

1. What are your top advertising markets currently?

U.S. states:

ID, ND, WY, WA, MT

U.S. Metros:

Spokane, Boise, Seattle, Salt Lake City, Denver, Twin Falls, Grand Forks, Cheyenne

2. To what extent should the awarded team use/reference the Regional Tourism Resilience Plan?

This strategy stems from the Resilience Plan. It can be referenced to the extent that it is needed in developing the deliverables.

3. What is the budget for creating the plan?

There is not an established budget for this project. In the RFP, Central Montana Tourism has requested proposers to provide a budget for the scope of work.