



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72777 - FY19 Dillon MT CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Dillon MT CVB Marketing Plan
Grant Number: 19-51-015
Grant Status: Underway
Comments:
Applicant Organization: Beaverhead County Chamber of Commerce and Agriculture
Grantee Contact: Candi Whitworth
Award Year: 2018
Program Area: DOC Office of Tourism

Amounts:				
Contract Dates:	Contract Sent		Contract Received	Contract Executed
Project Dates:	06/20/2018	07/01/2018	06/30/2019	
	Proposal Date	Project Start	Project End	

Grant Administrator: Barb Sanem
Contract Number 19-51-015
Award Year 2018

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2018

06/30/2019

Project Start Project End

Comments

Amendment Comments

Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

The Dillon CVB seeks to attract visitors for a variety of reasons. Primarily, increasing visitor traffic in our county increases economic opportunity for businesses that support our area. In addition to the economic benefits of tourism, we also feel we have a piece of paradise and we're eager to share it with travelers - which will increase repeat travelers.

Dillon is adjacent to Interstate-15 and is a trailhead to Montana Highways 91, 41 and 278, which each connect Beaverhead County's rural communities and visitor attractions. In conjunction with this high-level of connectivity, Beaverhead County is home to the Beaverhead-Deerlodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.

Along with numerous outdoors experience opportunities, the area represented by the Beaverhead Chamber also is home to ghost towns (Bannack State Park) and historical landmarks (Lewis and Clark Trail, and Beaverhead Rock) that help to tell the rich history of Montana. Bannack is one of our premier state parks.

Our opportunities lie in the ability to communicate all that Dillon MT has to offer to the visitor. We are working to develop several resources for the visitor in print as well as online. These resources will show day trips in our area, scenic tours, as well as describe the recreational opportunity available here.

The Dillon CVB is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 smaller towns (Wise River, Wisdom, Lima, Polaris, Glen, Jackson, Monida, Dell) that each serve as gateways to unique natural wonders. Each of the towns served by the Beaverhead Chamber of Commerce also offers lodging, camping and other hospitable accommodations. In this, the Dillon CVB aligns with the follow Montana brand pillars:

- more spectacular unspoiled nature than anywhere else in the lower 48.
- vibrant and charming small town that serve as gateways to natural wonders.
- breathtaking experiences by day, relaxing hospitality at night.

Describe your destination.

The Dillon CVB plan addresses the three phases of the travel decision process accordingly:

Inspiration: All of our marketing efforts are focused on inspiring exploration of our area. From our mobile app, to our up and coming website, print advertng etc., all are focused on enticing the visitor to explore. Any opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile application and our website address as an additional resource to inspire visitors to explore Beaverhead County.

Orientation: Our efforts will be focused on providing a complete resource for the Dillon MT visitor. This will be done through multiple avenues; moble app, website and print material. We are focused on making all of our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target publics specifically in the following ways:

1. Full listing of available lodging
2. Full listing of available food and restaurants
3. Full listing of business services
4. Full listing of tourist destinations, routes and events
5. Informational opportunities created by locals - which has been proven to drive room nights to the area (i.e., fishing reports, local art and crafts fairs, articles written by local poets, authors, historians, industry leaders, etc.)
6. Up-to-date and constantly evolving community calendars
7. Full listing of other organizations and entities that offer value to the visitor's experience in Beaverhead County
8. Maps, routes and local information on how to best access sites of interest
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By providing these 10 (and more) orientation keys, our plan will provide the necessary orientation opportunities for prospective publics to choose Dillon and Southwest Montana as their destination and to also facilitate the public's planning and preparation process.

Facilitation: Through the use of collateral (both printed and downloadable via our mobile application), networking and social media, the Dillon CVB will facilitate both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with the opportunity to easily locate points and facilities of interest.

Further marketing will facilitate visitors with maps, phone numbers, websites, calendars and other essential utilities that will facilitate an exceptional experience in Southwest Montana.

In addition to printed collateral and the mobile application the Chamber will use the CVB designated funds to provide an un-matched visitor's center experience for those travellers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to provide as collateral that enhances the experience and further facilitates the visitor's experience in Beaverhead County and into Southwest Montana.

Optional: Include attachments here

a. Define your target markets (demographic, geographic and psychographic).

Seasonal Traffic: Primarily, Canadians who travel through Montana via I-15 in the Fall and Spring seasons. This demographic generally seeks fuel and refreshments from Dillon businesses and provides a great opportunity to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to R.V. accommodations.

The Family Traveler: This market travels to Beaverhead County for unmatched outdoors opportunities. From hunting, fishing, hiking, skiing, ATVing, panning, horseback riding, etc., this market comes to Beaverhead County to recreate and take advantage of our access to public lands. This market can be motivated by providing routes, trails, trail opening dates/conditions online and providing them with resources from locals that keep the market informed of the status of river conditions, snow conditions, wildlife conditions and other outdoors related information that can be easily be made accessible via a mobile application. Providing specific kid friendly items will be quite helpful here.

History Buffs - This market consists of individuals who enjoy learning about western history and culture. In our area we draw upon Virginia City, Nevada City, Bannack, two hot springs and the Big Hole Battlefield. The Lewis and Clark history in our area is significant as well.

b. What are your emerging markets?

Western Art: Dillon is an agriculture powerhouse and with that comes a rich heritage of Western culture. Increasingly, Beaverhead County is becoming a home for Western art. From life-size bronze statues placed throughout Dillon and a custom boot shop, to a world-known saddlery that specializes in Buck Brannaman saddles, the culture of the West is being represented though local and regional artists in a variety of mediums. This increase in art is placing Dillon and Southwest Montana on the map for art buffs and Western history enthusiasts. We will collaborate with this movement to further establish Dillon as a destination for these target market using our mobile application and the marketing that is in conjunction with that effort.

Recreational Hiker and Cyclist: The Dillon area has an expanding trail system that surrounds the town and provides opportunities to walk or bike the perimeter of the city. This trail system provides opportunity for tourists to spend down-time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. There are also miles of hiking and biking opportunities in the area surrounding Dillon.

Optional: Include attachments here.

c. What research supports your target marketing?

Seasonal Traffic: Though it may be partly anecdotal, it is well-known that seasonal traffic uses the I-15 corridor to travel from Canada to warmer winter destinations. I-15 traffic is estimated at 12-15,000 vehicles per-day (according to Idaho Department of Transportation, nearest estimates to Beaverhead County).

The Outdoorsmen/women market: According to the Beaverhead County Atlas (produced by Beaverhead County, Montana FWP and Future West) in one year, hunting accounted for \$6.9 million in local economic activity from non-resident participants and fishing accounted for \$17.5 million in local economic activity from non-resident participants.

According to 2016 ITRR: Dillon report:

The top 11 non-resident activities were: Scenic Driving, Nature Photography, Wildlife Watching, Day Hiking, Car/RV camping, Recreational Shopping, Visiting Other Historical sites, Visiting Museums, Visiting Lewis and Clark sites, Fishing/fly fishing, Attending Festivals/Events

According to the 2016 ITRR Data - visitors spent \$63,321.00 in Beaverhead County.

This spend is spread through the following areas; gasoline, outfitters, restaurants and bars, hotels and motels, retail sales, groceries, park entrance fees, Campgrounds and RV Parks, Cabin rentals, Made in MT, Vehicle repairs, Gambling, Farmers markets and auto rentals

Goal One: To increase availability of visitor and business specific information.

G-1 Objective One: To have a fully functional and integrated website and mobile application dedicated to tourism and recreation. Keep this website updated regularly.

G-1 Objective Two: Increase restaurant and hospitality information available to visitors by 50% by December 31, 2019. This will include local shopping opportunities. There is presently a link on our mobile app that takes the visitor directly to the information on our Visitor Website for these things.

Goal Two: To establish the Dillon CVB (Beaverhead Chamber of Commerce & Agriculture) as the community source of information for events.

G-2 Objective One: Have all events applicable to tourists on the mobile application and website by December 31, 2019. We are currently linked to 683events. When we are able to get our events listing updated on our visitor website, we will move the link.

G-2 Objective Two: Continue to offer & improve the services of our Visitor's Information Center by increasing operating hours with a VIC staff for summer season. This will include some volunteer hours.

Goal Three: Build an audience for new website.

G-3 Objective One: All warm season advertising for 2019 will include our new website address.

G-3 Objective Two: Collect data from the online traffic directed to our website www.visitdillonmt.com & mobile app from Google AdWords & Facebook Targeted Marketing, analyze our strategy as to its effectiveness & correct any inadequacies.

G-3 Objective Three: Increase downloads by 10% month-over-month after launch of mobile application.

a. In what types of co-ops with MTOT would you like to participate?

If the state did a promotion for Bannack State Park we would be happy to participate. This a a gem for our area and we would love to see this better promoted.

We would like to look to the Park to Park tours, as well as Bicycling routes through our area.

Optional: Include attachment here.

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

Our most beneficial Joint Ventures for the coming year would be with Southwest Montana.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

We have done a social influencer campaign with Southwest Montana. This was a great success with multiple online posts and photography for Dillon.

Optional: Include attachments here.

Optional: Include attachments here.

Optional: Include attachment here:

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	How do you plan to measure success?	Provide a brief rationale.	Estimated budget for method.	Marketing Method Evaluation	Are you using private funds to support this method? (optional)	Non bed tax funds used? Yes/No (optional)	Add'l Atcthmnts
Consumer	Website/Internet Development/Updates	Yes	Maximize resources and opportunities to build a website. Secure new photos & videos to use in promoting Dillon.	Images on Websites and social media have an impact on visitors in planning their visits. They make decisions and share their experiences.	Images are a branding tool on website and social media. Effectiveness would be gauged through social media. We will obtain additional photos through a professional photographer.	With the analytics we collected from the visitdillonmt.com site we were able to track locations of visitors to our app. It has been noted that most of the visitors that were tracked were listed in China, therefore, we don't feel that having an app has been of benefit. We will proceed with building a webpage.	\$4,500.00	Yes this method was successful and we will continue using this method. Funds were used to hire a professional photographer and build a website that captures the essence of Dillon. The images used were effective to promote Dillon as a destination for activities. There were downtown shots of shopping, lodging, walking, hiking and biking trails promoting Dillon as a must stop destination. The images were used on the website, social media, ads, and in the visitor guide. Facebook showed an increase of 11% likes up from the year before. Facebook views increased from 12 to 34 views per day.	NA	No	
Consumer	Mobile Applications	Yes	We will do periodic refreshes of our mobile app with new photography and additional detail as it becomes available.	According to a recent survey by eMarketer, travel-based mobile apps are the seventh most-downloaded app category and almost 60% Smartphone users regularly use travel apps while planning trips.	Reviewing the analytics and comparing the existing downloads with the previous year. The app will also have information on what part of the country is downloading the app.	Analytics showed there were 3,089 existing downloads of our mobile app, and the majority of these were from China and didn't reach our target market.	\$4,500.00	No it was not a successful project and will not continue it. After reviewing target market is was noticeable that there were 3,000 downloads listed as located in China. The app did not increase target market. There were cards that were distributed to hotels, stores and other businesses to hand out to visitors to download the app. There was not a significant change in distribution of cards for download and/or downloading the app from an app store.	NA	No	
Consumer	Print Advertising	Yes	Printed guides	Over 55% of all	Print	Print material	\$8,500.00	Yes, we were able to	NA	No	DillonCVBfullpageadinSWMTravelguide2019(1).pdf

			provide important information to resident and non-resident travelers about local amenities, attractions, activities, and events. Images are inspirational and content is more in-depth than other media methods.	consumers trust print marketing more than any other advertising method. About 70% of consumers find print advertising more personal. About 40% of consumers have made a purchase in the last 3 months due to a direct mail piece they received. Over 50% of Millennials pay attention to print ads. 56% of direct mail is read by recipients. "Interesting Print Advertising Statistics" David Dobbs.	advertising supports the overall brand awareness and print publications provide critical information for visitors. We will distribute the Dillon and Southwest Montana Region tour guides to lodging, restaurants, stores, convenience and gas stations and at the visitor information center.	specific to the area is an effective way to promote niche activities and to reach certain audiences. We will measure the number of guides successfully distributed, using all available Discover Dillon guides.		track distribution of S.W. tour guide along with Discover Dillon guide. This method was successful by providing information on visitors coming to the area for recreation and to attend events. The distribution amount gave a clear indication of what visitors were looking for when they came to Dillon. We distributed 200 Discover Dillon and ran out of the publication, therefore, we will order 100 extra in the following year. The S.W. Travel guide was one of the most sought after publications with a total of 480 ordered with 30 of the guides remaining. We will increase the total of guides for next year and with new images and a full page ad. We will continue using this marketing method.			
Consumer	Printed Material	Yes	Design and production of map, flyers and niche activity brochures.	Through fulfillment requests, in brochure racks in target markets we are able to engage with visitors and lead them to our social media pages, webpage and other media channels. Niche brochures play a role in helping visitors plan their itineraries.	Used in conjunction with our website promoting niche activities for visitor information. Success is measured by distribution of the printed materials created through requests at the VIC.	The use of printed materials (brochures, flyers, maps, walking tours) is an effective way to promote a niche activity and to reach a particular audience. Examples of printed materials used by Dillon CVB are the Dillon tear-off map which includes an area map and a detailed Dillon map that identifies points of interests. Other niche brochures used as part of our promotions are the Historic Downtown Walking tour, National recognition Dillon Trail of tree tour, birding brochures, walking, hiking, biking brochures, Discover Dillon printed booklet and a brochure on events, things to visit while visiting Dillon.	\$11,500.00	Yes, method is effective to increase awareness of what is available in Dillon to target audience. There were 11 visitor packets mailed through VIC fulfillment center during FY19. In addition materials were distributed in hotels/motels, gas stations and at the RV Parks to reach our target markets. Dillon CVB reprinted the two sided tear-off map with some changes to locations and clarity of the map. The map is provided to hotels, gas stations and the museum as well as at the VIC. It is an effective way to help orient visitors to locations in Dillon. The map shows landmarks, parks with detailed streets. Lodging, eateries and event brochures provide directions and contacts for visitors. We will continue using this method.	NA	No	DillonCVBtearoffareamap(1).pdf

Consumer	Photo/Video Library	No	Increase Photo/Video Library for the Dillon CVB. Suggestions have been made to produce video for Dillon MT.	When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. "42 Visual Content Marketing Statistics You Should Know in 2017" Written by Jesse Mawhinney	We will be able to measure the number of visits that our posted videos get, as well as activity on social media.	Video is one of the most visited links on any number of Channels, including our new website and social media.	\$8,200.00	No this project is still underway and not measurable at this point. We still need to build our photo library and produce a video for Dillon. We will need to acquire more inclusive photos for the video and look at using YouTube as a tool for the video. This will be an ongoing research project through FY20. We believe that once completed, the project will yield successful increases in website engagement.	NA	No
Consumer	Online/Digital Advertising	No	We would like to do a banner ad campaign on Trip Advisor. This was effective for Southwest Montana not very long ago, and we will pull on their resources (agency) to make it effective.	Digital advertising has measurable ROI and drives shares and referrals and can be highly targeted. (INMA ROI Study, Marketingland.com)	We will be able to see the number of click throughs to our website as well as views etc.	Trip Advisor Banner and social media ads are a highly visible method of marketing to our preferred clientele. These people are already looking at our area, and could be directed directly to Dillon.	\$20,000.00	We partially met our objective by running one Facebook ad (less than \$10) and limited Trip Advisor banners. We believe this project was successful however we could not measure click-through because analytics had not been implemented yet on our website and the Trip Advisor report was lost due to an administrative change. Analytics will be available on the website moving forward. We plan to continue this method into the next fiscal year. We did acquire 600 plus photo's and videos that were utilized in the Trip Advisor banner ads as well as using them on our visitdillonmt.com webpage and visitdillonmt app. We will continue using these photos.	NO	No
Consumer	Social Media	No	We would like to try our hand at marketing via you tube, twitter etc. This will give us the opportunity to see what works best of our advertising photos and text.	People spend an average of 2 hours and 15 minutes per day on social media networks. Facebook shows the most powerful social media ecommerce statistics, sending a massive 60% of all ecommerce referrals for last year. 100+ Internet Stats and Facts for 2018	We will be able to measure hits, views, and click throughs on all of these.	Yes it was successful, we measured the click throughs on Facebook with 3 total clicks and 72 views. We will continue with this method but increase our social media presence on Instagram by boosting advertising, and events in the Dillon area. We created one ad that had 337 clicks with 7,698 people reached. spent \$126.64 for marketing on FaceBook. We	\$2,000.00	Yes, we measured the click-thru's on Facebook ads totaling \$110. There were 3 click-thru's. We will continue		No

						will continue and increase our social media presence by boosting events on the sight.					
Marketing Support	VIC Funding/Staffing/Signage		We will be staffing our visitors center this summer as well. With this funding we will be able to offer our visitors center - staffed throughout the summer months. Last year we tracked nearly 350 visitors through our visitors center. With properly trained staff, we could generate additional interest in the attractions we have to offer.	The VIC serves an important role as the source of information for potential and in-market visitors. 76% of travelers to Montana are repeat visitors. It's important to ensure a positive experience during trip execution to help result in more repeat visitation (Institute for Tourism and Recreation Research or ITRR). Orientation and facilitation off for potential travelers or active travelers are key to successful trip execution.	We will continue to track our visitor's center traffic. Our goal would be to increase our visitors center traffic through advertising, and make it a more comprehensive experience with our printed material.	Visitor Information Centers provide important information to people planning a trip or those who have arrived.	\$4,500.00	Yes, The method was successful by recording visitors location. We had 269 non-resident travelers, 69 resident travelers. The top five non-resident travelers were: Idaho, California, Utah, Arizona and Canada. We will continue to use this marketing method.		No	
Marketing Support	Fulfillment/Telemarketing/Call Center		Postage for visitor fulfillment packets etc	According to 2016 ITRR 25% of people use the brochure information rack. 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS] 56% of B2B purchasers look to offline word-of-mouth as a source of information and advice, and this number jumps to 88% when online word-of-mouth sources are included. [BaseOne]	Use funds to mail visitor packets and record the number of packets distributed.	Distribution of Visitor informatoin is vital for destination marketing.	\$3,000.00	11 visitor packets were mailed. This method was successful and we will continue to use it in the future.	No	No	
Marketing Support	Opportunity Marketing		We will set aside \$5000.00 for miscellaneous marketing opportunities in our area.	If a small investment in education and outreach efforts assists businesses and the industry at large, it is well worth the time and cost.	We will invest in Voices of Montana Tourism outreach.	Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise.	\$4,500.00	An opportunity presented itself. whereby Dillon CVB invested in the Voices of Montana Tourism (VOT) outreach efforts that encompassed advocating and educating legislatures, local policy-makers and the general public regarding tourism in Montana. VOT distributes messaging via its monthly enewsletter that has a		No	

								<p>distribution of 450+.</p> <p>As a VOT partner, the Dillon CVB/Beaverhead Chamber of Commerce receives a presence and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following. In addition, VOT made a total 32 community presentations with 1,500 attendees in FY19.</p> <p>Method was successful and we will continue to use this in the future as opportunity arises.</p>		
Marketing Support	Administration	No	<p>Maintain operational costs within established budget. We would also like to purchase a computer for our visitor's center. This will be used by our Visitor's Center Staff to research additional information about opportunities in Dillon. This will also be used to purchase miscellaneous items for the Visitor's Center - paper etc.</p> <p>In addition, we have an executive director for this year. This person will be able to administer the CVB funds, as well as assist with other special projects.</p>	<p>Operational and staffing costs are essential to operate a business. Marketing strategic planning, placement and evaluation take staff time. This money is used to help provide the administrative support necessary to market the Dillon community.</p>	<p>The objective for Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no 20% of the total marketing budget (or less). Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.</p> <p>Purchase an office computer and printer.</p>	<p>Purchase a printer for printing brochures in-house to save money.</p>	\$4,600.00	<p>We successfully purchased our office computer and printer. It's a valuable tool provide information for the office. This project will not be continued for the next fiscal year.</p> <p>A total of \$4,919.97 was spent in the Administration method, which is 19% of the total revenue for FY19. We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. We will continue to use this marketing method.</p>	No	

Marketing Support	Cooperative Marketing	Yes	We would love to participate in another cooperative marketing effort with Southwest Montana - project unknown at this time.	<p>Benefits of creating partnership brand marketing programs include:</p> <ul style="list-style-type: none"> • Broadens the reach of a company's target audience • Increases marketing exposure • Extends its marketing budget • Broadens the scope and purpose of marketing strategy, allowing a company to market in a variety of new ways • Saves money • Help in gaining new customers in new market segments <p>How Strategic Partnership Brand Marketing Can Boost Business Posted on July 15, 2011 by Leeanne Lowe</p>	Dependent upon the type of cooperative method that may arise.	Working with Southwest Montana is our most beneficial partnership, area is the same, as are objectives.	\$3,500.00	No bed tax funds were spent for this project.	No
Marketing Support	TAC/Governor's Conference meetings	Yes	The Executive Director and Marketing Manager will attend the TAC meetings as well as the Governor's Conference to present marketing plans and/or stay abreast of the current trends and updates.	Attendance at the TAC meetings and Governor's Conference are required.	Traveling expenses remain within budget.	It is necessary for us to have funds budgeted in this area so that the Director and Marketing Manager can attend the meetings required to fulfill the parameters of the grant.	\$1,500.00	The TAC meetings and Governor's Conference were attended as required. It was successful and we will continue using this marketing method.	No
							\$80,800.00		

Marketing Method Evaluation Attachments

Attachment 1

DillonB2Apiecharts(1).xlsx

Attachment 2

DillonCVBFY19BudgettoActualReport (1).pdf

Attachment 3

DillonCVBtearoffareamap(1).pdf

- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$11,500.00	\$0.00
Consumer	Print Advertising	\$8,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$4,500.00	\$0.00
Consumer	Opportunity Marketing	\$4,500.00	\$0.00
Consumer	Mobile Applications	\$4,500.00	\$0.00
Consumer	Photo/Video Library	\$8,200.00	\$0.00
Consumer	Online/Digital Advertising	\$20,000.00	\$0.00
Consumer	Social Media	\$2,000.00	\$0.00
		\$63,700.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$4,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$3,000.00	\$0.00
Marketing Support	Administration	\$4,600.00	\$0.00
Marketing Support	Cooperative Marketing	\$3,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
		\$17,100.00	\$0.00
		\$80,800.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
FY 18 Budget to Actual	FY18 Budget to Actual Reporting.xlsx	50 KB

Reg/CVB Required Documents

Description	File Name	File Size
CVB Required Docs	CVB Docs.pdf	109 KB

