



**FY 13/14 Marketing Plan**  
**July1, 2013 – June 30, 2014**



**STEPPING OUT OF BOUNDS IN MONTANA'S MISSOURI RIVER COUNTRY**

## **PURPOSE**

The purpose of this marketing plan is to increase the number of visitors to Montana's Missouri River Country Tourism Region's eight counties by promoting local businesses, events and attractions to tourists, group tour planners, hunting, fishing, birding and dinosaur enthusiasts.

Our marketing efforts will focus on promoting Montana's Missouri River Country as an area filled with historical and cultural destinations, beautiful rivers and lakes, wide open spaces, hospitable people and numerous outdoor opportunities.

We will "Step Out of Bounds" and focus our marketing efforts more towards online marketing and online content including social media, Face Book, Twitter, etc. We will give potential visitors using our website more tools for researching and planning their trips. We will reach out to the geotourist, promoting our unspoiled nature.

Our primary marketing objectives are to increase visitation and communicate a cohesive and effective marketing identity. We will follow the MTOT's 2013-2017 Strategic Plan, incorporating the plan into Montana's Missouri River Country's FY14 Marketing Plan. We will support the Montana Brand with our charming and unique towns. In addition, we will continue taking advantage of partnerships with other tourism and tribal entities, working together to more effectively promote our area as a tourist destination.

Missouri River Country is a unique corner of Montana. We would like to see more accurate and comprehensive research data specifically representing our region and the effects of the Oil Bakken in the Eastern part of Missouri River Country. More accurate research would assist in making reliable decisions for our future marketing plans.

## **IDENTITY OF THE AREA, AS IDENTIFIED BY MISSOURI RIVER COUNTRY**

Montana's Missouri River Country is an area filled with open spaces, history, culture, wildlife, outdoor recreation, hiking, biking, canoeing, kayaking, dinosaur digs, birding, hunting and fishing opportunities. There is a museum in almost every charming, little town with a friendly staff and atmosphere.

### *Strengths:*

#### **Museums, Interpretive & Educational Centers**

- Fort Peck Interpretive Center & Dinosaur Museum
- Pioneer Pride Museum (Bainville)
- City Museum (Poplar)
- Culbertson Museum & Visitor Information Center
- Fort Peck Assiniboine and Sioux Culture Center and Museum (Poplar)
- Garfield County Museum (Jordan)
- Children's Museum of Northeast Montana (Glasgow)
- Historical Society Museum (Lambert)
- Great Plains Dinosaur Museum (Malta)
- McCone County Museum (Circle)
- MonDak Heritage Center (Sidney)
- Montana Agate Museum (Sidney)
- Phillips County Museum (Malta)
- Pioneer Town & Museum (Scobey)
- Sheridan County Museum (Plentywood)
- Warm Water Fish Hatchery (near Ft. Peck Interpretive Center & Museum)
- Wolf Point Area Museum (Wolf Point)
- Valley County Pioneer Museum (Glasgow)

## **Events & Attractions**

- Various local events & sporting tournaments
- Chet Huntley School House (Saco)
- County Fairs (various)
- Fort Peck Summer Theatre
- Montana Dinosaur Trail
- Northeast Montana Birding Trail
- Pioneer Days and Dirty Shame Show (Scobey)
- Sidney Water Slide
- Snowden and Old Fairview bridges (Fairview)
- Valley Events Center (Glasgow)
- Wild Horse Stampede (Wolf Point)
- Zortman (Historic Mining Town)
- Sunrise Festival of the Arts (Sidney)
- Fort Union National Historic Site
- Native American Pow Wows (Frazer, Wolf Point, Poplar, Brockton)

## **Lewis & Clark Attractions**

- Hiking Trail & Observation Point w/ Interpretive Signage (Fort Peck)
- Lewis & Clark Visitor's Center (Sidney)
- Missouri-Yellowstone Confluence Interpretive Center
- Scenic Overlook on Hwy. 24 with interpretive signage
- Interpretive Site at Culbertson Bridge Hwy. 16

## **Scenic Drives**

- Leo B. Coleman Wildlife Exhibit
- Bowdoin National Wildlife Refuge
- Medicine Lake National Wildlife Refuge
- North James Kipp Park (Charles M. Russell Wildlife Refuge)

## **Abundant Recreational Opportunities**

- Brush Lake State Park/ Campground
- Charles M. Russell Wildlife Refuge
- Fishing, boating, camping, hiking, hunting, golfing, canoeing
- Scenic drives; pristine, open spaces in a serene environment
- Natural history opportunities including an abundance of natural history activities: bird watching, agate hunting, photography, dinosaur digs
- American Prairie Reserve
- Burnt Lodge Wilderness

## **Transportation**

- Amtrak
- Silver Airways (daily flights at Sidney, Wolf Point and Glasgow)
- Public Airports available in most communities for small aircrafts

## ***Challenges:***

### **Poor Public Perception and Recognition**

Montana's Missouri River Country continues to be primarily a "drive-through" region, with studies by ITRR indicating that more visitors to the state are "just passing through" to destinations with more widely recognized icons. We must continue to educate travelers that there are activities and points of interest in the region. We are addressing this by providing additional information at trade shows and distributing our printed materials more widely, 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.

### **Distance/Lodging/Transportation**

Travel can be daunting, as long distances – coupled with limited lodging and services – are potential stumbling blocks. In addition, access to transportation is limited. Missouri River Country has no Interstate routes, terminals or major airports. These travel challenges are all exacerbated in the Winter Season, when road conditions keep visitors at home or in other parts of the state where organized winter activities draw tourists year-round.

### **Lack of State Parks**

Currently Montana's Missouri River Country has only 2 State Parks in our entire Region. With the influx of people in the Eastern part of Montana's Missouri River Country due to the Oil Bakken, camping and recreating is a challenge. We no longer have a Parks Program in FWP's Region 6.

### **Lack of Communication/Coordinated Efforts**

Intra-community sharing of knowledge and information to help promote tourism within Montana's Missouri River Country is always an area in need of improvement. It is a challenge to get communities to work together to promote their areas and increase tourism and we will continue our efforts to help this by offering our co-op marketing strategies to build Region unity.

### **Lack of Beautification for Visitors**

Montana's Missouri River Country has beautiful landscapes, nature and scenery, but we are lacking beauty along our highways and Amtrak routes. First impressions are important and leave a lasting image in the traveler's minds. Several of our charming small towns have Beautification Committees that pick up garbage and plant flowers, etc. but the roadways are lacking. Sometimes groups pick up garbage along the highways, but it is getting harder to get communities and groups to do this. Two of our three Amtrak Stations are in need of beautification also.

### **Expanding on our Goals, Strengths, Challenges, Opportunities and Marketing Efforts**

Montana's Missouri River Country has an abundance of spectacular unspoiled nature. One of our goals is to attract the geotourist with our landscapes, nature, and wide open spaces. Last summer Patrick Kratz from *Backpacker* hiked our rolling hills and badlands of the Bitter Creek Wilderness and Sand Arroyo. He had breathtaking experiences by day and relaxing hospitality at night. He visited our charming small town of Fort Peck and visited the Fort Peck Interpretive Center and Museum. He viewed the amazing Aurora Borealis by night in the Big Sky of Missouri River Country. His experience is an example of how we plan to "Step Out of Bounds" and attract the geotourist through partnerships with MTOT and expand our advertising efforts through social media and several online campaigns.

Montana's Missouri River Country is known for its spectacular hunting and fishing opportunities. We will continue to market the Sportsmen using print and online advertising, and FAM's. We will also target Sportsman Trade Shows.

Our strengths include our museums, interpretive and educational centers, events, attractions, Lewis and Clark attractions, scenic drives and abundant recreational opportunities. We will continue to target the history and culture buffs with these attractions using a marketing method of print and online, FAM's, partnerships with the MTOT and trade shows. We will show that we have charming small towns, spectacular unspoiled nature and breathtaking experiences.

Montana's Missouri River Country faces many challenges that we continue to work towards correcting. We have so much unspoiled nature that we are hoping the traveler down the highway and on Amtrak will see that beauty beyond litter in the ditches. We will continue to be proactive with FWP and educate the resident and non-resident on Missouri River Country's many attractions. We will do this through all of our advertising venues. We realize the importance of partnerships and more use of the mobile phones and internet use.

MTOT partnerships are always a way of getting more exposure. When we do trade shows we realize the importance of MONTANA! In the past we have tried to partner with other regions to do the same shows to get more of a Montana presence with our booths being next to each other. When the MTOT 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 MTOT does a large section the readers will continue to read on and see our smaller ads. We will consider doing print, and online co-ops with MTOT. We will also continue to promote the Montana Dinosaur Trail and partner with MTOT in producing brochures.

This fiscal year we have budgeted more funds towards Internet Projects, which include website updates, (we just recently redesigned our website and continue to add content) e-newsletters, search terms on Google.com, banner ads, online PR campaigns, social media and mobile website updates. Something new this year is a video that will scan all of Missouri River Country, including our charming small towns, spectacular unspoiled nature, museums, attractions and breathtaking experiences. We currently have a good collection of unspoiled nature photos in our photo library, but will continue to expand it and get more people doing activity photos.

Montana's Missouri River Country has showed a large increase in lodging tax revenue over the last three years. (See chart on page 9) Our ad agency tracks all of our consumer advertising efforts, online and print. They use the previous year's results to plan for the next year media plan, choosing the publications and venues that have performed the best. Our FAM's have produced \$75,000 in publicity value. We will continue our efforts to maintain a CPI of under \$5. We will also monitor our facebook likes and website visits and stay in contact with the Dinosaur Museum facilities on the MT Dinosaur Trail and the other museums in Missouri River Country. Even though some of our target market publications don't offer readership service, such as hunting/fishing and birding publications, we will continue to advertise in them because they are our target markets. We will research the possibility of using a URL code to track our website visits from these non-readership service publications.

## **FISCAL YEAR 2014 GOALS**

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Children's Museum of NE MT, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park and Campground and promote more access and additional public amenities.
- 6) Promote regional conventions, events and shopping.
- 7) Gain feature stories in regional and national consumer publications about events and attractions that expose our region's unique attractions (particularly our expanding Dinosaur attractions).
- 8) Develop both online marketing and online resources to increase visitor interest in the region, and to make it easy for visitors to find and use information that will spur planning decisions.
- 9) Gain increased exposure of Missouri River Country online through web-based public relations, keyword placements on search engines, online packages, social media, and related tactics.
- 10) Focus on the geo-tourist market.
- 11) Implement the state's brand and "Step Out of Bounds" in our print and online advertising.
- 12) Seek opportunities to promote the Fort Peck Reservation and work with tribal leaders to promote cultures of the tribes and tourism activities.

## **HOW THE MARKETING PLAN SUPPORTS THE STATEWIDE 2013-2017 TOURISM & RECREATION STRATEGIC PLAN**

Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

## **FISCAL YEAR 2014 MEASURABLE OBJECTIVES**

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13. In FY13 Missouri River Country showed an increase of 24% over FY12.
- 2) Spend 100% of the budget allocated on co-op partnerships. In FY13 we surpassed this objective and transferred more funds into the Co-op Marketing budget so we could continue to help the communities in Missouri River Country.
- 3) Obtain an overall cost-per-inquiry of \$5 or less on our Consumer Advertising plan. In FY12 our CPI was \$4.18 with the Reader Service tracking. Without Reader Service our overall CPI was \$7.44. While Reader Service is a valuable component in print media tracking, Missouri River Country finds it necessary to advertise in the niche publications that don't offer Reader Service. We are working on other tracking methods for these publications.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%. In FY12 we received 13,104 unique visits. Due to using a different tracking system we were unable to compare with FY11.
- 5) Continue distributing our e-newsletter four times throughout the year, fall, winter, spring and summer, and continue developing a database of at least 50 additional potential visitors. We continue to maintain an e-mail data base of over 2000 contacts.
- 6) Distribute 100% of our allocated Calendars of Event and Travel Planners throughout Missouri River Country by June 2014.
- 7) Print our new Travel Planner and have it ready for distribution in August 2013. Missouri River Country designs and prints our Travel Planner in a 2-year cycle. Design in FY13 and print in FY14.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours. FY12 Jason Mitchell Outdoor Show FAM aired on two Fox Sports Channels. Total for both stations is a \$75,000 Publicity Value.

- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 4% or more increased visitation to those attractions. In FY13 we saw a slight decrease to our Dinosaur Trail facilities. Part of this was due to the Fort Peck Interpretive Center showing a large increase in FY11 due to the amount of water being released through the Fort Peck Spillway.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners, and other promotional brochures at each, and distribute our plastic bags and promotional items. Missouri River Country attended four trade shows in FY13.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry. Inquiries are sent out one to two times a week and our Mail Service Contractor sends them out within 72 hours.
- 12) Promote our events, attractions and museum and increase their visitation by 4%.

## **TARGET GEOGRAPHIC MARKETS**

Missouri River Country will target the following geographic markets, which provide our current base of visitors and potential for increased visits by high-value, low-impact tourists: Minnesota, Washington, California, Pennsylvania, Wisconsin, Wyoming, Michigan, and Manitoba, Alberta and Saskatchewan, Canada. Some Southwestern and Midwestern markets are “opportunity” markets that we will reach through national circulation in various publications utilized in our Consumer Magazine Advertising campaign and via trade show attendance. We will also continue to work the North Dakota market to attract the Bakken oil rig workers and families for a close get-a-way event filled vacation.

## **TARGET DEMOGRAPHICS**

### *A) Hunters & Fishers:*

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

### *B) History & Culture Buffs:*

Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

*C) Couples:* Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, 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 35-54, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching and dinosaurs.

*F) Outdoor Enthusiasts:* Adults 35-54 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, dinosaurs, ATV's, motorcycles, and water recreation.

*G) Group Tour Operators* who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.

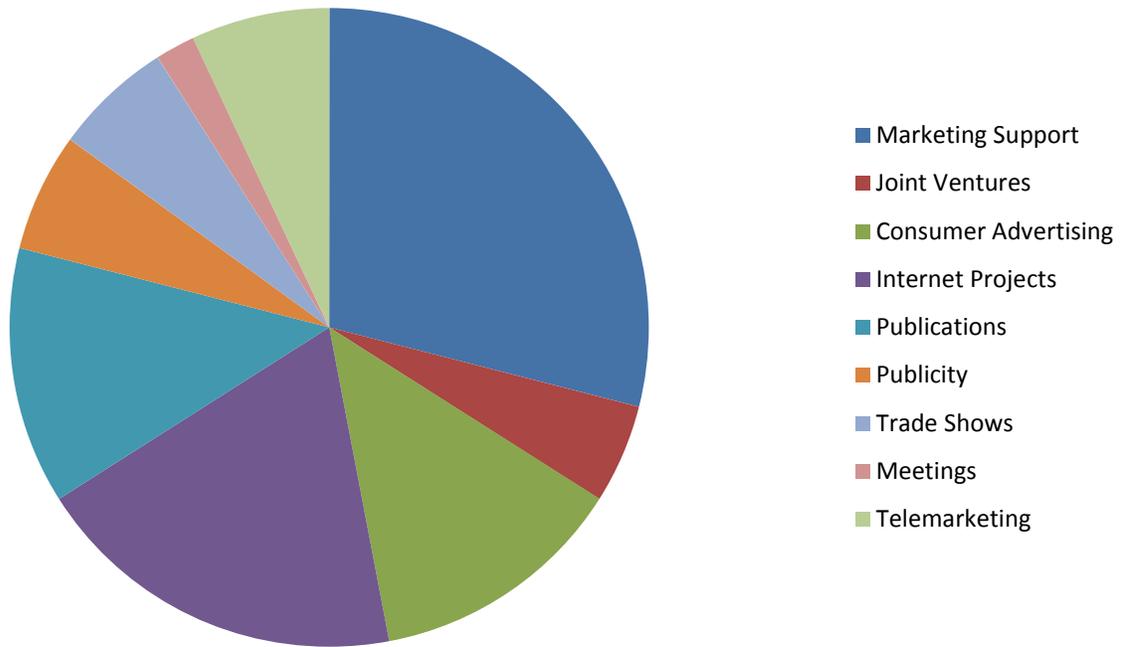
## **MARKETING METHODS, INCLUDING ADV. MEDIUMS TO BE USED**

*Reaching Hunters & Fishermen, History & Culture Buffs, Couples, Traditional Family Travelers, RVers/Campers, and Outdoor Enthusiasts, Group Tour Operators and Bakken Oil Field workers and their families during their days off.*

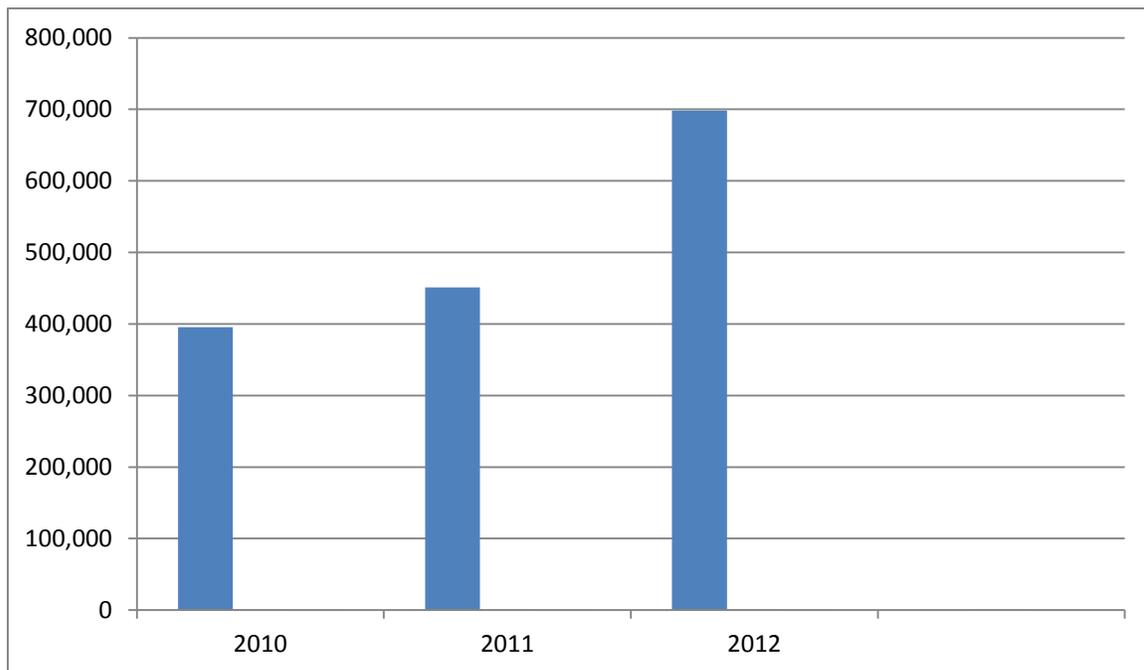
*A) Consumer Magazine Advertising:* Our ads will promote the recreational and historical/cultural/dinosaur attractions in our region, in various regional and national publications as outlined under our Target Markets. We will also explore every opportunity to partner with the MTOT in co-op ventures.

- B) Travel Planner: We will print our new Travel Planner in FY14 and continue distributing it in the Region and area, at trade shows, and to all visitor inquiries. The Planner will promote attractions, events, activities, driving tours and contact information in our region. Our current travel planner is on our website for free downloading.
- C) Website: Continued updates will increase the site's inclusion of up-to-date information and photography, and encourage longer/more frequent website visits. We will add a Bakken page, Canadian page, social media widgets, etc. We will also do updates to our mobile site, keeping it useful for the mobile user.
- D) Billboards: Billboards are placed just east of Wolf Point, in Oswego, and near Malta, to encourage out-of-state tourists driving through Missouri River Country to stop and visit various Dinosaur Trail attractions in our region. A survey done at the Great Plains Dinosaur Museum in Malta in 2011 showed that 688 visitors saw the billboard sign and of those 240 were on the Montana Dinosaur Trail.
- E) Online: This will include e-newsletters, online keyword searches, online public relations campaigns, banner ads, and HTML e-mails. We will continue to announce new attractions and events, keeping awareness high, and encouraging repeat visits.
- F) Calendar of Events: This existing piece will be updated, reprinted and distributed to maintain awareness and encourage attendance of current events in Missouri River Country.
- G) Public Relations: We will encourage written articles about Missouri River Country by participating in FAM Tours, possibly promoting dinosaur digs, fishing, hunting, birding, APR, history buffs, canoeing and agate hunting. We will maintain a photo library with nature, people, events and activities photos.
- H) Trade Shows: We will attend various trade shows to target those with a propensity to take or coordinate driving vacations in our region and display our trade show banners, distribute Travel Planner and targeted brochures. According to the ITRR Consumer Show Case Study, information that was distributed at the trade show did influence 64% of the people surveyed to make a trip to Montana.
- I) Video: We will create a video of Montana's Missouri River Country focusing on images and themes of Native American Culture, Homesteading History, Dinosaurs/Fossils, Fort Peck Dam and reservoir and outdoor recreation including hunting and fishing.

## Percentage of Marketing \$\$



## Lodging Tax Revenue



**MISSOURI RIVER COUNTRY  
FY/2013/2014 BUDGET**

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>TOTAL</u>	<u>PROJECT</u>
	<u>BUDGET</u>	<u>BUDGET</u>
<b>Marketing Support</b>		<b>\$71,400.00 (29%)</b>
Administration (20%)	\$49,034.00	
Opportunity	\$ 5,566.00	
Cooperative Marketing	\$ 9,000.00	
Marketing Personnel	\$ 7,800.00	
<b>Joint Ventures</b>		<b>\$ 10,500.00 (5%)</b>
Superhost Funding	\$ 500.00	
Other Joint Ventures	\$ 10,000.00	
<b>Consumer Advertising</b>		<b>\$30,000.00 (13%)</b>
Warm Season Print Placement	\$22,000.00	
Warm Season Production	\$ 3,000.00	
Billboard Advertising Media (Wolf Point, Oswego, Malta)	\$ 5,000.00	
<b>Internet Projects</b>		<b>\$45,720.00 (19%)</b>
Website Updates	\$ 4,500.00	
Mobile Website Updates	\$ 3,000.00	
Design of E-newsletters (4)	\$ 2,600.00	
Internet Advertising (placement)	\$24,000.00	
Internet Production	\$ 3,000.00	
Online Public Relations Campaign (4)	\$ 3,620.00	
Social Media	\$ 5,000.00	
<b>Publications</b>		<b>\$32,100.00 (13%)</b>
Calendar of Events		
- Printing	\$ 1,500.00	
- Distribution	\$ 800.00	
Travel Planner		
- Print	\$26,000.00	
- Color Press	\$ 3,000.00	
- Distribution	\$ 800.00	
<b>Publicity</b>		<b>\$ 16,250.00 (6%)</b>
FAM Tours	\$ 8,000.00	
Photo Library	\$ 1,250.00	
MRC Highlights Video	\$ 7,000.00	
<b>Trade Shows</b>		<b>\$16,800.00 (6%)</b>
Consumer Exhibiting/Trade Shows	\$ 15,000.00	
- Giveaway Items	\$ 1,000.00	
- Video Screen/DVD/BluRay	\$ 800.00	

<b>Meetings (includes travel/expenses)</b>		<b>\$ 5,000.00 (2%)</b>
TAC	\$ 3,000.00	
Governor's Conference	\$ 1,000.00	
Partners Meeting	\$ 1,000.00	

<b>Telemarketing/Fulfillment</b>		<b>\$17,400.00 (7%)</b>
800 Line	\$ 700.00	
Internet Service	\$ 600.00	
Postage	\$ 8,000.00	
Fulfillment by Contractor	\$ 4,000.00	
Mailing Supplies	\$ 500.00	
Storage	\$ 3,600.00	

Preliminary revenue projection for FY 13/14 at 95%

**TOTAL BUDGET REQUESTED: \$245,170.00 \$245,170.00**

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

1. JOINT VENTURE: \$5,500
2. OPPORTUNITY FUNDS: \$5,566
3. COOPERATIVE MARKETING: \$3,000
4. FAM TOURS: \$3,000
5. WEBSITE UPDATES: \$1,000
6. TRADE SHOWS: \$5,000
7. SOCIAL MEDIA: \$500
8. PHOTO LIBRARY: \$750
9. MRC HIGHLIGHTS VIDEO: \$2000

**IF YOU CHOOSE TO RESERVE FUNDS FOR FUTURE YEARS, PLEASE IDENTIFY PURPOSE, ANTICIPATED PROJECT BUDGET AND AMOUNT OF FUNDS TO BE RESERVED THIS YEAR.**

None

Approval Requested

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Marketing Personnel

Final

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

**NEED FOR THE PROJECT:**

Missouri River Country’s Executive Director will commit to marketing obligations outside of the normal scope of responsibilities outlined in the current job description. She will plan and host FAM tours for qualified journalists, attend trade shows, implement educational workshops on the tourism industry, prepare press releases, prepare the annual Marketing Plan, prepare tourism marketing presentations for organizations such as Leadership classes, attend marketing meetings such as the Montana Dinosaur Trail and Birding Trail to help promote them in Missouri River Country, and market Missouri River Country as a destination. Her duties will also include, but not limited to, facebook, twitter and social media opportunities, photography, website, creating a calendar of events brochure that can be mailed to potential visitors, promotional brochures, such as a Lewis and Clark Brochure, Travel Planner, design ads for publications, newsletters, research options for trade shows and FAM tours and to visit the communities in Missouri River Country and talk about the options that are available to market their businesses as a destination. These expanded duties are jobs that normally are done by a paid ad agency. The Marketing Personnel position can work up to 10 hours per week to accomplish these duties at an hourly wage of \$15.00 per hour compared to an agencies wages. These hours and duties are tracked and recorded.

Missouri River Country’s Executive Director is employed 30 hours per week. This leaves time for up to an additional ten hours during a normal 40 hour week to work on Public Relation activities if necessary, not to exceed 40 hours during a work week. This position is also based on an hourly wage.

**MEASURABLE OBJECTIVES:**

All areas of the Measurable Objectives support this project.

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

All areas of the Marketing Plan support this project.

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>			
Marketing Management	\$7,800	\$0	\$7,800
<b>TOTAL</b>	<b>\$7,800</b>		<b>\$7,800</b>

**ORGANIZATION NAME:** Missouri River Country

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

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

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

**NEED FOR THE PROJECT:**

As a primary component of the FY2013/2014 marketing plan, we will continue magazine and newspaper ad placement as a method of promoting Missouri River Country in regional and national publications read by travelers which match our target audiences and markets. We will participate in MTOT co-ops when available.

We will place ads in magazines such as, Northwest Sportsman, CA Sportsman, Peaks & Plains, USA Weekend, Mid-West Vacation Guide, Good Housekeeping, Better Homes and Garden, Women’s Day, Sunset, Spring Vacation Guide, Birders World, Birding, Travel 50, History Channel, In-Fisherman, Walleye Insider, American Road, Montana Magazine, Empire Builder, Sunset, Via AAA, True West, Better Homes and Gardens, Ladies Home Journal, Home and Away, Natural History, Wild Bird, Audubon, American Cowboy, RV Life, Northwest Travel, Horizon Air and Silver Airlines in- flight magazine. We will also advertise in newspaper publications such as the Bismarck Tribune, Great Falls Tribune, Williston Herald, Billings Gazette, Minot Daily, Dickinson Press, Havre Daily News, Moose Jaw Times, and MT Senior News.

Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. Inquiries resulting from this ad campaign will be fulfilled with our current Travel Planner and targeted brochures.

**MEASURABLE OBJECTIVES:**

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 3) Obtain an overall cost-per-inquiry of \$5 or less.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 10) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 3, 4, 5, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: A

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

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

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
Production	\$ 2,850		\$ 2,850
Shipping	\$ 150		\$ 150
Placement	\$22,000		\$22,000
<b>TOTAL</b>	<b>\$25,000</b>		<b>\$25,000</b>

**ORGANIZATION NAME:** Missouri River Country

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

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

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

**NEED FOR THE PROJECT:**

Missouri River Country will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of our attractions, and encouraging them to stop and/or extend their stay. In an effort to support our key attractions, these billboards will promote various Dinosaur Trail facilities in Missouri River Country. Placement for all three boards will be continuous (12 months) throughout FY13/14. Travelers going west can view the signs by Wolf Point and Oswego. Travelers going East, can view the Malta sign by Dodson. These billboards are readable by travelers going up to 70 mph. They were first produced/placed in 2006 and they have been updated in the Spring of 2013.

We have encouraged the represented facilities to contribute to the funding for these billboards. Effectiveness of this project will be to have the facilities track results from the signs.

Billboards are placed:

- 1) Just east of Wolf Point, size 10' x 24', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and promoting Fort Peck, Jordan and Malta
- 2) In Oswego, size 8' x 16', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and the Fort Peck Interpretive Center.
- 3) In Malta, size 10' x24'; promoting the Malta Great Plains Dinosaur Museum and Phillips County Museum.

**MEASURABLE OBJECTIVES:**

- 1) Increase the amount of Bed Tax collections in FY14 by10% over FY13.
- 9) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 4% or more increased visitation to those attractions.

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

Goals: 1, 2

Target Geographic Markets

Target Demographics: A, B, C, D, E, G

Advertising Mediums Planned: D

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

State Tourism Funds	Other Funds	Total
---------------------	-------------	-------

**MARKETING/ADVERTISING:**

Wolf Point Billboard Media	\$1,800	+	\$0	=	\$1,800
Oswego Billboard Media	\$1,400	+	\$0	=	\$1,400
Malta Billboard Media	\$1,800	+	\$0	=	\$1,800
<b>TOTAL</b>	<b>\$5,000</b>		<b>\$0</b>		<b>\$5,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Website/Mobile Website Updates/Social Media

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

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

**NEED FOR THE PROJECT:**

Missouri River Country will make as needed updates to our website to maintain the most current links and information. Minor changes will include maintaining/adding the most current links, updating general information as needed, adding archive articles, and refreshing photography. We will also plan to do updates that include a Bakken page, Canadian page, Social Media widgets, etc. The website is designed to encourage interest and visitation from tourists and group tours. We recently did a complete redesign of our website and since made it more current and attractive.

Our Social Media will include Facebook, Twitter, Storify, Pinterest and Instagram. Currently we only do Facebook, but we will research the other social media options and continue to do contests to attract more likes on Facebook, etc. Social Media is a venue that Missouri River Country will expand on in FY14. We will track and record our likes and activity on these social media venues.

Our Mobile Website will also receive updates as needed and make all information current and user friendly for the mobile phone user.

**MEASURABLE OBJECTIVES:**

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 5, 6, 8, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: C

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

	State Tourism Funds	Other Funds	Total
--	---------------------	-------------	-------

**PROFESSIONALSERVICES:**

**WEBSITE:**

Design	\$2,500	\$0	\$2,500
Writing/Editing	\$2,000	\$0	\$2,000
<b>TOTAL</b>	<b>\$4,500</b>	<b>\$0</b>	<b>\$4,500</b>

**MOBILE WEBSITE:**

Design	\$1,500	\$0	\$1,500
Writing/Editing	\$1,500	\$0	\$1,500
<b>TOTAL</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>

**SOCIAL MEDIA:**

Professional Services	\$3,500	\$0	\$3,500
Giveaways	\$1,500	\$0	\$1,500
<b>TOTAL</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$5,000</b>

**ORGANIZATION NAME:** Missouri River Country

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

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

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

**NEED FOR THE PROJECT:**

Missouri River Country will continue updating and distributing the e-newsletter previously developed, to keep visitors up-to-date on current events in Missouri River Country and to encourage repeat visitation. This e-newsletter will be sent out four times during the next fiscal year, containing information on current and upcoming events and attractions. The e-newsletter mailing list will continue to be supplemented with new names obtained from Trade Show attendance, inquiries on our website, and the “sign up” button on our website. The e-newsletter is distributed by Wendt with assistance in list management by the Executive Director. The e-newsletter will be distributed fall, winter, spring and summer.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 5) Continue distributing our new e-newsletter four times throughout the year, fall, winter, spring and summer, and continue developing a database of at least 50 additional potential visitors.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 5, 6, 8, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: E

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**MISSOURI RIVER COUNTRY  
E-NEWSLETTER DEVELOPMENT & DISTRIBUTION**

	<u>State Tourism Funds</u>	<u>Other Funds</u>		<u>Total</u>
--	----------------------------	--------------------	--	--------------

**PROFFESIONAL SERVICES:**

Production: Art/Web/ Admin.	\$2,000 +	\$0	=	\$2,000
Proofreading	\$ 400 +	\$0	=	\$ 400
Distribution	\$ 200 +	\$0	=	\$ 200
<b>TOTAL</b>	<b>\$2,600</b>			<b>\$2,600</b>

**ORGANIZATION NAME:** Missouri River Country

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

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

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

**NEED FOR THE PROJECT:**

To coincide with the peak travel planning season, Missouri River Country will place banner ads on Cabelas, Trip Advisor.com, Facebook, Wave Direct, InterMedia Outdoors, E-Target, RVlife.com, Bismar Online, etc., purchase search terms on Google.com, yahoo.com, etc. and develop an E-Target HTML E-blast campaign. In FY13 we targeted the outdoor enthusiasts and geo tourists. This year we will “Step Out of Bounds” to reach that potential visitor.

These internet marketing tools will drive traffic to our website where they can receive more information on Missouri River Country. The ability to track results on our website, make this a great fit for our goals and objectives.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 5, 8, 9, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: E

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**INTERNET MARKETING**

**PROFFESIONAL SERVICES:**

Internet Advertising (Production)	\$3,000	+		\$0	=	\$3,000
Internet Advertising (Placement)	\$24,000	+		\$0	=	\$24,000
<b>PROJECT TOTAL</b>	<b>\$27,000</b>	<b>+</b>		<b>\$0</b>	<b>=</b>	<b>\$27,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Online Public Relations Campaign

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

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

**NEED FOR THE PROJECT:**

To coincide with the peak travel planning season, Missouri River Country will develop an online public relations campaign designed to specifically get coverage and content on other websites through four releases distributed via online newswires. These releases will be distributed four times throughout the year, Fall, Winter, Spring and Summer. It will be sent to an on-line news release distribution service to ensure maximum distribution throughout the country. Using this service allows us to customize each press release with tags and keywords. We also have the ability to select which markets we want to focus on and can customize the market selection for each individual news release. In addition, each topic will be sent to corresponding websites, forums and blogs. This year’s topics will be event-focused and will revolve around our highlighted seasonal events.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 5, 8, 9, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: E

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**MISSOURI RIVER COUNTRY  
ONLINE PUBLIC RELATIONS CAMPAIGN**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Production	\$1,070	+	\$0	=	\$1,070
PR Research	\$1,500	+	\$0	=	\$1,500
Proofreading	\$600	+	\$0	=	\$600
Distribution	\$450	+	\$0	=	\$450
<b>TOTAL</b>	<b>\$3,620</b>		<b>\$0</b>		<b>\$3,620</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>					
	<b>\$3,620</b>	<b>+</b>	<b>\$0</b>		<b>\$3,620</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Calendar of Events

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

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

**NEED FOR THE PROJECT:**

Since we do not print our Travel Planner each year, Missouri River Country produces a separate Calendar of Events brochure to identify dates, times and locations of events and activities occurring in our region. The calendar includes information about Native American Powwows, rodeos, car shows, country music showdowns, art fairs, class reunions, county fairs, theatre productions, etc. – anything that might attract a tourist to the region or encourage them to extend their stay. Lodging facilities are listed on the back page. Updates to the Calendar of Events are done by the Marketing Personnel. No design costs are incurred.

The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 6) Distribute 100% of our allocated Calendars of Events and Travel Planners throughout Missouri River County by June 2014.

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

Goals: 1, 2, 5, 6  
 Target Geographic Markets  
 Target Demographics: A, B, C, D, E, F  
 Advertising Mediums Planned: F

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**PROJECT BUDGET  
 CALENDAR OF  
 EVENTS**

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

**PRINTED MATERIALS**

**Publication:** Calendar of Events

**Quantity:** 10,000 total

**Size:** 9" x 17 ½", folds to 9" x 3.5"

**Ad Sales (Yes or No):** No

**Percentage:** n/a

**Distribution Plan (areas and method):** The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

**ORGANIZATION NAME:** Missouri River Country

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

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

**PROJECT NAME:** Missouri River Country Travel Planner Print and Distribution

**NEED FOR THE PROJECT:**

The Missouri River Country Travel Planner is the primary response piece that is mailed to those inquiring about Missouri River Country. In addition, copies are distributed throughout the region to marketing partners promoting the capture of high-value, low-impact visitors. Editorial content and photography highlight our attractions and provide useful information.

In FY13, we designed an attractive and informational Travel Planner. In FY14 we will print a two-year supply for distribution at trade shows and to all visitor inquiries. We will also plan to distribute an allocated amount each year throughout Missouri River Country and the surrounding area.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 7) Print our new Travel Planner and have it ready for distribution in August 2014.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners at each, and distribute our plastic bags and promotional items.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 4, 5, 6, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: B

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
TRAVEL PLANNER  
PRINT, COLOR PRESS, DISTRIBUTION**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>TOTAL</b>
Printing	\$26,000	\$26,000
Pre Press	\$ 3,000	\$ 3,000
Distribution	\$ 800	\$ 800
<b>TOTAL</b>	<b>\$29,800</b>	<b>\$29,800</b>

**PRINTED MATERIALS**

**Publication:** Travel Planner

**Quantity:** 35,000 total

**Size:** 8 1/2" x 10 7/8"; 60 pages

**Ad Sales (Yes or No):** Yes

**Percentage:** 10%

**Distribution Plan (areas and method):** The Travel Planner is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Calendar of Events and other brochures).

**ORGANIZATION NAME:** Missouri River Country

**Approval Requested**

**PROJECT NAME:** FAM Tour

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

**X Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country has been successful in the past in coordinating FAMs with MTOT and other regions. In FY13/14 we will host FAM trips, allowing us to reach more writers and ultimately generate more publicity. The topics being considered for this year’s FAM trip are dinosaurs, outlaws & Indians, hunting, birding, fishing, history, recreation/outdoors.

The FAM Tour will be organized in conjunction with MTOT to bring travel writers and media representatives to our region. We will submit plans and obtain approval from TAC prior to initiating any FAMs. Our past FAM trips have been very successful, resulting in significant articles in local, regional and national publication. Last year we worked with Jason Mitchell Outdoor TV and received \$75,000 in Publicity Value, this was in conjunction with the MTOT.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours.

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

Goals: 1, 2, 3, 7, 10, 11, 12

Target Geographic Markets

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

Advertising Mediums Planned: G

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
FAM**

	State Tourism Funds		Other Funds	Total
<b>TRAVEL:</b>				
Fees (Licenses, guides, etc.)	\$1,000	+	\$0	= \$ 500
Transportation	\$2,500	+	\$0	= \$2,250
Meals	\$2,000	+	\$0	= \$2,000
Lodging	\$2,500	+	\$0	= \$2,500
<b>TOTAL</b>	<b>\$8,000</b>		<b>\$0</b>	<b>\$8,000</b>

**ORGANIZATION NAME:** Missouri River Country

**Approval Requested**

**PROJECT NAME:** Photo Library

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

**X Final**

**NEED FOR THE PROJECT:**

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

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.

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

Goals: 1, 2, 4, 5

Target Geographic Markets

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

Advertising Mediums Planned: G

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**PROJECT BUDGET: PHOTO LIBRARY**

	<u>State Tourism Funds</u>	<u>Total</u>
Photo Fees	\$1,250	\$1,250
<b>TOTAL</b>	<b>\$1,250</b>	<b>\$1,250</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** MRC Highlight Video

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

**Approval Requested**

**X Final**

**NEED FOR THE PROJECT:**

Missouri River Country is an uncommon piece of geography. Its unique landforms, spectacular unspoiled nature, vibrant and charming small towns are possessions that Montana’s Missouri River Country claims. We want to capture these breathtaking experiences on video to use as a marketing tool for Trade Shows, VIC’s, and Museums. We also want to use this authentic video as an educational piece. Many times we find that other parts of the state don’t know what Missouri River Country has to offer. Our own region doesn’t always know what other towns have to offer. This video could be that missing link.

This video will focus on these overall images and themes: Native American Culture, Homesteading History, Dinosaurs/Fossils, Fort Peck Dam and reservoir and outdoor recreation: hunting, fishing and hiking We will tie in distinct attractions and communities together with a common theme that highlights the rugged and raw beauty of the area, sticking with the “Step Out of Bounds” theme. We will also incorporate the outdoor heritage our area offers regarding great hunting and fishing to tie into the communities.

With all the different components, we would edit down the footage to about 4-5 minutes to be effective on You Tube, Face Book and E-mail blasts, etc. We will also keep a longer version to play at trade shows.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 12) Promote our events, attractions and museums and increase their visitation by 4%.

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

Goals: 1, 2, 4, 5, 10, 11

Target Geographic Markets

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

Advertising Mediums Planned: I

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana’s Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**PROJECT BUDGET: MRC HIGHLIGHTS VIDEO**

	<u>State Tourism Funds</u>			<u>Total</u>	
<b>TRAVEL:</b>					
Transportation	\$1,500	+	\$0	=	\$1,500
Meals	\$ 750	+	\$0	=	\$ 750
Lodging	\$ 750	+	\$0	=	\$ 750
<b>PRODUCTION:</b>					
Video Production	\$4,000	+	\$0	=	\$4,000
<b>PROJECT TOTAL:</b>	\$7,000				\$7,000

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Consumer Exhibiting/Trade Shows/Giveaways  
Video Screen/DVD/BluRay

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

<b>Approval Requested</b>
<b>X Preliminary/Show</b>
<b>X Final-Giveaways</b>

**NEED FOR THE PROJECT:**

Missouri River Country plans to participate in at least four tourism-related trade shows in our target geographic markets. When prioritizing projects for the year, the Board of Directors continues to support trade shows as an effective way to contact high-value, low-impact visitors and provide them with information about our region. A minimum of one representative from the region will attend each show and staff the Missouri River Country booth during the event. In the Consumer Show survey done by ITRR it was noted that two regions were able to highlight the entire state and help in visitation. It is a personal touch that the potential visitors look for.

To attract high-value, low-impact visitors we will distribute our existing plastic bags containing fulfillment items. We will also purchase agates and novelty items to give away at trade shows.

To make our booth show presence more attractive we will purchase a 26"-32" video screen to be placed on the table in our booth space that will have a DVD/BluRay player to play our MRC Highlights Video and other videos produced in previous years of fishing and hunting adventures in Montana's Missouri River Country. This will be an added benefit in presenting Montana and Missouri River Country at the various trade shows.

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

- 1) Increase the amount of Bed Tax collections in FY14 by 10% over FY13.
- 4) Increase the number of web visits and page views on our website in FY14 by at least 5%.
- 10) Attend at least three Trade Shows, distribute at least 400 Missouri River Country Travel Planners at each, and distribute our plastic bags and promotional items.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

Goals: 1, 2, 3, 4, 5, 6, 10, 11  
Target Geographic Markets  
Target Demographics: A, B, C, D, E, F, G  
Advertising Mediums Planned: H

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
CONSUMER  
EXHIBITING/TRADE  
SHOW  
PARTICIPATION**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>TRAVEL:</b>					
Transportation	\$4,500	+	\$0	=	\$4,500
Meals	\$1,900	+	\$0	=	\$1,900
Lodging	\$2,000	+	\$0	=	\$2,000
<b>TOTAL</b>	<b>\$8,400</b>		<b>\$0</b>		<b>\$8,400</b>
<b>OTHER:</b>					
Misc. (vehicle rental, electricity, carpet)	\$900	+	\$0	=	\$900
Table/Chair Rental	\$800	+	\$0	=	\$800
Booth Space Rental	\$3,000	+	\$0	=	\$3,000
Agates & Dinosaur Novelty Items	\$1,000	+	\$0	=	\$1,000
Shipping/Drayage Fees	\$1,900	+	\$0	=	\$1,900
Video Screen/DVD/BluRay	\$ 800	+	\$0	=	\$ 800
<b>TOTAL</b>	<b>\$8,400</b>		<b>\$0</b>		<b>\$8,400</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$16,800</b>	<b>+</b>	<b>\$0</b>		<b>\$16,800</b>

**ORGANIZATION NAME:** Missouri River Country

**Approval Requested**

**PROJECT NAME:** Telemarketing/Fulfillment

**X Final**

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

**NEED FOR THE PROJECT:**

This project will provide funds for our toll-free 800 number, which allows consumers to contact us to request information about Missouri River Country and a rental storage unit for fulfillment items to provide the ability to print a mass quantity of brochures, therefore saving printing every year. It will also provide funds for fulfillment and postage costs when responding to consumer requests for information (including e-mail requests generated from the Missouri River Country website, and requests via our toll-free 800 number, largely resulting from our Warm Season Print Media Campaign). To encourage cross-promotion, we will continue to provide visitors with a variety of information they request, including our Travel Planner, a current Calendar of Events and targeted brochures.

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

- 1) Increase the amount of Bed Tax collections in FY13 by 5% over FY12.
- 4) Increase the number of web visits and page views on our website in FY13 by 4%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information in less than two weeks of receiving the inquiry.

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

These funds are necessary in order to put our brochures in the hands of visitors who seek more information about visiting Missouri River Country and are planning a trip.

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Montana's Missouri River Country supports the Montana Tourism and Recreation 2013-2017 Strategic Plan.

**PROJECT BUDGET: CONSUMER EXHIBITING**

	<b>State Tourism Funds</b>			<b>Total</b>
<b>OTHER:</b>				
Toll-free Phone	\$700	+	\$0	= \$700
Internet Service	\$600	+	\$0	= \$600
Postage	\$8,000	+	\$0	= \$8,000
Fulfillment by Contractor	\$4,000	+	\$0	= \$4,000
Mailing Supplies	\$500	+	\$0	= \$500
Storage	\$3,600	+	\$0	= \$3,600
<b>TOTAL:</b>	<b>\$17,400</b>			<b>\$17,400</b>