

Montana Grants and Loans

Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58868 - FY18 Central Montana Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

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Community & Brand Support

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?

1. Purpose

This marketing plan is a guide for Central Montana Tourism Region's advertising and promotional efforts.

Our FY18 marketing will continue to position Central Montana as a vacation destination by creating and maintaining awareness of the region. Our ultimate goal is to bring visitors to Central Montana and have them spend time and dollars in the region.

The plan has been developed based on past successes in advertising and promotion by Central Montana and Montana Office of Tourism Business Development. Central Montana's marketing decisions are based on research available from the Institute for Tourism & Recreation Research, Destination Analysts, other

independent research conducted by MT Office of Tourism and input from our board of directors. Our FY18 plan will continue many of our successful projects completed in prior years and it will also incorporate new projects.

2. Identity of the Area

Central Montana is a unique Montana tourism region comprised of thirteen counties in central Montana. The region offers a wide variety of attractions, events and activities which appeal to Central Montana's potential visitor. We fit well with the Montana brand offering:

- More spectacular, unspoiled nature than anywhere else in the lower 48
 - Central Montana has thousands of acres of public land (short grass prairie, river breaks, mountains, lakes and forests), in addition to thousands of acres of farm and ranch land
- Vibrant and charming small towns that serve as gateways to natural wonders
 - Central Montana is comprised primarily of small charming towns located near our unspoiled nature
- Breathtaking experiences by day, relaxing hospitality at night.
 - Central Montana's breathtaking experiences are many – from viewing spectacular art to seeing the locations where those scenes originated. Our hospitality is as varied as sleeping in a beautifully restored hotel, to a river guide pitching a tent along a wild and scenic river.

The Central Montana board defines their identity as follows: (this identity statement was created long before Montana's latest brand strategy, however, it aligns well and it mirrors the brand pillars)

Central Montana offers visitors a remarkable experience of Montana's history, culture, clear skies and clean water, wildlife, outdoor recreation and adventure. From wide-open spaces to mountain ranges and the Missouri River and its tributaries, culturally rich towns and cities in Central Montana brush with the old west and ancient peoples. Visitors can see the landscapes and absorb the sense of place that inspired renowned western artist Charlie Russell, and walk in the footsteps of Lewis & Clark, all within reach of comfort and hospitality.

Strengths and Challenges of the Central Montana Tourism Region

The strengths that distinguish Central Montana include -

- Historical and cultural sites and interpretation - home of numerous Lewis & Clark and Native American attractions and memorials, Charlie Russell, old forts and fur trade history, and National Park Service's Bear Paw Battlefield
- Kings Hill Scenic Byway and Missouri Breaks Backcountry Byway
- Upper Missouri River Breaks National Monument and Wild & Scenic Missouri River
- Outdoor adventure and recreation such as camping, hiking, wildlife watching, boating, fishing, hunting, skiing and snowmobiling. Many activities offer a feeling of open spaces yet they are still close to our communities' amenities.
- Excellent variety of fish and wildlife
- Multiple access points to the Bob Marshall Wilderness Complex
- Several backcountry airstrips
- Waterfalls
- The iconic and sacred Sweetgrass Hills
- The Rocky Mountain Front – East slope of the Rockies
- Magnitude of birding opportunities detailed in a Central Montana birding brochure
- Spectacular geology and paleontology with 6 sites on the Montana Dinosaur Trail
- Grand and diverse scenery that typifies the "Big Sky"
- Authentic Montana lifestyle - farms and ranches, guest ranches, Native American cultures, main-street Montana, friendly people

- Easily accessible open spaces for scenic touring and wildlife viewing
- Vast public recreation lands
- Its central location in the Glacier-to-Yellowstone National Parks corridor
- Close proximity to Canada with a 24-hour port of entry at Sweetgrass/Coutts
- Many of our tourism products are viewed as budget-friendly, both regionally and nationally
- A variety of public golf courses
- Several new craft breweries in the region
- Central location for statewide meetings and conventions
- Unique attractions such as Havre Beneath the Streets and the Charlie Russell Chew Choo
- Unique events such as Montana Bale Trail (What the Hay), Red Ants Pants Music Festival, Montana Chokecherry Festival, Whoop Up Days, numerous art shows & auctions during the commemoration of Charlie Russell's birthday in March
- Two Amtrak stops in the northern part of the region (Havre and Shelby)
- A large, central retail hub and international airport in Great Falls
- Our strong partnerships with chambers and other promotional groups in the region

Challenges and critical issues facing the tourism region -

- A need to develop more year-round visitor attractions and more activities in the shoulder seasons to enhance our vacation product
- Attractions and private businesses need longer business hours and longer seasons to accommodate visitors
- Lack of restaurants, lodging, attractions and gas stations in our small communities
- Shallow employee pool for businesses
- The need to continually educate front line personnel, not just those employed in lodging facilities, but in gas stations, grocery stores, retail businesses and restaurants
- While our vast public recreation lands are a strength, our public land managers do not have marketing and promotion budgets
- The lack of a winter destination resort and, in some years, the lack of winter
- The need to effectively promote in Canada, despite a fluctuating exchange rate and passport requirements
- Transportation limitations such as no public bus service to some locations and the fluctuating cost of fuel
- Cost of airfare
- Small marketing budget combined with increasing media costs.
- The need to continue to strengthen our relationships and communications with the Native American tribes on our reservations and also our landless Little Shell tribe.

Optional: Include attachments here

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

Central Montana will continue with the simplistic style of ads we have been using (both print and digital). We have used an uncluttered design (primarily a stunning image), very little text and a strong call to action. Playing on our strengths, images are chosen to inspire the viewer and make them want to obtain more information to plan a trip to Central Montana.

Potential visitors who see our ads will need more information about the area depicted in the photo that inspired them – the location, how do you get there, what activities can be done there and what amenities are available. Some Central Montana ads will direct viewers to click to our website home page, some will direct them to a specific landing page and all will offer the opportunity to receive our print travel planner with detailed information about the region. In all scenarios, potential visitors will be able to learn about our vacation opportunities.

To facilitate the travel decision, visitors need only read or click through to our information. Lodging, guides and outfitters, attraction information, dining, and scenic and historic routes are highlighted in our print travel planner and on our website (our travel planner may be downloaded or viewed as a flip book). We also have niche brochures that can be mailed, obtained at local visitor centers or viewed on our website (a detailed Central Montana birding brochure, 10 Great Rides motorcycle routes with maps, Bicycle Trails, C. M. Russell Auto Tour, Kings Hill Scenic Byway brochure and the partnership brochure for the Montana Dinosaur Trail). Once visitors are in Central Montana we urge them to seek out local tips offered by staff and volunteers at visitor centers, attractions and local businesses.

Optional: Include attachments here.

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

Based on research results generated through the Interactive Data link on the website for Institute for Tourism & Recreation Research, contracted research by Montana Office of Tourism (Destination Analysts), the Great Falls Visitor Information Center statistics, and the inquiries Central Montana receives, our primary geographic target markets include the following states and provinces: California, Washington, Idaho, Oregon, Colorado, Utah, Minnesota, North Dakota, Illinois, Wisconsin, Michigan, Florida, South Dakota, Arizona, Texas, Wyoming, Alberta and Saskatchewan.

We will target the following demographic markets: wildlife and bird watchers, anglers, adventure travelers, bicyclers, motorcycle travelers, scenic drivers, cultural & heritage travelers, hunters, geo/eco tourists, winter recreationists, RVers and campers, golfers, education travelers, group tours, guest ranch visitors, snowbirds, dinosaur enthusiasts and train/rail enthusiasts.

The psychographic characteristics of Central Montana's target market include those who value local businesses, enjoy our scenic landscapes, value access to public lands, waterways and open space.

To reach some of our niche markets we will continue our bird watching promotional efforts and also offer support to the Crown of the Continent initiative. We will continue promoting travel along the Montana Dinosaur Trail and our six locations along that trail. These niche markets have been promoted via joint ventures with Montana Office of Tourism Business Development. We will continue to expand niche market information on our website and in our printed travel planner. Our website blog addresses many of the niche markets and we will continue blogging and also posting on Facebook, Instagram and Twitter. We will continue to expand our Central Montana video and photo library which will be used to reach and engage our potential visitors. Some markets will be addressed by purchasing search terms.

b. What are your emerging markets?

Our staffed visitor centers have seen an increase in visitors from Michigan, Wisconsin and also Texas. All three have been in our top fifteen states previously but areas of the region have seen increases from those states. Areas with direct flights are also emerging markets (most recent was Chicago). Central Montana has marketed to the provinces of Alberta and Saskatchewan, Canada and also sees value in the nearby provinces of British Columbia and Manitoba. We feel there is great potential for visitors from international markets (Germany in particular registers high at several of our visitor information centers).

c. What research supports your target marketing?

We use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other reports to support our target

marketing. Recent research done by Destination Analysts has valuable data for the region. Other reports used include: Montana Expression 2015 Bicycling, Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, 2015 Nonresident Visitation and Expenditure Estimates (and Preliminary 2016 data), PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Amtrak Passengers by Montana Station, Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.

We have also encouraged our event planners who apply for Central Montana's cooperative marketing funding to use ITRR's Survey in a Box. Montana Cowboy Poetry Gathering and the Montana Winter Fair have used this in FY16.

We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.

Optional: Include attachment here.

Overall Goals

Central Montana's FY18 goals build on groundwork that has been laid out for the past several years. They are:

1. *Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.*

Central Montana's calendar year 2016 lodging tax revenues saw an overall increase of 1%. Although, we had a 6% decrease in the fourth quarter of calendar year 2016 which came on the heels of a 7% fourth quarter decline in 2015. We feel this decrease is due primarily to Canadian travelers either shortening or eliminating visits to the region during the fourth quarter based on a weak Canadian dollar. During the fourth calendar quarter we historically see Canadians coming to the region to celebrate Thanksgiving (October), Remembrance Day (November) and Boxing Day (December), in addition to general shopping visits. While we can't control the monetary exchange rate, we can work harder to package our lodging facilities and attractions. Our FY18 goal is to have an increase in lodging tax revenues of at least 4% in the 12 month period. We currently have rooms under construction and by the end of the fourth quarter of calendar 2017 those 114 rooms should be open, followed by an additional 90 rooms in late summer 2018. We have capacity to increase revenues in all calendar quarters.

2. *Attract visitors by communicating an image that positions Central Montana as a vacation destination.*

Our positioning strategies are:

- illustrating our access to outdoor recreation, spectacular unspoiled nature and adventure
- leveraging our authentic Montana lifestyle in our vibrant and charming communities
- highlighting our historic and cultural sites, building on our Lewis & Clark and Nez Perce legacies

3. *Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.*

By pursuing joint ventures and other partnership opportunities, Central Montana will establish and maintain strong ties to Montana Office of Tourism Business Development's programs and direction, as well as other Montana tourism organizations. We will strive to build even more marketing partnerships with the Great Falls CVB, Havre's new CVB and the five Tourism BID's in Central Montana. We will also continue to explore new opportunities for partnerships in an effort to enhance our marketing budget.

4. *Grow the visitor experience and opportunities by building relationships with the ranching and agriculture industry, adding to and building on our guest ranch and agri-tourism presence.*

Many segments of our target market are looking for safe, family vacations that return them to an unhurried, more grounded experience. Highlighting rural events and lifestyles of our region's farms and ranches will increase visitor numbers and provide a supplemental income for agricultural and ranching operations. Central Montana will continue to explore partnerships with agricultural organizations and work closely with rural community promotion groups. We will monitor response to our Crop InFARMatIOn app and add more of our counties to the program. We will also encourage other Montana tourism regions to consider adding crop information to the app.

5. Central Montana will continue to target our market as precisely as possible, with focus on the geotourism market, assuring that our funding is spent to reach an audience that is qualified by likelihood of coming to the region, and has the discretionary income to spend significant dollars during the visit.

Central Montana's consumer marketing plan will target those shown by research or past successes to have propensity to travel to Montana, particularly to experience the kind of vacation the region offers.

6. Continue our successful FAM trips and travel show attendance.

Over the past few years our FAM trips have produced significant results in the form of print editorial, online editorial, television and radio editorial and inquiries (both domestic and international). We will also continue to have a presence at travel and sportsman shows and we will partner with both the public and private sector to stretch our budget for the shows we attend.

7. Seek ways to promote our Native American tourism potential.

We will work to identify opportunities to promote the cultures of our tribes and the tourism activities they offer. Past successes have included FAM trips to our Native American reservations and working with individual native entrepreneurs to showcase their talents to FAM trip participants.

Optional: Include attachments here.

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

We will evaluate opportunities to participate in both print and digital joint ventures offered by the MT Office of Tourism Business Development. We are excited to see MTOTBD planning promotions to target potential visitors from Canada and would like to see this geographic area included in joint ventures, along with past successful opportunities. Central Montana will also eagerly participate in public relations activities and film promotion activities in partnership with MTOTBD.

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

Central Montana has participated in print and digital marketing and also consumer travel show joint venture marketing opportunities with the Great Falls CVB, Great Falls Tourism BID, Shelby Tourism BID and Lewistown Tourism BID. We have five tourism business improvement districts in Central Montana and our information is shared regarding marketing opportunities. Although it is not a financial partnership, we will seek to coordinate attendance at travel shows with other bed tax entities and private sector businesses in Central Montana, to possibly co-locate our booths. Central Montana is eager to secure additional partnership marketing to maximize our budget.

Optional: Include attachment here:

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

In FY16 we participated in both print and digital joint venture campaigns with the Montana Office of Tourism Business Development. For the investment we made Central Montana received good exposure. Our FY17 campaigns are just beginning so we cannot evaluate them yet but they again include both print and digital campaigns. Our past joint venture campaigns with MTOTBD have met our expectations.

Optional: Include attachments here.

FY18 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 Attchmnts
Consumer	Print Advertising	Yes	Central Montana targets primarily leisure travelers with our print marketing campaign. When placement decisions are evaluated the Central Montana board of directors reviews joint venture print opportunities from Montana Office of Tourism Business Development, outcomes of our FY17 print campaign and recommendations from our ad agency. Partnership	We use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other reports to support our target marketing. Recent research done by Destination Analysts has valuable data for the region. Other reports used include: Montana Expression 2015 Bicycling, Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, 2015	Our goal is to receive high quality inquiries from visitors who spend significant time and money in the region. Once our FY17 inquiries are evaluated we will give weight to those publications that performed well in generating leads for Central Montana. If print publication calendars show an intent to publish articles about our vacation product (history/heritage travel, western style vacations,	Since the tourism region doesn't do bookings, we evaluate the success of our print ad campaign by the number of inquiries we receive from each publication where we have placed ads and also the ultimate cost per inquiry. While this doesn't mean the person inquiring came to Central Montana, it is our best measurement.		\$36,000.00	No	

			<p>opportunities with other bed tax entities are also reviewed in an effort to stretch our limited marketing dollars and create a greater presence in the publication.</p>	<p>Nonresident Visitation and Expenditure Estimates (and Preliminary 2016 data), PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Amtrak Passengers by Montana Station, Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.</p> <p>We have also encouraged our event planners who apply for Central Montana's cooperative marketing funding to use ITRR's Survey in a Box. Montana Cowboy Poetry Gathering and the Montana Winter Fair used this in FY16.</p> <p>We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.</p>	<p>paleontology, birding, outdoor recreation) we will also examine them for potential print ad placement.</p>					
Consumer	Website/Internet Development/Updates	Yes	<p>Our new responsive website went live almost a year ago and we are extremely pleased with it. It is used in all of our marketing materials and also in all of the media we purchase.</p> <p>Websites need fresh content and we will continue to produce that.</p> <p>We will continue to add and update</p>	<p>MT Expressions 2016, Google research study and our website statistics all support the fact that the internet is the top source used for trip planning.</p>	<p>We place our media to inspire potential visitors but our website and print travel planner are the primary pieces to orient and facilitate planning a vacation to Central Montana. Those two things (website and print travel planner) work together and serve a variety of visitors in the method they prefer to receive their information.</p>	<p>We track website statistics with Google Analytics. We can see how long they are on the website, the number of pages they view, also the bounce pages where they leave the site. We hope to see increased visitors to our website, increased length of visits and an increase in the number of pages viewed.</p>		\$40,000.00	No	

niche pages to the site. We are in the process of developing a Family landing page on the site after hearing research results presented by Destination Analysts. We just completed updating a music page featuring concerts in our communities throughout the summer. The music page will be promoted on Pandora and on our social media.

Posts on Central Montana's blog on the website will continue (we currently have over 700 blog posts). Blog posts are viewed as new content on the site and we strive to post a variety of content that covers all of our thirteen counties and the activities visitors can do.

Photos on our home page are refreshed seasonally.

We added a section titled "12 Top Things to Do in Central Montana" (we couldn't stop at just 10!). Information about our birding trails, pie a la road and a featured seasonal video are also featured on the home page.

Videos produced this past year included Bicycle Road Touring, Mountain Biking, Motorcycle Riding and Crossing the

			Missouri River By Ferry. We have a fall fly fishing video and we hope to do a summer fly fishing video in early July. Other video ideas are being developed.							
Consumer	Online/Digital Advertising	Yes	<p>For FY18 our digital advertising budget is \$95,000. This marketing method is multi-faceted and will include placing banner ads, purchasing search terms, sending HTML e-newsletters and placing native content on reader websites that fit our potential visitor.</p> <p>When we determine digital media placement we review results of previous placements. We analyze joint venture digital media options offered by the Montana Office of Tourism Business Development. We will also seek recommendations for placement options from our ad agency. Marketing partners within the region will be contacted to potentially increase our presence.</p> <p>Digital marketing gives Central Montana a great opportunity to target our niche markets. Mobile device usage has increased along with digital use in general and Central Montana has dedicated the largest portion of</p>	<p>Digital marketing campaign reports give the Central Montana board a plethora of statistics from how long a viewer spent with one of our videos, whether they clicked through to our website and much more. Our digital media is placed using a variety of research - Destination Analysts recent report for Montana Office of Tourism Business Development, ITRR research (particularly their trip planning research), airline statistics including the PDEW report (passengers daily each way), and also niche reports from ITRR.</p>	<p>Digital marketing allows us to reach potential visitors in a cost effective way. It is also timely - the lead time for a digital ad is much less than print so if something changes, a new event is planned, or recreation changes occur (forest fires, stream flow changes) we can react to serve our visitor an ad that is timely. Placement of digital advertising in Canada is another area where we can react to changes, such as monetary exchange rates. With print we could never respond so quickly.</p> <p>It is also easy to reach niche markets with our digital marketing.</p>	<p>We track click-throughs on our banner ads and then determine the cost per click. We also track open rates and click-throughs on our HTML e-newsletters. We will track visitation on our website, how long someone stayed on the site, how many pages they opened and what their last page viewed was before they left the site. On our YouTube channel we track number of viewings for each video.</p>	\$95,000.00	No		

			our budget to this marketing segment.							
Consumer	Travel/Trade Shows	Yes	<p>Consumer travel and sportsmen shows have been an excellent method for Central Montana to reach potential visitors. Our location is not as well known as other areas of Montana and by having personal contact with attendees at the shows we attend we can tout our vacation amenities.</p> <p>Show markets are selected based on several factors - the ease with which they can travel to the tourism region (easy drive markets, convenient air connections, new direct air connections), lead states for nonresident hunting licenses, and top states and provinces for visitation.</p> <p>We typically have partners for all of the shows we attend and they share an equal cost of the booth fee and also pay their travel expenses. Our relatively small budget for consumer shows was stretched to enable us to attend four shows last year.</p>	<p>Two research reports support the value of attending consumer shows. We worked with the Institute for Tourism & Recreation Research and they attended one show with us several years ago and received permission from the show producer to request to interview show attendees. ITRR followed up later with those attendees who supplied their contact info. People who visited our booth expressed satisfaction with the information received and also with the booth representative.</p> <p>The other research report was done by Mercury CSC for Adventure Travel Expo. This past year we attended two shows produced by Adventure Travel Expo (Chicago and Los Angeles). Their research showed that a majority of the travel show attendees place trust in a destination because you are an exhibitor. Brand confidence was also cited as a benefit of being an exhibitor.</p>	<p>Central Montana is not as well known as other tourism regions in Montana. Personal contact with potential visitors has a huge impact and a variety of vacation options can be given. Many people we visit with at the consumer show have been to Montana and they are looking for new areas to visit in Montana.</p>	<p>We evaluate each show by the number of attendees and how much literature we distribute. We ask our outfitters and guides to track leads they receive based on their ads in the literature we distribute. Some of them are good to respond to this request, others are busy and have multiple staff members doing bookings and this diminishes our response.</p>	\$11,000.00	No		
Consumer	Photo/Video Library	Yes	<p>Simply put - our marketing needs photos to inspire the potential visitor. Whether it is for our digital advertising, print advertising,</p>	<p>We don't have specific research as to why we should purchase photos but we do follow the Montana brand which calls for strong images in our</p>	<p>Photos are the primary inspiration to peak a potential visitor's attention. The photo could be in a print ad, a digital ad, an e-newsletter, on our</p>	<p>There is not a direct measurement of success for purchasing photos. The best measurement is if</p>	\$3,900.00	No		

			<p>blog posts, Facebook posts, website, e-newsletters - we need photos.</p> <p>For this project we work with area photographers, some professional, some amateurs with a good camera, to secure a variety of images in our thirteen counties. A committee reviews the submissions and we purchase unlimited, but not exclusive, use of each image.</p>	<p>advertising to inspire potential visitors.</p> <p>We also need photos to carry out other projects ranging from social media posts to our blog posts to fresh photos on our website. Success in those areas is supported by research and we need photos to achieve that success.</p>	<p>website or in a social media post - but the rationale for all is to have an image that garners a second look and a desire to know more.</p>	<p>the method in which they are used is effective.</p>			
Consumer	Printed Material	Yes	<p>Central Montana will produce and distribute our annual travel planner. This print piece is the primary response piece used for all inquiries received and it is also distributed on Certified Folder Display's brochure racks in Montana. We also hand it out at all consumer shows we attend.</p> <p>If our budget increases we hope to reprint our birding brochure. The amount of budget allocated is merely a placeholder in case we have additional funds available to carry out the project</p>	<p>The Institute for Tourism & Recreation Research (Traveler characteristics) shows that people enroute to Central Montana and in the region use the print travel planner. We do a comprehensive event listing and many visitors are looking for a local event. There is also a two-page map in the travel planner to assist visitors in route planning.</p> <p>The Central Montana travel planner is also available on our website as a flip book or a download (we can track the number of views).</p> <p>Visitor information centers in Montana routinely request larger quantities to use when counseling visitors.</p> <p>Overall, the Central Montana board feels it is a critical piece to facilitate and orient our visitors and potential visitors.</p>	<p>We produce our travel planner each year and highlight our communities and their events. Large format photos are spread throughout the travel planner to keep the potential visitor inspired to come to the region. Historic trails, scenic routes, birding information, a map and information about our Pie a la Road, and a small Montana highway map all contribute to aiding potential visitors in planning their vacation.</p>	<p>Our advertisers assist in measuring success of Central Montana's travel planner. If their ad generates business, then it has been successful for them.</p> <p>The demand for the piece on a brochure rack is another measurement we use. We also receive some feedback when people receive our travel planner. Some will call back to request further niche information such as our C. M. Russell Auto Tour booklet or a birding trail brochure. That may not be a statistical measurement of success but we know the potential visitor received the travel planner, read it and was intrigued enough to dig deeper for something that truly inspired them.</p>	\$57,100.00	Yes	

Marketing Support	Administration	No	Central Montana has allocated 20% of our total annual budget for administrative expenses. The tourism region's board of directors contracts with an independent contractor to carry out the administrative duties.	There are no research statistics for administrative budgets.	Central Montana's administrative expenses include contract fees for an executive director, telephone, internet access, travel not covered by a specific marketing project, insurance (directors & officers, commercial general liability for the board of directors) and some administrative postage.	Administrative contracted services are evaluated annually and a Request for Proposals for this contract is done every seven years, or sooner if deemed necessary. The remainder of the administration budget costs are necessary expenses to do business and are not measured.		\$62,000.00	No	
Marketing Support	Cooperative Marketing	Yes	Central Montana uses cooperative marketing funds to partner with non-profits to carry out a marketing project. We can pay up to 50% of their marketing expenses although based on the size of our budget we typically cap each project at no more than \$2,500. At this time we don't know details for the projects that will be submitted although requirements state that they are to be used for tourism marketing.	Various research will apply but it will depend on the type of project submitted and approved by the board.	Within out thirteen county tourism region we have many small communities with very limited marketing dollars to promote their community or an event in their area. This project has helped many of our communities expand attendance at event and bring overnight visitors to their town.	We require cooperative marketing applicants to give details on how they will evaluate the success of each project they submit. Without knowing what projects will be submitted we can't answer this question further.		\$11,500.00	No	
Marketing Support	Opportunity Marketing	Yes	Our Opportunity Marketing budget will be used for a marketing project that comes up during FY18 that we were not aware of at the time we wrote our marketing plan.	Supporting research/statistics will be studies once a project is identified.	Rational for any Opportunity Marketing project will be developed once the opportunity is identified.	We will determine how we will measure success of the project once the project is identified.		\$5,000.00	No	
Marketing Support	TAC/Governor's Conference meetings	No	This is a support project to enable Central Montana's	This is a suport project and no research is available.	Central Montana's executive director is required to attend the	This is a support project.		\$2,500.00		

			executive director to attend the Tourism Advisory Council meetings and the Governor's Conference on Tourism.		Tourism Advisory Council meetings. Attendance at the Governor's Conference on Tourism is educational and will assist in carrying out the duties of the administrative contract.					
Marketing Support	Joint Ventures	Yes	Central Montana's joint ventures budget includes funding to participate with the Montana Office of Tourism Business Development in marketing projects. Based on the options provided, we will evaluate them to see if they fit with the vacation product offered in our tourism region.	Once we are notified of the joint ventures offered by the Montana Office of Tourism Business Development we will be able to determine the supporting research.	Joint ventures offered by the Montana Office of Tourism Business Development typically increase our buying power. Ad rates are usually negotiated based on larger media buys and they can enable us to reach a market that we would not have been able to do on our own.	Once projects are identified by the Montana Office of Tourism Business Development we will determine how we will measure the success of those in which we participate.		\$5,000.00	No	
Marketing Support	Fulfillment/Telemarketing	No	Individual line items in this project include postage to mail our travel literature, our toll-free phone line, costs for stuffing/sealing our literature and envelope printing.	This is a support project.	This project covers several phases of our interaction with our potential visitor. They may contact us on our toll-free phone line, we then need envelopes and our literature stuffed in them, and finally we need postage for mailing.	This is a support project.		\$10,000.00	No	
Publicity	Fam Trips	No	We will work with media representatives to gain publicity/earned media for the region, our tourism activities and signature events. We will also participate in FAM trips organized by Montana Office of Tourism Business Development if they offer them.	We do not have specific research to cite for this project. We do track all earned media generated by this project and assess a value on it if possible.	Many journalists/media representatives are looking for ideas to submit to their media outlets. For FAM trips we can provide a variety of experiences, and the result is earned media for the region and the type of vacation we offer. Publicity generated by a third party can be very effective is spreading the word about Central Montana.	We measure success by the amount of earned media generated from the FAM trip. The size of the article, circulation or reach of the media outlet, and usage of photos all contribute to the value earned.		\$11,000.00	No	

								\$350,000.00		
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Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$95,000.00	\$0.00
Consumer	Travel/Trade Shows	\$11,000.00	\$0.00
Consumer	Photo/Video Library	\$3,900.00	\$0.00
Consumer	Website/Internet Development/Updates	\$40,000.00	\$0.00
Consumer	Print Advertising	\$36,000.00	\$0.00
Consumer	Printed Material	\$57,100.00	\$45,000.00
		\$243,000.00	\$45,000.00
Marketing Support	Joint Ventures	\$5,000.00	\$0.00
Marketing Support	Administration	\$62,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$10,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$11,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	Opportunity Marketing	\$5,000.00	\$0.00
		\$96,000.00	\$0.00
Publicity	Fam Trips	\$11,000.00	\$0.00
		\$11,000.00	\$0.00
		\$350,000.00	\$45,000.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
Applicant's Certificate of Compliance FY18.pdf (407 KB)	Applicant's Certificate of Compliance FY18	407 KB
Application for Lodging Tax Revenue.pdf (305 KB)	Application for Lodging Tax Revenue FY18	305 KB
Pledge of Understanding FY18.pdf (329 KB)	Pledge of Understanding FY18	329 KB

