

**BOZEMAN**  
M O N T A N A

**FY13 Bozeman Convention and Visitors Bureau  
Marketing Plan**

## **PURPOSE:**

The purpose of the Bozeman Chamber of Commerce Tourism Division, consisting of the Bozeman Convention and Visitors Bureau (CVB) and the Bozeman Tourism Business Improvement District (TBID), is to enhance the economic vitality of Bozeman by promoting tourism through effective sales and marketing strategies, building collaborative partnerships and promoting Bozeman as a year round visitor, convention and event destination.

Sustaining Bozeman's geographical character, environment, aesthetics, heritage, and the well-being of its residents will all be key considerations in these efforts.

The Bozeman Convention and Visitor Bureau's marketing strategy will be executed in alignment with Bozeman Tourism Improvement District to increase organizational efficiencies and leveraging of available funds. TBID dollars used in conjunction with the CVB will be used to promote overnight stays in the Bozeman lodging properties.

## **IDENTITY:**

Bozeman's unique set of attributes set it apart from all other regional destinations to form an identity very well positioned to capitalize on the many efforts outlined in this plan as well as the Montana Brand Platform.

### **Strengths:**

- + **Proximity to Yellowstone National Park** - Bozeman is conveniently located a short drive from one of Montana's natural wonders and main visitor attractions. In 2011, Yellowstone had its 2nd highest visitation on record, over 3.4 million visitors.
- + A growing **vibrant downtown** that is being upgraded regularly, and is home to dozens of restaurants, art galleries and retail establishments.
- + **World Class Recreation** - Three nationally recognized ski areas, blue ribbon fly-fishing waters, dozens of nearby trails and 360 degrees of surrounding national forest make Bozeman a grand escape for vacationers and outdoors people alike.
- + Air Service - **Bozeman/Yellowstone International Airport** leads the state in boardings during the busy seasons, and now has 13 direct flights including new service from New York.
- + **Montana State University** - MSU brings dozens of strengths to Bozeman, resulting in a sophisticated and university town feel that visitors enjoy.

- + Bozeman offers **year-round cultural opportunities**, from the Museum of the Rockies, to the surrounding area's registered historic sites and Montana State University. These cultural attractions, along with numerous festivals, concerts, live theater and rodeos are key to visitors who choose Bozeman as a destination.
- + **Lodging Facilities** - Bozeman currently has 2,017+ rooms offering a wide variety of accommodations from hotels/motels, bed & breakfasts, vacation homes, to both private and public campgrounds.
- + Bozeman has become the **technology hub** of the region with many in Biomedical, Laser, Software and web based companies basing operations in and around the city.
- + Bozeman's **central location** in the state of Montana and on **interstate 90** makes it a popular town for visitors requiring those attributes.

**Challenges:**

- + Seasonality of leisure tourism results in a short high occupancy period of July and August, while nine months remain well below national averages.
- + Significant weather events and patterns and fire seasons can cause sudden large reductions in leisure tourism.
- + Lack of year round meeting facility for groups of 400+ people. Many large groups wanting to meet in Bozeman continue to utilize other destinations.
- + Limited sport/event fields and facilities. Lack of large outdoor athletic field complex limits the ability for soccer, baseball, football, rugby and other outdoor tournaments to take place in Bozeman. Lack of independent event center limits indoor events to MSU's schedule or shift to Belgrade event center. Lack of improved fairgrounds facility limits the options for large rodeo events. Lack of improved swim center limits the option for regional competitive swimming events. Lack of multiple sheets of ice limit hockey tournament potential. Lack of performing art center limits the options for large indoor musical and cultural events. Lack of large outdoor performing arts venue limits options for outdoor music festivals.

## GOALS

### Leisure Travel Goals (CVB and TBID Focus)

- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the focus on the geotraveler as the target audience and cooperative efforts with other regions, CVBs, TBIDs, and private businesses to leverage funds.
- + Work with the state through co-ops and other opportunities to best leverage funds and state branding efforts.
- + Showcase Bozeman's proximity to one of our state's premier natural wonders, Yellowstone National Park. Promote Bozeman as a "home base" while planning day trips into Yellowstone and other points of interest around the area.
- + Showcase Bridger Bowl to surrounding in-state cities, regions and key out-of-state markets to grow winter visitation.
- + Collaborate with Big Sky Resort, Moonlight Basin, and Bridger Bowl to present Bozeman as a world class ski town to a regional and national audience.
- + Present Bozeman to the I-90 drive through traveler as the ideal overnight location.
- + Continue to support and work with private and public entities to manage Bozeman's natural, historic and cultural assets with balanced sustainable levels of resident and nonresident visitor use in order to enhance and preserve Bozeman's sense of place.
- + Enhance awareness and support for tourism and recreation among Bozeman residents and elected officials.
- + Showcase Bozeman to international tour operators/travel agents as the entry and exit point for international travelers.
- + Showcase Bozeman to domestic group tour operators as a key destination in their tour bus itineraries.

**Meetings Goals (TBID Focus)**

- + Support the promotion of Bozeman as a meeting destination through CVB partnerships with the TBID, Montana State University, the City of Bozeman and private businesses.
- + Support the promotion of Bozeman as a meeting destination for 400 people or less and educate planners about Bozeman's amenities, including cultural, recreational and technological opportunities, as well as dining and shopping.
- + Educate conference attendees about the number of family, recreational and cultural activities available in the area.
- + Facilitate discussion about the need of future meetings facilities in Bozeman.

**Film Production Goals (CVB Focus)**

- + Promote Bozeman as one of Montana's premier filming locations and develop partnerships with the state, other regions and CVBs and private businesses in an effort to leverage funds.
- + Support legislation to maintain or increase the Big Sky on the Big Screen Film Incentive.
- + Educate production companies about the state's film incentive program and the variety of locations available for filming in the Bozeman area.
- + Inform production companies about the variety of services available in the community from accommodations and dry cleaners to hardware stores.
- + Increase the number of productions by utilizing locations within the Bozeman area or using a variety of equipment and services from the local Bozeman community.

**Sport Tournaments and Events Goals (TBID Focus).**

- + Collaborate with organizations in Bozeman that have the capacity to bring and execute large events in Bozeman that produce overnight stays.
- + Continue to develop relationships with local and state youth sports organizations to foster state wide, regional and national youth tournaments in Bozeman.
- + Work with the City of Bozeman, stake holders and local athletic organizations to better understand and prioritize future sport complex expansion.

- + Work with the Gallatin Valley Tournament Committee to increase the amount of Montana High School Association tournaments. (TBID only)

## **STATE OF MONTANA TOURISM STRATEGIC PLAN**

(CVB marketing plans are required to show how they support the Montana Tourism Strategic Plan)

This marketing plan supports the Montana Tourism and Recreation Strategic Plan 2008-2012 through the implementation of the marketing strategies outlined below. Specifically the Bozeman CVB marketing plan focuses on the following sections of the statewide strategic plan.

### **Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49).**

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

“Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets...” This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing.
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors.
- 1.1.d Continue Marketing to international travelers.
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50).

Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

- 1.2.a Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana.
- 1.2.b Work with local sports groups to attract sport events in off-peak season.
- 1.2.c Continue to promote Montana as a film location (Page 51)
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination.
- 1.2.e Continue to target tour operators to bring tours to Montana.

Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process.

1.3.b Implement the new tourism brand.

Action 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending

“...other components of a comprehensive visitor information system are needed such as free Wi-Fi, podcasts, RSS feeds, video downloads, etc.”

1.4.d Use technology to enhance Montana visitor information and marketing efforts.

1.4.e Expand displays of Montana destinations and products (Page 55).

**Goal 2: Attain public policy and citizen support for sustainable tourism and recreation. (Page 55)**

Action 2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“...show benefits to residents (e.g. jobs, taxes, support for State Parks).”

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands. (Page 57)**

Action 3.1 Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.

Action 3.2 Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc). (Page 59)**

Action 4.1 Promote Montana's existing historic and culture assets for the enjoyment of residents and visitors.

4.1.a Use historic/cultural as venues for conferences, events, and seminars.

**Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets. (Page 63)**

Action 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

5.1.b Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).

5.1.c Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences

Action 5.2 Provide information about technical/financial assistance available for tourism business.

5.2.a Distribute assistance information via tourism meetings, websites, newsletters, etc.

**Goal 6: Address tourism and recreation professional development, workforce availability, and affordable housing issues.**

Action 6.1 Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.

6.1.a Encourage Montana CVB's to join either the Destination Management Association International or the Western Association of Convention and Visitors Bureau.

6.1.c Enhance higher education programs for tourism and recreation careers, including continuing education for existing tourism and recreation professionals.

**Goal 7: Improve Montana’s transportation system for both residents and visitors.  
(Page 68)**

- Action 7.1      Increase air service capacity to and from Montana cities.
  
- Action 7.4      Increase use of passenger rail and transit service in Montana.
  - 7.4c      Encourage/expand intercity transit service to high traffic visitor locations.

**Goal 9: Increase funding to maintain sustainable tourism and recreation. (Page 75)**

- Action 9.1      Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.  
  
“Support changes in state law...in order to generate additional tourism and general tax revenue.”
  
- Action 9.2      Foster opportunities to pool public and private marketing dollars.
  
- Action 9.3      Enhance funding for region and CVB marketing efforts.  
  
“...evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.”

**Goal 10: Build an effective “team” to implement the Strategic Plan, and report results (and all of the Actions associated with this goal). (Page 76)**

- Action 10.1      Recognize Travel Montana as “team captain” to communicate/coordinate regularly with partners.
  
- Action 10.2      Create public and private partnerships for cooperative project implementation.
  
- Action 10.3      Implement Strategic Plan discussion/reporting to align activities with goals and actions.
  
- Action 10.4      Submit updates on Strategic Plan implementation for annual report to TAC.

Action 10.5 Obtain strategic research to inform tourism marketing, development, and policy decisions.

10.5.c Continue to monitoring of Montana's opinions about tourism and recreation.

## **FY13 MEASUREABLE OBJECTIVES:**

### **Leisure Travel Measurable Objectives (CVB and TBID Focus)**

- + Increase year-round visitation to Bozeman by 2% over FY12 bed tax collections .
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers.
- + Increase inquiries that are directly attributable to the CVB's Consumer Advertising campaign by 5%.
- + Increase CVB website visits by 10% from 141/day (FY12 first nine months) to 155.

### **Meetings Measurable Objectives (TBID Focus)**

- + Continue to upgrade the Meeting and Convention portion of the website as needed.
- + Book two future citywide conventions.
- + Book four multi-hotel meetings.
- + Provide 60 market segment leads to district hotel meeting properties.
- + Execute on Familiarization tour for national conventions.

### **Film Production Measurable Objectives (CVB Focus)**

- + Assist the Montana Office of Tourism with at least one media/film tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.
- + Increase the amount of revenue brought into the Bozeman community through film production to \$1,500,000.
- + Help maintain the Big Sky on the Big Screen film incentive.
- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman on at least one scout a year.

### **Sport Tournaments and Events Measurable Objectives (TBID Focus)**

- + Help facilitate the creation of 1 new city wide non-tournament event.
- + Add 2 future non-MHSA city wide tournaments.

### **TARGET GEOGRAPHIC MARKETS**

#### **Leisure Travel Target Geographic Markets (CVB and TBID Focus)**

- + Key markets that are supported by the state which currently include Chicago, Seattle, Salt Lake and Minneapolis.
- + Markets that Yellowstone Country may support such as Seattle and New York.
- + Regional drive markets from surrounding states such as Bismarck, Rapid City, Dickenson, Fargo, Idaho Falls, and Pocatello.
- + In state markets which may include Billings, Missoula, Helena, Butte and Great Falls.
- + Other markets that are supported by direct flights to Bozeman Yellowstone International airport which may include Oakland/San Francisco, New York, Atlanta, Denver, Salt Lake, Chicago, Minneapolis, Seattle, Atlanta, Las Vegas, Mesa and Portland.

#### **Meetings Target Geographic Markets (TBID Focus)**

- + Denver, Chicago, Salt Lake, Seattle and Washington D.C. house many of the targeted planners. Meeting planner events rotate through all of the major cities in the U.S.
- + Helena Montana will be the focus of in state efforts.

#### **Film Production Target Geographic Markets (CVB Focus)**

Production companies located throughout the United States and Internationally.  
Production companies that have filmed in Montana before.

#### **Sport Tournaments and Events Target Geographic Markets (TBID Focus)**

- + Regional tournament rights holders in Montana, North Dakota, South Dakota, Wyoming and Idaho.
- + National tournament rights holders in sports such as skiing, mountain biking, fly fishing that have a particular interest in Bozeman.

## TARGET DEMOGRAPHIC MARKETS

### Leisure Target Demographics (CVB and TBID Focus)

The CVB continues to focus more of its advertising dollars on the consumer market. In FY13, the CVB plans to continue efforts that focus on the Geotraveler. This audience includes the following characteristics:

Target Demographics include: Adults 25-64, college graduates, \$50K HHI

### Attitudes - Falls into at least one of the following vacation segments:

- + Active Adventurer – Frequently choose active vacations with many things to do. Their ideal vacation is full of activities, exercise, and sightseeing. They do not, however, favor guided tours and do not find group tours attractive.
- + Tour Groupies – Prefer guided tours and packaged deals, mainly because of the convenience. Prefer to do a lot of sightseeing during vacation.

### Behaviors - Domestic travelers who participate in one or more while on vacation:

- + Sightseeing
- + Visiting national parks
- + Backpacking/hiking
- + Skiing
- + Other outdoor sports or recreation
- + Fishing
- + Bicycle riding

### How Geotravelers Choose Travel Destinations

- + The ability to customize their experiences and create personal connections while traveling
- + The opportunity to make the most of every moment due to lack of time in day-to-day lives
- + The use of technology to plan their travels and explore their destinations before they arrive
- + An interest in immersing themselves in the culture
- + The ability to get off the beaten path
- + The capacity to get out of their comfort zone
- + Their desire to live on a healthy planet

### Travel Habits of the Geotraveler

- + Less conventional and more independent, adventurous and active when it comes to travel
- + Prefer to book trips via airline specific sites or by way of general Internet travel sites
- + Take on a do-it-yourself attitude while planning and researching future vacations

- + More likely to travel domestically by train and plane
- + Less likely to stay close to home when traveling
- + Prefer trips longer in duration instead of opting for numerous shorter weekend trips
- + Spouse or mates have very strong influence when deciding destination

### **Meetings Target Demographics**

- + Size: Meetings of 500 people or less, with the exception of June 1 –August 10.
- + Conference business to Bozeman focuses on the following industries: environmental, conservation, agriculture, education, financial services/banking, government, healthcare, insurance, nonprofit, professional associations, trade associations, spiritual and technology.

### **Film Production Target Demographics**

- + Independent film companies. In addition production companies seeking to film but not limited to commercials, television, music videos and documentaries, as well as companies producing print advertising, collateral material and still photographers.

### **Sport Tournaments and Events Target Demographics (TBID Focus)**

- + “Geotouristic” types of tournaments such as skiing, mountain biking, running, and fly fishing.
- + Traditional sport tournaments that occur on a statewide and regional basis.
- + Family based athletic tournaments that may benefit from the proximity of Yellowstone National Park in relation to Bozeman.

## **MARKETING METHODS**

The Chamber Tourism Division believes in continued partnerships with the Montana Office of Tourism, other Montana Tourism Regions and CVBs, our sense of place partners and private businesses to leverage marketing dollars and increase consumer travel, film production and meetings.

The marketing methods of the Bozeman CVB will be greatly enhanced by the recent full funding of the Bozeman Tourism Business Improvement District. By combining resources, the CVB will double its leisure advertising budget, allowing for economies of scale, combined themes and branding, and a more powerful marketing message. The Bozeman TBID will also continue newer efforts in the tournament, event and meeting market categories.

### **Leisure Travel Marketing Methods (CVB and TBID Focus)**

- + Continue marketing campaigns that target the Geotraveler. Continue to explore advertising opportunities with the Montana Office of Tourism as it pertains to co-op opportunities (including specific niche marketing opportunities). Explore joint ventures and branding opportunities with the Big Sky and West Yellowstone CVBs and Yellowstone Country and also continue cooperative efforts with the Bozeman TBID and private businesses.
- + Contract with a marketing agency to place advertising with media such as Facebook, Budget Travel, Tripadvisor, Alltrips, Madden Media, National Geographic, in-flight magazines and other potential media outlets.
- + Collaborate with Bozeman Yellowstone International Airport to market incoming flights.
- + Partner with Bozeman International Airport to help incentivize direct flights from new markets. (TBID focus)
- + Continue to expand, update and make modifications to evolve the Bozeman CVB website to speak to the potential Bozeman visitor. This will include seasonal updates, photography, new content development, and the expansion of current sections of the site with an emphasis on search engine optimization, videos, social media opportunities and optimizing for mobile use and QR codes.
- + Continue the distribution of the Historic Walking Tour Brochure/Maps (and reprint as necessary). Distribution of these brochures is through the Visitor Information Center, the Chamber of Commerce, the Downtown Business Association, the Gallatin Pioneer Museum and targeted rack placement with local tourism providers in the community. It is also available as a PDF on the Bozeman CVB website.
- + Use the research from the Montana Office of Tourism and ITRR's research to continue to focus on the Geotraveler.
- + Participate in Media Tours.
- + Continue to inform visitors arriving in Bozeman via airline about the area with Seasonal Airport Information Panels. These panels welcome visitors to the community as well as serve as outlets for the distribution of the Bozeman Visitors Guide and Bozeman Brochure.
- + Continue to support and staff the Visitor Information Center as well as the Chamber office.

- + Continue to stock the brochure display case for the Montana Department of Transportation at the 19<sup>th</sup> Street Exit Rest Area and the Yellowstone Country Kiosk at the Bozeman Chamber of Commerce.
- + Contract with an outside vendor to answer all phone and e-mail inquiries received through the Bozeman CVB 800 number and visitbozeman.org. By working with this vendor, we are able to provide information to our potential visitors through customized software, pertaining to our area while also being able to measure the effectiveness of our marketing efforts.
- + Fulfill consumer requests with Bozeman Community Guide and Live Chat on the website.
- + Develop an advertising campaign with Bridger Bowl utilizing print and the internet to pull winter visitors from the region.
- + Develop an advertising campaign for feeder cities to promote Bozeman as a world class ski destination with Bridger Bowl, Big Sky and Moonlight Basin ski areas.
- + Participate in Rocky Mountain International (RMI), the National Tour Association (NTA), and the International Pow Wow (USTA) to showcase Bozeman to international and group tour travelers

### **Meeting Marketing Methods (TBID Focus)**

- + Attend 3-6 national conferences directed at group organizers to generate qualified leads. FY12 examples are Destination Showcase (DMAI), Meet National (HSMIAI), Connect and Collaborate (Collision Media)
- + Maintain Membership and training with Destination Marketing Association International (DMAI).
- + Maintain membership with Montana Society of Association Executives and attend annual convention. Support conference hotels' efforts to bring instate meetings to Bozeman
- + Pursue contacts within organizations that are likely candidates for large conventions and meetings here in Bozeman.
- + Continue to implement communication plan developed by Flying Horse Communications.
- + Build web presence with appropriate internet portals.

### **Film Production Marketing Methods (CVB Focus)**

- + Continue to partner with the Montana Film Office promoting Bozeman as a premier destination for film productions.
- + Encourage local businesses to submit information to the Montana Film Office for inclusion in the Film Production Guide and on the website (montanafilm.com).

- + Act as liaison between the production company and the community. This includes everything from assistance with location scouting to providing information on office space and equipment.
- + Consider promoting Bozeman as a film production destination at Sundance Film Festival.

**Sport Tournaments and Events Marketing Methods (TBID Focus)**

- + Continue to develop relationships with local and state youth sports organizations to foster state wide youth tournaments in Bozeman.
- + Collaborate with Montana State University to increase the number of national level concerts.
- + Contact and collaborate with local and regional event promoters and coordinators.
- + Research successful event concepts in other cities.
- + Support the Gallatin Valley Tournament Committee,

		TBID	CVB
Leisure Travel			
(International and domestic)	Leisure Promotion Strategy (Branding, 3 year strategy)	X	X
	Hire Marketing Agency	X	X
	Leisure Creative's	X	X
	Leisure Promotion Project Management	X	X
	Leisure Promotion Media Placement	X	X
	Website Redevelopment		X
	Website Updates		X
	Participate in Media Tours		X
	Distribute print information to the Airport, VIC, YC Kiosk and rest area.		X
	Manage Visitor Information Center		X
	Hire fulfillment company for consumer email, mailings and 1-800 #		X
	Rocky Mountain International trade show(International Tours)	X	
	National Tour Association trade show (Domestic Tours)	X	
	International Pow Wow trade show(International Tours)	X	
	Reprint walking tour guides (cemetery, historic neighborhood, historic downtown)		X
	Participate International Tour Operator Fam Tour	X	X
	Maintain Unites States Travel association membership	X	
	Market incoming direct flights	X	X
	Incentivize new incoming direct flights	X	
Film	Partner with Montana Film Office		X
	Advertise in film production publications and websites		X
	Trade shows and other promotion		X
Meetings	Attend 3-6 national trade shows directed at meeting planners	X	
	Maintain Membership with DMAI	X	
	Maintain Membership with Montana Society of Association Executives	X	
	Build web presence with appropriate web portals	X	
Sport Tournament and Event	Finance and oversee event/tournament grant process	X	
	Help finance and collaborate with the Gallatin Valley Tournament Committee	X	
	Partner with Montana State University and local sport organizations	X	
	Partner with non-sport event organizers	X	X

		TBID	CVB
<b>MEETINGS AND CONVENTIONS</b>			
Increase interest and bookings for meetings and conventions in Bozeman	Attend Meeting Planner Conventions		
	Connect Market Place	\$3,500	
	Collaborate Market Place	\$3,500	
	Meet Midwest	\$5,000	
	Destination Showcase	\$5,500	
	Montana Society of Association Executives	\$300	
	Built Web presence		
	Meeting website presentation	\$7,000	
	Maintain Meeting Planner Website	\$1,000	
	Meeting Incentives	\$5,000	
	Memberships		
	DMAI	\$900	
	MSAE	\$300	
PCMA	\$1,000		
<b>LEISURE Category</b>			
Marketing Company Services	Branding/Unification/Strategy	\$15,000	\$15,000
	Winter	\$37,500	\$27,500
	Summer	\$10,000	\$35,000
	In-State Promotion	\$15,000	
	Marketing Airlines	\$2,500	\$2,500
Other Activities	CVB Website Maintenance/Rebuild	\$3,000	\$10,000
	Photo Library	\$5,000	
	Phone/Mail/Email Fulfillment Company		\$16,300
	National Tour Association (NTA) Event	\$5,000	
	International Pow Wow	\$8,000	
	Rocky Mountain International	\$1,000	
	International Tour Operator Fam Tour		\$2,500
	Promotional Video	\$15,000	
	Publications		\$2,000
	Press Tours		\$1,000
Marketing Plan Development		\$1,100	
Airlines	Airline Incentives	\$15,000	

<b>Tournaments and Events</b>		
	Gallatin Valley Tournament Committee	\$72,000
	Event Grant Program	\$30,000
<b>Film</b>		
	Film Industry Promotion	\$6,500
	Film Industry Trade Shows	\$200
<b>Marketing Support</b>		
Administration		\$100,000
Opportunity		\$25,000
Joint Venture		\$2,000
Governors Conference, TAC meetings		\$1,400
Strategy		\$1,000
TOTAL Budgets		\$410,000

	TBID	CVB
<b>MEETINGS AND CONVENTIONS</b>	\$33,000	\$0
<b>LEISURE (DOMESTIC AND INTERNATIONAL)</b>	\$132,000	\$112,900
<b>TOURNAMENTS AND EVENTS</b>	\$102,000	\$0
<b>FILM</b>	\$0	\$6,700
<b>MARKETING SUPPORT/ADMIN</b>	\$143,000	\$29,400
TOTAL Budgets	\$410,000	\$149,000

**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Consumer Advertising FY13

**APPLICATION COMPLETED BY:** Jim Robbins

___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.**

In FY12, the Bozeman Convention and Visitor Bureau advertised to consumer travelers through various print advertising efforts, including:

- + A full-page, four-color ad in the Montana Winter Guide.

In addition, in FY12 the CVB participated in an on-line campaign that included:

Winter

Montana Office of Tourism Co-ops

- + Trip Advisor
- + Madden Media (TBID participated as well)

National – Direct to Site

- + AllTrips.com
- + Facebook

Regional – Direct To Site

- + BismarkTribune.com
- + Inforum.com
- + Westfargopioneer.com

For FY13 the Bozeman CVB will send out a request for proposal marketing services which will include:

- 1) Three Year Strategy
- 2) Unification of the TBID and CVB leisure word marks, themes, and logo
- 3) Branding
- 4) Development of new creatives
- 5) Project management
- 6) Media Placement

For FY13 the Bozeman CVB may consider continuing print advertising in the following publications:

- + In-flight publications with key air service providers such as United, Alaskan, Allegiant, and Frontier.
- + Key leisure publications such as National Geographic Traveler.

Continuing its on-line campaign that includes but is not limited to:

- + Paid keyword searches on search engines.
- + Sponsorship of relevant editorial/advertorial content on travel-oriented or lifestyle websites.
- + Banner ad placement on travel-oriented or lifestyle websites that reach the CVB markets.
- + Joint Venture Opportunities – TBD.

**GOAL:** To attract resident and non-resident travelers to Bozeman with a focus on non-resident travelers

**FY13 OBJECTIVES:**

- + Increase year-round visitation to Bozeman by 2% over FY12 bed tax collections .
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers.
- + Increase inquiries that are directly attributable to the CVB's Consumer Advertising campaign by 5%.
- + Increase CVB website visits by 10% from 141/day (FY12 first nine months) to 155/Day.

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

Consumer advertising will encourage potential visitors to contact the Bozeman CVB for additional tourism information.

- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the focus on the geotraveler as the target audience and cooperative efforts with other regions, CVBs, TBID's, and private businesses to leverage funds.
- + Work with the state through co-ops and other opportunities to best leverage funds and state branding efforts.

- + Showcase Bozeman's proximity to one of our state's premier natural wonders, Yellowstone National Park. Promote Bozeman as a "home base" while planning day trips into Yellowstone and other points of interest around the area.
- + Collaborate with Big Sky Resort, Moonlight Basin, and Bridger Bowl to present Bozeman as a world class ski town to a regional and national audience.
- + Continue to support and work with private and public entities to manage Bozeman's natural, historic and cultural assets with balanced sustainable levels of resident and nonresident visitor use in order to enhance and preserve Bozeman's sense of place.
- + Showcase Bozeman to international tour operators/travel agents as the entry and exit point for international travelers.
- + Showcase Bozeman to domestic group tour operators as a key destination in their tour bus itineraries.

## **DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

### **Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

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

"Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets..." This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions.
- 1.1.b Continue winter marketing.
- 1.1.d Continue marketing to the international traveler.
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts.

Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

**Goal 7: Improve Montana’s transportation system for both residents and visitors.  
(Page 68)**

Action 7.1 Increase air service capacity to and from Montana cities.

Action 7.4c Encourage/expand intercity transit service to high traffic visitor locations

**DETAIL PAGES ATTACHED: YES  
FOR APPROVAL.**

**BUDGET PAGE MUST BE ATTACHED**

## Potential Media Outlets

- + allaspen.com
- + allglacier.comallredlodge.com
- + Alltrips.com
- + aroundyellowstone.comAudubon
- + Away Network
- + Backpacker
- + bigskymontanenet.com
- + Budget Travel
- + BudgetTravel.com
- + BismarkTribune.com
- + DickensonPress.com
- + Discovery Digital
- + Delta Sky
- + Facebook
- + Flickr
- + Food Network
- + Freeskier/snowboard
- + Frommer's
- + GetLostMT.com
- + Google.com
- + Gordonsguide.com
- + Gorp.com
- + Goski.com
- + HighPlainsReader.com
- + iExplore.com
- + jacksonholenet.com
- + jacksonholewy.com
- + jacksonhole-skiing.com
- + Madden Media
- + National Geographic
- + NationalGeographic.com
- + National Geographic Traveler
- + National Public Radio
- + New Yorker
- + NewWest.net
- + Northwest WorldTraveler
- + onthesnow.com
- + Outside
- + Outside: Go
- + Pandora.com
- + Preservation
- + rsn.com
- + salon.com
- + skinet.com Video pre-roll
- + ski/skiing.com
- + Smithsonian
- + Smithsonian.com
- + Teton Gravity Research
- + Travel and Leisure
- + travelandleisure.com
- + Travel Channel
- + tripadvisor.com
- + Video Egg
- + wildernet.com
- + westyellowstonenet.com
- + Yahoo.com
- + Yahoo Network
- + Yellowstonewinterguide.com
- + YesMail.com
- + Yelp.com
- + yellowstonepark.com
- + Radio stations – national, regional and instate
- + In- state Montana newspapers
- + Out-of-home advertising
  - + Transit exteriors and interiors
  - + Billboards
  - + Buildings/windows

**FY13 PROJECT: CONSUMER ADVERTISING BUDGET**

	State Tourism Funds	TBID Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Strategy/Branding/Unification	\$15,000	\$15,000	\$30,000
Creative Services	\$9,000	\$9,000	\$18,000
Project Management	\$6,000	\$6,000	\$12,000
<b>TOTAL</b>	<b>\$30,000</b>	<b>30,000</b>	<b>\$60,000</b>

<b>MARKETING/ADVERTISING:</b>			
Winter Media Options	\$19,500	\$29,500	\$49,000
Summer Media Options	\$28,000	\$7,000	\$35,000
TBID in-state	\$0	\$11,000	\$11,000
<b>TOTAL</b>	<b>\$47,500</b>	<b>\$47,500</b>	<b>\$95,000</b>

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<b>REGION/CVB PROJECT TOTAL</b>	<b>\$77,500</b>	<b>\$77,500</b>	<b>\$155,000</b>
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**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Film Industry Advertising FY13

**APPLICATION COMPLETED BY:** Jim Robbins

<input checked="" type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary
	(other promo)

**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.**

“On-location filmmakers have been coming to Montana for over 100 years, taking pictures, leaving money. Montana was a very popular location for filmmakers throughout the 70’s, 80’s and 90’s. In the late 1990’s Canada and other foreign countries began offering financial incentives to film the same projects just over the border. Montana began losing film projects, and the positive economic impact that went with them.”\*

In 2005 the “Big Sky on the Big Screen” act was signed into law. It was amended in 2007 to provide additional dollar incentives to filmmakers. In 2009 the Montana legislature extended the sunset. With no sales tax, a 9% return on hired Montana labor and a 14% return on qualified expenditures, Montana will be able to continue to enhance its potential as a film location.\*

In an effort to continue supporting this film incentive and support our marketing goals in promoting public and private partnerships, we would like to partner with the Montana Film Office in advertising. In the last three years we have placed an ad in Moving Picture Magazine and would like to continue this year with a full page ad placement.

\*Source: Big Sky on the Big Screen Act, Montana Film Office 2005

**GOAL:**

- + Work to promote Bozeman as one of Montana’s premier filming locations and develop partnerships with the state, other regions and CVBs and private businesses in an effort to leverage funds

**OBJECTIVES:**

- + Assist the Montana Office of Tourism with at least one media/film tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.
- + Increase the amount of revenue brought into the Bozeman community through film production to \$1,500,000.
- + Help maintain the Big Sky on the Big Screen film incentive.
- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman on at least one scout a year.

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

- + Promote Bozeman as one of Montana's premier filming locations and develop partnerships with the state, other regions and CVBs and private businesses in an effort to leverage funds.
- + Educate production companies about the state's film incentive program and the variety of locations available for filming in the Bozeman area.
- + Inform production companies about the variety of services available in the community from accommodations and dry cleaners to hardware stores.
- + Increase the number of productions by utilizing locations within the Bozeman area or using a variety of equipment and services from the local Bozeman community.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

**Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.c Continue to promote Montana as a film location (Page 51)

**DETAIL PAGES ATTACHED? YES  
FOR APPROVAL.**

**BUDGET PAGE MUST BE ATTACHED**

**PRINT ADVERTISING**

**POTENTIAL PRINT AND INTERNET OPTIONS**

- + Moving Pictures Magazine
- + State film promotion co-ops

**FY13 PROJECT: FILM INDUSTRY ADVERTISING BUDGET**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Creative Services	\$450		\$450
Photography	\$250		\$250
Project Management	\$220		\$220
<b>TOTAL</b>	<b>\$920</b>		<b>\$920</b>
<b>MARKETING/ADVERTISING:</b>			
Moving Pictures Magazine	\$3,500		\$3,500
Other Film Promotion	\$2,000		\$2,000
<b>TOTAL</b>	<b>\$3,500</b>		<b>\$5,500</b>
<b>OTHER:</b>			
Matchprint/Shipping	\$80		\$80
<b>TOTAL</b>	<b>\$80</b>		<b>\$80</b>
REGION/CVB	\$6,500		\$6,500
<b>PROJECT TOTAL</b>			

**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Website Maintenance/Updates FY13

**APPLICATION COMPLETED BY:** Jim Robbins

\_\_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.**

The Internet continues to be the main resource for information for consumers who are planning to travel. We will continue to update the Bozeman CVB site with current information, seasonal changes, new photography, and additional components as necessary to keep people returning to the site. Overall results for FY12 can be found in the narrative section of this marketing plan. Detailed results can be found in the completion reports. Our broader objectives as outlined in the FY13 narrative are listed below. In FY13 the CVB plans to make additional improvements to the website that include programming, optimization, social media additions (FACEBOOK, Twitter feed, blogs etc.), new photography, QR and Tag codes, live chat, adding video and flash components and continuing to incorporate the Montanan brand into the website.

**GOALS:**

- + To keep the Bozeman website current and updated with new information and improvements.
- + To gather data from the visitors website usage and utilize this information to enhance and create new features on the website.
- + To maintain four-season tourism revenue in Bozeman by specifically targeting the Geotourist that appreciates the current products and services that Bozeman offers.

**OBJECTIVES:**

- + Increase year-round visitation to Bozeman by 2% over FY12 bed tax collections .
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers.
- + Increase inquiries that are directly attributable to the CVB's Consumer Advertising campaign by 5%.
- + Increase CVB website visits by 10% from 141/day (FY12 first nine months) to 155.

**IDENTIFY PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

The website maintenance and updates will encourage potential visitors to contact the Bozeman CVB for additional tourism information.

- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the focus on the geotraveler as the target audience and cooperative efforts with other regions, CVBs, TBID's, and private businesses to leverage funds.
- + Showcase Bozeman's proximity to one of our state's premier natural wonders, Yellowstone National Park. Promote Bozeman as a "home base" while planning day trips into Yellowstone and other points of interest around the area.
- + Showcase Bozeman to international tour operators/travel agents as the entry and exit point for international travelers.
- + Showcase Bozeman to domestic group tour operators as a key destination in their tour bus itineraries.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

**Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season

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

Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

"By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness." (Page 52)

**DETAIL PAGES ATTACHED? YES FOR APPROVAL.**

**BUDGET PAGE MUST BE ATTACHED**

**FY13 PROJECT: WEBSITE MAINTENANCE/UPDATES BUDGET**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Website Maintenance/Updates	\$10,000	+	\$0	=	\$10,000
<b>TOTAL</b>	<b>\$10,000</b>		<b>\$0</b>		<b>\$10,000</b>

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REGION/CVB PROJECT TOTAL	\$10,000	+	\$0	=	\$10,000
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**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau  
**PROJECT NAME:** Marketing Plan Development FY13 (for FY14 plan)  
**APPLICATION COMPLETED BY:** Jim Robbins

___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.**

The marketing plan defines the goals and objectives of the Bozeman Convention and Visitor Bureau for the next fiscal year. This will be a project with the future hired marketing agency.

- + Analysis of the previous year's plan (project evaluation, demographics and geographic analysis).
- + Attendance at monthly CVB meetings, the strategic planning sessions and the yearly statewide marketing retreat to provide feedback and gather input from the CVBs, regions and the Montana Office of Tourism.
- + Writing and developing of the current marketing plan in conjunction with the Vice President of Marketing for the Bozeman CVB.

**GOALS:**

- + To create and implement the marketing plan of the Bozeman Convention and Visitor Bureau.
- + To obtain the best possible return on investment in developing the marketing plan.

**OBJECTIVES:**

The projects outlined in the marketing plan are all designed to reach the objectives for our three segments:

**PRIMARY SEGMENT – CONSUMER TRAVEL**

**FY13 OBJECTIVES:**

- + Increase year-round visitation to Bozeman by 2% over FY12 bed tax collections .
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers.
- + Increase inquiries that are directly attributable to the CVB's Consumer Advertising campaign by 5%.
- + Increase CVB website visits by 10% from 141/day (FY12 first nine months) to 155.

## **FILM PRODUCTION**

- + Assist the Montana Office of Tourism with at least one media/film tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.
- + Increase the amount of revenue brought into the Bozeman community through film production to \$1,500,000.
- + Help maintain the Big Sky on the Big Screen film incentive.
- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman on at least one scout a year.

## **MEETINGS**

- + Continue to upgrade the Meetings and Convention portion of the website as needed
- + Work with the TBID to support Meeting and Convention efforts

## **IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

All areas of the marketing plan are supported by this project.

## **DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

### **Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

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

“Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets...” This will be accomplished particularly through:

1.1.a Expand public-private marketing partnerships with tourism businesses and attractions

1.1.b. Continue winter marketing

1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season

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

- 1.2.c Continue to promote Montana as a film location (Page 51)
- Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.  
“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)
- 1.3.d Create cooperative marketing campaigns between agriculture and tourism (Page 53)
- Action 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending.  
“...other components of a comprehensive visitor information system are needed such as free Wi-Fi, podcasts, RSS feeds, video downloads, etc.”
- 1.4.d Use technology to enhance Montana visitor information and marketing efforts
- 1.4.e Expand displays of Montana destinations and products (Page 55)

**Goal 2: Attain public policy and citizen support for sustainable tourism and recreation. (Page 55)**

Action 2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“...show benefits to residents (e.g., jobs, taxes, support for State Parks).”

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands. (Page 57)**

- Action 3.1 Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
- Action 3.2 Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.

**Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc). (Page 59)**

Action 4.1 Promote Montana’s existing historic and culture assets for the enjoyment of residents and visitors.

**Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets. (Page 63)**

- Action 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.
- 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
  - 5.1.b Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities)
  - 5.1.c Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences

**Goal 7: Improve Montana’s transportation system for both residents and visitors. (Page 68)**

- Action 7.1 Increase air service capacity to and from Montana cities.
- 7.4 c Encourage/expand intercity transit service to high traffic visitor locations

**Goal 9: Increase funding to maintain sustainable tourism and recreation. (Page 75)**

- Action 9.1 Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.
- “Support changes in state law...in order to generate additional tourism and general tax revenue.”
- Action 9.2 Foster opportunities to pool public and private marketing dollars.
- Action 9.3 Enhance funding for region and CVB marketing efforts.
- “...evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.”

**Goal 10: Build an effective “team” to implement the Strategic Plan, and report results (and all of the Actions associated with this goal). (Page 76)**

**DETAIL PAGES ATTACHED? YES  
FOR APPROVAL.**

**BUDGET PAGE MUST BE ATTACHED**

**FY13 PROJECT: MARKETING PLAN DEVELOPMENT FOR FY14**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Project Management	\$1,100	+	\$0	=	\$1,100
<b>TOTAL</b>	<b>\$1,100</b>		<b>\$0</b>		<b>\$1,100</b>

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REGION/CVB PROJECT TOTAL	\$1,100	+	\$0	=	\$1,100
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**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Media Tours FY13

**APPLICATION COMPLETED BY:** Jim Robbins

\_\_\_\_\_Final

\_\_X\_\_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.**

Each year the Bozeman Convention and Visitor Bureau sets aside money to assist the Montana Office of Tourism in media/film tours. This assistance is usually through providing funding to help with transportation, lodging, meals and area attractions. The CVB also assists by acting as a liaison between the tours and the local area businesses. The CVB will continue to work in conjunction with Montana Office of Tourism on media tours scheduled in the area. Overall results for FY12 can be found in the narrative section of this marketing plan. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY13 narrative) are listed below.

**GOALS:**

- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman.
- + Promote Bozeman as one of Montana's premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.

**OBJECTIVES:**

- + Assist the Montana Office of Tourism with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

Many of Bozeman's primary consumer target market goals in the marketing plan are met with this project.

- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the focus on the geotraveler as the target audience and cooperative efforts with other regions, CVBs, TBID's, and private businesses to leverage funds.
- + Showcase Bozeman's proximity to one of our state's premier natural wonders, Yellowstone National Park. Promote Bozeman as a "home base" while planning day trips into Yellowstone and other points of interest around the area.
- + Collaborate with Big Sky Resort, Moonlight Basin, and Bridger Bowl to present Bozeman as a world class ski town to a regional and national audience.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

Media exposure about Montana has the potential to bring more visitors to our state, thus increasing the bed tax revenues. Depending on the media tour, content may highlight areas or events that visitors may otherwise not know about, enticing them to visit Montana. Highlighting and promoting these activities support the strategic plan.

**DETAIL PAGES ATTACHED? YES  
 FOR APPROVAL.**

**BUDGET PAGE MUST BE ATTACHED**

**FY13 PROJECT: MEDIA TOURS BUDGET**

	State Tourism Funds	Other Funds	Total
TRAVEL:			
Media Tours	\$1,000		\$1,000
<b>TOTAL</b>	<b>\$1,000</b>		<b>\$1,000</b>

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REGION/CVB PROJECT TOTAL	\$1,000		\$1,000
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**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau  
**PROJECT NAME** Publications/Historic Walking Tours Reprints FY13  
**APPLICATION COMPLETED BY:** Jim Robbins

___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.**

From FY06 through FY08, the Bozeman CVB created three historic walking tour brochures designed to promote historic highlights of Bozeman. These brochures include an historic neighborhood tour, historic cemetery tour and an historic downtown tour.

The Bozeman CVB is requesting funds to reprint one of the historic walking tour brochures depending on which is needed first. (possibly the Historic neighborhood). All of the brochures have the same specs and would have the same print run.

This piece cultivates a partnership between the Downtown Business Improvement District, Bozeman Historic Preservation Advisory Board, Pioneer Museum and the Bozeman Convention and Visitor Bureau. The brochure is rack card size, and unfolds on the inside, accordion style, showing the map.

#### **GOALS:**

- + To provide visitors with an additional activity to do in Bozeman to prolong their stay.
- + Increase four-season tourism revenue in Bozeman. This marketing effort focuses on attracting high-value, low impact visitors as defined by the Montana Tourism and Recreation Strategic Plan, including the Geotraveler, who appreciates the products and services that Bozeman offers.
- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand and cooperative efforts with other regions, CVBs and private businesses to leverage funds.

#### **OBJECTIVES:**

- + Increase year-round visitation to Bozeman by 2% as measured by FY12 bed tax collections.
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers.

#### **IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

- + Increase four-season tourism revenue in Bozeman. This marketing effort focuses on attracting high-value, low impact visitors as defined by the Montana Tourism and Recreation Strategic Plan, including the Geotraveler, who appreciates the products and services that Bozeman offers.
- + Continue to support and work with private and public entities to manage Bozeman's natural, historic and cultural assets with balanced sustainable levels

of resident and non-resident visitor use in order to enhance and preserve Bozeman's sense of place.

- + Educate conference attendees about the number of family, recreational and cultural activities available in the area.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

**Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

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

Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

Action 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending.

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands. (Page 57)**

Action 3.1 Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.

**Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets. (Page 63)**

Action 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

**DETAIL PAGES ATTACHED YES**

**BUDGET PAGE MUST BE ATTACHED**

**FOR APPROVAL.**

**PRINTED MATERIALS**

**Bozeman Historic Walking Tour Brochure/Map Reprint**

- + Quantity: 500
- + Color: 4C
- + Size: 16 x 9 flat; 4 x 9 folded (3 folds)
- + Paper Stock: 80# text
- + Ad Sales (yes or no): No
- + Distribution Plan (areas and method): Distribution at the Bozeman Area Chamber of Commerce and Visitor Center, Pioneer Museum, Downtown Bozeman Visitor Center and rack placement with local area tourism providers in the community as requested.

**FY13 PROJECT: PUBLICATIONS/HISTORIC WALKING TOUR REPRINT**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Creative Services	\$100		\$100
Project Management	\$200		\$200
<b>TOTAL</b>	<b>\$300</b>		<b>\$300</b>

<b>OTHER:</b>			
Printing and Shipping	\$1,700		\$1,700
<b>TOTAL</b>	<b>\$1,700</b>		<b>\$1,700</b>

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REGION/CVB			
<b>PROJECT TOTAL</b>	<b>\$2,000</b>		<b>\$2,000</b>

**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Telemarketing and Fulfillment FY13

**APPLICATION COMPLETED BY:** Jim Robbins

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.**

800 line: Expense incurred to maintain an 800 number for calls coming into the call center requesting information about Bozeman

Postage/UPS: Cost to respond to consumer inquiries and other travel/tourism related requests.

Fulfillment/Call Center Contractor: This expense is for the services provided by the call center to facilitate the handling of our incoming calls and to fulfill our leads by sending our travel packet.

Specific services provided by the web-enabled call center include:

- + Customized travel counseling through the Bozeman 800 number
- + Design and maintenance of customized software that captures and reports essential data including name, address, email address, phone, interests, and travel dates
- + Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity
- + Data entry of all telephone, mail, e-mail and faxed inquiries
- + Inquiry management and servicing of Internet inquiries and information
- + Fulfillment of inquiries with requested travel information
- + Live Chat

**GOALS:**

- + To have all calls that come in through the 800 number documented and answered professionally by a live person
- + Use documented call and e-mail information in the marketing plan
- + To fulfill all calls and e-mail requests in a timely manner
- + Provide a clearing house for management, fulfillment and tracking of all inquiries via email, telephone, live helper chat, fax, mail and reader response cards

**OBJECTIVES:**

- + Increase year-round visitation to Bozeman by 2% over FY12 bed tax collections
- + Increase total revenue brought into the Bozeman community by 4% over FY12 numbers

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

Many of Bozeman’s goals in the marketing plan are met with this project.

- + Increase four-season tourism revenue in Bozeman. This marketing effort focuses on attracting high-value, low impact visitors as defined by the Montana Tourism and Recreation Strategic Plan, including the Geotraveler, who appreciates the products and services that Bozeman offers.
- + Showcase Bozeman’s proximity to one of our state’s natural wonders, Yellowstone National Park. Promote Bozeman as a “home base” while planning day trips into Yellowstone and other points of interest around the area. Work with Big Sky and West Yellowstone CVBs and Yellowstone Country to iconify the entire Yellowstone National Park corridor as one unique experience.
- + Build and maintain a consistent image of Bozeman as southwest Montana’s premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the Geotourism Charter and cooperative efforts with other regions, CVBs and private businesses to leverage funds

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? NO**

The call center alone does not support the strategic plan, however the information used from the call center (demographics, interests, etc.) will help support the plan.

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Fulfillment/Call Center Contractor	\$14,400	+	\$0	=	\$14,400
<b>TOTAL</b>	<b>\$14,400</b>		<b>\$0</b>		<b>\$14,400</b>

<b>OTHER:</b>					
800 Line	\$300	+	\$0	=	\$300
Postage/FEDEX/UPS	\$1,600	+	\$0	=	\$1,600
<b>TOTAL</b>	<b>\$1,900</b>		<b>\$0</b>		<b>\$1,900</b>

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<b>REGION/CVB PROJECT TOTAL</b>	<b>\$16,300</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$16,300</b>
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**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Tradeshows (film or other) FY13

**APPLICATION COMPLETED BY:** Jim Robbins

___ ___ Final
__X_ 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 Bozeman CVB is considering the Sundance Film Festival as well as many other tradeshow that are important to maintaining the objectives of the Bozeman Convention and Visitors Bureau. At this time, the Bozeman Tourism Business Improvement District is funding those initiatives which include NTA (National Tour Association), the International Pow Wow (United States Travel Association), Destination Showcase (Destination Marketing Association International), Rocky Mountain International, and Meet Midwest (Hospitality Management Association International).

**GOALS:**

- + Utilize face to face interaction at trade show to best create relationships and qualified leads to support the Bozeman CVB's objectives in film, meetings and international and national tours.
- + To promote Bozeman as a premier motion picture filming destination in Southwest Montana
- + To promote Bozeman as one of Montana's premier filming locations and develop partnerships with the state, other regions and CVBs and private businesses in an effort to leverage funds.

**OBJECTIVES:**

- + Increase the amount of revenue brought into the Bozeman community through film production to \$1,500,000.
- + Maintain the Big Sky on the Big Screen film incentive.
- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman on at least one scout a year.

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the focus on the geotraveler as the target audience and cooperative efforts with other regions, CVBs, TBID's, and private businesses to leverage funds.
- + Work with the state through co-ops and other opportunities to best leverage funds and state branding efforts.

- + Showcase Bozeman’s proximity to one of our state’s premier natural wonders, Yellowstone National Park. Promote Bozeman as a “home base” while planning day trips into Yellowstone and other points of interest around the area.
- + Continue to support and work with private and public entities to manage Bozeman’s natural, historic and cultural assets with balanced sustainable levels of resident and nonresident visitor use in order to enhance and preserve Bozeman’s sense of place..
- + Showcase Bozeman to international tour operators/travel agents as the entry and exit point for international travelers.
- + Showcase Bozeman to domestic group tour operators as a key destination in their tour bus itineraries.
- + Educate production companies about the state’s incentive film program and the variety of locations available for filming in the Bozeman area.
- + Inform production companies about the variety of services available in the community from accommodations and dry cleaners to hardware stores and office equipment
- + Increase the number of productions by utilizing locations within the Bozeman area or equipment and services from the Bozeman community.

**FY13 PROJECT: TRADESHOWS BUDGET**

	State Tourism Funds	Other Funds	Total
<b>MARKETING/ADVERTISING:</b>			
Shows	\$200		\$200
<b>TOTAL</b>	<b>\$200</b>	<b>\$0</b>	<b>\$200</b>

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REGION/CVB PROJECT TOTAL	\$200	+	\$0	=	\$200
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**ORGANIZATION NAME:** Bozeman Convention & Visitor Bureau

**PROJECT NAME:** Airlines Joint Venture Marketing FY13

**APPLICATION COMPLETED BY:** Jim Robbins

\_\_\_\_\_Final

\_X\_ 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 Bozeman CVB along with several partners including the Bozeman Chamber of Commerce, the Big Sky Chamber and CVB, Yellowstone Country, Moonlight Basin, Big Sky Resort, the Yellowstone Club and other private partners are working together to bring additional air service to Bozeman.

Should we be successful in bringing new air service to Bozeman, we would like to participate in an inbound marketing campaign. At this point we do not have any details about the campaign and so I am asking for preliminary approval on this project. As more details become know I will seek final approval for this inbound marketing campaign.

**GOAL:**

- + To promote additional air service into Gallatin Field Airport.
- + Educate new potential passenger about accessibility from Gallatin Field to Bozeman and Big Sky as a gateway to Yellowstone National Park and southwest Montana.

**OBJECTIVES:**

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- + Promote target destination and successfully fill new direct flights so that no guarantee will need to be paid at the end of the season.
- + Increase year-round visitation to Bozeman by 2% as measured by FY11 bed tax collections
- + Increase total revenue brought into the Bozeman community by 4% over FY11 numbers

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN WHICH SUPPORT THIS PROJECT**

- + Build and maintain a consistent image of the Gallatin Valley as a premier destination in Montana.
- + Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners.
- + Continue to target markets as accurately as possible to assure funding is used to reach an audience that asks for information, travels to Gallatin Valley and spends significant dollars.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

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

Action 1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans and track/report results (p.49-50)

“Coordinate promotion efforts to maximize reach to specific target and niche markets, achieving lower costs, broader impact and high return on investment”

Action 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts (p.52-53)

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.”

**Goal 7: Improve Montana’s transportation system for both residents and non-residents.**

Action 7.1 Increase air service capacity to and from Montana’s cities. (p.68)

**DETAIL PAGES ATTACHED? YES  
 ATTACHED FOR APPROVAL.**

**BUDGET PAGE MUST BE**

	State Tourism Funds	Other Funds	Total
MARKETING/ADVERTISING:	\$2,500		\$2,500
TOTAL	\$2,500		\$2,500
OTHER:			
TOTAL	\$2,500		\$2,500
REGION/CVB PROJECT TOTAL	\$2,500		\$2,500

**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Tour Operator Familiarization Tour FY13

**APPLICATION COMPLETED BY:** Jim Robbins

_____ Final
___ X___ 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.**

Each year the Bozeman Convention and Visitor Bureau sets aside money to assist the Montana Office of Tourism in familiarization Tours. In September of 2012, the State of Montana, in cooperation with North Dakota and the Bozeman, Billings and Big Sky CVB, will be hosting a “Mega-Fam”. This high profile international tour operator familiarization effort will involve over 30 international operators. This assistance is usually for transportation, lodging, meals and area attractions. The CVB also assists by acting as a liaison between the tours and the local area businesses. The CVB will continue to work in conjunction with Montana Office of Tourism on other tours that may come to the area.

**GOALS:**

- + Work with the Montana Office of Tourism to encourage media writers/editors and film producers/directors/scouts to visit Bozeman.
- + Promote Bozeman as one of Montana’s premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.

**OBJECTIVES:**

- + Assist the Montana Office of Tourism with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

**IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN THAT SUPPORT THIS PROJECT.**

Many of Bozeman’s primary consumer target market goals in the marketing plan are met with this project.

- + Work with the state through co-ops and other opportunities to best leverage funds and state branding efforts.
- + Showcase Bozeman’s proximity to one of our state’s premier natural wonders, Yellowstone National Park. Promote Bozeman as a “home base” while planning day trips into Yellowstone and other points of interest around the area.
- + Continue to support and work with private and public entities to manage Bozeman’s natural, historic and cultural assets with balanced sustainable levels of resident and nonresident visitor use in order to enhance and preserve Bozeman’s sense of place.

- + Showcase Bozeman to international tour operators/travel agents as the entry and exit point for international travelers.

**DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES**

- + 1.2.e Continue to target tour operators to bring tours to Montana.

**FY13 PROJECT: FAM TOURS BUDGET**

	State Tourism Funds	Other Funds	Total
TRAVEL:			
Fam Tours	\$2,500		\$2,500
<b>TOTAL</b>	<b>\$2,500</b>		<b>\$2,500</b>

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REGION/CVB PROJECT TOTAL	\$2,500		\$2,500
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**THE BOZEMAN CONVENTION AND VISITOR BUREAU CONTRIBUTES TO A POSITIVE QUALITY OF LIFE IN BOZEMAN BY PROMOTING TOURISM AS A SUSTAINABLE INDUSTRY.**