

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Opportunity Marketing – Display Booth Refresh
Application Completed:	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 create a clear, concise and consistent image of Glacier Country as a destination when attending travel shows we need to refresh our current booth displays that will advertise Glacier Country and our attractions. We would like to refresh 6 tradeshow vinyl banners and purchase a new shipping case to ship the banners safely to and from tradeshow venues. We will use the same hardware we have but just change out the banners. The cases we have right now are in rough shape so we need new cases as well. The cases are lighter and easier to move and transport.

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
- Increase Travel Show Response/Leads 2% per show

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. Positioning ourselves as a resource for information
- 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) Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives

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
- 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
 - 5.2.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

Opportunity Marketing - Display Booth Refresh

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Replacement Banners (6)	\$ 900.00	+	\$ -	=	\$ 900.00
Shipping Cases (2)	\$ 450.00	+	\$ -	=	\$ 450.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 1,350.00		\$ -		\$ 1,350.00

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

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

OTHER:					
Shipping & Handling	\$ 150.00	+	\$ -	=	\$ 150.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 150.00		\$ -		\$ 150.00

PROJECT TOTAL	\$ 1,500.00	+	\$ -	=	\$ 1,500.00
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