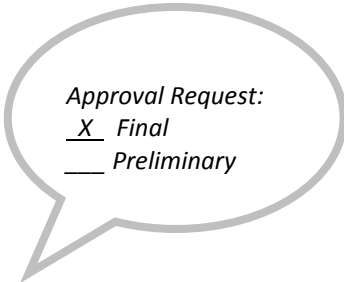


ORGANIZATION NAMEKalispell CVB
PROJECT NAMEBrand Development
APPLICATION COMPLETED BY.....Diane Medler
DATE SUBMITTED.....December 27, 2010



Project Overview

The Kalispell CVB is commissioning a creative agency to create a brand identity for Kalispell. The goal is to create an identity for Kalispell as a travel destination within the Flathead Valley, setting the groundwork for the marketing plan and the development of a website, travel guide and other marketing elements. An RFP has been issued with a deadline for submission of January 10, 2011, scheduled to be awarded the first week of February, 2011. Although an exact amount of the creative services will not be known until the RFP is awarded and contract finalized, it is realistic to assume that the entire \$10,000 will be used. Any additional amounts for the brand creative as well as the cost to develop the marketing plan and creative for media placement will be paid from TBID funds.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global “Destination Reports”.
 - Generate 200 qualified meeting and convention leads
 - Generate 100 qualified motorcoach group leads
 - Generate 50 qualified sporting events leads
 - Create a promotional database of 2,000+ leisure travelers
 - Create a media database of 1,000 targeted travel writers, editors, etc.

Support of the Kalispell CVB Marketing Plan

One of the primary goals of the marketing plan will be to leverage off the KCVB strategic plan which was finalized in December, 2010. This was a collaborative effort between the City of Kalispell, Kalispell Downtown Association, Kalispell TBID, Kalispell Chamber, Glacier Country and several other local entities.

Support the MTOT 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
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 10.2 Create public/private/tribal partnerships for cooperative project implementation

Method of Project Evaluation

Branding identity will be the spring board for a comprehensive marketing plan which will include methods of project evaluation.

Budget

Brand Identity Creative Services\$10,000

Total Budget _____
\$10,000