



## HELENA CONVENTION VISITORS BUREAU

### **FISCAL YEAR 2013/2014 MARKETING PLAN**

*July 1, 2013 - June 30, 2014*

#### **Purpose:**

*The purpose of the Helena CVB's FY13/14 Marketing Plan is to strengthen Helena's economy by promoting visitation to the Helena area. This marketing plan will serve as a road map and guide for Helena's advertising, public relations and promotional efforts throughout the year. We want to increase awareness and encourage visitation to Helena and the surrounding area by showcasing our recreational, cultural and historical attributes and activities.*

#### **Identity of Helena - as identified by the Helena CVB:**

*As a tourist destination, Helena offers the following strengths and resources:*

- **Outdoor Recreation Abounds** – fishing, hunting, hiking, camping, boating, rafting, downhill and cross country skiing, snowmobiling, mountain biking, golfing and horseback riding. Visitors have the opportunity to enjoy Gates of the Mountains, the Mighty Missouri River, Holter Lake, Canyon Ferry, Hauser Lake, Spring Meadow, Montana Wild and Park Lake, Great Divide as well as readily accessible public lands.
- **Arts and Culture** such as Grandstreet Theatre, Montana Shakespeare Company, Great Northern Carousel, Holter Museum, Myrna Loy Center for the Performing Arts, Archie Bray Foundation for the Ceramic Arts, Exploration Works Museum, Clay Arts Guild, Creation Arts Center, Saint Helena Cathedral, Carroll College, Helena Symphony and Chorale, "Live at the Civic" and other Civic Center events.
- **Historical Attractions** such as Montana Historical Society Museum, Original Governor's Mansion, Historical Mansion District, Reeders Alley and nearby ghost towns, as well as Gates of the Mountains, Lewis & Clark Trail, Fort Harrison Military Museum, Montana's State Capitol Building, Historic Last Chance Gulch and Helena's Tour Train.

- **Special Events and Festivals** throughout the year including Mount Helena Music Festival, Last Chance Stampede & Rodeo, Governors Cup Race, Race for the Cure, Bluegrass Festival, Mount Helena, Trail Rider, Farmers Market, Downtown Helena's Art Walks and Wednesday's Alive at Five, Symphony Under the Stars, Mondays at the Myrna, Helena's Last Chance Tour Train and many other regional events. 2014 is Helena's 150th Anniversary. Several events, activities and exhibits are in the planning stage. The Helena CVB plans to assist with these efforts and promote Helena's Anniversary through its FY13/14 marketing materials, as well as volunteering and partnerships with the TBID, Downtown Helena, Southwest Montana Tourism Region and Montana Office of Tourism.
- **Conveniently located between Glacier and Yellowstone National Parks**, making it a perfect stop for activities and overnight stays.

*Helena's marketing efforts are often challenged by the following weaknesses and critical issues identified by the CVB:*

- Limited large-scale convention and events facilities
- Limited public transportation, both from outside as well as inside the city of Helena
- The cost of airfare and flexibility of connections is a concern for travelers
- Lack of extended store, shopping and attraction hours to accommodate the tourist
- Limited signage directing visitors to Helena attractions on interstate highways
- High cost of fuel and continued economic instability will impact visitors and may keep them away or limit dollars available for travel

**Fiscal Year 13/14 Goals:**

- 1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's increased lodging opportunities, recreational, cultural and historical attractions and activities.
- 2) Increase awareness of Helena's long and colorful 150 year Anniversary through promotion of historical attractions, sites and specially planned events.
- 3) Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes the TBID, Downtown Helena, Southwest Montana Tourism Region and Montana Office of Tourism.
- 4) Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone National Parks thus encouraging visitors of the parks to take advantage of Helena as a travel destination.
- 5) Increase awareness of Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.

*How this plan supports the Montana Tourism and Recreation Strategic Plan:*

**Our Plan Supports the 2013 - 2017 Tourism Strategic Plan.**

**Target Geographic Markets:**

Based on inquiries from our marketing and advertising efforts, visitors to the Helena Chamber of Commerce Visitor Centers, direct flights to Helena Regional Airport and subscribers to our helenamt.com online newsletter, the Helena CVB will target the following states and provinces: Washington, Idaho, North Dakota, South Dakota, Utah, California, Texas, Arizona, Florida, Oregon, Illinois, Colorado, Minnesota, Alberta and Saskatchewan.

<b>Top 5 Visits to Helenamt.com by State 6/1/2012 - 3/7/2013</b>	
<u>State</u>	<u>Avg. Visit Duration</u>
1. Montana	2:27
2. Colorado	1:51
3. California	2:35
4. Washington	2:51
5. Texas	2:51

<b>Direct Flights to Helena Regional Airport</b>
Salt Lake City, Utah
Minneapolis, Minnesota
Denver, Colorado
Seattle, Washington

<b>2012 Helena Visitor Center Statistics</b>	
<u>State</u>	<u>Visitors</u>
1. Montana	495
2. California	130
3. Washington	82
4. Colorado	72
5. Texas	57
6. Florida	56
7. Hawaii	50
8. Utah	48
9. Arizona	30
10. Minnesota/North Dakota	20
Canada	685

**Target Demographics:**

- A) *Travelers Visiting Family and Friends:* The most popular leisure travel purpose in Montana and nationally is visiting friends and relatives. These are adults 35+ years of age, traveling with or without children. They have a household income of \$60,000+, participate in scenic trips, photography, camping and hiking, wildlife viewing, skiing and snowmobiling. These travelers enjoy outdoor activities, hands-on experiences and tend to visit state parks, museums, historic trails and nature areas.
- B) *Leisure Travelers:* Adults 35+. They have a household income of \$60,000+ and travel with or without their children in the summer months. They participate in shopping, attend social/family events, outdoor activities, rural sightseeing and visit historic places and museums.
- C) *Adventure Travelers:* Adults 30+ years of age, traveling with or without children. They have a household income of \$60,000+. They enjoy and participate in outdoor activities such as mountain biking, fishing, hiking/backpacking, camping, water recreation, skiing and snowmobiling.
- D) *Business Travelers/Meeting & Convention Planners:* Business travelers often include leisure activities during at least one of their trips and many take family or friends on those trips. Meeting and convention planners who seek to book small to medium-sized conventions and meetings in an area offering unique western hospitality with a variety of local historical, cultural and recreational activities.

The Helena CVB utilizes ITRR reports to refine its target demographics. Below is a report that summarizes nonresident visitors to Montana during quarter(s) 1,2,3,4, 2012. These travelers spent at least one night in the following city: Helena. This group represents a sample size of 104 survey respondents, which equates to 4.1% of all nonresident visitors, or a total of 436,399 people.

Provided by ITRR.

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
22%	Family/friends	34%
22%	Glacier National Park	45%
18%	Yellowstone National Park	45%
16%	Mountains/forests	69%
8%	Open space/uncrowded areas	61%
7%	Fishing	18%
3%	Other Montana history & culture	15%
2%	Hunting	6%
2%	Skiing/snowboarding	2%
1%	Lewis & Clark history	23%
--	Wildlife	32%
--	Resort/guest ranch	3%
--	Snowmobiling	--
--	Rivers	48%
--	Native American history & culture	22%
--	Special events	8%
--	Lakes	36%
--	Northern great plains/badlands	9%
--	A Montana State Park	6%

*Provided by ITRR.*

## **Marketing and Advertising Mediums Planned:**

To reach Travelers Visiting Family and Friends, Leisure Travelers and Adventure Travelers

- 1) Consumer Marketing Campaign: We will develop a consumer marketing advertising campaign to promote our recreational, historical and cultural attractions in regional and national publications. This includes magazine ads and placing a full-page ad in the Southwest Montana Travel Planner. This year new creative materials will be produced to highlight Helena's unique attributes.
- 2) On-line Advertising Campaign: The Helena CVB will develop an Internet advertising campaign to reach our target audience during the warm season vacation planning period on a direct, interactive level.
- 3) Photo Library: We will continue to add to our custom photo library to provide area photography that will be used in our current and future publicity, marketing and website communications tools.
- 4) Reprint Tear-off Map: We will reprint the tear-off map that is used to provide visitors with directions within Helena. The maps are distributed at the Chamber, Helena Visitor's Center, Helena Regional Airport Visitor's Center and area attractions and lodging facilities.
- 5) 150<sup>th</sup> Anniversary Promotional Materials: We will produce promotional materials that represent Helena's 150<sup>th</sup> Anniversary to be included in visitor packets, for conventions and business meetings, at local businesses, the visitor centers and events.
- 6) We will continue working collaboratively with the TBID and Chamber on social media efforts by sharing information to provide the most up-to-date content. Currently the CVB has a Pinterest page that allows us to repurpose our photo library and turn residents and followers into brand ambassadors. We are also working with the TBID on Facebook and Twitter by providing content and updates.

To reach Business Travelers/Meeting and Convention Planners

- 1) The CVB's website utilizes Regatta Travel Solutions which allows visitors to book lodging facilities directly from helenamt.com. We will continue to add content and increase the opportunities available through Regatta. We will keep our Website current, offering the most current information to meeting and convention planners on accommodations, attractions and activities. We will respond to inquiries regarding meetings and conventions in a timely fashion providing detailed information based on the specific needs of the meeting or convention planner.
- 2) A portion of the Consumer Marketing Campaign will be allocated to reach business travelers and meeting and convention planners.

HELENA CVB

FY2013/2014 - ANNUAL BUDGET OVERVIEW

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>Project Budget</u>	<u>Total Budget</u>
<b><u>Administration</u></b>		<b>\$23,600.00</b>
Administration	18,600.00	
TAC/Partners Meetings/Gov's Conf.	1,500.00	
Marketing Plan Development FY14/15	2,500.00	
Visitor Center Staffing	1,000.00	
<b><u>Marketing Support</u></b>		<b>\$ 3,100.00</b>
Smith Travel Research	2,000.00	
Opportunity	1,000.00	
Joint Ventures	100.00	
<b><u>Consumer Advertising</u></b>		<b>\$42,400.00</b>
Consumer Marketing Campaign	40,200.00	
Southwest Montana Travel Planner	2,200.00	
<b><u>Internet Advertising</u></b>		<b>\$ 5,000.00</b>
Online Advertising Campaign	5,000.00	
<b><u>Publicity</u></b>		<b>\$12,900.00</b>
Photo Library/Photo Requests	500.00	
PR Opportunity	5,900.00	
Reprint Tear-off Map	1,000.00	
FAM Trip	5,500.00	
<b><u>Telemarketing/Fulfillment</u></b>		<b>\$ 6,000.00</b>
Postage	4,500.00	
Brochure Distribution	1,500.00	
<b>TOTAL BUDGET REQUESTED</b>	<b>\$93,000.00</b>	

*Total Budget: \_\_\_\_\_*

*Note: Budget is based on revenue projection of \$93,000.00, plus \$0 in rollover.*

**Please identify projects and amounts you would eliminate or reduce if revenue decreased by 10%.**

The Helena CVB would reduce administration, consumer advertising and opportunity funds.

**If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.**

None

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

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Development of the Marketing Plan 2014/2015

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 The Helena Convention Visitors Bureau annually revisits its marketing position and works to develop a strong, focused marketing plan each year. This project encompasses the marketing support provided by The Wendt Agency in the form of preparation for and the subsequent development and writing of the FY14/15 Marketing Plan for submission to the Tourism Advisory Council. We will evaluate this project based on feedback from the Tourism Advisory Council.

*Develop Objectives:*  
 Our overall objective is to develop a cohesive, effective marketing plan that will be approved by the Tourism Advisory Council. Our plan will increase arrivals, length of stay and expenditures of Helena visitors by raising the overall level of awareness of Helena’s historic, cultural and recreational attractions and activities.

*Identify the portions of your marketing plan which support this project.*  
 All areas of the marketing plan support this project.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**  
**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services:</b>			
Strategic Planning	\$ 2,500.00		\$ 2,500.00
<b>Project Total:</b>			<b>\$ 2,500.00</b>

**Approval Requested**

**Final**

**Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Visitors Center Staffing

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB has been responsible for finding volunteers for our summer visitor information center that is located in the Wal-Mart parking lot. In the past years we have used seniors from the RSVP program to help staff the VIC. This has become more and more of a challenge for the CVB as these individuals are only available at certain times. The senior volunteers prefer not to work on evenings and weekends and this has left a huge gap in our staffing. In previous summers we found it nearly impossible to staff the VIC on evenings and weekends, therefore we applied for funding from the CVB to staff the Visitors Center. In 2011 the VIC helped a total of 1,275 visitors. In 2012, with the extended hours and weekends, the VIC helped 2,282 visitors. The CVB is receiving funds from the Montana Office of Tourism this year. However as visitor numbers continue to increase, especially into the shoulder season, the VIC may require additional funds to remain open. We feel that this will help to influence travelers to spend more time and more money in Helena if they have someone available to let them know the many events that are occurring in our city. The VIC is open from Memorial Day to Mid-September.

*Develop Objectives:*

Increase visitor awareness of the many events and activities happening in Helena and to increase length of stay and expenditures by promoting Helena’s historical, cultural and recreational attractions and activities. Increase the number of individuals who come to the VIC by 20% over 2012 figures.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena’s historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone National Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 – 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Staff Salary:</b>	\$ 1,000.00	\$ 5,000.00	\$ 6,000.00
<b>Project Total:</b>			<b>\$ 6,000.00</b>

**Approval Requested**

**Final**  
 **Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Smith Travel Research

*Need for the project:*

Smith Travel Research produces a monthly "Star Report." This report is the hotel industry standard of benchmarking and provides useful data such as occupancy, demand, revpar and supply. With this report we will be able to see fluctuations in occupancy and demand and we will be able to see what months and seasons the CVB may need to market differently. This research will not only provide us with a benchmark for success in our sales efforts, but will be a destination management tool as we look at the quantity of rooms and evaluate our occupancies in our high, low and shoulder seasons.

Effectiveness of this project will be measured as we track trends in occupancy and revenue collected by local hotels. From that we will be able to see the impact we are making with our advertising dollars. This information will be distributed to the hotel/motel association and other entities interested in information.

*Develop Objectives:*

Conduct research annually to measure results of advertising and web marketing, and improvements in ROI. Clearly define marketing strategies, funding needed annually and methods for measuring ROI.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services:</b>			
Smith Travel Research	\$ 2,000.00		\$ 2,000.00
<b>Project Total</b>			<b>\$ 2,000.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Consumer Marketing Campaign

**Approval Requested**  
 **Final** – production  
 **Preliminary** - placement

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 As a primary component of the FY13/14 marketing plan, the Helena CVB will develop a consumer marketing campaign as a method of building awareness and producing inquiries from potential vacation travelers. The campaign will be designed to fit within our geographic and demographic targets. Specific media vehicles and timing of the advertising placement will be determined after July 1, 2013 and submitted to the Audits and Applications Committee for final approval.

Effectiveness of this project will be measured by tracking inquiries generated and by calculating the cost per inquiry. The Helena CVB will also be monitoring usage statistics from the website helenamt.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

*Develop Objectives:*

Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY12/13 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites.

*Identify the portions of your marketing plan which support the project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone National Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness in Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes the TBID, Southwest Montana Tourism Region and Montana Office of Tourism.

**Does this project support the Strategic Plan? Yes**  
**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Marketing/Advertising</b>			
Account Management	\$ 1,000.00		\$ 1,000.00
Concept	\$ 1,400.00		\$ 1,400.00
Copywriting/editing/proofing	\$ 1,000.00		\$ 1,000.00
Layout/design/art production	\$ 1,200.00		\$ 1,200.00
Photography	\$ 500.00		\$ 500.00
Film/separations/output	\$ 100.00		\$ 100.00
Freight	\$ 100.00		\$ 100.00
Production planning/supervision	\$ 200.00		\$ 200.00
Media Placement	\$34,700.00		\$34,700.00
<b>Project Total</b>			<b>\$40,200.00</b>

**ORGANIZATION NAME:** Helena Convention Visitor Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Southwest Montana Travel Planner Ad Placement and Production

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

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 The Helena CVB will place a four-color full-page ad in the Southwest Montana Travel Planner. As one of the largest cities in Southwest Montana and as the Capital City of Montana, it is important that we have an advertising presence in this travel planner. This publication will continue to bring the Helena CVB together with travel consumers who are interested in the Southwest Montana tourism region. We will respond to inquiries with the Helena Travel Planner. We will evaluate the success of this project by monitoring the number of Southwest Montana Travel Planners dispersed and tracking inquiries generated by Helena’s ad within the planner as well as Helena’s website visitation.

*Develop Objectives:*  
 Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY12/13 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites.

*Identify the portions of your marketing plan which support this project.*  
 Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**  
**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Marketing/Advertising</b>			
Media Placement	\$ 2,200.00		\$ 2,200.00
<b>Project Total</b>			<b>\$ 2,200.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** On-line Advertising Campaign

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

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 The Helena CVB will develop an on-line marketing campaign as a method of building awareness and producing inquiries from potential vacation travelers. The campaign will be designed to fit within our geographic and demographic targets. Specific media vehicles and timing of the advertising placement will be determined after July 1, 2013 and submitted to the Audits and Applications Committee for final approval.

Effectiveness of this project will be measured by tracking inquiries, impressions, clicks and click-through rates generated and by calculating the cost per thousand, per click and per inquiry. The Helena CVB will also be monitoring usage statistics from the CVB's website helenamt.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

*Develop Objectives:*

Our overall objective is to increase the number of advertising inquires and consumer response by over 5% of the FY12/13 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites.

*Identify the portions of your marketing plan which support this project:*

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services</b>			
Account Management	\$ 800.00		\$ 800.00
Copywriting/Editing/Proofing	\$ 300.00		\$ 300.00
On-line Design/Production	\$ 1,300.00		\$ 1,300.00
On-line Media Placement	\$ 2,600.00		\$ 2,600.00
<b>Project Total</b>			<b>\$ 5,000.00</b>

**Approval Requested**

**Final**

**Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitor Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Publicity - Photo Library/Photo Requests

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena CVB will develop a comprehensive list of photography that is needed for marketing and public relations efforts and hire professional photography services to acquire the list of photographs. The CVB recognizes the availability of photography from MTOT as well as the availability of area stock photography. It is felt that those resources are sometimes overused and in some cases cost prohibitive. The CVB wishes to add to the development of their own digital library to be used in current and future publicity, marketing and website efforts. Evaluation of this campaign will be done by tracking usage of the photography for public relations, marketing and website efforts by the CVB.

*Develop Objectives:*

This project will give the Helena CVB access to their own custom photography for marketing, advertising, public relations and Internet communications. Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY12/13 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. Raise awareness of the Helena area through positive publicity.

*Identify the portions of your marketing plan which support this project:*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detailed pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>Professional Services:</b>			
Professional Photography	\$ 500.00		\$ 500.00
<b>Project Total</b>			<b>\$ 500.00</b>

**Approval Requested**

**Final**

**Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Public Relations Opportunity

*Please explain the need for this project as well as a clear overview of the concept of the project.*

Helena, Montana is celebrating its 150<sup>th</sup> Anniversary in 2014. Several events, activities and exhibits are in the planning stage. The Helena CVB will be partnering with several local and regional businesses and groups including Downtown Helena, TBID, Southwest Montana Tourism Region and Montana Office of Tourism to promote the anniversary. The Helena CVB would like to assign a project and budget for public relations opportunities in relation to Helena's 150<sup>th</sup> Anniversary that will occur during the FY13/14 marketing year. When additional details of anniversary events, activities and exhibits are available, the CVB will submit details of this project to the Tourism Advisory Council for approval.

*Develop Objectives:*

Our overall objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY12/13 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. This project aims to raise awareness of the Helena area through positive publicity about the 150<sup>th</sup> Anniversary events in statewide, regional and national media outlets.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services:</b>			
Public Relations Services	\$ 5,900.00		\$ 5,900.00
<b>Project Total:</b>			<b>\$ 5,900.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Reprint Tear-off Map

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

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 The Helena CVB is doing a reprint of a tear-off map that we have used in the past. This map gives travelers information on how to get around Helena and an easy way to find various landmarks and attractions. One side of the map is a street guide that has the landmarks and attractions numbered on the map. The reverse side has an area recreation guide that shows areas to camp, fish, ski, hike and locate other outdoor activities.

We would like to print 20,000 of these maps and to be able to utilize a local printer that has previously printed the map thus avoiding additional costs such as set-up fees that would be charged by other printers.

The map is given to local businesses such as hotels, museums and other tourist locations to be handed out to travelers and those who need help in finding their way around Helena.

*Develop Objectives:*  
 To give visitors to the area a simple map of Helena that highlights local attractions and landmarks.

*Identify the portions of your marketing plan which support this project.*  
 Increase awareness in Helena’s historical, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a “see and do” destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 – 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**  
**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Printing</b> 20,000 Maps	\$ 1,000.00		\$ 1 000.00
<b>Size</b> 8 ½” x 11”			
<b>Project Total</b>			<b>\$ 1,000.00</b>

**Approval Requested** **Final** **Preliminary**

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** FAM Tour

*Please explain the need for this project as well as a clear overview of the concept of the project.*

The Helena Convention Visitors Bureau will develop a FAM trip to highlight the activities and gain press around Helena's 150th Anniversary. The FAM will bring writers and media representatives to Helena and provide them with information and experiences for travel articles. Our FAM will be a 4-day trip with the objective of bringing writers to enjoy and write about our recreational, historical and cultural amenities. The FAM theme, source for invitees and suggested itinerary will be provided to the Tourism Advisory Council for approval after July 1, 2013.

Evaluation of this FAM will be accomplished by tracking articles published by the writers and editors that have participated, collecting those articles and reporting on publicity value.

*Develop Objectives:*

This fits our goal of seeking appropriate marketing opportunities and partnerships with other tourism organizations, events and activities.

*Identify the portions of your marketing plan which support this project.*

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 - 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**

**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services:</b>			
Account Management	\$ 300.00		\$ 300.00
Project Administration	\$1,500.00		\$1,500.00
PR Services	\$3,500.00		\$3,500.00
Phone/Fax/Mail	\$ 200.00		\$ 200.00
<b>Project Total:</b>	<b>\$5,500.00</b>		<b>\$5,500.00</b>

**ORGANIZATION NAME:** Helena Convention Visitors Bureau  
**APPLICATION COMPLETED BY:** Mike Mergenthaler  
**PROJECT NAME:** Rack Card Distribution

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

*Please explain the need for this project as well as a clear overview of the concept of the project.*  
 The Helena CVB produced a rack card in FY11/12 which was printed and distributed in FY12/13. This year the CVB will use Certified Folder to distribute extra inventory of the rack card brochures. We currently plan on distributing these rack cards across the Yellowstone and Glacier Park corridors.

*Develop Objectives:*  
 Our objective is to continue placing Helena in the forefront of tourists and other travelers in the state in a cost effective and professional manner. We will evaluate this project by the number of rack cards that are distributed and we will also monitor feedback from the consumer as to the effectiveness of the rack card. We also want to entice travelers to come to the Helena area and see all of what Helena has to offer.

*Identify the portions of your marketing plan which support this project.*  
 Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena’s historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness of Helena among meeting and convention planners, helping them view Helena as a “see and do” destination.

**Does this project support the Strategic Plan? Yes**

**This Project Supports the 2013 – 2017 Tourism Strategic Plan.**

**Detail pages attached: Yes**  
**Budget: Attached**

<b>PROJECT COSTS</b>	<b>LODGING TAX</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
Distribution	\$ 1,500.00		\$ 1,500.00
<b>Total</b>	<b>\$ 1,500.00</b>		<b>\$ 1,500.00</b>