



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86696 - FY20 Central Montana Marketing Plan

DOC Office of Tourism

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Contract Dates

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Community & Brand Support

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

1. Purpose

Our FY20 Central Montana marketing plan will guide our marketing strategy for the next 12 months.

By using the methods outlined in this plan we will continue our efforts to position Central Montana as a vacation destination. We will create awareness of Central Montana and will also reach prior visitors to keep our region top-of-mind for future visits. Our ultimate goal is to bring visitors to Central Montana and have them spend time and dollars in the region.

This plan has been developed based on Central Montana's past successes in promoting visitation to the region and also by closely aligning our strategies with those executed by the Montana Office of Tourism Business Development. Central Montana's marketing decisions are based on research available from Arrivalist, VisaVue, Destination Analysts, the Institute for Tourism & Recreation Research, and input from our engaged board of directors. Our FY20 plan will continue many of our successful projects completed in prior years and it will also incorporate new projects.

2. Identity of the Area

Thirteen Montana counties comprise the Central Montana tourism region. Our unique region offers a wide variety of landscapes, attractions, events and activities which can appeal to Central Montana's potential visitor. From mountainous wilderness areas to major rivers and grassy plains, we have landscapes that appeal to many. We fit well with the Montana brand offering:

- More spectacular, unspoiled nature than anywhere else in the lower 48

- o Central Montana has thousands of acres of public land (short grass prairie, river breaks, mountains, lakes and forests), in addition to thousands of acres of farm and ranch land
- Vibrant and charming small towns that serve as gateways to natural wonders
 - o Central Montana is comprised primarily of small charming towns located in close proximity to our unspoiled nature
- Breathtaking experiences by day, relaxing hospitality at night.
 - o Central Montana's breathtaking experiences are many – from viewing spectacular art to seeing the locations where those scenes originated. Our hospitality is as varied as sleeping in a beautifully restored historic hotel, to a river guide pitching a tent along a wild and scenic river, or one of our new glamping experiences. Experiences are varied with local musicians playing in a local brewery to a craft cocktail named for the nearby geography.

The Central Montana board defines their identity as follows: (this identity statement was created many years before Montana's latest brand strategy, however, it aligns well and it mirrors the brand pillars)

Central Montana offers visitors a remarkable experience of Montana's history, culture, clear skies and clean water, wildlife, outdoor recreation and adventure. From wide-open spaces to mountain ranges and the Missouri River and its tributaries, culturally rich towns and cities in Central Montana brush with the old west and ancient peoples. Visitors can see the landscapes and absorb the sense of place that inspired renowned western artist Charlie Russell, and walk in the footsteps of Lewis & Clark, all within reach of comfort and hospitality.

Strengths and Challenges of the Central Montana Tourism Region

The strengths that distinguish Central Montana include -

- Historical and cultural sites and interpretation - home of numerous Lewis & Clark and Native American attractions and memorials, Charlie Russell, old forts and fur trade history, and National Park Service's Bear Paw Battlefield
- Kings Hill Scenic Byway and Missouri Breaks Backcountry Byway
- Upper Missouri River Breaks National Monument and Wild & Scenic Missouri River
- Varied outdoor adventure and recreation with many activities offering a feeling of open spaces, yet they are still close to our communities' amenities.
- Excellent variety of fish and wildlife
- Multiple access points to the Bob Marshall Wilderness Complex
- Viewable and accessible waterfalls in our mountain ranges and in Great Falls
- The iconic and sacred Sweetgrass Hills
- The Rocky Mountain Front – East slope of the Rockies
- Magnitude of birding opportunities detailed in a Central Montana birding brochure
- Spectacular geology and paleontology with 6 sites on the Montana Dinosaur Trail
- Grand and diverse scenery that typifies the "Big Sky"
- Authentic Montana lifestyle - farms and ranches, guest ranches, Native American cultures, main-street Montana, friendly people
- Unique and fun organized trails - Pie a la Road and a Barn Quilt Trail
- Easily accessible open spaces for scenic touring and wildlife viewing
- Vast public recreation lands
- Our central location in the Glacier-to-Yellowstone National Parks corridor
- Close proximity to Canada with a 24-hour port of entry at Sweetgrass/Coutts
- Many of our tourism products are viewed as budget-friendly, both regionally and nationally
- A variety of public golf courses
- Craft breweries and a distillery using locally grown products
- Central location for statewide meetings and conventions
- Unique attractions such as Havre Beneath the Streets and the Charlie Russell Chew Choo
- Unique events such as Montana Bale Trail (What the Hay), Red Ants Pants Music Festival, Montana Chokecherry Festival, Whoop Up Days, numerous art shows & auctions during the commemoration of Charlie Russell's birthday in March
- Two Amtrak stops in the northern part of the region (Havre and Shelby)
- A large, central retail hub and international airport in Great Falls
- Our strong partnerships with chambers, Tourism BIDs and other promotional groups in the region

Challenges and critical issues facing the tourism region -

- While our vast public recreation lands are a strength, our public land managers do not have marketing and promotion budgets
- A need to develop more year-round visitor attractions and more activities in the shoulder seasons to enhance our vacation offerings
- Attractions and private businesses need longer business hours and longer seasons to accommodate visitors
- Lack of restaurants, lodging, attractions and gas stations in our small communities
- Shallow employee pool for businesses
- The need to continually educate front line personnel, not just those employed in lodging facilities, but in gas stations, grocery stores, retail businesses and restaurants
- The lack of a winter destination resort and, in some years, the lack of winter
- The need to effectively promote in Canada to reach our closest large population center, despite a fluctuating exchange rate and passport requirements
- Transportation limitations such as no public bus service to some locations and the fluctuating cost of fuel
- Cost of airfare
- Small marketing budget combined with increasing media costs
- The need to continue to strengthen our relationships and communications with the Native American tribes on our reservations and also our landless Little Shell tribe.

Describe your destination.

Central Montana will continue with the style of ads we have been using and our placement mix will include both print and digital. We have used an uncluttered design with a stunning image, a small amount of text and a strong call to action. Playing on our strengths, images are chosen to inspire the viewer and make them want to obtain more information to plan a trip to Central Montana.

Potential visitors who see our ads will need more information about the area depicted in the photo that inspired them – the location, how do you get there, what activities can be done there and what amenities are available. Some Central Montana ads will direct viewers to click to our website home page, some will direct them to a specific niche landing page (several samples attached) and all will offer the opportunity to receive our print travel planner with detailed information about the region and to sign up for our e-newsletter. In all scenarios, potential visitors will be able to learn about our vacation opportunities.

To facilitate the travel decision, visitors need only read or click through to our information. Lodging, guides and outfitters, attraction information, dining, and scenic and historic routes are highlighted in our print travel planner and on our website (our travel planner may be downloaded or viewed as a flip book). We also have niche brochures that can be mailed, obtained at local visitor centers, viewed on our website or printed from our website as a traveler is enroute (a detailed Central Montana birding brochure, 10 Great Rides motorcycle routes with maps, Bicycle Trails, C. M. Russell Auto Tour, Kings Hill Scenic Byway brochure, Music Concerts, Pie a la Road pie trail and the partnership brochure for the Montana Dinosaur Trail). Once

visitors are in Central Montana, we urge them to seek out local tips offered by staff and volunteers at visitor centers, attractions and local businesses. Samples of several niche landing pages are attached.

Optional: Include attachments here

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

We will define geographic markets as follows: using research results from Arrivalist, Destination Analysts, VisaVue (joint venture project), from information generated through the Interactive Data link on the website for Institute for Tourism & Recreation Research, and the inquiries Central Montana receives. Our primary geographic target markets include the following states and provinces: California, Washington, Idaho, Oregon, Colorado, Utah, Minnesota, North Dakota, Illinois, Wisconsin, Michigan, Florida, South Dakota, Arizona, Texas, Wyoming, Alberta and Saskatchewan.

We will target the following demographic markets: wildlife and bird watchers, anglers, adventure travelers, bicyclers, motorcycle travelers, scenic drivers, cultural & heritage travelers, hunters, geo/ecco tourists, winter recreationists, RVers and campers, golfers, education travelers, group tours, guest ranch visitors, snowbirds, dinosaur enthusiasts and train/rail enthusiasts.

The psychographic characteristics of Central Montana's target market include those who value local businesses and locally grown or produced items, enjoy our scenic landscapes and value access to public lands, waterways and open space.

To reach some of our niche markets we will continue our bird watching promotional efforts and also offer support to the Crown of the Continent initiative. We will continue promoting travel along the Montana Dinosaur Trail and our six locations along that trail. These niche markets have been promoted via joint ventures with Montana Office of Tourism Business Development, other tourism regions and CVBs. We will continue to expand niche market information on our website and in our printed travel planner. Our website blog addresses many of the niche markets. We will continue blogging and also posting on Facebook, Instagram and Twitter. Our Central Montana video and photo libraries will be expanded so we may reach and engage our potential visitors. We will also continue purchasing search terms.

b. What are your emerging markets?

Texas, Arizona and Illinois markets (arriving and spending money in the region) have grown based on recent research (VisaVue) and data obtained from hotels in the region. Areas with direct flights are contributing to the emerging markets of Illinois (Chicago and some Wisconsin zip codes) and Arizona (Phoenix/Mesa zip codes). While Central Montana does not have direct air flights from Texas, several Montana cities have recently acquired those, and their marketing efforts seem to have sparked interest in the entire state. Central Montana has marketed consistently to the provinces of Alberta and Saskatchewan, Canada and we have seen interest grow from the nearby provinces of British Columbia and Manitoba. We feel there is great potential for visitors from international markets. Germany has registered high at several of our visitor information centers.

Optional: Include attachments here.

Sample of Central Montana's niche landing pages.pdf

c. What research supports your target marketing?

Last year Central Montana participated in the Montana Office of Tourism Business Development's joint venture with VisaVue. Visa cardholders comprise 50.3% of the credit card market. VisaVue tracks purchases and cash advances made in specific contiguous zip codes. We selected 59401, 59404 and 59405 zips which are all in Great Falls, our largest community. We shared the joint venture opportunity with Havre and offered to participate on the cost with them. We felt US Hwy 2 could have distinctly different traffic patterns although we were surprised to learn that they almost mirrored the zip codes generating Visa card charges in Great Falls. We also use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other niche ITRR reports to support our target marketing. Recent research done by Destination Analysts and Arrivalist have valuable data for the region, our CVBs and Tourism BIDs. Other reports used include: Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, most current Nonresident Visitation and Expenditure Estimates, PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Expedia's Top Ten flights into Great Falls, Amtrak Passengers by Montana Station, and Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.

We have also encouraged our event planners in the region who apply for Central Montana's cooperative marketing funding to use ITRR's Survey in a Box. Montana Cowboy Poetry Gathering and the Montana Winter Fair in Lewistown have used this and the C. M. Russell Museum did this survey at their own expense two years ago.

We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.

Central Montana's FY20 goals build on groundwork that has been laid out for the past several years. They are:

1. Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Central Montana's calendar year 2018 lodging tax revenues saw an overall increase of 1%. This could have been due to an increase in lodging rates or to the recent addition of short-term rentals remitting bed tax. Collections for the second, third and fourth quarters were up but our first quarter of 2018 was down 3%. Our FY20 goal is to have an increase in lodging tax revenues of at least 3% in the 12 month period. We have capacity to increase revenues in all calendar quarters.

2. Attract visitors by communicating an image that positions Central Montana as a vacation destination.

Our positioning strategies are:

- illustrating our access to outdoor recreation, spectacular unspoiled nature and adventure
- leveraging our authentic Montana lifestyle in our vibrant and charming communities
- highlighting our historic and cultural sites, building on our Lewis & Clark and Nez Perce legacies

3. Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

By pursuing joint ventures and other partnership opportunities, Central Montana will establish and maintain strong ties to Montana Office of Tourism Business Development's programs and direction, as well as other Montana tourism organizations. We will strive to build even more marketing partnerships with the Great Falls CVB, Havre CVB and the five Tourism BID's in Central Montana. We will also continue to explore new opportunities for partnerships in an effort to enhance our marketing budget.

4. *Grow the visitor experience and opportunities by building relationships with the ranching and agriculture industry, adding to and building on our guest ranch and agri-tourism presence.*

Many segments of our target market are looking for safe, family vacations that return them to an unhurried, more grounded experience. Highlighting rural events and lifestyles of our region's farms and ranches will increase visitor numbers and provide a supplemental income for agricultural and ranching operations. Central Montana will continue to explore partnerships with agricultural organizations and work closely with rural community promotion groups to enhance our agritourism offerings.

5. *Central Montana will continue to target our market as precisely as possible, assuring that our funding is spent to reach an audience that is qualified by likelihood of coming to the region, and has the discretionary income to spend significant dollars during the visit.*

Central Montana's consumer marketing plan will target those shown by research and/or past successes to have the propensity to travel to Montana, particularly to experience the kind of vacation the region offers.

6. *Continue our successful FAM trips and travel show attendance.*

Over the past few years our FAM trips have produced significant results in the form of print editorial, online editorial, social media posts, television and radio editorial and inquiries (both domestic and international). We will also continue to have a presence at travel and sportsman shows and we will partner with both the public and private sector to stretch our budget for the shows we attend.

7. *Seek ways to promote our Native American tourism potential.*

We will work to identify opportunities to promote the cultures of our tribes and the tourism activities they offer. Past successes have included FAM trips to our Native American reservations and working with individual native entrepreneurs to showcase their talents to FAM trip participants. In FY19 we were able to secure video footage and still images to use in our marketing efforts.

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

We have seen successes with opportunities to participate in both print and digital joint ventures offered by the MT Office of Tourism Business Development. Our budget doesn't allow participation in all but we have approved participation in those we can afford.

The types of joint ventures we would like to participate in include print, digital, research and public relations. While joint venture opportunities currently don't exist for consumer shows, we would like to see this. Many years ago this was an option and the state tourism office anchored the booth space and individual bed tax funded entities could buy in. It created a much larger presence for Montana overall at the shows and seemed to be effective.

Optional: Include attachment here.

Arrivalist CM Region Details.pdf

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

Central Montana has participated in, and would like to continue to participate with, print and digital marketing projects and also consumer travel show joint venture marketing opportunities with the Great Falls CVB, Great Falls Tourism BID, Lewistown Tourism BID, Havre CVB and Havre TBID. We have five tourism business improvement districts in Central Montana and marketing opportunities are shared with them.

We also plan to continue to participate in joint venture opportunities for the Crown of the Continent (Glacier Country, Southwest Montana, Central Montana and Canadian provinces) and the Montana Dinosaur Trail (Montana's Missouri River Country, Yellowstone Country, Southeast Montana, Central Montana).

Although it is not a financial partnership, we will seek to coordinate attendance at travel shows with other bed tax entities and private sector businesses in Central Montana, in an effort to possibly co-locate our booths.

Central Montana is eager to secure additional partnership marketing to maximize our budget.

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

In FY19 we participated in both print and digital joint venture campaigns with the Montana Office of Tourism Business Development.

Print included shared space with MTOT/BD in Parents Magazine (half-page ad in a Montana insert).

Our digital joint ventures included the following: TripAdvisor.com, Sojern Travel Platform Programmatic ad serving technology, LiveIntent e-newsletters/display ads. Each digital joint venture cost \$5,000 from our budget (Total \$15,000).

We have been receiving leads from Parents Magazine and anticipate that those will continue for a couple of months.

We feel our participation in these joint ventures was successful. Joint ventures are a solid investment where Central Montana can receive good exposure based on our financial commitment.

Optional: Include attachments here.

Central MT bed tax collections.JPG

Optional: Include attachments here.

Parents Magazine.pdf

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Printed Material	<p>Central Montana will produce and distribute our annual travel planner (68 pages plus cover, full color throughout). This print piece is content driven, not ad driven, and is the primary response piece used for all inquiries received. It is also distributed on Certified Folder Display's brochure racks in Montana. We hand it out at all consumer shows we attend. We sell ads in the travel planner and all revenue received is put back in the project to offset the production and printing costs. We are estimating approximately \$39,000 in ad revenue this year.</p> <p>The travel planner is available on our website CentralMontana.com as a flip-book and also as a downloadable piece.</p> <p>In the total bed tax funding for this project we have budgeted \$7,000 for distribution. Distribution costs include Certified Folder Display's cost for several in-state routes and FedEx shipping charges to get our literature to locations not covered by Certified Folder Display (primarily eastern Montana).</p> <p>For our one-sheet handout we will highlight travel routes (theme is not chosen yet). This will help offset shipping costs, particularly at consumer shows. If potential Central Montana visitors don't want to take our travel planner we can offer this sheet which will have our website shown prominently. The piece will also become a landing page on our website.</p>	<p>The Institute for Tourism & Recreation Research (Traveler characteristics) shows that people enroute to Central Montana and those already in the region use the print travel planner. We do a comprehensive event listing and many visitors are looking for a local event. There is also a two-page map in the travel planner to assist visitors in route planning.</p> <p>Visitors enroute to their destination can also view the planner on our website. Visitor information centers in Montana routinely request larger quantities to use when counseling visitors. Overall, the Central Montana board feels it is a critical piece to facilitate and orient our visitors and potential visitors.</p> <p>For our one-sheet marketing handout we will track traveler characteristics (ITRR) to see our top activities and this sheet will follow one of the activities.</p>	<p>Our advertisers assist in measuring success of Central Montana's travel planner. If their ad generates business for them and they renew their ad the following year, then we feel it has been successful for them.</p> <p>The demand for the Central Montana travel planner on a brochure rack is another measurement we use. We also receive some feedback when people receive our travel planner. Some will call back to request further niche information such as our C. M. Russell Auto Tour booklet or a birding trail brochure that are highlighted in the planner. While those aren't statistical measurements of success we know the potential visitor received the travel planner, read it and was intrigued enough to dig deeper for something that truly inspired them.</p> <p>Demand for the one-sheet marketing handout will be tracked at each consumer show where it is used.</p>	<p>We produce an annual travel planner highlighting our communities and their events. Large format photos are spread throughout the travel planner to keep the potential visitor inspired to come to the region. Historic trails, scenic routes, birding information, a map and information about our Pie a la Road, and a 2-page Montana highway map all contribute to aiding potential visitors in planning their vacation.</p> <p>We will also produce one handout to be used primarily at consumer shows and visitor centers. The Central Montana board will review options from our ad agency for the theme. Ideas include highlighting historic trails, scenic drives or day trips. The budget for this printed piece is \$2,500.</p>	\$66,500.00	<p>Central Montana travel planner:</p> <p>Did we meet our objective? Yes.</p> <p>Was our marketing method successful? Yes.</p> <p>We sold advertising space in the 2020 travel planner from September 2019 - November 2019. The majority of ads renewed. Some purchased smaller ad space and some purchased larger ad space. Overall, we were pleased with ad sales and met our goal to be able to support the production and print run of the piece with ad revenue.</p> <p>We printed 85,000 copies of the 2020 planner and it was delivered December 31, 2019. Demand for the piece on brochure racks started out strong. January, February and March saw typical response with some downturn in March as events were cancelled. Our inventory in September 2020 was larger than previous years due to the pandemic and many cancelled travel plans.</p> <p>We will continue to use the inventory we have on hand and will review quantities and current health situations in February 2021 to see if we will produce a 2021 travel planner. We have budgeted for the project in FY21.</p> <p>Central Montana one-sheet handout:</p> <p>This project was not carried out in FY20 due to the pandemic. No funds were spent on this.</p> <p>All things considered (pandemic related) we feel we met our objectives in Consumer Printed Material and the method was successful.</p>	CMT 2020 Planner Cover.JPG
		<p>Simply put - our marketing needs photos to inspire the potential visitor. Whether it is for our digital advertising, print advertising, blog posts,</p>	<p>We don't have specific research as to why we should purchase photos but we do follow the Montana brand which</p>				<p>We purchased 71 images through this project. Our budget would have covered 80 but we only chose those that we felt could be used and that we didn't already have similar images of the topic. In our social channels alone (Facebook and Instagram) we used over 50% of the images, meeting our goal.</p>	

Consumer	Photo/Video Library	<p>Facebook posts, website, e-newsletters - we need photos.</p> <p>For this project we work with area photographers, some professional, some amateurs with a good camera, to secure a variety of images in our thirteen counties. A committee reviews the submissions and we purchase unlimited, but not exclusive, use of each image.</p>	<p>calls for strong images in our advertising to inspire potential visitors.</p> <p>We also need photos to carry out other projects ranging from social media posts to our blog posts to fresh photos on our website. Success in those areas is supported by research and we need photos to achieve that success.</p>	<p>We will evaluate this project by the number of photos used in FY20 that were purchased from our FY20 project. Our goal is to use at least 50% of the images in the fiscal year. If we spend all of our \$4,000 budget we will purchase 80 photos.</p>	<p>Photos are the primary inspiration to peak a potential visitor's attention. The photo could be used in a print ad, a digital ad, an e-newsletter, on our website or in a social media post - but the rationale for all is to have an image that garners a second look and a desire to know more.</p>	\$4,000.00	<p>They were used on our website and we also used them in digital ads. One was going to be used in a print design but that campaign was cancelled due to the pandemic.</p> <p>Screen shot samples of some uses are attached.</p> <p>Did we meet our objective? Yes.</p> <p>Was our marketing strategy and method successful? Yes.</p> <p>We will definitely do this project again and have budgeted for it in FY21.</p>	Sample of FY20 photo library uses.pptx
							<p>Joint Ventures with MT Office of Tourism/Business Development.</p> <p>Central Montana participated in the following 3 joint venture digital placements with MOTBD. Each had a match of \$5,000.</p> <p>Trip Advisor – this placement started on 3/2/20, then was paused due to the pandemic, and resumed 6/1/20. We had 896,680 impressions, 1,438 clicks for a click-through rate of .16%. Our cost per click was \$4.09.</p> <p>Sojern Travel Platform – this was originally scheduled to start in April and was shifted to June due to the pandemic. We received 397.328 impressions and 2,032 clicks for a click-through rate of .74%. Our cost per click was \$2.00.</p> <p>On The Snow – we received 740,790 impressions, 505 clicks, and a click-through rate of .07%. The campaign's strongest month was January. It was scheduled to run November through March and was turned off early on March 18, 2020. Our cost per click was \$11.65. This campaign was targeted to Montana, South Dakota, North Dakota, Alberta and Saskatchewan. The cost per click was high on this however we do feel it would have been better had we not been entering into a pandemic.</p> <p>RoadRunner.Travel – this digital marketing effort was multi-pronged designed to reach the motorcycle enthusiast who loves our open, lesser traveled roads in Central Montana. Great Falls had also secured the 2020 BMW Rally so we wanted to reach riders interested in that. Part of the campaign included sending an e-newsletter to subscribers and it had 21,568 opens, 658 clicks to our landing page for a click through rate of 3.05% and a cost-per-click of \$2.68. We felt that was</p>	

Consumer	Online/Digital Advertising	<p>Our FY20 digital advertising budget is \$83,750. This marketing method is multi-faceted and will include placing banner ads, purchasing search terms, sending HTML e-newsletters and placing native content on reader websites that fit the profile of our potential visitor.</p> <p>When we determine digital media placement we review results of previous placements. We analyze joint venture digital media options offered by the Montana Office of Tourism Business Development and they are included in this budget so we can have a complete overview of our digital efforts. We will also seek recommendations for placement options from our ad agency. Marketing partners within the region will be notified of our placement to see if they would like to piggy-back on our efforts and potentially increase Central Montana's presence.</p> <p>Digital marketing gives Central Montana a great opportunity to target our niche markets. Mobile device usage has increased along with digital use in general, and Central Montana has dedicated the largest portion of our budget to this marketing segment.</p>	<p>Our digital media is placed using a variety of research - Destination Analysts' most recent report for Montana Office of Tourism Business Development, ITRR research (particularly their trip planning research and activities while in the region), airline statistics, and also niche reports from ITRR. We will also use our most recent VisaVue statistics when determining our digital placement.</p>	<p>We track click-throughs on our banner ads and then determine the cost per click. We also track open rates and click-throughs on our HTML e-newsletters. With pixel codes embedded on our website we can track visitation on our website related directly to the ad, how long someone stayed on the site, how many pages they opened and what their last page viewed was before they left the site.</p> <p>On our YouTube channel we track number of viewings for each video.</p>	<p>Digital marketing allows us to reach potential visitors in a cost effective way. It is also timely - the lead time for a digital ad is much less than print so if something changes, a new event is planned, or recreation changes occur (forest fires, stream flow changes) we can react to serve our visitor an ad that is timely.</p> <p>Placement of digital advertising in Canada is another area where we can react to changes, such as monetary exchange rates. With print we could never respond so quickly.</p> <p>Print publication readership has declined while online usage has increased. Our budgets for digital and print have adapted to this change.</p>	\$83,750.00	<p>extremely strong especially since this deployed in April during the beginning of several pandemic shut-downs. A Facebook cross-promotional post reached 2,170 with 71 actions taken for a cost-per-action of \$6.63. We had routes highlighted on Roadrunner, Travel Map App – Central Montana Road Trips. We had 3,289 views of our content (route ideas) on the app. This content will stay live through 2020. While motorcycle travelers are limited in what they pack, we still also received 15 requests through our auto guestbook for our travel planner to be mailed to their home address.</p> <p>This campaign, even in the mess of a pandemic, still had strong actions. Great Falls will host the 2021 BMW Rally so we hope to have begun the process to generate interest in our area for the rally through this promotion. We felt this was a very good investment of our marketing dollars.</p> <p>The Outbound Collective – this consisted of an e-blast and three social cross-promotional posts, all geared to young millennials. We revised our messaging to “Plan Now Travel Later – Discover Central Montana, the open air and inspiration will be here when it's safe to travel again.” We sent an April 2020 e-blast to 234,179 people. We had 42,660 opens for an open rate of 18.2% and 2,532 clicks. Our cost per click for this 100% share-of-voice e-blast was \$2.79. The three social cross-promotional posts had strong engagement. The Facebook post had 2,656 impressions, only 24 clicks but a strong engagement rate of .90%. Our Instagram post reach was 124,864 with 3,724 clicks and an engagement rate of 2.98%. Twitter had 586 impressions, 6 clicks and an engagement rate of 1.02%. Our overall cost per click was \$.99. Instagram was by far the most successful of this campaign and proved that millennials are on this platform far more than the others.</p> <p>CTV/OTT Programmatic - 30 second broadcast-style video placed across Smart TV platforms and mobile app devices. Since this was placed prior to when we decided to stop ads, we changed the message to Aspirational travel – plan now, travel later. We targeted Denver and Minneapolis DMAs, the placement cost \$10,000 and achieved a view-through rate of 96.98%. The ad was served</p>	FY20 Digital results v2.pdf
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							<p>231,516 times.</p> <p>YouTube promotion – this was launched in late January with winter versions. Our warm season versions started mid-February, were paused and relaunched mid-May. We used both 15 and 30 second video pre-roll. We had a completion rate of 54.7% on the pre-roll. We had 112,334 100% completed views. 205,173 views were served and had a .10% click through rate. Campaign cost was \$10,000, our winter click through rate was .18% and summer biking click through rate was .13%.</p> <p>Google Ad Words – We had 3,670 clicks to our website from this \$10,000 campaign. The overall click through rate was 13.25 with hunting terms having the highest click-through rates. Our overall cost per click was \$2.72.</p> <p>Did we meet our objective? Yes. Were our marketing strategies and methods successful? Yes. We faced a lot of adversity this past year and when we analyze the ad evaluations we feel we did very well.</p> <p>Digital marketing will definitely be continued in FY21.</p>	
Consumer	Website/Internet Development/Updates	<p>Our website URL is used in all of our marketing materials and also in all of the media we purchase.</p> <p>Websites need fresh content and we will continue to produce that by adding and updating niche pages on the site. Examples include updating our music page featuring concerts in our communities throughout the summer and also a rodeo landing page.</p> <p>Posts on Central Montana's blog on the website will continue (we currently have over 775 blog posts). Blog posts are viewed as new content on the site and we strive to post a variety of content that covers all of our thirteen counties and the activities visitors can do.</p> <p>Photos on our home page are refreshed seasonally.</p> <p>A new page showing specific routes and ports of entry will be added on our website for Canadian travelers. We already have information about border crossings but the new page will give specific details on routes.</p> <p>We will continue video production throughout the year. In each video produced we receive 10-12 still images extracted from the footage so it is</p>	<p>Our website can be viewed as either inspiration, orientation or facilitation, depending on which phase of vacation planning our visitor is in. It can be a companion piece to an ad seen, or a planning tool.</p> <p>ITRR Research shows that most visitors have visited the website at different stages (sometimes multiple times) in planning their vacation to Central Montana. Google research and our website statistics all support the fact that the internet is the top source used for trip planning.</p>	<p>We track website statistics with Google Analytics. We can see how long visitors are on the website, the number of pages they view, also the bounce pages where they leave the site. We also track visitors' location by state. We hope to see increased visitors to our website, increased length of visits and an increase in the number of pages viewed.</p>	<p>We place our media to inspire potential visitors and the call to action sends them to our website (centralmontana.com). This budget covers changes and enhancements to our website and our video production. All videos are put on our website, some in more than one place. We have a photos/videos landing page but if we have a specific niche landing page (such as motorcycling) any videos we do with that theme will also be placed on the niche landing page. Videos are also on our YouTube channel YouTube.com/CentralMontana.</p>	\$30,432.00	<p>Our website URL is www.centralmontana.com</p> <p>Mobile users comprise 48.72% of the traffic to our website. Desktop users are 4.62% and tablet users make up the remaining 6.66%.</p> <p>In FY20 we had 110,078 visits to the website which was 1,468 fewer than the prior fiscal year. The FY20 visits had users viewing an average of 1.74 pages and spending 1.02 minutes on the site. Compared to last year we increased the length of visit by .02 seconds, not huge, but at least it's nice to see something increase! While we had hoped for an increase in overall visits, with several of our marketing campaigns either cut entirely or started and paused, we were pleased to not drop more in visits.</p> <p>Did we meet our objective? No, but considering almost half of the fiscal year was in the shadow of a pandemic, we are pleased with our overall statistics.</p> <p>Was our marketing strategy and method successful? Yes, we feel it was.</p> <p>We have budgeted to do this project again in FY21.</p>	FY20 Google Analytics.docx

		incredibly cost effective.						
Consumer	Print Advertising	<p>Central Montana primarily targets leisure travelers with our print marketing campaign. When placement decisions are evaluated the Central Montana board of directors reviews joint venture print opportunities from Montana Office of Tourism Business Development, outcomes of our FY19 print campaign and recommendations from our ad agency. Partnership opportunities with other bed tax entities are also reviewed in an effort to stretch our limited marketing dollars and create a greater presence in the publication.</p>	<p>We use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other ITRR reports to support our print marketing.</p> <p>Research done by Destination Analysts has valuable data for the region and Arrivallist shows where our visitors reside. Some print media is purchased by geography. Sunset magazine is an example of a publication we advertised in during FY19 and we purchased specific geographic markets based on information gleaned from research.</p>	<p>Since the tourism region doesn't do bookings, we evaluate the success of our print ad campaign by the number of inquiries we receive from each publication where we have placed ads and also the ultimate cost per inquiry. While this doesn't mean the person inquiring came to Central Montana, it is our best measurement.</p>	<p>Our goal is to receive high quality inquiries from visitors who spend significant time and money in the region. Once our FY19 inquiries are evaluated we will give weight to those publications that performed well in generating leads for Central Montana. If print publication calendars show an intent to publish articles about our vacation product (history/heritage travel, western style vacations, paleontology, birding, outdoor recreation) we will also examine them for potential print ad placement.</p>	\$33,750.00	<p>Did we meet our objective? Yes.</p> <p>Was our marketing strategy and method successful? Yes.</p> <p>Central Montana placed print ads in:</p> <p>the insert in Parents magazine, a joint venture with MOTBD. We received 804 inquiries with a cost-per-inquiry of \$5.85.</p> <p>Midwest Living magazine, joint venture with MOTBD. We received 1,424 inquiries with a cost-per-inquiry of \$4.95.</p> <p>Fly Fisherman magazine, inspiration ad, we received 12 inquiries with a cost-per-inquiry of \$490.25. This publication does not provide leads.</p> <p>Living Bird magazine, inspiration ad, we received 10 inquiries with a cost-per-inquiry of \$196.20.</p> <p>America Journal, German magazine, inspiration ad, we received 27 inquiries with a cost-per-inquiry of \$138.63.</p> <p>The joint venture ad in the Parents insert was not on brand and we weren't pleased with the look of it. The layout was not done by our ad agency and we didn't feel it was a good representation of Montana and the state's brand. Again, it was completely out of our hands but we would think twice about that joint venture with MOTBD again.</p> <p>Our print ad timing wasn't the greatest when the current pandemic was factored in. The downside of print magazine placement is that you can't be as nimble with it as you can with digital advertising. Overall, we were pleased with our response considering the pandemic. Over the last few years, we have gradually moved more of our budget out of print and in to digital. We are still budgeting for print placement in our FY21 plan but the budget amount in that line item is not increasing.</p>	FY20 Print Ads.pdf
							<p>Central Montana had plans to attend four consumer shows, all in our top ten markets in FY20. We attended three and the last show (Calgary) was cancelled due to the corona virus.</p> <p>Denver Int'l Sportsmen's Expo - January 9-12, 2020, downtown Denver at the Colorado Convention Center. There</p>	

Consumer	Travel/Trade Shows	<p>Consumer travel and sportsmen shows have been an excellent method for Central Montana to reach potential visitors. Our location is not as well known as other areas of Montana and by having personal contact with attendees at the shows we attend we can talk about our vacation amenities, answer questions and offer suggestions.</p> <p>Show markets are selected based on several factors - the ease with which they can travel to the tourism region (easy drive markets, convenient air connections, new direct air connections), lead states for nonresident hunting licenses, and top states and provinces for visitation.</p> <p>We typically have partners for all of the shows we attend and they share a portion of the booth fee and also pay their travel expenses. Our relatively small budget for consumer shows was stretched to enable us to attend four shows in FY19.</p>	<p>The travel and sportsman shows we attended in FY19 were in our top 10 markets based on VisaVue statistics, non-resident big game licenses purchased, upland game bird licenses purchased, Destination Analysts report showing propensity to visit Montana and Expedia's top ten markets flying in to Great Falls.</p> <p>Before selecting markets for our FY20 budget we will review updated statistics from the above sources.</p>	<p>Since the tourism region doesn't do bookings it is difficult to measure success. We can tell if we had good activity at our booth by how much literature we handed out. We ask our outfitters (river, hiking and hunting outfitters) to inform us if their clients reference the shows we attended and if one of our vendors in the region offers a package vacation we can get statistics from those bookings. We also evaluate the show by the number of attendees.</p>	<p>Central Montana uses consumer travel and sportsman shows to reach a consumer market that may not be familiar with the tourism region. Many show attendees are considering visits to national parks located in Montana and are looking for route suggestions and things to see/do along the way. Our lesser known amenities can be pointed out and explained to show attendees.</p>	<p>\$9,000.00</p>	<p>were approximately 30,000 attendees at this show. It seemed like more and perhaps it was just the steady attendance at our booth. We distributed approximately 525 copies of our 2020 Central Montana travel planner (which had just been printed), 250 MT state maps, 100 MT Dinosaur Trail brochures, 100 Crown of the Continent brochures (could have used more), 60 Central MT birding trails brochures, 50 Ghost Town brochures and approximately 20 Lewis & Clark brochures. Fishing and hunting were the top requests. This show was very good for Central Montana and we were glad we participated. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes.</p> <p>Sacramento Intl Sportsmen's Expo - January 16-19, 2020 at Sacramento, CA's Cal Expo, a regional fairgrounds. Attendance was stellar at an estimated 38,000. One of our fishing outfitters attended the show with us and we were located in the fishing pavilion. Obviously, fishing was one of the top questions but hunting wasn't far behind it. We distributed 450 Central Montana travel planner and brought back 23 names/addresses to mail to. We estimated another 20 didn't want to give their name/address so a business card with our website was given to them. We also distributed 250 MT state maps, 80 Crown of the Continent brochures (all we shipped, could have had more), 75 Ghost Town brochures, 50 MT Dino Trail brochures and 25 Central MT birding brochures. We took Lewis & Clark Trail brochures and only gave out about a half dozen. This show was the best of all three consumer shows we attended. The show seems to attract an affluent audience that was interested in what Central Montana has to offer. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes.</p> <p>Star Tribune Travel Show - Nov 16-17, 2019 in downtown Minneapolis at the MN Convention Center. This was the first consumer show we attended in FY20. Minnesota is in our top ten states for visiting, it is a drive market but also has direct air connections, and we typically receive visitors in Central MT from MN that are heading through to visit Glacier Natl Park. All strong reasons to attend this show. The downside, the show didn't produce</p>
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Research
Consumer
Shows.JPG

						<p>attendee traffic. Estimated attendance was 1,200, very poor in our opinion. We only distributed 220 Central MT travel planners, 125 MT maps, 15 MT Dino Trail brochures, 25 Crown of the Continent brochures, 5 Lewis & Clark brochures and 10 motorcycle route brochures. The attendees we talked to seemed genuinely interested in visiting Montana. Most were familiar with MT, had visited before, but were looking for new places to explore. Did we meet our objective? Not at this show. Was our marketing strategy and method successful? To a degree it was but did not meet our expectations. We would not attend this show again.</p> <p>We would attend consumer shows again (post pandemic) but would not attend the Star Tribune show if it continues. The Denver and Sacramento shows would be top picks, along with something in WA and OR markets. Consumer shows have worked well for Central Montana in the past and overall, 2 out of 3 incredibly successful shows in FY20 made us rate the method as successful.</p>	
						<p>Our agency of record, The Wendt Agency located in Great Falls, Montana, performs the following work as directed by the Central Montana board of directors: print ad design and print media placement, digital ad design and digital ad placement, social media campaign design and implementation. The majority of Central Montana's social media posting is done as part of the Admin Contract performed by the Executive Director. The Wendt Agency is paid hourly for work done and the campaign costs need to be itemized on their monthly invoices. Our contract with The Wendt Agency outlines that we expect them to be in attendance at the majority of our board of directors meeting and at Tourism Advisory Council meetings. They are not compensated for their time at these meetings.</p> <p>In FY20 the Central Montana board felt all of our digital ads and all of our print ads (with the exception of the Parents magazine insert design) were extremely professional and carried strong impact because of the design. Note: the insert in Parents was NOT designed by our ad</p>	

Consumer	Ad Agency Services	<p>Our Ad Agency budgets for creative and production services are as follows:</p> <p>Print Creative - \$6,000</p> <p>Digital Creative - \$8,000</p> <p>We will update our print ads, purchase photos if necessary, and resize the ads based on the size of space purchased.</p> <p>For our digital campaign we have a somewhat larger budget. Layout of e-newsletters, writing content, resizing banner ads and adding pixel codes for tracking all take time for our ad agency.</p> <p>We can save budget if there is an image from our photo library that can be used but in some cases there isn't one that fits the market we are reaching.</p> <p>We are incredibly frugal with our agency costs and our entire yearly budget for ceative and production with our agency is only \$14,000.</p>	<p>Small Business Trends (smallbiztrends.com) has research for Banner Ads, Native Content, Sponsored Content and Branded Content. We have moved towards either rich media banner ads, native content or video banner ads.</p>	<p>The primary measurement of success is the response to the ad. We will use the same measurement for ad agency services that we use for media placement. Numbers of inquiries will be tracked and also click throughs to our website.</p>	<p>Our ads need to look professional, fit within the Montana brand and have strong appeal to our potential visitors. Our ad agency makes sure we meet this criteria.</p> <p>Our agency also analyzes media and gives recommendations for placement options. They present options to a media committee first, then to our full board of directors for final approval.</p>	\$14,000.00	<p>agency. This was a joint venture with MOTBD.</p> <p>For FY20 print ads we increased some of the ad sizes for more awareness. Our digital ads included more video, which is more expensive, but produced much better for us. Users have become used to viewing video in digital ads and we met that need, at the recommendation of our agency.</p> <p>We were on track with increasing responses and click-throughs until our ads were stopped/delayed because of the pandemic. While some ads re-started in June, we lost our most valuable months relative to planning vacations and consumer travel sentiment did not increase.</p> <p>Based on our ad agency's creative services and media advice, Central Montana's website activity was strong while summer campaigns played out (see attachment). We had 118,341 clicks to CentralMontana.com with length of time on the site of 1:24. There was some fall promotion in August and September but winter months aren't a time where we devote a substantial portion of our budget. With day-use and primarily do-it-yourself activities in the region, the customer we attract is more limited. As a result, November – December months are usually our lowest in activity. Our spring campaign began mid-February with a nice peak, then earlier placement of several print ads that could not be cancelled hit and we had an increase in inquiries. Our feeling is that people were home, or working from home and looking for vacation ideas, just not fulfilling them. Inquiries from July 1 – March 30 were 1,953. From April – June 30, we had 2,341 due primarily to an extra push by Meredith Travel Group from the ads placed earlier with them. Meredith Travel Group has continued their online promotion of previously placed ads, at no charge to advertisers, and as of December 2020 we are still receiving inquiries from them.</p> <p>The cost savings of not running some of the planned media has been rolled in to our FY21 marketing efforts.</p> <p>We are pleased with our ad agency services and have budgeted for this same line item in our FY21 budget. We will continue this method.</p> <p>Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes, all things considered.</p>	Analytics.pdf
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Marketing Support	Administration	<p>Central Montana has allocated 20% of our total annual budget for administrative expenses. The tourism region's board of directors contracts with an independent contractor to carry out the administrative duties.</p>	<p>There are no research statistics for administrative budgets.</p>	<p>Administrative contracted services are evaluated annually and a Request for Proposals for this contract is done every seven years, or sooner if deemed necessary. The remainder of the administration budget costs are necessary expenses to do business and are not measured.</p>	<p>Central Montana's administrative expenses include contract fees for an executive director, telephone, internet access, travel not covered by a specific marketing project, insurance (directors & officers, commercial general liability for the board of directors) and some administrative postage.</p>	<p>\$66,232.00</p>	<p>The evaluation of the contracted service for executive director is done annually in June. If the contractor's performance is satisfactory, the contract can be renewed. This is the largest portion of the Administrative budget and if the contract is renewed, this method will be evaluated as successful.</p> <p>If the Administrative budget remains within the allowable 20%, it will also be evaluated as successful.</p> <p>The contract for administrative services was renewed in FY20. All sections were rated above satisfactory. It was agreed, at the request of the current administrative contractor, that once Central Montana's bed tax revenue budget stabilized, a new contractor would be sought for the position. A committee of Central Montana's past presidents will recommend to the full board whether to seek an independent contractor through an RFP process or to seek an employee.</p> <p>All admin expenses totaled less than the 20% allowable cap for bed tax funding.</p> <p>Did we meet our objective? Yes.</p> <p>Was our marketing strategy and method successful? Yes.</p> <p>We will continue to use this method. This is a necessary line item for the tourism region and we have set aside a line item in our FY21 budget for Administrative Services.</p>
		<p>Central Montana uses cooperative marketing funds to partner with non-profits to carry out a marketing project. We can pay up to 50% of their marketing expenses although based on the size of our budget we typically cap each project at no more than \$2,500.</p> <p>Yellowstone Journal Ad - partnership with Lewistown Tourism BID - \$2,447.50. Lewistown will place a full page 4/C ad in Yellowstone Journal (circ 250,000). There will also be a community presence in the content/map section. The full page ad will also appear in the digital version of the magazine and the online version. There will be 2 event listings on YellowstonePark.com, they will have a featured</p>	<p>Research will be applied based on the type of project submitted and approved by the board. The application needs to specify what research has been done for the proposed project.</p>	<p>We require cooperative marketing applicants to give details on how they will evaluate the success of each project they submit. Without knowing what projects will be submitted we can't answer this question further.</p> <p>Yellowstone Journal</p>	<p>Within our thirteen county tourism region we have many small communities with very limited marketing dollars to promote their community or an event in their area. This project has helped many of our communities expand attendance at an event and bring overnight visitors to their town.</p> <p>Yellowstone Journal ad/Lewistown TBID - an ad in</p>		<p>Yellowstone Journal Ad - While Lewistown's overall website traffic numbers in 2020 were down due to Covid-19, the year started strong with a slight increase (+2%) over 2019. Once Covid-19 travel restrictions were put into place, traffic significantly declined from March – May, down 58% from the previous year. The summer months of June-August saw an increase in website traffic as travel restrictions were lifted, although still down 7% over the previous year. September-November numbers continued to improve with November 30 ending just 4.4% below the previous year's website traffic numbers. Another component to the full page ad purchase was a Facebook by Yellowstone Journal. Those results were as follows: 2 Facebook posts (8,900+ reach and 310+ post clicks). Did we meet our objective? Yes, we reached potential visitors who can return when it is</p>

Marketing Support	Cooperative Marketing	<p>position in one summer e-newsletter and 2 boosted posts on Yellowstone Park magazine's Facebook page. Visitors to Lewistown/Fergus County come primarily for the spectacular unspoiled nature throughout the county. Lewistown's charming Main Street is filled with locally-owned businesses. The breathtaking experiences, landscapes and seasons are varied while the community has plenty of hospitality.</p> <p>Ghost Towns/Gold Mines print brochure - partnership with Lewistown Tourism BID - \$695. This is a reprint of a brochure. The brochure gives history of the gold mining in Fergus County and features a map showing the route to take for an unguided tour. The route travels through the Judith Mountains NE of Lewistown and the scenery and views are absolutely jaw-dropping.</p>	<p>Yellowstone Journal Ad/Lewistown TBID Co-op - ITRR Yellowstone National Park Visitor Study showing repeat visitors to Montana after visiting national parks.</p> <p>Ghost Towns/Gold Mines brochure - 2019 Nonresident Visitor report, activities (visiting historic sites, visiting ghost towns)</p>	<p>Ad/Lewistown TBID Co-op - the website in the ad will track previous month and year traffic comparisons. National Park Trips Media Ads will also provide engagement statistics.</p> <p>Ghost Towns/Gold Mines brochure, Lewistown Downtown Association - we will use this niche brochure as a handout at consumer shows and will rate the project successful if we hand out all the brochures we ship to each show.</p>	<p>this magazine is expensive for a community the size of Lewistown. Their only source of tourism funding is from TBID dollars and we are able to make the ad a reality.</p> <p>Ghost Towns/Gold Mines brochure/Lewistown Downtown Association - funds are extremely limited for the LDA but they realize the value of promoting an activity that will, at a minimum, take 3 hours to do. It's one activity that can tip the scale to have a visitor spend the night and do some exploring in the downtown Lewistown area the following day.</p>	\$9,000.00	<p>safe. Was our Marketing Strategy and Method successful? Yes, we feel it was.</p> <p>Ghost Towns & Gold Mines Brochure Reprint - this brochure, filled with history details ended up being a hit at 2 consumer shows attended by Central Montana. The Denver Intl Sportsman's Expo was the first show where we used the brochure and we shipped 50 of them - not enough! Visitors to our booth were looking for niche, unique and off the beaten path do-it-yourself tours and this fit that request. We shipped 75 to the Sacramento Intl Sportsman's Expo and distributed all but 2. While not part of our original evaluation criteria, we were contacted by an association of Ghost Towns and they printed an article about the brochure and driving routes. Responses to requests from the article were mailed. Did we meet our objective? Yes. Was our marketing strategy successful? Yes. Will we budget for this in future year's budgets? Yes, and we have done so for FY21.</p>	FY20 Co-op Marketing Evaluations.pdf
Marketing Support	Opportunity Marketing	<p>Our Opportunity Marketing budget will be used for a marketing project that comes up during FY20 that we were not aware of at the time we wrote our marketing plan.</p>	<p>Supporting research/statistics will be studied once a project is identified.</p>	<p>We will determine how we will measure success of the project once the project is identified.</p>	<p>Rationale for any Opportunity Marketing project will be developed once the opportunity is identified.</p>	\$2,000.00	<p>Central Montana's Opportunity Marketing budget was not spent in FY20. This is typically an item that is used later on in the fiscal year when an opportunity comes that we did not foresee. With the Covid pandemic, we did not have any items to consider for this budget. However, we will budget for this in FY21.</p>	
Marketing Support	TAC/Governor's Conference meetings	<p>This is a support project to enable Central Montana's executive director to attend the Tourism Advisory Council meetings and the Governor's Conference on Tourism.</p>	<p>This is a support project and there is no research to support it.</p>	<p>This is a support project however Central Montana's executive director will measure success of these meetings by the helpfulness of the information presented. Our goal and primary measurement of success is to have our executive director attend every TAC meeting and the Governor's Conference on Tourism.</p>	<p>Central Montana's executive director is required to attend the Tourism Advisory Council meetings. Attendance at the Governor's Conference on Tourism is educational and will assist in carrying out the duties of the administrative contract.</p>	\$2,000.00	<p>Our goal of having our executive director attend every TAC meeting and the Governor's Conference on Tourism was met. FY20 was a combination of in-person and Zoom TAC meetings and our executive director attended them all. The Governor's Conference on Tourism was not held in FY20 due to the pandemic. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes. Will we budget for this again? Yes, although with fewer in-person meetings and less travel to meetings, we will reduce the amount we typically budget.</p>	
							<p>Lewis & Clark Country - Central MT participated with several other Montana tourism groups in supporting this effort. Overall, the multi-state trail featured on this website had 14,581 visitors (Jan 1, 2020 - October 11, 2020) and 12,823 of those visited the</p>	

Central Montana's joint ventures budget includes funding to participate with

Central Montana page on Lewis & Clark Country. Four of the top ten states visiting the main website were also in Central Montana's top ten. The average length of visit when someone went to Central Montana's page was 3:03 and on the home page of LewisandClarkCountry.org it was 2:08. We feel that increase is because we have several significant sites on the trail, and that makes it critical for us to support this endeavor. Our goal was to have a 3% increase in visits to Central Montana's page on LewisandClarkCountry.org which would have been an increase of visits of 262 or a total of 8,672. We had 12,823 visits this past year. A success! Google analytics report for LewisandClarkCountry.org attached. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes.

Crown of the Continent brochure reprint - 90,353 maps were distributed in cy2019 which covers half of FY20. The Crown of the Continent final statistical evaluation will be done mid December 2020. As far as Central Montana's use at travel and sportsmen consumer shows, this piece is a huge hit. When visitors to our booth see the National Geographic logo (yellow box), they reach for it. It promotes small local businesses which fits with our marketing plan. Although it covers just the western edge of Central Montana, this piece is well worth our investment to attract visitors to the region. We could hand out more at consumer shows although our supplies are limited. There are many partners contributing to this project and we are proud to be involved. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes.

Voices of Montana Tourism - when we received The Montana Expression 2020 Residents Attitudes Toward Tourism report from ITRR indicating whether residents felt tourism was good for Montana, we were curious to track changes during this pandemic. Central Montana hasn't had the influx of new home buyers, the avalanche of long-term B&B rentals, and property seekers that some areas have had. The following is part of the conclusion: The Montana Expression 2020: Residents' Attitudes Towards Tourism2020 Conclusions Overall, this study displays a general positive attitude that Montanans have towards tourism in the state. A majority of Montana residents felt that the overall

Marketing Support	Joint Ventures	<p>the Montana Office of Tourism Business Development in marketing projects. Based on the options provided, we will evaluate them to see if they fit with the vacation product offered in our tourism region.</p> <p>LewisandClarkCountry.org Joint Venture - \$2,000. Central Montana will join with VisitBillings, MT State Parks, Southwest Montana and Missouri River Country to showcase our Lewis & Clark sites and help visitors to see the value in exploring our spectacular unspoiled nature. 5,000 Central Montana Tour brochures will be printed highlighting our Lewis & Clark sites. These will be distributed by Certified Folder Display. Content will be enhanced on Central Montana's information on LewisandClark.org and new photos will be added. Google search terns will drive traffic to the website.</p> <p>Crown of the Continent brochure reprint - \$2,000. This project is spot-on for all three brand pillars. Both sides of the "crown" have absolutely stunning (and varied) unspoiled nature. There are vibrant and charming small towns all along both sides, and breathtaking experiences would be an understatement! This project is a partnership with Alberta and British Columbia partners, and MT Office of Tourism/Business Development, Glacier Country, Southwest Montana, Kalispell CVB, Whitefish CVB and Glacier Natl Park lodges.</p> <p>Voices of Montana Tourism - \$2,500. This project supports the ongoing efforts to raise awareness of the value of tourism in Montana, while we market to potential visitors and tout our offerings that fit with the brand pillars.</p> <p>VisaVue Research - \$2,530. Purchasing this research may not fit directly with the brand pillars, however, it helps us target where we market to tout the brand pillars.</p> <p>Montana Dinosaur Trail brochure reprint - \$1,500. This project promotes Central Montana's dinosaur trail facilities, all located in our small towns. Unspoiled nature and breathtaking experiences - you bet! Just book a dinosaur dig.</p>	<p>Once we are notified of the joint ventures offered by the Montana Office of Tourism Business Development we will be able to determine the supporting research.</p> <p>LewisandClarkCountry.org - ITRR's Nonresident Visitor Study for Central Montana showing "Visiting Historic Sites" as a top visitor activity.</p> <p>Crown of the Continent brochure reprint - ITRR actually has a report specific to Geotourism and the Crown of the Continent.</p> <p>Voices of Montana Tourism support - ITRR does an annual report after surveying Montana residents. The report gives percentages of Montanans who support, don't support or feel that their way of life is good or bad with tourism. The more education we can get out about the value of tourism, especially when nonresident visitors spend money in Montana, the better to keep the balance of why tourism is good for our economy.</p> <p>VisaVue Research - we may not be able to say that research "has supporting research statistics" but we do use the research in how we market.</p> <p>Montana Dinosaur Trail brochure reprint - ITRR Nonresident Survey. Dinosaur attractions visited rank at 11% of our visitors who spent one night in the region during 2019.</p>	<p>Once projects are identified by the Montana Office of Tourism Business Development we will determine how we will measure the success of those in which we participate.</p> <p>LewisandClarkCountry.org - we will measure the number of page views on our content pages, and compare them to the previous year. Our goal is to see a 3% increase in page views.</p> <p>Crown of the Continent brochure reprint - Sheena Pate, coordinator for the Crown of the Continent initiative tracks usage of the brochure, what entities they are shipped to, who needs restocking etc. We will base part of our evaluation on the quantities used by the various entities involved. The other way we will track this project is by how the brochure is perceived at our out of state travel shows. It is typically one of our most popular pieces and we will see if that holds for FY21.</p> <p>Voices of Montana Tourism support - we want to see the percentage of Montana survey respondents, who feel tourism is good for the state, remain the same or get better. If we don't have a majority who support promoting tourism, our funding could be more at risk during a legislative session.</p> <p>VisaVue Research - we may not be able to actually measure success on this project but we will study our top states for spending in the three selected zip codes. Our best measurement is "how many times did we use the data for marketing purposes".</p> <p>Montana Dinosaur Trail brochure reprint - we will measure success of this project by tracking the statistics on the MTDinoTrail website. We also track visits at our six dinosaur attractions in the region.</p> <p>MT Accommodations Directory - we will measure success on this project by the demand when we distribute them at consumer shows. Participation in this project is required of the tourism regions.</p>	<p>Joint ventures offered by the Montana Office of Tourism Business Development typically increase our buying power. Ad rates are usually negotiated based on larger media buys and they can enable us to reach a market that we would not have been able to do on our own.</p> <p>LewisandClarkCountry.org - the value of partnerships cannot be understated. Central Montana also has a significant amount of sites on the Lewis & Clark Trail and a destination attraction with the Lewis & Clark Interpretive Center in Great Falls. Lewis & Clark travelers and followers of history are within our target markets.</p> <p>Crown of the Continent - our rationale for this method is to steer traffic to our small towns that are gateways to the experiences visitors can have while traveling along the the east side of the crown. This is not the land of chain or big box stores. Local cafes, retail stores and lodging are all located in our small towns here and we want to see them do well.</p> <p>Voices of Montana Tourism support - as the Institute for Tourism & Recreation Research continues the Resident Attitudes Towards Tourism study, our best measurement is to compare the changes, if those who feel their quality of life or livelihood have been negatively affected by tourism, then our measurement won't be positive for supporting this project.</p> <p>Montana Dinosaur Trail brochure reprint - we will measure success of this project by tracking the statistics on the MTDinoTrail website, specifically audience overview, page views, and trail visitation. We also track visits at our six dinosaur attractions, dinosaur passport sales and programs booked at the one facility in our region that does paleo digs.</p> <p>VisaVue - we are constantly trying to evaluate trends, where our visitors are coming from, and who is spending the most in our communities. This report will give us Visa credit card expenditures in our largest bed tax generating community.</p> <p>MT Accommodations Directory - we are required to participate in this project by MT Office of Tourism Business Development.</p>	\$3,000.00	<p>benefits of tourism outweigh the negative impacts and that quality of life for Montana residents will improve with increased tourism. In addition, most residents felt that the state is not becoming overcrowded with tourists statewide or in their communities. Majority of Montanans also felt that tourism promotion by the state benefits their community economically. While things could change as the pandemic progresses, we feel the state overall, and Central Montana (see attachments of our largest 3 counties) continue feeling that tourism is good for Montana. Our support for Voices of Montana Tourism and their outreach efforts throughout the state has been good and if budget allows, we will continue our support in FY21. Did we meet our objective? Yes, Was our marketing strategy and method successful? Yes.</p> <p>Montana Dinosaur Trail brochure reprint -most facilities are only open during summer months so cy2019 gives the best glimpse of FY20.</p> <p>Visitation in 2019 Year 15 set new records for Montana Dinosaur Trail visitation, nonresident visitors and the number of passport holders completing their visits to all 14 Trail facilities! After a slight visitor decline in 2018 over 2017's record number, 2019 visitation rebounded to set a new record of 359,680 visitors along the Trail. This represents 8% growth over 2018 visitation and 5% more than the previous record year! This is the fourth year in a row that Trail visitation has been well over 330,000 people. Since the Trail promotion program began in 2005, visitation has increased by over 148,000 visitors, a 70% increase. The 5-year Rolling Average Visitation Growth is 5.2% per year. Looking at individual statistics, seven Trail facilities experienced increased visitation in 2019 and the other seven saw declines from their 2018 visitor counts. Increases in Central Montana were: Rudyard's Depot Museum with 33% more visitors and Havre's H. Earl Clack Museum which grew 1%. Visitation declines were: Blaine County Museum, Chinook, down 6%, Old Trail Museum, Choteau, down 2%. Two Medicine Dinosaur Center, Bynum, 7% decline in dig bookings, Upper Musselshell Museum, Harlowton, off 27%. Overall, The Montana Dinosaur Trail's webpage - https://mtdinotrail.org - saw a 27% to 37% increase in the number of unique visitors, user sessions, and page views in 2019 compared with 2018, which was the first year of operation after the website's redesign. Unique visitors grew from 16,000 to almost 22,000</p>	FY20 Joint Ventures.pdf
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Marketing Support	Fulfillment/Telemarketing/Call Center	Individual line items in this project include postage to mail our travel literature, envelopes and our toll-free phone line.	This is a support project.	This is a support project but we will measure the success by the response rate to all inquiries.	This project covers several phases of our interaction with our potential visitor. They may contact the Central Montana tourism office on our toll-free phone line, we put the literature they request in an envelope, and we then need postage to fulfill their request for travel information to be mailed to them.	\$7,500.00	This project was successful. We responded to all inquiries and stayed within our budget. Our Toll Free Phone came in at 62.2% of budget and our Project Postage ended at 73.7% of budget. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes. Will we continue this project? Yes, we have budgeted for Fulfillment in our FY21 budget.	
Publicity	Fam Trips	<p>We will work with media representatives to gain publicity/earned media for the region, our tourism activities and signature events. We will also participate in FAM trips organized by Montana Office of Tourism Business Development if they offer them.</p> <p>In FY20 we offered a FAM trip immediately following the TBEX (travel bloggers exchange conference held in Billings, MT Office of Tourism Business Development pre-screened attendees prior to arriving and we chose four who indicated an interest in our trip. Our theme was Mountains, Rivers and Plains (a marketing campaign we had used previously). We spent one night at a mountain lodge, canoed the Missouri in the Wild & Scenic portion and also in a stretch from Wolf Creek canyon to the Mountain Palace takeout near the Hardy exit. Further exploration was done on the plains area of Central Montana.</p>	We do not have specific research to cite for this project. We do track all earned media generated from our FAM Trips and calculate a value on it based on media costs of the same size as the media we earned.	We measure success by the amount of earned media generated from the FAM trip. Since this was a conference of social media influencers and bloggers measurement is to have a minimum of 8 social posts per participant on each of their channels.	Many journalists/media representatives/social media influencers are looking for ideas to submit to their media outlets. For FAM trips we can provide a variety of experiences, and the result is earned media for the region and the type of vacation we offer. Publicity generated by a third party can be very effective in garnering interest in Central Montana.	\$10,000.00	Samples of some of the social posts and blogs are attached. We were absolutely blown away by the posting done by the attendees on our FAM trip during the FAM. The posts, blogs and several videos continued to be posted after they attendees returned home. Not only did we meet our objective, we exceeded in greatly. We would gladly host each of the attendees again. Did we meet our objective? Yes. Was our marketing strategy and method successful? Yes.	Mountains Rivers Plains press trip Sept 2019 final.pdf
						\$331,164.00		

Marketing Method Evaluation Attachments

- Attachment 1 FY20 Central Montana region B2A pie chart.pdf
- Attachment 2 Central MT Excel for FY20 pie chart.xlsx
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Online/Digital Advertising	\$110,000.00	\$0.00

Consumer	Printed Material	\$56,500.00	\$39,000.00
Consumer	Travel/Trade Shows	\$15,000.00	\$0.00
Consumer	Print Advertising	\$35,000.00	\$0.00
Consumer	Ad Agency Services	\$17,000.00	\$0.00
Consumer	Photo/Video Library	\$5,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$40,161.00	\$0.00
		\$279,161.00	\$39,000.00
Marketing Support	Joint Ventures	\$12,500.00	\$0.00
Marketing Support	Administration	\$70,320.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$7,500.00	\$0.00
Marketing Support	Cooperative Marketing	\$11,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$21,904.00	\$0.00
		\$125,224.00	\$0.00
Publicity	Fam Trips	\$14,000.00	\$0.00
		\$14,000.00	\$0.00
		\$418,385.00	\$39,000.00

Miscellaneous Attachments

Description	File Name	File Size
FY20 Central Montana pie chart	FY20 Central Montana pie chart.xlsx	210 KB

Reg/CVB Required Documents

Description	File Name	File Size
Application for Lodging Tax Revenue	App for Lodging Tax Revenue.pdf	301 KB
Certificate of Compliance	Cert of Compliance.pdf	403 KB
Pledge of Understanding and Compliance	Pledge (2).pdf	326 KB

