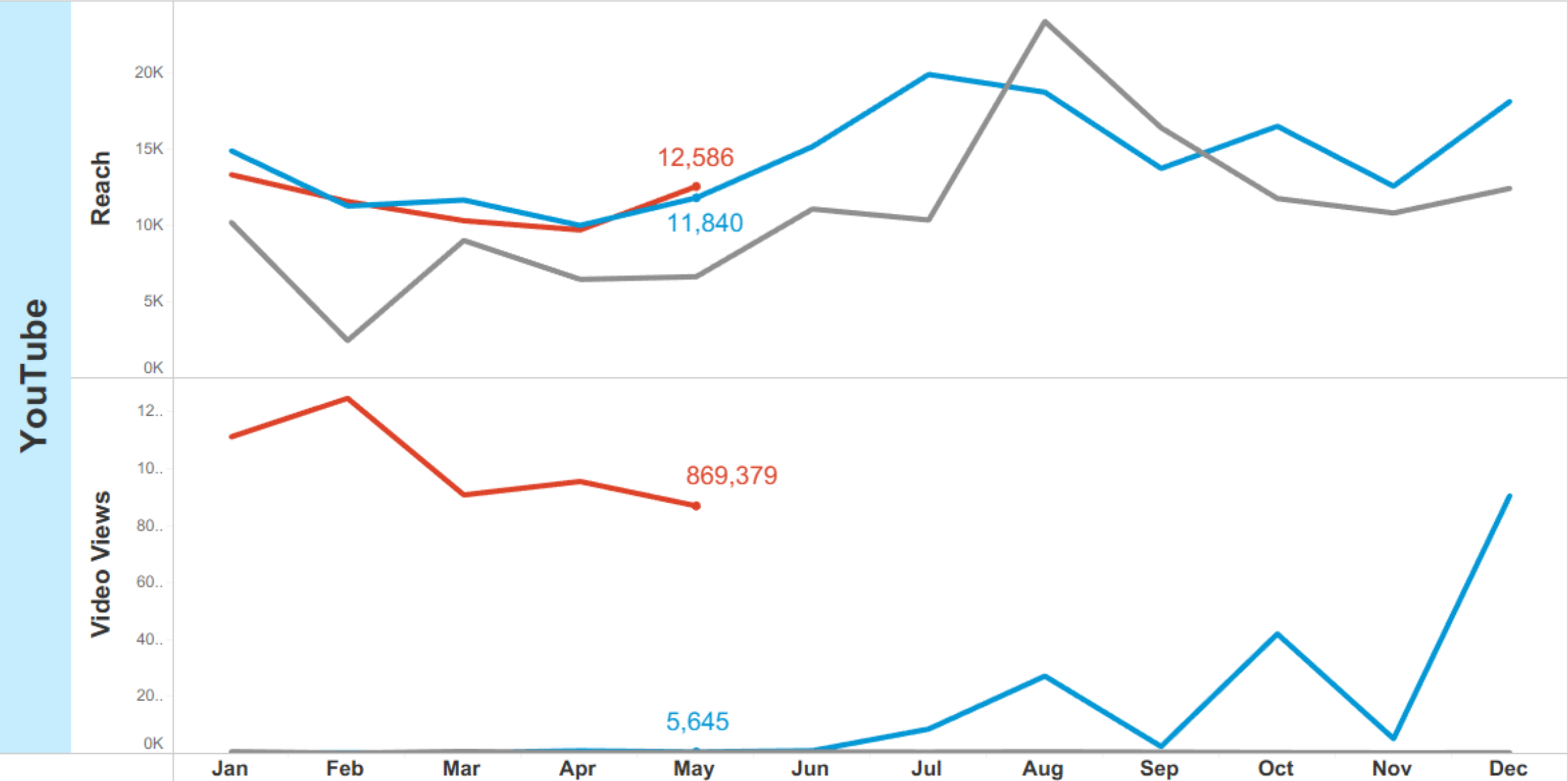


# Pagosa Springs Monthly Social Media Performance

## Through May 2026

Source: YouTube

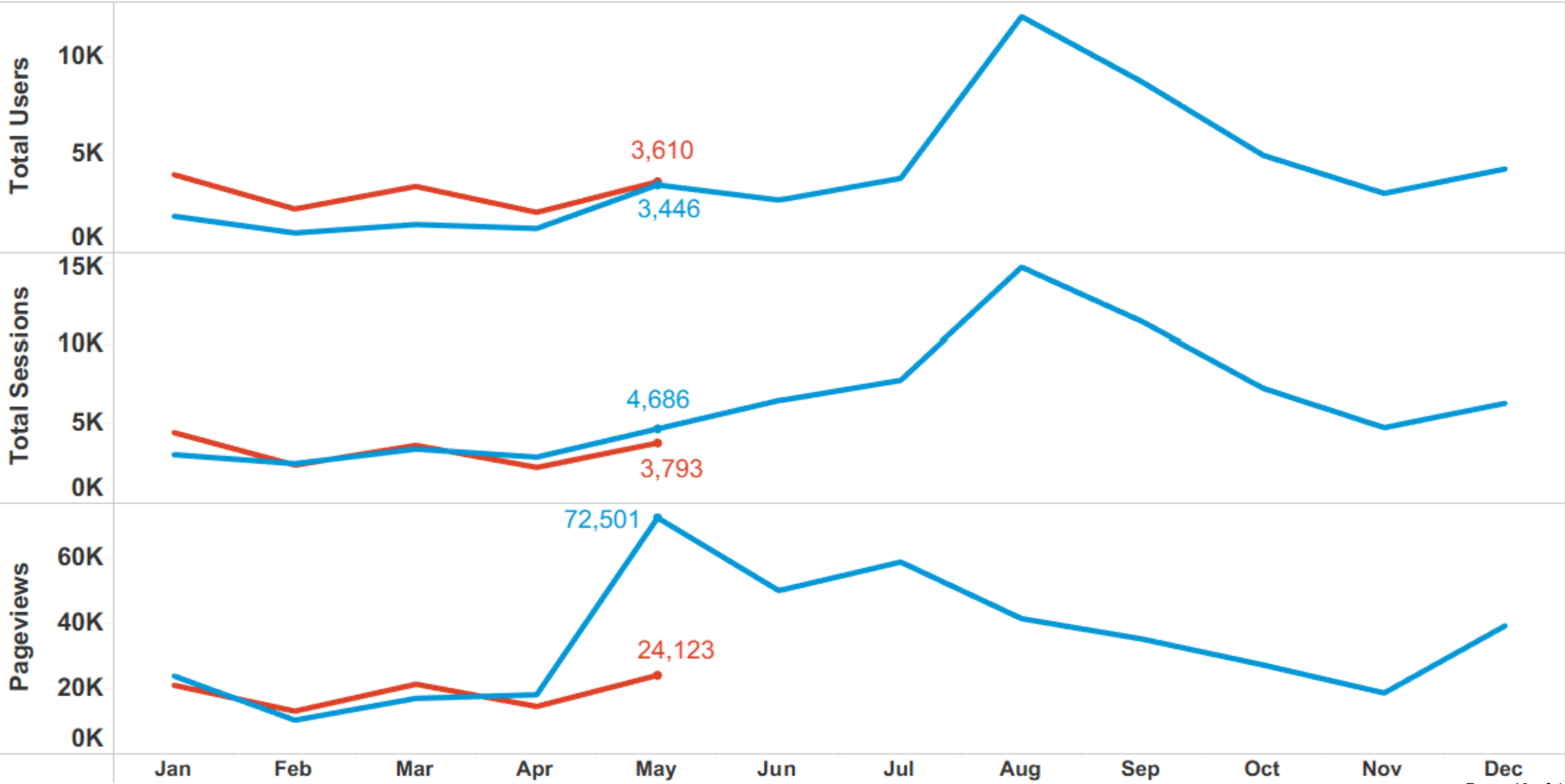
2024  
2025  
2026



# Pagosa Springs Monthly Website Performance Through May 2026

Source: Visit Widget

2025  
2026



# Placer.ai Geolocation Data

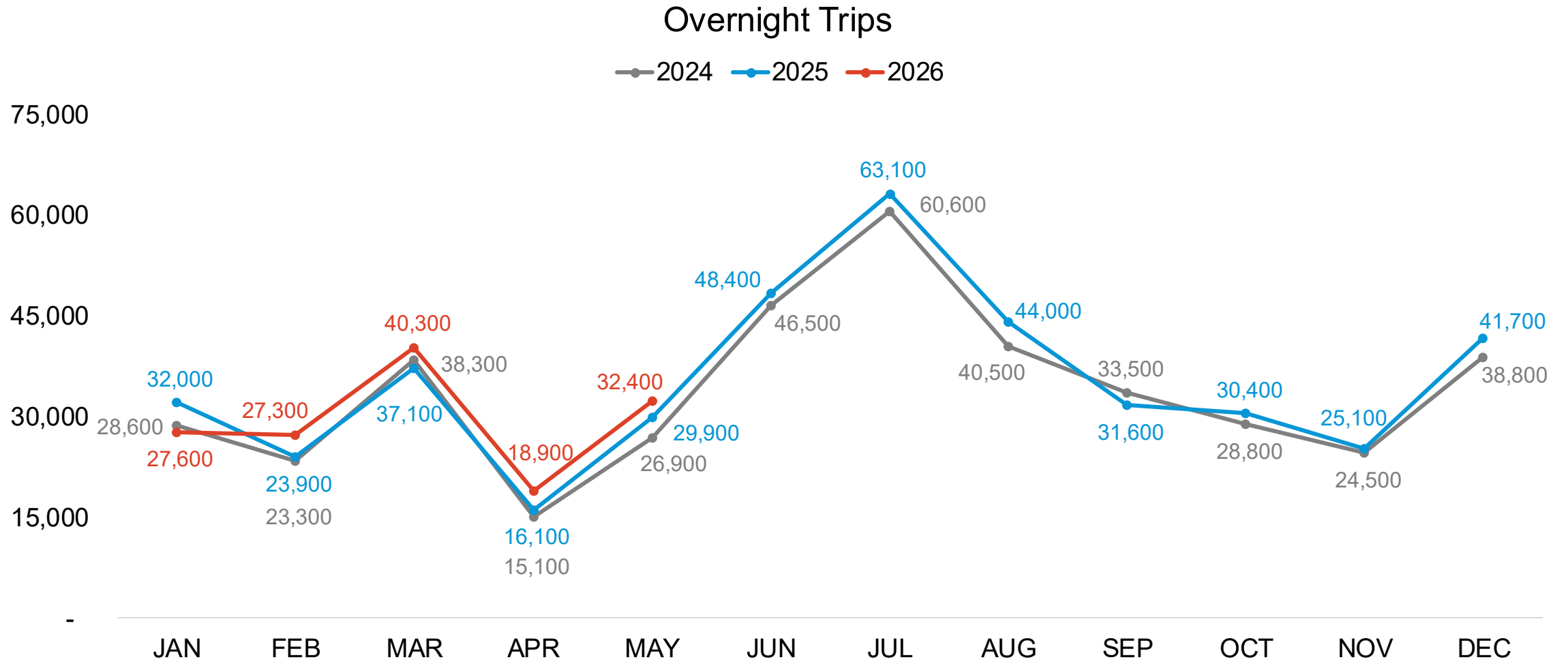


# Placer.ai - Definitions

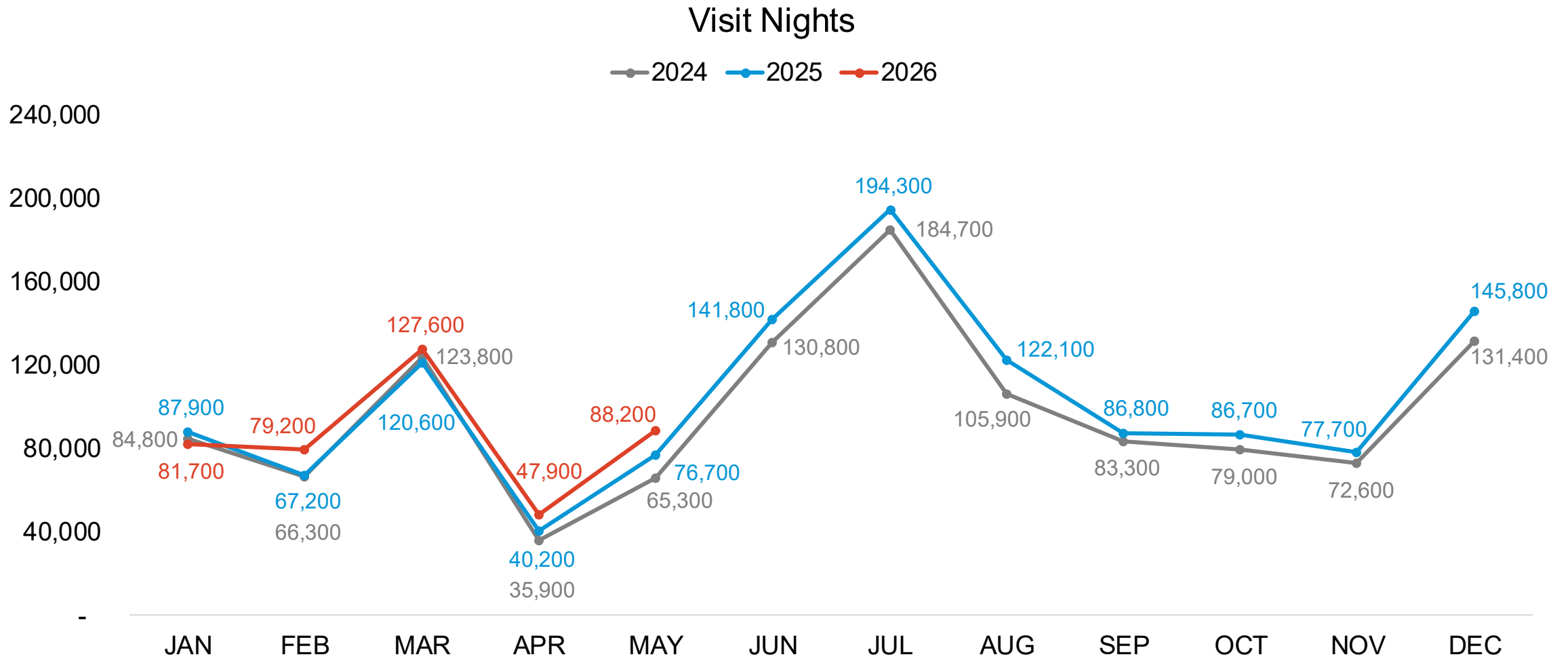


- **Overnight Trips** – “Overnight trips counts the total number of separate overnight trips (i.e. trips that include 1 or more overnight stays) made to the selected region within the selected timeframe, including multiple visits by the same person (so long as the multiple visits are in separate months; Multiple visits by the same person within a given month will be counted as 1 visit). Overnight Trips are counted for visitors whose home location is at least 10 miles away (changeable via the Filters).”
- **Visit Nights** – “Visit Nights counts the total number of Overnight stays made by people visiting the selected region within the selected timeframe. Visit Nights are counted for visitors whose home location is at least 10 miles away (changeable via the Filters).”

# Placer.ai – Overnight Trips



# Placer.ai – Visit Nights



# Consumer Sentiment



# American Travel Sentiment Study Wave 108



\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

## American Travel Sentiment Wave 108 Highlights

### Key Findings:

- 1. Concerns About Gas Prices Remain High**  
Concerns about gas prices impacting travel decisions remain elevated at 40%, up 19.2 points compared to March 2026 (21%). While the impacts of gas prices on travel plans have remained relatively stable or returned to April 2026 levels, the percent of travelers who are reducing the number of trips they are taking have increased 4.7 points since April to 41%.
- 2. World Cup Travel in the U.S.**  
Two in ten travelers (18%) are very or somewhat likely to attend a World Cup match this summer, in line with February 2026 results (20%).
- 3. Increased Awareness of America 250**  
Recent marketing efforts for America 250 events have significantly increased awareness of America 250, which now stands at 75%, up 28.7 points from March 2026 (46%). Among travelers aware of America 250, a third (32%) plan to attend related events.



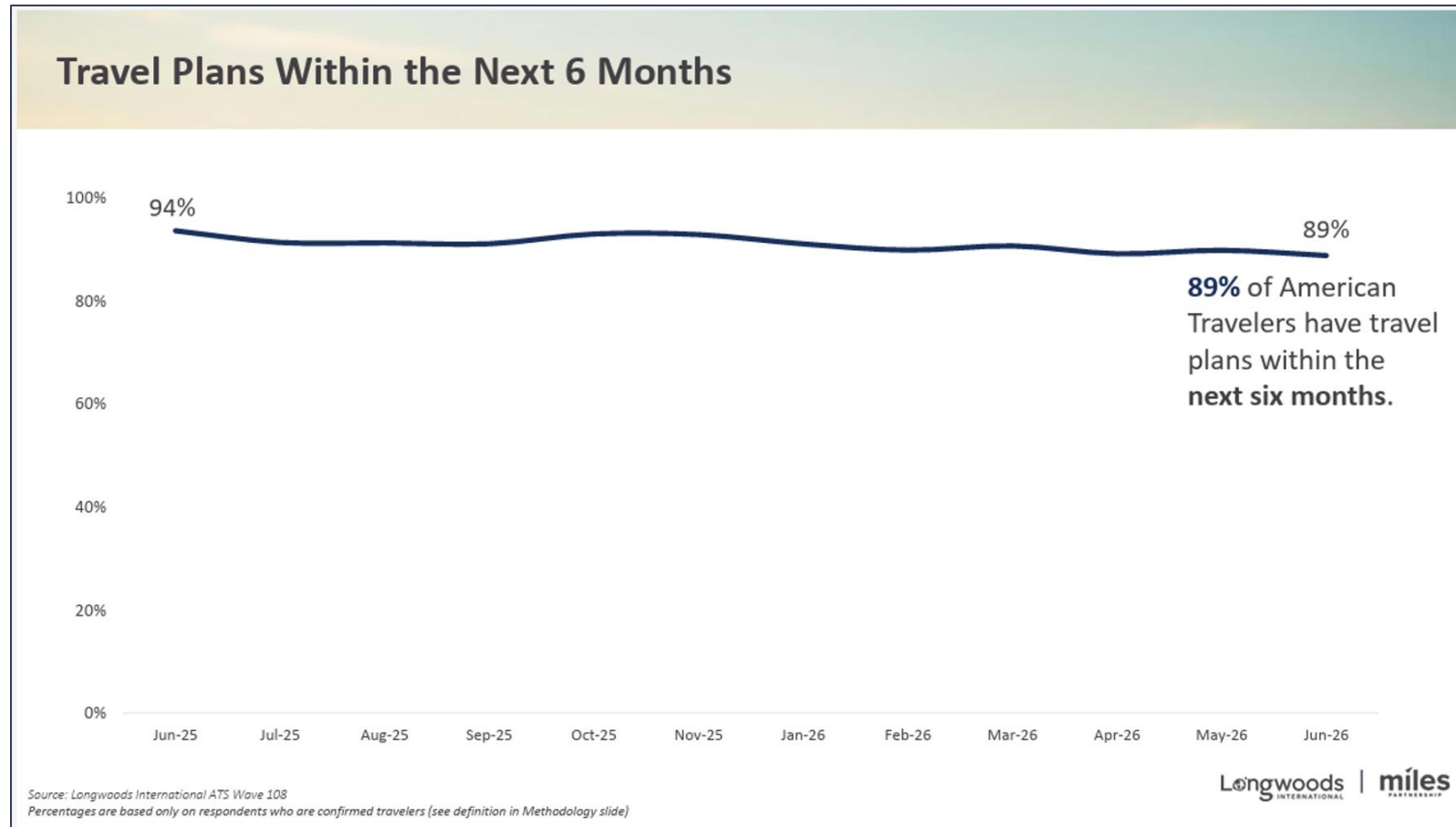
Source: Longwoods International ATS Wave 108

Longwoods | miles  
INTERNATIONAL PARTNERSHIP

# American Travel Sentiment Study Wave 108



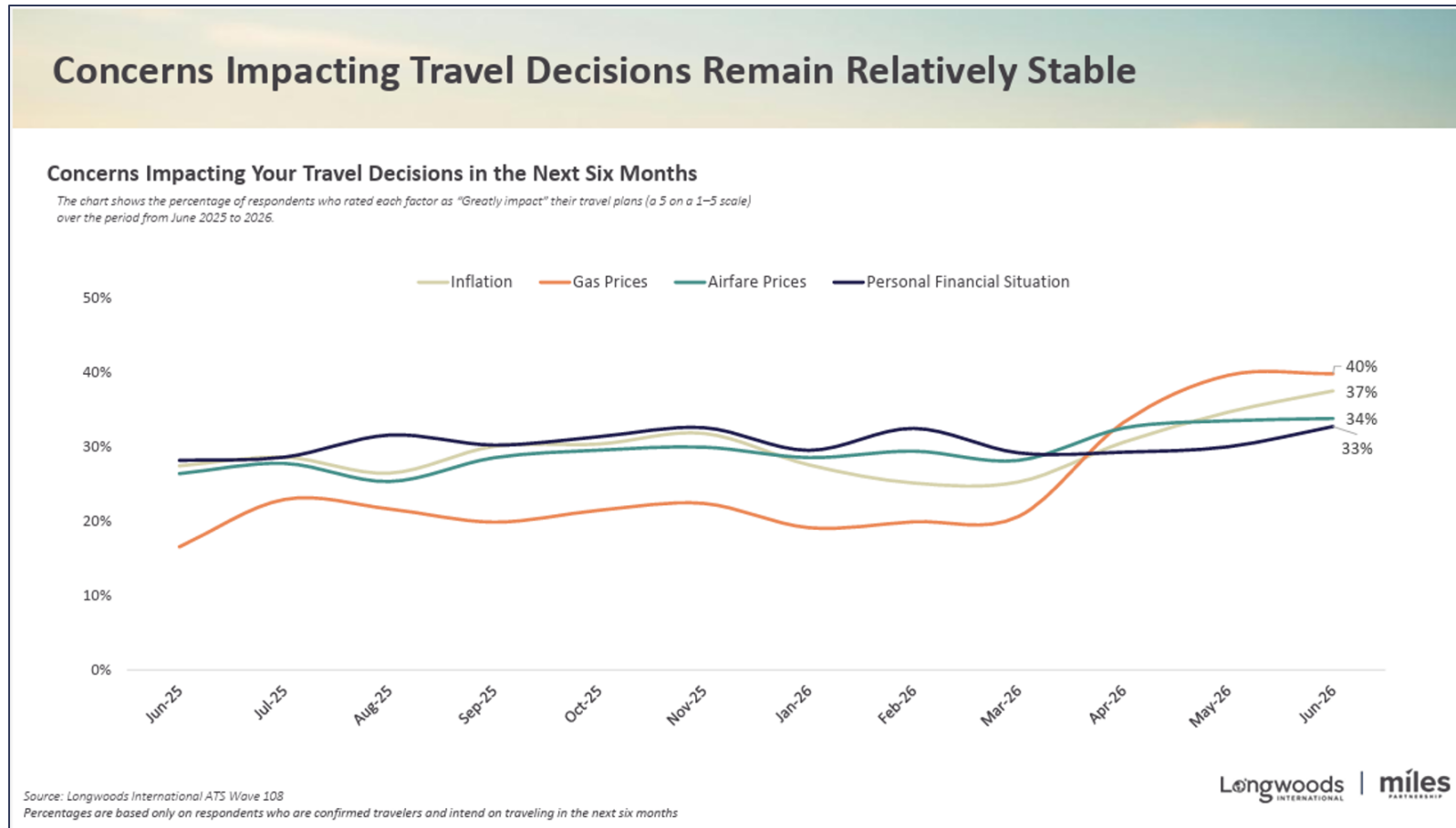
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



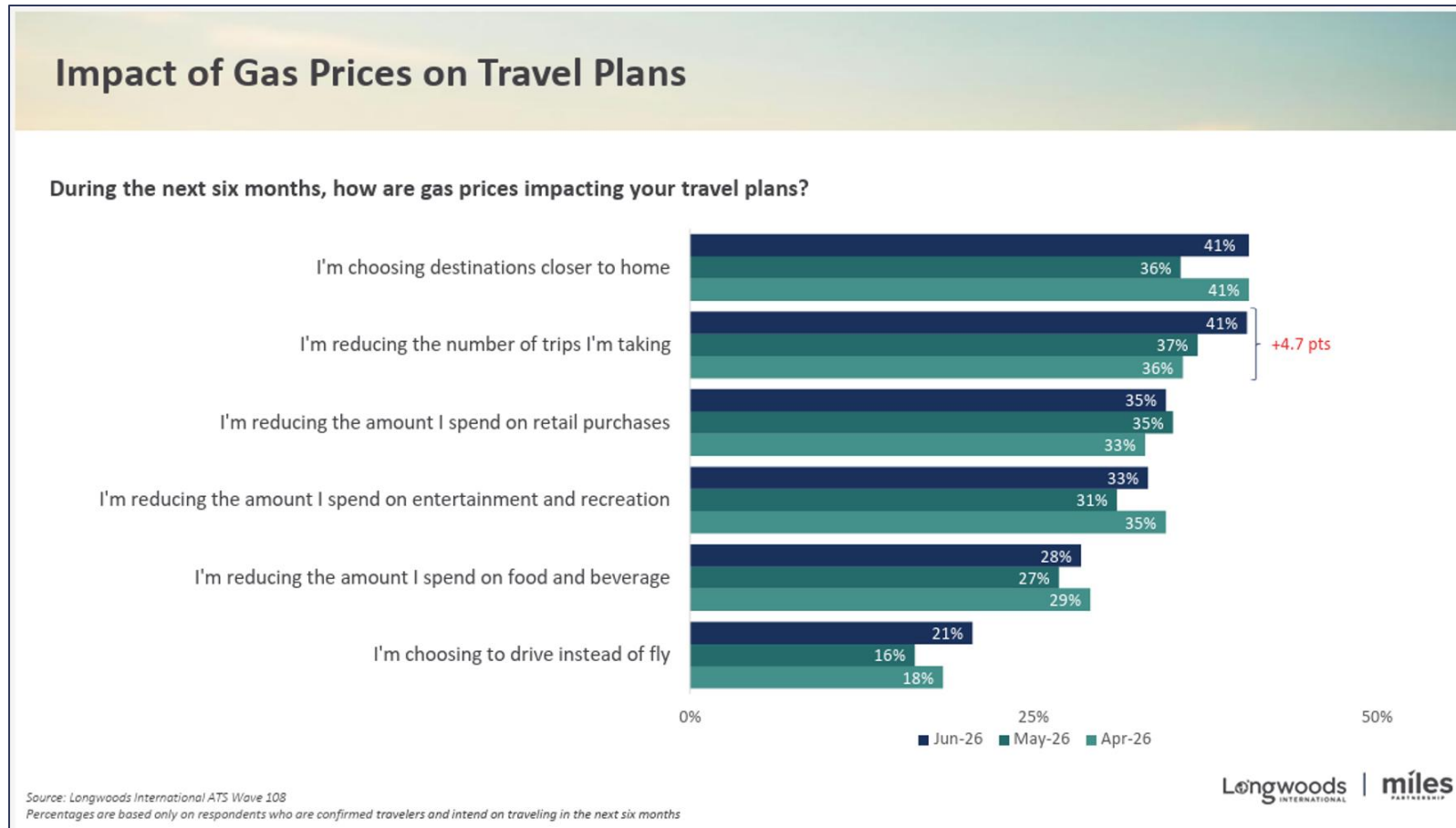
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



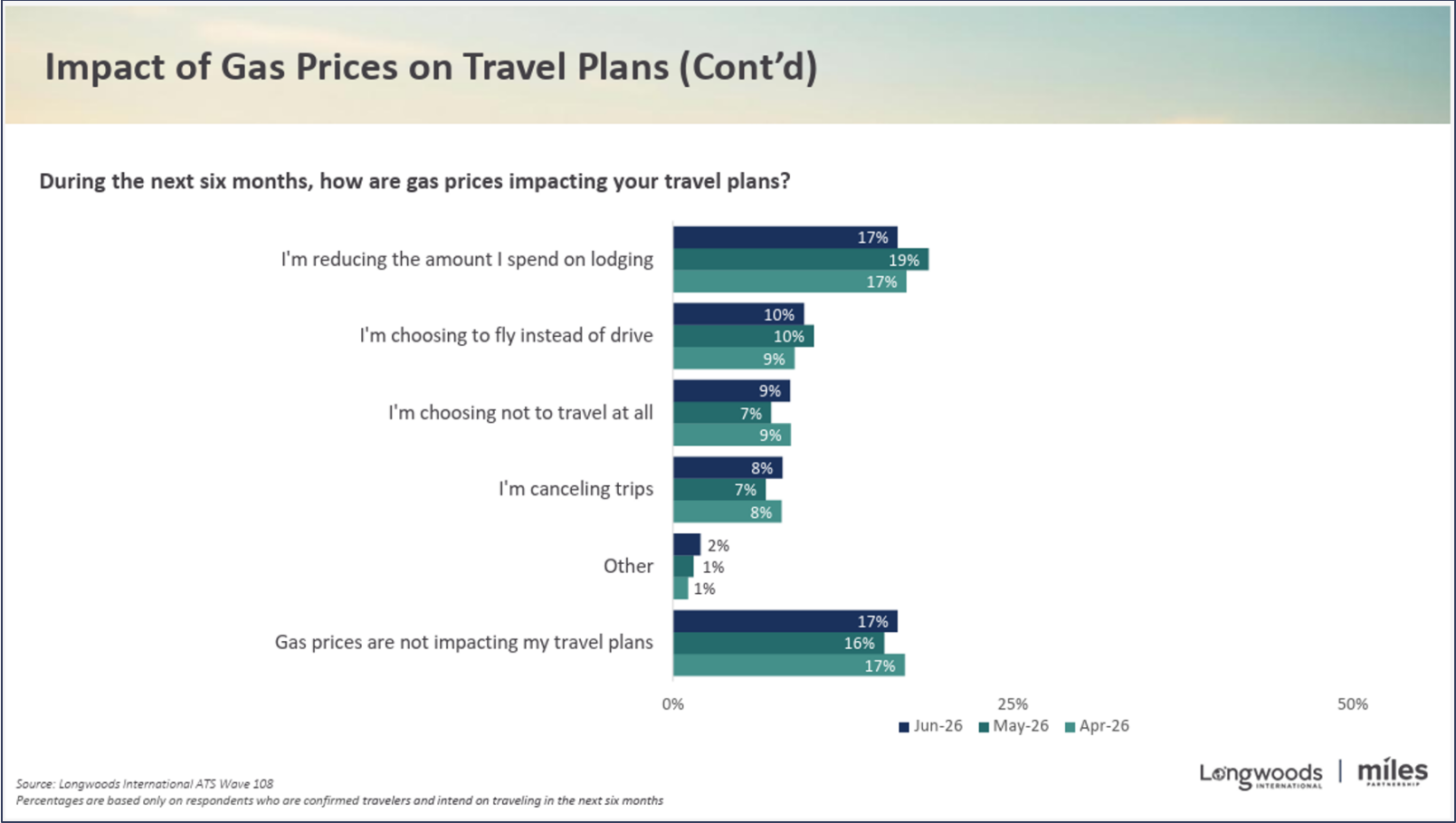
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



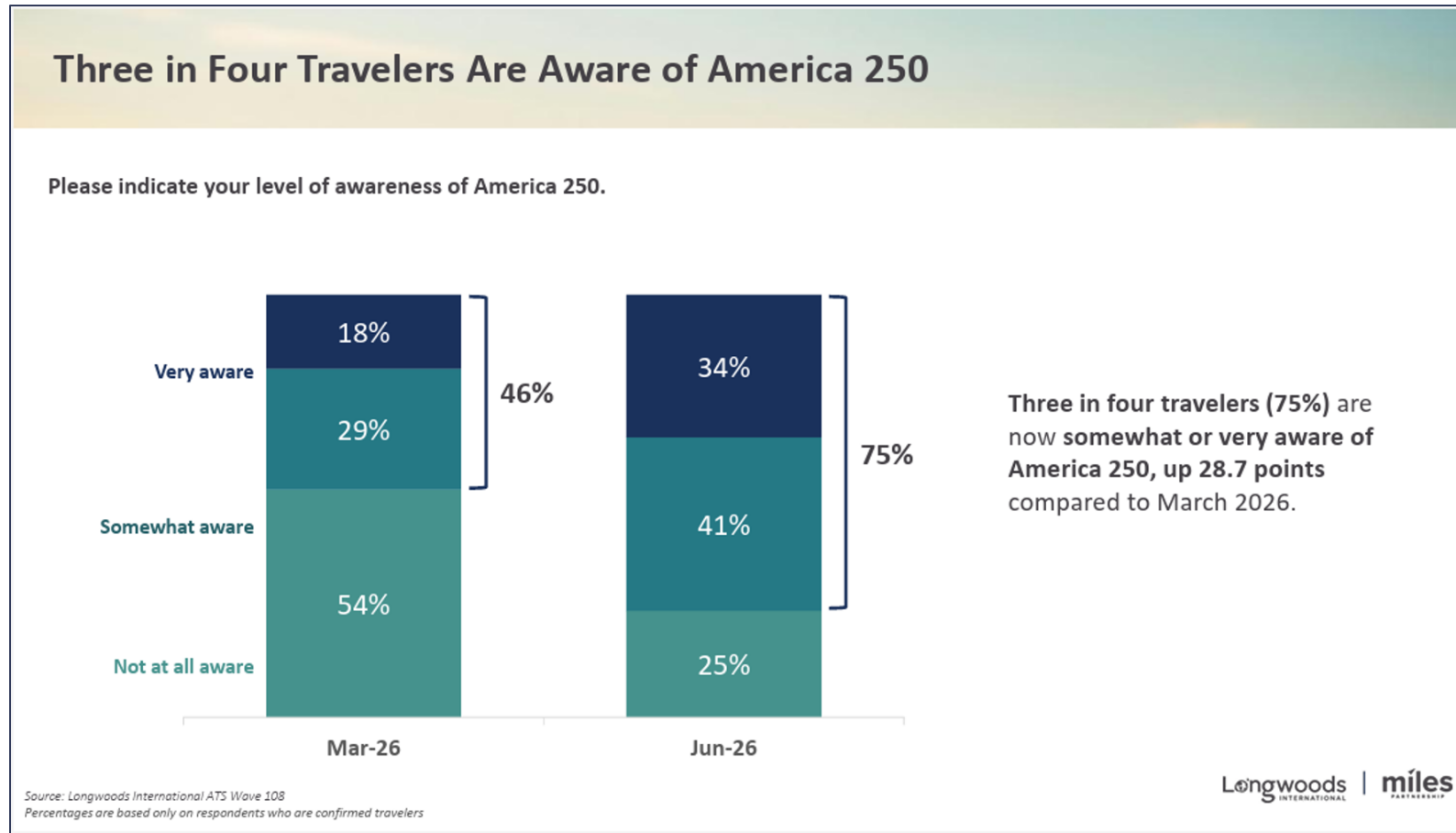
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



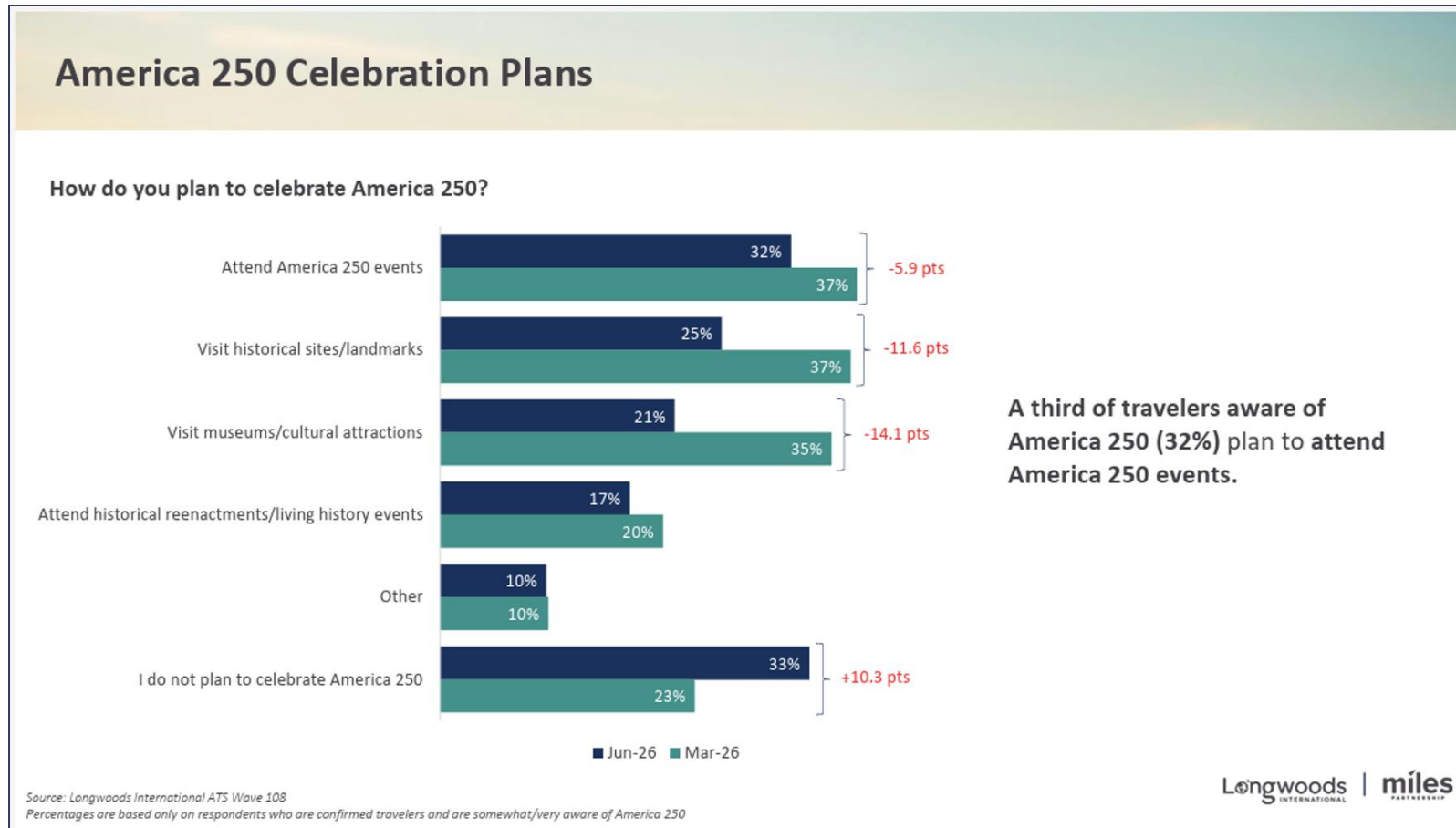
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



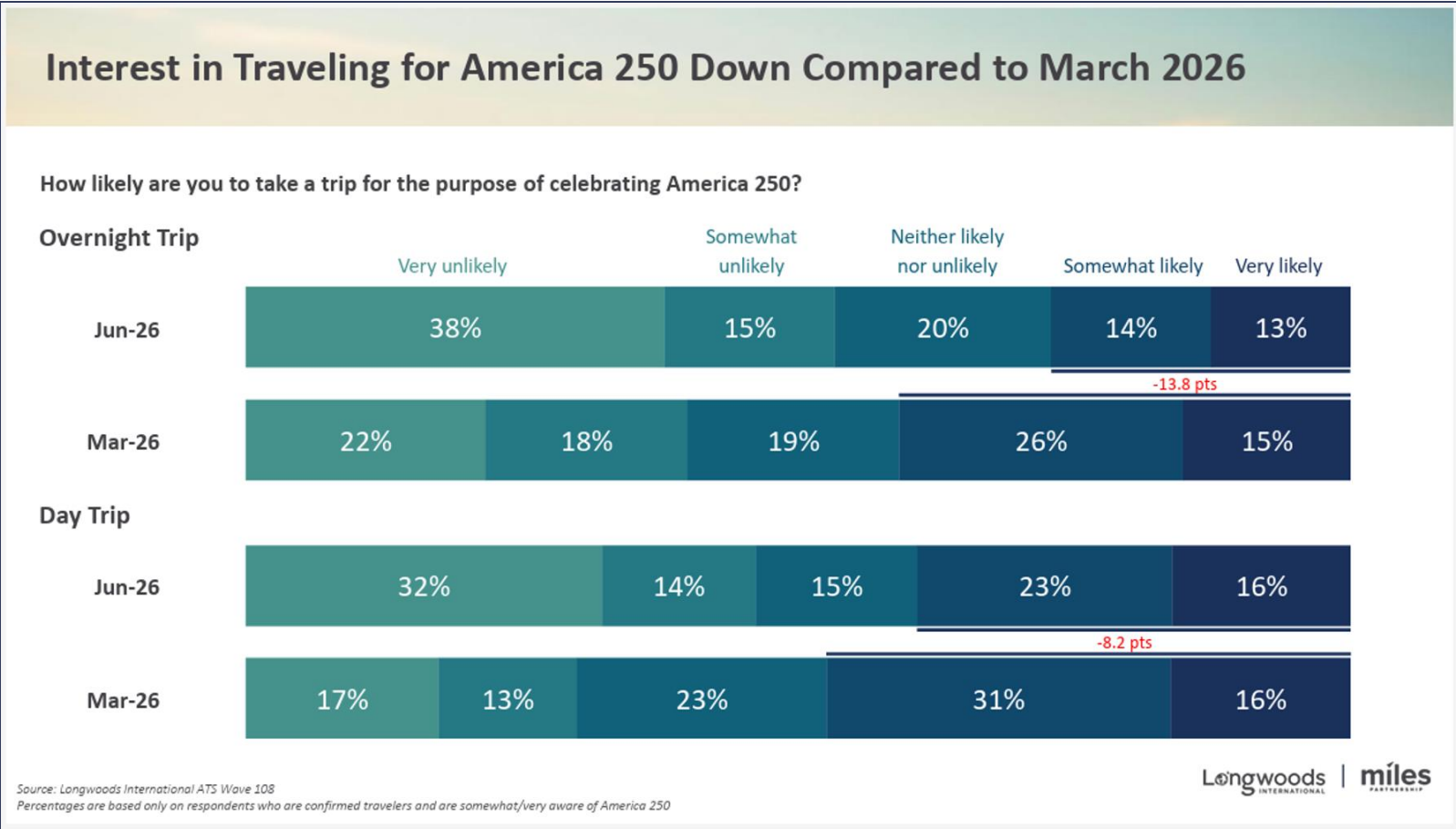
\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 108



\*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

## American Travel Sentiment Methodology

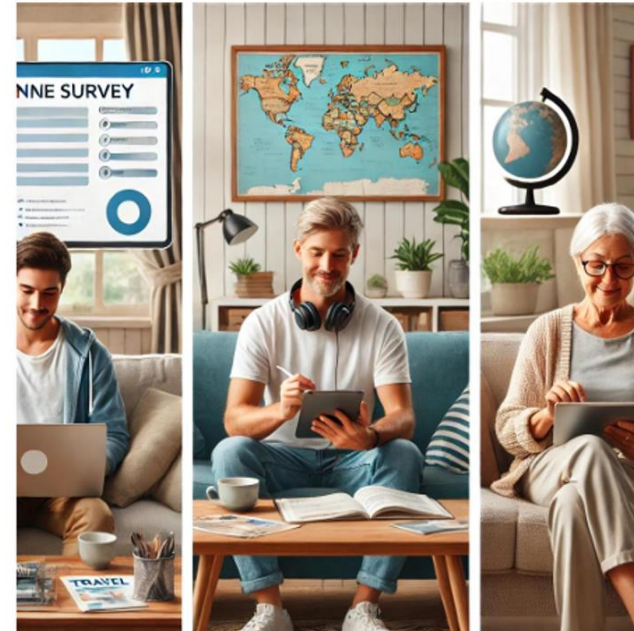
The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

### Key Details:

- Survey Date: June 2 – 4, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error:  $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.



Longwoods International | miles PARTNERSHIP

# THANK YOU



PAGOSA  
SPRINGS  
COLORADO



- REFRESHINGLY AUTHENTIC -



**BLUE ROOM**  
RESEARCH

## May 2026 Paid META Results

### Spring "Be" Video

Flight: 03/11 - 07/19

Budget: \$4,500

May Spend: \$1,499.45

Impressions: 336,372

Reach: 236,651

Post Engagements: 79,858

Link Clicks: 6,316

uCTR: 3.42%

CPC: \$0.24

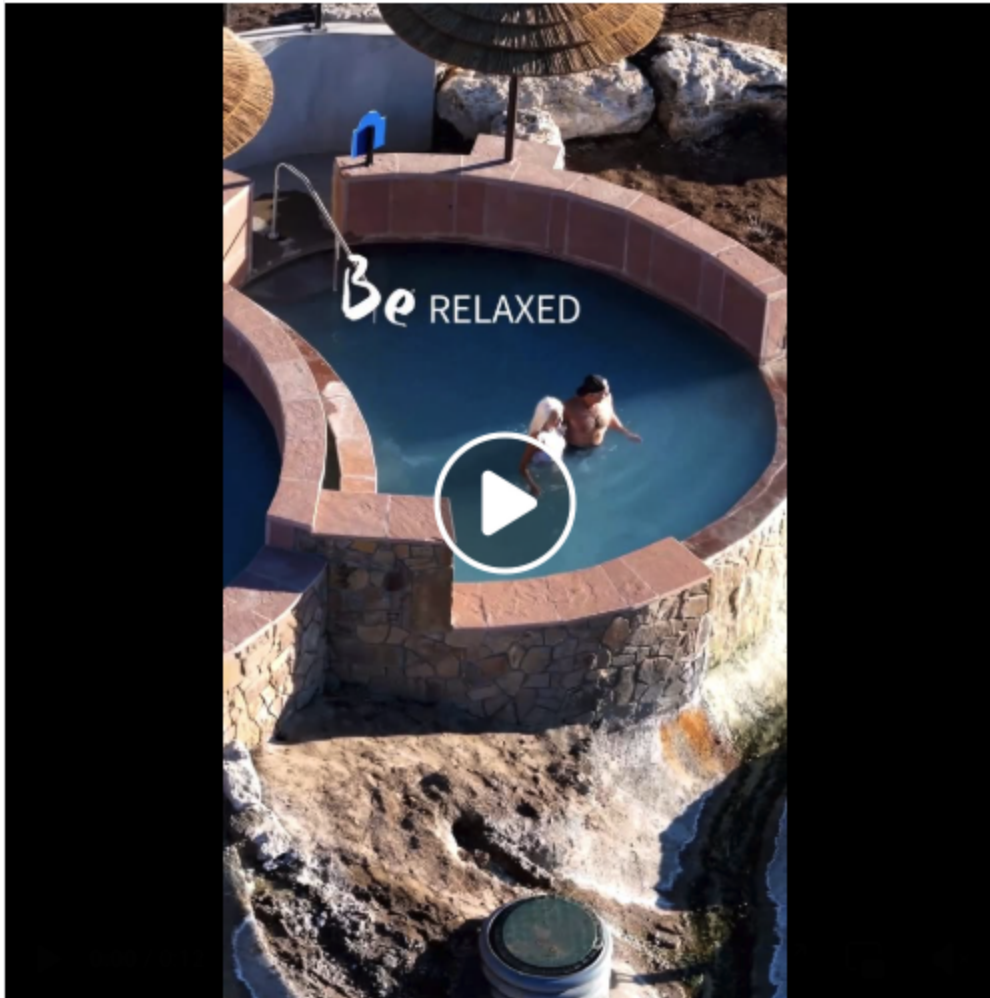


## Visit Pagosa Springs

Sponsored · 🌐



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



VISITPAGOSASPRINGS.COM

**Be Adventurous in Pagosa Springs, CO**

[Learn more](#)

👍 2K    💬 61    ➦ 172



### Events Calendar Carousel

Flight: 03/11 - 07/19

Budget: \$4,500

May Spend: \$1,499.76

Impressions: 308,221  
Reach: 210,849  
Post Engagements: 20,089  
Link Clicks: 13,872  
uCTR: 6.33%  
CPC: \$0.11

**Visit Pagosa Springs**  
Sponsored · 

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



[Learn more](#)

**Pints, Pool & Paddles:**  
May 15-16 [Learn more](#)

**17th Annual**  
June 12-13

 157   

### Fire Safety Video (Web Retargeting)

Flight: 04/02 - 05/31  
Budget: \$800  
May Spend: \$247.58  
Impressions: 88,485  
Reach: 17,508  
Engagements: 13,125

Page 68 of 113



**Visit Pagosa Springs**

Ad · 🌐



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

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



4

1 comment



Like



Comment



Share

### **Fire Safety Video (Locals + 50)**

Flight: 04/02 - 05/31

Budget: \$200

May Spend: \$62.39

Impressions: 28,816

Reach: 11,300

Engagements: 4,645



## Visit Pagosa Springs

Ad ·



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

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



4

1 comment



Like



Comment



Share

## June 2026 Paid META Results

### Spring "Be" Video

Flight: 03/11 - 07/19

Budget: \$4,500

June Spend: \$814.23

Impressions: 136,060

Reach: 98,053

Post Engagements: 41,205

Link Clicks: 3,007

uCTR: 4.46%

CPC: \$0.27

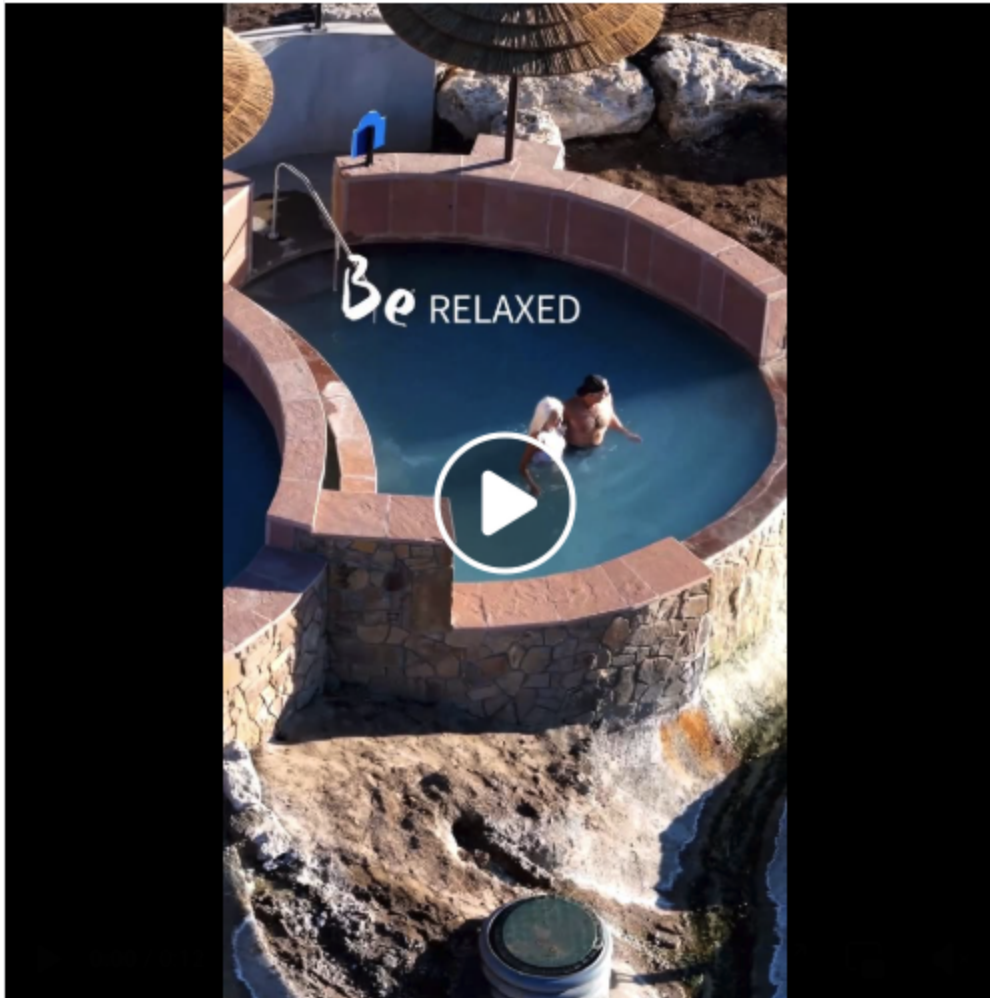


## Visit Pagosa Springs

Sponsored · 🌐



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



VISITPAGOSASPRINGS.COM

**Be Adventurous in Pagosa Springs, CO**

[Learn more](#)

👍 2K    💬 61    ➦ 172



### Events Calendar Carousel

Flight: 03/11 - 07/19

Budget: \$4,500

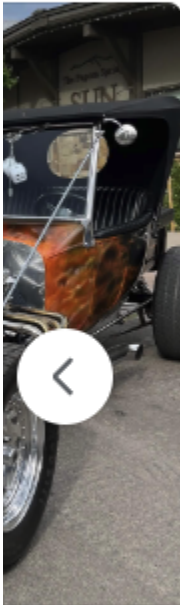
June Spend: \$794.95

Impressions: 165,429  
Reach: 79,044  
Post Engagements: 10,321  
Link Clicks: 9,795  
uCTR: 10.47%  
CPC: \$0.08

**Visit Pagosa Springs**  
Sponsored · 

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







**Reggae in the Park:**  
**June 20**  
[Learn more](#)

**Main Street**  
**6/26 & 7/24**  
Main Street A  
 

 470  1 

### Summer Carousel

Flight: 06/11 - 07/19  
Budget: \$1,500  
June Spend: \$796.55  
Impressions: 101,115  
Reach: 62,717  
Post Engagements: 5,133  
Link Clicks: 3,675

uCTR: 6.91%

CPC: \$0.22

 **Visit Pagosa Springs**  
Sponsored · 

Some summers you remember forever. Pagosa has the springs, the trails, and the river to make this one of them. 🏞️ What's calling your name first?

**Learn more** **Rise Above It** **Learn more** **Soak It**

Catch sunrise from a hot ... Sink into the l

👍 683 💬 20 ➦ 4

### July 4th

Flight: 06/24 - 07/03

Budget: \$500

June Spend: \$350.01

Impressions: 66,911

Reach: 53,887

Post Engagements: 29,333

Link Clicks: 2,967

uCTR: 7.45%

CPC: \$0.11



## Visit Pagosa Springs

Sponsored ·



4th of July in the mountains. Join us in Pagosa Springs for a celebration like no other.



VISITPAGOSASPRINGS.COM

### Celebrate the 4th in the Mountains

4th of July weekend in Pagosa Springs runs July ...

[See details](#)

532   26   31



# Market Visitors

Jul 1 - Jul 4, 2026

Markets:

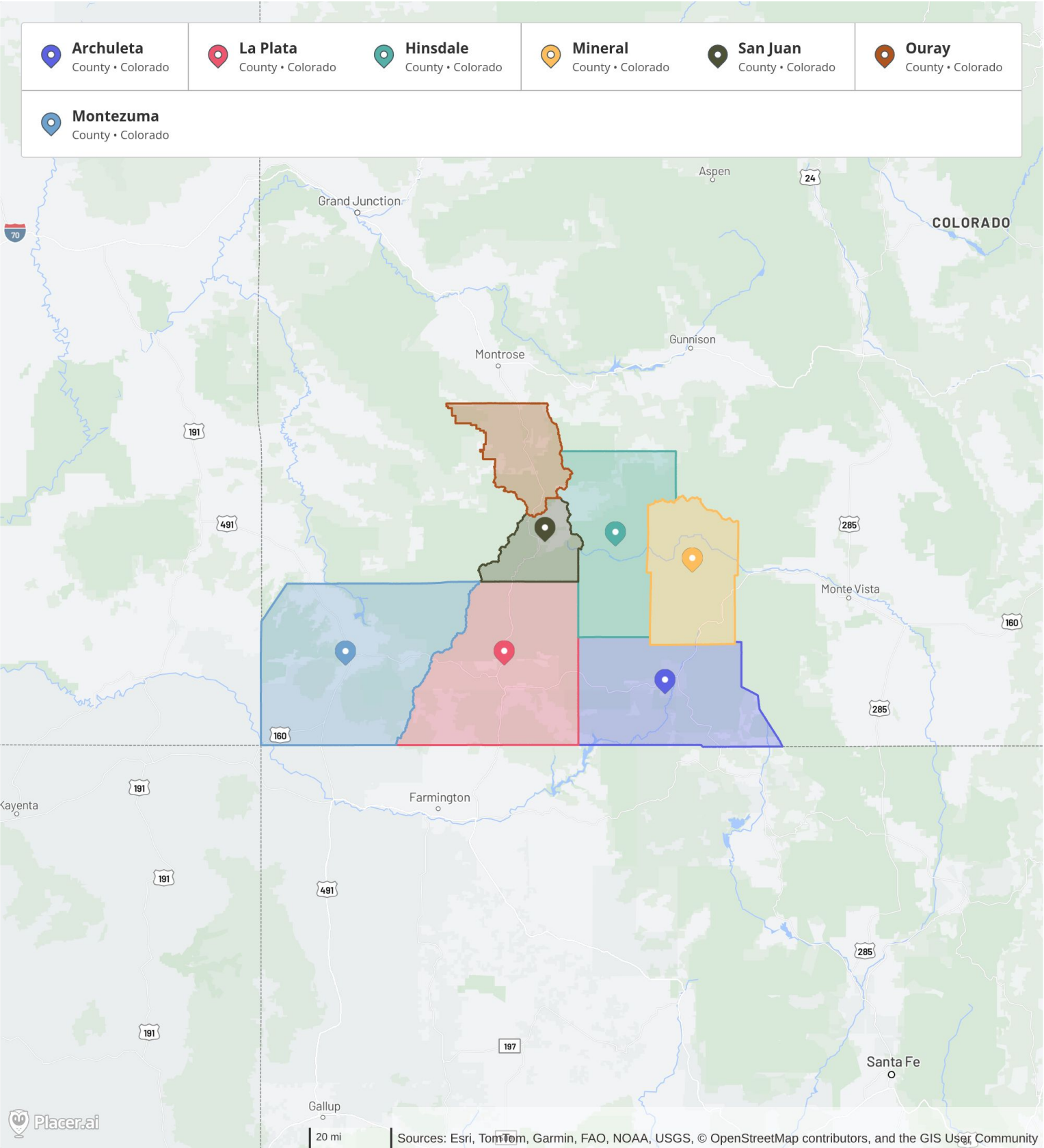
|           |                                       |                          |
|-----------|---------------------------------------|--------------------------|
| <b>A</b>  | <b>Archuleta</b><br>County • Colorado | Home Distance: >50.00 mi |
| <b>LP</b> | <b>La Plata</b><br>County • Colorado  | Home Distance: >50.00 mi |
| <b>H</b>  | <b>Hinsdale</b><br>County • Colorado  | Home Distance: >50.00 mi |
| <b>M</b>  | <b>Mineral</b><br>County • Colorado   | Home Distance: >50.00 mi |
| <b>SJ</b> | <b>San Juan</b><br>County • Colorado  | Home Distance: >50.00 mi |
| <b>O</b>  | <b>Ouray</b><br>County • Colorado     |                          |
| <b>M</b>  | <b>Montezuma</b><br>County • Colorado |                          |

## Applied Filters:

Audience Type: Inbound Visitor | Length of Stay: more than / 150 min

# Market Visitors

Jul 1 - Jul 4, 2026



# Market Visitors

Jul 1 - Jul 4, 2026



## Visitation Metrics

| Metric Name                   | <div><div></div>Archuleta</div> <div>County • Colorado</div> | <div><div></div>La Plata</div> <div>County • Colorado</div> | <div><div></div>Hinsdale</div> <div>County • Colorado</div> | <div><div></div>Mineral</div> <div>County • Colorado</div> |
|-------------------------------|--------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------|
| Out-of-Market Visitors        | 24.7K <span>(+4.2% YOY)</span>                               | 40.3K <span>(-10% YOY)</span>                               | 8.6K <span>(+11.5% YOY)</span>                              | 8.4K <span>(-14.7% YOY)</span>                             |
| Visits                        | 58.6K <span>(+4.1% YOY)</span>                               | 93.1K <span>(-5.8% YOY)</span>                              | 24K <span>(+14.9% YOY)</span>                               | 19.5K <span>(-15.5% YOY)</span>                            |
| Avg. Days in Market           | 2.4                                                          | 2.3                                                         | 2.8                                                         | 2.3                                                        |
| Avg. Daily Time Spent in M... | 1K min                                                       | 1K min                                                      | 1.1K min                                                    | 957 min                                                    |
| Median Daily Time Spent i...  | 1.1K min                                                     | 1.1K min                                                    | 1.1K min                                                    | 1K min                                                     |

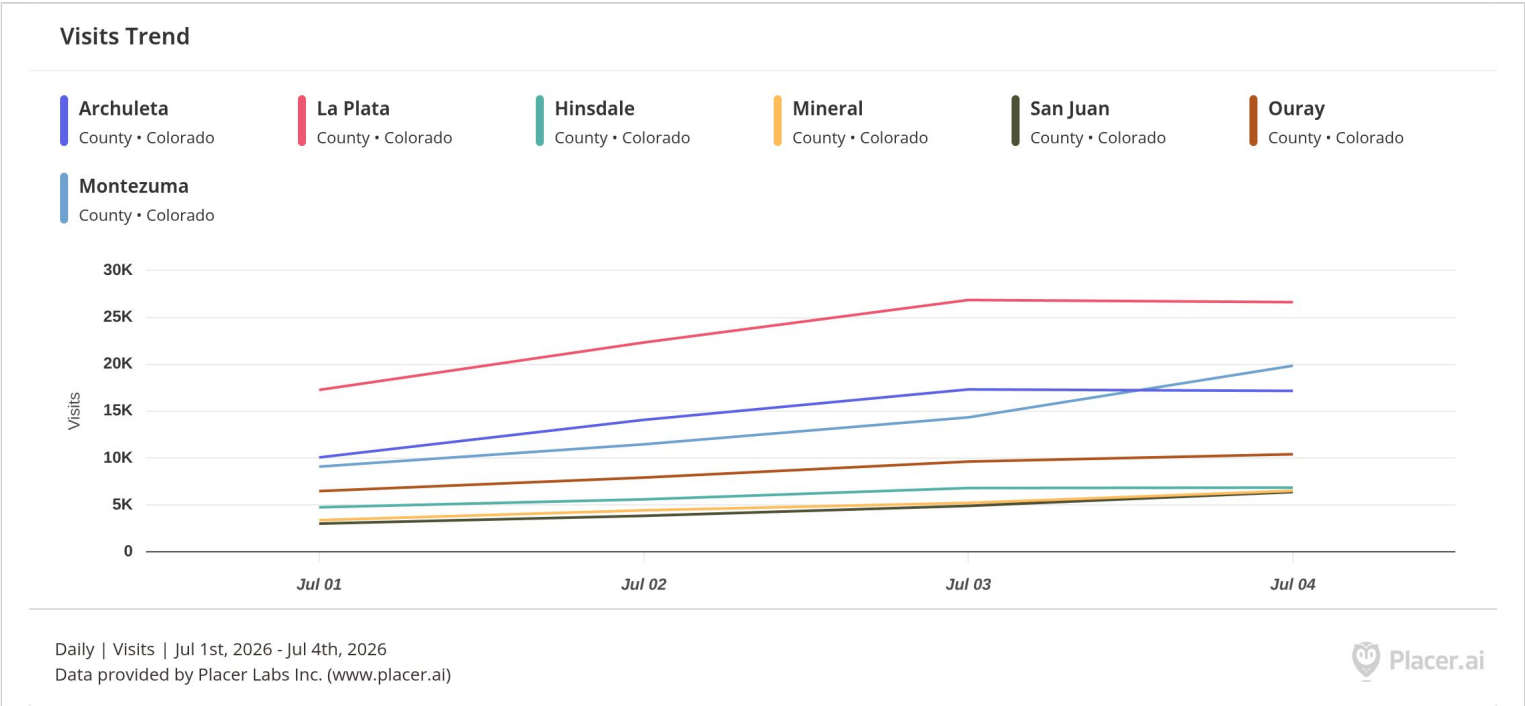
| Metric Name                       | <div><div></div>San Juan</div> <div>County • Colorado</div> | <div><div></div>Ouray</div> <div>County • Colorado</div> | <div><div></div>Montezuma</div> <div>County • Colorado</div> |
|-----------------------------------|-------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------|
| Out-of-Market Visitors            | 8.6K <span>(-29% YOY)</span>                                | 16.5K <span>(-34.3% YOY)</span>                          | 29.2K <span>(+1.2% YOY)</span>                               |
| Visits                            | 18.1K <span>(-18.7% YOY)</span>                             | 34.4K <span>(-29.5% YOY)</span>                          | 54.7K <span>(+4.6% YOY)</span>                               |
| Avg. Days in Market               | 2.1                                                         | 2.1                                                      | 1.9                                                          |
| Avg. Daily Time Spent in Market   | 915 min                                                     | 876 min                                                  | 795 min                                                      |
| Median Daily Time Spent in Market | 990 min                                                     | 961 min                                                  | 794 min                                                      |

Compared to: 1 Year Ago | Jul 1st, 2026 - Jul 4th, 2026  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Market Visitors

Jul 1 - Jul 4, 2026



# Market Visitors

Jul 1 - Jul 4, 2026



## Visitor Demographics

### Summary

| Markets                                                | Median Household Income | Most Common Ethnicity | Bachelor's Degree or Higher | Persons per Household |
|--------------------------------------------------------|-------------------------|-----------------------|-----------------------------|-----------------------|
| <div>Archuleta</div> <div>Out-of-Market Visitors</div> | \$94K                   | White (57%)           | 47.6%                       | 2.45                  |
| <div>La Plata</div> <div>Out-of-Market Visitors</div>  | \$95.7K                 | White (62.2%)         | 50.8%                       | 2.47                  |
| <div>Hinsdale</div> <div>Out-of-Market Visitors</div>  | \$97.2K                 | White (65.4%)         | 46.7%                       | 2.5                   |
| <div>Mineral</div> <div>Out-of-Market Visitors</div>   | \$104.2K                | White (65.9%)         | 50.3%                       | 2.5                   |
| <div>San Juan</div> <div>Out-of-Market Visitors</div>  | \$90.6K                 | White (61.9%)         | 43.9%                       | 2.51                  |
| <div>Ouray</div> <div>Out-of-Market Visitors</div>     | \$92.7K                 | White (68.2%)         | 45.5%                       | 2.48                  |
| <div>Montezuma</div> <div>Out-of-Market Visitors</div> | \$82.3K                 | White (54.7%)         | 37.8%                       | 2.62                  |

Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

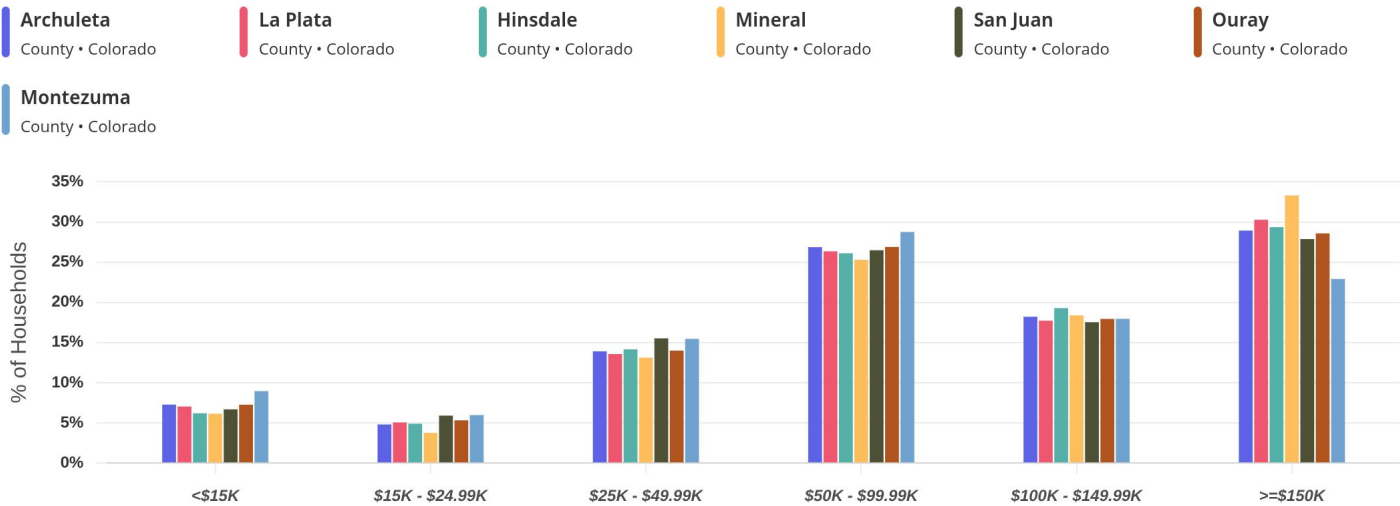


Market Visitors

Jul 1 - Jul 4, 2026



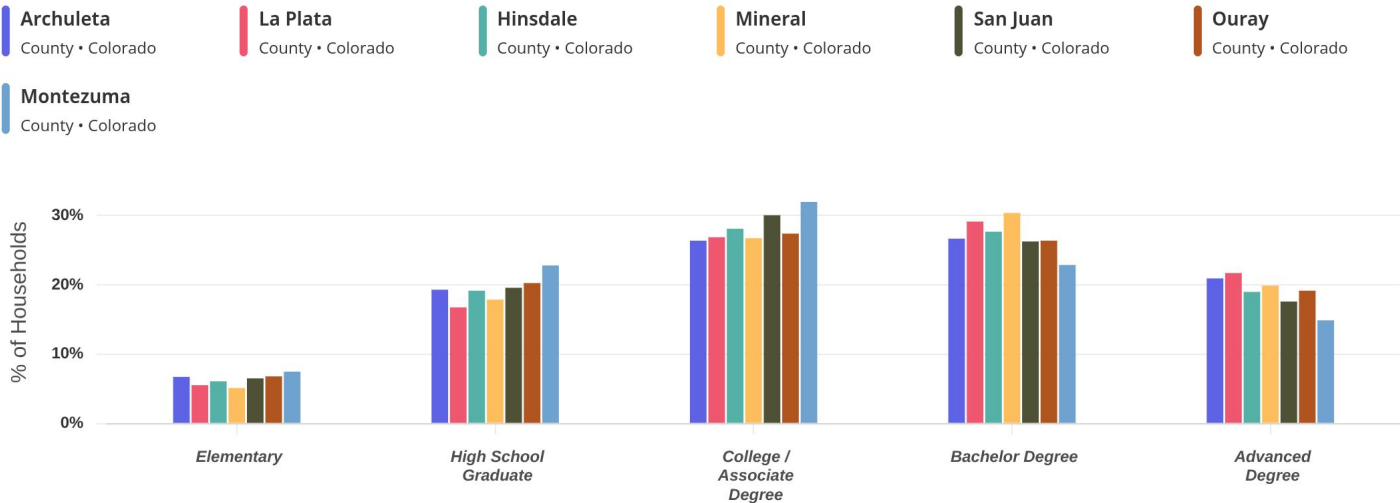
Household Income



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. (www.placer.ai)

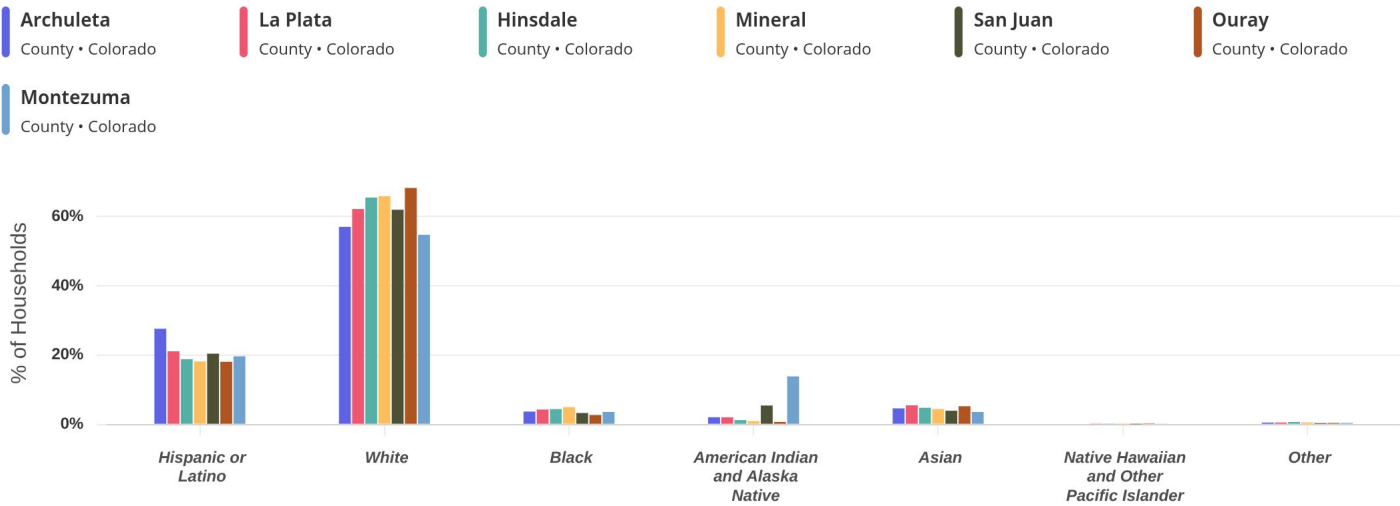


Market Visitors

Jul 1 - Jul 4, 2026



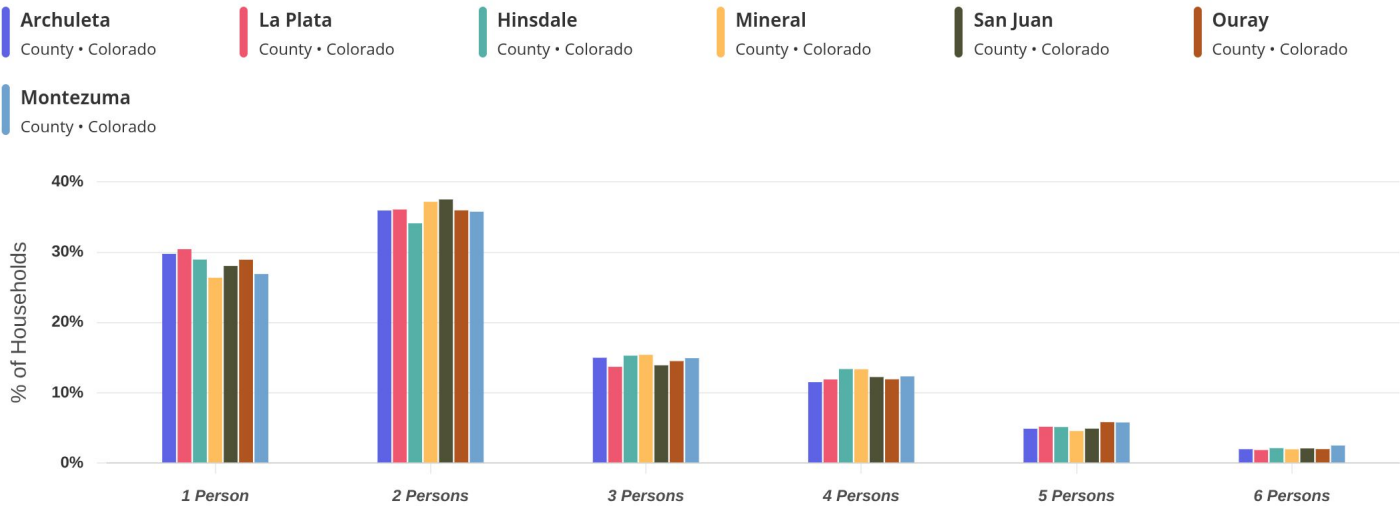
Ethnicity



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Household Size

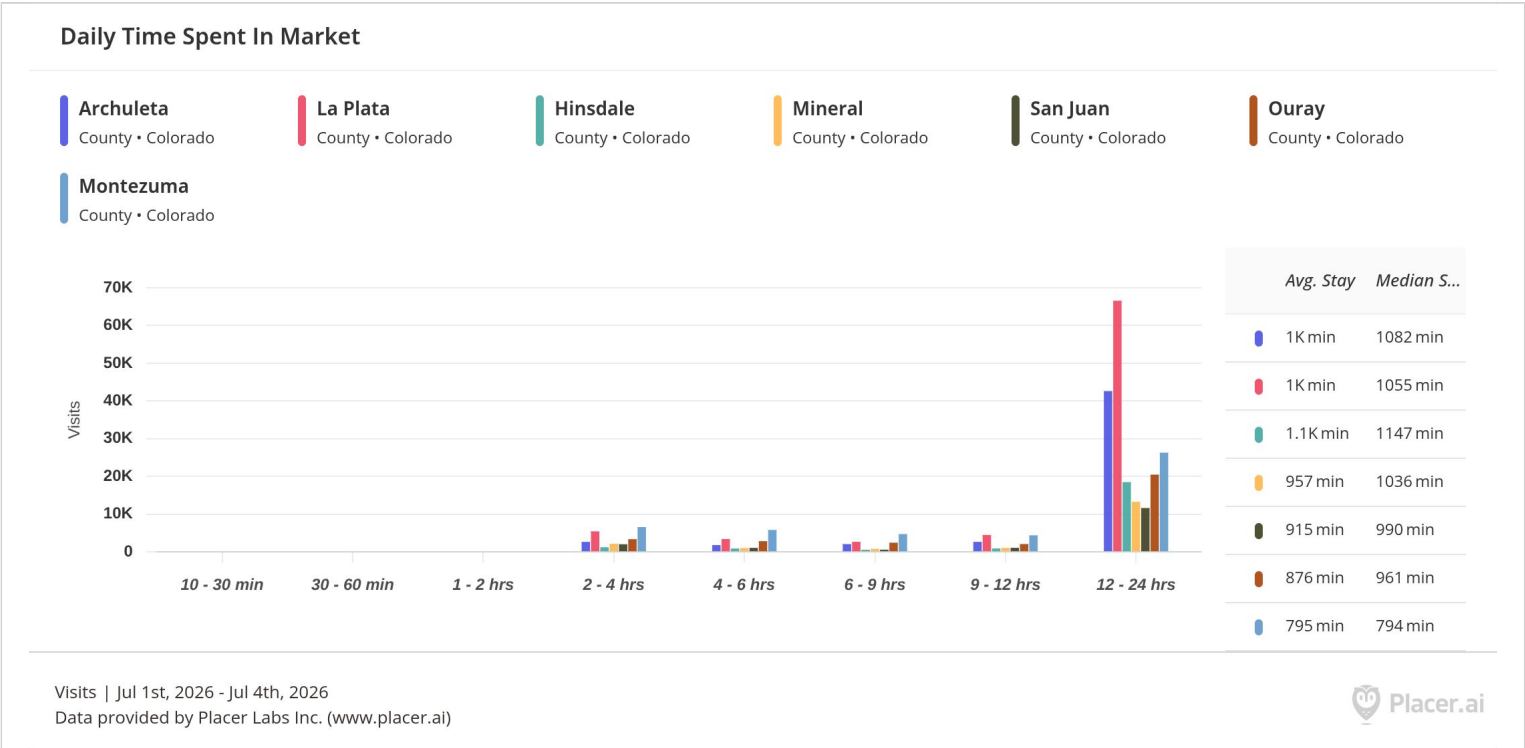


Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Market Visitors

Jul 1 - Jul 4, 2026



# Market Visitors

Jul 1 - Jul 4, 2026



## Travel by Distance

- Archuleta

County • Colorado
- La Plata

County • Colorado
- Hinsdale

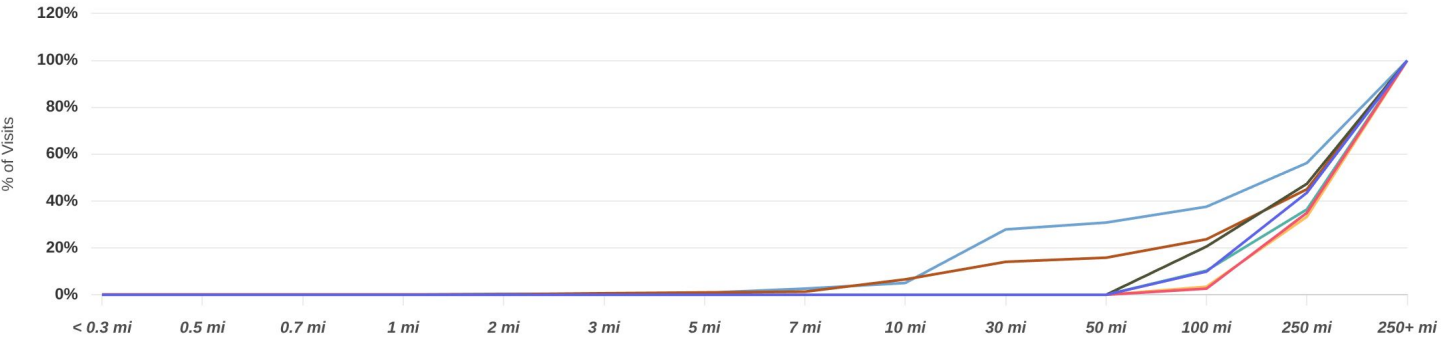
County • Colorado
- Mineral

County • Colorado
- San Juan

County • Colorado
- Ouray

County • Colorado
- Montezuma

County • Colorado



Home Location | % of Visits | Min Visits: 1 | Jul 1st, 2026 - Jul 4th, 2026  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# Market Visitors

Jul 1 - Jul 4, 2026

## Markets:

A

**Archuleta**

County • Colorado

Home Distance: >50.00 mi | Length of Stay:  
more than / 150 min

LP

**La Plata**

County • Colorado

Home Distance: >50.00 mi | Length of Stay:  
more than / 150 min

O

**Ouray**

County • Colorado

Length of Stay: more than / 150 min

G

**Garfield**

County • Colorado

C

**Chaffee**

County • Colorado

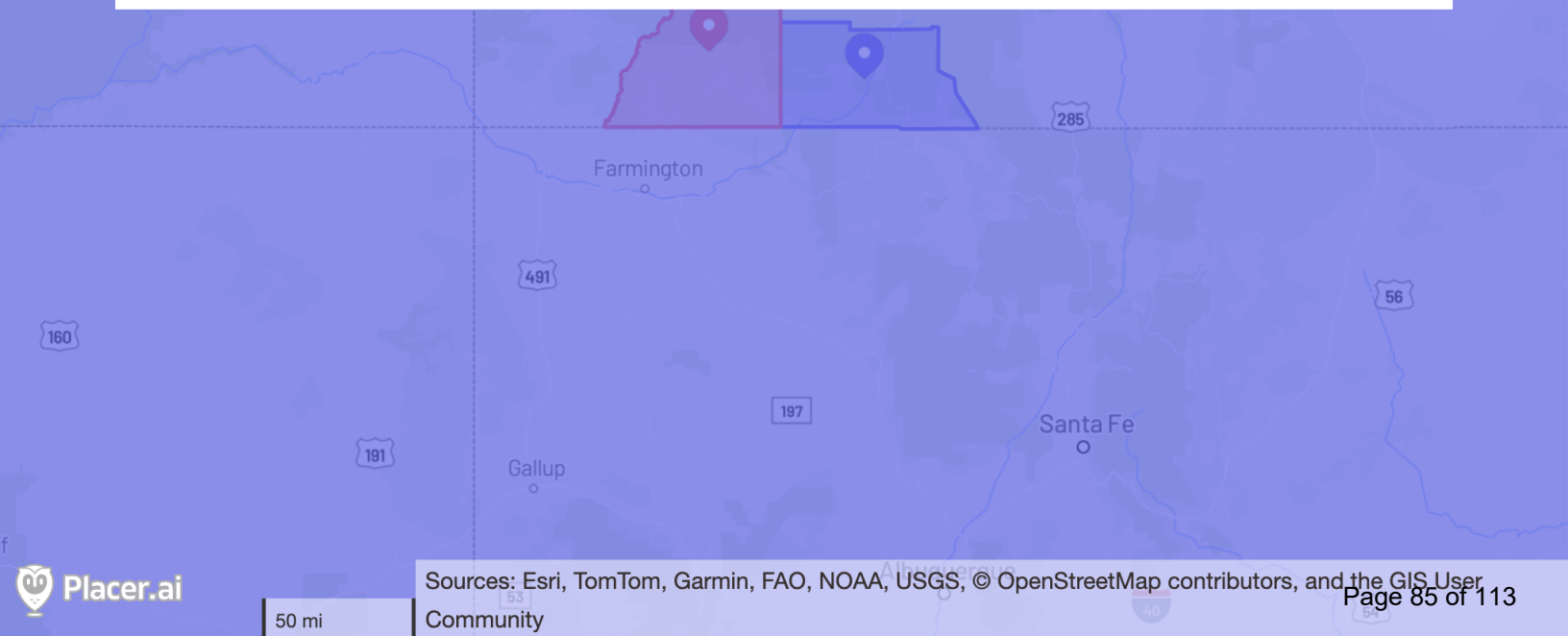
R

**Routt**

County • Colorado

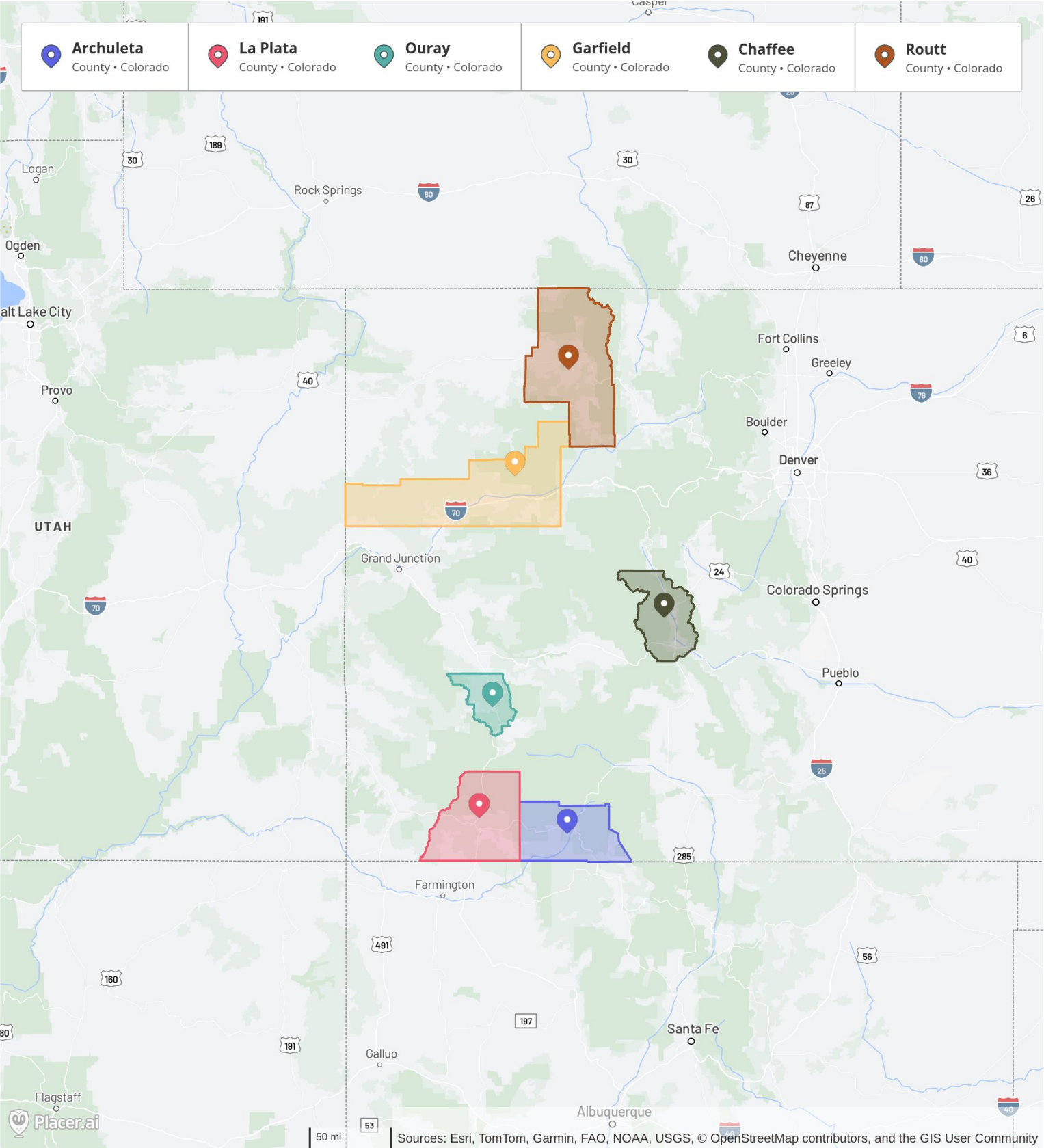
## Applied Filters:

Audience Type: Inbound Visitor



# Market Visitors

Jul 1 - Jul 4, 2026



# Market Visitors

Jul 1 - Jul 4, 2026



## Visitation Metrics

| Metric Name                   | <div><div></div>Archuleta<br/>County • Colorado</div> | <div><div></div>La Plata<br/>County • Colorado</div> | <div><div></div>Ouray<br/>County • Colorado</div> | <div><div></div>Garfield<br/>County • Colorado</div> |
|-------------------------------|-------------------------------------------------------|------------------------------------------------------|---------------------------------------------------|------------------------------------------------------|
| Out-of-Market Visitors        | 24.7K <span>(+4.2% YOY)</span>                        | 40.3K <span>(-10% YOY)</span>                        | 16.5K <span>(-34.3% YOY)</span>                   | 122.4K <span>(+2.4% YOY)</span>                      |
| Visits                        | 58.6K <span>(+4.1% YOY)</span>                        | 93.1K <span>(-5.8% YOY)</span>                       | 34.4K <span>(-29.5% YOY)</span>                   | 180.5K <span>(+3.8% YOY)</span>                      |
| Avg. Days in Market           | 2.4                                                   | 2.3                                                  | 2.1                                               | 1.5                                                  |
| Avg. Daily Time Spent in M... | 1K min                                                | 1K min                                               | 876 min                                           | 433 min                                              |
| Median Daily Time Spent i...  | 1.1K min                                              | 1.1K min                                             | 961 min                                           | 152 min                                              |

| Metric Name                       | <div><div></div>Chaffee<br/>County • Colorado</div> | <div><div></div>Routt<br/>County • Colorado</div> |
|-----------------------------------|-----------------------------------------------------|---------------------------------------------------|
| Out-of-Market Visitors            | 81.8K <span>(-5% YOY)</span>                        | 47.5K <span>(+4.8% YOY)</span>                    |
| Visits                            | 130.3K <span>(-2.3% YOY)</span>                     | 107.2K <span>(+6.9% YOY)</span>                   |
| Avg. Days in Market               | 1.6                                                 | 2.3                                               |
| Avg. Daily Time Spent in Market   | 530 min                                             | 907 min                                           |
| Median Daily Time Spent in Market | 244 min                                             | 1.1K min                                          |

Compared to: 1 Year Ago | Jul 1st, 2026 - Jul 4th, 2026  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

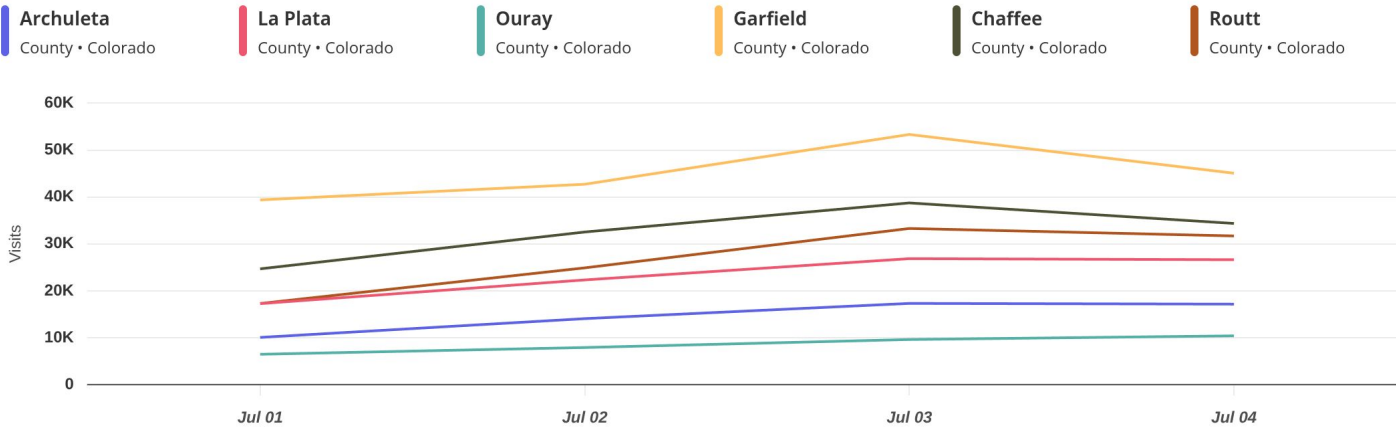


# Market Visitors

Jul 1 - Jul 4, 2026



## Visits Trend



Daily | Visits | Jul 1st, 2026 - Jul 4th, 2026  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

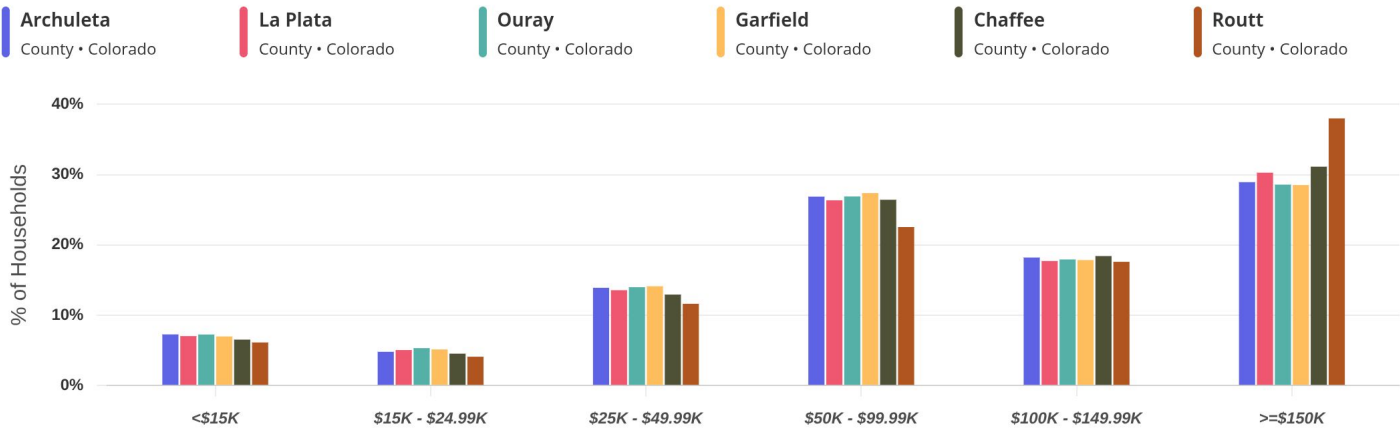


Market Visitors

Jul 1 - Jul 4, 2026



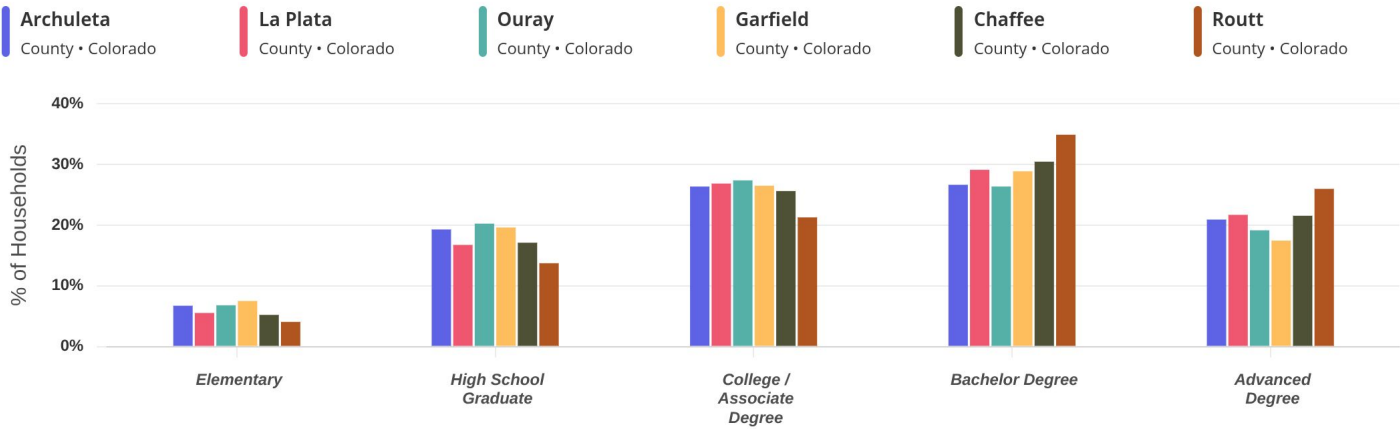
Household Income



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



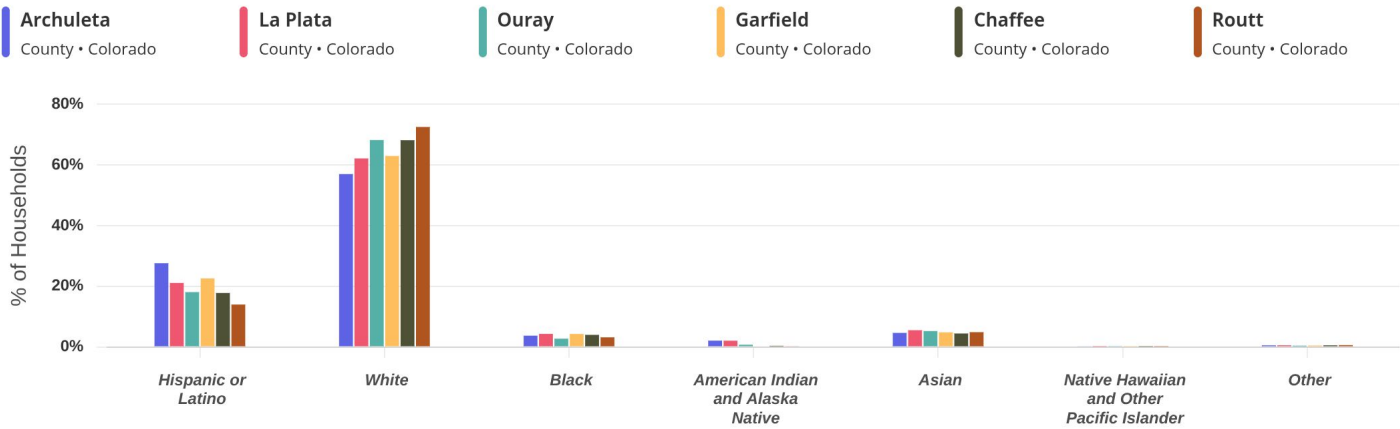
Education



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



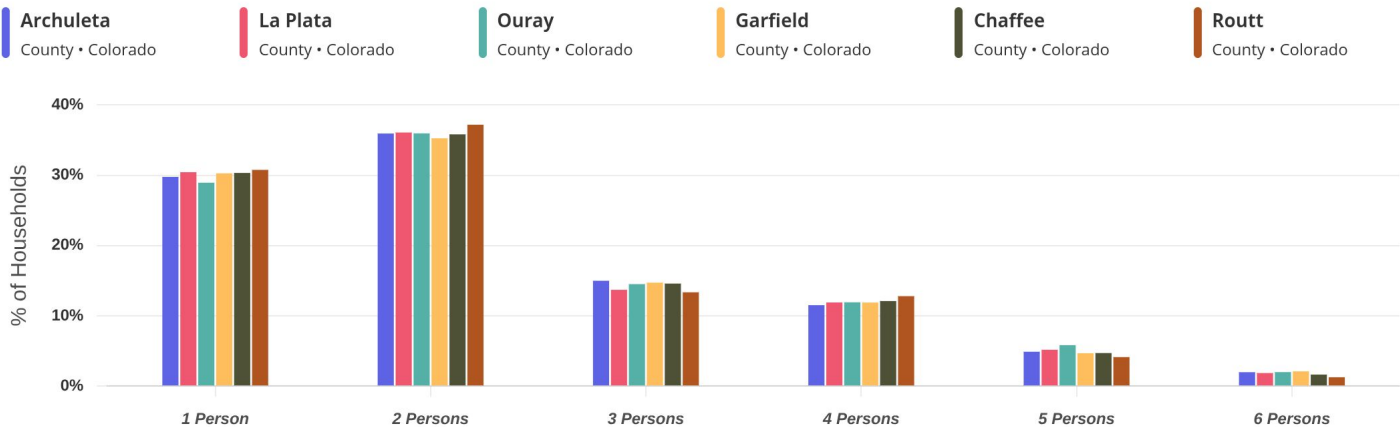
Ethnicity



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



Household Size



Jul 1st, 2026 - Jul 4th, 2026 | Data Source: Census 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

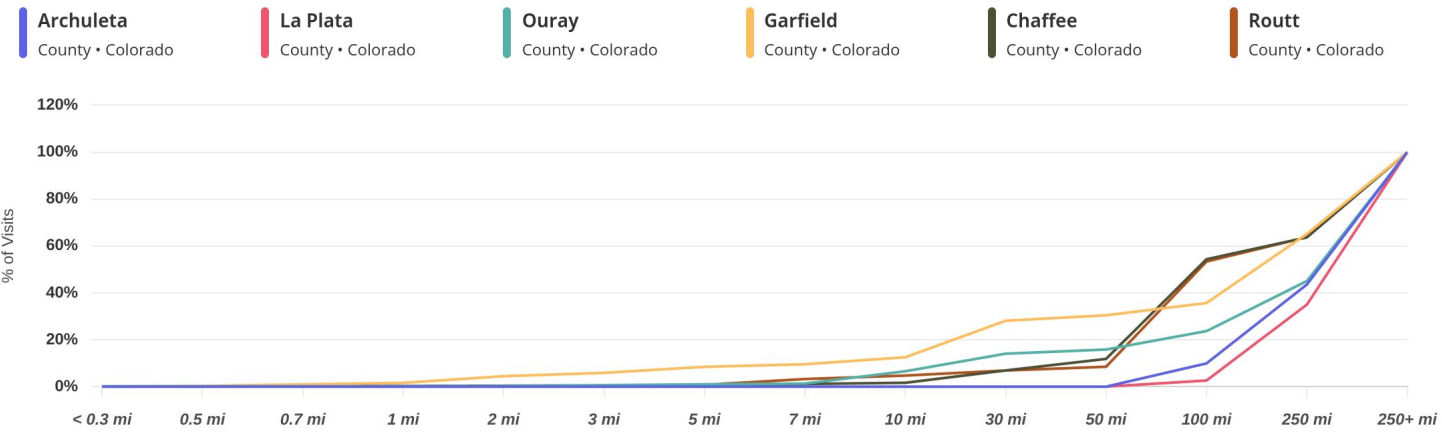


# Market Visitors

Jul 1 - Jul 4, 2026



## Travel by Distance



Home Location | % of Visits | Min Visits: 1 | Jul 1st, 2026 - Jul 4th, 2026  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** Chamber of Commerce Report  
**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**  
None



## AGENDA BRIEF

**MEETING:** Agenda\_071526

**FROM:**

---

**PROJECT:** Board of Realtors Report

**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**

None

**FISCAL IMPACT:**

**GOALS & OBJECTIVES:**

**RECOMMENDATIONS:**



## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** Lodgers Association Report  
**ACTION:**

---

**PURPOSE/BACKGROUND:**

**ATTACHMENTS:**  
None



## AGENDA BRIEF

**MEETING:** Agenda\_071526  
**FROM:**

---

**PROJECT:** 2026 Event Funding  
**ACTION:** Discussion

---

**PURPOSE/BACKGROUND:**

The 2026 budget allocated \$150,000 for event funding. After the 1st 2 rounds of funding, there is \$13,455.85 remaining in unallocated funding. Director seeks direction from the Tourism Board on next steps. Attached are approved funding allocations for reference.

**ATTACHMENTS:**

1. 2026 Approved Event Funding

### 2026 Event Funding Requests

| Event                                                          | Event Date(s)              | Amount Requested | Funds Requested For                                                                                                                                                                                                                                                       | 2026 Funds Approved |
|----------------------------------------------------------------|----------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Chamber - Winterfest 2026</b>                               | 1/16-1/18/2026             | \$15,000         | Funding from the Tourism Board will be used to directly support the production, promotion, and safety of Winterfest. Including marketing, event infrastructure, permits, entertainment, onsite support and volunteer resources.                                           | \$9,286.00          |
| <b>Thingamajig Theatre Company</b>                             | Year Round                 | \$30,000         | On professional artists to travel to and perform in the live theatre events.                                                                                                                                                                                              | \$27,500.00         |
| <b>Brews for Rescues Beer Festival</b>                         | 4/25/2026                  | \$5,000          | The money received from the tourism board will be used to pay for lodging for the band and the brewers that come in from out of town. Any extra that is not used for lodging will be used as part of the brewer/band meals that we provide for them the day of the event. | \$4,875.00          |
| <b>Big Picture Classic</b>                                     | 5/8-5/10/26                | \$5,000          | \$675.00 Park rental, \$800.00 on advertising, \$3,525.00 will be allocated directly to the cash prizes for the winners                                                                                                                                                   | \$4,063.00          |
| <b>Pints, Pools, and Paddles 2026</b>                          | 5/14-5/16/2026             | \$4,000          | The \$4,000 requested from the Tourism Board will be used specifically to support key components of the 2026 Pints, Pools & Paddles festival, including: Live Music, Stage, Tent Rental                                                                                   | \$3,313.00          |
| <b>Pagosa's SESQUISEMIQUINCENTE NNIAL Heritage Celebration</b> | 7/4/26                     | \$30,000         | Money from the Tourism Board will be used to purchase TENTS, TABLES, CHAIRS, MUSICIANS, MC & SOUND, KIDS ACTIVITIES, AND FOR THE HERITAGE/HISTORY TENT.                                                                                                                   | \$25,625.00         |
| <b>Tourism Organized Events</b>                                | 5/2/26, December, 12/19/26 | \$11,875         | Lighting contest prizes, free Pagosa branded ornaments, live music, equipment rental; trash and recycling services for events                                                                                                                                             | \$11,875.00         |
| <b>Pagosa Springs Summer Concert Series</b>                    | 5/23/26 & 9/5/26           | \$20,000         | To offset core production, marketing, and operational costs necessary to produce a safe, professional, and visitor-ready concert experience.                                                                                                                              | \$5,214.29          |

### 2026 Event Funding Requests

| Event                                  | Event Date(s)           | Amount Requested | Funds Requested For                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2026 Funds Approved |
|----------------------------------------|-------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Reggae in the Park</b>              | 6/20/2026               | \$10,000         | Professional Sound and Crew - \$2,000, Tent Rental - \$2,485, Advertising with KSUT - \$800, Headlining Act Performance Fee - \$5,000                                                                                                                                                                                                                                                                                                                                                                        | \$2,571.43          |
| <b>84 Ranch Ag Festival</b>            | Fall 2026, Date TBD     | \$30,000         | To enhance the quality, accessibility, and visitor experience of the 84 Ranch Ag Festival, with a strong focus on creating interactive, hands-on agricultural programming that differentiates this event from traditional lecture-based festivals.                                                                                                                                                                                                                                                           | \$6,833.33          |
| <b>Mountain Light Music Festival</b>   | 7/25/2026               | \$10,000         | The MLMF raises money to pay for guest artists, travel, honorariums, venue rental, marketing assets, student scholarships, faculty assistance, housing, administrative costs. The Tourism Board money would directly support operational costs necessary to function in Pagosa Springs Colorado.                                                                                                                                                                                                             | \$1,600.00          |
| <b>Pickle in Pagosa</b>                | 9/10-9/12/26            | \$1,500          | We plan to use proceeds from last 2 years to provide \$25K to Parks and Rec to install windscreens on the courts. The tourism board funding will be 20% of that.                                                                                                                                                                                                                                                                                                                                             | \$1,000.00          |
| <b>Hot Springs Fest 2026</b>           | 11/6/2026               | \$4,000          | The funding requested from the Tourism Board will be used strategically to maximize the impact of Hot Springs Fest 2026 including live music and marketing.                                                                                                                                                                                                                                                                                                                                                  | \$2,333.33          |
| <b>School of Movement "Wonderland"</b> | 5/1, 5/2, 5/8, 5/9/2026 | \$5,000          | Proceeds from the 'Wonderland' School of Movement event go directly back into supporting our community performers, while covering essential production costs such as venue rental staging, lighting, sound, costumes, technicians, designers, and safety equipment so local artists have a professional, supportive space to perform. Our show this year is anticipated to be an 'over the top' experience, with more locally built elaborate sets, props, costumes, creating a more 'immersive' experience. | \$1,142.86          |
| <b>Pagosa Pride</b>                    | 6/13/2026               | \$1,500          | Funds would cover costs for the Liberty theater movie, the stage (town stage not available), security, advertising by radio, the Pagosa Sun.                                                                                                                                                                                                                                                                                                                                                                 | \$285.71            |

### 2026 Event Funding Requests

| Event                                     | Event Date(s) | Amount Requested | Funds Requested For                                                                                                                                                                                                                                                                                                                                                                                       | 2026 Funds Approved |
|-------------------------------------------|---------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>2026 Pagosa Paddle</b>                 | 5/15-5/16/26  | \$4,000          | Awards \$750 / 32 birch paddles and engraving Professional timing crew \$500 Marketing \$725 / Radio announcements, 2 event Banners , Newspaper advertisements, and posters Food/Beverage \$500 / Lunch for 40 Volunteers Event Tee Shirts / \$1200 Event pop up tent with our logo / \$325                                                                                                               | \$1,166.67          |
| <b>Pagosa Springs Artists Studio Tour</b> | 8/21-8/23/26  | \$1,200          | Printing of reusable banners and promotional posters                                                                                                                                                                                                                                                                                                                                                      | \$371.43            |
| <b>Life at Chimney Rock</b>               | 6/6-6/7/26    | \$4,275          | Of the total budget for this event, 59% (\$4,275) is being requested from the Tourism Board and would be spent toward the lodging in Pagosa Springs and stipends for the two Native American dance groups and for the art vendors, as well as advertising. Of the total budget, 41% is in CRIA's budget for this event.                                                                                   | \$1,500.00          |
| <b>Mountain Chile Cha Cha</b>             | 9/26/26       | \$12,500         | To support key event infrastructure and programming that enhance the visitor experience at the Mountain Chile Cha Cha - Tent rentals, event infrastructure, family activity area, live music, sound, stage, lodging for musicians.                                                                                                                                                                        | \$4,785.71          |
| <b>Baskets for Big Picture Classic</b>    | 5/8-5/10/26   | \$5,000          | To purchase and install new professional-quality disc golf baskets for the Sneak-A-Peak Disc Golf Course located at Cloman Park in Pagosa Springs. In addition to purchasing the baskets, funding may also help cover necessary installation materials, such as ground sleeves and mounting hardware, which allow baskets to be securely installed while still being removable for maintenance if needed. | \$2,857.14          |

### 2026 Event Funding Requests

| Event                                        | Event Date(s)     | Amount Requested | Funds Requested For                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 2026 Funds Approved |
|----------------------------------------------|-------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Main Street Art Walk</b>                  | 6/26/26 & 7/24/26 | \$5,000          | Paid advertising targeting regional visitor markets (two-date promotion): \$1,400 (Social \$1,200 + Google/Search/Maps \$200), Printed maps/passports (both dates): \$1,600, Printed materials for visitor distribution (posters + lodging rack cards): \$300, Participating storefront markers (required): \$650 (custom suction-cup "ART WALK STOP" window flags/signs), Anchor/gateway wayfinding: \$650 (one reusable banner + minimal directional arrows; evergreen "MAIN STREET EVENT – HAPPENING NOW" feather flags to be borrowed/in-kind if available), Light design support: \$400 (finalize map and evergreen templates) | \$2,714.29          |
| <b>17th Annual Car Show</b>                  | 6/12-6/13/26      | \$15,000         | \$15,000.00 Portion will be used to compensate for the huge increase in park rental fees and all permits and licensing involved. A portion will also be used to get a local DJ for Saturday. Payroll and Administration will also be paid from the funding. Security will take a large chunk of it if SJ Rangers can't do it and we need the Police to do it.                                                                                                                                                                                                                                                                       | \$5,500.00          |
| <b>Park 2 Park Artisan &amp; Food Market</b> | 7/2-7/5/26        | \$15,000         | To enhance the visitor experience and support event infrastructure, ensuring the market continues to attract both locals and out-of-town guests.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | \$2,500.00          |
| <b>Colorfest</b>                             | 9/18-9/20/26      | \$20,000         | If granted, we would use the money for the increased rental fees for the venue. To cover the gap in donated versus paid hotel rooms that we will have to purchase. Increased marketing for the Passport to Pagosa Wine & Food Festival and winners. Help cover the costs of the shirts and glasses.                                                                                                                                                                                                                                                                                                                                 | \$5,416.67          |
| <b>Grillin' &amp; Distillin'</b>             | 8/15/26           | \$10,000         | To maximize both the attendee experience and the economic impact for the community.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Canceled            |

### 2026 Event Funding Requests

| Event                           | Event Date(s) | Amount Requested | Funds Requested For                                                                                                                                                                          | 2026 Funds Approved |
|---------------------------------|---------------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Breakfast with Balloons</b>  | 9/19/26       | \$3,500          | Offset the direct costs of producing Breakfast with Balloons, including catering (\$2500), live music (\$400), liability insurance (\$176), advertising (\$350), and event supplies (\$150). | \$1,214.29          |
| <b>4th of July Balloon Glow</b> | 7/4/26        | \$1,000          | Cost of propane for quick pivot balloon glow in lieu of fireworks; director approved expense                                                                                                 | \$1,000.00          |
|                                 |               | <b>\$279,350</b> | <b>Approved through April 2026</b>                                                                                                                                                           | <b>\$136,544.15</b> |
|                                 |               |                  | <b>Amount Remaining</b>                                                                                                                                                                      | <b>\$13,455.85</b>  |



## AGENDA BRIEF

**MEETING:** Agenda\_071526

**FROM:** David Harris

---

**PROJECT:** 2026 IGA Update

**ACTION:** Information Only

---

### **PURPOSE/BACKGROUND:**

This item updates the Intergovernmental Agreement with Archuleta County--last updated in September 2025--including the following:

- Updated history of County and Town tax on lodging.
- Clarified that County funds may only be used for advertising and marketing purposes as defined by state statute.
- Defined account segregation of County revenues and expenditures apart from Town's. County has right to request audit at their expense.
- Reiterates focus of the Board will be the promotion and management of the destination.
- The role of the Tourism Board and its members is policy focused/advisory and not operational. Policy direction includes advising staff on the proposed annual budget, event funding, and annual marketing plan.
- Tourism Board and its members are to deal with Town administrative personnel, employees, and contractors solely through the Town Manager or his/her designee (Executive Director of Tourism).
- Tourism Department staff shall follow Town policies and procedures in the exercising of their duties including purchasing policy.
- In the event of an alleged or confirmed violation, misconduct, ethics concerns, or formal complaints involving staff that relate to the administration, management, or expenditure of County Lodging Tax revenues, the County Manager shall be notified.
- Establishes term limits of board members to two three-year terms after which individual may be reappointed after one year hiatus. This provision to be effective January 1, 2027.
- Meetings reduced to 4 meetings per year; Meetings may be called by Executive Director.
- Reduction of number of absences: Any member misses ~~three (3)~~two (2) consecutive regular meetings or three (3)~~four (4)~~ meetings in a 12- month period

**ATTACHMENTS:**

1. Tourism IGA 052126

**INTERGOVERNMENTAL AGREEMENT BETWEEN ARCHULETA COUNTY,  
COLORADO AND THE TOWN OF PAGOSA SPRINGS, COLORADO, REGARDING  
STAFFING OF THE TOWN TOURISM DEPARTMENT, ADMINISTRATION OF THE  
PAGOSA SPRINGS AREA TOURISM BOARD, AND ADMINISTRATION OF LODGING  
TAX FUNDING IN A COOPERATIVE EFFORT TO PROMOTE AND MANAGE  
PAGOSA SPRINGS AND ARCHULETA COUNTY AS A TOURISM DESTINATION**

This Intergovernmental Agreement (“Agreement” or “Contract”) is entered into by and between Archuleta County, Colorado, (the “County”) and the Town of Pagosa Springs, Colorado, (the “Town”) (collectively referred to as “Parties” and each individually as a “Party”).

**RECITALS**

**WHEREAS,**

- A. The Town and County each collect a tax on vacation lodging within their respective jurisdictions (each, the “Lodging Tax”); and,
- B. C.R.S. § 30-11-107.5 pertains to the operation and management of a county lodging tax tourism fund and restricts the use of the County’s Lodging Tax to only the advertising and marketing of local tourism; and,
- C. The 3% Town Lodgers Tax was approved by voters in 2005 and an additional 1.9% was approved by Town voters in 2006, making the Town Lodgers Tax 4.9%. Town Code Section 16.4.11.2 discusses the uses of the Lodgers’ Tax funds subject to approval by the Town Council including the following:
  - 1. Tourism and tourism-related marketing and capital improvements;
  - 2. Special events sponsored, funded or assisted by the Town; and
  - 3. Such other tourism uses determined reasonable and necessary by the Town Council; and
- D. The 1988 Archuleta County ballot measure imposes “...a 2% tax on hotel, motel, guest ranch, camp ground, and all other similar accommodations for the purpose of obtaining monies in order to promote and otherwise market and attract tourism to the County of Archuleta.”
- E. The Board of County Commissioners adopted Resolution 1987-129 on November 13, 1987, which established a panel to administer tourism funds derived from a Lodging Tax; and,
- F. The Board of County Commissioners adopted Resolution 2010-3 on January 19, 2010, which restructured the County Tourism Commission; and,
- G. The Parties adopted a Memorandum of Understanding on or about January 1, 2015, regarding the administration of lodging tax funding (the “2015 MOU”); and,

[Title]

- H. The Parties have agreed to fund the County Tourism Commission, now known as the Pagosa Springs Area Tourism Board (hereinafter, the “Tourism Board”) through Lodging Tax collections for the purpose of advertising and marketing Pagosa Springs and Archuleta County as a tourism destination; and,
- I. The Board of County Commissioners and Town Council have determined that tourism is an integral part of the local economy and fully support the advertising and marketing of Pagosa Springs and Archuleta County as a tourism destination; and,
- J. The Town Council and Board of County Commissioners agree that managing the destination through visitor education, improvements to infrastructure, and advertising and marketing is critical; and
- K. While the Town Council and Board of County Commissioners agree that managing improvements to infrastructure is important, the Parties acknowledge that capital expenditures and infrastructure activities are not permissible uses of County lodging tax revenues and may only be funded by Town lodging tax revenues; and
- L. The Parties acknowledge that strict accounting, fund segregation, and yearly documentation are necessary to ensure that County lodging tax revenues are not used for non-statutory purposes, and that any ambiguity be resolved in favor of statutory compliance and protection of public funds; and
- M. The Town operates under the Council-Manager form of government. Except for informal inquiry, Tourism Board and its members are to deal with Town administrative personnel, employees, and contractors solely through the Town Manager or his/her designee (Executive Director of Tourism) and agree that the Tourism Department staff shall follow Town policies and procedures in the exercising of their duties; and
- N. The Parties agree that the focus of the Board will be the promotion and management of the destination and the role of the Tourism Board and its members is policy focused/ advisory and not operational. Policy direction includes advising staff on the annual budget, event funding, and annual marketing plan; and
- O. The County and Town have each budgeted their respective Lodging Tax collections to support the efforts of destination tourism in accordance with existing ballot language; and,
- P. The Board of County Commissioners and Town Council agree that combining efforts in a collaborative manner will better serve the community through promotion and management of the destination.

**NOW, THEREFORE,** in consideration of the recitals above and the joint and mutual covenants, conditions and promises contained herein below, the Parties state and agree as follows:

## **Section 1 – Tourism Department Staffing and Operations**

1. The staff of the Tourism Board shall be Town employees.
2. The head of the Tourism Department shall be the Executive Director of Tourism (hereinafter, “Executive Director”).
3. The Executive Director shall report to the Pagosa Springs Town Manager. Other employees of the Tourism Department shall report to the Executive Director.
4. Compensation for Tourism Department staff shall be funded by the Lodging tax collected by the Town of Pagosa Springs.
5. Lodging tax collected and contributed by the County shall be recorded separately from Town monies and used to fund statutorily permitted advertising and marketing efforts.
6. The Town Manager shall promptly notify the County Manager, or the County Manager’s designee, of any alleged or confirmed violations, misconduct, ethics concerns, or formal complaints involving Tourism Department Staff that relate to the administration, management, or expenditure of County Lodging Tax revenues.
7. The County’s receipt of such notice shall not be construed to create an employment, supervisory, or disciplinary relationship between the County and Tourism Department staff. The County’s role shall remain limited to oversight necessary to ensure statutory compliance and the protection of public funds.
8. Except for informal inquiry, Tourism Board and its members are to deal with Town administrative personnel, employees, and contractors solely through the Town Manager or his/her designee (Executive Director of Tourism) and agree that the Tourism Department staff shall follow Town policies and procedures in the exercising of their duties.

## **Section 2 – Pagosa Springs Area Tourism Board**

### **2.1 Duties and Authorities of the Pagosa Springs Area Tourism Board**

The Tourism Board is a citizen’s advisory Board to the Pagosa Springs Town Council and the Archuleta County Board of County Commissioners. The purpose of the Tourism Board is to make specific recommendations to be presented by the Executive Director of Tourism relative to expenditures of both the Town and County Lodging Tax. The focus of the Board will be the promotion and management of the destination. The Parties agree that the role of the Tourism Board and its members is policy focused/advisory and not operational in nature. Policy direction includes advising staff on the annual budget, event funding, and annual marketing plan.

## 2.2 Members and Terms of Office

2.2.1 The Tourism Board shall consist of nine Board Members, all of whom shall be appointed by both the County and Town Council, except as set forth below:

- 1 County Commissioner (appointed by the County)
- 1 Town Council Member (appointed by the Town Council)
- 1 Lodging Association Member (nominated by the Pagosa Lodging Association)
- 1 Chamber of Commerce Member (nominated by the Pagosa Springs Chamber of Commerce)
- 1 Board of Realtors Member (nominated by the Pagosa Springs Area Association of Realtors)
- 1 Short Term Rental Representative (nominated by the Pagosa Springs Area Tourism Board)
- 1 Hospitality / Recreation Representative (nominated by the Pagosa Springs Area Tourism Board)
- 2 At-large Members from the general public of Archuleta County (nominated by the Pagosa Springs Area Tourism Board)

2.2.2 The members of the Tourism Board shall serve in such capacity without compensation. The terms of office of the Tourism Board shall be three (3) years, with the exception of the Town and County Representatives, who shall serve at the pleasure of their respective appointing authorities.

2.2.3 No member may serve more than two (2) consecutive full terms. Upon completion of two consecutive terms, a member shall be required to rotate off the Board for a minimum of one (1) full year before becoming eligible for reappointment. This provision shall not be effective until January 1, 2027.

2.2.4 Should a vacancy occur, the Executive Director of the Tourism Department will ensure public notification of the vacancy. Interested individuals shall submit a letter to the Executive Director who will submit the letter to the Tourism Board to consider nominating such applicant to the Town Council and/or the County as applicable. The Tourism Board may choose to vote on the recommendation of new members verbally or via paper ballot, as determined by a majority of the Board in advance of the vote. However, any method utilized must ensure that each member's vote is a matter of public record. Nominated appointments will be considered for confirmation by Town Council and the Board of County Commissioners.

2.2.5 The Town Council may remove any member of the Tourism Board that the Town Council has appointed for any reason prior to the expiration of their term.

2.2.6 The Board of County Commissioners may remove any member of the Tourism Board that the County has appointed for any reason prior to the expiration of their term.

2.2.7 If a member is appointed by both Town Council and the Board of County Commissioners, that member may be removed by a vote of both the Town Council and Board of County Commissioners.

2.2.8 The position of any member of the Tourism Board shall be deemed vacant if:

- a. Any member misses two (2) consecutive regular meetings or three (3) meetings in a 12-month period;
- b. The Town Council or County removes a member pursuant to Sections 2.2.5 or 2.2.6, or based on the recommendation of the Tourism Board;
- c. A member submits a written resignation;
- d. A member representing an association no longer is a member of that association for which the member was originally nominated to represent; or,
- e. A member dies or is incapable of performing the duties of a member.

### **2.3 Officers, Meetings and Public Hearings**

2.3.1 Election of Chairperson and Vice Chairperson. Annually, the Tourism Board shall elect the following officers by majority vote of the Tourism Board membership: Chairperson, Vice-Chairperson, 2nd Vice Chair. Officer tenure will be for one year with the newly elected officers taking office immediately with each being eligible for re-election, and each serving a one-year term in such a capacity.

- a. The Chairperson of the Tourism Board shall preside at all meetings and public hearings of such board, shall decide all points of order and procedure.
- b. The Vice-Chairperson shall assume the duties of the Chairperson in the absence of the Chairperson and shall act in the capacity of Chairperson for all special commissions created by the Tourism Board. Should the Vice-Chairperson and the Chairperson be absent from a meeting or public hearing, the 2nd Vice Chair shall be the presiding officer.
- c. Any vacancy from the position of Chairperson, Vice-Chairperson or 2nd Vice Chair shall be filled in the same manner as the vacant position was initially filled.

#### **2.3.2 Establishment of Meeting Schedule**

The Tourism Board shall also annually establish a meeting schedule to meet four times a year. All meetings shall be open to the public, and the agenda for each meeting shall be made available in advance through the approved Town and County notification processes.

#### **2.3.3 Notice of Meetings**

The Executive Director upon twenty-four (24) hours' notice to all regular members may call special meetings as necessary, and such other notice as required by Section 2.3.2.

#### **2.3.4 Open Meetings.** The Tourism Board is subject to the Colorado Open Meetings Law.

## **2.4 Actions by Members**

### **2.4.1 The Tourism Board will be administered as follows:**

- a. The County and Town shall approve an annual budget for the Tourism Board, prior to the end of each fiscal year for the following fiscal year. The budget shall include separate sections for revenues and anticipated expenditures for both the Town and the County, clearly identifying the source of funds, eligible uses, and proposed expenditures (Reference Section 1.5). Any budget amendments must be approved by both Town Council and the Board of County Commissioners. The County shall review the budget at a regularly scheduled Board of County Commissioners meeting, with supporting documentation and input from the Tourism Board Executive Director.
- b. The Executive Director will provide written tourism status reports to the County and Town quarterly, with verbal presentations provided at the desired frequency of each entity. These reports should be provided to the Tourism Board Members along with the Town Manager and the County Manager.
- c. The Tourism Board shall comply with the Town's procurement and administrative policies currently in effect and as they may be amended from time to time.
- d. The Tourism Board may appoint subcommittees to provide necessary focus to all areas that tourism impacts in the community.

**2.4.2 Quorum.** Official meetings will only be held when a quorum is present, determined and defined by a majority of the voting members (at least five of the nine voting members). Attendance is allowed by video. Lack of a quorum will require a rescheduling of the meeting until such a time in which a quorum is achieved and legal meeting notification can be provided as required by Section 2.3.2.

**2.4.3 Executive Session.** Executive sessions in which the officers of the Board meet to discuss procedural issues may be called at the discretion of the Chairperson in accordance with State Laws.

**2.4.4 Voting.** The group will review potential expenditures recommendation for approval will be based on a majority affirmative vote. Vote in absentia (a.k.a. proxy votes) are not permissible.

**2.4.5 Conflict of Interest.** If a Board member has a financial or personal conflict of interest with a vote, they must state their conflict at the beginning of the meeting, in advance of the discussion and they must recuse themselves both in the discussion and vote in the matter. Board members should attempt whenever possible to avoid even the appearance of a conflict.

### **2.4.6 Withdrawals from Voting.**

A member of the Board may be excused from voting on a particular issue only if it has been determined that the member would have a conflict of interest, or if the member would be violating the State Code of Ethics.

2.4.7 Code of Ethics. The Tourism Board shall comply with the statutory Code of Ethics for local government officials contained in Part 1, Article 18, Title 24, C.R.S. The Code includes prohibited conduct and conflicts regarding personal financial interest.

### **Section 3 – Administration of Lodging Tax Funding**

- 3.1 The Tourism Board shall ensure that all requests for funding from Lodging Tax revenues meet the criteria established by the County and Town as specifically set forth in this Agreement, and in accordance with State Law. For the purpose of the Tourism Board, “tourism” is focused on bringing visitors to our community and increasing the length of their visits for the purpose of increasing both lodging and sales tax revenues. The powers and duties of the Tourism Board include, but are not limited to the following:
- 3.2 The Tourism Board will operate in a prudent manner and expenditures that are recommended by the Tourism Board and approved by the County and Town will be measured and frequently reviewed relative to the expected outcomes.
- 3.3 Measurement standards will be utilized by the Executive Director / Tourism Board to track and evaluate the Tourism Board’s efforts.
- 3.4 The Executive Director and / or the Tourism Board may recommend to the Town and County the use of consultants or other professionals as determined to be prudent relative to specific and necessary expertise.
- 3.5 The Tourism Board will attempt to work with other groups, across the State of Colorado, regionally and in the community, to both unify and promote efficiency in the community’s tourism efforts.
- 3.6 Capital Expenditure projects may be considered by the Tourism Board, if they are tourism related in that the project will improve the experience of the visitor; however, only the Town’s Lodging Tax revenue may be used for such projects as the County’s Lodging Tax is restricted by C.R.S. § 30-11-107.5 to only the marketing and advertising of local tourism.
- 3.7 Annual Budget and Expenditures. An annual budget will be created by the Executive Director, with input from the Tourism Board, following consensus from the Town and County to establish tourism priorities for the following year. The budget shall be separately itemized and clearly distinguish between Town Lodging Tax revenues and County Lodging Tax revenues. (Reference Section 1.5) The majority of annual expenditures will fall into the categories of 1) External Marketing & Visitor Education 2) Visitor Center 3) Event Support and 4) Capital Expenditures. The Executive Director will present the budget to the Board of County Commissioners and the Town Council for approval, annually in October, for funding the following year.

- 3.8 County agrees to remit to Town, on a quarterly basis, the County's Lodging Tax within thirty (30) days of receipt from the State of Colorado.
- 3.9 The Town agrees to account for and track the expenditures of the Town's Lodging Tax and County's Lodging Tax through the Town's Chart of Accounts as recommended by the Government Finance Officers Association (GFOA) and provide quarterly reports to the County on the expenditures and uses of the County's Lodging Tax. The Parties heretofore agree and understand that the County's Lodging Tax may only be used for the advertising and marketing of local tourism and for no other uses without voter approval, all pursuant to C.R.S. § 30-11-107.5. The County retains the right to review, audit at the County's expense, and require corrective action with respect to any expenditure of County Lodging Tax revenues.
- 3.10 Funds disbursed from the Tourism Board shall be restricted to projects specifically identified as tourism-related, including, but not limited to:
- Tourism department staffing
  - Visitor Center operations
  - Promotion, advertising and visitor education of the destination
  - Parks or Venues (additions, enhancements, upgrades)
  - Trails
  - Event-specific (festivals, pickleball, ice-skating, nordic skiing, etc.)
  - Signage
  - Holiday Lighting
  - Infrastructure, including river access
  - Support of Workforce Housing
  - Support of childcare or early childhood education
  - Support of First Responders
- 3.11 However, County Funds distributed from the Tourism Board shall be restricted to advertising and marketing activities, as set forth in C.R.S. § 30-11-107.5. The Parties' obligations are subject to the annual appropriation of funds by their respective governing bodies.

#### **Section 4 – Miscellaneous**

- 4.1 Effective Date. This Agreement will commence immediately upon full execution and shall continue until either Party gives at least ninety (90) days written notice of termination to the other Party.
- 4.2 No Third-Party Beneficiaries. This Agreement is not intended to, and will not be construed to, confer a benefit, or create any right on a third party, or the power of right to bring an action to enforce any of its terms.

- 4.3 Modification. This Agreement may be amended only by written instrument duly signed and executed by the County and Town.
- 4.4 Signatory Authority. The persons executing this Agreement on behalf of the Parties hereby affirmatively represent that each has the requisite legal authority to enter into this Agreement on behalf of their respective Party and to bind their respective Party to the terms and conditions of this Agreement and understand that all Parties are relying upon these representations in entering into the Agreement.
- 4.5 Severability. The provisions of this Agreement are severable and the adjudicated invalidity of any provision or portion of this Agreement shall not in and of itself affect the validity of any other provision or portion of this Agreement, and the remaining provisions of this Agreement shall remain in full force and effect. If a Court of competent jurisdiction were to determine that a provision of this Agreement is invalid or unenforceable, then the Parties agree to promptly use good faith efforts to amend this Agreement or reflect the original intent of the Parties in accordance with the applicable law. This Agreement shall be construed and enforced in accordance with the laws of the United States and the State of Colorado.
- 4.6 Entire Agreement. This Agreement constitutes the entire agreement between the Town and County, and supersedes all prior negotiations, representations, or other agreements, whether written or oral. These include County Resolutions 1987-129 and 2010-3 and the 2015 MOU.
- 4.7 Interpretation. In the event of a dispute between the Parties as to the language of this Agreement or the construction or meaning of any term hereof, this Agreement will be deemed to have been drafted by the Parties in equal parts so that no presumptions or inferences concerning its terms or interpretation may be construed against any party to this Agreement. This Agreement shall be interpreted to give effect to applicable state law governing the use of public funds, and no provision shall be construed to authorize expenditures not permitted by law.
- 4.8 No Waiver of Governmental Immunity Act. The Parties hereto understand and agree that the County, the Town, their commissioners, council members, officials, officers, directors, agents and employees, are relying on, and do not waive or intend to waive by any provisions of this Agreement, the monetary limitations or any other rights, immunities and protections provided by the Colorado Governmental Immunity Act, §§ 24-10-101 to 120, C.R.S., or otherwise available to the County and/or the Town.

IN WITNESS WHEREOF, the Parties have executed this Intergovernmental Agreement as of the date so indicated in the signature blocks.

BOARD OF COUNTY COMMISSIONERS  
OF ARCHULETA COUNTY, COLORADO

By: \_\_\_\_\_

Warren Brown, Chair

Date: \_\_\_\_\_

Attest: \_\_\_\_\_

Kristy Archuleta

County Clerk & Recorder

TOWN OF PAGOSA SPRINGS,  
COLORADO

By: \_\_\_\_\_

Shari Pierce, Mayor

Date: \_\_\_\_\_

Attest: \_\_\_\_\_

April Hessman

Town Clerk