



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, October 4th, 2023

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

River Access brochure – pending (\$4K) - UPDATE

2024 Marketing Projects that have been approved – REVIEW

Go-Colorado.com / 2024 proposal

Marketing Opportunities from the Governor’s Conference - Review

Regional Co-op opportunities / Meeker, Rangely & Steamboat -Discuss

Confirm next Marketing Committee meeting for November 1st

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

Next Visit Moffat County / MCTA Regular Board Meeting: October 11th – Location & Time TBA

**Colorado Destination Stewardship Planning Workshop- Meeker
Business Center at Meeker Town Hall |
October 11, 1:00-4:30 PM**



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Advertising	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
	\$
	\$
GO TRAVEL SITES- 'Go-Colorado.com' (Not approved)	\$ 2,500.00
TOTAL	\$29,805.00 \$2,500.00

Public Relations / Associations	Allocated
Press Releases	\$ -0-
Tour Colorado	\$ 500.00
Grand Circle Association	\$ 450.00
Media Visits	
TOTAL	\$950.00



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Direct Outreach	Allocated
Travel Shows	\$ -0-
E-Newsletters (Robly) – (Not Approved)	\$ 1,034.50
Maybell Heritage Days / Tourism Days	\$ -0-
Special Events	\$ -0-
Brochure Design	\$ -0-
Social Media	
Facebook	\$ -0-
Instagram	\$ -0-
YouTube	\$ -0-
Twitter	\$ -0-
TOTAL	\$1,034.50
Board Approved: TOTAL ALLOCATED TO DATE	\$30,755.00
Not Approved by Board (yet)*	\$ 3,534.50
\$30,755.00 + \$3,534.50 = \$35,239.50	
\$61,250.00 (total budget) - \$35,239.50 = <u>\$26,010.50</u>	
BALANCE	<u>\$26,010.50</u>



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