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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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

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15254 - FY15 Region/CVB Marketing Plan - Final

**15909 - FY15 Missouri River Country Marketing Plan
DOC Office of Tourism**

Status: Under Review

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Applicant Information

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Organization Information

Name:* Montana's Missouri River Country

Organization Type: Non-Profit Organization

Organization Website: www.missouririver.visitmt.com

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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?

Montana's Missouri River Country is a destination for the outdoor adventurer, geotourist, history buffs, Native American Culturists, Dinosaur Trail followers, hunters, fishermen and women and the overall recreationists. We are filled with spectacular nature, charming small towns and breathtaking experiences.

Fort Peck Lake, the Charles M. Russell National Refuge, badlands, Medicine Lake National Refuge, Bowdoin National Refuge and the UL Bend are examples of our spectacular nature.

Our charming small towns include: Zortman, a unique little old mining town, Jordan, an agriculture community filled with friendly people, Circle, farming/ranching community, Savage, along the Yellowstone River, Plentywood, near the Canadian border, Scobey, with interesting Pioneer Town depicting early homestead days, Culbertson and Bainville are entry points into Montana with museums in both towns, Medicine Lake home to the Medicine Lake Wildlife Refuge, Poplar with the historic old jail as the city museum, Wolf Point, located on the Fort Peck Reservation, Nashua's Bergie's has homemade ice cream, Fort Peck, with the largest hydraulic built dam in the world, and live entertainment at the Fort Peck Summer Theater, Glasgow, home to the Children's Museum in NE Montana, Hinsdale, with charming little shops of pottery and Sweet Memories treats, Saco, the best homemade jerky and beef sticks at the local Grocery Store, Malta home to two museums along the MT Dinosaur Trail, and Fairview has a historic walking lift bridge. Fort Union and Fort Buford are the most important fur trade posts on the Upper Missouri River. Sidney's CVB can be an opportunity to partner to get the best leverage for dollars for MRC and Sidney. All MRC communities are important and they all are a part of NE Montana that has something to promote. MRC realizes the importance of each community and whenever the opportunity arises to help promote that community we would do a Co-op Marketing project with them if it fits within the scope of the guidelines.

Missouri River Country is truly in the wide open spaces. You can see for miles and stretch your arms and breathe the fresh air, sleep under the big starry sky. That's breathtaking!

Our spectacular nature, charming small towns and breathtaking experiences are reasons to attract visitors.

Our strongest strength is our outdoor activities, of hunting and fishing. NE Montana is known for our spectacular hunting and fishing opportunities. We advertise in Hunting and Fishing magazines, online and FAM opportunities. Most of our trade shows are Sports Shows. History is another strength that we promote on our FAM's, online and print. Most of our towns have a historic museum that attracts the history buffs. Dinosaurs are another draw for Missouri River Country. They once roamed in the Hell Creek Formation and the Judith River Formation, both included in our area.

Our recreation opportunities include wildlife viewing, wagon trains, canoeing and kayaking, dinosaur digs, hiking, biking, motorcycling, camping, birding, and boating.

Missouri River Country is fortunate to have Amtrak stops in three locations, Wolf Point, Glasgow and Malta. Work and studies continue to get a fourth stop in Culbertson. We also have Essential Air Service in Sidney, Wolf Point and Glasgow. While these flights are beneficial, our challenge is getting them to connect up with other flights. They are small planes and can only accommodate 9 passengers and only fly into Billings.

Our biggest challenge is poor public perception and recognition. Montana's Missouri River Country continues to be primarily a "drive-through" region, with studies by ITRR indicating that more visitors to the state are "just passing through" to destinations with more widely recognized icons. We must continue to educate travelers that there are activities and points of interest in the region. We are addressing this by providing additional information at trade shows and distributing our printed materials more widely, and expanding our Social Media and website efforts. A lack of funding precludes the Region from developing programs for the Winter Season, like ice fishing, sledding, cross-country skiing trails and skating. Most of our museums, with the exception of a few, aren't open during the shoulder seasons.

Optional: Include attachments here

[MT's MRC's Spectacular Nature.jpg](#)

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

The first phase is Inspiration. A visitor needs to be inspired to come to Missouri River Country. The visitor needs to know what we have to offer to make their trip a destination to Missouri River Country. Our spectacular outdoor activities, such as hunting, fishing, wildlife viewing, dinosaurs, and history, our rivers for canoeing, boating, and kayaking all play an important role in inspiring our potential visitors.

After we have inspired them to come the next phase is Orientation. This is where the visitor begins the planning process. Visitors use the internet, magazines with our ads or articles as a result of FAM trips to Missouri River Country and also the information provided to them at trade shows. Our travel guide along with other specific brochures, our website and internet and print advertising are all tools used by the inspired visitor in their planning process.

The third phase in the visitation process is Facilitation. This is where the visitor searches for things to do and see in our area and along the way. Once again our trade shows help in this process to help them by showing them the many things to do and see while here along with the information found in our

travel guide, brochures, and internet, website and print publications. Visitors can also call into the office for suggestions. Yesterday I spoke with a lady from VA that was planning a trip to Montana. I helped her plan a route. She would fly into either Great Falls or Bozeman and rent a car. We talked about doing a complete circle tour to include Missouri River Country and her final destination was where she started but making a full loop and not backtracking. This way she could see all of Missouri River Country and other places in Montana in one trip.

Optional: Include attachments here.

[NE Med. Lake 5 \(2\).jpg](#)

3. Who is your market?

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

Target Geographics

Missouri River Country will target the following geographic markets, which provide our current base of visitors and potential for increased visits by high-value, low-impact tourists: Minnesota, Washington, California, Pennsylvania, Wisconsin, Wyoming, Idaho, Colorado, Oregon, Arizona, Michigan, Texas, Nevada, Ohio, Illinois, Missouri and Ontario, Manitoba, Alberta and Saskatchewan, Canada. Some Southwestern and Midwestern markets are "opportunity" markets that we will reach through national circulation in various publications utilized in our Consumer Magazine Advertising campaign and via trade show attendance. We will also continue to work the North Dakota market to attract the Bakken oil rig workers and families for a close get-a-way event filled vacation.

Target Demographics

- A) *Hunters & Fishers*: Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 15% of the general US population age 16 and older fishes, while 11% hunt.
- B) *History & Culture Buffs*: Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.
- C) *Couples*: Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, dinosaurs, events, scenic attractions.
- D) *Traditional Family Travelers*: Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching and dinosaurs. They are interested in creating a relaxing and memorable experience together.
- E) *RV/Camping Travelers*: Adults 35-65, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching and dinosaurs.
- F) *Outdoor Enthusiasts*: Adults 35-60 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, dinosaurs, ATV's, motorcycles, and water recreation.
- G) *Group Tour Operators* who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.
- H) *Mature Adult*: 50+ years of age traveling as a couple with or without grandchildren. They have a household income of \$50,000+, retired with time to spend in Montana.

Target Psychographics

Missouri River Country will target the geotourist, the history buffs, hunters and fishers, the families and couples that are interested in the many things that Missouri River Country has to offer. They like the hunting and fishing opportunities and they bring their families and visit the museums and recreation opportunities around our lakes, rivers and streams while they are here. Many families follow the Montana Dinosaur Trail. Missouri River Country has four facilities that are along the trail and digs are available in some of the areas. The 50+ permanent RVer's are becoming popular in our area. These people like to visit our wide open spaces and stay in our campgrounds. When the state Montana is mentioned, people light up. We see this at our trade shows. The beauty of Missouri River Country is the quiet, peace and solitude that visitors are looking for.

b. What are your emerging markets?

While our strongest market has always been hunting and fishing, we are starting to see more people that want to view the wildlife and take scenic drives. It's our spectacular nature that is attracting this emerging market. The geotourist likes to hike in our area and take in the breathtaking views. ATVer's are also expressing interest in Missouri River Country. We are working with BLM and the FWP trails program to establish trails in the Little Rockies. We will promote hiking trails, scenic drives, ATV trails and wildlife watching by working with entities that support our efforts.

c. What research supports your target marketing?

Our top geographic markets stated above are according to ITRR's 1, 2, 3, and 4th 2013 quarters. Our top demographic and psychographic target markets are a combination of ITRR's report and by past experiences. We know that people come to Missouri River Country to hunt and fish. During the summer season the river access points show the many vehicles with boat trailers that have launched their boats. Approximately 10% are from other parts of Montana or are non-residents. In the fall our charming small towns are filled with non-resident hunters, buying groceries and gas and staying at our local motels. We are a "quiet" region. Visitors like the peace and solitude and the opportunity to get away from the busy city life. We hear these comments at trade shows.

For our emerging markets ITRR reports that 70% of people that travel to Missouri River Country go on scenic drives and 35% do wildlife watching. We are seeing more and more people asking about ATV trails at Trade Shows. They ask if there are any trails and where they can ride. We believe people want to

get out of the city and explore and experience the spectacular nature of Montana. From our Trade Show promoting we can see what the people are looking for and ATV's are at the top of the list.

Missouri River Country is a unique corner of Montana. We would like to see more accurate and comprehensive research data specifically representing our region and the effects of the Oil Bakken in the Eastern part of Missouri River Country. More accurate research would assist in making reliable decisions for our future marketing plans.

Optional: Include attachment here.

[Mat yucca 1 \(2\).jpg](#)

4. Overall Goals

FY 15 GOALS

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Children's Museum of NE MT, the MT Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park and Campground and promote more access and additional public amenities, camping and State Parks.
- 6) Promote regional conventions, events and shopping.
- 7) Gain feature stories in regional and national consumer publications about events and attractions that expose our region's unique attractions (particularly our expanding Dinosaur attractions).
- 8) Develop both online marketing and online resources to increase visitor interest in the region, and to make it easy for visitors to find and use information that will inspire planning decisions.
- 9) Gain increased exposure of Missouri River Country online through web-based public relations, keyword placements on search engines, online packages, social media, and related tactics.
- 10) Focus on the geo-tourist market.
- 11) Implement the state's brand and "Step Out of Bounds" in our print and online advertising.
- 12) Seek opportunities to promote the Fort Peck Reservation and work with tribal leaders to promote cultures of the tribes and tourism activities.

Our primary marketing goals are to increase visitation and communicate a cohesive and effective marketing identity. We will follow the MTOT's 2013-2017 Strategic Plan, incorporating the plan into Montana's Missouri River Country's FY15 Marketing Plan. We will support the Montana Brand with our charming and unique towns, spectacular nature and breathtaking experiences. In addition, we will continue taking advantage of partnerships with other tourism and tribal entities, working together to more effectively promote our area as a tourist destination.

Optional: Include attachments here.

[Missouri River Snow Creek Area.jpg](#)

5. Cooperative Opportunities

a. In what types of co-ops with MTOT would you like to participate?

The Montana Office of Tourism plays an important part in Missouri River Country's tourism success.

MTOT partnerships are always a way of getting more exposure and leveraging Missouri River Country's dollars. When the MTOT is doing an ad and we position ourselves on the same page or the next page with the other Regions, it seems to give us great exposure. We don't have enough funding to do a full page, so when MTOT does a large section the readers will continue to read on and see our smaller ads. We would like to continue doing print and online co-ops with MTOT. We will also continue to promote the Montana Dinosaur Trail, Birding Trail and partner with MTOT in producing brochures, online promotions, and trade show opportunities.

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

A Partnership is an arrangement in which parties agree to cooperate to advance their mutual interests.

Missouri River Country realizes the importance of co-ops, whether they are with our local communities, regions/cvbs or the MTOT to leverage dollars. We do co-ops with our local communities to help them promote their area and bring more people to their events and attractions. Therefore, increasing the economic impact to the area and increase our bed tax dollars by spending more nights in Missouri River Country. We do this through our Co-op Marketing Grants as a 50/50 split.

We would like to continue to do print, and online opportunities with other Regions and CVB's. This gives us a MONTANA presence. Trade Shows are another way to get that more effective MONTANA presence with our booths being next to each other. We can promote a tour through several of our regions and each region can tell the potential visitor what there is to do and see in their region.

Another partnership that we could think about doing is a State wide Birding Brochure and website. We all have our individual birding brochures and websites but state wide, might be an option to consider.

The Visitor Information Centers across the state should have knowledge of each of our regions and all our information to send the visitor on to the next region. MTOT helps with this offering training.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

In the past Missouri River Country has participated in many MTOT and Region co-ops. Audubon, Better Homes and Gardens, Good Housekeeping, History Channel, National Geographic Traveler, Adara Media, Trip Advisor.com, lexplore.com, maddenmedia.com, AARP, Nature Conservancy, and the Get Lost Newspaper campaign several years ago.

The Get Lost Newspaper campaign was difficult to track. We aren't really sure how successful that campaign was for Missouri River Country. Newspapers have a good circulation and most are found on the internet so we still consider them to be an advantage to advertise our summer events.

Good Housekeeping and Better Homes and Gardens seem to have generated the most leads with over 3000 each. The History Channel is another good one for Missouri River Country at 1500 leads. Our most recent Nature Conservancy has produced many calls into the office and our website. We are expecting AARP, a co-op with Glacier Country and Central Montana to be a huge success also.

We have increased our revenue by 54% and our website visits by 5% from FY 12 to FY13. We contribute part of this increase to these past partnerships.

We are currently doing a Lewis and Clark partnership in cooperation with other Regions and MTOT. We are looking forward to the finished product and to reap the benefits from this project. Lewis and Clark adventurists are still following the trail that Meriwether Lewis and William Clark followed back in 1805-1806 through Missouri River Country.

The Montana Dinosaur Trail has been a huge success over the years and continues to be successful. We will continue to support the Montana Dinosaur Trail along with MTOT and the other entities.

Optional: Include attachments here.

Include pie chart here.

[FY15 Budget Pie chart.docx](#)

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	Website/Internet Development/Updates	Yes	MRC will make updates as needed to our website to maintain the most current links, photos, and information. The website is designed to be informative to the visitor and encourage extended stays.	According to MRC website analytics we showed a 4% increase in FY13 from FY12.	It is important to keep websites current. MRC will continue to do updates to keep the most important and current information available.	MRC will continue to track our website visits through google analytics with a goal of a 4% increase.		\$2,500.00	No	
Consumer	Billboards/Out-of-Home	Yes	MRC will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of the MT Dinosaur Trail.	According to TAB (Traffic Audit Bureau) our three signs had a weekly total of 11,012 impressions. Dodson-1,813, Oswego-2,852, Wolf Point-5,347 According to ITRR billboards are 3% of sources used during	These billboards will drive traffic to the four facilities in MRC and increase visitation to the MT Dinosaur Trail.	Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 4% or more increased visitation to		\$5,000.00	No	MRC Dino Billboards.jpg

				visitors' trips.		those attractions.			
Consumer	Mobile Applications	Yes	MRC will continue to do updates as needed and make all information current and user friendly for the mobile phone user.	According to <i>The Usage of Social Media and Mobile Technology</i> a report done by MTOT, updated Feb. 2011, 70% of Geotravelers have smartphones. 1% of visitors that come to MRC use mobile apps according to ITRR.	MRC will do updates to our current mobile site due to the increasing amount of mobile phone users.	MRC will continue to track our website visits with a goal of increasing by 4%.	\$1,000.00	No	
Consumer	Photo/Video Library	Yes	MRC has an ongoing need for photos and videos for our marketing projects. We will utilize the MTOT photos and arial footage in some of our video production.	MRC purchased photos and developed a video for our marketing efforts print and online. These projects have been successful with an increase in our bed tax revenue up 54%, website visits up 4%, CPI at \$3.60 and CPC \$3.56. Photos play an important role in the attractiveness of this advertising.	MRC realizes the importance of having our spectacular nature captured through photos and videos. We will continue to maintain and update photos and videos as needed.	We will increase our photo library with wildlife, nature, and people photos to use in our travel guide, creative and website. We will also work on promoting MRC with video footage to show at trade shows and promote MRC's spectacular nature, contributing to a 4% increase in website visits and a 5% increase in our bed tax collections.	\$2,000.00	No	
Consumer	Travel/Trade Shows	Yes	MRC will attend trade shows that target our geographic, demographic and psychographic markets to the high-value, low-impact visitors and provide them with information about our region. We will purchase giveaway items for an additional attraction to our booth, such as agates, and novelty items. We will design and print promotional bags for visitors to take additional information to inspire them to plan their trip to MRC. We will purchase a traveling trunk with fossil replicas, etc. as an added attraction. This will entice them to come visit.	In a Consumer Show survey done by ITRR it was noted that two regions that exhibited at a show were able to highlight the entire state and help in visitation.	MRC will exhibit at target market trade shows and promote our spectacular nature, charming small towns, and breathtaking experiences and provide them with information. We will attract them to our booth with giveaways, trinkets, and give them our MRC bags to collect information.	MRC will track the attendance at the shows and the information handed out. A report will be given after the show to see if it was successful or not. We will plan to hand out at least 400 MRC travel planners at each show.	\$18,000.00	No	Trade Show Attendance.jpg
			MRC sees a benefit						

Consumer	Search Engine Marketing	Yes	in search engine marketing with the increasing use of the internet. We will keep a tight control on our keywords and center on hunting and fishing which perform the best. Keywords drive more traffic to our website to use as a trip planning tool.	In FY13 43,674 impressions were received from our keyword search terms. An additional 877 clicks were recorded to the MRC website. Overall CTR was 2.01%.	MRC continues to use search terms as a way to drive traffic to the MRC website and increase visitation from internet users.	MRC will continue to track our website visits with a goal of a 4% increase to the site and track impressions and CTR to improve each year from the previous year.		\$2,000.00	No	
Consumer	Print Advertising	Yes	MRC will continue magazine and newspaper ad placement as a method of promoting MRC in regional and national publications read by travelers which match our target audiences and markets. We will participate in MTOT co-ops and partnerships when available. This will include placement and production of the ads.	MRC's CPI for FY13 was \$3.60 and a total of almost 7000 inquiries.	Print advertising is still effective in MRC. We will continue to advertise creating attractive ads and reach our target markets to attract the potential visitor that plans a trip to MRC.	MRC will continue to track CPI with a goal of under \$5.00 and receive at least 7000 inquiries per year.		\$15,700.00	No	
Consumer	Electronic Adv - Newsletter, E-blast	Yes	MRC will continue to do quarterly E-Newsletters promoting our area events and attractions. These newsletters provide information to entice a potential visitor to MRC. We will also do customized E-mails with different target audiences and niche markets. Large format E-blasts are more engaging to the reader with more links and useful information. We will participate in MTOT co-ops and partnerships when available.	MRC sends out our E-Newsletters to a growing data base of 1500+ recipients with an average of 248 unique opens. Our E-Blasts produce 218,090 impressions at an 18.04% open rate, 3242 Click through and CPC at \$3.77.	MRC realizes the importance of e-mails in this technology age whether by computer or mobile. The past E-Newsletters and E-Blasts have proven effective. We will continue to promote MRC through E-mails.	MRC will measure the success of our e-mail efforts by increasing our data base by 500 and continue to receive at least 200,000 impressions with an open rate of 15%.		\$12,000.00	No	E-Blast.htm
Consumer	Online/Digital Advertising	Yes	MRC does quarterly Online PR Campaign releases. We pick a variety of topics that attract a target audience. We also have done banner ads and Facebook online advertising. We will continue to do banner ads and Facebook and Social Media venues to get the attention of the internet user due to the growing use of technology. These	MRC's Online PR Campaigns in FY13 have received a PR Value of approx. \$45,000. Our overall online campaign received a total of 4,475,243 impressions, 9,195 total clicks to our website and an overall CPC of \$3.56.	Online marketing is becoming more popular each year. MRC continues to advertise with banner ads, and online campaigns capturing the mobile and technological audience.	MRC will continue to track impressions, clicks to our website and CPC with a goal of a 5% increase and keep our CPC under \$5.00.		\$20,000.00	No	

			marketing efforts will drive more traffic to our website where they can receive more information on MRC.						
Consumer	Printed Material	Yes	MRC will print promotional brochures such as Canoe/Kayaking, L & C, hunting & fishing, calendar of events, birding and dinosaurs. We will also print and design a useful resource map of MRC showing attractions, roads, trails and points of interest. We will continue to do Co-op Marketing projects with communities that want to print a brochure/rack card or do signage for their communities. We will distribute an allocated amount of these brochures throughout MRC, at trade shows, and send out upon request.	These specialty brochures are handed out at trade shows and requested through our website. They are delivered to area brochure racks. We usually hand out around 100 each at our trade shows. Our bed tax collections have increased by 54% from FY12 to FY13. We are running low on these brochures so the demand has been high.	MRC continues to see a benefit in putting print pieces in the hands of visitors to plan their trips and when they are here in MRC to pick up and plan to spend another night due to an event that is seen in these specialty brochures.	MRC will measure success by the interest shown in these brochures contributing to a 5% increase in bed tax collections. We will have communities track their visitation and the economic impact to their area.		\$10,000.00	No
Events	Radio & Television Advertising	Yes	MRC will do radio and tv advertising for special events throughout the year. Some of these will be co-ops with our area communities promoting an event or attraction.	In previous years MRC advertised in cooperation with the Glasgow Chamber the MT Gov. Cup Walleye Tournament. Last year the attendance and entries increased from previous years. More advertising was being done through radio and tv.	MRC continues to see a benefit in advertising on the radio and tv. These special events need to be advertised in order for people to know they are happening. All advertising is done outside the area to attract people coming a distance in order to increase the nights' stay in MRC.	MRC and the co-op partners will track the attendance at these events with a goal of a 5% increase from the previous year.		\$4,500.00	No
Events	Print Advertising	Yes	MRC will print brochures, rack cards and posters to support an event. Most of these print projects will be Co-op Marketing with our communities that are willing to contribute a 50/50 match to leverage both MRC marketing dollars and the community. We will help with advertising an event in newspapers and magazines.	In the past we have helped museums, events and communities with print projects and advertising. A few years ago the Fort Peck Art in the Park event advertised in several publications and their attendance increased from the year before.	MRC will promote events through print advertising in publications or flyers, brochures, posters, etc. We will encourage our communities to do a Co-op Marketing 50/50 split to leverage dollars and increase attendance.	Attendance at these events will be tracked by the communities and project organizers with a goal of 5% increase from the previous year.		\$4,500.00	No
				According to <i>The</i>					

Events	Online/Digital Advertising	Yes	MRC will advertise events through online services. We will encourage communities to do a Co-op Marketing project with a 50/50 split to leverage both of our budget dollars.	<i>usage of Social Media and Mobile Technology</i> a study done by the MTOT, the executive summary states, "Geotravelers and leisure travelers are heavy users of online resources in their travel planning".	With online technology on the rise MRC will use the internet to advertise events to attract more visitation and attendance at events.	We will measure success by the attendance at the events advertised with a goal of a 5% increase from before years.		\$1,000.00	No
Marketing Support	Administration	Yes	MRC supports the Montana Brand through our Administration efforts. We will continue to communicate a cohesive and effective marketing identity using the Montana Brand and operate the Missouri River Country office with the help of the Executive Director.	MRC's bed tax collections were up 54% from FY12 to FY13. Our website was up 5%. We will continue to track our bed tax collections, website and overall visitation to our attractions and events. ITRR is also another research tool that is useful in the research for success process.	MRC will continue to maintain an office with an Executive Director to oversee daily operations of the business.	MRC will stay within a 20% budget for administration and will follow the Regulations and Procedures when using Lodging Facility Use Tax Revenue.		\$43,350.00	No
Marketing Support	Marketing Plan Development	Yes	MRC will develop a cohesive marketing plan that follows the Montana Brand and provides an effective marketing identity for our area. We will include projects that increase visitation to MRC and submit this to the TAC in a timely manner for their approval at the June TAC meeting.	In FY13 MRC increased our bed tax collections by 54% and website visits by 5% over FY12. Our consumer advertising CPI in FY13 was \$3.60 and internet CPC was \$3.56 with 4,475,243 impressions.	Creating an effective Marketing Plan is a necessity to any successful organization. This is usually done by the Executive Director but may need the assistance of a Professional Service.	MRC will continue to track our bed tax collections with a goal of increase by 5%, website visits with a goal of a 4% increase, CPI with a goal of less than \$5.00, and CPC with a goal of less than \$5.00 and overall visitation to our attractions and events by 4%.		\$500.00	No
Marketing Support	Fulfillment/Telemarketing	Yes	MRC will continue to provide visitors with a variety of information they request, including our Travel Planner, a current Calendar of Events and targeted brochures all supporting the Montana Brand. These efforts include our toll-free phone number, internet services, postage, fulfillment by the contractor, mailing supplies and storage to store our fulfillment pieces.	MRC mailed out 13,297 travel planners in FY13 with the assistance of Glen-wood, Inc., our fulfillment services. Glen-wood keeps account of where the inquiries come from and where and how many are sent out each year.	MRC continues to use a fulfillment service to fulfill requests and provide potential visitors with our travel planner and information used to plan a trip to MRC.	MRC will continue to track the number of inquiries and travel planners that are sent out each year with the help of our fulfillment services. We will plan to maintain the number of inquiries.		\$17,000.00	No
			Throughout the year MRC takes advantage of opportune projects to promote MRC that we weren't aware of at the time of creating our	The opportunity		MRC would continue to track our bed			

Marketing Support	Opportunity Marketing	Yes	annual marketing plan. Some of these projects that we have done in the past are publications, print, online, social media, signage, insertions, motorcycle ad books, and videos. We would like to continue to take advantage of opportunities if they fall within the scope of MRC's marketing efforts.	projects that MRC has done in the past have resulted in increased revenue, website visits, more interest in an event, by receiving calls into the office and increased inquiries above the usual consumer advertising.	While opportunity projects are unknown at this time MRC would make sure they fall within the scope of our overall promoting efforts and follow the Rules and Regulations.	tax revenue and set a goal of a 5% increase, website visits a 4% increase. We will also track inquiries, and general interest to attend or needing more information on a project.		\$4,093.00	No	
Marketing Support	Superhost	Yes	MRC would like to continue to support the Montana Superhost Program. This program continues to benefit our Region by educating employees to service the visitor better and provide a friendly and informative atmosphere.	According to ITRR, 64% of visitors to MRC are repeat visitors.	MRC will continue to support the Superhost Program to provide training which in return will increase repeat visitors to MRC.	Track repeat visitors using the ITRR reports with a goal to increase by 3%.		\$500.00	No	
Marketing Support	TAC/Governor's Conference meetings	Yes	TAC and Governor's Conference meetings are important for the Region Director to attend to stay informed on tourism trends, updates, rules and regulations, and useful marketing tools.	These meetings are informative and a necessity in operating a cohesive organization and staying informed of the rules and regulations in tourism. MRC has not had any issues of misuse of bed tax funds brought before the TAC within the last 10 years.	These meetings play an important role for the director to attend to accomplish MRC's goals in the tourism industry.	Success will be measured by the tracking of accomplishing MRC's goals and objectives and continuing to operate according to the Rules and Regulations for Lodging Facility Use Tax Revenue.		\$3,500.00	No	
Marketing Support	Travel Guide	Yes	MRC will design our primary and informational travel planner to mail to inquiries and distribute throughout our region, trade shows, and events and provide to distribution services for extended distribution and distribute throughout MRC. Travel planners are an important piece that provides information, pictures, maps and tools needed by the visitor to plan their trips and spend more time in MRC.	In FY13 MRC sent out 13,297 travel planners through the mail which was recorded by our fulfillment services. Approx. 5000 were distributed in the Region and another 2000 distributed at trade shows. First time visitors according to ITRR were 28% and repeat visitors 64%.	MRC prints and designs our travel planner in a 2-year cycle. This informational piece is a necessity to attracting visitors to MRC and providing them a print piece to help plan their trip and to extend their stay. We will continue to distribute them at trade shows and mail to inquiry requests and distribute them for visitors to pick up along their way.	We will continue to keep track of how many planners are sent out each year and track our bed tax collections with a goal of 5% increase, and track how many are handed out at trade shows, and track our website visits with a goal of a 4% increase.		\$27,800.00	No	
			MRC will support our VIC's to maintain an	According to ITRR						

Marketing Support	VIC Funding/Staffing/Signage	Yes	informative relationship between the Center and the employees to provide the visitor with attractions, events and accommodations to extend the stay in MRC. VIC's are helpful to the first time visitor to provide brochures and information about Montana and MRC.	Culbertson/Bainville is the main entry point into MRC. Culbertson is no longer a State VIC. MRC sees the need to help fund them to make them an effective gateway to MT and MRC. This will be the first year for this project so no previous research is available at this time.	MRC will help fund the Culbertson VIC and provide them with training, staffing and signage.	The Culbertson VIC will keep track of visitation and do a yearly report for MRC.		\$500.00	No
Marketing Support	Marketing/Publicity Personnel	Yes	MRC's ED will commit to marketing obligations outside the normal scope of responsibilities outlined in the current job description. No overtime will be received between the two positions and hours will be tracked and recorded for this position. Duties will be directed at marketing MRC as a destination.	In FY13 MRC increased our bed tax collections by 54% and website visits by 5% over FY12. Our consumer advertising CPI in FY13 was \$3.60 and internet CPC was \$3.56 with 4,475,243 impressions. These all contribute to the efforts of the marketing personnel position.	The duties of MP will include but not limited to plan and host FAM tours for qualified journalists, attend trade shows, implement educational workshops, prepare press releases, prepare the annual Marketing Plan, prepare tourism marketing presentations, attend marketing meetings, Facebook, Instagram and social media opportunities, photography, website, creating calendar of events, promotional brochures, design ads, newsletters, trade shows and FAM tours and to visit the communities in Missouri River Country and talk about the options that are available to market their businesses as a destination.	We will continually track our website visits with a goal of a 4% increase, bed tax collections with a goal of 5% increase, consumer advertising, print and online with a CPI of less than \$5.00 and CPC less than \$5.00, PR values of at least \$15,000, social media efforts to show an increase in likes by 1000, and use ITRR services.		\$9,000.00	No
Marketing Support	Cooperative Marketing	Yes	MRC will continue to work with communities to help them promote their area or an event in their town. In the past we have done a 50/50 match with a community to print brochures, posters, signage and advertise an event on the radio or TV.	In previous years MRC advertised in cooperation with the Glasgow Chamber the MT Gov. Cup Walleye Tournament. Last year the attendance and entries increased. A result of more advertising. Brochures from various communities have shown an increase in visitation to MRC and the community.	By partnering with communities we leverage more dollars and increase the advertising of a community or an event. Therefore, increasing more nights spent in MRC.	MRC will measure the success of the co-op projects by tracking the visitation to an event or attraction in the community where a co-op project was done.		\$4,500.00	No
			MRC will host Press/FAM Trips, allowing us to reach more writers and ultimately generate more publicity. In the past we have	Our past FAM's have received over \$75,000 in Publicity Value. Our recent	Press/FAM Trips are an important way of getting exposure to MRC. When working with the MTOT they help us				

Publicity	PressTrips	Yes	coordinated FAM's with MTOT and other regions. We would plan to continue this joint venture to increase awareness of our region of nature, hunting, fishing, dinosaurs, history, birding, Native American Culture, recreation/outdoors, and outlaws. boating, canoeing and anything thing that would make MRC a memorable place to a visitor.	ones with Jason Mitchell Outdoor Television on ice fishing, walleye fishing, and lake trout fishing have produced several articles in publications such as Midwest Outdoors, In-Fisherman and MN Sporting Journal. They are still producing inquiries because he runs the TV shows several times throughout the year.	get the best journalists to produce the best coverage of our area. We will continue to work with Jason Mitchell due to past results. He has produced videos and You Tube videos that we will continue to utilize and keep updating as needed. We have an opportunity to work with Tony Bynum on a hunting video and photos project.	We will measure the success of our FAM's by increasing awareness of MRC through publications, videos, and television and maintain our \$75,000 in Publicity Value.	\$5,000.00	No	
Publicity	Social Media	Yes	MRC's social media efforts will include Facebook, Instagram, Twitter, Storify, and Pinterest and any social media venues that fit our market. We will continue to do contests and giveaways to increase our "Likes", and recognition of MRC.	Since joining Facebook in July of 2011 and not being active until 2012 we have gained almost 2000 "Likes". Our contest in 2013 produced an increase of approx. 500 new "Likes". According to <i>the Usage of Social Media and Mobile Technology</i> , MTOT's report, Facebook is possibility more of an inspiration than an information source.	Social Media is growing and becoming a popular way of advertising. MRC will continue with the social media venues to capture the social media audiences to inspire visitors to plan a trip to MRC.	MRC will measure success by tracking our "Likes" with a goal of a 75% increase.	\$3,000.00	No	Social Media promotion.htm
							\$216,943.00		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Printed Material	\$10,000.00	\$0.00
Consumer	Mobile Applications	\$1,000.00	\$0.00
Consumer	Photo/Video Library	\$2,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$2,500.00	\$0.00
Consumer	Travel/Trade Shows	\$18,000.00	\$0.00
Consumer	Search Engine Marketing	\$2,000.00	\$0.00
Consumer	Print Advertising	\$15,700.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$12,000.00	\$0.00
Consumer	Online/Digital Advertising	\$20,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$5,000.00	\$0.00
		\$88,200.00	\$0.00
Events	Radio & Television Advertising	\$4,500.00	\$0.00
Events	Print Advertising	\$4,500.00	\$0.00
Events	Online/Digital Advertising	\$1,000.00	\$0.00
		\$10,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$4,500.00	\$0.00
Marketing Support	Administration	\$43,350.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$17,000.00	\$0.00
Marketing Support	Marketing Plan Development	\$500.00	\$0.00
Marketing Support	Opportunity Marketing	\$4,093.00	\$0.00
Marketing Support	Superhost	\$500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,500.00	\$0.00
Marketing Support	Travel Guide	\$27,800.00	\$0.00

Marketing Support	VIC Funding/Staffing/Signage	\$500.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$9,000.00	\$0.00
		\$110,743.00	\$0.00
Publicity	PressTrips	\$5,000.00	\$0.00
Publicity	Social Media	\$3,000.00	\$0.00
		\$8,000.00	\$0.00
		\$216,943.00	\$0.00

Miscellaneous Attachments

Region/CVB Required Documents

File Name	Description	File Size
FY15 Required Documents.pdf (667 KB)	MRC FY15 Required Documents	667 KB

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