

ORGANIZATION NAME Kalispell Chamber/CVB
PROJECT NAMEPublications: labels
APPLICATION COMPLETED BY.....Diane Medler
DATE SUBMITTED.....September 23, 2010



Project Overview

The Kalispell CVB also requesting funds for other publication projects to print labels which will be adhered to existing specialty brochures created with bed tax funds by the FCVB in FY'10. The labels will rebrand the brochures as Kalispell Convention & Visitors Bureau with updated toll free number and website address. Brochures are distributed by fulfillment center and the Kalispell VIC.

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 Chamber/CVB Marketing Plan

This project supports promoting our area attractions, which will increase awareness and hopefully increase the length of stay of our visitors.

Support the MTOT Strategic Plan - YES

This project meets the following objectives:

- 1.1.a Expand partnerships with tourism business/attractions as co-op partners
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 3.5 Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math and language curriculum standards and initiatives;
- 4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors;
- 8.2 Implement improvements to make Montana communities more visitor-friendly;
- 9.2 Foster opportunities to pool public and private marketing dollars.

Method of Project Evaluation

- Measure number of brochures distributed through the summer and winter tourism season as indicator of interest.

Budget

Labels \$402
Printing costs: \$67 per 500 labels x 6 brochures = \$402