

**KALISPELL CONVENTION AND VISITOR BUREAU**  
**15 DEPOT PARK, KALISPELL, MT 59901**  
**FY 12 MARKETING PLAN**  
July 1, 2011 – June 30, 2012

**PURPOSE**

The Kalispell CVB is dedicated to enhancing the economic vitality of our community by promoting Kalispell as a year-round leisure travel and meeting and convention destination by efficiently marketing our attributes and amenities while encouraging continued respect for our outstanding natural environment and quality of life. The KCVB marketing plan identifies a mix of advertising, sales and service programs to reach our identified target markets through an efficient allocation of bed tax and TBID revenues.

**IDENTITY**

Kalispell's brand aligns with the Montana Brand Platform, offering a cohesive voice when marketing our state:

- More spectacular unspoiled nature than anywhere else in the lower 48.
  - Kalispell is located in the center of the Flathead Valley and surrounded by Montana's iconic natural wonders of Glacier National Park and Flathead Lake.
- Vibrant and charming small towns that serve as gateways to our natural wonders.
  - Kalispell offers a balance of city and outdoor adventure with its historic downtown, museums, shopping, dining, community and cultural events.
- Breathtaking experiences by day and relaxing hospitality at night.
  - Kalispell's proximity to area attractions offers non-stop discovery in every direction and a variety of national brand and boutique hotels at the end of the day.

**Strengths**

Kalispell is:

- In the middle of it all – surrounded by the area's natural wonders of Glacier National Park, Flathead Lake and a variety of natural resources and activities
- A genuine and welcoming real Montana community supported by local color, events, and residents
- Access to culture and entertainment offering museums, arts, community and regional events
- Variety of options and price ranges in lodging, shopping, and dining including national brand hotels and chain stores
- A charming downtown with historic architecture and museums – the place to learn about the history of the Flathead Valley and Glacier Park
- The place for larger meeting and convention space and event facilities and more guest rooms than other locals in the Valley
- The regional trade center for retail, health care, business and education
- A cooperation of numerous associations and organizations all with the common goal of improving our economy and creating a vibrant community
- A travel destination for southern Alberta and eastern British Columbia, Canada
- Accessed by Glacier Park Int'l Airport and Amtrak's Empire Builder

**Challenges**

- Perception that Kalispell is a place to pass through on the way to somewhere else - a supply station, not a destination
- Seasonality of Kalispell tourism is heavily weighted to the summer months due to weather and Glacier National Park, but also the number of events currently held in July and August

- Lack of events during the shoulder seasons
- Ability to handle large tournaments or conventions in one location
- Need for ground transportation options to ski areas, Glacier National Park, the airport and Amtrak
- Glacier National Park road construction closures and late opening in the spring
- Transportation Costs
  - Air service availability & pricing
  - Gas prices
- Unpredictability of Weather/Climate
  - Glacier National Park: emergency road repairs & melting glaciers
  - Local forest fires and other natural disasters in the United States impacting our visitor's ability and willingness to travel
  - Variable snow levels year over year impacting raft season & ski season
- Recovery of U.S. Economy

## GOALS

### Primary Market – Leisure Travel

- a. Increase awareness of Kalispell as a travel destination
- b. Grow inquiries and increase visitations during shoulder seasons and winter months
- c. Create incentives to increase the number of visits and length of stay
- d. Provide effective tourism resources, services and training

### Primary Market – Groups and Meetings

- a. Generate qualified meeting and convention leads
- b. Recruit meetings, conventions & sports tournaments

### Secondary Market - Events

- a. Secure a long-term calendar of events during shoulder and winter seasons

## HOW THE MARKETING PLAN SUPPORTS THE 5-YEAR STATEWIDE TOURISM STRATEGIC PLAN

The KCVB marketing plan supports the following strategic plan objectives:

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 leisure travel destination
  - 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
  - 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
  - 1.4.a Create a database inventory of Visitor Information System elements statewide
  - 1.4.b Establish criteria for “officially-designated” visitor information sites and services, and foster more collaboration between agency and private visitor services
  - 1.4.c Provide advanced training for all VICs, including regional familiarization tours
  - 1.4.d. Use technology to enhance Montana visitor information and marketing efforts
  - 1.4.e. Expand displays of Montana destinations and products at State rest areas, airports, train stations and visitor centers

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

- 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
- 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.d Revitalize Montana’s historic downtowns as vibrant destinations for travelers
  - 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.
- 5.2 Provide information about technical/financial assistance available to tourism businesses
  - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

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

- 6.1 Enhance professional development opportunities/requirements for tourism organizations
  - 6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards

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

- 7.1 Increase air service capacity to and from Montana cities.

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
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
  - 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 Obtain strategic research to inform tourism marketing, development, and policy decisions
  - 10.5.a Continue to conduct research about resident/nonresident travelers in Montana
  - 10.5.c Continue regular monitoring of Montanans' opinions about tourism and recreation
  - 10.5.d Disseminate tourism research reports to partners statewide

## MEASURABLE OBJECTIVES

### Primary Market – Leisure Travel

- a. Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- b. Implement DiscoverKalispell.com and grow unique visitors month over month
- c. Generate publicity placement in target markets
- d. Enhance visitor resources through staffing of VIC, promotion of valley-wide calendar of events and improved wayfinding and information signage

### Primary Market – Groups, Meetings, Tournaments

- a. Generate 100 qualified meeting planner leads
- b. Generate 6,700 room night bookings through groups, meetings and tournaments

### Secondary Market – Events

- a. Identify 20 events to be brought to Kalispell, make 6 presentations

## TARGET AUDIENCE

U.S. Travel predicts that domestic leisure travel will increase during 2011 as compared to 2010 and be above peak 2007 levels. Consumer confidence is highest it's been in 3 years but still not to a "healthy" level. Traveler sentiment related to perceived "affordability of travel" has improved over 2010 but it is feared to be short-lived due to rising gas prices and airfares. Traveler sentiment related to perceived "money available for travel" shows an increase year over year and is at its highest point since February 2008. Traveler sentiment index shows "interest in travel" and "time for travel" are up slightly. Not surprisingly the financial factor most likely to influence future leisure travel is the price of gasoline and air travel. Travel is still viewed as a right although trips may be closer to home and frugality and value continue to reign. U.S. Travel Association/David Sheatsley

Through ITRR, MARS Stout and the Kalispell VIC we know that visitors interested in Kalispell and our region primarily come from: Alberta, WA, CA, British Columbia, TX, OR, FL, CO, AZ, and IL. Based on travel predictions and probability of increased fuel prices, the KCVB will narrow that focus to the neighboring Canadian provinces and shorter drive, Amtrak and direct fly markets. Additionally we'll leverage MTOT and Glacier Country's marketing to target visitors already interested in a Montana vacation enticing them to select Kalispell as the destination.

### Target Geographic Markets:

- a. Leisure travel: Southern Alberta and Southeastern B.C. Canada, Eastern Washington and Seattle-Puget Sound area, Idaho, Oregon and Montana.
- b. Group: Based on data from local area lodging partners and business travel patterns, regional groups and meetings target markets will be reflective of leisure travel.

### Target Demographic Markets:

- a. Leisure travel:
  - i. Individuals or couples ages 35+ and families that seek a memorable experience that offers a balance of city amenities and outdoor adventure. First time visitor or repeat visitor visiting friends and family.
  - ii. Geotravellers - leverage Montana Office of Tourism's focus to attract this high-value, low impact visitor that appreciates local culture, heritage and landmarks.

- b. Group: Associations or corporate groups of 300 or less who travel to destination, resort communities for their meetings or retreats, and regional sports tournaments.

## MARKETING METHODS

During 2010-2011 we completed initiatives to lay the foundation for Kalispell's tourism marketing. This included the creation of the Kalispell TBID and CVB, a strategic planning session with 25 key community stakeholders, selection of a creative agency, discovery of the Kalispell Brand, production of a visitor guide, remodel of the Kalispell VIC, launch of a website and numerous public relation efforts positioning Kalispell as a destination marketing organization. Through a combination of public and private funds the marketing strategies in 2011-2012 will build upon that foundation to further the awareness of Kalispell as a travel destination to our target markets, provide effective training and resources to the local community to create brand advocates and improve the visitor experience, and continue the cooperative efforts with other local agencies and organizations to grow Kalispell's vitality.

The key strategies and tactics include:

- a. Web Site: Following the initial launch of DiscoverKalispell.com in June, 2011 the KCVB will continue to enhance and refine the website to create an exceptional planning tool for visitors. This will include inclusion of a Kalispell area video, valley-wide calendar of events, itinerary shopping cart and mobile site.
- b. Advertising and Social Media: To maximize the efficiency of KCVB's marketing budget our media strategy will focus on increasing visitations between October and May through media that builds word of mouth awareness for Kalispell through highly trackable media. Primary media will be online marketing through Trip Advisor, Google Grants, banner ads, and Facebook and other cross promotions. We'll work towards increasing compatibility of our marketing and travel tools with mobile devices and the trend of flexible and last minute travel planning. We will participate in applicable print and broadcast opportunities in the identified target markets for both the leisure travel and group segments. The KCVB is planning strong participation in cooperative marketing opportunities in both online and print with MTOT, Glacier Country and other CVB's.
- c. Direct Marketing: To support our efforts of direct marketing in leisure and group there will be a strong emphasis on growing our database. As we build the database we'll also begin to segment to enable us to send subject-specific communications. Methods used to increase the KCVB database include trade shows (both as the KCVB and through cooperative efforts with MTOT and Glacier Country), increasing opt-in subscribers through online and social media advertising, and the purchase of leads from MTOT and Glacier Country.

Through a consistent and strategically planned schedule of direct communications we will use e-marketing to complement our social media efforts and promote events and packages and increase group sales.

- d. Public Relations/Publicity: The KCVB will invest in publicity efforts to position Kalispell as a travel destination. Media coverage and endorsement of Kalispell will continue to drive discovery of our destination to an audience that we could not afford to reach with traditional advertising. This will be achieved through efforts such as group and leisure fams, press releases, travel writer recruitment and press trips.
- e. Tourism resources and education: The KCVB seeks to create brand ambassadors and enrich the visitor experience through Super Host and other hospitality training. The KCVB will leverage off the recent expansion and remodel of the Kalispell VIC to create an improved welcome center experience through the staffing of a full time travel counselor, enhanced visitor resources offered and wayfinding and visitor information signage. The KCVB will continue to work cooperatively with other local CVB's and tourism

related organizations to educate the area on the value of tourism and Geotourism to our local economy and cooperative methods of increasing out of area visitation, particularly from the Canadian market.

Marketing plan goals will be supported by the following strategies:

Goals	Marketing Strategies	TBID	Bed Tax
<b>LEISURE TRAVEL</b>			
Increase awareness of Kalispell as a travel destination	Website maintenance/enhancement	X	
	Produce Kalispell promotional video	X	X
	Visitor guide - production & printing, creation of digital guide	X	
	Visitor guide distribution		X
	Grow the shoulder season advertising campaign through media that provides trackable ROI (media creative, production and placement)		
	E-newsletters, e-blasts	X	X
	Social media	X	
	Print, radio or broadcast advertising	X	
	Online advertising (banner ads, SEO/SEM, Trip Advisor, Google Grants)	X	X
	Advertise in Glacier Country travel guide		X
	Print and online Coop programs with MTOT & Glacier Country		X
	Public Relations - host travel writers, fam trip, press releases to submit to media and bloggers in target markets.	X	X
Increase database of qualified leads	Lead development – e-newsletter subscriptions through e-marketing and social media and purchase of MTOT and Glacier Country leads.		X
	Attend consumer travel shows within identified target markets including coop with MTOT & Glacier Country.	X	X
Create incentives to increase number of visits and length of stay	Develop lodging/activity packages to promote during shoulder seasons in all media.	X	
	Event development - incentives and sponsorships	X	
	Identify events that could be held in Kalispell, facilitate conceptualization and coordination by local groups and provide underwriting funds.	X	
Provide tourism resources, services and training	Staff year-round Visitor Information Center with full time travel counselor and seasonal staff to cover weekend and holiday hours.		X
	Stock Visitor Information Center at Glacier Park International Airport	X	
	Improve welcome and wayfinding signage in Kalispell		X
	Create brand ambassadors with local businesses through informational sessions and Kalispell branded materials. Host hospitality training for front-line employees improving the visitor experience.	X	X

Goals	Marketing Strategies	TBID	Bed Tax
<b>GROUP TRAVEL - MEETINGS, CONVENTION and SPORTS RECRUITMENT</b>			
Generate qualified meeting and convention leads	Trade show attendance including coop with MTOT & Glacier Country	X	X
	Public Relations/Publicity – host meeting planner fams, press releases	X	
	Acquisition of full time Sales Manager	X	
	Develop insight into appropriate convention and meeting target markets through research.	X	
	Sales trips	X	
	Develop program to encourage local representatives of associations/trade groups to provide leads for regional meetings.	X	
Recruit meetings, conventions & sport tournaments	Online advertising	X	X
	Produce meetings & convention promotional brochure to use as lead follow-up to provide comprehensive overview of Kalispell and its meeting facilities, convention/event services and lodging properties.	X	
	Produce and distribute sports promotional brochure to planners, coaches, athletic directors and state and regional conference executives.	X	
	Create meeting planner incentive program to reward a planner or group for choosing Kalispell.	X	
	Attract and sponsor sports tournaments	X	
<b>INFRASTRUCTURE/RESEARCH</b>			
	Photography – development of Kalispell photo library	X	X
	Online photo library storage		X
	Smith Travel Reports	X	



## Bed Tax Marketing Plan Budget FY'12

Preliminary Revenue Projection for FY'12 at 95%	\$79,061		
Carryover from FY'11	\$23,000		
<b>Total FY12 Marketing Budget</b>	<b>\$102,061</b>		
<b><u>Program Description</u></b>	<b><u>Project</u></b>	<b><u>Total</u></b>	<b><u>% Budget</u></b>
<b>Marketing Support</b>		<b>\$32,312</b>	<b>32%</b>
Administration (up to 20%)	15,812		
Joint Ventures: Travel MT, Glacier Country, CVB's Opportunity (up to 10%)	12,500		
TAC/Gov. Conf/Partner Meetings	500		
WACVB membership and training	2,000		
	1,500		
<b>Telemarketing/Fulfillment</b>		<b>\$6,749</b>	<b>7%</b>
Phone	500		
Postage	5,000		
Supplies	1,249		
<b>Infrastructure</b>		<b>\$31,750</b>	<b>31%</b>
Kalispell Chamber VIC Staff Funding Year Round M-F, 8-5 plus seasonal	31,500		
Online photo storage	250		
<b>Consumer Marketing</b>		<b>\$7,250</b>	<b>7%</b>
Travel show	1,200		
E-Marketing program subscription	550		
Online marketing	5,000		
Glacier Country and MTOT Leads	500		
<b>Group Marketing</b>		<b>\$1,200</b>	<b>1%</b>
Trade show	1,200		
<b>Publications (Printing &amp; Production)</b>		<b>\$4,000</b>	<b>4%</b>
Kalispell map and brochure	4,000		
<b>Publicity/Public Relations</b>		<b>\$18,800</b>	<b>18%</b>
Public Relations – publicity	4,800		
FAM trips, travel writers	1,000		
Photography – develop Kalispell and event photo library	3,000		
Kalispell promotional video	7,000		
Welcome and wayfinding signage	3,000		
Total		<b>\$102,061</b>	

*If the revenue DECREASES by 10%, the KCVB would reduce Kalispell promotional video, Kalispell map and brochure and online marketing.*

# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Marketing Support – WACVB Membership and Training

**Application Completed by**    Diane Medler

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

The KCVB feels that professional development through membership of an accredited tourism organization is important to increase awareness of Kalispell as a DMO and provide the director with networking and educational resources. Membership in WACVB is noted in the MTOT strategic plan.

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments
- Identify 20 events to be brought to Kalispell, make 6 presentations

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

This project supports our goals to increase awareness of Kalispell as a travel destination, provide effective training and resources to the local community to create brand advocates and improve the visitor experience.

How does this project support the Strategic Plan?

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

6.1 Enhance professional development opportunities/requirements for tourism organizations

6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards

**Detail pages attached** No  
**Budget page attached** Yes

**KCVB PROJECT BUDGET FY 12  
MARKETING SUPPORT  
WACVB MEMBERSHIP**

	State Tourism Funds		Other Funds		Total
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**PROFESSIONAL SERVICES:**

WACVB Membership	\$660	+		\$0	=	\$660
Educational and Training Programs	\$500	+		\$0	=	\$500
	\$0	+		\$0	=	\$0

<b>TOTAL</b>	\$1,160			\$0		\$1,160
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**TRAVEL:**

Transportation, meals, lodging	\$340	+		\$0	=	\$340
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<b>TOTAL</b>	\$340			\$0		\$340
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>			\$1,500		\$0	\$1,500
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# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            VIC Staffing

**Application Completed by**    Diane Medler

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

The KCVB will support a full time year-round travel counselor for the Kalispell VIC during regular office hours and allow for additional weekend and holiday coverage during the peak summer months. The VIC has recently been expanded and remodeled providing an enhanced visitor experience. During 2010 (calendar year), the VIC received 5161 walk-in visitations, 386 email inquiries and 6021 phone inquiries. The VIC has been staffed by a Chamber employee that was not able to provide full time focus to the VIC. Responsibilities of the travel counselor and/or seasonal staff include but are not limited to:

- Maintaining the VIC area – keep ample supply of brochures and maps
- Researching information for visitors
- Responding to tourism inquiries in person, phone, email, fax and letter
- Compiling and inputting data from walk-in visitations and online requests, tracking quantity, home state of visitors, and type of information requested
- Compile, mail and track fulfillment requests including breakdown of mailing receipts and top states requesting information
- Analyze information requests and track visitor satisfaction levels and provide reports to KCVB director
- Possess a thorough knowledge of the Kalispell brand, area activities and attractions, information on current road conditions and construction delays, and other community resources
- Maintain and promote an updated calendar of events and list of available packages and sample itineraries
- Educate travelers about the historical, cultural and recreational opportunities within the area
- Fulfill visitor packages requested by conventions and groups
- Attend Superhost training and other hospitality training

Travel counselor hours will include Monday through Friday, 8am to 5pm. Seasonal staff hours include four hours on Saturdays and holidays during peak summer months.

## Objectives

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

- Enhance visitor resources through staffing of VIC, promotion of valley-wide calendar of events and improved signage
- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month

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

This project supports our goal to increase awareness of Kalispell as a travel destination by effectively promoting our amenities and attractions including historical and cultural assets and current packages and events. Enables us to address the perception that Kalispell is a pass through, not a destination and increase awareness of activities during shoulder and winter seasons.

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
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 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 elements statewide
  - 1.4.b Establish criteria for “officially-designated” visitor information sites and services, and foster more collaboration between agency and private visitor services

- 1.4.c Provide advanced training for all VICs, including regional familiarization tours
- 1.4.d. Use technology to enhance Montana visitor information and 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

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.

**Detail pages attached** No

**KCVB PROJECT BUDGET FY 12  
INFRASTRUCTURE –  
VIC STAFFING**

State Tourism Funds	Other Funds	Total
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**OTHER:**

Full time travel counselor @ \$12/hr	\$30,500	+		=	\$30,500
Seasonal staff @ \$10/hr	\$1,000	+		=	\$1,000
		+		=	

<b>TOTAL</b>	\$31,500				\$31,500
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$31,500	+		=	\$31,500
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# Application for projects under \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Infrastructure – Online Photo Storage

**Application Completed by**    Diane Medler

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

This project funds the subscription for a subscription to Picasa, an online photo storage program to store the KCVB photo library allowing access by permission to tourism partners and media.

Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads

**Detail pages attached**    No

**KCVB PROJECT BUDGET FY 12  
INFRASTRUCTURE  
ONLINE PHOTO STORAGE**

	State Tourism Funds		Other Funds		Total
<b>MARKETING/ADVERTISING:</b>					
Online photo storage subscription	\$250	+	\$0	=	\$250
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$250</b>		<b>\$0</b>		<b>\$250</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$250</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$250</b>
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## Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Consumer Marketing – Travel Show

Application Completed by Diane Medler

### Approval Requested

Final

Preliminary

Attend a travel show which suits Kalispell's target markets and allow us to educate potential visitors about our destination, distribute visitor guides and collect opt-in leads. Shows will be chosen based on geographic and demographic target market criteria. If applicable, we'll attend the show in cooperation with Glacier Country or other local partners to maximize our exposure in that market. Possible markets include Calgary, Lethbridge, Spokane or Seattle.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets

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

This project supports our goal and mission to increase awareness of Kalispell as a travel destination and to drive inquiries and increase visitations during shoulder seasons. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience. Provides the opportunity to seek marketing opportunities and partnerships with other tourism organizations.

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.c Attend consumer travel shows targeting high value, low impact visitors
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

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

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

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.

Detail pages attached No

Budget page attached Yes

**KCVB PROJECT BUDGET FY 12  
CONSUMER MARKETING  
TRAVEL SHOW**

	State Tourism Funds		Other Funds		Total
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**MARKETING/ADVERTISING:**

Booth rental	\$800	+		\$0	=	\$800
<b>TOTAL</b>	<b>\$800</b>			<b>\$0</b>	<b>=</b>	<b>\$800</b>

**TRAVEL:**

Transportation, meals, lodging	\$200	+		\$0	=	\$200
<b>TOTAL</b>	<b>\$200</b>			<b>\$0</b>	<b>=</b>	<b>\$200</b>

**OTHER:**

Misc, shipping	\$200	+		\$0	=	\$200
<b>TOTAL</b>	<b>\$200</b>			<b>\$0</b>	<b>=</b>	<b>\$200</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$1,200</b>	<b>+</b>		<b>\$0</b>	<b>=</b>	<b>\$1,200</b>
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Consumer Marketing – E Marketing Program Subscription

**Application Completed by**    Diane Medler

<b>Approval Requested</b>
<u>  X  </u> Final
<u>      </u> Preliminary

This project funds the annual subscription for Constant Contact to generate our e-marketing campaign. E-marketing enables us to utilize the database generated through travel shows, online marketing and social media to deliver subject specific communications promoting area attractions, seasonal events and promotions.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Enhance visitor resources through staffing of VIC, promotion of valley-wide calendar of events and improved wayfinding and information signage
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goals and purpose to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons. Direct marketing allows us to promote packages and events to a highly targeted audience through a timely and highly trackable form of media. A consistent and strategically planned schedule of direct communications will complement our social media and website promotion.

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.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 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.d Create cooperative marketing campaigns between agriculture and tourism

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.)
  - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.

Detail pages attached No

KCVB PROJECT BUDGET FY 12  
CONSUMER MARKETING  
EMARKETING PROGRAM  
SUBSCRIPTION

State Tourism Funds	Other Funds	Total
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**MARKETING/ADVERTISING:**

Constant Contact annual  
subscription \$550 + \$0 = \$550

<b>TOTAL</b>	\$550	\$0	\$550
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$550 +	<b>\$0</b>	\$550
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Consumer Marketing Online Marketing

**Application Completed by**    Diane Medler

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

The KCVB will utilize highly targeted online sources to promote Kalispell by increasing visibility and name recognition as a travel destination. Online advertising is a cost efficient and highly trackable media to effectively leverage our marketing dollars.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goals and purpose to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons for leisure and groups segments. Online marketing allows us to promote packages and events to a highly targeted audience, improving our tracking and reporting and generating a higher ROI. Generates opportunities to pool public and private marketing dollars for cooperative marketing and cross promotion.

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.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 leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d. Use technology to enhance Montana visitor information and 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.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.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

**Detail pages attached** Yes

**Budget page attached** Yes

FY'12 Consumer Marketing – Online Marketing

The KCVB plans to advertise in publications such as:

- Audubon.com
- Away.net
- Backpacker.com
- BudgetTravel.com
- CalgaryHerald.com
- Discovery.com
- Delta Sky
- Facebook.com
- Flickr.com
- Google.com
- LethbridgeHerald.com
- MSN.com
- NationalGeographic.com
- Northwest World Traveler
- Oregonian.com
- Outside.com
- Pandora.com
- Seattlepi.com
- SeattleMagazine.com
- SeattleWeekly.com
- Salon.com
- Smithsonian.com
- Sunset
- TravelandLeisure.com
- TravelChannel.com
- TripAdvisor.com
- Yahoo.com
- SmartMeetings.com
- Medical Meetings
- Sports Destination Management

**KCVB PROJECT BUDGET FY 12  
CONSUMER MARKETING  
ONLINE MARKETING**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative	\$1,000	+			
			\$0	=	\$0
	\$0	+			
			\$0	=	\$0
	\$0	+			
			\$0	=	\$0
<b>TOTAL</b>	<b>\$1,000</b>		<b>\$0</b>		<b>\$1,000</b>

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

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$5,000</b>	<b>+</b>		<b>\$0</b>		<b>\$5,000</b>
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Consumer Marketing – Purchase Glacier Country and MTOT leads

**Application Completed by**    Diane Medler

<b>Approval Requested</b>
<u>  X  </u> Final
<u>      </u> Preliminary

To enable the KCVB to begin to grow our database of qualified leads this project will fund the purchase of leads through Glacier Country and MTOT based on our target markets.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Enhance visitor resources through staffing of VIC, promotion of valley-wide calendar of events and improved wayfinding and information signage

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

This project supports our goals to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons by the leisure and group segments. Direct marketing to this database provides an effective means to promote packages and events to a highly targeted audience, improving our tracking and reporting and generating a higher ROI.

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.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
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d. Use technology to enhance Montana visitor information and 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.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.

**Detail pages attached** No

**Budget page attached** Yes

**KCVB PROJECT BUDGET FY 12  
CONSUMER MARKETING  
GLACIER COUNTRY & MTOT  
LEADS**

	State Tourism Funds	Other Funds		Total
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**MARKETING/ADVERTISING:**

Purchase leads based on target market criteria

\$500	+	\$0	=	\$500
\$0	+	\$0	=	\$0
\$0	+	\$0	=	\$0

<b>TOTAL</b>	\$500	\$0		\$500
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$500	+	\$0	\$500
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# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Group Marketing – Trade Show

**Application Completed by**    Diane Medler

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

Attend a trade show providing an opportunity to have contact with meeting planners and organization representatives demonstrating what Kalispell can offer meetings and conventions. Shows will be chosen based on geographic and demographic target market criteria for our group segment. The KCVB will seek out opportunities to attend in cooperation with MTOT, Glacier Country or other CVB's.

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goal and mission to increase awareness of Kalispell as a travel destination and drive inquiries and increase visitations during shoulder seasons. Enables us to communicate that Kalispell is the place for larger meetings and conventions, offering 1600+ guest rooms and a variety of event facilities for groups considering a resort destination. Also provides the opportunity to seek marketing opportunities and partnerships with other tourism organizations.

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
- 1.2 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 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 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

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.

**Detail pages attached**    No

**Budget page attached**    Yes

**KCVB PROJECT BUDGET FY 12  
GROUP MARKETING  
TRADE SHOW**

	State Tourism Funds		Other Funds		Total
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**MARKETING/ADVERTISING:**

Booth rental	\$800	+		=	\$800
<b>TOTAL</b>	<b>\$800</b>				<b>\$800</b>

**TRAVEL:**

Transportation, meals, lodging	\$200	+		=	\$200
<b>TOTAL</b>	<b>\$200</b>				<b>\$200</b>

**OTHER:**

Misc, shipping	\$200	+		=	\$200
<b>TOTAL</b>	<b>\$200</b>				<b>\$200</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$1,200</b>	<b>+</b>		<b>=</b>	<b>\$0</b>	<b>\$1,200</b>
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# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Publications – Kalispell map and brochure

**Application Completed by**    Diane Medler

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

The KCVB will create collateral to reinforce the Experience Options that KCVB has tailored to its target markets by developing rack cards (for example) to highlight the information most typically requested such as scenic drives, bird watching, family friendly activities, hiking/huckleberry picking, wineries, breweries & distilleries. These brochures will complement the annual visitor guide and our website and provide flexibility to promote events and sample itineraries. The KCVB has utilized a tear off map portraying the Flathead Valley and downtown Kalispell which is highly requested at the Kalispell VIC and airport VIC. This project will provide funds to update and reprint the map.

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goals to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons by the leisure and group segments. Provides an effective means to promote packages, events and sample itineraries as well as Kalispell’s proximity to Glacier National Park and the Canadian border.

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.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
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d. Use technology to enhance Montana visitor information and 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.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.

**Detail pages attached** No  
**Budget page attached** Yes

**KCVB PROJECT BUDGET FY 12  
PUBLICATIONS  
KALISPELL MAP AND  
BROCHURES**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative	\$800	+	\$0	=	\$800
Printing	\$3,200	+	\$0	=	\$3,200
<b>TOTAL</b>	<b>\$4,000</b>		<b>\$0</b>		<b>\$4,000</b>
<hr/> <hr/>					
<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$4,000</b>		<b>\$0</b>
					<b>\$4,000</b>

# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Publicity/Public Relations – Publicity

**Application Completed by**    Diane Medler

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

The KCVB will develop a publicity/public relations campaign to generate interest in Kalispell as a travel destination when considering a trip to Glacier Park and the Flathead Valley. Evaluation of this project will be achieved by tracking editorial produced within our target markets. This campaign may include but is not limited to:

- Creation of a press kit to be used to market Kalispell which will include photography, statistics, recreational amenities and highlights of what is unique about Kalispell. The kit will be available online and sent directly to selected media.
- Development of story pitches for targeted publications and websites directed at our attractions and events particularly in the shoulder and winter seasons.
- Creation of press releases promoting tourism highlights and special events
- Work with MTOT and Glacier Country to maximize press opportunities
- Includes writing, pitching, follow-up, tracking and reporting for the above strategies

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments
- Identify 20 events to be brought to Kalispell, make 6 presentations

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

This project supports our goals to generate awareness of the Kalispell Brand and increase visitations to Kalispell's historic, cultural and recreational attractions and activities particularly during the shoulder and winter seasons by generating publicity in our target markets. Publicity will serve to inform visitors of Kalispell's proximity to Glacier National Park and Kalispell's role as the retail, medical and professional hub of the Flathead Valley.

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.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 leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d Use technology to enhance Montana visitor information and 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.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.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

**Detail pages attached** No

**KCVB PROJECT BUDGET FY 12  
PUBLICITY/PUBLIC  
RELATIONS  
PUBLICITY**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Press Kit creation – creative and production of online and print version	\$2,800	+	\$0	=	\$2,800
Media relations – development and distribution of introductions and invitations	\$1,000	+	\$0	=	\$1,000
Development of story pitches and press releases	\$1,000	+	\$0	=	\$1,000
<b>TOTAL</b>	<b>\$4,800</b>		<b>\$0</b>		<b>\$4,800</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$4,800</b>	<b>+</b>		<b>\$0</b>		<b>\$4,800</b>
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# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Publicity/Public Relations – FAM Trips

**Application Completed by**    Diane Medler

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

The KCVB develop a campaign to generate interest in Kalispell as a travel destination by attracting travel writers and media tours to Kalispell. This campaign may include but is not limited to hosting press trips and media tours, helping with transportation, lodging, meals and acting as a liaison between the tours and local businesses. KCVB will work closely with MTOT and Glacier Country to maximize opportunities. This campaign will be completed with a combination of public and private funds, public funds going towards the development and distribution of invitations and development of itinerary and media follow-up. Private funds along with local business donations will cover the other costs such as lodging, meals and transportation.

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 6,700 room night bookings through groups, meetings and tournaments
- Identify 20 events to be brought to Kalispell, make 6 presentations

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

This project supports our goals to generate awareness of the Kalispell Brand and increase visitations to Kalispell's historic, cultural and recreational attractions and activities particularly during the shoulder and winter seasons by generating publicity in our target markets and attracting travel writers and other media to visit Kalispell.

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.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 leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

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.)
  - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

Detail pages attached No

KCVB PROJECT BUDGET FY 12  
PUBLICITY/PUBLIC  
RELATIONS  
FAM TRIPS

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Media relations – development and distribution of invitations and itinerary	\$500	+	\$0	=	\$500
Press trips and media tours – coordination of itinerary and media follow up	\$500	+	\$0	=	\$500
<b>TOTAL</b>	<b>\$1,000</b>		<b>\$0</b>		<b>\$1,000</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$1,000</b>	<b>+</b>		<b>\$0</b>		<b>\$1,000</b>
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## Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Publicity – Photography

Application Completed by Diane Medler

### Approval Requested

Final

Preliminary

This project will provide KCVB with custom quality photography of Kalispell and our surrounding area. As a new CVB there is limited quality photography of Kalispell, what is available have been over-used. These photographs will be used in conjunction with photos available through MTOT and Glacier Country. Based on a list of desired photography the CVB will purchase the photos with full rights to use in our website, e-marketing, online marketing, visitor center and publicity efforts. Effectiveness will be evaluated by tracking usage in publicity and publications and other media.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goals to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons by the leisure and group segments.

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.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 leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d. Use technology to enhance Montana visitor information and 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.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.

Detail pages attached No

Budget page attached Yes

**KCVB PROJECT BUDGET FY 12  
PUBLICITY - PHOTOGRAPHY**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Professional photography	\$3,000	+		=	\$3,000
	\$0	+		=	\$0
	\$0	+		=	\$0
<b>TOTAL</b>	\$3,000				\$3,000

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$3,000	+		=	\$0		\$3,000
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# Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Publicity/Public Relations – Kalispell Promotional Video

**Application Completed by**    Diane Medler

<b>Approval Requested</b>	
<u>  X  </u>	Final
<u>      </u>	Preliminary

This project will provide KCVB with a video promoting Kalispell, our surrounding natural wonders and area events to create a multi-media gallery available for marketing/advertising, social media promotion and generating publicity. An RFP will be issued to for this project. The KCVB will use private funds or collaboration with other local tourism marketing partners to complete the project.

## Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments
- Identify 20 events to be brought to Kalispell, make 6 presentations

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

This project supports our goals to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons and generate publicity in our target markets.

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.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 leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d Use technology to enhance Montana visitor information and 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.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.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

**Detail pages attached** No  
**Budget page attached** Yes

**KCVB PROJECT BUDGET FY 12**  
**PUBLICITY/PUBLIC**  
**RELATIONS**  
**KALISPELL PROMOTIONAL**  
**VIDEO**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Video production	\$7,000	+	\$0	=	\$7,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$7,000</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$7,000</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		\$7,000	+	\$0	=	\$7,000
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Publicity/Public Relations – Welcome and Wayfinding Signage

**Application Completed by**    Diane Medler

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

Wayfinding and welcome signage is essential to capture visitor attention and direct them to our historical, cultural and lifestyle amenities. The first priority is improving the signage identifying the VIC. The KCVB also plans to utilize the funds to conduct a study identifying our signage weaknesses and opportunities and create a wayfinding action plan. The KCVB will also look at interactive signage such as QR codes to allow flexibility for promotion of current events and attractions. Once a full cost is obtained for a study and priority action plan the KCVB will look to private funds and collaboration with local tourism marketing partners to complete the project.

### Objectives

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

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Enhance visitor resources through staffing of VIC, promotion of valley-wide calendar of events and improved wayfinding and information signage

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

This project supports our goals to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to create an improved visitor experience encouraging repeat visitations. It addresses our challenge of overcoming the perception that Kalispell is just a pass through on the way to somewhere else, not a destination.

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
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 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
  - 1.4.d. Use technology to enhance Montana visitor information and 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.d Revitalize Montana’s historic downtowns as vibrant destinations for travelers
  - 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.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.

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

- 9.2 Foster opportunities to pool public and private marketing dollars

Detail pages attached No  
 Budget page attached Yes

**KCVB PROJECT BUDGET FY 12  
 PUBLICITY/PUBLIC  
 RELATIONS  
 WELCOME AND  
 WAYFINDING SIGNAGE**

	State Tourism Funds		Other Funds		Total
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**PROFESSIONAL SERVICES:**

Community Wayfinding Assessment	\$2,500	+		=	\$2,500
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<b>TOTAL</b>	\$2,500		\$0		\$2,500
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**MARKETING/ADVERTISING:**

Signage	\$500	+		=	\$500
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<b>TOTAL</b>	\$500		\$0		\$500
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$3,000	+		\$0	\$3,000
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