

FY 2011/12 Glacier Country Marketing Plan & Project Applications



Glacier Country **MONTANA**

Glacier Country Regional Tourism Commission
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4/25/2011



Marketing Plan

April 25

2012

Glacier Country Regional Tourism Commission, a non-profit organization, is dedicated to a balanced partnership among eight western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), Glacier National Park and other entities, to effectively market the region to visitors and educate the public regarding the value of tourism, while encouraging respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish a strategy for all of Glacier Country's advertising and publicity.

I) Purpose:

Mission Statement: Glacier Country Regional Tourism Commission, a non-profit organization, is dedicated to a balanced partnership among eight western Montana counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders), Glacier National Park and other entities, to effectively market the region to visitors and educate the public regarding the value of tourism, while encouraging respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish a strategy for all of Glacier Country's advertising and publicity to: A) Reach Glacier Country's identified markets and audiences; B) Present them with a unified message; C) Create a desire to visit and, D) Get visitors to come and stay in Glacier Country.

II) Identity of the Area (strengths and challenges):

As a travel destination, Glacier Country enjoys much distinct strength. Some of the major assets include:

- **Spectacular Unspoiled Nature** – For natural beauty, Glacier Country offers unique natural history and geological features such as Glacier National Park, the remains of Glacial Lake Missoula and Ice Age Floods, numerous lakes and rivers, abundant wildlife, birding, the National Bison Range, spectacular mountain ranges, wilderness areas, as well as national and state forests and state parks.
- **Charming Small Towns and Communities that Serve as Gateways to Natural Wonders and Western Montana's Culture and Heritage** – There are many historic sites as well as art galleries, museums, resident artisans, theaters, and two American Indian Nations. Glacier Country shares an international border with Canada. It also has numerous points on the route of the Lewis and Clark journey, and David Thompson's journey, (Canadian Explorer whose maps Lewis & Clark used when they left St. Louis). Exploration and settlement sites of western Montana, as well as the historic "red buses" in Glacier National Park are part of the many points of interest in Glacier Country. Building off of Glacier National Park's Centennial in 2010, we will celebrate various significant anniversary events throughout the region.
- **Relaxing Hospitality at Night** – Glacier Country has abundant lodging and camping opportunities to house visitors year round. Other facilities include convention facilities, entertainment, Flathead Valley Community College, restaurants, The University of Montana, two tribal colleges, and Visitor Information Centers. We anticipate some new properties opening up in Glacier Country during the next 18 months as well as renovations of existing properties. Many of these properties are affiliates of National chains, which offer strong brand awareness, special travel incentive programs and excellent meeting facilities.
- **Breathtaking Experiences by Day** – Glacier Country offers a full range of outdoor activities from extreme to soft including, but not limited to: boat trips, camping, cycling, hiking, horseback riding, fishing, golfing, motor cross, mountain biking, other water sports, rafting, skiing, and snowmobiling.
- **Partnerships** – Glacier Country benefits from a culture of collaboration among its many partners, including the arts, agriculture, tribal entities and natural resources.

Glacier Country's marketing efforts face some challenges which include:

- **Gas Prices/Economy** – Tourism businesses are concerned. The price of fuel and economic downward turn may keep visitors away or impact budgets for travel thus shifting how they spend their vacation dollars.
- **Airline Challenges** – Glacier Country has experienced an increase in the price of airline tickets and decrease in capacity. We also experience challenges in additional airline fees for various services creating difficulties for the visitor. We are seeking additional airlines and flights from key markets coming into the area as well as maintaining current level of availability.
- **Glacier National Park Infrastructure Issues** – Going-to-the-Sun Road repairs and reconstruction, late openings and unpredictable weather events result in seasonal infrastructure impacts. In addition,

reconstruction work on the Going-to-the-Sun Road continues and while a new public transportation program is in place, this may lead to some delays for vacationers driving across Logan Pass. Public relations will be a key factor for keeping the public informed about year-round services and activities in Glacier National Park that don't rely on the Going-to-the-Sun Road.

- **Melting Glaciers in the spotlight** – The greenhouse effects on the melting Glaciers in GNP continue to come under the spotlight as environmental conservation agencies petition to have GNP and Waterton, declared an endangered World Heritage site. This coverage may give travelers the impression that there is nothing left to see in Glacier National Park. We hope to change the perception that instead of visiting Glacier National Park to “see the glaciers” they are visiting to “see the beautiful landscape” that was carved by glaciers.
- **Perception that Glacier National Park is closed during the winter** – We are working through public relations and call center outreach to aggressively promote the fact that Glacier National Park is a year-round destination.
- **Perceived Remote Location** – One of Glacier Country's greatest assets is its “get away from it all” location, but the perception of our location as remote is also one of its liabilities. Glacier Country's air and rail access is limited and costly in comparison to other travel destinations, and its distance from major population centers means a long trip. The cost of fuel, the higher cost of airfare compared to similar destinations is a liability, however we are fortunate to have two major international airports and as many airlines as we do. Upcoming and continuing road construction is also a concern.
- **Resident Concerns** – Because of the high-traffic months, some Glacier Country residents in some areas are concerned about the impact of tourism, however; tourism is embraced in most areas of Glacier Country.
- **Crisis Preparation and Education** – It is important to have a crisis plan in place and be prepared. It is impossible to predict where a crisis will occur, how great an impact it will have on tourism, or how much of the Glacier Country marketing budget it will consume. For example, a fire that closes Going-to-the-Sun Road for even a day is far more damaging to tourism than one that burns deep in the Cabinet Wilderness. Glacier Country has been preparing for such crises by working with, Montana Office of Tourism, U.S. Forest Service, National Park Service, Department of Natural Resource Conservation, Bureau of Land Management, other regions and CVBs as well as the Governor's office to create a crisis communications plan of action. Concerns over the melting glaciers in Glacier National Park and potential for spring flooding could escalate into a media crisis, so it will be important to tighten up our crisis plan and be prepared to implement it.
- **Weather** – Unpredictable weather nationwide, wildfires and snow levels in the winter could have repercussions on the year-long travel season.
- **International Issues** – The tighter security at the Canadian border, as well as situations overseas, impact the international tourist's desire to travel. Currency fluctuations and documentation requirements create uncertainty.
- **Public Transportation** – Although we have key points of transportation within our larger communities there are limited means of connection.

III) Goals:

Glacier Country's primary marketing goals are:

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
 - a. Attracting new travelers
 - b. Encouraging current travelers to visit more often
 - c. Encouraging current travelers to stay longer

- d. Encouraging awareness of packaging opportunities
- e. Soliciting the meetings & conventions, and tour group markets
- f. Positioning ourselves as a resource for information
- g. Working with Film Office to solicit movie industry to Montana
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country's amenities, cultural, tribal and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 7) Cooperate with other tourism organizations such as the Kalispell, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, TBIDs, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, tribal, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 8) Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including, but not limited to, Glacier National Park, the Tourism Regions, Montana Office of Tourism, Convention and Visitors Bureaus, TBIDs and Chambers of Commerce, as well as local, regional, national and international media
- 9) Continue targeted visitor appeals in Glacier Country's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 10) Incorporate Montana Office of Tourism's branding initiative into our various marketing projects

IV) Strategic Plan Elements

The Marketing Plan supports the following strategic plan objectives:

- 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
 - 1.1.b: Continue winter marketing
 - 1.1.c: Attend consumer travel shows
 - 1.1.d: Continue marketing to international travelers
 - 1.1.e: Enhance tracking and reporting of results and return on investment from state, regional, and CVB advertising efforts.
- 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
 - 1.2.b: Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons
 - 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
- 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
- 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 components available statewide
 - 1.4.c: Provide advanced training for all Visitor information centers
- 2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, the benefits/impacts of tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- 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

- 3.2: Coordinate state/regional/local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public lands and available facilities.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
 - 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
 - 4.1.b: Develop artisans/craftsmen trails statewide to highlight Montana's history and culture
 - 4.1.d: Enhance the Montana Tribal Tourism Alliance and its marketing efforts
 - 4.1.e: Plan and promote commemorations of historic events in Montana.
- 5.1: Cultivated 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
- 6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation
- 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 to Montana to determine progress on Strategic Plan objectives
 - 10.5.b: Purchase research about national/international tourism, recreation, and related trends
 - 10.5.d: Disseminate tourism research reports to partners statewide.

V) Objectives

- 1) Increase overall consumer response by 2% over 2011
- 2) Increase electronic response by 2% over 2011
- 3) Increase use of primary and mobile website by 3% over 2011
- 4) Increase our database by 3% over 2011
- 5) Media stories to increase by 1% over 2011 as a result of increased public relations efforts
- 6) Fund up to eleven Chamber/Visitor Information Centers at up to \$3,200 per project from Memorial Day to Labor Day 2012, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country
- 7) Increase Travel Show Response/Leads 2% per show

VI) Geographic Markets

- 1) Primary: Minnesota, Washington, Illinois, Oregon, California, Texas and Alberta
- 2) Regional Drive Market: 600 miles radius of Glacier Country
- 3) Other - additional areas as opportunities arise, including international. We will look deeply at all direct flight markets existing or new

VII) Target Demographics

PRIMARY

Individuals – active and affluent adults, mid 30s+, HHI \$50,000+, take at least two vacations per year. Interests may include authentic experiences such as hiking, camping, skiing, golf, history, culture, wildlife viewing, shopping, relaxing, spa getaways, dining and others. Individuals may be traveling as groups of two or more (couples, girlfriend getaways, mancations, etc.).

Mature couples – Active and affluent 55+ couples, HHI \$70,000+. Interests may include authentic experiences such as outdoor activities, history and culture, wildlife viewing, photography, skiing, golf, hiking and others (may include RVers). Many of these couples may be traveling as ‘togetherness groups’ with other friends and/or extended family.

SECONDARY

Families: Active and affluent adults with 1+ children and multi-generation travelers, HHI \$75,000+. Interests may include wildlife viewing, hiking, skiing, history and culture, and others.

VIII) Plan and Strategy

Advertising and Publications

1. **Print Advertising:** Glacier Country will use both formatted and display ads to generate response. Ads will call the reader to action and prominently feature the website, social media sites and toll free number.
2. **Internet:** Using the Internet to promote recreation and travel is a natural fit, according to US Travel Association, more than 75% of all Internet users in 2009 consulted travel planning resources. Glacier Country will use the Internet to target a national and international audience.
3. **Website:** Glacier Country will use the Internet and print advertising to drive potential visitors to the Glacier Country website. The primary and mobile websites will be a planning resource for visitors to plan a vacation in the area as well as for visitors who are already en route. The Travel Guide will be featured on the website and will be downloadable. We will continue to track and evaluate using unique URL pages. These pages will look identical to the main site but are coded so we are able to measure where the site visit was generated.
4. **E-Direct Mail:** Glacier Country will promote Western Montana using e-direct mail. Recipients could include the existing Glacier Country database and lists purchased from activity and lifestyle based publications as well as database sources in targeted geographic markets.
5. **Collateral:** The **2012 Travel Guide** will be used as a marketing strategy and will be produced with private funds. The Travel Guide will continue to be distributed free of charge and contain planning information for potential visitors.

IX) Other Marketing Elements

1. **Response Drivers:** All materials will drive response to Glacier Country’s 800 number, website, social media icons, call center and Post Office Box in Missoula. All responses will be tracked by codes and specific URLs.
2. **State & Private Co-ops:** We will cooperate with Montana Office of Tourism and other Regions, TBIDs and CVBs to take advantage of quantity page rates whenever possible.
3. **Social Media:** We will actively market Glacier Country using social media tools such as Twitter, Facebook and blogs. Just in the last year we have seen 7% of our webpage traffic being generated from our social media efforts.
4. **Travel Shows:** Glacier Country may attend or will aid by attendance at specific shows such as Travel Industry Association’s International Pow Wow, Go West, NTA, American Bus Association, Rocky Mountain International, and Meeting Trade Shows whenever possible. In addition, whenever possible, we will attend regional travel shows to help promote the value of Glacier Country and tourism in the region.
5. **Publicity/Promotion:** Glacier Country will continue the successful campaign of targeting and hosting travel writers, TV and Radio producers encouraging them to produce editorial coverage about the regions activities and attributes over all four seasons. In our public relations budget, funds are being set aside for crisis management.
6. **Visitor Information Center Staffing:** The V.I.C. Staffing assistance program’s intention is to aid smaller chambers that are not funded by the Montana Accommodation Tax, and are in need of financial support in order to staff their Visitor Center properly from Memorial Day to Labor Day.

Glacier Country MONTANA

2011/2012 Public Budget

as proposed by Glacier Country on April 25, 2011

2011-2012

Item			
Marketing Support			\$ 444,600
	Administration (20% of Projected)	\$ 170,000	
	Sales Manager	\$ 35,200	
	PR Manager	\$ 42,700	
	DMO Certification/Accreditation	\$ 5,000	
	TAC/Governor's Conference/Partners Meetings	\$ 2,000	
	Strategic Planning - <i>Creative Agency Retainer</i>	\$ 73,200	
	Opportunity	\$ 10,000	
	Joint Ventures	\$ 60,000	
	SuperHost	\$ 5,000	
	VICs	\$ 35,500	
	Missoula Airport Signage	\$ 6,000	
Telemarketing/Fulfillment			\$ 144,000
	Telemarketing 800#	\$ 6,000	
	Call Center Retainer	\$ 98,000	
	Telemarketing Postage	\$ 29,000	
	LiveHelper	\$ 5,000	
	Certified Folder	\$ 6,000	
Consumer Advertising			\$ 176,500
	Travel Guide Advertising	\$ 11,500	
	E-Newsletters/E-Blasts	\$ 18,000	
	Consumer Marketing Campaign	\$ 92,000	
	Online Advertising/Mobile Advertising	\$ 55,000	
Photo Library			\$ 34,500
	Online Photo Library	\$ 17,500	
	Photo Acquisition	\$ 17,000	
Travel Shows			\$ 15,200
	Travel Show Participation	\$ 15,000	
	Travel Show Mailings	\$ 200	
Publicity			\$ 26,600
	Press Trips Hard Costs	\$ 20,000	
	Crisis Management	\$ 500	
	PR Support - Cision	\$ 6,100	
Internet Development			\$ 70,000
	Web Maintenance/Enhancement/New Development	\$ 45,000	
	Webpage Marketing	\$ 25,000	
Total			\$ 911,400
Projected Budget			\$ 911,400

MTOT Projections @ 97%	\$ 850,000
Uncommitted Funds @ Audit	\$ -
Rollover @ MTOT	\$ 41,400
FY 11 Cancelled or Under Budget	\$ 20,000
Total Projected Budget FY 11/12	\$ 911,400

Please identify projects and amounts you would eliminate or reduce if revenue decreases by 10%.

Glacier Country would reduce consumer marketing, opportunity and joint venture funds accordingly. If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.

We do not plan to reserve funds for future projects at this time.

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – Sales Manager
Application Completed:	Racene Friede

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.

Due to the ever increasing schedule of worthy travel shows and sales calls for group and international markets, Glacier Country will continue to have a sales manager on staff. This manager would help alleviate the hectic travel schedule of the executive director allowing the director to spend more time in Glacier Country working with cooperative partners and members. The Sales Manager would be responsible for:

- Conduct studies of the needs, preferences, and satisfaction of the region’s markets.
- Attend travel shows throughout the nation that meet Glacier Country’s target markets and demographics.
- Follow up leads from travel shows with written correspondence, emails, phone calls, etc. office staff will help as necessary.
- Prepare an annual budget and plan for sales, that will be a part of the general budget and marketing plan. To include trade shows, expenses, and goals.
- Write completion reports about the effectiveness of each project and/or tradeshow.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011
- Increase Travel Show Response/Leads 2% per show

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

This project touches every aspect of our marketing plan.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

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

- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars

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

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Marketing Support - Sales Manager

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Salary & State/Federal Taxes	\$ 35,200.00	+	\$ -	=	\$ 35,200.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 35,200.00	+	\$ -	=	\$ 35,200.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/> <hr/>					
PROJECT TOTAL	\$ 35,200.00	+	\$ -	=	\$ 35,200.00

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

Application for projects under \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – Public Relations Manager
Application Completed:	Racene Friede

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.

Due to the ever increasing cost associated with consistent publicity demands and the need to expand our efforts, Glacier Country greatly values our ability to have an on staff public relations manager. This staff position has helped lessen our costs associated with our aggressive publicity effort that includes delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The Public Relations Manager is responsible for:

- Develop and implement our approach for the following elements: press trips, vertical trips, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.
- Follow up leads from travel shows with written correspondence, emails, phone calls, etc. office staff will help as necessary.
- Work with all staff and agencies to maintain our social media sites as the messages and information we publish is critical to the overall tone we set for our published communications. Continuity across all our efforts is extremely important.
- Prepare an annual budget and plan for publicity, that will be a part of the general budget and marketing plan.
- Track and write completion reports about the effectiveness of each project.
- Work with travel writers and public relations agency to effectively market Glacier Country.
- Meet with local press to promote Glacier Country's mission.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011
- Media stories to increase by 1% over 2011 as a result of increased public relations efforts

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 2, 3 and 5.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT

- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.b Implement the new Montana tourism brand
- 1.3.c Conduct educational tourism workshops, presentations, and webinars
- Goal 2: Attain public policy and citizen support for sustainable tourism and recreation**
- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits
- Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**
- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.
- Goal 9: Increase funding to maintain sustainable tourism and recreation.**
- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Marketing Support - Public Relations Manager

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Salary & State/Federal Taxes	\$ 42,700.00	+	\$ -	=	\$ 42,700.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 42,700.00	+	\$ -	=	\$ 42,700.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr style="border-top: 3px double #000;"/>					
PROJECT TOTAL	\$ 42,700.00	+	\$ -	=	\$ 42,700.00

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – DMO Certification/Accreditation
Application Completed:	Racene Friede

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.

Glacier Country is a member of Destination Marketing Association International and has begun to work toward becoming certified as a DMA through the Destination Marketing Accreditation Program. Glacier Country’s Executive Director will also attend the DMAI National Convention working toward a Certified Destination Marketing Executive (CDME) accreditation. This professional development and accreditation will enhance Glacier Country’s ability to market Western Montana to groups who only consider accredited DMO’s when planning events. It will also keep Glacier Country abreast of cutting edge tourism marketing trends to keep Western Montana competitive and to increase the effectiveness of the our marketing efforts.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, 7, 9 and 10 as well as other marketing elements number 1, 2, 3 and 4.

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.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.b Work with local sports groups to attract sport events in off-peak season
 - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
 - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- Goal 2: Attain public policy and citizen support for sustainable tourism and recreation
 - 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
 - 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets
 - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
 - 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
 - 9.2 Foster opportunities to pool public and private marketing dollars
 - 9.3 Enhance funding for region and CVB marketing efforts
- Goal 10: Build an effective “team” to implement the Strategic Plan, and report results
 - 10.1 Recognize Travel Montana as ‘team captain’ to communicate/coordinate regularly with partners
 - 10.2 Create public/private/tribal partnerships for cooperative project implementation

You may put additional information on the back if necessary.

Glacier Country
MONTANA

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: Yes No



PROJECT BUDGET
Marketing Support - DMO Certification/Accreditation

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
MARKETING/ADVERTISING:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
TRAVEL:			
Transportation	\$ 550.00	+ \$ -	= \$ 550.00
Lodging	\$ 1,500.00	+ \$ -	= \$ 1,500.00
Meals	\$ 300.00	+ \$ -	= \$ 300.00
Misc.	\$ 50.00	+ \$ -	= \$ 50.00
TOTAL	\$ 2,400.00	+ \$ -	= \$ 2,400.00
OTHER:			
DMAI Membership	\$ 1,100.00	+ \$ -	= \$ 1,100.00
DMAI Annual Convention Registration	\$ 100.00	+ \$ -	= \$ 100.00
DMAI Core Course Registration	\$ 1,400.00	+ \$ -	= \$ 1,400.00
	\$ -	+ \$ -	= \$ -
TOTAL	\$ 2,600.00	+ \$ -	= \$ 2,600.00
<hr/>			
PROJECT TOTAL	\$ 5,000.00	+ \$ -	= \$ 5,000.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – Strategic Planning
Application Completed:	Racene Friede

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.

Glacier Country's agency of record works closely with us on many facets of our marketing plan from strategy and implementation to tracking and analysis. Their staff works closely with Glacier Country staff and board of directors and partnering organizations and agencies to analyze current problems and opportunities as well as our past efforts and their effectiveness. This in turn helps us design an effective marketing plan, develop a creative and effective message ensuring maximum efficiency in the project planning to be used to communicate that message.

OBJECTIVES:

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project touches every aspect of our marketing plan.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
 - 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.b Work with local sports groups to attract sport events in off-peak season
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
 - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.c Conduct educational tourism workshops, presentations, and webinars
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
 - 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Marketing Support - Strategic Planning

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Agency Services	\$ 73,200.00	+	\$ -	=	\$ 73,200.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 73,200.00	+	\$ -	=	\$ 73,200.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/> <hr/>					
PROJECT TOTAL	\$ 73,200.00	+	\$ -	=	\$ 73,200.00

Approval Requested	
<input checked="" type="checkbox"/>	Final – Airport Signage
<input checked="" type="checkbox"/>	Preliminary – VIC Funding

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Marketing Support – Visitor Information Center Funding & Airport Signage
Application Completed:	Racene Friede

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.

Visitor Information Center Funding: Glacier Country started its VIC Staffing and Distribution Assistance Program in FY94. It has been a successful program and continues to benefit our region.

The program was designed to aid smaller chambers that are not funded by the Montana Accommodations Tax and Montana Office of Tourism and are in need of financial support in order to staff their visitor center properly and/or find it impossible to fulfill the increase in inquiries received for information on their area from Memorial Day to Labor Day.

An application process to assure eligibility must be submitted and approved both by Glacier Country and Audits and Applications Committee. At the conclusion of the warm season, a completion report is required. This report enables the chamber to evaluate the visitor’s point of origin, destination and length of stay in Montana, as well as entice them to extend their visit in the area with things to do and see. The report allows Glacier Country to make the same evaluation which will help in planning our future ad campaigns.

We have each VIC evaluate the year and compare with the two previous years in their completion report due in our office in September. Our VIC committee evaluates the reports and applications in deciding first of all who got their reports in on time, so that the Glacier Country office get their completion report done and into Montana Office of Tourism; then how many visitors they had, any complications, i.e. fires, flooding, early or late snows not allowing them to open, etc. Glacier Country has always awarded each eligible VIC with the same amount of money as any other applying that particular year unless one determines their need is less and thus requests less. If there have been some irregularities, then payment schedule is determined prior to awarding the VIC its money.

Missoula Airport Signage: The Missoula County Airport Authority has presented Glacier Country with a fabulous opportunity to capture the audience of business and personal travelers in an uncluttered atmosphere at the Missoula Airport. We have, for a \$500 monthly fee, a mural or wall-mount on the main level directly outside the exit security gates, video (:30-sec continuous loop; shared) on screen in baggage claim where all baggage is retrieved, advertising space on Courtesy Board where all local transportation and lodging accommodations are made, and phone programming (per Courtesy Board) that sends calls directly to the Glacier Country call center. The Missoula County Airport had 288,807 passengers enplane and 286,777 deplane in 2010. That is a significant number of travelers we will have exposure to allowing us to brand our region and advertise our traveler services (call center, webpage and social media sites and tools) helping inform them of the wonderful experiences they can have in Western Montana’s Glacier Country.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011
- Fund up to eleven Chamber/Visitor Information Centers at up to \$3,200 per project from Memorial Day to Labor Day 2012, to better inform visitors and encourage the visitor to stay longer in their particular area and Glacier Country

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

When the visitor stops for information, the additional staff person enables the VIC to encourage the travelers to stay longer with local information, things to do and places to see; goals 2 and 7 as well as other marketing elements number 6.

How does this project support the Strategic Plan?

- 1) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
 - a. Encouraging current travelers to visit more often
 - b. Encouraging current travelers to stay longer
 - c. Positioning ourselves as a resource for information
- 2) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 3) Adjust marketing efforts to highlight Glacier Country's amenities, cultural, tribal and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 4) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 5) Cooperate with other tourism organizations such as the Kalispell, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, TBIDs, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, tribal, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 6) Incorporate Montana Office of Tourism's branding initiative into our various marketing projects

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.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
- 1.3.b Implement the new Montana tourism brand
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 1.4.c Provide advanced training for all VICs, including regional familiarization tours

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

- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3.c Submit updates on Strategic Plan implementation for Annual Report to TAC, etc.
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs
- 10.5.a Continue to conduct research about resident/nonresident travelers in Montana

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Marketing Support - VIC & Airport Signage Funding

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
MARKETING/ADVERTISING:			
Airport Signage	\$ 6,000.00	+ \$ -	= \$ 6,000.00
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ 6,000.00	+ \$ -	= \$ 6,000.00
TRAVEL:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
OTHER:			
VIC Staffing & Distribution	\$ 35,500.00	+ \$ -	= \$ 35,500.00
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ 35,500.00	+ \$ -	= \$ 35,500.00
<hr style="border-top: 3px double #000;"/>			
PROJECT TOTAL	\$ 41,500.00	+ \$ -	= \$ 41,500.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Telemarketing Fulfilment
Application Completed:	Racene Friede

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.

Retainer, Toll Free # and Telemarketing Postage

The Glacier Country call center will continue its consumer database in capturing caller interests and travel preferences as well as store their name, address, e-mail address and telephone number. Travel counseling staff is available during peak hours with access to travel information provided by voice response technologies.

The web-enabled call center staff serving Glacier Country is highly trained on Montana tourism resources, history and public lands as well as on Internet based communications and electronic based customer service technologies. Training sessions are provided to the tourism counselors on a wide range of topics including winter recreation, cultural attractions, outdoor adventure, publicity and additional topics as they become applicable.

The call center handles all inquiries including trade show leads, electronic inquiries, magazine reader service, regular mail, e-mail and instant messaging. The web-enabled call center also provides various electronic fulfillment pieces to supplement the travel guide for our Internet based customers. The combination of experienced telephone based travel counseling with the latest Internet resources and training in online customer service will provide Glacier Country cutting edge tools to better serve their audience. Additionally, consumers have access to vacation planning assistance, Glacier Country’s publications as well as statewide publications.

The Glacier Country database stores inquiries collected through calls, e-mail, instant messaging, mail, and reader service. The database is used to eliminate duplicate orders and provide a comprehensive, targeted database to power direct mail and relationship marketing. The Call Center distributed consumer travel guides in a timely manner and maintained inventory control of the guides.

Our call center provides a streamlined inquiry management system maximizing the value of the leads being generated by print and electronic media. They organize and fulfill all tourism inquiries as well as maintain careful reporting and analysis of each aspect of the print and electronic marketing campaign. They will continue to be an integral part of Glacier Country in 2011/2012 as we continue with Internet advertising and more instant messaging, e-direct mail and social media.

The call center will be the central clearing house for inquiries, packages and promotions for Glacier Country.

LiveHelper

This technology upgrades our available services by dedicating another communication resource in addition to the traditional telephone line.

LiveHelper licenses enable the call center to interact with online visitors two ways. First visitors can initiate contact with the call center counselor directly. This enables immediate responses to their needs as well as a fantastic customer service advantage for the website versus our competition. We have been able to correct often incorrect assumptions on air travel, amenity availability, seasonal conditions, and other related topics with instant response capability to questions. Second – we have a dashboard feature that allows us to monitor visitors to the website and initiate contact with a visitor if they appear to be looking for something over a duration of time or to simply say hi and offer our assistance. This has been a very positively received feature on the website as we are not selling them a product but we can be available to fill in gaps in their travel planning.

Certified Folder Display

We will continue distribution with Certified in rack distribution of our Travel Guide. Certified also distributes boxes of Travel guides to spots in Montana (Chambers of Commerce, VIC Centers, Airports, MDOT Rest Areas), AAA offices and trade shows, as designated. Certified also stores our guides at no additional charge and allows the call center to pick up guides as necessary.

As we always have, on a monthly basis we look at and evaluate all of our ads, direct mails, e-direct mails via calls to the call center and hits on our website. Our advertising agency uses these reports in making suggestions for ads the following year as does the marketing committee. Additionally, our public relations program is always in the loop of where we are advertising so that they can contact those particular magazines about possible stories. Whenever a story appears about Glacier Country, whether in a magazine, newspaper, internet, etc., we immediately copy it and send it to the call center so that they can track any calls as a result of our PR efforts.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This section of our budget is vital in order to fulfill all the segments of our marketing plan.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand

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

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Telemarketing - Fulfillment

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
800 Number	\$ 6,000.00	+ \$ -	= \$ 6,000.00
Call Center Retainer	\$ 98,000.00	+ \$ -	= \$ 98,000.00
Telemarketing Postage	\$ 29,000.00	+ \$ -	= \$ 29,000.00
LiveHelper	\$ 5,000.00	+ \$ -	= \$ 5,000.00
Certified Folder	\$ 6,000.00	+ \$ -	= \$ 6,000.00
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ 144,000.00	+ \$ -	= \$ 144,000.00
MARKETING/ADVERTISING:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
TRAVEL:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
OTHER:			
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
	\$ -	+ \$ -	= \$ -
TOTAL	\$ -	+ \$ -	= \$ -
<hr/>			
PROJECT TOTAL	\$ 144,000.00	+ \$ -	= \$ 144,000.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Travel Guide Advertising
Application Completed by:	Racene Friede

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.

Glacier Country feels that it’s vital to continue to build collaborative and cooperative advertising efforts in order to cross market the region by marketing more effectively with our regional CVBs and Montana Office of Tourism and thus we would like to place ads in the following travel guides: Montana Office of Tourism (full page color if available in 2012 guide); Missoula, Kalispell and Whitefish CVB travel guides (1/3 page, 1/3 page and 1/3 page (color) respectively). As with all print advertising, the ad will call the reader to action, offer the Travel Guide as a means of discovery and prominently feature the Web site address and toll free number. The ad will include unique URL addressed for tracking on the website.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, and 5, as well as other marketing element number 1.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
 - 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.3.b Implement the new Montana tourism brand
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)
 - 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets
 - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
 - 9.2 Foster opportunities to pool public and private marketing dollars

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Consumer Marketing - Travel Guide Advertising

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -
MARKETING/ADVERTISING:			
Media Placement	\$ 11,500.00	\$ -	\$ 11,500.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
TOTAL	\$ 11,500.00	\$ -	\$ 11,500.00
TRAVEL:			
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -
OTHER:			
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -
<hr/>			
PROJECT TOTAL	\$ 11,500.00	\$ -	\$ 11,500.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – E-Newsletters/E-Blasts
Application Completed by:	Racene Friede

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.

Glacier Country will continue to send seasonal electronic newsletters and e-mail blasts. Content will feature activities, events, and attractions throughout Glacier Country that reflect the area’s personality while tying into the overall Glacier Country feel. All will include color photos and links to Web sites and social media sites for additional information as well as special promotions and package offers. Each of the e-newsletters and e-blasts will be sent to the Glacier Country database. Each e-newsletter and e-blast will include a unique URL and analytics code to enable tracking. Our agency of record will work with the Glacier Country office to solicit area information and determine content to be featured in each. The response for each e-newsletters and e-blast will be tracked by the call center and reported on a monthly basis.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This project is addresses our marketing plan goals numbered 1, 2, 3, 4, 5, 10 and other marketing elements numbered 1, 2 and 3.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

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: Yes No

Budget page must be attached for approval.



PROJECT BUDGET
Consumer Advertising - E-Newsletters/E-Blasts

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Production	\$ 18,000.00	+	\$ -	=	\$ 18,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 18,000.00		\$ -		\$ 18,000.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
<hr/> <hr/>					
PROJECT TOTAL	\$ 18,000.00		\$ -		\$ 18,000.00

Approval Requested

- Final - Production
- Preliminary – Media Placement

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Consumer Advertising – Consumer Marketing Campaign
Application Completed: by:	Racene Friede

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.

Glacier Country will focus its consumer advertising and marketing efforts in our primary and secondary marketing target areas as well as our feeder and regional drive markets as listed in our narrative marketing plan. We will continue to maintain a strong presence in our traditional markets but also explore other areas that offer some potential in light of the economic challenges we are facing.

As we are in the middle of our current consumer campaign which is warm season focused, we may decide to shift towards an off season campaign or even look at more of a year round campaign in the next budget year. We'll be better prepared to make this decision once we've completed the 2011 campaign. Prior to any spending, a detailed plan will be submitted to Audits and Applications for approval.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1, 2 and 3 also support this project.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets

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

- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Consumer Advertising - Consumer Marketing Campaign

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Misc. production including postage	\$ 300.00	+	\$ -	=	\$ 300.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 300.00		\$ -		\$ 300.00
MARKETING/ADVERTISING:					
Media Placement	\$ 91,700.00	+	\$ -	=	\$ 91,700.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 91,700.00		\$ -		\$ 91,700.00
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -
<hr/>					
PROJECT TOTAL	\$ 92,000.00		\$ -		\$ 92,000.00

Application for projects over \$500

Organization Name:	<u>Glacier Country Regional Tourism Commission</u>
Project Name:	<u>Consumer Advertising – Online Advertising</u>
Application Completed by:	<u>Racene Friede</u>

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.

We will place online advertising on major primary market online newspaper and mobile websites and as well as other targeted websites across the country (including social media advertising) in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in identified markets. We will present a final media buy list prior to each campaign.

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This project is addressed in all of our marketing plan goals and other marketing elements 1, 2 and 3..

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
- 1.3.b Implement the new Montana tourism brand
- 1.3.d Create cooperative marketing campaigns between agriculture and tourism

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

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

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Consumer Advertising - Online/Mobile Advertising

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Production	\$ 2,000.00	+	\$ -	=	\$ 2,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 2,000.00	+	\$ -	=	\$ 2,000.00
MARKETING/ADVERTISING:					
Media Placement	\$ 53,000.00	+	\$ -	=	\$ 53,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 53,000.00	+	\$ -	=	\$ 53,000.00
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/>					
PROJECT TOTAL	\$ 55,000.00	+	\$ -	=	\$ 55,000.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Photo Library – Online Photo Library
Application Completed:	Racene Friede

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.

Glacier Country has invested a great deal of money in our photo library over the years. As the services we employ continue to grow and diversify, our need to find a flexible and multi faceted tool to store, manage photo rights and organize these images increasingly becomes more difficult. We also have the desire to make our library of images more readily available to our partners and members. The online photo management tool, CleanPix meets all these needs and more. The CleanPix service helps public relations and marketing professionals organize, store and deliver all their marketing collateral or media assets, such as pictures, logos, videos and ad templates. It works immediately and easily. With CleanPix, all marketing assets can be easily catalogued and searched with keywords and thumbnail previews. Each asset with its caption information is delivered in multiple formats so that the right file, in the right format, is instantly available for internal and external use.

OBJECTIVES:

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2, 3, 4 and 5.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Photo Library - Online Photo Library

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
CleanPix Account Services	\$ 17,500.00	+	\$ -	=	\$ 17,500.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 17,500.00	+	\$ -	=	\$ 17,500.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/> <hr/>					
PROJECT TOTAL	\$ 17,500.00	+	\$ -	=	\$ 17,500.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Photo Library – Photo Acquisition
Application Completed:	Racene Friede

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.

Glacier Country continues to use professional photographers to capture seasonal images that allow us to promote our area visually. The images allow us to represent Glacier Country with stunning photography, with an emphasis on ‘people in place’. Images are used for many Glacier Country projects; Travel Guide, the website, print ads, direct and e-direct mail pieces to name a few.

New imagery allows us to present a fresh look for the Region, and result in long-term cost savings. This project budget includes funding for one or more photo shoots and/or ability to acquire rights managed images already obtained by photographers. When possible we will obtain permanent unlimited usage rights for images.

OBJECTIVES:

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

While this project is not specifically supported by any of objectives, we feel without it meeting our objectives would be impossible.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 4, 5, 6, and 7 as well as other marketing elements number 2, 3, 4 and 5.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Photo Library - Photo Acquisition

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Production/Photo Rights	\$ 16,000.00	+	\$ -	=	\$ 16,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 16,000.00		\$ -	=	\$ 16,000.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -	=	\$ -
TRAVEL:					
Travel & Msc. Expenses	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
(Transportation, Lodging & Meals	\$ -	+	\$ -	=	\$ -
associated with a photographer	\$ -	+	\$ -	=	\$ -
as allowed by TAC Rules &	\$ -	+	\$ -	=	\$ -
Regulations)	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 1,000.00		\$ -	=	\$ 1,000.00
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -	=	\$ -
<hr/>					
PROJECT TOTAL	\$ 17,000.00		\$ -	=	\$ 17,000.00

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

Application for projects over \$500	
Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Travel Shows – Travel Show Participation
Application Completed:	Racene Friebe

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.

Glacier Country has attended and participated in a number of targeted travel shows over the years – consumer; tour and travel; international and meetings and conventions. We will continue to attend shows we have found successful and evaluate new shows to see if they fit our target markets.

Glacier Country will continue to co-op with CVB’s, other tourism regions, and our members as much as possible.

We will work with all of our transportation systems – airlines, Amtrak, rental cars in either soliciting special groups, individuals, meetings and conventions and/or sharing information with them in regard to challenges in bringing groups to Glacier Country. When specifically representing Glacier Country, our travel show booth will be used. We will participate in travel shows that will address our target markets with consumers, the international market, the meetings and conventions market, as well as tour and travel markets. We will capture names for use in future mailings.

Shows we would like to attend are National Tour Association, American Bus Association, USTA Pow Wow, USTA GoWest and the Rocky Mountain International Roundup. Other shows will be applied for individually from Opportunity or Joint Ventures. At these shows, Group Tour Fact Sheets, Group Tour Itineraries, Montana Office of Tourism guide(s), maps, calendars of events as well as our Glacier Country travel guide and/or meeting planner guide will be distributed. If we are co-operating with another region or CVB, their information will also be distributed.

OBJECTIVES:

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

- Increase Travel Show Response/Leads 2% per show

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

A number of our marketing goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as and other marketing elements number 3 and 4.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

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

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

5.1 Cultivate opportunities to leverage private/public funds to create tourism products

5.1.a Create vacation packages/itineraries for off-peak season niche markets

5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

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:

Yes

No



PROJECT BUDGET

Travel Shows - Travel Show Participation
(NTA, ABA, USTA Pow Wow, USTA GoWest, RMI Roundup)

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

MARKETING/ADVERTISING:					
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-

TRAVEL:					
ABA-Transportation	\$	700.00	+	\$	700.00
ABA-Lodging	\$	1,150.00	+	\$	1,150.00
ABA-Meals	\$	250.00	+	\$	250.00
ABA-Misc. Expenses	\$	150.00	+	\$	150.00
NTA-Transportation	\$	800.00	+	\$	800.00
NTA-Lodging	\$	1,200.00	+	\$	1,200.00
NTA-Meals	\$	350.00	+	\$	350.00
NTA-Misc. Expenses	\$	150.00	+	\$	150.00
PowWow-Transportation	\$	600.00	+	\$	600.00
PowWow-Lodging	\$	1,100.00	+	\$	1,100.00
PowWow-Meals	\$	300.00	+	\$	300.00
PowWow-Misc. Expenses	\$	150.00	+	\$	150.00
GoWest-Transportation	\$	600.00	+	\$	600.00
GoWest-Lodging	\$	640.00	+	\$	640.00
GoWest-Meals	\$	250.00	+	\$	250.00
GoWest-Misc. Expenses	\$	150.00	+	\$	150.00
RMI-Transportation	\$	500.00	+	\$	500.00
RMI-Lodging	\$	200.00	+	\$	200.00
RMI-Meals	\$	150.00	+	\$	150.00
RMI-Misc. Expenses	\$	150.00	+	\$	150.00
	\$	-	+	\$	-
TOTAL	\$	9,540.00	+	\$	9,540.00

OTHER:					
Travel Show Registration/Fees	\$	-	+	\$	-
ABA	\$	1,250.00	+	\$	1,250.00
NTA	\$	1,290.00	+	\$	1,290.00
PowWow	\$	950.00	+	\$	950.00
GoWest	\$	1,495.00	+	\$	1,495.00
RMI	\$	475.00	+	\$	475.00
TOTAL	\$	5,460.00	+	\$	5,460.00

PROJECT TOTAL	\$	15,000.00	+	\$	15,000.00
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Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Application for projects under \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Travel Shows – Travel Show Mailings
Application Completed:	Racene Friede

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.

Almost every trade show Glacier Country attends needs some kind of follow-up with mailings and that is how the funds are used. Attendees usually want information and/or travel guides sent to them so they don't have to carry them back, this is especially true at meetings and convention shows as well as international shows. We follow up on those leads or requests with our travel guides or the requested information, as well as personal letters. This funding pool would also be used to cover any miscellaneous mailings associated with getting materials and packets to the shows although that is nominal at the shows we plan on attending.

OBJECTIVES:

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

- Increase Travel Show Response/Leads 2% per show

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

A number of our marketing goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as and other marketing elements number 3 and 4.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
 - 1.1.d Continue marketing to international travelers
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

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: Yes No

Budget page must be attached for approval.



PROJECT BUDGET
Travel Shows - Travel Show Mailings

	State Tourism Funds	Other Funds		Total
PROFESSIONAL SERVICES:				
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
TOTAL	\$ -	\$ -		\$ -
MARKETING/ADVERTISING:				
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
TOTAL	\$ -	\$ -		\$ -
TRAVEL:				
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
TOTAL	\$ -	\$ -		\$ -
OTHER:				
Travel Show Mailings	\$ 200.00	\$ -	+	\$ 200.00
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
	\$ -	\$ -	+	\$ -
TOTAL	\$ 200.00	\$ -		\$ 200.00
<hr/> <hr/>				
PROJECT TOTAL	\$ 200.00	\$ -		\$ 200.00

Approval Requested	
<input checked="" type="checkbox"/>	Final – PR Support
<input checked="" type="checkbox"/>	Preliminary – Press Trips & Crisis Mgmt

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Publicity – Press Trips, Crisis Mangement & PR Support
Application Completed:	Racene Friede

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.

Public Relations play a key role in Glacier Country’s marketing efforts. In 2006, the region launched an aggressive publicity effort that included delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The successful results of this campaign in just eight months of FY 2011 is 80,066,000 media impressions and an ad value of over \$2,955,501 from regional, national and global media outlets.

During the past year, we continued to increase our partnerships with the three CVBs in Glacier Country (Kalispell, Missoula & Whitefish), Glacier National Park and Montana Office of Tourism. These efforts included sharing story leads, strategizing best practices for targeting major news outlets and partnering on press and vertical trips. The cooperative relationships allow us all to maximize efforts and budgets.

Glacier National Park continues to be the top destination for travelers to Glacier Country and Glacier Park visitors are shown to stay longer in the state. It is no surprise that our toughest PR challenges for 2011-2012 will evolve around the economic downturn, fuel prices and communicating to the public what a value we are. The public’s ongoing perception of the Park will continue to challenge us as well. There is a need for public education on the non-closure of the Going-To-The-Sun Road which will begin its third round of re-construction this summer. We continue to see potential negative publicity around the “melting glaciers” in Glacier National Park as a sign of Global Warming that could give travelers the perception that there is no longer a major attraction to see in the Park. A final point of concern will be publicity around the restoration work of the many historic lodges in the Park. As a result, whenever possible, Glacier National Park will be included and/or referenced in press releases or made part of press trips. We will pursue story angles in 2011/2012 which focus on the many trails and activities in Glacier National Park to draw attention off of the Going-To-The-Sun Road as a main attraction and we’ll also pitch stories which emphasize the point that Glacier Park received its name because it was in fact carved by glaciers thousands of years ago, and not from the existing glaciers in the Park today. On a positive note, we hope to continue some of the momentum from Glacier’s Centennial Celebration that gave Montana a much needed boost to visitation and publicity in 2010.

Glacier Country has an abundance of scenery, culture and activities to offer visitors. Often, the challenge is narrowing down what to do and see within an area that has so much to offer. In the same way, deciding what to focus on for public relations efforts can be equally challenging. For this reason, we are taking a strategic approach to public relations, focusing on the unique experiences and activities that make Glacier Country a desirable destination for a diverse audience of travelers. Outdoor recreation will continue to be an overlying theme of all Glacier Country media coverage. Our target markets continue to be mature couples and individuals, nature/wildlife seekers, and adventure/recreation enthusiasts and families. We will continue our commitment to growing awareness of Glacier County’s group travel capabilities. Our strategic approach will have the following elements: press trips, proactive and reactive trips with our partners, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.

Press & Vertical Trips:

Glacier Country will co-host group press trips and vertical press trips with our partners. Proposed trips will be applied for individually with all details and names.

Crisis Management:

Preparedness is critical when dealing with a crisis. The media plan established by the 2003 Fires Task Force provides a strong template for dealing with future natural disasters or crises. We continue to hope for crisis free years but alas we must prepare just in case. We do want to be prepared to react should we need to trigger the plan. We’ll work closely with

the CVBs, Montana Office of Tourism, the Governor's office and other agencies to best manage a crisis situation. We will apply to use these funds as needed.

OBJECTIVES:

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

- Media stories to increase by 1% over 2011 as a result of increased public relations efforts

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 3 and 5.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand

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

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

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

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana

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

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
 - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
 - 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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

- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Publicity - Press Trips Hard Costs

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Location Fees	\$ 5,000.00	+	\$ -	=	\$ 5,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 5,000.00	+	\$ -	=	\$ 5,000.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
Travel Expenses	\$ 14,000.00	+	\$ -	=	\$ 14,000.00
Entrance/Guide Fees	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 15,000.00	+	\$ -	=	\$ 15,000.00
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/>					
PROJECT TOTAL	\$ 20,000.00	+	\$ -	=	\$ 20,000.00



PROJECT BUDGET
Publicity - Crisis Management

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
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	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
MARKETING/ADVERTISING:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
TRAVEL:					
Travel Expenses	\$	500.00	+	\$	500.00
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	500.00	+	\$	500.00
OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-	+	\$	-
<hr/>					
PROJECT TOTAL	\$	500.00	+	\$	500.00



PROJECT BUDGET
Publicity - PR Support

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
PR Support - Cision	\$ 6,100.00	+	\$ -	=	\$ 6,100.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 6,100.00	+	\$ -	=	\$ 6,100.00
<hr/>					
PROJECT TOTAL	\$ 6,100.00	+	\$ -	=	\$ 6,100.00

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

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Internet Development
Application Completed:	Racene Friede

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 goal of Glacier Country’s internet development program is to grow traffic to the website by finding new visitors as well as giving past visitors a reason to come back and visit the site periodically for new and interesting vacation ideas. We believe our overall efforts are directing more and more traffic to www.glaciermt.com and resulting in more inquiries and more visitors to Western Montana. It is imperative that we provide thoughtful, intuitive navigation systems for people to move about our site in finding information to help them plan their vacation. We continue to add tools that not only allow but encourage content primarily published by users, not direct employees or partners of Glacier Country. Glacier Country’s site provides a wide variety of products, trips and lodging options, we have implemented a thoughtful navigation method thinking from the user perspective and not necessarily ours. It is our goal to continue to make it current, intuitive, logical and consistent.

Our agencies work together to make sure Glacier Country’s website matches our print and other electronic media as well creates an appealing place for web visitors looking for a Montana vacation. This is achieved through consistent rotation of copy and photography to reflect the many experiences visitors can have in Glacier Country. The website needs updating regularly to reflect the latest events, additions of new content, and general updates to keep up with the latest technologies and marketing mediums. Our webpage is a constantly evolving tool.

This budget provides for maintenance and enhancement of Glacier Country’s new website as well as website marketing tools such as video, keywords and search engine optimization (SEO).

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

This project is addressed in all of our marketing plan goals and other marketing elements number 2 and 3.

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.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.2.b Work with local sports groups to attract sport events in off-peak season
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3.b Implement the new Montana tourism brand

- Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands
 - 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)
 - 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets
 - 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
 - 9.2 Foster opportunities to pool public and private marketing dollars
 - 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

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: Yes No



PROJECT BUDGET
Internet Development - All

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Website Maintenance/Enhancement	\$ 45,000.00	+	\$ -	=	\$ 45,000.00
Webpage Marketing	\$ 25,000.00	+	\$ -	=	\$ 25,000.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
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	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 70,000.00	+	\$ -	=	\$ 70,000.00
MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
TRAVEL:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -	+	\$ -	=	\$ -
<hr/>					
PROJECT TOTAL	\$ 70,000.00	+	\$ -	=	\$ 70,000.00