

Application for projects under \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – Visitor Information Center (VIC)/Kiosk Funding
Application Completed:	Racene Fiede

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

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

The program was designed to aid smaller chambers that are not funded by the Montana Accommodations Tax and Montana Office of Tourism 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 Montana Office of Tourism; 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 unless one determines their need is less and thus requests less. 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

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 at up to \$3,200 per project from Memorial Day to Labor Day 2011, 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 2 and 7 as well as other marketing elements number 6.

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
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending

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

- 10.2 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



PROJECT BUDGET
Marketing Support - VIC Funding

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Kiosk Signage Production/Maintenance	\$ 4,100.00	+	\$ -	=	\$ 4,100.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 4,100.00		\$ -	=	\$ 4,100.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -	=	\$ -
OTHER:					
VIC Staffing & Distribution	\$ 35,500.00	+	\$ -	=	\$ 35,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 35,500.00		\$ -	=	\$ 35,500.00
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PROJECT TOTAL	\$ 39,600.00	+	\$ -	=	\$ 39,600.00