

Great Falls Convention and Visitors Bureau

Fiscal Year 2012/2013 Marketing Plan

July 1, 2012-June 30, 2013

Purpose:

The purpose of the Great Falls Convention and Visitors Bureau (GFCVB) is to encourage the economic and cultural growth of Great Falls and increase marketplace recognition through the promotion of year-round sustainable tourism. The GFCVB will focus on building and strengthening tourism partnerships within our region and community, and promoting our unique cultural, historical, and recreational facilities to key target markets.

Identity of the Great Falls Convention and Visitors Bureau area:

As identified by the GFCVB

Great Falls provides a dynamic collection of venues that promote the arts, history, and culture and reflect the Authentic Montana Experience. Great Falls is nestled near the Rocky Mountain Front with the majestic and historic Missouri and Sun Rivers running through the community, and is home to the Roe River, one of the shortest rivers in the world. Great Falls has the advantage of being central to both Glacier National Park and Yellowstone National Park and with the Great Falls International Airport providing low cost air service from most major cities, Great Falls is a Gateway to both of the National Parks and to the Bob Marshall Wilderness.

Strengths that Distinguish Great Falls:

- Cultural attractions such as the impressive C.M. Russell Museum, Paris Gibson Square Museum of Art, The History Museum, Ursuline Centre, Galerie Trinitas, The Children's Museum of Montana, Malmstrom AFB Museum and Outdoor Air Park, Great Falls Symphony, Mansfield Center for the Performing Arts, all bring a sense of community pride and personal enrichment.
- Historical attractions such as Lewis and Clark National Historic Trail Interpretive Center, Montana Museum of Railroad History, The Great Falls Historic Trolley, the nearby First Peoples Buffalo Jump State Park, Cowboys Bar, and four vibrant historical walking districts tell the stories of the early natives of the land and the first settlers to this area.
- Our Parks are some of the finest in Montana. City parks line much of the Missouri and Sun Rivers, giving residents and visitors easy access to many river activities. Gibson Park, largest of our 57 parks and located in the downtown area, hosts summer events as well as ice skaters in winter. Riverside Park boasts the Riverside Railyard

Skate Park, a city-owned skate park designed for many skill levels that rivals some of the best skateparks in the country. The Electric City Water Park is a popular venue located close to the center of town featuring large grassy areas, concessions, a Flow Rider Wave Machine (one of the few in the US), a lazy river ride, and wild slides that start from a tower twenty feet high. Broadwater Overlook Park where the Great Falls Visitor Center is located offers a panoramic view of the confluence of the Missouri and Sun Rivers. Giant Springs State Park is one of Montana's premier state parks. At the center of the park and emptying into the Missouri River is a series of fresh water springs. This water stays a constant 54 degrees and is an excellent source for hatching over a million trout each summer at the adjacent fish hatchery. The springs are one of the world's largest natural freshwater springs.

- The award winning River's Edge Trail system is a jogging and non-motorized bike path that runs along the scenic Missouri River, past the Great Falls of the Missouri, and a series of five iconic waterfalls that give breathtaking views of the river in all four seasons. Over forty eight miles of paved and dirt bike paths give Great Falls residents and visitors access to numerous recreational activities.
- Annual events in Great Falls include Cruisin' the Drag, the Lewis and Clark Festival, Bluegrass on the Bay, Alive @ 5, Harvest Howl, Taste of Great Falls, Spring Fling Hoop Thing, the Montana State Fair, Ice Breaker Road Race, First Friday Art Walks, MAGIE, PRCA Rodeos, St. Patrick's Day Parade, Fourth of July Parade, Parade of Lights, Christmas Stroll and other numerous sponsored events throughout the year. For one week in March each year Great Falls becomes the "Western Art Capital of the World"! Auctions and art venues abound celebrating the world renowned western art of Charles M. Russell. Great Falls fills with artists, art lovers, art dealers, and collectors.
- Recreational opportunities provide something for everyone year around in Great Falls. The fact that the Missouri River bisects the town gives us unique opportunities for rafting, fishing, hiking, kayaking, canoeing, and water skiing. Guided hunting, fishing and rafting trips are readily available. Wildlife viewing, bird watching, golfing, soccer, baseball, tennis, skateboarding, as well as winter activities like skiing, ice skating, hockey, snowboarding, snow biking, sledding, and ice fishing are all within an easy drive of Great Falls. Several superb golf courses give a variety of challenges and scenic beauty for the recreational or the serious golfer to enjoy.
- Recreational facilities include Montana Expo Park, Central Montana Ice Plex, Siebel Soccer Park, Centene Stadium, the Electric City Speedway, the Electric City Water Park, Morony Natatorium, and Horseracing tracks.
- Educational facilities in Great Falls provide outstanding public and private schools, and high quality choices for students in higher education. These include MSU Great Falls College of Technology, offering core courses from the Montana University System; the University of Great Falls (UGF), an independent, four-year university providing a full college experience; MSU Northern Great Falls, which is an extension of MSU-Northern located in Havre providing key niche programs; MSU-Bozeman

College of Nursing; Troy University MAFB; Montana School for the Deaf and Blind, Embry Riddle University MAFB, Park University MAFB. Along with the public and private schools in the community and the choices available in the higher education sector, those seeking an education can find all levels of degrees and programs in the Great Falls schools.

- Military presence in Great Falls enhances our community with highly visible facilities, military professionalism, and young, energetic community members and volunteers. Malmstrom Air Force Base, Montana Air National Guard, the US Department of Defense, the US Department of Homeland Security, and the Customs and Border Protection agencies all encourage community pride and involvement. The military component contributes greatly to our economic well being, our pool of civic volunteers, and brings respect for those protecting our community and our country.
- Lodging facilities in Great Falls are diverse and continually work to upgrade and add meeting space in the community. The lodging accommodations include several high-profile chain hotels, independently owned hotels, charming bed and breakfasts, vacation homes and campgrounds. Great Falls has over 2300 hotel rooms available with approximately 127,000 square feet of meeting space at the Montana Expo Park, about 22,000 square feet at the Mansfield Center and additional meeting space at hotels and unique venues within the city.
- Medical facilities in Great Falls provide advanced health care services, offering every major medical specialty and providing a complete range of medical-surgical and alternative health care services. The Benefis Health System consists of two campuses including Peace Hospice of Montana. A new Senior Living Complex is now being offered to the community. The Great Falls Clinic Medical Center is another multi-facility, comprehensive healthcare provider. Other medical services are provided by the Sletten Cancer Institute, the Cyberknife, as well as the McLaughlin Research Institute for Biomedical Sciences, and the Golden Triangle Community Mental Health Center.
- Transportation is provided by Rimrock Stages, a long-haul bus service, the Great Falls Transit System bus service, and a highway system which includes Interstate 15, U.S. Highways 87 and 89 and Montana 200. Other services are provided by several local bus and charter services, the Great Falls Historic Trolley, Diamond Cab, and the Great Falls International Airport. The Great Falls airport services are expanding and finding new ways to increase daily service into and out of Great Falls. Starting in May with service on several days a week, Frontier Airlines will provide low cost airfare with access to Denver and points beyond.
- Our central location in the corridor between Glacier National Park and Yellowstone National Park makes Great Falls a logical gateway to the parks. Montana's landmark scenic beauty can easily be reached in one day's drive from Great Falls. We are also situated in close proximity to the Rocky Mountain Front, the Upper Missouri River Breaks National Monument, the Bob Marshall Wilderness, Lewis & Clark National

Forest, Freezout Lake, Benton Lake Wildlife Refuge and the Great Falls of the Missouri.

- The Canadian Border is within a 2 hour drive, which makes Great Falls a natural shopping and recreational holiday for our neighbors to the north. Great Falls enjoys an influx of Canadian visitors using our non-stop flights from Great Falls to Las Vegas NV, and to Mesa AZ to access warm vacation areas year around. Other major cities with direct flights from Great Falls are Denver, Salt Lake City, Minneapolis and Seattle.
- Shopping opportunities in Great Falls bring a mix of unique downtown stores and well-known brand stores, as well as low-cost large chain stores. Holiday Village Shopping Mall and Great Falls Marketplace Shopping complex offer a variety of stores in one convenient location. Our charming and historic downtown area presents many wonderful shopping experiences and treasures.
- A low crime rate and safe community environment make Great Falls a community of choice for starting new businesses, raising families and for retirement.
- The friendly, warm, down-home attitude of Great Falls citizens leaves a lasting impression on people who visit and as well as on those who live here.
- The newly formed Great Falls Tourism Business Improvement District (TBID) brings the opportunity for enhanced tourism marketing and economic well-being by bidding new sporting events, meetings, conventions and helping to keep established events in Great Falls.

Great Falls Recognizes the Following Challenges:

- Great Falls lacks a strong “brand” in the community.
- Residents do not recognize the economic impact that tourism has on the local economy. We are working to educate our local officials as to the benefits of tourism.
- We lack a large event facility or center.
- While our summer season does the bulk of our tourism business we need to find other events, meetings, and conventions for the shoulder and low seasons of the year.
- Great Falls does not have a winter destination resort.
- We need to better educate front-line service employees about tourism activities and attractions in Great Falls as well as the importance of tourism on the economy.
- Limited signage and wayfinding in the city.
- Economic challenges, such as gasoline prices and unemployment, in our present day environment on a state, national and world level make it hard to forecast travel.
- Meeting and convention planners habitually travel to “known” areas. We need to find ways to reach and connect with potential meeting and convention customers.
- It is difficult to bring larger groups into Great Falls by air for a convention due to limited air availability.
- There is no regular passenger train service since 1971.

Fiscal Year 2012/2013 Goals:

- 1.) Increase four-season tourism revenues through effective marketing and promotions and online presence. This will increase the level of awareness of the attractions and activities that Great Falls has to offer its visitors. The greatest opportunities for increasing revenue are in the first, second and fourth quarters, so we will be looking for ways to bring tourism and meetings and conventions here during the off-peak season.
- 2.) Look for appropriate partnerships with other organizations such as Central Montana, the GF International Airport, the L&C Interpretive Center, Chamber of Commerce, C.M. Russell Museum, Great Falls Development Authority, and Montana Office of Tourism in order to:
 - A. continue service of the new low cost air carrier into Great Falls and to seek ways to increase service frequency, lower fares and create more direct flight destinations.
 - B. continue to actively maintain and improve a “portal” website for the community.
 - C. work to “brand” Great Falls as the “gateway” to both National Parks.
 - D. partner with the Great Falls Tourism Business Improvement District to bring new meetings and conventions to Great Falls.
- 3.) The GFCVB will continue to update the website www.gfcvb.com using fewer marketing dollars. We will increase our use of social networking, such as Facebook, and work to implement a blog for our website as time, and funding permits.
- 4.) The GFCVB will arrange or partner on a minimum of one FAM trip highlighting a unique aspect of Great Falls, and/or of the surrounding area.
- 5.) The GFCVB will actively seek ways to reach out to convention and meeting planners to increase their awareness of us as a meeting venue. We will seek memberships in those groups that work to promote conventions.
- 6.) We will continue to market in cooperation with the Montana Office of Tourism, Central Montana, the Great Falls Tourism Business Improvement District, The Great Falls International Airport, and other tourism organizations to promote Great Falls to leisure and group travelers.
- 7.) The GFCVB will continue to expand and enhance our photo library of area attractions, events, and activities.
- 8.) We will develop collateral print and online material to provide visitors with the most up-to-date information on Great Falls and the surrounding area.

- 9.) The GFCVB will continue to partner with the City of Great Falls for staffing of the Visitor Information Center and will work to help provide quality service to area visitors.
- 9.) The GFCVB will continue to improve and update our new Great Falls Visitor Guide on an annual basis.

How this plan supports the Montana's Strategic Plan Objectives:

Goal 1 – Increase four-season tourism revenues statewide 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.
- 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.
- 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

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.

Fiscal Year 2013 Measurable Objectives:

- Increase the amount of Accommodation Tax Collections by 2 %.
- Continue to advertise in the Central Montana Travel Planner to reach well over 125,000 visitors.
- Increase the number of visitor sessions to our website (www.gfcvb.com) by 10%.
- Promote visitation to Montana with an emphasis on off-peak season activities.
- Support and promote local historic and cultural assets for the enjoyment of residents and visitors.
- Plan and execute at least 1 FAM trip to promote our area attractions.
- Develop public relations strategies to obtain at least 2 feature stories in regional publications.
- Attend at least 2 separate consumer or trade shows.
- Participate in joint venture marketing opportunities with Montana Office of Tourism and other bed tax funded entities.
- Increase the use of mobile/web technology to appeal to a younger demographic of leisure traveler.
- Continue to partner in a community effort to keep our new low-cost air carrier, Frontier Airlines, providing service to Great Falls and to increase arrivals and promote a longer stay by visitors by raising the awareness of Great Falls as a gateway to the two National Parks, the Bob Marshall Wilderness, the Rocky Mountain Front and other natural treasures.

- Package local entertainment, attraction passes, hotel stays, and restaurant certificates to use as marketing tools in our advertising in radio, in print and on our web/mobile sites.

Target Geographic Markets:

The GFCVB target markets as identified by ITRR, as well as Visitor Center information and inquiries from our marketing efforts include Washington, Idaho, Wyoming, Utah, Arizona, Oregon, Colorado, Minnesota, Texas, North Dakota, and California and Georgia. Perhaps the largest target market for our area is the Canadian provinces of Alberta and Saskatchewan.

Since many more Montana residents are vacationing closer to home, we will target other areas of Montana where visitors would likely spend at least one night when visiting Great Falls.

Target Demographics:

- A) *Geo-Tourist*: These would be the high-value, low-impact visitors interested in historical landmarks, the environment, culture and our western heritage. This demographic ranges in age from 30 to 65 with annual incomes of upward of \$60,000. These travelers might also be called adventure travelers as they usually also enjoy outdoor activities such as rafting, fishing, hiking, camping, water recreation and numerous winter activities.
- B) *Travelers who are visiting family and friends*: This segment may be traveling with or without children and enjoy many outdoor activities as well as events, festivals, and cultural venues. These visitors often explore our state parks, museums, trails, and scenic natural areas.
- C) *Business Travelers/Meeting and Convention Planners*: Business travelers often return with family members to engage in leisure activities such as shopping, golfing, water activities, and visiting local attractions and events. Meeting and convention planners are interested in Montana's warm western hospitality and scenic wonders, as well as unique historical and cultural venues.
- D) *Leisure Travelers*: These visitors are mostly adults over 35, have an income over \$60,000 and like to travel in the summer months. They like to shop and enjoy participating in local events, festivals, and sightseeing. The leisure traveler visits the museums, historic monuments, and looks for cultural activities. The Canadian leisure traveler often takes advantage of a non-stop air flight from Great Falls to Phoenix/Mesa or Las Vegas. Outdoor recreation usually is high on their list of "what to do on vacation".

Marketing Strategy:

To reach our 4 target demographic visitors, the GFCVB will do the following:

- Place advertising in warm season magazines that focus on travelers from the above four groups.
- Continue to place advertising in the Central Montana Travel Planner in order to reach a large segment of travelers who find the guide a great tool for planning their vacation.
- Focus on Canadian advertising campaigns that utilize print, radio, and web-based marketing. Targeted areas in Canada would be southern Alberta and Saskatchewan that are within a 1-day drive of Great Falls.
- Work with several community partners to increase frequency of service on Frontier Airlines, a low-cost carrier now coming to Great Falls. To this end, we will market Great Falls as a natural gateway to both Glacier and Yellowstone National Parks, as well as other wild and scenic areas in our close proximity.
- Continue to partner with Montana Office of Tourism on advertising projects as opportunities arise.
- Continue to produce and distribute a Great Falls visitor guide to better accommodate visitors seeking information and maps of the area.
- Work with area photographers to continue to build a photo library that will serve the needs of the GFCVB and other tourism partners for high quality advertising photos.
- Continue to improve the www.gfcvb.com website with photos, content, and social media so that visitors will return to the website more than once for up-to-date information about lodging, meeting facilities, events and activities in Great Falls and surrounding areas.
- Produce at least a monthly e-newsletter to inform readers of coming events, packages and money saving offers available when visiting Great Falls. We will focus on seasonal opportunities for recreation, shopping, education, as well as information to enhance visitor's vacation stay.
- Design a themed FAM trip to bring travel writers to Great Falls with the goal of highlighting our historic, cultural, recreational and natural amenities. The objective is to gain feature articles in niche, regional or national publications. We will explore partnerships in this area as opportunities arise.
- To bring more meetings and conventions to Great Falls, we will seek memberships in those organizations that continue to offer leads that fit our facilities and convention space. We will update our website to offer information to meeting and convention planners on accommodations, meeting and convention space, activities and attractions. We will follow-up on all requests for information with our recruitment folder and work to produce a CD with the information that is included in our recruitment folder for mailing or distribution. To become more effective and educated in allocating and spending our marketing and advertising dollars, we will explore membership in DMAI or other similar Destination Marketing organizations.

Identify Projects to eliminate or reduce if revenue decreased by 10%:

- Administration, accordingly.
- Opportunity Marketing.
- Joint Ventures.

**Great Falls Convention and Visitors Bureau
Fiscal Year 2012/2013 Budget**

Project Description/Category	Project Budget	Total Budget
<u>Consumer Marketing:</u>		\$ 38,500.00
Central Montana Travel Planner	\$ 2,400.00	
Park to Park Campaign	\$ 3,000.00	
Magazine Media	\$ 10,000.00	
Ad Production/Creative	\$ 3,000.00	
Event Promotion	\$ 100.00	
Canadian Campaign	\$ 20,000.00	
<u>Publications:</u>		\$ 18,556.40
GF Visitor Guide	\$ 13,556.40	
Distribution	\$ 5,000.00	
<u>Marketing Support:</u>		\$ 44,039.60
Administration (20% max.)	\$ 28,939.60	
Opportunity marketing (10% max)	\$ 6,500.00	
Joint Ventures	\$ 7,000.00	
TAC meetings	\$ 1,500.00	
Governor's Conference on Tourism	\$ 100.00	
<u>Internet Advertising:</u>		\$ 23,000.00
Website updates	\$ 2,000.00	
E-news	\$ 2,000.00	
Web based Media/Search Terms	\$ 16,000.00	
Mobile application	\$ 2,000.00	
New Creative	\$ 1,000.00	
<u>Telemarketing/Fulfillment</u>		\$ 2,000.00
Postage/Shipping	\$ 2,000.00	
<u>Publicity/tourism development</u>		\$ 18,600.00
VIC Center	\$ 12,000.00	
Photo library	\$ 1,000.00	
FAM trips	\$ 2,500.00	
Memberships and Dues	\$ 100.00	
Consumer/Trade Shows	\$ 3,000.00	
Projected Budget (based on revenue projection of \$144,696.00)		\$ 144,696.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Central Montana Travel Planner

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The GFCVB will promote our area to visitors by maintaining a one page full color ad in Central Montana Travel Planner. Most travelers within Central Montana may also include a trip to Great Falls and we hope to draw them to our community. We will look to update our ads for the Central Montana Travel Planner with an emphasis on local color, events, and attractions. We will target the Canadian visitors and geo-tourism families to encourage them to stay several days in Great Falls and experience our authentic hospitality.

Objectives:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Reach a minimum of 125,000 visitors by advertising in the Central Montana Travel Planner.
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%

Portions of marketing Plan supporting this project:

FY13 Goal #1

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CENTRAL MONTANA TRAVEL PLANNER

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Media Placement	\$ 2,125.00		\$ 2,125.00
Design Changes	\$ 275.00		\$ 275.00
Project Total:	\$ 2,400.00		\$ 2,400.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Magazine Media/Consumer Marketing

Application Completed by: Carol Lindseth

Approval Requested
___ Final
___ X Preliminary placement

Need for the project:

The GFCVB will target audiences with our print ad campaign who are described in Montana’s 5-year Strategic Plan, as well as those that our statistics from prior years have shown to be successful. We will concentrate on print magazines that will be publishing editorial content related to Great Falls and our vacation product which is history and heritage travel, western-style vacations, paleontology, and outdoor recreation.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY13 by 10%

Portions of Marketing Plan supporting this project:

FY13 Goals #1, #2

This project supports the following Strategic Plan Goals:

- #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: MAGAZINE MEDIA/CONSUMER MARKETING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional services:

Media Placement			
Warm Season	\$ 10,000		\$ 10,000
Ad Creative/Warm Season	\$ 3,000		\$ 3,000
Project total	\$ 13,000		\$ 13,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Event Promotion

Application Completed by: Carol Lindseth

Approval Requested

___ **Final**

___ **X** **Preliminary**
placement

Need for the project:

The GFCVB would like to be able to consider funding, in part, an event that would bring people into the state and our area. We have not at this point determined what that event might be, but we would be open to hosting or attracting an event that would further our objectives for FY12/13 and increase visitation to our community.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY13 by 10%

Portions of Marketing Plan supporting this project:
FY13 Goals #1, #2

This project supports the following Strategic Plan Goals:

#1 - Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: EVENT PROMOTION

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project	\$ 100.00		\$ 100.00
Project total	\$ 100.00		\$ 100.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Park to Park Campaign/Consumer Marketing

Application Completed by: Carol Lindseth

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

Need for the project:

The GFCVB would like to build on one of our core strengths which is our central location in the corridor between Glacier National Park and Yellowstone National Park. This location makes Great Falls a logical gateway to the parks. Montana’s landmark scenic beauty can easily be reached in one day’s drive from Great Falls. With our recently acquired low cost air carrier, we would like to build a campaign that focuses on Great Falls as a logical stop between our National Parks and a portal city for inexpensive air flights serving both National Park destinations.

Media choices would be determined by market analysis, distribution sites, costs of marketing, and possible partnerships.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY13 by 10%

Portions of Marketing Plan supporting this project:
FY13 Goals #1, #2

This project supports the following Strategic Plan Goals:

#1 - Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: PARK TO PARK CAMPAIGN

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project	\$ 3,000		\$ 3,000
Project total	\$ 3,000		\$ 3,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Canadian Campaign/Consumer Marketing

Application Completed by: Carol Lindseth

Approval Requested ___ Final ___X_ Preliminary placement
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Need for the project:

The Canadian Market, especially southern Alberta has been a constant source of visitors for Great Falls, Montana. We would like to target Lethbridge, Medicine Hat and other Canadian markets for advertising especially around the Canadian Holidays. Based on successes that we have had marketing to this area in the past we will consider print, web-based media, radio and other possible methods to cover as large a target market as possible.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY13 by 10%

Portions of Marketing Plan supporting this project:
 FY13 Goals #1, #2

This project supports the following Strategic Plan Goals:

- #1 - Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CANADIAN CAMPAIGN/CONSUMER MARKETING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project Total	\$ 20,000		\$ 20,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Great Falls Visitors Guide

Application Completed by: Carol Lindseth

Approval Requested

___ **Final**

X **Preliminary**

Need for the project:

The GFCVB has printed and distributed its Great Falls 2012-2013 Visitor Guide focusing on local history, attractions, Native American culture, arts & entertainment, events, sports and recreation, day trips, lodging facilities, dining, and shopping. The center of the Guide folds out to a full-sized color map of Great Falls. The guide is full color, pocket sized, has easy to read print and includes many color pictures of community events and attractions. We will update and reprint this guide yearly.

The Great Falls CVB will target areas within Montana to distribute our Great Falls brochure where visitors will be driving on routes that connect to Great Falls. These routes will cover our major corridors of land travel where prospective visitors will be reached with our brochures. We will also increase the traffic to our website www.gfcvb.com where more information on Great Falls and the surrounding area will be found.

Objectives in Marketing Plan that support this project

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%.

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: GREAT FALLS VISITOR GUIDE

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Production & Creative costs	\$ 13,556.40		\$ 13,556.40
Distribution	\$ 5,000.00		\$ 5,000.00
PROJECT TOTAL	\$ 18,556.40		\$ 18,556.40

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Internet Advertising and Website Updates

Application Completed by: Carol Lindseth

<p><u>Updates, e-news SEO, creative</u></p> <p>Approval Requested</p> <p><input checked="" type="checkbox"/> Final</p> <p><input type="checkbox"/> Preliminary</p>
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<p><u>Mobile Application</u></p> <p>Approval Requested</p> <p><input type="checkbox"/> Final</p> <p><input checked="" type="checkbox"/> Preliminary</p>

Need for the Project:

The www.gfcvb.com website has new features that will serve to better acquaint the traveler with services, local attractions, dining and hotel options, as well as history, arts and entertainment and activities that Great Falls offers. We will also continue to optimize the search engine terms by monitoring key words and tracking results. We direct our online marketing campaigns to our website. We have purchased several new domain names to use in advertising campaigns that will be easier to remember for visitors who would want to visit our website. We will be utilizing Mail Chimp to better disseminate information to our visitors and those requesting to be on our email list. We will continue to drive traffic to our site by our web based advertising, the Great Falls brochure, other print advertising, search engine optimization and links through other web sites. The ability to track inquiries and results makes internet marketing an excellent choice for targeting specific markets and fits well with our current goals.

Mobile applications are becoming more necessary as we enter an age of personal technology that surpasses our current capabilities. We will look to maximize this mobile potential and give more information as we research this project.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%.

Portions of Marketing Plan supporting this project:

FY13 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: INTERNET ADVERTISING & WEBSITE UPDATES

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Website design & updates	\$ 2,000		\$ 2,000
E-News	\$ 2,000		\$ 2,000
Web based Media/Search Terms	\$ 16,000		\$ 16,000
Mobile Application	\$ 2,000		\$ 2,000
Creative	\$ 1,000		\$ 1,000
PROJECT TOTAL	\$ 23,000		\$ 23,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Telemarketing/Fulfillment

Application Completed by: Carol Lindseth

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

Need for the project:

This project includes postage and shipping for fulfillment pieces. Many potential visitors request our Visitor Guide to assist in their planning of a visit to our area. We will use a mail service to tab, sort, address, bundle, and mail the Visitor Guide. We will record the number of requests for the Visitor Guide in order to track this project.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%.

Portions of Marketing Plan supporting this project:

FY13 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: TELEMARKETING/FULFILLMENT

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Mail Service	\$ 250.00		\$ 250.00
Postage	\$ 1,750.00		\$ 1,750.00
PROJECT TOTAL	\$ 2,000.00		\$ 2,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Visitor Information Center Funding

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls Visitor Information Center (VIC) is currently operated by the City of Great Falls. We will support the City's efforts with financial assistance for staffing in the amount of \$12,000. We established this partnership with the City of Great Falls in FY08.

The primary services of the VIC are:

- Provide services for visitors to Great Falls
- Provide information and services to encourage visitors to stay extra days

Future goals of the VIC include:

- To continue working with Central Montana, Chamber of Commerce, and the Convention & Visitors Bureau to provide tourism services for the community as well as service to new residents and existing residents.
- Explore ways to improve the facility and services.

The Great Falls Visitor Information Center is located at

15 Overlook Drive

Great Falls, MT 59405

Website: www.visitgreatfalls.net

The VIC operating hours are as followed:

May 1-Sept. 30 9am-6pm 7 days a week

October 1-April 30 10am-4pm 7 days a week

The VIC employs two part-time staff personnel.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%.

Portions of Marketing Plan supporting this project:

FY13 Goal 1

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: VISITOR INFORMATION CENTER FUNDING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
VISITOR INFORMATION CENTER FINANCIAL ASSISTANCE FOR STAFFING COSTS	\$12,000		\$12,000
PROJECT TOTAL	\$12,000		\$12,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Publicity/Tourism Development - Photo Library

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls CVB has been working diligently to increase the number of photos that we archive to use for print pieces, ad design, web site design or response photos for those writing editorial about the area. We have purchased a number of professional photos of the Great Falls area in order to have some “signature” photos. We have begun building a digital photo library covering four seasons in the community and we will continue to add colorful, digital photos of community events, venues, and attractions to our photo library. We would like to purchase a software program to better organize the photos.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%.

Portions of Marketing Plan supporting this project:

FY13 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: PHOTO LIBRARY

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional Services	\$ 1,000.00		\$ 1,000.00
PROJECT TOTAL	\$ 1,000.00		\$ 1,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Publicity/Tourism/FAM Trips

Application Completed by: Carol Lindseth

Approval Requested <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary
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Need for the Project:

The Great Falls CVB will determine themes and seasons to highlight for Press/FAM trips. We will work closely with Montana Office of Tourism and also Central Montana to partner and develop itineraries to showcase Great Falls’ attractions and events. We will do a minimum of two group Press/FAM trips in FY13. We will work with Montana Office of Tourism on requests they receive for writer assistance. Final details will be submitted for Press/FAM trips once they are identified.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Develop public relations strategies to obtain at least two feature stories in regional publications.

Portions of Marketing Plan supporting this project:
FY13 Goal #1, #4

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#1.2.d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: FY10 PUBLIC RELATIONS-FAM TRIPS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
FAM TRIPS	\$ 2,500.00		\$ 2,500.00
PROJECT TOTAL	\$ 2,500.00		\$ 2,500.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Publicity/Tourism- Trade Shows-Consumer Shows & Membership Dues

Application Completed by: Carol Lindseth

Trade Shows Approval Requested _____ Final ___X___ Preliminary	Other Membership Dues Approval Requested _____ Final ___X___ Preliminary	Consumer Shows Approval Requested _____ Final ___X___ Preliminary
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Need for the Project:

Trade Shows

Our goal is to create an image of Great Falls as a meeting and convention destination. We will attend a minimum of two trade shows targeting convention and meeting planners. Once results of FY12 trade show marketing efforts are analyzed, we will select our shows for FY13. We will work to book conventions of at least 500 attendees.

Bidding and Recruitment

This portion of the project includes updates to our recruitment folder, production of a CD of the recruitment folder, required trade association membership dues, promotional items to be given to trade show attendees and convention tote bags.

Print Ad Placement

The Great Falls CVB will continue print advertising partnerships with MTOT in Convention, Events, and/or Meeting Publications. If other opportunities for print advertising become available and budget is sufficient, details will be submitted for final approval.

The print ads will drive leads to www.gfcvb.com. The website will provide detailed information about Great Falls with a link to our recruitment folder, additional attractions, upcoming events and lodging facilities. We will track and monitor the number of click throughs to the site.

Internet Advertising Placement

To drive traffic to our website, we will place banner ads and purchase links on other websites. This Internet advertising placement will drive leads to www.gfcvb.com . We will track and monitor the number of click throughs to the site.

Details for Convention and Event marketing will be submitted for final approval once opportunities are identified and results are reviewed from our current marketing efforts.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY13 by 2%
- Increase the number of visitor sessions to our website (www.gfcvb.com) in FY13 by 10%.
- Attend at least two separate Consumer or Trade shows in FY13.

Portions of Marketing Plan supporting this project:
FY13 Goals #1, #2, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: Publicity/Tourism -Trade & Consumer Shows & Memberships

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Memberships & Dues	\$ 100.00		\$ 100.00
Trade Shows	\$ 1,500.00		\$ 1,500.00
Consumer Shows	\$ 1,500.00		\$ 1,500.00
Project Total	\$ 3,100.00		\$ 3,100.00