



Approved Audits/Apps committee  
7/22/08

Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Go-Montana.com  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... July 30, 2008

**Project Overview**

The Flathead CVB would like to request final approval using Internet Marketing Funds for an annual contract with Go-Montana.com. In FY'08 we received 753 lead, which were all sent a Vacation Travel Guide to Montana's Flathead Valley. The site is currently undergoing some search improvements, so we hope to see our number of leads increase in FY '08/09.

The annual contact provides a full-page promotional including unlimited changes and updates, a photo slideshow, customized promotional copy and the Flathead CVB travel planner request form.

Go-Montana will display two full size banner ads on Go-Montana.com for the Flathead CVB for up to 250,000 impressions within the following sections:

1. Flathead Valley & Surrounding Area
2. Free Travel Planners Site – Wide

Go-Montana will also display specialty ads for the Flathead CVB as follows:

1. Rotating ad on Go-Montana.com Home Page
2. Fixed ad on Destination Flathead Valley Home Page

**Project Objectives**

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

*These objectives support the following marketing goals:*

- Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons
- Increase visitation & length of stay among resident and non-resident travelers.
- Incorporate Travel Montana's branding initiative into our marketing efforts.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

**Support of the FCVB Marketing Plan**

1. Increase awareness of the Flathead Valley as a year-round destination.
2. Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
3. Incorporate Travel Montana's branding initiative into our marketing projects.
4. Incorporate the statewide tourism Strategic Plan into our marketing efforts.

**Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget**

Annual Contract (Internet Marketing Budget) ..... \$995.00

**Total Budget** ..... **\$995.00**