

MISSION STATEMENT

*The Moffat County Tourism Association enhances and markets tourism in an effort to enrich the lives of the visitors and the residents of Moffat County.*

## Visit Moffat County / Moffat County Tourism Association Marketing Committee Agenda

**775 Yampa Avenue Suite 105 (MCTA World Headquarters) Craig Colorado 81625 4:00 PM. – 4:59 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, January 18<sup>th</sup>, 2023**

**4:00 PM** Introductions & Conflict of Interest Disclosures / [Shannon Moore](#) -Chairman

Financial – Already approved for 2023:

Go-Colorado.com \$2,500

CTO/ Miles Media \$7,982 (OSVG + Business Listing)

CTO/ Miles \$3,500 (Sponsored Article on Colorado.com)

OUTSIDE / National Parks Media \$14,790

Tour Colorado Show Co-op at the Denver Adventure Travel Show \$6,500

Tourism Week \$1,000

TOTAL = \$36,272.00

- TOTAL Budget for 2023= \$40,000 / Balance = \$3,728.00
- [Robly Email platform is an August 2023 payment]

2023 Denver Adventure Travel Show –

- 1) Giveaway items - Review
- 2) Board Participation
- 3) Review budget
- 4) Prize for show

2023 Print project – “Timeless” brochure- Review project and make recommendations

Review Format

Review Text

Review Photography

2023 Lead Response recommendations for:

Colorado Tourism Office Leads

Go-Colorado.com Leads

*OUTSIDE* Colorado Leads

*OUTSIDE* Yellowstone Leads

Tourism Week – Discuss initiatives

Visit Moffat County / MCTA Meeting Adjournment: **4:59 PM**

Next Visit Moffat County / MCTA Regular Board Meeting: February 8<sup>th</sup>, 2023



VISION STATEMENT

*Moffat County is a premier tourism destination for people to live, work, and play in Colorado's Great Northwest.*