

Approved Audits/Applications Committee 7/1/09

Organization Name: Billings Chamber of Commerce / CVB
Project Name: Professional Training – DMAI, CDME, DMAP
Project Date: Fiscal Year 2009-2010
Application Completed by: Joan E. Kronebusch

| |
|---------------------------|
| Approval Requested |
| <u> X </u> Final |
| <u> </u> Preliminary |

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Billings Chamber of Commerce/CVB will begin work toward becoming a Certified Destination – through DMAI’s Destination Marketing Accreditation Program (DMAP). The Billings CVB’s Director will also attend DMAI’s National Convention to attend training and seminars toward becoming certified as a Destination Marketing Executive (CDME). This professional development and accreditation will enhance Billings’ ability to market Billings and the surrounding areas to groups who only consider accredited DMO’s when planning conferences and group meetings. It will also keep the Billings CVB abreast of cutting edge tourism marketing trends and keep Billings competitive and to increase the effectiveness of the Billings CVB’s marketing efforts

Registration for DMAI and the CDME course often fills in advance of the July event. I will expend funds in advance of the new fiscal year to ensure my place in the training course. Funds will be used from the 08-09 Opportunity Budget.

Develop Objectives

1. Book 8 city wide conventions or meetings.
2. Generate 8000 room nights for the city of Billings.

Identify the portions of your marketing plan, which support this project.

These projects enhance all four priorities in the marketing plan. Education and certification are tools that will assist us with recruitment efforts.

Does this project support the Strategic Plan? **Yes** *If so, describe how.*

6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.

6.1a; Encourage all Montana CVBs to join either the DMAI or the WACVB to implement their standards, procedures, and performance reporting and pursue staff certification and CVB accreditation.

Detail pages attached Yes

**Billings CVB PROJECT BUDGET
DMAI, CDME, DMAP**

| | State Tourism Funds | | Other Funds | | Total |
|------------------|----------------------------|---|--------------------|-----------|---------------|
| DMAI Convention | 4000 | + | | = | 4000 |
| CDME Core Course | 4000 | + | | = | 4000 |
| DMAP Fee | 2000 | + | | = | 2000 |
| TOTAL | \$10,000 | | | \$ | 10,000 |

Destination Marketing Association International

| | |
|-------------------------|--------|
| Membership | \$950 |
| Training | \$1050 |
| Convention Registration | \$1000 |
| Air Transportation | \$300 |
| Ground Transportation | \$100 |
| Lodging | \$500 |
| Meals | \$100 |
| Project Total | \$4000 |

Certified Destination Marketing Executive

| | |
|-----------------------|--------|
| Core Course | \$2000 |
| Air Transportation | \$800 |
| Ground Transportation | \$200 |
| Lodging | \$850 |
| Meals | \$150 |
| Project Total | \$4000 |