



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME Flathead CVB
 PROJECT NAME CleanPix eMailer
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED August 31, 2009

Project Overview

The Flathead CVB would like to use **Opportunity Funds** to add the following feature to their account with CleanPix:

The eMailer allows you to manage up to 500 email addresses of media contacts and industry partners. You are able to create your PressBriefs and deliver them as an email campaign with the eMailer feature.

The Flathead CVB has been using this feature in a trial basis and has been pleased with the feature and would like to maintain this managing tool.

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 feature allows the Flathead CVB to broadcast its press releases to our own custom media database at the same time it is disseminated to the CleanPix Pressbrief database (2,500+ travel writers).

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
 - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Method of Project Evaluation

- Tracking of Downloads (who & when)
- Written Articles

Budget

Opportunity Funds: CleanPix eMailer Feature..... \$500

Total Budget **\$500**