

ORGANIZATION NAME **Kalispell Chamber/CVB**
PROJECT NAME**Publications: tear off map**
APPLICATION COMPLETED BY.....**Diane Medler**
DATE SUBMITTED.....**September 27, 2010**



Project Overview

The Kalispell CVB will update and reprint a tear-off map of Flathead Valley with enlarged downtown Kalispell map as inset. Map originally printed by FCVB with bed tax funds; updated map will be rebranded with KCVB information. Maps will be distributed in Kalispell Chamber VIC and fulfillment center.

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

Tear off map\$833
Size: 8.5” x 14”, tear off pads in 50’s
Quantity: 5,000
Production: graphic design service - \$160
Printing: 100 pads of 50 - \$673