



HELENA CONVENTION VISITORS BUREAU

FISCAL YEAR 2012/2013 MARKETING PLAN

July 1, 2012 - June 30, 2013

Purpose:

The purpose of the Helena CVB's FY12/13 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, Montana Wild and Park Lake as well as readily accessible public lands.
- **Arts and Culture** such as Grandstreet Theatre, 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, Reeder's Alley and nearby 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.
- **Special Events and Festivals** throughout the year including; 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 National 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 large-scale convention and events facilities.
- Limited public transportation, both from outside as well as inside the city of Helena.
- The cost of airfare and flexibility of connections is a concern for travelers.
- 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 12/13 Goals:

- 1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's increased lodging opportunities, recreational, cultural and historical attractions and activities.
- 2) Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes the 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 National 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 businesses/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 12/13 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 the new CVB/TBID/Chamber 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 FY11/12 campaign.

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 helenamt.com on-line newsletter, the Helena CVB will target the following states and provinces: Washington, Idaho, North Dakota, South Dakota, 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 and 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. They participate in shopping, attend social/family events, outdoor activities, rural sightseeing and visit historic places and museums.
- C) *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.
- D) *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.

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 the Gold West Travel Planner.
- 2) Rack Card Brochure: We will print a rack card brochure to provide travelers with an at-a-glance overview of Helena's attractions and activities. This brochure was designed within the FY11/12 marketing plan projects.
- 3) 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.
- 4) Photo Library: We will 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.
- 5) Regional News Releases/Calendar of Events Listing: We will research, write and distribute a press release to regional media with exact topic to be determined. We will coordinate a series of news releases and media alerts for Helena events to be included in select publication's calendar of events.

- 6) Reprint Tear-off Map: We will reprint the tear-off map that is used to provide visitors with directions within Helena. The maps are distributed at the Chamber, area attractions and lodging facilities.
- 7) We will continue working collaboratively with the TBID and Chamber on social media efforts by sharing information to provide the most up-to-date content.

To reach Business Travelers/ Meeting and Convention Planners

- 1) 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.
- 2) A portion of the Consumer Marketing Campaign will be allocated to reach business travelers and meeting and convention planners.

HELENA CVB

FY2012/2013 - ANNUAL BUDGET OVERVIEW

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>Project Budget</u>	<u>Total Budget</u>
<u>Administration</u>		\$24,200.00
Administration	\$17,600.00	
TAC/Partners Meetings/Gov's Conf.	1,100.00	
Marketing Plan Development FY13/14	2,500.00	
Visitor Center Staffing	3,000.00	
<u>Marketing Support</u>		\$3,300.00
Smith Travel Research	2,200.00	
Opportunity	1,000.00	
Joint Ventures	100.00	
<u>Consumer Advertising</u>		\$47,900.00
Consumer Marketing Campaign	\$42,500.00	
Gold West Travel Planner	2,200.00	
Rack Card Brochure Printing	3,200.00	
<u>Internet Advertising</u>		\$9,400.00
On-line Advertising Campaign	9,400.00	
<u>Publicity</u>		\$6,600.00
Photo Library/Photo Requests	\$500.00	
PR Opportunity	100.00	
Regional News Releases/Pitches	5,000.00	
Reprint Tear-off Map	1,000.00	
<u>Telemarketing/Fulfillment</u>		\$5,300.00
Postage	\$4,500.00	
Brochure Distribution	800.00	
TOTAL BUDGET REQUESTED		\$96,700.00

Total Budget: \$96,794.00

Note: Budget is based on revenue projection of \$87,849, plus \$8,900 in roll-over.

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

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Development of the Marketing Plan 2013/2014

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 FY13/14 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 overall 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
 - 1.1.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
- 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 FY13/14 MARKETING PLAN

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

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Visitors Center Staffing - Opportunity

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

The Helena CVB has been responsible for finding volunteers for our summer visitors information center that is located in the Walmart parking lot. In the past years we have used seniors from the RSVP program to help staff the VIC. This has become more and more of a challenge for the CVB as these individuals are only available at certain times. The senior volunteers prefer not to work on evenings and weekends and this has left a huge gap in our staffing. Last summer we found it nearly impossible to staff the VIC on weekends and therefore we applied for funding from the CVB to staff the Visitors Center. By doing this, we saw nearly a 40% increase in visitors to our center. We were still unable to staff the center in the evenings and this year we would like to increase staffing at the center by paying for a person to be on staff not only on the weekends but also in the evenings from 4 – 8pm. In 2009 the VIC helped 825 guests and in 2010 that number increased about 10% to 910 visitors. In 2011 that number increased by 365 guests to a total of 1,275 visitors. We feel that this increase in staffing will help to influence travelers to spend more time and more money in Helena. The CVB will be sharing the costs of this project with the Helena TBID. The VIC is open from Memorial Day to the end of September.

Develop Objectives:

Increase visitor awareness of the many events and activities happening in Helena and to increase length of stay and expenditures by promoting Helena’s historical, cultural and recreational attractions and activities. Increase the number of individuals who come to the VIC by 20% over 2011 figures.

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 National 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 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.e Enhance tracking/reporting and ROI from CVB advertising
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 9.3 Enhance funding for region and CVB marketing efforts

Budget: Attached

PROJECT BUDGET:

PUBLICITY – VISITORS CENTER STAFFING

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
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Staff Salary:

667 Hours @ \$9/hour	\$ 3000.00	\$ 3000.00	\$ 6,000.00
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Project Total:

\$ 6,000.00

Monday - Friday 10am-4pm (RSVP Volunteers)

Monday - Friday 4pm-8pm (paid staff)

Saturday/Sunday 10am-6pm (paid staff)

May 4 week days @ 4 hrs = 16 hours
 2 weekend days @ 8 hrs = 16 hours
Total May = 32 hours

June 21 week days @ 4 hrs = 84 hours
 9 weekend days @ 8 hrs = 72 hours
Total June = 156 hours

July 22 week days @ 4 hrs = 88 hours
 9 weekend days @ 8 hrs = 72 hours
Total July = 160 hours

August 23 week days @ 4 hrs = 92 hours
 8 weekend days @ 8 hrs = 64 hours
Total August = 156 hours

September 20 week days @ 4 hrs = 80 hours
 10 weekend days @ 8 hrs = 80 hours
Total September = 160 hours

Approval Requested

Final
 Preliminary

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

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:

- 1.1.e 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 FY12/13 marketing plan, the Helena CVB will develop a consumer marketing campaign as 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, 2012 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 helenamt.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% 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 National 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 meeting and convention planners, helping them view Helena as a "see and do" destination. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes the TBID, Gold West Tourism Region and Montana Office of Tourism.

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

1.1.e 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	\$ 350.00		\$ 350.00
Copywriting/editing/proofing	\$ 400.00		\$ 400.00
Layout/design/art production	\$ 1,200.00		\$ 1,200.00
Photography	\$ 200.00		\$ 200.00
Film/separations/output	\$ 200.00		\$ 200.00
Freight	\$ 100.00		\$ 100.00
Production planning/supervision	\$ 200.00		\$ 200.00
Media Placement	\$39,350.00		\$39,350.00
Project Total			\$42,500.00

ORGANIZATION NAME: Helena Convention Visitor Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Gold West Travel Planner Ad Placement
and 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. 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 increase the number of advertising inquires and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the 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 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.e 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

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 Printing

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 broke the project of developing and distributing a rack card brochure to provide travelers with an at-a-glance overview of Helena’s attractions and activities, into two phases. In FY11/12 the rack card brochure was developed with existing photography from our stock photo library. In FY12/13, we will print and distribute the rack card brochure.

Develop Objectives:
 Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. Provide a useful tool for visitors while in the Helena area.

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 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.e 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

PROJECT BUDGET:

CONSUMER ADVERTISING - RACK CARD BROCHURE PRINTING

PROJECT COSTS

	LODGING TAX	OTHER FUNDS	TOTAL
Printing			
30,000 Brochures	\$ 3,200.00		\$ 3,200.00
Size			
Four-color, three scores/two gate folds/1 final fold to 4” x 9” final size.			
Project Total			\$ 3,200.00

Approval Requested

ORGANIZATION NAME: Helena Convention Visitors Bureau

APPLICATION COMPLETED BY: Mike Mergenthaler

PROJECT NAME: On-line Advertising Campaign

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 to fit within our geographic and demographic targets. Specific media vehicles and timing of the advertising placement will be determined after July 1, 2012 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 helenamt.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

Our overall objective is to increase the number of advertising inquires and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites.

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

1.1.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

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	\$ 1,500.00		\$ 500.00
Copywriting/Editing/Proofing	\$ 500.00		\$ 500.00
On-line Design/Production	\$ 2,500.00		\$ 2,500.00
On-line Media Placement	\$ 4,900.00		\$ 5,900.00
Project Total			\$ 9,400.00

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

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

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 of 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, public relations and Internet communications. Our objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. Raise awareness of the Helena area through positive publicity.

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

Detailed pages attached: Yes

Budget: Attached

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 FY12/13 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:

Our overall objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. This project aims to raise awareness of the Helena area through positive publicity in statewide, regional and national media outlets.

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 National Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness of 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

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*

PROJECT BUDGET:

PUBLICITY - PUBLIC RELATIONS OPPORTUNITY

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

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Public Relations Regional News Releases/
Calendar of Events Listing

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 publicity campaign targeting publications and online sites featuring editorial relevant to our area attractions and activities of interest to our target market audiences. Events will also be placed with regional publications as a calendar of events listing. This project includes the development of a storyline for the releases and a list of primary and secondary publications. All research, writing, pitching, follow-up, tracking and reporting are included in this project. Evaluation of this campaign will be done by tracking editorial produced by writers and editors that are targeted to receive our pitch letters and press releases.

Develop Objectives:

Our overall objective is to increase the number of advertising inquiries and consumer response by over 5% of the FY11/12 campaign. Increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites. This project aims to raise awareness of the Helena area through positive publicity in statewide, regional and national media outlets.

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. Increase awareness of Helena among meeting and convention planners, helping them view Helena as a "see and do" 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 REGIONAL NEWS RELEASES/CALENDAR OF
EVENTS LISTING**

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Public Relations Services	\$ 5,000.00		\$ 5,000.00
Project Total:			\$ 5,000.00

Approval Requested

Final

Preliminary

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

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 reprint 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.

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.

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 historical, 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

PROJECT BUDGET:

PUBLICITY – TEAR-OFF MAPS

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Printing 20,000 Maps	\$ 1000.00		\$ 1000.00
Size 8 ½ x 11			
Project Total			\$ 1000.00

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

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 producing a rack card this year and we would like to use Certified Folder to distribute these brochures. We currently plan on distributing these rack cards around the Yellowstone and Glacier Park corridors and in other markets outside of the state including Spokane, Salt Lake City, Pocatello and Idaho Falls.

Develop Objectives:

Our objective is to continue placing Helena in the forefront of tourists and other travelers both in the state and in surrounding states in a cost effective and professional manner. We will evaluate this project by the number of rack cards that are distributed and we will also monitor feedback from the consumer as to the effectiveness of the rack card. We also want to entice travelers to come to the Helena the area and see all of what Helena has to offer.

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. Increase awareness of Helena among meeting and convention planners, helping them view Helena as a “see and do” 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.

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

PUBLICITY – DISTRIBUTE RACK CARDS

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Distribution	\$ 800.00		\$ 800.00
Total	\$ 800.00		\$ 800.00