



# Grants and Loans

[Menu](#) | [Help](#) | [Log Out](#)

[Back](#) | [Print](#) | [Add](#) | [Delete](#) | [Edit](#) | [Save](#)

## Application

### Instructions

**Print to PDF** will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

### Application Details

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

### 15254 - FY15 Region/CVB Marketing Plan - Final

**18950 - FY15 Red Lodge CVB Marketing Plan**  
**DOC Office of Tourism**

**Status:** Under Review

**Original Submitted Date:** 05/01/2014 12:32 PM

**Last Submitted Date:** 05/14/2014 9:36 AM

### Applicant Information

#### Primary Contact:

<b>Name:*</b>	Mr.	Tim	Weamer
	Salutation	First Name	Last Name
<b>Title:</b>			
<b>Email:*</b>	<a href="mailto:tim.weamer@gmail.com">tim.weamer@gmail.com</a>		
<b>Alternate Email</b>	<a href="mailto:ts.weamer@gmail.com">ts.weamer@gmail.com</a>		
<b>Address:*</b>	PO Box 908		
	tim@redlodge.com		
*	Red Lodge	Montana	59068

City State/Province Postal Code/Zip  
406-855-3961  
Phone  
###-###-#### Ext.

Alternate Phone 406-855-4796

Fax:

**Authorized Official**

Name:\* Ms. Patty Rene' Davis  
Salutation First Name Middle Name Last Name

Title: Executive Director

Email:\* [redlodgechamber@qwestoffice.net](mailto:redlodgechamber@qwestoffice.net)

Alternate Email

Address:\* P.O. Box 988

701 North Broadway Avenue

\* Red Lodge Montana 59068  
City State/Province Postal Code/Zip

Phone:\* 406-446-1718  
Phone  
###-###-#### Ext.

Alternate Phone 406-446-1720

Fax:

**Organization Information**

Name:\* Red Lodge Chamber of Commerce/Visitors Center

Organization Type: Non-Profit Organization

Organization Website: [www.redlodgechamber.org](http://www.redlodgechamber.org)

Address:\* P.O. Box 988  
701 North Broadway Avenue

\* Red Lodge Montana 59068  
City State/Province Postal Code/Zip

Phone:\* 406-446-1718

Ext. -

Alternate Phone 406-446-1720

Fax:

Email address [redlodgechamber@qwestoffice.net](mailto:redlodgechamber@qwestoffice.net)

## Community & Brand Support

### 1. Describe your destination.

*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 Red Lodge visitor arrives here looking forward to its natural beauty and quaint charm. What they discover is its magic. And for that, they return again and again, over a lifetime. Like so much of this beautiful state, Red Lodge is surrounded by natural splendor -- Montana's highest peaks frame our back yards, its crystal-clear waterways tumble down our valleys, and that unique combination of pine and aspen scents invigorate our air. But as the Red Lodge visitor knows, we've got something special going on here; we're just far enough off the beaten path that locals truly appreciate visitors, we want to say Hello when we see someone new in town, and we don't just throw out the welcome mat for you, we show you why we love living here.

Today's travelers are looking for that kind of experience, and it's one Red Lodge excels at delivering.

A year-round population of just over 2,000 and an historic Main Street business district 6 blocks long means a stay in Red Lodge is an opportunity to make friends with locals. Our current marketing plan capitalizes on that, centering around the idea that: *"When You're Here, You're Local!"* Our active Facebook (one recent post received more than 19,000 views) and Twitter (345 followers) presence shows this natural hospitality to be a major draw for our visitors.

Our Main shopping and entertainment district is made up of locally owned Mom-and-Pop establishments, each with a unique character that complements Red Lodge, open 7 days a week, year-round. With business being considerably more challenging in April-May and October-November, shoulder season marketing efforts are directed at attracting "empty nesters" and weekenders from nearby cities in Montana, Wyoming, and the Dakotas.

Red Lodge, a gateway town, anchors the most scenic route into Yellowstone National Park: the 60-mile alpine and structural wonder of the Beartooth Highway, an "All-American Road". Open late May-October, visitors come from around the world to experience its summer snowfields, high-mountain vistas, and legendary curves. The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association, a 232,000-member organization which promotes motorcycling along the principles of geotourism: go light, stay local, and get to know the community you're visiting. Motorcycle tourists make up a significant portion of our warm weather visitors.

Sitting on the edge of a National Forest, Red Lodge lays claim to more than 3.6 million acres of uninterrupted and unspoiled wild country as our "back yard." Much of that is easily accessible with well-marked trails for hikers, horseback riders, and many near town are even open to bicyclists. Whatever the day's adventures entail, Red Lodge is the perfect home base, with accommodations ranging from the uniquely historic to the nationally franchised, to the neighborhood home rental, all easy to research on one central website [www.RedLodge.com](http://www.RedLodge.com), which received more than 397,000 visits in 2013.

#### **OUR STRENGTHS:**

##### **Gateway to Yellowstone National Park**

*The Most Scenic Route to Yellowstone Park, over the Beartooth Highway*

##### **The Beartooth Highway**

Dubbed "the most beautiful roadway in America" by On the Road correspondent Charles Kuralt, the Beartooth Highway climbs to an astounding 10,947 feet above sea level. As it winds its way from Red Lodge to Yellowstone National Park, the Highway traverses an impressive range of ecosystems and geological wonders. At the highway's summit, travelers find themselves in a sky-high world of glacial cirques, clear alpine lakes, and snow that lingers through the summer months.

##### **Gateway to the Absaroka-Beartooth Wilderness**

When your back yard consists of millions of acres of high country wilderness, being told to "Go outside and play" is taken literally. As early as 1897, trails began snaking their way up the West Fork canyon, cleared by hand with saws and pickaxes. Today those same trails can take you to pristine country where visitors can enjoy a variety

of outdoor activities.

### **Great Shops and Restaurants**

*Quaint Historic Downtown* with locally owned stores run by helpful, knowledgeable staff.

*The only thing missing are the chains* - Pop into one of the (many!) restaurants for a quick burger and a beer, or experience fine dining featuring wild game and more.

### **Year-round Skiing**

*Red Lodge Mountain Resort* - During the winter months, bountiful snow and shimmering blue skies make for great fun on the slopes. Open from mid-November through mid-April.

*Beartooth Pass* – During the summer months, the Beartooth Highway is your chair lift to acres of open terrain skiing and boarding.

### **Arts and Culture**

Catch the spirit of today at one of the many art and photographic galleries in town or experience other styles of art at the Carbon County Arts Guild & Depot Gallery and the Red Lodge Clay Center. For history enthusiasts, Red Lodge is home to the Carbon County Historical Society and Museum where visitors can learn about the colorful history of Red Lodge and surrounding areas.

### **Events and Attractions**

Yellowstone Wildlife Sanctuary – Home of Champions Rodeo - Beartooth Rally - Winter Carnival - National Finals Ski-Joring – Christmas Stroll – Festival of Nations and many more.

### **Proximity to Billings**

Billings is the largest city in Montana with a population of over 100,000 and a transportation hub, with a major airport and bus depot.

## **OPPORTUNITIES:**

### **Motorcycle/Auto Groups**

The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association.

### **Small Groups**

Scrap bookers, quilters and more find the comfortable spaces of Red Lodge a great place to spur creativity.

### **Weddings/Reunions**

Beautiful venues, quality lodging options and recreational possibilities of the surrounding area make Red Lodge the perfect setting to gather family and friends for your wedding or family reunion.

### **Tournaments/Community Events**

The new high school auditorium, as well as several other venues, provide the opportunity to house tournaments and larger community events.

### **Outdoor Competitions**

Challenging and yet stunningly beautiful terrain attracts competitors from around the country to a multitude of outdoor events. These events include the Beartooth Run, in its 46th year, among others.

### **Media Partnership Opportunities**

Billings has a wide reach with television, radio and print media that we can better utilize with positive and timely press releases and promotional partnering.

## **CHALLENGES:**

### **Making Red Lodge a Destination**

Red Lodge is used as a 'Pass Thru' for the Beartooth Highway and Yellowstone Park in the Summer and the town that sits at the base of Red Lodge Mountain during winter months.

### **Location and Way Finding Signage**

Red Lodge is miles from a major highway. Montana Highway signs point Yellowstone Park travelers past Red Lodge exits or towards the Chief Joseph Highway in Wyoming.

### **Beartooth Highway is Seasonal**

Weather and snowplow funding often delay the opening of the Beartooth Highway in the spring. Snowstorms will temporarily close the road. Timely communication of the road status is challenging with reports of closures carrying a higher priority than reports of the Highway re-opening. The portion of the Highway located in Wyoming is a secondary priority for snowplows.

### **Winter Success is Snow Dependent**

Red Lodge Mountain is the major draw for Red Lodge in the winter season. Our success is dependent on snow.

### **Online Mapping Services**

Google Maps and others report inaccurate information for routes and business addresses.

### **Lack of City Marketing Support**

While the City of Red Lodge collects a Resort Tax, the governing body offers no marketing or promotional funds for Red Lodge.

## **COMPETITOR ANALYSIS:**

### **Jackson Hole, WY**

Popular tourism destination because of its proximity to Yellowstone & Grand Teton National Parks. Website, mobile, social media, and internet advertising resources.

### **Livingston, MT/Gardiner, MT**

Way finding signage on I-90. Year-round entrance to Yellowstone Park.

### **Bozeman, MT / Big Sky, MT**

Greater variety in lodging, dining and shopping opportunities, including groups, conventions and conferences. Proximity to Yellowstone Park. Four-season activities. Popular ski area. Cultural, historic, and educational activities, events, and attractions. Significantly greater marketing spend.

### **West Yellowstone, MT**

West entrance to Yellowstone Park. The name West Yellowstone. More lodging and dining options. Significantly greater marketing spend.

### **Cody, WY**

Eastern gateway to Yellowstone Park, access to 5 scenic byways including Chief Joseph Highway is a second route to Beartooth Highway and Northeast entrance. Lodging options, Buffalo Bill Museum, regional airport. By partnering with Wyoming Tourism has successfully marketed itself as "Yellowstone Country" and its airport "Yellowstone Airport." Significantly more funding for promotion is directed to Cody by local, county and state monies.

## **MONTANA'S BRAND PILLARS:**

The Montana Brand Pillars were seemingly written for Red Lodge.

Nestled in the Beartooth Mountains, with Yellowstone Park just up the road, the Beartooth Highway road, we truly offer more spectacular unspoiled nature than anywhere else in the lower 48.

A little off the beaten path Red Lodge, a historic mining town, is a vibrant and charming community that serves as a gateway to (many) natural wonders.

From art walks to downhill mountain bike rides, from reading a good book by the fire to skiing fresh powder, Red Lodge offers a wide range of activities in every season to offer breathtaking experiences by day, relaxing hospitality at night.

[Optional: Include attachments here](#)

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

The overall consumer-marketing goal is to increase brand exposure to potential visitors and invite them to stay a night or longer in Red Lodge. A strong social-media presence, online and print marketing via cooperative efforts with Red Lodge TBID and Red Lodge Mountain provide inspiration. Once inspired, potential guests will be oriented appropriately via Destination Red Lodge Travel Planner and RedLodge.com. The CVB follows through to facilitate their stays once they arrive via front line staff of tourism partners and stakeholders and the Red Lodge Visitor Information Center staff and volunteers.

**Optional: Include attachments here.**

### **3. Who is your market?**

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

##### **Geotraveler**

Geotravelers are high-value, low impact visitors who appreciate the unique characteristics, eccentricities and natural qualities of Red Lodge. They place high value on travel experiences that respect and support the local character of place, and are less likely to become discouraged in their travel experiences by travel distances/difficulties and vagaries of weather.

##### **Our Traveler at a Glance**

Healthy, Active, Outdoor Enthusiasts  
Arts, Crafts, Entertainment Enthusiasts  
Motorcyclists and Auto Enthusiasts  
Income: AHI of \$50,000+  
Education: Bachelor's Degree  
Age: 35-65

##### **Core Geographic Markets**

Red Lodge is located in the South Central portion of Montana. We are the gateway to the Northeast Entrance to Yellowstone Park via the Beartooth Highway. Because of our geographic location, the majority of visitors come from east of us.

##### **Summer**

Wyoming, North Dakota and the Mid-Western States, particularly Minnesota and Wisconsin.

##### **Winter**

Wyoming, North Dakota, Minnesota and SK/MB Canada are key winter markets.

#### ***b. What are your emerging markets?***

The Bakken Oil Boom is our number one emerging market. The large influx of workers with expendable income and extended blocks of leisure time are the focus for our Winter Cooperative advertising with Red Lodge Mountain.

We are also seeing an increase in travel from Eastern Wyoming including Sheridan, Casper and Gillette.

#### ***c. What research supports your target marketing?***

##### **Demographic Research (ITRR 2013 Non-Resident Visitor Study) \***

Average Age - 54

Age Groups – 48% 55-64, 40% 45-54, 19% 65-74, 16% 35-44

Gender - 55% Male, 45% Female

Group Size - 43% Couple, 23% Immediate Family, 17% Self

Average Group Size - 2.59

Household Income – 38% \$75-\$100k, 25% \$50-\$75k, 15% \$100-\$150k

*\*All percentages taken from online ITRR reports*

#### **Facebook Demographics – Top 4 Categories, 53%, are women**

16% Women 35 to 44 Years

14% Women 25 to 34 Years

14% Women 45 to 54 Years

9% Women 55 to 34 Years

#### **Geographic Research – Non Resident**

##### **ITRR – Non Resident**

ITRR 2011 – Wyoming, Minnesota, North Dakota, Washington

ITRR 2012 – Wyoming, Minnesota, North Dakota

ITRR 2013 – Wyoming, Wisconsin, North Dakota, Washington

##### **RedLodge.com Travel Planner Requests**

The Midwest accounts for 38.2% of all Travel Planner requests

##### **2013 Red Lodge VIC Visitors Top 5 States**

Montana - 3641

Minnesota - 497

Canada - 352

California - 294

Wyoming - 234

##### **Facebook – Top 5 Cities (Outside Montana)**

Cody, WY 100

Minneapolis, MN 99

Powell, WY 86

Bismark, ND 76

Seattle, WA 72

##### **Facebook – Top 5 Cities (Including Montana)**

Billings, MT 2,042

Red Lodge, MT 577

Bozeman, MT 218

Laurel, MT 139

Missoula, MT 103

##### **Psychographic Research**

According to the ITRR study, “Statewide Vacationers to Montana: Are They Geotravelers”, the strong geotraveler spent the most money per day while traveling in Montana (\$141.79) followed by the moderate geotraveler (\$134.10) and the non-geotraveler vacationer spent (\$133.27). Visitors who agreed with the principles of geotourism spend more money per day while traveling in Montana than non-geotravelers. From a business perspective, businesses need to continue to market to geotravelers since they can provide a substantial amount of income.

##### **Beartooth Highway Economic Impact Study**

During the winter season, Red Lodge, MT is not considered a gateway community because of road closures limiting access only to Cooke City/Colter Pass/Silver Gate, MT and Cody, WY (via the Chief Joseph Scenic Byway).

Nonresident visitor expenditures contributed to over \$53 million in economic activity during 2012 summer and 2013 winter seasons. The economic impact for this region from nonresident travelers is substantial to local communities. Furthermore, results identified that nonresidents perceive the Beartooth Highway as a destination in itself, not simply a highway.

**Optional: [Include attachment here.](#)**

#### **4. Overall Goals**

##### **Create a Marketing Infrastructure**

As a first year CVB we are faced with limited marketing infrastructure. Our goal for this first year will be to put that infrastructure in place with minimal funds.

*This will include, but not be limited to:*

- Consistent and informed Visitor Information Center staffing
- Upgrade Visitors Center
- Increase Travel Planner Mailers
- Improve Public Relations
- Increase Social Media Reach
- Develop Cooperative Relationships within our Market Area

##### **Increase Winter Season Visits**

The Red Lodge TBID and Red Lodge CVB have joined with Red Lodge Mountain in cooperative advertising.

##### **Attract Groups, Meetings and Sporting Events**

We will focus on smaller meetings (10-400 people) and social groups. We will also work to attract youth tournaments/events in the shoulder seasons.

##### **Expand Alliances With Area Towns**

Red Lodge is fortunate to be located near Billings - Montana's largest city. With this alliance, we want to support their efforts in promoting the Beartooth Highway as "The most scenic route to Yellowstone Park".

Cooke City is the "other side" of the Beartooth Highway and the Northeast Entrance to Yellowstone Park. It is mutually beneficial to strengthen our relationship.

##### **Measurable Objectives**

- Increase the MTOT Lodging Tax Collections 2%
- Increase Travel Planner distribution by 1.5%
- Increase Facebook 'Friends' by 1,000
- Host two Youth Sporting Tournaments

**Optional: [Include attachments here.](#)**

#### **5. Cooperative Opportunities**

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

##### **MTOT - Winter OntheSnow.com**

Cooperative advertising with OntheSnow.com promoting Red Lodge Mountain

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

**Yellowstone Country - Opportunity Marketing**

Yellowstone Country has opportunity funds available for cooperative marketing of new events

**Billings CVB – Winter Marketing**

Work with Visit Billings to help promote visitors to Red Lodge via Billings

**Billings CVB – Meeting/Groups Marketing**

Work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be extended stays and return visits.

**Red Lodge Mountain**

Several co-op opportunities through the winter season including, print and digital media aimed at Wyoming, North Dakota and the Midwest.

**TBID and RLMLA**

Create co-op opportunities with the Red Lodge TBID and Red Lodge Merchants and Lodging Association to promote events.

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

The Red Lodge TBID worked with Red Lodge Mountain this past winter on several projects including print and digital media. The print ads were focused in the Bakken area of North Dakota. The ski area and local lodging properties had one of the best winters on record. While some of this increase can be attributed to the snow conditions, there was a marked increase in visitation from the Bakken area.

Yellowstone Country has partnered with our local coordinated effort for the 75<sup>th</sup> Anniversary of the Beartooth All-American Road Celebration, increasing our European visits to the top 10 who came inside our visitors center and this event won the tourism event of the year award 2011.

Yellowstone country has also supported our Beartooth Evening Adventures program, a collaborative community effort with 5 local non-profits geared at providing healthy, educational, family friendly experiences in the evening to encourage overnight stays.

We also have a mobile kiosk display project that the Montana Office of Tourism has helped to fund and support, coordinated by partnering with local businesses and the Friends of the Beartooth All-American Road. This project is slated to be completed in 2014 resulting in a product that can be used by multiple businesses and organizations for educational, inspirational material promoting the Most Scenic Route to Yellowstone-the Beartooth AAR, enticing guests to stay longer, learn more and maximize their experience while visiting the area and region.

Optional: Include attachments here.

[OverallMarketingPlanBudget.pdf](#)

Include pie chart here.

[FY15 Pie Charts.pdf](#)

**Marketing Segment, Strategy & Budget**

Marketing	Marketing	Does research support	Describe your method.	Supporting	Provide a brief	Plan to measure	Marketing Method	Estimated budget	Non bed	Add'l Atchmnts
-----------	-----------	-----------------------	-----------------------	------------	-----------------	-----------------	------------------	------------------	---------	----------------

Segment	Method	this method?		research/statistics	rationale.	success?	Evaluation	for each method.	tax funds?	
				<p>Creative Design Works' statistics show that 38.2% of this interested market resides in the Midwest but also proves that requests arrive from a world-wide base.</p> <p>The Red Lodge E-newsletter performs. With an Open Rate (OR) of 30-40% we are well above the median average of 15% for the Travel &amp; Leisure Industry. Our Click Through Rate (CTR) of 4.3 also exceeds the median average of 1.5%.</p> <p>The Pollard has reported a 92% return rate on their promotional packages produced and circulated through electronic media during the shoulder season and winter months.</p> <p>The majority of Red Lodge Mountain's Resorts database are repeat customers who stay current on snow conditions and available runs.</p> <p>Promoting Red Lodge through digital and electronic media has proven to be a consumer demand and requirement in today's economy. According to</p>	<p>Targeting our captive audience who has already expressed interest in visiting Red Lodge, Montana via electronic marketing and newsletters will position Red Lodge as a vacation destination. Using the newsletter links to drive the consumer to our websites provides a further opportunity to educate and entice. The newsletters will allow Red Lodge to showcase ease of accessibility, special events, peak interest for the geotraveler in the culture, history and natural surroundings, wildlife viewing and adventure opportunities. Targeting cold season travelers and highlighting warm season beauty, skiing and adventure may encourage the return visit during or extended stay. Placing Red</p>					

We will be promoting Red Lodge as a destination through electronic newsletters minimum of once per month. The two databases that we will be using include Creative Design Works' hosting more than 7,500 contacts along with Red Lodge Mountain Resort's with more than 10,000. The Creative Design Works database has been compiled through consumer submissions and visitors who are also requesting a Destination Red Lodge Travel Planner Mailer through the redlodge.com website. This captive market has already decided to further research Red Lodge, MT as a potential vacation destination. Red Lodge

Monthly review of enews metrics with attention to OR and CTR; consistently be above the National Average for the Travel and Leisure Industry.

Reviewing the overall annual revenue provided through State bed tax reporting will allow us to compare previous year's statistics. Utilizing the

	Consumer	Electronic Adv - Newsletter, E-blast	Yes	<p>Mountain Resort has obtained their database through individuals who have willingly signed up to receive their newsletters including returning guests and potential new customers. We will produce and circulate this newsletter to continually put Red Lodge at the forefront of consumers' decision making process, providing them the facilitation and navigation of Red Lodge at their fingertips. The newsletters will cover the shoulder season targets but also strive to increase occupancy levels during the high traffic summer months when guests are more likely to travel to Red Lodge due to personal schedules, weather, accessibility to Red Lodge and the State of Montana.</p>	<p>"Servicing the Digital Leisure Traveler", more than half of all leisure travelers, and nearly three in four business travelers who may mix business and leisure, now own a smartphone, according to an analysis of mobile travelers' behavior from PhoCusWright. Travelport research supports this, finding that leisure travelers are equally connected and becoming more and more dependent on their smartphones. Similarly, Digital Immigrants also feel the close connection with nearly half of them viewing their mobile phone as their "travel companion". Both age groups are becoming increasingly comfortable with accessing pre-travel information via mobile technology rather than traditional devices. For travelers over age 45, phone usage is a simpler relationship limited to using it for informational purposes. 79% of people 36 years and older report that they consider their mobile phone or smartphone to be their "personal travel assistant or companion."</p>	<p>Lodge as an affordable destination to the family market including the gateway to Yellowstone Park adventures, providing information on available lodging options, heart-healthy activities for all ages will support ease in coordination for family's to accommodate the variety of needs that they face hosting multi-generation travel.</p> <p>As noted in the statistics reporting with 38.2% of Destination Red Lodge Travel Mailers arriving from the Midwest, our Summer Target Markets include the Mid-Western States along with Wyoming and North Dakota. North Dakota continues to be the heavyweight champion in Red Lodge Mountain Resort's database. Our Winter Target market includes the same.</p>	<p>quarterly based resort tax reporting for the city of Red Lodge itemized by category will allow us to view traveler trends as well. We will be able to monitor and compare the newsletter circulation with increased occupancy and spending. We will also rely on ITRR non-resident data reports specific to Red Lodge and Carbon County.</p>	\$2,300.00	No	<a href="#">BenchmarkStudy.pdf</a>
--	----------	--------------------------------------	-----	--	--	--	---	------------	----	------------------------------------

Consumer	Ad Agency Services	Yes	<p>We are in the process of creating a Request for Proposal for CVB Consumer Segment Advertising Agency Services. The hired agency will be responsible for the duties outlined. We will require the hired agency to be knowledgeable and experienced in servicing Red Lodge, Montana. The hired marketing professionals will be a crucial part of our marketing team while establishing and fulfilling the opportunities provided by the Red Lodge CVB for the first time in Red Lodge's history. Working with the staff providing the Ad Agency Services, we will be paving the road to success for a sustainable Red Lodge. Some roles of this Ad Agency will include but are not limited to: Critically assessing marketing opportunities that best suit the community's needs; ensuring that we are adhering to CVB rules and regulations; providing the fulfillment of each segment commitment within our budget; create and oversee monthly e-news for visitors and for regional lodging properties; proactively provide valuable, destination driven marketing through a variety of other social media channels including Instagram, Twitter and Facebook; create and manage Travel Planner Mailers; Website SEO, monitoring, evaluating, share and explain Google Analytis; maintain the community calendar for visitors as well as state and regional calendars; update and monitor Red Lodge information, VisitYellowstoneCountry.com, VisitMT and</p>	<p>Red Lodge, Montana is a unique community at the base of the Beartooth All-American Road. Throughout history, this community has not had a marketing budget other than what individual businesses had for themselves. The City of Red Lodge Resort Tax is not allowed to be used for the marketing or promotion of Red Lodge, it goes to infrastructure only. The Red Lodge Merchants and Lodging Association has a budget from Membership dues that generously supports local beautification and individual events as decided by the Association. In the recent 3 years, Red Lodge has finally developed a Red Lodge Tourism Business Improvement District which collects</p>	<p>Having such invested individuals with actual Red Lodge marketing experience to accurately represent our community, know how our community wants to be branded and represented is</p>	<p><b>The following are the measurable objectives for accomplishment during FY15:</b></p> <p>Grow unique visits to RedLodge.com by 5% over previous year period                  Increase Enews Subscribers by 10%                  Increase Travel Planner Mailer</p>		\$4,700.00	Yes	
----------	--------------------	-----	--	--	---	--	--	------------	-----	--

			<p>YellowstoneGeotourism.org; monitor and update local travel publication in Cody and Billings; monitor and update TripAdvisor.com, travel blogs and other travel centric sites; develop regional lodging properties email/contact database; partake in community meetings with other marketing groups including but not limited to the Red Lodge Merchants and Lodging Association and the Tourism Business Improvement District; identify cooperative advertising opportunities; strengthen relationships with our neighboring communities and Yellowstone Country region; create and publish Annual CVB Marketing Plan; monitor media buy effectiveness and metrics such as cost per response, cost per click and overall web analytics; research similar destination marketing organizations and make recommendations for new programs or projects; recommend and contribute to the Red Lodge marketing strategies, tactics, budgets and timelines; prepare leads such as convention, group, family reunion and weddings through developing group destination resources for Red Lodge; develop multi-state regional media database; provide content for on-line press room with photographs and story ideas; actively seek opportunities to promote Red Lodge with members of the press; keep the Visitor Information Center Staff informed of current developments throughout the regions.</p>	<p>approximately \$40,000 annually. The TBID has also recently partnered with Red Lodge Mountain Resort for enhanced marketing opportunities. With the creation of the Red Lodge CVB, this will greatly increase the marketing opportunities for Red Lodge as well as create the imperative marketing infrastructure that we have been unable to create due to financial marketing fund restraints. The Ad Agency Services will help to create the foundation for Red Lodge to develop and grow from, placing Red Lodge in front of the traveler and group as a destination rather than a pass-through community on the way to such icons as Yellowstone and Glacier National Parks.</p>	<p>an absolute requirement for the new Ad Agency Service providers. This will allow us to effectively and efficiently serve our community, our region and the state of Montana.</p>	<p>Requests by 5% Grow Red Lodge Facebook likes by 20% Grow Beartooth Highway Facebook likes by 40% Grow Red Lodge Bed Tax Collections by 2% Increase Red Lodge VIC Visits by 2%</p>				
Marketing Support	Administration	No						\$3,534.50	Yes	

Marketing Support	Opportunity Marketing	Yes	<p>Opportunities arise that we don't always foresee, such as an opportunity to showcase a community to mitigate negative publicity from a natural disaster such as fire or flooding; sometimes a media group shows up on your doorstep and wants to capitalize on your assets but needs their information such as digital footage through photos and video right here and now; sometimes we are blessed with surprises from the Government with new challenges such as sequestration where a community needs to highlight accessibility and availability of services within the area to groups who have already paid, booked and are in the area at the present time or plan to be during the sequestration period. Opportunity Marketing allows us to position ourselves as premier vacation destinations no matter what the challenge. Staying in front of the news through all</p>	<p>In 2012, InFocus with Martin Sheen contacted The Pollard Hotel with an offer that we couldn't refuse. For roughly \$16,000, Red Lodge was able to commit to this golden opportunity. Local groups swiftly pulled together the funding, borrowing \$15,000 from Red Lodge Mountain, obtaining approval from the Red Lodge Merchants and Lodging Association for \$1,000 stipend, repeatedly met with the InFocus representatives, created enough footage of the myriad of beauty and adventure in Red Lodge to create a 5 minute video along with a 1 minute interstitial and was aired throughout the season on this very national show. Please see attached video. This was a long term investment for Red Lodge as we now own the footage forever. We have already seen countless benefits from this "opportunity" quickly being able to share the videos and content with such nationally recognized shows such as HGTV and many other marketing pieces throughout the state, region. We also use the videos for grant applications, tourism bids, interregional marketing efforts by other local groups</p>	<p>Preparing for future success is retaining opportunity funds. Opportunities arise within the State and region as we have continuously seen through the years with such recent examples as Yellowstone Region's marketing effort with State Parks and Prairie Dog Town as well as the VisitBillings Times Square success story. Fortunately, Red Lodge is</p>	<p>Depending on the opportunity that arises whether it is sequestration, natural disaster or a nationally recognized marketing company wanting to showcase our area, we will only then be able to determine how to best measure that opportunity's immediate and long term results. However, we will be paying close attention to the travel trends after the opportunity marketing is released, try to incorporate a code specific fulfillment component,</p>	\$1,000.00	Yes	<p><b>Red Lodge Montana.mp4</b></p>
-------------------	-----------------------	-----	---	--	--	--	------------	-----	-------------------------------------

			<p>modes of communication will provide us the sustainability to maintain our revenue streams through accurate information communication, dispelling fears, myths and rumors that are attempting to be instilled into our visitor's prior to and during their experience in our region.</p> <p>Having \$1000 reserved for Opportunity Marketing prepares us to be allowed to take advantage of such prospects that will protect and promote Red Lodge to that which we can not foresee at the given time.</p> <p>Our strategy is to be prepared for these chances.</p>	<p>such as the Friends of the Beartooth All-American Road, group solicitation promoting Red Lodge as a group travel destination. We intend to continue to maximize on this opportunity investment for years to come, saving future projects literally thousands of dollars and creating the ability to build our pool of resources and freeing up funds that would have been used in content compilation for other imperative endeavors and project components. This was a very successful collaborative community effort for opportunity marketing.</p> <p>We have also been working together with Red Lodge Mountain's Marketing Director, the Red Lodge Tourism Business Improvement District and Red Lodge Merchants and Lodging Association to better place ourselves for continued collaborative opportunities.</p>	<p>finally in a position to be able to do so with funding and community cohesiveness. We will continue to work together with the State, region and internally to select the best promotional opportunity over the next fiscal year.</p>	<p>resort tax revenue itemized by category within the quarter of marketing release date, facebook and website increases, place of origin, comments, etc. The success may not be immediate but that will be based on the type of opportunity that presents itself to Red Lodge.</p>				
Marketing Support	TAC/Governor's Conference meetings	Yes						\$1,450.00	No	
				<p>In 2013, the overall RLA Chamber budget was \$118,645.59 with payroll and liabilities expenses equivalent</p>	<p>Utilizing the 11% VIC Staffing/Signage budget, approximately \$2000, will</p>					

Marketing Support	VIC Funding/Staffing/Signage	Yes	<p>11% of the new allotted CVB bed tax revenue will be used for VIC Staffing/Signage. At least \$1400 of that 11% will be used for Staffing and \$600 for signage. Our strategy is to increase a paid Staff person's time professionally serving the public by 135 hours annually. An additional 135 hours annually will have a significant impact on the service that we will be able to provide with the additional funding, for total Staff coverage between November through March of 292.50 in addition to the Executive Director. Ideally, these hours will be given to one Staff person who will work at the Chamber year-round. This will improve their level of expertise and provide consistency that our Members and guests deserve. The benefits of consistency will also include working more efficiently, the ability to expand upon the services that we already provide and allow us to set our sights on increasing benefits to our Members and guests. Thank you, CVB!</p> <p>The estimated \$600 for the Visitors Center signage is a minimal long term investment that is very timely and sorely needed due to other infrastructure improvements that are currently occurring at the Visitors Center and Red</p>	<p>to 40% of the budget (\$46,952.29). The revenue generated by the newly designated CVB will greatly, positively impact our scope of services. The \$1400 bed tax revenue is equivalent to one paid Staff person's time at the current rate of pay, \$9 per hour, in addition to 15% payroll liabilities, which is \$1.35 per hour in addition to hourly rate. We are open from 10-4 during the shoulder and winter seasons. Beginning annually November through March with an average of 4.5 weeks per month multiplied by 30 hours per week hours of operation (M-F 10-4), there is a need for Staffing 675 hours during this specified time period. The Executive Director typically works without more than 7 hours per week paid Staff time during these months, which is a mere 157.50 hours annually out of the 675 total hours of operation.</p> <p>From fy 12 beginning July 1, 2011 through June 30, 2012, the total combined salaries, wages, taxes, Insurance and benefits paid was \$47,122.82. With an overall \$85,000.00 annual operating budget at this time, Visitor Counselor's (pay rate only) accounted for only</p>	<p>release otherwise encumbered Chamber funds to apply towards other areas in need of improvement at the Visitors Center. These improvements include the fulfillment component of increasing awareness, group travel promotion, badly needed building improvements and providing increased levels of quality service for Red Lodge. This creates delayed service replies, limited hours of operation and lost opportunity during the crucial decision making process of potential visitors. Increasing the Staff time, potentially the hours of operation, the efficiency and level of knowledge that this Staff person provides will mitigate and dispel the challenges outlined. On average, the Executive Director is out of the office in 9 meetings per week during November</p>	<p>Listening to the voices of our Membership and other groups such as the TBID and Red Lodge Merchants and Lodging Association in Red Lodge will be our greatest public accolades. Being able to serve the community the way that our Membership needs us to is very important to the Visitors Center Board. We could attribute extended stays to additional Staff time and more thorough service but a tracking mechanism for that has not been identified, therefore not in place at this</p>	\$2,000.00	No	<p><a href="#">2014 CVB FY 2013-2014 State Counts Page Reference.pdf</a></p>
-------------------	------------------------------	-----	--	--	---	---	------------	----	--

<p>Lodge. Our strategy is to place directional signage at the south entrance of the Visitors Center that will now be a one-way entrance only. Without signage at that turn, the guest will bypass the Visitors Center altogether, head downtown or through downtown without the awareness of other area assets, without guidance or navigation of the local area. There are limited funds in place at this time for this signage, we are merely relying on donated time by the contractor. Having this funding would create a priority to create that imperative Visitors Center signage.</p>	<p>5% of the budget, translating into 5% of the budget being spent on supporting Staff. If one were to include the Visitor Counselor and the Operations Assistant positions, that supporting Staff investment would be equivalent to approximately 14% of the overall budget.</p> <p>Fiscal year 13 beginning July 1, 2012 through June 30, 2013, the total combined salaries, wages, taxes, Insurance and benefits paid was \$46,870.06. With an overall annual operating budget of approximately \$92,000.00, Visitor Counselor's (pay rate only) accounted for only 4%; combining the Visitor Counselor and the Operations Assistant positions, the supporting Staff investment would be equal to approximately 15% of the overall budget.</p>	<p>through March which translates to locked doors and zero interpersonal contact during at least 5 months out of the year. This is not an ideal experience created for that visitor when we are working hard to promote tourism during shoulder seasons. This centralized fulfillment component has to be in place to assist group travel planners, families who visit in the winter who don't want to ski the entire time and the secret season traveler who spends more time, money and resources truly getting to know the area and the people within.</p>	<p>time. We will immediately be able to decrease the number of missed phone calls, delayed response time on our email inquiries on a regular basis with additional Staffing.</p>				
---	---	---	--	--	--	--	--

<p>For the preliminary year becoming a CVB, our Red Lodge's goal is to create a solid marketing infrastructure as a foundation to grow from</p>	<p>38.2% of the current Travel Planner Mailers are requested by the Midwest; number one emerging market is the Bakken Oil Boom region; ITRR Non-Resident Travel Data reports that in 2011 the top origin of visitors were from Wyoming, Minnesota, North Dakota, Washington;</p>	<p>Increasing the awareness of Red Lodge as a destination and the most scenic route to</p>	<p>Comparing year to date accommodations tax statistics, resort tax revenue, ITRR non-Resident Travel Data, Visitor Information Center top 10 visitor counts, Destination Red Lodge Travel Planner Mailer</p>				
---	--	--	---	--	--	--	--

Marketing Support	Fulfillment/Telemarketing	Yes	and develop in future years as a CVB along with increased cooperative marketing opportunities within our city, neighboring cities and Yellowstone Country region. Combined with consistent and increased Visitor Center Staffing, the other primary goal is to increase the Travel Planner Mailer by 1.5%.	2012 – Wyoming, Minnesota, North Dakota; 2013 – Wyoming, Wisconsin, North Dakota, Washington; Facebook – Top 5 Cities Outside Montana are Cody, WY 100, Minneapolis, MN 99, Powell, WY 86, Bismark, ND 76, Seattle, WA 72; since at least 2007, the number 2 on the Visitors Center's top 10 visitor list originated from Minnesota consistently each year.	Yellowstone Park will be a catalyst for increased distribution for Travel Planner Mailers, therefore targeting increased non-resident visits and extended stays in the city of Red Lodge.	statistics by origin of requests as well as specific overall state number of requests will allow us to measure the success of our targeted increased Travel Planner distribution results. These results will allow us to identify if we have met our goals of increased Non-Resident Visitors and their spending trends.		\$3,000.00	No
								<b>\$17,984.50</b>	

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Electronic Adv - Newsletter, E-blast	\$2,300.00	\$0.00
Consumer	Ad Agency Services	\$4,700.00	\$3,500.00
		<b>\$7,000.00</b>	<b>\$3,500.00</b>
Marketing Support	Administration	\$3,534.50	\$1,000.00
Marketing Support	Opportunity Marketing	\$1,000.00	\$10,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,450.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$2,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$3,000.00	\$0.00
		<b>\$10,984.50</b>	<b>\$11,000.00</b>
		<b>\$17,984.50</b>	<b>\$14,500.00</b>

**Miscellaneous Attachments**

File Name	Description	File Size

<a href="#">2014 CVB 2011-12 State Counts Page Reference.pdf (28 KB)</a>	2014 CVB 2011-12 VIC State Counts Page Reference	28 KB
<a href="#">2014 CVB 2012-13 State Counts Page Reference.pdf (28 KB)</a>	2014 CVB 2012-13 VIC State Counts Page Reference	28 KB
<a href="#">2014 CVB FY 2013-2014 State Counts Page Reference.pdf (27 KB)</a>	2014 CVB FY 2013-2014 VIC State Counts Page Reference	27 KB
<a href="#">Beartooth Highway Economic Impact Study.pdf (4.4 MB)</a>	Beartooth Highway Economic Impact Study	4.4 MB
<a href="#">OverallMarketingPlanBudget.pdf (24 KB)</a>	Red Lodge Overall Marketing Budget FY15	24 KB
<a href="#">WP_EmailMarketingMetricsBenchmarkStudy2013.pdf (1.7 MB)</a>	2013 Email Marketing Metrics Benchmark Study	1.7 MB

**Region/CVB Required Documents**

File Name	Description	File Size
<a href="#">2014 CVB Red Lodge Application for Lodging Tax Revenue.pdf (332 KB)</a>	Application for Lodging Tax Revenue	332 KB
<a href="#">2014 CVB Red Lodge Certificate of Compliance fy15.pdf (457 KB)</a>	Certificate of Compliance	457 KB
<a href="#">2014 CVB Red Lodge Pledge of Understanding and Compliance.pdf (364 KB)</a>	Pledge of Understanding	364 KB

[Return to Top](#)



Dulles Technology Partners Inc.  
© 2001-2012 Dulles Technology Partners Inc.  
WebGrants 3.1 - All Rights Reserved.