

FY22 Marketing Plan Timeline

January

- FY20 Marketing Evaluation Reports reviewed by TAC
- Regions & CVBs work on marketing plans and budgets

Feb. & March

- TAC continues review of FY20 marketing evaluation reports
- March Workshops on Marketing Plan/WebGrants template
- Regions and CVBs work on FY22 marketing plans and budgets

April

- TAC continues reviews of FY20 marketing evaluation reports.
- TAC members assigned to Regions and CVBs for FY22 marketing plan reviews.
- Regions and CVBs complete marketing plans and obtain organization and local approvals.



May

5/4: Marketing plans and signed required documents are due in

WebGrants:

- Applicant's Certificate of Compliance
- Application for Lodging Tax Revenue
- Pledge of Understanding and Compliance & Signature to Submit
- 5/4 - 5/6: MOTBD reviews and readies for TAC review
- 5/7 – 5/17: TAC reviews and submits comments
- 5/18 – 5/19: MOTBD compiles comments distributes to Regions & CVBs
- 5/20 – 5/26: Regions & CVBs make necessary changes
- 5/27: 1st call with TAC Marketing Committee to review and approve marketing plans. Plans not approved during this call will make Committee recommended changes prior to 6/4 Committee call.
- 5/27 – 6/3: Regions & CVBs make changes to any plan not approved during call

June

- 6/4: 2nd call with TAC Marketing Committee to review and approve any revised marketing plans. *If not approved during this call, the plan will not be approved during the full TAC meeting June 14 – 15.*
- 6/10 – 6/11: MOTBD prepares documentation for TAC meeting.
- 6/14- 6/15: TAC Meeting: Regions & CVBs present FY22 marketing plan summaries and TAC full board approval.
- Letter of Intent sent by TAC Chair to Regions & CVBs

July

- MOTBD sends out FY22 annual contract for signature. Contract must be signed by authorized board representative prior to August payment. No FY22 funds can be sent until signed contract is returned.
- Updated Certificate of Liability Insurance/Endorsement submitted.
- MOTBD uploads approved FY22 Marketing plans on to MarketMT.com

