

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

Application for projects under \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Online Advertising – Warm Season (Digital)
Application Completed by:	Racene Friede

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

We are placing online advertising on major primary market online newspaper websites and as well as other targeted websites across the country (including social media advertising) 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. A final detailed warm season media campaign is attached.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2010
- Increase electronic response by 3% over 2010
- Increase use of website by 5% over 2010
- Increase our database by 3% over 2010

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

This project is addressed in all of our marketing plan goals and other marketing elements 1, 2 and 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.d Continue marketing to international travelers
 - 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.)
- 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 - Online Advertising - Warm Season (Digital)

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

MARKETING/ADVERTISING:					
Media Placement - See Attached	\$ 26,100.00	+	\$ 8,000.00	=	\$ 34,100.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 26,100.00		\$ 8,000.00		\$ 34,100.00

TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -

OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -

PROJECT TOTAL	\$ 26,100.00	+	\$ 8,000.00	=	\$ 34,100.00
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