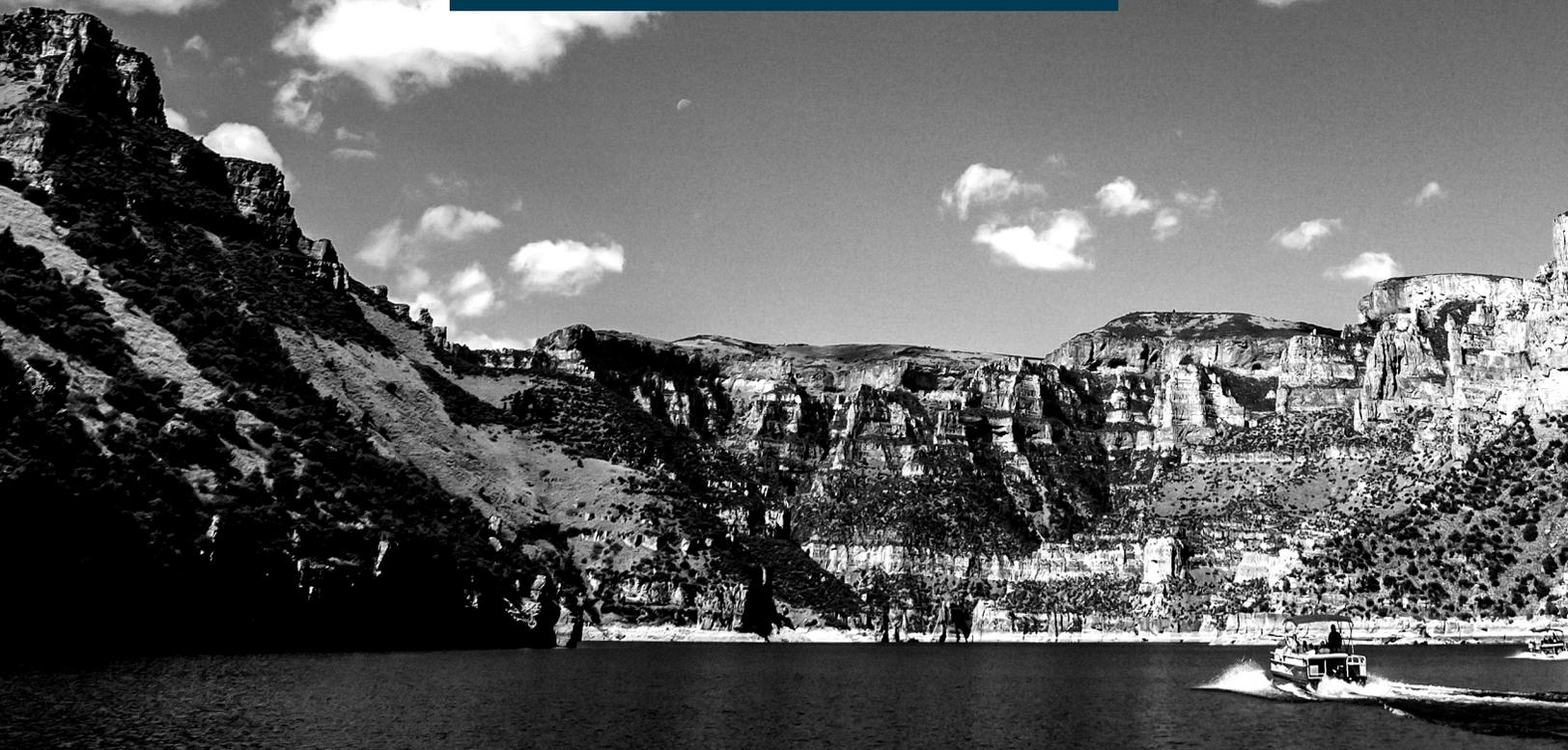




VISIT SOUTHEAST
MONTANA

MARKETING PLAN
& BUDGET

2013-2014



May 1, 2013

Visit Southeast Montana 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

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

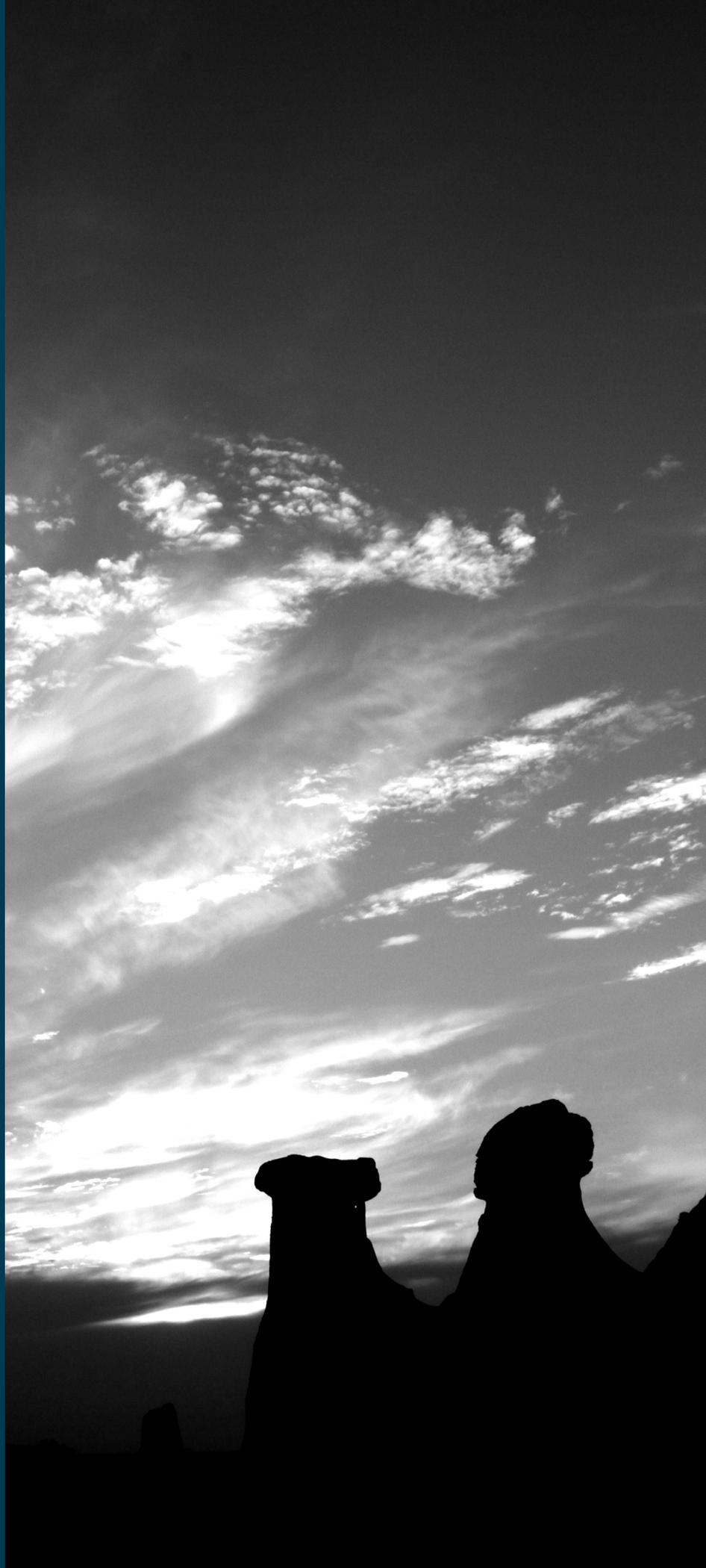
Phone: 406.294.5270
Fax: 406.245.7333
Website: www.SoutheastMontana.com
Email: Info@SoutheastMontana.com

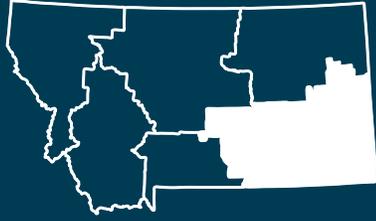
President/CEO
John Brewer
John@BillingsChamber.com

Marketing/Public Relations Manager
Nick Mann
Nick@SoutheastMontana.com



VISIT SOUTHEAST
MONTANA





VISIT 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.

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Cafe
ITALIA

QUINZ

OXFORD
ANTIQUES

ANTIQUES



Visit Southeast Montana

Who We Are

A Brief History of Visit Southeast Montana

The first organization created to help bring tourists to Southeast Montana was formed in 1984 under the name "Custer Country." The region was named for one of its most famous attractions, the Little Bighorn Battlefield. In 1987, the Montana Legislature enacted a 4% Lodging Facility Use Tax to help fund tourism promotion organizations. At this time, Custer Country became one of 6 state-funded tourism regions in Montana. This organization continued to market the 13 counties and two Indian Reservations of Southeast Montana until 2010. The Billings Chamber of Commerce/CVB then took over management of Custer Country and the organization moved from Forsyth to Billings. In 2012, the Custer Country Board of Directors voted to change the name of the region from "Custer Country" to "Southeast Montana".

The Organization

Visit Southeast Montana is a private nonprofit organization managed by the Billings Chamber of Commerce/CVB. We serve as a 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. Visit Southeast Montana consists of two full time staff members and is directed by a board consisting of 14 members from across the region.

Mission: The mission of Visit Southeast Montana 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.

Visit Southeast Montana

What We Do

Visit Southeast Montana's Mission Statement directs us to bring tourists to our region, and we accomplish this using a wide variety of tools and methods. During this past year, we placed advertisements in three national magazines, three national travel websites and several regional newspapers, travel guides, and websites. We have placed additional billboards at the gateways to our region in North Dakota, South Dakota, and Wyoming.

For the first time, we have partnered with the Billings CVB to purchase advertising space inside city busses in Chicago in an attempt to build on the brand awareness created there by the Montana Office of Tourism and their Chicago advertising campaigns.

This past year we launched a completely redesigned consumer website at www.southeastmontana.com. This incredible new site was built in partnership with the Montana Office of Tourism, who agreed to build it for us at no cost. This new partnership will not only save us money, but it will allow us to tap into the significant number of visitors to the state's travel website at www.visitmt.com.

We have also launched a new partner website at www.semtpartners.com. This site can also be reached from our main consumer website by clicking on the Partners link. This website is your one stop for everything you need to know about what we're up to and how we can help you and your community. The site includes an events calendar for tourism industry events such as board meetings, conferences, committee meetings, etc. It also allows you to download forms and documents such as our latest marketing plan or applications for grants.

North Dakota Billboards



Audubon Magazine Ad



History Channel Magazine Ad



Identity

Key Regional Strengths & Opportunities

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

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 and Antelope. The Bull Mountains near Roundup are a rising star for Elk hunters and Eastern Montana is becoming known throughout the surrounding states for being great 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 Hawks 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 busiest airport is located in Billings, serving eight 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.



Identity

Key Challenges facing the region

“Regions” are Confusing

Research tells us 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. Changing our name from “Custer Country” to “Southeast Montana” has made it much easier for potential visitors to figure out how to fit our region into their travel plans. Out of region partnerships will also help us sell the greater region as a whole and fit ourselves into the travel plans of visitors to this part of the country.

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.

2013 Runway Maintenance at Billings Airport

During the months of July & August, 2013, Billings Logan Airport will close its main runway on six consecutive weekends for routine runway maintenance. This maintenance is essential and cannot be done during the winter months. In July and August of 2012, over 95,000 people deboarded at the Billings Airport. These closures may have an impact on the number of deboardings for the summer of 2013.

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 Visit Southeast Montana 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 Convention & Visitor Bureaus, Chambers of Commerce, and other destination marketing organizations 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 Visit Southeast Montana 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 of Visit Southeast Montana's 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 Visit Southeast Montana 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

Travel 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.

This Marketing Plan will support the State of Montana's Tourism Strategic Plan for 2013-2017.



Inspiration



Orientation



Facilitation

The Travel Decision Process

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 into manageable daily distances.

The phases which are key for Visit Southeast Montana 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, Visit Southeast Montana 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

Visit Southeast Montana'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 the travel decision process.

Inspiration

Niche Print & Online Advertising

Visit Southeast Montana will seek out advertising opportunities with targeted websites and publications which will help us reach out to niche groups who may be interested in traveling to Southeast Montana. These opportunities may include hunting, fishing, or RV magazines. They may also include geographically specific advertising opportunities such as travel magazines serving the Minneapolis and Chicago areas.

National Print and Online Advertising: Visit Southeast Montana 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: Visit Southeast Montana 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: Visit Southeast Montana 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 into planning a trip to our state with their beautiful photos of Yellowstone, Glacier, and the Eastern Montana Prairie, it's our time to shine. 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

The Southeast Montana Website was completely redesigned this past year and preliminary results from Google Analytics are promising. The Montana Office of Tourism, which built our new site at no cost, is committed to making this partnership as beneficial as possible for Southeast Montana. We will tweak our website if necessary as we discover ways it can be improved over the next year. We will also work with the Montana Office of Tourism to have Southeast Montana and our website become more prominent on visitmt.com.

Facebook Advertising

Travel planning on Facebook is a practice which is on the rise among travelers and we want to be on the forefront of this trend. There is good interaction on our Facebook page with the fans we have now, but in order to truly make an impact we can't rely on organic growth of our fan base alone. Facebook advertising is one of the most targetable forms of online advertising available and we intend to take advantage of that to grow our "Likes" and provide real-time trip advice and orientation to our potential visitors.

Consumer Travel Shows: Southeast Montana will host booths at 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 from the east 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: Visit Southeast Montana 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 Visitor Information Centers into 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 print and online advertisements on appropriate regional websites and in regional publications. 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

Visit Southeast Montana will continue to use its Facebook, Twitter and YouTube presence to provide facilitation to travelers.

Travel Guide

The Southeast Montana Travel Guide will receive a facelift for fiscal year 2014. Photos will be refreshed and content will be updated if necessary. The Travel Guide has proven to be effective as a travel tool and in showcasing our region. A complete redesign will not be necessary. 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

We will maintain our current billboards throughout the fiscal year in North Dakota, South Dakota, and Wyoming.

Consumer E-Newsletter

We will continue to send a quarterly e-newsletter to our visitor database informing them about upcoming events, travel tips, and ideas for things to see and do in Southeast Montana.

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



Inspiration

Orientation

Facilitation

During the Trip
to Montana

Before the Trip
to Montana

	<ul style="list-style-type: none"> • Niche Advertising • National Advertising • PR/Content Generation • Group Travel Recruitment
<ul style="list-style-type: none"> • Constituent Services 	<ul style="list-style-type: none"> • Southeast Montana Website • Facebook Advertising • Consumer Travel Shows
<ul style="list-style-type: none"> • Travel Guide • Billboard Advertising • Partner Newsletter 	<ul style="list-style-type: none"> • Regional Advertising • Social Media • Consumer E-Newsletter

Measurable Objectives

Results and Goals

	FY2013 Goal	FY2013 Actual	FY2014 Goal
Website Visits*	30,000	16,529 (As of May 11)	25,000
Advertising Responses**	15,000	16,735 (As of May 11)	18,000
Consumer Database	6,000	6,527	8,000
Media***	***	2 National Articles 4 Regional Articles	4 National Articles 10 Regional Articles
Stakeholder Report Card	85%	82.5% / 30 Responses (As of May 11)	85% / 100 Responses
Partner Database	600	3,093 (As of May 11)	5,000

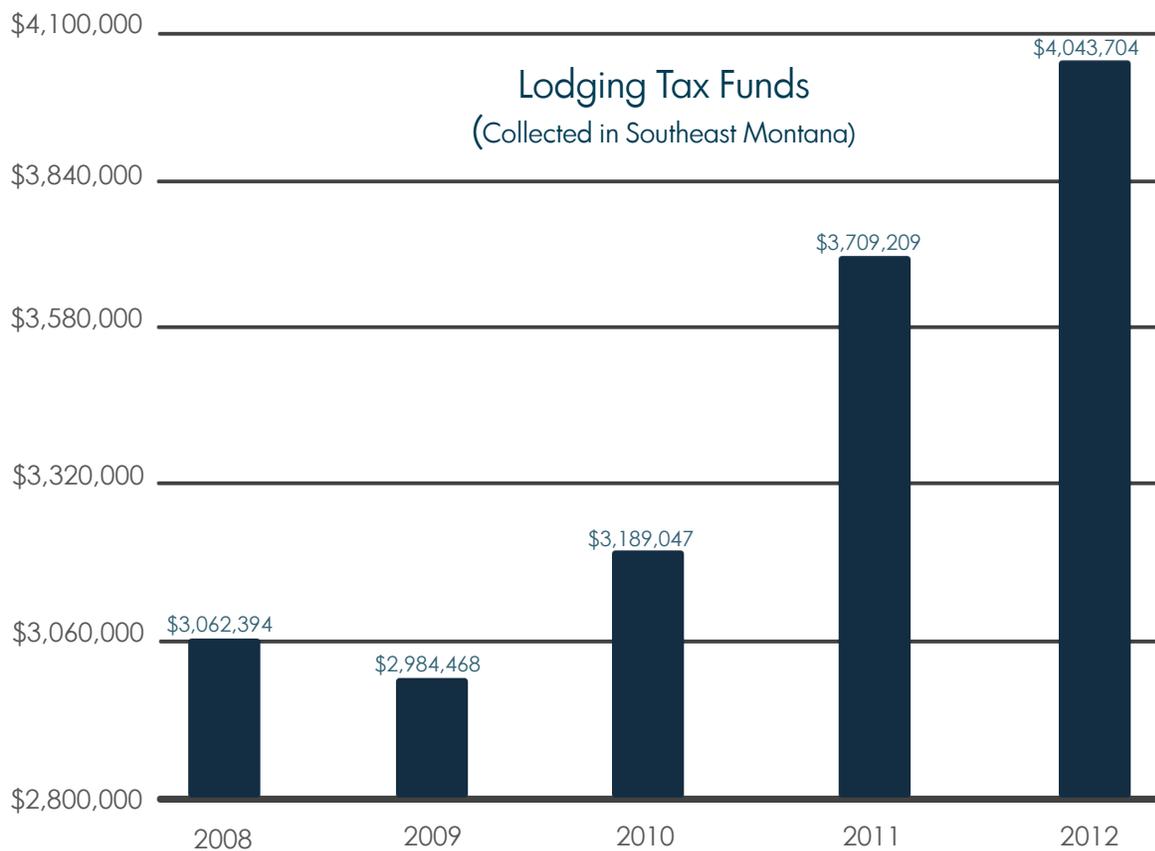
* Website Visits: Last year, we overestimated the amount of visitor traffic which would be generated by our advertisements running in FY 2013. We have set a more modest goal for FY 2014. As can be seen in the chart below, during the few days for which we have reliable data for visits to the redesigned southeastmontana.com website, we have seen a significant increase in daily traffic to the site. We hope that the more modern site and the connection to the visitmt.com site will help us appear more often in search engine results for traveling to Montana. The reason for the sharp drop in visits after 2010 is that we changed the software used to track these visits to Google Analytics. This software is far more accurate and provides a better picture as to the true traffic to our site.



** Media: Last year, we determined that a new measurement be created to track the success of our public relations. After traveling to the PRSA conference and learning from other organizations, we have decided to simply track the number of articles generated with mentions of Southeast Montana through our efforts. Regional and national articles will be tracked separately. With the rise of online news articles, it is impractical and often impossible to track the traditional measurables of Impressions and Media value.

Historical Results

	FY2010	FY2011	FY2012
Website Visits	53,000	52,000	11,262
Advertising Responses	10,334	9,711	8,194
Consumer Database	1,433	1,677	4,305
Media Impressions	No Information	\$0 (No Fams or other activities in first year)	1,145,400 <i>impressions</i> \$547,400 <i>media value</i>
Stakeholder Report Card	No Information	No Information	87% / 34 Responses
Partner Database	No Information	No Information	340



Total 2011 Nonresident Spending in Southeast Montana: **\$653,799,000***

* Figures based on data collected by the Institute for Tourism and Recreation Research, 2011.

Lodging Tax

Southeast Montana Tourism Budget

Marketing Support

Administration (20%)	\$109,200
Marketing Staff	\$39,000
Opportunity	\$6,980
Joint Ventures	\$2,220
Cooperative Marketing	\$10,000
Gov. Conference/TAC/Partner Meetings	\$3,000
Professional Training	\$5,000
Strategic Plan Support	\$500

Consumer Travel/Trade Shows and Events

Las Vegas Cowboy Christmas	\$9,000
Northwest Sportshow	\$6,500
TIA Pow Wow	\$2,500
RMI	\$1,000
TAPP	\$2,000
ABA	\$2,000
NTA	\$3,500

Publicity

Press Tours	\$2,000
Giveaways	\$5,000
Film Scouting	\$100

Consumer Advertising

Ad Production	\$60,000
Consumer Advertising	\$120,000
Billboards	\$30,000
Online Advertising	\$15,000
Consumer E-Marketing	\$3,000

Visitor Information Center

VIC Signage	\$500
Community Education Programs	\$7,000

Telemarketing/Fulfillment

Postage	\$5,000
Storage	\$2,000
Fulfillment by Contractor (Certified)	\$7,000
MARS Stout	\$10,000

Internet Development

Website Development	\$5,000
Photo/Video Library	\$2,000

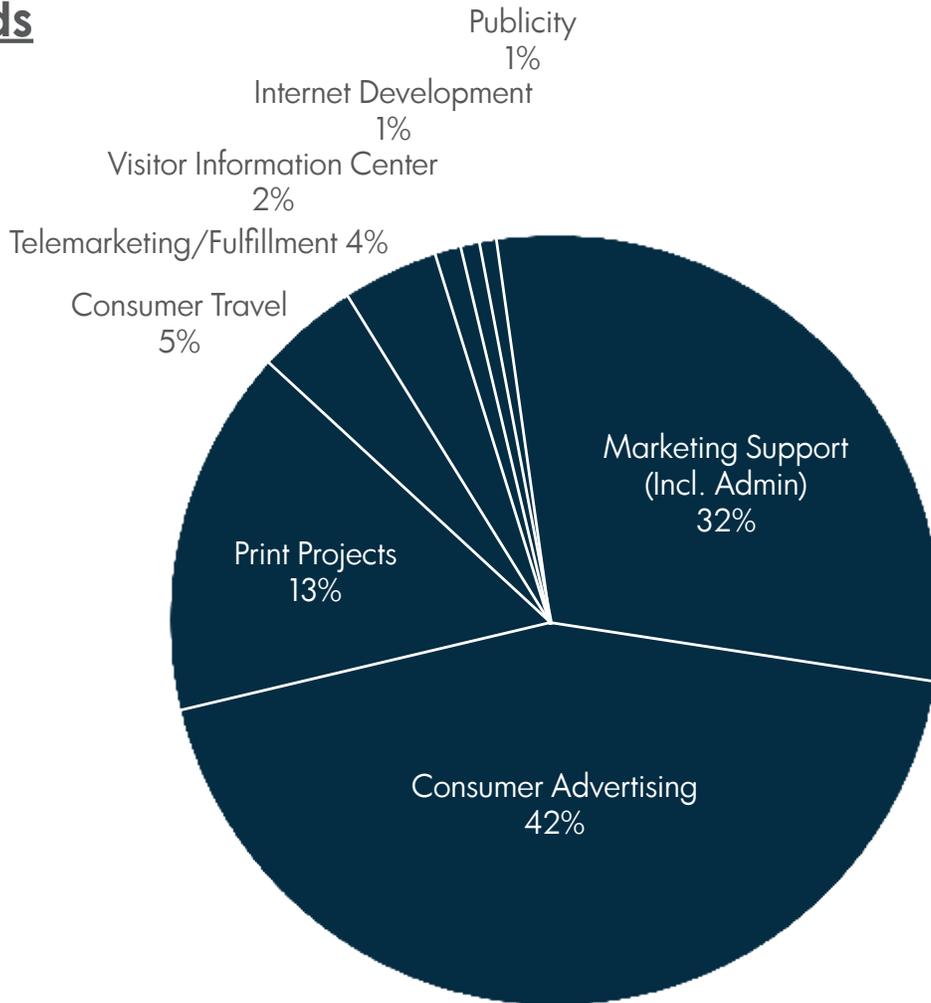
Print Projects

Travel Guide	\$70,000
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Totals

Consumer Advertising	\$228,000	41.8%
Marketing Support	\$175,900	32.2%
Print Projects	\$70,000	12.8%
Consumer Travel	\$26,500	4.9%
Telemarketing/Fulfillment	\$24,000	4.4%
Visitor Information Center	\$7,500	1.4%
Publicity	\$7,100	1.3%
Internet Development	\$7,000	1.3%
Total	\$546,000	100.0%

State Funds



Private Funds

Private Funds Policy

Private Revenue Goals (11/2/11) —The preliminary goal is to develop and maintain a private fund balance of \$50,000. That balance should be used for expenses the state does not allow for while also serving as an opportunity fund. Lodging tax collections may, at some time in the future, be lower than we are used to.

Revenue

Private Funds Balance (as of April 11, 2013).....	\$48,775
Estimated Travel Guide Revenue.....	\$8,000
Total.....	<u>\$56,775</u>

Expenses

Proposed Private Funds expense for Tourism Matters.....	\$1,000
Proposed Private Funds expense for Board of Directors.....	\$1,000
Proposed Private Funds expense for Voices of Montana Tourism.....	\$1,000
Proposed Private Funds expense for staff travel.....	\$500
Other Private Funds expenses (Audit Fees, Misc. Meetings, etc.).....	\$150
Total.....	<u>\$3,650</u>

Estimated Private Funds Balance at the end of FY14..... \$53,125

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

Visit Southeast Montana 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.

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

Organization Name: Visit Southeast Montana

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.

Visit Southeast Montana 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: Maintain the Southeast Montana website 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;
- Travel Guide: Create a travel guide in cooperation with the 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.

- Website Visits
- Advertising Responses
- Consumer Database
- Media

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?

- This project will support the strategic plan for 2013-2017.

Detail Pages attached: Yes No

**Visit Southeast Montana
Marketing Personnel**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Gross Wages	\$39,000	\$0	\$39,000
Total	\$39,000	\$0	\$39,000
Project Total	\$39,000	\$0	\$39,000



Position: Visit Southeast Montana 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

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

Visit Southeast Montana'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.

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.

- Website Visits
- Advertising Responses
- Media

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?

- This project will support the strategic plan for 2013 -2017.

Detail Pages attached: Yes

No

**Visit Southeast Montana
Professional Training**

OTHER:	State Tourism Funds	Other Funds	Total
Professional Training - DMAI	\$5,000	\$0	\$5,000
Total	\$5,000	\$0	\$5,000
Project Total	\$5,000	\$0	\$5,000

Destination Marketing Association International- Las Vegas, NV

Membership	\$950
Convention Registration	\$1,100
Air	\$800
Meals	\$400
Ground Transp	\$500
Lodging	\$1,000
Phone/Fax/Misc	\$250
Total	\$5,000

Organization Name: Visit Southeast Montana Project Name: Strategic Plan Support Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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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.

Visit Southeast Montana will set aside funds to enlist the aid of our ad agency, Mercury CSC in the development of the FY15 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 Visit Southeast Montana. 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.

- Website Visits
- Advertising Responses
- Consumer Database
- Media
- 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?

- This project will support the strategic plan for 2013 -2017.

Detail Pages attached: Yes
No

**Visit Southeast Montana
Strategic Plan Support**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Strategic Plan Support	\$500	\$0	\$500
Total	\$500	\$0	\$500
Project Total	\$500	\$0	\$500

Organization Name: Visit Southeast Montana Project Name: Consumer/Group Travel Trade Shows and Events Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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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 Visit Southeast Montana 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. Visit Southeast Montana will partner with the Montana Office of Tourism 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.

- Website Visits
- Consumer Database
- Media

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?

- This project will support the strategic plan for 2013 -2017.

Detail Pages attached: Yes
 No

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

OTHER:	State Tourism Funds	Other Funds	Total
Las Vegas Cowboy Christmas	\$9,000	\$0	\$9,000
Northwest Sportshow	\$6,500	\$0	\$6,500
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	\$3,500	\$0	\$3,500
Total	\$26,500	\$0	\$26,500
Project Total	\$26,500	\$0	\$26,500

Las Vegas Cowboy Christmas- Las Vegas, NV

Registration	\$2,000
Air	\$1,200
Lodging	\$1,900
Meals	\$600
Ground Transp	\$200
Printing	\$1,000
Giveaways	\$500
Shipping/Storage	\$800
Booth Furnishing	\$300
FY15 Show Deposit	\$500
Show Total	\$9,000

Northwest Sportshow- Minneapolis, MN

Registration	\$1,500
Air	\$600
Lodging	\$1,000
Meals	\$400
Ground Transp	\$200
Printing	\$1,000
Giveaways	\$500
Shipping/Storage	\$800
Booth Furnishing	\$500

Show Total **\$6,500**

US Travel Association Pow Wow Event- Chicago, IL

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

Rocky Mountain International Roundup - Montana

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

** Distance of travel 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
Show Total	\$2,000

American Bus Association (ABA) - Nashville, TN

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

National Tour Association (NTA) - Los Angeles, CA

Registration	\$800
Air	\$600
Lodging	\$500
Meals	\$300
Ground Transp	\$200
Printing	\$500
Shipping/Storage	\$500
Phone/Fax/Misc	\$100
Show Total	\$3,500

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

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 useable for the consumer. Items could include: flash drives, pens, luggage tags, chap stick, mugs, hats, note pads, mints, etc. We are requesting final approval for giveaways.

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.

- Website Visits
- Consumer Database
- Media
- 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?

- This project will support the strategic plan for 2013 -2017.

Detail Pages attached: Yes
 No

**Visit Southeast Montana
Publicity**

MARKETING/ADVERTISING	State Tourism Funds	Other Funds	Total
Press Tours (Preliminary Approval)	\$2,000	\$0	\$2,000
Total	\$2,000	\$0	\$2,000
OTHER			
Giveaways (Final Approval)	\$5,000	\$0	\$5,000
Total	\$5,000	\$0	\$5,000

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
Total	\$2,000

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

Visit Southeast Montana 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

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?

- This project will support the strategic plan for 2013 -2017.

Detail Pages attached: Yes
 No

**Visit Southeast Montana
Film Scouting**

OTHER:	State Tourism Funds	Other Funds	Total
Film Location Scouting	\$100	\$0	\$100
Total	\$100	\$0	\$100
Project Total	\$100	\$0	\$100

Budget covers items which could include:

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

Organization Name: Visit Southeast Montana Project Name: Consumer Advertising Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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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 40% 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 Visit Southeast Montana'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.

- 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?

- This project will support the State of Montana's Tourism Strategic Plan for 2013 -2017.

Detail Pages attached: Yes
 No

**Visit Southeast Montana
 Consumer Advertising**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Includes: Ad production, creative, copy writing, photos, misc. agency services.	\$60,000	\$0	\$60,000
Total	\$60,000	\$0	\$60,000

MARKETING/ADVERTISING:

Consumer Advertising	\$120,000	\$0	\$120,000
Billboards (Maintain current Billboards with possible refresh)	\$30,000	\$0	\$30,000
Online Advertising	\$15,000	\$0	\$15,000
Consumer E-marketing	\$3,000	\$0	\$3,000
Total	\$168,000	\$0	\$168,000
Project Total	\$228,000	\$0	\$228,000

Print Advertising

- Travel Planners- MTOT, ND, SD, WY, Rapid City, Glacier Country, Yellowstone Country, Missouri River Country, Medora, Red Lodge, and other regional travel planners.
- 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
- Geographic Niche publications in Key Markets such as Denver, Seattle, Minneapolis, Salt Lake City, Portland, Idaho, and Canada.
- Demographic Niche publications such as sportsman's journals, RV journals, hunting/shooting publications, and others.
- KTVQ

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: Two Billboards on Interstate 90, Near Sheridan, WY, facing South

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

Billboard Location: Three Billboards on Interstate 94, Near Beach, ND, facing East

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

Billboard Location: Two Billboards on Interstate 90, Near Spearfish, SD, facing East

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

Billboard Location: One Billboard along Omaha St. within the city of Rapid City

Purpose: Drive tourism traffic to Highway 212 along the Warrior Trail. This billboard features a call to action encouraging drivers to take a different route to the Little Bighorn Battlefield. It includes relevant text and photos. It targets those living in the surrounding regions as well as travelers on their way to Mount Rushmore.

COME FOR THE VIEW. STAY FOR THE PERSPECTIVE.
MEDICINE ROCKS STATE PARK



 **SOUTHEAST MONTANA**

This billboard features a photograph of the Medicine Rocks State Park, showing several tall, weathered rock formations with natural holes and pinnacles. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text is on a dark brown background on the left side.

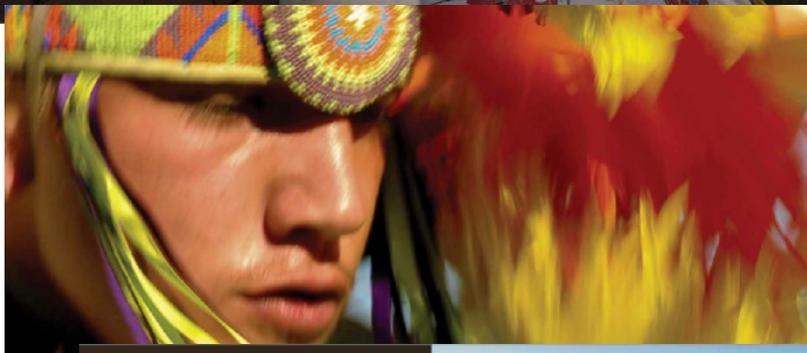
COME FOR THE STORY. STAY FOR THE TRADITIONS.
ANNUAL CROW FAIR AND RODEO



 **SOUTHEAST MONTANA**

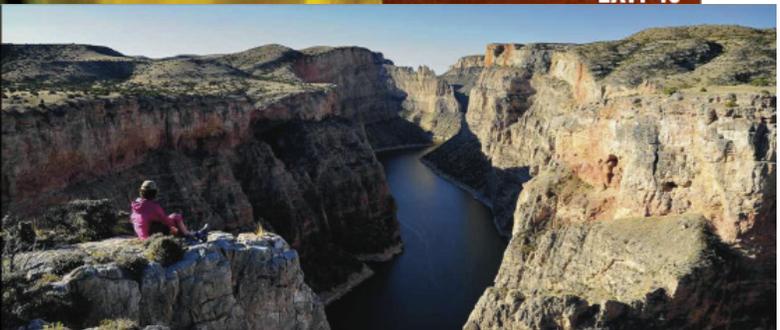
This billboard shows a row of traditional Crow tipis. The foreground tipi is decorated with colorful paintings of horses and warriors. The background shows more tipis under a clear sky.

DISCOVER THE WARRIOR TRAIL
Take shortcut Hwy 212 to Little Bighorn Battlefield
EXIT 10



This billboard features a close-up of a person's face wearing a traditional, colorful beaded headband. The background is a blurred, vibrant display of red and yellow feathers.

COME FOR THE SCENERY. STAY FOR THE BIG PICTURE.
BIGHORN CANYON NATIONAL RECREATION AREA



 **SOUTHEAST MONTANA**

This billboard captures a wide view of the Big Horn Canyon. A person is sitting on a rocky ledge in the foreground, looking out over the deep canyon and a winding river. The canyon walls are rugged and layered with different rock colors.

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

- This project will support the State of Montana's Tourism Strategic Plan for 2013 -2017.

Detail Pages attached: Yes
 No

**Visit Southeast Montana
 Visitor Information Center**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
VIC Signage	\$500	\$0	\$500
Total	\$500	\$0	\$500
OTHER:			
Community Education Programs	\$7,000	\$0	\$7,000
Total	\$7,000	\$0	\$7,000
Project Total	\$7,500	\$0	\$7,500

Community Education Programs

Travel Expenses	\$2,000
Printing	\$2,000
Misc. Meeting Expense (coffee, meeting space, etc.)	\$1,000
Program development	\$2,000
Total	\$7,000

Organization Name: Visit Southeast Montana Project Name: Telemarketing/Fulfillment Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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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 \$5,000 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.

- 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?

- This project will support the State of Montana's Tourism Strategic Plan for 2013 -2017.

Detail Pages attached: Yes
 No

**Visit Southeast Montana
 Telemarketing/Fulfillment**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Postage	\$5,000	\$0	\$5,000
Storage	\$2,000	\$0	\$2,000
Fulfillment by Contractor (Certified)	\$7,000	\$0	\$7,000
MARS Stout	\$10,000	\$0	\$10,000
Total	\$24,000	\$0	\$24,000
Project Total	\$24,000	\$0	\$24,000

Organization Name: Visit Southeast Montana

Project Name: Internet Development

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.

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 past fiscal year, Visit Southeast Montana partnered with the Montana Office of Tourism to completely redesign www.southeastmontana.com. This partnership proved to be incredibly beneficial for our organization and we hope will prove beneficial to the state tourism picture as a whole.

This year, we will be requesting funds to maintain the current site and make additional changes and tweaks as need arises. We will also be purchasing photos and video in order to accomplish these changes and tweaks, and are requesting funds to do so.

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.

- Website Visits
- Advertising Responses
- Consumer Database
- Media
- 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?

- This project will support the State of Montana's Tourism Strategic Plan for 2013 -2017.

Detail Pages attached: Yes
No X

**Visit Southeast Montana
Internet Development**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Website Development	\$5,000	\$0	\$5,000
Photo/Video Library	\$2,000	\$0	\$2,000
Total	\$7,000	\$0	\$7,000

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

Visit Southeast Montana 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 2014 Travel Guide will build on the current 2013 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. The Travel Guide will be designed with a one-year shelf life.

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.

- 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?

- This project will support the State of Montana's Tourism Strategic Plan for 2013 -2017.

Detail Pages attached: Yes No

**Visit Southeast Montana
Print Projects**

PROFESSIONAL SERVICES:	State Tourism Funds	Other Funds	Total
Travel Guide Production	\$15,000	\$0	\$15,000
Travel Guide Printing	\$50,000	\$0	\$50,000
Travel Guide Shipping	\$5,000	\$0	\$5,000
Total	\$70,000	\$0	\$70,000
Project Total	\$70,000	\$0	\$70,000

PRINTED MATERIALS

Publication Travel Guide

Quantity 75,000 Size 8 1/2 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.



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



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