



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

57706 - FY18 Gardiner CVB/Marketing Plan
DOC Office of Tourism

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Organization Information

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Organization Type: Non-Profit Organization

Organization Website: www.gardinerchamber.com

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Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

The small hamlet of Gardiner is located in southwest Montana at the North Entrance to the world's first national park, Yellowstone. In the early 1880's, Gardiner's northern boundary was laid by the cantankerous Yellowstone concessionaire James McCartney. Since then, Gardiner has served as the original entrance to Yellowstone and is graced by the historic Roosevelt Arch, which was dedicated by President Theodore Roosevelt in 1903.

Our community's small town Montana charm, natural splendor, and abundant wildlife truly make it a unique "home on the range" for our nearly 900 residents. Year-round access to America's Serengeti—Yellowstone's Northern Range—truly differentiates Gardiner from other Yellowstone gateway communities. Gardiner is not only surrounded by some of the most beautiful landscapes in the lower 48, but it also boasts a colorful history sprinkled with trappers, miners, mountain men, and hunters including well know westerners like Jim Bridger and Calamity Jane.

Nestled between the Absaroka-Beartooth and the Gallatin Mountain Ranges, Gardiner lays claim to approximately 10 million acres of public lands. The community also enjoys Montana's first access to the wild and scenic Yellowstone River—the longest free flowing river in the lower 48 states.

Potential challenges of Gardiner's remote location include: limited public transportation, residential housing shortages, and public/private wildlife controversy, and lack of year-round staffing.

Our charming small town offers relaxing hospitality while providing full service amenities. Many Gardiner restaurants offer local and sustainably grown produce and Montana raised beef and poultry. Our community offers a diverse selection of accommodations including modern hotels and inns, rustic cabins, quaint cottages, relaxing B&B's, and vacation rentals. Our all-inclusive guest ranches give the visitor a true western experience: horseback riding and fishing by day, cowboy cookouts and campfires by night. Recreational activities available within the Gardiner Basin include whitewater rafting, ziplining, snowshoeing, cross country skiing, fishing, photography, hiking, and soaking in hot springs.

Gardiner is currently enjoying the widely successful completion of Phase I of a \$24-million dollar infrastructure improvement as part of the nationally recognized Gardiner Gateway Project (www.gardinergatewayproject.org). The project's completion now provides visitors with vital amenities such as walkways, safer traffic routes, a Gardiner Welcome Center and public restroom facility, and the Roosevelt Stage (in Arch Park). Phase II will continue through 2017.

The largest opportunity for tourism growth in Gardiner is in the shoulder seasons (fall & spring), as well as the winter season. According to National Park Service Gate counts, October through May only contribute approximately 30% of total North Entrance visitation. The primary goal of our long-term marketing efforts continue to be to attract more overnight visitors during this time.

Gardiner aligns perfectly with the state's brand pillars. Located at the heart of the Greater Yellowstone Ecosystem, our charming western town is surrounded by unspoiled nature with beautiful vistas and landscapes that are home to the most diverse wildlife in Montana. Gardiner prides itself as the historic gateway to Montana's natural wonders. The continued development of the 'Gardiner Brand' will aid us significantly in positioning ourselves to achieve our goals.

According to the Office of Tourism, 67% of first-time visitors travel to the state because of Yellowstone and Glacier National Parks. In short—the more positive experiences visitors have in Gardiner, the more visitors return to Montana.

Optional: Include attachments here

How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

In FY16, with funds from MTOT and supplemented by CVB and partner funds, the Gardiner CVB built on the Montana State Brand to develop our own brand strategy that would position Gardiner to promote tourism, particularly during the shoulder and winter season. Audience research and message testing revealed that the most powerful messages leveraged the Paradise Valley, the daily presence of wildlife, the historic entrance to Yellowstone, and the character of Gardiner. Based on that research, the brand was developed, and can be summarized through three expressions:

- The Brand Story: Follow the beautiful Paradise Valley along the Yellowstone River and you'll come to Gardiner Montana, home to the historic Roosevelt Arch, where elk, bison, bighorn sheep, pronghorn, bear, and dozens of other wildlife species roam in and out of Yellowstone National Park. Since 1880, family-owned lodging, restaurants, and shops have been welcoming wildlife and visitors alike.
- Brand Imagery: images of the Paradise Valley, elk and bison literally coming through the Roosevelt Arch, wildlife roaming the streets of Gardiner, etc.
- The Brand Tagline: Gardiner Montana: Nature's favorite entrance to Yellowstone National Park™. The brand strategy is built on what research revealed would be most inspiring to visitors and what aligns with the first pillar in the Montana brand – spectacular unspoiled nature. The brand strategy also explicitly leverages the vibrant and charming small towns, and over time we will be developing content that conveys the nature of the experience one can find here.

In FY17 we took the first steps of implementation through the creation of a consumer facing website, leveraging peak season visitation, and enhancing our cross marketing capacity with the development of a rack card. With the brand strategy now firmly in place, we will continue to move forward with the implementation of our brand which will directly address orientation and facilitation. We are requesting funding to accomplish the next major steps in implementing the new brand:

Gardiner promotional video- Drawing on the significant success of the recently completed Northern Range video and in the effort to continue brand promotion, we will hire a vendor to create a promotional video for Gardiner, Montana, to be used on social media, our website, and at events when appropriate. The video will showcase the highlights of each season with respect to the Gardiner brand story, with an emphasis on our shoulder seasons (Spring and Fall) and winter. It will visually highlight the experiences visitors can expect when visiting Gardiner.

Consumer facing website - We recently launched a new website that is a mobile-ready, state-of-the-art platform for content. Our new website includes photos, extensive and easy-to-find sections on each shoulder season and the winter season, and easy navigation to tourism services in Gardiner. In FY18 we will continue to develop the website platform through the integration of a moderated Instagram feed, banner ads, and content development. This will include the purchase of camera and editing software so the Chamber can continue to create original content for the website and our various social media platforms.

Leveraging peak season visitation – One of our top priorities is to leverage the 750,000+ visitor gate counts who come through Gardiner each summer, and provide them information and a very compelling invitation to return for the winter and shoulder seasons. Working with our members and stakeholders we will develop Point Of Sale products (table tents, window clings, etc. and social media campaigns) that provide a consistent branded invitation to return, delivered at every consumer touchpoint throughout Gardiner.

Social media buys – The Gardiner CVB and its members have significant untapped potential through combined and coordinated social media reach. An initial test of the new brand yielded dramatic results with a post about the Paradise Valley going quickly viral. In FY18, we will conduct joint social media campaigns, and on a selected basis, invest in boosting particular posts. Based on real time tracking of results we will adjust our buy throughout FY18.

Ongoing implementation – Over the course of FY18 we will be further developing the marketing plan, including building out unique sub-branding for the two shoulder seasons, developing tools for our members and stakeholders to implement the branding themselves, and building partnerships that can extend our messaging to the audience of our partners.

Opportunity – With the new brand strategy we are confident that significant opportunities will emerge over the course of FY18 to partner with neighboring CVBs, with National Park Service concessioners, online travel sites, and with MTOT as it rolls out its new marketing. We are requesting an opportunity fund for that reason.

With these strategic investments in implementing our new brand strategy, we will be well positioned to inspire, orient, and facilitate visitation, particularly during the shoulder and winter seasons when we have both capacity and a unique experience to deliver.

Optional: Include attachments here.

a. Define your target markets (demographic, geographic and psycho-graphic)

The target market for increasing all visitation remains the geo-traveler, as well as emerging markets in the "adventurous free spirited" traveler as outlined in the Destination Analytics presentation at the Governor's Conference. Efforts should target promoting the outdoors to the authentic experience seeker and wildlife enthusiast.

Demographics:

Age: 25-65

HHI: \$75K-\$100K or more

Bachelor's degree or higher

Travel outside of their home area for vacations

Have visited a national park

Have never visited Yellowstone National Park

Age – Gen X (25-45) is the strongest segment, with research indicating a high degree of interest in visiting Yellowstone, and a lower rate of having already visited. Boomers (45-65 and older) are highly interested in Yellowstone, but are also more likely to have already visited. While research showed strong alignment for Millennials with the Gardiner brand, limits on ability to travel and disposable income makes them a secondary target audience.

Psychographics:

Seeks balance between action and reflection.

Motivated by scenic beauty, wildlife watching.

Wants to do multiple activities and experience them fully.

Seeks a unique connection to the natural world.

Seeks the authenticity of people and places.

Geographics:

While the Gardiner brand and our winter and shoulder season product will continue to appeal to Montana residents, we are targeting out-of-state residents who will either make a return trip based on a positive previous experience, or will make a first trip for a unique chance to experience wildlife. By associating Gardiner with the elk rut in the fall and with the wildlife babies in the spring, we will have a platform that will draw wildlife enthusiasts and families from outside Montana.

In 2016, California remained the state with the highest visitation count to the Gardiner Visitor Center followed by Washington, Texas, Florida, Montana and Minnesota. International travel has been led three years running by Canada. For two years in a row England has come in second with last year's numbers being three times what they were for 2014. The target market for our shoulder season and winter use will be national and international travelers desirous of scenic beauty, wildlife watching activities, and small town authenticity.

A secondary target goal of our efforts in creating the "Gardiner Brand" is to increase time spent in town during peak season. Geographics remain the national and international traveler. Currently, visitors spend less than ½ the day (Figure ITTR page 12) in our community. Efforts to increase summer length of stay should include promotion of our rich history, proximity to the Northern Range and small, locally owned, family businesses - some for generations. The projected end result being Gardiner as a destination unto itself.

The research data results of ENGAGE Strategies supports our belief that in order to compete in the world travel destination market, that having a clear brand identity that is uniquely Gardiner is necessary to communicate everything that we have to offer.

b. What are your emerging markets?

As the historic gateway to Yellowstone National Park, Gardiner is seeing an increase in the international tourist. Last year our top international travelers hailed from Canada and England and we recorded two-and-a-half times more visitation from China as we had the previous year. According to recently released UNWTO data North America saw a 4.2% increase in international tourist arrivals in 2015 marginally surpassing the projected 3-4% increase. The projected increase for 2016 for the Americas as a whole is between 4-5%. Data specific to North America was not available in the current report. Of interest in the report was that Northern Europe saw a 6.8% increase while Oceania and the Caribbean saw a 7.4% increase each and overall, Europe had a whopping 51% share of inbound tourist arrivals.

http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barom16_02_march_excerpt.pdf

By creating a defined brand, we can now better communicate our unique offerings to the potential international visitor, thereby increasing revenues and creating a year-round economy.

Based on findings presented at the Governor's Conference by Destination Analysts, we believe an additional emerging target market may include young families (average age 36) who can be defined as "free-spirited adventurers" looking for a place characterized by "new and unexpected experiences, where visitors can have uniquely powerful encounters with the natural world, as well as access to unspoiled nature within the comforts of modern life." This market is primarily made up of young families living in urban areas who are educated and relatively affluent. These young, adventurous families may be drawn to Montana for its natural, less developed areas and for a "free environment that inspires adventure." (Destination Analysts presentation, March 2017). Gardiner's opportunities for incredible scenery, abundant wildlife, wide open spaces, authentic small town charm, and adventurous recreational opportunities such as zip lining and whitewater rafting in summer and cross-country or alpine touring in the winter are a perfect match for the travel goals of this segment.

c. What research supports your target marketing?

For FY16 The Gardiner CVB's marketing plan was to create a brand unique to Gardiner and develop our marketing strategy from the research completed. The Gardiner CVB, through the RFP process retained the services of ENGAGE Strategies - Mike Bento and his research team Prime Group.

ENGAGE Strategies' approach combined input from the CVB Committee, local business owners, and other stakeholders to create a series of questions in order to differentiate between what we thought was true and marketable about Gardiner and what will actually attract the visitor base we desire.

This survey was delivered electronically to over 300 proven survey takers. The individual (proven) qualified to take the survey if they met the following criteria.

- They travel outside of their home area for vacations
- They have ever visited a national park

Prime Group's M3 message-testing methodology was used to test best promotional messages for the Gardiner entrance.

Some of what they found:

- Those who have never been to Yellowstone (48%) are more likely than past visitors (38%) to say they would definitely consider a visit to the park.
- Millennials and GenXers are more likely than older Americans to say they would definitely consider a visit.
- Two-thirds have visited a national park within the last three years.
- Millennials (62%) and Gen Xers (52%) are the most likely to have visited a national park within the last year.
- Those with \$100K+ HH income (59%) and Westerners (54%) are also particularly likely to have visited a national park within the last year.
- Consistent with the earlier finding on the importance of "sightseeing," the scenic approach and proximity to landmarks, attractions, and wildlife are much more effective promotional messages than attributes of the town, specific location, or convenience.

Optional: Include attachment here.

Overall Goals

Our five overall goals are:

- Increase bed tax collections (October-May)
- Increase time spent in Gardiner (June-Sept)
- Increase resort tax collections (June-Sept)
- Increase return visitation to the State particularly during the shoulder and winter seasons
- Increase our digital presence including social media reach/engagement and website traffic

Optional: Include attachments here.

a. In what types of Joint Ventures with MTOT would you like to participate?

Now that the Gardiner brand has been explored and identified and we've launched our new website, we would like to explore a partnership opportunity with Yellowstone Country in the form of an influencer marketing trip to our region. The trip will include carefully selected destinations that closely align with our brand story, as well as clear expectations for the influencer with regards to deliverables. This partnership will provide an opportunity for cooperation with our partners at Yellowstone Country as well as an increase in awareness for activities and other tourism draws of the Greater Yellowstone Area.

b. In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)

We would also like to explore social media and digital communication cooperation with other area Chambers/CVBs such as Cooke City. We'd specifically like to partner with these groups to post or share chosen thematic content (i.e. spring babies, fall elk rut, or winter adventure activities) and gauge the impact on social media/online audience reach and engagement.

Optional: Include attachment here:

c. What types of Joint Ventures have you done in the past? Were they successful - why or why not?

Northern Range Promotional Cooperative

An official partnership between the Gardiner and Cooke City/Silvergate/Colter Pass Chambers of Commerce. Initial funding sources included monetary funding and in kind staff/board hours from both Chambers. Grant funding from Yellowstone Country, The E-Marketing grant and a Montana Film Office grant.

This partnership was designed to create awareness of the Northern Range. This is an area that begins at Yankee Jim Canyon north of Gardiner, stretches across portions of the Absaroka-Beartooth Wilderness area and the top portion of Yellowstone National Park -- including Mammoth Hot springs, Tower-Roosevelt, and the Lamar Valley. It continues past Cooke City and Silver Gate, ending just beyond the Colter Pass MT/WY border on Hwy212. This project was designed to increase awareness of the year-round access available to visitors. Its focus is on increasing shoulder season and winter tourism for both communities.

This partnership project began with a brand logo being developed. Rack cards were designed and a website was created. <http://www.yellowstonenorthernrange.com/>.

We then produced the Northern Range video. Yellowstone's Northern Range. The video continues to draw attention when it is posted on our Facebook page. The first posting on our Facebook page reached nearly 79,000 people and received thousands of positive comments. It continues to receive many shares each time it is posted.

The website has been up for a few years now and we believe that with additional promotion and updates it will continue to grow. The biggest challenges continue to be our ability to find additional funding for paid staffing to be able to implement these priorities and tracking its impact on our shoulder season/winter tourism numbers.

Gardiner Gateway Project

Another co-op that has been hugely successful has been the Gardiner Gateway Project. In 2011, when the Park Service published its final North Entrance /Park Street Improvement Plan, the Gardiner Chamber of Commerce and the Greater Gardiner Community Council approached the Park Service with regards to the work that would be done. After many hours of collaboration, the Gardiner Gateway Project was born.

This Project is designed to work across jurisdictional boundaries to restore and enhance the original and only year-round entrance to the world's first national park. When completed, the project will provide visitors and residents with vital amenities such as ADA compliant walkways, solutions for traffic congestion, a welcome center including public restrooms, an amphitheater at Arch Park and reconstruction of the historic depot.

On June 14, 2012, a Memorandum of Understanding was signed by the Chamber and 13 other state, federal and local agencies. Working collaboratively, with funds from both local organizations and seed money from the state of Montana, additional funding sources through various state and federal grants have been received.

The project has received close to 13 million in grant monies. Additional 13% matches have been provided by Park Service and Park County. Untold man hours have been donated by the staff of the 15 entities. For Gardiner's part in this monumental undertaking, the residents voted to pass a 3% seasonal resort tax. Last year was the first season for collections. The monies garnered by this tax will fund maintenance of the project for years to come. This Project was the proud recipient of the 2013 Governor's Tourism Partnership of the Year Award.

The Institute for Tourism and Recreational Research had the opportunity to do a visitor/resident perception study prior to the project beginning. ITRR will do a follow-up study once the project has been completed. Completion for Phase I of the project took place August 25, 2016; in time for the rededication of Roosevelt Arch and signature event for Park Service's 100th year anniversary. Phase II will continue through 2017.

Optional: Include attachments here.

Gardiner FY18 Pie Chart.pdf

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Attchmnts
Consumer	Website/Internet Development/Updates	Yes	We will work with our web hosting agency to continue to develop and expand on the new website to further integrate social media platforms, create banner ads, update content, and increase mobile app functions.	Supporting research / statistics – 87% of travelers use the internet for their travel planning. Source: http://www.adweek.com/socialtimes/online-travel-industry/467349	Our new consumer facing website has greatly improved our ability to convey the brand in a way that inspires potential visitors, with improved functionality and orientation. We will require continued support as we further integrate our multiple social media sites and incorporate banner ads on the website.	Through Google analytics and other tools we will track website traffic, time on site, click thru to Chamber/CVB businesses and other key metrics on an on-going basis, adjusting content and if necessary navigation to track consumer behavior.		\$1,500.00	No	
Consumer	Joint Ventures	Yes	In partnership with Yellowstone Country (and possibly Cooke City) we would like to select and bring out an influencer for an influencer/press trip to further spread awareness of Yellowstone Country and Gardiner, Montana, as a desirable destination to digital consumers. We will approach the selected influencer with expectations and deliverables such as producing content for		Although reaching a larger online audience is certainly a goal of the Gardiner Chamber, we also see value in reaching a targeted niche audience that closely connects with our brand story. An effective influencer has a high amount of social media clout and is often	We will track the success of all content generated by the Influencer using a unique hashtag. The reach and engagement of each tagged post will be analyzed using social media analytics and Google analytics to measure website traffic. Qualitative		\$4,500.00		

			<p>our social media channels as well as sharing content on their own channels. Additional deliverables may include an Instagram page take-over, photo, and video content. We will select visits to area locations that most represent Yellowstone Country and the brand story Gardiner, Montana (abundant wildlife in Paradise Valley, small town charm and character, and the historic North Entrance.)</p>		<p>viewed by consumers as an "industry expert." By identifying and selecting an influencer with a following interested in wildlife, the outdoors, and nature-based or geo travel/tourism, we hope to reach more online consumers who are already interested in traveling to a location such as Gardiner, Montana, and Yellowstone Country but may require the recommendation of an industry expert in order to make the decision to plan their trip. The trip also provides an important opportunity for partnership with Yellowstone Country, which will only increase the reach and audience engagement with the content generated from this trip.</p>					
Consumer	Printed Material	Yes	<p>Alongside our use of social media posts (including paid advertisements and boosted posts) we will create simple vinyl window clings featuring the hashtag and encouraging visitors to use it, that will be displayed in area Chamber member businesses and the Gardiner Chamber of Commerce; a postcard with the new logo to be given out to visitors; and a sticker of the logo for brand promotion. We will encourage this campaign further by sharing fan photos on Instagram that include the hashtag.</p>	<p>Supporting research / statistics – Research has found that "experiential marketing" – delivering messages in the context of an experience, causes those messages to be considerably more "sticky" than messages delivered through traditional media.</p> <p>http://adage.com/article/agency-news/experiential-marketing-measured/291972/</p> <p>http://www.cmo.com/articles/2015/7/17/the-real-roi-from-your-experiential-marketing-event.html</p>	<p>Before we would invest in paid advertising to reach potential travelers in their home, we want to fully leverage the 750,000+ visitors who come through Gardiner each summer, and provide them information and a very compelling invitation to return for the winter or shoulder seasons. These consumers are prequalified in terms of being interested in Yellowstone,</p>	<p>Our success will be measured by through Google analytics connected to our website, as well as through social media analytics such as Iconosquare for Instagram or Facebook analytics by tracking increases in usage.</p>		\$1,000.00	No	

					<p>they are having a direct experience of Gardiner, and are uniquely open to the invitation to return which can be delivered at very low CPM.</p> <p>Encouraging visitors to use the hashtag will help to further audience reach and engagement on social media. The Gardiner Chamber and CVB have only just begun to tap into the vast potential and audience reach available to them through digital communications and social media. The campaign and POS items are an inexpensive and engaging way not only to reach a larger audience, but potentially a younger audience considering the average Instagram user is skewed lower than Facebook. Our website also features a live feed of this Instagram hashtag, further encouraging participation and reach, and our social media platforms will benefit from the additional user content generated by the campaign.</p>				
Consumer	Opportunity Marketing	No	This year we would like to have money on reserve for emergent opportunities. In order for the Gardiner CVB to be competitive in today's market we need to be prepared for those projects that can arise after the budgeting session	Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of some of these opportunities.	Being prepared for future endeavors that we are not currently aware of is forward thinking and alleviates being stuck in a rut doing the same projects every year. Keeping	Measurements of success will depend upon the media opportunity purchased on an individual basis.		\$4,500.00	No

			has concluded. We would be open to print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.		marketing fresh has significant positive impacts on successes.				
Consumer	Social Media	Yes	To increase our audience reach on Facebook, we will use targeted social media boosts, paid likes, and paid ads on a variety of social media content including beautiful photos, blog post links, and community events that align with the Gardiner brand story. These investments will also be used to promote our hashtag campaign listed in a previous section.	Supporting research / statistics -There is strong evidence that consumers are using digital and social media to educate themselves about travel options, sharing information with other travelers, and purchasing travel, lodging, and tours. Social media also leverages the power of recommendation – friends seeing other friend's posts and being persuaded. http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Consumer-Business/gx-cb-thl-facebook-digital-channels-travel.pdf	We have already experienced significant success growing our social media presence organically, which leaves us to believe there is an untapped potential to reach a larger and more diverse audience via social media. Recent findings have concluded that a barrier to Montana tourism includes as a lack of awareness of the destination in general, and social media is a proven successful way to foster awareness of our Yellowstone gateway community and Montana tourism destination. In recent years, social media has become a pay-to-play environment for business pages, and we believe our presence on social media will increase dramatically if we're willing to play.	We will track the success of these paid boosts, likes, and ads in terms of reach and engagement over the next year using Facebook analytics and a free online Instagram metrics tracker such as Iconosquare. The metrics for likes, reach, engagement, demographics, etc. will be reported on quarterly followed by a plan to adjust our strategy in response to the outcome of these metrics.		\$1,500.00	No
Consumer	Multi-Media Marketing	Yes	Drawing on the significant success of the recently completed Northern Range video, we would like to hire a vendor to create a promotional video for Gardiner, Montana, to be used on social media, our website, and at events when appropriate. The video will showcase the highlights of each	Success of Yellowstone Northern Range video. Emerging success of storytelling and experiential marketing.	There are three main points to rationalize the creation of this video. 1) A promotional video is a standard of professionalism and a necessary visual tool to have in our marketing toolbox as a growing	Our video's success will be measured by its reach on social media, through Google analytics, and by the number of area businesses that want to share this video to help promote their		\$10,000.00	

			<p>season with respect to the Gardiner brand story, with an emphasis on our shoulder seasons (spring and fall) and winter. The video will consist of 3 short stand-alone segments representing each season that can be seamlessly combined into one longer video. An aggressive timeline would have us completing the first video in the fall, but completing the first video in winter may be more realistic. We hope to have the full video completed by the end of FY18.</p>		<p>Chamber of Commerce 2) Gardiner, Montana, with its location just outside iconic Yellowstone National Park, provides endless opportunities for stunning footage to inspire consumers to want to visit. 3) The video will provide an additional promotional resource for chamber members to share on social media and their websites to help promote Gardiner as a destination.</p> <p>In addition to these three points, we feel a promotional video will help bolster our focus seasons of spring, fall, and winter by showcasing the incredible scenery and activities available during these times in a highly visual way to help inspire the consumer.</p>	business and Gardiner as a desirable destination.			
Marketing Support	Marketing/Publicity Personnel	Yes	<p>The Gardiner Chamber/CVB will utilize the additional skills of a part time marketing manager to implement a consistent marketing strategy; enhance the quality of the brand; maximize opportunities for marketing and sales as they arise.</p> <p>The Manager's duties will include but are not limited to:</p> <ul style="list-style-type: none"> • Collaborating with the CVB committee to create and implement an annual Marketing Plan 	Most or the larger Chambers and CVBs employ a Marketing Manager or Director full time. With our new brand strategy and growing organization having a staff member dedicated to Marketing will help us to optimize all opportunities that would otherwise be impossible to do with limited staffing.	<p>Because the Marketing/PR position is held by someone who lives and works in Gardiner, they have a deep knowledge of the community and its needs. As our organization continues to rapidly expand having an additional staff person that can react quickly on short deadlines and when communications are needed is essential. The addition of this staff member will</p>	<p>As this will be our first year with a marketing manager on staff we will be looking for the ability to maintain the position, and potentially increase the hours. We will look to see increased efficiency in the execution of marketing projects, greater consistency of the brand, and increased traffic on social media campaigns.</p>	\$4,400.00		Marketing Manager Roles and Responsibilities.pdf

			<ul style="list-style-type: none"> Coordinating and Organizing Marketing and Sales Operations for the CVB Collaborate with the Executive Director to issue press releases, manage social media presence, drive internet marketing and oversee the Chamber website and social media platforms <p>See Chart of Duties and Responsibilities Attached.</p>		make us better equipped to attain our goals of extending the length of stays; promoting our shoulder and winter seasons; promoting our new brand; and increasing our digital presence. In the past we have had to pass on marketing opportunities because we lacked the capacity to undertake larger endeavors. The addition of a part time staff member who can focus solely on marketing will allow us to optimize those opportunities and better promote our area.				
Marketing Support	Marketing Plan Development	Yes	Over the course of FY18 we will be further developing the marketing plan, including building out unique sub-branding for the two shoulder seasons developing tools for our members and stakeholders to implement the branding themselves and building partnerships that can extend our messaging to the audience of our partners.	Supporting research / statistics The brand research conducted in early 2016 supports the messaging and branding strategy we are pursuing. Fully implementing that strategy is a continuing effort.	With just 1 FTE and 2 PTE internal staff the Gardiner CVB will leverage outside contractors and a consultant to increase capacity to implement the brand strategy and provide marketing support to members over the course of the year.	The success of the brand strategy and the marketing plan will be evaluated annually by the CVB Board by looking at member engagement (increased number of businesses staying open longer throughout the year, occupancy rates etc.) as well as bed tax and resort tax collections.		\$6,000.00	No
Marketing Support	Administration	No	We are a small but growing Chamber of Commerce/CVB with limited funding. Administrative Funding will support the salary of the Executive Director and Marketing Manager while they work on CVB related items. For FY18 we also plan to purchase a CVB camera and		Administration costs are a necessary line item in the budget.	Maintain costs within the budget.		\$9,000.00	No

			photo editing software to be able to create original content for our multiple social media platforms and website. These funds will also be used to pay for items such as legal notices for RFPs, and bank account and checking fees.							
Marketing Support	TAC/Governor's Conference meetings	No	The Executive Director and Marketing Manager will attend the TAC meetings as well as the Governor's Conference (along with a CVB committee member when feasible) to present marketing plans and/or stay abreast of the current trends and updates.	Attendance at the TAC meetings and Governor's Conference are required.	It is necessary for us to have funds budgeted in this area so that the Director and Marketing Manager can attend the meetings required to fulfill the parameters of the grant.	Traveling expenses remain within budget.		\$1,500.00	No	
Marketing Support	Research	Yes	In FY17 we obtained a trademark and copyright for our brand tagline and logo through USPTO and US Copyright Office. We would like to maintain these for exclusive use by the CVB to create Gardiner items for promotion, sale, and profit.	While original material is automatically protected, if you don't actually copyright and trademark your intellectual property, another entity can claim that the infrigmebet was uninitentioanl therefore causing a long tedious and expesiove infringement lawsuit. Copyrighting and trademarking deter infringement https://moz.com/blog/why-you-should-go-through-the-trouble-of-registering-your-copyright-when-everyone-tells-you-that-you	It is always good business practice to own the rights to your logo and tagline.	Succeeding in acquiring copyrights and trademarks within the budget.		\$500.00		
Marketing Support	Fulfillment/Telemarketing	Yes	Out of home advertising is focused on marketing to consumers when they are "on the go" in public places. At the Gardiner Visitor Center we carry a large amount of printed material from across the state and surrounding areas. We do not carry rack cards that specifically compete with our local businesses, rather rack cards that promote a place, tourism area, museum or activity that cannot be found here; along with state and city guidebooks. The feedback we receive from travelers is very positive and appreciative and these materials move	1. Out of home advertising is an effective reach medium 2. When used in combination with other media, out of home not only extends the reach but also reinforces an advertising message. See Outdoor Advertising Association of America	Once the rack cards are printed we need to be able to disperse them to CVB and Chambers across the state and in WY, ND, SD, and ID.	Demand for replenishment will dictate success of advertising.		\$600.00	No	

			quickly. We have now created our own rack card that we would like to display in Chambers/CVBs that we help promote.							
									\$45,000.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Website/Internet Development/Updates	\$1,500.00	\$0.00
Consumer	Printed Material	\$1,000.00	\$0.00
Consumer	Opportunity Marketing	\$4,500.00	\$0.00
Consumer	Social Media	\$1,500.00	\$0.00
Consumer	Multi-Media Marketing	\$10,000.00	\$0.00
Consumer	Joint Ventures	\$4,500.00	\$0.00
		\$23,000.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$4,400.00	\$0.00
Marketing Support	Marketing Plan Development	\$6,000.00	\$0.00
Marketing Support	Administration	\$9,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Research	\$500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$600.00	\$0.00
		\$22,000.00	\$0.00
		\$45,000.00	\$0.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
Required Compliance Documents.pdf (1.3 MB)	Required Compliance Documents	1.3 MB