



MARKETING COMMITTEE

Cordillera's Marketing Advisory Committee was established in early 2006 to guide promotional efforts on behalf of the Cordillera community.

This effort is largely responsible for bolstering our real estate during volatile times and continues to build our image nationally as a premier mountain community. The marketing effort is funded jointly by the Cordillera Property Owners Association (CPOA), Cordillera Valley Club Property Owners Association, the Club at Cordillera, and the Cordillera Lodge & Spa.

The primary function of the Committee is to develop, in conjunction with the community marketing manager, the overall strategies and tactics which are then implemented by the marketing manager. Marketing activities include advertising, public relations, and internet-based initiatives targeted directly to potential customers and the real estate brokers who influence their choices. The Committee reports its recommendations to the CPOA Board and is appointed by that Board.