

**Application for projects over \$500**

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Opportunity Marketing - Publicity (KXLY Explorer TV)

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.

**KXLY Explorer TV**

KXLY's Explorer TV is a half-hour television show highlighting unique travel experiences around the Spokane, Washington area. The show goes out to more than 1.4 million households throughout the states of eastern Washington, northeastern corner of Oregon, northern Idaho and northwestern Montana and residual coverage into southern British Columbia. It airs on affiliates of ABC and the cable channel My Network TV KXMN. Each episode will also air on online at <http://www.kxly.com/sponsors/22753082/detail.html> where they will also give credit to all the sponsors of that episode.

The 30 minute program features 4 to 5 segments each 4 to 5-minutes long on travel locations and destinations in the Spokane regional drive area. Each segment will air at least twice per month for 3 months on KXLY-TV ABC 4 and air everyday on the KXMN cable travel channel beginning mid-July and ending mid-October thus gaining us some much needed shoulder season exposure.

Explorer TV has approached multiple communities regarding this opportunity and has as many as eleven possible segments that would be produced in the Glacier Country area. Explorer TV will tape and edit each segment with the direct assistance and input of the local community, businesses and partners participating. Costs associated with this project are \$1250/month for a total 3 month production fee investment of \$3750. Glacier Country would like to participate in this project in an effort to generate some nice regional travel as well as create a cooperative community outreach program by helping to underwrite the cost thus lowering the overall buy in for each segment a community, corridor area or partner is looking to participate in. We would like to commit to underwrite up to eleven segments with \$1250 going to each segment produced thus lowering the cost per segment for each community, corridor area or partner. Overall cost of this project for Glacier Country would be \$13,750 and would be funded from our public account up to \$9300 with our private fund covering the remaining \$4450. As part of the agreement, Glacier Country will receive recognition in all segments and receive an edited copy of all segments on DVD that may be shown at trade shows, post on our webpage, etc. We will also receive a copy of all the raw footage and will have full rights to by Glacier Country and other participating partners. The footage will be recorded in HD.

Big picture is that we would pay a production fee like with any show of this type, allow the communities to work directly with the television station so they have ownership of the project and also get an opportunity to foster some private public partnerships with some of our smaller communities or regions for helping directly with a project they are all very excited about including the Tour 200 group, Lincoln County Tourism, the Gateway 2 Glacier group along Hwy 2 below the park, among others.

**OBJECTIVES:**

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

- Media stories to increase by 3% over 2010 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 3 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 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.b Implement the new Montana tourism brand

**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.)
  - 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
- 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

Opportunity Marketing - KXLY Explorer TV Publicity

	State Tourism Funds		Other Funds	=	Total
<b>PROFESSIONAL SERVICES:</b>					
Production Fees	\$ 9,300.00	+	\$ 4,450.00	=	\$ 13,750.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 9,300.00</b>		<b>\$ 4,450.00</b>		<b>\$ 13,750.00</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>\$ 9,300.00</b>	<b>+</b>	<b>\$ 4,450.00</b>	<b>=</b>	<b>\$ 13,750.00</b>
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