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?

Bozeman, Montana, is more than a destination, it’s a lifestyle. Surrounded by majestic mountains, rivers full of fat trout and with Yellowstone National Park as a neighbor, outdoor adventure is just a short drive away. Couple that with a town rich in art, music, dining and entertainment and you’ll see why Bozeman is the most sought out spot in Montana!

Visitors coming in the spring will find spectacular photo opportunities as the hills turn green with snow-capped mountains in the background. Wildlife watching in Yellowstone is at its prime with babies such as moose, elk and bison calves, bear cubs, fox and wolf pups being born. The spring runoff brings with it exciting whitewater rafting and wildlife’s start to pop.

Summer is Bozeman’s busiest season with 65% of Bozeman tourists visiting Yellowstone National Park, (ITRR, Nonresident Visitation, 2017.) Bozeman is surrounded by the Gallatin, Madison and Yellowstone rivers, all of which are well-known and respected by anglers worldwide. Winter enthusiasts love Bozeman. Bridger Bowl and Big Sky Resort both offer world-class alpine skiing without the lift lines that often accompany other popular ski areas. Nordic skiing is top notch with Crosscut Mountain Sports Center in Bridger Canyon, local trails groomed by Bridger Ski Foundation, backcountry trails in Hyalite Canyon and Lone Mountain Ranch in Big Sky. Snowmobile guides can take you into beautiful backcountry and for a unique adventure, dog sledding trips are available in Big Sky and Paradise Valley. For those who prefer a more low-key adventure, there are endless opportunities for snowshoeing. The cultural scene in this mountain town rivals that of larger cities. Museum of the Rockies, a Smithsonian Affiliate, is home to the largest collection of dinosaur fossils in North America. The Bozeman Symphony and Intermountain Opera have ongoing performances and the three historic theaters in town bring in a variety of live shows. The annual Sweet Pea Festival each August is a local favorite. This three-day festival celebrates the arts with music, art shows, dance, theater, food and activities for the kids.

Montana State University, the state’s largest college, brings a vibrant energy to town, including educational and inspirational speakers, exciting sporting events and big-name concerts.

Strengths
- Bozeman is the largest city bordering Yellowstone National Park sitting between the North and West entrances. In 2017, 65 percent of people staying at least one night in Bozeman visited Yellowstone. (ITRR, Nonresident Visititation, 2017.)
- Access to Bozeman continues to get easier. We have 16 nonstop flights to major cities across the United States. Bozeman Yellowstone International Airport is projecting another record breaking year with total passengers enplaned and deplaned expected to surpass 1,301,000. American Airlines continues to expand service with larger planes and an added flight to Los Angeles. JetBlue Airways will begin seasonal service with two weekly flights from Bozeman to California’s Long Beach Airport starting winter, 2017-2018. In 2017, 22 percent of people visiting arrived by air, a number that is expected to keep growing. (ITRR, Nonresident Visititation, 2017.)
- Bridger Bowl ski area and Big Sky Resort have some of the best skiing in the Rockies. The uncrowded mountains, big terrain and lots of lift, fluffy snow, make it a unique ski destination.
- Downtown is a lively hot spot of restaurants, galleries, boutiques and entertainment. With two new hotels and more on the way, visitors can now stay in the heart of Bozeman.
- Montana State University is now the largest university in Montana. Many a student has visited on vacation then returned to study, and many a parent has made it a vacation to come visit their child.
- Two of Montana’s State Parks, Madison Buffalo Jump and Missouri Headwaters, are located within a half hour’s drive from Bozeman. Both parks have interpretive displays of the area’s cultural and natural history. Lewis and Clark Caverns, another family favorite is just an hour away. Here you’ll find one of the largest known limestone caverns in the United States.
- Bozeman is an ideal home base to stay while taking day trips to places such as historic Virginia and Nevada Cities, Livingston, Big Sky and West Yellowstone. You can find a scenic drive in every direction, with hiking trails at every stop and top-notch fishing in each direction.

Opportunities
Increasing winter visitation.
Bozeman’s biggest opportunity is the potential to increase winter visitation. According to Destination Analysts Winter Enthusiast Research, January 2018, the winter enthusiast identifies January as a time they would be most likely to visit; which for us, is an ideal time to increase hotel occupancy, skier numbers and winter visits to Yellowstone National Park.
Potential visitors in the study also list the top four important attributes for winter recreation include affordability, charming small towns near ski resorts, proximity to National Parks, hot springs and thermal pools. Bozeman embodies all these attributes.

All five of the top states with a high concentration of winter enthusiasts are included in Bozeman's target markets: California, Texas, Florida, New York and Pennsylvania. We consistently receive high organic search traffic from Florida and Pennsylvania without having utilized paid media in these areas.

Leveraging original content specific to visitor’s interests; “Meet them where they are.”

In FY18, we established a robust inbound marketing strategy which included blogs, paid search and a social media focus. Much of this content is evergreen and along with fresh, ongoing, new content can be used as touch points throughout a visitor’s vacation planning. This content strategy allows us to continuously provide information specific to what a traveler has shown interest in.

We also invested in new video and photo assets which will allow us to create fresh, relevant content in the form of blogs, short form videos and photography. These assets will also be used in a new digital and print campaign which will launch with the winter season late summer and early fall.

Increased collaboration with tourism partners.

The airline marketing group, which includes the Bozeman CVB/TBID, Yellowstone Country, Big Sky Resort, Visit Big Sky, Yellowstone Club and Bozeman Yellowstone International airport has focused efforts on promoting the area to direct flight destinations. This partnership continues to grow based on increased air service to our area.

Paid media partnerships with MTOTBD, Yellowstone Country, and other state region partners in channels such as Trip Advisor or the Glacier Visitor’s Guide have given us wide-ranging, cost-effective exposure while leveraging media budgets and have proven to be valuable opportunities. We are planning to expand our collaboration with other tourism entities to host social media influencers, press trips and FAM tours to the area.

On a local level, we are launching a focused outreach to local businesses encouraging them to share and distribute our content through their own social media channels. We can also serve as a platform to share local events.

Potential Challenges

Overcoming the perception that it’s difficult to get here.

Despite having robust air service, including 16 nonstop flights to major cities, many people still have the impression it is difficult to get here. Currently, 79% of visitors are arriving by auto. (ITRR, Nonresident Visitations, 2017.) This tells us we are still missing a large geographic market out of our drive areas. The 2017 Montana Brand Exploration Research conducted by Destination Analysts found that many people feel it takes a significant amount of time to vacation in Montana. Increased promotion of our air service to the eastern side of the country can help alleviate this perception.

Balancing hotel inventory.

Summer is the busiest season in Bozeman with hotels reaching full occupancy which can drive rates up. Our challenge is to increase our winter and shoulder season visitation, balancing the inventory and increasing traffic to local businesses. New hotels are being added at a rapid rate and only time will tell how it may affect our year-round occupancy.

Congestion in Yellowstone National Park.

It’s not surprising that summer is the most popular time to visit Yellowstone, but the growth has presented a problem with large numbers of people visiting the park at the same time. Yellowstone officials are looking into ways to manage the growth, but from a local perspective, we can use our marketing to encourage visitation during other times of the year.

Significant weather events.

The emphasis on our outdoor recreation brings with it potential hurdles from Mother Nature. Last year’s fires didn’t significantly impact the Bozeman area, but since much of the state was severely affected by smoke, there was a widespread belief that it encompassed Bozeman. Likewise, 2017-18 was a tremendous snow year, but if we get a year with low snowfall, last minute travelers are less likely to come.

Attracting Canadian visitors.

Given the strength of the dollar, we are not seeing growth or interest from the Canadian market at this time. This has been challenging for our marketing efforts. By understanding the data on the Canadian traveler to our area, it has been difficult to find confidence in backing direct flights to BZN.

Economic Concerns.

The current economic climate could raise concerns about discretionary spending.
The Bozeman CVB and TBID collaborate with shared goals, one marketing plan and one website. This partnership allows us to provide detailed information drilling down into specific businesses within the categories of Stay, Eat, Play, Work and Explore.

The lodging area of our site garners a lot of interest with a higher conversion rate. Lodging has an individual landing page which can then take the visitor directly to the hotel site for booking. Hotel referrals from the Bozeman website are averaging 600-700 per month.

Website visitors who download a Travel and Relocation Guide or subscribe to our blog continuously receive information based on their interests.

Optional: Include attachments here

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

Geographic

Primary
- New York
- Dallas
- Chicago
- Los Angeles
- San Francisco

Secondary
- Houston
- Denver
- Atlanta
- Seattle
- Portland
- Phoenix
- Las Vegas
- Salt Lake
- Minneapolis

Direct Flight Markets (There is some overlap with above lists, but this delineates these markets specifically.)
- Seattle/Tacoma
- Portland
- San Francisco
- Los Angeles
- Long Beach
- Salt Lake City
- Las Vegas
- Phoenix/Mesa
- Denver
- Minneapolis/St.Paul
- Chicago
- Dallas/Fort Worth
- Houston
- Atlanta
- New York/LaGuardia
- Newark

Interests
According to the ITRR 2017 Nonresident Visitor Study, most of the activities visitors are interested in take place during the warm season.

- 64% Scenic Driving
- 42% Day Hiking
- 42% Wildlife Watching
- 31% Nature Photography
- 27% Recreational Shopping
- 23% Car/RV Camping
- 23% Visiting Other Historical Sites
- 22% Visit Local Brewery
- 16% Visiting Museums
- 14% Visiting Lewis & Clark Sites
- 10% Fishing/Fly Fishing
- 9% Skiing/Snowboarding
- 8% Visit Farmers Market
- 8% Dinosaur Attraction

Again, this demonstrates the opportunity to round out our winter season visits by promoting winter activities such as skiing/snowboarding, nordic skiing and visiting Yellowstone National Park in the winter. Many of these activities such as visiting historical sites and museums, scenic driving, and nature photography are great shoulder season activities.

Target Demographics

- Winter Enthusiasts
- Families
- Urban Dwellers
- Young Professionals

Other Targets

Meetings
Bozeman is a popular spot for destination meetings. However, our event space is somewhat limited which dictates that we focus on meetings of 500 participants or less. Targeted industries are technology, agriculture, education and other professional and trade associations.

Film
We look forward to expanding our relationship with the Montana Film Office. The Bozeman area has been the location for box office hits like "A River Runs Through It," "The Horse Whisperer," and numerous commercial spots.

Sports Tournaments and Events
Running events in Bozeman continue to gain popularity. Run to the Pub has been voted the #2 Best-in-the-U.S. Half Marathon by Runner's World. The Bozeman Marathon is a Boston Marathon Qualifier, and the Bridger Ridge Run is known as one of the most technical trail runs in the United States.

We collaborate closely with the Bozeman TBID's sports tournament committee, which focuses on statewide and regional tournaments both inside and outside of the Montana High School Association.

b. What are your emerging markets?

**Emerging**

We are seeing a strong segment of organic traffic coming from Florida and Pennsylvania. These states, along with California, Texas and New York, align with the top states winter enthusiasts reside. Other emerging markets include Washington DC, Boston and Charlotte.

c. What research supports your target marketing?

Our FY19 targets are informed by a combination of research and metrics from:

- ITRR Nonresident Visitor Study, 2017
- Study of the Winter Enthusiast, Destination Analysts, 2017
- Montana Brand Exploration Research, Destination Analysts, 2016
- Website Traffic Trends
- Bozeman CVB Email List
- Social Media Metrics
- Bozeman Yellowstone International Airport Data

Our primary goals for FY19 are:

- Increase winter visitation by marketing our vast winter recreation: alpine and nordic skiing, snowmobiling, snowshoeing, dog sledding and ice skating. Bozeman is rich in culture which complements our outdoor recreation.
- Increase visitation during shoulder seasons to make Bozeman more of a year-round destination. Promoting activities such as wildlife watching in Yellowstone, spring fishing, hiking and cultural activities such as visiting museums and festivals will help communicate that spring and fall are great times to visit.
- Continue to build and nurture our email list through inbound content marketing including blog posts, follow up emails, newsletters and social media. This strategy keeps Bozeman top of mind and engages these self-selected, potential visitors throughout their trip planning process.

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

In FY18 we saw remarkable success with On The Snow, Trip Advisor and Roots Rated.

After reviewing the Joint Venture opportunities for FY19, we plan to incorporate the following packages:

1. Visitue Travel Spending Data - $5,800
2. LiveIntent - $10K package ($5,000 spend from Bozeman CVB)
3. On The Snow - $10K Package ($5,000 spend from Bozeman CVB)
4. TripAdvisor - (2) $10K Packages ($5,000 spend from Bozeman CVB) one winter one summer

We also plan to utilize the Arrivalist platform to further close the gap on our ROI.

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

Bozeman CVB and TBID have an ongoing collaboration with both boards pooling funds and approving a joint marketing plan. This strategy has been highly successful with the ability to leverage our funds toward a common goal.

In FY17 Bozeman CVB partnered with Yellowstone Country, Big Sky CVB, Big Sky Resort, Yellowstone Club and Bozeman Yellowstone International Airport to form the Air Transportation Committee with the goal of creating a cohesive marketing campaign to promote our nonstop flights. The first year we focused on the Texas market for the Dallas and Houston flights. In FY18 we broadened that reach to include Los Angeles and San Francisco. The campaign is a combination of digital and print advertising along with a strong social media presence.

In FY18 we collaborated with Yellowstone Country for a Trip Advisor co-op that was highly successful. We also continued our long-standing partnership with Bridger Bowl to promote our area in Powder Magazine, along with an in-flight video advertisement on United Airlines. Based on the results of these campaigns, we intend to continue these partnerships while continuing to explore other opportunities throughout FY19.

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

Our collaborative marketing with the Air Transportation Committee has been successful for specific airline campaigns, but we have also been able to leverage Bozeman CVB marketing funds by targeting the same cities which then increases our exposure and maximizes our budget.

Most of our state cooperatives have been successful. While Roots Rated did well, our own original content produced better results, therefore we will be re-allocating those dollars to other joint ventures.
Over the past couple of years, our combination of SEO and SEM has continued to generate the most leads through paid search, social media and organic traffic, growing our overall website traffic by 90% year over year. Our inbound marketing strategy, largely driven by weekly blog posts and increased organic website traffic by 200%. We plan to continue this strategy, increasing our investment in paid search and refining our content around topic clusters that have shown the most interest, including Yellowstone National Park, relaxing, skiing, traveling to Bozeman and lodging in Bozeman.

This strategy has also put us ahead of the game with the changing search climate. Voice assistants are underscoring the importance of good content, with search engines evaluating what people are asking for and tying it to the lines of human thought process versus simple keywords.

WEB TRAFFIC RESULTS:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall website traffic - 515K visits (30% increase over FY18)</td>
<td>825,307 Visits (60% over goal)</td>
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<tr>
<td>Organic Traffic - 130K Visits (60% increase over FY18)</td>
<td>187,762 Organic Visits (44% over goal)</td>
</tr>
<tr>
<td>Overall Social Traffic for FY19 - 157K visits (30% increase over FY18)</td>
<td>362,156 Social Visits (130% over goal)</td>
</tr>
</tbody>
</table>

Our SEO/SEM strategy has continued to be successful, producing increases well over our goals. The momentum around our inbound marketing/blog strategy and paid social media ads is consistently driving new traffic to our site through organic search, paid search and paid social ads. We published 69 blog posts throughout the year, carefully monitoring what topics garnered the most engagement and built upon that. We also monitored our popular keyword search terms incorporating them into our content strategy. Popular content includes direct flights to Bozeman, hot springs and anything related to Yellowstone National Park.

We will be continuing this strategy in FY20, refining our content based on interest in search terms, social media engagement and blog engagement.

BLOG: http://www.bozemancvb.com/stories/

https://www.nytimes.com/2018/01/12/technology/facebook-news-feed-


https://www.wordstream.com/blog/ws/2018/03/01/voice-assistants

$29,153.00
proved to be one of our biggest generators of website traffic. While many of our followers, particularly on Instagram grew organically, paid advertising is becoming more important for getting in front of people. Facebook has rolled out a new strategy focusing on friends and family instead of products and brands. This change decreases the amount of impressions served organically, and forces businesses to “pay to play.”

Social media is a major driver of traffic to our website, with momentum continuing to build. The majority of our social media growth in FY19 was in Instagram, where we see an active, engaged community who diligently tag their photos with #Bozeman, #OnlyinBozeman and #VisitBozeman, which we are then able to repurpose to Facebook and Twitter.

Video performed very well. Our 3-second views totalled 24,495 organic and 13,737 paid. Our strong social engagement is evidence of the success of this method which we will continue to use and refine. In FY20, we are adding more focus to our FB and Twitter content to continue to increase this following.

VLOG CONTENT:

- Facebook: https://www.dropbox.com/s/pvz61skjdw4l1hi/Summer-15sec_%231.mp4?dl=0
- Instagram: https://www.dropbox.com/s/uo7bb5viqy5doqw/summer19-2.0_insta-story.mp4?dl=0

Goals - End of FY19
- Facebook Followers - 65K
- Instagram Followers - 7500
- Twitter Followers - 5000

Social media goals
- Facebook followers: 56K, 86% to goal
- Instagram followers: 9216, 44% over goal
- Twitter followers: 4,503, 90% to goal

Social media continues to provide strong ROI while allowing us to engage directly with potential visitors. Our viral growth of Instagram followers using the hashtag #onlyinbozeman, our increased website referrals from promoted blog posts and continued growth of Twitter are all indicative of a strong social media strategy that we are continuing to build upon.

Video examples:
- Facebook: https://www.dropbox.com/s/pvz61skjdw4l1hi/Summer-15sec_%231.mp4?dl=0
- Instagram: https://www.dropbox.com/s/uo7bb5viqy5doqw/summer19-2.0_insta-story.mp4?dl=0
<table>
<thead>
<tr>
<th>Consumer</th>
<th>Joint Ventures</th>
<th>Yes</th>
<th>No</th>
<th>No</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Advertising</td>
<td>Our print budget is a small percentage of the whole, but is still a valuable part of the mix. This year we plan to advertise in both niche and lifestyle magazines such as Powder, Sunset and specific fly fishing magazines. While it is difficult to measure the impact of print advertising, there is still a significant subscriber base in both niche and online advertising and we feel it is important for brand awareness. While content creation and digital advertising are the most effective way to generate leads, there is still value in paid media buys to expand our brand value. Print gives us the opportunity to get in front of people in the physical world. Our print campaign utilized four issues of Big Sky Journal, a western lifestyle magazine distributed nationally to 40,000 people per issue through subscriptions, newsstand sales, Delta Sky Club Lounges and select hotels in the Jackson Hole, Bozeman, Big Sky, Coeur d’Alene, Sun Valley, and the Kalispell/Flathead areas. Big Sky Journal readers are highly focused on outdoor recreation, are within the ages of 36-64 and have and annual household income of $320K. Other print advertising falls under cooperative ads with Yellowstone Country in Powder and Ski Magazine. (See Joint Ventures section.) We did not end up participating in Sunset Magazine as originally considered. We are very happy with the results of Big Sky Journal and will continue to advertise in this magazine in FY20, as well as explore opportunities with other publications as they arise.</td>
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<tr>
<td>Opportunity Marketing</td>
<td>We are allocating $5000 for unknown opportunities that may arise from local, regional or statewide partnerships. Opportunities will be evaluated based on alignment with our overall strategy and how the project ties to our target markets. Ensuring a marketing budget has room for experimenting, or taking advantage of unknown opportunities gives us the flexibility to adjust our current plan, and to modify as needed. 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 our own CVB resources. The Voices of Montana Tourism organization distributes a monthly e-newsletter that has a distribution of 450+. As a VOT partner, the Bozeman CVB receives a presence and directory link on the voicesoftourism.com which has been online since 2011 and has a robust following. In addition, VOT made a total of 32 community presentations with 1,500 attendees in FY19. In our area, one workshop was held and 150 people attended it. We met our objective and considered this method successful. We will continue to include and fund the Opportunity Method in the future in order to seize opportunities as they arise.</td>
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<tr>
<td>Joint Ventures</td>
<td>Success in previous years has proven these packages to be an excellent investment and a great benefit to CVB by being able to extend our budget. Success is determined by through website referrals (impressions and clicks) for advertising campaigns. MEX Joint Ventures create a win-win situation by combining local and state budgets to extend our reach. Our FY19 Joint Ventures were highly successful. We participated in a combination of partnerships with the Bozeman Yellowstone International Airline marketing partnership, MTOTB Joint Venture programs and regional partnerships with Yellowstone Country. Bozeman CVB appreciates the opportunity and value these partnerships bring in order to extend our marketing dollars to a wide-ranging audience, we would not be able to afford on our own. Our airline marketing allocated $50,000 toward marketing for the new JET Blue Flight to Long Beach which included digital advertising along with large format ads inside and outside the Long Beach airport.</td>
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</table>

https://www.ama.org/publications/MarketingNews/Pages/why-print-matters.aspx
https://www.imex-group.com/why-imex
and other tourism stakeholders as they arise. All projects must meet our overall marketing goals as well as our geographic and demographic targets. This year we will be utilizing TripAdvisor, Live Intent, Sojern, On the Snow, and Yellowstone Country cooperative advertising. We are also implementing the Visa Vue platform.

The flight has done very well, and we have continued these marketing methods into FY20. (See attached photo of large format ads, campaign results are under Additional Attachments.) We partnered with Glacier Country, Destination Missoula, Explore Whitefish, Big Sky Resort, Sage Lodge, The Ranch at Rock Creek, Helena TBID and Great Northern Best Western, Helena to attend IMEX in Las Vegas. This is the largest MICE tradeshow in North America with 12,389 total participants. Bozeman CVB has 43 new contacts from the event, and while we don’t have any meetings booked at this time, we have 5 solid leads we are working with. IMEX provides a great opportunity to introduce Montana to meeting planners and we will continue with the cooperative in FY20.

An in-flight video partnership with Yellowstone Country and Bridger Bowl on United and Alaska Airlines was highly successful, and is being continued in FY20.

- In-Flight Media
  - United: 6.3 million impressions
  - Alaska Airlines: 250K Impressions

in Flight Media (Airline Marketing): https://www.youtube.com/watch?v=AyJdzUJ7_0

MTOBT Joint Ventures included Live Intent, On the Snow and Sojern. We are pleased with the results of these cooperatives and based on the specific packages, will be participating again in FY20.

- Live Intent: Impressions - 1,460,357, Clicks - 6,987
- On the Snow: Impressions - 912,768, Clicks - 1,215
- Sojern: Impressions - 1,817,549, Clicks - 1,435

FILES ALSO ATTACHED ON MAIN PAGE


MTOTBD Summer: https://www.dropbox.com/s/8jmd8qx67knt0r6/Bozeman%20CVB%20-%20June%20Overview.pdf?dl=0

We also partnered with Yellowstone Country and other tourism partners for spreads in Powder and Ski Magazines. These partnerships were highly successful and provided a powerful message about our area and we will consider them again for both warm weather and winter in FY20.

- Yellowstone Country - 4,348,691 Impressions, 8,401 clicks

Yellowstone Country (Print Co/Op) - (FILES ALSO ATTACHED ON MAIN PAGE)

- https://www.dropbox.com/s/3r26y2xwktw9vqy/SKI%20Magazine%20-%20November%202017%20Cooperative.pdf?dl=0

Increased metrics in online digital advertising and social media. This aggregated approach allows us to quickly track and measure our ROI and make adjustments in real time.

$35,000.00

Having the ability to manage our assets and results in one platform was very successful and has given us true insight as to what is working well. In FY19, we were able to begin to test different messages based on geography and interests, giving us the ability to move people through the decision-making process. We highly value this tool and will be using it again in FY20. See attached metrics report "FY19- BZN CVB Digital Media Campaign-Completion Report.xlsx."
<table>
<thead>
<tr>
<th>Marketing Support</th>
<th>TAC/Governor’s Conference Meetings</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget allocation for hotels, good and milestone to the FY19 TAC meetings and Governor’s Conference.</td>
<td>Budget allocation is determined by the number of people attending meetings and costs during prior years.</td>
<td>Success will be measured through attendance and ideas generated through these meetings.</td>
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<tr>
<td></td>
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<td>TAC meetings and the Governor’s Conference are great opportunities to network with other tourism partners and learn from both their successes and challenges.</td>
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<td></td>
<td></td>
<td>$1,000.00</td>
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<td>This year’s conference and meetings were successfully attended by the CEO. The breakout groups at the Governor’s Conference provided a great opportunity to brainstorm and share what other people are doing with their social media marketing and the keynote speakers provided great perspective on storytelling, which was helpful in relation to our blog strategy. The FY20 Marketing Plan was approved by the TAC in June. We do have a budget allocation for TAC Meetings and the Governor’s Conference in FY20.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing Support</th>
<th>Marketing Plan Development</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget allocation for agency services in developing the FY20 Marketing Plan.</td>
<td>For many years, we have worked in conjunction with contracted agencies to develop our marketing plans which have been passed as submitted by the Tourism Advisory Council. This expertise and consistency has worked well in building upon our successes and changing things that have not worked as well.</td>
<td>Success will be determined by approval of the FY20 marketing plan, meeting our goals for each marketing method and increased bed tax dollars for the fiscal year.</td>
</tr>
<tr>
<td></td>
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<td>Working in conjunction with our contracted marketing team, we are able to incorporate effective and up-to-date marketing solutions into our marketing plans. As such, Bozeman has consistently seen year over year increases in our bed tax dollars.</td>
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<tr>
<td></td>
<td></td>
<td>$5,000.00</td>
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<td></td>
<td>We met our objectives. The FY19 marketing plan was approved, implemented and achieved desired results. We met our goals for each marketing method. We increased bed tax dollars for FY19. This method is successful and we will continue to use it again in FY20.</td>
</tr>
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<table>
<thead>
<tr>
<th>Marketing Support</th>
<th>Fulfillment/Telemarketing/Call Center</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfillment costs for media/Visitor Relocation Guides. Allocation includes postage and wages.</td>
<td><a href="https://www.milespartnership.com/blog/value-print">https://www.milespartnership.com/blog/value-print</a></td>
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<tr>
<td></td>
<td></td>
<td>Success will be measured through efficient budget management which includes planning for and distributing the appropriate number of pieces.</td>
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<tr>
<td></td>
<td></td>
<td>Printed visitor guides are still a popular vacation planning tool; we continuously receive online and phone inquiries. Our hotels and visitor centers at the airport and on 15th consistently distribute guides and must be restocked.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$20,000.00</td>
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<tr>
<td></td>
<td></td>
<td>The demand for our guides increased in FY19. Total guides distributed was 55,000. We were successfully able to keep this spending below budget and will continue to utilize this method for FY20.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing Support</th>
<th>Administration</th>
<th>No</th>
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<tbody>
<tr>
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<tr>
<td></td>
<td></td>
<td>Our administrative budget covers the cost of our organization’s operations. We have budgeted the maximum allowed per state rule of 20% of our total marketing budget. Success will be determined by staying within this budget number.</td>
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<td></td>
<td></td>
<td>Careful budgeting and monitoring of our administrative costs ensures we are maximizing our marketing budget and putting these dollars toward promoting Bozeman versus spending too much on operations.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A total of $55,250.88 was spent in administrative costs, which is 20% of our total marketing budget. We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. As such, we will continue to use this marketing method and monitor our organizational costs carefully.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$55,250.88</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Publicity</th>
<th>Fam Trips</th>
<th>Yes</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>In FY19 we plan to create more partnerships with local tourism stakeholders to host social media influencers and press trips. This combined</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Successfully hosting a Bozeman FAM tour and supporting MTOTBD FAM tours.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Successfully hosting a Bozeman FAM tour and supporting MTOTBD FAM tours.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bringing in journalist, social media influencers and tour guides gives us the ability to personally tell our story and let them experience the area first hand.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$8,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Following the Jet Blue Symposium in Big Sky, we hosted a FAM tour for Jet Blue Executives. Discussions centered aroundaviating the Long Beach flight, which is going very well, and also included preliminary discussions about non-stop flights from Boston and JFK. The tour was highly successful and discussions about additional flights continue to move forward. We also partnered with MTOTBD on IRU and Travelhouse FAM tours, which were very well received. We will continue to evaluate and participate in these partnerships and opportunities throughout FY20. (See itinerary attached on main page.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
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</table>
with traditional earned media are important ways of establishing the credibility of our brand. We will also continue to promote Bozeman to host tour guides and participate in IPW.

$366,905.15

### Marketing Method Evaluation Attachments

<table>
<thead>
<tr>
<th>Attachment</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>BozemanCVB_BudgettoActualComparison_FY19.pdf</td>
</tr>
<tr>
<td>2</td>
<td>TravelhouseReqForm-1.docx</td>
</tr>
<tr>
<td>3</td>
<td>MTPrefarm2019-1.pdf</td>
</tr>
<tr>
<td>4</td>
<td>FY19/BozCVB-YCJetBluecompletionreport.pdf</td>
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<td>5</td>
<td>FY19-BZN CVB Digital Media Campaign-Completion Report.xlsx</td>
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<td>6</td>
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<td>7</td>
<td>summer19-2.0_insta-story.mp4</td>
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<td>8</td>
<td>Bozeman CVB - December Dashboard.pdf</td>
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<tr>
<td>9</td>
<td>Bozeman CVB - June Overview.pdf</td>
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<tr>
<td>10</td>
<td>Yellowstone Country Print Co-op.pdf</td>
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### Marketing Method Budget

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<tr>
<th>Marketing Segment</th>
<th>Marketing Method</th>
<th>Bed tax funded budget</th>
<th>Non bed tax funded budget (optional)</th>
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<td>Consumer</td>
<td>Print Advertising</td>
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<td>Consumer</td>
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<td>Consumer</td>
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<td>Consumer</td>
<td>Opportunity Marketing</td>
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<td>Consumer</td>
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<tr>
<td>Marketing Support</td>
<td>Digital Asset Management/Aquarium</td>
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<td>Marketing Support</td>
<td>SAC/Governor’s Conference meetings</td>
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<td>Marketing Support</td>
<td>Marketing/Non Development</td>
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<td>Marketing Support</td>
<td>Fulfillment/Telemarketing/Call Center</td>
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<td>Marketing Support</td>
<td>Administration</td>
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<td>Publicity</td>
<td>Fam Tips</td>
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### Miscellaneous Attachments

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<tr>
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