

**Business and Community Promotions Board City Hall -
1711 Miner Street, Idaho Springs CO 80452
Agenda**



Monday, May 18, 2026

Tel: (303) 567-4421 Fax: (303) 567-4955

Video from Meetings are viewable on the City's Website.

You must join the Zoom Meeting

(<https://us02web.zoom.us/j/81840799265>)

Meeting ID: 818 4079 9265

Passcode: 371706

to participate in a meeting remotely.

- 1. Call to Order (2:00 PM)**
- 2. Roll Call**
- 3. Agenda Approval**
- 4. Approval of Minutes**
 - a. Motion to approve the minutes of April 20th, 2026
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
 - a. 05.18.2026 Directors Report BCPB
- 8. Round Table Updates from Businesses**
- 9. Presentations**
 - a. Workforce Colorado
- 10. Action Items**
 - a. Recommendation of Fireworks for 2026
 - b. Recommendation on reallocation for events fund designated towards Rapidgrass to a Fall Taste of Idaho Springs
- 11. Discussion**
- 12. Open Floor**
- 13. Closing Remarks**
- 14. Adjourn to next meeting Monday June 15th, 2026 @ 2:00 PM**

In-person and remote meeting public attendance and participation instructions:

Participation

- To provide scheduled public comment, either in person or remotely, please fill out and return the Public Comment Form on the City's website. All requests must be submitted to the City Clerk (cityclerk@idahospringsco.com) by 6 p.m. (Six) the Wednesday before the scheduled meeting.
- To provide unscheduled public comment, please join the Zoom Meeting, identify yourself with your full first and last name, and use the "Raise Hand" feature to indicate your desire to speak.

General Guidelines

- Each public comment, whether scheduled or unscheduled, is limited to three (3) minutes.
- The Board typically does not provide feedback during public comment sessions.
- If you would like to provide materials for the Board to review along with your Comment, please sign up for Scheduled Public Comment and provide those materials to the City Clerk by the Wednesday Deadline.



CITY OF IDAHO SPRINGS
1711 Miner Street
P.O. Box 907
Idaho Springs, CO 80452-0907
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NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall
1711 Miner Street

Monday April 20th, 2026 2pm

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Monday April 20th, 2026 2pm**

I. Call to Order

- a. The meeting was called to order by the Director at 2:00PM

II. Roll Call:

- a. **All Board Members listed below were present**
- i. Steve Indrehus, Tommyknocker Brewery
 - ii. Tara Worley, Marigolds Flowers
 - iii. Jennie Kim, 6&40 Motel
 - iv. Lana Hearne, Club Hotel-
 - v. Katie Yard, Yards Taphouse

III. Approval of the Agenda

- a. Katie Yard made a motion to approve the agenda of the April 20th meeting
b. Tara Worley, 2nd, all in favor, motion passes

IV. Approval of the Minutes of March 13th 2026

- a. Katie Yard made a motion to approve the minutes of the March 13th 2026, meeting
b. Tara Worley, 2nd, all in favor, motion passes

V. Public Comments

ARGO provided a public comment introducing Rose Miller as the Public Information Officer and Events Coordinator for the project, and shared a brief update with the Board on the current timeline and initial pricing approach.

VI. Conflict of Interest: None reported

VII. Director Report

- a. **Wayfinding & Grants:** Wayfinding Strategy has been adopted by City Council and is moving into implementation, supported by a \$20,000 Tourism Management Grant.
- b. **Spring Marketing Launch:** Spring marketing efforts are actively underway, including a live OTT/CTV campaign, strong social media growth, and exploration of a Social Media Co-Op to support ongoing content creation.
- c. **Event & Sponsorship Updates:** 2026 event season is moving into execution, with Miner Street Market setup beginning, ARGO ribbon cutting the 1st part of May, and key events like the Clear Creek Cleanup and Outside Festival in planning.
- d. **Parking Program & Community Engagement:** Parking plan and signage updates are being finalized and will be presented to City Council on April 27, alongside continued community engagement planning for an East End Community Conversation.

VIII. Round Table Updates from Businesses

- a. There is a growing need for clearer communication and alignment around food truck operations within the community. Topics include location, permitting, and how food trucks integrate with existing brick-and-mortar businesses. The Board discussed the importance of having a more structured conversation with stakeholders to ensure expectations are clear and that operations

support overall downtown vitality. The BCPB decided to host the next Community Conversation at the Yards on May 13th from 6-7:30 to address this issues as well as others on the East End.

- b. Local businesses continue to report slower traffic, largely attributed to a low-snow winter and ongoing I-70 construction impacts. While visitation appears relatively steady, spending per visitor is down. There is cautious optimism that improved weather conditions and the anticipated end of rock blasting will help increase traffic and support stronger business activity as we move into the spring and summer season.

IX. Presentations

- a. **Downtown Master Plan, Mobility Hub:** HDR presented an update on the Idaho Springs Mobility Hub Program, outlining current progress, funding, and next steps. The project is approximately 15% designed, with continued advancement toward 60% design and NEPA completion through 2026. Phase I of the project is moving forward as a joint effort between the City and CDOT, utilizing approximately \$6.3 million in State funding. The mobility hub will improve transit connectivity and efficiency, serving Bustang, Pegasus, Greyhound, and local transit, while also incorporating EV infrastructure, as well as an increase in parking spaces. The total program is estimated at approximately \$40 million, with ongoing efforts to secure additional funding for future phases. Construction for Phase I is currently targeted to begin in 2027, with continued community engagement and coordination underway.

X. Action Items

- a. Motion was made by Steve Indrehus to approve the reallocation of funds toward the initial \$5000 investment and pilot of a social media co-op structure for the 2026 season. 2nd by Katie Yard, all in favor.

XI. Closing Remarks

- a. Next regular Meeting moved to Monday May 18th
- b. Meeting adjourned at 3:32pm

Business and Community Promotions Board Meeting

Overview & Key Updates

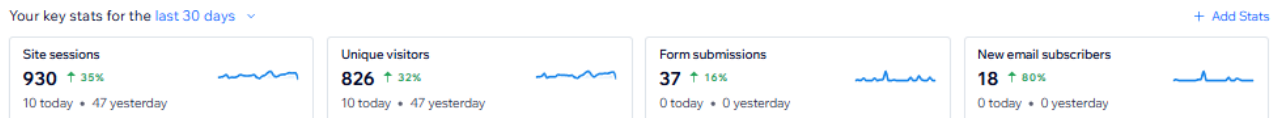
Since the April meeting, efforts have focused on the transition into full execution of the spring and summer season, including the successful ARGO opening, launch of Miner Street Market, and rollout of active marketing campaigns. We are kicking off two grants the FY26 Wayfinding Strategy & the History Colorado Multimedia Walking Tour. I have been working on coordinating event activations, and supporting increased visitation as we move into peak season. Regional coordination remains strong across ARGO, VCMP, CCCTB, and CDOT as construction impacts begin to ease and visitation patterns shift

1. Marketing & Branding Initiatives

a. Visit Idaho Springs Launch

Website: Continued SEO optimization and content development is underway, including expanded event listings and visitor-focused itineraries. Business listings continue to be updated. Email list growth remains steady, with increased engagement through both the main newsletter and Idaho Springs Insider list. We currently have 384 email subscribers, and 36 on our insider list and will continue growing this list as part of our 2026 engagement strategy.

Last 30 days of analytics on the site.



b. Instagram & Facebook: At our last meeting we had 709 followers on Instagram, and 521 followers on Facebook. As of today we have 1342 on Instagram and 1000 on Facebook

c. Social Media Co-Op – Concept & Funding Strategy

The Idaho Springs Social Media Co-Op is a new collaborative marketing program designed to provide local businesses with consistent, high-quality content while expanding reach through shared audiences. Content is professionally produced and managed through Visit Idaho Springs, with participating businesses receiving reels, posts, and full access to all content for their own use. Packages start at \$250/month, with flexible seasonal participation and no long-term contracts required. Businesses submit content requests, review posts prior to publishing, and are tagged as collaborators to increase visibility across platforms.

We're excited to share that we already have four businesses signed up and ready to participate as we launch this program. To book a onboarding call businesses can contact me will continue to reach out to the business community to offer this program in the coming weeks.

d. Brand Asset Rollout

i. Influencer Partnership – Emily Buchtel's recent visit highlighted Idaho Springs as an accessible overnight destination and delivered strong engagement across platforms. Her content generated over 91,000 views, 3,600 likes, 63 comments, 3,300 shares, 56 reshares, and 906 saves—demonstrating strong audience interest and reach. In addition, her trial reels continues to perform exceptionally well. A recent post has already reached over 157,000 views, with 43 comments, 1,600 shares, 35 reshares, and 1,600 saves.

These results reinforce the value of influencer partnerships and short-form video content as we continue building awareness, driving visitation, and supporting overnight stays. Additional influencer collaborations are being

scheduled throughout the May to maintain this momentum, with a focus on midweek and overnight travel.

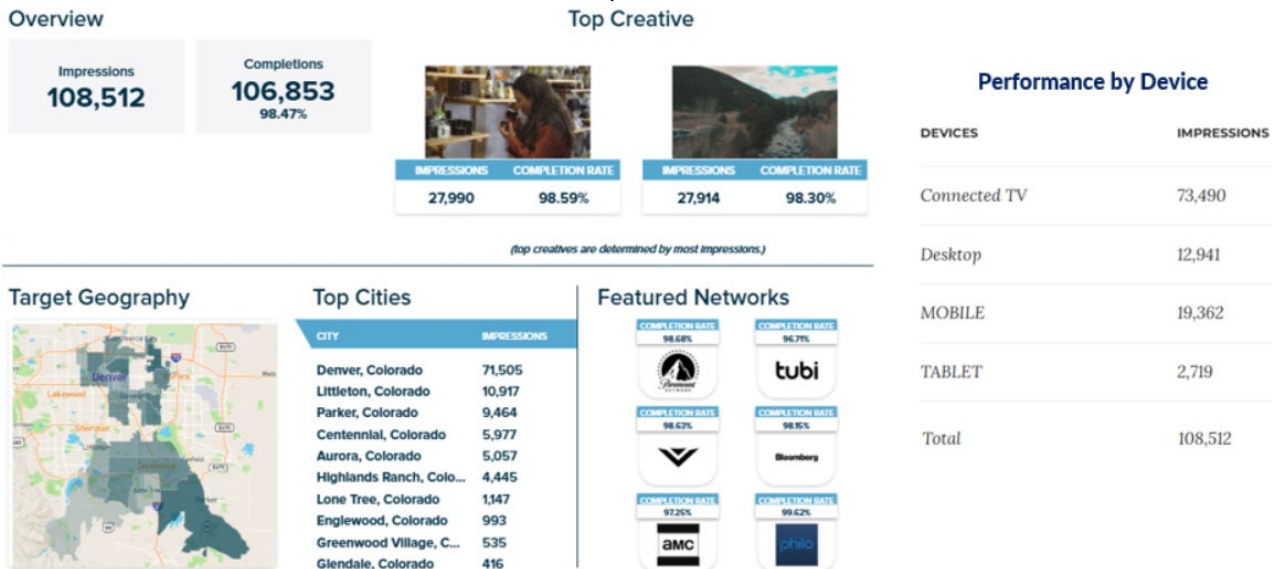
e. **Seasonal Marketing Strategy: February–April (Shoulder Season Activation)**

- i. **Spring Streaming Campaign:** The spring OTT/CTV campaign is performing exceptionally well as it approaches completion in mid-May. April data shows strong visibility with over 108,000 impressions and an outstanding completion rate of 98.47%, indicating that the content is resonating with target audiences and being watched nearly in full.

Performance remains strong across all audience segments, with consistent frequency ensuring repeated exposure in key Denver metro markets. While the Trailblazer segment covers a broader geographic area and shows slightly lower frequency, it is still performing within a strong and effective range.

Connected TV continues to drive the majority of impressions, reinforcing that viewers are engaging with Idaho Springs content on larger screens in a more immersive format.

Overall, campaign performance is exceeding expectations across all metrics, with strong engagement, high completion rates, and effective audience targeting. This campaign is running smoothly and positioning Idaho Springs well as we head into peak visitation season.



ii. **Great Day Colorado Media Partnership**

- We will be hosting an on site May segment, with a ride on the Gondola and the connect it has to town.

- f. **Trash Cans:** I am currently working with Dan Keller to gather and upload high-resolution images of downtown Idaho Springs into the shared project folder. These images will be used by our design team to begin developing layouts for the downtown trash can branding activation.

This is the next step in moving the project from concept into design, ensuring we have strong, locally relevant visuals that reflect the character and history of Idaho Springs.

- g. **Miner Street Barriers:** Steve has been exploring a sponsored redesign of the current Miner Street end barriers to improve aesthetics and branding. The proposed concept includes reducing the height of the existing barrier to the top of the lower orange/white cross member and adding a custom fabricated topper featuring Idaho Springs/Mountain branding. Tommyknocker Brewery has expressed interest in sponsoring the barrier at 14th and Miner. A second installation at 17th Street could be funded through the Beautification budget. The full design and quote are included in the meeting files, with an estimated total cost of \$426 per barrier.




- h. **FieldHouse Welcome Postcard:** The FieldHouse Welcome Postcard has been printed and distributed, and new residents are actively receiving these as they move in. The QR code guides them to this hidden welcome to Idaho Springs page.

WELCOME TO IDAHO SPRINGS

Resident-Only Freebies

Welcome to Idaho Springs
We're glad you're here.
Idaho Springs is full of locally owned shops, restaurants, and experiences, and many of our business owners are excited to welcome new residents from the FieldHouse Apartments.



Outreach is ongoing for additional businesses to participate by providing special offers for new residents.

2. Grants & Projects

- a. **Wayfinding Grant:** The final report for the FY25 Wayfinding Grant was submitted to the Colorado Tourism Office on May 11. With that phase complete, the FY26 Wayfinding & Branding Strategy is ready to move forward into implementation. The awarded \$20,000 Tourism Management Grant will support Phase II work, including signage design, mapping, and execution planning. Project kickoff is scheduled for next week. If you are interested in participating in this working group, please let me know.
- b. **Digital Multimedia Historic Tour Grant:** We are ready to kick off the Digital Multimedia Historic Tour Grant, with project scope and timeline currently being finalized and initial content planning underway. Dylan and I have confirmed that Matt Munson of Creative Trajectory will serve as the creative lead for this project, overseeing production, storytelling, and digital integration. This project will create an immersive, interactive historic tour experience using actor-portrayed characters, QR codes, and mobile-based storytelling to bring Idaho Springs' history to life across 12–15 key sites throughout the community. The goal is to increase visitor engagement, extend dwell time, and highlight both well-known and lesser-known historic assets. The full presentation and project overview are available in the meeting folder for review.
- c. **CSM Field Session Intern Program – Summer 2026:** The City of Idaho Springs has been selected to participate in the Colorado School of Mines Field Session program for Summer 2026. Through this program, a team of students will work directly with the City on the development of an Economic Impact Dashboard designed to track visitation, spending, and overall economic trends tied to key community investments. This dashboard will integrate multiple data sources including Placer.ai, sales tax data, trail usage, lodging, and ARGO ridership to create a dynamic, ongoing tool for decision-making, grant writing, and communication with stakeholders. The goal is to move beyond static reporting and establish a long-term, data-driven platform that supports economic development and tourism strategy. The student team will begin work in mid-May, with a 5-week project timeline that includes data integration, dashboard development, and final presentation. This program also creates potential for continued internship support beyond the initial session.
- d. **Trails to Towns:** The Trails to Towns grant has moved fully into the design and content development phase. Campaign messaging is being refined, with Idaho Springs focusing on accessible, walkable trail experiences connected to downtown. Creative production (photo/video) is being coordinated.

3. Event Planning & Activations

- a. 2026 Sponsorship Development
 - i. Interstate Parking has committed to a \$3500 event season sponsorship.
 - ii. I have confirmed a \$5000 sponsorship from the Floyd Hill Construction companies for the 2026 event season.
- b. **Spring and Summer Events:** The ARGO Cable Car invite-only ribbon cutting was held on May 1 and was a successful event, marking a major milestone for the community. On May 14, we hosted approximately 30 Colorado-based media representatives in partnership with the Colorado Tourism Office for the State Spring Media Reception. This was a significant opportunity to showcase Idaho Springs at the state level and highlight the ARGO project and surrounding assets. Ongoing coordination continues for the Outside Festival (May 29–31) in collaboration with CCCTB, CCEDC, and the ARGO team. **If you would like to donate items to the giveaway bags please let me know as soon as possible. We are planning on giving away 500 bags.**

The Clear Creek Cleanup was held on May 16 at the Creekside Lot, supporting community stewardship efforts as we move into the summer season.

Planning is also underway for the Burro Races Family Fun Zone in partnership with Clear Creek Recreation.

c. Fourth of July Fireworks & Event Planning

Fireworks for the 4th of July are cancelled. Based on the contract, if a decision is made prior to June 25 to cancel the show for 2026, the City will not incur the \$27,000 cost.

After discussion with Andy and the Mayor, it has been determined that a formal recommendation from the BCPB should be made to City Council regarding whether to proceed or cancel. There has been some consideration of moving the fireworks to a later date, such as the Saturday after Thanksgiving; however, there are concerns that fire risk may still be too high.

If the Board recommends cancellation, the \$27,000 would remain within the Community Promotion budget and could be reallocated toward alternative activations, events, or marketing efforts.

I am currently proceeding with planning for 4th of July with a lower-lift “Gold Rush Days”-style 4th of July, which could include smaller activations such as a train ride, family-friendly activities, and bounce house-style programming.

Board guidance is requested on how to proceed regarding the fireworks.

d. RapidGrass –Update: At this time, we have reached an impasse regarding hosting RapidGrass in downtown Idaho Springs. Based on current discussions, it appears the event may shift to a location at the top of the ARGO property.

Given this change, I am requesting Board approval to move forward in developing a new Fall Festival concept—“Taste of Idaho Springs & Music Festival”—in partnership with Slaymaker Cellars and Tommyknocker Brewery. The proposed event would still target the first weekend in October, with final format and programming to be determined.

To support this effort, I recommend reallocating the previously budgeted \$8,000 for RapidGrass toward this new event. Additional funding could also be considered from the fireworks allocation if the Board recommends cancellation for 2026.

Board guidance and approval are requested to move forward with planning.

4. Business & Community Engagement

a. Community Conversation: We hosted a Community Conversation on May 13 at The Yards on the East End. Topics included food truck operations, parking, ARGO opening impacts, and VCMP access.

b. Parking Program Review & Mobility Strategy: Parking signage and plan updates were presented at the May 11 work session. As part of this effort, encroachment agreements have been offered to East End businesses, allowing them to manage and enforce parking directly in front of their properties.

We have met with businesses including Marion’s and Conrad’s to review and confirm this approach. As implementation moves forward, we will be installing new 30-minute “Business Only” parking signage and removing temporary signage currently in place on the East End.

c. Budget: No major spending has taken place since last meeting.

Website & Marketing Budget: Tracking in alignment with plan, with the majority of funds remaining for fall/winter season marketing efforts.

Events Budget: Spending is beginning to increase as event execution ramps up with Miner Street Market and summer programming.

5. Town Resiliency & Construction Impact

a. Traffic & CDOT Updates

i. I-70 Traffic Counts:

Mountain Corridor

Monthly Traffic Count Comparison 070E242 I-70 WEST IDAHO SPRINGS E/O

Month(s): March
 Year(s): 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025, 2026
 Direction(s): Eastbound, Westbound

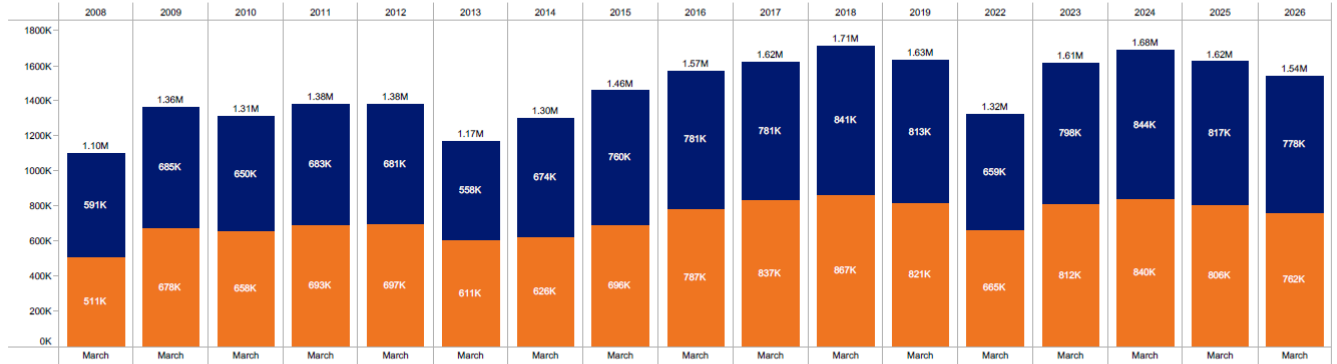


Device: 070E242 I-70 WEST IDAHO SPRINGS E/O

Year: All

Filtering Option:
 Default to Prior Month
 Select Specific Months

Direction:
 Eastbound
 Westbound



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	2025	2026
Eastbound	591,070	685,456	650,023	683,445	680,933	557,596	674,454	700,096	781,454	840,506	813,495	658,522	798,344	843,533	816,949	777,677	
Westbound	510,593	678,405	658,349	692,851	697,470	610,721	625,791	695,692	786,535	836,625	867,138	820,685	665,247	812,403	840,395	806,103	762,198
Grand Total	1,101,663	1,363,861	1,308,372	1,376,296	1,378,403	1,168,317	1,300,245	1,455,788	1,567,989	1,677,131	1,707,644	1,634,180	1,323,769	1,610,747	1,683,928	1,623,052	1,539,875

ii. I-70 Floyd Hill Project – Key Updates for Idaho Springs: We have been told that rock blasting should be ending by the end May. [Here](#) is a link to the presentation they shared at the community meeting.

Residents and businesses are encouraged to sign up for text alerts by texting “floydhill” to 21000, and to use COtrip.org for real-time travel conditions.

1. [Informational Video](#) - Good for websites, display monitors, etc.
2. Fact Sheet in [English](#) and [Spanish](#) - Project background information
3. [Rock Scaling/Blasting FAQ](#)
4. [Map](#) - Depicts the Project area
5. [Social Media Graphic](#) - Details how to stay informed
6. [Project Website](#) - Recently updated with detailed Project information

b. Downtown Master Plan – Next Steps

Staff is currently working with CDOT to finalize an Intergovernmental Agreement (IGA) to advance Phase One of the Mobility Hub, including the slip lane improvements. In parallel, we are evaluating the potential costs associated with undergrounding utilities as part of Phase One to better understand feasibility and long-term infrastructure benefits.

c. Sales Tax Trends & Insights

- i. January 2026: \$329,635 (-7.68%)
- ii. February 2026: \$383,533.08 (-1.02%)
- iii. March 2026: \$410,054.24 (+2.23%)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	Mo. To Mo. Comparison	YTD Comparison	Current YTD Total	Previous YTD Total
Jan	\$139,731.94	\$200,236.03	\$194,756.37	\$222,532.49	\$235,940.98	\$266,501.90	\$265,799.93	\$344,180.43	\$365,835.89	\$357,076.65	\$329,635.39	-7.68%	-7.68%	329,635.39	357,076.65
Feb	\$187,483.54	\$177,395.43	\$190,166.90	\$207,177.31	\$232,375.01	\$243,676.11	\$272,972.03	\$361,032.17	\$349,072.52	\$365,464.19	\$383,533.08	5.52%	-1.02%	713,168.47	720,540.84
Mar	\$182,398.01	\$206,563.51	\$223,907.92	\$232,244.57	\$186,300.12	\$291,578.68	\$310,036.11	\$402,899.93	\$402,360.50	\$400,737.88	\$410,054.24	2.32%	0.17%	1,123,222.71	1,121,278.72

FOOD/BEVERAGE	Restaurants, liquor stores, grocery, fast food
RETAIL/SERVICE	This category includes retail shops, hardware/general stores, Art , clothing, jewelry.
GAS/CONVENIENCE	Gas stations, convenience stores
REMOTE SALES/HOME DELIVERY	Pet Supplies, Grocery delivery, personal home delivery, remote sellers
CONSTRUCTION/BUILDING	Building supplies and services. None located inside th City of Idaho Springs
UTILITIES	Cable providers, phone providers and energy providers.
LODGING	Hotel, Motel, Short Term Rental, Employee Housing
OTHER	Leasing, financial, beauty, pharmaceutical, marijuana

2026

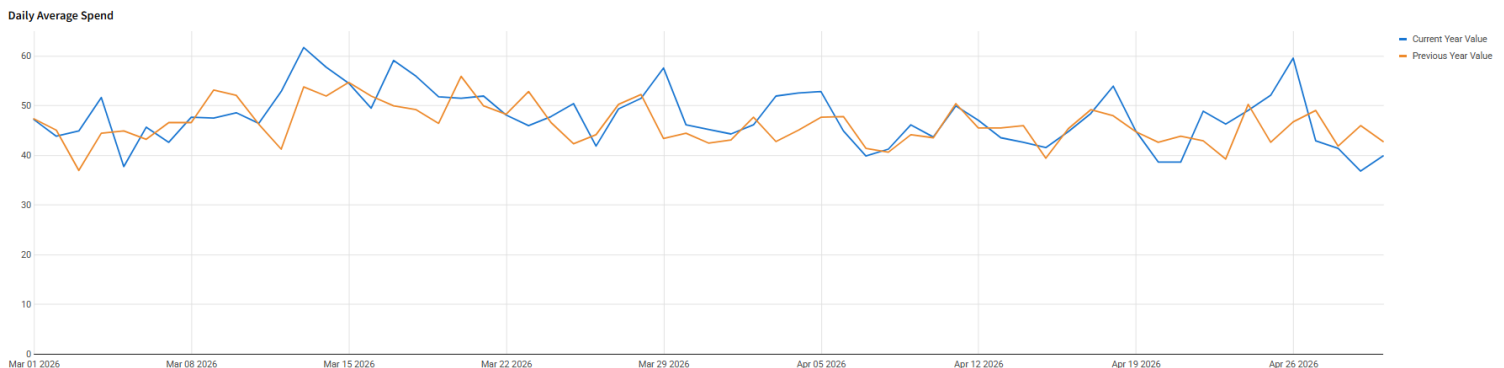
Time Frame	Categories	Amount	E	W	W over E
Jan-26	Food/Beverage	\$172,660.35	\$101,223.30	\$71,437.05	
	Retail/Service	\$25,331.77	\$8,342.51	\$16,989.26	
	Gas/Convenience	\$14,663.58	\$13,060.78	\$1,602.80	
	Remote Sales/Home Delivery	\$32,627.75	N/A	N/A	
	Construction/Building	\$21,480.27	N/A	N/A	
	Utilities	\$25,102.99	N/A	N/A	
	Lodging	\$13,044.51	N/A	N/A	
	Other	\$24,724.17	N/A	N/A	East
	Total	\$329,635.39	\$122,626.59	\$90,029.11	\$32,597.48

Time Frame	Categories	Amount	E	W	W over E
Feb-26	Food/Beverage	\$181,820.46	\$111,414.20	\$70,406.26	
	Retail/Service	\$31,738.06	\$11,041.87	\$20,696.19	
	Gas/Convenience	\$40,874.78	\$16,177.47	\$24,697.31	
	Remote Sales/Home Delivery	\$37,823.82	N/A	N/A	
	Construction/Building	\$26,317.60	N/A	N/A	
	Utilities	\$20,376.85	N/A	N/A	
	Lodging	\$14,521.17	N/A	N/A	
	Other	\$30,060.34	N/A	N/A	East
	Total	\$383,533.08	\$138,633.54	\$115,799.76	\$22,833.78

Time Frame	Categories	Amount	E	W	W over E
Mar-26	Food/Beverage	\$205,956.88	\$108,071.80	\$97,885.08	
	Retail/Service	\$37,530.74	\$10,501.01	\$27,029.73	
	Gas/Convenience	\$31,752.22	\$17,956.37	\$13,795.85	
	Remote Sales/Home Delivery	\$43,020.00	N/A	N/A	
	Construction/Building	\$26,585.08	N/A	N/A	
	Utilities	\$19,178.52	N/A	N/A	
	Lodging	\$18,265.41	N/A	N/A	
	Other	\$27,765.39	N/A	N/A	West
	Total	\$410,054.24	\$136,529.18	\$138,710.66	\$2,181.48

Arrivalist Cardholder Data – Visitor Spend & Origin Insights

Recent Arrivalist reporting for March 2026-April 30th 2026



Origin Markets - Average Spend

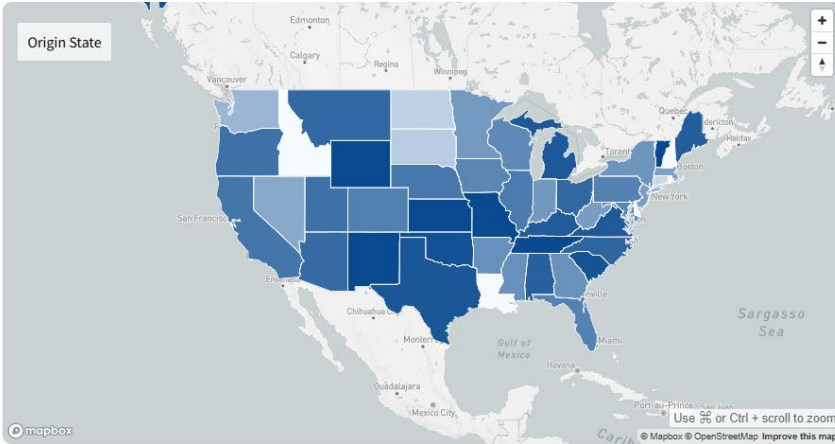
Based on a sample of total activity

Show by:

- Cardholders
- Visits
- Total Spend
- Average Spend**
- Average Transaction Value
- Average Spend per Visit
- Visits per Cardholder
- Absolute Value

Data Type:

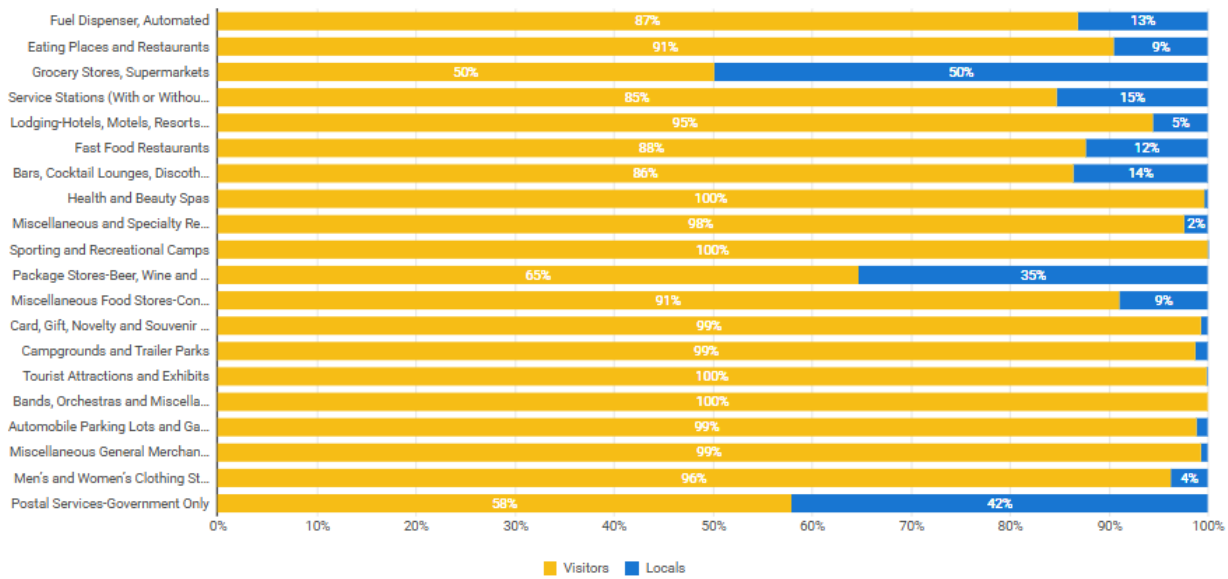
State DMA County City Zip



Origin State	Cardholders	Visits	Total Spend	Average Spend	Average Spend per Visit
Missouri	81	98	\$10,471	\$129	\$107
New Mexico	115	150	\$14,810	\$129	\$99
Vermont	11	17	\$1,336	\$121	\$79
Tennessee	81	95	\$9,693	\$120	\$102
Kansas	139	158	\$16,116	\$116	\$102
Wyoming	88	108	\$9,339	\$106	\$86
Oklahoma	79	85	\$8,166	\$103	\$96
South Carolina	82	99	\$8,383	\$102	\$85
Alaska	41	51	\$4,165	\$102	\$82
Texas	996	1,114	\$99,594	\$100	\$89
Michigan	75	81	\$7,368	\$98	\$91
Virginia	134	146	\$13,102	\$98	\$90
Kentucky	23	29	\$2,223	\$97	\$77
Maine	28	44	\$2,661	\$95	\$60
Alabama	70	81	\$6,520	\$93	\$80
North Carolina	147	178	\$13,105	\$89	\$74
Ohio	45	52	\$3,951	\$88	\$76

Top Categories Top Cities Spend Over Time

Locals and Visitors Share by Category



QUOTE CONCEPT 5/11/26





Squatch Fabrication And Welding

2195 East Idaho Springs
Idaho Springs, CO 80452

Estimate

Phone # 303-921-6550 www.squatchfabricationandwelding.com
Harry@squatchfabricationandwelding.com

Date	Estimate #
5/11/2026	

Name / Address
Steve Indrehus

Project

Item	Description	Qty	Cost	Total
Material			216.00	216.00
Welding			210.00	210.00
	Sales Tax		10.55%	0.00
Thank you for your business.		Total		\$426.00

Customer Signature _____

CLG
2025

CERTIFIED LOCAL GOVERNMENT SUBGRANT APPLICATION – FY2025

AMERICA 250 / COLORADO 150

HISTORY COLORADO

Idaho Springs Digital Multimedia Historic Tour

Where History Speaks for Itself

Actor-portrayed historical characters, green screen production, and scripted narratives – an immersive living history experience modeled on 19 Crimes.

Prepared by Creative Trajectory for Idaho Springs

The 19 Crimes Model — History That Speaks

19 Crimes wine uses augmented reality to bring convicts on their labels to life, actors filmed against green screen, scripted in character, speaking directly to the viewer. It transformed a commodity product into a cultural phenomenon.

Idaho Springs has the same raw material.

Real people. Real places. Real stories that changed Colorado. The only thing missing is someone to tell them.

How It Works for Idaho Springs

- 1 A visitor scans a QR code**
at George Jackson's gold strike site. Instead of a text panel, a character appears on their phone screen.
- 2 George Jackson speaks**
An actor, costumed and filmed against green screen, tells the story of that January morning in 1859 in first person.
- 3 The site comes alive**
Archival photos, maps, and location overlay reinforce the narrative. The character can respond to prompts or lead to the next site.
- 4 A trail of characters**
Each of the 12-15 sites features its own historical figure, miner, engineer, fireman, preservationist, scripted and performed.

Why This Project, Why Now



Historic Sites Board Mandate

In 2024, Idaho Springs City Council established the Historic Sites and Facilities Board to manage 16 city-owned properties. A core duty is increasing accessibility and interpretive potential, this tour directly fulfills that mandate with a format that goes far beyond a brass plaque.



A Living History Gap

Most visitors know the Argo Mine and waterwheel. Few know the city's smaller sites, lesser-known figures, or the preservation stories happening right now. Interactive characters give underrepresented history a voice and a face – making it personal, not textbook.



2026 Anniversary Alignment

The America 250/Colorado 150 celebrations create a once-in-a-generation moment. A July 4, 2026 public launch of a first-of-its-kind interactive living history experience positions Idaho Springs as the most innovative heritage destination on the I-70 corridor.

Aligning with the 2026 Anniversaries

Pre-1857

Native American History

Ute healing traditions at the hot springs, an actor-portrayed Indigenous guide introduces this history before the mining era began.

1859

Gold Rush

George Jackson, in character, tells the story of his January discovery at Clear Creek. The founding moment of Idaho Springs and of Colorado's economy.

1877–1920

Mining & Railroad

An Argo Mill foreman and a C&S rail engineer walk visitors through the industrial era that built Colorado's identity. Archival footage layered beneath their narration.

2020s

Preservation Today

A HPRC commissioner speaks to camera about the Powder House, Carnegie Library, and Hose Houses, showing that preservation is not history. It's happening right now.

Each character bridges the gap between Colorado's past and the America 250 vision: diverse, imaginative, personally felt history, alive in the hands of the people who walk these streets today.

A Cross-Sector Team – One Creative Lead

Dylan Graves

Community Development Planner

City of Idaho Springs

Project lead and grant manager. Coordinates with HPRC, Historic Sites Board, and community partners. Oversees site selection, partner communication, and grant reporting.

Sadie Schultz

Business & Community Promotions Director

City of Idaho Springs

Leads branding strategy, marketing oversight, and Visit Idaho Springs website coordination. Ensures tour integrates with city-wide marketing and America 250 outreach.

Andy Marsh

City Administrator

City of Idaho Springs

Grant administration oversight. Extensive experience with SHF historic funding including the 2022 Historic Resources Survey Plan (SHF Grant 2020-SP-001).

Jan Bowland

President

Historical Society of Idaho Springs

Key content partner. Provides 18,000+ archival photos, oral history materials, and Visitor Center distribution. Historical accuracy review for all character scripts.

Matt Munson

Creative Director & Digital Lead – Creative Trajectory, Evergreen, CO

11+ years in marketing and brand leadership. Delivers the complete production scope, script direction, actor coordination, green screen production, website UX, video editing, photography, brand identity, QR signage, and social strategy, all under one cross-disciplinary contract.

Script Direction

Actor Coord.

Green Screen

Website & UX

Video Editing

Photography

Brand Identity

QR Signage

Scripting, Casting & Green Screen Production

1 Historical Research & Script Development

- HSIS, city historians, and community members identify the most compelling figure for each of the 12-15 sites
- Matt Munson (Creative Trajectory) writes first-person scripts in period-appropriate voice, each 60-120 seconds
- Scripts reviewed by the Historical Society for accuracy, then approved by HPRC and the Historic Sites Board
- Community residents with local knowledge consulted for oral history details that archives alone cannot provide

2 Casting & Costume Design

- Local and regional actors auditioned and cast for each historical figure, priority given to Colorado talent
- Costume and props sourced to match period and character: miners, engineers, firefighters, civic leaders
- Character identity sheets created for each figure: biographical background, speech patterns, key historical moments
- HSIS archives used to source authentic period visual references for costume and staging accuracy

3 Green Screen Filming

- Actors filmed against green screen in a controlled studio environment, character appears as if standing at their historic site
- Each character delivers their scripted monologue directly to camera, speaking in first person to the visitor
- Multiple takes captured per character for quality selection and potential seasonal variant versions
- Creative Trajectory directs and produces all green screen sessions, edits to final web-optimized format

4 Digital Integration & QR Deployment

- Finished character videos embedded into each site's page on the Visit Idaho Springs website
- QR codes installed at physical locations link directly to that character's interactive experience
- Archival photos, maps, and current site photography layered around the character video for full context
- Accessibility features: closed captioning, audio narration backup, and ADA-compliant mobile design throughout

The Cast of Idaho Springs

12-15 historical figures, one per site, each with a scripted monologue and actor portrayal

George Jackson

Clear Creek Confluence • 1859

"I broke ice with my boot heel and panned by firelight until I knew this wasn't fool's gold. But I told no one. Not yet."

A City Custodian

Idaho Springs Powder House • 1880s

"You don't store black powder in the middle of town unless you trust the man watching it. They trusted me."

A Ute Elder (narrated)

Indian Hot Springs • Pre-1859

"These waters were known to us long before your maps named them. They healed. They still do."

A Librarian

Carnegie Library • 1910s

"Carnegie gave us the building. The community filled it. The first books came by mule cart from Denver."

Lue Howard (narrator)

Idaho Springs Cemetery • Present

"Every stone here is a story. Some of the most influential people in Colorado history are buried on this hill — and most visitors walk right past."

An Argo Foreman

Argo Gold Mine & Mill • 1913

"A hundred million in gold passed through this tunnel. I watched men give their lungs to it. Some gave everything."

Charlie Taylor

Charlie Taylor Water Wheel • 1893

"They called it eccentric. I called it engineering. Every cog in that wheel, I cut myself."

A Volunteer Fireman

Hose House No. 2 • 1890s

"A mining town burns fast. We ran to every fire in leather boots and wool coats. We saved more than we lost."

A Railroad Engineer

CG&S Railroad Route • 1884

"This line was the lifeline. Ore out. Supplies in. Without this rail, there is no Idaho Springs."

A Schoolteacher

Jackson Monument • 1920s

"We put this marker here so children would ask questions. Sixty years later, they still do — when they notice it."

The Augmented Reality Experience



Who Benefits and How

◆ Visitors & Tourists

- Free interactive experience - no app download, no admission cost
- Characters draw visitors to outlying sites less frequently visited
- Keeps visitors in town longer, immersive experiences extend dwell time
- Walking, driving, and bicycling access for all abilities and timelines

◆ Business & Property Owners

- Immersive characters drive foot traffic downtown AND into outlying residential areas
- Spotlights business owners who invested in historic preservation by name, in character
- Residential owners with historically significant homes gain visibility and community recognition
- Demonstrated economic model: 19 Crimes added \$60M in brand value through storytelling

◎ Local Residents

- Many residents don't know the full history of sites they pass daily
- Carlson Elementary: students will finally understand Jackson Monument outside their door
- Oral history project gives long-time residents a way to contribute their stories
- 4th grade Colorado History curriculum resource distributed via HSIS Visitor Center

◆ Preservation Community

- Active preservation stakeholders appear in the tour, their work recognized publicly
- Living characters make abstract preservation goals emotionally tangible to new audiences
- Inspires community members to become advocates by showing what history looks, sounds, and feels like
- Documents rehabilitation work in permanent multimedia format for long-term community record

Feb 2026 → TBD, 2026 Launch

Feb 2026	● Kick-Off Meeting	Staff, stakeholders, elected officials. Establish roles, confirm site list process, align on character and production approach.
TBD	● Site & Character Finalization	HPRC and Sites & Facilities Board finalize 12-15 tour stops. Historical Society identifies the primary figure for each site.
TBD	● Script Development	Creative Trajectory writes first-person character scripts per site. Historical Society reviews for accuracy. HPRC approves final drafts.
TBD	● Casting, Costume & Filming	Actors cast and costumed per character. Green screen filming sessions completed. Creative Trajectory directs, shoots, and edits all character videos.
TBD	● Website Design Complete	Creative Trajectory builds site structure, clickable map, character video pages, and QR link framework. Mobile-first, hosted on Visit Idaho Springs.
TBD	● Branding & Marketing Materials	Historic Tour logo, on-site signage design, social media assets, and print/digital promotional materials finalized and produced.
TBD	● Content Live + Signs Ordered	All character videos and archival content loaded to website. Tour signage with QR codes ordered and installed before July 4.
TBD	● Public Launch	Tour live for the public, tied to America 250/Colorado 150 July 4 celebrations. Launch event, press release, and Visitor Center distribution.
Jul 2026 +	● Ongoing Growth	Add characters as new preservation work completes. Seasonal updates. Living resource that grows with the city's history.

SECTION 7 – SCOPE OF WORK & BUDGET (20 POINTS)

\$30,000 Project Budget

**\$25,000 Grant + \$5,000 In-Kind
= \$30,000 Total**

A	Project Management & Coordination Dylan (30 hrs) + Sadie (30 hrs) @ -\$40/hr. Grant reporting, coordination, marketing oversight, and site/character approval process.	\$2,500	IK
B	Research & Content Development Historical Society, local historians, and community volunteers. Archival photos, oral histories, and biographical research for each character and site.	\$2,500	IK
C	Script Writing & Character Development Creative Trajectory: first-person historical scripts for 12-15 characters; historical accuracy review process; character identity sheets and production briefs per site.	\$3,500	GR
D	 Casting, Costume & Green Screen Filming Creative Trajectory directs: actor casting and fees, period costume sourcing, studio green screen sessions, raw footage capture for all characters.	\$5,500	GR
E	Video Editing & Post-Production Creative Trajectory: edit all character videos to final web-optimized format, color grade, add archival photo overlays, captions, and audio polish.	\$2,900	GR
F	Mobile First Design Website & Integration Creative Trajectory: UX-informed site architecture, clickable map, character video embeds, QR code integration, 12-15 site pages. Mobile-first, hosted on Visit Idaho Springs.	\$4,100	GR
G	Graphic Design, Logo & Signage Creative Trajectory: Historic Tour brand identity, online graphics, social media assets, and on-the-ground physical QR tour signage for 15-20 locations.	\$2,500	GR
H	Marketing, Launch & Outreach Creative Trajectory: America 250-tied launch event, digital/print promos, social media campaign, Visitor Center distribution, and press outreach.	\$3,500	GR
I	Accessibility & Contingency Closed captioning, ADA compliance testing, audio narration backup, voiceover work, and reserve for unforeseen production or site costs.	\$1,500	GR

Aligned with Goals 3 & 4

Goal 3: Engage & Co-Create

✓ Objective B

Cultivate wide-ranging partnerships, this tour brings together city staff, HSIS, HPRC, BCPB, local historians, actors, videographers, and community members around a shared creative mission.

✓ Objective C

Engage property owners and the real estate community in shared preservation benefits, downtown business owners and rehabilitation project stakeholders are featured by name in character narratives.

Goal 4: Educate & Train

✓ Objective A

Design and deliver educational opportunities for diverse audiences, actor-portrayed characters serve students at Carlson Elementary, I-70 visitors, long-time residents, and online learners simultaneously.

✓ Objective B

Cultivate opportunities for youth and adult volunteers to engage with preservation, community members provide oral histories, Scraps to Soil residents participate in script development, CCMRD contributes site expertise.

Idaho Springs

Where History Speaks for Itself

Grant Request:	\$25,000 Project Total: \$30,000 In-Kind Match: \$5,000
Launch Date:	TBD, 2026 – tied to America 250 / Colorado 150 celebrations
Deliverable:	12-15 actor-portrayed historical characters, green screen films, web tour, QR signage
Creative Lead:	Matt Munson, Creative Trajectory – Evergreen, CO (scripts, production, website, brand)
Contact:	Dylan Graves DGraves@idahospringsco.com 303.567.4421 x118



Digital Recap

April 2026



IDAHO SPRINGS®

Denver's **Most Watched** Morning and Late News



Overview

Impressions
108,512

Completions
106,853
98.47%

Top Creative



IMPRESSIONS	COMPLETION RATE
27,990	98.59%



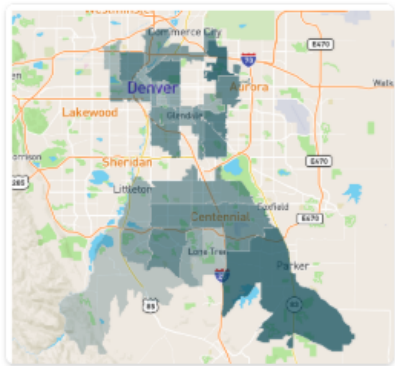
IMPRESSIONS	COMPLETION RATE
27,914	98.30%

(top creatives are determined by most impressions.)

Performance by Device

DEVICES	IMPRESSIONS
Connected TV	73,490
Desktop	12,941
MOBILE	19,362
TABLET	2,719
Total	108,512

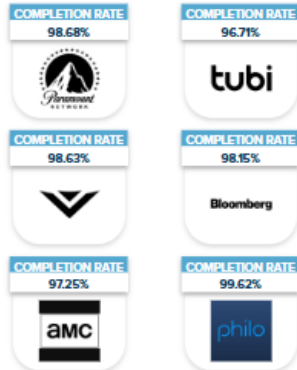
Target Geography



Top Cities

CITY	IMPRESSIONS
Denver, Colorado	71,505
Littleton, Colorado	10,917
Parker, Colorado	9,464
Centennial, Colorado	5,977
Aurora, Colorado	5,057
Highlands Ranch, Colo...	4,445
Lone Tree, Colorado	1,147
Englewood, Colorado	993
Greenwood Village, C...	535
Glendale, Colorado	416

Featured Networks



☰ Trailing 30-Day Frequency

Lifetime Campaign Average

UNIQUES

11,853

FREQUENCY

3.00x

Social Sophie

Lifetime Campaign Average

UNIQUES

14,357

FREQUENCY

2.33x

Trailblazer

Lifetime Campaign Average

UNIQUES

9,937

FREQUENCY

3.67x

Young Family Explorers

City of Idaho Springs

CS Field Session Proposal (CSCI 370)

Colorado School of Mines • Summer 2026

Project Title	Idaho Springs Economic Impact Dashboard
Primary Stakeholder	City of Idaho Springs
Submitting Organization	City of Idaho Springs
Contact	Sadie Schultz, Director, Business & Community Promotions Board
Preferred Team Size	3–5 Students
Work Location	Fully Remote; optional in-person in Golden or Idaho Springs
Internship Potential	Continued engagement possible post-Field Session

Project Background

The City of Idaho Springs is undergoing a remarkable transformation. Long viewed primarily as a convenient I-70 exit on the way to Colorado’s high-country ski resorts, Idaho Springs is actively reinventing itself as a year-round outdoor recreation destination - and the investments are significant.

Three major capital projects are reshaping the visitor experience and the local economy:

- **Trek Trails at Virginia Canyon Mountain Park (VCMP):** an 8-year, multi-million-dollar effort led by COMBA in partnership with the City and the Argo Mine. Currently open with approximately 14–15 miles of world-class singletrack trails (blue, black, and double-black rated), the park is part of a 28-mile master plan spanning 400+ acres. Funded by Trek Foundation, the Mighty Argo project, and other partners, VCMP has established Idaho Springs as a world-class mountain biking destination.
- **The Mighty Argo Cable Car:** a \$71M European-style gondola constructed in collaboration between the Argo Mill and Tunnel, the City of Idaho Springs, and COMBA. The 1.2-mile gondola ascends 1,300 vertical feet to the top of VCMP, providing lift-served access to the trail system for mountain bikers, hikers, and sightseers. Free for residents, ticketed for visitors, the cable car represents an anchor attraction that dramatically increases the park’s appeal and capacity, particularly for those who cannot or prefer not to climb.
- **Idaho Springs Skatepark:** an 11,500 sq. ft. state-of-the-art skatepark developed by Clear Creek Metropolitan Recreation District (CCMRD) and the City in partnership with New Line Skateparks. Designed as Phase I of a broader Sports and Events Complex master plan, the skatepark includes a street-course/plaza hybrid and a pool-style bowl, and is envisioned as a community gathering destination for locals and visitors alike.

The city is gathering visitation and spending data from multiple sources, including Placer.ai and supplemental datasets, but currently lacks the tools to analyze and communicate this data in a dynamic, sustainable way to assist with decision-making.

This project seeks to develop a living, data-driven economic impact dashboard that can ingest updated data feeds, analyze key signals, and present actionable insights about how these investments are changing the economic trajectory of Idaho Springs. The city’s Business & Community Promotions Board will lead this effort and manage the data sets.

Description of Work to Be Done

The student team will design and develop a dynamic, data-driven Economic Impact Dashboard for the City of Idaho Springs. The goal is not to produce a static report, but rather an updatable platform that will serve as an ongoing decision-making tool for city leadership, local businesses, realtors, grant writers, and community stakeholders for years to come.

The project has three primary components:

1. Data Integration & Analytics Pipeline

Students will build a backend data ingestion and processing pipeline capable of consuming, normalizing, and storing data from multiple sources such as:

- Placer.ai: foot traffic and visitor analytics (visitation counts, visitor origin geographies, dwell time, trade area analysis, cross-shopping behavior)
- Sales tax and business revenue data provided by the City of Idaho Springs
- Trail usage data from Trailforks, Strava, and/or manual trail counter exports
- Lodging occupancy data (STR/AirDNA or city-supplied hotel tax collections)
- Colorado gondola/cable car ridership data from the Mighty Argo team
- Additional supplemental datasets as identified (U.S. Census, BLS employment data, Colorado Department of Revenue)

The pipeline must support periodic data refreshes either through automated API connections where available, or through structured CSV/file uploads, so the dashboard remains current over time without significant manual effort.

2. Interactive Dashboard & Data Visualization

Students will design and build a polished dashboard that visualizes economic impact across several interconnected dimensions. The dashboard should be intuitive enough for non-technical audiences (city council members, business owners, realtors) while providing sufficient depth for analysts and grant writers.

Potential dashboard modules and metrics are outlined below, but may be modified as the project teams dive in:

Dashboard Module	Key Metrics & Visualizations	Primary Audience
Visitation & Foot Traffic	Total unique visitors (daily/monthly/YoY), visitor origin heat maps, dwell time, seasonality trends, repeat vs. first-time visitors	City leadership, tourism board

Retail & Dining Impact	Sales tax revenue trends by business category, spending per visitor, before/after comparison since 2022 trail opening	Local business owners, city finance
Lodging & Hospitality	Hotel/short-term rental occupancy rates, average length of stay, revenue per available room (RevPAR), weekend vs. weekday split	Hotel operators, city planning
Real Estate Trends	Median home values by proximity to park, year-over-year price changes, Days on Market trends, new listings volume	Realtors, developers, city planning
Trail System Engagement	Trailhead visitation counts, trail-specific traffic (Trailforks/Strava data), user demographics, peak usage hours	COMBA, parks staff, trail funders
Cable Car & Argo Impact	Gondola ridership over time, correlation to downstream spending, ticket revenue if available, visitor conversion to businesses	Argo Mine team, city council
Skatepark Utilization	Daily/weekly usage counts, age demographic data, event days vs. regular traffic, geographic origin of visitors	Parks & rec, city council, CCMRD
Comparative Benchmarking	Idaho Springs vs. comparable trail towns (Fruita, Salida, Golden), growth rate comparisons, national MTB tourism benchmarks	City leadership, grant writers

The dashboard should support time-series filtering (e.g., compare summer 2023 vs. summer 2025), geographic drill-down by business district or neighborhood, and the ability to generate exportable summary reports. Interactive charts, maps, and KPI callout cards are expected elements. Inspiration for design and scope may be drawn from comparable civic impact dashboards such as [the Steamboat Springs Tourism Dashboard](#), but the students should not allow existing civic products to limit their creativity.

3. Methodology Documentation & Impact Narrative

A dashboard without context is just numbers. Students should develop methodology documentation explaining how each metric is calculated, what data sources are used, the limitations and confidence levels of the analysis, and how to interpret the results. This documentation will allow the City to defend the analysis to stakeholders and grant funders.

Students are also encouraged to develop a brief “State of Idaho Springs” narrative view within the dashboard: a summary-level story that contextualizes the data for public audiences and elected officials. Comparable national benchmarks (e.g., average mountain bike visitor spends \$416 per trip; trail proximity increases property values by 5–10%; Bentonville trails generate over \$13M annually in visitor spending) should be woven in to help Idaho Springs understand where it stands relative to peer communities.

Why This Matters	Mountain bike visitors spend an average of \$416 per trip (Trust for Public Land, 2025). Trail proximity increases residential property values by 5–10% in comparable communities.
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Bentonville, AR's trail network generates \$13M+ in annual visitor spending and has transformed the regional economy.
Placer.ai-powered dashboards have helped cities win \$100K+ in grant funding by quantifying community impact.
Idaho Springs has never had a systematic, data-driven tool to measure and communicate this story - until now.

Desired Skill Set

This project sits at an exciting intersection of data engineering, full-stack development, and civic data visualization. Students are not expected to bring expertise in every area; a major part of the value of Field Session is learning and growth! The following skills are relevant:

Core Technical Skills

- Front-end development (React, Next.js, or similar) for building the dashboard UI
- Back-end development (Node.js, Python/FastAPI, or similar) for the data pipeline
- Database design and querying (PostgreSQL, SQLite, or similar; experience with time-series data a plus)
- REST API integration - consuming third-party data APIs (Placer.ai, Trailforks, Strava Metro, etc.)
- Data visualization libraries (D3.js, Recharts, Chart.js, Mapbox/Leaflet for geospatial views, or Tableau/Power BI as an alternative)

Valuable Supporting Skills

- Interest in data science, statistics, or econometrics - particularly around economic impact modeling
- GIS / geospatial data experience (mapping visitor origin data, real estate overlays)
- ETL (Extract-Transform-Load) pipeline design and automation
- Cloud deployment basics (AWS, GCP, Vercel, or similar) for hosting the dashboard
- UI/UX design sensibility - the dashboard must be usable by non-technical city staff and business owners

Soft Skills & Mindset

- Comfort working with real-world, messy, incomplete data
- Curiosity about civic technology, economic development, and community impact
- Strong communication skills - students will present findings directly to city officials and stakeholders
- Collaborative, self-directed work style suited to a remote Field Session environment

Preferred Team Size

3–5 students. A team of four is ideal, allowing for division of work across data pipeline, front-end development, geospatial/analytics, and documentation/presentation without overstaffing a focused project.

Potential Internship Opportunity (Optional)

There is meaningful potential for continued involvement beyond Field Session. The City of Idaho Springs anticipates ongoing needs for dashboard maintenance, new data integrations, and expanded analysis modules as the trail system continues to build out through 2027 and beyond. Depending on the results of the project, students who demonstrate strong performance during Field Session could be considered for paid part-time or summer internship engagements. The Mighty Argo Cable Car team and local business improvement organizations have also expressed interest in partnering on expanded future analysis.

Location of Work

Work can be completed fully remotely. The team will participate in periodic virtual check-ins with City of Idaho Springs staff, leadership, and partners. Optional in-person site visits to Idaho Springs (approximately 35 miles west of Denver on I-70) are encouraged but not required. Seeing the trail system, the gondola, and the skatepark firsthand tends to be inspiring. Students should plan for at least one site visit at project kickoff.

Proposal submitted by the City of Idaho Springs • idahospringsco.com

Mountain Corridor

Monthly Traffic Count Comparison

070E242 I-70 WEST IDAHO SPRINGS E/O

Month(s): March
 Year(s): 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025, 2026
 Direction(s): Eastbound, Westbound

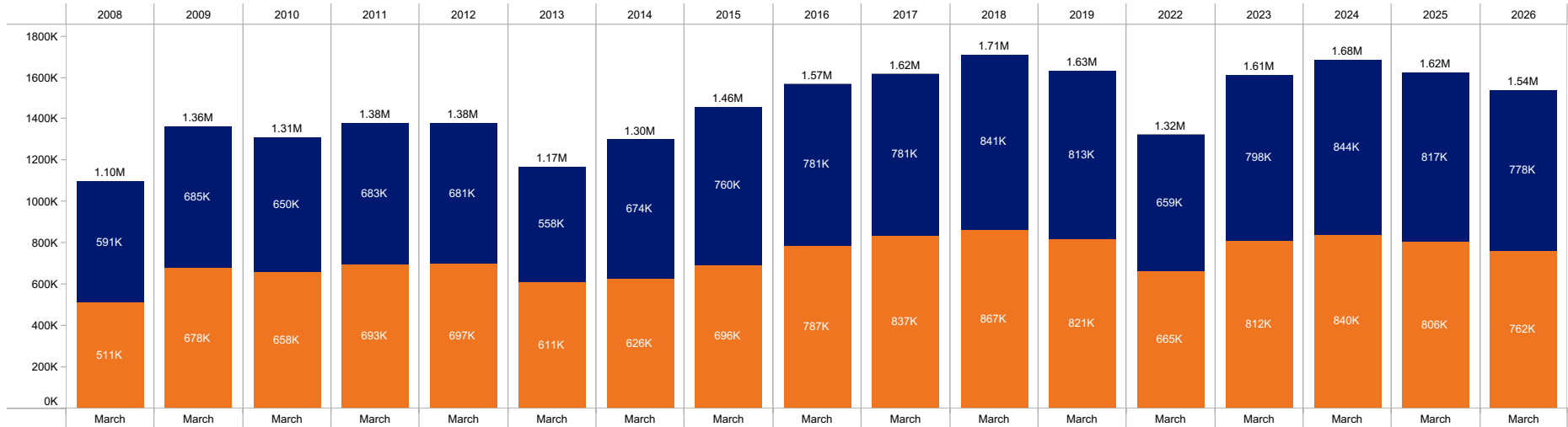


Device
070E242 I-70 WEST IDAHO SPRINGS E/O

Year
All

Filtering Option
 Default to Prior Month
 Select Specific Months

Direction
 Eastbound
 Westbound



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	2025	2026
	March	March	March	March	March	March	March	March	March	March	March	March	March	March	March	March	March
Eastbound	591,070	685,456	650,023	683,445	680,933	557,596	674,454	760,096	781,454	781,154	840,506	813,495	658,522	798,344	843,533	816,949	777,677
Westbound	510,593	678,405	658,349	692,851	697,470	610,721	625,791	695,692	786,535	836,625	867,138	820,685	665,247	812,403	840,395	806,103	762,198
Grand Total	1,101,663	1,363,861	1,308,372	1,376,296	1,378,403	1,168,317	1,300,245	1,455,788	1,567,989	1,617,779	1,707,644	1,634,180	1,323,769	1,610,747	1,683,928	1,623,052	1,539,875

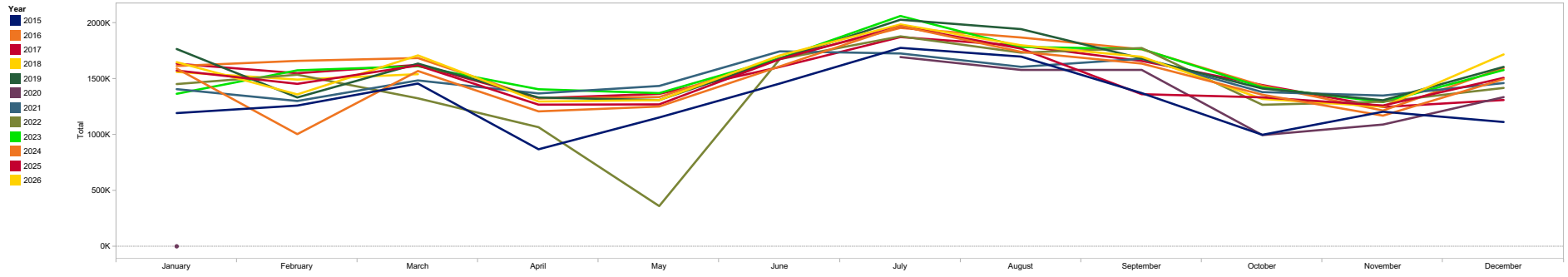
Mountain Corridor

Traffic Count Summary: Last 10 Years (2015 to Present)

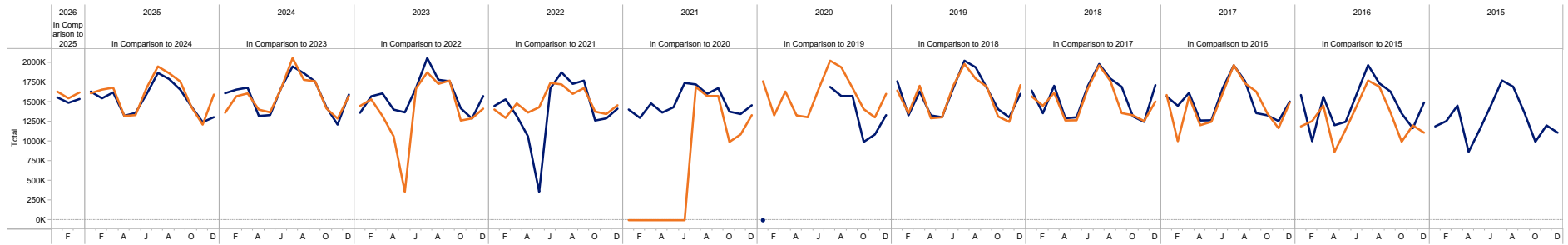
070E242 I-70 WEST IDAHO SPRINGS E/O



Device: 070E242 I-70 WEST IDAHO SPRINGS E/O
Direction: All



Year-Over-Year Comparisons



	2026 In Comparison to 2025			2025 In Comparison to 2024			2024 In Comparison to 2023			2023 In Comparison to 2022			2022 In Comparison to 2021			2021 In Comparison to 2020			2020 In Comparison to 2019			2019 In Comparison to 2018			2018 In Comparison to 2017			2017 In Comparison to 2016			2016 In Comparison to 2015			2015		
	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..	Total (Pr..)	Total	YOY Diff..						
January	1,633,407	1,559,764	-73,643	1,612,900	1,633,407	20,507	1,364,285	1,612,900	248,615	1,451,325	1,364,285	-87,040	1,405,679	1,451,325	45,646	267	1,405,679	1,405,412	1,784,679	267	#####	1,646,959	1,764,679	117,720	1,572,373	1,646,959	74,586	1,590,131	1,572,373	-17,758	1,191,706	1,590,131	398,425	1,191,706		
February	1,548,214	1,491,275	-56,939	1,658,620	1,548,214	-110,406	1,574,097	1,658,620	84,523	1,534,863	1,574,097	39,234	1,299,840	1,534,863	235,023	0	1,299,840	1,299,840	1,331,435			1,358,698	1,331,435	-27,263	1,453,066	1,358,698	-94,368	1,003,456	1,453,066	449,610	1,259,020	1,003,456	-255,564	1,259,020		
March	1,623,052	1,539,875	-83,177	1,683,928	1,623,052	-60,876	1,610,747	1,683,928	73,181	1,323,769	1,610,747	286,978	1,483,808	1,323,769	-160,039	0	1,483,808	1,483,808	1,634,180			1,707,644	1,634,180	-73,464	1,617,779	1,707,644	89,865	1,567,989	1,617,779	49,790	1,455,788	1,567,989	112,201	1,455,788		
April	1,325,121	1,323,439	-1,682	1,323,439	1,323,439	0	1,404,723	1,323,439	-81,284	1,065,357	1,404,723	339,366	1,367,470	1,065,357	-302,113	0	1,367,470	1,367,470	1,330,634			1,295,106	1,330,634	35,528	1,286,971	1,295,106	28,135	1,206,936	1,286,971	60,035	868,036	1,206,936	338,900	868,036		
May	1,363,457	1,335,270	-28,187	1,370,146	1,363,457	-6,689	1,370,146	1,335,270	-34,876	360,252	1,370,146	1,009,894	1,434,417	360,252	#####	0	1,434,417	1,434,417	1,308,396			1,307,374	1,308,396	1,022	1,269,470	1,307,374	37,904	1,250,399	1,269,470	19,071	1,152,527	1,250,399	97,872	1,152,527		
June	1,604,171	1,684,453	80,282	1,684,453	1,604,171	-80,282	1,681,225	1,684,453	3,228	1,674,642	1,681,225	6,583	1,743,859	1,674,642	-69,217	0	1,743,859	1,743,859	1,675,938			1,707,546	1,675,938	-31,608	1,673,947	1,707,546	33,599	1,609,171	1,673,947	64,776	1,455,954	1,609,171	153,217	1,455,954		
July	1,871,528	1,953,210	81,682	2,060,014	1,871,528	-188,486	2,060,014	1,953,210	-106,804	1,877,890	2,060,014	182,124	1,724,882	1,877,890	153,008	1,692,782	1,724,882	32,100	2,026,735	1,692,782	-333,953	1,984,640	2,026,735	42,095	1,967,747	1,984,640	16,893	1,970,433	1,967,747	-2,686	1,774,862	1,970,433	195,571	1,774,862		
August	1,793,464	1,867,584	74,120	1,783,295	1,793,464	10,169	1,783,295	1,867,584	84,289	1,732,045	1,783,295	51,250	1,605,201	1,732,045	126,844	1,577,723	1,605,201	27,478	1,942,656	1,577,723	-364,933	1,798,127	1,942,656	144,529	1,788,328	1,798,127	29,799	1,739,249	1,788,328	29,079	1,696,823	1,739,249	42,426	1,696,823		
September	1,657,994	1,761,717	103,723	1,765,099	1,657,994	-107,105	1,765,099	1,761,717	-3,382	1,773,241	1,765,099	-8,142	1,677,700	1,773,241	95,541	1,577,775	1,677,700	99,925	1,680,076	1,577,775	-102,301	1,695,114	1,680,076	-15,038	1,360,610	1,695,114	334,504	1,634,551	1,360,610	-273,941	1,370,522	1,634,551	264,029	1,370,522		
October	1,442,503	1,436,601	-5,902	1,421,275	1,442,503	21,228	1,421,275	1,436,601	15,326	1,265,846	1,421,275	155,429	1,379,583	1,265,846	-113,737	994,936	1,379,583	384,647	1,411,265	994,936	-416,329	1,318,135	1,411,265	93,130	1,332,477	1,318,135	-14,342	1,355,932	1,332,477	-23,455	997,473	1,355,932	358,459	997,473		
November	1,245,886	1,214,342	-31,544	1,290,827	1,245,886	-44,941	1,290,827	1,214,342	-76,485	1,293,522	1,290,827	-2,695	1,348,434	1,293,522	-54,912	1,089,312	1,348,434	259,122	1,306,356	1,089,312	-217,044	1,249,103	1,306,356	57,253	1,259,422	1,249,103	-10,319	1,168,788	1,259,422	90,634	1,203,847	1,168,788	-35,059	1,203,847		
December	1,308,673	1,595,780	287,107	1,576,663	1,595,780	19,117	1,416,623	1,576,663	160,040	1,460,202	1,416,623	-43,579	1,334,339	1,460,202	125,863	1,604,843	1,334,339	-270,504	1,716,284	1,604,843	-111,441	1,507,020	1,716,284	209,264	1,494,894	1,507,020	12,126	1,111,967	1,494,894	382,927	1,111,967					

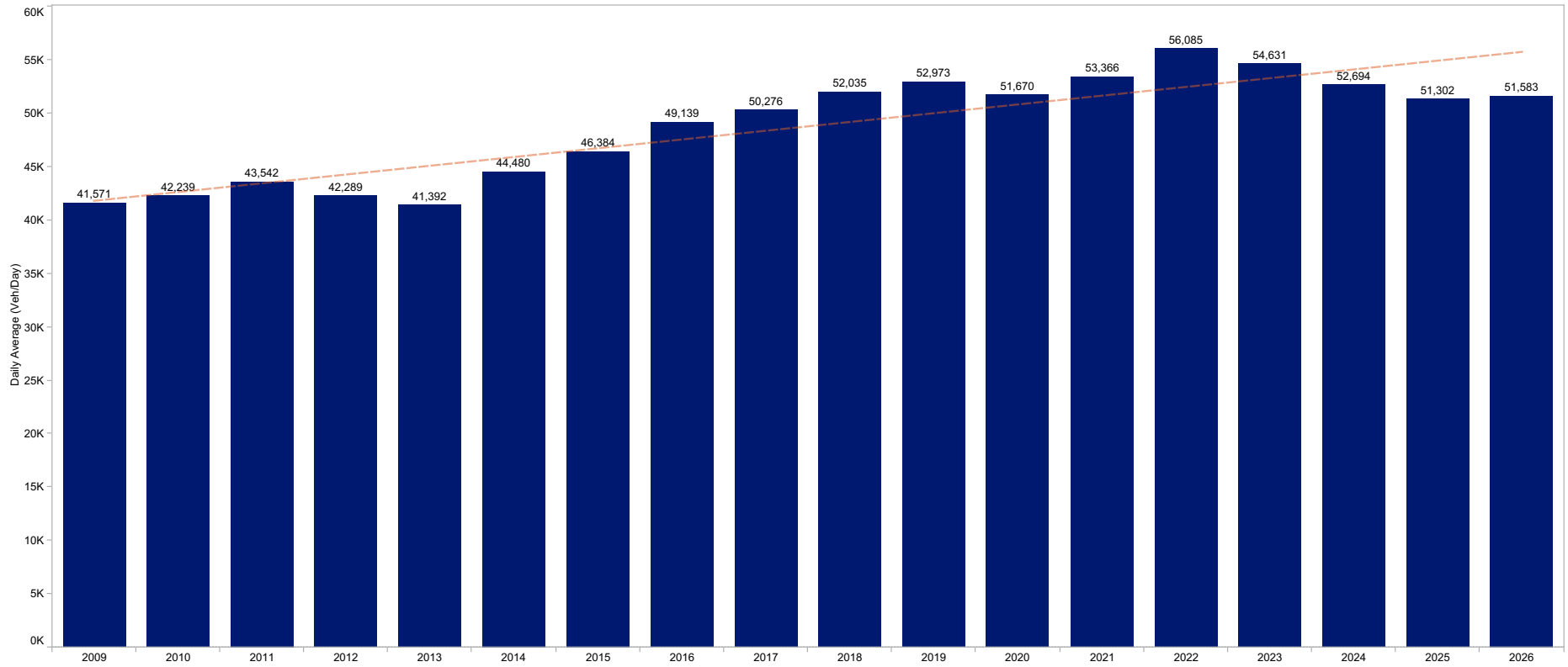
Mountain Corridor

Average Daily Traffic Count: Last 15 Years (2009 to Present)

070E242 I-70 WEST IDAHO SPRINGS E/O



Device: 070E242 I-70 WEST IDAHO SPRINGS E/O
Month(s): All
Year(s): All
Direction: All



Mountain Corridor

Top 20 High Counts: 2015 to Present

070E242 I-70 WEST IDAHO SPRINGS E/O



Device
070E242 I-70 WEST IDAHO SPRINGS E/O

Direction
All

Eastbound 24-Hour Counts

Date	Weekday	Total	Count Ranking
9/7/2020	Monday	57,894	1
9/2/2019	Monday	55,512	2
1/27/2019	Sunday	54,692	3
9/5/2022	Monday	54,236	4
9/4/2023	Monday	53,139	5
9/3/2018	Monday	53,107	6
9/4/2017	Monday	52,870	7
7/28/2019	Sunday	52,669	8
7/5/2020	Sunday	52,611	9
7/16/2017	Sunday	52,452	10
8/4/2019	Sunday	52,125	11
8/12/2018	Sunday	52,025	12
7/7/2019	Sunday	52,001	13
9/29/2024	Sunday	51,970	14
7/21/2019	Sunday	51,847	15
9/26/2021	Sunday	51,569	16
9/5/2016	Monday	51,235	17
8/9/2020	Sunday	51,222	18
7/8/2018	Sunday	51,117	19
10/1/2023	Sunday	51,082	20

Westbound 24-Hour Counts

Date	Weekday	Total	Count Ranking
2/16/2018	Friday	48,412	1
8/30/2019	Friday	48,208	2
1/25/2019	Friday	47,626	3
9/2/2022	Friday	47,557	4
2/18/2022	Friday	47,524	5
9/1/2023	Friday	47,320	6
2/17/2023	Friday	46,414	7
7/19/2019	Friday	46,191	8
7/3/2019	Wednesday	46,114	9
2/15/2019	Friday	45,543	10
7/1/2017	Saturday	45,416	11
9/1/2017	Friday	45,317	12
7/1/2016	Friday	45,090	13
1/13/2023	Friday	45,044	14
8/2/2019	Friday	45,025	15
2/8/2019	Friday	44,894	16
7/1/2022	Friday	44,702	17
7/14/2017	Friday	44,692	18
1/28/2022	Friday	44,678	19
8/30/2024	Friday	44,620	20

Weekend* Counts

Friday to Sunday

Start Date	End Date	Direction	3-Day Total	Count Ranking
7/6/2018	7/8/2018	Eastbound	129,464	1
8/2/2019	8/4/2019	Eastbound	122,626	2
9/27/2024	9/29/2024	Eastbound	122,364	3
7/21/2023	7/23/2023	Eastbound	121,737	4
8/10/2018	8/12/2018	Eastbound	121,303	5
7/26/2019	7/28/2019	Eastbound	121,226	6
9/29/2023	10/1/2023	Eastbound	121,012	7
7/28/2023	7/30/2023	Eastbound	120,743	8
7/20/2018	7/22/2018	Eastbound	120,724	9
9/24/2021	9/26/2021	Eastbound	120,515	10
3/18/2022	3/20/2022	Eastbound	119,769	11
7/19/2019	7/21/2019	Eastbound	119,607	12
7/16/2021	7/18/2021	Eastbound	119,544	13
7/14/2023	7/16/2023	Eastbound	119,322	14
8/7/2020	8/9/2020	Eastbound	119,164	15
1/25/2019	1/27/2019	Eastbound	119,011	16
8/2/2019	8/4/2019	Westbound	118,824	17
7/9/2021	7/11/2021	Eastbound	118,822	18
7/14/2017	7/16/2017	Eastbound	118,659	19
7/14/2017	7/16/2017	Westbound	118,620	20

*Excluding weekends that overlap with the holiday weekends listed to the right.

Holiday Weekend* Counts

Friday to Monday

Start Date	End Date	Direction	4-Day Total	Count Ranking
8/30/2019	9/2/2019	Eastbound	205,644	1
9/2/2022	9/5/2022	Eastbound	203,789	2
8/30/2019	9/2/2019	Westbound	202,510	3
9/2/2022	9/5/2022	Westbound	201,161	4
9/1/2023	9/4/2023	Eastbound	199,203	5
2/17/2023	2/20/2023	Westbound	198,834	6
8/31/2018	9/3/2018	Eastbound	197,857	7
2/18/2022	2/21/2022	Westbound	197,502	8
9/1/2023	9/4/2023	Westbound	196,090	9
2/17/2023	2/20/2023	Eastbound	195,110	10
2/16/2024	2/19/2024	Westbound	194,890	11
2/18/2022	2/21/2022	Eastbound	194,343	12
2/16/2024	2/19/2024	Eastbound	193,301	13
9/2/2016	9/5/2016	Eastbound	186,583	14
9/2/2016	9/5/2016	Westbound	186,123	15
2/16/2018	2/19/2018	Westbound	181,879	16
1/18/2019	1/21/2019	Eastbound	181,633	17
8/31/2018	9/3/2018	Westbound	181,605	18
2/16/2018	2/19/2018	Eastbound	181,535	19
1/18/2019	1/21/2019	Westbound	180,674	20

*Only including Monday-holiday weekends (Dr. Martin Luther King, Jr. Day, President's Day, Memorial Day, Labor Day, and Indigenous Peoples' Day).