



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

55920 - FY18 Missouri River Country Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

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Organization Information

Name:* Montana's Missouri River Country
Organization Type: Non-Profit Organization
Organization Website: www.missouririver.visitmt.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?

Montana's Missouri River Country is a destination for the outdoor adventurer, geotourist, history buffs, Native American Culturists, Dinosaur Trail followers, hunters, fishermen and women and the overall recreationists. We are filled with spectacular nature, charming small towns and breathtaking experiences.

Fort Peck Lake, with it's 1520 miles of shoreline and 134 miles long, the Charles M. Russell National Wildlife Refuge, encompassing an area of 1.1 million acres, and has changed very little from the historic voyage of the Lewis and Clark expedition

- Medicine Lake National Wildlife Refuge

- Bowdoin National Wildlife Refuge, provides a self-guided auto tour where birders are able to view these wetlands and lakes and see all the habitat for migratory waterfowl
- UL Bend National Wildlife Refuge, located within the Charles M. Russell National Wildlife Refuge are examples of our spectacular nature. Excellent wildlife viewing and photography opportunities create breathtaking experiences.

Our charming small towns include:

- Zortman, a unique little old mining town
- Jordan, an agriculture community filled with friendly people and the Garfield County Museum along the MT Dinosaur Trail
- Circle, farming/ranching community and the McCone County Museum
- Savage, along the Yellowstone River
- Plentywood, Sheridan County Museum and near the Canadian border
- Scobey, with interesting Pioneer Town depicting early homestead days
- Culbertson and Bainville are entry points into Montana with museums in both towns
- Medicine Lake home to the Medicine Lake Wildlife Refuge
- Poplar with the historic old jail as the city museum
- Wolf Point, located on the Fort Peck Reservation and home to the Souix and Assiniboine Tribes, and Wolf Point Area Museum
- Fort Peck, with the largest hydraulic built dam in the world, and live entertainment at the Fort Peck Summer Theater
- Glasgow, home to the Children's Museum in NE Montana and the Valley County Pioneer Museum
- Hinsdale, with charming little shops of pottery and Sweet Memories treats
- Saco, the best homemade jerky and beef sticks at the local Grocery Store
- Malta home to two museums along the MT Dinosaur Trail
- Fairview has a historic walking lift bridge
- Fort Union and Fort Buford where the most important fur trade posts were located on the Upper Missouri River. A section of Fort Buford was in MT in the 1800's and was a Frontier Military Post.
- Lambert's Historical Society Museum
- Sidney's MonDak Heritage Center, Sidney's CVB can be an opportunity to partner to get the best leverage for dollars for MRC and Sidney.

All MRC communities are important and they all are a part of NE Montana that has something to promote to a potential visitor. MRC realizes the importance of each community and whenever the opportunity arises to help promote that community we would do a Co-op Marketing project with them if it fits within the scope of the guidelines.

- The American Prairie Reserve is an asset to our area. It allows people to enjoy access to open spaces where plants and animals thrive in their natural environment.
- Sleeping Buffalo Hot Springs and Resort provides that relaxing hospitality.

Missouri River Country is truly in the wide open spaces. You can see for miles and stretch your arms and breathe the fresh air, sleep under the big starry sky. That's breathtaking!

Missouri River Country is the land of opportunity with our spectacular nature, charming small towns and breathtaking experiences. It's not the destination, it's the experiences you'll have when you visit Missouri River Country.

Our strongest strength is our outdoor activities including hunting and fishing. We advertise in Hunting and Fishing magazines, online and FAM opportunities. Most of our trade shows are Sports Shows, but we are exploring Travel and Adventure Shows. History is another strength that we promote on our FAM's, online and print. Most of our towns have a historic museum that attracts the history buffs. Dinosaurs are another draw for Missouri River Country. They once roamed in the Hell Creek Formation and the Judith River Formation, both included in our area. Fossils have been found and are being excavated in certain areas.

Our recreation opportunities include wildlife viewing, wagon trains, canoeing and kayaking, dinosaur digs, hiking, biking, motorcycling, camping, birding, and boating. A spectacular must see activity occurs each fall, when hundreds of elk congregate at the Slippery Ann Wildlife Viewing Area.

Missouri River Country has less traffic and uncrowded areas, and warm hospitality, which is a strong advantage when promoting our region.

Our newest strength is the newly remodeled Sleeping Buffalo Hot Springs and Resort. Hot Springs was ranked at 12% on the state-wide ITRR report for sites visited. This new attraction can potentially bring more visitors to our region to spend more time and create increased revenue.

With our big skies, Missouri River Country has wonderful opportunities for Astronomy and Star Gazing. We will research options to promote our clear and vast skies at night.

Missouri River Country is fortunate to have Amtrak stops in three locations, Wolf Point, Glasgow and Malta. Work and studies continue to get a fourth stop in Culbertson. We are also fortunate to have Essential Air Service in Sidney, Wolf Point and Glasgow. While these flights are beneficial, our challenge is getting them to connect up with other flights. They are small planes and can only accommodate 9 passengers and only fly into Billings. Glasgow has a critical access hospital and is a regional medical center.

Montana's Missouri River Country continues to be primarily a "drive-through" region. Visitors 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, and expanding our Social Media and website efforts. A lack of funding precludes the Region from developing programs for the Winter Season, like ice fishing, sledding, cross-country skiing trails and skating. Most of our museums, with the exception of a few, aren't open during the shoulder seasons. We also face a topic that surfaced in the recent Destinations Analysts Presentation, distances. We have long distances to reach our area and when in our region it takes several hours to get to another location.

According to ITRR over half of the visitation to MRC is the repeat visitor. This leads us to believe that awareness of our activities and attractions is lacking. When visitors experience our hunting, fishing, history, openness, nature and culture they want to come back. We need to attract that first time visitor and they will have an experience that will make them return again and again.

We want to develop an app or expand on our website to help alleviate some of our challenges, but funding limits us from this accomplishment. We will apply for grants when available and when they fit into our marketing efforts.

Optional: Include attachments here Spectacular Nature.jpg

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

We will inspire visitors with the help of MOTBD, with our spectacular outdoor and recreation activities and opportunities such as hunting, fishing, wildlife viewing, dinosaurs, and history, our rivers and lakes for canoeing, boating, and kayaking. We will do this through social media, our online and digital advertising, print advertising, attending trade shows and promote Missouri River Country as a destination. We will continue to partner within our region and with other regions and the MOTBD to leverage our dollars. We will keep our website up-to-date to attract that potential visitor. We will create an attractive and informative Travel Planner with enticing photography of our spectacular nature.

We will help the visitor with the orientation process by creating diverse activities such as, dinosaur digs, hot springs, star gazing, loop tours of the Montana Dinosaur Trail and possibly creating an app or expanding the website. We will send out our travel guide along with other specific brochures. Many of these can be seen on our website. We will provide them information at trade shows. Our FAM's have been successful in the past also. An example of this is after a story had been published last year resulting from an Outdoor Writer FAM, a call came into the office and they needed help in planning their trip to Missouri River Country.

These are marketing tools that can help an inspired visitor come to the orientation process, which in turn results into the facilitation. In the facilitation process the visitor searches for things to do and see in our area and along the way. Our trade shows help in this process by showing them the many things to do and see while here along with the information found in our travel guide, brochures, and internet, social media, mobile site, app, website and print publications. Visitors can also call the office for suggestions. Throughout the year I speak with people and help them plan their trip to Montana and Missouri River Country. I help them plan a route that will take them through Missouri River Country and encourage them to spend time enjoying our spectacular nature, charming small towns with museums and activities throughout the year.

Missouri River Country is a journey to new experiences for the first time and repeat

Optional: Include attachments here. Milk River Observation people.jpg

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

Target Geographics

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, Wyoming, Idaho, Colorado, South Dakota Oregon, Michigan, Texas, Ohio, Illinois, Missouri and Ontario, Manitoba, Calgary, 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 continue to work the North Dakota market to attract workers and families for a close get-a-way event filled vacation. We have been marketing to North Dakota for the last several years and our marketing efforts have been successful. According to the ITRR report for 2016 ND State ranked first for nonresident visitors.

Target Demographics

A) Hunters & Fishers: Heavily skewed, affluent male audience, census statistics suggest about 15% of the general US population age 16 and older fish, while 10% 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 50,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, dinosaurs, 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 and dinosaurs. They are interested in creating a relaxing and memorable experience together.

E) RV/Camping Travelers: Adults 35-65, 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 and dinosaurs.

F) Outdoor Enthusiasts: Adults 35-60 years of age who are traveling with or without children. They have a household income of \$60,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, dinosaurs, ATV's, motorcycles, and water recreation.

G) Group Tour Operators who have a strong interest in history and culture related tours, Fort Peck Lake, and Lewis & Clark; includes RV travelers and travel clubs.

H) Mature Adult: 50+ years of age traveling as a couple with or without grandchildren. They have a household income of \$50,000+, retired with time to spend in Montana.

I) Sports Travelers: Adults 25+ years of age traveling with children to sporting events, such as basketball, baseball, hockey, football, track and field. They have a household income of \$50,000+.

According to the 2016 ITRR report more couples ages 65-74 are traveling through Missouri River Country. According to the Destination Analysts Report retirees shouldn't be our target market, but we are finding in Missouri River Country that the age group of 65-74 are still traveling in our region.

Target Psycho-graphics

Missouri River Country will target the visitors that present a high impact such as the history and culture buffs, hunters and anglers, the families and couples that are interested in the many things that Missouri River Country has to offer. They like the hunting and fishing opportunities and they bring their families and visit the museums and recreation opportunities around our lakes, rivers and streams while they are here. Many families follow the Montana Dinosaur Trail. Missouri River Country has four facilities that are along the trail and digs are available in some of the areas. The 50+ permanent RVer's are becoming popular in our area. These people like to visit our wide open spaces and stay in our campgrounds. When the state "Montana" is mentioned, people light up. We see this at our trade shows. The beauty of Missouri River Country is the quiet, peace and solitude that visitors are looking for.

b. What are your emerging markets?

While our strongest market has always been hunting and fishing, we are starting to see more people that want to view the wildlife, take scenic drives and nature photography. It's our spectacular nature that is attracting this emerging market. Bicycling is becoming more and more an attraction throughout Montana and Missouri River Country. Glasgow will have a bicycle camp for bicyclists to stop and take advantage of the facility. These bicyclists spend money at local restaurants, grocery stores and shopping facilities. Hiking is another emerging market in our area that allows that hiker to take in our breathtaking views. ATVer's are also expressing interest in Missouri River Country. We are working with BLM and the FWP trails program to establish trails and mapping in the Little Rockies and on the CMR. We will promote hiking trails, scenic drives, ATV trails and wildlife watching by working with entities that support our efforts. Rockhounding is

another emerging market that Missouri River Country will expand on. Fort Peck Summer Theatre has an attendance of 15,000 with a projected increase due to additional marketing efforts.

c. What research supports your target marketing?

Our top geographic markets stated above are according to ITRR's 1, 2, 3, and 4th 2016 quarters. Our top demographic and psycho-graphic target markets are a combination of ITRR's report and by past experiences. We know that people come to Missouri River Country to hunt and fish. During the summer season the river access points show the many vehicles with boat trailers that have launched their boats. Approximately 45% are from other parts of Montana or are non-residents. In the fall our charming small towns are filled with non-resident hunters, buying groceries and gas and staying at our local motels. We are a "quiet" region. Visitors like the peace and solitude and the opportunity to get away from the busy city life. We hear these comments at trade shows.

For our emerging markets ITRR reports that 71% of people that travel to Missouri River Country go on scenic drives and 36% do wildlife watching, 61% do nature photography and hiking is 47%. We are seeing more and more people asking about ATV trails at Trade Shows. They ask if there are any trails and where they can ride. We believe people want to get out of the city and explore and experience the spectacular nature of Montana. From our Trade Show promoting we can see what the people are looking for and ATV's are at the top of the list.

Missouri River Country is a unique corner of Montana. We hear us being called "The Other Montana" or a more resent one that I've heard is "The Real Montana".

Optional: Include attachment here. Walleye.jpg

Overall Goals

FY 18 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 Sleeping Buffalo Hot Springs and Resort, the Ft. Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Children's Museum of NE MT, World Wildlife Exhibit, the MT Dinosaur Trail and the Northeast Montana Birding Trail.

We will also promote our new Micro Brews in MRC.

- Busted Knuckle in Glasgow
- Missouri Breaks Brewing or more locally known as Doc Z's in Wolf Point
- Meadowlark Brewing Company in Sidney
- Blue Ridge Brewing in Malta

- 3) Seek Joint Venture and Co-op 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 Brush Lake State Park, Hell Creek State Park and Campground and promote more access and additional public amenities, camping and State Parks.
- 6) Promote regional conventions, events, sporting 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 inspire planning decisions.
- 9) Gain increased exposure of Missouri River Country online through web-based public relations, keyword placements on search engines, online packages, social media, apps and related tactics.
- 10) Implement the state's brand of the three pillars: 1) More spectacular, unspoiled nature than anywhere else in the lower 48. 2) Vibrant and charming small towns that serve as gateways to our natural wonders. 3) Breathtaking experiences by day, and relaxing hospitality at night.

11) Seek opportunities to promote the Fort Peck Reservation and work with tribal leaders to promote cultures of the tribes and tourism activities.

Our primary marketing goals are to increase visitation and communicate a cohesive and effective marketing identity. We will follow the MOTBD's 2013-2017 Strategic Plan, incorporating the plan into Montana's Missouri River Country's FY18 Marketing Plan. We will support the Montana Brand with our charming and unique towns, spectacular nature and breathtaking experiences. In addition, we will continue taking advantage of partnerships with MOTBD, other tourism regions/cvb's and tribal entities, working together to more effectively promote our area as a tourist destination

Optional: Include attachments here. Red Bottom MOTBD.jpg

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

The Montana Office of Tourism and Business Development plays an important part in Missouri River Country's tourism success.

MOTBD partnerships are always a way of getting more exposure and leveraging Missouri River Country's dollars. When the MOTBD is doing an ad and we position ourselves on the same page or the next page with the other Regions, it seems to give us great exposure. We don't have enough funding to do a full page, so when MOTBD does a large section of Montana, the readers will continue to read on and see our smaller ads. We would like to continue doing print and online marketing projects when affordable with MOTBD. We will also continue to promote the Montana Dinosaur Trail, Birding Trail, Lewis and Clark Trail and partner with MOTBD in producing brochures, online promotions, apps, press trips, and trade show opportunities.

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

A Partnership is an arrangement in which parties agree to cooperate to advance their mutual interests.

Missouri River Country realizes the importance of co-ops, whether they are with our local communities, regions/cvbs or the MOTBD to leverage dollars. We do co-ops with our local communities to help them promote their area and bring more people to their events and

attractions. Therefore, increasing the economic impact to the area and increase our bed tax dollars by spending more nights in Missouri River Country. We do this through our Co-op Marketing Projects as a 50/50 split.

We would like to continue to do print, and online opportunities with other Regions and CVB's, TBID's, local, state and federal agencies. This gives us a MONTANA presence. Trade Shows are another way to get that more effective MONTANA presence with our booths being next to each other. We can promote a tour through several of our regions and each region can tell the potential visitor what there is to do and see in their region.

The Visitor Information Centers across the state should have knowledge of each of our regions and all our information to send the visitor on to the next region. MOTBD has helped with this offering training to VIC's in the past. MRC would like to see that continue.

Optional: Include attachment here:

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

In the past Missouri River Country has participated in many MOTBD and Region co-ops. Audubon, Better Homes and Gardens, Good Housekeeping, National Geographic Traveler, Adara Media, Trip Advisor.com, Iexplore.com, maddenmedia.com, AARP, Nature Conservancy, and the Get Lost Newspaper campaign several years ago.

In FY 17 we applied for and received the Trade Show Assistant Grant. This grant has given us the opportunity to explore a new market in Denver.

We are currently doing a Lewis and Clark and Montana Dinosaur Trail partnership in cooperation with other Regions/CVB's and MOTBD. Lewis and Clark adventurers are still following the trail that Meriwether Lewis and William Clark followed back in 1805-1806 through Missouri River Country. The Montana Dinosaur Trail has been and continues to be very successful. We will continue to support the Montana Dinosaur Trail along with MOTBD and the other entities.

Optional: Include attachments here. Dino dig Donnie Sexton (2) copy.jpg
FY18 Budget Pie Chart.xlsx

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	Travel/Trade Shows	Yes	MRC will attend trade shows that target our geographic, demographic and psychographic markets to the high-value, low-impact visitors and provide them with information about our region. We will purchase giveaway items for an additional attraction to our booth, such as agates, and novelty items. We will design and print promotional bags for visitors to take additional information to inspire them to plan their trip to MRC. We will also research options to purchase a new banner that can hook over the booth space to save on shipping costs of the fold out frame.	In a Consumer Show survey done by ITRR it was noted that two regions that exhibited at a show were able to highlight the entire state and help in visitation. When we do shows people are interested in MT and we provide them with the information to plan their trip. Our recent shows that we attended in FY17 have showed a great response rate.	MRC will exhibit at target market trade shows and promote our spectacular nature, charming small towns, and breathtaking experiences and provide them with information. We will market our winter, ice fishing and warm season attractions and events. We will attract them to our booth with giveaways, trinkets, and give them our MRC bags to collect information. In FY15 we purchased dino replicas and put them on our table for an added attraction and the response is overwhelming.	MRC will track the attendance at the shows and the information handed out. A report will be given after the show to see if it was successful or not and whether we should continue to do shows at that destination. We will plan to hand out at least 400 MRC travel planners at each show, along with other misc. brochures and information.		\$10,000.00	No	Trade Show Attendance.jpg
Consumer	Billboards/Out-of-Home	Yes	MRC will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of the MT Dinosaur Trail.	According to TAB (Traffic Audit Bureau) 2015, our three signs had a weekly total of 11,012 impressions. Dodson-1,813, Oswego-2,852, Wolf Point-5,347 According to ITRR billboards are up to 9% compared to last year of 8% of sources used during visitors' trips.	These billboards will drive traffic to the four facilities in MRC and increase visitation to the MT Dinosaur Trail. ITRR's report showed an increase in sources of use of billboards for visitor's. The billboards are attractive and maintained and	Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 2% or more increased visitation to those attractions.		\$5,000.00	No	MRC Dino Billboards.jpg

					designate the MT Dinosaur Trail through MRC.				
Consumer	Mobile Applications	Yes	MRC will continue to do updates as needed and make all information current and user friendly for the mobile phone user. We are also considering doing a fishing app of species, river access, etc. and tips for the fisherman. We will also look into our options for joining Central MT on their Infarmation app. We will apply for grants to help with costs when applicable.	According to ITRR's 2016 nonresident report for MRC, Social Media and Mobile apps are info sources for trip planning. Mobile apps are 13% used and Social Media is 5% used during their trip. We realize not high numbers, but we will continue to get the information out on these channels.	MRC will do updates to our current mobile site due to the increasing amount of mobile phone users. MRC realizes the importance of mobile technology and will respond accordingly. We are also checking into options for Fishing and Crop Apps to stay with the trends of mobile use.	MRC will continue to track our website visits with a goal of increasing by 10% and use ITRR information. Our website visits in FY16 increased by 39%. This shows us that our website marketing has been effective.		\$500.00	No
Consumer	Photo/Video Library	Yes	MRC has an ongoing need for photos and videos for our marketing projects. We will utilize the MOTBD photos and arial footage in some of our video production and where applicable.	MRC purchased photos and developed a video for our marketing efforts print and online. These projects have been successful with our website visits up by 39%, CPI at \$2.49 and CPC \$3.17 Photos play an important role in the attractiveness of advertising our charming and breathtaking wonders.	MRC realizes the importance of having our spectacular nature captured through photos and videos. We will continue to maintain and update photos and videos as needed.	We will increase our photo library with wildlife, nature, and people photos to use in our travel guide, creative and website. We will also work on promoting MRC with video footage to show at trade shows and promote MRC's spectacular nature, contributing to a 10% increase in website visits and a 2% increase in our bed tax		\$1,000.00	No

						collections.				
Consumer	Website/Internet Development/Updates	Yes	MRC is working with MOTBD to develop our website to be included on the State site. This will be a cost savings to MRC and will allow us to use update funding for expanding our website. We would like to do an expansion on fishing, one of our main attractions to MRC. It will drive more traffic to our website.	According to MRC website analytics we showed a 39% increase in FY16 from FY15.	It is important to keep websites current. MRC will continue to do updates to keep the most important and current information available to encourage visitors to come. MOTBD will help with the transition process and we'll seek out options for expanding a fishing section to drive more traffic to our website and MRC. If the option for applying for a grant is available, MRC will take advantage of this opportunity.	MRC will continue to track our website visits through google analytics with a goal of a 10% increase.		\$1,000.00	No	
Consumer	Search Engine Marketing	Yes	MRC sees a benefit in search engine marketing with the increasing use of the internet. We will keep a tight control on our keywords and center on hunting and fishing which perform the best. Keywords drive more traffic to our website to use as a trip planning tool.	In FY16 50,923 impressions were received from our keyword search terms with a CTR of 40% and a CPC at \$3.17.	MRC continues to use search terms as a way to drive traffic to the MRC website and increase visitation from internet users. Since internet is becoming the most used source of trip planning we will continue to use keyword search terms. Hunting and Fishing seem to be our top search terms.	MRC will continue to track our website visits with a goal of a 10% increase to the site and track impressions and CTR to improve each year from the previous year.		\$3,000.00	No	
Consumer	Print Advertising	Yes	MRC will continue magazine and newspaper ad placement as a method of promoting MRC in regional and national publications read by travelers which match our target audiences and markets. We will participate in MOTBD joint ventures and partnerships when available. This will include placement	MRC's CPI for FY16 was \$2.49 We saw more inquiry requests in FY16 than FY15. We also realize more internet and mobile use compared to print and we are budgeting accordingly.	Print advertising is still effective in MRC. We will continue to advertise creating attractive ads and reach our target markets to attract the potential visitor that plans a trip to MRC. While internet is becoming more popular MRC feels that print advertising is still useful, but we will spend less funds for print and more for internet.	MRC will continue to track CPI with a goal of under \$5.00 and receive at least 7000 inquiries per year.		\$8,000.00	No	

			and production of the ads.							
Consumer	Electronic Adv - Newsletter, E-blast	Yes	MRC will continue to do quarterly E-Newsletters promoting our area events and attractions. These newsletters provide information to entice a potential visitor to MRC. We will also do customized E-mails with different target audiences and niche markets. Large format E-blasts are more engaging to the reader with more links and useful information. We will participate in MOTBD joint ventures and partnerships when available.	MRC sends out our E-Newsletters to a growing data base of 1000+ recipients with an average of 248 unique opens. Our E-Blasts produce 214,352 impressions at an 8.69% open rate.	MRC realizes the importance of e-mails in this technology age whether by computer or mobile. The past E-Newsletters and E-Blasts have proven effective. We will continue to promote MRC through E-mails since we have seen success in the past and has drove our website visits up by 39%.	MRC will measure the success of our e-mail efforts by increasing our data base by 500 and continue to receive at least 200,000 impressions with an open rate of 15%.		\$4,000.00	No	E-Blast.htm
Consumer	Online/Digital Advertising	Yes	MRC will continue to do online advertising. We will continue to do banner ads and Facebook and Social Media venues to get the attention of the internet user due to the growing use of technology. These marketing efforts will drive more traffic to our website where they can receive more information on MRC. We will do joint ventures with MOTBD and other Regions when applicable.	Website visits increased by 39% from FY15 to FY16. This increase is the results of more internet users and our marketing efforts to promote MRC online.	Online marketing is becoming more popular each year. MRC continues to advertise with banner ads, and online campaigns capturing the mobile and technological audience. We will continue to budget more funding towards digital and take advantage of Joint Ventures when available.	MRC will continue to track our website visits with a goal of a 10% increase. We had a 39% increase in FY16.		\$10,000.00	No	
Consumer	Printed Material	Yes	MRC will print promotional pocket maps, and brochures such as Canoe/Kayaking, L & C, hunting & fishing, calendar of	These specialty brochures are handed out at trade shows and requested through our website. They are delivered to area brochure racks. We	MRC continues to see a benefit in putting print pieces in the hands of visitors to plan their trips and when they are here in MRC to pick up and	MRC will measure success by the interest shown in these brochures		\$4,000.00	No	

			<p>events, rock hounding, birding and dinosaurs. We will also print and design a useful resource map of MRC showing attractions, roads, trails and points of interest. We will continue to do Co-op Marketing projects with communities that want to print a brochure/rack card or do signage for their communities. We will distribute an allocated amount of these brochures throughout MRC, at trade shows, and send out upon request. We will also purchase a few brochure racks where brochures are needed to be distributed.</p>	<p>usually hand out around 200 each at our trade shows. We were running low on several of these brochures so the demand has been high.</p>	<p>plan to spend another night due to an event that is seen in these specialty brochures. While the internet is becoming more popular there are still people who like to have a print piece in their hands. We will only print and reprint those that are the most popular.</p>	<p>contributing to a 2% increase in bed tax collections. We will have communities track their visitation and the economic impact to their area.</p>			
Consumer	Travel Guide	Yes	<p>MRC will print our primary and informational travel planner to mail to inquiries and distribute throughout our region, trade shows, and events and provide to distribution services for extended distribution and distribute throughout MRC. Travel planners are an important piece that provides information, pictures, maps and tools needed by the visitor to plan their trips and spend more time in MRC. FY18 is our print year after designing in FY17. This budget will also include Pre-press.</p>	<p>In FY16 MRC sent out 10,907 travel planners through the mail which was recorded by our fulfillment services. Approx. 5000 were distributed in the Region and another 2000 distributed at trade shows. First time visitor groups according to ITRR were 15% and repeat visitors 81%.</p>	<p>MRC prints and designs our travel planner in a 2-year cycle. This informational piece is a necessity to attracting visitors to MRC and providing them a print piece to help plan their trip and to extend their stay. We will continue to distribute them at trade shows and mail to inquiry requests and distribute them for visitors to pick up along their way. In FY16 we printed a new planner and in FY17 designed and now we will print again in FY18. We also distributed through the Billings Gazette Daily Newspaper and received an overwhelming amount of comments and wanting more</p>	<p>We will continue to keep track of how many planners are sent out each year and track our bed tax collections with a goal of 2% increase, and track how many are handed out at trade shows, and track our website visits with a goal of a 10% increase.</p>		\$30,000.00	No

					sent to family and friends in other locations. Since this was such a success we will plan to do this again in newspaper publications if we have extra planners left when time to print the new one in FY20.				
Consumer	Joint Ventures	Yes	MRC sees the value of Joint Ventures and partnering with MOTBD and other Regions and communities to reach the best market and leverage our marketing dollars.	A Joint Ventures line item will help with more accurate tracking. When partnering with MOTBD and other Regions our marketing efforts go further according to past research and MRC leads.	Joint ventures and partnerships are an important part in marketing Montana and MRC. We gain more exposure and our marketing dollars go further, especially with our limited budget. We will join in partnerships whenever it meets our marketing needs and budget.	MRC will measure success by our bed tax revenue, website visits and overall inquiries including the MT dinosaur trail and Lewis and Clark projects.		\$10,500.00	No
Events	Radio & Television Advertising	Yes	MRC will do radio and tv advertising for special events throughout the year. Some of these will be co-ops with our area communities promoting an event or attraction.	In previous years MRC advertised in cooperation with the Glasgow Chamber the MT Gov. Cup Walleye Tournament. Last year the attendance and entries increased from previous years. More advertising was being done through radio and tv.	MRC continues to see a benefit in advertising on the radio and tv. These special events need to be advertised in order for people to know they are happening. All advertising is done outside the area to attract people coming a distance in order to increase the nights' stay in MRC.	MRC and the co-op partners will track the attendance at these events with a goal of a 3% increase from the previous year.		\$500.00	No
Events	Print Advertising	Yes	MRC will print brochures, rack cards and posters to support an event. Most of these print projects will be Co-op Marketing with our communities that are willing to contribute a 50/50 match to leverage both MRC marketing dollars and the community. We will help with advertising an event	In the past we have helped museums, events and communities with print projects and advertising. A few years ago the Fort Peck Art in the Park event advertised in several publications and their attendance increased from the previous year.	MRC will promote events through print advertising in publications or flyers, brochures, posters, etc. We will encourage our communities to do a Co-op Marketing 50/50 split to leverage dollars and increase attendance.	Attendance at these events will be tracked by the communities and project organizers with a goal of 3% increase from the previous year.		\$500.00	No

			in newspapers and magazines.						
Events	Online/Digital Advertising	Yes	MRC will advertise events through online services. We will encourage communities to do a Co-op Marketing project with a 50/50 split to leverage both of our budget dollars.	According to <i>The usage of Social Media and Mobile Technology</i> a study done by the MOTBD, the executive summary states, "Geotravelers and leisure travelers are heavy users of online resources in their travel planning".	With online technology on the rise MRC will use the internet to advertise events to attract more visitation and attendance at events.	We will measure success by the attendance at the events advertised with a goal of a 3% increase from previous years.		\$500.00	No
Marketing Support	Administration	Yes	MRC supports the Montana Brand through our Administration efforts. We will continue to communicate a cohesive and effective marketing identity using the Montana Brand and operate the Missouri River Country office with the help of the Executive Director and purchase supplies, insurance and fees associated with maintaining a professional office.	MRC's bed tax collections were down 28% from FY15 to FY16. We are anticipating we will level off and our goal for FY18 is to increase the bed tax collections by 2%. Our website was up 39%. We will continue to track our bed tax collections, website and overall visitation to our attractions and events. ITRR is also another research tool that is useful for tracking success.	MRC will continue to maintain an office with an Executive Director to oversee daily operations of the business and maintain a professional office.	MRC will stay within a 20% budget for administration and will follow the Regulations and Procedures when using Lodging Facility Use Tax Revenue.		\$36,000.00	No
Marketing Support	Outreach	Yes	MRC will contribute funds for educational use and Voices of Montana to help promote the tourism industry. Education is needed in our general area. Some people and businesses don't realize the value of tourists to their communities.	By educating the public on tourism it will benefit our bed tax collections with a goal to increase by 2%.	Voices of Montana is a valuable resource for reaching more tourism success. Education is important for the business person to realize that tourism does support them and to give great customer service for return visits.	We will measure success by tracking our bed tax collections with a goal of a 2% increase.		\$250.00	No
Marketing Support	Fulfillment/Telemarketing	Yes	MRC will continue to provide visitors with a variety of information they request, including our Travel Planner, a current Calendar	MRC responded to 6543 inquiries in FY16. With the assistance of a Group Home located in MRC we mail out all information within a 72	MRC continues to use a fulfillment service to fulfill requests and provide potential visitors with our travel planner and information used	MRC will continue to track the number of inquiries and travel planners that		\$12,000.00	No

			of Events and targeted brochures all supporting the Montana Brand. These efforts include our toll-free phone number, internet services, postage, fulfillment by the contractor, mailing supplies and storage to store our fulfillment pieces.	hour time frame and accurate records are kept to track mailings.	to plan a trip to MRC. The Group Home is very efficient and allows the Executive Director more time to work on marketing projects.	are sent out each year with the help of our fulfillment services. We will plan to maintain the number of inquiries.				
Marketing Support	Opportunity Marketing	Yes	Throughout the year MRC takes advantage of opportune projects to promote MRC that we weren't aware of at the time of creating our annual marketing plan. Some of these projects that we have done in the past are publications, print, online, social media, signage, insertions, motorcycle ad books, and videos. We would like to continue to take advantage of opportunities if they fall within the scope of MRC's marketing efforts.	The opportunity projects that MRC has done in the past have resulted in increased revenue, website visits, more interest in an event, by receiving calls into the office and increased inquiries above the usual consumer advertising.	While opportunity projects are unknown at this time MRC would make sure they fall within the scope of our overall promoting efforts and follow the Rules and Regulations.	MRC would continue to track our bed tax revenue and set a goal of a 2% increase, website visits a 10% increase. We will also track inquiries, and general interest to attend or needing more information on a project.		\$500.00	No	
Marketing Support	Superhost	Yes	MRC would like to continue to support the Montana Superhost Program, if the program still continues. This program benefits our Region by educating employees to service the visitor better and provide a friendly and informative atmosphere.	According to ITRR, 81% of visitors to MRC are repeat visitors.	MRC will continue to support the Superhost Program to provide training which in return will increase repeat visitors to MRC.	Track repeat visitors using the ITRR reports with a goal to increase by 3%.		\$250.00	No	
Marketing Support	TAC/Governor's Conference meetings	Yes	TAC and Governor's Conference	These meetings are informative and a	These meetings play an important role for	Success will be measured		\$3,000.00	No	

			meetings are important for the Region Director to attend to stay informed on tourism trends, updates, rules and regulations, and useful marketing tools.	necessity in operating a cohesive organization and staying informed of the rules and regulations in tourism. MRC has not had any issues of misuse of bed tax funds brought before the TAC within the last 10 years.	the director to attend to accomplish MRC's goals in the tourism industry. More travel time and mileage is allowed for this budget due to distances to travel to meetings.	by the tracking of accomplishing MRC's goals and objectives and continuing to operate according to the Rules and Regulations for Lodging Facility Use Tax Revenue.				
Marketing Support	Marketing/Publicity Personnel	Yes	MRC's ED will commit to marketing obligations outside the normal scope of responsibilities outlined in the current job description. No overtime will be received between the two positions and hours will be tracked and recorded for this position. Duties will be directed at marketing MRC as a destination.	In FY16 MRC's website visits were up by 39% over FY15. Our consumer advertising CPI in FY16 was \$2.49 and internet CPC was \$3.17. These all contribute to the efforts of the marketing personnel position.	The duties of MP will include but not limited to plan and host FAM tours for qualified journalists, attend trade shows, implement educational workshops, prepare press releases, prepare the annual Marketing Plan, prepare tourism marketing presentations, attend marketing meetings, Facebook, Instagram, Twitter and social media opportunities, photography, website, creating calendar of events, promotional brochures, design ads, newsletters, 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.	We will continually track our website visits with a goal of a 10% increase, bed tax collections with a goal of 2% increase, consumer advertising, print and online with a CPI of less than \$5.00 and CPC less than \$5.00, PR values of at least \$15,000, social media efforts to show an increase in likes by 1000, and use ITRR services.		\$25,000.00	No	
Marketing Support	Cooperative Marketing	Yes	MRC will continue to work with communities to help them promote their area or an event in their town. In the past we have done a 50/50 match with	In previous years MRC advertised in cooperation with the Glasgow Chamber the MT Gov. Cup Walleye Tournament. Last year the attendance and entries increased. A	By partnering with communities we leverage more dollars and increase the advertising of a community or an event. Therefore,	MRC will measure the success of the co-op projects by tracking the visitation to an event or attraction in		\$7,000.00	No	

			a community to print brochures, posters, signage and advertise an event on the radio, newspaper or TV.	result of more advertising. Brochures from various communities have shown an increase in visitation to MRC and the community.	increasing more nights spent in MRC.	the community where a co-op project was held.				
Marketing Support	Equipment	Yes	Office equipment is needed to maintain a professional office. With the increase in technology the most up to date equipment is needed.	MRC's website was up 39%. We will continue to track our bed tax collections, website and overall visitation to our attractions and events. ITRR is also another research tool that is useful for tracking success	MRC needs to maintain a professional office. New equipment is necessary to keep up with the new technology and advancing society. We will only get new equipment when and as needed.	MRC will stay within a 20% budget for administration and will follow the Regulations and Procedures when using Lodging Facility Use Tax Revenue.		\$1,000.00	No	
Publicity	PressTrips	Yes	MRC will host Press/FAM Trips, allowing us to reach more writers and ultimately generate more publicity. In the past we have coordinated FAM's with MOTBD and other regions. We would plan to continue this joint venture to increase awareness of our region of nature, hunting, fishing, dinosaurs, history, birding, Native American Culture, recreation/outdoors, and outlaws. boating, canoeing, ice fishing and anything thing that would make MRC a memorable place to a visitor.	Our past FAM's have received over \$75,000 in Publicity Value. Our recent ones with Jason Mitchell Outdoor Television on mule deer hunting, ice fishing, walleye fishing, and lake trout fishing have produced several articles in publications such as Midwest Outdoors, In-Fisherman and MN Sporting Journal. They are still producing inquiries because he runs the TV shows several times throughout the year. In FY15 we partnered with MOTBD and had a productive trip with 4 journalists that created blogs and articles on RV campgrounds.	Press/FAM Trips are an important way of getting exposure to MRC. When working with the MOTBD they help us get the best journalists to produce the best coverage of our area. We will continue to work with Jason Mitchell because of past successes. He has produced videos and You Tube videos that we will continue to utilize and keep updating as needed. We will take advantage of opportunities to use photographers and hunting outfitters to achieve our publicity goals.	We will measure the success of our FAM's by increasing awareness of MRC through publications, videos, and television and maintain our \$75,000 in Publicity Value.		\$5,000.00	No	
Publicity	Social Media	Yes	MRC's social media efforts will include Facebook, Instagram, Twitter, You Tube, and Pinterest and any social media venues that fit our market.	Since July of 2011 we have gained over 12,000 likes on Face Book. Last year at this time we were right at 7000 likes. We have gained over 5000 in the past year and we	Social Media is growing and becoming a popular way of advertising. MRC will continue with the social media venues to capture the social media	MRC will measure success by tracking our "Likes" and "Followers" with a goal of		\$4,000.00	No	Social Media promotion.htm

			We will continue to do contests and giveaways to increase our "Likes", and recognition of MRC.	continue to grow our likes. A Panning for Gold in Zortman was the theme for last year's give-a-way and was a huge success. We have 575 followers on Instagram, which also continues to grow compared to 311 last year at this time.	audiences to inspire visitors to plan a trip to MRC. While much effort is put into the Social Media, MRC struggles with likes and followers. We continually increase and will increase with our continued efforts and contests and giveaways.	a 50% increase.				
										\$182,500.00

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Printed Material	\$4,000.00	\$0.00
Consumer	Mobile Applications	\$500.00	\$0.00
Consumer	Photo/Video Library	\$1,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$1,000.00	\$0.00
Consumer	Travel/Trade Shows	\$10,000.00	\$0.00
Consumer	Search Engine Marketing	\$3,000.00	\$0.00
Consumer	Print Advertising	\$8,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$4,000.00	\$0.00
Consumer	Online/Digital Advertising	\$10,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$5,000.00	\$0.00
Consumer	Travel Guide	\$30,000.00	\$0.00
Consumer	Joint Ventures	\$10,500.00	\$0.00
		\$87,000.00	\$0.00
Events	Radio & Television Advertising	\$500.00	\$0.00
Events	Print Advertising	\$500.00	\$0.00
Events	Online/Digital Advertising	\$500.00	\$0.00
		\$1,500.00	\$0.00
Marketing Support	Cooperative Marketing	\$7,000.00	\$0.00
Marketing Support	Administration	\$36,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$12,000.00	\$0.00
Marketing Support	Equipment	\$1,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$500.00	\$0.00
Marketing Support	Superhost	\$250.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,000.00	\$0.00

Marketing Support	Marketing/Publicity Personnel	\$25,000.00	\$0.00
Marketing Support	Outreach	\$250.00	\$0.00
		\$85,000.00	\$0.00
Publicity	PressTrips	\$5,000.00	\$0.00
Publicity	Social Media	\$4,000.00	\$0.00
		\$9,000.00	\$0.00
		\$182,500.00	\$0.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
FY18 Required Documents.pdf (772 KB)	FY 18 Required signed documents.	772 KB
img-150429040017.pdf (1.7 MB)	Required documents and Minutes showing MRC Board of Directors approving FY16 Marketing Plan.	1.7 MB
MRC minutes 04-18-17.docx (26 KB)	MRC minutes for approval of FY18 Marketing Plan.	26 KB
