

Visit Moffat County / Moffat County Tourism Association Marketing & Projects Committee Agenda

775 Yampa Avenue (MCTA World Headquarters) Craig Colorado 81625 4:00 PM – 4:58 PM

Please note that the Board may discuss any topic relevant to MCTA business, whether or not the topic has been specifically noted on this agenda.

Wednesday, May 1st, 2024

Review Marketing Budget YTD 2024

Review MCTA's role: Maybell Heritage Days / Horse Drive / Outdoor Industry Video project for PBS

2024 Event Postcard – re-print?

HDN Airport Display – Discuss joining with Chamber for display input and MCTA's role

- Quality check & re-fill brochure schedule
- Concepts for a better look
- Brochures MCTA would like to be available at HDN – list

Colt 45 Productions – Agreement to date

- Input for what the Committee would like to 'see' in event videos
- Input for what the Committee would like to invest in for general 2024 short videos
 - List top 5 priority places
 - Input on what we would like to 'capture' on Lodore trip

Herrman Global report

Lead Response and Mailing Protocol – Discuss current policy for 2025 Protocol Policy

- Lead Programs (CO, UT, WY, Canada & International = 2oz ~ All others = Postcard)
- Direct Requests (with added brochures)

3 HWY Sign Project- Update

River Access Brochure / Possible re-print through Identity – Discuss recommendation to full Board

Next Visit Moffat County / MCTA Regular Board Meeting: May 8th, 2024 ~ 3:00 PM

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Advertising 2024	Allocated
CTO OSVG Print (1/2-page ad)	\$ 8,000.00
CTO 'Colorado.com' Listing	\$ 510.00
OUTSIDE Colorado & Yellowstone Programs	\$ 14,790.00
Colorado Vacation Directory (Boulder)	\$ 555.00
Colorado Tourism Office / Miles Media LEADS PROGRAM (Includes last quarter of 2023)	\$ 5,950.00
Herrmann Global	\$ 14,450.00
GO TRAVEL SITES- 'Go-Colorado.com'	\$ 3,500.00
TOTAL	\$47,755.00

Public Relations / Associations 2024	Allocated
Press Releases	\$ -0-
Tour Colorado	\$ 450.00
Grand Circle Association	\$ 450.00
Media Visits	
TOTAL	\$900.00

Direct Outreach 2024	Allocated
Travel Shows	\$ -0-
E-Newsletters (Robly) –	\$ 1,100.00
Maybell Heritage Days / Tourism Days	\$ 1,600.00
Hwy 13 (2) & Hwy 40 Signs	\$ 1,500.00
Video Production	\$ 4,000.00
Social Media 2024	
Facebook Instagram You Tube Twitter	\$ 2,000.00
TOTAL	\$10,200.00
 Board Approved: TOTAL ALLOCATED TO DATE	 \$58,855.00
Pending Full Board Approval	\$ -0-
\$58,855.00 + \$-0- = \$58,855.00	
\$61,250.00 (total budget) - \$58,855.00 = <u>\$2,395.00</u>	
BALANCE	<u>\$2,395.00</u>

REVISED 5/1/2024

Colorado's Great Northwest

Museum of Northwest Colorado Backroom Tours ~ May 2
Where the Hell is Maybell Bike Event ~ May 4
Food Truck Carnival Downtown Craig ~ May 4
Sombrero Ranches' Great American Horse Drive ~ May 5
Carnival at Moffat County Fairgrounds, Craig ~ May 23-27
Grand Old West Days at the Fairgrounds ~ May 24-27
* Colorado High School & Middle School Rodeo Finals
* Parade Downtown Craig 1PM Friday ~ May 24
* Memorial Day ~ May 27
Summer Jam 1 Music Downtown Craig / Brewery ~ May 31

Food Truck Carnival Downtown Craig ~ June 1
Whittle the Wood Rendezvous Loudy Simpson Park
* Rendezvous ~ June 20-22
* Young Life Car Show Downtown Craig ~ June 22
* MOCO Trails Races 5K 10K 30K ~ June 22
Summer Jam 2 Music Downtown Craig / Brewery ~ June 28

Ride 'N Tie Rodeo Moffat County Fairgrounds ~ July 3-4
Northwest Freedom Fest Breeze Park Craig ~ July 4
Food Truck Carnival Downtown Craig ~ July 6
Homemade Homegrown Downtown Craig ~ July 13
Victory Motors Drive for Life Casino/Comedy/Golf~July19-21
Yampa River Reggae Festival Loudy Simpson Park~July 20
Moffat County Rock Fest Downtown Craig ~ July 27

Summer Jam 3 Music Downtown Craig / Brewery ~ Aug 2
Moffat County Balloon Festival Loudy Simpson ~ Aug 2-4
*Colorado Cruisers Car Show ~ Aug 3
*Flying Colors 5K Fun Run ~ Aug 3
Moffat County Horse Show Fairgrounds ~ Aug 2-5
Moffat County Fair Moffat County Fairgrounds ~ Aug 5-10
Browns Park Wild Bunch Day Browns Park School ~ Aug 17
Summer Jam 4 Music Downtown Craig / Brewery ~ Aug 23

Food Truck Carnival Downtown Craig ~ Sept 7
Dinosaur Stone Age Stampede ~ Sept 13-14
* All Events in Dinosaur Colorado!
Fall Fest Downtown Craig ~ Sept 21
October Fest Yampa Valley Brewing Co. ~ Sept 28

Elk Capital Expo Moffat County Fairgrounds ~ Oct 4-5
Trick or Treat Street Downtown Craig ~ Oct 31

Gravy Train Race Loudy Simpson Park ~ Nov 23
Parade of Lights / Festival of Trees Craig ~ Nov 30
Holiday Artisan Market Moffat County Pavilion ~ Dec 6-7
Downhome Christmas Yampa Building, Craig ~ Dec 14

HDN DISPLAY



HERRMANN GLOBAL

Hi Tom,

Your Facebook campaign has been running for about a month, and here's the latest on results. So far, your Facebook content has 27,500 impressions, putting us well on our way to our goal of 150,000. The Facebook ads so far have generated about 725 link clicks, but we're just getting warmed up! On the Google side, your ads have about 14,600 impressions, putting us just shy of the goal of 15,000 already; those ads have generated about 625 link clicks, putting us more than halfway to the goal of 1,000. We're also seeing those ads improve significantly on CPC.

We're happy with the way this campaign is performing so far, and I'll send another update in about a month!

Best,
Casey



**Casey
Adams**

VP OF CLIENT SERVICES

 1 919-323-9198

 www.herrmannglobal.com



[SIGN-UP FOR NEWSLETTER](#)

POSTAGE

Standard inquiries – CO, UT, WY+ International – 2 ounce mailing
All other States – POSTCARD

Postage **FEB** 2024

(FC = First Class Stamp or .68)

POST CARD = \$.53

Domestic	Total	
1.0 ounce or less	<u>.68</u>	[FC x 1]
2.0 ounces or less	<u>.92</u>	[FC x1 + .24 x1]
3.0 ounces or less	<u>1.16</u>	[FCx1 + .24x2]
3.5 ounces or less	<u>1.40</u>	[FCx2 +.04]
4.0 ounces or less	<u>2.11</u>	[FCx3 + .07]
5.0 ounces or less	<u>2.35</u>	[FCx3 + .24x 1 + .07]
6.0 ounces or less	<u>2.59</u>	[FCx3 + .24x 2 + .07]
7.0 ounces or less	<u>2.83</u>	[FCx4 + .11]
8.0 ounces or less	<u>3.07</u>	[FCx4 + .24 + .11]

Canada **POST CARD** = \$1.55 1.0 oz letter = \$1.55

2.0 ounces or less	<u>1.55</u>	[FCx2 + .19]
3.0 ounces or less	<u>2.22</u>	[FCx3 + .18]
3.5 ounces or less	<u>2.84</u>	[FCx4 + .12]
4.0 ounces or less	<u>3.89</u>	[FCx5 + .24x2 + .01]
5.0 ounces or less	<u>4.18</u>	[FCx6 + .10]
6.0 ounces or less	<u>4.46</u>	[FCx6 + .24x1 + .14]
7.0 ounces or less	<u>4.74</u>	[FCx6 + .24x2 + .18]
8.0 ounces or less	<u>5.02</u>	[FCx7 + .24x1 = .02]

International (MOST) UK, France, Australia++

1.0 oz = \$1.55 **POST CARD** = \$1.55

1.0 ounces or less	<u>1.55</u>	[FCx2 +.19]
2.0 ounces or less	<u>2.80</u>	[FCx4 + .08]
3.0 ounces or less	<u>4.10</u>	[FCx6 + .02]
3.5 ounces or less	<u>5.40</u>	[FCx7 + .24x2 +.16]
4.0 ounces or less	<u>6.71</u>	[FCx9 +.24x2 + .11]
5.0 ounces or less	<u>7.93</u>	[FCx11 +.24x2 +.08]
6.0 ounces of less	<u>9.16</u>	[FCx13 +.24x1 +.08]
7.0 ounces or less	<u>10.39</u>	[FCx15 + .09]
8.0 ounces or less	<u>11.61</u>	[FCx17 + .05]

SIGN PROJECT



Iles Grove

