

Event Budget		Brews for		Rescues 2026	Expenses
TOTAL EXPENSES					Estimated
					\$15,070.00
Site	Estimated	Actual			
Fair grounds rental	\$1,000.00				
Event Insurance	\$700.00				
Liquor License	\$200.00				
Total	\$1,900.00				
Marketing	Estimated	Actual			
Posters	\$300.00				
Stickers	\$300.00				
Banners	\$500.00				
Digital	\$400.00				
Radio	\$500.00				
Cups	\$1,200.00				
Print	\$400.00				
Total	\$3,600.00				
Miscellaneous	Estimated	Actual	Column1		
Ice	\$700.00				
Band	\$3,000.00				
Lodging	\$4,620.00				
Brewer Food	\$600.00				
Event Stage	\$300.00				
Trash	\$100.00				
Event Trailer	\$100.00				
Fire Permit	\$150.00				
Total	\$9,570.00				
Brews for Rescues 2026					INCOME
TOTAL INCOME					Estimated
ADMISSIONS					
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
450		EB Drink	\$25.00	\$11,250.00	
350		Gate	\$30.00	\$10,500.00	
50		No Drinks	\$20.00	\$1,000.00	
50		Kids - 18 under	\$10.00	\$500.00	
Total				\$23,250.00	
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Sponsorship		PSATB		\$ 8,000.00	
Total				\$8,000.00	\$0.00
					Total Income
					#VALUE!
					Total Income
					\$ 31,250.00
					Total Expenses
					\$15,070.00
					Revenue
					\$ 16,180.00

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

info.pagosafun@gmail.com

Event Name *

Brews for Rescues Beer Fest 2025

Event Date(s) *

4/27/2025

Contact Person *

Shane Lucero/Amy Wilson

Phone Number *

9709031523

Event Overview

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

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

The funds that the Tourism Board provided were used to pay for lodging for brewers/vendors and to also help pay for the band and their lodging, just as what our application stated.

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

Event Overview: Strengths, Outcomes, and Areas for Improvement

Brews for Rescues Brew Fest continues to demonstrate strong performance as a well-organized, community-supported event, with several aspects meeting or exceeding expectations and clear opportunities identified for continued improvement.

Event Strengths and Successful Elements

Location and Venue

The Archuleta County Fairgrounds proved to be a major strength of the event. The venue offered ample parking, excellent restroom facilities, and flexible indoor and outdoor options in the event of inclement weather. These features significantly improved the overall attendee experience and operational efficiency. Of the three locations used over the years (Town Park, Yamaguchi Park, and the Fairgrounds), the Fairgrounds has been the best overall fit for the event.

Marketing and Visitor Reach

Marketing efforts were highly successful. More than 50% of attendees traveled from out of town specifically to attend Brews for Rescues, with many identifying as repeat visitors. This confirms the event's growing reputation and its effectiveness in attracting destination visitors, aligning strongly with tourism and economic development goals.

New Entertainment Programming

The addition of Armored Combat exceeded expectations and was a standout feature of the event. Participants traveled from across the region to compete, drawing additional spectators and creating a unique, engaging attraction. Attendee feedback was very positive, and the programming added a distinctive element that enhanced the overall festival experience.

Dog and Puppy Adoptions

The event successfully supported its core mission, with over 10 dogs and puppies adopted during the festival. This outcome reinforced the event's purpose and demonstrated meaningful community impact beyond attendance and economic benefits.

Operations and Logistics

Operational partnerships performed exceptionally well. The agreement with Elite for trash services streamlined waste management, making cleanup efficient and stress-free. Additionally, the event's reusable souvenir cups were a success. Attendees valued the cups, resulting in noticeably reduced waste. Many guests who did not keep their cups left them at the exit for reuse, further supporting sustainability goals.

Overall Performance

Overall, the event performed largely in line with expectations. While nothing significantly exceeded projections, all major components functioned as planned. Favorable weather also contributed positively to attendance and atmosphere, though this remains outside event control.

Areas for Improvement and Lessons Learned

Parking Coordination

While parking ultimately functioned well, an early-morning meeting scheduled at the Fairgrounds resulted in temporary congestion as attendees arrived earlier than anticipated. This issue was identified and resolved quickly, and once addressed, parking operated smoothly for the remainder of the event.

Venue Consistency

One challenge has been the lack of a long-term, consistent venue. Hosting the event at multiple locations over the years has required repeated adjustments to logistics and layout. Establishing the Fairgrounds as a recurring home for the event would improve efficiency, planning, and attendee familiarity.

Expanded Marketing and Vendor Outreach

While marketing results were strong, additional promotion could further increase attendance and vendor participation. Earlier outreach to brewers, vendors, and sponsors will allow the event to be added to calendars further in advance, strengthening participation and regional awareness.

Measures to Improve the Event

To continue improving Brews for Rescues Brew Fest, organizers plan to:

Establish a consistent annual venue, ideally the Archuleta County Fairgrounds

Improve early coordination with venue scheduling to avoid conflicts

Expand marketing efforts and begin vendor outreach earlier

Continue refining entertainment programming that differentiates the event

These measures will help the event grow sustainably while maintaining the quality experience that attendees, vendors, and community partners have come to expect.

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

Brews for Rescues Brew Fest has shown consistent growth and improvement year over year. The 2025 event was particularly successful and represented a strong step forward compared to previous editions.

The 2024 event faced significant weather challenges, with rapidly changing conditions that included sun, snow, rain, and wind over a short period of time. While ticket sales and early attendance were strong, the weather negatively impacted the latter portion of the event, causing many attendees to leave early. This is an ongoing challenge for spring events in Southwest Colorado; however, despite these conditions, ticket sales and initial turnout remained strong, demonstrating continued interest and demand for the event.

In 2025, the event benefited from improved conditions and strategic adjustments, resulting in higher overall satisfaction and stronger performance. Importantly, ticket sales continued to increase year over year, reinforcing the event's growing reputation and audience base.

A key evolution in 2025 was a shift in vendor participation strategy. In earlier years, Brews for Rescues focused primarily on breweries, consistent with its original concept as a traditional brew fest. As the event has grown and increasingly attracted out-of-town visitors, organizers recognized an opportunity to expand the event's role as a broader showcase for Pagosa Springs businesses. In 2025, local bars and restaurants were invited to participate alongside breweries. Caldwell's Liberty Bar, Colorado Roadhouse, Uncle's Bar & Social Club, and El Camino Lounge all accepted the invitation and participated, increasing vendor diversity and creating new exposure and potential business for local establishments.

The new event location also proved successful. While some attendees initially expressed skepticism about the change, feedback after the event was overwhelmingly positive. Attendees cited improved parking, scenic mountain views, and, most notably, access to clean, permanent restroom facilities rather than portable restrooms. This feedback was mentioned frequently, particularly by female attendees, and significantly improved the overall guest experience.

Overall, Brews for Rescues Brew Fest has continued to grow both in ticket sales and vendor participation, while also improving the quality of the event experience. The 2025 event demonstrated meaningful progress over previous years and confirmed that strategic changes to location, vendor mix, and event design are contributing to the festival's long-term success.

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

While a formal post-event survey was not conducted, feedback from attendees and vendors was overwhelmingly positive and consistently reinforced the event's value and appeal. Collectively, this feedback indicates a strong likelihood of repeat attendance and continued growth.

Attendees responded very favorably to the change in venue, citing improved parking access, scenic mountain views, and access to clean, permanent restroom facilities as meaningful upgrades to the overall experience. These elements significantly enhanced comfort and convenience and contributed to high satisfaction levels.

One of the most frequent and notable comments from attendees was related to the affordability and value of the event. Tickets were priced at \$25, which appears to be a strong and sustainable price point based on attendee feedback. Guests consistently expressed that they felt they were receiving excellent value—often more than expected—for a four-hour event that included live music, beverages, and additional entertainment. Maintaining this price point has been identified as a key factor in encouraging repeat visitation and long-term loyalty.

Visitors also expressed appreciation for experiencing Pagosa Springs outside of peak summer season, noting that the town felt relaxed, accessible, and enjoyable. Many attendees indicated that they value visiting Pagosa during shoulder season, when crowds are smaller and the overall visitor experience is enhanced.

Vendor feedback further reinforced the event's success. Participating vendors described Brews for Rescues as an ideal early-season event, allowing them to test products, refine operations, and reconnect with customers in a low-pressure environment. Vendors also valued the opportunity to engage directly with guests, share their brand stories, and network with other regional businesses.

Moving forward, event organizers plan to implement a formal post-event survey to better quantify satisfaction, visitor origin, and intent to return. However, based on consistent verbal feedback and repeat attendance, Brews for Rescues Brew Fest demonstrates strong visitor satisfaction and a high likelihood of return visitation for both attendees and vendors.

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

Brews for Rescues Brew Fest is intended to be a long-term, annual event and is increasingly recognized as one of Pagosa Springs' signature festivals. Organizers are committed to continuing the event for many years while taking thoughtful steps to support its growth and long-term success.

Future growth will be approached strategically and responsibly. While there is clear demand to expand attendance, vendor participation, and programming, growth will be guided by venue capacity and overall guest experience. Growing too quickly or beyond what the venue can comfortably support risks diminishing the quality and value that make the event successful. Maintaining a high-quality experience for attendees, vendors, and community partners remains a priority.

The event's focus will be on measured, sustainable growth, including:

Gradual increases in attendance that align with venue limitations

Thoughtful expansion of vendor and entertainment offerings

Continued emphasis on affordability and value for guests

Organizers also recognize that the success of Brews for Rescues depends on strong collaboration.

Continued efforts will be made to foster and maintain positive relationships with vendors, local businesses, volunteers, and Town and County partners. These partnerships are essential to the event's ability to operate smoothly, grow responsibly, and remain a positive presence in the community.

By prioritizing quality, collaboration, and sustainability, Brews for Rescues Brew Fest is positioned to continue growing in a way that benefits Pagosa Springs, supports local nonprofits, and delivers a positive experience year after year.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

700

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

We had tickets available online and at the gate where we kept a count of people and collected zip codes.

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

60

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

50

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

1 Denver Metro 2. Albuquerque/Rio Rancho 3. Pagosa Springs 4.Santa Fe/Los Alamos 4. Eagle, CO The rest were from all over Colorado, NM, UT, OK, TX

Provide percentages of the top 5 markets attendees traveled from:

Denver 25 Northern NM 25 Other CO 5 Other 5

Average age and income bracket of attendees. *

We did not measure this except age 21+

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

Event participants and attendees were actively encouraged to book local lodging through multiple channels. Lodging information was included in event promotions, social media posts, and on ticketing pages, directing visitors to local lodging options in Pagosa Springs. Organizers also worked directly with lodging partners to share event information and encourage overnight stays.

Participating vendors and brewers were offered lodging accommodations, and attendees traveling from out of town were encouraged to book early due to limited inventory during event weekends. By consistently promoting lodging alongside event marketing, the event reinforced overnight visitation and supported local lodging providers.

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

At this time, an exact count of room nights booked specifically in association with Brews for Rescues Brew Fest is not available, as lodging data was not collected from all lodging properties across Pagosa Springs. However, based on known information and attendee origin data, the event generated a meaningful number of overnight stays. At a minimum, the event accounted for approximately 40 room nights through vendor and participant lodging alone. This does not include attendee lodging, which represents a significant additional impact. Ticketing data shows that a majority of attendees traveled from regional and out-of-state markets located far enough away that overnight stays would be reasonably assumed. Given the strong out-of-town attendance from markets such as the Denver Metro area, Colorado Springs, Albuquerque, Santa Fe/Los Alamos, Salt Lake City, and other distant locations, it is highly likely that many attendees stayed at least one night in Pagosa Springs to attend the event. To better quantify lodging impact in future years, event organizers are exploring improved tracking methods, including adding lodging-related questions to a post-event attendee survey. This will allow for more accurate reporting of overnight stays and room nights associated with the event moving forward.

This form was created inside of Visit Pagosa Springs.

Google Forms

Event Budget		Brews for	Rescues 2025	Expenses
TOTAL EXPENSES				Actual
				\$10,643.73
Site	Estimated	Actual		
Fair grounds rental		\$690.00		
Event Insurance		\$535.00		
Liquor License		\$150.00		
Total	\$0.00	\$1,375.00		
Vendors	Estimated	Actual		
Lodging	\$0.00	\$2,156.20		
Vendor Food		\$500.00		
Band Sound		\$500.00		
Total	\$0.00	\$3,156.00		
Publicity	Estimated	Actual		
Just Click Printing		\$150.00		
Facebooks Ads		\$200.00		
KWULF		\$300.00		
Constant Contact		\$300.00		
Poster My Wall		\$50.00		
Canva		\$50.00		
Sun		\$300.00		
Total	\$0.00	\$1,350.00		
Miscellaneous	Estimated	Actual	Column1	
Sticker Mule		\$212.73		
Ice		\$650.00		
Band		\$3,000.00		
Ace Hardware		\$50.00		
Ponderosa		\$50.00		
Wristbands		\$200.00		
Event Stage		\$300.00		
Event Trailer		\$100.00		
Trash		\$100.00		
Fire Permit		\$100.00		
Total	\$0.00	\$4,762.73		

Brews for Rescues 2025					INCOME
TOTAL INCOME					
ADMISSIONS					
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		EB Drink		\$0.00	\$5,750.00
		EB non		\$0.00	\$400.00
		Gate		\$0.00	\$3,998.00
		Venmo		\$0.00	\$3,042.00
		Merch		\$0.00	\$400.00
Total				\$0.00	\$13,590.00
Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Sponsorship		PSATB			\$5,000.00
Sponsorship		Chow Down			\$3,000.00
Total					\$8,000.00
				Total Income	\$21,590.00

Total Income	\$ 21,590.00
Total Expenses	\$10,643.73
Revenue	\$ 10,946.27

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

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

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

fourcornersflyers501c3@gmail.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

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

Event Name *

9th Annual Big Picture Classic

Proposed Event Date(s) *

MM DD YYYY

05 / 08 / 2026

Amount of Funding Requested *

5,000

Name of Producing Entity *

Four Corners Flyers

Contact Person *

Jared Omas

Phone Number *

9708800691

Email Address *

Fourcornersflyers501c3@gmail.com

Event Website *

https://www.discgolfscene.com/tournament/8th_Annual_Big_Picture_Classic_2025

Producing Entity Tax Status *

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

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

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Four Corners Flyers

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Cloman Park. Cloman Blvd. Pagosa Springs co. 81147.

Fri May 8th- 8am-6pm

Sat May 9th- 8am-6pm

Sun May 10th- 8am-6pm

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

No

Please provide a thorough description of the event and its activities. *

The Big Picture Classic is a professionally sanctioned disc golf tournament that brings together competitive athletes, local businesses, volunteers, and community members for a multi-day celebration of sport, recreation, and community engagement. This year's event is designated as a PDGA A-Tier, elevating the level of competition and organization and expanding the tournament into a three-day event.

Disc golf tournaments are structured competitions played on professionally designed courses, where players aim to complete each hole using the fewest throws possible by throwing flying discs into metal basket targets. All play at the Big Picture Classic follows Professional Disc Golf Association (PDGA) rules and standards.

Tournament Structure & Competition

Players compete in divisions based on skill level, age, and professional or amateur status to ensure fair and balanced competition. As a three-day A-Tier event, the tournament features multiple scored rounds, which may be played on different course layouts or configurations. Rounds are conducted using either shotgun or tee-time starts depending on the day and division, with tournament officials and course marshals present to oversee play and enforce rules.

Scoring is recorded digitally and tracked live throughout the event, allowing players, spectators, and media to follow standings in real time. Final placements are determined by cumulative scores across all rounds.

Player Experience & Amenities

Competitors check in prior to their first round to receive player packs, event details, and course information. A player meeting or digital briefing outlines schedules, rules, and expectations.

One day of the tournament includes provided food for all competitors, supporting player performance and fostering a shared communal experience.

A hallmark of the Big Picture Classic is the player's party, traditionally held at a local venue such as Motel SoCo. This event is open to the public and features live music from regional or touring bands, portable disc golf baskets for casual play and demonstrations, and opportunities for the public to learn about disc golf in a relaxed, social environment.

Community Engagement & Economic Impact

The tournament is spectator-friendly and supported by volunteers from the local community and disc golf clubs. As an A-Tier event, the Big Picture Classic attracts visitors from outside the region, generating increased business for local hotels, restaurants, shops, and entertainment venues.

Public-facing activities, including basket demonstrations and interaction with players, serve as an introduction to disc golf for new participants of all ages and skill levels.

Awards & Conclusion

Following the final round, top finishers in each division are recognized during an awards ceremony, where trophies and prize payouts are distributed in accordance with PDGA standards. Sponsors, volunteers, partners, and the Town of Pagosa Springs are also acknowledged for their contributions.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes. The proposed event actively works with lodging partners and has a strong history of hotel collaboration. In previous years, the tournament has partnered with multiple local lodging establishments to support both competitors and the broader community. Most recently, lodging partners included West End Lodge, Alpine Inn, and Hillside Inn. These partnerships have typically included blocked/ discounted room rates for tournament participants, making travel and lodging more accessible for visiting players and their families. In addition, partner hotels have helped promote the tournament to their guests, increasing local awareness of the event and encouraging spectatorship and community engagement. Working with local lodging partners not only enhances the overall player experience but also strengthens the event's positive economic impact by driving overnight stays and supporting local businesses. The event organizers intend to continue building and expanding these lodging partnerships for the upcoming tournament to ensure a high-quality experience for participants while maximizing benefits for the local hospitality industry.

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

In addition to lodging partnerships, the tournament has a strong history of collaboration with a variety of local businesses and organizations, many of which have supported the event in past years and are anticipated to participate again this year. These partners have included Motel SoCo, Sage, Kip's, Pagosa Therapeutics, High Grade Specialists, and the Pagosa Springs Disc Golf Club.

The Pagosa Springs Disc Golf Club plays a critical role in the success of the event by assisting with tournament logistics, organizing the player's party, preparing the course prior to competition, and ensuring thorough course cleanup following the tournament. Their involvement helps maintain high standards for both competitive play and environmental stewardship.

Motel SoCo has generously supported the event by volunteering its venue to host the player's party on the Saturday of tournament weekend. This community-focused gathering provides a welcoming, family-friendly atmosphere for players, residents, and visitors while fostering engagement with the sport.

Additional local businesses have contributed through sponsorship support in the form of cash, schwag, food, and in-kind donations, all of which enhance the overall player experience and help elevate the quality and professionalism of the tournament. These partnerships strengthen ties between the event and the local business community while ensuring that the tournament delivers meaningful value to both participants and Pagosa Springs as a whole.

Overall Anticipated Attendance *

300

Anticipated Attendance: Percentage Local *

10

Anticipated Attendance: Percentage Visitor *

90

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

The Big Picture Classic, a PDGA A-Tier professional disc golf tournament, provides significant benefits to the Pagosa Springs community by expanding an already successful event into a higher-profile, multi-day destination experience. As disc golf continues to experience rapid national and international growth—with millions of active players worldwide and a large, engaged spectator audience through live events and online coverage—this tournament positions Pagosa Springs within a thriving and highly visible outdoor recreation market.

As an A-Tier, the event attracts a substantial out-of-town audience, including professional and advanced amateur competitors, their families, support crews, and spectators who travel specifically to attend high-level tournaments. These visitors contribute directly to the local economy through lodging, dining, retail shopping, and entertainment over the course of a three-day stay.

The tournament enhances the visitor experience by offering more than just competitive play. Public-facing components such as the player's party, live music, and disc golf demonstrations create opportunities for residents and visitors to engage with the sport in a welcoming, family-friendly environment. Disc golf is widely recognized as an accessible and inclusive activity, appealing to all ages and skill levels, which aligns well with Pagosa Springs' outdoor-oriented culture.

Additionally, the Big Picture Classic helps expand and elevate an established annual event, increasing its regional draw and long-term sustainability. Hosting the tournament during a shoulder season further amplifies its impact by bringing visitors to Pagosa Springs during a time when tourism activity is typically slower, providing meaningful support to local lodging providers and businesses.

Overall, the event strengthens Pagosa Springs' reputation as a destination for outdoor recreation, fosters community engagement, supports local businesses, and introduces new visitors to the area—all while showcasing a rapidly growing, family-friendly sport in a professionally organized setting.

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

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

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

- ☐ Yes
- ☒ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event * fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☐ Yes
- ☒ No
- ☐ Maybe

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

\$675.00 Park rental

\$800.00 on advertising

\$3,525.00 will be allocated directly to the cash prizes for the winners in each open/professional division. The funds will be distributed proportionately across the divisions based on the number of participants, ensuring competitive prize amounts for top finishers in each category.

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

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

What other funding or grants have you applied for? *

None

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

☒ Yes

☐ No

☐ Maybe

Please explain *

The big picture classic disc golf tournament will proceed as it has in previous years, maintaining its established format and structure. However, without the additional funding, will be limited in our ability to market or offer higher cash prizes, which are essential for attracting top-tier professional players. Easily competitors are key to drawing larger audience and increasing participation across all divisions. As a result while the tournament will continue the absence of increased funding may impact it's potential to expand and attract a broader range of participants and spectators.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

As many as possible. If players keep coming like in the past we will always have the tournament.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

24.27

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

69.66

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

☐ Yes

☐ No

☒ Maybe

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

We intend to grow the Big Picture Classic by building on our history of successful sponsorships and community partnerships while continuing to enhance the event experience for players and visitors. In past years, we have collaborated with local businesses including Motel SoCo, Sage, Kip's, Pagosa Therapeutics, High Grade Specialists, and the Pagosa Springs Disc Golf Club, which have provided cash, in-kind donations, and logistical support. By expanding our sponsor base and strengthening these relationships, we aim to increase contributions from private sources, reducing reliance on public funding over time. Additionally, we plan to increase community engagement and public participation through family-friendly activities, live music, disc golf demonstrations, and social events like the player's party. These enhancements will attract a larger out-of-town audience, encourage local business involvement, and provide opportunities for additional sponsorships, such as vendor booths, product promotion, or event branding. Currently, the Pagosa Springs Tourism Board contribution represents approximately 24% of the total event budget, with additional sponsorship covering roughly 6%, leaving the remaining 70% funded through player entry fees and organizational support. As the event becomes more established and recognized, we anticipate that private sponsorships and participant revenue will increase, and we expect to request a smaller percentage of the total budget from public funds in future years, likely decreasing to 10–15% as sustainable funding from sponsors and event-generated revenue grows. This approach ensures that the Big Picture Classic remains financially sustainable, continues to provide value to Pagosa Springs, and strengthens its role as a premier regional disc golf event.

This form was created inside of Visit Pagosa Springs.

Google Forms

Big Picture Classic 2026

	Money (Income)	Money (Expenditures)	Descriptions/Donations
Town Tourism Committee	\$5,000		Allocated
Pagosa Theraputics/Green House	\$200		Sponsor
Sage Eatery	\$500		Sponsor
Kip's Bar & Grill	\$500		Sponsor
Gross Entry Fees	\$14,400		Cash
Four Corners Flyers	\$250		
Pro Payouts (Cash)		(\$7,500)	Entry Fees
Added Cash to Pro Payouts (MPO)		(\$3,775)	TTC (Allocated Funds)
Am Payouts (Players Packs)		(\$2,760)	Entry Fees
Cadering - Uncle Tio's BBQ		(\$1,275)	Food
Tournament Director Fees: Hotel		(\$305)	
Travel		(\$710)	
Assistant/Helper		(\$1,000)	
Tournament Director		(\$2,000)	
Sponsor Signs		(\$30)	Sponsor Tee Signs
Clips for Sponsor Signs		(\$20)	Sponsor Tee Signs
YamaguchiPark Rental		(\$675)	TTC (Allocated Funds)
Advertising (Including Socaial Media)		(\$800)	TTC (Allocated Funds)
Totals	\$20,600	(\$20,850)	
Profit	(\$250)		

2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

fourcornersflyers501c3@gmail.com

Event Name *

8th Annual Big Picture Classic

Event Date(s) *

May 17th-18th

Contact Person *

Jared Omas

Phone Number *

9708800691

Event Overview

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

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

The \$5,000 in funding provided was allocated strategically to maximize both event quality and regional economic impact. A total of \$800 was invested in advertising, which included professionally designed social media posts, and flyers all surrounding states as well as Texas as additional promotional efforts to increase visibility and attendance. An additional \$425 was used to secure the rental of Yamaguchi Park. The remaining \$3,775 was allocated toward professional division payouts. This investment was instrumental in attracting higher-profile competitors, increasing overall player participation, and drawing more spectators, thereby enhancing tourism engagement and local exposure.

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

The event experienced an outstanding turnout with it selling out player spots, and with players participating in all divisions, exceeding our expectations. The high number of competitors was managed efficiently, and the flow of play remained smooth throughout the event, contributing to a positive experience for all participants. Additionally, the presence of high-profile traveling professionals added excitement and visibility, enhancing the overall prestige of the event.

Areas for improvement include enhancing sponsor visibility and course maintenance. Specifically, more durable and stakeable sponsor signage would improve exposure and stability, and providing brooms at tee pads would help maintain clean and safe footing. We have already addressed the latter by purchasing brooms to ensure proper course upkeep in future events.

Overall, the event's strong participation, smooth operations, and professional atmosphere were clear strengths, while the implementation of more robust signage and additional course maintenance measures represent actionable opportunities for further improvement.

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

This year's event performed exceptionally well compared to previous years. We experienced an outstanding player turnout across all divisions, and for the first time, we added a food truck that provided a complimentary meal to each participant, enhancing the overall player experience.

The success of this tournament has enabled us to elevate it to an A-tier event, which is expected to attract more high-ranking and well-known touring professionals, as well as spectators and players from lower tiers. Additionally, due to the positive response and success of this year's two-day format, we are expanding the event to a three-day tournament next year, allowing for even greater participation and a more robust competitive experience.

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

Feedback from attendees was overwhelmingly positive. Players commented on the excellent condition of the course, particularly noting the new concrete tee pads installed by the local Disc Golf Club in partnership with Four Corners Flyers, which contributed to smooth and consistent play throughout the tournament. Attendees also praised the cleanliness and overall maintenance of the course, highlighting how it enhanced their experience.

The addition of complimentary meals for players was widely recognized as a significant improvement and a valuable benefit, further elevating the overall tournament experience. In conversations with participants, many expressed excitement about returning next year to see the continued enhancements and the direction in which the tournament is headed.

Overall, the feedback indicates high levels of player satisfaction and a strong intention to return, reflecting the event's success and positive reception within the disc golf community.

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

Building on the success of this year's tournament, the event is poised for significant growth in both prestige and scale. With outstanding player turnout, smooth operations, and highly positive feedback from participants, we are well-positioned to continue elevating the tournament within the disc golf community. This year's success has allowed us to achieve A-tier status with the PDGA, the highest level for a sanctioned disc golf tournament. This designation is expected to attract more high-ranking, well-known touring professionals, additional spectators, and a broader range of participants from lower tiers.

Looking ahead, we plan to expand the tournament to a three-day format, which will provide more opportunities for competitive play and accommodate increased participation. Continued enhancements to course infrastructure, such as maintaining the new concrete tee pads, improving sponsor signage, and ensuring clean and well-maintained playing areas, will further enhance the player and spectator experience. Additional initiatives, including complimentary meals for participants and other player-focused amenities, will remain a priority to maintain the event's reputation for excellence. The combination of A-tier status, expanded duration, and thoughtful operational improvements positions the tournament for continued growth, increased visibility, and long-term success within the PDGA and the broader disc golf community.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

240

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

We had paying players. A good amount brought their partners/ family. We added %25 of the total number of players to the amount of people. As well as we counted spectators the last round of the event.

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

95

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

50

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

There were 6 local players so there were 138 players from all over colorado. As well as multiple states including Utah, Arizona, New Mexico, Nebraska, and more

Provide percentages of the top 5 markets attendees traveled from:

Exact attendee origin data is not available, as tracking individual participant locations would require additional survey or registration details that we currently lack.

Average age and income bracket of attendees. *

The average age of attendees at our disc golf tournament, based on the observed range from 15 to 76 years old across 144 players, is estimated at approximately 45 years. Exact data on individual ages or income levels is not collected as part of the sign up for the tournament.

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

Attendees at our disc golf tournament were directed to lodging options through dedicated support channels, including a specific email address for lodging inquiries and an open online chat accessible to all players. Lodging Guidance Process - Participants could contact the Tournament Director (TD) or tournament staff via these channels for personalized recommendations. Staff directed inquiries to our three official hotel sponsors, which offered preferred rates and amenities tailored to tournament needs, or to alternative accommodations suitable for individual requirements such as group sizes, budgets, or accessibility. This approach ensured efficient matching of attendees to appropriate lodging without centralized booking, allowing flexibility while leveraging sponsor partnerships for optimal options.

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

We do not have exact figures on room nights booked in association with the event, as centralized tracking was not implemented through registration or partner reports. Given that the majority of our 144 players traveled from out of state or out of town, most required overnight accommodations. Players typically stayed a minimum of two nights (the night before the tournament through its conclusion), with a significant portion extending to the full event duration which is 3 nights. Additionally, we observed players in town for up to 4 days before the event started to get pre-event practice rounds at the course.

This form was created inside of Visit Pagosa Springs.

Google Forms

Big Picture Classic 2025

	Money (Income)	Money (Expenditures)	Descriptions/Donations
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Gross Entry Fees	\$14,400		Cash
Pro Payouts (Cash)		(\$7,500)	Entry Fees
Added Cash to Pro Payouts (MPO)		(\$3,775)	TTC (Allocated Funds)
Am Payouts (Players Packs)		(\$2,760)	Entry Fees
Cadering - Uncle Tio's BBQ		(\$1,275)	Food
Tournament Director Fees: Hotel		(\$305)	
Travel		(\$710)	
Assistant/Helper		(\$1,000)	
Tournament Director		(\$2,000)	
Sponsor Signs		(\$30)	Sponsor Tee Signs
Clips for Sponsor Signs		(\$20)	Sponsor Tee Signs
YamaguchiPark Rental		(\$425)	TTC (Allocated Funds)
Advertising (Including Socaial Media)		(\$800)	TTC (Allocated Funds)
Totals	\$20,600	(\$20,600)	
Profit	\$0		

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoxoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

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

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

mcocke@pagosahotsprings.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

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

Event Name *

Pints Pools & Paddles 2026

Proposed Event Date(s) *

MM DD YYYY

05 / 14 / 2026

Amount of Funding Requested *

4000.00

Name of Producing Entity *

The Springs Resort

Contact Person *

Mary Cocke

Phone Number *

9702644168

Email Address *

mcocke@pagosahotsprings.com

Event Website *

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

Producing Entity Tax Status *

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

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

- ☒ Yes
- ☐ No

If yes, please name the beneficiary

Friends of the Upper San Juan (FUSJ)

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☐ New
- ☒ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

Thursday

3:00 PM – 7:00 PM

Whiskey Tasting Event and Kick-Off Party

Location: Event Lawn at The Springs Resort

Friday

3:00 PM – 7:00 PM

Beer, Chocolate, and Cheese Pairing presented by Riff Raff Brewing Company

Location: Event Lawn at The Springs Resort

Saturday

9:00 AM – 3:00 PM

Geothermal soaking and viewing of the Pagosa Paddle river races

Location: Soaking pools at The Springs Resort

3:00 PM – 7:00 PM

Pints, Pools & Paddles Craft Beer Festival featuring live music, artisan craft vendors, and food trucks

Location: Event Lawn at The Springs Resort

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

No

Please provide a thorough description of the event and its activities. *

Pints, Pools & Paddles is a multi-day craft beverage and community festival held at The Springs Resort in Pagosa Springs, designed to celebrate craft beer, live music, local vendors, and the area's unique geothermal and riverfront setting. The event attracts both locals and out-of-town visitors and is scheduled during a shoulder-season weekend to support tourism and local businesses.

The weekend begins with a Whiskey Tasting Event and Kick-Off Party, offering a curated tasting experience and a social gathering to welcome attendees to the festival. On Friday, the event continues with a Beer, Chocolate, and Cheese Pairing presented by Riff Raff Brewing Company, a popular ticketed experience that has become a staple of the weekend.

Saturday features the core festival activities. Attendees can soak in the geothermal pools while watching the Pagosa Paddle river races, creating a unique spectator experience that blends recreation and relaxation. In the afternoon, the festival transitions to the event lawn for the main Craft Beer Festival, featuring breweries from Colorado, New Mexico, and the surrounding region. The afternoon and evening include elevated live music on the main stage, artisan craft vendors, and multiple food trucks, creating a lively, community-focused atmosphere.

Throughout the weekend, the event emphasizes collaboration with local businesses, community partners, and regional organizations, offering an engaging experience that highlights Pagosa Springs as a destination for events, outdoor recreation, and craft beverage culture.

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

Yes. The event actively works with lodging partners to encourage overnight stays and extended visits to Pagosa Springs. We are offering discounted festival entry tickets for guests who book lodging at The Springs Resort during the event weekend. In addition, we plan to continue our successful lodging-focused promotional giveaways with Motel Soco and the Riverwalk Inn, similar to prior years. These giveaways highlight premium accommodations and include added incentives to encourage booking and visitation. These efforts are designed to drive room nights, support local lodging partners, and strengthen the connection between the event and overnight tourism.

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

The event partners with a variety of local and regional businesses to support operations, enhance the attendee experience, and increase economic impact within Pagosa Springs. Lodging partnerships include collaborative promotions with Motel Soco and the Riverwalk Inn, which help encourage overnight stays and extended visits.

For the 2026 event, we plan to expand local participation by incorporating artisan craft vendors, providing opportunities for local makers and small businesses to showcase and sell their work. We also plan to include multiple food trucks to offer a greater variety of dining options and support additional local food vendors.

Additional partnerships include local service providers such as Mountain Peak Rentals for tents, tables, and chairs, Cold Springs Ice for ice supply, and Alpine Portable Toilets for restroom facilities, among others. These partnerships support essential event operations while keeping spending within the local economy.

Overall Anticipated Attendance *

300

Anticipated Attendance: Percentage Local *

30

Anticipated Attendance: Percentage Visitor *

70

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

Pints, Pools & Paddles continues to provide significant benefits to the Pagosa Springs community. The event draws both local residents and out-of-town visitors, creating demand for lodging, dining, retail, and other services, particularly during a shoulder-season weekend. By expanding the festival to include artisan craft vendors, additional food trucks, a Whiskey Tasting event, and elevated live music, the 2026 event is designed to attract a broader audience and increase visitor engagement throughout the weekend.

The festival also fosters community connections by partnering with local businesses, lodging properties, and service providers, keeping event spending in town and supporting the regional economy. Attendees experience a unique combination of craft beverage culture, live entertainment, and riverside recreation, including the Pagosa Paddle river races, which enhances the overall visitor experience and strengthens Pagosa Springs' reputation as a destination for distinctive events.

Overall, Pints, Pools & Paddles promotes economic activity, tourism, and community engagement while providing a safe, family-friendly, and culturally rich event that highlights the best of Pagosa Springs.

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

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

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

Portable event stage

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☐ Yes

☒ No

☐ Maybe

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

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 to elevate the festival atmosphere and attract more attendees

Stage rental to accommodate performances and awards presentations

Tent rental for event infrastructure and guest comfort

Marketing and promotions to reach both local and out-of-town audiences, including social media campaigns and lodging-focused giveaways

These targeted uses ensure the funds directly enhance the attendee experience, support community and regional engagement, and maximize the economic impact of the festival in Pagosa Springs.

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

We will continue a comprehensive marketing strategy to promote Pints, Pools & Paddles 2026, leveraging both digital and traditional channels to reach a wide audience. Strategies include:

Social media: Facebook ads and events, Instagram posts and ads, and partnerships with participating breweries to promote on their platforms and display posters/postcards.

Email marketing: Outreach to a database of over 150,000 recipients.

Traditional advertising: Local newspaper and radio ads, banners, and poster distribution throughout the Four Corners region and beyond.

Community engagement: Flyers and postcards, inclusion in community calendars, and lodger partnerships.

Regional partnerships: Collaboration with Friends of the Upper San Juan River to amplify promotion.

These efforts are designed to drive attendance, encourage multi-night stays, and maximize economic impact for Pagosa Springs.

What other funding or grants have you applied for? *

None at this time

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



Yes



No



Maybe

Please explain *

Yes. Pints, Pools & Paddles 2026 will still occur if Tourism Board funding is not approved. However, without these funds, we would have reduced resources for live music, stage, tent, and marketing, which could limit some enhancements and promotional efforts.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

Yes. Pints, Pools & Paddles is one of our signature events, and we plan to continue hosting it in Pagosa Springs for multiple years beyond 2026. The event leverages the unique appeal of our geothermal hot springs and the surrounding area, helping to promote Pagosa Springs as a destination while driving ongoing community and visitor engagement.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

25

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

75

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

☒ Yes

☐ No

☐ Maybe

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

We plan to grow Pints, Pools & Paddles by expanding sponsorship opportunities with regional and industry-aligned partners, increasing ticketed experiences such as the Whiskey Tasting and Kick-Off Party, and enhancing festival programming with artisan vendors, additional food options, and elevated live music. These strategies are designed to attract a larger audience, extend visitor stays, and increase overall revenue.

Over time, we anticipate gradually reducing reliance on public funding as sponsorships, ticket sales, and event-generated revenue increase, with the goal of creating a self-sustaining and long-term festival that continues to benefit Pagosa Springs and the surrounding community.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pints, Pools & Paddles 2026

Powered by 

2026

Income

Beer, Cheese & Chocolate Pairing Tickets	2,500.00
Whiskey Tasting	1,500.00
All Soaking & Beer Festival Tickets	12,500.00
2025 Town Funding Received	4,000.00

Total Income:	\$ 20,500.00
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Expenses

Venue Supplies / Equipment (Tent, Tables, Ice):	4,000.00
Advertising, Promotions, Influencers:	8,000.00
Local Lodging & Entertainment Giveaways:	1,000.00
Signage, Banners & Posters	1,000.00
Collateral:	2,000.00
Brewer Lodging:	6,000.00
Entertainment:	2,000.00
Meals:	1,000.00
Beer, Cheese & Chocolate Pairing Proceeds to Riff Ra	2,500.00
Whiskey Tasting Proceeds	1,500.00
Charitable Donation to FUSJR:	1,000.00
Comp Lodging for Brewers	(5,000.00)
Partial comp for Influencers (rooms, meals)	(4,500.00)

Total Expenses:	\$ 20,500.00
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2025 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Wednesday, December 31, 2025; the Final Report will be carefully evaluated when considering future funding requests.

Email *

mcocke@pagosahotsprings.com

Event Name *

Pints Pools & Paddles 2025

Event Date(s) *

May 9-11, 2026

Contact Person *

Mary Cocke

Phone Number *

9702644168

Event Overview

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

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

The funds provided by the Tourism Board in 2024 were used exactly as requested: to support live music for the festival and to cover lodging for our participating Brewers. These investments directly enhanced the attendee experience, ensuring high-quality entertainment throughout the event and supporting our visiting craft brewers, which is essential to maintaining strong regional and out-of-state participation. By funding these key components, the Tourism Board helped us deliver a successful festival that brought visitors to Pagosa Springs and supported the local economy.

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

Pints, Pools & Paddles 2024 demonstrated several key strengths. Attendance exceeded expectations, supported by excellent weather and strong participation from both local and out-of-state breweries. Feedback from attendees was overwhelmingly positive, particularly regarding the layout and flow of the event, which was enhanced by our newly constructed event space. Professional photographers captured high-quality content, providing valuable materials to promote future events. Live music on the big stage added a lively atmosphere, further elevating the festival experience.

In terms of improvement, we will continue refining the flow between tasting areas and pools to ensure the experience remains seamless as attendance grows. Additionally, we plan to explore more interactive experiences and enhanced engagement with local artists and vendors to further enrich the event. Overall, the combination of expanded space, strong programming, and professional presentation contributed to a highly successful festival that continues to attract visitors to Pagosa Springs.

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

Pints, Pools & Paddles 2024 built on the success of previous years, showing growth and continued strong engagement from both local and out-of-state attendees. Attendance remained high, and we saw particularly strong participation from returning breweries, highlighting the event's reputation in the region. The addition of live music on the big stage and the use of our new event space enhanced the overall attendee experience compared to prior years. Feedback from both participants and attendees was highly positive, noting improvements in layout, event flow, and the overall festival atmosphere. These enhancements contributed to a more professional and enjoyable event, solidifying Pints, Pools & Paddles as a signature festival for Pagosa Springs.

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

Feedback from attendees at Pints, Pools & Paddles 2024 was overwhelmingly positive. Visitors praised the festival's layout, the variety of breweries, live music on the big stage, and the overall atmosphere created by our new event space. A standout experience for many attendees was soaking in our geothermal pools while watching the Pagosa Paddle river races, which run concurrently with the festival. After the races conclude on Saturday, Pagosa Paddle presents their awards at our event while the band takes a break, creating a fun and celebratory ending to race day. Participants also enjoy discounted tickets, further encouraging engagement with the festival. This combination of craft beer, relaxation, and riverside excitement creates a memorable, one-of-a-kind experience. Based on surveys and informal feedback, a significant majority of attendees expressed intent to return for future festivals and to recommend the event to friends and family. Additionally, we continue to support the local non-profit Pagosa Paddle by donating \$1,000 each year, reinforcing our commitment to the community and regional events.

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

Pints, Pools & Paddles has strong potential for continued growth as a signature festival for Pagosa Springs. Building on the success of previous years, we plan to expand partnerships with regional breweries, local artists, and community vendors to enhance the attendee experience. Marketing efforts will continue to target both local residents and out-of-state visitors, encouraging multi-night stays and engagement with the town's businesses.

For 2025, we are introducing new programming, including a Whiskey Tasting event and a Kick-Off Party, while continuing our highly successful Beer, Chocolate, and Cheese Tasting presented by Riff Raff Brewing Company. These additions, along with our existing festival highlights, are designed to attract a broader audience and create a more dynamic, memorable experience. We will also maintain our strong community partnerships, including discounted tickets and the Pagosa Paddle award presentation, and continue our annual \$1,000 donation to support this local non-profit, reinforcing the festival's commitment to the community.

Financially, we aim to secure sponsorships and diversify revenue streams to reduce reliance on public funding over time. With these strategic enhancements, Pints, Pools & Paddles is positioned to remain a high-impact, sustainable event that benefits both visitors and the Pagosa Springs economy for years to come.

Attendance and Demographic Profile

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

Estimated attendance *

250

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

fully ticketed

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

70

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

60

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

Local within 60 miles, Colorado, and out of state

Provide percentages of the top 5 markets attendees traveled from:

CO, NM, AZ, TX, CA

Average age and income bracket of attendees. *

30-60

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

Our ads and promotions highlighted lodging options alongside our website. Additionally, guests who booked at The Springs Resort enjoyed discounted ticket pricing. In addition, we ran two separate social media promotional giveaways to highlight lodging offers at Motel Soco and The Riverwalk Inn, each featuring their premium accommodations and including a \$50 gift card—at the El Camino Lounge for Motel Soco and from Riff Raff Brewing Company for The Riverwalk Inn.

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

Based on information available to us, we estimate approximately 125 room nights were booked in association with Pints, Pools & Paddles 2024. This includes overnight stays from participating breweries and out-of-town attendees and reflects the event's ability to generate lodging demand during a shoulder-season weekend.

This form was created inside of Visit Pagosa Springs.

Google Forms

Pints, Pools & Paddles 2025

Powered by monday.com

2025

Income

Beer, Cheese & Chocolate Pairing Tickets	2,700.00
All Soaking & Beer Festival Tickets	10,100.00
2025 Town Funding Received	2,500.00
Total Income:	\$ 15,300.00

Expenses

Venue Supplies / Equipment (Tent, Tables, Ice):	4,000.00
Advertising, Promotions, Influencers:	6,500.00
Local Lodging & Entertainment Giveaways:	1,000.00
Signage, Banners & Posters	775.00
Collateral:	1,950.00
Brewer Lodging:	5,000.00
Entertainment:	1,400.00
Meals:	900.00
Beer, Cheese & Chocolate Pairing Proceeds to Riff Ra	2,700.00
Charitable Donation to FUSJR:	1,000.00
Comp Lodging for Brewers	(5,000.00)
Partial comp for Influencers (rooms, meals)	(4,500.00)
Total Expenses:	\$ 15,725.00

2026 Event Funding and Marketing Assistance Application

Please review carefully. There are changes to the 2026 application.

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

* Event Checklist for tips on organizing an event in Pagosa Springs:

https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRH8/edit?usp=sharing>

* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/19hK2lg8gsU4VSujL9gmB77gF7F670nwro3q22w4h92E/edit?usp=sharing>

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

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluisX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

* Please contact Becky Engel by email at coordinator@visitpagosasprings.com or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

Email *

shawna_snarr@yahoo.com

2026 Event Funding & Marketing Assistance Application: Criteria

There is no specific criteria for 2026. The Board will review existing and new events equally. The Tourism Board desires to support events that offer well-organized and quality events. Please be very detailed in responses.

2026 Event Funding & Marketing Assistance Application: Marketing Assistance

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

Required for all event organizers:

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

Available to all event organizers:

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on www.visitpagosasprings.com, Facebook, Colorado.com, denverpost.com, and many other websites
3. Included in Weekly Live Music & Events

Additional marketing available to events that the Board approves for additional support:

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

2026 Event Funding & Marketing Assistance Application: Contract

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:
<https://docs.google.com/forms/d/e/1FAIpQLScCOOLMU7UfESIO50rPT0gSQED2h-Ojnm0oYZnJ9tTI4U4dmQ/viewform?usp=dialog>
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
7. Event advertising and promotional messages should include the following:
 A web link to www.visitpagosasprings.com and use of the Pagosa Springs logo when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at:
<https://www.dropbox.com/sh/7cuv112lI8313cs/AAAMN1xlggGhjBGUTlgMb50Pa?dl=0>
 Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings, @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office's social media efforts and potential display at State welcome centers
8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors,

first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, denverpost.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to coordinator@visitpagosasprings.com.

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. *



I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

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

Event Name *

PAGOSA'S SESQUISEMIQUINCENTENNIAL HERITAGE CELEBRATION

Proposed Event Date(s) *

MM DD YYYY

07 / 04 / 2026

Amount of Funding Requested *

\$30,000.00

Name of Producing Entity *

VETERAN 4 VETERANS OF ARCHULETA COUNTY

Contact Person *

SHAWNA SNARR

Phone Number *

9709034523

Email Address *

shawna_snarr@yahoo.com

Event Website *

Vets4VetsPSCO.org

Producing Entity Tax Status *

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

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

- ☐ Yes
- ☒ No

If yes, please name the beneficiary

.....

2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

Is this a new or existing event? *

- ☒ New
- ☐ Existing

Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. *

What We Are Celebrating: America's 250th and Colorado's 150th birthdays, a once-in-a-lifetime SESQUISEMIOCENTENNIAL event.

Date & Time: July 4, 2026, from 10:00 a.m. to 10:00 p.m. We will need to prepare for early setup and a late teardown.

Designated Parking: High School Parking Lot and surrounding areas

Location: Yamaguchi Park, Pagosa Springs, Colorado

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

NO

Please provide a thorough description of the event and its activities. *

Our Vision: To host a joyous Party in the Park, community-focused celebration that honors our shared history while fostering a spirit of unity and shared pride. This event is designed to bring together people from all walks of life for a day of fun, reflection, and connection.

Collaboration: This celebration is a true community effort, organized by Vets for Vets in collaboration with numerous local nonprofits, and with the support of the Town and County of Pagosa.

Event Schedule & Activities:

- 10:00 a.m. – Fly Over by The San Juan Squadron & The Community Parade Begins on Hot Springs Blvd and Ends at Yamaguchi Park.

- 11:30 a.m. – 2:00 p.m.: The Ceremony at Yamaguchi Park

The day will begin with a meaningful ceremony to honor our nation and local heritage. This includes special speeches and performances from the American Legion, Native American nations (Jicarilla Apache, Ute, and Navajo), Spanish and Hispanic American community leaders, and local Centennial ranchers teaching us about our collective history.

- 3:00 p.m. – 9:30 p.m.: A Celebration for All

The afternoon and evening will be packed with a wide range of activities for all ages, including live music, family fun and games with the Adventure Zone bouncy houses, river fun, arts and crafts. Food and drink vendors will be available throughout the day, including a beer garden and featuring specialty alcoholic drinks from local businesses.

- DUSK: The Grand Finale

The celebration will conclude with a spectacular fireworks display put on by the Town.

- 10:00 p.m.: Event Ends

Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. *

LODGING WILL BE AWARE OF EVENT. WE'RE WORKING WITH THEM FOR POSSIBLE SPONSORS/DONORS OF EVENT AND ADVERTISING TO VISITORS

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

Vets4Vets is working with other Non-profits, business, and local volunteers totaling 37 groups. We're also working with County, MET, Fire, PD, Sheriff, EMS, Parks & Rec, and Town. We're also being considerate of other events going on the same weekend, Red Ryder Roundups 76th year celebration, Park 2 Park, and the County/Town Parade. I'm also working with these events to collaborate 1 big special banner to go over Hot Springs for this SESQUISEMIQUINCENTENNIAL EVENT. The goal is to get as much of Pagosa and her visitors to experience this event and I'm collaborating with as many groups that want to participate.

Overall Anticipated Attendance *

500

Anticipated Attendance: Percentage Local *

50

Anticipated Attendance: Percentage Visitor *

50

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

The "PARTY IN THE PARK" is more than a simple community gathering; it is a profound tribute to our nation's SESQUISEMIQUINCENTENNIAL and a reflection of our community's rich and diverse history. The vision is to foster a spirit of unity and shared pride, bringing together individuals from all walks of life for a day of celebration, education, and connection.

We believe that by honoring our collective past, we can build a stronger, more unified future. The denial of the state grant will not be an obstacle to achieving this vision. This event is a testament to the power of community collaboration and local support, proving that we can accomplish great things together.

By celebrating our history—from the contributions of our nation's founders to the heritage of our local Native American, Spanish, Hispanic American, and centennial ranching communities—we aim to create an experience that strengthens the bonds of our town and inspires a sense of shared belonging. We want this celebration to serve as a bridge, bringing people together from across our community and those visiting to find common ground and work toward a common goal.

Your support will not just fund an event; it will help us create a legacy of unity and pride for generations to come.

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

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

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

- ☒ Yes
- ☐ No
- ☐ Maybe

Please explain any services / support asked of the Town.

I want to make sure that we are all on the same page with this event and the services that I asked for help with are some advertising, Electricity/lights, Waste- Porter Potty's/Trash/Recycling, Safety and Functionality. I've made contact and asked support from both County and Town to assist with traffic, barricades, road closures, Designated Parking, MET service for Transportation and extra shuttle stops keeping smooth access to all July 4th Events (Red Ryder, Park2Park, Parade, & Yamaguchi Park), Law Enforcement, EMS team, and FIRE at event and fencing for parking. San Juan Rangers will be available for this event as well walking and monitoring Yamaguchi.

Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- ☒ Yes
- ☐ No
- ☐ Maybe

Are you interested in renting the the Event Trailer for \$100 / day (includes metal / portable event *
fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please
complete the following form to reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

☒ Yes

☐ No

☐ Maybe

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

Money from the Tourism Board will be used to purchase TENTS, TABLES, CHAIRS, MUSICIANS, MC &
SOUND, KIDS ACTIVITIES, AND FOR THE HERITAGE/HISTORY TENT.

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

I've already started marketing and advertising with our own logo to honor Pagosa's
SESQUISEMIQUINCENTENNIAL. I've sent formal letters to our neighboring Native American Nations
including the Jicarilla, S. Ute, Mtn. Ute, and Navajo to join us in this celebration. I'm working with Tourism,
Town, County and Chamber for distribution of our event flyer. We've been creating merchandise specific to
Pagosa's SESQUISEMIQUINCENTENNIAL. I've connected with the Mayor of Sante Fe, an old Pagosa High
graduate and they will be also advertising for this event for us. I'm sending out and networking through our
veteran outreach groups as well with advertising and I'm continually promoting this event to all I'm able.

What other funding or grants have you applied for? *

GRANTS APPLIED FOR: STATE FUNDING DENIAL/ TONY ROBBINS COMMUNITY GRANT PENDING/ P.S.
TOURISM GRANT AND LOCAL FUNDRAISING FOR DONORS AND SPONSORS.

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

☒ Yes

☐ No

☐ Maybe

Please explain *

Yes, if it isn't supported the 4th of July celebration will happen but, it will be without many activities, music and tents. However, as veterans, we remain fluid and adaptable to any situation. We'd love your support for this event for our community to come together to celebrate our SESQUISEMIQUINCENTENNIAL.

Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? *

The next event of this magnitude won't happen again for another 50 years putting us at 2076 and another 250 years from now, will be 2276. I hope our country is around for that long to continue this beautiful community celebration of our country and our state.

2026 Event Funding Application: Event Budget

Please email a detailed event budget to coordinator@visitpagosasprings.com, including anticipated revenues and expenses. Please include the information from the sample budget form: <https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMBQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

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

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

64.35

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

0

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

☐ Yes

☐ No

☒ Maybe

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

The event is projected to generate 0% of the total budget through direct sales. To support the local economy and community service partners, we have invited local food vendors and Rotary club to keep 100% of their proceeds. This approach fosters community goodwill and ensures the event remains a sustainable platform for local small businesses and non-profit partners. This is truly a community celebration sharing our heritage with all visitors. Since the Veterans 4 Veterans of Archuleta County's scope and mission statement is more focused on Veterans and their families, and their well-being, it is unlikely that Vets4Vets would take responsibility for another event of this magnitude. We do not budget for such an event. Our members are aging out and we're working on a small crew. As a veteran I decided to take the lead on this to remind our small community and the current political divide of our country that as veterans we can lead by example and provide a safe place for all of our history and heritage good or bad, right or wrong. We've survived as a country this long and it is going to take all of us to remind each other that we're neighbors and not enemies. Hoping we can do our part to shine the light on democracy and the Republic on which we stand.

This form was created inside of Visit Pagosa Springs.

Google Forms

July 4th, 2026 Pagosa's Party in the Park Budget

Expense Item	Org/Individual	Amount
Grant Writing V4V'S	Beth Lamberson	\$500.00
Bouncy House \$4,000.00 Reserved Paid	Adventure Zone/Dave	\$8,000.00
Tents/Tables/Chairs \$5,291.89 Res/Not Paid	Mtn. Peak Rentals/Bobby	\$21,167.55
Decorations	Fundraising	\$800.00
Banners Design A Sign??	Fundraising/Donation?	\$2,000.00
Flyer/Logo Donation	Century Shirley	0
Generators/Fuel Donation	Navajo Rental	0
Alcohol License	V4V'S/Rotary	\$100.00
Water/Ice	DAR/CAR/Fundraising	\$500.00
Kids Zone/Arts & Crafts/Games/Activities	Fundraising	\$1,000.00
Cake/Cupcakes	Sam's/City Market/Fund	0
Utensils/Plates/Napkins	Amazon/Fundraising	\$300
Pinatas/Balloons Paid \$500.00 deposit	Adrian	\$2,000.00
Candy For 12 Pinatas	Fundraising	\$250.00
SWAG	Legion/Fundraising	\$3,000.00
Volunteer Shirts # Vets4Vets	Fundraising	
Volunteer Meals # -1meal/volunteer ?	Fundraising	subway
Navajo Culture Performance	Fundraising	\$500.00
Jicarilla Culture Performance	Fundraising	\$500.00
S, Ute Culture Performance	Fundraising	\$500.00
Mtn. Ute Culture Performance	Fundraising	\$500.00
Spanish/Hispanic Culture Performance	Fundraising	\$500.00
Community Choir Donation? Andy Hockman	Fundraising	\$500.00
Band #1 Silverado/Chad	Fundraising	\$1,000.00
Band #2 Bowmaneers/Shiela	Fundraising	\$1,000.00
Band #3 SoulFire/Laurie	Fundraising	\$1,000.00
Sound/MC Marcus Rivas???	Fundraising	\$1,000.00
Stage w/ Accessories	County	donations
Electricity/Lights	Town	0
Permit's/Inspection's/Fee's	Town	0
Transportation/Fuel/Driver's	County	0
Designated Parking/Traffic/Street Closures	County/Town	0
Porter-Pottys 12@Yam/12@Parking areas T=24	County/Town	0
Trash/Recycling	County/Town	0
Security/EMS Service/Fire	County/Town	0
Event Insurance		0
Fire Extinguishers	Fair Board	0
Total		\$46,617.55

-30,000 16,617.55

INCOME

Legion donated \$2k for bouncy house & \$3k for SWAG	\$5,000.00
V4V's donated \$2k for bouncy house & \$3k for Decorations and kids activities and vol. t-shirts	\$5,000.00

TOURISM GRANT % IS 64.53%



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM: Jennifer Green

PROJECT: Request to Retain Event Funding from Canceled Event
ACTION: Discussion and Action

PURPOSE/BACKGROUND:

The 2026 Skis and Saddles Skijor Pagosa Country event has been canceled for 2026. The Tourism Board approved \$5,000 in 2025 for the 2026 event. Below is the email from the event organizer, as well as a request to retain some of the funds granted in 2025. Canceled events must return granted funds, unless the Tourism Board makes an exception.

Skis and Saddles Skijor Pagosa Country has made the difficult decision to cancel our event this year. Due to lack of snow and warm weather conditions, we determined that the safety of our participants must come first. We plan on continuing the event next year in hopes of more cooperation from mother nature. However, we do still plan on having our live entertainment as part of Winterfest on Sat. Jan. 17th at the extension building. There are some costs involved in renting the facility and bringing the band in from out of town. We received \$5,000 for the event last March. However, we understand if we need to return these funds since the main event is not taking place. We also withdraw our funding application for this next round of payouts. We hope to be able to ask again later in the year as we get closer to next year's event.

Here is a list of costs for the band event on Sat. Jan. 17th. We don't have a specific amount to request, as any amount would help offset the costs.

Venue Rental: \$1100
Band: \$2000
Stage rental: \$700
Total: \$3800

Thank you again for all your continued support of our event. We were really disappointed we weren't able to make it happen this year. We had our snow-making operations ready to start, but with temps going back into the mid 40s next week we were afraid the course would not hold up and be a safety issue.

ATTACHMENTS:

None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Director Report
ACTION:

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.

LODGERS TAX FINANCIAL REPORT

Town lodging tax collections are due on the 20th of each month, following the month of collections. Reports from the Town are usually available at the beginning of each month.

October collections are still incomplete, with 3 payments outstanding; November is also incomplete, with 9 payments outstanding. Both months are anticipated to be down. The spreadsheet has been updated with all Town collections through September.

The full detailed report is available through google drive:

<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwkXxmdAMoVS-9Ksrp?usp=sharing>

BLUE ROOM RESEARCH

The December report has not yet been included in the packet. Various holiday travel schedules have delayed the report. It will be added to the packet once received.

2025 PAGOSA VISITOR DATA

Director presented the results of mobility data for Archuleta County during the December Tourism Board meeting. This information is compiled through data provided from our vendor, Placer, to track top markets by month and by season to Pagosa Springs and Archuleta County. It is helpful information for businesses to target certain markets, based on timing of campaigns. Visit Pagosa leverages this in creating the marketing plan for the next year. The results of the deep data dive can be found at:

<https://docs.google.com/presentation/d/19iK9gsnSJqMISO7onIPuKA8ysiMBUbr4jeqdOPHk2UQ/edit?usp=sharing>

2026 SPRING BREAK SCHEDULES

Below are the 2026 spring break schedules for the markets that we typically see in March and early April.

Unfortunately, Dallas, Austin and Oklahoma falls on the same week this year, which typically results in a slower overall March, with one very busy week, instead of two. We will target the markets heavily on spring break 3/9-3/13 to try to increase traffic that week.

- San Antonio ISD: 3/9-3/13
- Houston ISD: 3/9-3/13
- Santa Fe ISD: 3/9-3/13
- Tulsa ISD: 3/16-3/20
- Oklahoma City: 3/16-3/20
- Dallas ISD: 3/16-3/20
- Austin ISD: 3/16-3/20
- CO Springs ISD: 3/23-3/27
- Denver ISD: 3/30-4/3
- Phoenix: 3/30-4/3
- Albuquerque ISD: 3/30-4/3

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. Continuous promotion of the app across all channels helps complete the virtual operations. The visitor center is fully staffed once again, with two regular part-time staff members covering all open hours and two very part-time people available to fill in any gaps as needed. Director manages day to day operations and is on call 7 days a week for any issues that arise.

SOCIAL MEDIA UPDATE

- Facebook - www.facebook.com/visitpagosasprings: 42,166 followers
- Instagram - www.instagram.com/visitpagosa: 28,236 followers
- Twitter / X - www.twitter.com/visitpagosa - 2,195 followers
- Youtube - www.youtube.com/visitpagosa - 1,99k+ subscribers; 2,098,987 video views, an increase of 908,369 since the last report
- TikTok @visitpagosa - 4,209 followers, 23.5k likes

All detailed social media data can be reviewed in the 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 and (2) hot springs carousel. We have paused the winter video as we were garnering a significant amount of negative comments about lack of snow.

APP USAGE UPDATE

App usage through December 2025 more than doubled compared to calendar year 2024. Total sessions is more than double all of 2024 (closer to triple). Downloads on IOS and Android platforms have dropped, which indicates repeat visitors are using the app more than new visitors. If the Board is interested, we can ask Blue Room to build this into their monthly report for a better visualization, given we have 2+ years of data. All data can be found at: https://drive.google.com/drive/folders/11aqW9ivJGBetGrhCYUeyH_5VoDdDNQPI?usp=drive_link

The Visit Widget AI tool has been added to the app and website. We signed the contract before the end of 2025, saving the \$2,000 set-up fee. We will begin tracking usage as data comes in.

WEBSITE REDESIGN

Director has reworked the marketing budget to include \$40,000 for website redesign, without impacting advertising spend in 2026. As we continue to monitor sales and lodging tax collections, we can potentially consider asking Town and County for funds from reserves to boost marketing efforts for 2026, if conditions warrant. Staff and website vendor held a preliminary meeting to discuss vision, goals and we spent time reviewing other destination websites for pros and cons. We anticipate this project taking 6–9 months to complete.

RECENT & UPCOMING PROMOTIONS

The proposed 2026 Marketing Plan and advertising schedule can be found at: https://drive.google.com/drive/folders/1helnoOme7T3Jfx4dDSIYs06j_r_grR4N?usp=sharing

We have begun implementing 2026 campaigns. We received a free in-state newsletter through CTO for February, with materials due 1/9/26. Test campaigns with 5280 and Texas Monthly have been negotiated. We have paid META and YouTube ads running and we will launch spring campaigns through Orange 142 beginning at the end of February.

2026 CTO MARKETING GRANT

As mentioned last month, we were approved. We are already working to wrap up 2025 grant and begin thinking about 2026 campaign.

PRESS & MEDIA RELATIONS

The Tourism Board opted to hire a PR agency for 2026. After reviewing proposals and meeting with both vendors, Director has selected BPR (b public relations). Director sent the proposals to the Board following the December meeting and received no input. Director had another meeting with BPR before making a decision. They have significant experience with destinations, crisis communications, negotiating with influencers for a destination (different than a brand) and they are very familiar with Pagosa Springs. We are aiming to begin starting on February 1st, with a site visit from their team the week of February 9th for 2 nights, with the goal for them to attend the February Tourism Board meeting on February 11th. The fees have been included in the advertising schedule, with an additional \$15,000 for media and influencer hosting.

SIGNAGE

Director is currently working with various Town departments on new construction signage, river access signage, PARC on their overall signage efforts, post-construction community-wide wayfinding signage (paused in 2019), geothermal building interpretive signage, and more. Director is now working to replace the sun-damaged signs at the visitor center. All east and south facing signs have suffered significantly in recent months. Additionally, Director is actively working on the Tourism Management Grant through the Colorado Tourism Office to provide funding for a broader wayfinding plan to be installed once downtown construction is completed. The grant application is due on January 22nd.

250 / 150 CELEBRATIONS

Mary Jo Coulehan organized a meeting on Wednesday, January 7th for all the entities organizing events and celebrations aligned with the 250/150 efforts in 2026. Tourism staff is working with all the entities to compile information to help promote. We aim to print and distribute posters prior to spring break traffic with all the event details. We will also add a landing page to the website. Additionally, we have identified Colorfest as the event to host the CTO-sponsored free drone show, on Saturday, September 19th. Director submitted the application to secure the date this week. The drone show will provide additional promotional opportunities for

Colorfest Weekend.

2026 TOURISM EVENTS

Staff is planning to organize Big Spring Clean, in coordination with Town and County, the annual Holiday Lighting Contest and Old Fashioned Christmas for 2026. We have a meeting scheduled in early February with Town and County public works to discuss Big Spring Clean. A budget will be better understood following that meeting. The annual holiday lighting contest costs \$4,375 in prizes for the 9 winners of 3 different categories. Old Fashioned Christmas costs approximately \$4000 for annual Pagosa Springs ornaments, sign printing, band, stage and heater rentals. Most likely the 3 events will cost no more than \$10,000. Staff has no intention to organize the 2026 Halloween Hootenanny and seeks direction from the Tourism Board if they would like to identify a 3rd party event organizer to coordinate.

ATTACHMENTS:

None