

Marketing Plan 2012

M O N T A N A



CUSTER COUNTRY

The mission of Montana's Custer Country is to increase visitors to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism.

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Historic Adventure, that is what a visit to Custer Country promises. This is the land where visitors can ride their bicycles on the trails that once carried the soldiers and warriors of two proud nations as they clashed on the banks of the Little Bighorn. This is the land where visitors can catch trophy paddlefish from the same river that flows past Pompeys Pillar, where William Clark left his mark on history as he carried home the news of the great land he had discovered. This is the land where visitors can enjoy homemade milkshakes and pitchfork fondue, served by the friendly descendants of the settlers and pioneers who defied the odds and built thriving communities where before there was only prairie. This is the land where visitors can watch the swirl of color and feel the beat of the drum that has nourished the tribes of the Crow and Northern Cheyenne for half a millennia. This is Custer Country.

1) PURPOSE

The Purpose of this comprehensive marketing plan is to provide a strategic direction for the Custer Country Tourism Region. This strategic direction will position this region to better recruit visitors to the counties of Dawson, Wibaux, Fallon, Carter, Prairie, Custer, Powder River, Rosebud, Treasure, Yellowstone, Big Horn, Musselshell, Golden Valley and the reservations of the Crow and Northern Cheyenne Tribes which make up Custer Country.

The plan emphasizes the importance of targeted tourism promotion, research, tracking and accountability in order to build a marketing strategy that extends beyond this fiscal year and into the future.

2) IDENTITY OF THE AREA

Strengths

1. Historic Assets

- a. Little Bighorn Battlefield National Monument and Pompeys Pillar National Monument are internationally known, and are two of the most well known historic sites in Montana.
- b. Other historic sites include Pictograph Caves State Park, Chief Plenty Coups State Park, and Medicine Rocks State Park.
- c. Aside from the Little Bighorn Battlefield, Custer Country also possesses many other historical battlefields such as the Rosebud Battlefield and Canyon Creek Battlefield.
- d. Historic/Interpretive regional trails include the Warrior Trail, Lewis and Clark Trail, Dinosaur Trail, Birding Trail, and the Bozeman Trail.

2. Dinosaur Sites

- a. Custer Country has several museums which are a part of the Dinosaur Trail and possesses many dig sites where dinosaur bones have, and continue, to be found. Places of particular interest to Dinosaur enthusiasts include the Carter County Museum, Glendive Dinosaur Museum, and Makoshika State Park, which contains the Hell Creek Formation from which many world class specimens of dinosaurs have been found. These dinosaurs hailed from the Cretaceous era, nearly 65 million years ago. Famous dinosaurs taken from the Hell Creek Formation within the Custer Country area include Tyrannosaurus Rex and Triceratops.

3. Recreation Opportunities

- a. Fishing on a Blue Ribbon Trout stream (Big Horn River).
- b. Hiking and Mountain Biking the trails of Makoshika State Park, Bighorn Canyon National Recreation Area, Calypso Trail, Medicine Rocks State Park, and the Billings Rimrocks.
- c. 13 counties provide abundant opportunities to hunt on public land.
- d. Excellent wildlife viewing opportunities, including the only protected, free-ranging wild horses in Montana.
- e. Bicycling, hiking, rafting, and photography opportunities can be found throughout the region.

4. Relaxing Hospitality at Night

- a. The most advanced and extensive convention facilities in Montana.
- b. From 4-Star Hotels to welcoming Bed and Breakfasts.
- c. Shopping opportunities from unique small boutiques to major shopping malls, which draw many visitors from outside Custer Country to the region.

5. Charming Small Towns and Communities

- a. Glendive, the world's only producer of Paddlefish Caviar.
- b. Miles City, home of the internationally known Bucking Horse Sale.
- c. Crow Agency, home of Crow Fair, the Tipi Capital of the World.
- d. Ingomar, home of the Jersey Lilly's Famous Baked Beans.
- e. Forsyth, home of the Matthew Quigley Buffalo Rifle Match, the largest shooting competition of its kind in the United States.
- f. Events and history which is unique to Custer Country:
 - i. Clark Days at Pompeys Pillar National Monument.
 - ii. Two re-enactments of the Battle of the Little Bighorn between Custer's 7th Cavalry regiment and Sioux and Cheyenne warriors.
 - iii. The home of Evelyn Cameron, a famous photographer of Southeastern Montana life during the turn of the 20th century.
- g. A wide variety of museums exist across the region showcasing Custer Country's history and heritage, including the Range Riders Museum in Miles City and the Bighorn County Museum in Hardin.
- h. The citizens of Southeast Montana possess a strong cultural identity which is unique in many ways. This cultural identity can be witnessed on any given day in Custer Country, but is best experienced during certain cultural events which take place annually.

6. Accessibility

- a. Logan Airport in Billings has more routes, and is served by more airlines than any other airport in Montana. The airlines which serve this airport are Delta, Allegiant, United, Frontier, Horizon, Northwest, SkyWest, and Great Lakes. Direct flights exist between Billings and Seattle, Salt Lake City, Las Vegas, Los Angeles, Phoenix, Denver, Minneapolis, Chicago, and Atlanta.
- b. Smaller regional airports in Miles City and Glendive.
- c. Interstate 90, Interstate 94, Highway 212, Highway 12, and Highway 7 provide easy access through Custer Country, creating heavy visitor traffic through the region.

Challenges

1. There is a lack of understanding among Custer Country's potential visitors as to what a tourism region is. Visitors don't tend to travel to "regions" as a destination.
2. There is some controversy among Custer Country stakeholders concerning the Custer Country name. Research will be undertaken to determine whether the name should be changed and what possible alternatives may exist.
3. There is a lack of diversity and accessibility to recreation opportunities during the winter season.
4. The large distances between towns and services is a challenge in Custer Country. Potential visitors, while attracted by our unspoiled wilderness, may be hesitant to travel to areas where services don't exist. This is particularly evident along Hwy 212, where the lack of lodging options may cause tour companies and FIT travellers to avoid it rather than make the long drive in one day.
5. There is a lack of public transportation between Custer Country's communities and destinations (i.e. Bus, Train, Tour Bus, Taxi, Etc.).
6. Custer Country's most notable asset, Little Bighorn Battlefield, is moving its 149,000 artifacts to a repository in Phoenix, AZ for preservation, care, and cataloging. It is imperative that a new visitor center be built to house the items so they return as quickly as possible. In order to do this we must work with the Crow Tribe and our federal elected leaders to transfer land from the Custer Battlefield Preservation Committee to the National Park Service.
7. There is a lack of exhaustive, reliable research data for the Custer Country region. This affects Custer Country's ability to plan for the future and better market the region. Custer Country has partnered with Mercury CSC to undergo a detailed research project for the entire Custer Country region. This year-long project will provide regional stakeholders with invaluable information about who Custer Country's target markets should be, what the demographics of its current visitors are, and how to make improvements on nearly every aspect of the Custer Country tourism industry.

3) GOALS

All ACTIONS taken by Custer Country will support the following GOALS;

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.

2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

- i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
 4. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
 5. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
 6. Increase shoulder and winter season visitation through promotion of special events and attractions that remain open year-round.

4) SUPPORT FOR STATE OF MONTANA TOURISM STRATEGIC PLAN

This Marketing Plan supports the following objectives laid out in the State of Montana's 2008-2012 Tourism Strategic Plan:

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
 - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
 - 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - 1.4: Improve Montana's Visitor Information System to extend visitor stays and spending.
- **Goal 2: Attain public policy and citizen support for sustainable tourism and recreation**
 - 2.2: Provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
 - 4.1: Promote Montana's existing historic and cultural 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.**
 - 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

- **Goal 8: Enhance the “curb appeal” of Montana communities to attract visitors.**
 - 8.2: Implement improvements to make Montana communities more visitor-friendly.
- **Goal 9: Increase funding to maintain sustainable tourism and recreation.**
 - 9.2: Foster opportunities to pool public and private marketing dollars.
 - 9.3: Enhance funding for region and CVB marketing efforts.
- **Goal 10: Build an effective “team” to implement the strategic Plan, and report results.**
 - 10.1: Recognize Travel Montana as the “Team Captain” to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan.
 - 10.2: Create public/private/tribal partnerships for cooperative project implementation.
 - 10.3: Implement regular Strategic Plan discussion and reporting mechanisms in a variety of venues to ensure that actual tourism and recreation activities are aligned with Strategic Plan goals and actions.
 - 10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.

5) MEASURABLE OBJECTIVES

- **Unique web user sessions: 64,000**
 - Rationale: New web site will be launched in early 2011-12, online advertising, search engine optimization, ad campaign driving more visitors to the site.

Fiscal Year	Unique Web User Session
2009-2010	53,000
2010-2011	51,731 actual as of May 30, 2011; GOAL=63,600 (will fall short due to delay of web site launch to early 2011-12 FY)
2011-2012	64,000

- **Advertising responses: 14,000**
 - Rationale: New creative campaign, new advertising vehicles coupled with past vehicles that have proven successful.

Fiscal Year	Advertising Response
2008-2009	13,936
2009-2010	10,334
2010-2011	6,763 as of May 30, 2011 (goal was 19,800 based on inaccurate data stating last year ended with 18,000 responses vs 10,334)
2011-2012	14,000

- **Consumer Database:** End FY 2011-12 with **2,100** contacts in leisure database
 - Rationale: Use new techniques such as contests and giveaways at tradeshow and through the use of social media.

Fiscal Year	Consumer Database
2009-2010	September 2010=1,433
2010-2011	1,677 as of May 30, 2011; GOAL=1,875 by June 30, 2011
2011-2012	2,100

- **Media Relations: 1,000,000 impressions and a media value equivalent of \$1,000,000**

- Rationale: Continue to develop a thorough media relations program including releases and FAM tours, along with a tracking mechanism.

Fiscal Year	Media Impressions	Media Value
No previous data available since this was not tracked		
2010-2011	GOAL=500,000 (we anticipate year end will be "0" due to publication dates for fams and other activities in our first year)	GOAL=\$500,000 (we anticipate year end will be "\$0" due to publication dates for fams and other activities in our first year)
2011-2012	GOAL=1,000,000	GOAL=\$1,000,000

- **Stakeholder Report Card:** Receive a **70%** approval rating in the second year of operation from all stakeholders throughout Custer Country.
 - Rationale: Using the stakeholder database we will develop a confidential survey asking Custer Country stakeholders to rate our performance.

Fiscal Year	Stakeholder Report Card
2010-2011	GOAL=80%. Actual to be determined in July. Preliminary surveying asking different but similar questions leads us to believe 80% was too aggressive for a first time score.
2011-2012	GOAL=70%

6) TARGET MARKETS (GEOGRAPHIC)*

Custer Country's primary markets, being those who are currently visiting Custer Country, as defined in a 2009 study by the Institute for Tourism and Recreation Research (ITRR) are:

1. Minnesota
2. Washington
3. California
4. Idaho
5. North Dakota
6. Wyoming

Custer Country is actively targeting travellers from European nations such as France, UK, Germany, the Netherlands, Italy, and the Scandinavian nations through attendance at Rocky Mountain International Roundups.

Other Geographic markets will include, but not be limited to:

1. Areas targeted by MTOT's High Plains marketing campaign (Western Montana, Western North Dakota).
2. Chicago IL, Seattle WA, and Minneapolis MN in order to take advantage of MTOT marketing efforts there.
3. Other areas Custer Country deems as potential markets after further research.

*Custer Country is currently working with Mercury CSC to complete a region-wide research project that will allow us to better determine our target markets by geographic location. This research project should be complete by the end of fiscal year 2011-2012.

7) TARGET MARKETS (DEMOGRAPHIC)**

According to a 2009 ITRR Study, Custer Country's Primary demographic market is the affluent 50+ couple travelling across Montana. The majority come to the area to experience nature. They accomplish this by taking scenic drives, photographing nature, and watching wildlife. This group tends to have a household income of \$100,000-\$150,000 and typically consists of a group size of 2. This group also enjoys shopping and visiting historical sites. This group may include RV enthusiasts.

Secondary markets include younger travelers. The age of this demographic is 35-50 with a household income of \$50,000-\$75,000. This group tends to either travel alone or as a couple with a group size of 2. They also are attracted to Custer Country's nature and open space and enjoy visiting historic sites, day hiking, scenic drives and recreational shopping.

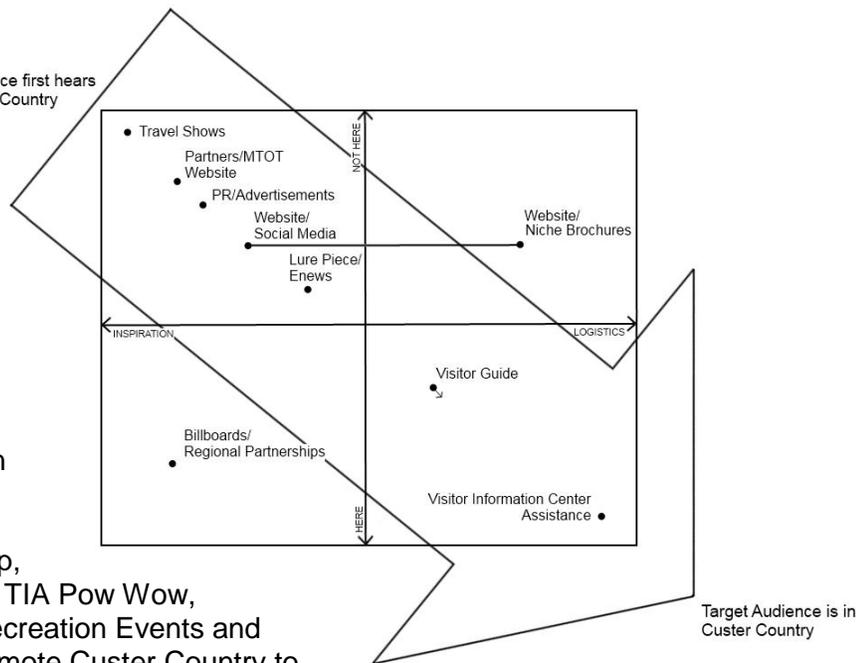
Both these markets are likely to be passing through Custer Country either having just visited, or intending to visit either Glacier National Park or Yellowstone National Park. The attractions in Custer Country they are most likely to visit are Little Bighorn Battlefield, Custer's Last Stand Reenactment, and Pompeys Pillar.

**Custer Country is currently working with Mercury CSC to complete a region-wide research project that will allow us to better determine our target markets by demographic. This research project should be complete by the end of fiscal year 2011-2012.

8) MARKETING METHODS:

The graph at right shows Custer Country's plan for its use of marketing mediums and each medium's place in the decision process of the potential traveler. Each element of the graph is described in further detail below.

Target audience first hears about Custer Country



- 1. Travel Shows:** Custer Country will generate interest in the region by attending travel shows such as the Rocky Mountain International Roundup, Las Vegas Cowboy Christmas, TIA Pow Wow, Motorcycle Events, Outdoor Recreation Events and other events where we can promote Custer Country to potential visitors.
- 2. PR/Advertisements:** Custer Country will use a combination of print and online advertising to drive traffic to the custercountry.com website and to the Custer Country call center. Ads will educate the reader about the attractions offered in the region and will include a call to action. We will cooperate with in state co-ops with Montana Office of Tourism and other Regions and CVB's to take advantage of quantity page rates whenever possible. Custer Country will also target and host travel writers, TV and Radio producers, and magazine editors and encourage them to produce editorial coverage about the region's activities, events, and tourist attractions over all four seasons. Custer Country will hold a region wide contest in order to build our photo library while keeping costs down. The contest will feature a call for photographs of Custer Country. Requirements will be listed for the types of photos needed and the image quality (dpi, pixels, etc.) needed in order for the submissions to be accepted. A prize will be offered, to the person who submits the best photograph. The contest rules will state that any photo submitted is the sole property of Custer Country and can be used in any way we see fit.
- 3. Website:** Custer Country will use print, online, and social media advertising to drive traffic to the custercountry.com website. The website will be designed to not only encourage potential visitors to come to the region, but will also aid those who have already selected Custer Country as a destination in planning their trip. The number of visitors to the site will be tracked, as will the areas of the site which are most heavily used, in order to better understand Custer Country's potential visitors and better meet their needs. A .mobi site will also be developed for Custer Country that will provide users of smart phones and mobile internet with a website designed for their devices. Custer Country will hold a region wide contest similar to the photo library contest but asking for short video clips rather than photos. All necessary steps will be taken to insure that the videos received will be the sole property of Custer Country.
- 4. Social Media:** Custer Country will market itself to a younger, increasingly more technology-savvy demographic and increase the reach of its marketing efforts exponentially by maintaining a presence on social media sites such as YouTube, Facebook, Twitter, and Flickr.

5. **Lure Piece:** The lure piece will be designed primarily for mail distribution. It will be heavy on photography and will have just enough text and information to cause possible visitors to seek more information by visiting the custercountry.com website.
6. **Enews:** This piece will be an email newsletter sent regularly which will focus on special offers and time sensitive information.
7. **Visitor Guide:** The annual Custer Country Travel Guide will be produced and distributed free of charge. The guide will contain photos and information designed to provide guidance to visitors who are already in the region and in the surrounding areas. The guide will be around 30 pages in length and will focus on the major regional "attractors" while not losing sight of all of Custer Country's significant attractions. The guide will also drive traffic to the custercountry.com website.
8. **Visitor Information Center Assistance:** Custer Country will put aside resources to offer aid and support to VICs and other non-profit organizations dedicated to assisting tourists visiting Custer Country.
9. **Billboards:** Billboards will be placed strategically both within the Custer Country region and in the surrounding areas in order to push traffic on to Custer Country's primary scenic routes of Highway 212 and Highway 7.
10. **Regional Partnerships:** Custer Country will seek partnerships with other tourism organizations both within and outside the Custer Country region. Such partnerships include the Billings and Miles City CVBs, Rapid City CVB, Bismarck CVB, Yellowstone National Park, Red Lodge Chamber of Commerce, etc.

Strategies

1. Custer Country is strategically located between Mount Rushmore National Monument, Yellowstone National Park, and Medora/Theodore Roosevelt National Park. Partnerships with these regional organizations to promote travel through Custer Country will be developed. Custer Country will use a variety of marketing tools to push traffic between Mount Rushmore and Yellowstone on to Highway 212. Once these travelers are on this scenic route, Custer Country's opportunities to increase their length of stay in the area will increase dramatically. This also applies to Highway 7 providing a route from Medora/Theodore Roosevelt National Park to Mount Rushmore through Wibaux and Ekalaka.
2. Tourism trends are showing that after the recession, people are choosing to stay closer to home and travel in less expensive ways. This bodes well for Custer Country, as the tourism opportunities in the region tend to be inexpensive. By targeting its marketing efforts at areas that have already been targeted by MTOT marketing campaigns, Custer Country can build off of their efforts. These areas include:
Seattle, WA; Minneapolis, MN; Bismarck, ND; Western Montana; Chicago, IL
3. **Historic Adventure:** Improve the brand image of Southeastern Montana as a multi-faceted tourist destination. Custer Country has established itself as a place containing important historical sites. What it must do now is build on this reputation to develop new markets that will not be lured by the promise of history alone. Historic Adventure will be the new promise to potential visitors. Our target audience will see that Custer Country is a place where a person can experience history not only from the window of a car, but from the seat of a bicycle, the bottom of a raft, and from far off vistas after a long hike. In essence, Custer Country is not just about Custer. It is about experiencing history the way the historical figures experienced it. First hand.

Custer Country, Montana

Fiscal Year 2011-2012

Annual Budget Overview

<u>Project Description/Category</u>	<u>Project Budget</u>	<u>Total Budget</u>
Marketing Support		\$139,900
Administration (Up to 20%)	83,000	
Marketing/Public Relations Manager	34,500	
Opportunity (Up to 10%)	5,700	
Joint Ventures	100	
Cooperative Marketing	10,000	
Governors Conf./TAC Mtngs/Partners Mtngs	3,000	
Professional Training	3,600	
Consumer Advertising		\$113,000
Ad Production	20,000	
Consumer Advertising	70,000	
Billboards	10,000	
Online Advertising	5,000	
Consumer E-Marketing	3,000	
Web Marketing (SEO)	5,000	
Consumer Travel/Trade Shows and Events		\$17,500
Las Vegas Cowboy Christmas	7,500	
Gettysburg Annual Event	3,000	
Northwest Sportsman's Travel Show	4,000	
TIA PowWow	3,000	
Internet Development		\$13,000
Web Site/Mobi Development	10,000	
Social Media Development	3,000	
Filming Locations		\$100
Scouting	100	

Group Travel		\$1,000
RMI	1,000	
Visitor Information Center		\$3,500
VIC Signage	3,500	
Print Projects		\$92,000
Travel Guide	60,000	
Lure Piece With 4 Covers	30,000	
Summer Calendar of Events	2,000	
Publicity		\$20,000
Photo Library	10,000	
Fam Tours	5,000	
Giveaways	5,000	
Research		\$75,000
Consumer Research	75,000	
Telemarketing/Fulfillment		\$30,000
Postage	10,000	
Storage	3,000	
Fulfillment by Contractor (Certified)	7,000	
MARS Stout	10,000	
NEW FUNDS		\$415,000
CARRYOVER		\$90,000
TOTAL FUNDS REQUESTED		\$505,000

Please identify projects and amounts you would eliminate or reduce if revenue decreases by 10%:
10% reduction would equal \$41,500. Reductions would occur in administration (\$8,300); Consumer Advertising (\$16,700); Consumer/Trade/Event Shows (\$5,000); Web Site (\$5,000); Publications (\$6,500)

If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.

Organization Name Montana's Custer CountryProject Name Marketing PersonnelApplication Completed by John Brewer

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.

Montana's Custer Country has employed a full time Marketing/Public Relations Manager. This person is responsible for implementation of marketing and public relations projects as assigned. A complete job description is included with this application. This position is a very efficient and cost effective means to handle our marketing. The value of the local knowledge of the region and of situations cannot be overstated. A few of the crucial elements for which this position is responsible include, but may not be limited to:

- Public Relations: Create and distribute publicity information as assigned. Write, research and distribute media releases and track effectiveness. Create and manage media database and maintain media relations;
- Photography/Video: Maintain photo and video library while finding creative means to increase the library. Create video, edit video and utilize for promotion;
- Web Site: Create and or update the internet site. Maintain site on a regular basis by updating content (feature stories, photos, video, community pages, etc);
- Social Media: Implement a social media strategy to include Facebook, Twitter, etc. Create a posting calendar and provide frequent, relevant and regular content updates;
- Visitor Guides: Create visitor guide in cooperation with advertising agency. Position will coordinate content priorities and overall flow and will write all content;
- Tourism Marketing Partnerships: Work proactively with Montana Office of Tourism and other tourism partners, both public and private, to maximize cooperative and joint venture opportunities;
- Familiarization Tours and Media Support: Coordinate itineraries, invite qualified participants and coordinate tours with travel media groups or in partnership with MToT. Assist individual qualified media representatives when in the region;
- Trade/Consumer/Event and Travel Shows: Coordinate show participation, materials, strategy to increase booth traffic, print items, and giveaways. Attend shows that will attract visitors to Southeastern Montana;
- Events Calendar: Coordinate all tourism activities within the region and format them for use in all marketing formats (web site, print calendar, social media, etc.);
- Creative Development: Write, design, layout and produce basic creative projects that will not need to be developed by the advertising agency;
- Advertising Agency: Liaison with the advertising agency for development of marketing plan projects (advertisements, print projects, lure and visitor guide, billboards, etc);
- Film Promotion: Work with Montana Film Office and individual decision makers to position Custer Country as a preferred site for film, TV and still commercial shoots;
- Travel Industry Knowledge: Fully understand travel trends, traveler perceptions, marketing technologies and methods of implementation.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100
- Media Relations: 1,000,000 impressions/media value equivalent of \$1,000,000
- Stakeholder Report Card: 70% approval rating

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region's a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
5. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
6. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
- Goal 2: Attain public policy and citizen support for sustainable tourism and recreation
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

Detail pages attached Yes No

**Custer Country
Marketing/Public
Relations Manager**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Salary	34,500	+	\$0	=	\$34,500
TOTAL	\$34,500	+	\$0	=	\$34,500
REGION/CVB PROJECT TOTAL	\$34,500	+	\$0	=	\$34,500

Billings Chamber of Commerce
 Convention and Visitors Bureau


Position: Custer Country Marketing/Public Relations Manager

- Position Summary:** The Custer Country Marketing/Public Relations Manager will implement all marketing and public relations programs as assigned by the President/CEO.
- Key Accountabilities:**
- The overall task of the Custer Country Marketing/Public Relations Manager is to plan, organize and direct the marketing operations of the tourism region.
1. Public Relations: Create and distribute publicity information as assigned. Write, research and distribute media releases and track effectiveness. Create and manage media database and maintain media relations;
 2. Photography/Video: Maintain photo and video library while finding creative means to increase the library. Create video, edit video and utilize for promotion;
 3. Web Site: Create and or update the internet site. Maintain site on a regular basis by updating content (feature stories, photos, video, community pages, etc);
 4. Social Media: Implement a social media strategy to include Facebook, Twitter, etc. Create a posting calendar and provide frequent, relevant and regular content updates;
 5. Visitor Guides: Create visitor guide in cooperation with advertising agency. Position will coordinate content priorities and overall flow and will write all content;
 6. Tourism Marketing Partnerships: Work proactively with Montana Office of Tourism and other tourism partners, both public and private, to maximize cooperative and joint venture opportunities;
 7. Familiarization Tours and Media Support: Create itineraries, invite qualified participants and coordinate tours with travel media groups or in partnership with MToT. Assist individual qualified media representatives when in the region;
 8. Trade/Consumer/Event and Travel Shows: Coordinate show participation, materials, strategy to increase booth traffic, print items, and giveaways. Attend shows that will attract visitors to Southeastern Montana;
 9. Events Calendar: Coordinate all tourism activities within the region and format them for use in all marketing formats (web site, print calendar, social media, etc.);
 10. Creative Development: Write, design, layout and produce basic creative projects that will not need to be developed by the advertising agency;
 11. Advertising Agency: Liaison with the advertising agency for development of marketing plan projects (advertisements, print projects, lure and visitor guide, billboards, etc);
 12. Film Promotion: Work with Montana Film Office and individual decision makers to position Custer Country as a preferred site for film, TV and still commercial shoots;

13. Travel Industry Knowledge: Fully understand travel trends, traveler perceptions, marketing technologies and methods of implementation.
14. Strategic Plan Assistance--Work with the President/CEO to develop an annual program of work specific to the marketing programs that will be implemented by the Marketing/PR Manager;
15. Rules and Regulations--Working knowledge of state Rules and Regulations that govern lodging tax expenditures;
16. Brand Manager--Maintain the integrity of the brand standards for the region and work to tie in the Montana Office of Tourism brand standards;
17. Regional Knowledge—Must understand the region, tribal sensitivities and opportunities, partners' business and attractions, be familiar with new product and major pillars that draw people to the region;
18. Other: Frequent travel; before or after normal work hours, via auto, air, train, bus; willing and able to work evenings, weekends and/or holidays during extended summer hours or as event deems necessary. Travel will be extensive throughout Montana and the U.S. as well as possible international travel;
19. Other duties as assigned.

Position: President/CEO Billings Chamber/CVB

Position Summary:	The President/CEO of the Billings Chamber/CVB, through contract with Montana's Custer Country Board of Directors, is the manager and chief administrative director for the Custer Country tourism region.
Key Accountabilities:	<p>This overview of the duties and responsibilities of the President/CEO is being provided to the Tourism Advisory Council as a point of reference only. It is intended to delineate the role of this position to that of the Custer Country Marketing and Public Relations Manager.</p> <ol style="list-style-type: none"> 1. <u>Governance</u>—Liaison for all board activities, communications and discussions including: board meetings, board committee meetings; bylaws; policies, executive committee meetings; board and officer development and orientations; 2. <u>Internal Constituent (Partners) Liaison</u>—Communicate frequently with all partners in Custer Country: face to face individual and group settings; via regular enews and through a printed quarterly newsletter. Each county, community and Native American tribe has their own unique needs. Understand these needs and make recommendations to the board (marketing, infrastructure, cultural sensitivities, etc.); 3. <u>Legislative</u>—Track and respond to issues that are impactful to the tourism industry statewide and specific to the region; 4. <u>Tourism Support</u>—Through media, local elected officials, and other means, support and promote the positive economic and quality of life impacts tourism can bring to the region; 5. <u>Infrastructure</u>—Working with the board, support and encourage the development of needed infrastructure, signage, interpretation and facilities to further tourism (Little Bighorn Battlefield Visitor Center, Warrior Trail Interpretation, Directional Signage, etc); 6. <u>Entrepreneurial and Small Business Support</u>—Work with tourism businesses in the region that need direction and assistance in getting started, and through marketing; 7. <u>Strategic Development and Implementation</u>—Develop an annual program of work and maintain a strategic focus that will drive visitors to the region; 8. <u>Staff Leadership</u>—Hire, train, and monitor Custer Country staff. Engage Billings Chamber/CVB staff to leverage their expertise in marketing, legislative issues, reception and other areas; 9. <u>Financial</u>—Develop all budgets (Marketing, Administrative, and Private Funds) and stay within those parameters as approved by the board. Work directly with the accountant to provide regular financial reports; 10. <u>Industry Meetings/Education</u>—Attend TAC (and serve on committees as assigned), Governors Conference on Tourism, Region/CVB meetings, board and committee meetings, Destination Marketing Association International, Wild West Region, etc.; 11. <u>Marketing</u>—Supervise and participate in marketing and PR projects such as approval of ad campaigns, attending trade shows, etc; 12. <u>Other Duties</u>—Perform other duties as deemed necessary for the management and administration of the region as assigned by the board.

Organization Name Montana's Custer CountryProject Name Professional Training – DMAI ConventionApplication Completed by John Brewer

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.

Custer Country's Marketing/PR Manager would benefit greatly by attending DMAI's National Convention to attend training and seminars. This professional development will keep Custer Country abreast of cutting edge tourism marketing trends and keep the region competitive and to increase the effectiveness of Custer Country's marketing efforts.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.

We will also fulfill Custer Country's mission by showcasing our cultural heritage, developing memorable experiences and by developing and implement educational programs designed to educate residents of the region about the benefits of tourism, as well as train front line employees in Custer Country how to create an experience that will lead to repeat visitation.



2. Use Custer Country's most well known thematical assets to draw people to the region. These assets are:
 - Experience**
 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes No

**Custer Country
Consumer Travel/Trade
Shows & Events**

	State Tourism Funds	Other Funds		Total
OTHER:				
Professional Training – DMAI Convention	\$3,600	+	\$0	= \$3,600
TOTAL				

REGION/CVB PROJECT TOTAL	\$3,600	+	\$0	= \$3,600
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Destination Marketing Association International

Membership	\$950
Convention Registration	\$1000
Air	\$500
Meals	\$300
Ground Transp	\$100
Lodging	\$700
Phone/Fax/Misc	\$50
Total	\$3,600

Organization Name Montana's Custer CountryProject Name Consumer AdvertisingApplication Completed by John Brewer

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.

A major part of the Custer Country budget will be devoted to consumer advertising. Custer Country's general consumer advertising campaigns will focus on Custer Country's core pillars as determined by the Custer Country Board of Directors. These pillars are, "Experience: Historic Adventure, Native Culture, Western Authenticity, Outdoor Recreation, and Dinosaur Adventure." The campaigns developed will support the marketing plan and the strengths of the region. The ads will be branded, trackable, targeted, and compelling. Billboards on the highways and online advertising placed on the web sites of the publications identified on page three will also support these campaigns.

E-marketing, or email marketing in the form of an E-newsletter, will also be undertaken.

Montana's Custer Country Board undertook a thorough RFP process and has engaged the services of Mercury CSC for advertising, web development and maintenance, social media strategy development and print publication work.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.

2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:
 - Experience**
 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
 - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
 - 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
 - 4.1: Promote Montana's existing historic and cultural 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.**
 - 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
- **Goal 9: Increase funding to maintain sustainable tourism and recreation.**

Detail pages attached Yes XNo___



**Custer Country
Consumer Advertising**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Ad production, creative, copy writing, photos, misc. agency services (costs for each campaign will be included in the completion reports for individual campaigns/projects)	\$20,000	+	\$0	=	\$20,000
TOTAL	\$20,000		\$0		\$20,000
MARKETING/ADVERTISING:					
Consumer Advertising (pubs noted below)	\$70,000	+	\$0	=	\$70,000
Billboards Vinyl Installation	\$1,500	+	\$0	=	\$1,500
Billboards Rent	\$6,000	+	\$0	=	\$6,000
Billboards Production	\$2,500	+	\$0	=	\$2,500
Online Advertising Placement	\$3,500	+	\$0	=	\$3,500
Online Advertising Production	\$1,500	+	\$0	=	\$1,500
Consumer E-marketing	\$3,000	+	\$0	=	\$3,000
TOTAL	\$88,000		\$0		\$88,000
REGION/CVB PROJECT TOTAL	\$108,000	+	\$0		\$108,000

REQUIRED SPECS FOR PROJECTS

PRINT ADVERTISING

Travel Planners – MTOT, ND, SD, WY,
American Cowboy
History Channel Magazine
True West
National Geographic Traveler
Discover America
American History
Gettysburg Reenactment Publication
Northwest Sportshow Publication
Las Vegas Cowboy Christmas Program
Escapes RV Publication
Audubon
NW Travel Magazine
Thunder Press
Quick Throttle

Archeological News
Midwest Living
Packaged Travel Insider
AAA Home and Away
Western Journey
Birders World Magazine
Camping Life
Cabela's Outfitter Journal
Sunset Magazine
VIA
Trailer Life Magazine
Good Sam
Yellowstone Country Publication
Yellowstone National Park Publications
Distinctly Montana Magazine

Newspapers included in the regional campaign: Rapid City, Missoula, Great Falls, Helena, Bismarck, Cody, Billings and Dickinson.

Online opportunities may be considered for each of the markets/publications mentioned above as well as Google, Yahoo, TripAdvisor, Youtube, and Facebook.

Should additional publications be added, a detailed page will be submitted to the audits and applications committee for final approval.

Organization Name Montana's Custer Country

 Project Name Consumer Travel/Trade Shows & Events

 Application Completed by John Brewer

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.

In order to get in front of our targeted visitors, we will plan to attend four Consumer Travel/Trade Shows/Events – details on budget page. We will promote Custer Country to show attendees as well as event participants. We propose staffing a Custer Country information booth at travel/trade shows and relevant events where information booths are accepted such as the Gettysburg Reenactment. We will offer co-op opportunities to other tourism regions and private sector businesses for these shows/events. Targeted literature in addition to travel planners would be displayed at each show. We would also have appropriate giveaways (detailed in publicity application) at the booth. Targeted, trackable, pre-show advertising is an integral part of the show's success, and is included in our budget.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.



2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

- i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
 4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
 5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes No

**Custer Country
Consumer Travel/Trade
Shows & Events**

	State Tourism Funds	Other Funds	Total
OTHER:			
Travel/Trade/Event Shows	\$17,500	+	\$0 = \$17,500
TOTAL			
<hr/>			
REGION/CVB PROJECT TOTAL	\$17,500	+	\$0 \$17,500

Las Vegas Cowboy Christmas

Registration	2500
Air/Lodging	2300
Meals	574
Ground Transp	112
Printing	1189
Shipping/Storage	800
Phone/Fax/Misc	25
Show Total	\$7,500

Gettysburg Reenactment Event

Registration	250
Air	800
Lodging	500
Meals	300
Ground Transp	400
Printing	250
Shipping/Storage	475
Phone/Fax/Misc	25
Show Total	\$3000

TIA Pow Wow Event

Registration	1000
Air	400
Lodging	1000
Meals	200
Ground Transp	50
Printing	150
Shipping/Storage	150
Phone/Fax/Misc	50
Show Total	\$3000

Northwest Sportshow

Registration/Booth Fee	1000
Air	550
Lodging	700
Meals	400
Ground Transp	300
Printing	500
Shipping/Storage	500
Phone/Fax/Misc	50
Show Total	\$4000

Organization Name Montana's Custer Country

 Project Name Internet Development

 Application Completed by John Brewer
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.

We propose to develop a new mobile website based on the recent redesign of the www.custercountry.com website to be completed in early 2011-12. This mobile website will be designed and built as a powerful marketing tool, incorporating the latest technology, and employing the most recent marketing web trends. Components include: graphic appeal, branding consistency, market savvy, ease of navigation, information of immediate relevance to visitors on the ground in Custer Country, and calls to action.

We will also be continuing to maintain and develop our new website, as well as increasing our Social Media presence by creating a Social Media Plan.

Deliverables:

- Mobi Development – A separate website designed for easy use on mobile devices, and streamlined to focus on those specific elements most desired by the audience who uses the mobile devices.
- Monthly Maintenance Plan.
- Social Media Plan.

Potential Content of mobile site:

- Content from existing website that is valuable, desirable, and relevant to users accessing the site from a mobile platform.
- Email sign-up option.
- Easily accessible Contact info.

Functions

- Interactive calendar which feeds from the full website calendar
- Option to request travel guide.
- Weather function with zip code entry.
- Links to Custer Country YouTube, Facebook, and Twitter sites.
- Search function to search website (does not take visitor from site – i.e., to go to Google).

Multimedia

- Videos.
- Photos.
- Interactive maps featuring Custer Country attraction points with GPS direction functionality.

MToT Database

- Construct database through XML feed from MToT so we can manipulate visual appearance to reflect Custer Country branding

Social Media Development

- Facebook page; Twitter page; Flickr; YouTube.
- Design campaigns that capitalize on the strongest marketing/promotional functions of these social media forms, and link them cohesively to the website and on-line advertising/marketing strategies. Ensure all elements work together to create buzz, attract fans, send a unified message, drive visitors to the website, and produce measurable results.
- Regular functions: Daily entries/updates; Contests/competitions; News; Valuable travel tips.

Montana's Custer Country Board undertook a thorough RFP process and has engaged the services of Mercury CSC for advertising, web development and maintenance, social media strategy development and print publication work.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Consumer Database: 2,100
- Media Relations: 1,000,000 impressions/media value equivalent of \$1,000,000

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Use Custer Country's most well known thematical assets to draw people to the region. These assets are:

Experience

 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure



3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes X No

Custer Country, Montana

Internet Development

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Web Site/Mobi development	\$10,000	+	\$0	=	\$10,000
Social Media Development	\$3,000	+	\$0	=	\$3,000
TOTAL	\$13,000	+	\$0	=	\$13,000
MARKETING/ADVERTISING:					
Webpage Marketing (SEO)	\$5,000	+	\$0	=	\$5,000
TOTAL	\$5,000	+	\$0	=	\$5,000
PROJECT TOTAL	\$18,000	+	\$0	=	\$18,000

Organization Name Montana's Custer Country
Project Name Filming Location Scouting
Application Completed by John Brewer
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.

Montana's Custer Country will work cooperatively with the Montana Film Office to recruit major films, commercials, documentaries and still shoots. Consistent communication with the film office and industry professionals, remaining current with trade journals and providing scouting assistance are essential toward recruitment efforts.

A detailed budget page will be submitted to audits and applications committee prior to any expenditure. This application is meant to be a placeholder.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Media Relations: Reach 1,000,000 impressions and a media value equivalent of \$1,000,000.

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.



2. Use Custer Country's most well known thematical assets to draw people to the region. These assets are:

Experience

- i. Historic Adventure
- ii. Native Culture
- iii. Western Authenticity
- iv. Outdoor Recreation
- v. Dinosaur Adventure

Detail pages attached Yes X No

**Custer Country, Montana
Filming Location
Scouting**

	State Tourism Funds		Other Funds		Total
OTHER: Film Location Scouting	\$100	+	\$0	=	\$100
TOTAL	\$100	+	\$0	=	\$100

REGION/CVB PROJECT TOTAL	\$100	+	\$0	=	\$100
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Budget Covers items which could include:

- Mileage Expense
- Lodging
- Transportation Costs (Rental Cars, Air fare, etc.)
- Other costs directly associated with visiting film professionals.

Organization Name Montana's Custer Country
Project Name Group Travel Recruitment
Application Completed by John Brewer
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.

Statistics show the international traveler tends to stay longer, spend more and be more ecotourism/geotourism oriented. It is our intent to target the international traveler by attending Rocky Mountain International's annual Roundup. RMI is a proven show attended by proven/qualified international operators specializing in both group and FIT.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Consumer Database: 2,100
- Media Relations: 1,000,000 impressions/media value equivalent of \$1,000,000

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
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Experience

 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure



3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
5. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
6. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes No

**Custer Country
Group Travel**

	State Tourism Funds		Other Funds		Total
RMI Roundup	\$1,000	+	\$0	=	\$1,000
TOTAL	\$1,000	+	\$0	=	\$1,000

REGION/CVB PROJECT TOTAL	\$1,000	+	\$0	=	\$1,000
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RMI Roundup - Wyoming

Registration	300.00
Travel	300.00**
Meals	100.00
Lodging	150.00
Profile sheets	25.00
Phone/Fax/Misc office	25.00
Ground Transportation	25.00***
RMI Program Listing	75.00
Show Total	\$1000

** Mode of travel has yet to be established

*** If a personal or rental car is used for transportation to the event, Ground Transportation expense will be eliminated

Organization Name Montana's Custer Country

 Project Name Visitor Information Center

 Application Completed by John Brewer

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.

There is a need for Regional Visitor Information Center signage throughout the Custer Country region to guide visitors to VICs and to aid in their experience while in the VICs. We are seeking preliminary approval for this project. Sign specifications will be submitted to the audits and applications committee for final approval. It is unknown at this time if these signs will be indoors or out.

Signage will feature the Custer Country website whenever possible.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Stakeholder Report Card: 70% approval rating

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.



3. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.

How does this project support the Strategic Plan?

- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**
- **Goal 8: Enhance the "curb appeal" of Montana communities to attract visitors.**

Detail pages attached Yes X No _____

**Custer Country
VIC**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Custer Country VIC Signage	\$3500	+		\$0	= \$3500
TOTAL	\$3500	+		\$0	= \$3500
<hr style="border: none; border-top: 1px solid black; margin: 5px 0;"/>					
REGION/CVB PROJECT TOTAL	\$3500	+		\$0	= \$3500

Organization Name Montana's Custer CountryProject Name Print ProjectsApplication Completed by John Brewer

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.

Custer Country is requesting funds to develop a detailed Visitor Guide designed to provide visitors on the ground in Custer Country with itinerary ideas, contact information, and other features designed to help them find places of interest and navigate through the region. The guide will feature limited or no advertising and will be paid for entirely with state tourism dollars. It will be around 30 pages long and will contain information about every community in Custer Country, as well as information about Custer Country tourism attractions, services, maps, calendar of events, and contact information. This guide is meant to be a tool for people in our region. It will be an 'in the car tool'.

Custer Country would like to produce a second lure piece designed to be distributed outside of the region. This piece will be much smaller, around 10-15 pages, and would consist of photos and text designed to pique the interest of potential visitors and drive them to the Custer Country website. This piece will be designed and printed with four different covers in order to increase appeal depending on where the pieces are handed out. For example, a 'Hunting/Fishing' cover will be developed to take to the Northwest Sportshow and for other sportsman related locations. An 'Indian' cover will be developed for use at the Las Vegas Cowboy Christmas show and at Powwows and other related locations. Two other covers will be developed which will feature a Western/Cowboy theme and a Custer theme. These pieces will be distributed based upon need for different markets.

A Summer Calendar of Events will be developed for mail distribution and distribution around the region.

Montana's Custer Country Board undertook a thorough RFP process and has engaged the services of Mercury CSC for advertising, web development and maintenance, social media strategy development and print publication work.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Stakeholder Report Card: 70% approval rating

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes No



Custer Country Print

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Photo Acquisition (project specific)	\$5,000	+	\$0	=	\$5,000
Travel Guide Development	\$25,000	+	\$0	=	\$25,000
Travel Guide Printing	\$30,000	+	\$0	=	\$30,000
Lure Piece with 4 Covers Development	\$14,000	+	\$0	=	\$14,000
Lure Piece with 4 Covers Printing	\$16,000	+	\$0	=	\$16,000
Summer Calendar of Events Development	\$800	+	\$0	=	\$800
Summer Calendar of Events Printing	\$1,200	+	\$0	=	\$1,200
TOTAL	\$92,000	+	\$0	=	\$92,000

REGION/CVB PROJECT TOTAL	\$92,000	+	\$0	=	\$92,000
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REQUIRED SPECS FOR PROJECTS

PRINTED MATERIALS

Publication Travel Guide Development

Quantity 50,000 Size 8 1/2 X 11 or slightly smaller

Ad Sales (Yes or No) Yes Percentage 20%

Distribution Plan (areas & method) Certified Folder distribution routes within Custer Country and immediate surrounding region (Sheridan WY, Bozeman MT, Medora ND, etc.) trade shows, traveler requests, VIC's

Publication Calendar of Events

Quantity 15,000 Size 8 1/2 X 11 tri-fold

Ad Sales (Yes or No) no

Percentage n/a

Distribution Plan (areas & method) Direct mail, regional VIC's, consumer shows

Publication Lure Piece with 4 Covers

Lure Piece Quantity 25,000 Size 8 1/2 X 11

Ad Sales (Yes or No) no

Percentage n/a

Distribution Plan (areas & method) Consumer shows, direct mail, tourism partner locations, traveler requests.

Organization Name Montana's Custer CountryProject Name PublicityApplication Completed by John Brewer

Approval Requested

 Final-photo
library, giveaways Preliminary-fams

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.

Custer Country fams (whether in conjunction with MToT or independent), will allow the participant a firsthand opportunity to tell the Region's story to their readers or constituents. Custer Country hopes to conduct such tours during this upcoming fiscal year. During 2010-11 Custer Country hosted two familiarization tours in partnership with the state. One was immediately following the RMI Roundup with several French, Italian, and Swiss tour operators. The other was and Australian journalist. Due to publication dates and timing these results won't be recorded in this Fiscal Year.

A photo library that properly represents all aspects of Custer Country and the new brand will be needed. This library will be available for use to anyone in Custer Country for non profit tourism promotion. Photos will be obtained through professional photography services as well as through a photography contest

Giveaways at consumer travel/trade shows, events, sales missions and fams are an important item of this plan. Items will support the brand standards and will be low cost and useable for the consumer. Items could include: pens, chap stick, mugs, hats, note pads, mouse pads, mints. We are anticipating an average cost of \$2 per item for a total of 2,500 items.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Consumer Database: 2,100
- Media Relations: 1,000,000 impressions/media value equivalent of \$1,000,000
- Stakeholder Report Card: 70% approval rating

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.

- b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage “come early, stay late” behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Use Custer Country’s most well-known thematic assets to draw people to the region. These assets are:
 - Experience**
 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
5. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
6. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**
- **Goal 8: Enhance the “curb appeal” of Montana communities to attract visitors.**

Detail pages attached Yes X No ___



**Custer Country
Publicity**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Photo Library	\$10,000	+	\$0	=	\$10,000
TOTAL	\$10,000	+	\$0	=	\$10,000
MARKETING/ADVERTISING:					
Fam Tours	\$5000	+	\$0	=	\$5000
TOTAL	\$5000	+	\$0	=	\$5000
OTHER:					
Giveaways	\$5000	+	\$0	=	\$5000
TOTAL	\$5000	+	\$0	=	\$5000
<hr/> <hr/>					
REGION/CVB PROJECT TOTAL	\$20,000	+	\$0	=	\$20,000

REQUIRED SPECS FOR PROJECTS

FAM TOURS - \$5000

Participants: Whether the fam tour is in conjunction with or independent of MTOT, a list of participants, budget and itinerary will be submitted in advance of the project.

Organization Name Montana's Custer Country

 Project Name Research

 Application Completed by John Brewer

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.

After having been selected following an RFP process, Mercury CSC has been contracted by Custer Country to conduct an extensive research project to understand our primary target market better. Questions which will be answered through this project include; Why are they traveling to Custer Country? Where are they coming from? What are their spending habits? And how can we encourage them to repeat their visit more frequently?

Upon completion of this comprehensive project we will have a report that will allow us to continue to focus our sales and marketing efforts more effectively. Mercury CSC will survey visitors staying throughout Custer Country, in addition to guests utilizing restaurant and retail services.

The report will be available to anyone at no charge.

Full scope of work is as follows:

Planning Meetings. Meet with Custer Country representatives in person or via teleconference to fully understand the objectives of this study, deliverables, review research documents, and to identify materials needed for the study.

Mystery Shopping and Reconnaissance: A professional reconnaissance team will visit Custer Country for a reconnaissance and mystery shopping evaluation. It is recommended that the visit follow a loop through the region via Interstates 94; 90; Highway 212 and Highways 323 and 7 connecting Ekalaka and Alzada.

Accommodations/Event/Tourism Infrastructure (Attractions) Assessment: Examine details relating to the accommodations, events and attractions available within Custer Country. We will want to obtain visitor data on major events in the region such as Crow Fair, The Miles City Bucking Horse Sale, Reenactments and other visitor drivers.

Competitive Analysis and Past Trends: Lodging tax collections and other indicators over the past few years should be documented and analyzed. Review funding of Custer Country and provide comparisons to similar destinations and national averages. Determine our competitive set.

Visitor Research: The purpose is to document visitor profiles, conversion statistics, seasonal distinctions, spending and behavior patterns. Conduct a statistically accurate random sample of visitors and potential visitors who inquired about visiting Custer Country. Completed data must be analyzed and studied to develop recommendations and reports.

Research will include:

- Profile of current and most likely potential visitors, including destination points
- Sources of information leading to inquiry and sources used while traveling within the region
- Conversion statistics
- Visitor spending statistics (including specific trip and daily expenditures for accommodations, food, transportation, shopping, & attractions)
- Visitor interests and activities
- Satisfaction rating with categories of tourism product (dining, accommodations, etc.)
- Visitation/satisfaction ratings of a listing of specific attractions/events and desire for new product
- Mode of travel
- Most effective outreach messages and methods
- Frequency of travel to Custer Country
- Final written report provided and segmented by type of visitor

Marketing Materials Evaluation and Recommendations: Review copies of current visitor guides, brochures, advertising and placement scheduled and websites for Custer Country. Specific recommendations will be provided for these identified marketing materials based on research data.

Motor Coach Decision Maker Study: Conduct an appropriate number of executive interviews with motor coach planner decision makers. Interviews will be conducted from those planners who have chosen to visit Custer Country and those that have not chosen Custer Country as a destination. Research will aid our motorcoach recruitment efforts and should evaluate group expenditures from this target market.

Brand Identity: The region of Southeastern Montana called "Custer Country" consist of 13 counties and two Indian Reservations. The region was designated as "Custer Country" in the mid 1980's. 1. Is this name relevant and effective; 2. Is it offensive to our Native American Partners; 3. Is there a better name to identify the abundance of tourism related activities in the region that would have strong name recognition and lure guests?

Workshop for Local Industry. Two half-day workshops will be provided to Custer Country partners to review the research findings with local tourism partners and elected officials. Workshops will be in at least two different communities within Custer Country.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100
- Media Relations: 1,000,000 impressions/media value equivalent of \$1,000,000
- Stakeholder Report Card: 70% approval rating

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
 - b. Use the proximity of major tourist attractions beyond the borders of Custer Country as a marketing tool to drive traffic through the region on our transportation arteries. Major tourist attractions in our vicinity include Mount Rushmore, Fort Lincoln, Medora, and Yellowstone National Park.
 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.
2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

 - i. Historic Adventure
 - ii. Native Culture
 - iii. Western Authenticity
 - iv. Outdoor Recreation
 - v. Dinosaur Adventure
3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
4. Become a leader in the region. Custer Country must unite tourism organizations such as Fish Wildlife and Parks, National Park System, and local Chambers of Commerce/CVBs in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
5. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
6. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 2: Attain public policy and citizen support for sustainable tourism and recreation**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**
- **Goal 8: Enhance the "curb appeal" of Montana communities to attract visitors.**
- **Goal 9: Increase funding to maintain sustainable tourism and recreation.**

Detail pages attached Yes X No

**Custer Country
Research Project**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Research Project	\$75,000	+	\$0	=	\$75,000
TOTAL	\$75,000	+	\$0	=	\$75,000
REGION/CVB PROJECT TOTAL	\$75,000	+	\$0	=	\$75,000

*This project was approved last year by the Tourism Advisory Council. The funds requested this year are the approved continuation of this project.

Project funds include planning meetings, mystery shopping and reconnaissance, accommodations/events/tourism infrastructure assessment, competitive analysis and past trends, visitor research, marketing materials evaluation and recommendations, motor coach decision maker study, brand identity, strategic marketing plan, workshop for local industry, deliverables, project timeline, and all costs associated with the above listed.

Organization Name Montana's Custer Country
Project Name Telemarketing/Fulfilment
Application Completed by John Brewer
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 Custer Country Marketing Plan has identified the regional travel audience as being an important market to increase visitation. In order to better reach them, we will be contracting with Certified Folder to distribute our visitor guides in key markets (these markets could include, but are not limited to) the Yellowstone National Park Corridor as well as throughout Eastern Montana, Northern Montana, Western Montana, Western North Dakota, Western South Dakota and Northern Wyoming. Because of the large quantities of Custer Country guides needed, it will be necessary to secure storage for the guides throughout the year.

In addition to contract fulfillment, we have requested \$10,000 for general postage. This will be used to distribute the Custer Country Lure Piece to fulfill traveler requests.

MARS Stout will again be retained as the fulfillment agency providing trained travel counselors accessible through a dedicated toll free number and via e-inquiries.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Unique web user sessions: 64,000
- Advertising responses: 14,000
- Consumer Database: 2,100

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

1. Strive to fulfill Custer Country's mission statement to increase visitors to Southeast Montana by increasing awareness of our region as a multi-faceted tourism destination among resident, domestic, and international travelers. This should include:
 - a. Encourage those living in Western Montana to experience the attractions and events within Custer Country.
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 - c. Encourage repeat travel to the region.
 - d. Encourage "come early, stay late" behavior among business and convention travelers.
 - e. Encourage longer stays by leisure travelers.



2. Use Custer Country's most well-known thematical assets to draw people to the region. These assets are:

Experience

- i. Historic Adventure
- ii. Native Culture
- iii. Western Authenticity
- iv. Outdoor Recreation
- v. Dinosaur Adventure

- 3. Continue to develop the Custer Country brand for the region which highlights its historical treasures while placing increased emphasis on the excitement and adventure the region can offer.
- 4. Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
- 5. Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
- **Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**
- **Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.**

Detail pages attached Yes X No _____

**Custer Country
Telemarketing
Fulfillment**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Postage	\$10,000	+	\$0	=	\$10,000
Storage	\$3,000	+	\$0	=	\$3,000
Fulfillment by Contractor (Certified)	\$7,000	+	\$0	=	\$7,000
MARS Stout	\$10,000	+	\$0	=	\$10,000
TOTAL	\$30,000	+	\$0	=	\$30,000

REGION/CVB PROJECT TOTAL	\$30,000	+	\$0	=	\$30,000
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