

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau
Project Name Opportunity – Glacier Country Travel Guide Ad
Application Completed by Diane Medler

Approval Requested	
<input checked="" type="checkbox"/> Final	
<input type="checkbox"/> Preliminary	

KCVB is placing an ad in the 2012 Glacier Country Travel Guide.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Generate publicity placement in target markets

Refer to the portions of your marketing plan, which support this project.

This project supports our goals to increase awareness of Kalispell as a travel destination and to grow inquiries and increase visitations during shoulder seasons and winter months.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 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

Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

Detail pages attached No

KCVB PROJECT BUDGET FY 12
OPPORTUNITY – Glacier
Country Travel Guide ad

	State Tourism Funds	Other Funds		Total
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PROFESSIONAL SERVICES:

Creative	\$500.00	+		0	=	\$500.00
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TOTAL	\$500.00			\$0		\$500.00
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MARKETING ADVERTISING:

Half page ad	\$1947.50	+		\$0	=	\$1947.50
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TOTAL	\$1947.50			0		\$1947.50
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REGION/CVB	PROJECT TOTAL	\$2447.40	+		0	=	\$2447.50
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