



Approved Audits/Applications Committee 11/10/09

Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME.....Flathead CVB
 PROJECT NAME.....The Reel News
 APPLICATION COMPLETED BYDori Muehlhof, Executive Director
 DATE SUBMITTEDDecember 1, 2009

Project Overview

The Flathead CVB would like to use funds from Consumer Marketing/Print Placement to run a small ad campaign in The Reel News, targeting anglers from the Pacific Northwest: 1/8 page B&W Ad to run Dec '09, Jan '10 and Feb '10. Note: Jan & Feb have double the print run and are distributed at trade shows and special events/seminars.

AN AWARD WINNING PUBLICATION

In addition to being the fastest growing and most sought after sport fishing publication in the Pacific Northwest, THE REEL NEWS has won many awards over the years, including most recently the PUBLICATION OF THE YEAR award from the Northwest Outdoor Writers Association (including Washington, Oregon, Alaska, Montana, Idaho, British Columbia, Alberta, Yukon and the Northern Territories). Add this prestigious award to the five others in the past four years, and we're having a pretty good "catch."

PROFILE OF OUR READERS

- Average age: 46
- 85% married with at least 2 children
- Income average: Over \$50,000
- Accommodations: 43% lodging, 30% RV, 27% camping
- 87% take extended fishing trips of 2 days or more.
- 66% save THE REEL NEWS for future reference.
- Over 65% of our sport fishing readers are also hunters.

DISTRIBUTION

This vertical market publication reaches approximately 32,000 readers each month and press runs nearly double for our early-year "show" issues. We distribute the first week of each month by mail, through sporting goods stores, sport clubs general meetings, public awareness and educational programs, city parks, sportsmen's shows and boat shows, special classes/seminars, and special events.

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 publication reaches both our target geographic and demographic profile.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings
- B.3.3: Work with Air Carriers/Airports to Identify Needs & Enhance Air Service

Method of Project Evaluation

Quantifiable lead generation
Web Link Traffic

Budget

The Reel News: 1/8 Pg B&W

Dec 2009.....	\$188
Jan 2010.....	\$376
Feb 2010.....	\$376

Total Budget **\$940 (Consumer Marketing/Print Placement)**