



HELENA CONVENTION VISITORS BUREAU

FISCAL YEAR 2011/2012 MARKETING PLAN

July 1, 2011 - June 30, 2012

Purpose:

The purpose of the Helena CVB's FY11/12 Marketing Plan is to strengthen Helena's economy by promoting visitation to the Helena area. This marketing plan will serve as a road map and guide Helena's advertising, public relations and promotional efforts throughout the year. We wish to increase awareness and encourage visitation to Helena and the surrounding area by showcasing our recreational, cultural and historical attributes and activities.

Identity of Helena - as identified by the Helena CVB:

As a tourist destination, Helena offers the following strengths and resources:

- **Outdoor Recreation Abounds** – fishing, hunting, hiking, camping, boating, rafting, downhill and cross country skiing, snowmobiling, mountain biking, golfing and horseback riding. Visitors have the opportunity to enjoy Gates of the Mountains, the Mighty Missouri River, Holter Lake, Canyon Ferry, Hauser Lake, Spring Meadow and Park Lake as well as readily accessible public lands.
- **Arts and Culture** such as Grandstreet Theater, Montana Shakespeare Company, Great Northern Carousel, Holter Museum, Myrna Loy Center for the Performing Arts, Archie Bray Foundation for the Ceramic Arts, Exploration Works Museum, Clay Arts Guild, Creation Arts Center, Saint Helena Cathedral, Carroll College, Helena Symphony and Chorale, "Live at the Civic" and other Civic Center events.
- **Historical Attractions** such as Montana Historical Society Museum, Original Governor's Mansion, Historical Mansion District, Reeders Alley and close-by ghost towns. As well as the Gates of the Mountains, the Lewis & Clark Trail, Fort Harrison Military Museum, Montana's State Capitol Building, Historic Last Chance Gulch and Helena's Tour Train.
- **Helena's Learning Institute** offering hands-on learning opportunities that are experiential skill building activities.
- **Special Events and Festivals** throughout the year such as; Mount Helena Music Festival, Last Chance Stampede & Rodeo, Governors Cup Race, Race for the Cure, Bluegrass Festival, Mount Helena Trolley to Trails Shuttle, Farmers Market, Western Rendezvous of Art, Downtown Helena's Art Walks and Wednesday's "Alive at Five", Wild West Fest, Symphony Under the Stars, Mondays at the Myrna, Helena's Last Chance Tour Train and many other regional events.
- **Conveniently located between Glacier and Yellowstone Parks** making it a perfect stop for activities and overnight stays.

Helena's marketing efforts are often challenged by the following weaknesses and critical issues identified by the CVB:

- Limited convention and events facilities.
- Limited public transportation, both from outside as well as inside the city of Helena.
- High cost of airfare inhibits flexibility in travel for visitors.
- Lack of extended store, shopping and attraction hours to accommodate the tourist.
- Limited signage directing visitors to Helena attractions on interstate highways.
- High cost of fuel and continued economic instability will impact visitors and may keep them away or limit dollars available for travel.

Fiscal Year 11/12 Goals:

- 1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's recreational, cultural and historical attractions and activities.
- 2) Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes Helena's Learning Institute, TBID, Gold West Tourism Region and Montana Office of Tourism.
- 3) Increase awareness in Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.
- 4) Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

How this plan supports the Montana Tourism and Recreation Strategic Plan:

Statewide Strategic Plan Goal(s):

Goal 1: Increase four-season tourism revenues statewide 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 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

Statewide Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1.e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

9.2 Foster opportunities to pool public and private marketing dollars

9.3 Enhance funding for region and CVB marketing efforts

10.1 Recognize Travel Montana as “team captain” to communication/coordinate regularly with partners.

10.2 Create public/private/tribal partnerships for cooperative project implementation

Fiscal Year 11/12 Measurable Objectives based on Statewide Strategic Plan:

- *Expand partnerships with tourism businesses/attractions & TBID as co-op partners*
- *Enhance tracking/reporting and ROI from CVB advertising*
- *Promote Montana to target groups/events, emphasizing off-peak season activities*
- *Target travel media to increase visibility to Montana & “Helena” as a leisure travel destination*
- *Promote existing historic/cultural assets for the enjoyment of residents and visitors*
- *Enhance funding for region and CVB marketing efforts*
- *Create public/private/tribal partnerships for cooperative project implementation*
- *Increase the number of user sessions by 25% per year on Helena CVB website as well as the Office of Tourism website.*
- *To increase productivity of the Helena CVB’s administration, project development and overall marketing efforts.*
- *To develop a cohesive, effective marketing plan that will be approved by the Tourism Advisory Council. Our plan will increase arrivals, length of stay and expenditures of Helena visitors by raising the overall level of awareness of Helena’s historic, cultural and recreational attractions and activities.*
- *Conduct research annually to measure results of advertising and web marketing, and improvements in ROI. Clearly define marketing strategies, funding needed annually and methods for measuring ROI.*
- *To maintain or increase the number of advertising inquires received in the FY10/11 campaign. Leverage \$4 million in annual MTOT advertising expenditures into \$10+ million in media value.*

Target Geographic Markets:

Based on inquiries from our marketing and advertising efforts, visitors to the Helena Chamber of Commerce Visitor Centers and subscribers to our gohelena.com on-line newsletter, the Helena CVB will target the following states and providences. These include Washington, Idaho, Utah, California, Texas, Arizona, Florida, Oregon, Illinois, Colorado, Minnesota, Alberta, and Saskatchewan.

Target Demographics:

A) *Travelers Visiting Family and Friends:* The most popular leisure travel purpose in Montana and nationally is visiting friends and relatives. These are adults 35+ years of age, traveling with or without children. They have a household income of \$60,000+; participate in scenic trips, photography, camping & hiking, wildlife viewing, skiing and snowmobiling. These travelers enjoy outdoor activities, hands-on experiences and tend to visit state parks, museums, historic trails and nature areas.

B) *Leisure Travelers:* Adults 35+. They have a household income of \$60,000+ and travel with or without their children in the summer months; participate in shopping, attending social/family events, outdoor activities, rural sightseeing and visiting historic places and museums.

C) *Adventure Travelers:* Adults 30+ years of age, traveling with or without children. They have a household income of \$60,000+. They enjoy and participate in outdoor activities such as fishing, hiking/backpacking, camping, water recreation, skiing, and snowmobiling.

D) *Business Travelers/ Meeting & Convention Planners:* Business travelers often include leisure activities during at least one of their trips and many take family or friends on those trips. Meeting and Convention planners who seek to book small to medium sized conventions and meetings in an area offering unique Western Hospitality with a variety of local historical, cultural and recreational activities.

Marketing & Advertising Mediums Planned:

To reach Travelers Visiting Family and Friends, Leisure Travelers and Adventure Travelers.

1) Consumer Marketing Campaign: We will develop a consumer marketing advertising campaign to promote our recreational, historical and cultural attractions in regional and national publications. This includes placing a full-page ad in Gold West's Travel Planner.

2) On-line Advertising Campaign: The Helena CVB will develop an Internet advertising campaign to reach our target audience during the warm season vacation-planning period on a direct, interactive level.

3) Website Maintenance/Enhancement: Maintain our existing website to offer our visitors the most up-to-date information on recreational, historical and cultural opportunities. As well as on-going events, available lodging and meeting facilities, on-line newsletter and on-going public relations efforts from the CVB's on-line press room.

4) Rack Card Brochure: We will develop and distribute a rack card brochure to provide travelers with an at-a-glance overview of Helena's attractions and activities.

5) Photo Library: Continue to add to our custom photo library to provide area photography that will be used in our current and future publicity, marketing and website communications tools. We also have the potential to hold a photo contest to expand our library using minimal funds.

8) FAM Trip: Develop, pitch and coordinate a Familiarization Trip for Helena. The objective of this campaign is to gain feature articles in regional and national publications about our recreational, historical and cultural attractions and events.

7) Reprint Tear- off Map: We will re-print the tear-off map that is used to provide visitors directions within Helena. The maps are distributed at the Chamber, area attractions and lodging facilities.

To reach Business Travelers/ Meeting and Convention Planners

1) Hospitality Totes: We will produce hospitality totes that can be distributed to travelers who are in Helena for meetings and conventions.

2) We will keep our Website current offering valuable information to meeting and convention planners on accommodations, attractions and activities. We will respond to inquiries regarding meetings and conventions in a timely fashion providing detailed information based on the needs of the meeting or convention planner.

HELENA CVB

FY2011/2012 - ANNUAL BUDGET OVERVIEW

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>Project Budget</u>	<u>Total Budget</u>
<u>Administration</u>		\$20,400.00
Administration	\$16,300.00	
TAC/Partners Meetings/Gov's Conf.	1,600.00	
Marketing Plan Development FY12/13	2,500.00	
<u>Marketing Support</u>		
Smith Travel Research	2,200.00	\$5,300.00
Opportunity	3,000.00	
Joint Ventures	100.00	
<u>Consumer Advertising</u>		\$34,600.00
Consumer Marketing Campaign	\$30,000.00	
Gold West Travel Planner	2,200.00	
Rack Card Brochure	2,400.00	
<u>Internet Advertising</u>		\$16,500.00
Website Maintenance/Enhancement	\$7,500.00	
On-line Advertising Campaign	9,000.00	
<u>Publicity</u>		\$8,100.00
Photo Library/Photo Requests	\$500.00	
PR Opportunity	100.00	
Reprint Tear-off Map	1,000.00	
Hospitality Bags	1,000.00	
FAM Trip	5,500.00	
<u>Telemarketing/Fulfillment</u>		\$ 5,300.00
Postage	\$4,500.00	
Brochure Distribution	800.00	
TOTAL BUDGET REQUESTED		\$90,200.00

Note: Budget is based on revenue projection of \$81,523, plus \$7,150 in roll-over and \$1,558 uncommitted.

Please identify projects and amounts you would eliminate or reduce if revenue decreased by 10%
The Helena CVB would reduce administration, consumer marketing and opportunity funds.

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

None

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Development of the Marketing Plan 2012/2013

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena Convention Visitors Bureau annually revisits its marketing position and works to develop a strong, focused marketing plan each year. This project encompasses the marketing support provided by Wendt Integrated Communications in the form of preparation for and the subsequent development and writing of the FY12/13 Marketing Plan for submission to the Tourism Advisory Council. We will evaluate this project based on feedback from the Tourism Advisory Council.

Develop Objectives:

Our objective is to develop a cohesive, effective marketing plan that will be approved by the Tourism Advisory Council. Our plan will increase arrivals, length of stay and expenditures of Helena visitors by raising the overall level of awareness of Helena’s historic, cultural and recreational attractions and activities.

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

All areas of the marketing plan support this project.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

Goal 1: Increase four-season tourism revenues statewide 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 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective “team” to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.1 Recognize Travel Montana as “team captain” to communication/coordinate regularly with partners.

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

DEVELOPMENT OF THE FY12/13 MARKETING PLAN

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Strategic Planning	\$2,500.00		\$2,500.00
Project Total:			\$2,500.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Smith Travel Research

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Need for the project:

Smith Travel Research produces a monthly “Star Report.” This report is the hotel industry standard of benchmarking and provides useful data such as occupancy, demand, revpar and supply. With this report we will be able to see fluctuations in occupancy and demand and we will be able to see what months and seasons the CVB may need to market differently. This research will not only provide us with a benchmark for success in our sales efforts, but will be a destination management tool as we look at the quantity of rooms and evaluate our occupancies in our high, low and shoulder seasons.

Effectiveness of this project will be seen as we track trends in occupancy and revenue collected by local hotels and we will be able to see what impact if any we are making with our advertising dollars. This information will be distributed to the hotel/motel association and other entities interested in this information.

Develop Objectives:

Conduct research annually to measure results of advertising and web marketing, and improvements in ROI. Clearly define marketing strategies, funding needed annually and methods for measuring ROI.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena’s historical, cultural and recreational attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 10: Build an effective “team” to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1e Enhance tracking/reporting and ROI from CVB advertising

10.1 Recognize Travel Montana as “team captain” to communication/coordinate regularly with partners.

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

MARKETING SUPPORT - SMITH TRAVEL RESEARCH

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Professional Services:			
Smith Travel Research	\$2,200.00		\$2,200.00
Project Total			\$2,200.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Consumer Marketing Campaign

Approval Requested <input checked="" type="checkbox"/> Final – production <input checked="" type="checkbox"/> Preliminary - placement

Please explain the need for this project as well as a clear overview of the concept of the project.

As a primary component of the FY11/12 marketing plan, the Helena CVB will develop a consumer marketing campaign; a method of building awareness and producing inquiries from potential vacation travelers. The campaign will be designed to fit within our geographic and demographic targets. Specific media vehicles and timing of the advertising placement will be determined after July 1, 2011, and submitted to the Audits and Applications Committee for final approval.

Effectiveness of this project will be measured by tracking inquiries generated and by calculating the cost per inquiry. The Helena CVB will also be monitoring usage statistics from the website gohelena.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

Our objective is to maintain or increase the number of advertising inquiries received in the FY10/11 campaign. Leverage \$4 million in annual MTOT advertising expenditures into \$10+ million in media value. Increase the number of user sessions by 25% per year on the Office of Tourism and the Helena CVB websites.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

**CONSUMER ADVERTISING - CONSUMER MARKETING CAMPAIGN PLACEMENT
& PRODUCTION**

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Marketing/Advertising			
Account Management	\$ 500.00		\$ 500.00
Concept	\$ 1,200.00		\$ 1,200.00
Copywriting/editing/proofing	\$ 500.00		\$ 500.00
Layout/design/art production	\$ 1,400.00		\$ 1,400.00
Photography	\$ 900.00		\$ 900.00
Film/separations/output	\$ 200.00		\$ 200.00
Freight	\$ 100.00		\$ 100.00
Production planning/supervision	\$ 200.00		\$ 200.00
Media Placement	\$25,000.00		\$25,000.00
Project Total			\$30,000.00

ORGANIZATION NAME: Helena Convention Visitor Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Gold West Travel Planner Ad Placement
& Production

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB will place a four-color full-page ad in the Gold West Travel Planner. As one of the largest cities in Gold West Country and as the Capital City of Montana, it is important that we have an advertising presence in this travel planner. This publication will continue to bring the Helena CVB together with travel consumers who are interested in the Gold West tourism region. Ad creative will be developed based on the consumer marketing campaign. We will respond to inquiries with the Helena Travel Planner. We will evaluate the success of this project by monitoring the number of Gold West Travel Planners dispersed and tracking inquiries generated by Helena's ad within the planner as well as Helena's website visitation.

Develop Objectives:

Our objective is to maintain or increase the number of advertising inquiries received in the FY10/11 campaign. Increase the number of user sessions by 25% per year on the Office of Tourism and Helena CVB websites.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build and effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

CONSUMER ADVERTISING - GOLD WEST TRAVEL PLANNER AD PLACEMENT

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Marketing/Advertising			
Media Placement	\$ 2,200.00		\$ 2,200.00
Project Total			\$ 2,200.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Rack Card Brochure

Approval Requested	
<u> X </u>	Final
<u> </u>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB would develop and distribute a rack card brochure to provide travelers with an at-a-glance overview of Helena’s attractions and activities. We will use existing photography from our stock photo library. We plan to break this project into two phases. This first year, we will design and develop and print the brochure and hold distribution for additional budget allocations or for the next fiscal year.

Develop Objectives:

Our objective is to maintain or increase the number of advertising inquires received in the FY10/11 campaign. Increase the number of user sessions by 25% per year on the Office of Tourism and Helena CVB websites.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build and effective “team” to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PRINTED MATERIALS

Publication: Helena Rack Card _____ Quantity: 30,000 _____

Size: 8 1/2 x 11 _____

Ad Sales: (Yes of No) No _____ Percentage _____

Distribution Plan (areas & method) Distribution will be submitted pending additional budget allocations or wait for next fiscal year. _____

PROJECT BUDGET:

CONSUMER ADVERTISING - RACK CARD BROCHURE

PROJECT COSTS

	LODGING TAX	OTHER FUNDS	TOTAL
Production	\$ 500.00		\$ 500.00
Printing	\$ 1,900.00		\$ 1,900.00
	-----		-----
Total	\$ 2,400.00		\$ 2,400.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau

APPLICATION COMPLETED BY: Mike Mergenthaler

PROJECT NAME: Website Maintenance/Enhancement

Please explain the need for this project as well as a clear overview of the concept of the project.

Helena CVB will refresh our website (gohelena.com) with new photographs, copy and content including accommodations, activities, attractions, events and our press room. As the Web is used more and more by travelers, we need to keep information current and timely. Evaluation of this project will be done by monitoring usage and the number of visits to our site, tracking visitor guide requests and tracking our e-newsletter sign-ups.

Develop Objectives:

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as the Office of Tourism's website. This tool is also important within our marketing plan to accommodate our business travelers/ meeting and convention planners by offering valuable information on accommodations, attractions and activities.

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

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness in Helena's historic, cultural and recreational attractions among business travelers and convention and meeting planners helping them view Helena as a place to "Learn to Live."

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

Goal 1: Increase four-season tourism revenues statewide 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 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

INTERNET ADVERTISING - WEBSITE MAINTENANCE/ENHANCEMENT

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Marketing/Advertising			
Account Management	\$ 500.00		\$ 500.00
Production Planning/Supervision	\$ 500.00		\$ 500.00
Copywriting/Editing/Proofing	\$ 1,000.00		\$ 1,000.00
Site Design/Production	\$ 5,500.00		\$ 5,500.00
Project Total			\$ 7,500.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: On-line Advertising Campaign

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB will develop an on-line marketing campaign as a method of building awareness and producing inquiries from potential vacation travelers. The campaign will be designed fit within our geographic and demographic targets. Specific media vehicles and timing of the advertising placement will be determined after July 1, 2011, and submitted to the Audits and Applications Committee for final approval.

Effectiveness of this project will be measured by tracking inquiries, impressions, clicks and click through rates generated and by calculating the cost per thousand, per click and per inquiry. The Helena CVB will also be monitoring usage statistics from the CVB's website gohelena.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as the Office of Tourism's website.

Identify the portions of your marketing plan which support this project:

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide 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 9:** Increase funding to maintain sustainable tourism and recreation.
- Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1.a Expand partnerships with tourism business/attractions as co-op partners
- 1.1e Enhance tracking/reporting and ROI from CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2 d Target travel media to increase visibility to Montana as a leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 9.3 Enhance funding for region and CVB marketing efforts
- 10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

INTERNET ADVERTISING: ON-LINE ADVERTISING CAMPAIGN

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services			
Account Management	\$ 500.00		\$ 500.00
Copywriting/Editing/Proofing	\$ 1,000.00		\$ 1,000.00
On-line Design/Production	\$ 3,000.00		\$ 3,000.00
On-line Media Placement	\$ 4,500.00		\$ 4,500.00
Project Total			\$ 9,000.00

ORGANIZATION NAME: Helena Convention Visitor Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Publicity - Photo Library/Photo Requests

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena CVB will develop a comprehensive list of photography that is needed for marketing and public relations efforts and hire professional photography services to acquire the list of photographs. The CVB recognizes the availability of photography from MTOT as well as the availability of area photography. It is felt that those resources are sometimes overused and in some cases cost prohibitive. The CVB wishes to add to the development to their own digital library to be used in current and future publicity, marketing and website efforts. Evaluation of this campaign will be done by tracking usage of the photography for public relations, marketing and website efforts by the CVB.

Develop Objectives:

This project will give the Helena CVB access to their own custom photography for marketing, advertising and Internet communications. Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as the Office of Tourism's website. Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

Identify the portions of your marketing plan which support this project:

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

9.3 Enhance funding for region and CVB marketing efforts

PROJECT BUDGET:

PUBLICITY – PHOTO LIBRARY/PHOTO REQUESTS

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Professional Photography	\$500.00		\$500.00
Project Total			\$500.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Public Relations Opportunity

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB would like to assign a project and budget for public relations opportunities that may occur during the FY11/12 marketing year. It is our hope that our revenue will increase and that we will be able to add to the budget and develop additional public relations projects. When additional budget and project opportunities are available, the CVB will submit details of this project to the Tourism Advisory Council for approval.

Develop Objectives:

Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

Goal 1: Increase four-season tourism revenues statewide 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 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1.e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2. d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

PUBLICITY - PUBLIC RELATIONS OPPORTUNITY

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Public Relations Services	\$ 100.00		\$ 100.00
Project Total:			\$ 100.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Re-print Tear-off Map

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena CVB is doing a re-print of a tear off map that we have used in the past. This map gives travelers an easy way to get around Helena and an easy way to find various landmarks and attractions. One side of the map is a street guide that has the Landmarks and Attractions numbered on the map. The reverse side has an area recreation guide that shows areas to camp, fish, ski, hike and locate other outdoor activities.

These maps are 8 ½ x 11 and we would like to print 20,000 of these maps and to be able to utilize a local printer that has previously printed the map thus avoiding additional costs such as set up fees that would be charged by other printers.

The map is given to local businesses such as hotels, museums and other tourist locations to be handed out to travelers and those who need help in finding their way around Helena.

There is no advertising on these maps.

Develop Objectives:

To give visitors to the area a simple map of Helena that highlights local attractions and Landmarks.

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

Increase awareness in Helena’s historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a “see and do” destination.

Does this project support the Strategic Plan? Yes

Goal 4 Action 1: Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

Budget: Attached

PRINTED MATERIALS

Publication: Tear-Off Maps _____ Quantity: 20,000 _____

Size: 8 ½ x 11 _____

Ad Sales: (Yes or No) No _____ Percentage _____

Distribution Plan (areas & method) – Distribution would be local only therefore no funds for distribution are necessary.

PROJECT BUDGET:

PUBLICITY – TEAR-OFF MAPS

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Printing	\$ 1000.00		\$ 1000.00
Project Total			\$ 1000.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Hospitality Totes

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena CVB will produce hospitality totes that can be distributed to travelers who are in Helena for meetings and conventions. The CVB will provide the totes and partner with lodging facilities, attractions, events, restaurants and shops to gather materials for the bags.

Evaluation of this project will be done by tracking the number of bags distributed and reporting from our partners on use of the materials from the visitors.

Develop Objectives:
Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

Identify the portions of your marketing plan which support this project.
Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide 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 9:** Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1 *Implement highly targeted consumer advertising/promotion campaigns*
 - 1.1.a Expand partnerships with tourism business/attractions as co-op partners
 - 1.1e Enhance tracking/reporting and ROI from CVB advertising
- 1.2 *Promote Montana to target groups/events, emphasizing off-peak season activities*
 - 1.2 d Target travel media to increase visibility to Montana as a leisure travel destination
- 4.1 *Promote existing historic/cultural assets for the enjoyment of residents and visitors*
- 9.3 *Enhance funding for region and CVB marketing efforts*

Detail pages attached: Yes
Budget: Attached

PRINTED MATERIALS

Publication: Hospitality Totes _____ Quantity: 2,000 _____

Size: 13" x 13" x 5" _____

Ad Sales: (Yes of No) No _____ Percentage _____

Distribution – Distribution would be for local meeting and convention usage. Therefore, there would be no distribution costs.

PROJECT BUDGET:

PUBLICITY – HOSPITALITY TOTES

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
TOTE PRODUCTION & PRINTING	1,000.00		\$ 1,000.00
Project Total			\$ 1,000.00

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: FAM Tour

Approval Requested
<input type="checkbox"/> Final
<input checked="" type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena Convention Visitors Bureau will develop a FAM trip and bring writers and media representatives to Helena and provide them with information and experiences for travel articles. Our FAM will be a 4-day trip with the objective of bringing writers to enjoy and write about our recreational, historical and cultural amenities. The FAM theme, source for invitees and suggested itinerary will be provided to the Tourism Advisory Council for approval after July 1, 2011.

Evaluation of this FAM will be accomplished by tracking articles published by the writers and editors that have participated, collecting those articles and reporting on publicity value.

Develop Objectives:
This fits our goal of seeking appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. We are helping leverage the \$4 million in annual MTOT advertising expenditures into \$10+ million in media value.

Identify the portions of your marketing plan which support this project.
Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide 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 9:** Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1 *Implement highly targeted consumer advertising/promotion campaigns*
 - 1.1.a Expand partnerships with tourism business/attractions as co-op partners
 - 1.1.e Enhance tracking/reporting and ROI from CVB advertising
- 1.2 *Promote Montana to target groups/events, emphasizing off-peak season activities*
 - 1.2. d Target travel media to increase visibility to Montana as a leisure travel destination
- 4.1 *Promote existing historic/cultural assets for the enjoyment of residents and visitors*
- 9.3 *Enhance funding for region and CVB marketing efforts*

Detail pages attached: Yes
Budget: Attached

PROJECT BUDGET:

PUBLICITY - FAM TOUR

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Account Management	\$ 300.00		\$ 300.00
Project Administration	\$1,500.00		\$1,500.00
PR Services	\$3,500.00		\$3,500.00
Phone/Fax/Mail	\$ 200.00		\$ 200.00
Project Total:	\$5,500.00		\$5,500.00