

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 11 Joint Venture with Glacier Country

Application Completed by: Jan Metzmaker

Approval Requested

Final

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 sue \$2500 of our Joint Venture funds for a Joint Venture with Glacier Country to produce a segment for KXLY's Explorer TV. This is a half-hour television show highlighting unique travel experiences around the Spokane, Washington area. The show goes out to more than 1.4 million households throughout the states of eastern Washington, northeastern corner of Oregon, northern Idaho and northwestern Montana and residual coverage into southern British Columbia. It airs on affiliates of ABC and the cable channel My Network TV KXMN. Each episode will also air on online at <http://www.kxly.com/sponsors/22753082/detail.html> where they will also give credit to all the sponsors of that episode.

The 30 minute program features 4 to 5 segments each 4 to 5-minutes long on travel locations and destinations in the Spokane regional drive area. Each segment will air at least twice per month for 3 months on KXLY-TV ABC 4 and air everyday on the KXMN cable travel channel beginning mid-July and ending mid-October thus gaining us some much needed shoulder season exposure.

Explorer TV has approached multiple communities regarding this opportunity and has as many as eleven possible segments that would be produced in the Glacier Country area. Explorer TV will tape and edit each segment with the direct assistance and input of the local community, businesses and partners participating. Costs associated with this project are \$1250 per segment. The WCVB would like to participate in this project by taking advantage of Glacier Country's offer to help underwrite the cost of producing each segment.

Objectives

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

- **Grow Whitefish "opt-in" subscriber base by an additional 6,500 individuals from designated key markets of those who want to receive Whitefish travel information.**

- **Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period.**

- **Maintain overall resort tax collection rates at the average of last three year's of collections (\$1,439,539), despite projected declines due to macro economic conditions.**

- **Build winter, autumn and spring season collection revenue.**

- **Grow January 1 to February 28 resort tax collections by 5% over last 3 year average (\$196,217)**
- **Grow September to October resort tax collections by 5% over last 3**

year average (\$254,023)

• **Maintain high season levels to last three year's collections for July/August-(\$462,713).**

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.

**WCVB Project Budget FY 11
Joint Venture with Glacier Country KXLY TV**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creative	\$2,500.00	+	\$0	=	\$2,500.00
		+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	2,500.00		0.00		2,500.00
MARKETING/ADVERTISING:					
Joint Ventures with Travel MT		+	\$0	=	\$0
Joint Ventures with Other Bed Tax Entities		+		=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
TRAVEL:					
		+	\$0	=	\$0
		+	\$0	=	
		+	\$0	=	
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					\$0
REGION/CVB PROJECT TOTAL	2,500.00	+	0.00	=	2,500.00