

**AGENDA
OURAY CITY COUNCIL**

Monday, August 17, 2026 - 6:00 PM

**Ouray Community Center
320 6th Ave
Ouray, CO 81427**

VIRTUAL OPTION - <https://zoom.us/j/9349389230>

Meeting ID: 934 938 9230 Passcode: 491878 Or dial: 408 638 0968 or 669 900 6833

Ouray City Council Regular Meeting

- Changes to this agenda can be found on the bulletin board at City Hall
- Electronic copies of the Council Packet are available on the City website at www.cityofouray.com. A hard copy of the Packet is also available at the Administrative Office for interested citizens.
- Notice is hereby given that a majority or quorum of the Planning Commission, Ouray Economic Development Committee, Beautification Committee, Tourism Advisory Committee, Main Streets Committee, and/or Parks and Recreation Committee may be present at the above noticed City Council meeting to discuss any or all of the matters on the agenda below for Council consideration

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. CITIZENS' COMMUNICATION
5. CEREMONIAL/INFORMATIONAL
 - a. 2025 City of Ouray Financial Audit
6. CONSENT AGENDA
 - a. Approval of Minutes - July 27, 2026 Special Meeting
 - b. Liquor License Renewal (Bed & Breakfast) - BBM Hospitality Group LLC dba Black Bear Manor
 - c. Liquor License Renewal - Western Hotel Ouray LLC dba The Western Hotel & Spa
7. ACTION ITEMS
 - a. Red Mountain Fire Rescue Authority
 - b. Letter of Commitment for Colorado Tourism Office Tourism Marketing Grant
8. DISCUSSION ITEMS
 - a. Ouray County: Ballot Issue 1A - Disaster Recovery and Resilience Sales Tax
 - b. Ouray County: County-Wide Road & Bridge Use Tax
 - c. Future Agenda Items
9. DEPARTMENT REPORTS
 - a. City Administrator Metteer
 - b. Finance and Administration Director Rhoades
10. CITY COUNCIL COMMUNICATION

Mayor Underwood, Mayor Pro Tem Schiffer, Councilor Lindsey, Councilor Hart, and Councilor Doherty
11. ADJOURNMENT



Ouray City Council Special Meeting

Monday, July 27, 2026 5:00 PM

Ouray Community Center, 320 6th Ave, Ouray, CO 81427

Dave Doherty: Present
Jenny Hart: Present
Peggy Lindsey Scott: Present
Kevin Schiffer: Present
Michael Underwood: Present

Staff Attending: City Administrator Michelle Metteer, Finance and Administration Director Kara Rhoades and City Attorney Harper Powell via Zoom.

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

4. ACTION ITEM

a. [PUBLIC HEARING] Resolution No. 15 (Series 2026) Providing Support to Ouray County

Antonio Mendez, Ouray County Manager, gave an overview of the grant matching process for the Emergency Watershed Protection Program in the Gold Mountain Fire recovery process. Mendez noted the County does not the true cost of the fire and is not in a great financial place due to a number of disasters in previous years.

Staff informed Council of the level reserves for both the General Fund and the Tourism Fund.

Council took the opportunity to ask County Manager Mendez questions.

City Administrator Metteer wanted to make it clear to Council that the City's stake would be to help mitigate the debris flow that would have the potential to close Highway 550 and shut off access to the City of Ouray.

Mayor Underwood opened the public hearing.

Michelle Nauer, County Commissioner, commented that the fire and flooding have deeply affected the county, expressed appreciation for interagency coordination, and thanked the Council for holding the special meeting.

Wayne Dempsey asked if anyone has thought to contact the Army Corps of Engineers for help in recovery.

Lynn Padgett, County Commissioner, thanked the City and staff, noted ongoing coordination with federal technical teams such as the Silver Jackets, emphasized the need for emergency watershed protection and shared county cost concerns, and echoed appreciation for intergovernmental partnership during recovery.

Paul Smith asked whether any future state or federal reimbursement received by the County would result in the City being reimbursed for its contribution.

County Manager Mendez reiterated that the County faces many additional fire-related costs and asked Council to consider whether any contributed funds could be used for other necessary portions of the overall incident response, noting this project represents only one small part of a much larger operation.

Mayor Underwood closed the public hearing.

Council discussed overall reserve capacity, noting uncertainty in sales-tax revenue and the pending FY2025 audit, and acknowledged future capital needs such as Crystal Reservoir with Full Moon Dam engineering work. Council concluded by affirming that any City contribution would specifically support the County's Emergency Watershed Program participation.

Motion to approve Resolution No. 15 (Series 2026) providing financial support to Ouray County for \$125,000 with \$100,000 dollars coming from the General Fund reserves and \$25,000 dollars from the Tourism Fund reserves. This motion, made by Peggy Lindsey Scott and seconded by Jenny Hart, Carried. Dave Doherty: Yea, Jenny Hart: Yea, Peggy Lindsey Scott: Yea, Kevin Schiffer: Yea, Michael Underwood: Yea

5. ADJOURNMENT

Motion to adjourn at 6:09 pm. This motion, made by Peggy Lindsey Scott and seconded by Jenny Hart, Carried.

Dave Doherty: Yea, Jenny Hart: Yea, Peggy Lindsey Scott: Yea, Kevin Schiffer: Yea, Michael Underwood: Yea

Michael Underwood, Mayor

ATTEST:

Kara Rhoades, City Clerk

CERTIFICATION

I, Kara Rhoades, do hereby certify that I am the City Clerk of the City of Ouray, Ouray County, State of Colorado, and that the above minutes are a true and correct summary of the meeting of the Ouray City Council held on Monday, July 27, 2026. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this Monday, July 27, 2026.

Kara Rhoades, City Clerk

RECEIVED

JUL 10 2026

LIQUOR ENF. DIVISION

1572
APPLICANT ID: 836297

Bed and Breakfast Permit Application and Renewal

☐ Initial Application ☒ Renewal

Applicant is a: ☐ Corporation ☐ Partnership ☐ Individual ☒ Limited Liability Company

Name of Applicant

BBM Hospitality Group LLC

Trade Name of Establishment (DBA)

Black Bear Manor

State Sales Tax Number

Permit Number (if Renewal)

03-22241

Email Address

Address

Phone Number

118 6th Avenue

9703254219

City

County

State

Zip

Ouray

Ouray

CO

81427

Mailing Address (Number and Street)

747 West White Avenue

City or Town

State

Zip Code

Grand Junction

CO

81501

- Attach a copy of a deed or lease in the exact name of the applicant only, reflecting possession of the permitted area for at least the minimum duration of this permit (1 year from date of issuance).
- Attach a diagram of the premises which accurately reflects the area where alcohol beverages will be stored, served, possessed or consumed.

Pursuant to 44-3-412, C.R.S., Applicant hereby states that it qualifies for a Bed and Breakfast Permit, in order to serve complimentary alcohol beverages, and certifies to the State Licensing Authority:

- ☒ That it has no more than 20 sleeping rooms, and
- ☒ That it provides at least 1 meal per day at no charge other than for overnight lodging, and
- ☒ That it does not sell alcohol beverages by the drink or in sealed containers, and
- ☒ That it will not serve alcohol beverages for more than 4 hours in any one day, as follows:

Hours

Monday

Tuesday

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

Wednesday

Thursday

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

Friday

Saturday

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

Sunday

From: ☐ A.M. ☒ P.M. To: ☐ A.M. ☒ P.M.

Oath of Applicant

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

Applicant Title

CEO

Applicant Signature

James Christensen

Date (MM/DD/YY)

07/07/20

Report and Approval of Local Licensing Authority (City/County)

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the applicable provisions of Title 44, Articles 4 and 3, C.R.S., as amended.

Therefore, this application is approved.

Local Licensing Authority (City or County)

Date filed With Local Authority

Title

Signature

Date (MM/DD/YY)

Report of State Licensing Authority

The foregoing has been examined and complies with the filing requirements of Title 44, Article 3, C.R.S., as amended.

Title

Signature

Date (MM/DD/YY)

Do Not Write in this Space – For Department of Revenue use only

Date License Issued

License Account Number

Period

\$50.00 (Cash Fund)

\$21.25 (OAP Fund)

Total

DR 8400 (05/05/25)
COLORADO DEPARTMENT OF REVENUE
Liquor Enforcement Division
PO BOX 17087
Denver CO 80217-0087
(303) 205-2300

Submit to Local Licensing Authority

Fees Due	
Annual Renewal Application Fee	\$ 250
Renewal Fee	
Storage Permit \$100 X _____	\$
Sidewalk Service Area \$75.00	\$
Additional Optional Premises Hotel & Restaurant \$100 X _____	\$
Related Facility - Campus Liquor Complex \$160.00 per facility	\$
Amount Due/Paid	\$

Make check payable to: Colorado Department of Revenue. The State may convert your check to a one-time electronic banking transaction. Your bank account may be debited as early as the same day received by the State. If converted, your check will not be returned. If your check is rejected due to insufficient or uncollected funds, the Department may collect the payment amount directly from your banking account electronically.

Retail Liquor License Renewal Application

Please verify & update all information below. Return to city or county licensing authority by due date.

Note that the Division will not accept cash.

☐

Paid by check

Uploaded to MoveIt on Date

☒

Paid online

7/27/26

Licensee Name

Western Hotel Ouray LLC

Doing Business As Name (DBA)

The Western Hotel & Spa

Liquor License Number

03-17168

License Type

Hotel & Restaurant

Sales Tax License Number

95959009-0000

Expiration Date

12/23/27

Due Date

12/31/2027

Business Address

Street Address

210 7th Ave

City

Ouray

Phone Number

970-497-1057

State ZIP Code

CO 81427

Mailing Address

Street Address

210 7th Ave

City

Ouray

Email

susanne@thewesternouray.com

State ZIP Code

CO 81427

Operating Manager
Kyle Zeppelin

Date of Birth

Home Address

Street Address

Phone Number

City

State ZIP Code

Denver

CO 80220

1. Do you have legal possession of the premises at the street address?..... ☒ Yes ☐ No

Are the premises owned or rented?

☒ Owned

*If rented, expiration date of lease

☐ Rented*

2. Are you renewing a storage permit, additional optional premises, sidewalk service area, or related facility?..... Yes ☐ No ☒

If yes, please see the table in the upper right hand corner and include all fees due.

3. Are you renewing a takeout and/or delivery permit?..... Yes ☐ No ☒

(Note: must hold a qualifying license type and be authorized for takeout and/or delivery license privileges)

If selecting 'Yes', an additional \$11.00 is required to renew the permit.

If so, which are you renewing?..... Delivery Takeout Both Takeout and Delivery

4. Since the date of filing of the last application, has the applicant, including its manager, partners, officer, directors, stockholders, members (LLC), managing members (LLC), or any other person with a 10% or greater financial interest in the applicant, been found in final order of a tax agency to be delinquent in the payment of any state or local taxes, penalties, or interest related to a business?.... Yes ☐ No ☒

Since the date of filing of the last application, has the applicant, including its manager, partners, officer, directors, stockholders, members (LLC), managing members (LLC), or any other person with a 10% or greater financial interest in the applicant failed to pay any fees or surcharges imposed pursuant to section 44-3-503, C.R.S.?..... Yes ☐ No ☒

5. Since the date of filing of the last application, has there been any change in financial interest (new notes, loans, owners, etc.) or organizational structure (addition or deletion of officers, directors, managing members or general partners)?..... Yes ☐ No ☒

If yes, explain in detail and attach a listing of all liquor businesses in which these new lenders, owners (other than licensed financial institutions), officers, directors, managing members, or general partners are materially interested.

6. Since the date of filing of the last application, has the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) been convicted of a crime?..... Yes ☐ No ☒

If yes, attach a detailed explanation.

7. Since the date of filing of the last application, has the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) been denied an alcohol beverage license, had an alcohol beverage license suspended or revoked, or had interest in any entity that had an alcohol beverage license denied, suspended or revoked?..... Yes ☐ No ☒

If yes, attach a detailed explanation.

8. Does the applicant or any of its agents, owners, managers, partners or lenders (other than licensed financial institutions) have a direct or indirect interest in any other Colorado liquor license, including loans to or from any licensee or interest in a loan to any licensee?..... Yes ☐ No ☒

If yes, attach a detailed explanation.

9. I would like to apply for a Two-Year Renewal..... ☒ Yes ☐ No

Affirmation & Consent

I declare under penalty of perjury in the second degree that this application and all attachments are true, correct and complete to the best of my knowledge.

Type or Print Name of Applicant/Authorized Agent of Business

Mananaging Partner/Owner

Title

Kyle A. Zeppelin

Signature

Kyle Zeppelin

Date (MM/DD/YY)

07/26/26

Report & Approval of City or County Licensing Authority

The foregoing application has been examined and the premises, business conducted and character of the applicant are satisfactory, and we do hereby report that such license, if granted, will comply with the provisions of Title 44, Articles 4 and 3, C.R.S., and Liquor Rules.

Therefore this application is approved.

Local Licensing Authority For

Title

Attest

Signature

Date (MM/DD/YY)

Local Licensing Authority Approves this license for a two-year renewal.....

Yes

No

If "No", please cite the law, regulation, local ordinance or resolution that gives the local licensing authority the ability to deny the applicant and grounds for denial. Also, please provide any and all investigative reports, and administrative or criminal action that relate or justify this denial.

Proof of Violation

Tax Check Authorization, Waiver, and Request to Release Information

I, Susanne Wood

am signing this Tax Check Authorization, Waiver and Request to Release Information (hereinafter

"Waiver") on behalf of

(the "Applicant/Licensee")

Kyle Zeppelin

to permit the Colorado Department of Revenue and any other state or local taxing authority to release information and documentation that may otherwise be confidential, as provided below. If I am signing this Waiver for someone other than myself, including on behalf of a business entity, I certify that I have the authority to execute this Waiver on behalf of the Applicant/Licensee.

The Executive Director of the Colorado Department of Revenue is the State Licensing Authority, and oversees the Colorado Liquor Enforcement Division as his or her agents, clerks, and employees. The information and documentation obtained pursuant to this Waiver may be used in connection with the Applicant/Licensee's liquor license application and ongoing licensure by the state and local licensing authorities. The Colorado Liquor Code, section 44-3-101. et seq. ("Liquor Code"), and the Colorado Liquor Rules, 1 CCR 203-2 ("Liquor Rules"), require compliance with certain tax obligations, and set forth the investigative, disciplinary and licensure actions the state and local licensing authorities may take for violations of the Liquor Code and Liquor Rules, including failure to meet tax reporting and payment obligations.

The Waiver is made pursuant to section 39-21-113(4), C.R.S., and any other law, regulation, resolution or ordinance concerning the confidentiality of tax information, or any document, report or return filed in connection with state or local taxes. This Waiver shall be valid until the expiration or revocation of a license, or until both the state and local licensing authorities take final action to approve or deny any application(s) for the renewal of the license, whichever is later. Applicant/Licensee agrees to execute a new waiver for each subsequent licensing period in connection with the renewal of any license, if requested.

By signing below, Applicant/Licensee requests that the Colorado Department of Revenue and any other state or local taxing authority or agency in the possession of tax documents or information, release information and documentation to the Colorado Liquor Enforcement Division, and is duly authorized employees, to act as the Applicant's/Licensee's duly authorized representative under section 39-21-113(4), C.R.S., solely to allow the state and local licensing authorities, and their duly authorized employees, to investigate compliance with the Liquor Code and Liquor Rules. Applicant/Licensee authorizes the state and local licensing authorities, their duly authorized employees, and their legal representatives, to use the information and documentation obtained using this Waiver in any administrative or judicial action regarding the application or license.

Name (Individual/Business)

The Western Hotel Ouray LLC

Social Security Number/Tax Identification Number

[REDACTED]

Home Phone Number

[REDACTED]

Business/Work Phone Number

970-497-1057

Street Address

210 7th Ave

City

Ouray

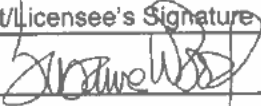
State ZIP Code

CO 81427

Printed name of person signing on behalf of the Applicant/Licensee

Susanne Wood

Applicant/Licensee's Signature (Signature authorizing the disclosure of confidential tax information) Date Signed

 [REDACTED]

August 7, 2026

Privacy Act Statement

Providing your Social Security Number is voluntary and no right, benefit or privilege provided by law will be denied as a result of refusal to disclose it. § 7 of Privacy Act, 5 USCS § 552a (note).

320 6th Avenue
PO Box 468
Ouray, Colorado 81427



CITY OF
OURAY
COLORADO

970.325.7211
Fax 970.325.7212
info@cityofouray.com

To: Mayor & City Council
From: Brooke Warren, Tourism Department
Date: Aug. 17, 2026
Agenda Item: Letter of Commitment for Colorado Tourism Office
Tourism Marketing Grant

REQUEST:

Council approval to provide a Letter of Commitment for up to \$20,000 in matching funds, contingent upon Visit Ouray being awarded the Colorado Tourism Office (CTO) Tourism Marketing Grant.

INTRODUCTION:

The Tourism Department is putting together a Tourism Marketing Grant proposal for the Colorado Tourism Office. The application deadline is August 20, 2026.

The focus of the grant application is on building year-round tourism resiliency that is not solely dependent on outdoor recreation. This past year has highlighted the vulnerability of our visitor economy to factors outside of the community's control, including a shortened Ice Park season and reduced peak summer visitation resulting from the Gold Mountain Fire and flooding.

The proposed strategy would expand the representation of Ouray's tourism offerings by further highlighting experiences beyond traditional outdoor recreation, including the community's history, arts, culture, theater, events, downtown businesses, and community character. The goal is to increase awareness of these existing assets, reach a broader range of visitors, and encourage visitation during traditionally slower periods.

ANALYSIS:

The proposed grant would provide an opportunity to leverage a \$20,000 City investment with \$40,000 in CTO funding into a \$60,000 tourism marketing project. The grant would allow the Tourism Department to expand its marketing efforts while bringing in outside expertise and resources that would otherwise be difficult to accomplish within existing staff capacity and budget.

The grant also presents an opportunity to better coordinate and package existing community assets. The Tourism Department would work with local stakeholders in the arts, culture, events, hospitality, and business communities to identify and promote experiences that may currently have limited exposure to visitors, while building assets that can continue to be used beyond the grant period.

The project is not intended to create new tourism products or significantly increase visitation during already busy periods. Rather, the strategy is focused on increasing awareness of existing community assets, broadening the types of experiences promoted to visitors, and encouraging visitation during additional times of the year.

BUDGET / STAFF IMPACT:

The proposed \$20,000 City match represents one-third of the total project cost and would be leveraged alongside the \$40,000 grant award. The Tourism Department would allocate 2027 funds to the marketing budget to support the match.

Contractor support for campaign development, production, paid media, and implementation would allow the project to be completed without a significant increase in ongoing staff workload.

The Letter of Commitment would only require the City to provide the \$20,000 match if the grant is awarded.

ORGANIZATIONAL ALIGNMENT:

The proposed project directly supports several themes identified in the City of Ouray's 2021 Community Plan, including **Economic Development, Tourism, Arts and Culture, Historical Resources, and Community Character**.

Goal AC-1 of the Community Plan: Celebrate the city's culture and heritage through support of integrated and diverse arts and cultural facilities, events, venues, galleries and public spaces in the community. The project would increase awareness and visibility of Ouray's existing arts and cultural offerings by incorporating local arts, culture, theater, events, and venues into the community's broader tourism marketing strategy.

Goal HH-3 of the Community Plan: Support and promote historic preservation organizations, programs and events. The proposed marketing strategy would highlight Ouray's history and historic resources, as well as organizations, programs, and events that contribute to the preservation and interpretation of the community's heritage.

Goal ED-2 of the Community Plan: Diversify and innovate the economy to improve resiliency, spread out economic activity throughout the year and create a more relevant, active and vital community. This goal directly aligns with the core purpose of the proposed project. Diversifying the experiences promoted to visitors and encouraging visitation during traditionally slower periods can contribute to a more resilient tourism economy and distribute economic activity throughout the year.

Goal TO-1 in the Community Plan: Encourage, promote and require sustainable tourism to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. The project supports this goal by broadening the tourism experience beyond outdoor recreation and promoting existing cultural, historic, artistic, and community-based offerings. Encouraging interest in these experiences may help distribute visitor activity and reduce reliance on the busiest periods and outdoor recreation assets.

Overall, the project provides an opportunity to advance existing Community Plan priorities while leveraging outside funding to expand the City's tourism marketing resources and support local businesses.

RECOMMENDED ACTION OR PROPOSED MOTION:

Staff recommends that City Council authorize the City of Ouray to provide a Letter of Commitment for a \$20,000 match for the Colorado Tourism Office Tourism Marketing Grant, contingent upon Visit Ouray being awarded the grant.

ATTACHMENT(S):

- Tourism Marketing Grant Guidelines
- Draft of the Grant Proposal
- Project Timeline



**COLORADO****Office of Economic Development
& International Trade**[_\(/\).](#)[Home \(/\)](#) [Programs and Funding \(/programs-and-funding\)](/programs-and-funding/)[Grants \(/programs-and-funding?Programs%5B0%5D=i am looking for %3AGrants\)](/programs-and-funding?Programs%5B0%5D=i+am+looking+for+%3AGrants) [Tourism Marketing Grant](#)

Tourism Marketing Grant

Grant Summary

The Tourism Marketing Grant provides funding for tourism-related marketing campaigns and initiatives that support the Colorado Tourism Office (CTO)'s mission “to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully.”

The minimum funding request is \$2,500 and the maximum is \$49,000. Matching funds are required, and based on funding request as outlined below:

- \$49,000 - \$20,001 - 2:1 funding match required
 - For every \$1 a grantee allocates to the project, the Colorado Tourism Office will provide \$2 in matching funds up to \$49,000. For example, if your total project budget is \$60,000, you are eligible to request a \$40,000 grant, with the remaining \$20,000 to be provided by the grantee as a cash match.
- \$20,000 - \$2,500 - 4:1 funding match required
 - For every \$1 a grantee allocates to the project, the Colorado Tourism Office will provide \$4 in matching funds up to \$20,000. For example, if your total project budget is \$12,500, you are eligible to request a \$10,000 grant, with the remaining \$2,500 to be provided by the grantee as a cash match.

Grant goals are to:

- Strengthen Colorado’s statewide economic growth and advance the state’s competitive position as a leading four-season travel destination.

- Promote and educate on responsible travel, destination stewardship, and ensure all feel represented in Colorado.
- Maximize the economic return on public and private investments in Colorado by leveraging funds to optimize marketing impact.

Register for the [Tourism Marketing Grant informational webinar](#) on Tuesday, June 23 at 11 a.m. to learn about grant guidelines, eligibility and requirements, as well as grant updates.

The Tourism Marketing Grant application opens June 23, 2026 and closes at 4:00p.m. (MDT) on August 20, 2026.

Overview

Type: Grant

For: Destination marketing organizations, statewide tourism industry associations

Amount: \$2,500 to \$49,000 per application

Application period: June 23-August 20, 2026

OEDIT division: [Colorado Tourism Office \(/colorado-tourism-office\)](#)

[Collapse All](#)

□ Eligibility

Eligible Colorado applicants include:

- Colorado destination marketing organizations (DMO's)
- Colorado statewide tourism industry associations

The Colorado Tourism Office defines a DMO as a nonprofit organization or governmental unit that typically is the recipient of jurisdictional lodging tax revenue and serves as the lead for year-round tourism promotion and development efforts in a destination. Example DMOs may include:

- Chambers of commerce or chamber resort associations.
- Destination marketing organizations (e.g. Convention & Visitors Bureau).
- Federally recognized tribes or local government entities in Colorado.
- Lodging tax boards, committees, or panels.

The Colorado Tourism Office defines a Colorado statewide tourism industry association as a registered nonprofit trade organization that represents a collection of tourism businesses statewide within a tourism-related business sector. Associations must represent a market-ready product or experience, and be statewide (where it exists) in approach.

Ineligible applicants include:

- For-profit organizations.
- Individual attractions, museums, or businesses.
- Regional tourism industry associations.
- State or federal government entities.

Other considerations include:

- Only one application can be submitted for an individual destination.
 - Multiple organizations within a single destination should collaborate with their destination marketing organization on a single grant application.
- Only one application can be submitted per applicant unless prior approval is provided. Lead applicants can be a partner in a separate application.
- Entities that failed to fulfill Colorado Tourism Office grant award requirements within the past twelve (12) months may be deemed ineligible.

Note: Starting in 2026, if your organization has been awarded a Tourism Marketing Grant for the past 3 consecutive years, you are required to “sit out” a year and will be ineligible to apply.

☐ Eligible projects

Eligible projects must be **new** marketing campaigns or initiatives. Grants will not be awarded to fund existing marketing efforts unless the funds are for new initiatives or outcomes or you are expanding the program into new markets or media.

Eligible activities:

- Creative development specific to the marketing campaign or initiative:
 - Creative advertising production (print, digital, out-of-home, video, social, television, Over-the-top (OTT) streaming, and radio)
 - Content development (written, video, or audio)
 - Photography
 - Videography and post-production video editing
 - Campaign landing page or microsite
 - Audio advertising development (radio, OTT streaming etc.)
 - Marketing collateral (print and digital brochures, visitor guides, posters, and maps)
 - Fulfillment costs
- Marketing executions specific to the marketing campaign or initiative:
 - Media placement (print, digital, out-of-home, television, social, OTT streaming, and radio)
 - Social media initiatives

- Influencer programs
 - Public relations initiatives
 - Search engine marketing (SEM) initiatives (Search engine optimization- SEO/paid search)
 - Crowdriff Stories
 - Email newsletter development and distribution
- Tourism marketing research and data
 - Consumer focused market research
 - Visitor profile studies
 - Visitor behavior data
 - Inclusive marketing audit
 - Digital audit
- Tourism marketing strategy
 - Inclusive marketing strategy or audit plan
 - Digital marketing strategy
- Trade shows
 - Registration and booth rental fees
 - Airfare/lodging expenses (up to 10% of the project budget)
- Website development, refresh, or restructure
 - Website search engine optimization
 - Website useability, mobile and guest experience
 - Website accessibility
 - Microsite development
- Other approved projects

Funding cannot be used for:

- Match funding for existing or future opportunities
- CTO paid opportunities, including advertising and co-op marketing opportunities
- General administrative and operations costs such as personnel, office supplies, overhead, website maintenance costs
- Grant writing or grant management costs
- Regranting
- Items for resale or gift cards
- Donations, sponsorships, or charitable contributions
- Promotional giveaways, souvenirs, wearables, and gifts (SWAG)
- Pre-award costs, expenses that were paid prior to the grant agreement effective date
- Travel expenses, except for trade show attendance, as specified above
- Food or alcoholic beverages
- Capital construction, new construction, renovation, or restoration
- Entertainment/entertainers, social events, amusement
- Hospitality activities, such as hospitality suites, and other special facilities used in conjunction with shows and other special events
- Expenses related to a specific event only, either single or multi-day (marketing campaigns and initiatives promoting an entire destination's unique identity, culture, and attractions are eligible)

- Tourism-related projects that develop, enhance, or manage visitor experience in Colorado (review the [Tourism Management Grant \(https://oedit.colorado.gov/tourism-management-grant\)](https://oedit.colorado.gov/tourism-management-grant))

The applicant can financially match the project cost at a higher amount if the cost exceeds grant dollar limitations.

□ How to apply

The Tourism Marketing Grant application opens June 23, 2026 and closes at 4:00p.m. (MDT) on August 20, 2026.

Apply through the [OEDIT online portal](#) by 4 p.m. on Thursday, August 20, 2026. Detailed instructions for navigating the OEDIT online portal can be found in this [OEDIT Portal Handbook \(Google Doc\)](#).

Although not required, applicants are encouraged to submit a [brief Letter of Intent \(LOI\)](#) (available June 24 - August 5, 2026) before completing a full application so that CTO staff can learn more about the proposed project and what the applicant hopes to achieve through grant funding. To ensure the program best meets your needs, a representative from the CTO will contact you within two weeks to discuss your LOI. Please note the LOI form will close on August 5, 2026.

The application process is as follows:

1. Verify your eligibility. If you have questions, reach out to the program manager before you start the application.
2. Prepare your application materials by filling out this [Tourism Marketing Grant Application Materials \(PDF\)](#). This document includes all application questions.
3. Log in to the [OEDIT online portal](#) and apply through the online portal.

Supporting documents

You will need to provide:

- Download and complete the [Tourism Marketing Grant Financial Worksheet \(XLS\)](#).
- Download and complete a [Tourism Marketing Grants detailed timeline \(XLS\)](#) that includes all milestones and deliverables.
- Letter(s) of commitment showing evidence of required cash match - matching dollars may not come from the State's General Fund, Federal funds, Colorado Tourism Office funds, OEDIT (Office of Economic Development and International Trade) funds, or other pending grant funds. Letter(s) of commitment must be on official letterhead and state the amount of cash committed by the organization.
- Project support letters - all grant applications need to include at least two letters of support from community partners or tourism industry partners in the community (other than the applicant).

Additionally, nonprofit entities must provide:

- A current certificate of Good Standing from the Colorado Secretary of State .

☐ Selection process

Applications are first vetted through an internal compliance review to ensure eligibility and that all required materials have been submitted. Incomplete or ineligible applications may be rejected.

The Colorado Tourism Office (CTO) will appoint a committee to review eligible applications. Grants will be awarded based on merit, availability of grant funding, and CTO final approval.

The CTO reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals and objectives.

Reviewers will prioritize applications that:

- Demonstrate industry collaboration with two or more destinations.

The committee will evaluate applications on these criteria:

- Project overview
- Project plan
- Expected impact
- Demonstrated need
- Capacity to implement

The Colorado Tourism Office reserves the right to award a different amount than is requested in a grant application, to make changes to the Grant Guidelines or to cancel the Competitive Grants Program in its entirety.

☐ Award distribution

All grant awards are contingent until there is a fully executed grant agreement between the applicant and CTO. Execution of a grant agreement with CTO signifies the applicant's acceptance of the terms and conditions of the grant agreement and the grant guidelines.

Expenses incurred or obligated before a grant agreement effective date are not allowable expenses.

The Colorado Tourism Office's goal is to provide grant funds upfront. Funds are subject to approval by the State Controller's Office yearly, so we reserve the right to award funds on a reimbursement basis.

☐ Conditions of funding

All grant awards are conditional upon execution of a grant agreement within four months of the award date, or the award may be rescinded. All grantees must agree to the [State of Colorado Small Dollar Grant Terms and Conditions](#) .

Additionally, grantees must:

- Complete the work tasks and meet deliverable deadlines outlined within the grant agreement.
- Keep the budget updated throughout the lifetime of the grant.
- Submit reports as outlined in the grant agreement including a final report describing what was accomplished with the grant funds, a final budget, and documents for expenses incurred including invoices, expense receipts, and proof of payment.
- Request and receive prior approval for any modifications, or changes to the grant agreement from the Division in writing. Examples include, but are not limited to, the following: clarification or changes to the scope of work, or deliverables; changes in key personnel, including management staff or vendors; changes in the timeline; and changes in the budget.

Project requirements:

- CTO grant funds cannot be used as a match for existing or future opportunities.
- Neither CTO grant funds nor an applicant's cash match can be used for CTO paid opportunities including, but not limited to, advertising on the CTO's owned social media channels, CTO co-op programs (domestic and international), advertising offerings in the CTO Media Kit (including ads on Colorado.com and the Visit Colorado Official State Vacation Guide, sponsored articles and consumer emails), and Brand USA co-op marketing opportunities when a portion of the cost is covered by the CTO.
- Prior to production, publication, placement, and/or distribution, creative assets must be approved by the CTO.
- All materials that are funded in part by Colorado Tourism Office need to include the official Colorado Tourism Office logo unless otherwise directed by the CTO.
- Grantees must submit a formal Proposal Change Request Form if there is a change to the grantee information or the scope of work outlined in the grant agreement.
- Unused grant funds or grant funds not used as approved shall be returned to the Colorado Tourism Office pursuant to the grant agreement.
- CTO grant funding cannot be used to pay for a specific expense that was or will be paid through another awarded funding source. This is considered a duplication of benefits.

□ Timeline and funding period

The following table outlines the timeline for the grants

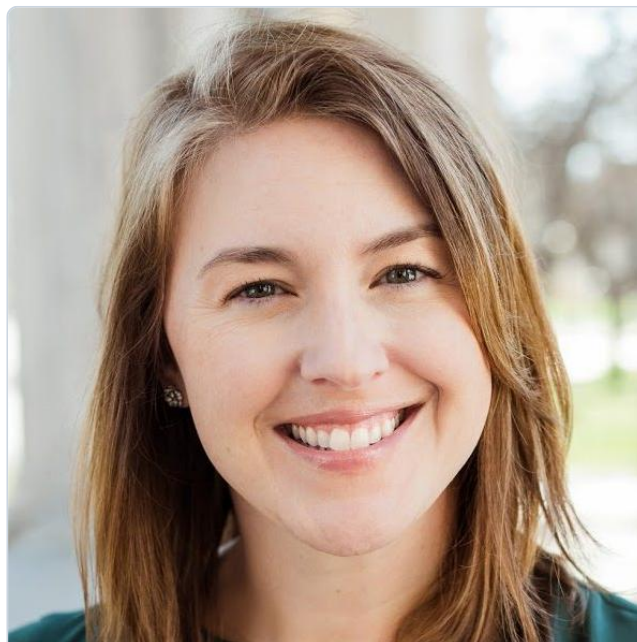
Grant Timeline Dates	Timeline Details
June 23, 2026	Application opens

August 20, 2026	Application closes at 4 p.m.
October 15, 2026	Recipient notification
TBD to December 31, 2027	Grant project performance period
February 10, 2028	Final report and expense documentation due

□ Grantee Resources

- **Brand Book:** This guide is your compass to navigating the intricacies and nuances of the majestic Colorado brand, ensuring we always Come to Life in a unified, consistent manner. For access to the CTO Brand Book, please reach out to our Senior Brand Manager, Natazshya Rodriguez, natazshya.rodriguez@state.co.us (mailto:natazshya.rodriguez@state.co.us).
- **CTO Marketing Portal** : The Marketing Portal is a valuable hub where destination marketing/management organizations (DMOs) can easily access the CTO marketing information including brand assets, toolkits, and more.

Program Manager



Elizabeth

O'Rear

(/elizabeth-orear)

Director of Grants and Funding

303-892-3893 (tel:303-892-3893)

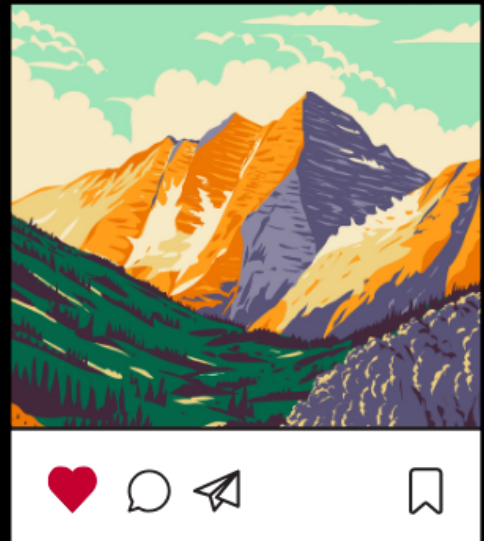
Email Elizabeth ([mailto:](mailto:elizabeth.orear@state.co.us)

elizabeth.orear@state.co.us).

Success Stories

PRESS RELEASE

COLORADO TOURISM OFFICE AWARDS 16 TOURISM MARKETING GRANTS TO BOOST STATEWIDE MARKETING EFFORTS



oedit.colorado.gov

[Colorado Tourism Office Awards 16 Tourism Marketing Grants to Boost Statewide Marketing Efforts \(/press-release/colorado-tourism-office-awards-16-tourism-marketing-grants-to-boost-statewide\)](https://oedit.colorado.gov/press-release/colorado-tourism-office-awards-16-tourism-marketing-grants-to-boost-statewide)

Connect Further

Related Programs

[Tourism Advertising Opportunities \(/programs-and-funding/marketing-promotion/tourism-advertising-opportunities\)](#)

[Colorado Rural Academy for Tourism \(/the-colorado-rural-academy-for-tourism\)](#)

[Tourism Management Grant \(/tourism-management-grant\)](#)

[Tourism Paid Media Cooperative \(/tourism-paid-media-cooperative\)](#)

[Tourism Print Marketing Promotion \(/programs-and-funding/marketing-promotion/tourism-advertising-opportunities#tourismprintmarketingpromotion\)](#)

[Tourism Social Media Marketing Promotion \(/tourism-social-media-marketing-promotion\)](#)

Sign up for email updates

Colorado Tourism Email Updates

The Colorado Tourism Office's (CTO) provides regular communications about the office's programs, media updates, social media, news, and events. Subscribe to any of the options below.

You can unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

reCAPTCHA helps prevent automated form spam.

The submit button will be disabled until you complete the CAPTCHA.

Submit

Contact Information

[View All Programs \(/programs-and-funding\)](/programs-and-funding)

OEDIT

Colorado Office of Economic Development and International Trade (OEDIT)

A [Colorado Governor's Office](#) state agency

🏠 [1600 Broadway, Ste. 2500, Denver, CO 80202](#)

☎ [303.892.3840 \(tel:303.892.3840\)](tel:303.892.3840)

✉ [oedit.info@state.co.us \(mailto:oedit.info@state.co.us\)](mailto:oedit.info@state.co.us)

Staff meets by appointment only.

[Contact Us \(/about/contact\)](/about/contact)

Areas of Support

[Business Funding and Incentives \(/business-funding-and-incentives\)](/business-funding-and-incentives)

[Cannabis Business Office \(/cannabis-business-office\)](/cannabis-business-office)

[Colorado Creative Industries \(/colorado-creative-industries\)](/colorado-creative-industries)

[Colorado Employee Ownership Office \(/colorado-employee-ownership-office\)](/colorado-employee-ownership-office)

[Colorado Office of Film, Television and Media \(/colorado-office-film-television-media\)](/colorado-office-film-television-media)

[Colorado Outdoor Recreation Industry Office \(/colorado-outdoor-recreation-industry-office\)](/colorado-outdoor-recreation-industry-office)

[Colorado Small Business Development Center \(/colorado-small-business-development-center-network\)](/colorado-small-business-development-center-network)

[Colorado Tourism Office \(/colorado-tourism-office\)](/colorado-tourism-office)

[Global Business Development \(/global-business-development\)](/global-business-development)

[Minority Business Office \(/minority-business-office-of-colorado\)](/minority-business-office-of-colorado)

[Rural Opportunity Office \(/rural-opportunity-office\)](/rural-opportunity-office)

[Talent Innovation \(/about/oedit-divisions/talent-innovation\)](/about/oedit-divisions/talent-innovation)

Sign up for OEDIT's Newsletter

[**Newsletter Signup \(/about/sign-up-for-oedit-monthly-newsletter\)**](/about/sign-up-for-oedit-monthly-newsletter)

Quick Links

[About \(https://oedit.colorado.gov/about\)](https://oedit.colorado.gov/about)

[Careers \(https://www.governmentjobs.com/careers/colorado?keywords=oedit\)](https://www.governmentjobs.com/careers/colorado?keywords=oedit)

[Industries \(https://oedit.colorado.gov/industries\)](https://oedit.colorado.gov/industries)

[Programs and Funding \(https://oedit.colorado.gov/programs-and-funding\)](https://oedit.colorado.gov/programs-and-funding)

[Resources and Partners \(https://oedit.colorado.gov/resources-and-partners\)](https://oedit.colorado.gov/resources-and-partners)

[State of Colorado Accessibility Statement \(https://oedit.colorado.gov/about/state-of-colorado-accessibility-statement\)](https://oedit.colorado.gov/about/state-of-colorado-accessibility-statement)

[Privacy Notice \(https://oedit.colorado.gov/about/oedit-policies/privacy-notice\)](https://oedit.colorado.gov/about/oedit-policies/privacy-notice)



© 2026 State of Colorado | [Transparency Online \(https://data.colorado.gov/stories/s/fjyf-bdat\)](https://data.colorado.gov/stories/s/fjyf-bdat). | [General Notices \(https://www.colorado.gov/general-notices\)](https://www.colorado.gov/general-notices).

ALWAYS OURAY

A Four-Season Recovery and Resilience Marketing Campaign

FY27 Colorado Tourism Office Tourism Marketing Grant - Application Draft - July 2026

Application at a Glance

Applicant	City of Ouray (local government entity; DMO: Visit Ouray)
Program	CTO FY27 Tourism Marketing Grant
Project title	Always Ouray: A Four-Season Recovery and Resilience Marketing Campaign
Grant request	\$40,000
Cash match (2:1)	\$20,000 - City of Ouray / Visit Ouray, Lodging Occupancy Tax
Total project budget	\$60,000
Use category	Tourism marketing campaign
Project type	Domestic tourism promotion (general)
CTO goal alignment	Goal (a): strengthen statewide economic growth; advance Colorado as a four-season premier travel destination
Performance period	January 1 - December 31, 2027
LOI (encouraged)	Submit by August 5, 2026
Application deadline	August 20, 2026, 4:00 p.m., via OEDIT online portal

1. Eligibility

- DMO status: Yes. The City of Ouray is a local government entity and recipient of jurisdictional lodging tax that leads year-round tourism promotion as Visit Ouray.
- Eligible expenses only: Yes. Budget contains no salaries, operating costs, food/beverage, event-specific advertising, or CTO paid opportunities.
- Cash match: Yes. \$20,000 committed from the City's lodging tax fund (not state general fund, federal, CTO, OEDIT, or pending grant dollars). A letter of commitment on City letterhead is required.

2. Organization and Contacts

- Organization: City of Ouray [legal name must match W-9], PO Box 468 / 320 6th Ave, Ouray, CO 81427, Ouray County. DBA: Visit Ouray. Website: visitouray.com
- Organization contact: Kailey Rhoten, Marketing and Communications Director, krhoten@cityofouray.com, (970) 325-4205
- Project contact: Kailey Rhoten (portal account required). Alternate: Brooke Warren, Tourism and City Media Manager, bwarren@cityofouray.com
- Type of applicant: Destination Marketing Organization > federally recognized tribe or local government entity
- Confirmed destination partners: UpStart Theater, Ouray Made (Other local business or non-profit partners are welcome to submit a Letter of Support.)

3. Project Overview

Project title (250 char limit)

Always Ouray: A Four-Season Recovery and Resilience Marketing Campaign

Use category

Tourism marketing campaign

Project type

Domestic tourism promotion (general)

Detailed project description (5,000 char limit)

Always Ouray is a new, year-round destination marketing campaign designed to accelerate Ouray's recovery from the shortened 2025-2026 Ouray Ice Park season, the June 2026 Gold Mountain Fire, and the July 2026 flooding, and to build lasting climate resilience into the destination's visitor economy by elevating the experiences that do not depend on trail access, forest conditions, snowpack, or clear skies.

Ouray is known almost exclusively for outdoor adventure as was evident from our 2026 CTO Management Grant supported surveying. Visit Ouray's 2026 Placemaking Survey (1,072 responses) confirms both the strength and the risk of that position: 84.6 percent of respondents describe Ouray as scenic and 74.2 percent as outdoorsy, but only 25.2 percent describe it as artsy or creative, and among consumers who have never visited, the top reason is simply that they "haven't heard much about it" (34 percent). When the Gold Mountain Fire closed surrounding public lands and filled headlines during peak season, Ouray had no established alternative story to tell, and visitation fell 40% even though the city itself remained open and safe.

This campaign fixes that. It repositions Ouray's under-marketed, weather-resilient assets as co-equal reasons to visit: year-round hot springs and wellness (the city-owned Ouray Hot Springs Pool and historic spring-fed lodging properties); a remarkably intact Victorian-era National Historic District; living mining heritage, including the Ouray County Historical Museum and mine tour experiences; the 1888 Wright Opera House, galleries, and a growing creative community; and a walkable Main Street of independent shops and restaurants framed by the San Juans. These experiences are available in every season and in just about every fire, smoke, or weather scenario, and they appeal to travelers whose trip decisions are less dependent on conditions. This initiative is strongly supported with local stakeholders naming the arts and creative assets as the number one underleveraged asset in the community, through the 2026 survey.

Always Ouray is the first marketing execution of the Strategic Placemaking Plan that Visit Ouray completes in December 2026 under a CTO Tourism Management Grant. That plan (asset inventory, 1,000+ respondent market research, and stakeholder-built strategy) tells us what to say and to whom; this Tourism Marketing Grant funds saying it. The campaign includes a new photo and video asset library focused on culture, heritage, wellness, and Main Street; three flighted paid media pushes timed to shoulder and winter seasons; a search engine and AI result marketing program; an earned media initiative telling Ouray's recovery story; and robust social media creative assets. All work occurs January through December 2027.

Entirely new campaign?

Yes. This is Visit Ouray's first flighted, multi-channel campaign, its first campaign led by non-outdoor assets, and its first paid activity in CTV/OTT, programmatic, and paid search channels.

Expanding into new markets or media (5,000 char limit)

Ouray's existing marketing is concentrated on peak-summer and winter outdoor adventure, promoted primarily through organic social media and modest seasonal digital buys to audiences already aware of Ouray. Always Ouray expands into new markets and new media on three fronts. New audiences: culture, heritage, and wellness travelers, including 45+ year old fly-drive travelers in Texas, Arizona, and New Mexico, and Front Range families

and under-45 culture seekers our survey identified as awareness gaps. New media: connected TV/OTT streaming in the Denver DMA and select out-of-state markets, programmatic display, a structured social media program, and a paid search program, none of which Visit Ouray has previously funded at scale. New message: this is the first campaign in Ouray's history to lead with non-outdoor assets (hot springs, heritage, arts, culinary) and four-season resilience rather than peak-season adventure.

Deliverables

- Photo library (300+ images) and video suite (one :60 anthem, five :15/:30 cutdowns) of culture, heritage, wellness, culinary, and Main Street assets
- Three flighted paid media campaigns (spring, fall, winter): social, CTV/OTT, programmatic display, Pinterest
- Always-on search engine marketing program including 'Ouray is open' demand protection
- Earned media initiative: 12+ placements on the recovery-to-resilience story
- Final performance report with lodging tax, data platform, and survey benchmark analysis

Amounts

- Grant request: \$40,000
- Recipient match: \$20,000
- Total project budget: \$60,000

Existing items available

Strategy (Strategic Placemaking Plan, December 2026); brand guidelines; limited photography and videography (mostly outdoor-focused; this project fills the culture/heritage asset gap).

4. Project Plan

Target audience (2,500 char limit)

Primary: Regional Heritage and Wellness Travelers. Population Size: 25M. Adults 45 to 70 in Texas (Dallas-Fort Worth, Houston, Austin), Phoenix, and Albuquerque, mirroring Ouray's existing visitor base and the 55+ skew of our survey respondents. Empty nesters and retirees who travel midweek, stay longer, spend more per trip, and choose destinations for history, scenery viewed from town, hot springs, and authentic character rather than strenuous activity. Their trips are largely insulated from fire and weather conditions.

Secondary: Culture and Comfort Seekers. Population size: 6.5M. Adults 25 to 54 from Northern New Mexico to Southern Wyoming and the Colorado metros in between, skewing college-educated couples and friend groups with household incomes above \$75,000. They take multiple in-state weekend trips per year, are motivated by hot springs, historic towns, arts, dining, and small-town charm, and will travel in shoulder and winter months when conditions-dependent travelers will not. Our 2026 survey shows this market has an awareness gap, not a perception problem: 34 percent of never-visiteds simply have not heard much about Ouray.

Tertiary: Exploring Families. Population Size: 18M. Parents 30 to 50 with children at home in the region, targeted for winter and shoulder-season getaways built around the hot springs pool, family-friendly museums and mine tours, and holiday-season Main Street. Our survey identified households with kids (19 percent of respondents) and under-35s (7 percent) as the destination's biggest audience gaps; 43.1 percent already rate Ouray family-friendly, so the product supports the promise.

All targeting emphasizes overnight stays beyond 50 miles, with messaging weighted to April-May, September-November, and December travel windows.

Measurable objectives

- Generate 4 million paid media impressions and 60,000 VisitOuray.com landing page sessions during calendar year 2027.
- Increase Visit Ouray website sessions in shoulder months (April, May, October, November) by 25 percent over 2026.
- Increase City of Ouray lodging tax collections in shoulder and winter months (January-May and October-December 2027) by 8 percent over the same months of 2025 (using 2025 as the pre-fire baseline).
- Drive 2,000 incremental room nights attributable to campaign flights, measured through lodging tax trends, visitation data, and landing page referrals to booking partners.
- Secure 12 earned media placements reaching a combined audience of 10 million, telling the recovery and four-season story.
- Grow the Visit Ouray email list by 1,500 opted-in subscribers and increase the community events calendar use by 10,000 views in 2027 (28,000 to 38,000).
- Move brand perception: raise 'artsy/creative' association above 35 percent in the 2027 follow-up survey wave (2026 benchmark: 25.2 percent).

Tactics and KPIs (per tactic)

Creative development (Q1 2027). Produce a photo library (300+ images) and video suite (one :60 anthem, five :15/:30 cutdowns) focused on hot springs, heritage, arts, culinary, and Main Street in all four seasons. KPI: full library delivered by March 31, 2027; assets used across every subsequent tactic. May use some existing imagery for year-round relevance.

Paid social (Meta/Instagram, Pinterest, Reddit), three flights. Spring (April 1 to June 15), fall (September 1 to November 15), winter (November 15 to December 31), targeted to the three audiences above. KPI: 2.5M impressions, CTR at or above 0.9 percent, cost per landing page session under \$0.60. Benchmark: Visit Ouray's 2026 social averaged 0.7 percent CTR.

Connected TV / OTT and programmatic display. Denver DMA plus Dallas-Fort Worth, Phoenix, and Albuquerque during spring and fall flights. KPI: 1.2M impressions, 95 percent video completion rate on CTV, measurable lift in target-market site traffic.

Search engine marketing (always-on, April to December). Capture demand for hot springs, historic towns, and Colorado weekend getaways, and defend against fire-related or other disaster-related misinformation with 'Ouray is open' messaging. KPI: 300,000 impressions, 12,000 clicks, CTR at or above 4 percent.

Earned media initiative. Pitch the recovery-to-resilience story, the placemaking plan, and four-season culture angles to Colorado and regional travel media. KPI: 12 placements, 10M combined reach.

Email marketing. Twelve campaign sends to the Visit Ouray list plus new subscribers captured on the landing page. KPI: list growth of 1,500; 40 percent open rate; 3 percent click rate.

Media flighting: who, how, when

Flight	Timing	Audience	Channels	Season goal
1: Spring Awakening	Apr 1 - Jun 15	Front Range culture seekers + families	Meta/IG, CTV, SEM, email, PR	Spring shoulder + summer pipeline rebuild
Sustain	Jun 15 - Aug 31	In-market and planning travelers	SEM, retargeting	Protect peak; 'Ouray is open'
2: Fall Gold	Sep 1 - Nov 15	Heritage/wellness 45-70 (TX, AZ, NM) + Front Range	CTV/OTT, programmatic,	Fall shoulder

			Meta/IG, Pinterest, influencers, PR	
3: Winter Warmth	Nov 15 - Dec 31	Front Range families + couples	Meta/IG, SEM, email	Winter visitation

5. Project Budget

Line item (eligible activity)	CTO funds	Cash match	Total
Creative development: photography, videography, ad production	\$6,000	\$4,000	\$10,000
Paid media placement: programmatic display, CTV/OTT, regional media	\$21,000	\$9,000	\$30,000
Social Media Initiatives (Pinterest, Reddit, Partnerships) and Search engine marketing (paid search)	\$6,000	\$5,000	\$11,000
Agency Media Management and Project Management Fee	\$7,000	\$2,000	\$9,000
TOTAL	\$40,000	\$20,000	\$60,000

All costs are for eligible activities; no admin, salaries, event-specific, or CTO co-op costs.

6. Project Timeline (all activity within 1/1/27 - 12/31/27)

2027 window	Activities and deliverables
January	Kickoff; finalize campaign strategy from Placemaking Plan; select production and media vendors; message architecture and creative briefs; CTO creative process alignment
February - March	Photo/video production (winter + evergreen assets); SEM account build; media buys placed
April 1 - June 15	FLIGHT 1 'Spring Awakening': paid social + CTV (Denver DMA) + SEM + email; PR push on one-year recovery story
June 15 - August 31	Sustain mode: always-on SEM and social retargeting only; summer photo/video production; mid-year performance report
September 1 - November 15	FLIGHT 2 'Fall Gold': CTV/OTT + programmatic (DFW, Phoenix, Albuquerque) + paid social + Pinterest + influencers; heritage, hot springs, arts messaging
November 15 - December 31	FLIGHT 3 'Winter Warmth': paid social + SEM + email to Front Range families and couples; hot springs and holiday Main Street messaging
December	Final analytics, 2027 survey benchmark wave, final report preparation (due to CTO per grant agreement)

7. Demonstrated Need

On June 27, 2026, the Gold Mountain Fire ignited two miles northeast of the City of Ouray. It grew to more than 39,000 acres, triggered evacuation orders across parts of Ouray and Gunnison counties, closed surrounding national forest lands and trails, and dominated regional news coverage for weeks at the exact peak of Ouray's compressed summer season. The City of Ouray itself was never lost or directly threatened, and remained open, but the market did not know that. Lodging cancellations mounted, Visit Ouray paused its summer advertising, and the destination lost prime-season revenue it cannot recover. For a town of roughly 1,000 residents whose city services are substantially funded by lodging tax, this is not an inconvenience; it is a fiscal event.

The fire exposed a structural vulnerability that was also highlighted in the 2025-2026 shorted ice climbing season. Ouray's visitor economy is overwhelmingly concentrated in one product (outdoor adventure) and two seasons (1. Summer, for 3-4 months; 2. Winter, for 2-3 months). That concentration makes the destination acutely sensitive to climate disruptions that are becoming more frequent: wildfire and smoke, drought, higher temperatures, and winter closures of the Red Mountain Pass corridor. The City of Ouray Community Plan (2021) names resilience explicitly, and the Tourism Advisory Committee Strategic Plan (2024), built through the CTO Destination Blueprint program, sets diversifying the economy and spreading tourism throughout the year as a core goal. Ouray Main Street's 2025 board retreat ranked placemaking as its number one priority. The plans agree; what has been missing is a funded marketing execution.

The evidence base is unusually strong and current. Visit Ouray's 2026 Placemaking Survey (1,072 responses: 438 residents, 479 visitors, 128 never-visiteds, 90 stakeholders), fielded weeks before and during the fire, shows: only 25 percent of respondents associate Ouray with arts and creativity despite real assets; the number one visitor stay-extender and resident request is a single unified events calendar which was implemented this year but could use more awareness; shoulder-season and winter programming is the top opportunity named by residents (40 percent) and stakeholders (44 percent); and non-visitors cite lack of awareness, not lack of interest. Ouray does not need to build a new product to diversify; it needs to market the product it already has.

The timing is deliberate. Visit Ouray completes its Strategic Placemaking Plan in December 2026 under a CTO Tourism Management Grant. This application funds the plan's first marketing execution beginning January 2027, launching ahead of the first full post-fire summer, when the destination must simultaneously win back conditions-dependent visitors and diversify beyond them. Waiting a cycle would squander both the recovery window and the momentum of a community that has just spent a year telling us what it wants.

8. Expected Impact and Tourism Benefits

CTO goal alignment

Goal (a): Strengthen Colorado's statewide economic growth and advance the state's competitive position as a four-season premier travel destination.

Economic impact and ROI (5,000 char limit)

Tourism is the backbone of Ouray's economy, and lodging tax is a primary funding source for city services, so incremental overnight visitation converts directly to community benefit. The campaign targets 2,000 incremental room nights in 2027, concentrated in shoulder and winter months when Ouray's lodging, restaurants, and shops have unsold capacity. At a conservative average of \$360 per party per night in total destination spending (lodging, dining, retail, activities), that is approximately \$720,000 in new visitor spending, a 12:1 return on the total \$60,000 project budget and an 18:1 return on the CTO's \$40,000 investment. Secondary economic effects include: rebuilding the summer pipeline damaged by the fire ('Ouray is open' search and social messaging protects the destination's largest revenue season); smoothing seasonality so tourism businesses can retain year-round staff, directly addressing workforce retention concerns in the City's Community Plan; and strengthening Colorado's statewide four-season competitive position by adding a differentiated heritage, arts, and wellness story to the southwest Colorado road-trip market. The campaign also de-risks future public investment: every dollar Colorado has already invested in Ouray through the Destination Blueprint and the

current Tourism Management Grant performs better when a funded marketing engine carries the resulting strategy to market. ROI will be reported using lodging tax collections, visitation and overnight-stay data, campaign analytics, and a 2027 survey wave repeating 2026 benchmark questions.

Social impact (5,000 char limit)

The campaign is built to serve residents and visitors together, in the spirit of Do Colorado Right and Ouray's own Do Ouray Right program. Temporal dispersal is responsible tourism: shifting demand from a compressed July-August peak into shoulder and winter months reduces crowding, trail pressure, and parking and infrastructure strain at peak, while giving year-round businesses viable off-season revenue. Promoting hot springs, museums, galleries, historic architecture, and Main Street also broadens who feels invited to Ouray: older travelers, multigenerational families, and visitors with mobility limitations for whom a backcountry-first brand can read as 'not for me.' Campaign creative will follow CTO Brand Book inclusive marketing guidance and will feature the real diversity of Ouray's visitors and creative community. Finally, there is a recovery dimension: a community that spent summer 2026 under evacuation notices and smoke sees its town presented to the world as alive, creative, and open. Stakeholder letters accompanying this application, from arts, lodging, and Main Street partners, reflect how much that matters locally.

9. Implementation Capacity

Visit Ouray is the City of Ouray's destination marketing office, funded by jurisdictional lodging tax and guided by the City's Tourism Advisory Committee (TAC). The City of Ouray, a local government entity, is the applicant and the legal entity responsible for finances and reporting, a role it currently performs on an active CTO Tourism Management Grant (in good standing, on schedule). Kailey Rhoten, Marketing and Communications Director, City of Ouray, will serve as project lead and grant administrator; she manages the current CTO grant and Visit Ouray's marketing program. Brooke Warren, Tourism and City Media Manager, manages day-to-day content, social channels, and analytics. Vendor partner: Mission2Market (Dave Santucci, principal; Mary Howard Glover, senior destination consultant) is completing Ouray's Strategic Placemaking Plan under the current Management Grant and will provide campaign strategy, creative direction, media planning, and earned media execution, ensuring zero loss of institutional knowledge between the strategy and its execution. Mission2Market's team brings decades of experience in destination marketing, brand strategy, and national media (CNN, network affiliates) and currently serves multiple Colorado mountain-community DMOs. Specialized production and media-buying subcontractors will be competitively selected for photography, videography, and programmatic/CTV placement. The TAC will review campaign creative and receive monthly performance reports; the CTO will receive creative for approval prior to publication, and all funded materials will carry the official Colorado Tourism Office logo.

Matching cash fund contributors

City of Ouray (Visit Ouray lodging tax fund): \$20,000. Letter of commitment on City letterhead required. Match dollars are local lodging tax revenue; no state general fund, federal, CTO, OEDIT, or pending grant funds.

Support needed from CTO (optional)

Access to the CTO Brand Book and Marketing Portal assets; timely creative approvals ahead of the April 1, 2027 flight one launch; amplification of earned media wins through CTO channels where appropriate; and connection to CTO research resources (e.g., statewide visitor spending figures) to standardize ROI reporting.

Barriers (optional)

The primary risk is another significant fire or smoke event during the 2027 season. The campaign is explicitly designed to reduce the marketing impact of that scenario (weather-resilient assets, conditions-independent audiences, and an always-on 'Ouray is open' search program), and flighting can be re-weighted toward unaffected windows within the grant period with CTO approval. Staff capacity in a small city organization is

mitigated by the Mission2Market partnership and by a project plan with deliverables front-loaded in Q1 before the summer operational crunch.

PROJECT TIMELINE

A Four-Season Recovery and Resilience Marketing Campaign

01

January

Kickoff; finalize campaign strategy from Placemaking Plan; select production and media vendors; message architecture and creative briefs; CTO creative process alignment

03

April 1 – June 15

FLIGHT 1 'Spring Awakening': paid social + CTV (Denver DMA) + SEM + email; PR push on one-year recovery story

05

Sept. 1 – Nov. 15

FLIGHT 2 'Fall Gold': CTV/OTT + programmatic (DFW, Phoenix, Albuquerque) + paid social + Pinterest + influencers; heritage, hot springs, arts messaging

07

December

Final analytics, 2027 survey benchmark wave, final report preparation (due to CTO per grant agreement)

02

February – March

Photo/video production (winter + evergreen assets); SEM account build; media buys placed

04

June 15 – Aug. 31

Sustain mode: always-on SEM and social retargeting only; summer photo/video production; mid-year performance report

06

Nov. 15 – Dec. 31

FLIGHT 3 'Winter Warmth': paid social + SEM + email to Front Range families and couples; hot springs and holiday Main Street messaging

1. Ouray County Ballot Issue 1A - Disaster Recovery and Resilience Sales Tax

SHALL OURAY COUNTY TAXES BE INCREASED \$1 MILLION ANNUALLY (FIRST FULL FISCAL YEAR DOLLAR INCREASE IN 2027) BY IMPOSING AN ADDITIONAL 0.5% COUNTY-WIDE SALES TAX, DECLINING TO 0.3% AFTER DECEMBER 31, 2031 WITH REVENUES TO BE DIVIDED (80% TO OURAY COUNTY, 10% TO THE CITY OF OURAY AND 10% TO THE TOWN OF RIDGWAY), FOR THE PURPOSE OF FUNDING DISASTER RECOVERY AND RESILIENCE IN OURAY COUNTY, INCLUDING THE FOLLOWING: PROTECTING CRITICAL INFRASTRUCTURE, FIRE MITIGATION, LANDSCAPE STABILIZATION, WATERSHED PROTECTION, SUPPORTING ECONOMIC RECOVERY, AND FUNDING THE COUNTY, CITY, AND TOWN, PREPAREDNESS, RESPONSE AND RECOVERY EMERGENCY MANAGEMENT PROGRAMS, FOR DECLARED DISASTERS AND EMERGENCIES; ALL IN ACCORDANCE WITH BOARD OF COUNTY COMMISSIONERS' RESOLUTION NO. 2026-XXX AND LOCAL GOVERNMENT BUDGET LAWS, AND SHALL THE FIRST YEAR REVENUES, AND WHATEVER ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER, BE COLLECTED AND SPENT AS A VOTER APPROVED REVENUE CHANGE NOTWITHSTANDING ANY LIMITATION OR CONDITION UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER PROVISION OF LAW?

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS
OF OURAY COUNTY, COLORADO,
PROVIDING FOR THE SUBMISSION TO THE REGISTERED, QUALIFIED ELECTORS OF
OURAY COUNTY A QUESTION AUTHORIZING THE LEVY OF A 2.553.00% COUNTY-WIDE
ROAD & BRIDGE USE TAX FOR BUILDING AND CONSTRUCTION MATERIALS,
PRESCRIBING THE FORM OF BALLOT QUESTION, AND CERTIFYING THE ELECTION
QUESTION TO THE COUNTY CLERK AND RECORDER.**

WHEREAS, the transportation system and travel options influence nearly every aspect of mobility, safety, and the quality of life for Ouray County residents and visitors;

WHEREAS, there is a need for improvements to the transportation system in Ouray County, to improve safety and mobility, to become more resilient against disasters, to manage traffic congestion, and to improve multimodal transportation and public access;

WHEREAS, the County's roads provide vital connections between our communities and access to recreation and other communities;

WHEREAS, the County transportation system serves the entire Ouray County community including residents of the City of Ouray, Town of Ridgway, unincorporated communities, and surrounding counties and metropolitan areas;

WHEREAS, the County's available road funding is allocated heavily to maintenance of the existing roadway system and vehicles, and maintenance costs have been significantly increasing along with increasing needs for major capital construction projects in addition to deferred maintenance needs;

WHEREAS, declining or stable revenues, due to inflation and other rising costs, can result in an inability to enhance the roads, replace aging equipment and to keep the roads in good repair going forward;

WHEREAS, the County has 256 miles of roads in elevation from 6,000 to 13,114 feet and the Road & Bridge budget for 2026 is approximately \$5.78 million which is collected from real and personal property tax, sales tax, and other State of Colorado and Federal sources;

WHEREAS, as of October 2025, the County Road & Bridge Superintendent prepared over \$1.5 million in budget cuts, including a \$387,476 reduction in gravel build-up, a \$221,173 reduction in dust control products, a \$200,000 reduction in professional services including engineering, traffic control, hauling, surveying, and tree services, a \$152,549 reduction in pavement preservation, a \$147,748 reduction in Ouray fuel equipment, a \$106,480 reduction in equipment repairs and maintenance, a \$200,480 reduction in emergency repairs, maintenance, and expenditures, and \$185,290 in additional reductions, which have reduced necessary maintenance, infrastructure improvements, and operational effectiveness;

WHEREAS, even with decades of responsible budget management to address transportation maintenance and infrastructure projects, the needs far exceed the available funding, and the Board of County Commissioners (Board) has determined that there is and will be an increasing deficiency in available funds to improve and ensure the safety of roads and bridges in the County;

WHEREAS, recreational interest and other tourism within the County, the City, and the Town have greatly risen since 2020, which has led to an increased demands (or, "... led to increased demands...") upon roads and other critical infrastructure demands, and the County Road & Bridge Superintendent has requested \$1.5 million in additional funding to address structural deficits related to ongoing operational needs outside of major capital construction projects;

WHEREAS, Ouray County does not impose a county-wide use tax for the storage, use, or consumption of either vehicles or building and construction materials, unlike many Colorado jurisdictions;

RESOLUTION 2026-XXX- USE TAX- DRAFT UNEDITED

WHEREAS, the Board finds the impacts of new construction and new development projects justify a use tax to offset the numerous, growing transportation needs, as the burdens of new development should not disproportionately impact existing taxpayers, and a property tax mill levy would primarily impact local residents' annual fixed costs as opposed to a construction-related use tax for new construction projects;

WHEREAS, a construction use tax is generally collected on construction and building materials that are used to build for private construction projects, in Ouray County, to ensure the municipalities and County realize a local taxable event on those purchases, in which revenues can alleviate construction-related impacts and assist with infrastructure-related services related to developmental growth;

WHEREAS, the ~~County Land Use Department estimates~~ approximate use tax revenue for permitted building projects within the unincorporated County of ~~\$963,401~~\$1,360,096 annually using a ~~2.55%~~3.00% County use tax, given total building permit valuations for 2025 of ~~\$75,560,886~~\$75,560,886, assuming a ~~50%~~60% costs of materials for projects subjects to building permits, an estimate that does not include additional revenues for projects permitted within the City of Town;

WHEREAS, the Board finds that a sales tax increase of ~~2.55%~~3.00% of taxable transactions will help Ouray County increase necessary funding to address priority transportation needs and could be used for improving safety and capacity on roads, improving intersections, improving roads and bridges, and maintaining roads and bridges; and

WHEREAS, the increased County revenue shall be placed in the Road & Bridge Fund to be used solely for the operation, maintenance, and capital expenses for county roads and bridges within the unincorporated county; and for the acquisition and payment for heavy equipment, vehicles, road materials, tools, supplies, contractual services, administration, personnel, and benefits necessary for such work;

WHEREAS, the Board intends that that these new revenues supplement, and not supplant, existing County support for Road & Bridge funds; and that the use of these revenues be transparent and publicly accountable;

WHEREAS, pursuant to C.R.S. 30-11-107(1)(d), the Board of County Commissioners (Board) is authorized to apportion and order the levying of taxes as provided by law;

WHEREAS, C.R.S. 29-2-103(1) and C.R.S. 29-2-109(1) authorize the County to levy a use tax for the privilege of using or consuming in the County any construction and building materials, subject to certain exemptions and exclusions;

WHEREAS Article X Section 20 of the Colorado Constitution (TABOR) places limits on the amount of tax revenue a local government can collect and retain from year to year, and allows the County to exclude tax revenue from TABOR limits, upon voter approval, to avoid a situation where the County would be required to return excess revenue above the limit from the Road & Bridge Fund or go back to the voters for permission to retain said revenue;

WHEREAS, the BOCC finds that the revenue generated by this referred measure should be excluded from TABOR limits because the Road & Bridge revenue is vital to the well-being of the County and any increase in revenue in one year is likely offset by a decrease in revenue in another year; and

WHEREAS, the BOCC finds and determines that the eligible voters of Ouray County should be given the opportunity to determine whether the new building and construction materials use tax should be imposed in order to increase revenues to the county to be used for the roads and bridges; .

WHEREAS, Article 2 of Title 29, Colorado Revised Statutes, as amended, authorizes referral of a county-wide sales or use tax to the registered electors of a county by resolution adopted by the Board of County Commissioners of such county, and if approved by a majority of registered electors voting thereon, such sales or use tax shall be effective throughout the incorporated and unincorporated portions of Ouray County; and

RESOLUTION 2026-XXX- USE TAX- DRAFT UNEDITED

WHEREAS, the Ouray County Board of County Commissioners believes it is in the best interests and welfare of the Ouray County community that voters have the option of voting on the imposition of a sales and use tax to fund the transportation purposes described in this Resolution; and

WHEREAS, pursuant to C.R.S. 29-2-104(3), as amended, the Board desires to refer to the registered electors of Ouray County a proposal for a county-wide use tax at the next general election on November 3, 2026;

WHEREAS, C.R.S. 29-2-105, as amended, requires that a proposal for a county-wide sales and use tax contain certain provisions concerning the amount, levying and scope of such tax;

NOW, THEREFORE, BE IT RESOLVED BY THE OURAY COUNTY BOARD OF COUNTY COMMISSIONERS AS FOLLOWS:

Section 1. Certification of Question to Clerk and Recorder for Election. The following question in Section 5 below is hereby certified to the Ouray County Clerk and Recorder and shall be presented at the election to be held on Tuesday, November 3, 2026. The Clerk and Recorder shall provide notice as required by Article X, Section 20 of the Colorado Constitution. Upon adoption of this Resolution, the Ouray County Clerk and Recorder shall publish the text of this Resolution four separate times, a week apart, in the official newspaper of the County.

Section 2. Use Tax Definitions. For the purposes of Sections 1 through 4, inclusive, of this Resolution, the words used in this Resolution shall have the meanings set forth herein and in C.R.S. 29-2-105, and other applicable provisions of the Colorado Revised Statutes, as amended. The definitions in such statutes are incorporated herein by this specific reference.

Section 3. Use Tax Imposed.

I. There is hereby imposed, for the privilege of using or consuming in Ouray County, City of Ouray, and the Town of Ridgway, for any construction and building materials purchased at retail, a county-wide use tax (the "Use Tax"), equal to ~~2.553.00~~% of the gross receipts of the sale of construction and building materials which are used or consumed in Ouray County, the City of Ouray, and the Town of Ridgway. The use tax shall be governed by Article 2, Title 29 of the Colorado Revised Statutes, and other applicable law, as amended, including but not limited to C.R.S. 29-2-103 and C.R.S. 29-2-109.

II. Pursuant to C.R.S. 29-2-109(1), the following locally-allowed exemptions are authorized:

(a) The use tax shall not apply to the storage and use of wood from salvaged trees killed or infested in Colorado by mountain pine beetles or spruce beetles as exempted from the state use tax pursuant to C.R.S. 39-26-723.

(b) The use tax shall not apply to the storage and use of components used in the production of energy, including but not limited to alternating current electricity, from a renewable energy source, as exempted from the state use tax pursuant to C.R.S. 39-26-724.

RESOLUTION 2026-XXX- USE TAX- DRAFT UNEDITED

(c) The use tax shall not apply to the storage and use of eligible decarbonizing building materials, as exempted from the state use tax pursuant to C.R.S. 39-26-731.

III. Pursuant to C.R.S. 29-2-109(1), this Resolution shall recite that the use tax shall not apply to:

(a) To the storage, use, or consumption of any tangible personal property the sale of which is subject to a retail sales tax imposed by the town, city, or county;

(b) To the storage, use, or consumption of any tangible personal property purchased for resale in the town, city, or county, either in its original form or as an ingredient of a manufactured or compounded product, in the regular course of a business;

(c) To the storage, use, or consumption of tangible personal property brought into the town, city, or county by a nonresident thereof for his own storage, use, or consumption while temporarily within the town, city, or county; however, this exemption does not apply to the storage, use, or consumption of tangible personal property brought into this state by a nonresident to be used in the conduct of a business in this state;

(d) To the storage, use, or consumption of tangible personal property by the United States government, or the state of Colorado, or its institutions, or its political subdivisions in their governmental capacities only or by religious or charitable corporations in the conduct of their regular religious or charitable functions;

(e) To the storage, use, or consumption of tangible personal property by a person engaged in the business of manufacturing or compounding for sale, profit, or use any article, substance, or commodity, which tangible personal property enters into the processing of or becomes an ingredient or component part of the product or service which is manufactured, compounded, or furnished and the container, label, or the furnished shipping case thereof;

(f) With respect to the use tax of a town, city, or statutory county to the storage, use, or consumption of any article of tangible personal property the sale or use of which has already been subjected to a legally imposed sales or use tax of another statutory or home rule town, city, or city and county equal to or in excess of that imposed by this article. A credit shall be granted against the use tax imposed by this article with respect to a person's storage, use, or consumption in the town or city of tangible personal property purchased by him in a previous statutory or home rule town, city, or city and county. The amount of the credit shall be equal to the tax paid by him by reason of the imposition of a sales or use tax of the previous statutory or home rule town, city, or city and county on his purchase or use of the property. The amount of the credit shall not exceed the tax imposed by this article.

(g) To the storage, use, or consumption of tangible personal property and household effects acquired outside of the town, city, or county and brought into it by a nonresident acquiring residency;

(h) To the storage or use of a motor vehicle if the owner is or was, at the time of purchase, a nonresident of the town, city, or county and he purchased the vehicle outside of the town, city, or county for use outside the town, city, or county and actually so used it for a substantial and primary purpose for which it was acquired and he registered, titled, and licensed said motor vehicle outside of the town, city, or county;

(i) To the storage, use, or consumption of any construction and building materials and motor and other vehicles on which registration is required if a written contract for the purchase thereof was entered into prior to the effective date of such use tax;

(j) To the storage, use, or consumption of any construction and building materials required or made necessary in the performance of any construction contract bid, let, or entered into at any time prior to the effective date of such use tax ordinance, resolution, or proposal.

Section 4. Sales Tax Collection. The collection, administration, and enforcement of the county-wide Use Tax shall be performed by the Executive Director of the Department of Revenue of the State of Colorado (the "Executive Director"), subject to the applicable provisions of Colorado law and applicable regulations of the Department of Revenue. Ouray County, the City of Ouray, and the Town of Ridgway retain the right to verify proper use tax collection and remittal through the administration of local building permits.

Section 5. Form of Ballot Question. At the Election there shall be submitted to a vote of the registered qualified electors of the County the following title and question:

SHALL OURAY COUNTY TAXES BE INCREASED BY ~~\$2.55~~ ANNUALLY (FIRST FULL FISCAL YEAR DOLLAR INCREASE IN 2027), BY IMPOSING A NEW ~~2.553.00~~% USE TAX ON THE USE OR CONSUMPTION OF BUILDING AND CONSTRUCTION MATERIALS PURCHASED AT RETAIL FOR USE OR CONSUMPTION WITHIN THE UNINCORPORATED COUNTY, CITY OF OURAY, AND THE TOWN OF RIDGWAY, WITH TAX PROCEEDS TO BE USED ~~SOLELY FOR~~ IN ACCORDANCE WITH COUNTY RESOLUTION 2026-XXX, THE REVENUES OF WHICH SHALL BE PLACED IN THE ROAD AND BRIDGE FUND TO BE USED SOLELY FOR THE OPERATION, MAINTENANCE AND CAPITAL EXPENSES FOR COUNTY ROADS AND BRIDGES WITHIN THE UNINCORPORATED COUNTY, CITY OF OURAY, AND TOWN OF RIDGWAY; AND FOR THE ACQUISITION OF HEAVY EQUIPMENT, VEHICLES, ROAD MATERIALS, TOOLS, SUPPLIES, CONTRACTUAL SERVICES, ADMINISTRATION, AND PERSONNEL NECESSARY FOR SUCH WORK, WITH REVENUES TO BE DIVIDED (~~87.80~~% TO OURAY COUNTY, ~~10.50~~% TO THE CITY OF OURAY AND ~~10.50~~% TO THE TOWN OF RIDGWAY), WITH ALL SUCH EXPENDITURES SPENT IN COMPLIANCE WITH LOCAL GOVERNMENT BUDGET LAWS, AND SHALL THE FIRST YEAR REVENUES, AND WHATEVER ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER, BE COLLECTED AND SPENT AS A VOTER APPROVED REVENUE CHANGE NOTWITHSTANDING ANY LIMITATION OR CONDITION UNDER

Commented [TB1]: Should this be the percentage?

RESOLUTION 2026-XXX- USE TAX- DRAFT UNEDITED

ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION, C.R.S. 29-2-301 ET SEQ., AS AMENDED, OR ANY OTHER PROVISION OF LAW?

_____ YES/FOR

_____ NO/AGAINST"

Section 6. Distribution of Revenues. Net revenues of the tax are intended to be shared among Ouray County (780%), the City of Ouray (150%) and the Town of Ridgway (150%) on the following general basis, for the purposes specified herein. The County revenues shall be distributed to the County Road & Bridge Fund ("Fund"). Pursuant to C.R.S. 43-2-202, "All moneys received by a municipality from the county road and bridge fund shall be credited to an appropriate fund and shall be used by such municipality only for construction and maintenance of roads and streets located within its corporate boundaries." The municipalities may establish similar funds to the County Fund, with expenditures similarly restricted and managed as described herein within municipal authority.

Section 7. Effective Date. Upon passage of this Resolution and approval thereof at a subsequent election by the registered electors of Ouray County, Colorado the proposals described in this Resolution shall take effect immediately upon approval of the electorate and the Sales Tax shall become effective on January 1, 2027.

Section 8. Severability. If any portion of this Resolution is found to be void or ineffective, it shall be deemed severed from this Resolution and the remaining provisions shall remain valid and in full force and effect.

Section 9. Authorization. The officers of the County are authorized and directed to take all action necessary and appropriate to effectuate the provisions of this Resolution.

Section 10. TABOR. For purposes of Colo. Const., Art. X, Section 20, C.R.S. 29-3-301 as amended, et seq., and any other law, the receipt and expenditure of the Use Tax, if approved by the voters, together with any earnings on the investment of the proceeds of the Use Tax shall constitute a voter-approved revenue change.

APPROVED AND ADOPTED THIS ____ DAY OF AUGUST, 2026.

Voting for:

Voting against:

BOARD OF COUNTY COMMISSIONERS
OF OURAY COUNTY, COLORADO

Attest:

Jake Niece, Chair

Michelle Nauer, Vice Chair

Damon Todd, Clerk and Recorder
By: Eli Holmes, Deputy Clerk of the Board

Lynn Padgett, Commission Member

Future Agenda Items / Work Session Topics

- Action Item: IGA – Fire Authority – September 8, 2026
- Discussion: In-Town Shuttle Service (Program Update) – September 8, 2026*
- Work Session: 2027 Capital Requests – September 21, 2026
- Discussion: In-Town Shuttle Service (Program Overview) – October 5, 2026
- Work Session: 2027 / 2028 Vision for the City of Ouray – TBD
- Work Session: Ouray Hot Spring Fitness Center – TBD
- Ordinance: City Lighting Code – TBD
- Discussion (Ordinance): Bed & Breakfast / Lodging – TBD
- Work Session: Deed Restriction Template – TBD
- Discussion: Parking Plan – TBD

2027 Items / Topics

- Discussion: Wayfinding Way Forward – TBD
- Discussion: Tobacco Retail Licensing – TBD

The schedule of future agenda items and work session topics is provided for informational purposes only.
Dates, times, and topics are subject to change.

8/14/2026

Date: August 17, 2026
To: Ouray City Council
From: Michelle Metteer, City Administrator
Re: City Council Administration Report

Women's Leadership Institute

I was asked to participate on a discussion panel for a session at the Women's Leadership Institute held in Montrose the week of August 10-14. The WLI Leadership Panel exposes participants to a panel of accomplished leaders – typically women – who can offer guidance on navigating the professional world and overcoming common leadership challenges and pitfalls. I then followed the panel participation up with a mentoring session that included a group of 4-8 participants. The participants had developed career goals throughout the course. They were asked to provide a short, 5-minute report-out to myself and the group about their career goals and potential challenges they see. I was asked to engage in a dialogue with these up-and-coming leaders about their goals and ways they might work towards achieving them. (These descriptions were taken from the WLI conference materials).

This is an example of what I consider an exciting opportunity to give back to the community with minimal travel at no cost (I drove my own car). Having the ability to play even a small role in the development of our next generation of leaders is both rewarding and provides me with my own learning experience.

Biota Building Update

I have spoken with the property manager of the Biota Building who understands they have until October 1, 2026 to install screening around the materials on the property. The manager was cordial and I am hopeful for a mutually beneficial resolution.

Citizen's Bank Investment Strategy

Kara Rhoades and I met with representatives from Citizen's Bank for the purpose of seeking a higher rate of return for invested City funds. When Director Rhoades came onboard she identified the City was not utilizing the most effective investment opportunities toward receiving the greatest rate of return. The City's goal is to keep the funds highly liquid while achieving the best interest rate possible. We expect these improvements to play a positive role in the 2027 budget.

Fire Authority Committee

I attended the monthly Fire Authority Committee meeting where the legal team identified a few last tweaks to the Agreement before bringing the document back to the respective Boards/Councils. I now anticipate this document coming back before the Council for consideration at the September 8th Council meeting.

Shuttle Materials Update

Special thanks to Brooke Warren who has been working hard to incorporate the recommendations on the free shuttle materials. I'd also like to thank Paul Smith for his review

of these materials and his additional feedback. We hope to have an updated flyer, hotel materials, a map inside the shuttle and table top informational pieces ready for distribution shortly. Not much will change on the shuttle stop signs themselves as there were significantly higher implementation costs for creating new signs. I do however anticipate Brooke will add the times for the stops on each sign via a sticker. More to come.

Riverwalk Affordable Housing Project

I met with Andrea Sokolowski with the Home Trust shortly after the last Council meeting with the goal of understanding how the funding shortfall for the 13-unit affordable housing project commonly known as the Riverwalk Project, came into effect. As it was explained to myself and former mayor Ethan Funk, who was there to help provide historical insight given his extensive involvement in the grant application, the Home Trust never felt they would be able to raise the needed matching funds and expressed this concern to City staff at the time of the grant award. The next steps in the process will be to determine the building permit cost and the tap fee cost which will determine the Home Trust's funding request which we expect to be brought before the Council at the September 8th Council meeting.

CITY OF OURAY FUND BALANCE SUMMARY

	GOVERNMENT FUNDS					ENTERPRISE FUNDS					TOTAL NET POSITION	FIRE PENSION
	GENERAL	CONSERV.TRUST	TOURISM	CAP. IMPROV.	BEAUTIFICATION	WATER	SEWER	UTILITIES-CI	REFUSE	PARKS		
2024 AUDITED												
BEGINNING FUND BAL	4,164,656	36,306	1,053,558	1,429,042	126,359	382,261	1,059,718	(3,685,503)	59,238	1,793,688	6,419,323	935,539
ADD: REVENUES	4,309,622	12,308	753,853	842,438	102,745	679,426	852,842	2,123,721	340,308	3,880,705	13,897,968	142,172
LESS: EXPENDITURES	3,990,045	14,250	715,918	637,077	82,764	868,657	875,681	780,721	335,234	4,244,472	12,544,819	47,670
ENDING FUND BALANCE	4,484,233	34,364	1,091,493	1,634,403	146,339	193,030	1,036,879	(2,342,503)	64,312	1,429,921	7,772,471	1,030,041
2025 @ 12/31												
BEGINNING FUND BAL	4,484,233	34,364	1,091,493	1,634,403	146,339	193,030	1,036,879	(2,342,503)	64,312	1,429,921	7,772,471	1,030,041
ADD: REVENUES	4,469,117	11,972	887,468	830,741	112,162	861,708	996,189	4,730,709	352,328	4,250,325	17,502,717	190,149
LESS: EXPENDITURES	5,533,109	-	551,296	627,739	95,588	724,307	904,792	3,092,541	313,894	3,852,268	15,695,534	64,693
ENDING FUND BALANCE	3,420,241	46,336	1,427,664	1,837,405	162,913	330,431	1,128,276	(704,334)	102,746	1,827,978	9,579,655	1,155,496
2026 @ 6/31												
BEGINNING FUND BAL	3,420,241	46,336	1,427,664	1,837,405	162,913	330,431	1,128,276	(704,334)	102,746	1,827,978	9,579,655	1,155,496
ADD: REVENUES	2,277,617	6,366	278,575	283,156	33,007	458,154	512,296	623,313	175,645	1,795,581	6,443,711	81,035
LESS: EXPENDITURES	1,879,526	-	308,620	50,797	7,950	395,799	446,554	591,350	175,173	1,455,598	5,311,368	46,768
ENDING FUND BALANCE	3,818,331	52,702	1,397,618	2,069,764	187,970	392,786	1,194,018	(672,372)	103,219	2,167,961	10,711,997	1,189,763

TABOR (3% of 2025 Gov Funds Exp)	(204,232)										(204,232)	
Additional Reserves per Council	(1,545,410)		(294,015)			(362,148)	(397,853)			(1,817,423)	(4,416,849)	

Restricted Fund Balance:												
Council Reserves **	-	-	(200,000)	(85,000)	-	-	-	-	-	-	(285,000)	
Affordable Housing Fund	(207,843)										(207,843)	
Cumulative Flume Tax	(757,484)										(757,484)	
	1,103,362	52,702	903,603	1,984,764	187,970	30,638	796,165	(672,372)	103,219	350,538	4,840,589	

Total Fund Balance - Government Funds	4,232,402	Total Fund Balance - Enterprise Funds	608,187	-
---------------------------------------	-----------	---------------------------------------	---------	---

** Resolution 18 - 2021
CIF - \$245,000 (10,000 - Gazebo (10,000+ spent), 65,000 - Pickleball/Basketball Court, 20,000 - Skate Park, 150,000 - Fellin Park Restrooms (150,000+ spent))
TF - \$250,000 - Fellin Park Stage (\$50,000 spent)

Fund Balances = Caselle

LEGEND

Revenue > Expense

Expense > Revenue (unexpected)

Expense > Revenue (expected)

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
TAXES	168,856.02	1,363,857.71	3,553,573.00	2,189,715.29	38.4
GRANTS/CONTRIBUTIONS	.00	404,364.99	756,000.00	351,635.01	53.5
PERMITS & FEES	13,566.54	99,185.14	163,350.00	64,164.86	60.7
OTHER REVENUES	53,157.39	298,978.49	481,511.18	182,532.69	62.1
COMMUNITY CENTER	175.00	5,225.00	7,000.00	1,775.00	74.6
OTHER PARKS REVENUES	3,020.00	6,978.32	78,350.00	71,371.68	8.9
PROPERTY TAXES -FLUMES	7,980.27	99,027.36	154,671.00	55,643.64	64.0
	246,755.22	2,277,617.01	5,194,455.18	2,916,838.17	43.9
<u>EXPENDITURES</u>					
GENERAL GOVERNMENT EXPENSES:					
SALARIES AND WAGES	34,196.43	243,307.27	542,910.08	299,602.81	44.8
TAXES & BENEFITS	13,896.85	75,215.46	187,541.90	112,326.44	40.1
OVERHEAD	2,561.81	49,454.83	90,326.00	40,871.17	54.8
OPERATING MAINTENANCE	5,930.07	327,549.39	775,785.00	448,235.61	42.2
CAPITAL EXPENDITURES	9,250.00	14,549.99	27,050.00	12,500.01	53.8
EMERGENCY SERVICES CENTER	(359.50)	98,884.10	124,950.00	26,065.90	79.1
	65,475.66	808,961.04	1,748,562.98	939,601.94	46.3
POLICE DEPT. EXPENSES:					
SALARIES AND WAGES	13,520.45	128,745.08	748,295.52	619,550.44	17.2
TAXES & BENEFITS	6,159.23	58,671.48	285,353.43	226,681.95	20.6
OVERHEAD	1,098.29	70,353.12	150,299.00	79,945.88	46.8
OPERATING MAINTENANCE	60,199.87	218,109.66	184,082.00	(34,027.66)	118.5
CAPITAL EXPENDITURES	.00	.00	7,400.00	7,400.00	.0
	80,977.84	475,879.34	1,375,429.95	899,550.61	34.6

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
FIRE DEPT. EXPENSES:					
SALARIES AND WAGES	2,387.72	21,408.82	40,000.00	18,591.18	53.5
TAXES & BENEFITS	187.44	4,814.98	7,727.00	2,912.02	62.3
OVERHEAD	107.87	18,063.84	31,166.00	13,102.16	58.0
OPERATING MAINTENANCE	12,055.72	36,041.36	125,300.00	89,258.64	28.8
CAPITAL EXPENDITURES	.00	.00	19,100.00	19,100.00	.0
	14,738.75	80,329.00	223,293.00	142,964.00	36.0
PUBLIC WORKS DEPT. EXPENSES:					
SALARIES AND WAGES	14,266.49	91,626.55	191,917.17	100,290.62	47.7
TAXES & BENEFITS	3,635.02	26,680.25	75,516.00	48,835.75	35.3
OVERHEAD	3,046.61	31,212.78	38,971.00	7,758.22	80.1
OPERATING MAINTENANCE	46,454.51	107,224.65	259,194.00	151,969.35	41.4
CAPITAL EXPENDITURES	1,085.00	5,116.25	717,500.00	712,383.75	.7
CAPITAL IMPRV - FLUMES/STREETS	.00	.00	170,000.00	170,000.00	.0
	68,487.63	261,860.48	1,453,098.17	1,191,237.69	18.0
COMMUNITY CENTER EXPENSES:					
SALARIES AND WAGES	4,174.55	23,684.20	68,673.79	44,989.59	34.5
TAXES & BENEFITS	2,008.07	13,224.96	34,595.08	21,370.12	38.2
OVERHEAD	(253.75)	9,776.73	24,592.00	14,815.27	39.8
OPERATING MAINTENANCE	(313.87)	6,502.55	18,540.00	12,037.45	35.1
CAPITAL EXPENDITURES	.00	.00	8,000.00	8,000.00	.0
	5,615.00	53,188.44	154,400.87	101,212.43	34.5
OTHER PARKS EXPENSES:					
SALARIES AND WAGES	12,435.12	64,579.90	193,814.94	129,235.04	33.3
TAXES & BENEFITS	3,036.90	21,059.82	55,062.01	34,002.19	38.3
OVERHEAD	1,130.30	15,762.25	29,608.00	13,845.75	53.2
OPERATING MAINTENANCE	15,158.58	69,662.44	178,900.00	109,237.56	38.9
CAPITAL EXPENDITURES	.00	1,402.12	32,000.00	30,597.88	4.4
	31,760.90	172,466.53	489,384.95	316,918.42	35.2

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
SKI TOW EXPENSES:					
SALARIES AND WAGES	525.28	5,400.88	19,906.83	14,505.95	27.1
TAXES & BENEFITS	246.01	1,445.08	5,733.72	4,288.64	25.2
OVERHEAD	57.51	1,178.96	3,322.00	2,143.04	35.5
OPERATING MAINTENANCE	11.99	507.61	9,100.00	8,592.39	5.6
	840.79	8,532.53	38,062.55	29,530.02	22.4
ICE RINK/ROTARY PARK EXPENSES:					
SALARIES AND WAGES	847.27	7,590.11	17,269.58	9,679.47	44.0
TAXES & BENEFITS	478.13	3,272.78	7,634.18	4,361.40	42.9
OVERHEAD	55.16	4,192.16	9,467.00	5,274.84	44.3
OPERATING MAINTENANCE	.00	3,253.67	18,400.00	15,146.33	17.7
	1,380.56	18,308.72	52,770.76	34,462.04	34.7
	269,277.13	1,879,526.08	5,535,003.23	3,655,477.15	34.0
	(22,521.91)	398,090.93	(340,548.05)	(738,638.98)	116.9

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

WATER FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
CUSTOMER REVENUE	76,334.15	455,054.50	948,399.00	493,344.50	48.0
OTHER REVENUES	1,864.79	3,099.96	19,650.00	16,550.04	15.8
	<u>78,198.94</u>	<u>458,154.46</u>	<u>968,049.00</u>	<u>509,894.54</u>	<u>47.3</u>
 <u>EXPENDITURES</u>					
WATER EXPENSES:					
SALARIES AND WAGES	27,252.23	187,040.07	388,735.42	201,695.35	48.1
TAXES & BENEFITS	8,953.13	62,127.32	136,525.00	74,397.68	45.5
OVERHEAD	3,621.28	36,632.10	69,681.00	33,048.90	52.6
OPERATING MAINTENANCE	33,748.15	108,369.87	269,395.00	161,025.13	40.2
CAPITAL EXPENDITURES	.00	1,630.06	13,000.00	11,369.94	12.5
	<u>73,574.79</u>	<u>395,799.42</u>	<u>877,336.42</u>	<u>481,537.00</u>	<u>45.1</u>
	<u>73,574.79</u>	<u>395,799.42</u>	<u>877,336.42</u>	<u>481,537.00</u>	<u>45.1</u>
	<u>4,624.15</u>	<u>62,355.04</u>	<u>90,712.58</u>	<u>28,357.54</u>	<u>68.7</u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

SEWER FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
CUSTOMER REVENUE	84,520.10	502,827.98	1,034,230.00	531,402.02	48.6
OTHER REVENUES	5,595.05	9,468.10	37,150.00	27,681.90	25.5
	<u>90,115.15</u>	<u>512,296.08</u>	<u>1,071,380.00</u>	<u>559,083.92</u>	<u>47.8</u>
 <u>EXPENDITURES</u>					
SEWER EXPENSES:					
SALARIES AND WAGES	30,436.74	206,553.22	426,356.11	219,802.89	48.5
TAXES & BENEFITS	9,579.45	66,386.19	142,755.99	76,369.80	46.5
OVERHEAD	8,872.08	69,402.26	158,225.00	88,822.74	43.9
OPERATING MAINTENANCE	11,835.49	104,212.31	282,800.00	178,587.69	36.9
CAPITAL EXPENDITURES	.00	.00	11,000.00	11,000.00	.0
	<u>60,723.76</u>	<u>446,553.98</u>	<u>1,021,137.10</u>	<u>574,583.12</u>	<u>43.7</u>
	<u>60,723.76</u>	<u>446,553.98</u>	<u>1,021,137.10</u>	<u>574,583.12</u>	<u>43.7</u>
	<u>29,391.39</u>	<u>65,742.10</u>	<u>50,242.90</u>	<u>(15,499.20)</u>	<u>130.9</u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

REFUSE/RECYCLE FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
REFUSE REVENUE	25,501.73	147,242.20	295,754.00	148,511.80	49.8
RECYCLE REVENUE	4,783.32	28,402.84	58,730.00	30,327.16	48.4
	<u>30,285.05</u>	<u>175,645.04</u>	<u>354,484.00</u>	<u>178,838.96</u>	<u>49.6</u>
<u>EXPENDITURES</u>					
REFUSE EXPENSES:					
OPERATING MAINTENANCE	25,690.02	145,974.78	302,128.00	156,153.22	48.3
	<u>25,690.02</u>	<u>145,974.78</u>	<u>302,128.00</u>	<u>156,153.22</u>	<u>48.3</u>
RECYCLE EXPENSES:					
OPERATING MAINTENANCE	4,855.00	29,197.72	65,228.00	36,030.28	44.8
	<u>4,855.00</u>	<u>29,197.72</u>	<u>65,228.00</u>	<u>36,030.28</u>	<u>44.8</u>
	<u>30,545.02</u>	<u>175,172.50</u>	<u>367,356.00</u>	<u>192,183.50</u>	<u>47.7</u>
	<u>(259.97)</u>	<u>472.54</u>	<u>(12,872.00)</u>	<u>(13,344.54)</u>	<u>3.7</u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

UTILITY - CI FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
WATER REVENUES	32,123.72	176,510.73	501,745.00	325,234.27	35.2
SEWER REVENUES	77,522.69	446,802.06	1,071,432.00	624,629.94	41.7
	<u>109,646.41</u>	<u>623,312.79</u>	<u>1,573,177.00</u>	<u>949,864.21</u>	<u>39.6</u>
 <u>EXPENDITURES</u>					
UTILITY-CI WATER EXPENSES:					
CAPITAL EXPENDITURES	7,790.00	13,040.00	.00 (	13,040.00)	.0
DEBT SERVICE	.00	91,294.74	350,014.00	258,719.26	26.1
	<u>7,790.00</u>	<u>104,334.74</u>	<u>350,014.00</u>	<u>245,679.26</u>	<u>29.8</u>
UTILITY-CI SEWER EXPENSES:					
CAPITAL EXPENDITURES	.00	9,728.02	.00 (	9,728.02)	.0
DEBT SERVICE	.00	477,287.23	954,574.00	477,286.77	50.0
	<u>.00</u>	<u>487,015.25</u>	<u>954,574.00</u>	<u>467,558.75</u>	<u>51.0</u>
	<u>7,790.00</u>	<u>591,349.99</u>	<u>1,304,588.00</u>	<u>713,238.01</u>	<u>45.3</u>
	<u><u>101,856.41</u></u>	<u><u>31,962.80</u></u>	<u><u>268,589.00</u></u>	<u><u>236,626.20</u></u>	<u><u>11.9</u></u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

CAPITAL IMPROVEMENTS FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
CAPITAL IMPROVEMENT REVENUES	54,865.86	283,156.45	807,130.00	523,973.55	35.1
	54,865.86	283,156.45	807,130.00	523,973.55	35.1
<u>EXPENDITURES</u>					
CAPITAL IMPROVEMENT EXPENSES:					
CAPITAL EXPENDITURES	.00	50,797.08	2,159,500.00	2,108,702.92	2.4
	.00	50,797.08	2,159,500.00	2,108,702.92	2.4
	.00	50,797.08	2,159,500.00	2,108,702.92	2.4
	54,865.86	232,359.37	(1,352,370.00)	(1,584,729.37)	17.2

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

PARKS FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
POOL REVENUES	521,431.78	1,516,671.58	3,626,398.00	2,109,726.42	41.8
BOX CANON REVENUES	165,130.92	250,569.31	741,500.00	490,930.69	33.8
GYM REVENUES	2,895.00	21,260.00	46,000.00	24,740.00	46.2
ICE PARK REVENUES	.00	.00	16,000.00	16,000.00	.0
VIA FERRATA REVENUES	.00	7,080.00	43,500.00	36,420.00	16.3
	689,457.70	1,795,580.89	4,473,398.00	2,677,817.11	40.1
<u>EXPENDITURES</u>					
POOL EXPENSES:					
SALARIES AND WAGES	110,857.22	542,889.38	1,224,606.61	681,717.23	44.3
TAXES & BENEFITS	22,005.67	132,116.63	375,311.00	243,194.37	35.2
OVERHEAD	46,378.78	186,707.20	402,859.00	216,151.80	46.4
OPERATING MAINTENANCE	24,922.63	168,623.56	391,815.00	223,191.44	43.0
CAPITAL EXPENDITURES	1,389.42	(24,399.21)	903,322.00	927,721.21	(2.7)
DEBT SERVICE	.00	104,910.79	513,822.00	408,911.21	20.4
	205,553.72	1,110,848.35	3,811,735.61	2,700,887.26	29.1
BOX CANON EXPENSES:					
SALARIES AND WAGES	13,057.86	42,701.87	128,528.21	85,826.34	33.2
TAXES & BENEFITS	2,734.28	14,865.36	38,872.76	24,007.40	38.2
OVERHEAD	19,268.69	30,866.36	49,432.00	18,565.64	62.4
OPERATING MAINTENANCE	5,726.25	16,208.90	28,600.00	12,391.10	56.7
CAPITAL EXPENDITURES	29,700.00	30,200.00	20,000.00	(10,200.00)	151.0
	70,487.08	134,842.49	265,432.97	130,590.48	50.8

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

PARKS FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
GYM EXPENSES:					
SALARIES AND WAGES	1,133.39	5,770.11	17,050.18	11,280.07	33.8
TAXES & BENEFITS	437.28	2,681.51	6,117.95	3,436.44	43.8
OVERHEAD	136.78	1,447.78	2,760.00	1,312.22	52.5
OPERATING MAINTENANCE	.00	2,634.35	15,600.00	12,965.65	16.9
	1,707.45	12,533.75	41,528.13	28,994.38	30.2
ADMINISTRATION EXPENSES:					
SALARIES AND WAGES	15,362.54	113,847.26	239,121.64	125,274.38	47.6
TAXES & BENEFITS	5,503.74	36,446.20	78,256.70	41,810.50	46.6
OPERATING MAINTENANCE	7,335.71	10,582.12	30,000.00	19,417.88	35.3
	28,201.99	160,875.58	347,378.34	186,502.76	46.3
ICE PARK EXPENSES:					
OVERHEAD	.00	.00	72.00	72.00	.0
OPERATING MAINTENANCE	13,473.00	14,754.89	15,928.00	1,173.11	92.6
	13,473.00	14,754.89	16,000.00	1,245.11	92.2
VIA FERRATA EXPENSES:					
SALARIES AND WAGES	5,725.27	13,257.63	49,179.20	35,921.57	27.0
TAXES & BENEFITS	690.02	2,660.00	8,437.94	5,777.94	31.5
OPERATING MAINTENANCE	195.77	5,825.63	6,500.00	674.37	89.6
	6,611.06	21,743.26	64,117.14	42,373.88	33.9
	326,034.30	1,455,598.32	4,546,192.19	3,090,593.87	32.0
	363,423.40	339,982.57	(72,794.19)	(412,776.76)	467.1

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

TOURISM FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
REVENUE	75,029.49	256,403.89	799,903.00	543,499.11	32.1
GRANTS/CONTRIBUTIONS	22,170.62	22,170.62	.00	(22,170.62)	.0
	<u>97,200.11</u>	<u>278,574.51</u>	<u>799,903.00</u>	<u>521,328.49</u>	<u>34.8</u>
 <u>EXPENDITURES</u>					
TOURISM EXPENSES:					
SALARIES AND WAGES	21,264.48	115,764.74	231,666.41	115,901.67	50.0
TAXES & BENEFITS	4,565.93	28,527.15	59,345.65	30,818.50	48.1
OVERHEAD	2,686.88	18,710.99	27,379.00	8,668.01	68.3
OPERATING MAINTENANCE	19,744.96	145,117.60	601,951.00	456,833.40	24.1
CAPITAL EXPENDITURES	.00	500.00	5,000.00	4,500.00	10.0
	<u>48,262.25</u>	<u>308,620.48</u>	<u>925,342.06</u>	<u>616,721.58</u>	<u>33.4</u>
	<u>48,262.25</u>	<u>308,620.48</u>	<u>925,342.06</u>	<u>616,721.58</u>	<u>33.4</u>
	<u>48,937.86</u>	<u>(30,045.97)</u>	<u>(125,439.06)</u>	<u>(95,393.09)</u>	<u>(24.0)</u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

BEAUTIFICATION FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
TAXES & INTEREST	9,271.83	32,729.13	105,058.00	72,328.87	31.2
GRANTS/DONATIONS/OTHER	.00	277.89	.00	(277.89)	.0
	<u>9,271.83</u>	<u>33,007.02</u>	<u>105,058.00</u>	<u>72,050.98</u>	<u>31.4</u>
 <u>EXPENDITURES</u>					
BEAUTIFICATION EXPENSES:					
OPERATING MAINTENANCE	900.94	7,950.47	105,446.30	97,495.83	7.5
CAPITAL EXPENDITURES	.00	.00	15,000.00	15,000.00	.0
	<u>900.94</u>	<u>7,950.47</u>	<u>120,446.30</u>	<u>112,495.83</u>	<u>6.6</u>
	<u>900.94</u>	<u>7,950.47</u>	<u>120,446.30</u>	<u>112,495.83</u>	<u>6.6</u>
	<u>8,370.89</u>	<u>25,056.55</u>	<u>(15,388.30)</u>	<u>(40,444.85)</u>	<u>162.8</u>

CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

CONSERVATION TRUST FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
STATE REVENUE & INTEREST	2,592.10	6,366.36	12,600.00	6,233.64	50.5
	2,592.10	6,366.36	12,600.00	6,233.64	50.5
<u>EXPENDITURES</u>					
	.00	.00	.00	.00	.0
	2,592.10	6,366.36	12,600.00	6,233.64	50.5

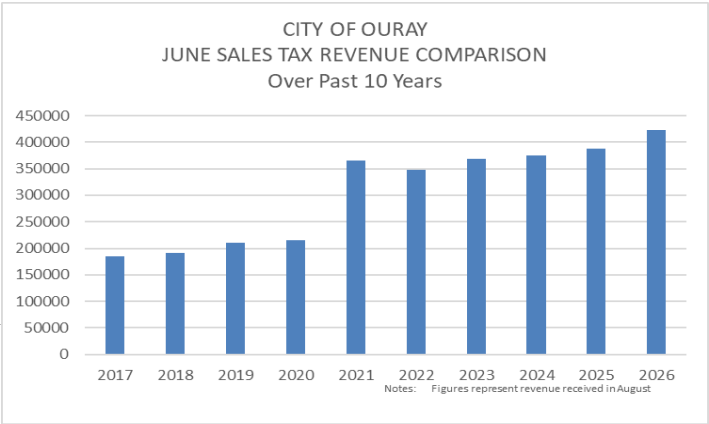
CITY OF OURAY
FUND SUMMARY
FOR THE 6 MONTHS ENDING JUNE 30, 2026

FIREMEN'S PENSION FUND

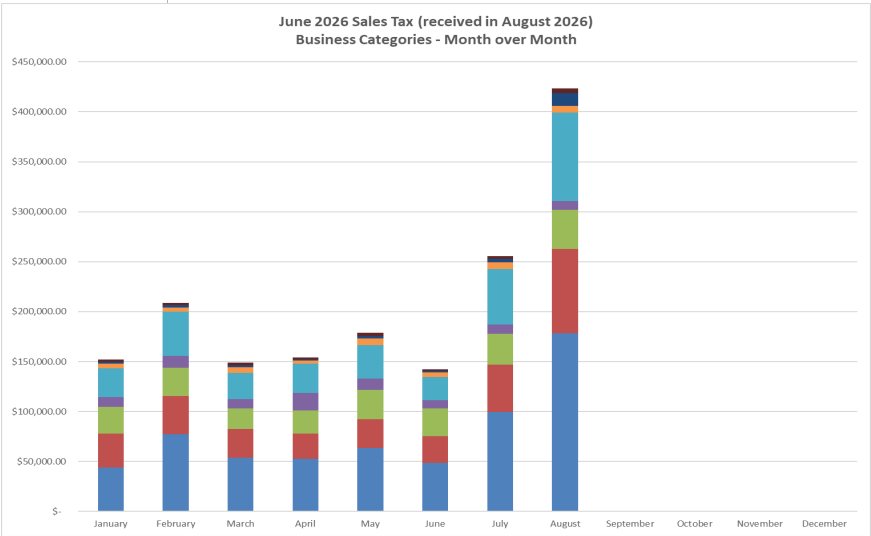
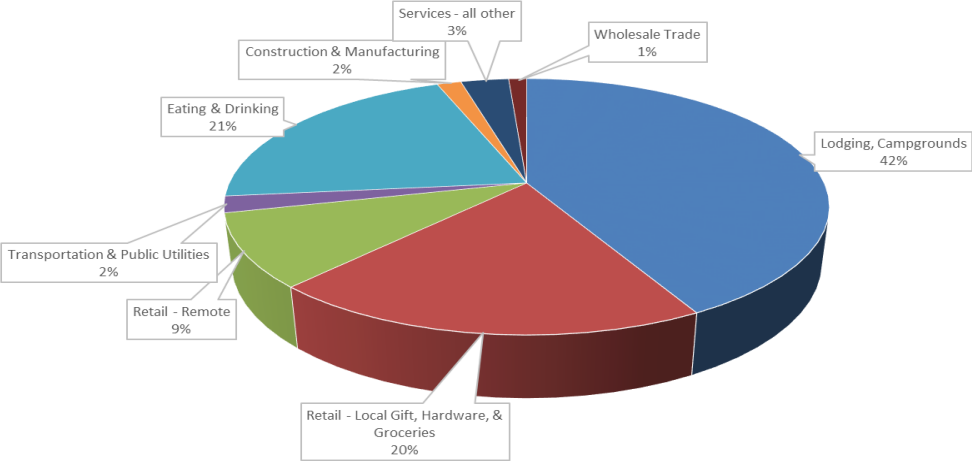
	PERIOD ACTUAL	YTD ACTUAL	BUDGET	VARIANCE	PCNT
<u>REVENUE</u>					
CONTRIBUTIONS & EARNINGS	84,874.16	81,034.82	122,000.00	40,965.18	66.4
	84,874.16	81,034.82	122,000.00	40,965.18	66.4
<u>EXPENDITURES</u>					
FIREMEN'S PENSION EXPENSES:					
OVERHEAD	31,266.81	46,768.05	56,400.00	9,631.95	82.9
	31,266.81	46,768.05	56,400.00	9,631.95	82.9
	31,266.81	46,768.05	56,400.00	9,631.95	82.9
	53,607.35	34,266.77	65,600.00	31,333.23	52.2

Sales Tax Dashboard

		Percentage Change
August 2025 Revenue	\$ 387,983.20	9.19%
August 2026 Revenue	\$ 423,642.52	
2025 Revenue	\$ 1,517,929.77	9.64%
2026 Revenue	\$ 1,664,259.77	



City of Ouray
June 2026 Sales Tax Revenues by Business Category
 (received in August 2026)



	August 2026	Year-to-Date	Budget Forecast
General Fund (75%)	317,731.89	1,248,194.83	2,342,191.00
Capital Improvement Fund (25%)	105,910.63	416,064.94	780,730.00

53.29%

Ouray Lodging Occ. Tax Collection Summary

ROOMS	2022	2023	2024	2025	2026	26 vs 25
Month						
January	7,718	7,799	7,339	7,199	4,951	-31.23%
February	7,776	5,906	6,696	6,280	5,357	-14.70%
March	6,782	7,341	6,304	5,575	5,468	-1.92%
April	4,172	3,836	4,255	4,159	3,852	-7.38%
May	10,002	9,580	8,772	9,838	9,742	-0.98%
June	16,180	17,520	16,633	16,344	15,137	-7.38%
July	16,791	20,105	20,061	20,176		
August	17,825	19,086	19,073	18,805		
September	18,930	18,960	18,474	15,410		
October	12,080	12,945	14,295	11,180		
November	3,196	3,856	3,902	3,648		
December	3,998	5,174	5,458	4,033		
Total Rooms	125,450	132,108	131,262	122,647	44,507	-9.90%

DOLLARS						
January	\$ 29,038.01	\$ 37,429.39	\$ 35,591.95	\$ 39,148.42	\$ 30,257.17	-22.71%
February	\$ 36,283.87	\$ 30,376.67	\$ 33,782.48	\$ 34,290.79	\$ 28,054.61	-18.19%
March	\$ 30,334.49	\$ 30,553.93	\$ 29,592.29	\$ 29,590.27	\$ 28,594.92	-3.36%
April	\$ 18,466.04	\$ 17,063.40	\$ 18,170.76	\$ 19,436.94	\$ 21,680.62	11.54%
May	\$ 43,130.72	\$ 40,051.26	\$ 48,072.09	\$ 57,895.95	\$ 59,661.79	3.05%
June	\$ 98,839.14	\$ 110,643.24	\$ 113,601.55	\$ 116,968.10	\$ 121,947.92	4.26%
July	\$ 133,896.81	\$ 149,839.07	\$ 164,777.76	\$ 177,200.21		
August	\$ 122,777.99	\$ 131,560.65	\$ 143,738.30	\$ 145,148.21		
September	\$ 119,098.58	\$ 129,568.22	\$ 134,598.28	\$ 125,783.55		
October	\$ 74,824.25	\$ 78,991.57	\$ 87,841.82	\$ 72,554.29		
November	\$ 14,565.84	\$ 16,442.22	\$ 19,570.50	\$ 18,596.98		
December	\$ 23,554.00	\$ 28,903.63	\$ 31,293.53	\$ 28,019.57		
Total Dollars	\$ 744,809.74	\$ 801,423.25	\$ 860,631.32	\$ 864,633.28	\$ 290,197.03	-2.40%

Data represents rooms and dollars for month in which lodging activity occurred.
 LOT report and payment are due by 20th of following month.
 "ROOMS" data includes exempt rooms.

Excise Tax on Short Term Rentals

Activity Month	2022	2023	2024	2025	2026	% Change	YTD % Change
January	\$ -	\$ 27,186.20	\$ 29,841.34	\$ 28,977.04	\$ 28,959.06	-0.06%	-0.06%
February	\$ 19,919.38	\$ 61,695.82	\$ 35,691.59	\$ 6,980.18	\$ 6,336.39	-9.22%	-1.84%
March	\$ 35,808.47	\$ 25,677.43	\$ 30,620.10	\$ 43,770.87	\$ 47,312.07	8.09%	3.61%
April	\$ 26,323.87	\$ 23,714.71	\$ 20,014.04	\$ 22,340.44	\$ 22,157.20	-0.82%	2.64%
May	\$ 9,554.95	\$ 7,379.27	\$ 7,883.15	\$ 19,845.73	\$ 10,828.74	-45.44%	-5.18%
June	\$ 23,137.56	\$ 20,874.80	\$ 26,717.31	\$ 34,012.04	\$ 35,343.82	3.92%	-3.20%
July	\$ 65,942.47	\$ 83,161.66	\$ 86,662.10	\$ 96,299.32			
August	\$ 100,852.46	\$ 125,384.52	\$ 143,432.39	\$ 162,600.63			
September	\$ 88,024.59	\$ 102,368.23	\$ 119,132.20	\$ 131,059.58			
October	\$ 85,402.70	\$ 87,887.63	\$ 80,821.11	\$ 110,821.76			
November	\$ 36,225.63	\$ 50,847.41	\$ 50,006.27	\$ 64,306.80			
December	\$ 10,941.87	\$ 49,864.60	\$ (85.01)	\$ 3,353.07			
Grand Total	\$ 502,133.95	\$ 666,042.28	\$ 630,736.59	\$ 724,367.46	\$ 150,937.28		

Revenue by Fund	2022	2023	2024	2025	2026	Cumulative
Affordable/Attainable Housing	\$ 251,066.97	\$ 332,671.58	\$ 307,265.95	\$ 368,872.98	\$ 75,468.61	\$ 1,335,346.09
Water Capital Improvements	\$ 125,533.49	\$ 166,685.35	\$ 161,735.32	\$ 177,747.23	\$ 37,734.34	\$ 669,435.73
Sewer Capital Improvements	\$ 125,533.49	\$ 166,685.35	\$ 161,735.32	\$ 177,747.25	\$ 37,734.34	\$ 669,435.75
Cumulative Total Raised						\$ 2,674,217.57
Total Raised	\$ 251,066.97	\$ 332,671.58	\$ 307,265.95	\$ 368,872.98	\$ 75,468.61	\$ 1,335,346.09
Total Spent	\$ (110,000.00)	\$ (67,849.69)	\$ (144,845.32)	\$ (683,968.60)	\$ (120,840.17)	\$ (1,127,503.78)
Total Remaining	\$ 141,066.97	\$ 264,821.89	\$ 162,420.63	\$ (315,095.62)	\$ (45,371.56)	\$ 207,842.31

Telluride Foundation	50,000.00
Utility Offset	30,000.00
Housing Administrator	8,000.00
Home Trust	21,900.00
Waterview Maintenance	10,050.00
	\$ 109,792.31

Check Date	Payee	Amount	Description
4/20/2022	Home Trust of Ouray County	\$ 10,000.00	2022 Operating funds
1/4/2023	Home Trust of Ouray County	\$ 100,000.00	734 4th St
2/1/2023	Home Trust of Ouray County	\$ 20,000.00	2023 Operating funds
4/26/2023	Economic & Planning Systems Inc	\$ 3,847.50	Housing needs analysis
5/24/2023	Economic & Planning Systems Inc	\$ 3,505.00	Housing needs analysis
6/7/2023	Buckhorn Engineering	\$ 3,426.25	Cascade Park Geohazard Assessment
7/5/2023	Economic & Planning Systems Inc	\$ 1,557.50	Housing needs analysis
8/2/2023	Economic & Planning Systems Inc	\$ 7,692.50	Housing needs analysis
9/6/2023	Buckhorn Engineering	\$ 6,293.75	Cascade Park Geohazard Assessment
9/27/2023	Economic & Planning Systems Inc	\$ 4,237.50	Housing needs analysis
11/1/2023	Economic & Planning Systems Inc	\$ 1,930.00	Housing needs analysis
11/29/2023	Economic & Planning Systems Inc	\$ 9,257.19	Housing needs analysis
1/23/2024	Economic & Planning Systems Inc	\$ 6,102.50	Housing needs analysis
1/23/2024	Home Trust of Ouray County	\$ 30,000.00	2024 Operating funds
4/17/2024	Ouray County Clerk & Recorder	\$ 382.16	Recording fee
8/28/2024	Economic & Planning Systems Inc	\$ 2,500.00	Housing needs analysis
9/18/2024	Home Trust of Ouray County	\$ 100,000.00	River Walk Rentals
12/31/2024	<i>Internal Transfer</i>	\$ 11,963.16	Landlord EQR Credit reimbursement
6/10/2025	Home Trust of Ouray County	\$ 42,655.00	2025 Operating Funds
9/30/2025	Land Title Guarantee Company	\$ 100,000.00	Hank's Place
10/6/2025	Double A Home & Lawn	\$ 2,380.00	Waterview Maint
10/14/2025	Karp Neu Hanlon	\$ 899.00	Ditch Litigation
10/14/2025	Rural Homes	\$ 1,000.00	Management Conversion
10/29/2025	Keenan's Plumbing and Heating	\$ 509.97	Irrigation work
10/29/2025	Rural Homes	\$ 1,000.00	Management Conversion
10/22/2025	San Juan Gardens	\$ 1,850.00	Waterview Landscaping
11/26/2025	Double A Home & Lawn	\$ 300.00	Waterview Maint
11/30/2025	Rural Homes	\$ 1,000.00	Management Conversion
12/31/2025	Rural Homes	\$ 1,000.00	Management Conversion
12/31/2025	Karp Neu Hanlon	\$ 427.50	Ditch Litigation
12/31/2025	<i>Internal Transfer</i>	\$ 315,000.00	Waterview Tap Fees
12/31/2025	<i>Internal Transfer</i>	\$ 13,390.13	Landlord EQR Credit reimbursement
2/18/2026	Karp Neu Hanlon	\$ 100.00	Ditch Litigation
2/18/2026	Karp Neu Hanlon	\$ 6,137.50	Ditch Litigation
3/2/2026	Karp Neu Hanlon	\$ 1,718.00	Ditch Litigation
3/2/2026	Karp Neu Hanlon	\$ 13,430.92	Ditch Litigation
4/1/2026	Karp Neu Hanlon	\$ 354.50	Ditch Litigation
4/1/2026	Karp Neu Hanlon	\$ 38,312.00	Ditch Litigation
4/13/2026	Summit Capital	\$ 22,500.00	Ditch Settlement
4/22/2025	UMB	\$ 33.25	Postage for Settlement Check
5/1/2026	Karp Neu Hanlon	\$ 14,245.00	Ditch Litigation
5/12/2026	CIRSA	\$ 1,000.00	Insurance Deductible
6/19/2026	Unrivaled Plumbing & Heating	\$ 1,109.00	Waterview Irrigation Repair
6/25/2026	Home Trust of Ouray County	\$ 21,900.00	2026 Operating Funds

\$ 1,127,503.78

City of Ouray Hot Springs Pool and Fitness Center - Visitor and Revenue Trends

(Source: Point of Sale Software)

VISITORS	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	% change from 2025
January	36	9,392	8,553	8,149	4,961	5,258	6,871	7,152	7,958	8,583	7.85%
February	13	7,342	5,970	7,836	4,824	6,660	5,599	5,592	7,369	6,591	-10.56%
March	58	10,468	9,118	3,638	7,697	8,621	7,148	8,426	10,250	10,750	4.88%
April	16	7,048	5,481	-	7,104	5,249	4,693	6,578	6,626	7,398	11.65%
May	2,984	13,346	11,397	-	11,580	9,549	10,602	11,201	12,418	10,612	-14.54%
June	18,175	24,764	24,525	1,540	25,977	20,156	23,206	22,419	23,465	20,569	-12.34%
July	37,483	35,943	36,986	6,416	30,994	26,286	32,117	32,654	29,525		
August	25,486	23,936	23,274	12,622	22,179	19,101	21,170	20,874	22,395		
September	16,065	16,397	14,833	11,946	13,612	14,652	15,634	15,208	13,944		
October	9,834	8,771	9,596	10,699	9,368	10,135	11,035	12,238	10,436		
November	7,077	7,043	6,920	4,644	6,782	5,354	6,326	6,851	7,444		
December	10,753	9,046	8,174	4,439	6,317	6,510	8,152	8,816	9,420		
TOTAL YEAR	127,980	173,496	164,827	71,929	151,395	137,531	152,553	158,009	161,250	64,503	

REVENUE	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	% change from 2025
January	\$ 2,189.00	\$ 89,885.46	\$ 95,701.53	\$ 99,306.81	\$ 66,989.85	\$ 63,150.43	\$ 96,783.56	\$ 121,260.10	\$ 140,810.60	\$ 170,998.52	21.44%
February	\$ 724.00	\$ 70,970.13	\$ 65,918.59	\$ 97,215.12	\$ 61,086.55	\$ 85,924.20	\$ 112,926.04	\$ 105,565.18	\$ 153,097.35	\$ 130,324.84	-14.87%
March	\$ 1,012.00	\$ 102,232.15	\$ 108,526.39	\$ 47,810.30	\$ 106,419.45	\$ 126,759.01	\$ 120,467.93	\$ 145,888.18	\$ 190,605.89	\$ 226,066.62	18.60%
April	\$ 2,234.00	\$ 72,957.12	\$ 62,025.47	\$ -	\$ 98,819.49	\$ 152,003.71	\$ 133,097.92	\$ 119,178.58	\$ 132,369.64	\$ 171,448.12	29.52%
May	\$ 123,474.60	\$ 155,881.40	\$ 138,237.34	\$ -	\$ 162,720.12	\$ 143,279.82	\$ 208,335.74	\$ 275,871.30	\$ 253,207.30	\$ 303,477.76	19.85%
June	\$ 166,974.02	\$ 317,542.31	\$ 311,093.17	\$ 19,273.04	\$ 352,538.72	\$ 321,377.13	\$ 469,321.85	\$ 469,363.01	\$ 534,623.93	\$ 508,395.18	-4.91%
July	\$ 479,802.39	\$ 455,519.84	\$ 474,330.32	\$ 74,169.01	\$ 428,489.09	\$ 452,460.99	\$ 646,348.28	\$ 660,284.72	\$ 672,522.79	\$ -	
August	\$ 326,151.96	\$ 308,882.04	\$ 295,953.46	\$ 165,977.58	\$ 312,872.14	\$ 316,183.52	\$ 419,353.80	\$ 423,754.26	\$ 506,952.42	\$ -	
September	\$ 184,807.92	\$ 200,777.07	\$ 188,131.33	\$ 158,666.78	\$ 186,412.51	\$ 238,796.90	\$ 283,459.93	\$ 278,649.03	\$ 299,291.45	\$ -	
October	\$ 82,537.92	\$ 99,235.68	\$ 120,843.43	\$ 145,302.53	\$ 131,806.01	\$ 170,555.12	\$ 211,284.83	\$ 223,633.93	\$ 226,736.40	\$ -	
November	\$ 62,435.74	\$ 84,885.49	\$ 83,976.37	\$ 58,403.16	\$ 88,639.21	\$ 84,930.60	\$ 107,867.28	\$ 119,193.83	\$ 153,734.11	\$ -	
December	\$ 112,212.40	\$ 111,645.98	\$ 105,050.32	\$ 60,304.81	\$ 79,891.78	\$ 94,844.99	\$ 156,882.10	\$ 163,777.30	\$ 227,237.30	\$ -	
TOTAL YEAR	\$ 1,544,555.95	\$ 2,070,414.67	\$ 2,049,787.72	\$ 926,429.14	\$ 2,076,684.92	\$ 2,250,266.42	\$ 2,966,129.26	\$ 3,106,419.42	\$ 3,491,189.18	\$ 1,510,711.04	

CITY OF OURAY VISITOR CENTER - REVENUE TRENDS

REVENUES

	2023			2024			2025			2026			Incr./Decr.	26 vs. 25
	Concessions	Non-Profit	OHV	Concessions	Non-Profit	OHV	Concessions	Non-Profit	OHV	Concessions	Non-Profit	OHV		
January	\$ 228.95	\$ 53.00	\$ -	\$ 284.11	\$ 25.00	\$ -	\$ 149.25	\$ 95.00	\$ -	\$ 119.50	\$ 110.00	\$ -	\$ (14.75)	-6%
February	\$ 150.89	\$ 85.95	\$ -	\$ 438.62	\$ 36.00	\$ -	\$ 519.70	\$ 140.00	\$ -	\$ 124.00	\$ -	\$ -	\$ (535.70)	-81%
March	\$ 395.38	\$ 4.00	\$ -	\$ 773.27	\$ 111.00	\$ -	\$ 764.72	\$ 95.00	\$ -	\$ 1,351.42	\$ 35.00	\$ 26.25	\$ 552.95	64%
April	\$ 403.25	\$ 2.00	\$ 50.50	\$ 713.73	\$ 25.00	\$ -	\$ -	\$ -	\$ -	\$ 1,556.30	\$ 190.00	\$ 236.25	\$ 1,982.55	Closed APR 2025
May	\$ 1,098.28	\$ 611.60	\$ 126.25	\$ 2,281.10	\$ 88.00	\$ 126.25	\$ 1,362.42	\$ 150.00	\$ 75.75	\$ 3,637.11	\$ 385.00	\$ 183.75	\$ 2,617.69	165%
June	\$ 1,627.77	\$ 690.75	\$ 202.00	\$ 3,035.75	\$ 498.00	\$ 325.25	\$ 3,100.22	\$ 120.00	\$ 505.00	\$ 4,556.11	\$ 1,025.00	\$ 1,076.25	\$ 2,932.14	79%
July	\$ 2,517.75	\$ 664.60	\$ 782.75	\$ 3,369.09	\$ 277.00	\$ 252.50	\$ 5,390.44	\$ 175.00	\$ 1,338.25					
August	\$ 2,669.69	\$ 648.85	\$ 378.75	\$ 2,360.70	\$ 387.00	\$ 378.75	\$ 4,788.44	\$ 320.00	\$ 1,161.50					
September	\$ 2,834.91	\$ 698.00	\$ 75.75	\$ 3,482.57	\$ 360.00	\$ 277.75	\$ 5,710.05	\$ 340.00	\$ 1,085.75					
October	\$ 1,096.11	\$ 253.00	\$ 227.25	\$ 1,636.08	\$ 225.00	\$ 50.50	\$ 2,867.51	\$ 230.00	\$ 75.75					
November	\$ 354.94	\$ 40.00	\$ -	\$ 160.37	\$ 60.00		\$ 601.55	\$ 65.00	\$ 50.50					
December	\$ 233.25	\$ -	\$ -	\$ 477.79	\$ -		\$ 176.97	\$ 20.07	\$ -					
TOTAL \$	\$ 13,611.17	\$ 3,751.75	\$ 1,843.25	\$ 19,013.18	\$ 2,092.00	\$ 1,411.00	\$ 25,431.27	\$ 1,750.07	\$ 4,292.50	\$ 11,344.44	\$ 1,745.00	\$ 1,522.50	\$ 7,534.88	
	\$ 19,206.17			\$ 22,516.18			\$ 31,473.84			\$ 14,611.94				

percent of sales earning profit

71%

84%

81%

78%

CITY OF OURAY BOX CAÑON FALLS VISITOR CENTER - VISITOR AND REVENUE TRENDS

VISITORS

	2022		2023		2024		2025		2026		Incr./Decr. Visitors	26 vs. 25 %
MAY	7619		6044		8269		9408		10668		1,260	13.39%
JUNE	17165		18154		21202		21475		21084		(391)	-1.82%
JULY	20702		25595		27765		28270					
AUGUST	14428		16211		17802		19038					
SEPTEMBER	13207		14331		14698		14033					
OCTOBER	9416		9727		11019		11180					
TOTAL VISITORS	82,827		90,062		100,755		103,404		31,752		869	

REVENUES

	2022		2023		2024		2025		2026		Incr./Decr.	25 vs. 24
	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	\$	%
MAY	\$ 33,477.00	\$ 4,754.40	\$ 37,736.00	\$ 3,803.27	\$ 51,247.50	\$ 5,375.13	\$ 58,268.50	\$ 9,271.25	\$ 75,240.00	\$ 9,584.13	\$ 17,284.38	25.59%
JUNE	\$ 72,989.00	\$ 8,865.86	\$ 111,214.00	\$ 13,288.56	\$ 130,034.00	\$ 12,849.07	\$ 130,777.50	\$ 18,230.59	\$ 147,784.00	\$ 17,245.40	\$ 16,021.31	10.75%
JULY	\$ 87,714.00	\$ 10,907.87	\$ 157,280.91	\$ 16,153.30	\$ 169,685.00	\$ 10,291.93	\$ 171,495.00	\$ 23,085.75				
AUGUST	\$ 61,701.00	\$ 8,385.38	\$ 100,420.32	\$ 11,353.36	\$ 110,588.50	\$ 7,754.67	\$ 116,294.00	\$ 16,209.17				
SEPTEMBER	\$ 56,163.00	\$ 7,721.29	\$ 89,131.98	\$ 9,911.90	\$ 91,123.00	\$ 9,619.60	\$ 84,729.00	\$ 11,596.82				
OCTOBER	\$ 41,064.00	\$ 5,773.08	\$ 60,297.50	\$ 5,516.12	\$ 67,778.00	\$ 8,870.30	\$ 67,230.50	\$ 9,013.41				
TOTAL \$	\$ 354,402.00	\$ 46,439.77	\$ 556,080.71	\$ 60,026.51	\$ 620,456.00	\$ 54,760.70	\$ 628,794.50	\$ 87,406.99	\$ 223,024.00	\$ 26,829.53	\$ 33,305.69	

opened May 12, 2023
Admission rate
increased by
\$2.00 in 2023

320 6th Avenue
PO Box 468
Ouray, Colorado 81427



CITY OF
OURAY
COLORADO

970.325.7211
Fax 970.325.7212
info@cityofouray.com

K Schiffer council report for August 3, 2026

On July 27th, I attended a special city council meeting to discuss providing the county with matching funds to support fire recovery efforts, specifically protecting the watersheds of several creeks along the 550 corridor between Ridgway and Ouray. The city council ultimately voted to provide the project with \$125K.

On July 28th, I attended the July monthly TAC meeting. Items discussed included the in town shuttle, the monthly online calendar, and over the highway signage.

Work sessions regarding mineral farms water supplies and fire protection along with EMS/Fire consolidation are scheduled for Aug 3rd.

OEDC has suspended meetings until September.

Thank you.



320 6th Avenue
PO Box 468
Ouray, Colorado 81427



CITY OF
OURAY
COLORADO

970.325.7211
Fax 970.325.7212
info@cityofouray.com

Mayoral Report

August 17, 2026

August 10, 2026, 6:00 P.M., Mayor's Town Hall Meeting, San Juan Room: This was my opportunity to share in conversation with the 25 attendees. The purpose of the meeting was to establish an ongoing dialogue focused on community building. My opening remarks set the tone for accomplishing that goal, and were well received with appropriate attention. Given the newness of the structure and theme, it was apparent that some time is required for intent to be fully recognized and utilized to maximum extent. It is worthy of the time and effort. The question and answer portion of the meeting was well utilized. Much valuable information was exchanged.

August 11, 2026, 6:00 P.M., Ouray County Emergency Management public meeting, San Juan Room. This meeting I attended as well as did all other Council members. If no other Council member gives a report, the principle topics were flooding, economic impact, and community resilience.

August 13, 2026, 12:30 P.M., Region 10 Board Meeting, Region 10 building, Montrose: The newly updated Comprehensive Economic Development Strategy was presented. This strategic plan is updated every 5 years, as per State mandate. This updated strategy is through year 2031. The details in the plan are too numerous for my report tonight. However, the purpose is to coordinate the economic development efforts of organizations, local governments, and private industry. The CEDS serves as a justifiable foundation for funding opportunities, provides a roadmap for promoting economic resilience, and encourages action from both public and private sectors. Appointments were confirmed to the Business Loan Fund Board during this meeting. It was reported that there are some portions of our Region still not connected to Broadband service. This has been an issue for over a decade, and progress is being made, albeit slowly.

Some comparative statistical information provided from years 2020-2024: Population numbers 103,939- 108,094, +2.66%, Age 65+ 23,150-26,588, +12.74%, 45-65, -1.52%, 20-44, +2.44%, 0-18, -4.32%, Top employment industries: Number of Jobs: Tourism 11,276, Retiree Services 7,894, Education & Health Services 5,066, Median Household Income \$72,128.00, Unemployment 4.5%



320 6th Avenue
PO Box 468
Ouray, Colorado 81427



CITY OF
OURAY
COLORADO

970.325.7211
Fax 970.325.7212
info@cityofouray.com

Peggy Lindsey Scott's Council Report for August 17, 2026

Ouray Beautification committee met on August 5, 2026 to discuss the trail maintenance, flower order for next year and current status of the hanging baskets. They voted to retain the current vendor and order again for next summer. They discussed the yard of the month nominees and will report on a winner soon.

The 150th Committee met on Tuesday August 11th at Citizens State Bank, due to the county having their meeting on disaster mitigation in the San Juan room. They discussed the merch tents set up at the miner's holiday event and women's club chili cook off all on the 22nd of this month. They discussed the finalization of the Gala Ball and Big Head Todd concert.





David Doherty

City Council Report for meeting dated 08/18/2026

1. PARC- unable to attend meeting since last correspondence. Attendance by members was sparse
2. Gunnison Valley TPR Meeting (Transportation Planning Region)
 - a. Remotely attended meeting on July 30th.
 - i. Found that the meeting was mostly attended by Public Works Department Heads collaborating on funding sources and taking advantage of State Grants.
 - ii. The take-away of this meeting was that funding from the State is down 30% and will likely increase over a fixed period of time
 1. Grants that have been awarded will see a reduction in award amount or termination of the award altogether.
 - iii. I am not aware of any award that the City has that would be impacted by the budget shortfalls
 - iv. Based on the scope of our City road system, who and what funds are used for and the budget shortfalls of the State, I do not see value in participating in this Regional Authority, but will continue to monitor as directed.
3. Reviewed the following correspondences by Ouray Citizens.
 - a. Kent Nelson – He is frustrated with rainwater run-off from 6th Ave down the 4th Street sidewalk, which leaves standing water and mud in front of his lot on the sidewalk and the adjoining neighbor's. He stated it is a 40 year problem that the City has ignored or chosen not to deal with. I visited with Kent and reviewed the situation. I can agree with his site assessment and believe there are options to alleviate the flooding that fall within municipal responsibility to provide ADA accessible routes. If the Administrator would like to discuss this I would share what I have learned. Kent and the owner of the lot at the northwest end of that block of 4th Street have endured a fixable street situation for far too long. Jennifer and I walk that route nightly (me, when I am home) and seek a path down the middle of the street to avoid the water and mud. The fix for me is easy, walk another street or stick to the middle of the road. Residents of that block have two options - put up with it or move, because the complaining isn't working. Neither of those are acceptable solutions for them.
 - i. I felt obligated to visit him because he stated that the current Public Works Director has given him no satisfaction and he is displeased with this performance. I made no promises, except to make inquiries regarding staff performance and investigate a possible solution. A personal interaction with Kent, to see what is going on first hand, felt productive and I hope he shares that sentiment. Although, he might consider it just another politician playing lip service to a constituent. I would not blame him for feeling this way after 40 years of frustration. He noted that Michelle had also visited him. Knowing this, I think a fix can happen.
 - b. Reviewed correspondence from Nancy and John Nixon regard the Shuttle. They took the time to ride it and make some informed observations. The letter was well written and confirmed the suspicions and observations I have made myself. Schedule, route, and timing are a common theme. I thank them for acting on something I was thinking about doing myself. The letter was noticeably absent of criticism, just observations. Well done.
 - c. Reviewed correspondence from Gary Gustafson regarding public displays of



merchandise across the highway from his investment property. I decided to call him and instruct him on the proper procedure for filing a complaint. I informed him that sending an email is not enough in this town. I instructed him that there is a specific policy and steps that must be taken. I directed him to the corresponding City Codes for him to read and decide if a code violation exists prior to filing a complaint. He thanked me for reaching out and said he would follow the procedure, if warranted, based on his own investigation into the facts.

- d. Took a call from a neighbor regarding offsite bear related trash on his property. He tried to get help from the City staff but felt it was going nowhere. I met him and helped clean up the trash, as it is the only power I have in this situation. It turned into an impromptu roundtable with two other neighbors joining in on recent bear incidents on their property. Following that interaction, I emailed the Administrator and made a few observations and suggestions. She said she would see if there was something that she could do. Her sincerity suggested something could/would be done to alleviate the frustration of property owners by trash storage offenders, known mostly to be short-term rental units and commercial locations.
 - e. My person experience with the bears is that they can get into our Bruin Container and spread trash (not on my neighbor's property, that was proved with a forensic deep dive). We called Bruin and they said they would send out a technician to try and fix it. Fix what, the bear can get into the container easier than I am able to. I can't wait to see how this pans out. Stay tuned for a future update on this. Share your frustrations with the containers if you have them so I can figure out if this is an isolated container issue or a bigger problem.
4. To stay informed, I reviewed the previous City Council meeting and Work Session via a video link (after the meeting was held) sent by staff.
 5. In Summation, I find that homeowners are being underserved and we are focusing on Tourism, County and Regional issues in disproportion to resident's needs. I seek to find a balance that serves our homeowners better, both full-time and seasonal residents. Somewhere down the line that focus has shifted. In my remaining time as Councilor, I aim to move that needle with the help of the other members of City Council.

If you have taken the time to read my report, thank you and please contact me if you support my goals. Complaints and observations are welcome, too. Remember – no need to thank me (if you were planning to), just doing the job I signed up for and accepted.

DDoherty@cityofouray.com or (970)318-8342

Dave Doherty