



  
**Kalispell**  
MONTANA



[www.DiscoverKalispell.com](http://www.DiscoverKalispell.com)

Kalispell Chamber of Commerce  
Kalispell Convention & Visitor Bureau  
15 Depot Park  
Kalispell, MT 59901  
406-758-2808

FY 2014 Marketing Plan  
July 1, 2013 – June 30, 2014

## 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 deliver a consistent brand message and outstanding experiences through a cohesive allocation of bed tax and Tourism Business Improvement District funds.

## IDENTITY

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

- More spectacular unspoiled nature than anywhere else in the lower 48.
  - Kalispell is 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 is a mix of proximity, city comfort and discovery. When visitors make Kalispell part of their Montana vacation, they will discover something fun, exciting, unexpected or remarkable no matter the direction they head.
- Breathtaking experiences by day and relaxing hospitality at night.
  - In Kalispell we are welcoming tour guides and genuine people who care about the visitor experience. We provide lodging, dining and entertainment with a sense of Montana sophistication and affordability that our visitors find both surprising and comfortable.

Kalispell is:

- We are in the MIDDLE of what people come to Montana for: iconic natural wonders of Glacier National Park and Flathead Lake and a variety of recreation opportunities.
- We are nonstop DISCOVERY: there's something new to see and do in every direction.
- We are BALANCE for an outdoor-centric trip: from national brand stores to fun boutiques, from symphony concerts to farmers' markets, from blue plate specials to four-star gourmet.
- We are GENUINE hospitality: Kalispell is a real town with community events and warm, welcoming people who are enthusiastic about sharing the place they live.
- Kalispell is the location of 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.

## Opportunities:

- Increase awareness of Kalispell as a travel destination, not a pass through to the Park and other areas in the Flathead Valley.
- Create signature events during the winter and shoulder seasons to create a measurable impact on year-round visitations.
- Work with community leaders and public officials to find opportunities to improve our public assembly venues which are limited due to size and condition.
- Increase awareness of year-round activities in Kalispell, Glacier Park and the Flathead Valley to decrease the impact on the local economy due to the opening and closing of the Going To The Sun Road.
- Work with the airport and other community leaders to identify opportunities to increase flights and seat capacity.
- Communicate effectively with travelers and local businesses to minimize the negative perceptions around the federal government sequestration cuts. Those impacts include: 1) the closure of the Glacier Park Intl Airport control tower, 2) the decrease in hours of the customs office which impacts private air traffic from Canada by diverting them to other airports such as Great Falls or Spokane, 3) decrease in availability of services at Glacier National Park and 4) decreased hours of operation at border ports of entry.

## TARGET AUDIENCE

Our audience consists of adventure travelers and Geotravellers who like to mix their outdoor adventure with culture, history and a charming small town experience. Kalispell's audience is not united by age or demographic or by their reason for visiting (vacation vs. business). What our visitors share is that they're looking for a taste of outdoor adventure – hiking, boating, rafting, wildlife viewing, skiing, fishing, hockey – with the opportunity to experience culture, history and an affordable variety of lodging, dining and shopping.

The 2012 Institute for Tourism and Recreation Research non-resident survey provides the following information on travelers spending at least one night in Flathead County:

28% of groups have all first time visitors	53% of groups with all repeat visitors
25% flew on a portion of their trip	66% used auto/truck as their travel mode to enter MT
89% visited Glacier National Park	

Top activities include: scenic driving (81%), nature photography (58%), day hiking (56%), wildlife watching (50%) and recreational shopping (39%).

The leisure traveler visiting our area for the first time is primarily here for Glacier National Park, and specifically to experience the Going To The Sun Road. Visitors will choose Kalispell as the base camp for their trip because we offer a central location to a number of activities and provide affordable vacation options, particularly for families. The repeat visitor is less dependent on availability of all areas of Glacier Park and branches out to the other attractions such as Jewel Basin, Lone Pine State Park, and partakes in local culture such as the historic walking tour of downtown Kalispell.

The Canadian market predominantly visits for shopping, particularly around Canadian holiday weekends. They also participate in sports such as skiing and golf as the prices are lower than similar venues in Canada. The KCVB signature events are designed to attract participants and spectators from Canada. This market is a strong segment of the repeat visitor during the shoulder and winter months.

Kalispell will support and leverage the brand awareness that the Montana Office of Tourism has achieved in the key markets of Seattle, Chicago and Minneapolis through participation in coop online and print advertising campaigns. The KCVB will direct other consumer marketing funds to the neighboring Canadian provinces of Alberta and southeastern British Columbia and the drive, direct flight and Amtrak markets which include Spokane/eastern Washington, Coeur D'Alene Idaho, Seattle, Portland, and northern California.



The KCVB signature events provide a strong incentive to drive visitations from our target markets during specific months that historically have demonstrated lower occupancy.

- Montana Dragon Boat Festival - September: key markets include Calgary, Lethbridge, Edmonton, British Columbia, Portland, Tacoma/Seattle, and San Francisco.
- Montana Pond Hockey Classic - February: key markets include Alberta and British Columbia, Minneapolis, eastern Washington and northeast U.S. through collaboration with our promoter Pond Hockey Classic.
- Montana Spartan Race - May: during FY'14 Spartan Race Inc. is proposing to offer one of their upper level races in Montana which will serve as a strong destination race bringing participants from all areas of the U.S.

The meetings and conventions, group and incentive target market includes groups that are 80+ in size interested in a locale which provides their attendees recreational opportunities and iconic vacation attractions such as Glacier National Park. During FY'14 the KCVB will focus on meeting planners in the Pacific Northwest, primarily Seattle and Portland.

## TRAVEL INDUSTRY TRENDS

Today's traveler is more social, more adventurous and looking for a meaningful vacation. Specifically what they are looking for are unique experiences that connect them with the destination in a way that is authentic. Adventure should not be assumed to just mean a daring bungee jump off a bridge into a deep ravine; adventure includes both relaxing and active experiences that takes a traveler out of their normal routine. Glacier National Park, Flathead Lake, and the vast availability of outdoor recreation found in northwest Montana offers unlimited adventure. In the center of it all lies Kalispell, a friendly community with historic charm, affordable adventure and soul-stirring beauty.

Today's traveler is attracted to a destination that speaks in a voice that is frank and honest, while conveying expertise. They are attracted to a destination that celebrates and supports sustainability. Kalispell's story is told through imagery and messaging that is authentic and celebrates the character of our area and sustainability such as the availability of local products and the role of local community volunteers in creating and maintaining many of the trails and parks that visitors enjoy.

87% of travelers use the internet for the bulk of their trip planning. Specifically the websites used to make travel decisions are social media and consumer reviews. 88% of travelers consult reviews before making a booking and half say reviews are the greatest influence on booking choices. (Eye For Travel, DigitalVisitor.com) This "earned media" is what consumers trust above other forms of advertising. Nielsen Global Survey reported that 92% of consumers trust word-of-mouth and recommendations from friends and family above more traditional media, an 18% increase since 2007. Kalispell's social presence includes Facebook, Twitter and a sponsorship of Kalispell's Trip Advisor site. Additionally we connect consumers to DiscoverKalispell.com through live feeds of those social media sites.

A Michigan State University study shows that people using smart phones have tripled. The study also revealed that wireless use was higher on vacation (40%) than at home (25%) and that people use the web more to plan vacations (80%) than for work (70%). Since Wi-Fi is available at most locations travelers check local weather, restaurant recommendations, fishing reports, trail maps and much more during their visit. Destination Marketing Organizations don't get to decide which platform or device is used to access that information, the visitor decides. With the increase in use of mobile devices Kalispell is retrofitting DiscoverKalispell.com to responsive web design to provide travelers with the most comprehensive and user-friendly access to internet connectivity and information regardless of their device of choice.

During 2011 and 2012 hotel occupancy in Kalispell increased a total of 12.3%. July and August trend well above 90% while occupancy during November through February historically has averaged around 35%. Kalispell saw a 7% increase in occupancy for the months of Nov 2012 – Feb 2013. In speaking with local Kalispell restaurants and retail outlets several stated that they saw a 30% increase in business during the late fall and winter months. The key strategies for FY'14 are designed to continue to make a measurable impact on visitations during the shoulder and winter months.



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

The Kalispell Convention & Visitor Bureau will support the 2013-2017 Montana Tourism and Recreation Strategic Plan.

### GOALS

- I. Achieve increased inquiries and visitations through a targeted consumer marketing campaign
- II. Increase publicity placement of Kalispell in travel media in key markets
- III. Improve the visitor experience and available resources
- IV. Play an active role as a voice for tourism and in the planning and evolution of community enhancements
- V. Generate qualified meeting and convention leads
- VI. Recruit regional sports tournaments
- VII. Secure events that have long-term potential during shoulder and winter seasons

### OBJECTIVES

#### Consumer Travel

- a. Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- b. Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- c. Generate 4 media stories in target markets through increased public relations efforts
- d. Promote Kalispell at 3 consumer travel shows in key markets
- e. Generate 3 FAM trips to Kalispell (travel media, press trips, tour operators, promoters, planners)

#### Groups/Sports/Events

- a. Achieve 1,000 unique room nights between September and June in the groups and meeting market
- b. Achieve 3,000 unique room nights between September and June in the special event and tournament market
- c. Secure 3 events during target seasons

### MARKETING STRATEGIES

To reach the FY14 marketing plan goals the key strategies are designed to build upon successes realized in FY13 and look to new opportunities to connect with potential travelers and build the awareness of Kalispell as a travel and meeting destination. The initiatives are designed to reach the visitor during the three-phase travel decision process of inspiration, orientation and facilitation through utilization of the media and technology that reach today's travelers.

Strategies:	Rationale / Expected Outcome:	Funding:	Travel Decision:
<b>GOAL I</b>	<b>Achieve increased inquiries and visitations through targeted consumer marketing campaign</b>		
DiscoverKalispell	Continue to enhance and refine the website to create an exceptional planning tool for visitors. This will include a retrofit of the site in Responsive Web Design to augment the content, look and functionality based on the user's screen size (i.e. which device they are using) with a goal of increasing site duration by mobile devices. Continue to monitor website analytics to decrease overall site bounce rate, increase site duration and pages per visit. Engage consumers through a feed of reviews from Trip Advisor, Facebook and other social media.	TBID	Inspiration Orientation Facilitation



Advertising and Social Media	The advertising strategy will focus on increasing visitations between September and June through highly trackable media that builds awareness of Kalispell as a travel destination: Online marketing through banner advertising Trip Advisor sponsorship MTOT Coops and other sources Print, radio and broadcast opportunities that demonstrate strong ROI in our target markets.	TBID / Bed Tax	Inspiration
	Promoting the fall, winter and spring experiences available in Kalispell and surrounding area and identifying Kalispell as an adventure sports destination through promotion of signature events and activities.	TBID / Bed Tax	
E-Direct Marketing	KCVB will send subject-specific communications quarterly and as applicable to promote special events and create incentives for travel through promotion of packages, sample itineraries and signature events.	Bed Tax	Inspiration Orientation Facilitation
KCVB Database	Increase opt-in KCVB database through trade and travel shows, online and social media advertising and promotional campaigns.	TBID / Bed Tax	
Collateral	The Kalispell visitor guide will be used as a fulfillment piece. Annual redesign of the guide will take into consideration the findings from MTOT's visitor guide study and include Region/CVB design standards on cover to identify as "official" state travel guide. Increase the number of distribution points in our target markets.	TBID / Bed Tax	Inspiration Orientation
	Niche publications will be produced in cooperation with local businesses and organizations. Examples include regional birding brochure and a brochure promoting local wineries, breweries and distilleries.	TBID	Inspiration Orientation
Travel Shows	KCVB will promote Kalispell at three consumer shows per year which include Calgary and targeted demographics such as Sportsman Expos, Winter Sports Expo, and Travel and Adventure shows held in identified target markets.	TBID / Bed Tax	Inspiration Orientation
<b>GOAL II</b>	<b>Increase publicity placement of Kalispell in travel media in key markets</b>		
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 hosting travel writers, generation of story pitches and press releases highlighting specific activities and to promote our signature events.	TBID	Inspiration Orientation
<b>GOAL III</b>	<b>Improve the visitor experience and resources</b>		
Traveler Resources	The KCVB seeks to create brand ambassadors in the local community by promoting Super Host and Sustainable Business training.	TBID / Bed Tax	Facilitation
	Expanding available visitor services through participation in MTOT's VIC Program.	Bed Tax	Facilitation
	Continued implementation of the downtown and city-wide Wayfinding system.	TBID / Bed Tax	Facilitation



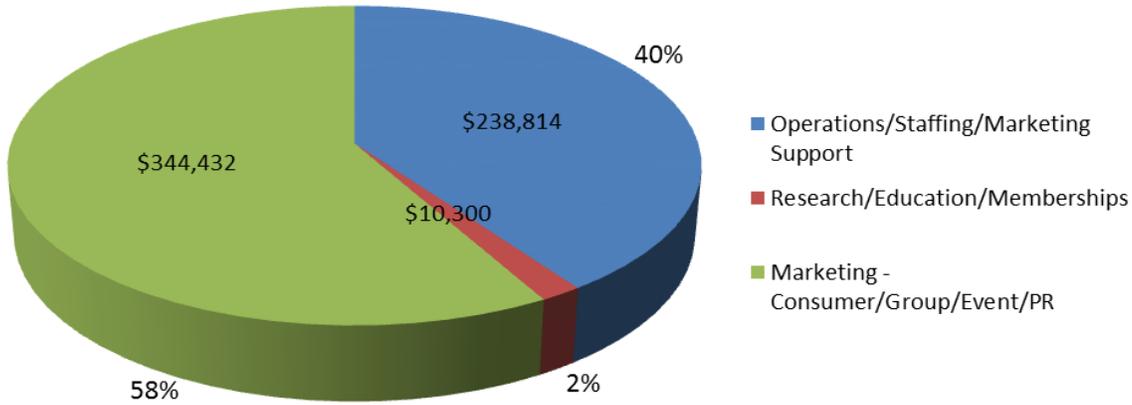
<b>GOAL IV</b>	<b>Play an active role as a voice for tourism and the planning and evolution of community enhancements</b>		
Tourism Industry Relations	The KCVB will continue to work cooperatively with Voice of Montana Tourism and Tourism Matters to Montana, to educate Flathead Valley residents, business leaders and legislators on the economic benefits of tourism and importance of tourism funding.	TBID	
<b>GOAL V</b>	<b>Generate qualified meeting and convention leads and receive RFP's</b>		
Meetings and Conventions	DMAI Membership and EPowerMINT subscription, CVent subscription	TBID / Bed Tax	Facilitation
	Meeting Planner Trade Shows and familiarization tours	TBID	Inspiration Orientation
	Assist member lodging properties to develop effective reporting program to help TBID gauge room pickup through TBID initiatives	TBID	
	Build through the CRM a consistent message to planners interested in Kalispell. Push out through online and print advertising and emarketing.	TBID / Bed Tax	Inspiration
<b>GOAL VI</b>	<b>Recruit sports tournaments</b>		
Sports Tournaments	Create incentives for state and regional sporting events to relocate to Kalispell that will drive room nights during the winter and shoulder season.	TBID	Inspiration Facilitation
<b>GOAL VII</b>	<b>Secure events that have long-term potential during shoulder and winter seasons</b>		
Event Recruitment	The KCVB will continue to identify events that have national appeal and reinforce the destinations key attributes. The events will be strategically placed in the shoulder and winter seasons to minimize regional date conflicts and meet strict criteria for long-term growth. The KCVB will continue to build out of market participation and identify growth expectations for Dragon Boat, Spartan Race and Pond Hockey events. Create a national brand that Kalispell is the place for adventure sports and enthusiasts. Identify opportunities to reinforce that message through local partners and places.	TBID	Inspiration Facilitation

## BUDGET

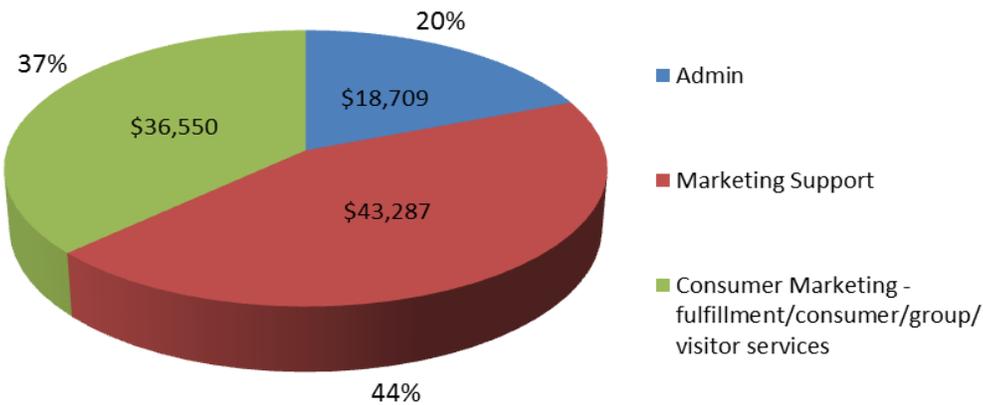
The KCVB combined budgets of Bed Tax and TBID total \$593,546 with 58% of that total directed at the key marketing strategies described above.



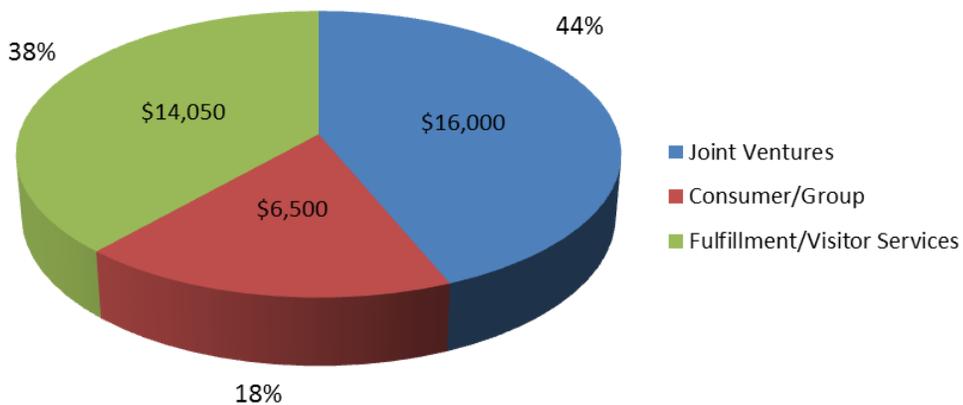
KCVB FY 2014 TBID & Bed Tax Total Budget = \$593,546



KCVB FY 2014 Bed Tax Total Budget = \$98,546



KCVB FY 2014 Bed Tax - Allocation of Consumer Marketing Budget = \$36,550



<b>Bed Tax Marketing Plan Budget FY'14</b>			
	MTOT Revenue Projection for FY'14 at 95%	\$ 93,546	
	FY'13 carryover	\$ 5,000	
		<b>\$ 98,546</b>	
<b>Program Description</b>	<b>Project</b>	<b>Total</b>	<b>% of Total Budget</b>
<b>Administration (20% of projected)</b>		<b>\$ 18,709</b>	<b>20%</b>
Staffing - employer expenses VIC staffing	\$ 16,050		
Bookkeeping	\$ 1,400		
Office supplies	\$ 100		
Postage & copies	\$ 800		
Misc (Glacier Country board meetings, bank fees, etc)	\$ 359		
<b>Marketing Support</b>		<b>\$ 43,287</b>	<b>44%</b>
TAC/Gov. Conf	\$ 2,000		
DMAI membership	\$ 1,500		
Kalispell Chamber VIC staff	year round M-F 8-5	\$ 27,000	
	seasonal: Saturdays & holidays	\$ 2,787	
Marketing/PR Staff	\$ 10,000		
<b>Telemarketing/Fulfillment</b>		<b>\$ 4,050</b>	<b>4%</b>
phone (800 line)	\$ 300		
postage	\$ 3,000		
supplies	\$ 750		
<b>Consumer Marketing</b>		<b>\$ 20,000</b>	<b>20%</b>
Opportunity	\$ 2,000		
Travel show	\$ 1,500		
E-Marketing program subscription	\$ 500		
Joint Ventures: MTOT	\$ 16,000		
<b>Group Marketing</b>		<b>\$ 2,500</b>	<b>3%</b>
EMINT subscription	\$ 2,500		
<b>Visitor Services</b>		<b>\$ 10,000</b>	<b>10%</b>
Welcome and wayfinding signage	\$ 10,000		
	<b>TOTAL BUDGET PROPOSED</b>	<b>\$ 98,546</b>	

*If revenue DECREASES by 10%, the KCVB would reduce Welcome and Wayfinding signage*



## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Marketing Support – DMAI Membership

**Application Completed by**    Diane Medler

**Approval Requested**

**Final**

**Preliminary**

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 staff with networking and educational resources. DMAI is a reputable organization that attracts qualified meeting planners and is noted in the MTOT strategic plan. Membership will also enable the KCVB to subscribe to epowerMINT, an online tool through DMAI that simplifies the research, distribution, and selection of destinations, hotels, and meeting venues.

**Objectives**

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Achieve 1,000 unique room nights between September and June in the groups and meeting market
- Achieve 3,000 unique room nights between September and June in the special event and tournament market

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

This project supports our goals to increase awareness of Kalispell as the location in the Flathead Valley for meetings and conventions and events, as the location with the highest number of guest rooms, conference facilities and public assembly venues than other locations in the valley. The KCVB will align with meeting planners interested in a Pacific Northwest/Rocky Mountain locale which provides their attendees with a destination that offers recreational opportunities and iconic vacation attractions such as Glacier National Park.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 13  
MARKETING SUPPORT  
DMAI MEMBERSHIP**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
DMAI Membership	\$1,500	+	\$0 = \$1,500
<b>TOTAL</b>	<b>\$1,500</b>	<b>\$0</b>	<b>\$1,500</b>
<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$1,500</b>	<b>\$0 = \$1,500</b>



## 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 is participating in the MTOT VIC Program and has implemented other community awareness programs to increase referrals to the VIC. Responsibilities of the travel counselor and/or seasonal staff includes but is 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. With assistance from the MTOT VIC Program, seasonal staff hours will be expanded to include Saturdays and on Sundays during peak summer months.

### Objectives

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13

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

This project supports our goal to increase awareness that Kalispell is in the middle of what visitors come to Montana for - natural wonders, recreation and friendly small towns, and that we offer a balance for their trip - national brand stores to fun boutiques, symphony concerts to rodeos.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**Budget page attached** Yes



**KCVB PROJECT BUDGET FY 14  
MARKETING SUPPORT –  
VIC STAFFING**

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

Full time travel counselor gross wages	\$27,000	+		=	\$27,000
Seasonal staff gross wages	\$2,787	+		=	\$2,787

<b>TOTAL</b>	\$29,787		\$29,787
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REGION/CVB	PROJECT TOTAL	\$29,787	+		=	\$29,787
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**              Marketing/PR Staff

**Application Completed by**      Diane Medler

**Approval Requested**

Final

Preliminary

The KCVB will utilize part-time services of the KCVB sales manager to administer bed tax funded group marketing projects which include but not limited to:

- Conception and development of strategies and initiatives to market Kalispell to meeting planners
- Develop and maintain epowerMINT subscription
- Respond to RFP's generated through epowerMINT and DMAI membership
- Utilize e-marketing subscription to market Kalispell as group and tournament destination

**Objectives**

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Achieve 1,000 unique room nights between September and June in the groups and meeting market
- Achieve 3,000 unique room nights between September and June in the special event and tournament market

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

This project supports our goals to increase awareness of Kalispell as the location in the Flathead Valley for meetings and conventions and events, as the location with the highest number of guest rooms, conference facilities and public assembly venues than other locals in the valley. The KCVB will align with meeting planners interested in a Pacific Northwest/Rocky Mountain locale which provides their attendees with a destination that offers recreational opportunities and iconic vacation attractions such as Glacier National Park.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 14  
MARKETING SUPPORT  
Marketing/PR Staff**

	State Tourism Funds		Other Funds		Total
<b>OTHER:</b>					
KCVB sales manager gross wages	\$10,000	+	\$0	=	\$10,000
<b>TOTAL</b>	\$10,000	+	\$0	=	\$10,000
<b>REGION/CVB</b>					
<b>PROJECT TOTAL</b>	\$10,000	+	\$0	=	\$10,000



## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Consumer Marketing – Travel Show

**Application Completed by**    Diane Medler

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

The KCVB will be attending the Calgary Women’s Show, October 26-27, 2013. This travel show is located in one of Kalispell’s target markets and allows us to educate potential visitors about our destination including availability of recreational shopping and close driving distance to Calgary. Kalispell visitor guides and other promotional material will be distributed and a drawing will be used to collect opt-in leads. The KCVB has attended this show in the past and received a high return on investment. Costs will be shared between public and private funds.

**Objectives**

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY’13
- Promote Kalispell at 3 consumer travel shows in key 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, drive inquiries and increase visitations during shoulder seasons, promote the affordable variety of lodging, dining and activities found in Kalispell and promote our signature events. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 14  
CONSUMER MARKETING  
TRAVEL SHOW**

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

Booth rental	\$1,500	+		\$0	=	\$1,500
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<b>TOTAL</b>	\$1,500			\$0		\$1,500
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$1,500</b>	<b>+</b>		<b>\$0</b>		<b>\$1,500</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>
<input checked="" type="checkbox"/> <b>Final</b>
<input type="checkbox"/> <b>Preliminary</b>

This project funds the annual subscription for Createsend.com, the program used to generate our e-marketing campaigns. 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, signature events, packages and other promotions.

**Objectives**

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Achieve 1,000 unique room nights between September and June in the groups and meeting market
- Achieve 3,000 unique room nights between September and June in the special event and tournament market

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

This project supports our goal to increase awareness of Kalispell’s historic, cultural and recreational attractions and activities, to drive inquiries and increase 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 promotions.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 14  
CONSUMER MARKETING  
EMARKETING PROGRAM  
SUBSCRIPTION**

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

Createsend.com email campaign subscription	\$500	+		\$0	=	\$500
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<b>TOTAL</b>	\$500	+		\$0	=	\$500
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$500</b>	<b>+</b>		<b>\$0</b>	<b>=</b>	<b>\$500</b>
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## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau  
**Project Name**            Group Marketing – ePowerMINT Subscription  
**Application Completed by**    Diane Medler

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

The KCVB will continue their subscription to ePowerMINT, an online tool through DMAI that connects planners and their meetings, driving more RFPs to our destination. EmpowerMINT.com is the most comprehensive meetings database available with over 40,000 meetings from 20,000 organizations providing our sales manager with countless opportunities to search and query for more intelligent prospecting, translating to more room nights. The KCVB website, DiscoverKalispell.com, includes a comprehensive meetings & convention section outlining our lodging, M&C facilities, public assembly venues and special event facilities and including a link to submit an RFP directly to our web page on ePowerMINT.

**Objectives**

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

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Achieve 1,000 unique room nights between September and June in the groups and meeting market

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

This project supports our goals to increase awareness of Kalispell as the location in the Flathead Valley for meetings and conventions and events, as the location with the highest number of guest rooms, conference facilities and public assembly venues than other locals in the valley. The KCVB will align with meeting planners interested in a Pacific Northwest/Rocky Mountain locale which provides their attendees with a destination that offers recreational opportunities and iconic vacation attractions such as Glacier National Park.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 14  
 GROUP MARKETING  
 EMINT Subscription**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
ePowerMINT Subscription	\$2,500	+	\$2,500	=	\$5,000
<b>TOTAL</b>	<b>\$2,500</b>	<b>+</b>	<b>\$2,500</b>	<b>=</b>	<b>\$5,000</b>
<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>		<b>\$2,500</b>	<b>+</b>	<b>\$2,500 = \$5,000</b>



## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**            Visitor Services – Wayfinding System Design

**Application Completed by**    Diane Medler

**Approval Requested**

Final

Preliminary

In FY'13 the KCVB worked cooperatively with the City of Kalispell, Kalispell Downtown Association and Kalispell Business Improvement District and Cygnet Strategies to a Wayfinding system design. The Kalispell Wayfinding system includes historic downtown sign design and city-wide sign designs which are complimentary to each other to create a cohesive system. Message schedule and location plan and bid documents will be completed by the beginning of FY'14. During FY'14 the KCVB will put the city-wide Wayfinding project out for bid and begin fabrication and installation of signs based on available funds.

**Objectives**

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

- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13

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

This project supports our goal 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?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

**KCVB PROJECT BUDGET FY 14  
PUBLICITY/PUBLIC  
RELATIONS  
WAYFINDING SIGNAGE**

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

Kalispell Citywide Wayfinding System fabrication and installation of signs	\$10,000	+		\$0	=	\$10,000
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<b>TOTAL</b>	\$10,000	+		\$0	=	\$10,000
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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	\$10,000	+		=	\$10,000
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