



*Billings*

MONTANA'S  TRAILHEAD

# 2011 — 2012 MARKETING PLAN & BUDGET

**it's**  
**Billings**  
Billings Chamber of Commerce  
Convention and Visitors Bureau

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## Purpose and Identity

The purpose of this comprehensive marketing plan is to provide a roadmap to success for the Billings Hospitality Community.

This plan will position the Billings Chamber/CVB in a leadership role for the recruitment of meetings and conventions, leisure travelers, motor coach industry, sporting events, film and medical tourism for the purpose of economic and cultural growth for Billings and the surrounding region. This plan allows us to be competitive with like-cities in tourism and convention recruitment.

### **Our identity lies in not what we say, but in what others say:**

Beartooth Highway was ranked #1 as the best motorcycle ride in the United States – American Motorcycle Association – April 2011

Billings is ranked in the top 20 greatest places to live in the west – *American Cowboy*, May 2010

Billings is ranked as one of America's best getaway Cities – *Daily News Entertainment*, March 2011

Billings is ranked #2 out of 10 Cities with the strongest economies – *Parenting Magazine*, July 2010

Billings is ranked as the 37<sup>th</sup> most bicycle friendly community in the US – *Bicycling Magazine*, 2010

Billings was named in the top 38 cities for unpolluted air – State of Air Report, 2010

Billings is named in the top 83 must see Cities in the west – *Old West Destinations*, April 2010

Billings is named as the 4<sup>th</sup> greenest small city in the US – *Organic Gardening Magazine*, February 2008

Billings is really AWESOME! Robert (age 9) – Billings VIC log book, August 2010

# Market Segments

**Meetings, Convention & Event Recruitment:** Association; National & State, Government, Recreation, 2/4 Wheeled Social Events, Religious, Native American, Military Reunion

**Leisure Recruitment :** In-State Regional, 2/4 Wheeled Enthusiasts, Motor coach, International

**Sporting Event Recruitment**

**Other Market Segment Recruitment:** Film, Medical Tourism

**Meetings & Conventions Recruitment.** It is rare to find a city the size of Billings that offers 4029 guest rooms and over 265,000 square feet of technically sound convention/exhibit space, as well as quality air service servicing nine destinations with direct flights. At the same time, Billings exudes charm, a strong sense of place and community values. We continually encourage our delegates to come early and stay late which statistics show increases statewide revenues.

**Leisure Recruitment.** As the largest city in a 500-mile radius, Billings, Montana's Trailhead is an urban jewel surrounded by prairies with a mountainous backdrop and rich natural treasures. Our community is a regional hub offering shopping, transportation, culture and entertainment to the residents of Montana, Northern Wyoming, Western North Dakota and Western South Dakota. Our location between Glacier, Yellowstone and Grand Teton Parks and the Black Hills makes us an ideal stopping point for the travelers. Billings offers an abundance of walking trails and has an extensive system of bike trails within and outside the city limits. Wide open spaces and breathtaking riding/driving routes will be promoted throughout the year. Our recruitment plan will capitalize on our rich natural history in addition to the modern conveniences of our city.

**Sporting Event Recruitment.** With multi-sports complexes such as MetraPark (wrestling, basketball, hockey, volleyball, rodeo), Montana State University-Billings and Rocky Mountain College (basketball, softball, tennis, swimming, football) and sport specific areas such as Amend Park (soccer), Pioneer Park (tennis), Centennial Ice Arena (hockey), and Wendy's Field (track, soccer, football), Billings has become a regional center for amateur and semi-professional sporting events. Billings is also proud to have Dehler Park, the \$13 million home of the Billings Mustangs Professional Baseball team. Data shows us that a majority of visitors who are in Billings for a sporting event spend at least two nights and travel with one other person.

**Other Market Segment Recruitment.** Recognizing the value of other markets which make up approximately 10% of our visitors, limited focus on the recruitment and support of the Film Industry will be continued. Billings continues to receive small film projects as well as photo shoots in the surrounding community. Medical Tourism is new to the program of work within the Billings Chamber/CVB. Statistics show that over 100,000 Americans living in Alberta and Saskatchewan do not qualify for medical care in Canada. We will target this group as well as surrounding states and Montana communities. We will tastefully promote the high quality of medical services Billings offers.

# Market Strengths

- Availability of quality guest rooms – 4029
- Large, multi-purpose venues – 10,000 seat arena, over 265,000 sq. feet of meeting and event space in addition to unique venues such as Zoo Montana, Oscars Park, Pappy's Guest Ranch or one of many Faith Based venues.
- Quality air service - direct flights to 7 (2 additional seasonal flights) major cities by 6 carriers.
- As one of the geographically largest trade areas in the country, Billings is a regional hub for the agriculture, energy, education, and healthcare industries.
- The City's proximity to well-known national attractions and events puts Billings in a great marketing position. Yellowstone National Park, Glacier National Park, the Black Hills, Mount Rushmore, Little Bighorn Battlefield and Pompey's Pillar National Monument are all assets to a quality visitor experience and are all easily accessible from Billings.
- Billings' vibrant downtown and Historic Montana Avenue boasts unique boutiques, restaurants, coffee houses, sidewalk cafés, galleries, loft apartments and more.
- Native American history and western flair of the region makes Billings attractive to a diverse group of visitors.
- Unique dining, entertainment, events and a variety of cultural assets.
- Billings is home to the Mustangs (baseball), the Cincinnati Reds baseball farm club, and the Billings Bulls Hockey team. Club sports and organized youth sports are also abundant.
- The partnerships we have forged with local and regional tourism partners and surrounding states have made Billings CVB a credible tourism promoter with valuable connections throughout the region.
- Billings has good brand recognition – beginning with new Scenic Drive signage and welcome signage at Billings Logan Airport to promotion of brand pillars throughout the community, the Trailhead Brand is becoming recognized.

## Market Weaknesses

- Per capita we offer superior air service, in some cases flight times can be inconvenient and priced higher than airports in other metropolitan areas.
- Public transportation to and within the community can be expensive, inconvenient and in some cases a lower standard than in our competitive cities.
- Convention facilities are spread throughout the city and based on research have found them to be dated or not convenient locations.
- Billings also offers no structured convention center on a campus setting. We are aware of the fact that if any of regional competitors would build a center, our market share would be affected drastically.
- The city of Billings lacks an offering of walking activities near a hotel or convention space – something that would encourage guests to get out and explore or spend!
- General perception that there is nothing to do in Billings.

Target Audience:

## Meetings & Conventions Recruitment

### Positioning Statement:

Billings offers a slice of the unique Montana mystique – the mystery of the west, natural beauty and people who are glad you chose Billings. Billings is Montana’s City offering affordable rooms, ample meeting space and unexpected quality air service.

### Key Measurable Objectives:

1. Book 8 citywide conventions/meetings in Billings.
2. Generate 12,000 citywide room nights for the lodging facilities of Billings.
3. Generate 175 qualified leads.
4. Book a total of 20 groups (including citywide, small meetings and sports) resulting in 22,000 room nights.

### Geographic Target Markets:

The target will be planners concentrated in Washington, D.C., the Rocky Mountain Region and other national cities where association headquarters are located. To discover these planners and build relationships with them, we will continue to utilize local residents and local contacts who participate in meetings, conventions and hobby groups that have contacts and are in leadership roles within the community. We will also target meeting planners headquartered in Helena and other key Montana cities.

### Demographic Target Markets:

The target markets will include groups, associations and/or clubs that will utilize 350 guest rooms (peak) for at least two nights at a minimum of three properties and utilize a minimum of 8,000 square feet of exhibit or meeting space.

### Supports Strategic Plan: (Required by Tourism Advisory Council’s (TAC) Rules and Regulations)

**Goal 1;** Action 1.1 – Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

    Action 1.1e – Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

    Action 1.2a – Amplify targeted sales and marketing to attract groups, meetings and conferences to Montana.

**Goal 5;** Action 5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

    Action 9.3 – Enhance funding for regions and CVB marketing efforts.

**Goal 10;** Action 10.5b – Purchase research about national/international tourism, recreation and related trends from Smith Travel Research.

### Marketing Methods:

Attend trade shows and one–on–one meeting planner shows, pre/post show event; Statewide, regional, national advertising campaigns; e-marketing to leads and client lists; sales missions; continued promotion of the Bring it to Billings campaign; familiarization trips; enhance meetings and convention portion of web-site; utilize convention DVD for recruitment

Target Audience:

## Leisure Recruitment

### Positioning Statement:

Billings is a hub of contemporary amenities and the individual comforts of home from which to embark on unlimited adventures into the history of the west, the mysteries of nature and the challenges of the greatest outdoors in America!

### Key Measurable Objectives:

1. Increase room demand by 3% over FY 10/11.
2. Develop a benchmark industry report card receiving an 85% satisfaction rating.
3. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

### Geographic Target Markets:

We will target communities that are at least 150 miles from Billings and are between Billings and the next larger regional markets such as Rapid City, Bismarck, Sheridan, Denver, Calgary and Fargo.

Our target geographic area for the regional market will be the surrounding states, including Wyoming, Washington, Idaho, North Dakota, South Dakota, Colorado and Canada.

### Demographic Target Markets:

Our primary demographic target will be visitors who view Billings as a metropolitan area and are interested in shopping, special events, culture, history, nature and entertainment opportunities they cannot find in their hometowns. Billings is an obvious overnight stop for the motor coach industry for those tours to the area National Parks and regional attractions.

### Supports Strategic Plan: (Required by Tourism Advisory Council's (TAC) Rules and Regulations)

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

Action 1.1c – Attend consumer travel shows.

Action 1.1d – Continue marketing to international travelers.

Action 1.1e – Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

Action 1.2d – Target travel media to increase the visibility of Montana as a leisure travel destination.

Action 1.2e – Continue to target tour operators to bring group tours and packaged vacations to Montana.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

Action 9.3 – Enhance funding for region and CVB marketing efforts.

**Goal 10;** Action 10.5b – Purchase research national/international tourism, recreational related trends from Smith Travel Research (STR).

### Marketing Methods:

Produce a comprehensive advertising campaign promoting Billings via newspaper, magazine, websites, television, social media, billboards and/or radio with a combined focus on brand lift and specific promotion; produce opt in e-newsletter; attend consumer show promoting Montana's Trailhead; co-op with regional tourism organizations; build e-marketing database through name collection in VIC; continue enhancing visitor website and building social media base; group travel/international fam.

Target Audience:

## Sports

### Positioning Statement:

Billings is an ideal location for youth, collegiate, and regional sporting events because we have Montana's largest inventory of venues for both large and small events. Billings also offers affordable "big city" amenities the athletes and attendees enjoy. Montana's Trailhead is the quintessential "come early- stay late" destination for sporting families.

### Key Measurable Objectives:

1. Increase the awareness of Billings as a regional sporting hub.
2. Increase room demand by 3% over FY 10/11.
3. Increase Wyoming, North Dakota and South Dakota Athlete participation in Billings events.
4. Book one additional sporting event in Billings by partnering with current sporting clubs or venue managers.

### Geographic Target Markets:

Sporting events will be targeted on state, regional and national levels. Billings currently hosts a limited number of regional events featuring participants from the Western U.S. and Southern Canada. We will expand this mostly summer event season to year round, capitalizing on our extended mild climate.

### Demographic Target Markets:

Team leaders, team parents, coaches, tournament managers who are interested in hosting their sporting events in Billings.

### Supports Strategic Plan: (Required by Tourism Advisory Council's (TAC) Rules and Regulations)

**Goal 1;** Action 1.1 – Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

    Action 1.1e – Enhance tracking and reporting results and ROI from state, regional and CVB advertising efforts.

    Action 1.2b – Work with local sports groups/clubs to attract regional and national sports competition in off-peak seasons.

**Goal 9;** Action 9.3 – Enhance funding for region and CVB marketing efforts.

### Marketing Methods:

Attend industry trade show; produce a sports themed advertising campaign for newspaper, magazine, web, social media, television and/or radio; familiarization trips; continue to provide hospitality and group assistance to sporting events; produce sports brochure.

Target Audience:

## Film

### Positioning Statement:

Billings offers the necessary amenities and production services within a short drive to dramatic film locations.

### Key Measurable Objectives:

Host one industry FAM in conjunction with Montana's Film Office resulting in one film project.

Improve Billings' position with the film industry by offering incentives in conjunction with the Montana Film Office.

### Geographic Target Markets:

Film decision makers will be reached through the Montana Film Office.

### Demographic Target Markets:

Film makers and industry executives interested in historical and cultural attractions located in Billings and the area.

### Supports Strategic Plan: (Required by Tourism Advisory Council's (TAC) Rules and Regulations)

Goal 1; Action 1.2c – Continue to promote Montana as a film location and consider enhanced incentives for film production in Montana.

### Marketing Methods:

Maintain presence in MTOT Film location guide book; host producers, writers, film executives to Billings; continue to offer services free of charge to production companies – such as location scouting or assistance in permitting.

Target Audience:

## Medical Tourism

**Positioning Statement:** Billings boasts world class, yet affordable healthcare in a home town setting while offering desirable amenities and attractions.

### Key Measurable Objectives:

1. Increase room demand by 3% over FY 10/11.
2. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

### Geographic Target Markets:

Southern Saskatchewan, Southern Alberta, Canada, Wyoming, North and South Dakota, and Montana.

### Demographic Target Markets:

Patients needing specialized medical treatment that Billings offers. Americans living in Canada unable to receive socialized medicine.

### Supports Strategic Plan: (Required by Tourism Advisory Council's (TAC) Rules and Regulations)

Action 1.1 – Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

Action 1.1e – Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

**Goal 5;** Action 5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

Action 9.3 – Enhance funding for regions and CVB marketing efforts.

### Marketing Methods:

Produce a Medical Tourism campaign promoted through newspaper, magazine, web, social media, radio and/or television

2011-2012  
TBID/CVB Budget

	TBID Budget	State Bed Tax Budget	Total Budget
<b>Revenues</b>			
Collections	775,000.00	245,000.00	1,020,000.00
Carryover	0.00	10,000.00	10,000.00
<b>Revenue Total</b>	<b>775,000.00</b>	<b>255,000.00</b>	<b>1,030,000.00</b>
<b>Reserves</b>	<b>25,000.00</b>		<b>25,000.00</b>
<i>Staff Expenses</i>			
Wages/Benefits	203,500.00		203,500.00
<i>Total Staff Expenses</i>	<b>203,500.00</b>		<b>203,500.00</b>
<i>Administrative Expenses</i>			
Administrative Expense		49,000.00	49,000.00
Computers/Software	4,000.00		4,000.00
Equipment-Repairs & Supplies	2,500.00		2,500.00
Legal and Accounting	6,500.00		6,500.00
Liability/D & O Insurance	2,100.00		2,100.00
Meeting Expenses			
TBID Meetings	300.00		300.00
TAC		2,000.00	2,000.00
Governor's Conf/Partners Mtg	500.00	1,000.00	1,500.00
Misc. Meetings	2,500.00		2,500.00
Mileage	2,500.00		2,500.00
Office Supplies	3,000.00		3,000.00
Fulfillment by Contractor		13,000.00	13,000.00
Postage	2,500.00	4,000.00	6,500.00
Professional Training	2,000.00	6,000.00	8,000.00
Telephone/Wireless Equipment	3,000.00	0.00	3,000.00
Marketing Plan Development		2,500.00	2,500.00
TBID Newsletter	300.00		300.00
<i>Total Administrative Expenses</i>	<b>31,700.00</b>	<b>77,500.00</b>	<b>109,200.00</b>

2011-2012  
TBID/CVB Budget

	TBID Budget	State Bed Tax Budget	Total Budget
<i>Marketing</i>			
<b>Advertising:</b>			
Instate Conventions	2,500.00		2,500.00
Custer Country		3,000.00	3,000.00
Leisure Market Advertising	163,000.00		163,000.00
Nat'l Sports		10,000.00	10,000.00
Bring it to Billings Campaign	7,000.00		7,000.00
Co-op Advertising		25,000.00	25,000.00
Agency Retainer	29,000.00		29,000.00
2/4 Wheel Campaign		10,000.00	10,000.00
Search Engine Optimization	6,000.00		6,000.00
Social Media	6,000.00		6,000.00
National Tourism Week	2,500.00		2,500.00
<b>Total Advertising</b>	<b>216,000.00</b>	<b>48,000.00</b>	<b>264,000.00</b>
<b>Opportunity</b>			
Opportunity	5,200.00	11,000.00	16,200.00
Branding Activities and Projects	5,000.00		5,000.00
Grants	30,000.00		30,000.00
<b>Total Opportunity</b>	<b>40,200.00</b>	<b>11,000.00</b>	<b>51,200.00</b>
<b>Printed Materials</b>			
Promotional Materials	5,000.00		5,000.00
Welcome/Recruitment Banners	1,500.00		1,500.00
Visitor Guide	50,000.00		50,000.00
Monthly Events Calendar	5,000.00		5,000.00
Presentation Materials	1,000.00		1,000.00
In-state Direct Mail	1,500.00		1,500.00
Sports Direct Mail/Brochure		6,000.00	6,000.00
2/4 Wheeled Maps/Brochures		10,000.00	10,000.00
Trailhead Folder/Sales Kit	2,500.00		2,500.00
Press Video		6,000.00	6,000.00
Meeting Planner Incentive Program	2,000.00		2,000.00
Scenic Drive Program	8,000.00		8,000.00
BITB Printing/Supplies	2,500.00		2,500.00
Community Signage	10,000.00		10,000.00
<b>Total Printed Materials</b>	<b>89,000.00</b>	<b>22,000.00</b>	<b>111,000.00</b>

2011-2012  
TBID/CVB Budget

	TBID Budget	State Bed Tax Budget	Total Budget
<b>Sales Expenses</b>			
Instate	3,500.00		3,500.00
International/National/Regional	3,500.00		3,500.00
Attendance Building	2,500.00	5,000.00	7,500.00
Site Visits	2,500.00	5,000.00	7,500.00
Incentives - Convention	5,000.00	10,000.00	15,000.00
Incentives - Sports	20,000.00		20,000.00
Sports Hospitality	13,500.00		13,500.00
Convention/Event - Hospitality	5,000.00		5,000.00
<b>Total Sales Missions</b>	<b>55,500.00</b>	<b>20,000.00</b>	<b>75,500.00</b>
<b>Tradeshows/Conventions:</b>			
Leisure Recruitment Show	3,000.00		3,000.00
Meetings Industry Council	3,500.00		3,500.00
Destination Showcase DC	5,000.00		5,000.00
Connect	4,000.00		4,000.00
Rejuvenate	4,000.00		4,000.00
Helms Briscoe	7,000.00		7,000.00
Conference Direct	4,700.00		4,700.00
RMI	2,000.00		2,000.00
Fraternal Executives Association	3,500.00		3,500.00
MSAE	2,500.00		2,500.00
Booth Enhancements	2,000.00		2,000.00
Pre/Post Conference Activities	5,000.00		5,000.00
NTA	5,000.00		5,000.00
TAP	5,000.00		5,000.00
TEAMS	4,000.00		4,000.00
Tradeshow Partnerships (coops)	2,500.00		2,500.00
<b>Total Tradeshows</b>	<b>62,700.00</b>		<b>62,700.00</b>

2011-2012  
TBID/CVB Budget

	TBID Budget	State Bed Tax Budget	Total Budget
<b>Publicity:</b>			
Photos	5,000.00	5,000.00	10,000.00
<b>FAM Tour Expenses:</b>			
Motor Coach/Int'l Operators	500.00	3,000.00	3,500.00
Journalists	500.00	2,000.00	2,500.00
National Meeting Planners	2,500.00	7,000.00	9,500.00
Montana Meeting Planners	2,000.00		2,000.00
BITB Gala	2,500.00		2,500.00
Trailhead Tourism Ambassador Prg.	6,000.00		6,000.00
<b>Total Publicity</b>	<b>19,000.00</b>	<b>17,000.00</b>	<b>36,000.00</b>
<b>Web Site:</b>			
Web Maintenance & Enhancement	25,000.00		25,000.00
Mobile Site Maintenance	5,000.00		5,000.00
Domain names registration	400.00		400.00
Niche Activity Info Pages		6,000.00	6,000.00
<b>Total Web Site</b>	<b>30,400.00</b>	<b>6,000.00</b>	<b>36,400.00</b>
<b>Film Recruitment:</b>			
Film Incentives	0.00	1,000.00	1,000.00
<b>Total Film Recruitment</b>	<b>0.00</b>	<b>1,000.00</b>	<b>1,000.00</b>
<b>Research:</b>			
Empowermint		5,000.00	
Smith Travel Research		6,500.00	6,500.00
<b>Research Total</b>	<b>0.00</b>	<b>11,500.00</b>	<b>11,500.00</b>
<b>VIC:</b>			
VIC - Toll Free Line		1,000.00	1,000.00
Staffing Budget		40,000.00	40,000.00
Signage/Brochure Rack	500.00		500.00
VIC/Volunteer expenses	1,500.00		1,500.00
<b>VIC Total</b>	<b>2,000.00</b>	<b>41,000.00</b>	<b>43,000.00</b>
<b>Total Marketing Expenses</b>	<b>514,800.00</b>	<b>177,500.00</b>	<b>692,300.00</b>
<b>Total Expenses</b>	<b>775,000.00</b>	<b>255,000.00</b>	<b>1,030,000.00</b>
<b>Revenue less Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

Note: Should lodging tax budget be decreased, the following categories could be decreased by 10%: Admin, Advertising, Publicity, Printed Materials, and Opportunity.

*Organization Name:* **Billings Chamber of Commerce / CVB**  
*Project Name:* **Fulfillment – Contract and General Postage**  
*Project Date:* **Fiscal Year 2011 - 2012**  
*Application Completed by:* **Joan E. Kronebusch**

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings Chamber CVB has identified our regional travel audience as being our number one target to increase visitation. In order to better reach them, we will be contracting with Certified Folder to distribute our visitors guide in key markets along the Yellowstone Park Corridor as well as throughout Eastern Montana, Northern Montana, Western North and South Dakota and Northern Wyoming.

We are requesting \$13,000 for contracted fulfillment. In addition to contract fulfillment, we have requested \$4,000 for general postage (additional \$2500 private funds) to fulfill our commitment for meeting and event planners in addition to general tourism responses.

*Develop Objectives*

1. Increase room demand by 3% over FY 10/11.
2. Develop a benchmark industry report card receiving an 85% satisfaction rating.
3. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

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

This project supports the first and second goal of the marketing plan – Meeting and Convention Recruitment and Leisure Recruitment.

Increase visitation and increased expenditures of the regional drive market will be achieved by encouraging multiple repeat visits.

*Does this project support the Strategic Plan?* **Yes** *If so, describe how.*

**Goal 1:** Increase 4 season tourism revenues statewide through effective marketing and promotions, focusing on high-volume, low impact visitors.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

Detail pages attached: **Yes**

**Billings CVB  
Contract and General Fulfillment**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
Certified Folder Display	13,000	+		=	13,000
General Postage	4000	+	2500	=	6500
<b>TOTAL</b>	<b>\$17,000</b>		<b>\$2500</b>		<b>\$16,000</b>

Approval Requested

Final

Preliminary

*Organization Name:* **Billings Chamber of Commerce / CVB**

*Project Name:* **Professional Training – DMAI, CDME, DMAP**

*Project Date:* **Fiscal Year 2011-2012**

*Application Completed by:* **Joan E. Kronebusch**

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings Chamber of Commerce/CVB will begin work toward becoming a Certified Destination – through DMAI's Destination Marketing Accreditation Program (DMAP). The Billings CVB's Director will also attend DMAI's National Convention to attend training and seminars toward becoming certified as a Destination Marketing Executive (CDME). This professional development and accreditation will enhance Billings' ability to market Billings and the surrounding areas to groups who only consider accredited DMO's when planning conferences and group meetings. It will also keep the Billings CVB abreast of cutting edge tourism marketing trends and keep Billings competitive and to increase the effectiveness of the Billings CVB's marketing efforts.

Since we must register for this event well in advance, registration will be taken out of 2010-2011 budget (approved last year), but expenses will be out of the 2011-2012 budget.

*Develop Objectives*

1. Book 8 city wide conventions or meetings.
2. Generate 12,000 group room nights for the city of Billings.
3. Increase room demand by 3% over FY 10/11.
4. Develop a benchmark industry report card receiving an 85% satisfaction rating.
5. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

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

These projects enhance all four priorities in the marketing plan. Education and certification are tools that will assist us with recruitment efforts.

Does this project support the Strategic Plan? **Yes** If so, describe how.

- 6.1; Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.
- 6.1a; Encourage all Montana CVBs to join either the DMAI or the WACVB to implement their standards, procedures, and performance reporting and pursue staff certification and CVB accreditation.

Detail pages attached **Yes**

**Billings CVB PROJECT BUDGET  
DMAI, CDME, DMAP**

	State Tourism Funds		Other Funds		Total
DMAI Convention	3000	+		=	3000
CDME Course	2000	+		=	2000
DMAP Fee (accreditation fee)	1000	+		=	1000
<b>TOTAL</b>	<b>\$6,000</b>			<b>\$</b>	<b>6,000</b>

Destination Marketing Association International	
Membership	\$1100
Training	\$250
Convention Registration	\$800
Air Transportation	\$300
Ground Transportation	\$100
Lodging	\$350
Meals	\$100
Project Total	\$3000

Certified Destination Marketing Executive Course	
Course Fee	\$1000
Air Transportation	\$300
Ground Transportation	\$100
Lodging	\$450
Meals	\$150
Project Total	\$2000

Organization Name: **Billings Chamber of Commerce / CVB**  
 Project Name: **Marketing Plan Development**  
 Project Date: **Fiscal Year 2011 - 2012**  
 Application Completed by: **Joan E. Kronebusch**

Approval Requested  
 Final  
 Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings CVB annually revisits it's marketing position and works to develop a strong, focused road map for itself and the tourism community each year. We will work with AD Creative to guide us through the process of a planning session, preparation for, the facilitation of and implementation of a clear and concise plan for tourism success. AD Creative will assist in the writing of the marketing plan for FY 2011-2012.

*Develop Objectives*

1. Reach or exceed all Objectives outlined in Annual Marketing Plan and Budget presented to TAC.

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

All Areas of the Marketing Plan support this project.

*Does this project support the Strategic Plan? **Yes** If so, describe how.*

**Goal 1;** 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

1.1e - Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

1.2 - Promote Montana to targeted groups/events emphasizing off-peak season activities.

**Goal 10;** Build an effective tram to implement the Strategic Plan and report results.

*Detail pages attached **Yes***

**CVB PROJECT BUDGET  
 Marketing Plan  
 Development**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
Marketing Plan Development/Strategic Planning	2500		2500
<b>TOTAL</b>	2500		2500

*Organization Name:* **Billings Chamber of Commerce / CVB**  
*Project Name:* **Advertising: Custer Country, Co-op Advertising,  
2/4 Wheel Campaign, National Sports**  
*Project Date:* **Fiscal Year 2011 -2012**  
*Application Completed by:* **Joan E. Kronebusch**

Approval Requested

Final  
 Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings Chamber CVB has identified our regional travel audience as being our number one target to increase visitation. The Campaigns listed below, will have components that include, but are not limited to print, radio, online, television, e-news, social media and billboards.

### **Custer Country Advertising**

Promote Billings to Custer Country visitors. Should advertising be allowed in the Custer Country publication, we will place advertising that is targeted toward our core audience. It will align with our national and regional advertising campaigns. If advertising is not allowed, we will partner with Custer Country or other advertising opportunities.

### **MTOT, Custer Country, Regions/CVB Co-op Advertising**

It is important to leverage our marketing/advertising dollars with MTOT and other bed tax entities. We will support entities with common interests – promoting tourism within Montana and/or southeastern Montana.

### **2/4 Wheel Campaign**

As stated in the Annual Marketing Plan, 2/4 wheel market is important to the overall success of the Billings tourism community. We will prepare a campaign that focuses on the riding and driving in the region. The campaign will focus on both leisure recruitment and group/event recruitment.

### **Sports Campaign**

Also stated in the Annual Marketing Plan is the recruitment of regional/national sports events. We will produce a campaign to promote Billings as a preferred destination for amateur sporting events.

### *Develop Objectives*

1. Increase room demand by 3% over FY 10/11.
2. Increase unique visitors by 5% per over FY 10/11 to the visitbillings.com website.

Advertising Application Continued

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

Regional Leisure Recruitment is to increase visitation and expenditures of the regional drive market and this will be achieved by encouraging multiple repeat visits. Depending upon the time of year the convention delegate is in Billings, we will reach convention and event delegates also through this program.

Does this project support the Strategic Plan? **Yes** If so, describe how.

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

**Goal 3;** Action 3.1 – educate visitors, suppliers, residents about ethics and responsibilities on public/private lands.  
Action 3.5 – identify means to reconnect youth with the outdoors.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

Detail pages attached: **Yes**

**Billings CVB Budget**  
Advertising

	State Tourism Funds	Other Funds	Total
Custer Country Ad	3000	+	= 3000
National Sports	10,000		10,000
2/4 Wheel Advertising	10,000		10,000
Co-op Advertising	25,000		25,000
<b>TOTAL</b>	<b>48,000</b>		<b>48,000</b>

**Custer Country Ad**

Billings CVB will place a full page full color ad in the Custer Country Vacation Guide.

Publication Custer Country Vacation Guide

Issue Annual

Size of Ad Full Page

Color Full

**2/4 Wheel Advertising**

Publication: American Motorcycle Association, Quick Throttle, Soundrider,

Issue: Monthly

Size of Ad: Full/ Half/ Quarter Page

Color: Full

**National Sports**

Publication: Sports Leisure, Sports Event Marketing, Sports Promotion, PNW Sports

Issue: Monthly

Size of Ad: Full/Half/Quarter

Color: Full

*Organization Name:* **Billings Chamber of Commerce / CVB**  
*Project Name:* **Printed Material; Sports Brochure,  
2/4 Wheel Brochure/Maps, Press Video**  
*Project Date:* **Fiscal Year 2011-2012**  
*Application Completed by:* **Joan E. Kronebusch**

Approval Requested

Final Press Video  
 Preliminary Sports & 2/4

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

### **Sports Brochure**

A support piece to be used at Sports Recruitment Trade shows, a comprehensive guide to all sporting venues and support services in Billings will be produced. The guide will also be used as a direct mail piece for our sports database. The guide will have an online component in addition to print.

### **2/4 Wheel Brochure/Map**

This is a multi use piece that will focus on the riding and driving experiences that can be found near Billings, Red Lodge and surrounding areas. The project will be a colorful, yet information packed brochure featuring maps, stories, laws, pictures and websites. The project will also have a supporting/detailed map in addition to an online component.

### **Press Video**

Billings is becoming more requested by travel writers and journalists on a monthly basis. We are continually being asked for story ideas and snippets of history of our region. We are planning on producing a press video that will feature Billings, its people, region, history, mystery and some of the more notable former residents. This information will be placed on our website under a Press Room Tab. The video will utilize still shots and video currently owned by the Billings CVB.

### *Develop Objectives*

1. Increase room demand by 3% over FY 10/11.
2. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

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

These projects enhance all four priorities in the marketing plan. Each project is a tool that will assist us with recruitment efforts.

Does this project support the Strategic Plan? **Yes** If so, describe how.

**Goal 1;** Action 1.2a - Amplify targeted sales and marketing to attract groups, meeting and conferences to Montana.

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans and track/report results.

Action 1.1e – Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

Detail pages attached **Yes**

**CVB PROJECT BUDGET**

Print

	State Tourism Funds	Other Funds	Total
Sports Brochure	6000	+	= 6000
2/4 Wheel Brochure	10,000	+	= 10,000
Press Video	6000		6000
<b>TOTAL</b>	<b>\$22,000</b>		<b>\$22,000</b>

**Press Video Budget**

Planning, Creative Direction	500
Script Writing, Copy Writing	1300
Editing	1200
Video Production	500
Licensing (music, copywriting)	200
Image processing	500
Page development	550
Navigation/ Rollover Programming	600
Uploading/Beta Testing	500
DVD Production	150
Project Total	\$6000

**Sports Guide**

Specifications will be presented to committee at a later date.

**2/4 Wheel Guide**

Specifications will be presented to committee at a later date.

*Organization Name:* **Billings Area Chamber of Commerce/ CVB**  
*Project Name:* **Sales Expenses – Attendance Building, Site Visits, Convention Incentives**  
*Project Date:* **Fiscal Year 2011 - 2012**  
*Application Completed by:* **Joan E. Kronebusch**

Approval Requested  
  X   Final  
       Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

### **Attendance Building**

Conventions, meetings, seminars, and conferences are a major part of the Billings tourism industry. Many of the meetings held here are of a regional, national, and international nature. Convention delegates spend considerably more money per day than the leisure traveler does and typically meet in the shoulder season when occupancy is low. Because of air service, variety of rooms and prices, attractions and exhibit space, Billings offers an environment conducive to the requirements of this market. Once a convention is awarded to Billings, we are many times required to attend the convention the year before it is held in Billings to build attendance. We will travel to the conference and promote Billings by staffing an information booth, producing save the date materials, placing ads in convention programs.

### **Site Visits**

In advance of Billings being chosen as a site for a convention, often times it is necessary to host a site selection team – to further showcase our region. We are requesting funds for lodging, airfare, baggage fees, car rental, meals, parking and admission fees to museums or venues.

### **Convention Incentives**

AIANTA (American Indian, Alaska Native Tourism Association) Convention/Hospitality Sponsorship – One of the stipulations of Billings, MT being awarded the 2012 AIANTA Convention is the local host committee (which the Billings CVB is a partner) sponsor a reception at the 2011 Annual AIANTA conference. The Billings CVB will cover this cost (up to \$10,000 as allowed by the regulations). This is noted in the official addendum of the convention. We will work with the convention committee to make this host community reception a unique event.

### *Develop Objectives*

- Book 8 citywide conventions/meetings in Billings.
- Generate 12,000 citywide room nights for the lodging facilities of Billings.
- Generate 175 qualified leads.
- Book a total of 20 groups (including citywide, small meetings and sports) resulting in 22,000 room nights.

Sales Expenses Application Continued

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

The goals defined in the marketing plan clear and concise direction. The number one goal is to target general and specialized meeting planners that have the ability to bring citywide meetings or conventions to Billings.

Does this project support the Strategic Plan? **Yes** If so, describe how.

**Goal 1;** Action 1.2a – Amplify targeted sales and marketing to attract groups, meetings and conferences to Montana.

**Goal 5;** Action 5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

Detail pages attached **Yes**

**CVB PROJECT BUDGET**  
**Sales Expenses**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
Attendance Building	5000	\$2500 =	7500
Site Visits	5000	2500	7500
Convention Incentives	10,000	5000	15,000
<b>TOTAL</b>	<b>20,000</b>	<b>10,000</b>	<b>30,000</b>

**Attendance Building**

Airfare: \$1500  
 Baggage Fees: \$100  
 Lodging: \$1500  
 Transportation (car or other means): \$500  
 Presentation material: \$300  
 Meals individual and group: \$1000  
 Miscellaneous Expenses: \$100  
 Private funds: \$2500

**Total: \$7500**

**Site Visits**

Airfare: \$2,000  
 Baggage Fees: \$100  
 Lodging: \$1000  
 Transportation (car or other means): \$500  
 Presentation material: \$300  
 Meals individual and group: \$1000  
 Miscellaneous Expenses: \$100  
 Private funds: \$2500

**Total: \$7500**

*Organization Name:* **Billings Chamber of Commerce / CVB**  
*Project Name:* **Publicity – Motor Coach/Int'l Fam, Journalist Fam, National Meeting Planner Fam, Photos.**  
*Project Date:* **Fiscal Year 2011-2012**  
*Application Completed by:* **Joan E. Kronebusch**

Approval Requested  
 Final Photo Library  
 Preliminary FAM

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

### **Familiarization Tours**

Billings CVB will work with MTOT and other tourism regions or entities to host fam tours. This project is important to our mission because it is the combining of budgets and resources to promote our region and state. Should the opportunity arise to partner with other businesses, all rules and regulations will be adhered to.

### **Photo Library**

Billings CVB will continue to build a photo library that will be used for advertising of all types, promotion, tourism partners' websites, display in the VIC, CVB Website and journalist requests. We will research local/regional/national photographers that feature Billings and regional photos. The photos will be available to tourism organizations and tourism partners at no charge.

### *Develop Objectives*

1. Book 8 citywide conventions/meetings in Billings.
2. Generate 12,000 citywide room nights for the lodging facilities of Billings.
3. Book a total of 20 groups (including citywide, small meetings and sports) resulting in 22,000 room nights.
4. Increase room demand by 3% over FY 10/11.

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

These projects enhance all four priorities in the marketing plan.

Publicity Application Continued

Does this project support the Strategic Plan? **Yes** If so, describe how.

**Goal 1;** Action 1.2a - Amplify targeted sales and marketing to attract groups, meeting and conferences to Montana.

**Goal 1;** Action 1.2d – Target travel media to increase the visibility of Montana as a leisure travel destination.

Action 1.2e – Continue to target tour operators to bring group tours and packaged vacations to Montana.

**Goal 9;** Action 9.2 - Foster opportunities to pool public and private marketing dollars.

Detail pages attached **Yes**

**Billings CVB Project Budget**

Publicity			
	State Tourism Funds	Other Funds	Total
Familiarization Tours	\$12000	\$3500	\$15500
Photo Library	\$5000	\$5000	\$10000
<b>TOTAL</b>	\$17000	\$8500	\$25500

**Motor Coach Fam**

Expenses with MTOT - \$3000  
Budget Pages will be submitted

**Journalist Fam**

Expenses with MTOT - \$2000  
Budget Pages will be submitted

**Meeting Planner Fam**

Expenses with MTOT - \$7000  
Budget Pages will be submitted

Approval Requested

Organization Name: **Billings Chamber of Commerce / CVB**

Project Name: **Web Site; Niche Activity Pages**

Project Date: **Fiscal Year 2011 - 2012**

Application Completed by: **Joan E. Kronebusch**

Final

Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings CVB will produce a series of Niche Activity pages for [www.visitbillings.com](http://www.visitbillings.com). Pages could include, but not limited to: Kids Activities, Antiquing, Birding, Historic Buildings, Walking Tour of Downtown, Historic Monuments, and Notable Billings Figures. These snippets of information, will be placed under their own tab on the CVB Website, and will be utilize photos and footage from the Billings DVD project and photo shoots – no new video footage is necessary.

*Develop Objectives*

Increase room demand by 3% over FY 10/11.

Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

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

Web site excellence is a key component in further developing Billings' identity and achieving all goals outlined in the marketing plan.

*Does this project support the Strategic Plan? **Yes** If so, describe how.*

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

*Detail pages attached* **Yes**

**CVB PROJECT BUDGET  
Niche Activity Pages**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
Niche Activity Pages	6,000	+		=	6,000
<b>TOTAL</b>	<b>\$6000</b>				<b>\$6000</b>

**Niche Activity Page Budget Summary**

Project Coordination	500
Copywriting/Scripting	500
Image processing	1000
Page development	1000
Navigation and Rollover Programming	1000
Page Design	1500
Uploading/Beta Testing	500
<b>Project Total</b>	<b>6000</b>

Organization Name: **Billings Chamber of Commerce / CVB**

Project Name: **Film Recruitment/Film Incentives**

Project Date: **Fiscal Year 2011 -2012**

Application Completed by: **Joan E. Kronebusch**

Approval Requested

Final

Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

**Film Recruitment**

Within this budget we are requesting \$1,000 to partner with the State Film Office or independent organizations to offer incentives or services to companies, writers, directors, photographers that may be interested in filming/shooting in Montana.

*Develop Objectives*

1. This project will fulfill all goals/objectives within the marketing plan – if a project comes to fruition, images from our region will be in the forefront resulting in increased leisure, group, event, international, etc visitors.
2. Host one industry FAM in conjunction with Montana’s Film Office resulting in one film project.
3. Improve Billings’ position with the film industry by offering incentives in conjunction with the Montana Film Office.

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

All portions of the marketing plan support this project.

*Does this project support the Strategic Plan?*    **Yes**    *If so, describe how.*

**Goal 1; Action 1.2c** – Continue to promote Montana as a film location and consider enhanced incentives for film production in Montana.

*Detail pages attached:*    **Yes**

<b>Billings CVB Budget</b>			
Film Recruitment/Film Incentives			
	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
Film Incentives	1,000		1,000
<b>TOTAL</b>	<b>1,000</b>		<b>1,000</b>

*Organization Name:* **Billings Chamber of Commerce/ CVB**  
*Project Name:* **Research; Smith Travel Research (STR Report),  
EMPOWERMINT Subscription**  
*Project Date:* **Fiscal Year 2011 - 2012**  
*Application Completed by:* **Joan E. Kronebusch**

Approval Requested

Final  
 Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

### **Smith Travel Research (STR Report)**

Smith Travel Research produces a monthly report – STR Report. This is the hotel industry standard of benchmarking and provides useful data such as occupancy, demand, RevPar and supply. Billings would benchmark Yellowstone County with other competing destinations across the country of our choosing. This research will not only provide us with a benchmark for success in our sales efforts, but will be a destination management tool as we look at the quantity of rooms, etc. The CVB shares this monthly report with tourism partners, Economic Development Corporation, media and other public entities monthly.

### **EMPOWERMINT yearly fee**

The Billings CVB plans to subscribe to EMPOWERMINT – formerly known as MINT Database. EMPOWERMINT is a portal for meeting planners to search and compare multiple destinations – therefore keeping the Billings CVB competitive with other destinations (possibly larger and/or better known). A planner, in the initial stages of decision making, can be educated on the value of working with a DMO, find destinations quickly, be influenced by enticing offerings, and connect directly with the local CVB.

In today's meetings/convention business environment, this collaboratively powered initiative ensures that the overall planner experience of working with a CVB will be simple and direct. The service also allows us to query organizations to seek convention history and also search available RFP's. Also, we will work with our local venues to post immediate specials that may entice meeting and event planners to choose Billings. EMPOWERMINT will be a valuable tool to the Billings CVB's mission of booking meetings and conventions.

### *Develop Objectives*

1. Book eight citywide conventions/meetings in Billings.
2. Generate 12,000 room nights for the lodging facilities of Billings.
3. Book a total of 20 groups (including citywide and sports) resulting in 22,000 room nights.

Research Application Continued

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

This project supports the all aspects of the marketing plan, meetings and conventions, leisure recruitment, Sports and Film.

*Does this project support the Strategic Plan? **Yes**      If so, describe how.*

**Goal 1:** Action 10.5b – Purchase research national/international tourism, recreational related trends from Smith Travel Research (STR).

*Budget attached **Yes***

**Billings CVB PROJECT BUDGET  
Research**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
Smith Travel Research	6500	+		=	6500
Empowermint	5000				5000
<b>TOTAL</b>	<b>\$11500</b>				<b>\$11500</b>

Organization Name: **Billings Chamber of Commerce / CVB**

Project Name: **VIC; Staffing, Toll Free Line**

Project Date: **Fiscal Year 2011 - 2012**

Application Completed by: **Joan E. Kronebusch**

Approval Requested

Final

Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

### **Year Round VIC Staffing:**

The Billings Chamber/CVB is requesting \$40,000 to employ 1 full time and 2 part-time, year-round travel counselors. During the past 6 years, our source of VIC volunteers has steadily declined. As a result, the Billings VIC needs to employ travel counselors to eliminate dead-spots in the schedule, and effectively manage the day-to-day operations of our VIC. The Staff help us achieve the VIC's goal of increasing tourism through effective communication and accessibility.

Travel Counselor duties would include the following:

- Respond to tourism inquiries in person, via phone, mail and e-mail.
- Compile and input visitor information data.
- Research and fulfill visitor information requests.
- Inventorying, ordering, and stocking VIC materials, e.g. maps and brochures.
- Maintaining the cleanliness of the VIC.
- Coordinating the VIC volunteer schedule.
- Serve visitors by being highly knowledgeable on area attractions, maps / brochures / guides / etc., know resources for visitor information, e.g.: road condition reports, traffic, construction, alternate routes, weather reports; and be knowledgeable of special events/local attractions listed in the news and guides.
- Assist in assembling and mailing of convention and tourism materials/packets.

### **VIC Toll Free Telephone Line**

Advertisement and our Vacation Guide contain a toll free phone number that rings into the VIC. The number is intended only for visitor questions – not administration or convention recruitment. When dealing with large groups or rallies, the toll free VIC number is printed for general tourism information. Our VIC volunteers are trained to answer a myriad of tourism questions involving transportation, lodging, attractions and general information. The toll free number is an integral part of the operation of the VIC and necessary.

VIC Application Continued

*Develop Objective*

1. This project reflects all the objectives set forth in the annual plan. We encourage leisure, groups, events, motor coach, sports participants to utilize all the VIC has to offer.

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

All Portions of the Marketing Plan support these projects.

*Does this project support the Strategic Plan?*    **Yes**    *If so, describe how.*

**Goal 1;** Action 1.4 - Improve Montana's VIC system to extend visitor stays and expenditures.

*Detail pages attached*    **Yes**

**Billings CVB PROJECT BUDGET  
VIC**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
Toll Free Line	1000	+	1000
Staffing	40,000	+	= 40,000
<b>TOTAL</b>	<b>41,000</b>		<b>41,000</b>