



Fiscal Year 2013/2014 Marketing Plan

July 1, 2013-June 30, 2014

Purpose:

The purpose of the Great Falls Convention and Visitors Bureau (GFCVB) is to encourage the economic and cultural growth of Great Falls and increase marketplace recognition through the promotion of year-round sustainable tourism. We will promote our charming downtown, our unspoiled, natural recreational opportunities and our unique cultural, historical, and recreational facilities to key target markets.

In FY14 we will continue to partner with regions, the Montana Office of Tourism, the Tourism Business Improvement District (TBID), the Great Falls Airport Authority and other tourism entities to leverage our tourism dollars.

Identity of the Great Falls Convention and Visitors Bureau area:

As identified by the GFCVB

Great Falls provides a dynamic collection of venues that promote the arts, history, and culture and reflect the *Genuine Montana Experience*. Great Falls is nestled near the Rocky Mountain Front with the majestic and historic Missouri and Sun Rivers running through the community. It is also home to the Roe River, one of the shortest rivers in the world, flowing 200 feet between Giant Springs and the Missouri River.

Great Falls got its name from explorers Lewis and Clark when in 1805 they beheld the fabled waterfalls of the Missouri, and aptly named them Great Falls. The falls were more than 80 feet high and consisted of five falls, the highest being “the great falls,” with a series of rapids and cascades covering almost 20 miles and requiring a daunting portage across much of the area that is now the city of Great Falls.

Great Falls has the advantage of being centrally located to both Glacier National Park and Yellowstone National Park, two of the most spectacular national parks in the lower 48. The Bob Marshall Wilderness, only 60 miles west of Great Falls, has even more unspoiled nature accessible by foot travel or on horseback.

Strengths that Distinguish Great Falls:

- **Cultural attractions** ~ The impressive C.M. Russell Museum, Paris Gibson Square Museum of Art, The History Museum, Ursuline Centre, Galerie Trinitas, The Children's Museum of Montana, Malmstrom AFB Museum and Outdoor Air Park, Great Falls Symphony, and Mansfield Center for the Performing Arts, all bring a sense of community pride and personal enrichment.
- **Historical attractions** ~ Lewis and Clark National Historic Trail Interpretive Center, Montana Museum of Railroad History, the Great Falls Trolley, the nearby First Peoples Buffalo Jump State Park, Cowboys Bar, and four vibrant historical walking districts tell the stories of the early natives of the land and the first settlers to this area.
- **City Parks** ~ Some of the finest city parks in Montana are found in Great Falls. Lining much of the Missouri and Sun Rivers, these parks give residents and visitors easy access to many river activities. Giant Springs State Park is one of Montana's natural wonders. At the center of the park and emptying into the Missouri River is a series of fresh water springs. This water stays a constant 54 degrees and is an excellent source for hatching over a million trout each summer at the adjacent fish hatchery. The springs are one of the world's largest natural freshwater springs.
- **River's Edge Trail** ~ This award-winning trail system is a jogging and non-motorized bike path. The trail runs along the scenic Missouri River, past the Great Falls and a series of five iconic waterfalls of the Missouri that give breathtaking views of the river in all four seasons. Over 48 miles of paved and dirt bike paths give Great Falls residents and visitors access to numerous recreational activities.
- **Festivals and Events** ~ Many festivals and events occur annually in Great Falls. For one week in March each year Great Falls becomes the Western Art Capital of the World. Auctions and art venues abound, celebrating the world-renowned western art of Charles M. Russell. His original log art studio still remains at the C.M. Russell Museum, much as it was when Russell painted in the early 1900's.
- **Recreational opportunities** ~ There is something for everyone year-around in Great Falls. The scenic Missouri River flows through the heart of Great Falls, offering breath-taking adventures by day, while relaxing hospitality by night may be provided by a visit to the world famous Sip 'N Dip lounge at the O'Haire Motor Inn. GQ magazine named it the #1 bar on earth worth flying for.
- **Montana ExpoPark** ~ This historic facility and home to the Montana State Fair, is located on 133 acres within the city close to shopping and dining. The ExpoPark hosts many trade shows, conferences, weddings, rallies, equine events, rodeos, agriculture and livestock events and the Montana Pro Rodeo Circuit Finals.

- **Educational facilities** ~ Great Falls provides outstanding public and private schools, along with high-quality choices for students in higher education.
- **Military** ~The military presence in Great Falls enhances our community with highly visible facilities, military professionalism, and young, energetic community members and volunteers. Malmstrom Air Force Base, Montana Air National Guard, the US Department of Defense, the US Department of Homeland Security, and the Customs and Border Protection agencies all encourage community pride and involvement. The military component contributes greatly to our economic well-being, deepens our pool of civic volunteers, and brings respect for those protecting our community and our country.
- **Lodging** ~ Facilities in Great Falls are diverse and continually work to upgrade and add meeting space in the community. From luxury properties to the relaxing hospitality of the Victorian Collin's Mansion Bed and Breakfast, visitors find a large selection of places to stay.
- **Medical facilities** ~ Great Falls provides advanced healthcare services, offering every major medical specialty and providing a complete range of medical-surgical and alternative healthcare services. Benefis Health System has recently been recognized by HealthGrades as one of "America's 100 Best Hospitals."
- **Transportation** ~ The Great Falls Transit System provides bus service, and a highway system which includes Interstate 15, U.S. Highways 87 and 89 and Montana 200. The Historic Great Falls Trolley, now owned and operated by the Downtown Great Falls Association, gives visitors a unique opportunity to enjoy the history and culture of Great - Falls when they book a city tour departing from the Visitor Information Center.
- **Location** ~ Our central location in the eastern corridor between Glacier National Park and Yellowstone National Park makes Great Falls a logical gateway to the parks. Montana's landmark natural wonders can easily be reached in a day's drive from Great Falls. Equally accessible is the Waterton-Glacier International Peace Park just over the border in Canada. Great Falls enjoys a central Montana location where the majestic Rocky Mountains meet the spectacular high plains.
- **Canadian Border** ~The Canadian Border is within a 2- hour drive of Great Falls and is a natural shopping and recreational holiday for our neighbors to the north. Low retail prices and low airfares bring many visitors from Canada to Great Falls.
- **Charming Downtown** ~ Small boutiques and coffee shops entice visitors to enjoy the slower pace of small-town shopping. Tree-lined streets and colorful floral baskets make summer a great time to relax in historic downtown Great Falls.
- **The Great Falls Tourism Business Improvement District** ~ The TBID brings the opportunity for enhanced tourism marketing and economic well-being by bidding new sporting events, meetings, and conventions and helping to keep established events in Great Falls.

Great Falls Recognizes the Following Challenges:

- Educating local officials and residents on the importance of tourism
- No large event facility or center
- Increasing occupancy when hotel bookings are low and not overlapping events when occupancy is high
- Front-line service employees' lack of information about tourism activities and attractions in Great Falls, as well as the importance of tourism on the economy

Fiscal Year 2013/2014 Goals and Objectives:

Goal #1:

Increase four-season tourism revenues through effective marketing.

More of our bed-tax dollars are generated in the first quarter (33%-2012) and the 4th quarter (26%-2012). Our goal is to increase collections in the other two quarters in order to create a more consistent income year-around. In the third quarter we are working with the Confero Sports Foundation and the TBID to increase sporting events in January and February. Our Western Art Week in mid-March of each year fills our hotel rooms for a 2-week period.

Measurable Objective #1:

Increase the number of room nights booked in January, February, October, November and December by 3% over 2012.

Goal #2:

Continue to partner with other bed-tax organizations such as MTOT, Central Montana, the TBID, and the Great Falls International Airport Authority.

To better leverage our tourism dollars, we will partner with the above tourism organizations and look for other opportunities to stretch our marketing outreach.

Working with the Airport Authority, we will use targeted campaigns to encourage visitors to fly into our Great Falls airport to begin their activities in Montana, taking advantage of our lower airfare, our less busy highways, and our historic and cultural attractions. Our website, www.genuinemontana.com, will brand Great Falls as a portal to our two spectacular national parks.

Recognizing the importance of the MTOT joint venture opportunities to leverage our dollars, we will direct more tourism funds to Montana co-ops. Since the co-ops will be available in August in 2013, we will be better positioned to take advantage of and plan ahead for these placements.

Continuing our 1-page ad layout in the Central Montana Travel Planner will give us a wider audience for our marketing message. We also plan to continue partnering with Central Montana on consumer shows in designated markets that have historically brought visitors to Great Falls, as shown by visitation numbers at our Visitor Information Center.

The TBID is actively engaged in bringing new meetings and conventions to Great Falls. We will work with the TBID to encourage new groups to use our city for their next meeting or convention by using Cvent, a third-person website.

Measurable Objectives #2

Increase our bed-tax collections by 3%, meetings and conventions in our city by 2%, and emplanings and deplanings in Great Falls by 3% (as indicated by airport statistics), all over 2012 figures.

Goal #3:

Increase the number of visitor sessions to our website (www.genuinemontana.com) by 10% and increase our Facebook and other social media interaction by 10%.

The GFCVB recognizes the importance of online presence in today's marketing world. Last year over 50% of our marketing budget went to online media campaigns. We will focus on our website as a powerful tool where visitors can go to find information, updates, current events, and photography that depicts the spectacular nature, charming small-town atmosphere, and breath-taking experiences that Great Falls and the surrounding area has to offer.

Measurable Objectives #3

Increase visitation to our website and social media sites by 10% over 2012.

Goal #4:

Plan and execute at least 1 FAM trip to promote our area.

In FY13/14 we will plan a FAM trip that will include only our immediate Great Falls area for at least a 2-3 night stay and present an in-depth look at our many unique, charming venues and historic landmarks.

Measurable Objectives #4

To obtain at least 2 feature stories in regional or niche publications, blogs, or on-line travel feature

Goal #5

Better educate front-line service employees.

We will host at least one Superhost session per year to encourage front-line employees to learn about hospitality, local attractions and activities, and the importance of their job in attracting return visitors.

Measurable Objectives #5

To host at least one Superhost Training in FY 14 with an average attendance of at least 5 front-line employees from each hotel.

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

The Great Falls Convention and Visitors Bureau supports Montana's draft 2013-2017 Five-Year Strategic Plan.

Target Geographic Markets:

The GFCVB target markets, as identified by ITRR, visitor center information and inquiries from our marketing efforts include: Washington, Idaho, Wyoming, Utah, Arizona, Oregon, Colorado, Minnesota, Texas, North Dakota, and California and Illinois. The largest target markets for our area are the Canadian provinces of Alberta and Saskatchewan. To attract this Canadian market we **target over 30%** of our media campaigns toward Alberta, Canada.

Target Demographics:

- A) *Geo-Tourist*: These are the high-value, low-impact visitors who are interested in sustaining or enhancing the environment, culture, aesthetics and heritage of the place they are visiting, as well as sustaining the well-being of its residents.

For geo-tourists, the experiences they encounter on their journeys are more memorable and recountable than a destination. They tend to immerse themselves in opportunities that draw them closer to the environment and the people living there. These travelers might also be called adventure travelers, as they usually also enjoy outdoor activities such as rafting, fishing, hiking, camping, water recreation and numerous winter activities. These travelers can be found enjoying all areas of Montana. In order to engage these travelers, we will use online personal travel testimonies, photography, and local character stories to encourage them to visit Great Falls.

- B) *Travelers who are visiting family and friends*: These visitors often explore our state parks, museums, trails, and scenic natural areas. By encouraging these travelers to fly into Great Falls, rent cars, visit local attractions, and eat and stay at local restaurants and hotels, we can capture them for a longer period of time.
- C) *Business Travelers/Meeting and Convention Planners*: Business travelers often return with family members to engage in leisure activities such as shopping, golfing, water activities, and visiting local attractions and events. Meeting and convention planners are interested in

Montana's warm western hospitality and scenic wonders, as well as unique historical and cultural venues.

- D) *Leisure Travelers*: These visitors are mostly adults over 35 who have an income over \$60,000 and like to travel in the summer months. They like to shop and enjoy participating in local events, festivals, and sight-seeing. Many of these travelers come to Great Falls from Canada because of our convenient location and shopping values. We direct-market to this segment, using print, radio, and online media.

Marketing Methods:

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

- Place advertising in warm season magazines that focus on the above four target demographic groups
- Continue to place advertising in the Central Montana Travel Planner
- Focus on Canadian advertising campaigns that utilize print, radio, and web-based marketing. Targeted areas in Canada would be southern Alberta and Saskatchewan, both within a 1-day drive of Great Falls.
- Market Great Falls as a natural gateway to both Glacier and Yellowstone National Parks, as well as other wild and scenic areas in our close proximity.
- Continue to partner with Montana Office of Tourism on co-op advertising that targets our demographic and geographic markets
- Continue to produce and distribute a Great Falls visitor guide to better accommodate visitors seeking information and maps of the area.
- Work with area photographers to continue to build a photo library that will serve the needs of the GFCVB and other tourism partners for high-quality advertising photos.
- Continue to improve the www.genuinemontana.com website with photos, content, and social media so that visitors will return to the website more than once for up-to-date information about lodging, meeting facilities, events, and activities in Great Falls and surrounding areas.
- Produce at least a monthly e-newsletter to inform readers of coming events, packages and money-saving offers available when visiting Great Falls. We will focus on seasonal opportunities for recreation, shopping, and education, as well as information to enhance visitors' vacation stay.
- Design a themed FAM trip to bring travel writers to Great Falls with the goal of highlighting our historic, cultural, recreational, and natural amenities. The objective is to gain feature articles in niche, regional, or national publications. We will explore partnerships in this area as opportunities arise.
- Increase the number of meeting and conventions in Great Falls, by using a third-party meeting planner website (Cvent), which will reach a larger meeting planner audience.

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

- Administration, accordingly
- Opportunity Marketing
- Joint Ventures
- Cooperative Marketing funds

**Great Falls Convention and Visitors Bureau
Fiscal Year 2013/2014**

Project Description/Category	Project Budget	Total Budget
<u>Marketing Support:</u>		\$ 42,694.00
Administration (up to 20%)	\$ 28,494.00	
Opportunity (up to 10%)	\$ 1,500.00	
Joint Ventures	\$ 11,500.00	
TAC mtgs./Gov. Conf./Partners Mtg	\$ 1,200.00	
<u>Consumer Advertising:</u>		\$ 45,700.00
Central Montana Travel Planner	\$ 2,200.00	
Park to Park Campaign	\$ 3,500.00	
Print		
Media	\$ 15,000.00	
Creative/Development/Production	\$ 1,000.00	
Internet		
Media	\$ 15,000.00	
Creative/Development/Production	\$ 1,000.00	
Canadian Campaign	\$ 8,000.00	
<u>Meeting & Convention Advertising:</u>		\$ 3,500.00
Cvent	\$ 3,500.00	
<u>Publications:</u>		\$ 37,100.00
GF Visitor Guide		
Creative/Production	\$ 2,000.00	
Printing	\$ 30,000.00	
Distribution	\$ 5,000.00	
E-Magazine	\$ 100.00	
<u>Internet Site Development</u>		\$ 3,100.00
Website Maintenance & enhancements	\$ 3,000.00	
Mobile Application	\$ 100.00	
<u>Telemarketing/Fulfillment</u>		\$ 1,850.00
Postage/Shipping/Copies	\$ 1,500.00	
Fulfillment/Bulk Mailing	\$ 250.00	
UPS/FedEx	\$ 100.00	
<u>Publicity/Tourism Development</u>		\$ 19,200.00
Visitor Information Center	\$ 12,000.00	
Photo library	\$ 1,000.00	
FAM trips	\$ 1,000.00	
Memberships and Dues	\$ 200.00	
Consumer/Trade Shows	\$ 5,000.00	
Projected Budget (based on revenue projection of \$153,144.00)		\$ 153,144.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Central Montana Travel Planner-Consumer Advertising

Application Completed by: Carol Lindseth

<p>Approval Requested</p> <p><u> </u>X<u> </u> Final</p> <p><u> </u> Preliminary</p>

Need for the project:

The GFCVB will promote our area to visitors by maintaining a one-page full-color ad in the Central Montana Travel Planner. Most travelers within Central Montana may also include a trip to Great Falls and we hope to draw them to our community. We will use the same full-color ad in the FY14 Central Montana Travel Planner as we used in FY13 since it emphasized the spectacular unspoiled nature that can be found within the city limits of Great Falls. We will target the Canadian visitors and geo-tourism families to encourage them to stay several days in Great Falls and experience our authentic hospitality.

Objectives:

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Reach a minimum of 125,000 visitors by advertising in the Central Montana Travel Planner.
- Increase the number of visitor sessions to our website (www.guinemontana.com) in FY14 by 10%

Portions of marketing Plan supporting this project:

FY14 Goals #1, #2, #3

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Central Montana Travel Planner-Consumer Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Media Placement	\$ 2,200.00		\$ 2,200.00
Project Total:	\$ 2,200.00		\$ 2,200.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Park to Park Campaign-Consumer Advertising

Application Completed by: Carol Lindseth

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

Need for the project:

The GFCVB would like to build on one of our core strengths which is our central location in the corridor between Glacier National Park and Yellowstone National Park. This location makes Great Falls a logical gateway to the two parks. Montana’s spectacular unspoiled scenic beauty of the state’s two national parks can easily be reached in a one-day drive from Great Falls. We would like to build a campaign that focuses on Great Falls as a logical stop between our National Parks and a portal city for inexpensive air flights serving both national park destinations.

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

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website in FY14 by 10%

Portions of Marketing Plan supporting this project:

FY14 Goal #1-Increase four-season tourism revenues through effective marketing.

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Park to Park Campaign-Consumer Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project	\$ 3,500.00		\$ 3,500.00
Project total	\$ 3,500.00		\$ 3,500.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Print Media-Consumer Advertising

Application Completed by: Carol Lindseth

Approval Requested
<u> </u> Final
<u> X </u> Preliminary

Need for the project:

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

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY14 by 10%

Portions of Marketing Plan supporting this project:

FY14 Goals #1, #2

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Print Media-Consumer Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional services:			
Media Placement	\$ 15,000.00		\$ 15,000.00
Ad Creative/Production	\$ 1,000.00		\$ 1,000.00
Project total	\$ 16,000.00		\$ 16,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Internet Marketing-Consumer Advertising

Application Completed by: Carol Lindseth

<p>Approval Requested</p> <p><u> </u> Final</p> <p><u> X </u> Preliminary</p>

Need for the project:

Statistics continually support the importance of internet marketing in reaching a large segment of potential visitors to Great Falls. We will build on prior internet campaigns by placing banner ads, html emails, enews letters; and purchasing search terms; and contesting. Since the internet provides the opportunity to easily track results of internet buys and campaigns, we will collect specific information for our measurable objectives.

Production costs will primarily be for resizing existing advertising designs.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website in FY14 by 10%

Portions of Marketing Plan supporting this project:
FY14 Goals #1, #3

This project supports the following Strategic Plan Goals:
The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Internet Marketing-Consumer Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Media Placement	\$ 15,000.00		\$ 15,000.00
Creative/Production	\$ 1,000.00		\$ 1,000.00
Project total	\$ 16,000.00		\$ 16,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Canadian Campaign-Consumer Advertising

Application Completed by: Carol Lindseth

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

Need for the project:

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

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Participate in joint venture marketing opportunities with MTOT and other bed tax funded entities.
- Increase the number of visitor sessions to our website in FY14 by 10%

Portions of Marketing Plan supporting this project:

FY14 Goals #1, #2, #3

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Canadian Campaign-Consumer Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project	\$ 8,000.00		\$ 8,000.00
Project Total	\$ 8,000.00		\$ 8,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Cvent-Meeting & Convention Advertising

Application Completed by: Carol Lindseth

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

Need for the project:

In FY13 the GFCVB bought a one-year membership in Cvent, a third-party website that serves meeting and convention planners. This membership gives the GFCVB a premium listing, a page of dedicated information for Great Falls, the ability to download our Great Falls Visitor Guide, The Falls Map Guide, and the Meeting Planner Guide. We would like to again buy a membership for FY14 to give us the advantage in encouraging meetings and conventions to come to Great Falls.

Objectives in marketing plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website in FY13 by 10%

Portions of Marketing Plan supporting this project:

FY14 Goals #1, #2, #3

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Cvent-Meeting & Convention Advertising

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Project	\$ 3,500.00		\$ 3,500.00
Project total	\$ 3,500.00		\$ 3,500.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Great Falls Visitors Guide -Publications

Application Completed by: Carol Lindseth

<p>Approval Requested</p> <p><u> </u> Final</p> <p><u> X </u> Preliminary</p>

Need for the project:

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

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

Objectives in Marketing Plan that support this project

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website (www.genuinemontana.com) in FY14 by 10%

Portions of Marketing Plan supporting this project:

FY14 Goals #1, #3

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

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Great Falls Visitor Guide-Publications

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Production & Creative costs	\$ 2,000.00		\$ 2,000.00
Printing	\$ 30,000.00		\$ 30,000.00
Distribution	\$ 5,000.00		\$ 5,000.00
E-Magazine	100.00		100.00
PROJECT TOTAL	\$ 37,100.00		\$ 37,100.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Website Maintenance & Enhancements-Internet Site Dev.

Application Completed by: Carol Lindseth

Approval Requested <input checked="" type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary (mobile app)

Need for the project:

In FY14 we will continue to improve our website, www.genuinemontana.com, by adding photos of local events, venues, and entertainment. We will focus on hiking itineraries in the area around Great Falls, day driving trips, and itineraries that encourage travelers to stay in Great Falls when accessing either of the two national parks. We will continue to use google analytics to track visitors to the site.

Since more mobile applications are used by travelers each year we will research how best to get our visitor information in this format. We will seek final approval as this project progresses.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website (www.genuinemontana.com) in FY14 by 10%.

Portions of Marketing Plan supporting this project:

FY14 Goal #1, #3

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Website Maintenance & Enhancements-Internet Site Development

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Maintenance/Enhancements	\$ 3,000.00		\$ 3,000.00
Mobile Application	100.00		100.00
PROJECT TOTAL	\$ 3,100.00		\$ 3,100.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Visitor Information Center -Publicity/Tourism Development

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

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

The primary services of the VIC are:

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

Future goals of the VIC include:

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

The Great Falls Visitor Information Center is located at

15 Overlook Drive

Great Falls, MT 59405

Website: www.visitgreatfalls.net

The VIC operating hours are as followed:

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

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

The VIC employs two part-time staff personnel.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY14 by 3%.

Portions of Marketing Plan supporting this project:

FY14 Goal #1

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana's draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Visitor Information Center-Publicity/Tourism Development

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Staffing costs	\$12,000		\$12,000
PROJECT TOTAL	\$12,000		\$12,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Photo Library- Publicity/Tourism Development

Application Completed by: Carol Lindseth

<p>Approval Requested</p> <p><u> </u> X <u> </u> Final</p> <p><u> </u> <u> </u> Preliminary</p>

Need for the project:

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

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Increase the number of visitor sessions to our website (www.genuinemontana.com) in FY14 by 10%.

Portions of Marketing Plan supporting this project:

FY14 Goal #1, #3

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Photo Library-Publicity/Tourism Development

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

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: FAM Trips-Publicity/Tourism Development

Application Completed by: Carol Lindseth

<p>Approval Requested</p> <p><u> </u> Final</p> <p><u> X </u> Preliminary</p>

Need for the Project:

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

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY14 by 3%
- Develop public relations strategies to obtain at least two feature stories in regional publications blogs, or on-line travel features.

Portions of Marketing Plan supporting this project:

FY14 Goal #1, #4

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana’s draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: FAM Trips-Publicity/Tourism Development

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
FAM Trips	\$ 1,000.00		\$ 1,000.00
PROJECT TOTAL	\$ 1,000.00		\$ 1,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Consumer/Trade Shows-Publicity/Tourism Development-Memberships and Dues

<p>Approval Requested</p> <p><u> </u> Final</p> <p><u> X </u> Preliminary</p>

Application Completed by: Carol Lindseth

Need for the Project:

The GFCVB will continue to attend consumer/trade shows in markets that we have identified as providing potential travelers, group tour operators, or travel planners. We will partner with other bed-tax entities to leverage our tourism dollars as much as possible.

In FY13 we attended travel shows in Chicago, IL and San Jose, CA. As a partner with Central Montana at both of these shows, we reached a large audience with our marketing materials.

If there are shows or trade associations that require memberships and dues, we will ask for final approval as the need arises.

We would like preliminary approval for this project pending selection of shows for the FY14 season.

Objectives of Marketing Plan that support this project:

- Increase the amount of Accommodation Tax collections in FY14 by 3%

Portions of Marketing Plan supporting this project:

FY14 Goal #1, #2

This project supports the following Strategic Plan Goals:

The Great Falls Convention and Visitors Bureau supports Montana's draft 2013-2017 Five-Year Strategic Plan.

PROJECT BUDGET: Consumer/Trade Shows-Publicity/Tourism Development

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Consumer/Trade shows	\$ 5,000.00		\$ 5,000.00
Dues	200.00		200.00
PROJECT TOTAL	\$ 5,200.00		\$ 5,200.00