

Marketing Priorities:

Show casing the activities and events going on in town.

Show casing business on our website, website site now has a business directory.

New articles and blogs on Chamber Website and a new media website.

Promote community events to bring more people to our area.

Developing a community calendar monthly with Norwood, Naturita, and Nucla activities.

Our website now is advertising (promoting) local areas with free WiFi – Lone Cone Library, Mesa Rose, Town Hall, and the Divide.

Focus on regional tour guide with a bi-monthly blog of focusing on different things to do in the area – posted on the website.

We have hired Cheryl Jerabek who will write (1) column each month that will be posted in the Nucla Forum and the Norwood Post. Each column will be 500 – 600 words long and feature 3 local businesses each month – alphabetically.

One article a month featuring a designated business complete with an interview with one business which will be posted on the chamber website.

One blog every 2 months with a tourism focus, on a subject that the Chamber will choose – featuring events or activities going on locally that tourists might enjoy.

*Presented 2/6/2024
Norwood Chamber*

Norwood Chamber of Commerce of Wrights Mesa BUDGET

actual 2023		budget for 2024	
TOTAL		TOTAL	
Income		Income	
DUES	584.29	DUES	2,300.00
INTEREST	0.5	INTEREST	0.5
LODGING TAX	9,800.00	LODGING TAX	10,000.00
Total Income	\$10,384.79	Total Income	\$12,300.50
Expenses		Expenses	
ADVERTISING & PROMOTION	704.50	ADVERTISING & PROMOTION	4,000.00
BEAUTIFICATION	284.24	BEAUTIFICATION	400
INSURANCE	700	INSURANCE	700
MEMBER EVENTS	216.69	MEMBER EVENTS	2000
NOEL NIGHT	1230.27	NOEL NIGHT/EVENTS	1250
OFFICE SUPPLIES	871.26	OFFICE SUPPLIES	585
PIONEER DAY	159.24	PIONEER DAY	200
SMB FAIR & RODEO	625	SMB FAIR & RODEO	650
WEBSITE & DIGITAL MARKETING	3,800.00	WEBSITE & DIGITAL MARKETING	2,500.00
Total Expenses	\$14,215.40	Total Expenses	\$12,285.00
NET INCOME	(\$3,240.38)	NET INCOME-PROJECTED	15.50

TRESURERS REPORT 2/7/23		
DEPOSITS IN JAN	201.03	
	8	unknown
OUTGOING	700	nola
	255.76	amazon-computer
	10.68	ace
FEB		
DEPOSITS	50	TON
	5684.76	3rd qtr lodging tax.
account balance 2/6/22	7423.74	
deposits	5684.76	
	50	
account balance 2/7/23	13158.5	