

Whitefish

MONTANA

Convention and Visitors Bureau

April 23, 2010

MTOT
P.O. Box 250033
Helena, Montana 59620

Dear Montana Office of Tourism,

I am pleased to submit the FY 11 Marketing Plan for the Whitefish Convention and Visitors Bureau. The WCVB Board of Directors believes that our collections will exceed the budget amount provided by the State. The budget has been set at \$60,000. We base this decision on several factors:

- The Glacier Park Centennial celebration and events associated with that landmark observance will bring additional visitors to Whitefish
- Strong summer bookings experienced by our members
- Indications by travel research entities that there is willingness to take a leisure trip
- Consumer confidence is improving.

The WCVB will supplement bed tax funds with our private funds should there be a shortfall in bed tax collections.

We appreciate our great relationship with the MTOT and the wonderful job you are doing to promote our State.

Best Wishes,

Jan Metzmaker
Director, WCVB

P.O. Box 4232 142 Railway Street Whitefish, Montana
406 862 3390 www.explorewhitefish.com

Whitefish Convention and Visitors Bureau FY 11 Marketing Plan

July 1, 2010 to June 30, 2011

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 three Montana Brand platform statements:

- **More spectacular unspoiled nature than anywhere else in the lower 48.**
- **Vibrant and charming small towns that serve as gateways to our natural wonders.**
- **Breathtaking experiences by day and relaxing hospitality at night.**
- *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. The 2010 Centennial Celebration will bring additional visitors to the area.
- *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 Recreational 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, professional Equity Theatre, 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.
- *Dining-* Diverse and unique quality dining and nightlife
- Farmers' Market, First Thursdays art gallery tours and Art Walks provide a Whitefish community experience

Market Challenges

- *Long delayed recovery of the U.S. Economy* – Lingering uncertainty affects intent and ability to travel.
- *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 the Montana Office of Tourism 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.
- *Fire and other natural crises* – Weather uncertainty affects travel patterns and willingness to travel.

3. Goals (in no particular order)

- 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 Office of Tourism 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 the Montana Office of Tourism, 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 Montana Office of Tourism 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.

4. Measurable Objectives for FY 11

Increase Awareness of the brand among target audience

Move Whitefish into the target audience's consideration set

Create a multi-faceted campaign that builds awareness among first time visitors

Drive consideration and preference among repeat visitors

The following are the key objectives for accomplishment during the FY 11:

- 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 years' average collections for July/August- (\$461,716).
- 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.
- Positive publicity placement in top 5 target markets.
- Publicity placement in national markets.
- Media coverage positioned within branding initiative.
- Equivalent ad space greater than ten times ad value.
- Hosting media, and TV in target markets.

6. Target Markets

Potential visitors will be targeted by geographic location, demographic characteristics, and values that distinguish a potential visitor as a “geotraveler” (as defined by research conducted by the Travel Industry Association of America (TIA) and the National Geographic Society). Geotravelers 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.

Geotravelers at a glance:

Income: HHI of \$50,000+

Education: Bachelors' degree+

Age: 25-64

- 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.

Geotraveler psychographics:

Values: Creative, curious, connected, engaged, adventurous, independent, mindful. (Source: Geotraveler Exploratory, December 2008).

Attitudes: Immerse yourself in the culture, go off the beaten trail, get out of your comfort zone, allow for spontaneity, take a risk, pay attention, go now. (Source: Geotraveler Exploratory, 2008).

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 arise in additional markets, in partnership with other tourism organizations such as the Montana Office of Tourism. 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)
- Southern Alberta including Calgary

Emerging Market:

- Portland, Oregon
- Las Vegas- will test this potential market for the winter season after looking at data

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)

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. *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*)

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 the Montana Office of Tourism, 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 the Montana Office of Tourism, Glacier Country and other tourism organizations in key publications. The list of potential publications is attached.

Key Areas of WCVB Activity for FY 11

The Whitefish Convention and Visitors Bureau will undertake initiatives and activities in the following key areas during FY11. 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 (Montana Office of Tourism), 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, social media 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 *Association News*, *Ski Magazine*, *Sunset Magazine*, *Time Out Chicago*, *Outdoor Channel* and the PBS TV show, **Endless Feast**, to name a few.

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 E Newsletter is sent to over 23,000 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, Amtrak train depot, and new visitor kiosks in downtown Whitefish.

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. We will also purchase qualified leads for specific email campaigns. 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 W. Regional Governor’s Conference and National Model T Convention.

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, the Glacier Park International Airport Whitefish Information Center and downtown visitor kiosks.

Legislative Oversight and Monitoring

The WCVB actively engages with state representatives, Montana Office of Tourism 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

New sample air fare rates- Expedia.com June 25-June 30, 2010

Seattle – FCA: \$283

Seattle – Jackson Hole: \$385

Seattle – Bozeman: \$344

Seattle – SLC: \$213

Seattle – Reno: \$228

Minneapolis – FCA: \$607

Minneapolis – Jackson Hole: \$372

Minneapolis – Bozeman: \$469

Minneapolis – SLC: \$463

Minneapolis – Reno: \$422

Chicago – FCA: \$677

Chicago – Jackson Hole: \$384

Chicago – Bozeman: \$522

Chicago – SLC: \$321

Chicago – Reno: \$411

Chicago – Steamboat Springs: \$354

Denver – FCA: \$408

Denver – Jackson Hole: \$268

Denver – Bozeman: \$272

Denver – Reno: \$282

Whitefish Convention & Visitor Bureau
Lodging Facility Use Tax - Public Annual Budget Overview
FY 2011- July 1, 2010- June 30, 2011

	FY 11 PUBLIC
Support	
Administration	\$ 12,000
Consumer Advertising	\$ 5,000
Joint Ventures (with Travel Montana)	\$ 10,800
Print	
Broadcast	
Online Advertising	
Opportunity	\$ 100
Photography	\$ 2,000
Website	
Publicity/Public Relations Firm	\$ 25,000
Meetings & Conventions	
Fulfillment	
TAC Travel/Governor's Conference/Partners Marketing Meeting	\$ 1,500
Marketing Plan Development	\$ 1,500
SuperHost	\$ 100
DMAI Certification	\$ 2,000
TOTAL BUDGET REQUESTED	\$ 60,000
Budget Projections- at 100%	\$ 47,580
Additional anticipated collections	\$ 12,420
Under budget/cancelled projects from previous year	
Additional rollover after audit from increased collections	

Organization Name: WCVB

Project Name: FY 11 Consumer Ads

Application Completed by: Jan Metzmaker

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> 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 the Montana Office of Tourism 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 11:

- **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.**
- **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.**
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 - **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 Resort Tax collections for July/August (\$462,713)**

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?

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

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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 11 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/Kalispell Chamber Planner

PRINT ADVERTISING:

Alberta Golf
Amtrak Magazine
Audubon
Big Sky Journal
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

Whitefish Pilot
Whitefish Review

Missoula
Independent/Headwall
Missoulian
Montana Magazine
Mountain Living
**National Geographic(any of
their publications)**
Northwest Magazines
Outside
Portland Oregonian
Powder Magazine
Ready to Retire
Seattle Post Intelligencer
Seattle Times
Seattle Weekly
Skiing Magazine
Ski Journal
Ski Magazine
Snow
Snowboard Journal
Spokesman Review
Trail Blazer
Trail Rider
United Airlines Hemisphere
Western Horseman

FY 11 Consumer Online Ad List

The WCVB would like to advertise in the following online publications:

Audubon.com
away.net
backpacker.com
biglines.com
budgettravel.com
calgaryherald.com
chicagotribune.com
facebook.com
flick'r.com
freeskier.com
googleadwords.com
matador.com
montanavacations.com
nationalgeographic.com
onthesnow.com
Oregonian.com
outside.com
portlandtribune.com
seattlepi.com
seattlemagazine.com
seattleweekly.com
skimag.com
skiing.com
ski.net
snowboarding.com
startribune.com
suntimes.com
tripadvisor.com
twincities.com
twitter.com
weather.com
wildernet.com
yahoo.com

**WCVB Budget
FY 11 Consumer Ads**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Ad Creative	\$1,000	+		=	\$1,000
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$1,000		\$0	=	\$1,000

MARKETING/ADVERTISING:					
Placement	\$4,000	+		=	\$4,000
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$4,000		\$0	=	\$4,000

TRAVEL:					
	\$50	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL			\$0	=	\$0

OTHER:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0		\$0	=	\$0

REGION/CVB	PROJECT TOTAL		\$5,000	+		=	\$0		=	\$5,000
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Application for Projects over \$500

Organization Name: WCVB

Project Name: FY 11 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 Montana Office of Tourism 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 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-(\$461,716).**

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**

**WCVB Project Budget FY 11
FY 11 Photography**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Photograph purchases	\$1,400	+	\$0	=	\$1,400
scanning	\$600	+	\$0	=	\$600
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,000		\$0		\$2,000

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT	\$2,000	+	\$0	=	\$2,000
TOTAL						

Project Application FY 11

Organization Name: WCVB

Project Name: FY 11 Publicity

Application Completed by: Jan Metzmaker

Approval Requested

Final

Preliminary

The WCVB would like to use \$25,000 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 11, 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:

- Positive publicity placement in top 5 target markets
- Publicity placement in national markets
- Media coverage positioned within branding initiative
- Equivalent ad space greater than ten times ad value
- Hosting media and TV in target markets

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**

WCVB BUDGET FY 11 Publicity

	State Tourism Funds		Other Funds		Total	
PROFESSIONAL SERVICES:						
					\$9,375.0	
Media Relations	\$9,375.00	+	\$0	=	0	
Media Database and clipping	\$1,750.00	+	\$0	=	\$1,750	
Press trips/Agency Time	\$7,875	+	\$0	=	\$7,875	
Photography/ includes updates to existing on-line archive and Photo CDs	\$1,625	+	\$0	=	\$1,625	
On-line media kit	\$2,625	+	\$0	=	\$2,625	
Program: reporting/updates at meetings, budget review and planning	\$1,750	+	\$0	=	\$1,750	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	25,000.00		0.00		25,000.0 0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$25,000		\$0		\$25,000	
TRAVEL:						
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$0		\$0		\$0	
OTHER:						
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$0		\$0		\$0	
<hr/> <hr/>						
REGION/CVB	PROJECT					
TOTAL		\$25,000	+	\$0	=	\$25,000

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 11 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.

The WCVB would like to use \$100 of bed tax funds for SuperHost Training. 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 prior to the beginning of the busy summer season.

Objectives

- 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 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

Goals

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

WCVB PROJECT BUDGET FY 11 SuperHost Training

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Hosting workshops and training	\$100	+		=	\$100
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$100				\$100

MARKETING/ADVERTISING:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0				\$0

TRAVEL:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0				\$0

OTHER:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$100				\$100

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 11 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 the Montana Office of Tourism and other bed tax collection entities. The WCVB works closely with Glacier Country and the FCVB on many projects in which we have a common interest. The WCVB would like to use \$10,800 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 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.

5. 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

WCVB Project Budget FY 11 Joint Ventures

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creative	\$2,000.00	+		\$0 =	\$2,000.00
		+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
TOTAL	2,000.00			0.00 =	2,000.00
MARKETING/ADVERTISING:					
Joint Ventures with Travel MT	\$8,000	+		\$0 =	\$8,000
Joint Ventures with Other Bed Tax Entities	\$800	+		=	\$800
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
TOTAL	\$8,800			\$0 =	\$8,800
TRAVEL:					
		+		\$0 =	\$0
		+		\$0 =	
		+		\$0 =	
TOTAL	\$0			\$0 =	\$0
OTHER:					
	\$0	+		\$0 =	\$0
	\$0	+		\$0 =	\$0
		+		\$0 =	\$0
		+		\$0 =	\$0
TOTAL					\$0
<hr/> <hr/>					
REGION/CVB PROJECT TOTAL	10,800.00	+		0.00 =	10,800.00

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 11 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 the Montana Office of Tourism 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 the Montana Office of Tourism 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 and 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).**
- **Improve access, ease and affordability travel to Whitefish.**

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

6. 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**

WCVB BUDGET FY 11 Marketing Plan Development

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Agency	\$1,500	+	\$0	=	\$1,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,500		\$0		\$1,500

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT				
TOTAL		\$1,500	+	\$0	= \$1,500

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 11 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 continue 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 Office of Tourism Strategic Plan. Acquiring this certification would enhance our ability to work with higher end meetings and convention planners. Note: We are combining FY 10 funds with FY 11 in order to fund this project.

Objectives

- Begin DMAI certification process by attending one annual conference**
- Start one professional course**

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

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

**WCVB BUDGET FY 11
DMAI Certification**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
		+		=	
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0			\$0	\$0

MARKETING/ADVERTISING:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0			\$0	\$0

TRAVEL:					
Conference attendance fee	\$550	+		=	\$550
Travel,	\$300	+		=	\$300
Hotel	\$200	+		=	\$200
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$1,050			\$0	\$1,050

OTHER:					
Annual membership	\$950	+		=	\$950
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$950			\$0	\$950

REGION/CVB	PROJECT				
TOTAL		\$2,000	+		\$2,000
				=	\$2,000
					0