

**2012-2013**

# MARKETING PLAN & BUDGET



May 1, 2012

Southeast Montana Tourism is a non-profit 501(c)(6) corporation dedicated to facilitating a partnership between 13 Montana counties and two Indian Reservations. The corporation is governed by a board of directors made up of representatives from across the region with staff members who work with local constituents to improve the regional economy through increased tourism-based spending. The counties and reservations represented are:

Big Horn  
Carter  
Custer  
Dawson  
Fallon  
Golden Valley  
Musselshell  
Powder River  
Prairie  
Rosebud  
Treasure  
Wibaux  
Yellowstone  
Crow Reservation  
Northern Cheyenne Reservation

Southeast Montana Tourism  
815 South 27th St.  
Billings, MT 59101

Phone: 406.294.5270  
Fax: 406.245.7333  
Website: [www.SoutheastMontana.com](http://www.SoutheastMontana.com)  
Email: [Info@SoutheastMontana.com](mailto:Info@SoutheastMontana.com)

President/CEO  
John Brewer  
[John@BillingsChamber.com](mailto:John@BillingsChamber.com)

Marketing/Public Relations Manager  
Nick Mann  
[Nick@SoutheastMontana.com](mailto:Nick@SoutheastMontana.com)





# SOUTHEAST MONTANA

## HISTORIC ADVENTURE

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

This is Southeast Montana.

---

# Contents - narrative/budget

Introducing Southeast Montana Tourism.....	6
Purpose.....	6
Research Project.....	7
Identity.....	8
Strategic Goals.....	11
Support for Montana Tourism Strategic Plan.....	12
The Travel Decision Process.....	13
Target Markets.....	14
Marketing Methods.....	15
Measurable Objectives.....	18
Budget.....	20

---

# Contents – applications

Marketing Personnel.....	22
Professional Training.....	26
Strategic Plan Support.....	28
Consumer/Group Travel Trade Shows and Events.....	30
Publicity.....	34
Film Scouting.....	36
Consumer Advertising.....	38
Visitor Information Center.....	42
Telemarketing/Fulfillment.....	44
Internet Development.....	46
Print Projects.....	48

# Introducing

---

## Southeast Montana Tourism

Over the past two years, the organization charged with promoting southeastern Montana has undergone unprecedented change. In February, we took a giant step forward when we changed our name from 'Custer Country' to 'Southeast Montana Tourism'. Since then we have been working hard to roll out the most extensive rebranding effort this region has ever undertaken. We have gotten our feet wet. We've been baptized by fire a few times, and now, we are ready to really get down to business doing what we love, bragging on our state to the millions of potential visitors across this nation and the world. So, without further adieu, we would like to introduce for the first time, Southeast Montana Tourism.

Southeast Montana Tourism, the region formerly called Custer Country, was formed in 1984 in order to collectively market the 13 counties and two Indian Reservations as a premier tourist destination. In 1987 the organization was recognized by the Montana Department of Commerce and was funded by a portion of the newly enacted 4% Lodging Facility Use Tax.

Today, Southeast Montana Tourism has continued to serve as the voice for Southeast Montana's tourism and hospitality industry, seeking to promote the region's many attractions and communities while ensuring that tourism is recognized as one of the region's top economic drivers when changes to local and state-wide legislation are considered.

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

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

**Mission: The mission of Southeast Montana Tourism is to increase tourism to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism.**

# Research Project

---

## Key Findings



MERCURYcsc  
mercurycsc.com  
22 south grand avenue • bozeman, montana 59715

January 2012

### SOUTHEAST MONTANA/CUSTER COUNTRY RESEARCH EXECUTIVE SUMMARY

This research project was conducted April 2011 through January 2012 and was based on the RFP submitted by Custer Country in March 2011 and awarded to MercuryCSC in April 2011. This Executive Summary covers the main research projects listed and an overview of the overall findings.

#### RESEARCH FINDINGS

- Better understand the visitor
  - Montanans, travelers on their way to Yellowstone and Glacier National Parks and repeat visitors to Montana
  - Potential visitors look to the Internet when planning trips
- Identify key icons and assess infrastructure
  - Potential travelers are interested in the recreational experiences in addition to the history
  - Events are well attended and have a generally high repeat attendance rate
  - The majority of travelers are driving across the region and haven't been given a good enough reason to stop
- Evaluate the name Custer Country
  - The current name limits the consumer's view of the area; the name should not be limited to just one aspect of what the region offers
  - Custer Country is offensive to some potential travelers, discouraging them from traveling to the area
- Your visitor is the Montana visitor
- Scenery and history are bringing them to the region
- Outdoor experiences are desired
- Lack of awareness exists of the breadth of the offerings
- Need to promote specific reasons to stop

# Identity

---

## Key Regional Strengths

### Historic Significance

Southeast Montana contains a wealth of historical sites which are internationally known and are of great significance in the story of America. The Little Bighorn Battlefield National Monument, site of Custer's Last Stand and the nation's most famous Native American victory, is located in Big Horn County and is the third most visited destination in Montana behind Yellowstone and Glacier National Parks. Pompeys Pillar National Monument bears William Clark's signature, and is one of the only examples of physical evidence remaining from the Lewis and Clark Expedition. Many other state parks, museums, and historic sites tell their own stories of pioneer life on the prairie, the Native American struggle to leave behind their nomadic way of life, and the impact of the cattle trade on the American West. All can be experienced in Southeast Montana.

### Dinosaur Adventure

Southeast Montana contains several museums which are members of the Montana Dinosaur Trail. The museums showcase the many paleontological treasures which have been discovered in Eastern Montana, some of which are entirely unique to this area. Museums of particular interest to Dinosaur enthusiasts include the Carter County Museum, Glendive Dinosaur & Fossil Museum, Makoshika Dinosaur Museum, and the Makoshika State Park Interpretive Center. There are also many organizations which host dinosaur digs for groups and individuals in the fossil rich badlands of Southeast Montana. Famous dinosaurs taken from the Southeast Montana area of the Hell Creek Formation include Tyrannosaurus Rex, Maiasaura, and Triceratops.

### Outdoor Recreation

Though it is possibly our least known asset, outdoor recreation opportunities abound in Southeast Montana. Fishermen will appreciate the world class fishing opportunities available along the Bighorn River, Bighorn Canyon National Recreation Area, and the Paddlefish Harvest along the banks of the Yellowstone River near Glendive. Hunters continue to pay premium prices to travel to the Powder River area to bag trophy Mule Deer. The Bull Mountains near Roundup are a rising star for Elk hunters and Baker is becoming known throughout the surrounding states for being the epicenter of top-notch bird hunting country. Hiking and camping enthusiasts will relish the freedom and solitude of the Custer National Forest, Chalk Buttes, and Medicine Rocks. Makoshika State Park is Montana's largest state park and features some of the nation's most spectacular badlands scenery.

### Native American Culture

When visitors from New England, Europe, and Asia visit the west, one of the things they long to see is Native American culture. They have grown up reading the stories and watching movies about the tribes that once dominated the American West. Southeast Montana is fortunate enough to play host to one of the last great Native American cultural events in Crow Fair, held annually on the Crow Reservation. This event gives visitors the opportunity to witness up close how Native American culture has evolved and the importance the tribes place on their history and traditions. The Northern Cheyenne reservation contains an incredible variety of historical sites, as well as opportunities to purchase hand-made gifts and educational experiences presented by local tour guides. The history of this region is inseparable from the history of the tribes who live in it to this day, and visitors have many opportunities to experience that history.

## Western Authenticity

Many states and regions like to think they possess true western culture, but in our rural communities, as well as our cities such as Billings and Miles City, visitors can get a true picture of everything that was right about the old west. From Montana's largest county fair in Billings to the feel-good small town rodeos, Southeast Montana communities have kept western hospitality alive. Standout western events include the Bucking Horse Sale in Miles City, the NILE and Chase Hawkes Rodeos in Billings, and Little Bighorn Days in Hardin.

## Accessibility and Facilities

Southeast Montana is fortunate to contain two of the state's busiest highways, Interstate 94 and Interstate 90. Montana's largest airport is located in Billings, serving 11 destinations with direct flights. Billings also boasts the state's largest and most advanced convention facilities. The lack of a state sales tax draws shoppers to Southeast Montana to browse the collection of boutique local shops and major shopping malls in Billings. Lodging opportunities in Southeast Montana are the most diverse in the state, including everything from 4-star hotels, to charming bed and breakfasts.

**Many states and regions  
like to think they possess  
true western culture, but  
in our rural communities,  
as well as our cities such  
as Billings and Miles City,  
visitors can get a true  
picture of everything that  
was right about the  
old west.**

# Identity

---

## Key Challenges facing the region

### “Regions” are Confusing

During the past two years, it has become clear through a process of experience and research results that there is a lack of understanding among Southeast Montana's potential visitors as to what a tourism region is. Visitors don't tend to travel to "regions" as a destination. By changing our name from 'Custer Country' to 'Southeast Montana' we hope that some of this confusion will be avoided as geographical names are easier to comprehend than made-up names. Out of region partnerships will also help change the perception of Southeast Montana as a region with borders and give it more the impression of an interesting area to travel through.

### Winter Season

There is a lack of diversity and accessibility to recreation opportunities during the winter season.

### Distances between Services

The large distances between towns and services is a challenge in Southeast Montana. Potential visitors, while attracted by our unspoiled wilderness, may be hesitant to travel to areas where services don't exist. This is particularly evident along Hwy 212, where the lack of lodging options may cause tour companies and FIT travelers to avoid it rather than make the long drive in one day. Cell phone service is also unreliable in many parts of Southeast Montana, making the use of mobile technology for navigation difficult.

### Underdeveloped Tourism Product

Though there are many exciting places to see and things to do in Southeast Montana, many of our tourism attractions lack the necessary infrastructure to let visitors experience them as they could otherwise. There is a lack of signage and way-finding to help visitors find these areas. According to the research report for Southeast Montana, outdoor recreation is one of the top attractions to our area. Unfortunately, despite our wealth of unspoiled nature, little infrastructure exists in the way of marked trails and paths. Visitors are less likely to plan outdoor adventures when they are unsure of all that is available. We will make use of marketing tools to help offset this challenge by facilitating and orienting visitors through our region to these attractions they may otherwise miss.

# Strategic Goals

---

All actions taken by Southeast Montana Tourism will support the following Strategic Goals

## Develop Marketing Partnerships

We will build on our current partnerships with entities outside the Southeast Montana Tourism Region and strive to create new partnerships in order to reach a wider audience through various marketing efforts. The most valuable partnership our region has made is with the Montana Office of Tourism. We will continue to build and grow this partnership as we move forward to help Southeast Montana become a larger part of the greater Montana story. We will also partner with CVBs, Chambers of Commerce, and other DMOs within the region and in the surrounding areas of South Dakota, Wyoming, and North Dakota.

## Grow In-Region Partnerships

One of the most important factors in the continued success of Southeast Montana Tourism is to build and expand our relationship with our in-region constituents. Each stakeholder in the region is considered a partner in everything we do, and in many ways form the foundation of all Southeast Montana Tourism marketing efforts. We will strive to find new ways to connect with our constituents and grow our partner database. We will also engage partners in our marketing efforts, helping to connect them with visitors to our region in both traditional and non-traditional ways.

## Support Tourism Product Development

We will support the development of new tourism product in the Southeast Montana Tourism Region in as much as state regulations and the Southeast Montana Mission statement will allow. We will lend our knowledge, expertise, and influence to move tourism product development projects forward.

## Produce Quality Marketing Initiatives

**Visitor Guide:** Use the Southeast Montana guide in conjunction with the Montana guide, realizing that their guide is primarily an inspiration piece while ours plays a significant role in navigation and in slowing people down and directing them to lesser known areas of our region.

**Website:** Coordinate with the state to determine how best to design and position our two websites to provide inspiration, orientation, and facilitation for visitors. Recognize that the state site will often be the first point of contact for visitors coming to any part of Montana. Position our website to catch visitors on the Montana website seeking more detailed information about Southeast Montana. We must also continually revisit our website with a discerning eye to be certain it is fresh, relevant, and up to date with current web trends and technologies.

**Public Relations:** Develop an online media kit with all of the tools and information a journalist would need to write a story on our region. This online resource will help Southeast Montana to attract more editorial which will in turn increase national and international knowledge about our area.

We will also continually seek out new **marketing methods** in order to remain current, up to date, and effective in bringing more tourism business to our constituents.

# State of Montana Tourism Strategic Plan

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

- Goal 1:** Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
- 1.1:** Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
- 4.1:** Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 9:** Increase funding to maintain sustainable tourism and recreation.
- 9.2:** Foster opportunities to pool public and private marketing dollars
  - 9.3:** Enhance funding for region and CVB marketing efforts
- Goal 10:** Build an effective "team" to implement the strategic Plan, and report results.
- 10.1:** Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2:** Create public/private/tribal partnerships for cooperative project implementation



# Inspiration



# Orientation



# Facilitation

## The Travel Decision Process

After carefully studying the results of the Southeast Montana Tourism Research Project undertaken last year, we have decided to make a fundamental shift in our strategy for marketing the area and in the geographic and demographic markets we choose to target. The typical traveler makes travel decisions in a three-phase process. These phases are Inspiration, Orientation, and Facilitation.

The **Inspiration phase** is the one in which the traveler is made aware of the general product and develops a desire to visit the destination. This phase is masterfully executed by the Montana Office of Tourism, which uses Montana's key tourism draws to bring over 10 million visitors to the state each year.

The **Orientation phase** is where the traveller begins researching the details of his or her trip. This phase focuses on the route the traveler will take to arrive at their chosen destination and the mode of transportation they will use to get there.

The **Facilitation phase** is where the traveler tries to find things to see and do at the destination and on the way to the destination. This may include planning alternate routes and overnight stays to break the drive up in to manageable daily distances.

The phases which are key for Southeast Montana Tourism to focus on are the Orientation and Facilitation stages. In this way we can target the 'low hanging fruit' already traveling through our region on the way to Yellowstone National Park and other Montana destinations. We have determined this will be the most effective way to target our limited budget.

# Target Markets

---

## Geographic and Demographic

By looking at everything we do through the lens of the Travel Decision Process, Southeast Montana Tourism is better able to strategically focus its marketing efforts in order to maximize the positive economic impact through tourism to our region with our limited budget. As such, our geographic and demographic target markets will be the same as those of the Montana Office of Tourism's.

- 1** We will be targeting those travelers who have already made the decision to visit Montana, and are in the process of determining their route and activities.
- 2** We will target those visitors who are already in the state of Montana, the number of which was estimated at over 10 million last year.
- 3** We will target visitors in the greater region surrounding Southeast Montana such as those in Wyoming, South Dakota, North Dakota, and Montana residents.

# Marketing Methods

---

Southeast Montana Tourism's marketing methods will continue to follow the Inspiration-Orientation-Facilitation strategy outlined earlier in this Marketing Plan. By doing so, we will be able to better target our marketing efforts to maximize effectiveness. The figure shown on page 17 illustrates where each Marketing Method exists in travel decision process. It should be noted that marketing methods targeting potential visitors in the Inspiration phase have been reduced while those focusing on facilitation and orientation have been increased.

## Inspiration

For us, the inspiration phase is all about partnerships. We will be partnering with the Montana Office of Tourism and the Billings CVB on several projects this upcoming year. Details of these projects are as follows:

**VisitMT.com Website:** Southeast Montana Tourism will partner with the Montana Office of Tourism by providing content for the official Visit Montana website in order to help reach potential visitors at the Inspiration phase. We will also closely monitor the progress of the MTOT website redesign and offer our thoughts and assistance whenever appropriate.

**National Print and Online Advertising:** Southeast Montana Tourism will participate in appropriate Advertising Co-ops with the Montana Office of Tourism, as well as other advertising co-op opportunities which present themselves with other partners. By co-oping with the state, we are able to include Southeast Montana in the overall Montana story being presented in the advertising section of each magazine or website, giving us a greater presence for the amount of money invested than we could achieve in stand-alone advertising.

**Public Relations/Content Generation:** Southeast Montana Tourism will seek out opportunities with national and regional magazines and other publications to help generate stories and other content concerning Southeast Montana. Activities undertaken to accomplish this will include hosting of Media Visits, reaching out to magazine editors, response to media inquiries, and the development of an online media kit, among other things.

**Group Travel Recruitment:** Southeast Montana Tourism will partner with the Billings CVB to attend events which seek to facilitate interaction with Group Tour Operators and destinations. In doing so we will be able to educate tour operators about the Southeast Montana product and encourage them to create packages bringing travel groups to the region.

## Orientation

Once the Montana Office of Tourism has lured potential visitors in to planning a trip to our state with their beautiful photos of Yellowstone, Glacier, and the Eastern Montana Prairie, it's our time to shine. This is where our marketing dollars are most effective. We enter the picture as the visitor is planning that trip to Montana, deciding whether to fly or drive, to take the interstate or to hit the back roads. The following Marketing Methods will give us the tools we need to guide these future Montana visitors in to our region, whether they are flying, driving, or any combination thereof.

**Southeast Montana Website:** Southeast Montana Tourism will continue to host a website which provides travelers in the Orientation and Facilitation phases with access to the information they need to plan their trip from beginning to end. The website will include interactive maps, service and attraction directories, an event calendar and much more, all designed to encourage the visitor to spend more time in Southeast Montana.

**Search Engine Marketing:** In order for our website to be effective in providing orientation and facilitation to those researching Montana, it is key that it be easy to find. Using Search Engine Marketing (SEM), we can be sure that when people search for keywords such as "Custer", "Bighorn", "Badlands", "Dinosaurs", etc., SoutheastMontana.com appears prominently in the listings.

**Consumer Travel Shows:** Southeast Montana Tourism will host booths in consumer travel shows being held in markets where the Montana Office of Tourism has already converted many potential travelers from the Inspiration phase to the Orientation phase, as well as at events which possess high numbers of qualified Montana travelers. Special attention will be given to Minneapolis and Las Vegas as these markets have been proven to be successful over the past two years. Chicago is another market which has been inundated with Montana imagery by the Montana Office of Tourism. Any visitor wishing to drive to Montana will by necessity include Southeast Montana as part of their trip to Yellowstone or Glacier National Parks. At these shows we will have the opportunity to provide travel advice for visitors who have already committed to a trip to Montana, allowing us to guide them in their travel decisions to include Southeast Montana attractions and services.

**Constituent Services:** Southeast Montana Tourism and the Montana Office of Tourism work hard to help send customers through the doors of our constituents' businesses. In the end, however, the most effective way for our many retail shops, restaurants, lodging facilities, and museums to increase their business is to market themselves more effectively. There are many ways businesses can accomplish this at no cost to them through such online travel planning tools as Yelp, Tripadvisor, Google Places, etc. We will provide opportunities for our constituents to attend seminars held around the region and/or webinars which will help them to learn the ins and outs of these, and other, opportunities. We will also work to develop programs aimed at turning our front line staff at restaurants, hotels, attractions and VICs in to Southeast Montana ambassadors, providing visitors with an all around outstanding experience. These things provide the foundation upon which all of our other marketing efforts build. Without this foundation, Southeast Montana can never meet its true potential as a tourist destination. We will also use these sessions as an opportunity to build relationships and grow our partner database.

## Facilitation

Now that we have the visitor travelling through our region during their Montana trip, we need to give them reasons to get off the highway and spend money in our communities. The marketing methods below will accomplish this goal.

**Regional Print/Online Advertising:** We will be placing online banner advertisements on appropriate regional websites in North Dakota, South Dakota, and Wyoming. These advertisements will serve to educate our neighbors as to the recreational opportunities which exist in Southeast Montana, encouraging them to experience them during weekend getaways or as a side-trip when they travel through our region on their way to other destinations.

**Social Media:** Southeast Montana Tourism will continue to make use of Facebook and Twitter to help promote the region as well as keeping followers up to date with news and events across the region.

**Visitor Guide:** The Southeast Montana Regional Travel Guide has been a staple marketing piece for this region for over 20 years. This past year it saw a major overhaul, being redesigned to better meet the needs of visitors to Southeast Montana. We will be continuing the production of this guide, updating it slightly for the summer of 2013. With its 2012 Travel Guide, the Montana Office of Tourism altered the piece to be more of an inspiration tool than a facilitation tool. As part of this redesign, they removed the listings which had been included in the guide for many years. We believe this is an appropriate move for the Montana Travel Guide. In 2013, we will include listing in the Southeast Montana Travel Guide in order to replace those which were removed from the Montana Travel Guide. The vision for our 2013 Travel Guide is to produce a piece which has a shelf life of at least two years. This will help us increase the cost effectiveness of the guide. We will continue to offer advertising opportunities in the guide to meet the needs of Southeast Montana constituents and to generate private funds revenue.

**Billboard Advertising:** Billboards will be placed at key points throughout Southeast Montana and in the surrounding areas. These billboards will contain images and messages encouraging drivers to stop and experience Southeast Montana. They will serve as gateways, welcoming visitors to the region and providing a positive first impression as drivers enter Montana.

**Consumer E-Newsletter:** We have seen success these past two years in building our visitor database through MARS Stout and at Consumer Travel Shows. Using a mass email client called Mail Chimp, we will be able to design rich, compelling e-newsletters to keep Southeast Montana top of mind for these potential visitors and provide yet another vehicle to help orient and facilitate.

**Partner Newsletter:** We will use our constituent database to continue to send out quarterly print newsletters providing news and updates about things happening around the region, as well as Southeast Montana's activities. These newsletters help to engage our partners and will help us work toward our strategic goal of growing our in-region partnerships.

## Marketing Methods Chart

Before the Trip  
to Montana

- Group Travel Recruitment
- National Advertising
- PR/Content Generation
- MTOT Website

- Consumer Travel Shows
- Southeast Montana Website
- Search Engine Marketing
- Visitor Guide

- E-Newsletter
- Regional Print/Online Advertising
- Visitor Guide

During the Trip  
to Montana

- MTOT Website

- Constituent Educational Seminars
- Southeast Montana Website
- Visitor Guide

- Billboard Advertising
- Visitor Guide
- Constituent Educational Seminars

Inspiration

Orientation

Facilitation



Facilitation 47%

Inspiration 24%

Orientation 29%

Based on percentage of total Marketing Methods Budget

# Measurable Objectives

## Results and Goals

	FY2011-2012 Goal	FY2011-2012 Actual	FY2012-2013 Goal
Unique Website Visits*	64,000	5,277 (as of April 15)	30,000
Advertising Responses**	14,000	6,000 (as of March 31)	15,000
Consumer Database***	2,100	4,305	6,000
Media Impressions****	1,000,000 <i>impressions</i> \$1,000,000 <i>media value</i>	1,145,400 <i>impressions</i> \$547,400 <i>media value</i>	****
Stakeholder Report Card	34 <i>respondents</i> / 70%	48 <i>respondents</i> / 81%	100 <i>respondents</i> / 85%
Partner Database	X	340	600

\* Unique Web Visits: In the past, many different methods were used to determine the success of this region's website. Some tracking mechanisms grossly inflate the number of website visits due to the fact that they are unable to filter out automated web programs called 'bots' which visit websites to collect information. Southeast Montana Tourism will be standardizing its web analysis measuring 'Visits' as its primary metric and using Google Analytics as its measuring software. Google Analytics is capable of filtering out bots as well as web traffic generated from the Southeast Montana Tourism Office giving a much more accurate picture of our website's performance. Also note that the above number does not include web data from the months of July, August, September, and the first two weeks of October. May and June are also not represented. This Marketing Plan will be updated with the most accurate data as it becomes available.

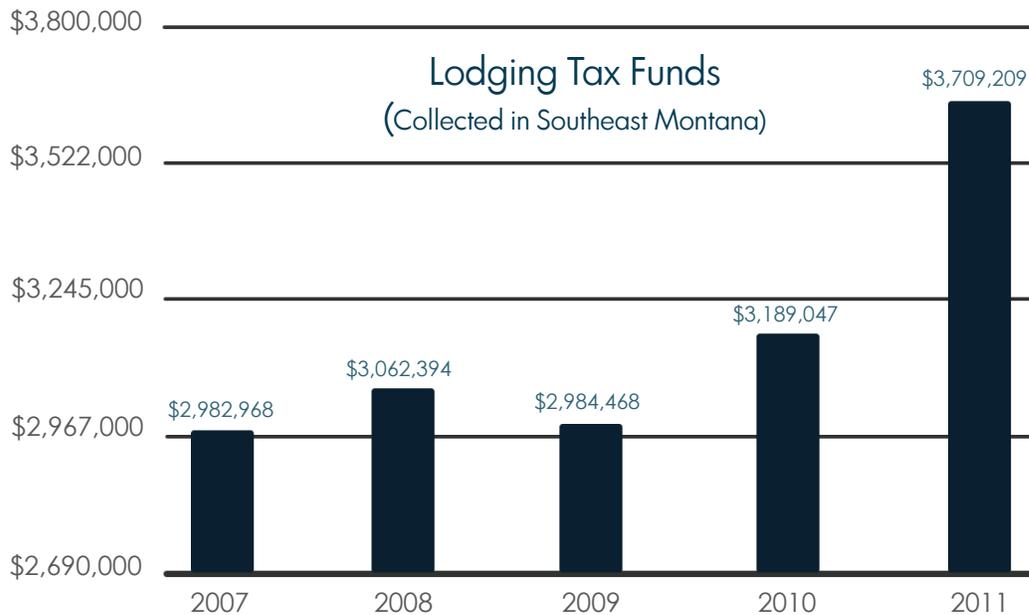
\*\* Advertising Responses: Due to Southeast Montana Tourism's change of Advertising Agencies, as well as its choice to participate in Montana Office of Tourism Co-ops, the bulk of the region's advertising this year will not occur until May. As a result, advertising responses will be delayed, showing a stronger number for FY13. FY13's Advertising Response goal has been adjusted accordingly. Advertising response is defined as actions taken by consumers in response to advertising, be it in the form of inquiries via phone or email to MARS Stout or clicks through to our website via online advertisements and Google Adwords.

\*\*\* Consumer Database: Includes consumer emails received from MARS Stout, Consumer Shows, and other methods.

\*\*\*\* Media Impressions: The listed Media Impressions are based on like articles tracked by the Montana Office of Tourism. It is impossible for Southeast Montana Tourism to accurately track these metrics without purchasing costly tracking software. According to our research, in the online media age tracking impressions and media value is becoming increasingly obsolete. Our goal for fiscal year 2013 is to determine industry best practices for tracking publicity in order to provide the board with the most relevant information possible.

## Historical Results

	FY2008-2009	FY2009-2010	FY2010-2011
Unique Website Visits*	No Information	53,000	52,000
Advertising Responses**	13,936	10,334	9,711
Consumer Database	No Information	1,433	1,677
Media Impressions	No Information	No Information	\$0 (No Fams or other activities in first year)
Stakeholder Report Card	No Information	No Information	No Information
Partner Database	No Information	No Information	No Information



Total 2010 Nonresident Spending in Southeast Montana: **\$455,080,000\***

\* Figures based on data collected by the Institute for Tourism and Recreation Research, 2010.

# Lodging Tax

## Southeast Montana Tourism Budget

### Marketing Support

Administration (20%)	\$101,000
Marketing/PR Manager	\$36,225
Opportunity	\$5,700
Joint Ventures	\$2,220
Cooperative Marketing	\$10,000
Gov. Conference/TAC/Partner Meetings	\$3,000
Professional Training	\$5,500
Strategic Plan Support	\$3,000

### Consumer Advertising

Ad Production	\$20,000
Consumer Advertising	\$60,000
Billboards	\$10,000
Online Advertising	\$5,000
Consumer E-Marketing	\$3,000

### Visitor Information Center

VIC Signage	\$500
Community Education Programs	\$2,000

### Consumer Travel/Trade Shows and Events

Las Vegas Cowboy Christmas	\$7,000
Northwest Sportshow	\$3,500
TIA Pow Wow	\$2,500
RMI	\$1,000
TAPP	\$2,000
ABA	\$2,000
NTA	\$2,000

### Telemarketing/Fulfillment

Postage	\$10,100
Storage	\$2,000
Fulfillment by Contractor (Certified)	\$7,000
MARS Stout	\$10,000

### Publicity

Online Press Room	\$1,000
Press Tours	\$2,000
Giveaways	\$400
Film Scouting	\$100

### Internet Development

Website Development	\$55,000
Web Marketing (SEM)	\$20,255
Photo/Video Library	\$10,000

### Print Projects

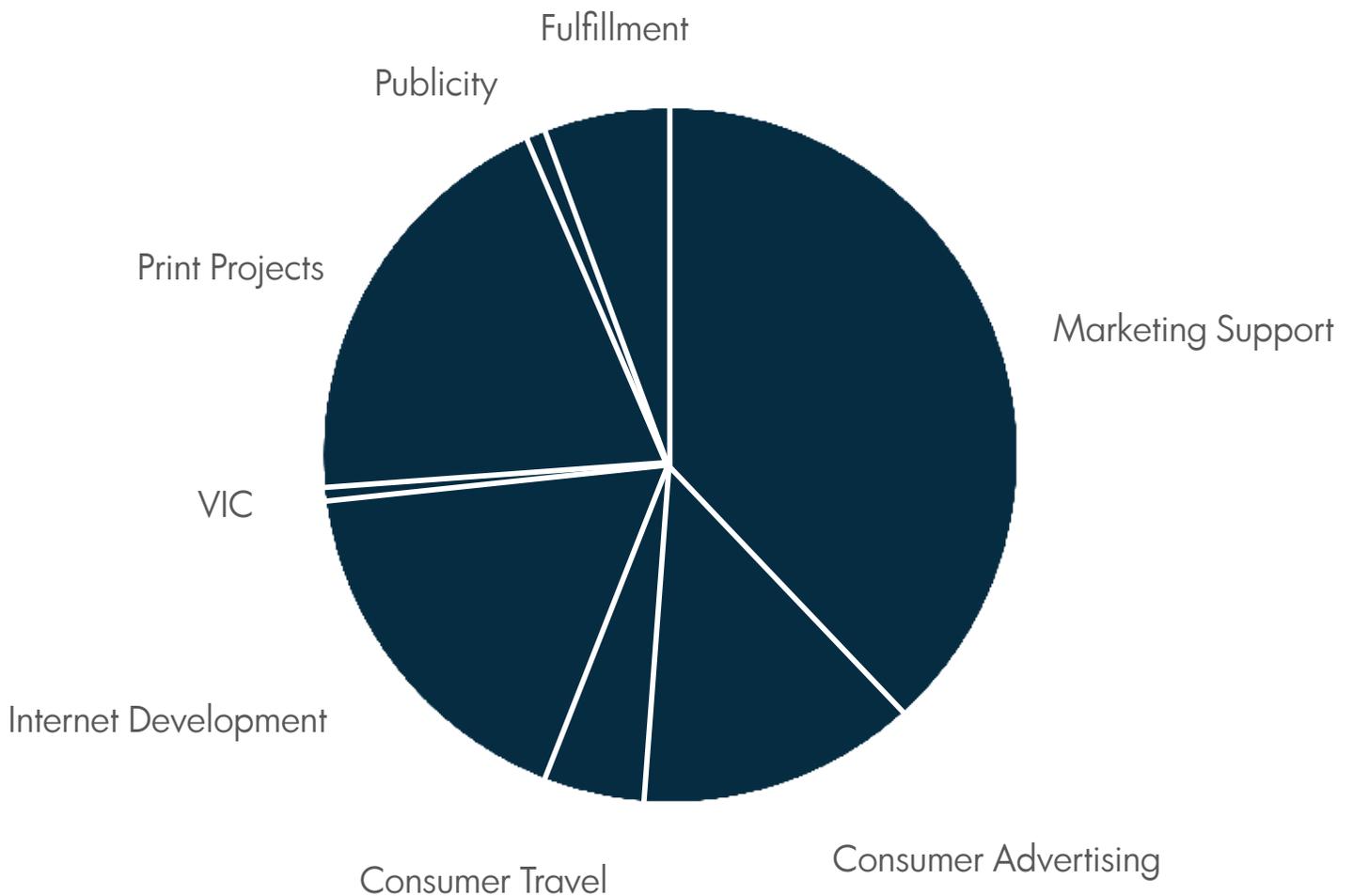
Travel Guide	\$100,000
--------------	-----------

### Totals

Marketing Support	\$166,645	33.0%
Consumer Advertising	\$98,000	19.4%
Consumer Travel	\$20,000	4.0%
Internet Development	\$85,255	16.9%
Visitor Information Center	\$2,500	0.5%
Print Projects	\$100,000	19.8%
Publicity	\$3,500	0.7%
Telemarketing/Fulfillment	\$29,100	5.8%
<b>Total</b>	<b>\$505,000</b>	<b>100.0%</b>

Total Income: \$505,000

Total Expense: \$505,000



**Please Identify projects and amounts you would eliminate or reduce if revenue decreases by 10%.**

Southeast Montana Tourism will reduce Consumer Travel/Trade Shows and Events, Consumer Advertising, Joint Venture, and Opportunity accordingly.

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

Southeast Montana Tourism does not plan to reserve funds for future projects during this fiscal year.

**Organization Name: Southeast Montana Tourism**

**Project Name: Marketing Personnel**

**Application Completed by: John Brewer**

**Approval Requested**

Final

Preliminary

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Administrative duties, Board oversight, and Financials will be the responsibility of the Billings Chamber of Commerce/CVB CEO.

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

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

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses
- Consumer Database
- Media Impressions

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. This position is responsible for all portions regarding the Marketing Methods on page 15-16 of this plan.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives
- Support Tourism Product Development

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors

**Detail Pages attached:** Yes  No

**Southeast Montana Tourism  
Marketing Personnel**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Gross Wages</b>	\$36,225	\$0	\$36,225
<b>Total</b>	<b>\$36,225</b>	<b>\$0</b>	<b>\$36,225</b>
<b>Project Total</b>	<b>\$36,225</b>	<b>\$0</b>	<b>\$36,225</b>

**Position: Southeast Montana Tourism Marketing/Public Relations Manager**

**Position Summary:**

The SEMT Marketing/Public Relations Manager will develop and implement all marketing programs utilizing public funding through the Montana state lodging tax. Will also be responsible for reporting duties as required in the state rules and regulations. As "the face of Southeast Montana" this position will travel throughout the region and build relations with stakeholders.

**Key Accountabilities:**

The overall task of the SEMT Marketing/Public Relations Manager is to plan, organize and direct the marketing operations of the tourism region.

1. Strategic Development and Implementation: Develop an annual program of work and maintain a strategic focus that will drive visitors to the 13 counties and two Indian reservations in the region. Must develop a program of work which will serve to direct the activities of the organization to reach its goals and objectives. Must know how to formulate the program and develop the leadership, structure and reporting requirements to see that it is accomplished. Shall present to the Board of Directors the annual plan of action and budget prior to May first of each year.
2. Working knowledge of state Rules and Regulations that govern lodging tax expenditures.
3. Committees: Appoint and lead committees as necessary subject to the approval of the Board of Directors.
4. Financial: Assist in the development of the budget and stay within those parameters as approved by board.
5. Regional Leadership: Establish and maintain ongoing effective communications with stakeholders, government officials, business leaders and the media. Represent SEMT at regional functions and at selected national activities that serve to foster the betterment of SEMT's mission.
6. Public Relations: Familiarization Tours, feature articles, media pitches, media blitzes, meet with community leaders, event planners and attraction manager among the many stakeholders in the region that will keep you apprised of PR opportunities, maintain a photography library
7. Brand Manager: Develop and maintain the integrity of the brand standards for the region and work to tie in the Montana Office of Tourism brand standards.
8. Marketing: Ad agency liaison, knowledge of media buys, creative development, publication development.
11. Web Base Communications: social media, web site maintenance, collection of emails
12. Stakeholder Communications: electronic, print, face to face communications and frequent updates to report on success. Maintain stakeholder database.
13. Other: Frequent travel; before or after normal work hours, via auto, air, train, bus; willing and able to work evenings, weekends and/or holidays during extended summer hours or as event deems necessary. Travel will be extensive throughout Montana and the U.S. as well as possible international travel.
14. Other Duties as assigned.

**Qualification- Skills:**

1. Strong level of marketing knowledge, business theories, practices and procedures.
2. Proven experience in budget development and financial controls.
3. Excellent verbal, written and presentation skills.
4. Strong interpersonal skills and an ability to provide leadership.
5. Experience in supervision with proven ability to recruit, train and develop staff.

6. A high degree of poise and tact to represent SEMT to all regional stakeholders along with professional travel clients and our visitors.

**Qualification- Education:**

Degree in marketing, communications or similar.

**Qualification- Experience:**

Three years minimum experience in marketing, public relations and web based communications.

**Qualification- Team Promise:**

It is our Team Promise is to passionately deliver each of these values to our stakeholder...always: WOW Factor; Innovation; Knowledge; Integrity; Leadership; Laughter!

**Position Specifications:**

Reports to: Chamber/CVB President/CEO

Classification/Hours: Exempt, regular, full-time

Benefits: Medical, dental, life and long-term disability insurance, flex program, paid vacation and sick leave, holidays, 401 (k)

**Application Process:**

Required Materials: Cover letter, resume, two non-returnable creative and business writing samples and a sample of a marketing campaign.

Send to: Human Resources, PO Box 31177; Billings, MT 59107 Fax: 406.245.7333

<b>Organization Name: Southeast Montana Tourism</b>	<b>Approval Requested</b>
<b>Project Name: Professional Training</b>	
<b>Application Completed by: John Brewer</b>	
	<input checked="" type="checkbox"/> <b>Final</b>
	<input checked="" type="checkbox"/> <b>Preliminary</b>

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Southeast Montana Tourism's Marketing/PR Manager would benefit greatly by attending DMAI's National Convention to attend marketing-related training and seminars. This professional development will keep SEMT abreast of cutting edge tourism marketing trends and keep the region competitive. It will also help staff to increase the effectiveness of SEMT's marketing efforts. We are requesting final approval for DMAI.

Public Relations is changing constantly in the modern world, and the metrics used to measure PR effectiveness have changed. In our marketing plan, we have listed as a goal for Public Relations to determine industry best practices for measuring PR success. As such, the Marketing/PR manager will need to attend educational seminars focusing on this issue. The seminar he will attend is yet to be determined. SEMT is requesting preliminary approval to attend a PR seminar. A detailed budget will be provided upon request of final approval.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses
- Media Impressions

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Produce Quality Marketing Initiatives
- Support Tourism Product Development

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

Detail Pages attached: Yes    
 No

**Southeast Montana Tourism  
Professional Training**

OTHER:	State Tourism Funds	Other Funds	Total
Professional Training - DMAI (Final Approval)	\$3,600	\$0	\$3,600
Public Relations Training TBD (Preliminary Approval)	\$1,900	\$0	\$1,900
<b>Total</b>	<b>\$5,500</b>	<b>\$0</b>	<b>\$5,500</b>
<b>Project Total</b>	<b>\$5,500</b>	<b>\$0</b>	<b>\$5,500</b>

**Destination Marketing Association International- Orlando, FL**

Membership	950
Convention Registration	1,000
Air	500
Meals	300
Ground Transp	100
Lodging	700
Phone/Fax/Misc	50
<b>Total</b>	<b>\$3,600</b>

**Organization Name: Southeast Montana Tourism**

**Project Name: Strategic Plan Support**

**Application Completed by: John Brewer**

**Approval Requested**

**Final**

**Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Southeast Montana Tourism will set aside funds to enlist the aid of our ad agency, Mercury CSC in the development of the FY14 Southeast Montana Marketing Plan. This collaboration will be invaluable in helping ensure that the marketing plan covers all necessary components needed to market the region effectively. This support will also help to cut down on the number of mid-year applications submitted to the TAC by Southeast Montana Tourism. Copy writing, printing, and general development will remain the responsibility of Southeast Montana Staff. Mercury CSC will act as advisors to aid in developing overall strategies and the marketing methods needed to accomplish our long term goals.

### **Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses
- Consumer Database
- Media Impressions
- Stakeholder Report Card
- Partner Database

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives
- Support Tourism Product Development

### **How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 9: Increase funding to maintain sustainable tourism and recreation.
  - 9.2: Foster opportunities to pool public and private marketing dollars

- 9.3: Enhance funding for region and CVB marketing efforts
- Goal 10: Build an effective “team” to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the “Team Captain” to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

**Detail Pages attached:** Yes  
 No X

**Southeast Montana Tourism  
 Strategic Plan Support**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Strategic Plan Support</b>	\$3,000	\$0	\$3,000
<b>Total</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>
<b>Project Total</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Consumer/Group Travel Trade Shows and Events</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
--	--

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

In order to get in front of our targeted visitors, we will plan to attend two Consumer Travel Shows and five Group Travel Shows over the course of this fiscal year. Details of each show are on the detail pages below. We have seen measurable success at both consumer shows listed in this application and have found they are an effective way to increase inspiration for our region while also providing facilitation and orientation to those in these markets who have already planned a trip to Montana. These two consumer shows will be paid for entirely by Southeast Montana Tourism and opportunities for local constituents to work the booth free of charge will be offered to every partner within our region at no cost. Partners wishing to work the booth must provide their own travel funds. Targeted literature, giveaways, and calls to action will be created for each show. Southeast Montana Tourism will partner with the Montana Office of Tourism, Western Montana's Glacier Country, and the Billings CVB to attend the five group travel recruitment shows below. It has been shown that international long haul travelers stay longer and spend more money when they visit our region. Because of this, we have chosen to seek to foster inspiration about Montana and our region at these shows. Specific literature, as well as giveaways, will be developed for each show.

Measurable metrics will be maintained for each show we attend including the number of potential visitors we meet, the number of those already in the Orientation and Facilitation stage, and the number of new consumer database entries we collect.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Consumer Database

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

**How does this project support the Strategic Plan?**

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

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 10: Build an effective "team" to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

Detail Pages attached: Yes    
 No

**Southeast Montana Tourism  
Consumer/Group Travel Trade Shows and Events**

OTHER:	State Tourism Funds	Other Funds	Total
Las Vegas Cowboy Christmas	\$7,000	\$0	\$7,000
Northwest Sportshow	\$3,500	\$0	\$3,500
USTA Pow Wow	\$2,500	\$0	\$2,500
Rocky Mountain International Roundup	\$1,000	\$0	\$1,000
Tourism Alliance Partners	\$2,000	\$0	\$2,000
American Bus Association	\$2,000	\$0	\$2,000
National Tour Association	\$2,000	\$0	\$2,000
<b>Total</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>
<b>Project Total</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

**Las Vegas Cowboy Christmas- Las Vegas, NV**

Registration	2,000
Air	400
Lodging	1,900
Meals	574
Ground Transp	112
Printing	689
Shipping/Storage	800
Display Booth	500
Phone/Fax/Misc	25
<b>Show Total</b>	<b>\$7,000</b>

**Northwest Sportshow- Minneapolis, MN**

Registration	1,000
Air	550
Lodging	700
Meals	400
Ground Transp	100
Printing	200
Shipping/Storage	500
Phone/Fax/Misc	50
<b>Show Total</b>	<b>\$3,500</b>

**US Travel Association Pow Wow Event- Las Vegas, NV**

Registration	750
Air	400
Lodging	750
Meals	200
Ground Transp	50
Printing	150
Shipping/Storage	150
Phone/Fax/Misc	50
<b>Show Total</b>	<b>\$2,500</b>

**Rocky Mountain International Roundup - Idaho**

Registration	300
Travel	300**
Meals	100
Lodging	150
Profile sheets	25
Phone/Fax/Misc	25
Ground Transp	25
RMI Program Listing	75
<b>Show Total</b>	<b>\$1,000</b>

\*\* Mode of travel has yet to be established

**Travel Alliance Partnership (TAP) - Location TBD**

Registration	250
Air	400
Lodging	300
Meals	250
Ground Transp	50
Printing	250
Shipping/Storage	475
Phone/Fax/Misc	25
<b>Show Total</b>	<b>\$2,000</b>

**American Bus Association (ABA) - Charlotte, NC**

Registration	250
Air	400
Lodging	300
Meals	250
Ground Transp	50
Printing	250
Shipping/Storage	475
Phone/Fax/Misc	25
<b>Show Total</b>	<b>\$2,000</b>

**National Tour Association (NTA) - Orlando, FL**

Registration	250
Air	400
Lodging	300
Meals	250
Ground Transp	50
Printing	250
Shipping/Storage	475
Phone/Fax/Misc	25
<b>Show Total</b>	<b>\$2,000</b>

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Publicity</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary
---	---

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

An online press room will be developed to provide tour operators, travel writers, and other media professionals a resource from which they can download high resolution images, learn about new events and attractions in Southeast Montana, and gain story ideas for their articles and brochures. SEMT will partner with the Montana Office of Tourism as much as possible, making use of the state's online press room as we determine how best to produce one of our own which is specific to Southeast Montana.

SEMT Press Tours (whether in conjunction with MTOT or independent), will allow the participant a firsthand opportunity to tell the Region's story to their readers or constituents. SEMT hopes to conduct such tours during this upcoming fiscal year. A press tour, sometimes referred to as a FAM or Familiarization Tour, is defined as a hosted tour of the region provided by SEMT staff for travel writers, tour operators, event planners, or other decision makers whose increased knowledge of the region would benefit Southeast Montana. We are requesting preliminary approval for this line-item. When requesting final approval, we will submit a budget page and itinerary with the application.

Giveaways at consumer travel/trade shows, events, sales missions and press tours will be necessary in order to successfully carry out the objectives of this marketing plan. Items will support the brand standards and will be low cost and useable for the consumer. Items could include: flash drives, pens, chap stick, mugs, hats, note pads, mints, etc. We are anticipating an average cost of \$1 per item for a total of 400 items.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Consumer Database
- Media Impressions
- Stakeholder Report Card

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives
- Support Tourism Product Development

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

**Detail Pages attached:** Yes  No

<b>Southeast Montana Tourism Publicity</b>			
<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Online Press Room (Final Approval)</b>	\$1,000	\$0	\$1,000
<b>Total</b>	<b>\$1,000</b>	<b>\$0</b>	<b>\$1,000</b>
<b>MARKETING/ADVERTISING:</b>			
<b>Press Tours (Preliminary Approval)</b>	\$2,000	\$0	\$2,000
<b>Total</b>	<b>\$2,000</b>	<b>\$0</b>	<b>\$2,000</b>
<b>OTHER:</b>			
<b>Giveaways (Final Approval)</b>	400	\$0	\$400
<b>Total</b>	<b>\$400</b>	<b>\$0</b>	<b>\$400</b>
<b>Project Total</b>	<b>\$3,400</b>	<b>\$0</b>	<b>\$3,400</b>

**Press Tours - \$2000**

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

Travel Assistance	\$750
Meals	\$500
Lodging	\$750
<b>Total</b>	<b>\$2,000</b>

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Film Scouting</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <b>Final</b> <input checked="" type="checkbox"/> <b>Preliminary</b>
---	---

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

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

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

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Media Impressions

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 10: Build an effective "team" to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

Detail Pages attached: Yes    
 No

**Southeast Montana Tourism  
Film Scouting**

<b>OTHER:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Film Location Scouting</b>	\$100	\$0	\$100
<b>Total</b>	<b>\$100</b>	<b>\$0</b>	<b>\$100</b>
<b>Project Total</b>	<b>\$100</b>	<b>\$0</b>	<b>\$100</b>

Budget covers items which could include:

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

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Consumer Advertising</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <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. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Roughly 20% of the Southeast Montana budget will be devoted to consumer advertising. Southeast Montana's general consumer advertising campaigns will focus on SEMT's core pillars as determined by the SEMT board of directors and through a comprehensive regional research project. These pillars are Historic Adventure, Outdoor Recreation, Native Culture, Western Adventure, and Dinosaur Adventure. The campaigns developed will support Southeast Montana's move toward providing orientation and facilitation, while maintaining a limited number of Inspirational projects. We will seek out partnerships whenever possible in order to achieve the greatest benefit with our limited budget. The ads will be branded, trackable, targeted, and compelling. Billboards on the highways and online advertising placed on the web sites of the publications identified on the detail pages of this application will also support these campaigns.

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

All advertising development will be provided by Southeast Montana Tourism's advertising agency, Mercury CSC.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors

- Goal 9: Increase funding to maintain sustainable tourism and recreation.
  - 9.2: Foster opportunities to pool public and private marketing dollars
  - 9.3: Enhance funding for region and CVB marketing efforts
- Goal 10: Build an effective “team” to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the “Team Captain” to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

**Detail Pages attached:** Yes  No

**Southeast Montana Tourism  
Consumer Advertising**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Includes: Ad production, creative, copy writing, photos, misc. agency services. Costs for each campaign will be included in completion reports for each individual project/campaign</b>	\$20,000	\$0	\$20,000
<b>Total</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

**MARKETING/ADVERTISING:**

<b>Consumer Advertising</b>	\$60,000	\$0	\$60,000
<b>Billboards (Installation, rent, production. See details below)</b>	\$10,000	\$0	\$10,000
<b>Online Advertising</b>	\$5,000	\$0	\$5,000
<b>Consumer E-marketing</b>	\$3,000	\$0	\$3,000
<b>Total</b>	<b>\$78,000</b>	<b>\$0</b>	<b>\$78,000</b>
<b>Project Total</b>	<b>\$98,000</b>	<b>\$0</b>	<b>\$98,000</b>

## **Print Advertising**

- Travel Planners- MTOT, ND, SD, WY, Rapid City, Glacier Country, Yellowstone Country, Missouri River Country, Medora, Red Lodge
- American Cowboy
- History Channel Magazine
- True West
- National Geographic Traveller
- Discover America
- American History
- Northwest Sportshow Publication
- Las Vegas Cowboy Christmas Publication
- Escapees RV Publication
- Audubon
- NW Travel Magazine
- Thunder Press
- Quick Throttle
- Archeological News
- Midwest Living
- Packaged Travel Insider
- AAA Home and Away
- Western Journey
- Birders World Magazine
- Camping Life
- Cabela's Outfitter Journal
- Sunset Magazine
- VIA
- Trailer Life Magazine
- Good Sam
- Yellowstone Nat Park publication
- Distinctly Montana Magazine

Newspapers included in the regional campaign for both print and online advertising: Rapid City, Missoula, Great Falls, Helena, Bismarck, Cody, Billings, Dickinson, Sheridan, and other regional news outlets.

## **Online advertising**

Will include online versions of the publications mentioned above, as well as Google Advertising, and Facebook advertising.

## **Billboard Advertising**

Billboard Location: Interstate 90, Near Sheridan, WY, facing South

Purpose: Drive tourism traffic to the Little Bighorn Battlefield Area. The billboard will feature a call to action to take a side trip and gain a new perspective. It will include relevant text and photos. It targets those living in the surrounding regions as well as travelers along the highway.

Billboard Location: Interstate 94, Near Beach, ND, facing East

Purpose: Drive tourism traffic to Highway 7 around Medicine Rocks State Park. The billboard will feature a call to action to take a side trip and gain a new perspective. It will include relevant text and photos. It targets those living in the surrounding regions as well as travelers along the highway.

Billboard Location: Interstate 90, Near Spearfish, SD, facing East

Purpose: Drive tourism traffic to Highway 212 along the Warrior Trail. The billboard will feature a call to action encouraging drivers to take a different route to the Little Bighorn Battlefield. It will include relevant text and photos. It targets those living in the surrounding regions as well as travelers on their way from Mount Rushmore toward Sheridan, WY.

Examples of what the Billboards could look like



ONE SIDE TRIP.  
A WHOLE NEW  
PERSPECTIVE.

Little Bighorn Battlefield  
70 miles ahead at EXIT 510

I-90 near Sheridan



A DIFFERENT  
ROUTE.  
A WHOLE NEW  
PERSPECTIVE.

Medicine Rocks State Park  
Hwy 7, South of Wibaux

I-94 near Beach



DISCOVER  
THE  
WARRIOR  
TRAIL

Take shortcut Hwy 212 to  
Little Bighorn Battlefield

EXIT 10

I-90 near Spearfish

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Visitor Information Center</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
--	--

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Visitor Information Signage will serve to help guide both constituents and potential visitors to the Southeast Montana office area of the Billings Visitor Information Center. This area features a special brochure section holding various brochures, maps, and travel guides specific to Southeast Montana.

SEMT has been mandated to create community education programs in order to help Southeast Montana constituents improve their own tourism marketing and to improve the visitor experience by training front line staff at visitor centers and other tourism-related organizations. SEMT will partner with the Montana Office of Tourism and Montana Superhost if appropriate in order to maximize the funds allocated and reach the largest number of constituents possible. These programs will include both webinar sessions and in-person sessions throughout the region conducted by SEMT's Marketing/Public Relations Manager. These educational programs will provide the foundation for all of the marketing projects SEMT undertakes. It is vital that our constituents be knowledgeable about the things they themselves can do to market the area and that our front line staff create a warm, memorable, and helpful experience for visitors to the region.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Stakeholder Report Card
- Partner Database

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives
- Support Tourism Product Development

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors

- Goal 10: Build an effective “team” to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the “Team Captain” to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

**Detail Pages attached:** Yes  No

**Southeast Montana Tourism  
Visitor Information Center**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
VIC Signage	\$500	\$0	\$500
<b>Total</b>	<b>\$500</b>	<b>\$0</b>	<b>\$500</b>
<b>OTHER:</b>			
Community Education Programs	\$2,000	\$0	\$2,000
<b>Total</b>	<b>\$2,000</b>	<b>\$0</b>	<b>\$2,000</b>
<b>Project Total</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$2,500</b>

**Community Education Programs**

Travel Expenses	\$750
Printing	\$250
Misc. Meeting Expense (coffee, meeting space, etc.)	\$500
Program development	\$500
<b>Total</b>	<b>\$2,000</b>

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Telemarketing/Fulfillment</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
---	--

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

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

In addition to contract fulfillment, we have requested \$10,100 for general postage. This will be used to distribute the SEMT travel guides and other literature to fulfill traveler requests.

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

**Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project. Relevant portions of the marketing plan are on page 18 of the narrative portion**

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses
- Consumer Database
- Stakeholder Report Card

**Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.**

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Produce Quality Marketing Initiatives

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors

Detail Pages attached: Yes  
 No

**Southeast Montana Tourism  
 Telemarketing/Fulfillment**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Postage</b>	\$10,100	\$0	\$10,100
<b>Storage</b>	\$2,000	\$0	\$2,000
<b>Fulfillment by Contractor (Certified)</b>	\$7,000	\$0	\$7,000
<b>MARS Stout</b>	\$10,000	\$0	\$10,000
<b>Total</b>	<b>\$29,100</b>	<b>\$0</b>	<b>\$29,100</b>
<b>Project Total</b>	<b>\$29,100</b>	<b>\$0</b>	<b>\$29,100</b>

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Internet Development</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
--	--

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

An attractive, modern, vibrant website is possibly the most important marketing tool Southeast Montana has. It is vital that we constantly invest in this 'first glimpse' many potential visitors have of our region. This fiscal year, we plan on making major upgrades to our website at [www.southeastmontana.com](http://www.southeastmontana.com) in order to make it more user friendly, more attractive, and more compatible with modern web browsing hardware. We understand that the Montana Office of Tourism is currently in the process of considering changes to their own website. We see an opportunity here to take advantage of upcoming changes by adapting our website to match the look and feel of the MTOT website. We will maintain our own identity, but there will be less of a disconnect when potential visitors transition from the MTOT website to our SEMT website, creating a seamless online experience for the Montana visitor. A vital part of any online strategy is social media. We will be integrating social media in the form of Facebook, Twitter, and Youtube seamlessly as part of our overall online strategy.

As part of our Website Development we will also include a Partners Page which will contain information relevant to our in-region constituents.

Part of our online strategy for this fiscal year will be to position our website in google search rankings using Search Engine Marketing or SEM. This form of online advertising allows us to 'pay per click' and have the SEMT website appear at or near the top of search results when visitors type in specific search terms such as "Custer", "Dinosaurs", "Prairie", etc. (these may not be the actual search terms, those will be decided based on research and best practices). Our SEM application also includes similar advertising opportunities on Facebook. Facebook advertising is vital to increasing likes and we will continue to strive to provide a seamless online experience from MTOT website to SEMT website to SEMT social media.

In order to provide the online experience detailed above, SEMT will need to purchase or develop a much larger video and photo library for use in all marketing projects. This application requests funding for an increase to this library.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Advertising Responses
- Consumer Database
- Media Impressions
- Stakeholder Report Card
- Partner Database

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

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 10: Build an effective "team" to implement the strategic Plan, and report results.
  - 10.1: Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and coordinate successful implementation of the actions in the Strategic Plan
  - 10.2: Create public/private/tribal partnerships for cooperative project implementation

**Detail Pages attached:** Yes  No

**Southeast Montana Tourism  
Internet Development**

<b>PROFESSIONAL SERVICES:</b>	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Website Development</b>	\$55,000	\$0	\$55,000
<b>Photo/Video Library</b>	\$10,000	\$0	\$10,000
<b>Total</b>	<b>\$65,000</b>	<b>\$0</b>	<b>\$65,000</b>
<b>MARKETING/ADVERTISING:</b>			
<b>Web Marketing (SEM)</b>	\$20,255	\$0	\$20,255
<b>Total</b>	<b>\$20,255</b>	<b>\$0</b>	<b>\$20,255</b>
<b>Project Total</b>	<b>\$85,255</b>	<b>\$0</b>	<b>\$85,255</b>

Website Deliverables

- A completely updated aesthetic look and feel
- Improved simplicity and usability
- We will recognize the MTOT website as the "team leader" in the design and function of our own website
- Partners Section
- Social Media Integration
- E-Newsletter Sign Up
- Other back-end upgrades

<b>Organization Name: Southeast Montana Tourism</b> <b>Project Name: Print Projects</b> <b>Application Completed by: John Brewer</b>	<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
--	--

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Southeast Montana Tourism is requesting funds to develop a detailed Travel Guide designed to provide visitors on the ground in Southeast Montana with itinerary ideas, contact information, and other features designed to help them find places of interest and navigate through the region. The 2013 Travel Guide will build on the current 2012 Travel Guide, correcting any issues found over the course of the year and adding content where needed. The guide will seek to be more about Orientation and Facilitation, rather than Inspiration. The guide will feature an expanded listings section to compensate for the lack of listings in the MTOT Travel guide. It will also see expanded advertising. The guide will be paid for entirely with state tourism dollars. It will have more pages than the current Southeast Montana Travel Guide.

The guide will also be designed with a 2-year shelf life, saving on printing costs over the two year period. The budget reflects the cost of two years worth of printing.

**Objectives**

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

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Unique Website Visits
- Consumer Database
- Stakeholder Report Card

**Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.**

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

**How does this project support the Strategic Plan?**

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
  - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
  - 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors
- Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.2: Foster opportunities to pool public and private marketing dollars
- 9.3: Enhance funding for region and CVB marketing efforts

Detail Pages attached: Yes  No

**Southeast Montana Tourism  
Print Projects**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Travel Guide Production	\$35,000	\$0	\$35,000
Travel Guide Printing	\$60,000	\$0	\$60,000
Travel Guide Shipping	\$5,000	\$0	\$5,000
<b>Total</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$100,000</b>
<b>Project Total</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$100,000</b>

**PRINTED MATERIALS**

Publication Travel Guide

Quantity 140,000 Size 8 ½ X 11

Ad Sales (Yes or No) Yes Percentage 30%

Distribution Plan (areas & method) Certified Folder distribution routes within SEMT and immediate surrounding region (Sheridan WY, Bozeman MT, Medora ND, etc.) trade shows, traveler requests, VIC's. Guide will also be distributed by mail to those who request them and at trade shows and events.

Southeast Montana Tourism  
815 South 27th Street; Billings, MT 59101  
406.294.5270



End