



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58158 - FY18 Livingston CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Submitted Date: 05/04/2017 6:22 PM

Applicant Information

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Comments:

Organization Information

Name:* Livingston Area Chamber of Commerce
Organization Type: Non-Profit Organization
Organization Website: www.DiscoverLivingston.com
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Comments:

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?

Introduction

Livingston, Montana, is a diverse historic community that sits at the northern boundary to Yellowstone National Park. It has long been the "Original Gateway City to Yellowstone National Park," and we have been evolving & enhancing our community since 1883. We are an eclectic town mix of a historic wild western town, a train town, an artist's dream and anything outdoors you can imagine as well as a world-renowned fly fishing town. We are not a fabricated tourist town. We are simply a friendly, gritty, diverse community. Livingston has year-round possibilities and is known as one of the greatest places to visit for local events and experiences to have. This year alone we have the 92nd Annual 3-day Round-up Rodeo, 91st Annual July 2nd Parade, music festivals, "Fly Fishers International" Festival, monthly art events, annual live theater productions, Park County Days at the Park Co. Fair, film festivals, Brew Fest, sporting tournaments and so much more.

Strengths

Livingston is one hour or 52 miles north of the first National Park, Yellowstone, with the most beautiful highway as your path. Once you start to make your way into the valley you will be grabbing for the closest camera. We make sure the wildlife is waiting and roads are clear for your exploration.

We have many artists that paint our incredible scenery, two year-round live production theatres, a bowling alley and nearby hot springs at Chico Resort to keep you from hibernating in the winter months. We have over twenty restaurants and eateries, terrific shopping from gifts to antiques to sporting goods for those enjoying the outdoors. We offer an abundance of hiking trails for every level, horseback riding in valleys and mountains, three museums with over a century of memories to immerse yourself in. Wait there's more, a 3-field soccer complex, tournament rated tennis courts, beautiful riverside parks, on-road and off-road trails, river rafting, and world class fly-fishing. The gorgeous mountain views of the towering Absaroka's and the rolling Gallatin Range surround us from the south, and the mysterious Crazy Mountains and the exciting Bridger Range take over from the north and will take your breath away. Finally, the beautiful Yellowstone River rolling right through our great town gives locals and visitors a place to lay down a line or launch a boat to float on a beautiful day.

Livingston, aside from the ample opportunities in the daylight, has a very active nightlife. We have live music venues with performances almost every evening, overnight outfitting trips, nightly casino fun, poker tournaments, and terrific restaurants from casual to fine dining so there is something for every palate. So, if you want 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 will always compete with the other gateway and entrance towns to Yellowstone National Park. However, we need more than history to draw upon as a reason to stop and visit or a gas station to fill up and go. We need to expand on the reasons to enjoy and add on to a scheduled vacation near Livingston, and we expand and the shoulder season and winter play is the ticket. We have great ideas like connecting our hotels with the Bridger ski lodge and our award-winning dog sled team at Mill Creek, or a horse carriage ride with hot cocoa under warm blankets from Chico Hot Springs among the choices for winter fun you can experience. We also have terrific Hunting and winter outfitting trips or cross country skiing around town or in most of Park County or seasonal ice skating on the pond. But mostly Livingston is never asleep in the winter months with all the music venues and we need to expand on this and the millennial traveler is the key a new venture as stated by the Hoffman and York warm season media plan.

Livingston is competing with other towns across Montana and the Rocky Mountain west ranges to not only attract tourists but also new residents and potential investors who are 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. We are also a perfect central location in Montana for conventions and meetings and events being that we are located between two of the largest airports in the state and at the intersecting point of Interstate 90 and US Highway 89. We have plenty of options available including Livingston's conference center, the city recreation center, the county fairgrounds, small or large 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 the perfect time to unwind after a long day of work, whether you are looking to add to your convention's free time enjoyment or wanting to relax at the end of a long busy work day, this is the town to relax in.

Potential Challenges

The location of Livingston does have its challenges. We have an interstate running through the south end of our town with inadequate signage to lead to downtown Livingston. We have three exits with improper signage at exits 330, 333, and 337 with only one exit taking you through downtown. We are going to be working within the city approval process and MDOT to get new wayfinding signage, but this is not a quick process, however we are on the right track. We are currently using exit banners during event days, and it has proven to work so far. However, we need a better way of tracking the success of drawing attendees. We are off to a great start addressing our challenges and we will improve with each annual plan.

We also need a larger hotel/conference center for attracting larger events. The placement we have for meetings can top 1500 participants however we only have 585 rooms per night and this causes us to market to a smaller audience.

Optional: Include attachments here

ExploreLivingstonMT-2017.pdf

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 vacationer, a developer, an entrepreneur, an artist or simply need a weekend getaway to refresh your soul, Livingston has something for everyone 365 days a year.

We are the most vibrant and charming small town and it just so happens that you have to go through Livingston to get to the most incredible natural wonder in the nation.

Our inspiration to give the best visit possible to the Montana traveler comes from the Yellowstone River, Yellowstone National Park, and the friendliest state in North America . We have been and will always be the Original Gateway City to our country's first National Park, and people come from all over the world to view it, be a part of it, and always remember it because of the experience. This incredible area that we experience daily is a story to be told to the world. You will never hear anyone say that they didn't see the beauty or that there wasn't anything to do here, or that the skies at night were bland. Our skies are brilliant, our mountains beautiful and magnificent, 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 permanent wayfinding signage and 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, in a town that has rustic charm, gorgeous views, and the nicest residents. 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 Millennial, the Yellowstone Park traveler, the geo-traveler with the desire to visit and be a part of remote landscapes of beauty like we have here at home. The Millennial's travelers are everything tech and want the great restaurants and shopping as well as night excitement so we will focus on showing pictorials of the items they are attracted to. From the world traveler to the coffee shop dreamer, we will show them the experience they are looking to have.

The Facilitation tools are our own local area visitor's guide, the Discover Livingston brochure that is mailed out to all the Montana Chambers as well as the surrounding states (it is also in both the Billings Airport and the Bozeman Airport), our 20' Banner at the Billings Airport, the new Discover Livingston website which rolled out the new commercial of Livingston and our promo short videos which are being viewed across the nation and finally our phones that are always ringing and answered at the Chamber's CVB office. We help lost travelers, the planners and the passerby's. We encourage these travelers to stay and visit, to relax, and to experience Livingston, even if just for one day as we know they will come back. We answer questions every day about what is it like here - is it cold? is it windy here? do you see wild animals on the way to Yellowstone?

With the fresh marketing plan and funding, we will add advertising on travel planning sites, print media, social media upgrades as well as improved signage, video sharing, planning for wayfinding signage, magazine articles and banners and so much more. We really utilize every dollar we can to bring awareness to the best little secret in Montana. We also attend conference marketing events as well as time improving our marketing to NTA and ATA for tour bus routing.

Optional: Include attachments here.

Livingston banner #100041576_8.25X17_PROOF.jpg

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

Geographic.

Currently the top 5 visiting locations in Livingston as of the 2016 visitor logs show are #1 Canada/ with travelers also from Europe coming through this border as a point of entry, #2 Montana, #3 Oregon, #4 California, #5 Colorado/Arizona. 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, most notably Canada, France, Italy, Australia, China, Germany and Sweden.

Demographic.

The geo-travelers tend to be in the 20-38 age group and travel as couples and the new millennial generation exploring the Yellowstone area. The family groups tend to be 30-45 years 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, 50-75 years. Since the last year, we are seeing an increase in winter travelers coming to B&Bs, VRBO's and guest homes year round and enjoying our snow and winter activities. We now have an increase in winter travelers for hunting and winter experiences as well as the focus on when Mammoth opens as a year-round destination in spring of 2018, which will help our winter travel.

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. We have found out they primarily focus on print magazines. After reviewing the last couple years of logs and information, we found most of our travelers are going to or coming from the park. In shoulder seasons, we are getting travelers on the Interstate 90 course to other destinations with a stop-over in Livingston. We believe in giving the best experience for the travelers in Montana so if its helping them on their way, our knowledge of our neighboring communities and states is a must.

Psychographic.

Livingston, Montana is very lucky to have the headquarters for the Fly Fishing International 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 FFI 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 visited by Cycle Greater Yellowstone, and they came again last year and we had nothing but positive reviews. Trout Unlimited and Ducks Unlimited are great conservation groups that we need and currently support also Rocky Mountain Elk Foundation, Greater Yellowstone Business Coalition and many more. World travelers know and can count on them for sustainability purposes. We are marketing to and supporting these types of groups to ensure our environment for future tourism. Livingston and our surrounding towns in 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, and this year we will continue to grow in the right direction.

b. What are your emerging markets?

We have seen many great videos made of ranges and large cities, but promotion through television is costly. However, we have made a short video that would work with online marketing as a promo. We also could use it at airports and social media like crazy. When we first made the commercial we had no idea the possibilities that were out there. We are reaching every state in the Nation with utilizing online marketing platforms and trip planing sites and jumping off points. The biggest reach so far is the Facebook launch and we paid for extra reach on it as well. This is well worth the money as the new traveler is the Millennial market. This is the high potential visitor for Montana and we want a part of it. They are tech driven to get information prior to walking out the door and beefing up our online presence with pictures and online verbage that excites is a goal.

We are starting to now market for winter travel as the misconception that Livingston has terrible winters is a myth. We have a cute little bubble of protection with these mountain ranges and its very mild in the winters. We have incredible hunting season, outfitters, snow shoeing, cross country skiing and much more. In town we are alive in the winter months with live theatres, music venues breweries, wine bar events and more.

We have also noticed a opportunity in new emerging markets like Arizona, California, Italy, Germany and Canada now that the dollar is stabalizing. We already have a large market coming here from Texas and Washington, and the California market is too expensive for our budget, so possibly a joint venture for California would be possible. Again with the Millennial travelers we can go to any level of pictorial advertisments in any state but with the base being on the metro citys and get a great ratio of return.

c. What research supports your target marketing?

We are using the most recent Destination Brand research for our new planning of oportunities. We are also currently trying to use the research from ITRR and local businesses, questioning visitors and travelers that come into the visitor's center. We are keeping track of our Google analytics and facebook for our new ads we created landing pages to see what our visitors are doing when they see our marketing products.

Optional: Include attachment here. Visit Livingston-HD (64mb.mp4

Overall Goals

Promote the tag line, "Come stay and play with us on the banks of the Yellowstone River."

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

Continue to attend events and make sure marketing materials for conventions, conferences and event marketing in Livingston gets out. 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 to come visit our town first or make sure we are a destination stop on the way out of the park.

Market heavily the shoulder season, i.e. hunting, fishing, snow activities, dog sledding, music venues, and winter live theater events.

Utilize both airports and their marketing area's and get out more materials by printing a larger quantity as well as combining the brochure with the Visitor's Guide printed by the Livingston Enterprise. Blogging is a new venture we are going to explore as we go into a season with younger travelers and millennials living on their cell phones. Work more closely with National Park Services and Yellowstone Coalitions to stay up on how we can be the number one place a geo-traveler would want to visit.

Optional: Include attachments here.

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

We would like to be considered in a joint venture with the state office but our funds are a smaller than most of the packages allow, the one we would love is Matador Network.

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

We would like to participate with Yellowstone Country in TripAdvisor joint Venture and have set aside funding to do so when the opportunity is open for the new season.

Optional: Include attachment here:

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

We have not had the Joint Venture opportunity in the past as the funding and timelines have not lined up but this season we are anticipating a June or July package.

Optional: Include attachments here.

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	No	<p>Yellowstone Journal - print advertising. A leading travel planning website for travelers interested in visiting the Yellowstone region with a printed journal of 250,000 copies distributed in the Midwest, California, Northwest USA, and Canadian regions via local Chambers of Commerce and retailers. The print ad will run Spring of 2017 as a 1/4 page with links to the web advertising. They will be running a feature entitled "Yellowstone to Glacier Route." (\$2500.)</p> <p>USA Today Travel Magazine is a print publication</p>	<p>We are looking for exposure for Livingston. Whether we are utilizing print or online advertising, we need to reach those getting off a plane or driving and wanting filler information on their exploration to Yellowstone National Park. We are finding that increasing awareness is the key. We realize that print advertising for some is considered a thing of the past, but being in rural Montana and a gateway city to a national park, we must be included. We need to be at the gate as visitors drive through to lead them back to Livingston.</p> <p>We will be using analytics from google, our landing pages, our social media and so on. We have asked many visitors how they found out about us, with the top responses being #1 Tripadvisor #2 Google #3 A Magazine somewhere. So our goal is to increase awareness through many different styles of advertising.</p> <p>USA Today coordinates with Orbitz as a distributing partner to reach 5 million people.</p>	<p>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.</p> <p>Any highly visible Yellowstone marketing materials are of interest to us in Livingston. Finding the right ones is a trial and error, but we need to always capture as many visitors passing through as possible. Even though our community has a strong summer season, we want to remain vibrant during the shoulder</p>	<p>All research information is supplied by the Yellowstone Journal Marketing Research team, we will have the numbers at the end of May, and they calculate data from trip planning on the site. The magazines generally run out of product annually.</p> <p>On the USA Today ad we are using a click through rate as the ad is built with a landing page. However we have found the landing page is not the best indicator in this instance. We ill rely on the Chamber sign in sheet when visitors enter.</p> <p>The Lively Times ad will have per click counts via Google analytics and visitor information</p>	No data yet	\$9,400.00	No	USAToday2017.pdf

that sits next to the USA Today on the East Coast as a summer travel edition. This year we created a ad that will lead to a landing page for click counts through GoDaddy. Approximately 125,000 copies are printed and distributed in metro cities in most every state. (\$4500)
artwork attached

We are also committing to a 1/2 page ad for summer events and festivals printed through Lively Times. The June events special edition, Festival Guides for Montana, will feature many reasons to visit Livingston from the in-state travelers. (\$800)
artwork attached at end of season audit

Outlaw Partners Explore Yellowstone Issue 2017 is at a very low price point. The 37,000 copies distributed last year were

Montana Magazine has 10,000 paid subscribers across Montana and the United States who will be exposed to our advertising.

season as well.
We will use the value of the Park to Park theme of Montana Magazine to appeal to visitors as they are traveling near our community.

center log counts.
The Explore Yellowstone Ad will have a landing page as well for click through rates.
Montana Magazine will convey to us the analytical data at the end of the season.

			<p>all taken by visitors. We really want to focus on the over 3 million travelers coming into Yellowstone National Park and getting them to come visit Livingston on the way in or on the way out. (\$1050) *artwork attached*</p> <p>Montana Magazine is a new print publication we will utilize this year. We will produce a 1/3 page ad for May/ June edition The theme of the edition is Park to Park with a two page editorial on Livingston and our attractions. (\$550)</p>							
Consumer	Social Media	No	<p>We will develop Facebook promotions from July 2017 through June 2018 to promote the Livingston Chamber of Commerce and the Convention and Visitors Bureau sites. We are using a method of two different sites to focus on each specific target, and both are proving</p>	<p>Our reach has increased by 25 to 30 per week with using Pay-Per-Click techniques and has increased our Facebook page likes by 700 overall. We now use google and Facebook analytics to know our market better and have found it to be a worthwhile marketing tool.</p>	<p>Utilizing the Facebook event calendar marketing is a great way to reach our Montana visitors as well as our snowbirds. We can continue to use this tool to reach the tourists as well, and our events will be a success. The CVB is trying to expand our reach across the nation to target event attendees.</p>	<p>Page visits will be monitored and monthly reports will be available. Visitor logs will be tallied monthly and reported annually. All google analytic reports are very helpful in the reporting so at the end of the year more accurate numbers and tallies will be given.</p>		\$300.00	No	

			successful. Increasing awareness of the sites with Pay-Per-Click is proving to be a great tool for statewide travelers. We are keeping this particular budget small, however we will utilize it to the fullest.							
Consumer	Joint Ventures	Yes	We are hoping to work on a joint venture with Yellowstone Country to expand our reach within our region. There is additional potential for a joint venture with the Department of Tourism yet to be determined.	These are both new venture possibilities for us, and a learning process will be on the way.	First, getting people at the point of planning their vacation is the key for the right advertising to be successful. Joint ventures are a good way for small budgets to expand opportunities.	We will be using Google analytics and Yellowstone Country analytics to figure out how to create the advertising that is the best use of our money.		\$2,500.00	No	
Group Marketing	Online/Digital Advertising	Yes	HMS Global. The timeline is July through September to target the upcoming shoulder season of Livingston and Yellowstone National Park through photos, videos, editorials, Instagram, You Tube and Facebook. \$5200.	HMS Global distributes to 150,000 national park travelers - 70% domestic/ 30% international with a strong presence in Canada, Germany, Italy, France and the UK. We plan on seeing an increase this year over last, and it should only grow annually. There were 11,322 online vacation package requests sent electronically. Therefore, we believe it is proving extremely valuable.	HS Global can help us focus on the much needed shoulder season. This seems to be the best opportunity we have found to serve that target. National Park Trips is a site that can create a personal itinerary, view the top three places to visit, find things to do or enjoy in our town. Our	We have asked this question ourselves - what can we do to find out if we are successful? Monthly numbers are compiled on visitors walking in to the office, those who log in to and book through the search engines we are linked to, as well as click through rates on the web banners and links. At the end of the		\$7,400.00	No	

			<p>National Park Trips Media has proven to be an incredible partner to work with in the past and a very helpful guide on creating a new platform for our town in the mapping and online marketing that we have never had before. I can't say enough about the assistance I have received, I am looking forward to again. This media platform has proven to have been a great place to spend money for Livingston as we get weekly requests for travel information where we never have before, and that is proof of success. \$2000.-</p>		<p>layout is perfect with the exception of a seasonal change up some how.</p> <p>Additionally, we have our rodeo listed as on of the Top 10 Rodeos around the park.</p>	<p>year, if we tally all of these up, and it shows a rate that we never had before, then we are successful. We plan to utilize HMS Global and google analytics to further track progress.</p> <p>Our marketing materials are beautiful, informative, and improved over last year. We have less "drop-offs" online (more clicks and users are staying longer on the site). Analytics are helping with all of the statistics.</p>				
Marketing Support	Administration	No						\$6,000.00	No	
Marketing Support	Billboards/Out-of-Home	No	<p>These funds are proving to work, and we need to keep up with temporary event signage. The funds will help us purchase and keep up with lettering</p>	<p>Last season we utilized the temporary event signage and it worked. We had visitors coming in to the center that never knew we were such a cool town. They often stated that the posters brought them into the restaurants and gas stations where they got further</p>	<p>At the visitor's center, we keep track of our logs in communication with the travelers on how they found us and the events that drew them in.</p>	<p>We plan to measure through the travel logs we keep for all visitor center travelers and asking at local restaurants, gas stations, stores and so on. Last year,</p>		\$1,700.00	No	

for temporary event signing. There are two exits in Livingston that are located on the south side of town. When driving, the green signs directing traffic to Yellowstone National Park are predominant. Therefore, a majority of travelers head south, which means they miss Livingston altogether. We want to detour them to our events by placing temporary signing at both exits as appropriate. These signs will be up only the days of the events and will show the time, location and directional arrows. We know we are getting the travelers before they get to the Park and once they are headed back out.

We are looking for a new sign for the CVB at the Chamber Office. We are using event signing for out of state events as a sponsor

information on what to do while visiting.

In FY 18, we plan to utilize these funds to their full potential as they are proving to drive traffic!

We have a few new opportunities this year to grab the travelers and will be utilizing these fund for those as well.

because of being a small town, everyone was on board with where you're from and where did you find us.

We also are going to measure increased inquires against last year's numbers.

			<p>indicator. There is a large number of travelers that will potentially come to the visitor's center to check out what to do in Livingston and keep coming back year after year. At the hotels, we are putting up reusable, temporary welcome signs for conventions and meetings.</p> <p>We are also utilizing these funds for the 20 foot banner at the Billings airport. This is a one time fee for an annual placement.</p>							
Marketing Support	TAC/Governor's Conference meetings	No	TAC / Governor's Conference Meetings					\$1,500.00	No	
Marketing Support	Opportunity Marketing	No	Funds to be used for various marketing opportunities as they become available throughout the year.	Opportunities for the Convention and Visitors Bureau arise in the form of conventions, tournaments, etc. that are not currently scheduled, but they are great occasions for us to be involved with whether putting up banners or doing direct marketing. It has the potential to drive return visitors to Livingston.	We will only select the events that will give us the best possible return on our marketing funds. We can anticipate if it will be an event for tourists or for a convention that will pack	We plan to measure the success through the events that we help sponsor.		\$1,200.00	No	

					the house before it happens. We have many opportunities to assist with local hotels, dining and so on but not with the posters 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.				
								\$30,000.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Print Advertising	\$9,400.00	\$0.00
Consumer	Social Media	\$300.00	\$0.00
Consumer	Printed Material	\$0.00	\$0.00
Consumer	Billboards/Out-of-Home	\$1,700.00	\$0.00
Consumer	Joint Ventures	\$2,500.00	\$0.00
		\$13,900.00	\$0.00
Group Marketing	Online/Digital Advertising	\$7,400.00	\$0.00
		\$7,400.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,200.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Administration	\$6,000.00	\$0.00
		\$8,700.00	\$0.00
		\$30,000.00	\$0.00

Miscellaneous Attachments

File Name	Description	File Size
cvb marketing plan 2017-18 pie chart .xlsx (14 KB)	Pie Chart FY18	14 KB

Reg/CVB Required Documents

File Name	Description	File Size
20170505181725718.pdf (1.4 MB)	required docs FY18	1.4 MB
cvb marketing plan 2017-18 pie chart .xlsx (18 KB)	Pie Chart FY18	18 KB
