

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Visitor Information Center (VIC) Funding
Application Completed by:	Racene Friede

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.

Glacier Country started its VIC Staffing and Distribution Assistance Program in FY94. It has been a successful program and continues to benefit our region.

The program was designed to aid smaller chambers that are not funded by the Montana Accommodations Tax and Travel Montana and are in need of financial support in order to staff their visitor center properly and/or find it impossible to fulfill the increase in inquiries received for information on their area from Memorial Day to Labor Day.

An application process to assure eligibility must be submitted and approved both by Glacier Country and Audits and Application Committee. At the conclusion of the warm season, a completion report is required. This report enables the chamber to evaluate the visitor's point of origin, destination and length of stay in Montana, as well as entice them to extend their visit in the area with things to do and see. The report allows Glacier Country to make the same evaluation which will help in planning our future ad campaigns.

We have each VIC evaluate the year and compare with the two previous years in their completion report due in our office in September. Our VIC committee evaluates the reports and applications in deciding first of all who got their reports in on time, so that the Glacier Country office get their completion report done and into Travel Montana; then how many visitors they had, any complications, i.e. fires, early or late snows not allowing them to open, etc. Glacier Country has always awarded each eligible VIC with the same amount of money as any other applying that particular year. If there have been some irregularities, then payment schedule is determined prior to awarding the VIC its money.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Fund up to eleven Chamber/Visitor Information Center's at up to \$3,200 per project from Memorial Day to Labor Day 2009, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country.

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

When the visitor stops for information, the additional staff person enables the VIC to encourage the travelers to stay longer with local information, things to do and places to see; Goals, No. 2. This project is also supported by Goals, No. 7, as well as other Marketing Elements, No 5. enabling Glacier Country to cooperate with various chambers who share our goals and objectives.

How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

Budget page must be attached for approval.



You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: Yes No

Budget page must be attached for approval.



**PROJECT BUDGET
VIC Funding**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
TOTAL	\$0.00		\$0.00		\$0.00

MARKETING/ADVERTISING:					
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
TOTAL	\$0.00		\$0.00		\$0.00

TRAVEL:					
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
	\$0.00	+	\$0.00	=	\$0.00
TOTAL	\$0.00		\$0.00		\$0.00

OTHER:					
Bigfork Area Chamber of Commerce	\$3,600.00	+	\$0.00	=	\$3,600.00
Bitterroot Valley (Lost Trail VIC)	\$3,200.00	+	\$0.00	=	\$3,200.00
Bitterroot Valley Chamber of Commerce	\$3,600.00	+	\$0.00	=	\$3,600.00
Blackfeet Visitor Information Center	\$3,200.00	+	\$0.00	=	\$3,200.00
Cut Bank Area Chamber of Commerce	\$3,200.00	+	\$0.00	=	\$3,200.00
Eureka Area Chamber of Commerce	\$3,200.00	+	\$0.00	=	\$3,200.00
Historic Savenac Nursery	\$3,200.00	+	\$0.00	=	\$3,200.00
Seeley Lake Area Chamber of Commerce	\$3,200.00	+	\$0.00	=	\$3,200.00
Thompson Falls Chamber of Commerce	\$3,200.00	+	\$0.00	=	\$3,200.00
Staffing & Distribution - Other	\$5,600.00	+	\$0.00	=	\$5,600.00
TOTAL	\$35,200.00		\$0.00		\$35,200.00

PROJECT TOTAL	\$35,200.00	+	\$0.00	=	\$35,200.00
----------------------	--------------------	----------	---------------	----------	--------------------