

## **PRESS RELEASE**

For Immediate Release

RE: Moberly Area Chamber of Commerce Tourism Promotion Services Agreement

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### **Moberly Area Chamber of Commerce Tourism Promotion Services Agreement**

**(Moberly, MO)** – Upon Council approval of the Tourism Promotion services contract, the Chamber will perform a candidate search and hire the Tourism Specialist position with a proposed start date of February 1st. Utilizing the advertising funds set aside in the contract, the Tourism Specialist will begin identifying areas of activity to drive hotel and leisure revenues. These include maintaining existing tourism relationships, developing hospitality sales leads, and hosting tour operators, convention and athletic event planners, and media to familiarize them with the Moberly community.

In addition to representing Moberly on various local and state tourism and business organizations, the Specialist will also evaluate hospitality and tourism offerings in Moberly, work with the city to secure event sponsorships, develop marketing materials, and track event performance. The position will maintain and produce advertising and event promotion activities through digital/social media campaigns, traditional media forms, and increased public relations experiences.

Once the Specialist is in place, the Chamber will execute the attached contract with Destination Services, LLC to provide tourism and hospitality feasibility research and strategic planning with an estimated delivery timeframe of June 2018. The Tourism Specialist, under the leadership of the Chamber Director, will coordinate with Destination Services, LLC to ensure delivery of information and community support. Once the plan is developed, the Specialist will be tasked with implementation, tracking and reporting.