



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72786 - FY19 Havre CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Havre CVB Marketing Plan
Grant Number: 19-51-019
Grant Status: Underway
Comments:
Applicant Organization: Havre Area Chamber of Commerce
Grantee Contact: Jody Olson
Award Year: 2018
Program Area: DOC Office of Tourism

Amounts:
Contract Dates: Contract Sent: 06/20/2018, Contract Received: 07/01/2018, Contract Executed: 06/30/2019
Project Dates: Proposal Date: 06/20/2018, Project Start: 07/01/2018, Project End: 06/30/2019
Grant Administrator: Barb Sanem
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Award Year: 2018

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2018
 06/30/2019

Project Start Project End

Comments
Amendment Comments

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 diverse geography of the Milk River, golden wheat fields and rising peaks of the Bears Paw Mountains, surround the city of Havre. Havre offers visitors western spirit, history and hospitality. Visitors can enjoy a slower pace of life and open spaces, beautiful clear skies, abundant outdoor recreation and adventure and feel at home. Three historic districts help to depict the historic charm of Havre. The four seasons provide year-round recreation, an outdoor paradise for all from hunting and fishing to boating and camping, to downhill skiing and snowshoeing.

Havre aligns well with the three Montana Brand pillars:

- Spectacular unspoiled nature.
 - Havre is blessed with clean air, open spaces and awe-inspiring big skies. The landscape of the area is second to none, with rolling hills, badlands, mountains, reservoirs and lakes and rich irrigated fields along the Milk River. The changing landscapes provide for great photography.
- Vibrant and charming small towns that serve as gateways to our natural wonders.
 - As the geographically largest trade area in Hill County, Havre, Montana's eighth largest city is a regional hub for agriculture, education, transportation, health care and services providing a unique experience of small town charm. Havre is also a natural stop going to or returning from Glacier Park on Hwy 2. Only forty miles north are our neighbors, Saskatchewan and Alberta, Canada.
- Breathtaking experiences by day and relaxing hospitality by night.
 - Havre offers a variety of experiences including hunting, fishing, camping and other outdoor recreation. History is prominent along the Hi-Line. With many tours, museums, galleries and historic properties, there is an endless amount of attractions to visit. Our most unique attractions include Havre Beneath the Streets, Wahkpa Chu'gn Buffalo Jump and the H. Earl Clack Museum which is on the Dinosaur Trail. Havre has many new and updated motels along with the largest county park in the nation, Beaver Creek Park, that serves as a peaceful place to pitch a tent or sleep beneath the stars. Many fine restaurants, breweries and a distillery dot the city for your evening respite.

Describe your destination.

Inspiration: The main aspect of our marketing plan focuses on giving Havre a brand that invokes action and prompts involvement in all the areas of interest to travelers. For inspiration we

will have pictures of our unique landscape , breathtaking sunsets and activities such as our hiking trails, and vast array of wildlife to bring a sense of awareness and curiosity of our area to the minds of travelers. Through this branding, Havre will work with advertising opportunities to present our area as part of the Visit Montana Story.

Orientation: Our goal is to get every Montana traveler to see Havre as a destination. Through our havrechamber.com website,havreareaevents.com, Facebook and our other social media accounts we will give travelers access to all the information they will need to plan their trip from start to finish. These sites include the many attractions of Havre along with our motels ,eating establishments and more to persuade travelers to spend time and dollars in our community. Heading East to Glacier National Park, we are tied into regional partnerships.

Facilitation: The main idea behind this endeavor is to entice travelers to stop in Havre and visit our unique town along with our county park. Through advertising our attractions and spiking interest in the minds of travelers we intend to encourage people to "Visit Havre" "Take a Look Around" and "Find Yourself in Havre"and experience all that Havre has to offer. Through these action statements it is our goal to give the visitors an interactive experience in the Havre area with our wide array of activities. With such attractions as Beaver Creek Park, Havre Beneath the Streets, Fresno Reservoir, Bear Paw Ski Bowl and our wide open spaces that are perfect for hunting, fishing, hiking, and photography we hope to bring travelers to Havre and convince them to stay a while longer and hurry back when they leave.

Optional: Include attachments here

a. *Define your target markets (demographic, geographic and psychographic).*

We will target the following demographic markets: Travelers on their way to and from Glacier National Park, Scenic Drivers, Car/RV Campers, Recreational Shoppers, Nature Photographers, Historic and Preservation Enthusiasts along with hunters, fishermen, hikers and wildlife watchers.

Based on research results generated through the Interactive Data link on the website for Tourism and Recreation Research by the Montana Office of Tourism, the inquiries our motels receive and the inquiries our Havre Chamber receives, our primary geographic target markets include the following states and provinces: North Dakota, California, Ontario, Washington, Florida, North Carolina and South Dakota.

The psycho-graphic characteristics of Havre's target market include those who enjoy wide open spaces, diverse cultures, historic landmarks and value locally owned and operated businesses.

b. *What are your emerging markets?*

Hiking and Camping: Beaver Creek Park is the largest county park in the nation and is being promoted as a wonderful place to go hiking and camping. With their nicely kept and easily accessible campgrounds and trails along with two beautiful lakes perfect for fishing, canoeing or swimming, Beaver Creek Park opens a large market for outdoor enthusiasts.

Brewery: Havre has brand new breweries and a distillery that we intend to market to travelers who enjoy locally concocted drinks and an experience like none other.

Canadian Market: The City of Havre has partnered with the City of Medicine Hat to try to make the trip from Canada easier through the Wild Horse Border crossing. This is bringing more tourists through Havre, and our goal is to market to Canadian communities to entice them to shop and stay in Havre more often and for longer periods of time. A partnership with Central MT would integrate the Canadian market.

Sports: Havre has long held large wrestling tournaments that have brought people from all over the state to our city but in the past few years other large sports tournaments have been held in Havre due to the hospitality we show and our central location. We intend to market our facilities and our hospitality to an emerging sports market to bring in more tournaments and crowds that will benefit our motels, restaurants and facility owners.

Optional: Include attachments here.

c. *What research supports your target marketing?*

As of now we use data generated through the Interactive Data link on the website for Tourism and Recreation Research by the Montana Office of Tourism along with inquiries made at the Havre Chamber and the visitor log. We also talk with our TBID to see where the people that stay in their motels are from and use their access to VisaVue to pinpoint visitors point of origin. TBID grant wrap-ups are another source of information for us.

- Establish our identity and presence in the marketplace as a unique visit.
- Expand our marketing potential through the development of marketing partnerships by participating in joint ventures with the MTOT, Central Montana, other tourism organizations, key non-profits and local businesses to promote the Havre area to individuals and group travelers.
- Capitalize on the Canadian market.
- Work to increase length of visitor stays and expenditures by raising their awareness of what Havre has to offer.
- Explore opportunities to promote the Native American tourism potential.
- Assist local attractions and event organizers, in Havre, with the organizing, growing and marketing of their events to ultimately bring more visitors to Havre.

a. *In what types of co-ops with MTOT would you like to participate?*

Being very new to these opportunities, Havre CVB would be open to looking at any co-ops that would increase our visibility and promote our goals.

Optional: Include attachment here.

b. *In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)*

This year it is our plan to learn about the available opportunities and see what would be a good fit for our area. MTOT will assist us in enhancing our social media presence. We will work with MDOT on a photo library, partnership and assistance.

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

This is our first year back as a CVB so we haven't done anything in the past but we are interested in future opportunities.

Optional: Include attachments here.

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Optional: Include attachment here:

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Plan to measure success?	Provide a brief rationale.	Estimated budget for each method.	Marketing Method Evaluation	Are you using private funds to support this method? If so, please explain	Non bed tax funds?	Add'l Attchmnts	Meets Regs	Eval Comments
Consumer	Online/Digital Advertising	Yes	Online advertising is an invaluable tool in this day and age. By posting ads promoting Havre and the surrounding areas on pages like travel sites, travel blogs and Facebook we can target a bigger audience for a lower cost. We will use our pictures and eye catching ads to spark interest in the minds of those looking to come to Montana and direct them up to Havre. We will also target specific groups like people who enjoy Montana's history and culture by using ads that promote our Underground Museum and Buffalo Jump.	More than 80% of tourists turn to the web to research before deciding the venue, transportation, hospitality and entertainments of their vacation destination. And most of them use major search engines for their research. When SEO for Tourism is done well, your website pops in front of right people during their research phase.	Measurability and easiness to track the conversion makes online advertising miles ahead on the traditional advertising methods. A lot of effective analytics tools are available to measure online advertising campaigns which helps in more improvisation of the ads. You will get a clear picture regarding who viewed your ads, who clicked, the number of leads generated and the amount of money that you have spent so far for your internet advertising activities.	When compared with offline advertising, online advertising always helps you to reach the targeted audience and this helps in making your campaign more profitable and getting more relevant leads.	\$3,000.00		No				
			Havre CVB will work with a website developer to create an online Havre landing page to promote tourism. When you type "Havre										

Consumer	Website/Internet Development/Updates	Yes	<p>Montana" in a search engine there isn't any tourist friendly web pages that come up. We want our web page to be the first thing that people see when searching online for Havre and things to do in the surrounding area. Using this page we will promote local business, events and other tourist opportunities to make planning a trip to Havre easy and enjoyable.</p> <p>This is another possibility of partnering with Havre TBID to have a website that is only geared towards tourism.</p>	<p>Research supports the value of a destination website which is now fully responsive for smartphone and tablet devices and reflects a clean, classy and easy to navigate design interface. Eye catching imagery is critical in attracting the savvy traveler. A picture is worth a thousand words. The goal is to have a tourism only site for the Havre area.</p>	<p>The hits on our website will measure our success.</p>	<p>Studies show that more and more people search the internet for the places they are planning to visit before they ever book their trip. If we can make a page that gives them all the information they will need to visit Havre in one place it will improve awareness and spike interest and anticipation to visit Havre.</p>	\$6,000.00		No			
Consumer	Social Media	Yes	<p>Countless travelers are deliberately turning to social media for help planning their trips, but social media is also a massive source of inspiration for would-be travelers without a destination. We plan on using Facebook, Instagram and other social media sites to promote Havre. This will include posting professional pictures of our area, advertising events and boosting our posts. We strive to focus on events and make events into destination events.</p> <p>We will consider using Facebook boosts on large events to reach more people and a larger area.</p>	<p>Studies show that over 2.4 billion people are using social media in 2018 and the market is only growing.</p>	<p>We will track the "likes" "comments" "followers" and clicks on each post and event page that we create. This will let us know what strategies are reaching more people without much hassle.</p>	<p>The benefit of social media is getting to know your audience is now easier than ever. By tracking who views your social media pages you can understand the major demographics and patterns of your customer or, in our case, tourist behaviors. This not only allows us to better target our audience but it also helps us understand the specific wants and needs of our visitor base.</p>	\$1,000.00		No			

Consumer	Print Advertising	Yes	<p>We will print ads in magazines that will reach prospective travelers such as Central Montana Magazine, Lifestyles Montana, and Signature Montana Magazine. These magazines will reach out to people who already hold the Montana spirit of adventure and beauty and will promote our many outdoor activities and historical attractions.</p>	<p>All of the magazines we plan on advertising in reach over 20,000 readers monthly.</p>	<p>We will measure success in two ways</p> <ul style="list-style-type: none"> • Defined increase in motel stays during ad campaign's run • Increased conventions or conferences and increased attendance of these events 	<p>Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.</p>	\$1,000.00			No	Yes
Group Marketing	Printed Material	Yes	<p>Havre CVB plans on partnering with Havre TBID to get printed material all about Havre to convention organizers and bus companies for them to give out to their travelers. This material will mainly promote our motels, attractions and venues to bring in larger groups of people for conventions and conferences.</p> <p>Havre could use updated brochures to give out at motels, gas stations and the Chamber of Commerce office. We will work with the local organizations and businesses to portray Havre in the best way possible to make our visitors stay easy and enjoyable.</p>	<p>Dr. Norma Nickerson a professor at the University of Montana says 78% of Montana visitors use brochures during their trip.</p>	<p>We will measure success by a defined increase in motel stays and increased convention or conference attendance of these events.</p>	<p>We were lacking in printed materials/folders to give to convention organizers and bus companies as per requests from our motel managers.</p> <p>We need new brochures geared towards the destination traveler with up to date pictures and including our target markets' interests.</p>	\$1,000.00			Yes	
Marketing Support	Opportunity Marketing	Yes	<p>This money will be used for any unforeseen opportunity that comes up in FY19 that will bring potential visitors to Havre.</p>	<p>As the Executive Director of the Chamber, I have seen how quickly we need to react to buy in on marketing. This will give us that opportunity.</p>	<p>Success will be measured after the funds are used.</p>	<p>Budgeting this money will ensure that Havre doesn't miss out on any great opportunities throughout the year that we may not have known about while doing our</p>	\$800.00			No	

						marketing plan.							
Marketing Support	TAC/Governor's Conference meetings	Yes	This money will be used to travel to and from TAC meetings and the Governor's Conference along with lodging and meals which are mandatory events for CVB's.	The connections that are made with other tourism agencies is invaluable. Learning as much as we can and using other's tried and true ideas should be an asset to us.	Difficult to measure success. Ideas and possibilities used would be the measure. Partnerships may occur.	Representation from our community/CVB is a positive signal to the whole state that we care about our area and the impact of tourism. Networking and continuous education are always a goal for improvement.	\$2,000.00			No			
Marketing Support	Administration	Yes	Administration funding will go to hired staff of Havre Chamber to manage funds and paperwork for the Havre CVB.	We will need someone to manage these funds accurately and to meet given deadlines.	Success will be measured as the audits start and the CVB becomes operational.	We need to make sure the time and resources are used wisely for the CVB to be successful.	\$3,700.00			No			
							\$18,500.00						

Marketing Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Website/Internet Development/Updates	\$6,000.00	\$0.00
Consumer	Social Media	\$1,000.00	\$0.00
Consumer	Online/Digital Advertising	\$3,000.00	\$0.00
		\$10,000.00	\$0.00
Events	Print Advertising	\$2,000.00	\$0.00
		\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$800.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Administration	\$3,700.00	\$0.00
		\$6,500.00	\$0.00
		\$18,500.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
FY19 Required Documents	FY19 required documents.pdf	803 KB

