


[Menu](#) | [Help](#) | [Log Out](#)
[Back](#) | [Print](#) | [Add](#) | [Delete](#) | [Edit](#) | [Save](#)

## Application

### Instructions

**Print to PDF** will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

### Application Details

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

## 27194 - FY16 Region/CVB Marketing Plan - Final Application

### 29147 - FY16 Livingston CVB Marketing Plan

DOC Office of Tourism

<b>Status:</b>	Under Review	<b>Original Submitted Date:</b>	05/07/2015 5:43 PM
		<b>Last Submitted Date:</b>	05/29/2015 2:01 PM

### Applicant Information

#### Primary Contact:

<b>Name:*</b>	Ms.	Leslie		Feigel
	Salutation	First Name	Middle Name	Last Name

**Title:**

**Email:\*** [chambermaids@hotmail.com](mailto:chambermaids@hotmail.com)

**Alternate Email** [info@livingston-chamber.com](mailto:info@livingston-chamber.com)

**Address:\***  
303 East Park St  
info@livingston-chamber.com

*	Livingston	Montana	59047
	City	State/Province	Postal Code/Zip

<b>Phone:*</b>	406-222-0850	
	Phone	Ext.
	###-###-####	

**Alternate Phone** 406-222-0850

**Fax:** 406-222-0852

**Comments:**

#### Organization Information

**Name:\*** Livingston Area Chamber of Commerce

**Organization Type:** Non-Profit Organization

**Organization Website:** www.DiscoverLivingston.com

**Address:\*** 303 West Park St

*	Livingston	Montana	59047
	City	State/Province	Postal Code/Zip

**Phone:\*** 406-222-0850

**Ext.**

**Alternate Phone** 406-222-0851

Fax: 406-222-0852  
Email address: [info@livingston-chamber.com](mailto:info@livingston-chamber.com)  
Alternate Email: [chambermaids@hotmail.com](mailto:chambermaids@hotmail.com)  
Comments:

## Community & Brand Support

### 1. Describe your destination.

**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?**

Livingston Montana has been the "Original Gateway City to Yellowstone National Park" since 1883. We are located 55 miles north of the park entrance at the crossroads of I-90 and Hwy 89 between Bozeman and Billings.

Livingston is an eclectic town mix of an historic wild western town, a train town, an art town and a world renowned fly fishing town. We are not a fabricated tourist town, we are simply a friendly, gritty, diverse small western train town. Livingston has year round possibilities and is known as one of the greatest places to visit for local events. From the annual 3 day Round up Rodeo to the music festivals, art festivals and walks, car shows, parade and so much more.

#### Strengths.

In Livingston we have 16 art galleries, 2 live production theatres, movie theaters, bowling alley, 29 restaurants, year round events, terrific shopping, and abundance of hiking trails, horseback riding, 3 museums, 3-field soccer tournament complex, tournament rated tennis courts, beautiful riverside parks, on-road and off-road bicycling trails, river rafting, world class flyfishing, gorgeous mountain views of the Absarokas, Gallatin Range and Crazy Mountains that surround us and finally the beautiful Yellowstone River running right through town. Livingston, aside from the great opportunity's in the daylight, has a very active nightlife. Livingston has live music venues almost every evening, overnight Outfitter trips, nightly casino fun, poker tournaments, and terrific restaurants from casual to fine dining. So if you're wanting the full experience of daytime fun and nighttime relaxation with incredible Montana night skies, visit Livingston Montana and let the occasional train whistle lull you to sleep.

#### Opportunities.

Livingston is competing with other towns across Montana and the Rocky Mountain west range to not only attract tourists but new residents and potential investors willing to advocate economic development and new life in our community. We have great downtown locations and beautiful lands surrounding our town that are waiting for development opportunities, as well as a perfect central location in Montana for conventions and events. Livingston has plenty of options between the city recreation center to the fairgrounds, eclectic and professional buildings of many types and our many hotels with amenities of your choosing. Once the sun goes down and the neon lights come on, evenings in Livingston are full of fun or can be relaxing and casual, whichever you choose its the perfect ending to a busy work day.

#### Potential Challenges.

Because of the location of the exits into Livingston we are needing to become more creative in our efforts to capture tourists heading to the Park. We need event signage and have never had funds to do so. Livingston has three exits into town off Interstate 90, the east coming from Billings, the west coming from Bozeman. Either way you can bypass our town and go to the park without even seeing Livingston and this is a challenge. There are many ideas on how to utilize signage and market to capture these visitors but funding has been an issue. Many businesses think of Chico Hot Springs resort for large events and business functions and dont realize Livingston has many opportunities for events in town as well as the lodging. As a new Convention and Visitors Bureau we could market our town and area in a whole new light.

**Optional: Include attachments here**

### 2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

Livingston's inspiration has come from our travelers, consumers and businesses that find the desire for a "real" experience and Livingston is as authentic as it gets, we just need to be able to tell our story. Whether you are a traveler, a developer, an entrepreneur, an artist or cowpoke, Livingston has something for everyone 365 days a year.

Our Inspiration to give the best visit possible to the Montana Traveler comes from the Yellowstone River and the Yellowstone National Park and the friendliest state in North America. We have been and will always be the Original Gateway City to the First National Park and people come from all over the world to view it, be a part of it and always remember it. This incredible area that we experience daily is a story to be told to the world. You will never hear anyone say, that there was no beauty or nothing to do here, or that the skies at night were bland. Our skies are brilliant, our mountains beautiful and magnificent, and Livingston and the surrounding areas are full of excitement and worthy moments throughout every day of the year. Travelers always go home remembering their trips to this part of the Nation and landscape. The Montana Office of Tourism does a fantastic job on the Marketing in the United States that gets the travelers here or at least excited about what they could do in Montana, and we get to dial them in to our individual towns and experiences.

Of course, we can do better with temporary event signage at the exits of the freeway to bring travelers into our town. We can do more by showing why companies should have their conventions here, in the middle of the state, on a path to any direction, in a town that has rustic charm and gorgeous views and the nicest folks. We inspire our townfolks as well, by accepting travelers and tourists and businesses to Livingston by showing them that keeping our town thriving is good for our future.

Our Orientation will be the market focusing on the geo-traveler with the desire to visit and be a part of remote landscapes of beauty like we have here at home the smart phone user through Facebook advertising linked to our website, the online vacation planner through our links with TripAdvisor, the online banners to link them to our websites. From the world traveler to the coffee shop dreamer, we will show them the experience they are looking to have. We also have been working with Brand Livingston, our very smart, fun and outgoing group which came up with the new logo for marketing, "Playcation". It has recently been a collective effort to do a few billboards with the new brand and has gone over well but we need to get the word out. We also have plans to market to the geo-traveler, family planner and road tripper in AAA Via and the Yellowstone Journal print ads, as so

many trips get sparked by looking through a magazine while waiting in an office somewhere.

The Facilitation tools are our own local area visitors guide, the Discover Livingston brochure that is mailed out to all the Montana Chambers as well as the surrounding states, the new Discover Livingston website which rolls out at the end of May, and, of course, our phones that are always ringing and answered at the Chamber's VIC office. We help lost travelers, the planners and the passer-bys. We encourage these travelers to stay and visit, to relax and experience Livingston, even if just for one day. We answer questions every day about what is it like here, is it cold, and the more popular, "do you see wild animals"?

With the new marketing plan and funding, we will add advertising on TripAdvisor, print media, social media upgrades as well as signage.

**Optional: Include attachments here.**

### **3. Who is your market?**

#### ***a. Define your target markets (demographic, geographic and psycho-graphic)***

Geographic.

Currently the top 5 visiting locations in Livingston as of the 2013-2014 visitor logs are #1 State of Montana Residents, #2 Canada & Overseas Country's, #3 Washington St., #4 California, #5 Colorado. Yellowstone National Park has drawn visits from travelers all around the world and we capture those here in Livingston as a gateway city. The logs show visits from 49 states and many Foreign Countries mostly Canada, France, Italy, Japan, China, Germany and Australia.

Demographic.

The geotravellers tend to be in the 20-35 age group and are couples exploring Yellowstone area. The family groups tend to be 30-45 with older children of grammar school to teens. In the September to October months we get the later in life folks in groups and couples, 50-75yrs. Since the last year, we are seeing an increase in winter travelers coming to B&Bs and guest homes year round and enjoying our snow and winter activities.

We see an even flow of tourists coming in rented vehicles and road trippers as well as RV rentals, which is another market that we are researching for advertising options.

When we went over the last couple years of logs and informaion, we found most of our travelers are going to or coming from the park. In shoulder seasons, we are getting travelers on an Interstate 90 course to elsewhere with a stop over in Livingston.

Psychographic.

Livingston Montana is very lucky to have the office of International Fly Fishing Federation and their Museum here in our beautiful town. People come from all over the nation to learn fishing techniques from the masters at one of the IFFF events or fish in the Yellowstone River and never want to leave. This town has inspired many groups or coalitions to form for preservation of the incredible Yellowstone River and the National Park which we are proud to be the Original Gateway City. We have also been a visit by Cycle Greater Yellowstone and hope they come again as we had nothing but great reviews. Trout Unlimited, Elks Unlimited, and Ducks Unlimited are great conservation groups that we need and currently serve and world travelers know and can count on for sustainability purposes. We can market and support these types of groups to ensure our environment for tourism. Livingston and our surrounding towns and Park County have many environmentally friendly groups that want to preserve this land for their continued enjoyment and their families enjoyment for years to come. We plan to include, as we move forward, the emphasis on marketing and developing the relationships with these groups and many others in the near future. This will only ensure the name Livingston Montana will be used as a destination for outdoor activities, hunting, fishing, camping and much more. We have an amazing town and surrounding area and our community knows how to take care of people now we just need the opportunity to market properly.

#### ***b. What are your emerging markets?***

The advertising landscape has shifted dramatically over the past ten years with print in decline and digital platforms on the rise. It seems if you have a rural location, other than Chamber of Commerce visitor packages that can be mailed out, travelers are using online research and smart phones rather than looking through print ads in magazines. However travel specific magazines like AAA Via, and National Geographic Travel (vacation planning) magazines are holding strong in readers choice.

We are also needing to market more of the shoulder season tourists. Hunting, skiing, fishing, cross-country skiing, snowmobiling, dogsledding and fall, winter and spring outfitting guide trips.

#### ***c. What research supports your target marketing?***

At this time we have not researched in this area, we have however had the ability to use Brand Livingston's online survey and Montanas Institute for Tourism data as well as our Chamber annual traveler logs, Google clicks, and reports listed online showing the trends of digital advertising vs. print advertising on how the market is moving in marketing success.

**Optional: Include attachment here.**

### **4. Overall Goals**

Promote the brand, "Livingston Montana, Go Beyond Yellowstone".

Remind through marketing that Livingston is the Original Gateway City to Yellowstone National Park.

Cumulate lists and marketing materials for Convention and Event marketing in Livingston. We will do this through working with the local hotels, caterers, restaurants and more to create a reason for event planners, conventions, developers, weddings, tournaments and many more, to come to our terrific town.

Promote through temporary exit signage, our events in town for those exiting the freeway and heading to the park come visit our town first.

Market the shoulder season recreation i.e. hunting, fishing, snow activities and dog sledding as our outfitters here work year round.

Market more out of state by utilizing YNP Journal magazine, Travelosity, Via magazine, and Chamber facebook website promotional click advertising to start.

Optional: Include attachments here.

### 5. Joint Venture Opportunities

#### a. In what types of Joint Ventures with MTOT would you like to participate?

We would like to continue to work with Montana Office of Tourism on their website and magazine showing our town as a travel destination as well as promote our town as a business friendly locale for meetings and conferences and development because of being centrally located in SW Montana along I-90. We are also excited about the co-op pricing in TripAdvisor, as our budget is modest, this will give us a chance to market on a main stream website.

#### b. In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)

We have not researched this entirely, but, in the future we are looking forward to promoting the town of Livingston in Billings, Great Falls and West Yellowstone, and eventually all gateway cities to Yellowstone. We are most excited to be advertising in TripAdvisor.

#### c. What types of Joint Ventures have you done in the past? Were they successful - why or why not?

We have not participated in a co-op in the past as funding has not been available, however we do include Gardiner in our Livingston Brochure and as well as promotionals for their town events as they are close to us and at the gateway.

Optional: Include attachments here.

Include pie chart here.

[pie chart.xlsx](#)

### Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts
Consumer	Print Advertising	No	Yellowstone Journal & YellowstonePark.com- print and web Advertising. A Leading travel planning website for travelers interested in visiting the Yellowstone region, with a Printed Journal of 250,000. distributed in Midwest, California, Northwest USA /Canada Regions, the print will run Spring of 2016, 1/4 page with links to the web advertising. A reach of 875,000 for the Web Ad which runs July 2015 through June 2016. Web ad cost \$ 3995. and print ad \$2500.	None at this time. All research information is supplied by the Yellowstone Journal Marketing Research, also the AAA Via numbers provided are from Via research, but all look promising, and our logs and events will also be indicators.	The Yellowstone Journal Marketing would capture as many visitors as possible coming to Yellowstone by showing our "Gateway City" as a prior or post destination to the park with a possibility to draw for event attendance as well.  The traveler who uses the Via and AAA for traveling has a higher	Yes, through event attendance and visitor logs we will be able to measure success	No data yet	\$11,415.00	No	

			<p>AAA Via Magazine 2 different prints and locations.</p> <p>First publication is for Idaho and Oregon with a reach over 1,012,000 annually and with 22.9% travel to a destination advertised or written about in the Via Magazine. Ad is 1/6 of page for a fall run in 2015 \$2460.00</p> <p>Second is the publication Via Mountain West for Alaska, Montana, Wyoming and its readers are aprox 241,500 this ad is a page of 1/3 and prints 2x annually for \$2960.00 with 4 colors.</p>		income and 83% of Via Mountain West travelers alone took at least one overnight domestic trip last year.				
Consumer	Social Media	No	<p>Facebook Promotion from July 2015 through June 2016 to promote the Livingston Chamber site. \$5.00 per day for 4-17 new likes, used for promoting the Events in Livingston.</p>	none as of yet	<p>Facebook Event Calendar marketing is a large way to reach our Montana visitors as well as our Snow birds and if we can use this tool to reach the tourists as well, our events will be a success.</p>	<p>Page visits will be monitored and monthly reports will be available as well as visitor logs to be tallied monthly and reported annually.</p>		\$525.00	No
Group Marketing	Online/Digital Advertising	Yes	<p>Trip Advisor. Events and trip planning through web applications that allow your entire trip to be planned in one spot. Conventions, weddings, and business trips to be planned through one site. Possibilities of over 400,000 impressions in 3 months of ad runs dates, with run dates March to June of 2016 as we are passed the window of this season.</p>	none as of yet but we will be able to track	<p>Trip Advisor is one of the worlds largest travel websites and will reach over 441,177. potential travelers looking for travel to Montana and all of our hotels are currently on this site so packages with travel to Livingston should increase with the new information we will be able to add and update as well as with new and seasonal pictures.</p>	<p>This plan comes with digital tracking for our records</p>		\$5,000.00	No
Marketing Support	Administration	No						\$4,000.00	No
Marketing Support	Billboards/Out-of-Home	No	<p>The funds will help us purchase and keep up with lettering for temporary event signing. There are 2 exits in Livingston that are located on the south side of town and when you are at that point you look up and see big green signs directing you to the Yellowstone Park, so everyone turns left, which means you miss Livingston all together. We want to detour them to our events by placing temporary signing at both exits during events. These signs will be up only the days of the events and will show the time, event and directional arrows. We are hoping to get the travelers potentially before they go to the park and after.</p>	<p>None at this time, but last season, the use of event signing would have been very beneficial to the exits off the freeway. To have the ability to capture the Tourists coming off the freeway heading to the park of an event happening in our town, spend time and money getting to know Livingston and attend the event before heading down valley. As current there is no temporary signing and we have been told many times, "if only we knew about your event".</p>	<p>Temporary Event Signing at the 3 exits to Livingston would make a positive change in bringing travelers into Livingston instead of by passing by turning left and going directly to the park. We are hoping to encourage event participation through just having the knowledge that a special town event is happening this is something that will be easily measured simply by auto traffic and foot traffic and ticket sales and logs at the visitor center.</p>	<p>by next season yes</p>		\$1,000.00	No

Marketing Support	TAC/Governor's Conference meetings	No	TAC / Goveners Conference Meetings					\$1,500.00	No	
Marketing Support	Opportunity Marketing	No	Funds to be used for marketing opportunities as they arise.	Annually we get approached to help with advertising for events in town like Gloats, Livingston Hoot and Katabatic cause nights, these are all non-profit fundraising events and being able to donate more than our just our time, to be able to advertise to bring more tourists showing our name as a sponsor would be great.	We will only select the events that will give us the best possible return on our marketing funds. We can tell if it will be an event for tourists or for a convention that will pack the house event before it happens. Like this year we just found out the Northern Rockies Tree School is coming and we have many opportunities to assist with hotels, local dining and so on but not with the posters and advertising and marketing that will be covering the state as at this point we have no funds set aside for events. This will be the perfect opportunity in the future.	We plan to measure the success through the events that we help sponsor.		\$500.00	No	
								<b>\$23,940.00</b>		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Print Advertising	\$11,415.00	\$0.00
Consumer	Social Media	\$525.00	\$0.00
Consumer	Printed Material	\$0.00	\$0.00
Consumer	Billboards/Out-of-Home	\$1,000.00	\$0.00
		<b>\$12,940.00</b>	<b>\$0.00</b>
Group Marketing	Online/Digital Advertising	\$5,000.00	\$0.00
		<b>\$5,000.00</b>	<b>\$0.00</b>
Marketing Support	Opportunity Marketing	\$500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Administration	\$4,000.00	\$0.00
		<b>\$6,000.00</b>	<b>\$0.00</b>
		<b>\$23,940.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

**Reg/CVB Required Documents**

File Name	Description	File Size
<a href="#">Bylaws.rtf (136 KB)</a>	Bylaws of chmbr	136 KB