

ORGANIZATION NAME Kalispell Chamber/CVB

PROJECT NAME .....Joint Venture – MTOT Winter Guide Advertising

APPLICATION COMPLETED BY.....Diane Medler

DATE SUBMITTED.....April 21, 2011

Approval Request:

Final

Preliminary

**Project Overview**

The Kalispell CVB will participate in MTOT's 2011-2012 winter guide advertising. KCVB will purchase a full page advertorial. The publication is distributed via direct mail, consumer shows, ski areas, chambers and visitor information centers.

**KCVB PROJECT BUDGET FY 12  
JOINT VENTURES  
MTOT WINTER GUIDE**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative	\$500	+	\$0	=	\$500
Photography	\$350	+	\$0	=	\$350
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$850</b>		<b>\$0</b>		<b>\$850</b>

<b>MARKETING/ADVERTISING:</b>					
Placement	\$1150	+	\$0	=	\$1150
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$1150</b>		<b>\$0</b>		<b>\$1150</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$2000</b>		<b>\$0</b>		<b>\$2000</b>
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