



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME Flathead CVB
 PROJECT NAME Horizon Air Magazine Co-op
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED February 16, 2010

Project Overview

The Flathead CVB would like to use Joint Venture Funds to participate in a co-op with Glacier Country on the following project:

Horizon Air Magazine:

Horizon Air is the monthly in-flight magazine for Horizon Air. Its mission is to be the best travel, lifestyle and business publication covering the Horizon Air route system and the editorial focuses on Editorial content focuses on the people, places, issues and trends within the region stretching from Portland, Oregon to Billings, Montana. Circulation: 581,000

May 2010

- Editorial feature on Glacier's 100th Anniversary
- Two-page spread
- One page would be for Glacier Country; One page would be for co-op partners
- Each would receive a 1/6 page ad
- Each partner can purchase a unique reader service listing for \$105.00 OR all inquiries received by Glacier Country to its reader service listing could be shared with all co-op partners
- Price: \$ 632 + \$ 105 for unique reader service (optional)

Project Objectives

1. Increase inquiries to the call center by 1% over FY'09
2. Increase use of the web site by 2% over FY'09
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'09
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 1% over FY'09
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'09

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

This project reaches our target market

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.2.2: Encourage Cross-Promotion between Tourism Partners & Sectors
- C.6.1: Encourage Strategic Partnerships for Cooperative Project Funding
- C.6.2: Identify Opportunities to Pool Public & Private Marketing Dollars

Method of Project Evaluation

Quantifiable lead generation

Budget

Horizon Air Magazine Co-op	\$737	(Joint Ventures)
----------------------------	-------	------------------

Total Budget	\$737	
---------------------	--------------	--