

Gilpin Advertising Panel (GAP)

Financials Update & Advertising Analytics

Thursday, July 24, 2025, at 3:00 p.m.



GAP Fund Balance as of **August 31, 2025**:

GAP Fund Balance 2025	Amount
Beginning Balance	\$19,861
Revenue	\$13,447
Expense	\$4,395
End Balance	\$28,913

We spent \$59.89 on a boosted post for the Fairgrounds Frenzy.

- **Views: 17,535**
- Engagements: 1,154
- Reactions: 402
- Likes: 5
- Comments: 5
- Shares: 15
- Saves: 3
- Link Clicks: 17

July 21 to October 15, 2025, visits to gilpincounty.colorado.gov/events:

Total: 1,061 views, 614 active users. Number 19 in pages viewed.

Referrals:

- Highlander: 0
- Allenspark: 0
- Coal Creek: 13
- Mountain Ear: 13 + 5
- Staff email: 41
- Observer: 27