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## Application

### Instructions

**Print to PDF** will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

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### 27194 - FY16 Region/CVB Marketing Plan - Final Application

31232 - FY16 Helena CVB Marketing Plan

DOC Office of Tourism

Status:	Under Review	Original Submitted Date:	05/08/2015 4:00 PM
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### Applicant Information

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#### Organization Information

Name:*	Helena Area Chamber of Commerce CVB		
Organization Type:	Non-Profit Organization		
Organization Website:			
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## Community & Brand Support

### 1. Describe your destination.

*Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?*

Helena, Montana is much more than just the state capital, it is a vibrant community bordering some of the best recreation opportunities in Montana. Nestled against the Rocky Mountains and built by gold mining, Montana's capital city strikes a unique balance between a rich history and a lively arts and culture town. Surrounded by pristine mountain scenery, numerous rivers and lakes, clean fresh air and an abundance of wildlife, Helena is a unique travel destination.

Identity of Helena - as identified by the Helena CVB:

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

- In the past years, Helena has received a lot of positive coverage. This coverage includes several designations that make it desirable to visitors including; An International Mountain Biking Assoc. Ride Center, Rand McNally Best of the Road for Geocaching, USA Today 10<sup>th</sup> best state capital worth visiting, and many more.
- Helena is central to Montana history including historical attractions such as Montana Historical Society Museum, Original Governor's Mansion, Historical Mansion District, Reeders Alley and nearby ghost towns, as well as Gates of the Mountains, Lewis & Clark Trail, Fort Harrison Military Museum, Montana's State Capitol Building, Historic Last Chance Gulch and Helena's Tour Train.
- 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, Great Divide as well as over 75 miles of trails on readily accessible public lands.
- Conveniently located within the state, Helena is a perfect stop for activities and overnight stays for those traveling between Glacier and Yellowstone National Parks and Canadians or snowbirds heading south.
- 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, Saint Helena Cathedral, Carroll College, Queen City Ballet, Tango Helena, Helena Symphony and Chorale and Civic Center events.
- Special Events and Festivals throughout the year including Mount Helena Music Festival, Last Chance Stampede & Rodeo, Governors Cup Race, Race for the Cure, Trail Rider, Farmers Market, Downtown Helena's Art Walks and Wednesday's Alive at Five, Symphony Under the Stars, Mondays at the Myrna Loy Center, Montana Mucker and many other regional events.

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

- Limited signage directing visitors to Helena attractions on interstate highways
- Lack of extended store, shopping and attraction hours to accommodate the tourist
- Limited large-scale convention and event 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
- Helena events are seeing increased competition from other Montana town's events

### Montana's Brand Pillars perfectly match with Helena and what it offers for visitors.

*More spectacular unspoiled nature than anywhere else in the lower 48.*

Its location, nestled against the Rocky Mountains and opening into a lush valley, highlight the spectacular unspoiled nature that can be found just outside the city limits. Helena is surrounded by pristine mountains, rivers, and lakes. From over 75 miles of trails on Helena's South Hills to nearby public land to the Gates of the Mountains, visitors can escape into a land that is still very much like it was when Lewis and Clark first set eyes on it.

*Vibrant and charming small towns that serve as gateways to natural wonders.*

Named one of the best small arts towns, Helena has all the amenities of a big city with a small-town feel. Helena is also home to a vibrant arts and history scene. Just outside city limits, visitors will find biking and hiking trails, blue ribbon fishing and water recreation opportunities.

*Breathtaking experiences by day, relaxing hospitality at night.*

Whether it is the panoramic views from atop MacDonald Pass or watching a resident artist create their next piece at Archie Bray, Helena offers visitors breathtaking experiences that can be found nowhere else. In town, stroll along the walking mall stopping to explore the many local shops. Helena also has a variety of local restaurants, breweries, and a distillery to relax in. At night, visitors can choose from historic bed and breakfasts or established hotels offering hometown Montana hospitality.

Optional: [Include attachments here](#)

## 2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

The Helena CVB marketing plan addresses the three phase decision process across its marketing plan with various tactics implemented to provide a smooth process throughout the target's travel planning.

### *Inspiration*

In the Inspiration phase, the target audience will be made aware of Helena's attributes and inspire a desire to visit Helena. Select tactics in the marketing plan address this phase by featuring information about Helena, promoting key attributes that interest target markets and through vivid high-quality imagery. The tactics involved in the marketing plan that are part of the Inspiration phase include:

- **Consumer Advertising:** The Helena CVB will develop a strategic media plan that utilizes MTOT co-ops, Wendt facilitated co-ops and placement within publications that reach the target markets. Ads will highlight activities with a strong call to action and vivid images.
- **Internet Advertising:** The Helena CVB will develop a strategic media plan that targets markets with interest in the attributes of Helena. Ads will include eye-catching images with links to specific pages and relevant information within Helenamt.com.
- **Public Relations:** The Helena CVB will seek out opportunities with national and regional magazines and other publications to help generate stories about Helena. This will be accomplished by reaching out to magazine editors, responding to media inquiries and creating news releases and pitching of special events or new opportunities for visitors to Helena.
- **Pinterest** – The Helena CVB utilizes its social channels to promote Helena's attributes and keep followers up-to-date with news and events. Within Pinterest, strong images and descriptive captions inspire users and are used to build intent to visit Helena.
- **Photo Library** – The Helena CVB has a photo library that includes hero shots and photos highlighting activities in and around Helena. It is used for advertising, media inquiries, news releases, and social media.

### *Orientation*

In the Orientation phase, the target begins researching the details of their trip including the route and mode of transportation. Select tactics in the marketing plan address this phase by highlighting Helena's convenient location within the state and between Yellowstone National Park and Glacier National Park. The tactics in the marketing plan that are part of the Orientation phase include:

- **Helenamt.com** – The Helena CVB will continue to work with the Helena TBID to maintain a website which provides travelers with access to information they need to plan their trip from beginning to end. The website includes maps and a call out to Helena's convenient location between the parks, service and attraction directories, an event calendar, sample itineraries and much more.
- **Consumer Advertising** – Beyond a strategic media plan, the ads all feature a call out to Helena's convenient location between the parks.
- **Visitor Guide** – The Helena Travel Guide is an important piece in developing the traveler's intent to visit Helena. The travel guide is used in response to media inquiries and consumer advertising inquiries. It is distributed regionally and locally. The travel guide consists of maps, suggested routes, main attractions and a calendar of events.

### *Facilitation*

In the Facilitation phase, the traveler is looking for things to see and do in Helena and along the way. Select tactics in the marketing plan address this phase by providing sample itineraries, day trips and activities broken into easy to use categories. The tactics in the marketing plan that are part of the Facilitation phase include:

- **Helenamt.com** – The Helena CVB will continue partner with the Helena TBID to maintain the site to include up-to-date sample itineraries and easy to navigate activities and must see landmarks.
- **Pinterest** – Boards on the Pinterest page include Helena Food and Drink, Stay in Helena and Things to Do which highlight what to do while visiting Helena. The pins include captions with calls to action and links to learn more.
- **Brochures** – The Helena CVB developed a rack card brochure that highlights Helena's convenient location and main attractions. The brochure features hero shots and narrative copy about Helena and the surrounding area. The brochures are distributed along the travel corridor for visitors to Yellowstone and Glacier National Parks and inform visitors about what Helena has to offer and why it's a perfect stop.
- **Tear-off Map** – The Helena CVB produces a tear-off map of Helena that is available at both visitor centers as well as local businesses. The map is not only a road map but also highlights major landmarks and attractions.
- **Visitor Center** – The Helena CVB staffs two visitor centers during the peak summer travel season. The visitor centers feature knowledgeable staff and printed materials about what to see and do in Helena.

**Optional: Include attachments here.**

## 3. Who is your market?

### *a. Define your target markets (demographic, geographic and psycho-graphic)*

Target Geographic Markets:

Based on inquiries from our marketing and advertising efforts, visitors to the Helena Chamber of Commerce Visitor Centers, direct flights to Helena Regional Airport and subscribers to our helenamt.com online newsletter, the Helena CVB will target the following states and provinces: 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 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 children in the summer months. They participate in shopping, attend social/family events, outdoor activities, rural sightseeing and visit 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 mountain biking, fishing, hiking/backpacking, camping, water recreation, skiing, and snowmobiling.

D) Geotraveler: Various age groups and income ranges that are socially conscious. This target has a strong preference for cultural and social aspects of travel. They focus on the experience of the destination not just checking off a list of popular attractions. This group strives for personalized experiences.

E) 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.

**Target Psychographic Markets:**

The Key Psychographic Markets for the Helena CVB include those with active lifestyles and are outdoor recreation oriented as well as interested in history and culture. Social Class - middle to upper class in terms of disposable income with environmentally conscious Attitudes and Beliefs with an adventurous spirit.

**b. What are your emerging markets?**

Helena has three main emerging markets. We will reach these markets through our planned marketing tactics included in our marketing plan and through our creative execution.

*Mountain Bikers* – In 2013, the International Mountain Bicycling Association gave the mountain bike trails in and around Helena their highest trail rating by designating Helena a Ride Center. This is exciting news as Helena now joins just 16 other communities around the world with this designation. A report by ITRR in 2014 stressed the potential of Cycle touring as an untapped market, <http://news.umt.edu/2014/01/011504bike.php>. Helena will focus on this market because we have the infrastructure and tools in place to reach them and provide an unmatched experience. Led by the Helena TBID, a special website specifically for mountain biking in Helena was created ([bikehelena.com](http://bikehelena.com)) to highlight trails, suggested rides and events. With the slogan “A single track at the end of every street” Helena has great opportunities to become a destination for mountain bikers. This opportunity is being expanded in 2015 with the addition of bike themed art projects and continued work on the in-town bike park.

*Geocachers* – In 2013, Helena also became home to an established GeoTour for geocachers. While this is a niche group, it is made up of dedicated travelers. In the past years, it has been gaining popularity as technology has made it easier for everyone to participate. Led by the Helena TBID, a full program touting handmade tokens and several caches has been set up that is perfect for families, as well as the seasoned geocacher. Helena was named #1 Town in America for Geocaching in Rand McNally’s Best of the Road competition. The success of Helena as a geocaching destination has been continued through FAM trip writers and events specifically designed around the Helena GeoTour.

*Snowbirds* – Last year saw an increase in travelers headed south for the winter months and later returning in the spring. While this could be due to the favorable exchange rate for Canadians, it could also lend to Helena’s convenient location within the state. The Helena CVB will watch this trend and focus on how this transient target can be convinced to make Helena a stopping point and educate them about all that Helena has to offer.

**c. What research supports your target marketing?**

The Helena CVB utilizes ITRR to refine its target audiences, including why visitors are attracted to Montana.

Below is a report that summarizes nonresident visitors to Montana during quarter(s) 1,2,3,4 2014. These travelers spent at least one night in the following city: Helena. This group represents a sample size of 139 survey respondents, which equates to 4.5% of all nonresident visitors or a total of 487,364 people.

Visitor Center statistics and visits to the [helenamt.com](http://helenamt.com) site also help define the geographic targets outlined in the marketing plan.

Optional: Include attachment here.

[Helena CVB Target Markets.PNG](#)

**4. Overall Goals****Fiscal Year 15/16 Goals:**

1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena as a must stop destination within Montana due to its 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,

Downtown Helena, Southwest Montana Tourism Region and Montana Office of Tourism.

- 3) Increase awareness of Helena as a destination and encouraging visitors to Glacier and Yellowstone National Parks to take advantage of Helena as a travel destination due to its convenient geographical location.
- 4) 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.
- 5) Enhance and encourage visitor experiences while in Helena through Visitor Center orientation and informational materials.

Fiscal Year 15/16 Measurable Objectives:

- Expand partnerships with tourism businesses/attractions and TBID as co-op partners
- Enhance tracking/reporting and ROI from CVB advertising
- Promote Montana to target groups/events
- Target travel media to increase visibility to Montana and 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 10% per year on the CVB/TBID/Chamber website
- Increase the number of individuals who utilize the Visitor's Center by 20% over 2014 figures
- Increase productivity of the Helena CVB's administration, project development, and overall marketing efforts
- Develop a cohesive, effective marketing plan to 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
- Increase the number of advertising inquiries by 5% over those received in the FY14/15 campaign

Optional: [Include attachments here.](#)

## 5. Joint Venture Opportunities

### *a. In what types of Joint Ventures with MTOT would you like to participate?*

The Helena CVB is most interested in affordable co-ops that will give them high-value placement while allowing flexibility with their limited budget. As long as the opportunity is a fit with Helena's target audience and goals, print or digital placement options are of interest to the Helena CVB. Through a partnership with the Helena TBID, marketing opportunities are evaluated to ensure there is no duplication of efforts. In the past, Helena CVB has been responsible for a majority of the print advertising as a part of this partnership, as such the Helena CVB is most interested in affordable print co-ops, specifically options with an actual cost of \$4,000 or less. Helena is also interested in opportunities with travel planning sites allowing us to target our target audience in the Inspiration and Orientation phases of the planning process.

### *b. In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)*

The Helena CVB currently participates in co-ops with other regions and CVBs that are facilitated by The Wendt Agency. These have included placements in Midwest Living, Better Homes and Gardens and Flyfisherman. The results from these co-ops have been successful and the Helena CVB plans to continue participation in co-ops with other bed tax-funded organizations as long as they are available, fit within our marketing goals and reach the target audience.

### *c. What types of Joint Ventures have you done in the past? Were they successful - why or why not?*

Helena has participated in several of the MTOT print co-ops over the past years. Previous MTOT co-ops the Helena CVB has participated in include Sunset, History Channel, National Geographic Traveler and Backpacker. Helena has seen great success with these co-ops including exposure with target audiences and increased inquiries and plans on continuing to include them when developing media plans. Helena has also participated in the co-ops facilitated through The Wendt Agency, which have also been successful in reaching our target audience and producing inquiries.

Optional: [Include attachments here.](#)

[Include pie chart here.](#)

[Helena CVB BUDGET.PNG](#)

**Marketing Segment, Strategy & Budget**

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts
Consumer	Print Advertising	Yes	As a primary component of the FY15/16 marketing plan, the Helena CVB will develop a consumer marketing campaign as a method of building awareness of Helena's outdoor recreation opportunities, arts and culture, historical attractions, special events and convenient location between the parks with our target audiences.	Helena has seen great success in driving inquiries and traffic to the website with past consumer marketing campaigns. In 2014, Helena's ads reached 3,889,470 people. In 2014, Helena fulfilled 14,305 inquiries with travel planners. While the Consumer Marketing Plan was active, the Helena website and 800 number also saw a marked increase in activity.	This campaign will inspire travelers to plan a trip to Helena through high-quality images and attention-grabbing copy. It will meet the need of travelers by educating them about all Helena offers, as well as connecting them to the website or travel planner which contains trip suggestions and tools to help with their vacation planning. The campaign will also produce inquiries from potential vacation travelers through the inclusion of the Helena 800 number and website on materials, as well as reader service when available. The campaign will be designed to fit within our geographic and demographic targets. In order to increase effectiveness of the consumer marketing campaign, editorial calendars will be evaluated to find stories related to Helena's identity and travel product. The FY15 campaign currently in progress will be evaluated prior to planning the FY16 media plan.	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. Our objective is to increase inquiries by 5% and increase the number of user sessions by 10% per year on the Office of Tourism and the Helena CVB websites.		\$50,000.00	No	
Consumer	Online/Digital Advertising	Yes	The Helena CVB will develop an online marketing campaign to introduce Helena to the target markets and as a method of educating and producing click throughs to the Helena website from potential visitors. Specific media vehicles and timing will be determined after July 1, 2015.	Today, more and more people are starting their trip planning online. This trend is only increasing as people receive their information through smart phones and tablets. 2013 was a success, reaching 2,165,590 impressions and 2,053 click-throughs for a cost of \$4,900 including production. In 2014, this success was continued using three HTML emails to reach 4,252,720 impressions and 6,494 click-throughs for a cost of \$7,750 including production.	As more travel planning is done online, The Helena CVB would like to take advantage of the affordable options available to reach potential travelers. The digital campaign will be designed to fit within our geographic and demographic targets with tactics that have shown past success and any co-op opportunities through MTOT or third-parties.	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 CVB's website helenamt.com. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.		\$9,000.00	No	

Consumer	Photo/Video Library	Yes	<p>The Helena CVB will facilitate a photo shoot in 2015. The photos resulting from the shoot will be used on the website, in advertisements, for public relations, in printed materials and in social media. However, opportunities sometimes arise where photography needs to be purchased.</p>	<p>High-quality images that capture the activities, attractions and spirit of Helena make Helena's marketing efforts more powerful by showing what there is to experience in Montana's Capital City.</p>	<p>The Helena CVB has a large photo library that is utilized for everything from social media to print ads and public relations opportunities. Photos have sometimes had to be acquired for special circumstances in the past years, the Helena CVB relies on the photo library to keep its production costs low and respond to all promotional opportunities with high-quality images. The CVB recognizes the availability of MTOT photography as well as the availability of area photography. It is felt that these resources have been utilized and in some cases</p>	<p>This projects success will be determined by tracking the amount of use of the photographs for public relations, marketing, website and social media efforts by the Helena CVB.</p>		\$100.00	No	
Consumer	Social Media	Yes	<p>The Helena CVB has a successful Pinterest page that highlights all Helena has to offer through a variety of high-quality visual pins. Boards have been set up to promote new activities such as Geocaching and to announce and promote events such as Symphony Under the Stars, Last Chance Stampede and Fair, Last Chance Community Pow Wow, Governor's Cup Race and many more.</p>	<p>Pinterest gives Helena access to over 70 million users. Currently, the Helena Pinterest Page has 15 boards, 834 pins and has grown to reach 911 followers. The most popular board is "At Home in Helena" which features recommendations from locals.</p>	<p>Pinterest is a very popular social media vehicle for those in the inspiration and planning stages of trip planning. Pinterest allows users to create boards where they are able to pin ideas, destinations, and useful information for planning purposes. By utilizing Pinterest, Helena is able to provide a visual travel guide to all things Helena. From a board about dining options to one specifically about mountain biking, followers can visually see what Helena has to offer. Many of these pins also link back to the Helena website where they can find more in-depth information on planning their trip to Helena.</p>	<p>The success of this project is measured through followers of the Helena Pinterest page, repins and through website visits gained through Pinterest.</p>		\$2,200.00	No	

Marketing Support	Marketing Plan Development	Yes	<p>The Helena CVB annually revisits its marketing position and works to develop a strong, focused marketing plan each year. This project encompasses the marketing support provided by The Wendt Agency in the form of preparation for and the subsequent development and writing of the FY16/17 Marketing Plan for submission to the Tourism Advisory Council.</p>	<p>The Helena CVB has seen success in planning and executing marketing tactics that reach the goals and objectives set forth by TAC and the CVB Council. A marketing plan also allows us to set-up metrics to measure the tactics and compare year to year allowing us to fine tune what is successful and what has not worked.</p>	<p>Our overall objective is to develop a cohesive, effective marketing plan to 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 historical, cultural and recreational attractions and activities. All tactics will address the travel decision process.</p>	<p>Our success will be measured by our success in reaching and exceeding the objectives set forth in the FY15/16 marketing plan including increasing inquiries and increasing overnight stays among those already traveling to Montana.</p>	\$2,500.00	No	
Marketing Support	VIC Funding/Staffing /Signage	Yes	<p>During peak travel season, the Helena CVB is responsible for staffing the Visitor Information Center located in the Walmart parking lot. The knowledgeable staff welcomes visitors to Helena, provides useful information and answers any questions the visitor may have to make their visit to Helena a pleasant experience.</p>	<p>In previous summers, we found it nearly impossible to staff the VIC on evenings and weekends, therefore we applied for funding for the CVB to staff the Visitors Center. In 2012, with extended hours and weekends, the VIC helped 2,282 visitors. In 2013, the numbers again increased to 2,322. And in 2014, 2,317 visitors were helped.</p>	<p>The Helena CVB has been responsible for finding volunteers for our summer visitor information center is located in the Wal-Mart 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. In previous summers, we found it nearly impossible to staff the VIC on evenings and weekends, therefore we applied for funding from the CVB to staff the Visitors Center. The CVB has received funds from the Montana Office of Tourism in the past. However as visitor numbers continue to increase, especially into the shoulder season, the VIC may require additional funds to remain open. We feel this will help to influence travelers to spend more time and more money in Helena if they have someone available to let them know the many events occurring in our city. The VIC is open from Memorial Day to Mid-September.</p>	<p>Success will be measured by the number of travelers stopping at the Visitor Centers.</p>	\$6,000.00	Yes	

Marketing Support	Research	Yes	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 to the Helena CVB.	The Smith Travel Report provides the research necessary to see trends and opportunities in the lodging industry and across Montana.	With this report the Helena CVB will be able to see fluctuations in occupancy and demand while deciding 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 measured as we track trends in occupancy and revenue collected by local hotels. From that we will be able to see the impact we are making with our advertising dollars. This information will be distributed to the hotel/motel association and other entities interested in information.		\$2,000.00	No	
Marketing Support	Printed Material	Yes	Helena prints a tear-off map that gives travelers information about how to get around Helena and an easy way to find various landmarks and attractions. The map is a street guide with the landmarks and attractions highlighted on the map.  A local printer that has previously printed the maps will be used thus avoiding additional costs such as set-up fees charged by other printers.  The Helena CVB also produced a rack card brochure in FY11/12 which was distributed in FY12/13, FY13/14 and FY14/15. The Helena CVB will use Certified Folder to distribute extra inventory of the rack card brochures.	Each year, businesses run out of them because they are so useful to visitors. These maps have been helpful when local businesses are giving directions or recommending places to visit in Helena. The rack card brochure educates visitors to Montana about Helena's locations, main attractions and activities.	Helena can be a tricky city for visitors to navigate, even with GPS and they may be unfamiliar with Helena's can't miss attractions. 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. This not only increases visitor's awareness of all Helena has to offer but makes their experience stress-free.  Our objective is to put Helena in the forefront of Montana travelers as they cross the state. The brochures are placed along the Yellowstone National Park and Glacier National Park corridors to encourage visitors to venture outside the parks and make Helena a destination on their trip. The brochure includes a map of popular attractions and key activities to take part in while visiting Helena.	Success of this project is based on how many maps are given out and feedback from the businesses that have them. Rack card distribution will be evaluated through the number of brochures distributed and feedback from travelers.		\$2,500.00	No	
Marketing Support	TAC/Governor's Conference meetings	Yes						\$2,500.00	No	
Marketing Support	Administration	Yes						\$19,100.00	No	
Marketing Support	Joint Ventures	Yes						\$100.00	No	
Marketing Support	Fulfillment/Telemarketing	Yes						\$4,500.00	No	

Marketing Support	Opportunity Marketing	Yes	The Helena CVB would like to assign a project and budget for opportunities that may occur during the FY15/16 marketing year. When project opportunities arise, the CVB will submit details of the project to the TAC.	Public relations opportunities have provided Helena considerable press and earned media in the past.	Public relations opportunity projects will allow the Helena CVB to be prepared if opportunities arise in FY15/16.	Metrics for success will be determined when an opportunity project is submitted to the TAC.		\$1,000.00	No	
Publicity	Marketing/Publicity Personnel	Yes	Helena has seen great exposure the past year in articles about the city. Setting aside PR opportunity funds would allow us to continue this success by allowing us to provide content and experiences to writers and reach out to these types of publications to get them interested in Helena.	In 2014, Helena was featured in 10 publications. Previously, Helena has also been asked to support promotional projects with funding. Having a budget set aside would allow the CVB to participate or provide materials when these opportunities arise.	Helena gets a lot of exposure out of these stories without having to pay for placement or create materials.	Success will be measured by the articles written that feature Helena, if they reach our target audience, and traffic to our website and social channels when the story is released.		\$500.00	No	
Publicity	Fam Trips	Yes	The Helena CVB will host travel writers with experiences and information about Helena. The writer's will promote Helena through stories and images in publications they write for, as well as online social content.	In 2014, Helena CVB hosted a Customizable FAM trip for four writers. The FAM writer's content reached 10,300 people in Helena's target markets. Before that in 2012, an Artistic Helena themed FAM resulted in writer's content reaching 1,481,609 people.	FAM tours have provided Helena with exposure and content the budget would otherwise be unable to afford, which is why the CVB would like to continue to participate in bringing writers to Helena.	Success will be measured by the total number of impressions gained by the articles and content the FAM writers produce. The helenamt.com site and Helena's social sites will also be monitored for an increase in traffic around the FAM tour and subsequent articles.		\$6,000.00	No	
								<b>\$108,000.00</b>		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Print Advertising	\$50,000.00	\$0.00
Consumer	Online/Digital Advertising	\$9,000.00	\$0.00
Consumer	Photo/Video Library	\$100.00	\$0.00
Consumer	Social Media	\$2,200.00	\$0.00
		<b>\$61,300.00</b>	<b>\$0.00</b>
Marketing Support	Printed Material	\$2,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$6,000.00	\$0.00
Marketing Support	Administration	\$19,100.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	Marketing Plan Development	\$2,500.00	\$0.00
Marketing Support	Research	\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,000.00	\$0.00
Marketing Support	Joint Ventures	\$100.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$4,500.00	\$0.00
		<b>\$40,200.00</b>	<b>\$0.00</b>
Publicity	Fam Trips	\$6,000.00	\$0.00
Publicity		\$500.00	\$0.00
		<b>\$6,500.00</b>	<b>\$0.00</b>

\$108,000.00

\$0.00

**Miscellaneous Attachments**

**Reg/CVB Required Documents**

File Name	Description	File Size
<a href="#">Chamber Board CVB Marketing Plan &amp; Budget Approval.doc (26 KB)</a>	FY 14/15 Marketing Plan & Budget Approval	26 KB
<a href="#">Helena CVB Required Documents FY 16.pdf (1.7 MB)</a>	Helena CVB Required Documents	1.7 MB
<a href="#">Helena CVB Required Documents.pdf (1.3 MB)</a>	Helena CVB Required Documents	1.3 MB

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