

Lodgers Tax Fund

The lodging tax fund is used to manage and promote tourism to attract visitors while encouraging responsible tourism practices in Pagosa Springs and Archuleta County. The funds are also used to operate the Visitor Center, which serves a significant number of tourists and local businesses. The core services include:

1. **Marketing & Promotion:**
 - o Targeted advertising campaigns, especially during the shoulder season (via online platforms, social media, video, and media relations).
 - o Collaboration with the Colorado Tourism Office and regional partners to promote Pagosa Springs.
2. **Responsible Recreation Education:**
 - o Coordination with land managers and local entities to promote best recreational practices and provide timely information (such as Leave No Trace principles and fire restrictions).
3. **Event Coordination:**
 - o Partnering with local event organizers to create engaging events that draw visitors and enhance their stay.
4. **Infrastructure & Beautification:**
 - o Collaborating with local government departments to improve amenities, implement signage plans, and undertake capital improvements to make the area more attractive for locals and visitors.

Their goal is to increase overnight stays and overall tourism traffic, while ensuring the community remains a responsible and sustainable destination.

Lodgers Tax Fund Comprehensive Summary

Name	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 BUDGET	FY2024 Projected	FY 2025 FY25 v4 9.12
Beginning Fund Balance:	\$1,598,910.00	\$1,483,865.00	\$1,124,147.00	\$1,124,147.00	\$1,402,584.00
Revenues					
TAXES	\$939,143.00	\$811,183.51	\$700,000.00	\$875,000.00	\$950,000.00
INTERGOVERNMENTAL	\$529,037.77	\$492,790.45	\$446,750.00	\$546,750.00	\$581,500.00
INTERFUND TRANSFER			\$5,342.00	\$5,342.00	\$0.00
MISCELLANEOUS	\$2,163.90	\$32,245.13	\$40,000.00	\$40,000.00	\$40,000.00
Total Revenues:	\$1,470,344.67	\$1,336,219.09	\$1,192,092.00	\$1,467,092.00	\$1,571,500.00
Expenditures					
Personnel & Payroll	\$296,631.57	\$362,705.11	\$453,392.00	\$454,051.00	\$443,011.20
Supplies & Materials	\$21,399.91	\$20,570.14	\$23,215.00	\$24,971.00	\$26,448.76
Property Services	\$48,541.16	\$25,251.18	\$71,626.00	\$15,402.19	\$15,872.22
Purchased Services	\$1,210,924.37	\$1,273,158.98	\$643,859.00	\$687,935.80	\$1,086,167.83
Dept. Specific & Misc.			\$0.00	\$6,295.00	\$0.00
Total Expenditures:	\$1,577,497.01	\$1,681,685.41	\$1,192,092.00	\$1,188,654.99	\$1,571,500.01
Total Revenues Less Expenditures:	-\$107,152.34	-\$345,466.32	\$0.00	\$278,437.01	-\$0.01
Ending Fund Balance:	\$1,491,757.66	\$1,138,398.68	\$1,124,147.00	\$1,402,584.01	\$1,402,583.99

Summary

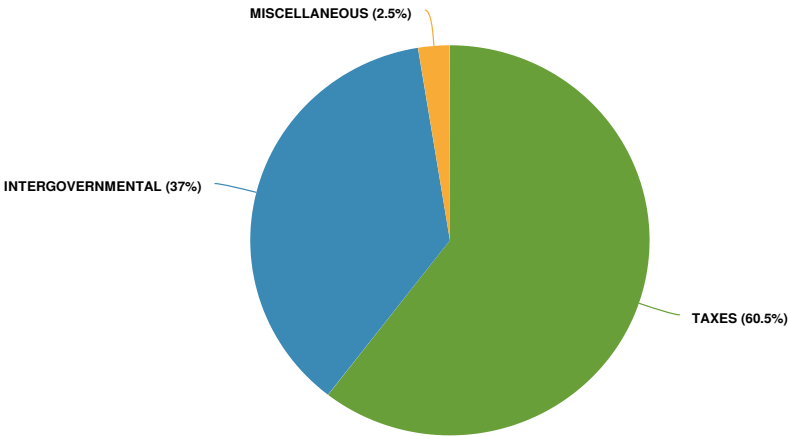
The Town of Pagosa Springs is projecting \$1.57M of revenue in FY2025, which represents a 31.8% increase over the prior year. Budgeted expenditures are projected to increase by 31.8% or \$379.41K to \$1.57M in FY2025.

The town of Pagosa Springs, CO has seen some significant changes in its Lodgers Tax Fund budget over the past few years. Looking back at 2023, the budgeted revenues were expected to decrease, and actual revenues decreased by 9%.

Moving on to 2024, we see a decrease in both budgeted revenues and expenditures. This was the result of the town's efforts to better manage its budget to address expected post-pandemic declines in revenue and an anticipated construction project that did not materialize. 2024 has generated more revenue, through July, than projected.

Looking ahead to 2025, the town is expecting a significant increase in revenues, with a projected increase of 32%. This increase is in part to downtown construction being delayed and projections based on 2024 revenues, plus the addition of a new 79 unit hotel downtown. Expenditures currently show a large amount available for infrastructure and / or town council discretion.

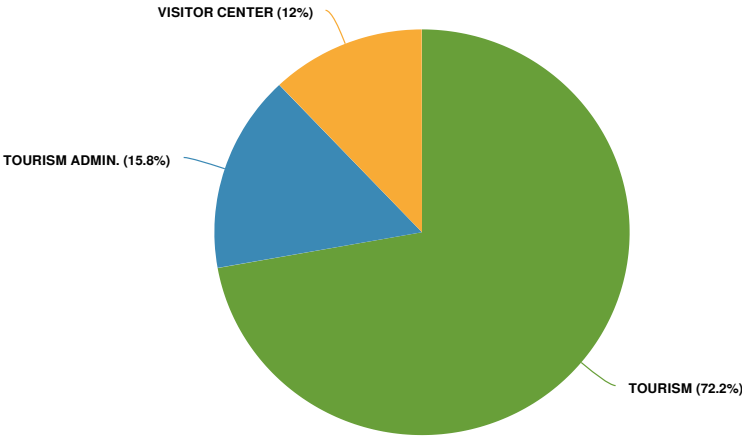
Revenues by Source
Projected 2025 Revenues by Source



Name	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 BUDGET	FY2024 Projected	FY 2025 FY25 v4 9.12	FY2024 BUDGET vs. FY2025 Budgeted (% Change)
Revenue Source						
TAXES	\$939,143.00	\$811,183.51	\$700,000.00	\$875,000.00	\$950,000.00	35.7%
INTERGOVERNMENTAL	\$529,037.77	\$492,790.45	\$446,750.00	\$546,750.00	\$581,500.00	30.2%
INTERFUND TRANSFER			\$5,342.00	\$5,342.00	\$0.00	-100%
MISCELLANEOUS	\$2,163.90	\$32,245.13	\$40,000.00	\$40,000.00	\$40,000.00	0%
Total Revenue Source:	\$1,470,344.67	\$1,336,219.09	\$1,192,092.00	\$1,467,092.00	\$1,571,500.00	31.8%

Expenditures by Function

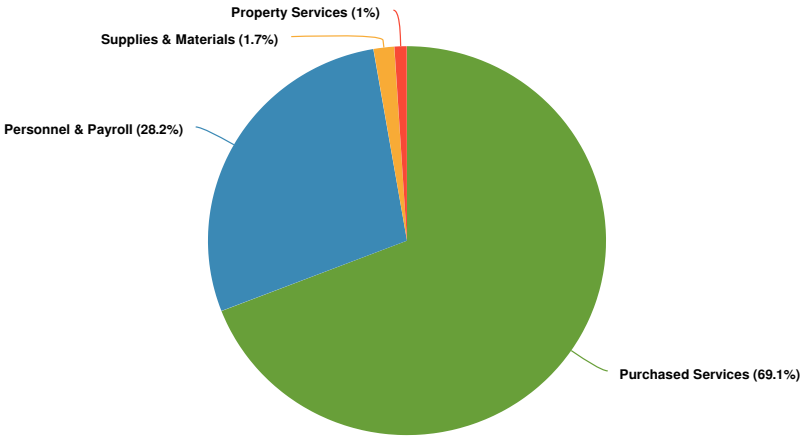
Budgeted Expenditures by Function



Name	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 BUDGET	FY2024 Projected	FY 2025 FY25 v4 9.12
Expenditures					
TOURISM ADMIN.	\$6,719.72	\$8,833.77	\$231,257.00	\$251,089.11	\$247,760.01
TOURISM	\$1,508,700.80	\$1,621,809.55	\$766,504.00	\$741,918.20	\$1,134,385.46
VISITOR CENTER	\$62,076.49	\$51,042.09	\$194,331.00	\$195,647.68	\$189,354.54
Total Expenditures:	\$1,577,497.01	\$1,681,685.41	\$1,192,092.00	\$1,188,654.99	\$1,571,500.01

Expenditures by Expense Type

Budgeted Expenditures by Expense Type



Name	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 BUDGET	FY2024 Projected	FY 2025 FY25 v4 9.12
Expense Objects					
Personnel & Payroll	\$296,631.57	\$362,705.11	\$453,392.00	\$454,051.00	\$443,011.20
Supplies & Materials	\$21,399.91	\$20,570.14	\$23,215.00	\$24,971.00	\$26,448.76
Property Services	\$48,541.16	\$25,251.18	\$71,626.00	\$15,402.19	\$15,872.22
Purchased Services	\$1,210,924.37	\$1,273,158.98	\$643,859.00	\$687,935.80	\$1,086,167.83
Dept. Specific & Misc.			\$0.00	\$6,295.00	\$0.00
Total Expense Objects:	\$1,577,497.01	\$1,681,685.41	\$1,192,092.00	\$1,188,654.99	\$1,571,500.01

Tourism Department



Jennifer Green
Tourism Director

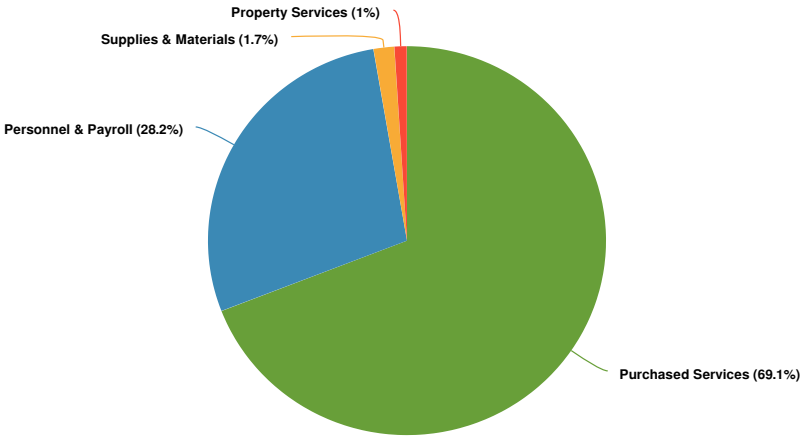
The Pagosa Springs Tourism Department handles tasks related to managing and promoting responsible tourism in Pagosa Springs and Archuleta County. Additionally, the Tourism Department manages, staffs, and operates the Visitor Center, which assists a significant number of visitors (and businesses) annually. The Tourism Department reports to a volunteer advisory board consisting of nine members, the Pagosa Springs Town Council, and Archuleta County Board of County Commissioners. The Department plans and implements marketing strategies to attract visitors to Pagosa Springs, as well as works with many local entities to educate visitors regarding responsible tourism, such as Leave no Trace and fire restrictions. The Tourism Department is focused on increasing overnight stays in Pagosa Springs and Archuleta County and increasing overall tourism traffic to Pagosa Springs. The Tourism Department also works with other Town and County departments to improve local amenities and infrastructure to encourage repeat visitation from visitors.

The primary goal is to promote Pagosa Springs as a tourism destination while educating visitors about responsible recreation through the following:

- Shoulder season advertising, mostly online, video, press and media relations and social media efforts.
- Work closely with area land managers to educate visitors and locals about timely information and best recreational practices.
- Work closely with the Colorado Tourism Office and regional destinations to promote Pagosa Springs.
- Work with area event organizers to create events that will attract visitors to Pagosa Springs and provide more things to do while in town.
- Work with the Town and County to implement various signage plans and other capital improvements and beautification projects as needed.

Expenditures by Expense Type

Budgeted Expenditures by Expense Type



Name	Account ID	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 Projected	FY 2025 FY25 v4 9.12
Expense Objects					
Personnel & Payroll					
SALARIES	41-71-401			\$156,394.00	\$161,329.21
FICA	41-71-411			\$11,964.00	\$12,341.68
EMPLOYEE INSURANCE	41-71-412			\$36,508.00	\$30,244.15
PENSION	41-71-413			\$10,948.00	\$10,365.40
WORKERS COMPENSATION INSURANCE	41-71-423			\$364.00	\$150.04
SALARIES	41-72-401	\$181,730.96	\$226,801.29	\$60,763.00	\$62,835.27
PART TIME	41-72-402	\$37,242.42	\$44,414.64	\$0.00	\$0.00
FICA	41-72-411	\$16,100.40	\$20,054.62	\$4,648.00	\$4,806.90
EMPLOYEE INSURANCE	41-72-412	\$51,663.73	\$59,472.56	\$11,939.00	\$9,229.69
PENSION	41-72-413	\$9,894.06	\$11,962.00	\$4,253.00	\$5,652.03
SALARIES	41-73-401			\$66,608.00	\$68,686.65
PART TIME	41-73-402			\$52,674.00	\$48,843.83
FICA	41-73-411			\$9,125.00	\$8,991.08
EMPLOYEE INSURANCE	41-73-412			\$23,200.00	\$15,012.84
PENSION	41-73-413			\$4,663.00	\$4,413.12
WORKERS COMPENSATION INSURANCE	41-73-423			\$0.00	\$109.30
Total Personnel & Payroll:		\$296,631.57	\$362,705.11	\$454,051.00	\$443,011.20
Supplies & Materials					

OLD BUSINESS VI.2.

Name	Account ID	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 Projected	FY 2025 FY25 v4 9.12
SOFTWARE SUBSCRIPTIONS	41-71-584			\$315.00	\$752.28
COMMUNITY ENGAGEMENT/COMMUNITY	41-72-561	\$2,500.00		\$0.00	\$0.00
SOFTWARE SUBSCRIPTIONS	41-72-584			\$756.00	\$980.04
OFFICE SUPPLIES	41-73-501	\$6,699.65	\$7,441.95	\$3,900.00	\$3,900.00
OPERATING SUPPLIES	41-73-502			\$1,000.00	\$1,000.00
POSTAGE/SHIPPING	41-73-504			\$4,000.00	\$4,000.00
COPY/PRINTING	41-73-505	\$12,138.28	\$9,520.01	\$12,500.00	\$12,500.00
FURNISHINGS & FIXTURES	41-73-551			\$0.00	\$1,500.00
COMPUTER/IT EQUIPMENT	41-73-583	\$61.98	\$3,608.18	\$2,500.00	\$1,500.00
SOFTWARE SUBSCRIPTIONS	41-73-584			\$0.00	\$316.44
Total Supplies & Materials:		\$21,399.91	\$20,570.14	\$24,971.00	\$26,448.76
Property Services					
TELEPHONE-EE ISSUED CELL PHONE	41-71-622			\$976.11	\$1,024.92
TELEPHONE-EE ISSUED CELL PHONE	41-72-622			\$518.40	\$544.32
R&M-WAYFINDING & SIGNAGE	41-72-659	\$12,589.54	\$4,095.72	\$5,000.00	\$5,000.00
GAS-UTILITY	41-73-601			\$1,205.97	\$1,266.27
ELECTRIC-UTILITY	41-73-602	\$5,951.62	\$6,719.75	\$2,009.85	\$2,110.34
WATER-UTILITY	41-73-603			\$3,613.80	\$3,794.49
SEWER-UTILITY	41-73-604			\$798.00	\$855.00
TELEPHONE SERVICE-UTILITY	41-73-621			\$792.00	\$764.42
TELEPHONE-EE ISSUED CELL PHONE	41-73-622			\$488.06	\$512.46
R&M-VISITOR CENTER	41-73-654	\$30,000.00	\$14,435.71	\$0.00	\$0.00
Total Property Services:		\$48,541.16	\$25,251.18	\$15,402.19	\$15,872.22
Purchased Services					
AUDIT	41-71-703			\$0.00	\$3,277.21
IT SERVICES	41-71-705			\$1,807.00	\$0.00
TRAVEL-TRANSPORTATION	41-71-711	\$6,719.72	\$8,833.77	\$4,000.00	\$5,000.00
TRAVEL-MEALS	41-71-712			\$100.00	\$0.00
TRAVEL-LODGING	41-71-713			\$7,500.00	\$7,500.00
MEETING-REGISTRATION	41-71-722			\$6,890.00	\$7,000.00
FEES	41-71-741			\$800.00	\$800.00
CONVENIENCE (CREDIT CARD PROCESSING)	41-71-742			\$375.00	\$375.00
INSURANCE & BONDS	41-71-761			\$853.00	\$0.00
DUES & MEMBERSHIPS	41-71-792			\$2,000.00	\$1,500.00
BOARD EXPENSES/VOLUNTEER APPRE	41-71-796			\$3,000.00	\$6,100.12
CONTRACTED SERVICES (OTHER PRO	41-72-704	\$38,765.95	\$15,392.00	\$47,590.80	\$67,790.80
IT SERVICES	41-72-705			\$0.00	\$1,882.00
EVENT SERVICES	41-72-706	\$114,948.66	\$130,828.74	\$116,000.00	\$116,000.00
TRAVEL-TRANSPORTATION	41-72-711			\$0.00	\$750.00
INITIATIVES & ECONOMIC DEVELOP	41-72-771	\$673,671.22	\$739,524.98	\$50,000.00	\$387,264.41

Name	Account ID	FY2022 YTD ACTUAL	FY2023 YTD ACTUAL	FY2024 Projected	FY 2025 FY25 v4 9.12
ADVERTISING/PUBLIC NOTIFICATIO	41-72-791	\$369,593.86	\$369,263.00	\$440,000.00	\$470,000.00
TRAINING & SCHOOLS	41-72-793			\$450.00	\$450.00
BOARD EXPENSES/VOLUNTEER APPRECIATION	41-72-796			\$0.00	\$1,200.00
CONTRACTED SERVICES (OTHER PRO	41-73-704	\$6,263.39	\$8,775.74	\$6,320.00	\$7,000.00
IT SERVICES	41-73-705			\$0.00	\$1,882.00
INSURANCE & BONDS	41-73-761			\$0.00	\$146.29
BOARD EXPENSES/VOLUNTEER APPRE	41-73-796	\$961.57	\$540.75	\$250.00	\$250.00
Total Purchased Services:		\$1,210,924.37	\$1,273,158.98	\$687,935.80	\$1,086,167.83
Dept. Specific & Misc.					
PASS THROUGH EXPENSES	41-71-981			\$6,295.00	\$0.00
Total Dept. Specific & Misc.:				\$6,295.00	\$0.00
Total Expense Objects:		\$1,577,497.01	\$1,681,685.41	\$1,188,654.99	\$1,571,500.01

Goals

- Increase Visitor Awareness and Brand Recognition
- Promote Sustainable Tourism Practices
- Strengthen Partnerships and Collaborations
- Drive Economic Impact
- Enhance Visitor Experience and Satisfaction
- Boost Visitor Numbers and Length of Stay

Accomplishments

2024 ACCOMPLISHMENTS

- Leveraged a multifaceted marketing program to reach visitors in all stages of travel planning, focusing on various markets for different seasons.
- Continued to focus on advertising for shoulder season growth to minimize peaks and valleys of local tourism economy.
- Hosted over 20 media and travel trade FAMs
- Executed grant through Colorado Tourism Office, in partnership with Visit Alamosa, to reach international visitors.
- Increased effort to capture video content using vertical format for social media to expand the extensive high-definition video library.
- Continued tracking data on the effectiveness of promoting a destination for in-market visitation.
- Continued to partner with other destinations to develop and promote the Historic Hot Springs Loop.
- Continued beautification efforts throughout town, including the now annual community-wide Big Spring Cleanup, planters adopted by area businesses, and development of a digital bike planter scavenger hunt.
- Advanced education efforts to reach locals and visitors to advocate responsible tourism and recreation.
- Ongoing enhancements to website and app.
- Provided tourism funds for several event organizers to hold new and reoccurring community events.

- Planned and organized events for Old Fashioned Christmas, Big Spring Cleanup, and Halloween Hootenanny and Lighting Contest.
- Provided tourism funds to assist with various infrastructure projects.
- Continued effort to create a cohesive, well-branded signage plan for the community.