

Whitefish Convention and Visitors Bureau

FY 10 Marketing Plan

July 1, 2009 to June 30, 2010

1. Purpose of the Whitefish Marketing Plan

The purpose of the Whitefish CVB Marketing Plan is to enhance the economy of Whitefish by emphasizing its desirability as a travel and recreation destination to visitors who appreciate and respect the character of the place. Our mission is to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town. The WCVB is the officially designated non-profit, established by the City of Whitefish, to market and promote Whitefish. The organization also provides critical support for visitor information services, travel infrastructure development, market research and public relations.

2. Strengths and Challenges of Whitefish Relative to other Destination Mountain Towns

Market Strengths

Whitefish aligns perfectly with the Montana Brand.

- ***Proximity to Glacier National Park*** — Travel forecasts have predicted an increase in U.S. travelers expressing an interest in visiting a U.S. national park. In addition, the significant name recognition that Glacier National Park holds among North American and international travelers provides an advantage to “putting Whitefish on the map” for potential visitors.
- ***Central Avenue Whitefish and the alluring character of the town’s built structures*** - Research indicates that visitors are attracted to the character and scale of Whitefish, especially the town’s Central Avenue district. These are attributes that form the foundation of the town’s appeal to visitors who stay in, or around the community, eat at the town’s various restaurants, and shop at local stores.
- ***Access to recreational activities*** — A wide variety of recreational opportunities in and around Whitefish is a major draw for visitors. These include Whitefish Lake, Whitefish Mountain Resort, as well as the trails, rivers and scenic roadways in and around Glacier National Park.

Primary Pursuits that Draw Visitors:

Activities in and around Glacier National Park

- Water sports on Whitefish Lake
- Skiing or snowboarding at Whitefish Mountain Resort
- Fishing
- Scenic Driving and Wildlife Viewing
- Golf at Whitefish Lake Golf Course
- Sporting Events

Additional Amenity Activities:

- Biking
- Birding
- Hiking
- Cross-country skiing
- Horseback riding
- Dog sledding
- Ice Skating and Hockey
- Whitewater rafting
- Canoeing and kayaking
- Swimming
- Photography

- ***Cultural arts and entertainment*** — A variety of performing arts venues, galleries and live music options provide additional support and attraction for potential visitors.

- *Friendly and welcoming community* — Visitors frequently express that their visit is enhanced by the friendly and welcoming attitudes of local residents and the front line employees at Whitefish shops, restaurants and lodging businesses.
- *Amtrak train service to Whitefish* — Amtrak train service to Whitefish from Seattle, Portland, Minneapolis and other key northern plains and Midwestern cities distinguishes Whitefish in the marketplace and provides a unique access opportunity for visitors.
- *Major commercial airport within 11 miles* — Proximity of Glacier Park International Airport makes Whitefish one of the closest North American mountain towns to a major commercial airport.

Market Challenges

- *Lack of competitive pricing for air access and limited seats* — When compared to mountain communities with which Whitefish competes for destination visitors, airline seats to Whitefish are regularly priced considerably higher. (See Appendix)
- *Market perceptions of low quality service and limited amenities* — Research performed by Travel Montana in key destination markets reveals that Montana is perceived to offer lower quality amenities and services to visitors. While Montanans are perceived as being friendly, it should be distinguished that this friendliness does not automatically translate into a guest’s perception of a high level of service.
- *Highly seasonal visitation patterns* — Visitation patterns to Whitefish are highly seasonal with the majority of visitation occurring during the high demand months of July and August. This seasonality impacts the operating effectiveness of Whitefish businesses that must accommodate highly volatile demand swings.
- *Limited transportation infrastructure* — Public transportation options and visitor infrastructure services in and around Whitefish are fewer than those provided at competitor destinations.

3. Goals

- A.** Establish our identity and presence in the marketplace as a unique destination.
- B.** Encourage destination visitation from the national market.
- C.** Rebuild traditional visitation from other areas of the state and neighboring states.
- D.** Aggressively showcase Whitefish's vast array of winter sports.
- E.** Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.
- F.** Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sporting events.
- G.** Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.
- H.** Improve Meeting and Convention market year-round.
- I.** Increase visibility in the international market.
- J.** Highlight Whitefish as a location to the film industry.
- K.** Gather information and statistics on Whitefish visitors for the purpose of marketing planning.
- L.** Pursue new airline markets.
- M.** Increase occupancy for lodging facilities.
- N.** Work toward DMO certification and employee professional certification.

4. Montana 2008-2012 Strategic Plan

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

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.2.b. Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.

1.2.c. Continue to promote Montana as a film location.

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

1.3.a. Attend an annual Marketing Plan meeting with Travel Montana, Regions, CVBs, Tourism Advisory Council, MTTA, and other state/federal agencies involved in tourism and recreation

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

1.3.d. Create cooperative marketing campaigns between agriculture and tourism.

Action 1.4: Improve Montana's Visitor Information System to extend visitor stays and spending.

1.4.a. Create a database inventory of visitor information system (VIS) components available statewide.

1.4.b. Establish criteria for "officially-designated" visitor information sites and services, and foster more collaboration between agency and private visitor services

1.4.c. Provide advanced training for all Visitor Information Centers (VICs).. Tap training resources such as Montana Superhost and the National Association of Interpretation.

1.4.d. Use technology to enhance Montana visitor information and marketing efforts.

1.4.e. Expand displays of Montana destinations and products at State rest areas, airports, train stations, and visitor centers.

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.

Action 2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

Action 2.2: Provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Action 3.1: Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.

Action 3.2: Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.

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

Action 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

4.1.e. Plan and promote commemorations of historic events in Montana.

4.2.d. Revitalize Montana's historic downtowns as vibrant destinations for travelers.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Action 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

5.1.b. Expand winter tourism products/activities to draw visitors.

5.1.c. Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.

Action 5.2: Provide information about technical and financial assistance available to tourism and recreation businesses.

5.2.a. Inform businesses, communities, and organizations about technical and financial assistance programs through newsletters, websites, tourism meetings, press releases, and business trade associations.

Goal 6: Address tourism and recreation professional development, workforce availability, and affordable housing issues.

Action 6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.

6.1.a. Encourage all Montana CVBs to join either the Destination Marketing Association International (DMAI), or the Western Association of Convention & Visitors Bureaus (WACVB).

Goal 7: Improve Montana's transportation system for both residents and visitors.

Action 7.1: Increase air service capacity to and from Montana cities.

Action 7.4: Increase use of passenger rail and transit service in Montana.

7.4.a. Promote Amtrak's Empire Builder service in Montana.

7.4.c. Encourage and expand intercity transit service, and service to high traffic visitor locations.

Action 7.5: Expand bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.

Goal 8: Enhance the "curb appeal" of Montana communities to attract visitors.

Action 8.1: Increase the capacity of Montana communities to be more competitive in tourism

8.1.c. Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.

Action 8.2: Implement improvements to make Montana communities more visitor-friendly.

- 8.2.a. Improve the appearance of community entrances, highway commercial areas, and public parks/facilities
- 8.2.b. Address billboard proliferation and unsightly outdoor advertising signs.
- 8.2.c. Improve availability and visibility of public parking for visitors in downtown commercial areas.

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Action 9.1: Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.

Action 9.2: Foster opportunities to pool public and private marketing dollars.

Action 9.3: Enhance funding for region and CVB marketing efforts.

Goal 10: Build an effective “team” to implement the Strategic Plan, and report results.

Action 10.2: Create public/private/tribal partnerships for cooperative project implementation.

Action 10.3: Implement regular Strategic Plan discussion and reporting mechanisms in a variety of venues to ensure that actual tourism and recreation activities are aligned with Strategic Plan goals and actions.

10.3.c. Submit implementation updates on Strategic Plan actions for an annual report to the Tourism Advisory Council, Governor, and partners.

Action 10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.

Action 10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.

- 10.5.a. Continue to conduct research about resident and nonresident travelers in Montana.
- 10.5.c. Continue regular monitoring of Montanans' opinions about tourism and recreation.
- 10.5.d. Disseminate tourism research reports to partners statewide.

5. Measurable Objectives for FY 10

The following are the key objectives for accomplishment during the FY 10:

- Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.
- Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.
- Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro economic conditions.
- Build winter, autumn and spring season collection revenue.
 - Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)
 - Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)
- Maintain high season levels to last three years’ collections for July/August- (\$461,715).
- Improve access, ease and affordability travel to Whitefish.
- Establish an airline access commission that has a budget, ability to connect with expert advice, and directive to provide an implementation plan for FY 11 Marketing Plan.

6. Target Markets

Potential visitors will be targeted by geographic location, demographic characteristics, and values that distinguish a potential visitor as a “geotourist” (as defined by research conducted by the Travel Industry Association of

America (TIAA) and the National Geographic Society). Geotourists are high-value, low impact visitors that appreciate the unique characteristics, eccentricities and natural values of the places they visit. They place high value on travel experiences that respect and support the local character of place, and are less likely to become discouraged in their travel experiences by travel distances/difficulties and vagaries of weather.

Geotourists at a glance:

- A segment of the U.S. total travel market estimated to include over 56 million people.
- They seek authenticity in travel experiences.
- Seek out opportunities to experience businesses and activities that are locally unique.
- Travel is an important part of their “lifestyle” and they often combine learning with travel.
- Are more likely to be aware of their own impact, both environmental and community, on the places they are visiting.

Core geographic markets for focus:

The WCVB will focus its attention during this fiscal period on potential visitors who match the Geotourism profile in the following geographic markets. It is possible that opportunities will arrive in additional markets, in partnership with other tourism organizations such as Travel Montana. In these instances, the WCVB may extend its efforts beyond these core focus markets.

- Seattle, Washington – Puget Sound Area
- Minneapolis, Minnesota
- Chicagoland, (Chicago core and northern suburbs to Madison, Wisconsin)

Emerging Market:

- Portland, Oregon

Market in need of rebranding:

- Southern Alberta, including Calgary.

This market is considered high risk due to vagaries of exchange rate and historical perceptions of Whitefish as being a “cheap” vacation spot.

Where Out-of State Visitors to Whitefish Primarily Come From:

10% Washington State (*predominately west coast Puget Sound region*)

7% Minnesota (*predominately Minneapolis region*)

7% Alberta (*predominately southern Alberta and Calgary region*)

6% California (*no singular concentration*)

6% Colorado

5% Illinois (*predominately Chicagoland*)

+ Everywhere else in the U.S. and the World (*without any regular pattern, who live further away in urban areas including Seattle, Portland, Los Angeles, Phoenix, New York/ New Jersey, Chicago, Washington, DC and have an interest in national parks and wilderness.*)

Visitor Characteristics:

53% are traveling as a pair (2 persons)

28% have HHI above \$120,000 per year

Average Age: 52

(Sources: ITRR: Whitefish-specific interviews / WMR Skier Surveys / Web Analytics Reports)

Parks are the Place: 73% of U.S. respondents said they plan to visit a national park in 2009, up from 62 percent one year ago. (source: *TripAdvisor Research*)

Being Active:

53% will go hiking in the coming year, up from 50 % last year. 47% of those surveyed plan to engage in an adventure activity, an increase from 40 % in 2008. 33% of travelers will go bicycling, up from 28 %, and 11% of travelers are likely to participate in an extreme sports activity, compared to 8% one year ago. (source: *TripAdvisor Research*)

Seeing Green: 34% of U.S. respondents said they will visit an environmentally-friendly hotel or resort in the coming year, up from 30% in 2008. About 32% of those surveyed said they will be more environmentally conscious in their travel decisions this year, than they were the year before. Last year, 26 % said they would be more environmentally conscious. (source: *TripAdvisor Research*)

Authentic Travel: Experiencing a destination more intensely through longer stays and deep cultural immersion. (source: *AmEx Research*)

Climate Sightseeing: A growing number of travelers are moved to visit destinations threatened by climate change such as the Galapagos, Machu Picchu, Alaska and Canada’s Churchill, an area whose polar bears are threatened by extinction. (source: *AmEx Research*)

Closer to Home Travel: Expanding beyond this year’s “staycation” trend, travelers are expected to seek closer to home, affordable alternatives to overseas destinations. (source: *AmEx Research*)

Second City Travel: Visiting smaller, lesser-known cities within a destination can yield a more affordable, though equally enriching vacation experience. (source: *AmEx Research*)

Value of Fly-In vs. Drive-In Customer Types

Not all visitors are alike. The same is true of their economic impact to Whitefish. Research by the ITRR indicates that Whitefish visitors from locations more than 300 miles away, who typically travel via airlines, spend considerably more money per day than visitors who travel by car.

FLY-IN VISITORS

\$2,240 per trip average fly-in (excluding airfare)
\$350 per day per party

DRIVE-IN VISITORS

\$853 per trip average drive-in
\$181 per day per party

Difference: \$1,387 in additional spending per fly-in visitor (Source: ITRR). Based on these metrics, the additional \$1,387 in additional average spending per fly-in visitor provides additional margin in the cost of customer acquisition.

7. Marketing Methods for Public Funds

The WCVB will utilize public funds for the purpose of marketing to the above markets through the mediums listed below. All public funds will be leveraged through cooperative marketing arrangements with Travel Montana, Glacier Country or other regional destination marketing organizations. The primary objective of Public Fund expenditures will be to create brand awareness for Whitefish with fulfillment directed to the www.ExploreWhitefish.com website or the toll-free telephone number for a travel planner.

Online: Display pay-per impression advertising done as part of cooperative programs with Travel Montana, Glacier Country and other tourism organizations.

Tracking: Online ads will be referenced to a phantom URL for tracking of clicks originating from external ads. Clicks will be tracked once a visitor arrives at our website to measure the number of visitor inquiries (subscriptions). The target cost per online lead will be \$11 per lead.

Print: WCVB will partner with Travel Montana, Glacier Country and other tourism organizations in key publications. The list of potential publications is attached.

Key Areas of WCVB Activity for FY 10

The Whitefish Convention and Visitors Bureau will undertake initiatives and activities in the following key areas during FY10. Tourism and visitation to Whitefish are critical to the economic health and vibrancy of Whitefish, Montana. However, tourism and the associated support infrastructure do not “just happen.” The Whitefish Convention and Visitor Bureau actively serves as a fundamental support to the town’s economy and well-being through engagement in the following pursuits:

Advertising

The WCVB enters into paid advertising agreements in select key markets. These advertisements are in print (magazine, newspaper) media as well as online. The WCVB may also purchase broadcast (television or radio) time. When paid campaigns are initiated, the WCVB often seeks to partner with the state tourism promotion agency (Travel Montana), the regional tourism authority (Glacier Country) or a strategic additional partner (for instance, Amtrak or Whitefish Mountain Resort), in order to leverage the purchase and extend the investment.

Public Relations

The WCVB invests in public relations and travel writer recruitment efforts to both encourage and enhance the coverage of the town in major North American publications and media outlets. The WCVB engages in a contract with a public relations firm for the purpose of reaching out to select writers to encourage them to cover Whitefish. These efforts may include hosting “press trips” (helping cover the costs of legitimate and published writers in a visit to Whitefish) and helping to steward the experience of these writers in Whitefish to maximize the quality of the resulting story. These efforts also include helping to support authors with imagery, background video, facts, interviews, and any permits that may be required. In the past year, the media efforts of the WCVB have facilitated and enhanced major stories about Whitefish in such notable media outlets as (to name only a few) **ABC’s “Good Morning America,” the “NBC Today Show”, Fox Sports Ski Northwest, The New York Times, The Calgary Herald, SKIING Magazine, Seattle Post-Intelligencer, Women’s Health, Shape, and MSNBC.com.**

Website

Research indicates that over 90 percent of travelers use the internet to gather information, plan and make reservations for their travels. In response to the significant role the internet plays in travel planning and booking, the WCVB has built and maintains a very powerful internet resource at www.ExploreWhitefish.com. The site provides significant information for prospective visitors, including photo and video galleries, a calendar of events, activities and detailed information on every member business. The website also serves as a key fulfillment resource for advertising and public relations efforts. Visitors to the site may also register in order to receive periodic email news about travel news and events in and around Whitefish. Currently, the eNewsletter is sent to over 17,000 individuals who have signed up to receive updates and information about Whitefish.

Trade Shows

The WCVB both coordinates and attends several consumer travel shows in key markets. These shows include a significant booth presence, staffing and collateral distribution. The WCVB also invites and coordinates the participation of its members at these shows in order to facilitate a larger Whitefish-branded “footprint” for show attendees.

Visitor Information Services

The WCVB financially supports the Whitefish Visitor Information Center in cooperation with the Whitefish Chamber of Commerce. This visitor center hosts thousands of guests each year. The financial support of the WCVB allows the visitor center to remain open on key weekends and other holiday periods. The WCVB also provides funding for the fulfillment of free Visitor Travel Planners via U.S. mail, either from calls to our toll-free telephone number or requests from the www.ExploreWhitefish.com website. In addition, the WCVB operates the Visitor Information Center at Glacier Park International Airport.

Trade Partner Relations

The WCVB actively works to foster, enhance and support relationships with key trade partners, including State and regional tourism organizations, meeting planners, airlines, travel agencies, travel wholesalers and Amtrak. The organization facilitates connections between member businesses and these trade partners, and also works to provide connectivity between individual businesses to assist in accommodating larger meeting and convention demands such as the town's hosting of the International Fly Fishing Federation Annual Conclave during the summer of 2008.

Specialty Marketing Programs and Sponsorships

As part of the overall marketing efforts for Whitefish, the WCVB engages in unique sponsorship and promotional initiatives that fall outside of traditional advertising venues. For example, the WCVB worked together with Sturtevant's Sporting Goods retailers in the Seattle, Washington metro area for an in-store promotion and sweepstakes. Additional specialty programs included on-train Amtrak promotional displays and an in-town summer visitor cross-sell promotional sweepstakes.

Collateral and Collateral Fulfillment

Beyond the internet, the WCVB provides important travel planning and visitor information in the form of a printed Travel Planner magazine, fulfillment postcards and a visitor map. These items are provided to members for free distribution throughout the town, the Whitefish Visitor Information Center and the Glacier Park International Airport Whitefish Information Center.

Legislative Oversight and Monitoring

The WCVB actively engages with state representatives, Travel Montana and other key stakeholders to educate the public on the value of tourism to the Whitefish economy, as well as providing input on the affect of potential legislation on tourism and tourism businesses.

State Compliance and Administration

The WCVB is funded through a combination of public "bed-tax" funds collected locally at lodging properties, and member dues. The WCVB provides state-required compliance for all activities including bed tax funds, project application and completion reports, quarterly reports and audits. The WCVB facilitates public access at board meetings and compliance with open meeting laws.

Appendix

Sample rates arriving Mar 5, 2009 departing Mar 11, 2009:

Seattle - FCA: \$308

Seattle - SLC: \$227

Seattle - Reno: \$140

Minneapolis - FCA: \$607

Minneapolis - SLC: \$217

Minneapolis - Reno: \$410

Chicago - FCA: \$622

Chicago - Steamboat Springs: \$370

Denver - FCA: \$456

Denver - Jackson Hole: \$138

Denver - Bozeman: \$158

	A	E	F
1	Whitefish Convention & Visitor Bureau		
2	Fiscal Year 2009-2010		
3	Annual Budget Overview		
4			
5		Project Budget	Total Budget
6	Support		\$32,100
7	Administration	\$12,000	
8	Opportunity	\$100	
9	Joint Ventures (with Travel Montana)	\$20,000	
10	Consumer Advertising	\$5,000	\$5,000
11	Montana Travel Planner		
12	Glacier Country Ad		
13	Glacier Waterton Visitors Assoc. Map		
14	Flathead Golf Guide		
15	Flathead Travel Planner		
16	Montana Winter Guide		
17	Online Advertising		
18	Internet Site		
19	Meetings & Conventions	\$500	\$500
20			
21	Publicity		
22	Public Relations Firm	\$35,000	\$35,000
26	Photography	\$2,000	\$2,000
27	TAC Travel	\$1,500	\$1,500
28	Marketing Plan Development	\$1,500	\$1,500
29	SuperHost	\$400	\$400
30	DMAI- Destination Marketing Training	\$2,000	\$2,000
31	Website		
32	Fulfillment		
33	TOTAL BUDGET REQUESTED	\$80,000	\$80,000
34			
35	Budget Projections- at 100%	\$60,000	
36	FY 09 cancelled/under budget project funds	\$20,000	
37	Additional rollover after audit		
38	If revenue increases by 10%, increase Publicity		
39	If revenue decreases by 10%, decrease Opportunity		
40	We do not choose to reserve funds for future years' projects.		

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 Joint Ventures with other Bed Tax Entities

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

It is important to leverage our marketing dollars with Travel Montana and other bed Tax Collection entities. We work closely with Glacier Country and FCVB on many projects in which we have a common interest. The WCVB would like to use \$20,000 of our bed tax funds for Joint Venture projects.

Objectives

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

- **Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.**
- **Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro economic conditions.**
- **Build winter, autumn and spring season collection revenue.**
 - **Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)**
 - **Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)**
- **Maintain high season levels to last three year’s collections for July/August- (\$461,715).**

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

3. Goals

- A. **Establish our identity and presence in the marketplace as a unique destination.**
- B. **Encourage destination visitation from the national market.**
- C. **Rebuild traditional visitation from other areas of the state and neighboring states.**
- D. **Aggressively showcase Whitefish's vast array of winter sports.**

- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.**
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community, events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sporting events,**
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.**
- H. Improve Meeting and Convention market year-round.**
- I. Increase visibility in the international market.**
- M. Increase occupancy for lodging facilities**

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.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached Yes

	A	B	C	D	E	F	G
1	WCVB Project Budget FY 10						
2	Joint Ventures						
3							
4							
5			State Tourism Funds		Other Funds		Total
6	PROFESSIONALSERVICES:						
7	Creative		\$2,000.00	+	\$0	=	\$2,000.00
8				+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13			\$0	+	\$0	=	\$0
14			\$0	+	\$0	=	\$0
15	TOTAL		2,000.00		0.00		2,000.00
16							
17	MARKETING/ADVERTISING:						
18	Joint Ventures with Travel MT		\$16,000	+	\$0	=	\$16,000
19	Joint Ventures with Other Bed Tax Entities		\$2,000	+		=	\$2,000
20			\$0	+	\$0	=	\$0
21			\$0	+	\$0	=	\$0
22			\$0	+	\$0	=	\$0
23			\$0	+	\$0	=	\$0
24			\$0	+	\$0	=	\$0
25	TOTAL		\$18,000		\$0		\$18,000
26							
27	TRAVEL:						
28				+	\$0	=	\$0
29				+	\$0	=	
30				+	\$0	=	
31				+	\$0	=	
32	TOTAL		\$0		\$0		\$0
33							
34	OTHER:						
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37				+	\$0	=	\$0
38				+	\$0	=	\$0
39	TOTAL						\$0
40							
41							
42	REGION/CVB PROJECT TOTAL		20,000.00	+	0.00	=	20,000.00

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 Consumer Ads

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$5,000 of our bed tax funds to get its name in front of thousands of potential visitors to Montana. Consumer advertising is essential to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town. Display advertising in publications produced by Travel Montana and other visitor associations are especially good values. Online advertising is cost efficient and an excellent way to quickly reach large numbers of the traveling public.

The list of publications in which we may advertise is included.

Objectives

The following are the key objectives for accomplishment during FY 10:

- Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.
- Grow site traffic to www.ExploreWhitefish.com by 10% over previous year.
- Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro-economic conditions.
- Build winter, autumn and spring season collection revenue.
 - Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)
 - Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)
- Maintain high season levels to last three year’s collections for July/August

Goals

- A. Establish our identity and presence in the marketplace as a unique destination.
- B. Encourage destination visitation from the national market.
- C. Rebuild traditional visitation from other areas of the state and neighboring states.
- D. Aggressively showcase Whitefish's vast array of winter sports.
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.

- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community, events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sporting events,
- H. Improve Meeting and Convention market year-round.
- I. Increase visibility in the international market.
- M. Increase occupancy for lodging facilities

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.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

1.3.d. Create cooperative marketing campaigns between agriculture and tourism.

List of publications is attached.

Budget page attached **Yes**

FY 10 Consumer Ad List of Publications

The WCVB would like to advertise in the following publications:

Montana Travel Planner
Glacier Country Guide
Glacier Waterton Visitors Assoc. Map
Montana Winter Guide
Flathead Golf Guide
Montana's Cultural Treasures
FCVB Travel Planner

PRINT ADVERTISING:

Amtrak Magazine
Audubon
Big Sky Journal
Boise newspapers
Calgary Herald
Calgary Sun
Chicago Tribune
Daily Inter Lake
Delta Inflight
Empire Builder Magazine
*FFwd (weekly magazine in
Calgary)*
Flathead Beacon
Good Housekeeping
Horizon Inflight
Horse Trader
I.M. Cowgirl
Lethbridge Herald
Lively Times
Meetings magazines
 Smart Meetings
 Association News
Other inflight magazines

Missoula Independent
Missoulian
Montana Magazine
Montana Woman
*National Geographic (any of
their publications)*
*99 Things to Do in
Yellowstone Country*
Northwest Magazines
Northwest Airlines Magazine
Outside
Portland Oregonian
Powder Magazine
Ready to Retire
Seattle Post Intelligencer
Seattle Times
Seattle Weekly
Ski Magazine
Skiing Magazine
Spokesman Review
Trail Blazer
Trail Rider
United Airlines Hemisphere
Western Horseman
Whitefish Pilot
Whitefish Review

	A	B	C	D	E	F	G
1	WCVB Budget						
2	FY 10 Consumer Ads						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	Ad Creative		\$1,000	+	\$0	=	\$1,000
7			\$0	+	\$0	=	\$0
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$1,000		\$0		\$1,000
14							
15	MARKETING/ADVERTISING:						
16	placement		\$4,000	+	\$0	=	\$4,000
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$4,000		\$0		\$4,000
22							
23	TRAVEL:						
24			\$50	+	\$0	=	\$50
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL				\$0		\$50
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$5,000	+	\$0	=	\$5,050

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 Meetings and Conventions

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Whitefish would like to apply for \$500 from our Meetings and Convention budget to participate with Glacier Country and our members to increase our presence in the meeting and convention market by assisting with the printing cost of a meeting planner guide. The guide will focus on the needs of meeting and convention planners. It will be distributed at meetings specific trade shows and presentations as well as be used as a fulfillment piece for print advertising inquiries. If there is no need to print or reprint the guide, we may also use our funds for expenses related to travel for meeting with professional meeting planner organizations

Objectives

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

The following are the key objectives for accomplishment during FY 10:

- **Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 10% over previous year.**
- **Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro-economic conditions.**
- **Build winter, autumn and spring season collection revenue.**
 - **Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)**
 - **Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)**
- **Maintain high season levels to last three year’s collections for July/August**

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

3. Goals

- A. **Establish our identity and presence in the marketplace as a unique destination.**
- B. **Encourage destination visitation from the national market.**
- D. **Aggressively showcase Whitefish's vast array of winter sports.**
- E. **Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.**

- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community, events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sporting events,**
- H. Improve Meeting and Convention market year-round.**
- I. Increase visibility in the international market.**
- M. Increase occupancy for lodging facilities**

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.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.

1.1.d. Continue marketing to international travelers.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached Yes

	A	B	C	D	E	F	G
1	WCVB Project Budget FY 10						
2	FY 10 Meetings and Conventions						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	printing new planner		\$250	+	\$0	=	\$250
7			\$0	+	\$0	=	\$0
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$250		\$0		\$250
14							
15	MARKETING/ADVERTISING:						
16			\$0	+	\$0	=	\$0
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$0		\$0		\$0
22							
23	TRAVEL:						
24	meeting planner trip, travel, hotels, f		\$250	+	\$0	=	\$250
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$250		\$0		\$250
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$500	+	\$0	=	\$500

Project Application FY 10

Organization Name: WCVB

Project Name: FY 10 Publicity

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

The WCVB would like to use \$35,000 of our bed tax funds for our publicity program. Whitefish is committed to an aggressive publicity campaign designated to stimulate editorial and photographic coverage in the national and regional press. Because of our limited promotional dollars, publicity is more effective than paid advertising in generating media coverage.

In FY 10, the Whitefish CVB will continue its highly successful public relations program to include but not be limited to:

- Targeted media relations- pitching and following up
- Maintenance of a highly targeted media database
- Representation at appropriate travel and media events
- Agency work on group and individual press trips for top-tier regional and national media. Agency work includes development of invitations, distribution of invitations, development of itinerary targeting of invitees, coordination of trip and media follow-up (including providing clips). Hard costs of press trips are donated by area businesses. We will use agency time to prepare for press trips, and use private funds for the actual trips.
- Updated media kit- the narrative will be updated and improved. The media kit is available online and printed as needed.
- Work with national, regional and state Public Information staff regarding status of Going- to-the-Sun Road, airport runway closure mitigation and natural disaster updates and messaging.
- Work with the Crown of the Continent National Geographic Map Guide Committee to maximize press opportunities.
- Work with Glacier National Park Centennial Committee to inform public about upcoming Centennial celebration in 2010.

Objectives:

- Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.
- Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.
- Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro economic conditions.
- Build winter, autumn and spring season collection revenue.
 - Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)
 - Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)

- **Maintain high season levels to last three year's collections for July/August- (\$461,715).**
- **Generate articles equaling \$350,000 in ad equivalency.**

Note: We will use agency time to prepare for the press trips but will be using private funds for the actual trips. Therefore, we have submitted a request for final approval.

Supported in marketing plan:

- A. Establish our identity and presence in the marketplace as a unique destination.**
- B. Encourage destination visitation from the national market.**
- C. Rebuild traditional visitation from other areas of the state and neighboring states.**
- D. Aggressively showcase Whitefish's vast array of winter sports.**
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural" advantages.**
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.**

Supported in the Strategic Plan:

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

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.d. Continue marketing to international travelers.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.2.c. Continue to promote Montana as a film location.

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

1.3.d. Create cooperative marketing campaigns between agriculture and tourism.
Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.

Action 2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

Action 2.2: Provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.

Action 3.2: Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.

Action 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached **no**

Budget page attached **Yes**

	A	B	C	D	E	F	G
1	WCVB BUDGET FY 10						
2	Publicity						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	Media Relations		\$14,375.00	+	\$0	=	\$14,375.00
7	Media Database and clipping		\$1,750.00	+	\$0	=	\$1,750
8	Press trips/Agency Time		\$12,875	+	\$0	=	\$12,875
9	Photography/ includes updates to existing on-line archive and Photo CDs		\$1,625	+	\$0	=	\$1,625
10	On-line media kit		\$2,625	+	\$0	=	\$2,625
11	Program: reporting/updates at meetings, budget review and planning		\$1,750	+	\$0	=	\$1,750
12			\$0	+	\$0	=	\$0
13			\$0	+	\$0	=	\$0
14			\$0	+	\$0	=	\$0
15			\$0	+	\$0	=	\$0
16	TOTAL		35,000.00		0.00		35,000.00
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$35,000		\$0		\$35,000
22							
23	TRAVEL:						
24			\$0	+	\$0	=	\$0
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$0		\$0		\$0
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$35,000	+	\$0	=	\$35,000

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 Photography

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$2,000 of bed tax funds for photography. As a result of our aggressive marketing and public relations program, we receive numerous requests for high quality photography. Our extensive participation in Joint Venture Projects requires us to have high quality current photography. Although we have good quality photos, many are over-used and some of the most requested shots are not in our library. We will expand the list of necessary photography, purchase rights to use them, or contract for additional photos.

Objectives

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

- **Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.**
- **Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro economic conditions.**
- **Build winter, autumn and spring season collection revenue.**
 - **Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)**
 - **Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)**
- **Maintain high season levels to last three year’s collections for July/August- (\$461,715).**

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

- A. **Establish our identity and presence in the marketplace as a unique destination.**
- B. **Encourage destination visitation from the national market.**
- D. **Aggressively showcase Whitefish's vast array of winter sports.**
- E. **Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.**

G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.

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.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.d. Continue marketing to international travelers.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached **No**

Budget page attached **Yes**

	A	B	C	D	E	F	G
1	WCVB Project Budget FY 10						
2	FY 10 Photography						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	Photograph purchases		\$1,400	+	\$0	=	\$1,400
7	scanning		\$600	+	\$0	=	\$600
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$2,000		\$0		\$2,000
14							
15	MARKETING/ADVERTISING:						
16			\$0	+	\$0	=	\$0
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$0		\$0		\$0
22							
23	TRAVEL:						
24			\$0	+	\$0	=	\$0
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$0		\$0		\$0
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$2,000	+	\$0	=	\$2,000

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 Marketing Plan Development

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$1,500 of bed tax funds for Marketing Plan Development. It is important to leverage our marketing dollars with Travel Montana and take advantage of the markets and campaigns they are developing. In order to do that, we need to attend meetings for joint marketing plan development. We may use funds for professional agency assistance in developing and helping us integrate Travel Montana's branding project with our message.

Objectives

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

The following are the key objectives for accomplishment during the FY 10:

- **Grow Whitefish "opt-in" subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.**
- **Maintain overall resort tax collection rates at the average of last three year's of collections (\$1,574,722), despite projected declines due to macro economic conditions.**
- **Build winter, autumn and spring season collection revenue.**
 - **Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)**
 - **Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)**
- **Maintain high season levels to last three year's collections for July/August- (\$461,715).**
- **Improve access, ease and affordability travel to Whitefish.**

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

3. Goals

- A. **Establish our identity and presence in the marketplace as a unique destination.**

- B. Encourage destination visitation from the national market.**
- C. Rebuild traditional visitation from other areas of the state and neighboring states.**
- D. Aggressively showcase Whitefish's vast array of winter sports.**
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural" advantages.**
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community, events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sporting events,**
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.**
- H. Improve Meeting and Convention market year-round.**
- I. Increase visibility in the international market.**
- K. Gather information and statistics on Whitefish visitors for the purpose of marketing planning.**
- L. Pursue new airline markets**
- M. Increase occupancy for lodging facilities**

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.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

1.3.a. Attend an annual Marketing Plan meeting with Travel Montana, Regions, CVBs, Tourism Advisory Council, MTTA, and other state/federal agencies involved in tourism and recreation

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached **No**

Budget page attached **Yes**

	A	B	C	D	E	F	G
1	WCVB BUDGET FY 10						
2	Marketing Plan Development Budget						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	Agency		\$750	+	\$0	=	\$750
7			\$0	+	\$0	=	\$0
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$750		\$0		\$750
14							
15	MARKETING/ADVERTISING:						
16			\$0	+	\$0	=	\$0
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$0		\$0		\$0
22							
23	TRAVEL:						
24	travel, hotel, food		\$750	+	\$0	=	\$750
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$750		\$0		\$750
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$1,500	+	\$0	=	\$1,500

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 10 SuperHost

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

Customer Service training is very important for those involved in the hospitality industry. The more front line employees we can train will result in satisfied customers who will in turn tell their friends and neighbors and become repeat customers. The WCVB will offer SuperHost training to our member organization's staffs prior to the beginning of the busy summer season.

Objectives

- Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.
- Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.
- Maintain overall resort tax collection rates at the average of last three year's of collections (\$1,574,722), despite projected declines due to macro economic conditions.
- Build winter, autumn and spring season collection revenue.
 - Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)
 - Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)
- Maintain high season levels to last three year's collections for July/August-(\$461,715).

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

- A. **Establish our identity and presence in the marketplace as a unique destination.**
- E. **Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.**

How does this project support the Strategic Plan?

1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

1.4.c. Provide advanced training for all Visitor Information Centers (VICs).. Tap training resources such as Montana SuperHost and the National Association of Interpretation

Detail pages attached **No**

Budget page attached **Yes**

	A	B	C	D	E	F	G
1	WCVB PROJECT BUDGET						
2	FY 10 SuperHost Training						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6	hosting workshop		\$400	+	\$0	=	\$400
7			\$0	+	\$0	=	\$0
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$400		\$0		\$400
14							
15	MARKETING/ADVERTISING:						
16			\$0	+	\$0	=	\$0
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$0		\$0		\$0
22							
23	TRAVEL:						
24			\$0	+	\$0	=	\$0
25			\$0	+	\$0	=	\$0
26			\$0	+	\$0	=	\$0
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$0		\$0		\$0
31							
32	OTHER:						
33			\$0	+	\$0	=	\$0
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$0		\$0		\$0
38							
39							
40	REGION/CVB PROJECT TOTAL		\$400	+	\$0	=	\$400

Application for projects over \$500

Organization Name: WCVB

Project Name: DMAI Certification

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCV wishes to use \$2,000 of public funds to begin the process of DMAI certification. Professional development and DMO certification are important because it allows the WCVB and its director to be more effective, professional and productive. The DMAI program offers a wide variety of relevant courses that would be very beneficial to our organization. DMO certification is called out in the Montana Strategic Plan. Acquiring this certification would enhance our ability to work with higher end meetings and convention planners.

Objectives

- **Grow Whitefish “opt-in” subscriber base by 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 10% over previous year period.**
- **Maintain overall resort tax collection rates at the average of last three year’s of collections (\$1,574,722), despite projected declines due to macro economic conditions.**
- **Build winter, autumn and spring season collection revenue.**
 - **Grow January 1 to February 15 resort tax collections by 5% over last 3 year average (\$159,722)**
 - **Grow September to October resort tax collections by 5% over last 3 year average (\$291,224)**
- **Maintain high season levels to last three year’s collections for July/August-(\$461,715).**

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

N. Work toward DMO certification and employee professional certification.

How does this project support the Strategic Plan?

Action 6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.

6.1.a. Encourage all Montana CVBs to join either the Destination Marketing Association International DMAI), or the Western Association of Convention & Visitors Bureaus (WACVB).

Detail pages attached No

Budget page attached Yes

	A	B	C	D	E	F	G
1	WCVB BUDGET FY 10						
2	DMAI Certification						
3							
4			State Tourism Funds		Other Funds		Total
5	PROFESSIONAL SERVICES:						
6				+	\$0	=	\$0
7			\$0	+	\$0	=	\$0
8			\$0	+	\$0	=	\$0
9			\$0	+	\$0	=	\$0
10			\$0	+	\$0	=	\$0
11			\$0	+	\$0	=	\$0
12			\$0	+	\$0	=	\$0
13	TOTAL		\$0		\$0		\$0
14							
15	MARKETING/ADVERTISING:						
16			\$0	+	\$0	=	\$0
17			\$0	+	\$0	=	\$0
18			\$0	+	\$0	=	\$0
19			\$0	+	\$0	=	\$0
20			\$0	+	\$0	=	\$0
21	TOTAL		\$0		\$0		\$0
22							
23	TRAVEL:						
24	conference attendance fee		\$550	+	\$0	=	\$550
25	travel,		\$300	+	\$0	=	\$300
26	hotel		\$200	+	\$0	=	\$200
27			\$0	+	\$0	=	\$0
28			\$0	+	\$0	=	\$0
29			\$0	+	\$0	=	\$0
30	TOTAL		\$1,050		\$0		\$1,050
31							
32	OTHER:						
33	annual membership		\$950	+	\$0	=	\$950
34			\$0	+	\$0	=	\$0
35			\$0	+	\$0	=	\$0
36			\$0	+	\$0	=	\$0
37	TOTAL		\$950		\$0		\$950
38							
39							
40	REGION/CVB PROJECT TOTAL		\$2,000	+	\$0	=	\$2,000