

FY21 ROLES & OPERATING PROCEDURES

DESTINATION DEVELOPMENT COMMITTEE

ADOPTED JUNE 2018

Supports the goals of CTO's Destination Development Program by fostering collaboration with stakeholders to create authentic experiences that inspire travel and bolster economic growth through tourism in rural Colorado.

I. Shared Purpose

- ▶ **Compete:** To drive traveler spending in rural Colorado.
- ▶ **Create:** To support rural communities and tourism-related businesses in developing and enhancing visitor experiences across the state.
- ▶ **Steward:** To promote responsible tourism practices in rural Colorado.
- ▶ **Advocate:** To advance understanding of how tourism can help build Colorado's rural economies.

II. Roles

A. CTO DESTINATION DEVELOPMENT STAFF

- ▶ To develop and execute a cohesive Colorado rural tourism development strategy
- ▶ To maximize the program's impact through effective financial management and resource development, including:
 - ▶ Creation and management of an annual budget.
 - ▶ Procurement and management of vendor contracts in keeping with state fiscal policies.
 - ▶ Development of partnerships with nonprofits, tourism-related businesses and aligned state offices to advance rural tourism.
- ▶ Tracking and reporting of outcomes of program initiatives, vendor performance and budget.
- ▶ To increase awareness of the Colorado rural tourism industry's impact through communication and education.

B. DESTINATION DEVELOPMENT COMMITTEE

- ▶ Advise the CTO on programs and initiatives that support the development and advancement of rural tourism in Colorado.
- ▶ Promote understanding of the importance of tourism to rural economies.
- ▶ Support the CTO in the development of potential strategies to drive traveler spending in rural Colorado.

C. DESTINATION DEVELOPMENT VENDORS

- ▶ To execute the program strategy under direction of the program director.
- ▶ To expand the capabilities and impact of the Destination Development Program.
- ▶ To assist the Destination Development Program in sharing its marketing and development platform and resources with industry partners.

III. Procedures

- A.** The Committee ideally shall include a minimum of two Colorado Tourism Board members and shall be chaired by a Board member. In consultation with the Board chair, the CTO Director recommends committee chairs for one-year terms, effective July 1. There are no restrictions on reappointment of committee chairs. Restrictions on reappointment of committee members are the prerogative of the Committee Chair and the CTO Director or designee.
- B.** The Committee shall hold regularly scheduled meetings a minimum of four times per year, including two in locations other than the state capital, when appropriate.
- C.** Upon appointment to the Committee, members are obliged to attend at least three regularly scheduled meetings per year, whether in person or via a technology-based solution. A member not meeting this standard of participation is required to resign.
- D.** Meeting agenda and materials shall be shared with committee members at least seven days prior to regularly scheduled meetings.
- E.** Committee members receive no monetary compensation for their service and are not eligible for reimbursement of travel expenses.
- F.** In regard to their service on behalf of the state of Colorado, members are subject to the requirements of Amendment 41.
- G.** Members are shielded from individual liability for acts of the Committee.