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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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

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27194 - FY16 Region/CVB Marketing Plan - Final Application

31100 - FY16 Red Lodge CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Original Submitted Date: 05/11/2015 1:18 PM

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Applicant Information

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Comments:

Organization Information

Name: * Red Lodge Chamber of Commerce/Visitors Center

Organization Type: Non-Profit Organization

Organization Website: www.redlodgechamber.org

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701 North Broadway Avenue

City: Red Lodge **State/Province:** Montana **Postal Code/Zip:** 59068

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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?

The Red Lodge visitor arrives here looking forward to its natural beauty and quaint charm. What they discover is its magic. And for that, they return again and again, over a lifetime. Like so much of this beautiful state, Red Lodge is surrounded by natural splendor -- Montana's highest peaks frame our back yards, its crystal-clear waterways tumble down our valleys, and that unique combination of pine and aspen scents invigorate our air. But as the Red Lodge visitor knows, we've got something special going on here; we're just far enough off the beaten path that locals truly appreciate visitors, we want to say Hello when we see someone new in town, and we don't just throw out the welcome mat for you, we show you why we love living here.

Today's travelers are looking for that kind of experience, and it's one Red Lodge excels at delivering. A year-round population of just over 2,000 and an historic Main Street business district 6 blocks long means a stay in Red Lodge is an opportunity to make friends with locals. Our current marketing plan capitalizes on that, centering around the idea that: *"When You're Here, You're Local!"* Our active Facebook (one recent post received more than 62,000 Views and over 7,200 Post Clicks) and our Twitter (667 followers) presence shows this natural hospitality to be a major draw for our visitors.

Our Main shopping and entertainment district is made up of locally owned Mom-and-Pop establishments, each with a unique character that complements Red Lodge, and open 7 days a week, year-round. With business being considerably more challenging in April-May and October-November, shoulder season marketing efforts are directed at attracting "empty nesters" and weekenders from nearby cities in Montana, Wyoming, and the Dakotas.

Red Lodge, a gateway town, anchors the most scenic route into Yellowstone National Park: the 60-mile alpine and structural wonder of the Beartooth Highway, an "All-American Road". Open late May-October, visitors come from around the world to experience its summer snowfields, high-mountain vistas, and legendary curves. The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association, a 232,000-member organization which promotes motorcycling along the principles of geotourism: go light, stay local, and get to know the community you're visiting. Motorcycle tourists make up a significant portion of our warm weather visitors.

Sitting on the edge of a National Forest, Red Lodge lays claim to more than 3.6 million acres of uninterrupted and unspoiled wild country as our "back yard." Much of that is easily accessible with well-marked trails for hikers, horseback riders, and many near town are even open to bicyclists. Whatever the day's adventures entail, Red Lodge is the perfect home base, with accommodations ranging from the uniquely historic to the nationally franchised, to the neighborhood home rental, all easy to research on one central website www.RedLodge.com, which received more than 348,000 visits with 684,000 page views in 2014.

OUR STRENGTHS:

Gateway to Yellowstone National Park

The Most Scenic Route to Yellowstone Park, over the Beartooth Highway

The Beartooth Highway

Dubbed "the most beautiful roadway in America" by On the Road correspondent Charles Kuralt, the Beartooth Highway climbs to an astounding 10,947 feet above sea level. As it winds its way from Red Lodge to Yellowstone National Park, the Highway traverses an impressive range of ecosystems and geological wonders. At the highway's summit, travelers find themselves in a sky-high world of glacial cirques, clear alpine lakes, and snow that lingers through the summer months.

Gateway to the Absaroka-Beartooth Wilderness

Our back yard consists of millions of acres of high country wilderness. As early as 1897, trails began snaking their way up the West Fork canyon, cleared by hand with saws and pickaxes. Today those same trails can take you to pristine country where visitors can enjoy a variety of outdoor activities.

Great Shops and Restaurants

Quaint Historic Downtown with locally owned stores run by helpful, knowledgeable staff.

The only thing missing are the chains - Pop into one of the (many!) restaurants for a quick burger and a beer, or experience fine dining featuring wild game and more.

Year-round Skiing

Red Lodge Mountain Resort - During the winter months, bountiful snow and shimmering blue skies make for great fun on the slopes. Open from mid-November through mid-April.

Beartooth Pass - During the summer months, the Beartooth Highway is your chair lift to acres of open terrain skiing and boarding.

Arts and Culture

Catch the spirit of today at one of the many art and photographic galleries in town or experience other styles of art at the Carbon County Arts Guild & Depot Gallery and the Red Lodge Clay Center. For history enthusiasts, Red Lodge is home to the Carbon County Historical Society and Museum where visitors can learn about the colorful history of Red Lodge and surrounding areas.

Events and Attractions

Yellowstone Wildlife Sanctuary - Home of Champions Rodeo - Beartooth Rally - Winter Carnival - National Finals Ski-Joring - Christmas Stroll - Festival of Nations - Beartooth Run - Grizzly Peak Adventure Race and many more.

Proximity to Billings

Billings is the largest city in Montana with a population of over 100,000 and a transportation hub, with a major airport and bus depot.

OPPORTUNITIES:

Motorcycle/Auto Groups

The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association.

Small Groups

Scrap bookers, quilters and more find the comfortable spaces of Red Lodge a great place to spur creativity.

Weddings/Reunions

Beautiful venues, quality lodging options and recreational possibilities of the surrounding area make Red Lodge the perfect setting to gather family and friends for your wedding or family reunion.

Tournaments/Community Events

The new high school auditorium, as well as several other venues, provides the opportunity to house tournaments and larger community events.

Outdoor Competitions

Challenging and yet stunningly beautiful terrain attracts competitors from around the country to a multitude of outdoor events. These events include the Beartooth Run,

in its 46th year, among others.

Media Partnership Opportunities

Billings has a wide reach with television, radio and print media that we can better utilize with positive and timely press releases and promotional partnering.

CHALLENGES:

Making Red Lodge a Destination

Red Lodge is used as a "Pass Thru" for the Beartooth Highway and Yellowstone Park in the Summer and the town that sits at the base of Red Lodge Mountain during winter months.

Location and Way Finding Signage

Red Lodge is miles from a major highway. Montana Highway signs point Yellowstone Park travelers past Red Lodge exits or towards the Chief Joseph Highway in Wyoming.

Beartooth Highway is Seasonal

Weather and snowplow funding often delay the opening of the Beartooth Highway in the spring. Snowstorms will temporarily close the road. Timely communication of the road status is challenging with reports of closures carrying a higher priority than reports of the Highway re-opening. The portion of the Highway located in Wyoming is a secondary priority for snowplows.

Winter Success is Snow Dependent

Red Lodge Mountain is the major draw for Red Lodge in the winter season. Our success is dependent on snow.

Online Mapping Services

Google Maps and others report inaccurate information for routes and business addresses.

Lack of City Marketing Support

While the City of Red Lodge collects a Resort Tax, the governing body offers no marketing or promotional funds for Red Lodge.

COMPETITOR ANALYSIS:

Jackson Hole, WY

Popular tourism destination because of its proximity to Yellowstone & Grand Teton National Parks. Website, mobile, social media, and internet advertising resources.

Livingston, MT/Gardiner, MT

Way finding signage on I-90. Year-round entrance to Yellowstone Park.

Bozeman, MT / Big Sky, MT

Greater variety in lodging, dining and shopping opportunities, including groups, conventions and conferences. Proximity to Yellowstone Park. Four-season activities. Popular ski area. Cultural, historic, and educational activities, events, and attractions. Significantly greater marketing spend.

West Yellowstone, MT

West entrance to Yellowstone Park. The name West Yellowstone. More lodging and dining options. Significantly greater marketing spend.

Cody, WY

Eastern gateway to Yellowstone Park, access to 5 scenic byways including Chief Joseph Highway is a second route to Beartooth Highway and Northeast entrance. Lodging options, Buffalo Bill Museum, regional airport. By partnering with Wyoming Tourism has successfully marketed itself as "Yellowstone Country" and its airport "Yellowstone Airport." Significantly more funding for promotion is directed to Cody by local, county and state monies.

MONTANA'S BRAND PILLARS:

The Montana Brand Pillars were seemingly written for Red Lodge.

Nestled in the Beartooth Mountains, with Yellowstone Park just up the road, the Beartooth Highway road, we truly offer more spectacular unspoiled nature than anywhere else in the lower 48.

A little off the beaten path Red Lodge, a historic mining town, is a vibrant and charming community that serves as a gateway to (many) natural wonders.

From art walks to downhill mountain bike rides, from reading a good book by the fire to skiing fresh powder, Red Lodge offers a wide range of activities in every season to offer breathtaking experiences by day, relaxing hospitality at night.

Optional: [Include attachments here](#)

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

The overall consumer-marketing goal is to increase brand exposure to potential visitors and invite them to stay a night or longer in Red Lodge. A strong social-media presence, online and print marketing via cooperative efforts with Red Lodge TBID and Red Lodge Mountain provide inspiration. Once inspired, potential guests will be oriented appropriately via Destination Red Lodge Travel Planner and RedLodge.com. The CVB follows through to facilitate their stays once they arrive via front line staff of tourism partners and stakeholders and the Red Lodge Visitor Information Center staff and volunteers.

Optional: [Include attachments here](#).

3. Who is your market?

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

Geotraveler

Geotravelers are high-value, low impact visitors who appreciate the unique characteristics, eccentricities and natural qualities of Red Lodge. They place high value on travel experiences that respect and support the local character of place, and are less likely to become discouraged in their travel experiences by travel

distances/difficulties and vagaries of weather.

Our Traveler at a Glance

Healthy, Active, Outdoor Enthusiasts
Arts, Crafts, Entertainment Enthusiasts
Motorcyclists and Auto Enthusiasts
Income: AHI of \$50,000+
Education: Bachelor's Degree
Age: 35-65

Core Geographic Markets

Red Lodge is located in the South Central portion of Montana. We are the gateway to the Northeast Entrance to Yellowstone Park via the Beartooth Highway. Because of our geographic location, the majority of visitors come from east of us.

Summer

Wyoming, North Dakota and the Mid-Western States, particularly Minnesota and Wisconsin.

Winter

Wyoming, North Dakota, Minnesota and SK/MB Canada are key winter markets.

b. What are your emerging markets?

The Bakken Oil Boom, although slowing, continues as an emerging market. The large influx of workers with expendable income and extended blocks of leisure time are the focus for our Winter Cooperative advertising with Red Lodge Mountain.

The Billings Convention and Meeting market is growing as we continue to develop our relationship with the Billings CVB, Visit Billings.

We are also seeing an increase in travel from Eastern Wyoming including Sheridan, Casper and Gillette. The Billings Convention and Meeting

c. What research supports your target marketing?

Demographic Research

(ITRR 2014 Non-Resident Visitor Study) *

Average Age - 56
Age Groups – 40% 65-74, 38% 55-64, 22% 45-54, 16% 25-34, 11% 35-44
Gender - 49% Male, 51% Female
Group Size - 62% Couple, 15% Immediate Family, 15% Self
Average Group Size - 2.27
Household Income – 34% \$75-\$100k, 19% \$50-\$75k, 19% \$100-\$150k

**All percentages taken from online ITRR reports with 93 respondents*

Facebook Demographics – Top 4 Categories, 53%, are women

16% Women 35 to 44 Years
14% Women 45 to 54 Years
13% Women 25 to 34 Years
10% Women 55 to 64 Years

Geographic Research – Non Resident

ITRR – Non Resident

ITRR 2011 – Wyoming, Minnesota, North Dakota, Washington
ITRR 2012 – Wyoming, Minnesota, North Dakota
ITRR 2013 – Wyoming, Wisconsin, North Dakota, Washington
ITRR 2014 – Texas, Minnesota, Missouri, Kentucky, Arizona (only 93 respondents)

RedLodge.com Travel Planner Requests

The Midwest accounts for 38.3% of all Travel Planner requests. Minnesota is highest with 10.0%

Facebook – Top 5 Cities (Outside Montana)

Cody, WY 118
Minneapolis, MN 98
Bismark, ND 93
Powell, WY 92
Sheridan, WY 76

Facebook – Top 5 Cities (Including Montana)

Billings, MT 2,195
Red Lodge, MT 621
Bozeman, MT 249
Laurel, MT 165
Missoula, MT 109

Psychographic Research

According to the ITRR study, "Statewide Vacationers to Montana: Are They Geotravellers?", the strong geotraveler spent the most money per day while traveling in Montana (\$141.79) followed by the moderate geotraveler (\$134.10) and the non-geotraveler vacationer spent (\$133.27). Visitors who agreed with the principles of geotourism spend more money per day while traveling in Montana than non-geotravellers.

Beartooth Highway Economic Impact Research

During the winter season, Red Lodge, MT is not considered a gateway community because of road closures limiting access only to Cooke City/Colter Pass/Silver Gate, MT and Cody, WY (via the Chief Joseph Scenic Byway).

Nonresident visitor expenditures contributed to over \$53 million in economic activity during 2012 summer and 2013 winter seasons. The economic impact for this region from nonresident travelers is substantial to local communities. Furthermore, results identified that nonresidents perceive the Beartooth Highway as a destination in itself, not simply a highway.

Optional: [Include attachment here.](#)

4. Overall Goals

Moving into our second year, our overall goals remain similar. We had a successful, while rocky at times first year.

Continue to Build Marketing Infrastructure

This will include, but not be limited to:

- Consistent and informed Visitor Information Center staffing
- Upgrade Visitors Center
- Increase Travel Planner Mailers
- Improve Public Relations
- Increase Social Media Reach
- Develop Cooperative Relationships within our Market Area
 - Red Lodge Tourism Improvement District
 - Red Lodge Mountain
 - City of Red Lodge

Increase Winter Season Visits

The Red Lodge TBID and Red Lodge CVB have joined with Red Lodge Mountain in cooperative advertising.

Attract Groups, Meetings and Sporting Events

We will focus on smaller meetings (10-200 people) and social groups. We will also work to attract youth tournaments/events in the shoulder seasons.

Expand Alliances With Area Towns

Red Lodge is fortunate to be located near Billings - Montana's largest city. With this alliance, we want to support their efforts in promoting the Beartooth Highway as "The most scenic route to Yellowstone Park". Billings is also a hub for groups, conventions and meetings. We will work to strengthen our relationship with the Billings CVB to attract these groups to our area.

Cooke City is the "other side" of the Beartooth Highway and the Northeast Entrance to Yellowstone Park. It is mutually beneficial to strengthen our relationship.

Cody Wyoming has the potential to be a very strong ally. Although they are essentially after the same visitor, by working together we will attract more visitors to our side of Yellowstone Park driving visitors to the East and Northeast Entrances.

Red Lodge Branding

The Red Lodge Area Chamber of Commerce and CVB formed the Branding Leadership Team with the intention of Branding Red Lodge. We achieved our goal and the brand is now in the development process. Once received, we will work to integrate all of our existing marketing to fit the brand. We will work with area groups, government and businesses to fully integrate the brand into the community and all marketing.

Measurable Objectives

- Increase the MTOT Lodging Tax Collections 2%
- Increase Travel Planner distribution by 1.5%
- Increase Facebook 'Friends' by 1,000
- Host two Youth Sporting Tournaments

Optional: [Include attachments here.](#)

5. Joint Venture Opportunities

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

MTOT - Winter OntheSnow.com

Cooperative advertising with OntheSnow.com promoting Red Lodge Mountain

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

Yellowstone Country - Opportunity Marketing

Yellowstone County has opportunity funds available for cooperative marketing of new events

Billings CVB – Winter Marketing

Work with Visit Billings to help promote visitors to Red Lodge via Billings

Billings CVB – Meeting/Groups Marketing

Work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be extended stays and return visits.

Red Lodge Mountain

Several co-op opportunities through the winter season including, print and digital media aimed at Wyoming, North Dakota and the Midwest.

TBID and RLMLA

Create co-op opportunities with the Red Lodge TBID and Red Lodge Merchants and Lodging Association to promote events.

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

We worked with Red Lodge Mountain this past winter on digital media campaigns. The ski area and local lodging properties had one of the best winters on record. This was a success considering the less than stellar snow season.

The Red Lodge Branding Project, lead by the CVB Branding Leadership Team, was funded by the Red Lodge Tourism Business Improvement District TBID, Yellowstone Country Travel Region and the Red Lodge Merchants and Lodging Association. Because of their help, no CVB funds were required.

Yellowstone Country has partnered with our local coordinated effort for the 75th Anniversary of the Beartooth All-American Road Celebration, increasing our European visits to the top 10 who came inside our visitors center and this event won the tourism event of the year award 2011.

We work closely with the TBID on all marketing.

Optional: Include attachments here. [FY16 CVB Budget.pdf](#)

Include pie chart here. [FY16 CVB Budget Pie Chart.pdf](#)

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 Attcmnts
Consumer	Print Advertising		Work with the Red Lodge Tourism Business Improvement District to produce an Advertising/Calendar area for the Billings Gazette's weekly Enjoy Section. The ad area is typically a half page and includes a calendar of events and marketing message specific to what is happening that weekend or other upcoming events. The space also includes an area for local businesses to buy display ads at a reduced rate. The goal is to keep a consistent message in front of potential visitors. The TBID negotiated a reduced rate for the space of \$200 per week. The CVB is entering into a joint venture with the TBID to support this important project.	Consistency is key. Our visitors are learning that they can check what is happening in Red Lodge in the Enjoy Section each and every week. The Billings Gazette is the largest newspaper in our market area covering Central and Eastern Montana and Northern Wyoming with a 43% market penetration.	By keeping Red Lodge in front of our potential visitors on a consistent basis, we are keeping top of mind awareness for Red Lodge. The Billings Gazette is an important source for news and information regionally. By using the Gazette, it allows us to advertise to all of the regional communities without having to buy ads in each of the town's newspapers.	Comparing year to date accommodations tax statistics, resort tax revenue, ITRR non-Resident Travel Data, Visitor Information Center top 10 visitor counts for regional data. Check Hotel/Motel statistics for overnight stays by regional travelers from Wyoming for specific events.		\$1,000.00	No	
Consumer	Electronic Adv - Newsletter, E-blast	Yes	We will be promoting Red Lodge as a destination through electronic newsletters minimum of once per month. The two databases that we will be using include Creative Design Works' hosting more than 7,500 contacts along with Red Lodge Mountain Resort's with more than 10,000. We will produce and circulate this newsletter to continually put Red Lodge at the forefront of consumers' decision making process, providing them the facilitation and navigation of Red Lodge at their	Our statistics show that 38.3% of this interested market resides in the Midwest but also proves that requests arrive from a world-wide base. The Red Lodge E-newsletter performs. With an Open Rate (OR) of 30-40% we are well above the median average of 15% for the Travel & Leisure Industry. Our Click Through Rate (CTR) of 4.3 also exceeds the median average of 1.5%. The Pollard has reported a 92% return rate on their promotional packages produced and circulated	Targeting our captive audience who has already expressed interest in visiting Red Lodge, Montana via electronic marketing and newsletters will position Red Lodge as a vacation destination. Using the newsletter links to drive the consumer to our websites provides a further opportunity to educate and entice. The newsletters will allow Red Lodge to showcase ease of accessibility, special events, peak interest for the geotraveler in the culture, history	Monthly review of enews metrics with attention to OR and CTR; consistently be above the National Average for the Travel and Leisure Industry. Reviewing the overall annual revenue provided through State bed tax reporting will allow us to compare previous year's statistics. Utilizing the quarterly based resort tax reporting for the city of Red Lodge itemized by category will allow us to view traveler trends as well. We will be able to monitor and		\$750.00	No	BenchmarkStudy.pdf

			<p>fingertips. The newsletters will cover the shoulder season targets but also strive to increase occupancy levels during the high traffic summer months when guests are more likely to travel to Red Lodge due to personal schedules, weather, accessibility to Red Lodge and the State of Montana.</p> <p>The requested money will be used to fund an online enews service.</p>	<p>through electronic media during the shoulder season and winter months.</p> <p>The majority of Red Lodge Mountain's Resorts database is comprised of repeat customers who stay current on snow conditions and available runs.</p> <p>Promoting Red Lodge through digital and electronic media has proven to be a consumer demand and requirement in today's economy.</p>	<p>and natural surroundings, wildlife viewing and adventure opportunities.</p>	<p>compare the enewsletter circulation with increased occupancy and spending. We will also rely on ITRR non-resident data reports specific to Red Lodge and Carbon County.</p>			
Consumer	Travel Guide	Yes	<p>Visitor's interested in visiting the Red Lodge area can request a travel planner and activities guide packet either online or by phone. Making it easy to get and delivering a quality piece full of information will help the potential visitor make their destination decision as well as extending their stay.</p>	<p>According to national travel statistics. 79% of requests are online or downloaded. Once the visitor's guide is in their hands, 70% actually travel to the destination. Once they are on the ground, 80% use it as a planning resource and 71% extend their stays as a result of the visitor's guide.</p> <p>In 2014, 1,470 Travel Planner Packets were requested online.</p>	<p>Getting a travel planner in their hands while they are still planning, increases the awareness of Red Lodge as a destination and the most scenic route to Yellowstone Park will be a catalyst for increased non-resident visits and extended stays in Red Lodge.</p>	<p>Comparing year to date accommodations tax statistics, resort tax revenue, ITRR non-Resident Travel Data, Visitor Information Center top 10 visitor counts, Destination Red Lodge Travel Planner Mailer statistics by origin of requests as well as specific overall state number of requests will allow us to measure the success of our targeted increased Travel Planner distribution results.</p>	\$2,000.00	No	TravelPlannerRequests.png
Marketing Support	Administration	No					\$3,692.40	No	
Marketing Support	Opportunity Marketing	Yes	<p>Having \$1000 reserved for Opportunity Marketing prepares us to be allowed to take advantage of prospects that will protect and promote Red Lodge to that which we cannot foresee at the given time.</p> <p>Our strategy is to be prepared for these opportunities.</p>	<p>In 2012, InFocus with Martin Sheen contacted The Pollard Hotel with an offer that we couldn't refuse. For roughly \$16,000, Red Lodge was able to commit to this golden opportunity. Local groups swiftly pulled together the funding, borrowing \$15,000 from Red Lodge Mountain, obtaining approval from the Red Lodge Merchants and Lodging Association for \$1,000 stipend, repeatedly met with the InFocus representatives, created enough footage of the myriad of beauty and adventure in Red Lodge to create a 5 minute video along with a 1 minute interstitial and was aired throughout the season on this very national show. Please see attached video. This was a long term investment for Red Lodge as we now own the footage forever. We have already seen countless benefits from this "opportunity" quickly being able to share the videos and content with such nationally recognized shows such as HGTV and many other marketing pieces</p>	<p>Opportunities arise that we don't always foresee, such as an opportunity to showcase the community to mitigate negative publicity from a natural disaster such as fire or flooding. Opportunity Marketing allows us to position ourselves as premier vacation destinations no matter what the challenge. Staying in front of the news through all modes of communication will provide us the sustainability to maintain our revenue.</p>	<p>Depending on the opportunity that arises, we will only then be able to determine how to best measure that opportunity's immediate and long term results. However, we will be paying close attention to the travel trends after the opportunity marketing is released, try to incorporate a code specific fulfillment component, resort tax revenue itemized by category within the quarter of marketing release date, facebook and website increases, place of origin, comments, etc. The success may not be immediate but that will be based on the type of opportunity that presents itself to Red Lodge.</p>	\$1,000.00	No	Red Lodge Montana.mp4

				<p>throughout the state, region. We also use the videos for grant applications, tourism bids, interregional marketing efforts by other local groups such as the Friends of the Beartooth All-American Road, group solicitation promoting Red Lodge as a group travel destination. We intend to continue to maximize on this opportunity investment for years to come, saving future projects literally thousands of dollars and creating the ability to build our pool of resources and freeing up funds that would have been used in content compilation for other imperative endeavors and project components. This was a very successful collaborative community effort for opportunity marketing.</p> <p>We have also been working together with Red Lodge Mountain's Marketing Director, the Red Lodge Tourism Business Improvement District and Red Lodge Merchants and Lodging Association to better place ourselves for continued collaborative opportunities.</p>						
Marketing Support	TAC/Governor's Conference meetings	Yes						\$1,200.00	No	
Marketing Support	VIC Funding/Staffing /Signage	Yes	<p>Our strategy is to increase a paid Staff person's time professionally serving the public by approximately 200 hours annually. This will have a significant impact on the service that we will be able to provide. Ideally, these hours will be given to one Staff person who will work at the Chamber year-round. This will improve their level of expertise and provide consistency that our Members and guests deserve.</p>	<p>Every year over 10,000 travelers enter the Visitor's Information Center requesting information about the Area. In 2014, the overall RLA Chamber budget was \$118,000.00 with payroll and liabilities expenses equivalent to 40% of the budget. The revenue generated by the newly designated CVB will greatly, positively impact our scope of services. The \$2000 bed tax revenue is equivalent to one paid Staff person's time at the current rate of pay, \$9 per hour, in addition to 15% payroll liabilities, which is \$1.35 per hour in addition to hourly rate. We are open from 10-4 during the shoulder and winter seasons. Beginning annually November through March with an average of 4.5 weeks per month multiplied by 30 hours per week hours of operation (M-F 10-4), there is a need for Staffing 675 hours during this specified time period.</p>	<p>Utilizing the VIC Staffing budget will improve our quality of service at the Visitors Information Center, these improvements include the fulfillment component of increasing awareness, group travel promotion, badly needed building improvements and providing increased levels of quality service for Red Lodge. This creates delayed service replies, limited hours of operation and lost opportunity during the crucial decision making process of potential visitors. Increasing the Staff time, potentially the hours of operation, the efficiency and level of knowledge that this Staff person will provide will mitigate and dispel the challenges outlined. On average, the Executive Director is out of the office in 9 meetings per</p>	<p>Listening to the voices of our Membership and other groups such as the TBID and Red Lodge Merchants and Lodging Association in Red Lodge will be our greatest public accolades. Being able to serve the community the way that our Membership needs us to is very important to the Visitors Center Board. We could attribute extended stays to additional Staff time and more thorough service but a tracking mechanism for that has not been identified, therefore not in place at this time. We will immediately be able to decrease the number of missed phone calls, delayed response time on our email inquiries on a regular basis with additional Staffing.</p>		\$2,300.00	No	<p>2013-2014 State Counts Page.xls</p>

					week during November through March which translates to locked doors and zero interpersonal contact during at least 5 months out of the year. This is not an ideal experience created for that visitor when we are working hard to promote tourism during shoulder seasons. This centralized fulfillment component has to be in place to assist group travel planners, families who visit in the winter who don't want to ski the entire time and the secret season traveler who spends more time, money and resources truly getting to know the area and the people within.				
Publicity	Marketing/Publicity Personnel	Yes	This position will be responsible for publicity and media communications, development and distribution of online press and information releases; development of a media (print) database and distribution of information to these sources on a regular basis; development of an area lodging facilities database and distribution of information; development and maintenance of a social networking marketing strategy focused on web-based travel sites, social networking sites, personal information/blogs sites, and community outreach.	RedLodge.com enjoyed more than 166,000 unique visitors and 348,000 sessions producing 684,000 pageviews in the last year. 1470 Online requests for the Destination Red Lodge Travel Planner in 2014. We enjoy a large and active social media following including, Red Lodge Montana Facebook with more than 12,100 likes and the Beartooth Highway Facebook page with over 7,700 likes.	Having and invested individual in house ensures quick and accurate information. There is no need for an outside professional marketing firm that would cost us additional, unnecessary funding.	The following are the measurable objectives for accomplishment during FY15: Grow unique visits to RedLodge.com by 5% over previous year period Increase Enews Subscribers by 10% Increase Travel Planner Mailer Requests by 5% Grow Red Lodge Facebook likes by 10% Grow Beartooth Highway Facebook likes by 10% Grow Red Lodge Bed Tax Collections by 2% Increase Red Lodge VIC Visits by 2%	\$7,600.00	Yes	CVB FY16 Marketing PR Job Description.pdf
							\$19,542.40		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Electronic Adv - Newsletter, E-blast	\$750.00	\$0.00
Consumer	Travel Guide	\$2,000.00	\$0.00
Consumer	Print Advertising	\$1,000.00	\$0.00
		\$3,750.00	\$0.00
Marketing Support	Administration	\$3,692.40	\$0.00
Marketing Support	Opportunity Marketing	\$1,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,200.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$2,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$300.00	\$0.00
		\$8,192.40	\$0.00
Publicity	Marketing/Publicity Personnel	\$7,600.00	\$0.00
		\$7,600.00	\$0.00
		\$19,542.40	\$0.00

Miscellaneous Attachments

File Name	Description	File Size
2013-2014 State Counts Page.xls (51 KB)	CVB 2013-14 VIC State Counts Page Reference	51 KB
2014 CVB 2011-12 State Counts Page Reference.pdf (28 KB)	CVB 2011-12 VIC State Counts Page Reference	28 KB
2014 CVB 2012-13 State Counts Page Reference.pdf (28 KB)	CVB 2012-13 VIC State Counts Page Reference	28 KB
2014-2015 state counts page.xlsx (20 KB)	CVB 2014-15 VIC State Counts Page Reference	20 KB
Beartooth Highway Economic Impact Study.pdf (4.4 MB)	Beartooth Highway Economic Impact Study	4.4 MB
OverallMarketingPlanBudget.pdf (24 KB)	Red Lodge Overall Marketing Budget FY15	24 KB
WP_EmailMarketingMetricsBenchmarkStudy2013.pdf (1.7 MB)	2013 Email Marketing Metrics Benchmark Study	1.7 MB

Reg/CVB Required Documents

File Name	Description	File Size
Application for Lodging Tax Revenue FY16.pdf (144 KB)	Application for Lodging Tax Revenue FY16	144 KB
Certificate of Compliance FY16.pdf (179 KB)	Certificate of Compliance FY16	179 KB
Pledge of Understanding FY16.pdf (138 KB)	Pledge of Understanding FY16	138 KB

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