

FY21 Marketing Plan Timeline

January

- FY19 Marketing Completion Reports reviewed by TAC
- Regions & CVBs work on marketing plans and budgets

Feb. & March

- A WebGrants software application webinar for all Regions and CVB's in February.
- WebGrants is moving to a new server platform the weekend of March 21- 23, 2020.

April

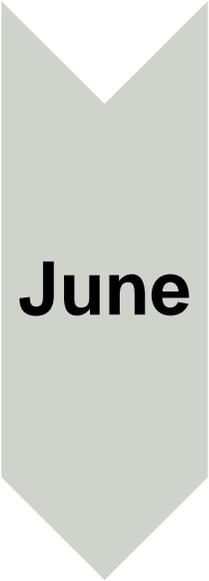
- TAC continues reviews of marketing completion reports.
- TAC members assigned to Regions and CVBs for marketing plan reviews.
- Regions and CVBs complete marketing plans and budgets and obtain organization and local approvals.





May

- 5/4: Marketing plans and 3 required documents due in WebGrants
- 5/5 -5/7: MOTBD reviews and readies for TAC review
- 5/8 – 5/13: TAC reviews and submits comments
- 5/14 – MOTBD compiles comments distributes to Regions & CVBs
- 5/15 – 5/21: Regions & CVBs make necessary changes
- 5/22: Marketing Committee 1st call to review and approve
- 5/23 -6/2: Regions & CVBs make changes to any unapproved plan from the call



June

- 6/3: Marketing Committee 2nd call to review and approve any revised plans. *If not approved during this call, the plan will not be recommended for full TAC board approval at the June meeting.*
- 6/4 – 6/5: MOTBD prepares documentation for TAC meeting.
- 6/7- 6/8: TAC Meeting: Regions & CVBs present FY21 marketing plan summaries including one pie chart; TAC full board approval.
- Letter of Intent send by TAC Chair to Regions & CVBs

July

- Regions and CVBs must have signed documents with their annual Marketing Plan in WebGrants:
 - Applicant's Certificate of Compliance
 - Application for Lodging Tax Revenue
 - Pledge of Understanding and Compliance & Signature to Submit.
- MOTBD sends out FY21 annual contract for signature. Contract must be signed prior to August payment by authorized board representative.
- Updated Certificate of Insurance/Endorsements submitted.
- MOTBD uploads approved FY21 Marketing plans on to MarketMT.com

