



**FY 12/13 Marketing Plan**

**July 1, 2012 – June 30, 2013**

## **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, wide open spaces, 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 and implement the Montana State Brand into our advertising efforts.

## **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)
- 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 (Sidney)
- Phillips County Museum (Malta)
- Pioneer Town & Museum (Scobey)
- Sheridan County Museum (Plentywood)
- Warm Water Fish Hatchery (near Ft. Peck Interpretive Center & Museum)
- Wolf Point Area 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 Reserve
- Burnt Lodge Wilderness

## **Transportation**

- Amtrak
- Silver Airways (daily flights at Sidney, Wolf Point and Glasgow)

## *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 trade shows 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 Interstate routes, terminals or major airports. These travel 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 2013 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 2013 MEASURABLE OBJECTIVES

- 1) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 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 FY13 by at least 4%.
- 5) Continue distributing our new e-newsletter four times throughout the year, fall, winter, spring and summer, 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 2013.
- 7) Design our new Travel Planner and have it ready for distribution in August 2013.
- 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 4% 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, and increase the visitation to our local museums by 4%.

## 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, South Dakota and Manitoba, Alberta and Saskatchewan, Canada. Some Southwestern and Midwestern markets are "opportunity" markets that we will reach through national circulation in various publications utilized in our Consumer Magazine Advertising campaign and via trade show attendance. We will also 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 & Fishermen, History & Culture Buffs, Couples, Traditional Family Travelers, RVers/Campers, Outdoor Enthusiasts, Group Tour Operators and Bakken Oil Field workers and their families during their days off.*

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 continue distributing our comprehensive Travel Planner at trade shows and to all visitor inquiries. We will also design a new travel planner to be printed in FY14. The Planner will promote attractions, events, activities, driving tours and contact information in our region. Our current travel planner is in ebook format for free downloading on kindle 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 are 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 2011 showed that 688 visitors saw the billboard sign and of those 240 were on the Montana Dinosaur Trail.

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, canoeing and agate hunting. We will maintain a photo library with nature, people, events and activities photos.

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.

I) Publications: We will design and print a Canoe Brochure, Outdoor Recreation Brochure and reprint our Lewis & Clark Brochure. These brochures will be distributed in Missouri River Country and mailed out to potential visitors requesting the brochures on our website.

**MISSOURI RIVER COUNTRY  
FY/2012/2013 BUDGET**

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>PROJECT</u>	
	<u>TOTAL</u>	<u>BUDGET</u>
	<u>BUDGET</u>	<u>BUDGET</u>
<b>Marketing Support</b>		<b>\$49,010.00</b>
Administration (20%)	\$36,510.00	
Opportunity	\$ 3,000.00	
Cooperative Marketing	\$ 4,000.00	
Marketing Personnel	\$ 5,500.00	
		<b>\$ 4,770.00</b>
<b>Joint Ventures</b>		
Superhost Funding	\$ 500.00	
Other Joint Ventures	\$4,270.00	
		<b>\$25,600.00</b>
<b>Consumer Advertising</b>		
Warm Season Print Placement	\$19,000.00	
Warm Season Production	\$ 3,000.00	
Billboard Advertising Media (Wolf Point, Oswego, Malta)	\$ 3,600.00	
		<b>\$28,220.00</b>
<b>Internet Projects</b>		
Website Updates	\$ 1,000.00	
Design of E-newsletters (4)	\$ 2,600.00	
Internet Advertising (placement)	\$18,000.00	
Internet Production	\$ 3,000.00	
Online Public Relations Campaign (4)	\$ 3,620.00	
		<b>\$38,500.00</b>
<b>Publications</b>		
Calendar of Events		
- Printing	\$ 1,400.00	
- Distribution	\$ 800.00	
Travel Planner		
- Design	\$25,000.00	
- Distribution	\$ 800.00	
Canoe Brochure	\$ 4,500.00	
Outdoor Recreation Brochure	\$ 4,500.00	
L & C Brochure Reprint	\$ 1,500.00	
		<b>\$ 5,750.00</b>
<b>Publicity</b>		
FAM Tours	\$ 5,000.00	
Photo Library	\$ 750.00	
		<b>\$13,000.00</b>
<b>Trade Shows</b>		
Consumer Exhibiting/Trade Shows	\$ 12,000.00	
- Giveaway Items	\$ 1,000.00	
		<b>\$ 3,500.00</b>
<b>Meetings (includes travel/expenses)</b>		
TAC	\$ 2,500.00	
Governor's Conference	\$ 1,000.00	

<b>Telemarketing/Fulfillment</b>		<b>\$14,200.00</b>
800 Line	\$ 700.00	
Internet Service	\$ 500.00	
Postage	\$ 8,000.00	
Fulfillment by Contractor	\$ 3,000.00	
Mailing Supplies	\$ 500.00	
Storage	\$ 1,500.00	

Preliminary revenue projection for FY 12/13 at 95%

**TOTAL BUDGET REQUESTED: \$182,550.00 \$182,550.00**

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

1. JOINT VENTURE: \$3,000
2. OPPORTUNITY FUNDS: \$3,000
3. COOPERATIVE MARKETING: \$2,755
4. FAM TOURS: \$1,000
5. WEBSITE UPDATES: \$500
6. TRADE SHOWS: \$2000
7. L & C BROCHURE REPRINT: \$1500
8. OUTDOOR RECREATION PAMPHLET: \$4500

**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

**X Final**

**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, Canoe and Recreational brochure, 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.

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>			
Marketing Management	\$5,500	\$0	\$5,500
<b>TOTAL</b>	<b>\$5,500</b>		<b>\$5,500</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Warm Season Print Media and Ad Production

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

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

**NEED FOR THE PROJECT:**

As a primary component of the FY2012/2013 marketing plan, we will continue magazine and newspaper 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.

We will place ads in magazines such as, Northwest Sportsman, CA 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 Silver Airlines in-flight magazine. We will also advertise in newspaper publications such as the Bismarck Tribune, Great Falls Tribune, Williston Herald, Billings Gazette, and Senior News.

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 FY13 by 5% over FY12.
- 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 FY13 by at least 4%.
- 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.

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
WARM SEASON  
PRINT MEDIA AND  
PLACEMENT**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
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Project Administration	\$400	+		\$0	=	\$400
Art Production	\$2,200	+		\$0	=	\$2,200
Production Plan/Supervision	\$250	+		\$0	=	\$250
Shipping	\$150	+		\$0	=	\$150
<b>TOTAL</b>	<b>\$3,000</b>					<b>\$3,000</b>

Print Media Placement	\$19,000	+		\$0	=	\$19,000
<b>TOTAL</b>	<b>\$22,000</b>					<b>\$22,000</b>

**ORGANIZATION NAME:** Missouri River Country

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

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**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 FY12/13. 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 2011 showed that 688 visitors saw the billboard sign and of those, 240 were on the Montana Dinosaur Trail.

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' x24'; 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 FY13 by 5% over FY12.
- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 4% 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.

State Tourism Funds	Other Funds	Total
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**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
<b>TOTAL</b>	<b>\$3,600</b>			<b>\$0</b>		<b>\$3,600</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Website Updates

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**NEED FOR THE PROJECT:**

Missouri River Country will make as needed 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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 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
<b>PROFESSIONALSERVICES:</b>					
Design	\$500	+	\$0	=	\$500
Writing/Editing	\$500	+	\$0	=	\$500
<b>TOTAL</b>	<b>\$1000</b>		<b>\$0</b>		<b>\$1000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** E-Newsletter Development & Distribution

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**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 four 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 fall, winter, spring and summer.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 1) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 5) Continue distributing our new e-newsletter four times throughout the year, fall, winter, spring and summer, 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**

	<u>State Tourism Funds</u>		<u>Other Funds</u>		<u>Total</u>
<b>PROFFESIONAL SERVICES:</b>					
Production Administration	\$600	+	\$0	=	\$600
Art Production	\$800	+	\$0	=	\$800
Proofreading	\$400	+	\$0	=	\$400
Web Production	\$600	+	\$0	=	\$600
Distribution	\$200	+	\$0	=	\$200
<b>TOTAL</b>	<b>\$2,600</b>				<b>\$2,600</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Internet Marketing-Media & Creative

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>Final</b>

**NEED FOR THE PROJECT:**

To coincide with the peak travel planning season, Missouri River Country will place banner ads on Cabelas, Trip Advisor.com, etc., purchase search terms on Google.com, yahoo.com, etc. and develop an E-Target HTML E-blast campaign. In FY12 we targeted the outdoor enthusiasts and geo tourists.

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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 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.

**INTERNET MARKETING**

**PROFFESIONAL SERVICES:**

Project Administration	\$600 +	\$0 =	\$600
Design & Layout	\$400 +	\$0 =	\$400
Web Production	\$1,200 +	\$0 =	\$1,200
Art Production	\$600 +	\$0 =	\$600
Production Plan/Supervision	\$200 +	\$0 =	\$200
<b>TOTAL</b>	<b>\$3,000 +</b>	<b>\$0 =</b>	<b>\$3,000</b>
Internet Advertising (Placement)	\$18,000 +	\$0 =	\$18,000
<b>PROJECT TOTAL</b>	<b>\$21,000 +</b>	<b>\$0 =</b>	<b>\$21,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Online Public Relations Campaign

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**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 four releases distributed via online newswires. These releases will be distributed four times throughout the year, Fall, Winter, Spring and Summer. 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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 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**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>					
Project Administration	\$800	+	\$0	=	\$800
PR Research	\$1500	+	\$0	=	\$1500
Production Plan/Supervision	\$270	+	\$0	=	\$270
Proofreading	\$600	+	\$0	=	\$600
Distribution	\$450	+	\$0	=	\$450
<b>TOTAL</b>	<b>\$3,620</b>		<b>\$0</b>		<b>\$3,620</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>					
	<b>\$3,620</b>	<b>+</b>	<b>\$0</b>		<b>\$3,620</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Calendar of Events

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**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 Marketing Personnel. 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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 6) Distribute 100% of our allocated Calendars of Events and Travel Planners throughout Missouri River County by June 2013.

**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.

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

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

**PRINTED MATERIALS**

**Publication:** Calendar of Events

**Quantity:** 10,000 total

**Size:** 9" x 17 ½", 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

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

**PROJECT NAME:** Missouri River Country Travel Planner Design 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 FY13, we will design an attractive and informational Travel Planner. In FY14 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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 7) Design our new Travel Planner and have it ready for distribution in August 2014.
- 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**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$500		\$500
Production Supervision	\$1,000		\$1,000
Travel	\$3,000		\$3,000
Photography	\$3,000		\$3,000
Writing/Editing/Proofing	\$6,000		\$6,000
Layout/Design/Art	\$11,400		\$11,400
Postage/Phone	\$100		\$100
<b>TOTAL</b>	<b>\$25,000</b>		<b>\$25,000</b>
<b>OTHER:</b>			
Distribution	\$800		\$800
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$25,800</b>		<b>\$25,800</b>





**ORGANIZATION NAME:** Missouri River Country

<b>Approval Requested</b>
<b>X Final</b>

**PROJECT NAME:** Lewis & Clark Reprint

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**NEED FOR THE PROJECT:**

Missouri River Country will do a reprint of the Lewis & Clark brochure. This piece will be used as fulfillment and at trade shows to target high-value, low-impact visitors to the region. Lewis & Clark has not gone away with the ending of the Bicentennial. Missouri River Country has experienced history buffs that are still interested in Lewis & Clark and the trail through Missouri River Country.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 1) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 12) Promote our region to history buffs, increase the visitation to our local museums by 4%.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 10, 11  
 Target Geographic Markets  
 Target Demographics: B, C, D, E, F, G  
 Advertising Mediums Planned: I

**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.

**PRINTED MATERIALS**

**Publication:** Lewis & Clark Brochure **Quantity:** 5,000

**Size:** 12"x18" folded to 9"x4"

**Ad Sales (no)**

**Distribution Plan:** The Lewis & Clark Brochure will be distributed throughout Missouri River Country and the surrounding area and mailed out upon request.

**LEWIS & CLARK  
 BROCHURE  
 REPRINT**

	State Tourism Funds	Other Funds	Total
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**PROFESSIONAL SERVICES:**

Printing	\$1,500	+		\$0	=	\$1,500
<b>TOTAL</b>	<b>\$1,500</b>			<b>\$0</b>		<b>\$1,500</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** FAM Tour-Aviaries and Agates

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Preliminary</b>

**NEED FOR THE PROJECT:**

Missouri River Country has been successful in the past in coordinating FAMs with MTOT and other regions. In FY12/13 we will host a FAM for the outdoors enthusiasts allowing us to reach more writers and ultimately generate more publicity. Aviaries and Agates will be the title of our 2012 Summer FAM. We will explore nature, geology, and history along the Yellowstone River. We will have someone available from the MTFWP, a local geologist and a canoe crew. This will all take place in the Sidney and Savage area.

Writers for this FAM have not yet been finalized. We have a couple that have said they would like to attend and would be willing to write articles for Montana Lifestyles Magazine and Signature Montana. We also have a journalist from Ultimate Outdoor Adventures that has showed interest. We will submit an itinerary and participant list when the plans are finalized.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 1) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 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, 7, 10

Target Geographic Markets

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

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.

**Aviaries and Agates  
FAM Budget**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TRAVEL:</b>			
Rental Car	\$400 +	\$0 =	\$400
Misc.	\$50 +	\$0 =	\$50
Transportation/Gas	\$2,000 +	\$0 =	\$2,000
Meals	\$1,000 +	\$0 =	\$1,000
Lodging	\$1,500 +	\$0 =	\$1,500
<b>TOTAL</b>	<b>\$4,950</b>	<b>\$0</b>	<b>\$4,950</b>
<b>OTHER:</b>			
Misc. (admission/guide fees)	\$50 +	\$0 =	\$50
<b>TOTAL</b>	<b>\$5,000</b>		<b>\$5,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Photo Library

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>
<b>X Final</b>

**NEED FOR THE PROJECT:**

Missouri River Country has an ongoing need for photos for our marketing projects. We are needing more people and activities photos. We have a collection of nature photos, but the board is continually pointing out that our publications need to show people doing activities in Missouri River Country. We currently use photos from the Montana Office of Tourism and we will continue to utilize photos that are available, but there is a need for more. We will use the photos that we purchase on our website and in our new publications such as our travel planner and new brochures.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 2) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 5) Increase the number of web visits and page views on our website in FY13 by at least 4%.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5

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.

**PROJECT BUDGET: PHOTO LIBRARY**

	<b>State Tourism Funds</b>	<b>Total</b>
Photo Fees	\$750	\$750
<b>TOTAL</b>	<b>\$750</b>	<b>\$750</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Consumer Exhibiting/Trade Shows

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

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

**NEED FOR THE PROJECT:**

Missouri River Country plans to participate in at least three tourism-related trade shows in FY12/13. 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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by at least 4%.
- 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  
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
<b>TRAVEL:</b>					
Transportation	\$4,000	+	\$0	=	\$4,000
Meals	\$1,500	+	\$0	=	\$1,500
Lodging	\$1,800	+	\$0	=	\$1,800
<b>TOTAL</b>	<b>\$7,300</b>		<b>\$0</b>		<b>\$7,300</b>
<b>OTHER:</b>					
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
<b>TOTAL</b>	<b>\$5,700</b>				<b>\$5,700</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$13,000</b>	<b>+</b>	<b>\$0</b>		<b>\$13,000</b>

**ORGANIZATION NAME:** Missouri River Country

**Approval Requested**

**PROJECT NAME:** Telemarketing/Fulfillment

**X Final**

**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 FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by 4%.
- 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.

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>OTHER:</b>					
Toll-free Phone	\$700	+	\$0	=	\$700
Internet Service	\$500	+	\$0	=	\$500
Postage	\$8,000	+	\$0	=	\$8,000
Fulfillment by Contractor	\$3,000	+	\$0	=	\$3,000
Storage	\$1,500	+	\$0	=	\$1,500
Mailing Supplies	\$500	+	\$0	=	\$500
<b>TOTAL</b>	<b>\$14,200</b>		<b>\$0</b>		<b>\$14,200</b>