



**FY11/12 Marketing Plan
July 1, 2011 - June 30, 2012**

PURPOSE

The overall purpose of this marketing plan is to increase the number of visitors to the Missouri River Country Region by promoting local businesses, events and attractions to tourists, group tour planners, hunting, fishing, birding and dinosaur enthusiasts.

Our marketing efforts will focus on promoting Missouri River Country as an area filled with historical and cultural destinations, beautiful rivers and lakes, hospitable people and numerous outdoor opportunities.

We continue to turn our efforts toward development of both online marketing and online content – to give potential visitors using our website more tools for researching and planning their trips. In addition, we will continue taking advantage of partnerships with other tourism and tribal entities, working together to more effectively promote our area as a tourist destination.

Missouri River Country is a unique corner of Montana and would like to see more accurate and comprehensive research data specifically representing our region, to assist in making reliable decisions for our future marketing plans.

Our primary marketing objectives are to increase visitation and communicate a cohesive and effective marketing identity, in accordance with the MTOT's 2008-2012 5-Year Strategic Marketing Plan.

IDENTITY OF THE AREA, AS IDENTIFIED BY MISSOURI RIVER COUNTRY

Strengths:

Museums, Interpretive & Educational Centers

- Fort Peck Interpretive Center & Dinosaur Museum
- Bainville Pioneer Pride Museum
- City Museum (Poplar)
- Culbertson Museum & Visitor Information Center
- Fort Peck Assiniboine and Sioux Culture Center and Museum (Poplar)
- Fort Peck Paleontology Field Station
- Garfield County Museum (Jordan)
- Children's Museum of Northeast Montana (Glasgow)
- Historical Society Museum (Lambert)
- Great Plains Dinosaur Museum (Malta)
- McCone County & Circle Museum
- MonDak Heritage Center, Museum & Art Gallery (Sidney)
- Montana Agate Museum (Savage)
- Phillips County Museum (Malta)
- Pioneer Town & Museum (Scobey)
- Sheridan County Museum (Plentywood)
- Warm Water Fish Hatchery (near Ft. Peck Interpretive Center & Museum)
- Wolf Point Historical Society & Museum
- Valley County Pioneer Museum (Glasgow)

Events & Attractions

- Various local events & sporting tournaments
- Chet Huntley School House (Saco)
- County Fairs (various)
- Fort Peck Summer Theatre
- Montana Dinosaur Trail
- Northeast Montana Birding Trail
- Pioneer Days and Dirty Shame Show (Scobey)
- Sidney Water Slide
- Snowden and Old Fairview bridges (Fairview)
- Valley Events Center (Glasgow)
- Wild Horse Stampede (Wolf Point)
- Zortman (Historic Mining Town)
- Sunrise Festival of the Arts (Sidney)
- Fort Union National Historic Site
- Native American Pow Wows (Frazer, Wolf Point, Poplar, Brockton)

Lewis & Clark Attractions

- Hiking Trail & Observation Point w/ Interpretive Signage (Fort Peck)
- Lewis & Clark Visitor's Center (Sidney)
- Missouri-Yellowstone Confluence Interpretive Center
- Scenic Overlook on Hwy. 24 with interpretive signage
- Interpretive Site at Culbertson Bridge Hwy. 16

Scenic Drives

- Leo B. Coleman Wildlife Exhibit
- Bowdoin National Wildlife Refuge
- Medicine Lake National Wildlife Refuge
- North James Kipp Park (Charles M. Russell Wildlife Refuge)

Abundant Recreational Opportunities

- Brush Lake State Park/Campground
- Charles M. Russell Wildlife Refuge
- Fishing, boating, camping, hiking, hunting, golfing, canoeing
- Scenic drives; pristine, open spaces in a serene environment
- Natural history opportunities including an abundance of natural history activities: bird watching, agate hunting, photography, dinosaur digs
- American Prairie Foundation
- Burndt Lodge Wilderness

Challenges:

Poor Public Perception and Recognition

Missouri River Country continues to be primarily a “drive-through” region, with studies by ITRR indicating that more visitors to the state are “just passing through” to destinations with more widely recognized icons. We must continue to educate travelers that there are activities and points of interest in the region. We are addressing this by providing additional information at kiosks and distributing our printed materials more widely. A lack of funding precludes the Region from developing programs for the Winter Season, like ice fishing, sledding, cross-country skiing trails and skating.

Distance/Lodging/Transportation

Travel can be daunting, as long distances – coupled with limited lodging and services – are potential stumbling blocks. In addition, access to transportation is limited. Missouri River Country has no major Interstate routes, terminals or airports. These challenges are all exacerbated in the Winter Season, when road conditions keep visitors at home or in other parts of the state where organized winter activities draw tourists year-round.

Lack of Communication/Coordinated Efforts

Intra-community sharing of knowledge and information to help promote tourism within Montana's Missouri River Country is always an area in need of improvement. It is a challenge to get communities to work together to promote their areas and increase tourism and we will continue our efforts to help this by offering our co-op marketing strategies to build Region unity.

FISCAL YEAR 2012 GOALS

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

HOW THE MARKETING PLAN SUPPORTS THE STATEWIDE 2008-2012 TOURISM & RECREATION STRATEGIC PLAN

- 1) Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- 3) Address management and access issues for sustainable recreation on private, state and federal lands.
- 4) Enhance and preserve Montana's culture and history.
- 5) Support appropriate tourism business growth, including new tourism products and services, for target customer markets.
- 8) Enhance the "curb appeal" of Montana communities to attract visitors.
- 10) Build an effective "team" to implement the Strategic Plan, and report results.

FISCAL YEAR 2012 MEASURABLE OBJECTIVES

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 2) Spend 100% of the budget allocated on co-op partnerships.
- 3) Increase ad inquiries by 5%, and obtain an overall cost-per-inquiry of \$5 or less.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 5) Continue distributing our new e-newsletter in August 2011, April 2012 and June 2012 and continue developing a database of at least 50 additional potential visitors.
- 6) Distribute 100% of our allocated Calendars of Event and Travel Planners throughout Missouri River Country by June 2012.
- 7) Print our new Travel Planner and have it ready for distribution in August 2011.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours.
- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 5% or more increased visitation to those attractions.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners/CDs, and other promotional brochures at each, and distribute our plastic bags and promotional items.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.
- 12) Promote our region to history buffs, increase the visitation to our local museums by 5%.

TARGET GEOGRAPHIC MARKETS

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

TARGET DEMOGRAPHICS

A) Hunters & Fishers:

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

B) History & Culture Buffs:

Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

C) Couples: Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, events, scenic attractions.

D) Traditional Family Travelers: Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching. They are interested in creating a relaxing and memorable experience together.

E) RV/Camping Travelers: Adults 35-54, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching.

F) Outdoor Enthusiasts: Adults 35-54 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, ATV's, motorcycles, and water recreation.

G) Group Tour Operators who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.

MARKETING METHODS, INCLUDING ADV. MEDIUMS TO BE USED

Reaching Hunters & Fishers, History & Culture Buffs, Couples, Traditional Family Travelers, RVers/Campers, Outdoor Enthusiasts, Group Tour Operators.

- A) Consumer Magazine Advertising: Our ads will promote the recreational and historical/cultural/dinosaur attractions in our region, in various regional and national publications as outlined under our Target Markets. We will also explore every opportunity to partner with the MTOT in co-op ventures.
- B) Travel Planner: We will be distributing our comprehensive Travel Planner at trade shows and to all visitor inquiries. The Planner promotes attractions, events, activities, driving tours and contact information in our region. We will develop a travel planner ebook and put on Amazon for free downloads for visitors to view to plan their trip and increase their time spent in Missouri River Country.
- C) Website: Continued updates will increase the site's inclusion of up-to-date information and photography, and encourage longer/more frequent website visits.
- D) Billboards: Billboards will be placed just east of Wolf Point, in Oswego, and near Malta, to encourage out-of-state tourists driving through Missouri River Country to stop and visit various Dinosaur Trail attractions in our region. A survey done at the Great Plains Dinosaur Museum in Malta in 2010 showed an average of 34% of visitors to the museum said signage is what brought them in to the museum.
- E) Online: This will include e-newsletters, online keyword searches, online public relations campaigns, banner ads, and HTML e-mails. We will continue to announce new attractions and events, keeping awareness high, and encouraging repeat visits.
- F) Calendar of Events: This existing piece will be updated, reprinted and distributed to maintain awareness and encourage attendance of current events in Missouri River Country.
- G) Public Relations: We will encourage written articles about Missouri River Country by participating in FAM Tours, possibly promoting dinosaur digs, fishing, hunting, birding, APF, history buffs, and agate hunting.
- H) Trade Shows: We will attend various trade shows to target those with a propensity to take or coordinate driving vacations in our region and display our trade show banners, distribute our CDs, Travel Planner and targeted brochures. According to the ITRR Consumer Show Case Study, information that was distributed at the trade show did influence 64% of the people surveyed to make a trip to Montana.

**MISSOURI RIVER COUNTRY
FY/2011/2012 BUDGET**

PROJECT DESCRIPTION/CATEGORY	PROJECT BUDGET	TOTAL BUDGET
Marketing Support		\$50,398.00
Administration (20%)	\$33,180.00	
Opportunity	\$ 5,718.00	
Cooperative Marketing	\$ 4,000.00	
Marketing Personnel	\$ 5,000.00	
Development of FY11/12 Marketing Plan	\$ 2,500.00	
		\$ 3,500.00
Joint Ventures		
Superhost Funding	\$ 500.00	
Other Joint Ventures	\$ 3,000.00	
Consumer Advertising		\$32,605.00
Warm Season Print Placement	\$23,000.00	
Warm Season Production	\$ 3,000.00	
New Creative Development	\$ 3,005.00	
Billboard Advertising Media (Wolf Point, Oswego, Malta)	\$ 3,600.00	
Internet Projects		\$26,950.00
Website Updates	\$ 1,600.00	
Design of E-newsletters (3)	\$ 1,950.00	
Online Public Relations Campaign (3)	\$ 2,400.00	
Internet Advertising (placement)	\$17,000.00	
Internet Production	\$ 4,000.00	
Publications		\$34,100.00
Calendar of Events		
- Printing	\$ 1,400.00	
- Distribution	\$ 800.00	
Travel Planner		
- Printing	\$29,600.00	
- Distribution	\$ 800.00	
EBook	\$ 1,500.00	
Publicity		\$ 6,000.00
FAM Tours	\$ 6,000.00	
Trade Shows		\$17,500.00
Consumer Exhibiting/Trade Shows	\$ 12,000.00	
- Giveaway Items	\$ 1,000.00	
Booth Banners	\$ 4,500.00	
Meetings (includes travel/expenses)		\$ 3,800.00
TAC	\$ 2,800.00	
Governor's Conference	\$ 1,000.00	

Telemarketing/Fulfillment		\$19,200.00
800 Line	\$ 700.00	
Internet Service	\$ 500.00	
Postage	\$13,000.00	
Fulfillment by Contractor	\$ 3,000.00	
Mailing Supplies	\$ 500.00	
Storage	\$ 1,500.00	
Preliminary revenue projection for FY 11/12 at 95%	\$165,902.00	
Uncommitted funds	\$28,151.00	
TOTAL BUDGET REQUESTED:	\$194,053.00	\$194,053.00

IDENTIFY PROJECTS & AMOUNTS YOU WOULD ELIMINATE/REDUCE IF REVENUE DECREASES 10%.

1. JOINT VENTURE: \$2,000
2. OPPORTUNITY FUNDS: \$3,405
3. COOPERATIVE MARKETING: \$2,400
4. TRAVEL PLANNER PRINTING: \$1,500
5. FAM TOURS: \$2,000
6. BOOTH BANNERS: \$4,500
7. WEBSITE UPDATES: \$1600
8. TRADE SHOWS: \$2000

IF YOU CHOOSE TO RESERVE FUNDS FOR FUTURE YEARS, PLEASE IDENTIFY PURPOSE, ANTICIPATED PROJECT BUDGET AND AMOUNT OF FUNDS TO BE RESERVED THIS YEAR.

None

ORGANIZATION NAME: Missouri River Country

Approval Requested

PROJECT NAME: Marketing Personnel

Final
 Preliminary

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

NEED FOR THE PROJECT:

Missouri River Country’s Executive Director will commit to marketing obligations outside of the normal scope of responsibilities outlined in the current job description. She will plan and host FAM tours for qualified journalists, attend trade shows, implement educational workshops on the tourism industry, prepare press releases, prepare tourism marketing presentations for organizations such as Leadership classes, attend marketing meetings such as the Montana Dinosaur Trail and Birding Trail to help promote them in Missouri River Country, and market Missouri River Country as a destination. Her duties will also include, but not limited to, facebook, twitter and social media opportunities, creating a calendar of events brochure that can be mailed to potential visitors, promotional brochures, such as a Lewis and Clark Brochure, Outlaw Newspaper, Travel Planner, design ads for publications, newsletters, research options for trade shows and FAM tours and to visit the communities in Missouri River Country and talk about the options that are available to market their businesses as a destination. These expanded duties are jobs that normally are done by a paid ad agency. The Marketing Personnel position can work up to 10 hours per week to accomplish these duties at an hourly wage of \$15.00 per hour compared to an agencies wages. These hours and duties are tracked and recorded.

Missouri River Country’s Executive Director is employed part-time due to their limited budget. This leaves time for up to an additional ten hours during a normal 40 hour week to work on Public Relation activities if necessary, not to exceed 40 hours during a work week. This position is also based on an hourly wage.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

All areas of the Measurable Objectives support this project.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

All areas of the Marketing Plan support this project.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions.

1.1.c: Attend consumer travel shows.

Action 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

1.3.b: Implement the new Montana tourism brand.

1.3.c: Conduct educational workshops, presentations and webinars.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Marketing Management	\$5,000	\$0	\$5,000
TOTAL	\$5,000		\$5,000

ORGANIZATION NAME: Missouri River Country

Approval Requested

PROJECT NAME: Development of the 2012/2013 Marketing Plan

Final
 Preliminary

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

NEED FOR THE PROJECT:

Missouri River Country annually revisits its marketing position. This is the foundation for the development of the marketing plan for the new fiscal year. This project encompasses marketing support in the form of our Agency of Record developing and writing the FY12/13 Marketing Plan for submission to the Tourism Advisory Council.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

All areas of the Measurable Objectives support this project.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

All areas of the Marketing Plan support this project.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

1.3.b: Implement the new Montana tourism brand.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

Action 10.1: Recognize Travel Montana as "team captain" to communicate/coordinate regularly with partners.

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Account Management	\$2,500	\$0	\$2,500
TOTAL	\$2,500		\$2,500

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Warm Season Print Media and Ad Production

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

Approval Requested	
<input checked="" type="checkbox"/>	Final - Production
<input checked="" type="checkbox"/>	Final- Placement

NEED FOR THE PROJECT:

As a primary component of the FY2011/2012 marketing plan, we will continue magazine ad placement as a method of promoting Missouri River Country in regional and national publications read by travelers which match our target audiences. We will participate in MTOT co-ops when available.

This year, we will be developing new creative for magazine ads. Ad size will remain consistent with our former creative of 1/3-page and 1/6-page. The ads will be designed to appeal to our target audience of the high-value, low-impact visitors. We will also implement the new MTOT brand into our new creative.

We will place ads in magazines such as, Northwest Sportsman, Peaks & Plains, USA Weekend, Mid West Vacation Guide, Good Housekeeping, Birders World, Birding, Travel 50, History Channel, In-Fisherman, Walleye Insider, American Road, Montana Magazine, Empire Builder, Sunset, Via AAA, True West, Better Homes and Gardens, Ladies Home Journal, Home and Away, Natural History, Wild Bird, Audubon, American Cowboy, and Gulf Streams Airlines in flight magazine.

Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. Inquiries resulting from this ad campaign will be fulfilled with our current Travel Planner and targeted brochures.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 3) Increase ad inquiries by 5%, and obtain an overall cost-per-inquiry of \$5 or less.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 3, 4, 5, 10, 11, 12

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: A

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
WARM SEASON
PRINT MEDIA AND
AD PRODUCTION**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
<u>Redesign Print Ads</u>					
Project Administration	\$285	+	\$0	=	\$285
Creative Concepting	\$750	+	\$0	=	\$750
Copywriting/Editing	\$180	+	\$0	=	\$180
Design/Layout	\$750	+	\$0	=	\$750
Proofreading	\$30	+	\$0	=	\$30
Photography	\$850	+	\$0	=	\$850
Production Plan/Supervision	\$160	+	\$0	=	\$160
TOTAL	\$ 3,005		\$0		\$ 3,005

MARKETING/ADVERTISING:

WARM SEASON PRINT MEDIA AND PRODUCTION					
Project Administration	\$350	+	\$0	=	\$350
Creative Concepting	\$750	+	\$0	=	\$750
Copywriting/Editing/Proofing	\$700	+	\$0	=	\$700
Layout/ Art Production	\$950	+	\$0	=	\$950
Production Plan/Supervision	\$100	+	\$0	=	\$100
Film/Separations/Output	\$75	+	\$0	=	\$75
Shipping	\$75	+	\$0	=	\$75
Print Media	\$23,000	+	\$0	=	\$23,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$29,005	+	\$0		\$29,005

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Billboard Advertising – Wolf Point, Oswego & Malta

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of our attractions, and encouraging them to stop and/or extend their stay. In an effort to support our key attractions, these billboards will promote various Dinosaur Trail facilities in Missouri River Country. Placement for all three boards will be continuous (12 months) throughout FY11/12. Travelers going west can view the signs by Wolf Point and Oswego. Travelers going East can view the Malta sign by Dodson. These billboards are readable by travelers going up to 70 mph. They were first produced/placed in FY2006. A survey done at the Great Plains Dinosaur Museum in Malta in 2010 showed an average of 34% of visitors to the museum said signage is what brought them in to the museum.

Billboards are placed:

- 1) Just east of Wolf Point, size 10' x 24', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and promoting Fort Peck, Jordan and Malta
- 2) In Oswego, size 8' x 16', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and the Fort Peck Interpretive Center.
- 3) In Malta, size 10' x 24'; promoting the Malta Dinosaur Institute and Phillips County Museum.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 5% or more increased visitation to those attractions.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2
 Target Geographic Markets
 Target Demographics: A, B, C, D, E
 Advertising Mediums Planned: D

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- Goal 4: Enhance and preserve Montana’s culture and history.
 Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.
- Goal 8: Enhance the “curb appeal” of Montana communities to attract visitors.

	State Tourism Funds		Other Funds		Total
MARKETING/ADVERTISING:					
Wolf Point Billboard Media	\$1,200	+	\$0	=	\$1,200
Oswego Billboard Media	\$1,200	+	\$0	=	\$1,200
Malta Billboard Media	\$1,200	+	\$0	=	\$1,200
TOTAL	\$3,600		\$0		\$3,600

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Website Updates

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will make semi-annual updates to our website to maintain the most current links and information. Minor changes will include maintaining/adding the most current links, updating general information as needed, and refreshing photography. The website is designed to encourage interest and visitation from tourists and group tours.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6, 8, 10, 12
 Target Geographic Markets
 Target Demographics: A, B, C, D, E, F
 Advertising Mediums Planned: C

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
 Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.
 1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.
- Goal 4: Enhance and preserve Montana’s culture and history.
 Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.
- Goal 10: Build an effective “team” to implement the Strategic Plan, and report results.
 Action 10.1: Recognize Travel Montana as “team captain” to communicate/coordinate regularly with partners.

	State Tourism Funds		Other Funds		Total
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PROFESSIONALSERVICES:

Design	\$650	+	\$0	=	\$650
Project Administration	\$550	+	\$0	=	\$550
Copywriting	\$300		\$0		\$300
Production/Supervision	\$100	+	\$0	=	\$100
TOTAL	\$1600		\$0		\$1600

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: E-Newsletter Development & Distribution

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will continue updating and distributing the e-newsletter previously developed, to keep visitors up-to-date on current events in Missouri River Country and to encourage repeat visitation. This e-newsletter will be sent out three times during the next fiscal year, containing information on current and upcoming events and attractions. The e-newsletter mailing list will continue to be supplemented with new names obtained from Trade Show attendance, inquiries on our website, and the “sign up” button on our website. The e-newsletter is distributed by Wendt with assistance in list management by the Executive Director. The e-newsletter will be distributed in August 2011; April 2012; and June 2012.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 5) Continue distributing our new e-newsletter in August 2011, April 2012 and June 2012 and continue developing a database of at least 50 additional potential visitors.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6, 8, 10, 12

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

4.1.b: Develop artisan/craftsmen trails statewide to highlight history and culture.

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY
E-NEWSLETTER
DEVELOPMENT &
DISTRIBUTION**

	State Tourism Funds		Other Funds		Total
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PROFESSIONAL SERVICES:

Project Administration	\$750	+		\$0	=	\$750
Art Production	\$900	+		\$0	=	\$900
Proofreading	\$200			\$0		\$200
Production Plan/Supervision	\$100	+		\$0	=	\$100
TOTAL	\$1950			\$0		\$1950

MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,950	+		\$0		\$1,950
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ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Internet Marketing-Media & Creative

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will place banner ads, purchase search terms and develop an HTML e-mail campaign. These internet marketing tools will drive traffic to our website where they can receive more information on Missouri River Country. The ability to track results on our website, make this a great fit for our goals and objectives.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9, 10, 11
 Target Geographic Markets
 Target Demographics: A, B, C, D, E, F
 Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
 Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.
 1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.
 Goal 4: Enhance and preserve Montana’s culture and history.
 Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Project Administration	\$300	+	\$0	=	\$300
Creative Concepting	\$1000	+	\$0	=	\$500
Copywriting/Editing	\$200	+	\$0	=	\$200
Art Production	\$1000	+	\$0	=	\$600
Production Plan/Supervision	\$200	+	\$0	=	\$100
Internet Production	\$1200	+	\$0	=	\$1200
Proofreading	\$100	+	\$0	=	\$100
TOTAL	\$4000	+	\$0	=	\$4000
Online Media Placement	\$17,000	+	\$0	=	\$17,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$21,000	+	\$0	=	\$21,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Online Public Relations Campaign

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop an online public relations campaign designed to specifically get coverage and content on other websites through three releases distributed via online newswires. These releases will be distributed August, 2010; April, 2011 and June, 2011. It will be sent to an on-line news release distribution service to ensure maximum distribution throughout the country. Using this service allows us to customize each press release with tags and keywords. We also have the ability to select which markets we want to focus on and can customize the market selection for each individual news release. In addition, each topic will be sent to corresponding websites, forums and blogs. This year’s topics will be event-focused and will revolve around our highlighted seasonal events.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9, 10, 11, 12

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase visibility of MT as leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

4.1.b: Develop artisan/craftsmen trails statewide to highlight history and culture.

**MISSOURI RIVER COUNTRY
ONLINE PUBLIC
RELATIONS
CAMPAIGN**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Project Administration	\$500	+	\$0	=	\$500
Public Relations	\$1400	+	\$0	=	\$1400
Production Plan/Supervision	\$100	+	\$0	=	\$100
Proofreading	\$300	+	\$0	=	\$300
Distribution	\$100	+	\$0	=	\$100
TOTAL	\$2,400		\$0		\$2,400
MISSOURI RIVER COUNTRY PROJECT TOTAL					
	\$2,400	+	\$0		\$2,400

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Calendar of Events

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Since we do not print our Travel Planner each year, Missouri River Country produces a separate Calendar of Events brochure to identify dates, times and locations of events and activities occurring in our region. The calendar includes information about Native American Powwows, rodeos, car shows, country music showdowns, art fairs, class reunions, county fairs, theatre productions, etc. – anything that might attract a tourist to the region or encourage them to extend their stay. Lodging facilities are listed on the back page. Updates to the Calendar of Events are done by the Executive Director. No design costs are incurred.

The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 6) Distribute 100% of our allocated Calendars of Events and Travel Planners throughout Missouri River County by June 2012.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6
 Target Geographic Markets
 Target Demographics: A, B, C, D, E, F
 Advertising Mediums Planned: F

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- Goal 4: Enhance and preserve Montana’s culture and history.

Detail pages attached: Yes

Budget: Attached

NOTE: We have changed the size of the Calendar of Events brochure to fit all the events in without making the print too small.

**REGION/CVB PROJECT BUDGET
CALENDAR OF
EVENTS**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Printing	\$1,400	+	\$0	=	\$1,400
TOTAL	\$1,400		\$0		\$1,400
OTHER:					
Distribution	\$800	+	\$0	=	\$800
TOTAL	\$800				\$800
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$2,200	+	\$0		\$2,200

PRINTED MATERIALS

Publication: Calendar of Events

Quantity: 10,000 total

Size: 9" x 17 1/2", folds to 9" x 3.5"

Ad Sales (Yes or No): No

Percentage: n/a

Distribution Plan (areas and method): The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

ORGANIZATION NAME: Missouri River Country

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

PROJECT NAME: Missouri River Country Travel Planner Print and Distribution

NEED FOR THE PROJECT:

The Missouri River Country Travel Planner is the primary response piece that is mailed to those inquiring about Missouri River Country. In addition, copies are distributed throughout the region to marketing partners promoting the capture of high-value, low-impact visitors. Editorial content and photography highlight our attractions and provide useful information.

In FY11, we designed an attractive and informational Travel Planner. In FY12 we will print a two-year supply for distribution at trade shows and to all visitor inquiries. We will also plan to distribute an allocated amount each year throughout Missouri River Country and the surrounding area.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 7) Print our new Travel Planner and have it ready for distribution in August 2011.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners/CDs at each, and distribute our plastic bags and promotional items.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6, 10, 11

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: B

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

1.3.b: Implement the new Montana tourism brand.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
TRAVEL PLANNER
DESIGN AND
DISTRIBUTION**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
PROFESSIONAL SERVICES:			
Printing	\$25,000		\$25,000
Pre-Press	\$2,600		\$2,600
Shipping	\$2,000		\$2,000
TOTAL	\$29,600		\$29,600
OTHER:			
Distribution	\$800		\$800
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$30,400		\$30,400

PRINTED MATERIALS

4-Color Quantity: 50,000
 54 pages 60# Gloss Recycled Paper
 Size: 8-1/2" x 10-7/8"
 Ad Sales: Yes 4 pages

Distribution Plan: The Travel Planner is distributed via rack throughout Missouri River Country through area Chambers of Commerce, Visitors Centers, and local businesses, included at trade shows and is also used as the primary fulfillment piece for visitor inquiries.

ORGANIZATION NAME: Missouri River Country

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

PROJECT NAME: Missouri River Country Travel Planner EBook

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

NEED FOR THE PROJECT:

The Missouri River Country Travel Planner is the primary response piece that is mailed to those inquiring about Missouri River Country. Editorial content and photography highlight our attractions and provide useful information. Loop tours are also included in our travel planner. Our travel planner will make an ideal ebook. We will have it converted to a PDF file and submit it to Amazon Kindle ereader store. This is a way to open up our travel planner to a much larger audience especially as iPhone users can also access books through the Kindle app.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 5% or more increased visitation to those attractions.
- 12) Promote our region to history buffs, increase the visitation to our local museums by 5%.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6, 9, 10, 11

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: B

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

1.3.b: Implement the new Montana tourism brand.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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PROFESSIONAL SERVICES:

Projection Administration	\$200	\$200
Production Plan	\$1000	\$1000
Distribute Content	\$300	\$300
TOTAL	\$1500	\$1500

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: FAM Tour

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country has been successful in the past in coordinating FAMs with MTOT and other regions. In FY11/12 we will host at least one FAM trip, allowing us to reach more writers and ultimately generate more publicity. The topics being considered for this year’s FAM trip are dinosaurs, outlaws & Indians, hunting, birding, fishing, history, recreation/outdoors, and APF.

The FAM Tour will be organized in conjunction with MTOT to bring travel writers and media representatives to our region. We will submit plans and obtain approval from TAC prior to initiating any FAMs. Our past FAM trips have been very successful, resulting in significant articles in local, regional and national publication.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 3, 7, 10, 12

Target Geographic Markets

Target Demographics: A, B, C, D, E, F, G

Advertising Mediums Planned: G

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase visibility of MT as leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

	State Tourism Funds		Other Funds		Total
TRAVEL:					
Transportation	\$1,500	+	\$0	=	\$1,250
Meals	\$1,250	+	\$0	=	\$1,000
Lodging	\$2,500	+	\$0	=	\$2,000
TOTAL	\$5,250		\$0		\$5,250
OTHER:					
Misc. (admission/guide fees)	\$750	+	\$0	=	\$750
TOTAL	\$750				\$750

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Consumer Exhibiting/Trade Shows

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

Approval Requested
<input checked="" type="checkbox"/> Final-Giveaways
<input checked="" type="checkbox"/> Preliminary-Shows

NEED FOR THE PROJECT:

Missouri River Country plans to participate in at least three tourism-related trade shows in FY11/12. When prioritizing projects for the year, the Board of Directors continues to support trade shows as an effective way to contact high-value, low-impact visitors and provide them with information about our region. A minimum of one representative from the region will attend each show and staff the Missouri River Country booth during the event. In the Consumer Show survey done by ITRR it was noted that two regions were able to highlight the entire state and help in visitation. It is a personal touch that the potential visitors look for.

To attract high-value, low-impact visitors we will distribute our existing plastic bags containing fulfillment items. We will also purchase agates and novelty items to give away at trade shows.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners/CDs at each, and distribute our plastic bags and promotional items.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6, 7

Target Geographic Markets

Target Demographics: A, B, C, D, E, F, G

Advertising Mediums Planned: H

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.c: Attend consumer travel shows targeting high-value, low-impact visitors.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase the visibility of Montana as leisure travel destination.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

4.1.a: Use historic/cultural attractions as venues for conferences, events and seminars.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

**MISSOURI RIVER COUNTRY PROJECT BUDGET
CONSUMER
EXHIBITING/TRADE
SHOW
PARTICIPATION**

	State Tourism Funds		Other Funds		Total
TRAVEL:					
Transportation	\$4,000	+	\$0	=	\$4,000
Meals	\$1,500	+	\$0	=	\$1,500
Lodging	\$1,800	+	\$0	=	\$1,800
TOTAL	\$7,300		\$0		\$7,300
OTHER:					
Misc. (vehicle rental, electricity, carpet)	\$900	+	\$0	=	\$900
Freight/Shipping	\$1,100	+	\$0	=	\$1,100
Table/Chair Rental	\$800	+	\$0	=	\$800
Booth Space Rental	\$1,900	+	\$0	=	\$1,900
Agates & Dinosaur Novelty Items	\$1,000	+	\$0	=	\$1,000
TOTAL	\$5,700				\$5,700
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$13,000	+	\$0		\$13,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Trade Show Banners

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country plans to participate in at least three tourism-related trade shows in FY11/12. When prioritizing projects for the year, the Board of Directors continues to support trade shows as an effective way to contact high-value, low-impact visitors and provide them with information about our region. A minimum of one representative from the region will attend each show and staff the Missouri River Country booth during the event. Partnership opportunities with the other regions will be researched to maximize out budget dollars when selecting the shows. In the Consumer Show survey done by ITRR it was noted that two regions were able to highlight the entire state and help in visitation. It is a personal touch that the potential visitors look for.

To enhance our booth presence, we will create new, noticeable, lightweight, freestanding signage/banners, for easy shipping. They will have photos that depict and highlight our area.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners/CDs at each, and distribute our plastic bags and promotional items.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6, 7

Target Geographic Markets

Target Demographics: A, B, C, D, E, F, G

Advertising Mediums Planned: H

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.c: Attend consumer travel shows targeting high-value, low-impact visitors.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase the visibility of Montana as leisure travel destination.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

4.1.a: Use historic/cultural attractions as venues for conferences, events and seminars.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

	State Tourism Funds		Other Funds		
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PROFESSIONAL SERVICES:

Booth Banners

Design	\$950	+		=	\$950
Production	\$1,500	+		=	\$1,500
Shipping	\$200	+		=	\$200
Printing	\$1,850				\$1,850
TOTAL	\$4,500				\$4,500

ORGANIZATION NAME: Missouri River Country

Approval Requested

PROJECT NAME: Telemarketing/Fulfillment

Final
 Preliminary

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

NEED FOR THE PROJECT:

This project will provide funds for our toll-free 800 number, which allows consumers to contact us to request information about Missouri River Country and a rental storage unit for fulfillment items to provide the ability to print a mass quantity of brochures, therefore saving printing every year. It will also provide funds for fulfillment and postage costs when responding to consumer requests for information (including e-mail requests generated from the Missouri River Country website, and requests via our toll-free 800 number, largely resulting from our Warm Season Print Media Campaign). To encourage cross-promotion, we will continue to provide visitors with a variety of information they request, including our Travel Planner, a current Calendar of Events and targeted brochures.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

These funds are necessary in order to put our brochures in the hands of visitors who seek more information about visiting Missouri River Country and are planning a trip.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

	State Tourism Funds		Other Funds		Total
OTHER:					
Toll-free Phone	\$700	+	\$0	=	\$700
Internet Service	\$500	+	\$0	=	\$500
Postage	\$13,000	+	\$0	=	\$13,000
Fulfillment by Contractor	\$3,000	+	\$0	=	\$3,000
Storage	\$1,500	+	\$0	=	\$1,500
Mailing Supplies	\$500	+	\$0	=	\$500
TOTAL	\$19,200		\$0		\$19,200