

February 22, 2011

To the Board of Moffat County Commissioners

Our proposal is to meet the needs of the current and future demographics of our visitors by working closely with the tourism board to develop a modern stand-alone Visitor Center for Moffat County that is a friendly, accessible, educational, interactive and targeted facility.

Gateway to Moffat County Visitor Center

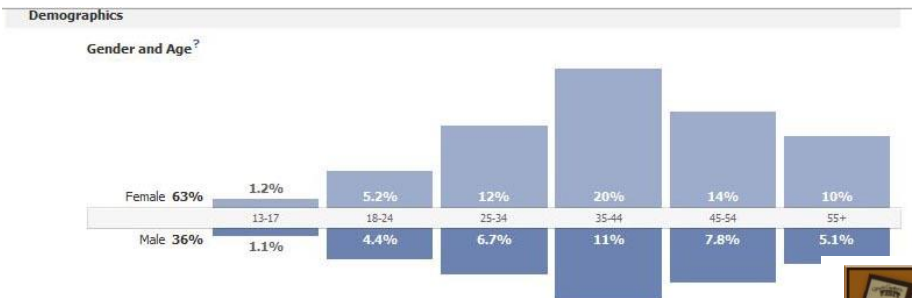
Our Mission & Goal

The mission of the Gateway to Moffat County Visitor Center is to be responsible to our guests by providing them our highest level of customer service. We also strive to be responsible to our community by encouraging economic growth through developing, promoting, enhancing, and supporting Moffat County as a vibrant visitor destination.

Our goal is making a visit to Moffat County a friendly and delightful experience by exceeding the expectations of our visitors resulting in return visits. We can reach this by providing a very high level of customer service, by educating visitors about the opportunities available in the over a million and a half acres of public land in our backyard, and inviting them to "Visit Moffat County" to recreate and explore!

Brief Introduction:

- Launched www.VisitMoffatCounty.com at the end of March 2010
- Launched social media promotion (FB & Twitter) with a growing base of over 740 fans with varied interaction and good feedback with visitors and county residents alike
- Entered into an MOU with the BLM as information specialists as well as establishing a partnership to see to completion the Wild Horse Loop Project
- Became a Colorado Tourism Industry Partner
- Developed and distributed the Moffat County Travel Map



Countries?

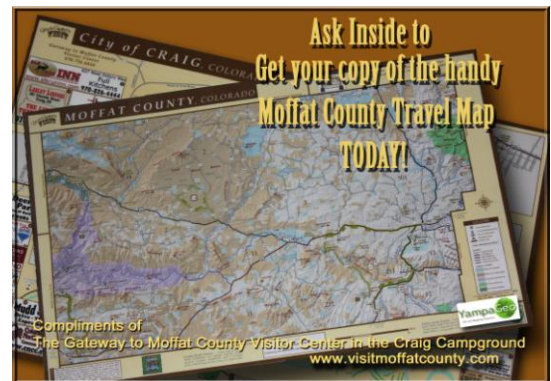
1,338	United States
16	Indonesia
14	Philippines
12	India
12	Canada
12	United Kingdom
6	Australia
6	France
4	Spain
4	Bulgaria
4	Hong Kong
4	South Korea
4	Romania
4	Germany
4	Singapore
4	Malaysia
4	Macedonia
2	Austria
2	Aruba
2	Argentina

Cities?

276	Denver
196	Craig
76	Steamboat Springs
50	Englewood
42	West Jordan
40	Grand Junction
28	Cheyenne
28	Salt Lake City
20	Chicago
18	Aurora
16	Dallas
16	Phoenix
14	Las Vegas
14	Jakarta
14	Makati
14	Sheridan
14	Seattle
12	Colorado Springs
12	Evanston
	Less

Language?

1,402	English (US)
24	English (UK)
14	Indonesian
8	Spanish (Spain)
6	French (France)
6	Simplified Chinese (China)
4	Arabic
4	Bulgarian
2	German
2	Greek
2	English (Pirate)
2	Czech
2	Spanish
2	Ror
2	Port
2	Thai
2	Port
2	Trac
2	Dan
	Less



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DO > EVENTS & FESTIVALS

MOFFAT COUNTY BALLOON FESTIVAL

Moffat County's 2nd Annual Hot Air Balloon Festival. Filled with family-friendly events.

REGION: Northwest

08/19/2011 - 08/21/2011
500 S. Rainey Street
Craig, CO 81625
Phone: 970-756-6626
Moffat County Balloon Festival

Log in to myColorado
Add to My Colorado

SEE DO EAT STAY GO

SKIING & SNOWBOARDING
RECREATION
CASINOS
SHOPPING
TOURS & TOURISM
ATTRACTIONS
HISTORY & HERITAGE

Traffic stats

Traffic reports

- Current activity
- Page views by hour
- Page views by day of week
- Page views by day of month
- Visitors by hour
- Visitors by day of week
- Visitors by day of month
- Visitors by month

Visitor analysis reports

- Browsers & operating systems

Marketing reports

- Referrers
- Search engines
- Keywords

Total stats

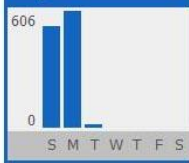
- Page views by hour
- Page views by day of week

February 22, 2011

Page Views: 21
Visitors: 21

Page Views:	Day	Month
Current	21	11417
Average	352	10102

Page Views this Week

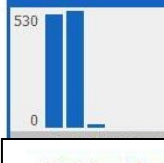


Total Stats - All Time

Total Page Views: 121234
Total Visitors: 107929

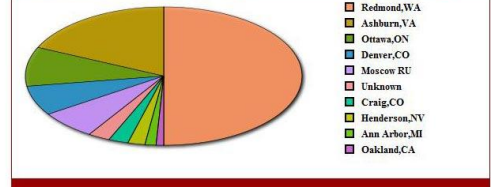
Site Visitors:	Day	Month
Current	21	10932
Average	313	8994

Visitors this Week



Cities 2010

Day Week Month Year Custom

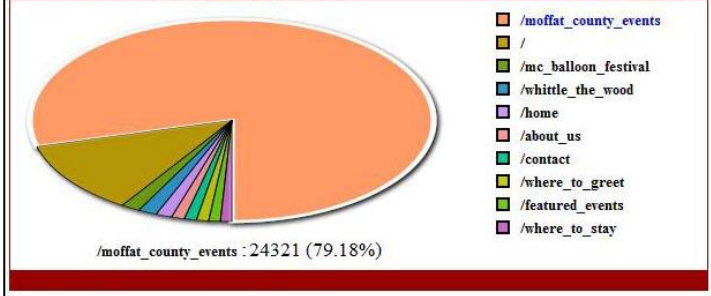


Report Details : Cities 2010

CITY	VISITORS	PERCENTAGE
Redmond,WA	2,722	44.38%
Ashburn,VA	991	16.16%
Ottawa,ON	499	8.14%
Denver,CO	378	6.16%
Moscow,RU	362	5.90%
Unknown	140	2.28%
Craig,CO	125	2.04%
Henderson,NV	109	1.78%
Ann Arbor,MI	70	1.14%
Oakland,CA	48	0.78%
Rollinsville,CO	35	0.57%
Mountain View,CA	34	0.52%
Washington,DC	32	0.52%
Seattle,WA	20	0.33%

Most Popular Pages - 2010

Day Week Month Year Custom

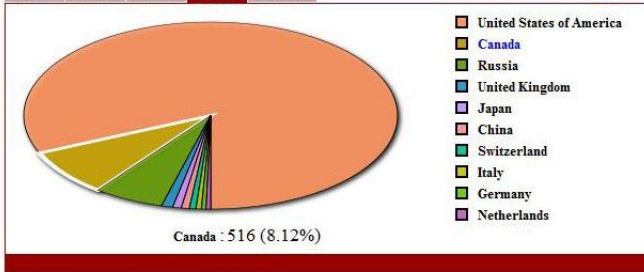


Report Details : Most Popular Pages - 2010

PAGE	VISITORS	PERCENTAGE
/moffat_county_events	24,321	64.40%
/	3,593	9.51%
/mc_balloon_festival	464	1.23%
/whittle_the_wood	462	1.22%
/home	395	1.05%
/about_us	319	0.84%
/contact	300	0.79%
/where_to_greet	300	0.79%
/featured_events	286	0.76%
/where_to_stay	275	0.73%
	267	0.71%
	264	0.70%

Countries 2010

Day Week Month Year Custom

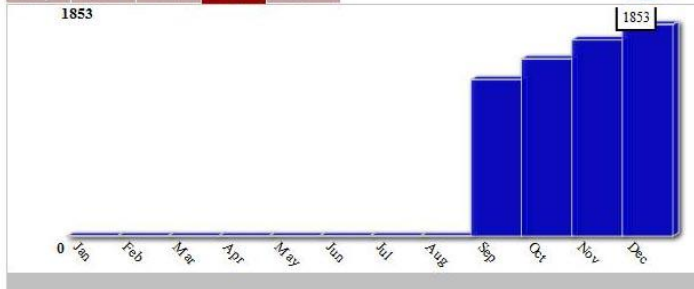


Report Details : Countries 2010

COUNTRY	VISITORS	PERCENTAGE
United States of America	5,181	79.82%
Canada	516	7.95%
Russia	385	5.93%
United Kingdom	62	0.96%
Japan	47	0.72%
China	44	0.68%
Switzerland	36	0.55%
Italy	30	0.46%
Netherlands	27	0.41%

Visitors - 2010

Day Week Month Year Custom



Report Summary : Visitors - 2010

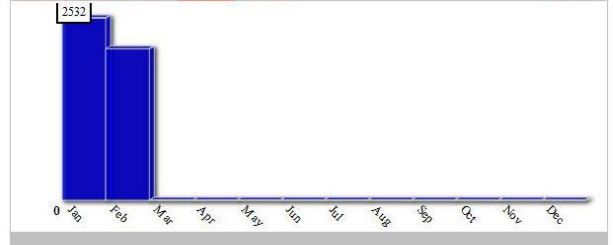
PERIOD	TOTAL VISITORS	AVERAGE PER MONTH
2010	6,491	1,622.75

Report Details : Visitors - 2010

DATE	VISITORS
Jan 2010	0
Feb 2010	0
Mar 2010	0
Apr 2010	0
May 2010	0
Jun 2010	0
Jul 2010	0
Aug 2010	0
Sep 2010	1,370
Oct 2010	1,551

Visitors - 2011

Day Week Month Year Custom



Report Summary : Visitors - 2011

PERIOD	TOTAL VISITORS	AVERAGE PER MONTH
2011	4,635	2,317.50

Report Details : Visitors - 2011

DATE	VISITORS
Jan 2011	2,532
Feb 2011	2,103
Mar 2011	0
Apr 2011	0
May 2011	0
Jun 2011	0
Jul 2011	0
Aug 2011	0
Sep 2011	0
Oct 2011	0

Our thoughts:

- We feel that there is a large opportunity for growth in Moffat County with our tourism industry.
- That there is a vital fringe overlap and communication that **needs** to take place in the three organizations that have the common goal of promoting economic growth and sustainability, supporting a viable business community, and the growth and promotion of tourism.
- That given the mission of each of these organizations that the responsibility of those organizations needs to be realigned with their missions.
- That the tourism board would be better served to take charge and improve communication and vital relationships within the trinity of the CMEDP, Chamber and MCTA by taking the responsibility for a stand-alone visitor center.

Our proposal:

We would like an opportunity to work closely with the tourism board to focus on **one major project**; a complete and focused visitor center that could bring in more visitors to Moffat County, through distribution of all businesses, activities, events, rather than just those within a membership driven entity. We would like to bridge the current duties involved in the huge undertaking of the marketing plans and implementations by assisting in the following ways:

- Review and coordinate the relocation of a stand-alone visitor center to a site that will be devoted to meeting the needs of visitors. The Center should be devoted to being visitor friendly through ample parking, visitor friendly hours, displays and interactive kiosks spanning all age groups, and educating visitors of our natural resources, coal mines, energy producing plants, wildlife opportunities, and outdoor recreation all of which is abundantly available within our County. This would include walking tours, driving tours, interactive downloads and displays updated printed collateral, improving the visitor readiness of many sites within the county.
- Utilizing partnerships with Economic Development, DOW, US Forest Service, BLM, local museums, community interests, county tourism events and the Chamber of Commerce. Allowing for displays that encompass all layers of our community assets and a complete directory of all Moffat County businesses and resources.
- Help to define and establish a board of experienced tourism related members and volunteers who can easily adapt to the changes in the economy for course corrections to retain and increase the percentage of visitors to the community and those who can make those changes in fast and defining method in a congenial manner. The community is blessed with many people who have untapped knowledge and experience which lends itself to meeting and exceeding this process.
- Work with County and City elected officials, beautification boards and the community to continue to “clean up” our environment to best showcase what our area has to offer visitors on a 12-month basis.

These ideas have worked in other Colorado Cities and Counties by utilizing separate facilities, some within the same facilities with separate administration and financial funding and boards. Most of these have worked out viable missions and goals by focusing on their specific goals without treading on the toes of their partner organizations. While at the same time recognizing how vitally important each is to one another.

We had made several preparations for the expansion of our own visitor center and had made the decision to put those plans on hold until the issue of the city lodging tax had been decided. We would like to further explore those options under the guidance and in cooperation with the tourism board and ultimately the Board of County Commissioners. It is clear to us that the duties and responsibilities of the current MCTA board are certainly in line with this mission. We would be willing to continue with the projects and activities that we have set into motion for tourism opportunities within the county, however they would be projects that the tourism board would have more input into and more ownership of.

We will utilize networking within and without the County and State promoting Moffat County and concentrating on meeting objectives through various mediums of marketing tactical paths and utilizing the knowledge of our community to promote the entire County. We will continue to provide an ongoing and flexible place to find more information about our great county and all that it has to offer. This will be a community team effort for achieving a more viable economy.

We realize that this discussion needs to be explored with the tourism board and are willing to take the responsibility to bring together more concrete information for the location and logistics of a stand-alone visitor center to the next MCTA regular meeting. We look forward to the opportunity to work with the board chair and director in obtaining the goals set forth in the mission and vision of all entities involved. We have faith in the interest in the community of working towards these goals and think that aligning the bottom line responsibilities of each entity will go a long way towards smoothing the ruffled overlap that has been a problem in the past.

Thank you for the time and consideration that you are willing to give to this proposal.

Melody Villard
Gateway to Moffat County Visitor Center Director

