



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86703 - FY20 Missouri River Country Marketing Plan

DOC Office of Tourism

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Amendment Comments

Community & Brand Support

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

INTRODUCTION

https://www.dropbox.com/s/bwlnrdgs8qv4emj/MRC18_MarketingPlan_04292019-pages.pdf?dl=0

Montana's Missouri River Country is a destination for outdoor adventurers, geotourists, history buffs, Native American culturists, dinosaur trail followers, fishermen and women, and overall recreationists. Here visitors find spectacular nature, charming small towns, exceptional wildlife watching and breathtaking experiences. Missouri River Country is home to Fort Peck Lake, four National Wildlife Refuges, two Montana State Parks and 27 charming communities. Visitors also find perfect solitude with nature, opportunities to spend genuine, uninterrupted time with their loved ones, and more room to roam. We believe that in the 21st century when people are constantly engulfed in the hustle and bustle of daily life, what visitors now crave from their vacations is a chance to unplug and really connect. Less people and less traffic means more time to focus on real experiences, so we have chosen to take advantage of our amazing open spaces in our marketing campaign: More Room To Roam.

Less people and less traffic means more time to focus on real experiences.

More Room To Roam holds many meanings to us. It means that there are more opportunities to have an authentic, meaningful experience in Montana. It means there is more room to connect and more space to explore. We are proud of our campaign because it allows our target audiences to reflect: what would more room mean to me? Maybe that means time with family or friends. Maybe it means more time to sit still and observe the incredibly biological diversity on our prairies and waters. Maybe it means getting lost— on purpose. We know that it means something different to everyone, but the message is clear: you can find whatever you are looking for in Missouri River Country, and we want to help you along the way.

IDENTITY

Montana is an incredibly diverse state that is synonymous with the West. Our history is vast and so is our landscape. Wide open spaces surround our friendly, small communities. This is a side of Montana that few see, but all who see it fall in love with Montana all over again.

We understand that many visitors who come to Montana come to experience the two national parks in our state, and for that reason much of our visitation comes from drive-through travel. However, Missouri River Country has many attractions that bring in visitors directly to our towns, waterways, and wide-open spaces. Missouri River Country is a hub for outdoor recreation including hunting, fishing, wildlife viewing, photography, hiking, boating, ATVing, and ice fishing, cross country skiing and snowmobiling in the winter. Thanks to the remoteness of the region, the best show in Montana can be seen each night in Missouri River Country's beautiful night skies, unpolluted by light from large cities and towns. The Missouri River, which was an integral part of the Lewis and Clark route, runs through our district and attracts history and culture buffs. Uniquely, dinosaurs once roamed this vast landscape, and the remains of these giants can be seen at museums throughout the region, including full-sized fossils discovered in Northeast Montana.

A distinct region unto itself, this place of the Great Plains harbors unique landforms. Grand scenes intermingle with smaller bits of geologic wonder. Space, much of it undisturbed, is its greatest commodity and an unending sky delivers a feeling of no borders or confinement. Missouri River Country is truly the land of wide open spaces—of opportunity and spectacular nature. You can see for miles, stretch your arms, breathe the fresh air and sleep under the big starry sky. It's not the destination but rather the experiences had in Missouri River Country that are truly breathtaking.

This is a side of Montana that few see, but all who see it fall in love with Montana all over again.

STRENGTHS

Hunting

Visitors here spend less time hunting for open space and more time hunting! No matter where you go in Northeast Montana, you are surrounded by wildlife. The skies above are filled with upland gamebirds and waterfowl. Our wide-open spaces are home to pronghorn, mule deer and whitetails. Our corner of Montana is not only an exciting place for hunting adventures but a land of unrivaled beauty and wonder.

According to the 2018 ITRR report, hunting was a top 3 reason to visit Missouri River Country.

Fishing & Fort Peck Lake

In the summer, marinas are filled with fishermen and women looking to cast a line and pass the day on the water. Defined by sandstone formations, fields of grain and fertile river bottoms, Missouri River Country is a place where shorelines go on for more than a thousand miles and fish grow to more than 100 pounds. This is the land where men built a dam across the mighty Missouri River and created the largest body of water in Montana. This is the land of Fort Peck Reservoir, which boasts over 1,600 miles of shoreline (more than the California coast!) and a great variety of fish. In the winter, Fort Peck Lake freezes over and makes way for some great ice fishing fun on the ice, which means that fishing is a four-season activity on the lake, opening up outdoor activities all year long for visitors. Water activities include fishing, tubing, water skiing, wake boarding and swimming. Other rivers and dams in Missouri River Country provide fishing opportunities, such as Nelson Reservoir, the Missouri River, Milk River, and Yellowstone River.

According to the 2018 ITRR report, 47% of nonresident visitors who spent at least one night in Missouri River Country, visited Fort Peck Lake on their trip.

Dinosaurs

Millions of years before the formation of the Missouri River in Montana, dinosaurs made this once lush wetland their home. Northeastern Montana has provided a wealth of world class fossil discoveries. Visitors can experience dinosaur digs at Great Plains Dinosaur Museum in Malta and learn about the prehistoric nature of our dramatic landscape. At the Fort Peck Interpretive Center & Museum visitors can view "Peck's Rex," a skeleton of a *Tyrannosaurus rex* that was found near Fort Peck in 1996. The Fort Peck Power House Museum has a *Triceratops* skull on display, along with numerous fossils that were discovered during the digging of Fort Peck Dam. The Philips County Museum features fossil discoveries from the nearby Judith River Formation including a late *Brachylophosaurus*, one of the best articulated dinosaur skeletons ever found. The Great Plains Dinosaur Museum offers the public an intimate look into a working paleontological institution. The *Brachylophosaurus* "Leonardo" is in the Guinness Book of World Records "best preserved dinosaur," and the museum has the best growth series of this dinosaur anywhere. The Garfield County Museum displays a full-scale model of a *Triceratops*, which was found about 35 miles from Jordan in 1964.

History & Culture

History is as vast as our rolling landscape in Missouri River Country. Lewis and Clark buffs come here to experience the landscape that has remained virtually unchanged since the days of westward expansion. Lewis and Clark may have been early visitors to Missouri River Country, but when they arrived the region was already home to the Assiniboine people. Members of the Sioux nation also call our corner of Montana home. Their cultural heritage continues to be celebrated today through such events as pow wow and dancing ceremonies. Annual pow wows are held on the Fort Peck Reservation, where traditional dance, song, and tribal ceremonies can be experienced. Missouri River Country has many museums, cultural centers, visitor centers and historic downtown regions that attract history and culture buffs to our corner of Montana.

Outdoor Recreation & Wildlife

While we are most known for our hunting and fishing, there is a plethora of outdoor recreation opportunities in Missouri River Country. Hikers can enjoy total trail solitude in the Little Rocky Mountains; birders will be amazed by the uninterrupted views; wildlife viewing opportunities are plentiful; and boating and ATVing opportunities abound. RV and tent campers both make their way to Northeast Montana, too, to take part in a Montana adventure found only here. Slippery Ann Elk Viewing Area is one of the best places to view elk in the fall, and visitors are consistently enamored with the raw nature found in Missouri River Country. Bikers can stop in Glasgow at the Bike Bin at Smith Park, featuring a bicycle repair stand and bike wash station conveniently located near camping and showers at the adjacent Shady Rest RV Park. In the winter, visitors can bring their cross-country skis and explore our wide-open prairies on the snow, which is a fun and unique experience for locals and visitors alike.

Charming Communities

27 charming, small communities dot Missouri River Country, offering visitors authentic Montana character. Museums, outfitters and shops offer a taste of our history and culture. Visitors can pan for gold or go on a dinosaur dig based out of our communities, and then they can return to spend the night in our hotels and cabins. We have five microbrews in the region and many wonderful dining options serving up delicious burgers, steaks and so much more. Visitors have the chance to experience local farmers markets in the summer and festivals throughout the year. One of the best parts of our region is the people who call this place home and get to share our beloved landscape with visitors.

Affordability

Compared to other vacation destinations, Missouri River Country offers affordable options for travelers. Hotel rooms, food and drink is less expensive in Missouri River Country. Activities such as wildlife watching, hiking and some museums offer cost-free entertainment, and activities like fishing, dinosaur digs and more, are affordable activities compared to others in the state. We know that our affordability is a great resource for our travelers and plays a role in our attraction to those visitors as they choose where to spend their hard-earned vacation dollars.

Wide Open Spaces

There is more room to roam in Missouri River Country, and this is a huge draw for our visitors. 20% of visitors to our region listed “open spaces/uncrowded areas” as a primary attraction to Montana. Oxford University scientists used population data and analytics to find “the middle of nowhere,” and their results determined that the top three spots were in Missouri River Country: Glasgow took the top spot with Scobey and Wolf Point coming in the second and third spots, respectively. The Washington Post published an article on Glasgow “in the middle of nowhere” and from that article NBC came to Glasgow to interview community people and it aired on NBC Nightly Newscast. The American Prairie Reserve calls Northeastern Montana home as well and is a great place to view the plains and the animals who thrive here, including the national mammal, the American Bison. We believe that our being in “the middle of nowhere” is exactly what certain tourists are looking for in a vacation—a place to get away from the city, to get away from traffic and to find themselves in the middle of nowhere (or in the middle of everything, depending on how you look at it).

Dark Skies

Missouri River Country is one of the most remote regions in the country and the closest major city is 4 ½ hours away. For this reason, our night skies remain unpolluted by light and allow visitors to have a truly out-of-this-world experience. We believe that our dark skies are a huge strength and provide visitors with a unique, star-studded experience, fun for families, couples and retirees alike.

Events Calendar

Our charming communities host a wide variety and large quantity of events each year which provide visitors with an authentic taste of our region while also providing entertainment, all while boosting our local economies. In the summer, each of our eight counties host a county fair, many complete with live concerts and rodeos. Additionally, the PRCA Rodeo Circuit comes through Northeastern Montana, including the Wild Horse Stampede, the oldest rodeo in Montana. Pioneer Days in Scobey is a huge event where visitors can experience what life was like in the years of the pioneers, and local pow wows provide insights into Native American culture and traditions. Fishing tournaments (in the summer and winter months!) attract sportsmen and women from all over. Visitors can easily access our events calendar and plan their visit through the events page on our newly redesigned website.

CHALLENGES

Drive-Through Status

Missouri River Country has historically been and continues to be a drive through region, meaning that visitors are “just passing through” to destinations with more widely recognized icons. Last year, 60% of visitors to Missouri River Country came in a truck or a car; and 11% of visitors were only passing through. We must continue to educate travelers that there are activities and points of interest in the region.

Accessibility

While being located in “the middle of nowhere” is a strength of ours in terms of providing visitors with uninterrupted solitude with nature, this continues to be a challenging factor for Missouri River Country. Some of our towns are 4 ½ hours driving distance from any major city and accessing our region by air service is difficult. We are fortunate to have Essential Air Service in Sidney, Wolf Point, and Glasgow. While these flights are beneficial, our challenge is getting them to connect with other flights. They are small planes that can only accommodate 9 passengers and fly solely into Billings.

Infrastructure

Infrastructure is one of Missouri River Country’s biggest challenges. In certain months, roads to attractions like U.L. Bend National Wildlife Refuge and

Charles M. Russell National Wildlife Refuge are impassable or closed, and ruts in roads can deter tourists from visiting certain areas. Maintaining hotels, cities, and roads will continue to be an issue in our region with limited funding.

[Access to Information](#)

We know that once people are in Missouri River Country, they fall in love with our wide-open spaces, friendly communities and access to outdoor recreation. Compared to other parts of Montana, information about Missouri River Country is harder for potential visitors to get a hold of. Our newly redesigned website is working to combat these gaps in information by adding pages specific to activities, events, and accommodations information as well as updated blogs for visitors to read and become inspired to visit.

OPPORTUNITIES

[Amtrak](#)

Missouri River Country is fortunate to have Amtrak stops in Wolf Point, Glasgow and Malta. We believe that a unique opportunity lies in attracting visitors to stop over in Missouri River Country on their way from the Chicago and Minneapolis areas on route to Glacier National Park. We also believe that there is untapped potential for families from cities to the east who can easily access our charming communities and have authentic Montana experiences with less train-time than riding all the way towards Glacier National Park.

[Dark Skies](#)

Missouri River Country has some of the darkest skies in the continental United States. With our distance from major cities, most of our region is considered “dark sky” country, and we believe that this is an untapped marketing opportunity for us. We believe there is huge potential in marketing Missouri River Country as a place for astrotourism and eventually designating an International Dark Park at Brush Lake State Park. The Northern Lights and amazing views of the Milky Way can be seen here, and marketing these dark sky opportunities presents a unique opportunity to draw visitors to our region.

Missouri River Country has some of the darkest skies in the continental United States.

[Repeat Visitation](#)

ITRR indicates that over half of the visitation to Missouri River Country is the repeat visitor. This leads us to believe that awareness of our activities and attractions is lacking. When visitors experience our hunting, fishing, history, openness, nature and culture, they will want to come back. We strive to attract first time visitors, and once they experience our region, we believe they will spread the word to their home communities and come back again and again.

[Sleeping Buffalo Hot Springs](#)

A very exciting opportunity lies in the newly developed Sleeping Buffalo Hot Springs and Resort. ITRR indicates that 12% of state visitors ranked “Hot Springs” as a reason for visitation to Montana, and we believe that spreading awareness of this remote hot springs, visitation to our region has the potential to increase.

[Brewery Tour](#)

The craft beer industry has been rapidly growing over the past decade, and many tourists incorporate craft beer tours and tastings into their vacations. Missouri River Country is home to five craft breweries: Blue Ridge Brewing in Malta, Busted Knuckle Brewery in Glasgow, Docz Missouri River Breaks Brewing in Wolf Point, Meadowlark Brewing Company and 1035 Brewing in Sidney. By marketing our breweries as an option for travelers and encouraging visitors to visit all breweries in the region, Missouri River Country can open our region to a new type of tourist market.

[Rock Hounding](#)

Rockhounding and gold panning are two activities for which Montana is known for, and Missouri River country provides opportunities for visitors to have an authentic experience. Gold panning kits are available for rent near Zortman, where visitors can explore the Little Rocky Mountains and search for gold nuggets in the waters outside of town. Missouri River Country provides access to the Yellowstone River for rockhounding, also. We believe spreading

awareness of these opportunities is a huge opportunity for garnering interest in our region.

[Dinosaur Digs](#)

In Missouri River Country, visitors not only have the opportunity to learn about the paleontological history of Montana and to see fossils and replicas of dinosaurs, they also have the chance to be real-life excavators at the Great Plains Dinosaur Museum, where they can accompany experts on dinosaur digs. This is an opportunity that is unique to a very limited number of places in North America, and we believe spreading awareness about this fun activity is a great promotion of our region.

[Fort Peck Reservation-Turtle Mound Buffalo Ranch](#)

Last fall the Missouri River Country Board of Directors toured the Turtle Mound Buffalo Ranch. We were very impressed with the Ranch and the possibilities that could create a partnership between the Fort Peck Tribes and Missouri River Country. We will explore options to help both entities to bring more visitation to Northeast Montana.

[Eastern Montana Initiative](#)

While In the early stages Missouri River Country is excited and confident that with the help of this new Initiative the potential for new and increased visitation to Eastern Montana will occur.

Montana's Brand Pillars

Missouri River Country is a distinct region unto itself. The wealth of opportunities for adventure amidst the spectacular, unspoiled nature can't be overstated. Big water recreation, wildlife viewing, prairie topography, wild country paleontology, and uncluttered views that go on forever. We have 27 vibrant and small charming towns and our brilliant night skies are filled with stars and the landscapes give you more room to breathe and more room to roam.

- **Spectacular, Unspoiled Nature:** Missouri River Country has some of the most spectacular river breaks, badlands and unspoiled landscapes. If Lewis and Clark traveled through today as they did 200 years ago they would still recognize much of what they viewed back then.
- **Vibrant and Charming Small Town:** Our charming small towns are filled with friendly, welcoming people. Expect a hand wave as you drive through, but make sure to stop for some of the home town hospitality.
- **Breathtaking Experiences by Day and Relaxing Hospitality at Night:** Whether it's hiking the badlands, visiting our museums or spending time on the lake, Missouri River Country has what it takes to have a breathtaking experience. Hang out at one of our Breweries in the evening and relax and experience MRC's night time hospitality.

[Accolade: 12 Best Hot Springs in Montana, Only In Your State, 2016]

[Accolade: Montana's Top 8 Hot Springs, Trips To Discover, 2017]

Describe your destination.

THREE PHASES OF TRAVEL

It is easy to fall in love with Missouri River Country. Our rolling sea of prairie stretches for miles below big blue skies that come to life with stars at night. Missouri River Country will follow the State's three-phase travel strategy of inspiration, orientation and facilitation to provide world-class experiences and unforgettable memories.

Stunning photography of our landscape **inspires** people through advertising and social media. It is hard to see bright green landscapes and giant blue skies and not want to learn more (or see it for yourself!). Our open spaces and abundance of wildlife and recreation activities will draw in interested visitors and make people want to learn more about Missouri River Country.

Once we have hooked people into wanting to learn more, we will **orient** them to our region with information about activities, lodging, events and opportunities in our region. Using print marketing, trade show opportunities, social media outlets (ie: Twitter, Facebook and Instagram) and informational blog posts, we will provide information to our interested visitors. We also recently built a state-of-art website which is responsive to mobile devices and serve as an immeasurable tool in delivering the message and opportunities in Missouri River Country to the public.

We will **facilitate** visitors through continued hospitality. From the moment of interest to their last day of vacation, Missouri River Country staff and marketing teams will provide nothing but excellent information, service and resources. The new website is proving to be a huge asset in ensuring that visitors have an encore experience in our region, and our informational print materials such as travel guides, hunting and fishing guides, brochures and maps will help visitors once they are here to experience all that Missouri River Country has to offer. In addition, promoting traffic to the VIC's will enable us to have a hands-on approach to facilitating the experience of our visitors.

Optional: Include attachments here

Spectacular Nature.jpg

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

TARGET MARKETS

Geographic

Strategically targeting certain geographic markets will enable Missouri River Country to stretch the impact of our marketing dollars. Missouri River Country will target the following geographical markets, which provide our current base of visitors and potential for increased visits by high-value, low-impact tourist:

- Minnesota
- Washington
- California
- Pennsylvania
- Wisconsin
- Wyoming
- Idaho
- Colorado
- South Dakota
- North Dakota
- Oregon
- Michigan
- Texas

- Ohio
- Illinois
- Missouri
- Ontario, Canada
- Manitoba, Canada
- Saskatchewan, Canada
- Alberta, Canada

We also know that many Montanans visit Missouri River Country as a close-to-home, quick trip in our state. We market to Montana residents to give them the chance to fall in love with Montana all over again in a fresh, new part of the state.

Demographics

In addition to geographic targeted marketing, Missouri River Country strategically targets to prime demographic groups who have inclination and reason to visit our region. Strategic marketing includes social media posts, ad placements and trade shows.

Hunters & Anglers

This group includes hunters and fishermen and women from Montana and other states who would travel into Missouri River Country for specific recreational opportunities. This demographic is heavily skewed as an affluent male audience. Census statistics suggest that 15% of the general US population 16 years of age or older fishes and 10% hunts from that same demographic. These people most likely come into the region to recreate and do not travel elsewhere in the state once they are here. 23% of visitors to our region listed hunting as an attraction while 4% listed lakes.

History & Culture Buffs

This group includes adults 30+ years of age who are traveling with or without children with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit at least one historical site during their vacation. They will most likely pair their trip to include other historical regions of Montana. 9% of visitors to our region listed Lewis and Clark as an attractant to Montana.

Couples

This group includes adults 30+ years of age without children who have a household income of \$50,000+. These people are interested in history, culture, arts, museums, soft adventure, wildlife viewing and birding, dinosaurs and scenic attractions.

Traditional Family Travelers

This group includes adults 35+ years of age with or without children whose household income is \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums, wildlife viewing, birding and dinosaur activities. They are interested in creating a relaxing and memorable experience together.

RV & Camping Travelers

This group consists of adults 35-65 years of age with children or adults 55-64 years of age without children. They usually have a household income of \$75,000+. These travelers participate in camping, hiking, visiting historic sites, sightseeing, photography, wildlife viewing, and birding and dinosaur activities.

Outdoor Enthusiasts

This group consists of adults 35-65 years of age who are traveling with or without children. They have a household income of \$60,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, wildlife watching, dinosaurs activities, ATVing, motorcycle riding and water recreation.

Sports Travelers

This group consists of adults 25+ years of age traveling with children to sporting events such as basketball, baseball, hockey, football and track and field. They have a household income of \$50,000+.

Psycho-graphic

Missouri River Country will target the visitors that present a high impact such as the history and culture buffs, hunters and anglers, the families and couples that are interested in the many things that Missouri River Country has to offer. Various visitors like the hunting and fishing opportunities here and they bring their families to visit the museums and/or recreate around our lakes, rivers and streams. Many families follow the Montana Dinosaur Trail through our region. The 50+ permanent RVer's are becoming popular in our area as well. These people like to visit our wide open spaces and stay in our campgrounds. When the state "Montana" is mentioned, people get excited. We see this at our trade shows and in reactions online on social media. The beauty of Missouri River Country is the quiet, peace and solitude.

METHODS

Missouri River Country will reach target demographics and target markets through various advertisement placements to promote the region as a travel destination. Using branding and strong ad copy, we believe that we can successfully attract visitors to the region.

Rebranding

In FY18, Missouri River Country rebranded our image with carefully selected color palettes to represent the aesthetic appeal of our region. Blues and greens evoke the colors of the prairie. Rolling green hills match bright blue skies, and the light blues represent the flowing Missouri and Yellowstone rivers that crisscross our region. The dark orange evokes memories of swaying grasses in the fall, and the deep red evokes the boldness of sunsets in the summertime. We felt that this strong color palette is a powerful marketing tool to successfully brand Missouri River Country as a destination for potential travelers.

Print and Digital Ads

Last year, Missouri River Country placed many print and digital ads which were chosen to maximize reach to target demographics. In FY20, we will continue to place print and digital advertisements on sites and publications where we feel that we can maximize our reach to our target and demographic markets. Our advertisements will focus on the pillars of Missouri River Country's attractions: dinosaurs, history and culture, outdoor recreation, and charming small towns.

Website Redesign

After receiving a grant from the State of Montana, Missouri River Country has completely rebuilt a state-of-the-art website which we feel is integral to boosting our presence in the 21st century market. The new website follows branded colors and fonts and is compliant with the bed tax requirements. Many postings are directly from Visit Montana's website, meaning that visitors can have a streamlined experience while visiting our state. The design is dynamic and responsive to all devices. By using a different server, the website now has increased security and allows Missouri River Country to upload higher quality photos to the site, meaning we now have a greater chance to inspire through imagery. The number of landing pages on the new website has increased greatly from the older site, meaning that Missouri River Country is increasing our SEO presence online. This also gives visitors more of a chance to explore the options of our region and spend more time on the site, which will in time create opportunities to drive revenue through ad sales on the website if desired. Through the continuance of fresh, bi-monthly blog content, organic algorithms will drive traffic to the site and visitors can now easily explore and learn about our region once on the site.

Content Development

In order to inspire and educate people on the offerings of our region, Missouri River Country needs to be constantly providing new content and information to our potential visitors. Using FAQs from the visitor's center and call center as well as tips from social media sites, Missouri River Country will build the content library through web page designs, blog posts, social media posts and potentially through printed content and print pieces, such as our Travel Planner and Calendar of Events.

Photo and Video Library Development

Photography and video are critical in inspiring potential visitors to plan a trip to Missouri River Country. It is vital that we are able to maximize our budget while still obtaining high quality photos and videos of our region. We have been working on building relationships with photographers based in the area as well as using photo influencers through cooperative opportunities to increase the items in our photo library and then, in turn, use these photos on social media, on the new developing website and in print advertisements to promote Missouri River Country in the best possible light.

Publicity

Missouri River Country will strategically work with partners to increase publicity as well as continue our partnership with the State of Montana's tourism. We plan to recruit photo influencers including seeking out specific astrotourism influencers into our market. We also want to continue our strategy of purposefully placing advertisements in other region's magazines, such as Glacier Country Montana and Destination Missoula's travel guides.

Trade Show Displays

Missouri River Country actively promotes our region at various trade shows throughout the country including in:

- Washington
- Colorado
- Michigan
- Wisconsin
- Minnesota
- North Dakota
- South Dakota
- California

Lead Collection

Missouri River Country will continue to collect leads through various methods including:

- Promotional giveaways where lead data is collected, like the Make Your Way to Zortman! campaign.
- Collecting information at trade shows.
- Using website integration and using a form designed for increased conversation of information.

b. What are your emerging markets?

EMERGING MARKETS

Missouri River Country has isolated the following emerging markets that we believe are a perfect fit for our attractions. We plan to market directly to their travel desires and needs.

Young Outdoor Enthusiasts

This market includes young travelers between the ages of 18-30 who are interested in traveling around outdoor adventure. These travelers are more likely to camp at least one night of their trip, and they are looking for access to hiking, climbing, water sports, wildlife viewing, photography and camping experiences. These users are also highly active in social media, so we believe that targeting these audiences within our drive markets through social media channels will be an impactful way to reach this group.

Retirees

According to the 2017 ITRR report, a high number of couples ages 65-75 are traveling through Missouri River Country. We believe that retirees are a great group to market as they are traditionally financially stable, traveling without children and are looking to engage in soft adventure and historical and cultural experiences.

Amtrak Riders

Missouri River Country has three Amtrak stops in Wolf Point, Glasgow and Malta. We believe that a unique opportunity lies in attracting visitors to stop over in Missouri River Country on their way from the Chicago and Minneapolis area on route to Glacier National Park. We also believe that there is untapped potential for families from cities to the east who can easily access our charming communities and have authentic Montana experiences with less train-time than riding all the way toward Glacier National Park.

Astrotourists

Astrotourism is on the rise worldwide. Since Missouri River Country has some of the darkest night skies in the country, we should be directly promoting our region as a destination for dark sky enthusiasts and photographers alike. We have long-term aspirations to create International Dark Parks. We plan to use target campaigns to show off our dark skies and grow awareness around the astrotourism options in our region. We are half way through the application process of Brush Lake State Park becoming an IDSP.

Agritourists

Agritourism centers around tourists who come from cities and want to get a taste of the rural farming and ranching communities. Agritourism activities that can be found in Missouri River Country include: farmers markets, horseback riding, and shopping for local honeys, breads and other handcrafted items. We believe with our small, charming rural communities make us an ideal travel option for agritourists.

Craft Beer Enthusiasts

Craft beer tours are becoming increasingly common, with some larger breweries serving as the single reason that visitors take trips to specific areas. Montana has the second most breweries per capita of any state in America, and we believe that promoting Missouri River Country as a brewery destination to the craft beer market would increase visitation to towns where craft breweries are present.

Montana Made

Local, sustainable crafts and products are on the rise, and visitors appreciate the pride of local craftsmen and women. We believe that by promoting the Montana Made artisans and goods in our region, we can attract visitors to seek out our fairs, markets, and shops.

Optional: Include attachments here.

Milk River Observation people.jpg

c. *What research supports your target marketing?*

SUPPORTING RESEARCH

Institute for Tourism & Recreation, University of Montana 2017

"Stairway to the heavens: astro-tourism on the rise worldwide", LonelyPlanet.com 2015

Amtrak Train Routes, Amtrak.com 2018

Agritourism is growing in America, SustainableAmerica.org 2013

With the opportunity to receive updated Arrivalist Data from MOTBD, Missouri River Country will be able to see where our visitors are coming from, how long they are staying and how many are coming into our region. This data is separated out by Counties so it will be very useful in our marketing strategies.

FY 20 GOALS

Our primary marketing goals are to increase visitation and communicate a cohesive and effective marketing identity. We will follow the MOTBD's 2013-2017 Strategic Plan, incorporating the plan into Montana's Missouri River Country's FY20 Marketing Plan. We support the Montana brand with our charming and unique towns, spectacular nature and breathtaking experiences. In addition, we will continue taking advantage of partnerships with MOTBD, other tourism regions/CVB's and tribal entities, working together to more effectively promote our area as a tourist destination. The following are the goals for Missouri River Country in FY20.

- **Increase arrivals and encourage extended stays and increased expenditures** by our frequent repeat visitors by focusing promotions and advertising in the warm season.
- **Increase visitor's overall awareness** of Missouri River Country's attractions and activities.
- **Promote and support Missouri River Country's attractions** including: Sleeping Buffalo Hot Springs & Resort, Fort Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Children's Museum of Northeast Montana and World Wildlife Exhibit, the Montana Dinosaur Trail and the Northeast Montana Birding Trail.
- **Promote new microbrews in the region:** Blue Ridge Brewing in Malta, Busted Knuckle Brewery in Glasgow, Docz Missouri River Breaks Brewing in Wolf Point, Meadowlark Brewing Company and 1035 Brewing in Sidney.
- **Seek joint venture and coop marketing opportunities** with the State of Montana and other appropriate entities.
- **Increase awareness of Missouri River Country** and the organization's role in regional tourism development.
- **Promote our unique outdoor recreation activities** including: hunting, fishing, Brush Lake State Park and Hell Creek State Park & Campground, while promoting more access and additional public amenities and camping.
- **Promote** regional conventions, events, sporting events and shopping.
- **Gain feature stories in regional and national consumer publications** about events and attractions that expose our region's unique attractions, with particular emphasis on expanding dinosaur attractions.
- **Develop both online marketing and online resources** to increase visitor interest in the region and to make it easy for visitors to find and use information that will inspire planning decisions.
- **Gain increased exposure** of Missouri River Country online through web-based public relations, keyword placements on search engines, online

packages, social media, apps and related tactics.

- **Implement the state's brand of three pillars:**
 - More spectacular, unspoiled nature than anywhere else in the lower 48;
 - Vibrant and charming small towns that serve as gateways to our natural wonders;
 - breathtaking experiences by day and relaxing hospitality at night.
- **Seek opportunities to promote** the Fort Peck and Fort Belknap Reservation and work with tribal leaders to promote cultures of the tribes and tourism activities.

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

JOINT VENTURES and COOPERATIVE MARKETING

Missouri River Country recognizes that budgeting is a limitation on our marketing expenses. For this reason, seeking co-op opportunities and building relationships with other partners in the industry is a vital part of our marketing strategy. In FY19, cooperative placements included:

- In June of 2018, Missouri River Country was one stop in a three-week, multi-region cooperative venture with social media influencer and photographer, Andy Austin. Andy started his journey in Missouri River Country where he visited Fort Peck and Fort Peck Lake, Sidney and Meadowlark Brewing Company, toured the MonDak Heritage Center, camped, fished and explored the night skies along the Yellowstone River, and much more. This was a joint venture with Visit Southeast Montana, Southwest Montana, Western Montana's Glacier Country, Yellowstone Country Montana, Inc., and Destination Missoula
- Ad was placed in Destination Missoula's travel guide
- Ad was placed in Western Montana's Glacier Country's travel guide
- Ad was placed in Visit Southeast Montana's travel guide
- Through a cooperative opportunity with MOTBD, photographer Bradley Castaneda visited Missouri River country, through which we gained a number of high quality photographs to use for marketing
- *Game and Fish* co-op with Sidney CVB
- Lee Newspaper Statewide buy with Glasgow TBID
- *Sojourn* cooperative
- *Parent Magazine* cooperative
- *Cape Air Magazine* with Visit Southeast Montana
- *True West* feature with Visit Southeast Montana
- The upcoming social media contest with Outdoor Sportsman
- Canadian Campaign with Central MT
- Dakota Magazine with Sidney CVB

MT Dinosaur Trail-Website and Video Project

- Lewis & Clark Partnership
- Local Co-op Marketing with Chambers and Communities-Glasgow, Sidney, Garfield County, Daniels County and Malta

Optional: Include attachment here. Walleye.jpg

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

Missouri River Country recognizes our budgeting limitations. We have budgeted two Joint Venture opportunities into our FY20 Marketing Plan. The joint marketing opportunities are matched funds to maximize our impact with our budget constraints. We will participate in *Parenting Magazine* and *Sojern* for an online option.

Missouri River Country will continue to partner with other regions to market the Montana Dinosaur Trail and Lewis and Clark Trail and work with our local Chambers.

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

In FY19 Missouri River Country participated in *Sojern and Parenting Magazine*, with MOTBD. We also partnered with the Sidney CVB on a couple print ads, with other regions on the Montana Dinosaur Trail and Lewis and Clark Trail. See a full list in Joint Ventures and Cooperative Marketing above.

All of our Joint Ventures and Cooperative Marketing projects have been successful. We always see a benefit when doing partnerships to leverage our marketing dollars.

Optional: Include attachments here. Red Bottom MOTBD.jpg

Optional: Include attachments here. FY20 Pie Chart Budget.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	Travel/Trade Shows	<p>MRC will attend trade shows that target our geographic, demographic and psychographic markets to the high-value, low-impact visitors according to the narrative of our plan and provide them with information about our region. We will purchase giveaway items for an additional attraction to our booth, such as agates, and novelty items. At our sports shows we have interest from people seeking outfitters and guides. We supply the information to them and will bring home any leads and distribute them to the appropriate businesses.</p>	<p>In a Consumer Show survey done by ITRR it was noted that two regions that exhibited at a show were able to highlight the entire state and help in visitation. When we do shows people are interested in MT and we provide them with the information to plan their trip. Our recent shows that we attended in FY19 have showed a great response rate. A couple years ago we marketed in ND and in the 2017 ITRR report ND was our top state where visitors came from. We only did 2 shows in FY19, but they were in our target markets of WA and Rapid City, SD. Rapid City is a close drive, so we had a strong interest in coming to Fort Peck Lake and hunting Jordan, Glasgow, Fort Peck area and Susan Joy from Sidney CVB attended and promoted Sidney as well.</p>	<p>MRC will track the attendance at the shows and the information handed out. A report will be given after the show to see if it was successful or not and whether we should continue to do shows at that destination. We will plan to hand out at least 350 MRC travel planners at each show, along with other misc. brochures and information. We will plan to hand out an average of 100 misc. brochures.</p>	<p>MRC will exhibit at target market trade shows and promote our spectacular nature, charming small towns, and breathtaking experiences and provide them with information. We will market our winter, ice fishing, hunting/fishing, and warm season attractions and events. We will attract them to our booth with giveaways, trinkets, and give them our MRC bags to collect information. We display dino replicas on our table for an added attraction and the response is overwhelming from adults and youth.</p>	\$10,000.00	<p>We had success in the method, however, the experience was different at the different events. MRC attended only 2 shows in FY20 at a cost of \$11,551.78. We were unable to do the Regina show due to it being cancelled because of the Covid-19 pandemic. The remaining budget went into the whole FY21 budget. In November we exhibited at the Star Tribune Travel and Adventure Show in Minneapolis with an attendance of 1,200. This was a disappointing show. There was a MN Vikings home game so that had an effect on the attendance. In Jan. we attended the ISE show in Sacramento, CA with an attendance of 38,000. The Sacramento show was successful. We handed out 5 boxes (50 per box) of travel planners, at the Sacramento show and 3 boxes of travel planners at the Minneapolis show, for a total of 400 travel guides meeting our goal. We also handed out misc. brochures on MRC attractions. In Sacramento we gave out 200 each and Minneapolis only about 50 each. In Minneapolis I stuffed our MRC bags to get as much information in the hands of anyone that was interested in MT and a vacation. We purchased agates and pens as a giveaway. They were an attraction to the booth along with a dinosaur jaw bone. Our display booth is attractive and eye catching. When attending these shows we promote the whole state and our area museums, charming towns and outfitters. We share any leads with the outfitters that are gathered. Interest in MT and our region is high. The Sacramento show was successful. Minneapolis's attendance was disappointing. We will continue to do trade shows to promote our area and the state of MT for that face-to-face contact. We won't do the Star Tribune show again. Several years ago we targeted the ND Market and according to ITRR, ND is our top state for visitors. WA, MN, CA and SD are high on the list and we will continue to work these markets. Reports and pictures attached. We didn't reach our goal for material handed out, but the interaction with the attendees is beneficial therefore we will continue to use this method in the future.</p>	scan_20201120225929.pdf
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Consumer	Billboards/Out-of-Home	<p>MRC will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of the MT Dinosaur Trail. Our new design will attract visitors to the Dinosaur Museums and also other museums and attractions. These billboards are strategically placed along Hwy 2 by Wolf Point, Oswego and Dodson. We aren't cluttered with billboards in MRC so seeing billboards in Eastern MT isn't an eye sore, it's more of an eye catcher for something else to do out here in the "middle of nowhere".</p>	<p>According to TAB (Traffic Audit Bureau), our three signs had a weekly total of 11,012 impressions. Dodson-1,813, Oswego-2,852, Wolf Point-5,347 According to Yesco Sign Company, billboards deliver a timely message, convenient to the point of visitation, and impulsive visitation. There is a low CPM and high ROI on billboards.</p>	<p>We will track visitation to the museums in our region and have the museums ask visitors if they saw the billboards.</p>	<p>These billboards will drive traffic to the four facilities in MRC and increase visitation to the MT Dinosaur Trail. ITRR's report showed that 3% of visitors used billboards as a source of information during their trip. The billboards are attractive and maintained and designate the MT Dinosaur Trail through MRC. We are redesigning the billboards to keep them fresh and attractive to the passer by. They will be more colorful and eye catching.</p>	\$5,800.00	<p>The purpose of these billboard signs are to direct traffic to our dinosaur museums. These 3 signs are located along Hwy 2 and they promote the MT Dinosaur Trail and the facilities in MRC. Most museums didn't open up until June 2020 for the season. Visitation for the summer of 2019 increased or stayed about the same according to the MT Dinosaur Trail report. 46% of visitors at the GPDM in Malta said they saw the billboard sign. The Phillips Co. Museum said the billboard signs have had a positive impact on the visitation. Sue from the Fort Peck Interp. Center, said when asking visitors how they found the museum they sometimes hear they "saw the sign". Sue felt the signs keep the dinosaur trail on the forefront of resident's minds, therefore contributing to their out of town visitors to come to the museum. We will continue to advertise the MT Dinosaur Trail facilities using the Hwy billboards. MRC bed tax revenue was down 13%. The museums didn't reach our goal to increase by 2%, but partly because of the late opening due to Covid-19. The MRC board reviewed our options to continue the billboards in FY21 in Sept. The decision was to continue to pay the lease for another year and to show support of the Dinosaur Museums in MRC and the MT Dinosaur Trail. See attached the 3 billboard signs. We budgeted \$6,300 and spent \$5,265. The remaining funds went into the FY21 overall budget. MRC feels these signs are successful to have in our area and we will continue to do them in FY21. Out here in the "middle of nowhere" billboards don't clutter the beauty of the land. They are actually a useful marketing tool. The MT Dinosaur Trail report is in the attachments. Because of the success of this method we will continue to use the out of home advertising method in the future when and where appropriate. Attachment #10 shows an inventory list of impressions for the 3 billboards rented from Yesco. They use Geopath and automobiles are not counted.</p>	scan_20201123212656.pdf
				We will increase			MRC spent \$76.25 in our	

Consumer	Photo/Video Library	<p>MRC has an ongoing need for photos and videos for our marketing projects. We will utilize the MOTBD photos in Web Dam to use where there is a need. Photography and video are critical in inspiring potential visitors to plan a trip to MRC. It is vital that we are able to maximize our budget while still obtaining high quality photos and videos of our region. Our Travel Planner designer lets us use his photos for other projects which really helps with our limited budget.</p>	<p>MRC purchases photos and developed a video in our marketing efforts. The photos have been used in print and online advertising and our Travel Planner. Photos play an important role in the attractiveness of advertising our charming and breathtaking wonders. Research shows that pictures tell the story.</p>	<p>our photo library with wildlife, nature, and people photos to use in our travel guide, creative and website. We will also work on promoting MRC with video footage to show at trade shows and promote MRC's spectacular nature, contributing to a 10% increase in website visits and a 2% increase in our bed tax collections. We will measure success by acquiring assets with funds allocated to method.</p>	<p>MRC realizes the importance of having our spectacular nature captured through photos and videos. We will continue to maintain and update photos and videos as needed. We have been working on building relationships with photographers based in the area as well as using photo influencers through cooperative opportunities to increase the items in our photo library and then, in turn, use these photos on social media, and in developing our new website and travel planner.</p>	\$750.00	<p>photo/video library budget. We purchased a wildlife photo for \$50 and have used it successfully. \$26.25 was spent on successfully transferring dinosaur photos from the FY19 Dinosaur project to our library. The purchase of the wildlife photo and the dinosaur photos have made our photo library for FY20 successful and we will continue to budget funds for photo/video library in the future and plan to expand on videos and photos for our library. We were unable to do any videos this year. We increased our website by 69%, but our bed tax collections declined by 13% due Covid-19 starting in March 2020. Any unspent funds went into the FY21 budget. One sample of a photo is attached, a full list is retained at the MRC office.</p> <p>We will continue to use this method to acquire assets to refresh and build our photo library.</p>	Dino photo.jpg
Consumer	Print Advertising	<p>MRC will place print advertisements on sites and publications where we feel that we can maximize our reach to our target and demographic markets according to our narrative. Our advertisements will focus on the pillars of MRC's attractions: dinosaurs, history and culture, outdoor recreation, hunting/fishing and charming small towns. We will continue to use our "More Room to Roam" tagline.</p>	<p>MRC's CPI for FY18 was \$3.05, with 6550 inquires. Under \$5.00 is acceptable. We also realize more internet and mobile use compared to print and we are budgeting accordingly. We now have our new website launched so we will be able to have more accurate and trackable results.</p>	<p>MRC will continue to track the effectiveness of our advertising using the metric of cost per 1000 impressions (CPM) with a goal of under \$5.00 CPM and we will track leads/inquiries and will strive to receive at least 7000 leads/inquiries per year.</p>	<p>Print advertising is still effective in MRC. We will continue to advertise, creating attractive ads using our "More Room to Roam" campaign, and reach our target markets to attract the potential visitor that plans a trip to MRC. While internet is becoming more popular MRC feels that print advertising is still useful, but we will spend less funds for print and more for internet. We will participate in MOTBD joint ventures and partnerships when available and fit within our budget.</p>	\$3,000.00	<p>We place print advertising in publications put out by Glacier Country, NW Sportsman, Dakota Magazine, and Cape Air print magazines. We were only able to track CPM for Glacier County as not all of our print ads have readerservice. Dakota Magazine is close in proximity to MRC, so we feel this is beneficial market to target with 9000 print circulation with an additional 1000 online subscribers. We don't have tracking numbers but we know advertising close to home is a benefit, especially in ND, according to ITRR reports. It's a great publication. NW Sportsman is also a great publication that we advertise in every year in the months Nov.-Feb. because these get taken to trade shows along with their regular circulation so we are getting great exposure. Cape Air has a circulation of 125,000 and flies into 3 MRC towns. Glacier Country has a 150,000 circulation. We are able to share in their 5000 leads.</p> <p>We were successful in meeting our objective with this method. We recorded 2504 leads from the three publications plus the 5000 from Glacier Country for a total of 7,504. CPM was under \$5.00 at \$3.42. We will continue to do print advertising in addition to online and digital</p>	scan_20201202212645.pdf

							advertising in publications with an online presence. Copies of the ads are attached. \$12,500 was budgeted \$6,458.37 was spent. The remaining amount went into the FY21 overall budget.	
Consumer	Electronic Adv - Newsletter, E-blast	MRC will continue to do regular E-Newsletters promoting our area events and attractions. These newsletters provide information about attractions and events to entice a potential visitor to MRC. We will also do customized E-mails with different target audiences and niche markets. Large format E-blasts are more engaging to the reader with more links and useful information. We will participate in MOTBD joint ventures and partnerships when available.	MRC sends out our E-Newsletters to a growing data base of 3000+ recipients with an average of 24% opens. We have increased our data base by 1500 recipients in FY19.	MRC will measure the success of our e-mail efforts by tracking an increase in our database with a goal of increasing database by 250 and continue to receive at least an open rate of 20%.	MRC realizes the importance of e-mails in this technology age whether by computer or mobile. The past E-Newsletters and E-Blasts have proven effective. We will continue to promote MRC through E-mails since we have seen success in the past and has drove visitors to our website. The Marketing Personnel director sends out these newsletters once a month with the program Constant Contact. This is a cost saving way of doing it. This was new in FY18 and we will continue doing it through Constant Contact.	\$1,000.00	In FY20 we sent 5 newsletters and added contacts, but there were many that unsubscribed, so our final (net) database for FY20 was 5105. We did not increase overall by 250. Although we did not meet our goal, we feel there is success in increasing and maintaining a good amount of contacts in our data base. We have a sign up button on our FB page and website. We also get leads at trade shows. Our CTR was an average of 5% and the open rate was 18%. These numbers are lower than we projected, but we will try to increase our open and click through rate. We don't believe the Covid-19 had an effect on the open rate directly, but because everyone is so busy trying to keep their own businesses in operation we feel these are the reasons for the decrease. We will have catchy open lines to get people interested to explore MRC. We will continue to do our e-newsletters with a goal to continue to increase our data base, CTR and Open rate. Copies of the newsletter that were sent are attached. Budget was \$1000 and \$798 was spent for the Constant Contact program. The Marketing Personnel does the newsletters. This project is successful even though we didn't reach our objectives. We perhaps set our objectives too high and even with a 18% open rate our newsletters are getting opened. We will continue to use this method and adjust our objectives in the future.	scan_20201103231725.pdf
Consumer	Online/Digital Advertising	MRC will continue to do online advertising. We will continue to do banner ads and Facebook and Social Media venues to get the attention of the internet user due to the growing use of technology. These marketing efforts will drive more traffic to our website where they can	Website visits decreased by 28% from FY17 to FY18. We needed a new website. In December 2018 we launched our new site. Since we launched we have seen more usage and we know that tracking will be more accurate. MRC realizes websites are one of the most important ways to	MRC will continue to use website analytics to track our website visits with a goal of a 10% increase in visitors to the site missourivermt.com	MRC will place digital advertisements on sites and publications where we feel that we can maximize our reach to our target and demographic markets in our narrative. Our advertisements will focus on the pillars of MRC's attractions: dinosaurs,	\$7,000.00	We were successful and met our objectives to increase traffic to the MRC website. Online banner ads were placed on Sojern travel site. We also did online advertising on True West. Our website missourivermt.com had a 69% increase in website traffic. See attachment on results of the advertising. We will continue to do online advertising because this project was successful. This	scan_20201202200705.pdf

		receive more information on MRC. We will do joint ventures with MOTBD and other Regions when it fits into our budget and marketing strategy.	promote our area. We are so fortunate to have a new site, thanks to a tourism grant through the Dept. of Commerce.		history and culture, outdoor recreation, hunting/fishing and charming small towns.		performed well above industry standard. Results and samples in attachment. We budgeted \$10,000 and spent \$7,488.24 including Sojern JV. The remaining budget went into the overall FY21 budget.	
Consumer	Printed Material	MRC will print and update as needed, our promotional pocket maps, and brochures such as Canoe/Kayaking, L & C, hunting & fishing, calendar of events, rock hounding, astronomy locations, brewery trail, birding and dinosaurs. We will also print and design a useful resource map of MRC showing attractions, roads, trails and points of interest. Any printed material that we do will include shipping costs, that will be invoiced accordingly. We will continue to do Co-op Marketing projects with communities that want to print a brochure/rack card or do signage for their communities. We will distribute an allocated amount of these brochures throughout MRC, at trade shows, and send out upon request. We will also purchase a few brochure racks where brochures are needed to be distributed. MRC doesn't have a paid distribution service, therefore paid staff will deliver the brochures and travel planners within and on the outskirts of MRC. Mileage will be paid at state rate to deliver the brochures.	These specialty brochures are handed out at trade shows and requested through our website. They are delivered to area brochure racks. We usually hand out around 200 each at our trade shows. We were running low on several of these brochures so the demand has been high.	MRC will measure success by printing and distributing brochures to target audiences with a goal of increasing bed tax collections by 2%. We also receive feedback from communities who track their visitation and the economic impact to their area of visitors.	MRC continues to see a benefit in putting print pieces in the hands of visitors to plan their trips and when they are here in MRC to pick up and plan to spend another night due to an event that is seen in these specialty brochures. While the internet is becoming more popular there are still people who like to have a print piece in their hands. We will only print and reprint those that are the most popular. Each year we print a new calendar of events brochure. The size is 3 1/2" x 9" folded.	\$2,500.00	The Calendar of Events that we printed have proven to be successful with all of them distributed. We printed and distributed 7,500 Calendar of Events brochures (folded size 3 1/2"x9"). See attached the Calendar of Events design file. We will continue to print brochures as the supply decreases and the demand is high. We print a Calendar of Events every year. We take these brochures to trade shows, and distribute to our target market throughout the MRC area. We don't have a distribution service in MRC so the Executive Director takes these to the communities, motels, gas stations, chambers, etc. We also have them listed on our website for people to sign up to receive (mail or to download). Our bed tax collections were down 13% in FY 20 due to the last 2 quarters of the pandemic. All of our communities were down, but the first 2 quarters on most of the counties were up. The last 2 quarters, due to Covid-19 decreased the visitation and many events in June 2020 were cancelled. We spent \$2263.64 with a budget of \$4000, the remaining funds went into the overall FY20 budget.	scan_20201123222919.pdf
		MRC will do pre-press, print and distribute an allocated amount of our primary and informational					This is a cost effective method and we consider this to be a successful project. MRC designed an attractive travel planner in FY19. We printed it in FY20. We will continue to design one year and print the second year. We printed 30,000, but this supply will last us for 2 years. There is still a	

Consumer	Travel Guide	<p>travel planner in FY20. We will mail to inquiries and distribute throughout our region, trade shows, and events. Travel planners are an important marketing piece that provides information, pictures, maps and tools needed by the visitor to plan their trips and spend more time in MRC. FY19 was our design year and we will print again in FY20. This has proven to be very cost effective by doing an updated planner every 2 years. Shipping costs are included in the bidding process and will be invoiced accordingly.</p>	<p>In FY9 MRC will have distributed approx. 15,000 travel planners through the mail, delivered to communities by the ED and MP, mileage paid at state rate, and taken to trade shows. First time visitor groups according to ITRR were 5%, and repeat visitors 83%. Travel guides have proven to help a potential visitor plan there trip.</p>	<p>We will continue to keep track of the number of travel planner pieces printed, distributed and requested each year. We will also track our bed tax collections with a goal of 2% increase.</p>	<p>MRC prints and designs our travel planner in a 2-year cycle. This informational piece is a necessity to attracting visitors to MRC and providing them a print piece to help plan their trip and to extend their stay. We will continue to distribute them at trade shows and mail to inquiry requests and distribute them for visitors to pick up along their way.</p>	\$26,000.00	<p>need for a print travel planner as demonstrated by requests in FY20. The office received 2504 requests for a print travel planner. A total of 7729 Travel Planners were mailed out upon request and 500 were handed out at trade shows. Approx. 2000 were delivered to motels, convenient stores, gas stations, businesses, and museums in the MRC area. It is also available for download on our website. The cost to print was \$27,255. See in attachments our most current travel planner that was designed in FY19 and printed in FY20.</p> <p>Although our bed tax collections showed a -13% decrease we believe this is due to the last 2 quarters being down due to the Covid-19 pandemic we still consider this an effective method of meeting our objective. We will continue to use this method in the future on a schedule where we update the design one year and print the next year.</p>	2019-guide.pdf
							<p>Joint ventures that we did in FY20: Lewis and Clark with several Regions; Sojern, (reported in Online/Digital); Parenting Magazine with MOTBD; an Accommodations Guide with MOTBD and the other Regions; Seattle Magazine, a Motorcycle partnership with Great Falls, (which was postponed until 2021 due to Covid-19); MT Dinosaur Trail reprint and a photo influencer with the help of MOTBD. All were considered to be successful as objectives were met even though bed tax revenues were down, but that is contributed to the Covid-19 impact on visitation in second half of FY20.</p> <p>Overall, we recorded 2504 inquires in the office related to the joint venture activities; specifically, 110 Dinosaur Trail brochure requests; 410 Lewis & Clark brochure requests. Our website showed a 69% increase in traffic to certain pages related to the Joint Venture, see attached analytics. In addition, various brochures tied to the joint venture projects were picked up at trade shows and distributed in our region.</p> <p>The Lewis & Clark campaign included updates on their website</p>	

Consumer	Joint Ventures	<p>MRC sees the value of Joint Ventures and partnering with MOTBD and other Regions and communities to reach the best market and leverage our marketing dollars. We will take advantage of match funding opportunities when available and within our budget. Please see the narrative portion of our FY20 Marketing Plan to see where our Joint Venture Marketing funds were spent. New joint venture marketing might include Night Skies with other regions and we also see the value in the Eastern MT Initiative which we would also support.</p>	<p>A Joint Ventures line item will help with more accurate tracking. When partnering with MOTBD and other Regions our marketing efforts go further according to past research and MRC leads. Last year we received 553 leads from Family Fun Magazine and we expect more to come as MOTBD uses this print magazine as their informational piece.</p>	<p>MRC will measure success by analyzing impact of each joint venture on bed tax revenue, website traffic and overall inquiries. We will plan to increase our bed tax by 2% and website traffic.</p>	<p>Joint ventures and partnerships are an important part in marketing Montana and MRC. We gain more exposure and our marketing dollars go further, especially with our limited budget. We will join in partnerships whenever it meets our target markets and budget. For FY20 we will consider Parenting and Sojern joint ventures with MOTBD. We will also do other partneships throughout the year with other regions and our local communities. See the narrative portion or our marketing plan to see where our joint ventures funds have been spent in the past.</p>	<p>\$15,000.00</p>	<p>and a link to the MRC site; see attached website analytics. We find that Lewis & Clark is still popular based on the amount of inquiry calls to the office. This was a successful project. The cost was \$2,000, report attached. This was a successful joint venture and we would do it again if available.</p> <p>The Accommodation Guide project is necessary for us to support, with a small contribution on our part of \$101.36 we are able to participate in providing an essential traveler resource guide that we could not afford to produce alone. Lodging listings from the MRC region are included in this statewide guide. Distribution numbers available from MOTBD. This was a successful joint venture and we would do it again if available.</p> <p>The MT Dino Trail continues to prove successful attraction that has a significant presence in MRC with several stops along the trail. An investment of \$1,500 produced desired responses and results; report attached. This was a successful joint venture and we would do it again if available.</p> <p>The Seattle Magazine was a new JV with several other regions. MRC was able to distribute messaging via a two-page advertisement in the magazine that has circulation of 56,000. MRC cost was \$3500. Washington is one of our top states for visitors, therefore, MRC felt this was a good opportunity for us to reach that target market with visual branding. This was a successful joint venture and we would do it again if available.</p> <p>Parenting Magazine has a circulation of 612,200 and we received 1949 successful leads. With the help of MOTBD they brought Justin Kauffman to our area to do photography. We received 23 stunning photos to use to promote MRC and to add to our photo library. They can be found in the state's online library webdam. This was a successful joint venture and we would do it again if made available.</p> <p>We will continue to do Joint Ventures when it fits into our Marketing Plan for success. Samples attached and results from</p>	<p>scan_20201202220705.pdf</p>
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							<p>the campaigns.</p> <p>With a total budget of \$21,599.83, \$15,173.56 was spent for all the projects. We try to budget as much as we can into Joint Ventures because partnerships arise throughout the year.</p> <p>We cut off all marketing when Covid-19 hit, so we have remaining budget with many of our methods that have gone back into the FY21 overall budget. All the Joint Ventures we did in FY20 were successful and we will continue to do them.</p> <p>Our bed tax decreased by 13% due to the last 2 quarters down because of the Covid-19 pandemic.</p>	
Consumer	Ad Agency Services	<p>MRC has contracted with Windfall, Inc. as their Agency of Record. Windfall is a professional agency that excels in Marketing Strategies. The MRC board of directors are confident that Windfall will market MRC as a destination that will result in more visitation to our Region. They will provide a full media plan, marketing plan, market research, social media support, digital leadership, search engine marketing and optimization, and website support. Windfall is also contracted by other tourism partners so they are knowledgeable to follow the MT brand.</p>	<p>Windfall, Inc. has contracted with 4 other tourism regions and 1 CVB. Research has shown that the previous regions and CVB have been successful with Windfall's marketing efforts. FY20 will be our third year contracting with them. We have confidence that they will provide the marketing strategies necessary to increase our bed tax revenue with a new and aggressive marketing, media and social plan. They have created new ads that are attractive and eye catching. We will measure the success from FY19 at the end of the year, but what we have seen so far we like their creative marketing for MRC.</p>	<p>MRC needs the assistance of an ad agency to help market our region as a destination. They will provide us with additional marketing expertise and services to enhance CVB operations resulting in more visitors and overall brand recognition. We will measure our success by tracking our website visits, bed tax revenue, social media engagement and leads. Our goals are a 2% bed tax increase, 10% website increase, more likes on social media channels and a 1000 leads.</p>	<p>Windfall will provide a year long strategic media plan that will focus on media placements, strategic partnerships, and digital and social resource management. They will research and develop new and expanded strategies to grow the website and develop content. We will measure the success of these projects by tracking our website visits and our visitation at our events, attractions and the whole region.</p>	\$24,000.00	<p>MRC used the services of Windfall agency for our FY20 Marketing Strategies. Windfall has put a special effort into our website. We contribute that to the high increase in website traffic. Windfall helps with online/digital, and print placement. The agency created a new "More Room to Roam" campaign that will extend into future marketing.</p> <p>Key indicators of performance include: website traffic up 69%; Social Media, specifically Facebook engagement increased 3.6% from last year to 14,254 total page likes, Instagram had a 10.9% increase with 1,182 followers and Twitter is up to 377 followers, at a 9.6% increase. We collected 2504 leads.</p> <p>With the success from our new campaigns, website and online presence and the marketing strategy that our ad agency has provided we will continue to allocate funding for our ad agency support. We budgeted \$24,000 and spent \$22,000 in FY20 with the remainder of the budget being spent in FY21 for FY20. All of our objectives were successful except for the bed tax revenue being down, but that was due to the pandemic situation. See attachment for monthly reports from Windfall on duties performed. Additional attachments show social media and online reports.</p> <p>Although our Bed tax collections were down 13%. The last 2 quarters</p>	scan_20201124223339.pdf

							dropped our revenue due to no travel because of Covid-19, we feel objectives were met using this method and we will continue to use the method in the future to build upon the success.	
Consumer	Search Engine Marketing	MRC hasn't used keyword search terms for a couple years. Our main focus was to get our website functional, informative and user friendly. Now that our website is up and going we realize Search terms are a way to drive traffic to the new MRC website and increase visitation from internet users. Hunting and Fishing seem to be our top search terms.	According to <i>marketingmo.com</i> , Search engine marketing is about gaining visibility on search engines when users search for terms that relate to your business. For most companies, ranking highly in search results isn't luck – it's a result of solid effort of knowing your business. MRC will choose high impact keywords such as hunting/fishing.	MRC will track our website visits with a goal of a 10% increase, bed tax collections with a goal of 2% increase, consumer advertising, print and online with a CPM of less than \$5.00 and CPC less than \$5.00.	MRC sees a benefit in search engine marketing with the increasing use of the internet. We will keep a tight control on our keywords and center on hunting and fishing which perform the best. Keywords drive more traffic to our website to use as a trip planning tool.	\$1,000.00	MRC's google ad words pay per click marketing ran from Feb.-March 2020. It was cut short due to the Covid-19 pandemic as all marketing was cancelled at that time. The ads were to promote our website and to help with SEO and website traffic. Target markets were MT, ND, Sask. and WY. 30,000 impressions, 677 clicks with a CTR of 1.50%, CPM \$12.54, CPC .84, were received. This performed well above the industry average CTR of 1% and well below our goal with a \$1.50 CPC. MRC considers this a successful method and we will plan to continue to use this method in the future. \$576.13 was spent with a \$1000 budget. The remaining funds went back into the FY21 overall budget.	scan_20201208224926.pdf
Events	Radio & Television Advertising	MRC continues to see a benefit in advertising on the Outdoor Radio Show. The Captain, Mark Ward, knows our area and talks about MRC like he's lived here all his life. All advertising is done outside the area to attract people coming a distance in order to increase the nights' stay in MRC. The Outdoor Radio Show airs every Saturday morning from 6:00 - 8:00 am and targets the outdoor enthusiasts over the entire state of Montana.	Outdoor recreation supports and contributes to a high quality of life and attracts visitors from outside our immediate area. Outdoor recreation is the economy of the future. In MT, outdoor recreation generates \$7.1 Billion in annual consumer spending	MRC will continue to advertise on the Montana Outdoor Radio Show. We will measure success by audience numbers with a goal of reaching out to 26 radio stations that will cover 75 cities. Our ads will be aired every Saturday morning on the months that we have chosen promoting our communities and the great outdoors. We will plan to increase our overnight stays with a 2% bed tax	MRC will do radio advertising on the Montana Outdoor Radio Show, hosted by <i>The Captain</i> , for special events and attractions. We will partner with the MT Outdoor Radio Show to run ads for our events and outdoor activities, we will also get a banner ad with this buy in.	\$2,780.00	In FY20 MRC advertised on the MT Outdoor Radio show with the "Captain", Mark Ward. Mark is very familiar with our area and has hunted and fished it for years. The advertising took place in Sept., Oct., Nov., 2019 and June and July 2020. He promoted towns and of course the hunting and fishing opportunities. Fort Peck Lake visitation has shown a steady increase in visitation, including non-residents. The Fort Peck Project was up 9%. Salmon fishing always attracts resident and non-resident anglers. The audios are on file at the organizations office per rules and regs, from the MT Outdoor Radio Show that airs on Saturdays on 26 radio stations across the whole state of MT and reaches 75 cities. His radio show and website reaches hunters, fishermen and folks that want to enjoy the outdoors. The shows are also available on the website montanaoutdoor.com giving additional longevity and exposure of MRC. In FY20 we spent \$3475. MRC was down 13% in bed tax revenue, due to the last 2 quarters due to Covid-19 pandemic. Although	

				increase.			our bed tax revenue was down, we met our objective of reaching a large audience on 26 radio stations that cover 75 cities. Other key performance indicators include campground stays and the whole Fort Peck Project increased by 9%. This method was successful with Fort Peck having an increase. We will continue to use this method to advertise on the MT Outdoor Radio Show
Marketing Support	Administration	MRC supports the Montana Brand through our Administration efforts. We will continue to communicate a cohesive and effective marketing identity using the Montana Brand and operate the Missouri River Country office with the help of the Executive Director and purchase supplies, insurance and fees associated with maintaining a professional office.	ITRR is a research tool that is useful for tracking success. We will also use arrivalist data and visa vue to help understand how to Market MRC. This will be very useful information.	We will measure success by increasing our bed tax by 2%, and website visits by 10%.	MRC will continue to maintain an office with an Executive Director to oversee daily operations of the business and maintain a professional office. MRC will stay within a 20% budget for administration and will follow the Regulations and Procedures when using Lodging Facility Use Tax Revenue.	\$38,311.00	The use of Administration funds was successful. MRC stayed within a 20% budget and maintained a professional office and followed all Rules and Regulations when using Lodging Facility Use Tax Revenue. Required reports are always submitted on time and there has been no major audit issues. Our bed tax was down 13%, due to the last 2 quarters with the Covid 19 pandemic, but our website was up 69%. We spent \$31,712.84 in FY20 with a budget of \$38,488. MRC will continue to use Administration funds to maintain a professional office.
Marketing Support	Outreach	MRC will contribute funds for educational use and Voices of Montana to help promote the tourism industry. Education is needed in our general area. Some people and businesses don't realize the value of tourists to their communities. The Eastern MT Initiative meetings are helping with educating our communities.	By educating the public on tourism it will benefit our bed tax collections with a goal to increase by 2%. Our repeat visitation has increased by 5% according to ITRR.	Our objective is to expand outreach and support the industry statewide. We will measure success by the audience reach and number of subscribers. As with all our methods, we will also consider the overall bed tax collections with a goal of a 2% increase and website visits by 10%.	Voices of Montana is a valuable resource for reaching more tourism success. Education is important for the business person to realize that tourism does support them and to give great customer service for return visits.	\$250.00	Voices of Montana is a valuable resource for reaching more tourism success. Education is important for the business person to realize that tourism does support them and to give great customer service for return visits. MRC budgeted \$1970.00 and contributed \$250 to Voices of Montana, plus did some public and educational outreach to MRC communities for a total spend of \$651.92. The unspent funds went into our FY21 budget. Our objective was to engage in statewide outreach efforts to reach an audience in an effective and efficient way that we would not be able to do with just our own resources. The Voices of Montana Tourism organization distributes a monthly e-newsletter that has a distribution of 450+. As a VOT partner, MRC receives a presence and directory link on the their website which has been online since

							2011 and has a robust following. We met our objective and considered this method successful. We will continue to include and fund the Outreach Method in the future. http://www.voicesoftourism.com/ Our bed tax was down 13% due to Covid-19, but our website was up 69%.	
Marketing Support	Fulfillment/Telemarketing/Call Center	MRC will continue to provide visitors with a variety of information they request, including our Travel Planner, a current Calendar of Events and targeted brochures all supporting the Montana Brand. These efforts include our toll-free phone number, internet services, postage, fulfillment by the contractor, mailing supplies and storage to store our fulfillment pieces.	MRC responded to 7000 inquiries and mailed out over 11,000 brochures in FY18. With the assistance of a Group Home located in MRC we mail out all information within a 72 hour time frame and accurate records are kept to track mailings. MRC is excited about having arrivalists data now available to have more accurate research of the region and counties within MRC.	MRC will continue to track the number of inquiries and travel planners that are sent out each year with the help of our fulfillment services. We will strive to receive at least 2000 leads/inquiries per year and mail out 5000 travel planners.	MRC continues to use a fulfillment service to fulfill requests and provide potential visitors with our travel planner and information used to plan a trip to MRC. The Group Home is very efficient and allows the Executive Director more time to work on office duties.	\$15,167.00	MRC uses a fulfillment service, Malta Opportunities in Malta, MT to fulfill inquiry requests. They mailed out a total of 7729 travel planners and 1323 misc. brochures. There report runs from Sept 2019 to Sept. 2020, due to their contract not starting until Sept. 2019. They recorded 3262 inquiries. The state of CA was the state with the most requests with TX, FL, MO, OH, IL, PA, MI, NY, and WI. We will continue to mail out upon request realizing the internet is becoming more popular. In addition to the physical mailing, the travel planner is downloadable from our website and distributed/available electronically to those requesting on a self-serve basis. We will retain the services of Malta Opportunities, a group home in Malta, MT. They provide excellent distribution services and record/database management and reporting for all our fulfillment needs. A full report is attached with inquiries, brochures and mailings. This method of using a fulfillment service is successful as we met our objective to distribute requested information to target markets and potential visitors in a cost-effective and efficient manner. We will continue distribute and fulfill requests using Malta Opportunities services in the future.	scan_20201124220644.pdf
		Throughout the year MRC may take advantage of opportune projects to promote MRC that we weren't aware of at the time of creating our annual marketing plan. Some of these projects that we have done in the past are publications, print, online, social media, signage, insertions, motorcycle ad	The opportunity projects that MRC has done in the past have resulted in increased	MRC would continue to track our bed tax				

Marketing Support	Opportunity Marketing	books, and videos. We would like to continue to take advantage of opportunities if they fall within the scope of MRC's marketing efforts. An opportunity marketing project we would like to include in this FY20 Marketing Plan is Night Sky opportunities. We don't know exactly what they would be at this time, but as our night sky promotions continue opportunities might arise. They would comply with all Rules and Regulations.	revenue, website visits, more interest in an event, by receiving calls into the office and increased inquiries above the usual consumer advertising. We haven't done any opportunity projects that have been out of the scope of the yearly Marketing Plan for years.	revenue and set a goal of a 2% increase, website visits a 10% increase. We will also track inquiries, and general interest to attend or needing more information on a project.	While opportunity projects are unknown at this time MRC would make sure they fall within the scope of our overall promoting efforts and follow the Rules and Regulations.	\$500.00	We budget a small amount of \$500 in Opportunity Marketing in case any unexpected opportunities came up within the year. No funds were spent. The budgeted amount went back into the overall FY21 budget.	
Marketing Support	TAC/Governor's Conference meetings	TAC and Governor's Conference meetings are important for the Region Director to attend to stay informed on tourism trends, updates, rules and regulations, and useful marketing tools.	These meetings are informative and a necessity in operating a cohesive organization and staying informed of the rules and regulations in tourism. MRC has not had any issues of misuse of bed tax funds brought before the TAC within the last 15 years.	Success will be measured by attendance of the executive director at the annual Montana Governor's Conference on Tourism and Recreation and all required quarterly TAC meetings. In addition, success will be evaluated by accomplishing MRC's goals and objectives and continuing to operate according to the Rules and Regulations for Lodging Facility Use Tax Revenue.	These meetings play an important role for the director to attend, to accomplish MRC's goals in the tourism industry. More travel time and mileage is allowed for this budget due to distances to travel to meetings.	\$3,500.00	<p>Attending meetings are an important part of staying current on marketing ideas and trends and following TAC directions and what MOTBD are doing. Therefore we will continue to budget funds to attend these informative meetings and conferences. Also, following the brand and current research is necessary. MRC has followed all rules and regs and hasn't had any violations from the TAC for over 16 years. Our audits have only had minor issues if any at all. We have accomplished most of our goals but unfortunately our bed tax revenue was down 13% due to the last 2 quarters of the Covid-19 pandemic. Our website was up 69%. Due to long distances to travel to these meetings we budgeted \$3500 and spent only \$743.40.</p> <p>Only one quarterly TAC meeting was attended in person. All others were attended virtually by conference call or video. Sometimes weather conditions will not allow the ED to attend meetings as was the case in Feb. 2020. It can also work the other way in which if roads are unsafe the ED would have to spend an extra night with the long distances to travel. The executive director attended the June TAC meeting that was held virtually due to the Covid-19 pandemic. The 2020 Governor's Conference was cancelled due to Covid-19 restrictions. The unspent budget went into the overall FY21</p>	

							budget. We will continue to budget funds to the TAC/Meetings method because it is necessary and it has proven successful with the results stated above.	
Marketing Support	Marketing/Publicity Personnel	MRC's ED will commit to marketing obligations outside the normal scope of responsibilities outlined in the current job description. No overtime will be received between the two positions and hours will be tracked and recorded for this position. Duties will be directed at marketing MRC as a destination.	In FY19 our website visits were up 26%. Our consumer advertising CPI was \$3.05 and internet CPC was \$2.87. These all contribute to the efforts of the marketing personnel position. Our new website has been launched, but work continues to do updates and keep current information. We are expecting an increase in FY20 for website visits to our site. We realize the importance of having an updated website, but it doesn't come without continual work.	We will continually track our website visits with a goal of a 10% increase, bed tax collections with a goal of 2% increase, consumer advertising, print and online with a CPM of less than \$5.00 and CPC less than \$5.00, PR values of at least \$15,000, social media efforts to show an increase in likes, and use ITRR services for data.	The duties of MP will include but not limited to plan and host FAM tours for qualified journalists, plan and attend trade shows, implement educational workshops, prepare press releases, prepare the annual Marketing Plan, prepare tourism marketing presentations, attend marketing meetings, Facebook, Instagram, Twitter and social media opportunities, photography, website, creating calendar of events, promotional brochures, design ads, newsletters, trade shows and FAM tours and to visit the communities in Missouri River Country and talk about the options that are available to market their businesses as a destination.	\$25,000.00	A list of the hours worked, dates and duties performed is attached. We will continue the Marketing Personnel position. Our website showed an increase of 69%. Website is part of this position along with social media that is done almost daily. FB is up to 14,254 page likes, a 3.6% increase. We also do Twitter and Instagram with increase likes and impressions on both sites. Instagram has 1182 followers and Twitter has 377 followers. Our bed tax revenue was down 13%, mainly due to the last 2 quarters because of the Covid-19 pandemic. The Marketing Personnel also does trade shows, press trips, and all marketing duties to promote MRC as a destination. All of our media placements performed well above industry average and our goal of under \$5.00 for CPM and CPC was reached. See reports on Social Media and Online/Digital Advertising on the specific methods. According to ITRR repeat visitors are at 88%. While this is great we will work on first time visitation. The Marketing Personnel position is a valuable position that is split between the ED. Hours and duties are carefully tracked according to the Rules and Regs and no overtime is received. Total budget amount was \$26,0000, \$24,248 was spent. The remainder went into the FY 21 budget. No PR value was added because no press trips were done in FY20. We do consider this overall method successful and we will continue to have a Marketing Personnel position in the future.	scan_20201124180354.pdf
							MRC did Co-op Marketing grants with the Glasgow Chamber of Commerce on several of their summer events and the NE MT Fair/Concert. We also did a Co-op project with Malta for their Phillips County Fair. MRC provided a 50/50 match of funding for the advertising of these events and ads. Our bed tax was down 13%, due to the Covid-19 pandemic affecting the last 2 quarters. Our website was up	

Marketing Support	Cooperative Marketing	MRC will continue to work with communities to help them promote their area or an event in their town. In the past we have done a 50/50 match with a community to print brochures, posters, signage and advertise an event on the radio, newspaper or TV. See Cooperative Marketing in the MRC FY20 narrative portion.	In previous years MRC advertised in cooperation with the Glasgow Chamber the MT Gov. Cup Walleye Tournament. Last year the attendance and entries increased. A result of more advertising. Brochures from various communities have shown an increase in visitation to MRC and the community and their events.	MRC will measure the success of the co-op projects by tracking the visitation to an event or attraction in the community where a co-op project was held with a plan to increase visitation by 2%.	By partnering with communities we leverage more dollars and increase the advertising of a community or an event. Therefore, increasing more nights spent in MRC.	\$7,500.00	69%. Phillips Co., Malta and Dodson had a 9% decrease. They reported that they had increased online ticket sales from out of town people. They felt that this 2019 event was successful. The 2019 NE MT Fair had around 1500 in attendance showing people coming from all over. The motels recorded 128 rooms rented that were going to the concert. The Gov. Cup Walleye Tournament filled up immediately with a waiting list. Most of the other summer events took place but attendance was down due to the Covid-19 pandemic. Valley Co. was down 26%, but the first quarter when the Fair took place was up 2%. We will continue to do Co-op Marketing projects with our communities to help them get their events and attractions record number visitors. Some of the projects were cancelled and no funds were spent. \$4804.25 was spent on all the Co-op Projects with a budget of \$11,000. More funds were spent in FY21 for these FY20 projects, but didn't exceed the budget. Ad copies attached and radio ads are on file at the organization. These Co-op Marketing projects are carefully reviewed before paying any of the bills and we will continue to do Co-op Marketing projects to help the communities as long as funding allows. Even with the difficult year the events that did take place were successful according to the Co-op recipients.	scan_20201124235540.pdf
Marketing Support	Equipment	Office equipment is needed to maintain a professional office. With the increase in technology the most up to date equipment is needed. We have ordered a new printer, but it's been many years since we got a new office computer. We might have to consider updating in the future.	We will continue to track our bed tax collections, website and overall visitation to our attractions and events. ITRR is also another research tool that is useful for tracking success and now the available arrivalists data is a benefit to MRC.	MRC will purchase equipment as needed.	MRC needs to maintain a professional office. New equipment is necessary to keep up with the new technology and advancing society. We will only get new equipment when and as needed.	\$500.00	No new equipment was needed therefore no funds were spent. The budgeted amount went back into the overall FY21 budget.	
		MRC will host Press/FAM Trips, allowing us to	Our past FAM's have received over \$75,000 in Publicity Value. Our recent ones with Jason		Press/FAM Trips are an important way of getting		A couple years ago Jason Mitchell Outdoor TV did a lake trout fishing video for MRC. He valued the aired episode at over \$75,000 in PR value, which he does repeat shows using the same video. In FY20 MRC had JMO assist with an article and	

Publicity	Press Trips	reach more writers and ultimately generate more publicity. In the past we have coordinated FAM's with MOTBD and other regions. We would plan to continue this joint venture to increase awareness of our region of nature, hunting, fishing, dinosaurs, history, birding, Native American Culture, recreation/outdoors, night skies, outlaws, boating, canoeing, ice fishing and anything thing that would make MRC a memorable place to a visitor.	Mitchell Outdoor Television on mule deer hunting, ice fishing, walleye fishing, and lake trout fishing have produced several articles in publications such as Midwest Outdoors, In-Fisherman and MN Sporting Journal. They are still producing inquiries because he runs the TV shows several times throughout the year. In FY15 we partnered with MOTBD and had a productive trip with 4 journalists that created blogs and articles on RV campgrounds.	We will measure the success of our FAM's by increasing awareness of MRC through publications, videos, and television with a goal of \$15,000 in Publicity Value. When information goes on our website regarding press trips we will use website analytics for page views.	exposure to MRC. When working with the MOTBD they help us get the best journalists to produce the best coverage of our area. We will continue to work with Jason Mitchell because of past successes. He has produced videos and YouTube videos that we will continue to utilize and keep updating as needed. We will take advantage of opportunities to use photographers and outfitters to achieve our publicity goals.	\$1,000.00	the video for our website. This cost was \$300. The budget amount was \$3,000 so the remainder went into the FY21 budget. This was a successful project with Jason Mitchell and we will continue to do Press Trips when the opportunity is available. See the link listed for the ice fishing page on our website. https://missouririvermt.com/ice-fishing Website analytics are attached for the page views. Ice fishing is a seasonal event and the website analytics show February as the peak for page views.	scan_20201208222932.pdf
Publicity	Social Media	MRC's social media efforts will include Facebook, Instagram, Twitter, You Tube, and Pinterest and any social media venues that fit our market. We will continue to do contests and giveaways to increase our "Likes", and recognition of MRC.	We currently have 13,110 likes on Face Book. We have gained 247 in the past year, but we will continue to grow our likes with social media campaigns. We have 986 followers on Instagram, an increase of 201 and, 345 followers on Twitter.	MRC will measure success by tracking engagement on social media channels used in FY20 ("Likes" and "Followers") with a goal of a 10% increase on all Social Media channels.	Social Media is growing and becoming a popular way of advertising. MRC will continue with the social media venues to capture the social media audiences to attract visitors to MRC. While much effort is put into Social Media, MRC struggles with likes and followers. We continually increase and will increase with our continued efforts and contests and giveaways.	\$1,000.00	Our social media engagement continues to grow and provides a desired return on investment for marketing MRC. Facebook: 14,254 total page likes, a 3.67% increase on FB with 578k impressions, 8.3 % lower. Engagements were up 43.6 %. Twitter: 377 followers, up 9.6%. Intstagram: 1,182 followers, at a 10.9% increase. Social Media is a cost effective way of marketing MRC and we will continue to use social media to attract the potential visitor. The budget for Social Media was \$3500 and we spent \$2,020. See attached reports and additional attachments. We accomplished our goals with an overall increase on all our social media sites. We consider Social Media to be successful and we will continue to do this method in the future.	Facebook Pages (Missouri River Country) July 1 2019 - June 30 2020.pdf
						\$191,558.00		

Marketing Method Evaluation Attachments

Attachment 1	FY20 Budget vs Actual.xlsx
Attachment 2	FY20 Budget to Actual Comparison pie chart.pdf
Attachment 3	Instagram Business Profiles (Missouri River Country) July 1 2019 - June 30 2020.pdf
Attachment 4	Twitter Profiles (Missouri River Country) July 1 2019 - June 30 2020.pdf
Attachment 5	2019 Analytics Audience Overview 2018-2019.pdf
Attachment 6	2019 Analytics Demographics 2018-2019.pdf
Attachment 7	2019 Analytics Page Views 2018-2019.pdf
Attachment 8	2019 MT Dino Trail Report - Executive Summary Facility Reports.pdf
Attachment 9	2020 MT MMRC internet summary.pdf
Attachment 10	scan_20201208224142.pdf

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$4,000.00	\$0.00
Consumer	Photo/Video Library	\$1,250.00	\$0.00
Consumer	Travel/Trade Shows	\$20,000.00	\$0.00
Consumer	Print Advertising	\$12,500.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$1,000.00	\$0.00
Consumer	Online/Digital Advertising	\$10,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$6,300.00	\$0.00
Consumer	Travel Guide	\$27,500.00	\$0.00
Consumer	Joint Ventures	\$21,600.00	\$0.00
Consumer	Ad Agency Services	\$24,000.00	\$0.00
Consumer	Search Engine Marketing	\$1,000.00	\$0.00
		\$129,150.00	\$0.00
Events	Radio & Television Advertising	\$4,170.00	\$0.00
		\$4,170.00	\$0.00
Marketing Support	Cooperative Marketing	\$11,000.00	\$0.00
Marketing Support	Administration	\$38,488.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$18,429.00	\$0.00
Marketing Support	Equipment	\$500.00	\$0.00
Marketing Support	Opportunity Marketing	\$500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,500.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$26,000.00	\$0.00
Marketing Support	Outreach	\$1,970.00	\$0.00
		\$100,387.00	\$0.00
Publicity	Press Trips	\$3,000.00	\$0.00
Publicity	Social Media	\$3,500.00	\$0.00

		\$6,500.00	\$0.00
		\$240,207.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
FY20 Marketing Plan/Pie Chart	FY20 Marketing Plan Pie Chart final.pdf	15.3 MB

Reg/CVB Required Documents

Description	File Name	File Size
FY20 Marketing Plan required documents attached.	FY20 Required Documents.pdf	2.0 MB

