

# Marketing Plan & Project Applications

As submitted April 30, 2009

# 2009/2010

Glacier Country  
**MONTANA**

Glacier Country Regional Tourism Commission  
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March 10

# Marketing Plan

# 2009

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Glacier Country Regional Tourism Commission, a non-profit organization, is dedicated to a balanced partnership among eight western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), Glacier National Park and other entities, to effectively market the region to visitors and educate the public regarding the value of tourism, while encouraging respect for our outstanding natural environment and quality of life.

*The purpose of this marketing plan is to establish a strategy for all of Glacier Country's advertising and publicity.*

**I) Purpose:**

Mission Statement: Glacier Country Regional Tourism Commission, a non-profit organization, is dedicated to a balanced partnership among eight western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), Glacier National Park and other entities, to effectively market the region to visitors and educate the public regarding the value of tourism, while encouraging respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish a strategy for all of Glacier Country's advertising and publicity to: A) Reach Glacier Country's identified markets and audiences; B) Present them with a unified message; C) Create a desire to visit and, D) Get visitors to come and stay in Glacier Country.

**II) Identity of the Area (strengths and challenges):**

**As a travel destination, Glacier Country enjoys much distinct strength. Some of the major assets include:**

- **Spectacular Unspoiled Nature** – For natural beauty, Glacier Country offers unique natural history and geological features such as Glacier National Park, the remains of Glacial Lake Missoula and Ice Age Floods, numerous lakes and rivers, abundant wildlife, birding, the National Bison Range, spectacular mountain ranges, wilderness areas, as well as national and state forests and state parks.
- **Charming Small Towns and Communities that Serve as Gateways to Natural Wonders and Western Montana's Culture and Heritage** – There are many historic sites as well as art galleries, museums, resident artisans, theaters, and two American Indian Nations. Glacier Country shares an international border with Canada. It also has numerous points on the route of the Lewis and Clark journey, and David Thompson's journey, (Canadian Explorer whose maps Lewis & Clark used when they left St. Louis). Exploration and settlement sites of western Montana, as well as the historic "red buses" in Glacier National Park are part of the many points of interest in Glacier Country. Glacier National Park is preparing to celebrate its centennial in 2010.
- **Relaxing Hospitality at Night** – Glacier Country has abundant lodging and camping opportunities to house visitors year round. Other facilities include convention facilities, entertainment, Flathead Valley Community College, restaurants, The University of Montana, two tribal colleges, and Visitor Information Centers. We anticipate some new properties opening up in Glacier Country during the next 18 months as well as renovations of existing properties. Many of these properties are affiliates of National chains, which offer strong brand awareness, special travel incentive programs and excellent meeting facilities.
- **Breathtaking Experiences by Day** – Glacier Country offers a full range of outdoor activities from extreme to soft including, but not limited to: boat trips, camping, cycling, hiking, horseback riding, fishing, golfing, motor cross, mountain biking, other water sports, rafting, skiing, and snowmobiling.
- **Partnerships** – Glacier Country benefits from a culture of collaboration among its many partners, including the arts, agriculture and natural resources.

**Glacier Country's marketing efforts face some challenges which include:**

- **Airline Challenges** – Glacier Country has experienced an increase in the price of airline tickets. We also experience challenges in the amount of luggage visitors are permitted to bring, making for some difficulties especially for winter travelers with skis, etc. Both airports in our region have had to do considerable runway maintenance/reconstruction which has impacted flights. However, we are seeing additional airlines and flights from key markets coming into the area.
- **Glacier National Park Infrastructure Issues** – Going-to-the-Sun Road repairs and reconstruction, late openings and recent flooding have resulted in shoulder season changes with late openings and early closings. In addition, reconstruction work on the Going-to-the-Sun Road continues and while a new public transportation program is in place, this may lead to some frustrating delays for vacationers

driving across Logan Pass. Public relations will be a key factor for keeping the public informed about year-round services and activities in Glacier National Park that don't rely on the Going-To-The-Sun Road.

- **Melting Glaciers in the spotlight** – The greenhouse effects on the melting Glaciers in GNP continue to come under the spotlight as environmental conservation agencies petition to have GNP and Waterton, declared an endangered World Heritage site. Governor Schweitzer has also referenced the melting Glaciers in GNP as one of the key reasons we need to adopt a more environmentally safe means of securing fuel. This coverage may give travelers the impression that there is nothing left to see in Glacier National Park.
- **Perceived Remote Location** – One of Glacier Country's greatest assets is its "get away from it all" location, but the perception of our location as remote is also one of its liabilities. Glacier Country's air and rail access is limited and costly in comparison to other travel destinations, and its distance from major population centers means a long trip. The cost of fuel, the higher cost of airfare compared to similar destinations is a liability, however we are fortunate to have two major international airports and as many airlines as we do. Upcoming and continuing Highway 93, Highway 35, Going-to-the-Sun Road, and Highway 2 construction is also a concern.
- **Resident Concerns** – Because of the high-traffic months, some Glacier Country residents in some areas are concerned about the impact of tourism, however; tourism is embraced in most areas of Glacier Country.
- **Crisis Preparation and Education** – It is important to have a crisis plan in place and be prepared. It is impossible to predict where a crisis will occur, how great an impact it will have on tourism, or how much of the Glacier Country marketing budget it will consume. For example, a fire that closes Going-to-the-Sun road for even a day is far more damaging to tourism than one that burns deep in the Cabinet Wilderness. Glacier Country has been preparing for such crises by working with, Travel Montana, U.S. Forest Service, National Park Service, Department of Natural Resource Conservation, Bureau of Land Management, other regions and CVBS as well as the Governor's office to create a crisis communications plan of action. Concerns over the melting glaciers in Glacier National Park and potential for spring flooding could escalate into a media crisis, so it will be important to tighten up our crisis plan and be prepared to implement it.
- **Gas Prices/Economy** – Tourism businesses are concerned. The price of fuel and economic downward turn may keep visitors away or impact budgets for travel thus shifting how they spend their vacation dollars.
- **Weather** – Unpredictable weather nationwide, hurricanes, tornados, and wildfires, lack of snow in the winter, could have repercussions on the year-long travel season.
- **International Strife** – The tighter security at the Canadian border, as well as situations overseas, impact the international tourist's desire to travel. However, our weak dollar compared to international currencies has increased international travel.

### III) Goals:

#### Glacier Country's primary marketing goals are:

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
  - a. Attracting new travelers
  - b. Encouraging current travelers to visit more often
  - c. Encouraging current travelers to stay longer
  - d. Encouraging awareness of packaging opportunities
  - e. Soliciting the meetings & conventions, and tour group markets

- f. Positioning ourselves as a resource for information
- g. Working with Film Office to solicit movie industry to Montana
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country's amenities, cultural and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 7) Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Travel Montana, the Film Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 8) Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including, but not limited to, Glacier National Park, the Tourism Regions, Travel Montana, Convention and Visitors Bureaus and Chambers of Commerce, as well as local, regional, and national media
- 9) Continue targeted visitor appeals in Glacier Country's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 10) Incorporate Travel Montana's branding initiative into our various marketing projects

#### **IV) Strategic Plan Elements**

##### **The Marketing Plan supports the following strategic plan objectives:**

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.
  - 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
  - 1.1.b: Continue winter marketing
  - 1.1.c: Attend consumer travel shows
  - 1.1.d: Continue marketing to international travelers
  - 1.1.e: Enhance tracking and reporting of results and return on investment from state, regional, and CVB advertising efforts.
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
  - 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
  - 1.2.b: Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons
  - 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination.
  - 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
  - 1.3.b: Implement the new Montana tourism brand
- 1.4: Improve Montana's visitor information system to extend visitor stays and spending
  - 1.4.a: Create a database inventory of visitor information system components available statewide
  - 1.4.c: Provide advanced training for all Visitor information centers
- 2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, the benefits/impacts of tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- 3.1: Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas

- 3.2: Coordinate state/regional/local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public lands and available facilities.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
- 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
- 4.1.b: Develop artisans/craftsmen trails statewide to highlight Montana's history and culture
- 4.1.d: Enhance the Montana Tribal Tourism Alliance and its marketing efforts
- 4.1.e: Plan and promote commemorations of historic events in Montana.
- 5.1: Cultivated opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
- 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
- 5.1.b: Expand winter tourism products/activities to draw visitors
- 6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation
- 10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.
- 10.5.a: Continue to conduct research about resident and nonresident travelers to Montana to determine progress on Strategic Plan objectives
- 10.5.b: Purchase research about national/international tourism, recreation, and related trends
- 10.5.d: Disseminate tourism research reports to partners statewide.

## **V) Objectives**

- 1) Increase overall consumer response by 2% over 2009
- 2) Increase electronic response by 3% over 2009
- 3) Increase use of website by 8% over 2009
- 4) Increase our database by 3% over 2009
- 5) Media stories to increase by 3% over 2009 as a result of increased public relations efforts.
- 6) Fund up to eleven Chamber/Visitor Information Center's at up to \$3,200 per project from Memorial Day to Labor Day 2010, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country.
- 7) Increase Travel Show Response/Leads by 2% over 2009

## **VI) Geographic Markets**

- 1) Primary: Minnesota, Washington, California and Alberta
- 2) Other - additional areas as opportunities arise, including international. We will look deeply into Utah, Chicago, and Colorado based on recent Travel Montana research.

## **VII) Target Demographics**

### **PRIMARY**

Individuals – active and affluent adults, mid 30s+, HHI \$50,000+, take at least two vacations per year. Interests may include hiking, camping, skiing, golf, history, culture, wildlife viewing, shopping, relaxing, spa-ing, dining and others. Individuals may be traveling as groups of two or more (couples, girlfriend getaways, mancations, etc.).

Mature couples – Active and affluent 55+ couples, HHI \$70,000+. Interests may include outdoor activities, history and culture, wildlife viewing, photography, skiing, golf, hiking and others (may include RVers). Many of these couples may be traveling as ‘togetherring groups’ with other friends and/or extended family.

## **SECONDARY**

Families: Active and affluent adults with 1+ children and multi-generation travelers, HHI \$75,000+. Interests may include wildlife viewing, hiking, skiing, history and culture, and others.

## **VIII) Plan and Strategy**

### **Advertising and Publications**

1. **Print Advertising:** Glacier Country will use both formatted and display ads to generate response. Ads will call the reader to action and prominently feature the website and toll free number.
2. **Internet:** Using the Internet to promote recreation and travel is a natural fit, according to Travel Industry Association, 67% of all internet users in 2004 consulted travel planning resources. Glacier Country will use the internet to target a national and international audience.
3. **Website:** Glacier Country will use the internet and print advertising to drive potential visitors to the Glacier Country website. The website will be a planning resource for visitors to plan a vacation in the area. The Travel Guide will be featured on the website and will be downloadable. We will continue to track and evaluate using unique URL pages. These pages will look identical to the main site but are coded so we are able to measure where the site visit was generated.
4. **E-Direct Mail:** Glacier Country will promote Western Montana using e-direct mail. Recipients to include the existing Glacier Country database and lists purchased from activity and lifestyle based publications as well as database sources in targeted geographic markets.
5. **Collateral:** The **2010 Travel Guide** will be used as a marketing strategy and will be produced with private funds instead of public dollars this year. The Travel Guide will continue to be distributed free of charge and contain planning information for potential visitors.

## **IX) Other Marketing Elements**

1. **Response Drivers:** All materials will drive response to Glacier Country’s 800 number, website, call center and Post Office Box in Missoula. All responses will be tracked by codes and specific URL’s.
2. **State Co-ops:** We will cooperate with Travel Montana and other Regions and CVB’s to take advantage of quantity page rates whenever possible.
3. **Travel Shows:** Glacier Country will attend or will aid by attendance at specific shows such as Travel Industry Association’s Pow Wow, Go West, National Tour Association, Rocky Mountain International, and Meeting Trade Shows whenever possible. In addition, whenever possible, we will attend regional travel shows to help promote the value of Glacier Country and tourism in the region.
4. **Publicity/Promotion:** Glacier Country will continue the successful campaign of targeting and hosting travel writers, TV and Radio producers encouraging them to produce editorial coverage about the regions activities and attributes over all four seasons. In our public relations budget, funds are being set aside for crisis management.
5. **Visitor Information Center Staffing:** The V.I.C. Staffing assistance program’s intention is to aid smaller chambers that are not funded by the Montana Accommodation Tax, and are in need of financial support in order to staff their Visitor Center properly from Memorial Day to Labor Day.

# Glacier Country **MONTANA**

## 2009/2010 Proposed Public Budget

Item			
<b>Marketing Support</b>			<b>\$ 424,300</b>
Administration (20% of Projected)		\$ 168,000	
Sales Manager		\$ 34,000	
PR Manager		\$ 46,800	
DMO Certification/Accreditation		\$ 6,000	
TAC/Governor's Conference/Partners Meetings		\$ 2,000	
Strategic Planning		\$ 10,000	
Opportunity		\$ 47,000	
Joint Ventures		\$ 67,000	
SuperHost		\$ 5,000	
VICs/Kiosk		\$ 38,500	
<b>Telemarketing/Fulfillment</b>			<b>\$ 135,000</b>
Telemarketing 800#		\$ 6,000	
Call Center Retainer		\$ 92,000	
Telemarketing Postage		\$ 25,000	
LiveHelper		\$ 5,000	
Certified Folder		\$ 7,000	
<b>Consumer Advertising</b>			<b>\$ 188,700</b>
Glacier Country Travel Guide (Cover Design)		\$ 5,200	
Travel Guide Advertising		\$ 11,500	
E-Newsletters/E-Blasts		\$ 22,000	
Consumer Marketing Campaign		\$ 125,000	
Online Advertising - Seasonal		\$ 25,000	
<b>Photo Library</b>			<b>\$ 38,000</b>
Online Photo Library		\$ 17,000	
Photo Acquisition		\$ 18,000	
Photo Request Management		\$ 3,000	
<b>Travel Shows</b>			<b>\$ 20,000</b>
Travel Show Participation		\$ 15,000	
Travel Show Mailings		\$ 1,000	
Group Tour Fact Sheet		\$ 4,000	
<b>Publicity</b>			<b>\$ 22,000</b>
Press Trips/Media Blitz Hard Costs		\$ 20,000	
Crisis Management		\$ 2,000	
<b>Meetings &amp; Convention Marketing</b>			<b>\$ 22,000</b>
Trip to Meeting Planners		\$ 10,000	
Meeting Planner FAM Trip		\$ 12,000	
<b>Internet Development</b>			<b>\$ 85,000</b>
Web Maintenance/Enhancement		\$ 45,000	
Podcasts		\$ 10,000	
Video Content		\$ 10,000	
Webpage Marketing		\$ 20,000	
<b>Total</b>			<b>\$ 935,000</b>
<b>Projected Budget</b>			<b>\$ 935,000</b>

TM Projections @ 95%	\$ 840,000
Uncommitted Funds @ Audit	\$ -
Rollover @ Travel Montana	\$ 60,000
FY 09 Cancelled or Under Budget	\$ 35,000
<b>Total Projected Budget FY 09/10</b>	<b>\$ 935,000</b>

Please identify projects and amounts you would eliminate or reduce if revenue decreases by 10%.

Glacier Country would reduce consumer marketing, opportunity and joint venture funds accordingly. If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.

We are not planning to reserve funds for future projects.

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Marketing Support - Sales Manager
<b>Application Completed by:</b>	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.

Due to the ever increasing schedule of worthy trade shows and sales calls, Glacier Country will continue to have a sales manager on staff. This manager would help alleviate the hectic travel schedule of the executive director allowing the director to spend more time in Glacier Country working with cooperative partners and members. The Sales Manager would be responsible for:

- Conduct studies of the needs, preferences, and satisfaction of the region’s markets.
- Attend travel shows throughout the nation that meet Glacier Country’s target markets and demographics.
- Follow up leads from travel shows with written correspondence, emails, phone calls, etc. office staff will help as necessary.
- Prepare an annual budget and plan for sales, that will be a part of the general budget and marketing plan. To include trade shows, expenses, and goals.
- Write completion reports about the effectiveness of each project and/or tradeshow.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009
- Increase Trade Show Response/Leads by 2% over 2009

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

This project touches every aspect of our marketing plan.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
    - 1.1.d Continue marketing to international travelers
    - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
    - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
    - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- Goal 2: Attain public policy and citizen support for sustainable tourism and recreation**
- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits

Budget page must be attached for approval.

**Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.e Plan and promote commemorations of historic events in Montana

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

**Goal 9: Increase funding to maintain sustainable tourism and recreation.**

- 9.2 Foster opportunities to pool public and private marketing dollars

**Goal 10: Build an effective “team” to implement the Strategic Plan, and report results**

- 10.1 Recognize Travel Montana as ‘team captain’ to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs

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

Marketing Support - Sales Manager

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Salary, Benefits, Taxes	\$ 34,000.00	+	\$ -	=	\$ 34,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 34,000.00</b>		<b>\$ -</b>		<b>\$ 34,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 34,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 34,000.00</b>
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**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Marketing Support - Public Relations Manager
<b>Application Completed by:</b>	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.

Due to the ever increasing cost associated with consistent publicity demands and the need to expand our efforts, Glacier Country will add a public relations manager on staff. This manager would help level out the costs associated with our aggressive publicity effort that includes delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The Public Relations Manager would be responsible for:

- Develop and implement our approach for the following elements: press trips, vertical trips, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.
- Follow up leads from travel shows with written correspondence, emails, phone calls, etc. office staff will help as necessary.
- Prepare an annual budget and plan for publicity, that will be a part of the general budget and marketing plan.
- Track and write completion reports about the effectiveness of each project.
- Work with travel writers and public relations agency to effectively market Glacier Country.
- Meet with local press to promote Glacier Country’s mission.

**OBJECTIVES:**

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

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009
- Media stories to increase by 3% over 2009 as a result of increased public relations efforts.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT

Budget page must be attached for approval.

- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
- 1.3.b Implement the new Montana tourism brand
- 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**
- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
- 4.1.d Enhance MTTA and its marketing efforts
- 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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

Marketing Support - Public Relations Manager

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Salary, Benefits, Taxes	\$ 46,800.00	+	\$ -	=	\$ 46,800.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 46,800.00</b>		<b>\$ -</b>		<b>\$ 46,800.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 46,800.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 46,800.00</b>
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## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Marketing Support – DMO Certification/Accreditation
<b>Application Completed by:</b>	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 will join Destination Marketing Association International and will begin to work toward becoming certified as a DMA through the Destination Marketing Accreditation Program. Glacier Country’s Executive Director will also attend the DMAI National Convention and start begin working toward a Certified Destination Marketing Executive (CDME) accreditation. This professional development and accreditation will enhance Glacier Country’s ability to market Western Montana to groups who only consider accredited DMO’s when planning events. It will also keep the Glacier Country abreast of cutting edge tourism marketing trends to keep Western Montana competitive and to increase the effectiveness of the our marketing efforts.

### OBJECTIVES:

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 10% over 2009
- Increase our database by 5% over 2009

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

1. Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
2. Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
  - a. Attracting new travelers
  - b. Encouraging current travelers to visit more often
  - c. Encouraging current travelers to stay longer
  - d. Encouraging awareness of packaging opportunities
  - e. Soliciting the meetings & conventions, and tour group markets
3. Increase visitation year-round especially shoulder & winter seasons
7. Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Travel Montana, the Film Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
8. Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including, but not limited to, Glacier National Park, the Tourism Regions, Travel Montana, Convention and Visitors Bureaus and Chambers of Commerce, as well as local, regional, and national media

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination

Budget page must be attached for approval.

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.b Work with local sports groups to attract sport events in off-peak season
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
  - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.2 Provide information about technical/financial assistance available to tourism businesses
  - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.
- Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues**
- 6.1 Enhance professional development opportunities/requirements for tourism organizations

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

Marketing Support - DMO Certification/Accreditation

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
Travel Expenses	\$ 2,750.00	+	\$ -	=	\$ 2,750.00
(Transportation, Lodging & Meals as allowed by TAC Rules & Regulations)	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 2,750.00</b>		<b>\$ -</b>		<b>\$ 2,750.00</b>

<b>OTHER:</b>					
DMAI Membership	\$ 1,100.00	+	\$ -	=	\$ 1,100.00
DMAI Annual Convention Registration	\$ 750.00	+	\$ -	=	\$ 750.00
DMAI Core Course Registration	\$ 1,400.00	+	\$ -	=	\$ 1,400.00
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 3,250.00</b>		<b>\$ -</b>		<b>\$ 3,250.00</b>

<b>PROJECT TOTAL</b>	<b>\$ 6,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 6,000.00</b>
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**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Marketing Support - Strategic Planning
<b>Application Completed by:</b>	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's agency of record works closely with us on many facets of our marketing plan from strategy and implementation to tracking and analysis. Their staff works closely with Glacier Country staff and board of directors and partnering organizations and agencies to analyze current problems and opportunities as well as our past efforts and their effectiveness. This in turn helps us design an effective marketing plan, develop a creative and effective message ensuring maximum efficiency in the project planning to be used to communicate that message.

**OBJECTIVES:**

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, 7 and 10 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
    - 1.1.d Continue marketing to international travelers
    - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
    - 1.2.b Work with local sports groups to attract sport events in off-peak season
    - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
    - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
    - 1.3.b Implement the new Montana tourism brand
    - 1.3.c Conduct educational tourism workshops, presentations, and webinars
    - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
  - 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
  - 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
    - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars

Budget page must be attached for approval.

- 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
- 4.1.e Plan and promote commemorations of historic events in Montana

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

Marketing Support - Strategic Planning

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Agency Services	\$ 10,000.00	+	\$ -	=	\$ 10,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 10,000.00</b>		<b>\$ -</b>		<b>\$ 10,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

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<b>PROJECT TOTAL</b>	<b>\$ 10,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 10,000.00</b>
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Approval Requested	
<input checked="" type="checkbox"/>	Final – VIC Kiosk
<input checked="" type="checkbox"/>	Preliminary – VIC Staffing & Distribution

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Marketing Support - Visitor Information Center (VIC)/Kiosk Funding
<b>Application Completed by:</b>	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.

Visitor Information Centers

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 Applications 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.

Visitor Information Center Kiosk



Located at Clearwater Junction (intersection of Highway 83 and 200) is a Montana Department of Transportation Rest Area. This rest area is home to a kiosk that was installed by the Blackfoot Challenge Lewis and Clark Committee to help celebrate the Lewis and Clark Centennial and the natural history of the Blackfoot Valley. Now that the Centennial has passed, the Blackfoot Challenge has offered Glacier Country the opportunity to take over control of this kiosk. This rest area location, just a couple miles west of the boarder of Gold West Country and Glacier Country, is open year round and serves over 90,000 travelers every year – this is an average of 10% of the total traffic along that roadway (per MDOT) . We feel this is a great opportunity to help provide travel

Budget page must be attached for approval.



information to promote Glacier Country and the great attractions along that corridor of our region. The display would include photos, maps and travel information for all seasons (if cost allows, we will look at one panel that changes out as the seasons do).

As an added benefit, we are looking to integrate some SMS messaging and online information for those “techie” travelers looking for authentic experiences in the near area. If this new information distribution system works, we would like to integrate it all across Glacier Country as a way to keep travelers in our area a bit longer. This is one of the only spots along that Blackfoot Valley corridor that has wireless phone service so it tends to be a good spot to stop, stretch your legs and check messages. This project will be funded by both public and private funds.

**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 from Memorial Day to Labor Day 2010, 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

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

Marketing Support - VIC/Kiosk Funding

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
VIC Kiosk Display Production	\$ 3,300.00	+	\$ -	=	\$ 3,300.00
& Installation	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 3,300.00</b>		<b>\$ -</b>		<b>\$ 3,300.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
VIC Staffing & Distribution	\$ 35,200.00	+	\$ -	=	\$ 35,200.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 35,200.00</b>		<b>\$ -</b>		<b>\$ 35,200.00</b>

<b>PROJECT TOTAL</b>	<b>\$ 38,500.00</b>	+	<b>\$ -</b>	=	<b>\$ 38,500.00</b>
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Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Telemarketing-Fulfillment
<b>Application Completed by:</b>	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.

Retainer, Toll Free # and Telemarketing Postage

The Glacier Country Call Center will continue its consumer database in capturing caller interests and travel preferences as well as store their name, address, e-mail address and telephone number. Travel counseling staff is available full time with 24-hour access to travel information provided by voice response technologies.

The web-enabled Windfall Technologies Call Center staff serving Glacier Country is highly trained on Montana tourism resources, history and public lands as well as on Internet based communications and electronic based customer service technologies. Training sessions are provided to the tourism counselors on a wide range of topics including winter recreation, cultural attractions, outdoor adventure, publicity and additional topics as they become applicable.

The call center handles all inquiries including trade show leads, electronic inquiries, magazine reader service, regular mail, e-mail and instant messaging. The web-enabled call center also provides various electronic fulfillment pieces to supplement the travel guide for our Internet based customers. The combination of experienced telephone based travel counseling with the latest Internet resources and training in online customer service will provide Glacier Country cutting edge tools to better serve their audience. Additionally, consumers have access to vacation planning assistance, Glacier Country’s publications as well as statewide publications.

The Glacier Country database stores inquiries collected through calls, e-mail, instant messaging, mail, and reader service. The database is used to eliminate duplicate orders and provide a comprehensive, targeted database to power direct mail and relationship marketing. The Call Center distributed consumer travel guides in a timely manner and maintained inventory control of the guides.

Windfall Technologies provides a streamlined inquiry management system maximizing the value of the leads being generated by print and electronic media. Windfall Technologies will organize and fulfill all tourism inquiries as well as maintain careful reporting and analysis of each aspect of the print and electronic marketing campaign. They will continue to be an integral part of Glacier Country in 2009/2010 as we continue with Internet advertising and more instant messaging and e-direct mail.

The Windfall Technologies Center will be the central clearing house for inquiries, packages and promotions for Glacier Country.

LiveHelper

This technology upgrades our available services by dedicating another communication resource in addition to the traditional telephone line.

LiveHelper licenses enable the call center to interact with online visitors two ways. First visitors can initiate contact with the call center counselor directly. This enables immediate responses to their needs as well as a fantastic customer service advantage for the website versus our competition. We have been able to correct often incorrect assumptions on air travel, amenity availability, seasonal conditions, and other related topics with instant response capability to questions. Second – we have a dashboard feature that allows us to monitor visitors to the website and initiate contact with a visitor if they appear to be looking for something over duration of time or to simply say hi and offer our assistance. This has been a very positively

Budget page must be attached for approval.

received feature on the website as we are not selling them a product but we can be available to fill in gaps in their travel planning.

Certified Folder Display

We will continue distribution with Certified in rack distribution of our Travel Guide. Certified also distributes boxes of Travel guides to spots in Montana (Chambers of Commerce, VIC Centers, Airports, MDOT Rest Areas), AAA offices and trade shows, as designated. Certified also stores our guides at no additional charge and allows the call center to pick up guides as necessary.

As we always have, on a monthly basis we look at and evaluate all of our ads, direct mails, e-direct mails via calls to the call center and hits on our website. Our advertising agency uses these reports in making suggestions for ads the following year as does the marketing committee. Additionally, our public relations program is always in the loop of where we are advertising so that they can contact those particular magazines about possible stories. Whenever a story appears about Glacier Country, whether in a magazine, newspaper, internet, etc., we immediately copy it and send it to the call center so that they can track any calls as a result of our PR efforts.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase direct mail and electronic direct mail response by 3% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This section of our budget is vital in order to fulfill all the segments of our marketing plan.

**How does this project support the Strategic Plan?**

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.b Implement the new Montana tourism brand
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.e Plan and promote commemorations of historic events in Montana

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

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



**PROJECT BUDGET**  
**Telemarketing - Fulfillment**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
800 Number	\$ 6,000.00	+	\$ -	=	\$ 6,000.00
Call Center Retainer	\$ 92,000.00	+	\$ -	=	\$ 92,000.00
Telemarketing Postage	\$ 25,000.00	+	\$ -	=	\$ 25,000.00
LiveHelper	\$ 5,000.00	+	\$ -	=	\$ 5,000.00
Certified Folder	\$ 7,000.00	+	\$ -	=	\$ 7,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 135,000.00</b>		<b>\$ -</b>		<b>\$ 135,000.00</b>
<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 135,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 135,000.00</b>

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising – Glacier Country Travel Guide Cover Design
<b>Application Completed by:</b>	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.

In an effort to maximize the bed tax money available for marketing projects in the 2009/10 budget year, the 2009 Glacier Country Travel Guide will be produced with private instead of public dollars. All but the front cover design will be paid from private funding. The Travel Guide will continue to be distributed free of charge and contain planning information for potential visitors. The 2010 Travel Guide will feature front cover creative by our agency of record to keep a sense of continuity and fluidity from the previous guide to the new.

A quantity of 140,000 Travel Guides will be printed. 100,000 will be dedicated to the call center (Windfall Technologies, LLC) for fulfillment; the remainder will be distributed via Certified Folder racks throughout Montana, State and Glacier Funded Visitor Information Centers, Chambers of Commerce and Convention, Visitors Bureaus and Montana rest areas requesting supplies of the Guide and trade shows we participate in.

Response will be tracked by the call center (Windfall Technologies, LLC) and reported on a monthly basis. As a fulfillment piece the goal of the Guide is to help raise awareness, assist in vacation planning, increase visitation and pull visitors throughout the various parts of Glacier Country.

Glacier Country’s 800#, web site, and e-mail address will be printed on the Guide. The Guides will also include Travel Montana’s 800# and web site, the other tourism regions, our three CVB’s, all of our Chambers of Commerce, the northern region of the Forest Service telephone numbers and web sites, if applicable, will be included. A business reply card will not be included. Requests for member information will all be done via the internet.

Bed tax regulations in regards to “printed in the US for free distribution” will be adhered to.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase direct mail and electronic direct mail response by 3% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 8, and 10, as well as plan and strategy number 4 and 5.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors

Budget page must be attached for approval.

- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand
- 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

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.



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

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising –Travel Guide Advertising
<b>Application Completed by:</b>	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 feels that it’s vital to continue to build collaborative and cooperative advertising efforts in order to cross market the region by marketing more effectively with our regional CVBs and Travel Montana and thus we would like to place ads in the following travel guides: Travel Montana (full page color); Missoula, Flathead and Whitefish CVB travel guides (1/3 page, ¼ page and 1/3 page (color) respectively). As with all print advertising, the ad will call the reader to action, offer the Travel Guide as a means of discovery, and prominently feature the Web site address and toll free number. The ad will include unique URL addressed for tracking on the website.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5, as well as plan and strategy number 1.

How does this project support the Strategic Plan?

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results
  - 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
  - 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination
- 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
- 5.1.b: Expand winter tourism products/activities to draw visitors
- 9.2: Foster opportunities to pool public and private marketing dollars

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

Consumer Marketing - Travel Guide Advertising

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production	\$ 3,300.00	+	\$ -	=	\$ 3,300.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 3,300.00</b>		<b>\$ -</b>		<b>\$ 3,300.00</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement	\$ 8,200.00	+	\$ -	=	\$ 8,200.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 8,200.00</b>		<b>\$ -</b>		<b>\$ 8,200.00</b>
<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 11,500.00</b>		<b>\$ -</b>		<b>\$ 11,500.00</b>

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

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising - E-Newsletters/E-Blasts
<b>Application Completed by:</b>	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 will continue to send seasonal electronic newsletters and e-mail blasts. Content will feature activities, events, and attractions throughout Glacier Country that reflect the area’s personality while tying into the overall Glacier Country feel. All will include color photos and links to Web sites for additional information as well as special promotions and package offers.

Each of the e-newsletters and e-blasts will be sent to the Glacier Country database, plus a list rental will target an additional 10,000 names. List rental will complement our regional marketing efforts and/or our target markets as applicable. Each e-newsletter and e-blast will include a unique URL and analytics code to enable tracking.

Our agency of record will work with the Glacier Country office and marketing committee to solicit area information and determine content to be featured in each.

The response for each e-newsletters and e-blast will be tracked by the call center and reported on a monthly basis.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase direct mail and electronic direct mail response by 3% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5 as well as plan and strategy number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3.b Implement the new Montana tourism brand

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

Consumer Advertising - E-Newsletters/E-Blasts

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production	\$ 16,000.00	+	\$ -	=	\$ 16,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 16,000.00</b>		<b>\$ -</b>		<b>\$ 16,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
List Rental	\$ 6,000.00	+	\$ -	=	\$ 6,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 6,000.00</b>		<b>\$ -</b>		<b>\$ 6,000.00</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 22,000.00</b>		<b>\$ -</b>		<b>\$ 22,000.00</b>
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Approval Requested	
<input checked="" type="checkbox"/>	Final – Production
<input checked="" type="checkbox"/>	Preliminary – Media Placement

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising - Consumer Marketing Campaign
<b>Application Completed by:</b>	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 will focus its consumer advertising and marketing efforts in the Minneapolis and Seattle areas as well as our feeder and regional drive markets as listed in our narrative marketing plan. We will continue to maintain a strong presence in our traditional markets but also explore other areas that offer some potential in light of the economic challenges we are facing. The marketing and advertising effort will promote year-round travel.

Based on the success of our current regional campaign, Glacier Country may choose to again focus 2009/10 consumer advertising funds in same markets, or may shift back to a targeted national campaign. We'll be better prepared to make this decision once we've completed the 2008/09 campaign. Prior to any spending, a detailed plan will be submitted to Audits and Applications for approval.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1 and 2 also support this project.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.3.b Implement the new Montana tourism brand

**Goal 9: Increase funding to maintain sustainable tourism and recreation.**

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

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

Consumer Advertising - Consumer Marketing Campaign

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production	\$ 25,000.00	+	\$ -	=	\$ 25,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 25,000.00</b>		<b>\$ -</b>		<b>\$ 25,000.00</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement	\$ 100,000.00	+	\$ -	=	\$ 100,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 100,000.00</b>		<b>\$ -</b>		<b>\$ 100,000.00</b>
<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 125,000.00</b>		<b>\$ -</b>		<b>\$ 125,000.00</b>

Approval Requested	
<input checked="" type="checkbox"/>	Final - Production
<input checked="" type="checkbox"/>	Preliminary – Media Placement

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising - Online Advertising
<b>Application Completed by:</b>	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.

We will place online advertising on major primary market online newspaper websites as well as other targeted websites across the country in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in identified markets. We will present a final media buy list prior to each campaign.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase direct mail and electronic direct mail response by 3% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand
    - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
  - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
    - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
    - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

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

Consumer Advertising - Online Advertising

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production	\$ 4,000.00	+	\$ -	=	\$ 4,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 4,000.00</b>		<b>\$ -</b>		<b>\$ 4,000.00</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement	\$ 21,000.00	+	\$ -	=	\$ 21,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 21,000.00</b>		<b>\$ -</b>		<b>\$ 21,000.00</b>
<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 25,000.00</b>		<b>\$ -</b>		<b>\$ 25,000.00</b>

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

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Photo Library - Online Photo Library
<b>Application Completed by:</b>	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 has invested a great deal of money in our photo library over the years. As the services we employ continue to grow and diversify, our need to find a flexible and multi faceted tool to store, manage photo rights and organize these images increasingly becomes more difficult. We also have the desire to make our library of images more readily available to our partners and members. After a great deal of research, we have found an online service that will meet all these needs and more. The CleanPix service helps public relations and marketing professionals organize, store and deliver all their marketing collateral or media assets, such as pictures, logos, videos and ad templates. It works immediately and easily. With CleanPix, all marketing assets can be easily catalogued and searched with keywords and thumbnail previews. Each asset with its caption information is delivered in multiple formats so that the right file, in the right format, is instantly available for internal and external use.

**OBJECTIVES:**

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2.

**How does this project support the Strategic Plan?**

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand

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

Photo Library - Online Photo Library

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
CleanPix Account Services	\$ 17,000.00	+	\$ -	=	\$ 17,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 17,000.00</b>		<b>\$ -</b>		<b>\$ 17,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 17,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 17,000.00</b>
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**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Photo Library - Photo Acquisition
<b>Application Completed by:</b>	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.

In the past, Glacier Country has used professional photographers to capture seasonal images that allow us to promote our area visually. The images allow us to represent Glacier Country with stunning photography, with an emphasis on ‘people in place’. Images are used for many Glacier Country projects; Travel Guide, the website, print ads, direct and e-direct mail pieces to name a few.

New imagery allows us to present a fresh look for the Region, and result in long-term cost savings. This project budget includes funding for one or more photo shoots and/or ability to acquire rights managed images already obtained by photographers. When possible we will obtain permanent unlimited usage rights for images.

**OBJECTIVES:**

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand

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**  
**Photo Library - Photo Acquisition**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production/Photo Rights	\$ 17,000.00	+	\$ -	=	\$ 17,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 17,000.00</b>		<b>\$ -</b>		<b>\$ 17,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
Travel Expenses	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
(Transportation, Lodging & Meals	\$ -	+	\$ -	=	\$ -
associated with a photographer	\$ -	+	\$ -	=	\$ -
as allowed by TAC Rules &	\$ -	+	\$ -	=	\$ -
Regulations)	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,000.00</b>		<b>\$ -</b>		<b>\$ 1,000.00</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 18,000.00</b>		<b>\$ -</b>		<b>\$ 18,000.00</b>
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## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Photo Library - Photo Request Management
<b>Application Completed by:</b>	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 receives numerous requests for photography throughout the year. These requests come from our marketing partners (CVBs, chambers, hotels, attractions, etc.) as well as from tour operators and travel agencies. These organizations are looking to use our photos in print ads, websites, and catalogs. The fulfillment of these requests take time, but are vital to our partners and promotion to Glacier Country. We want to continue helping these organizations, in order to better promote Glacier Country as a destination.

### OBJECTIVES:

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.d Continue marketing to international travelers
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
    - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
    - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
  - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
    - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
    - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
  - 5.2 Provide information about technical/financial assistance available to tourism businesses
- Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues**
  - 6.1 Enhance professional development opportunities/requirements for tourism organizations

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

Photo Library - Photo Request Management

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Agency Services	\$ 3,000.00	+	\$ -	=	\$ 3,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 3,000.00</b>		<b>\$ -</b>		<b>\$ 3,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 3,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 3,000.00</b>
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**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Travel Shows - Travel Show Participation
<b>Application Completed by:</b>	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 has attended and participated in a number of targeted travel shows over the years – consumer; tour and travel; international and meetings and conventions. We will continue to attend shows we have found successful and evaluate new shows to see if they fit our target markets.

Glacier Country will continue to co-op with CVB’s, other tourism regions, and our members as much as possible. We will work with all of our transportation systems – airlines, Amtrak, rental cars in either soliciting special groups, individuals, meetings and conventions and/or sharing information with them in regard to challenges in bringing groups to Glacier Country. When specifically representing Glacier Country, our travel show booth will be used. We will participate in travel shows that will address our target markets with consumers, the international market, the meetings and conventions market, as well as tour and travel markets. We will capture names for use in future mailings. Additionally, names will be shared with members and CVB’s in our region where appropriate.

Shows we would like to attend are National Tour Association, American Bus Association, USTA Pow Wow, USTA GoWest, Rocky Mountain International Roundup, Montana Roadshow in cooperation with Travel Montana. Other shows will be applied for individually from Opportunity or Joint Ventures. At these shows, Group Tour Fact Sheets, Group Tour Itineraries, Travel Montana guides, maps, calendars of events as well as our Glacier Country travel guide and/or meeting planner guide will be distributed. If we are co-operating with another region or CVB, their information will also be distributed.

**OBJECTIVES:**

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

- Increase Trade Show Response/Leads by 2% over 2009

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

A number of our Marketing Goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b: Continue winter marketing
- 1.1.c: Attend consumer travel shows
- 1.1.d: Continue marketing to international travelers
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
  - 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
  - 1.2.b: Work with local sports groups to attract regional and national sports competitions in off-peak seasons
  - 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Budget page must be attached for approval.



- 4.1: Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.
- 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
- 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
- 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

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

**Travel Shows - Travel Show Participation**

(NTA, ABA, USTA Pow Wow, USTA GoWest, RMI Roundup, MT Roadshow Coops)

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
Travel Expenses	\$ 11,000.00	+	\$ -	=	\$ 11,000.00
(Transportation, Lodging & Meals as allowed by TAC Rules & Regulations for the above noted shows)	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 11,000.00</b>		<b>\$ -</b>		<b>\$ 11,000.00</b>

<b>OTHER:</b>					
Travel Show Registration/Fees	\$ 4,000.00	+	\$ -	=	\$ 4,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 4,000.00</b>		<b>\$ -</b>		<b>\$ 4,000.00</b>

<b>PROJECT TOTAL</b>	<b>\$ 15,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 15,000.00</b>
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Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Travel Shows - Travel Show Mailings
<b>Application Completed by:</b>	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.

Almost every trade show Glacier Country attends needs some kind of follow-up with mailings and that is how the funds are used. Attendees usually want information and/or travel guides sent to them so they don't have to carry them back, this is especially true at meetings and convention shows as well as international shows. We follow up on those leads or requests with our travel guides or the requested information, as well as personal letters.

**OBJECTIVES:**

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

- Increase Trade Show Response/Leads by 2% over 2009

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

A number of our Marketing goals can be identified in this project. Goals Numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
  - 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
    - 1.1.d Continue marketing to international travelers
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
    - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
  - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
    - 5.1.a Create vacation packages/itineraries for off-peak season niche markets

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

Travel Shows - Travel Show Mailings

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>OTHER:</b>					
Travel Show Mailings	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,000.00</b>		<b>\$ -</b>		<b>\$ 1,000.00</b>

<b>PROJECT TOTAL</b>	<b>\$ 1,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 1,000.00</b>
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**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Travel Shows - Group Tour Fact Sheet
<b>Application Completed by:</b>	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.

The Glacier Country Group Tour Fact Sheet insert created in FY 2008-09 will be edited for 2009-10. It is a single page 8 ½ x 11, 2-sided, 4-color, fact sheet to promote Glacier Country to tour operators. The fact sheet will include photos of Glacier Country, facts and information relevant to the area and details pertinent to getting here. 800 fact sheets will be created. 600 will be shipped to NTA as specified and inserted in the Montana section of the NTA binder that is distributed to all NTA attendees (tour operators). Tour operators keep the NTA binder as a reference guide, referring to it throughout the year. The remaining copies will be distributed by Glacier Country throughout the year as needed.

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009
- Increase Trade Show Response/Leads by 2% over 2009

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

This project is addressed in our marketing goals numbered 1, 2, 3, 4, 5, 7 & 9, in plan and strategy numbered 1, 2 & 3 as well as under other marketing elements numbered 1 & 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.b Implement the new Montana tourism brand
- 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.e Plan and promote commemorations of historic events in Montana

Budget page must be attached for approval.

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.d Identify new opportunities for guided visitor services on public/private lands

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**  
**Travel Shows - Group Tour Fact Sheet**

	State Tourism Funds	+	\$	-	=	\$	Total
<b>PROFESSIONAL SERVICES:</b>							
Production & Printing	\$ 2,500.00	+	\$	-	=	\$	2,500.00
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
<b>TOTAL</b>	<b>\$ 2,500.00</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>2,500.00</b>	<b>\$</b>	<b>2,500.00</b>
<b>MARKETING/ADVERTISING:</b>							
Insertion Fee	\$ 1,500.00	+	\$	-	=	\$	1,500.00
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
<b>TOTAL</b>	<b>\$ 1,500.00</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>1,500.00</b>	<b>\$</b>	<b>1,500.00</b>
<b>TRAVEL:</b>							
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
<b>TOTAL</b>	<b>\$ -</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>
<b>OTHER:</b>							
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
	\$ -	+	\$	-	=	\$	-
<b>TOTAL</b>	<b>\$ -</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>
<hr/> <hr/>							
<b>PROJECT TOTAL</b>	<b>\$ 4,000.00</b>	<b>+</b>	<b>\$</b>	<b>-</b>	<b>=</b>	<b>\$</b>	<b>4,000.00</b>

Approval Requested	
<input type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary – Crisis Management, Press Trip & Media Blitz Hard Costs

## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Publicity – Crisis Management, Press Trips and Media Blitz Hard Costs
<b>Application Completed by:</b>	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.**

Public Relations play a key role in Glacier Country’s marketing efforts. In 2006, the region launched an aggressive publicity effort that included delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The successful results of this campaign over the past 3 years are reflected in over 250,000,000 million media impressions and an ad value of over \$6,000,000 from regional, national and global media outlets.

During the past year, we continued to increase our partnerships with the three CVBs in Glacier Country (Kalispell, Missoula & Whitefish), Glacier National Park and Travel Montana. These efforts included sharing story leads, strategizing best practices for targeting major news outlets and partnering on press and vertical trips. The cooperative relationships allow us all to maximize efforts and budgets.

Glacier National Park continues to be the top destination for travelers to Glacier Country and Glacier Park visitors are shown to stay longer in the state. It is no surprise that our toughest PR challenges for 2009-2010 will evolve around the economic downturn and communicating to the public what a value we are. The public’s ongoing perception of the Park will continue to challenge us as well. There is a need for public education on the non-closure of the Going-To-The-Sun Road which will begin its third round of re-construction this summer. We may also see potential negative publicity around the “melting glaciers” in Glacier National Park as a sign of Global Warming that could give travelers the perception that there is no longer a major attraction to see in the Park. A final point of concern will be publicity around the restoration work of the many historic lodges in the Park. As a result, whenever possible, Glacier National Park will be included and/or referenced in press releases or made part of press trips. We will pursue story angles in 2009/2010 which focus on the many trails and activities in Glacier National Park to draw attention off of the Going-To-The-Sun Road as a main attraction and we’ll also pitch stories which emphasize the point that Glacier Park received it’s name because it was in fact carved by glaciers thousands of years ago, and not from the existing glaciers in the Park today.

Glacier Country has an abundance of scenery, culture and activities to offer visitors. Often, the challenge is narrowing down what to do and see within an area that has so much to offer. In the same way, deciding what to focus on for public relations efforts can be equally challenging. For this reason, we are taking a strategic approach to public relations, focusing on the unique experiences and activities that make Glacier Country a desirable destination for a diverse audience of travelers. Outdoor recreation will continue to be an overlying theme of all Glacier Country media coverage.

Our target markets continue to be mature couples and individuals, nature/wildlife seekers, and adventure/recreation enthusiasts and families. We will continue our commitment to growing awareness of Glacier County’s meetings and conventions capabilities.

Our strategic approach will have the following elements: press trips, vertical trips, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.

Press & Vertical Trips:

Glacier Country will host group press trips and vertical press trips. Proposed trips will be applied for individually with all details and names.

Budget page must be attached for approval.

Media Blitz:

In recent years, Glacier Country has established valuable media relationships with various media outlets specifically The Spokesman Review. Not only are they incredibly receptive and responsive to our story pitches and news releases but they are also known to contact us to submit completed articles. In an effort to continue to foster more relationships such as these within targeted markets we are planning a trip to a targeted market such as Chicago, Los Angeles, San Francisco, Seattle, or Minneapolis.

Crisis Management:

Preparedness is critical when dealing with a crisis. The media plan established by the 2003 Fires Task Force provides a strong template for dealing with future natural disasters or crises. While we hope this year's good snow pack has helped to lessen the potential for fire this season we do want to be prepared to react should we need to trigger the plan. We'll work closely with the CVBs, Travel Montana, the Governor's office and other agencies to best manage a crisis situation. We will apply to use these funds as needed.

**OBJECTIVES:**

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

- Media stories to increase by 3% over 2009 as a result of increased public relations efforts.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

**How does this project support the Strategic Plan?**

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
  - 4.1.d Enhance MTTA and its marketing efforts
  - 4.1.e Plan and promote commemorations of historic events in Montana

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

Budget page must be attached for approval.

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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

Publicity - Press Trips and Media Blitz Hard Costs

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	\$ -		\$ -		\$ -
<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	\$ -		\$ -		\$ -
<b>TRAVEL:</b>					
Travel Expenses	\$ 15,000.00	+	\$ -	=	\$ 15,000.00
Entrance/Guide Fees	\$ 5,000.00	+	\$ -	=	\$ 5,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	\$ 20,000.00		\$ -		\$ 20,000.00
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	\$ -		\$ -		\$ -
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	\$ 20,000.00	+	\$ -	=	\$ 20,000.00



PROJECT BUDGET

Publicity - Crisis Management

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Coordination/Management	\$ 1,500.00	+	\$ -	=	\$ 1,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,500.00</b>		<b>\$ -</b>		<b>\$ 1,500.00</b>
<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<b>TRAVEL:</b>					
Travel Expenses	\$ 500.00	+	\$ -	=	\$ 500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 500.00</b>		<b>\$ -</b>		<b>\$ 500.00</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 2,000.00</b>		<b>\$ -</b>		<b>\$ 2,000.00</b>

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

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Meeting & Convention Marketing – Trip to Meeting Planners
<b>Application Completed by:</b>	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.

In a continued effort to increase awareness of western Montana as a meetings destination, the Glacier Country Executive Director or Sales Manager will visit meeting planners in the Minneapolis and St. Louis area. Two of the top three meeting planning companies are headquartered in Minneapolis; Business Incentives (BI) and Carlson Marketing Group (CMG). The third top meeting planning company is located in St. Louis; Maritz. We will schedule informational presentations with these companies. This will be our fourth year visiting with the two in Minneapolis and our first in St. Louis. We believe that repeated exposure will help book business in Glacier Country.

A catered breakfast, lunch or break (depending on timing) will be used to encourage attendance by meeting and sales planners. Glacier Country will use this time to educate planners about all western Montana has to offer to a meeting, convention, or incentive group. A small leave behind item will be given to each attendee to serve as a reminder of Glacier Country.

**OBJECTIVES:**

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

- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in our marketing goals numbered 1, 2, 3, 5, 7 & 9 as well as under other marketing elements number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

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

Meeting & Convention Marketing - Trip to Meeting Planners

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Agency Services/Production	\$ 6,000.00	+	\$ -	=	\$ 6,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 6,000.00</b>		<b>\$ -</b>		<b>\$ 6,000.00</b>

<b>MARKETING/ADVERTISING:</b>					
Catering	\$ 500.00	+	\$ -	=	\$ 500.00
Promotional Items/Gifts	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,500.00</b>		<b>\$ -</b>		<b>\$ 1,500.00</b>

<b>TRAVEL:</b>					
Travel Expenses	\$ 2,500.00	+	\$ -	=	\$ 2,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 2,500.00</b>		<b>\$ -</b>		<b>\$ 2,500.00</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 10,000.00</b>		<b>\$ -</b>		<b>\$ 10,000.00</b>
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Approval Requested	
<input type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Meeting & Convention Marketing - Meeting Planner FAM Trip
<b>Application Completed by:</b>	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 will host a meeting planner FAM trip focusing on meeting planners from one or more of the three meeting planning companies we meet and make presentations to every year (Carlson Marketing Group, Business Incentives Worldwide and new this year, Maritz) in order to experience western Montana as a meeting destination. Proposed trip will be applied for with all details and names.

**OBJECTIVES:**

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

- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009
- Increase Trade Show Response/Leads by 2% over 2009

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

This project is addressed in our marketing goals numbered 1, 2, 3, 5, 7 & 9 as well as under other marketing elements number 3.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
    - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
    - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
    - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
    - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
    - 1.3.b Implement the new Montana tourism brand

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

Meeting & Convention Marketing - Meeting Planner FAM Trip

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Guide Services	\$ 500.00	+	\$ -	=	\$ 500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 500.00</b>		<b>\$ -</b>		<b>\$ 500.00</b>

<b>MARKETING/ADVERTISING:</b>					
Promotional Items/Gifts	\$ 1,500.00	+	\$ -	=	\$ 1,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,500.00</b>		<b>\$ -</b>		<b>\$ 1,500.00</b>

<b>TRAVEL:</b>					
Travel Expenses	\$ 10,000.00	+	\$ -	=	\$ 10,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 10,000.00</b>		<b>\$ -</b>		<b>\$ 10,000.00</b>

<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 12,000.00</b>		<b>\$ -</b>		<b>\$ 12,000.00</b>
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Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

**Application for projects over \$500**

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Internet Development
<b>Application Completed by:</b>	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.

The goal of Glacier Country’s internet development program is to grow traffic to the website by finding new visitors as well as giving past visitors a reason to come back and visit the site periodically for new and interesting vacation ideas. We believe our overall efforts are directing more and more traffic to www.glaciermt.com and resulting in more inquiries and more visitors to Western Montana. It is imperative that we provide thoughtful, intuitive navigation systems for people to move about our site in finding information to help them plan their vacation. Now that our new site is up and running, we plan to add tools that not only allow but encourage content primarily published by users, not direct employees or partners of Glacier Country. Glacier Country’s site provides a wide variety of products, trips and lodging options, we have implemented a thoughtful navigation method thinking from the user perspective and not necessarily ours. It is our goal to continue to make it current, intuitive, logical and consistent.

Our agencies work together to make sure Glacier Country’s website matches our print and other electronic media as well creates an appealing place for web visitors looking for a Montana vacation. This is achieved through consistent rotation of copy and photography to reflect the many experiences visitors can have in Glacier Country. The website needs updating regularly to reflect the latest events, additions of new content, and general updates to keep up with the latest technologies and marketing mediums.

This budget provides for maintenance and enhancement of Glacier Country’s new website as well as website marketing tools such as podcast, video, keywords and search engine optimization (SEO).

**OBJECTIVES:**

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

- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

**How does this project support the Strategic Plan?**

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.b Implement the new Montana tourism brand

Budget page must be attached for approval.

1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

5.1 Cultivate opportunities to leverage private/public funds to create tourism products

5.1.a Create vacation packages/itineraries for off-peak season niche markets

5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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



**PROJECT BUDGET**  
**Internet Development - All**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Website Maintenance/Enhancement	\$ 45,000.00	+	\$ -	=	\$ 45,000.00
Podcasts	\$ 10,000.00	+	\$ -	=	\$ 10,000.00
Video Content	\$ 10,000.00	+	\$ -	=	\$ 10,000.00
Webpage Marketing	\$ 20,000.00	+	\$ -	=	\$ 20,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 85,000.00</b>		<b>\$ -</b>	<b>=</b>	<b>\$ 85,000.00</b>
<b>MARKETING/ADVERTISING:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>	<b>=</b>	<b>\$ -</b>
<b>TRAVEL:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>	<b>=</b>	<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>		<b>\$ -</b>	<b>=</b>	<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 85,000.00</b>	<b>+</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 85,000.00</b>