



**Grant Details**

**68892 - FY19 Region/CVB Marketing Plan**

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72781 - FY19 Missouri River Country Marketing Plan

DOC Office of Tourism

**Grant Title:** FY19 Missouri River Country Marketing Plan  
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**Community & Brand Support**

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*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/8rn3id09c00s1ji/MRC18\\_MarketingPlan\\_042718.pdf?dl=0](https://www.dropbox.com/s/8rn3id09c00s1ji/MRC18_MarketingPlan_042718.pdf?dl=0)

Montana's Missouri River Country is a destination for the outdoor adventurer, geotourist, history buffs, Native American Culturists, Dinosaur Trail followers, hunters, fishermen and women and the 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. Here 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 into the hustle and bustle of daily life, what visitors now crave from their vacations are 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 new 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 incredible 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, hiking, boating and ATVing and ice fishing, cross country skiing and snowmobiling in the winter. The Missouri River, which was an integral part of the Lewis and Clark Expedition, runs through our district and attracts history and culture buffs.

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, where a human can stretch and breathe. 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 Northeastern Montana are filled with upland gamebirds and waterfowl. Our wide open spaces are filled with elk, bighorn sheep, 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.

#### **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.

#### **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 and learn about the prehistoric nature of dramatic landscape. The Fort Peck Powerhouse Museum in Fort Peck has a Triceratops skull on display. At the Fort Peck Interpretive Center you will be greeted by a life size fleshed out replica of Peck's Rex a T-Rex found in the area. Numerous fossils were discovered during the building of the Fort Peck Dam. The Phillips County Museum features fossil discoveries from the nearby Judith River Formation including a Brachylophosaus, one of the best articulated dinosaur skeleton ever found. The Great Plains Dinosaur Museum offers the public an intimate look into a working paleontological institution and displays "Leonardo" the "best preserved dinosaur" according to the Guinness Book of World Records. GPDM is also known for the best growth series of this dinosaur anywhere. The Garfield County Museum displays a full-scale model of a Triceratops, which was found near Jordan in 1964.

## History & Culture

History is as vast as our rolling landscape in Missouri River Country. 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. Lewis and Clark buffs come here to experience the landscape that has remained virtually unchanged since the days of westward expansion. 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 uninterrupted views of Big Sky Country; 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 now 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.

## Charming Communities

Twenty-seven 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 four 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, too. One of the best parts of Missouri River Country 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. Hotels rooms, food and drink, and entertainment are 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 attractions to visitors as they choose where to spend their hard-earned vacation dollars.

## 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. 58% of visitors to Missouri River Country come in a truck or car; and 13% of visitors are 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 1/2 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 connections 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 are impassable or closed, and ruts in roads can deter tourists from visiting certain areas. Maintaining hotels, city infrastructure and roads will continue to be an issue in our region so long as state funding continues to service other regions first.

### 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 find. Our website is not currently responsive to mobile, and in the age of technology it is ever-important for information to be easy, accessible and to the point.

## 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 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 stop and get off the train and visit our charming communities and have authentic Montana experience. This would be 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 Sky Park in Missouri River Country. The Northern Lights and amazing views of the Milky Way, when marketed as 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 research 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 research indicates that 12% of state visitors ranked "Hot Springs" as a reason for visitation to Montana, and we believe that by spreading awareness of this remote hot springs, visitation to our region has the potential to increase.

**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 received recent funding to build a state-of-art website which will be 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 will 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 experience all that Missouri River Country has to offer. In addition, promoting visitation 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
- Calgary, Alberta
- Alberta, Canada
- Saskatchewan, 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 anglers 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, photography, 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

Missouri River Country has recently rebranded our image with carefully selected color palates 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.

*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 an International Dark Park in our region, but first we plan to use target campaigns to show off our dark skies and grow awareness around the astrotourism options in our region.

### 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, cheese and other handcrafted items. We believe with our small, charming rural communities that agritourists are a great market for us.

**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

## FY 19 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 FY19 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 FY19.

- **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 newer 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:** Busted Knuckle Brewing in Glasgow, Missouri River Breaks Brewing in Wolf Point, Meadowlark Brewing Company in Sidney and the Blue Ridge Brewery in Malta.

- **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 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

Missouri River Country recognizes that budgeting is a limitation on our marketing expenses. For this reason, seeking joint venture opportunities to work with other Montana tourism partners in the industry is a vital part of our marketing strategy:

- Taking advantage of ventures where funds are matched to maximize our impact.
- Seeking out opportunities to work with other Montana tourism regions, like the multi-region press trip with photographer Andy Austin.
- Working with photo influencers and social media influencers to spread our reach.
- Pitching and promoting Missouri River Country to press writers and inviting writers to come to our region and experience our attractions themselves.
- Working with the state to run advertisements in publications like *Family Fun Magazine*.
- Continuing to pursue interregional joint ventures with our local Chambers through applications for funds to advertise their communities within Missouri River Country.

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 FY19 Marketing Plan. The joint marketing opportunities are matched funds to maximize our impact with our budget constraints. We will participate in *Family Fun 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 and the Sidney CVB.

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

In FY18 Missouri River Country participated in *National Geographic, Sojern and Family Fun Magazine*, with MOTBD. We also partnered with the Sidney CVB on a paddle fishing video, with other regions on the Montana Dinosaur Trail and Lewis and Clark Trail.

The Montana Dinosaur Trail and Lewis and Clark Trail are successful and we are expecting success from the paddle fishing video along with the other MOTBD partnerships. It's too early to measure success on those projects at this time.

Optional: Include attachments here. Red Bottom MOTBD.jpg

Optional: Include attachments here. FY19 Budget Pie Chart.xlsx

Optional: Include attachment here:

### Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	How do you plan to measure success?	Provide a brief rationale.	Estimated budget for method.	Marketing Method Evaluation	Are you using private funds to support this method? (optional)	Non bed tax funds used? Yes/No (optional)	Add'l Attchmnts
Consumer	Travel/Trade Shows	Yes	MRC will attend trade shows that target our geographic, demographic and psychographic markets to the high-value, low-impact visitors 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.	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 FY18 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.	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 400 MRC travel planners at each show, along with other misc. brochures and information.	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 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. In FY15 we purchased dino replicas and put them on our table for an added attraction and the response is overwhelming from adults and youth.	\$10,000.00	MRC attended only 2 shows in FY19 at a cost of \$7,172 and budgeted \$16,220. The remaining budget went into the whole FY20 budget. In January we exhibited at the O'Laughlin Puyallup, WA Sportsman Show, with an attendance of 42,071. In Feb. we attended the Blackhills Sports Show in Rapid City, SD with an attendance of approx. 9,000, slightly down from the previous year due to a winter storm. Both shows were sportshows and successful in the 2 states. We had an average of 5 boxes of MRC planners handed out at each show, 60 per box for a total of 300 falling short of the goal of 400 but we also handed out misc. brochures on MRC attractions. Agates and pens giveaways was 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 shows were successful and we will continue to do trade shows to promote our area and the state of MT. 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 the Rapid City Market to get visitation from SD. We will also try the CA market in FY20, due to being high on the list of visitation according to ITRR. We targeted our top markets and will continue to do this project. Reports and pictures attached	No	scan_20191202215100.pdf	

Consumer	Billboards/Out-of-Home	Yes	MRC will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of the MT Dinosaur Trail. We will also explore other ideas on the billboards to drive visitation to towns and attractions in our region.	According to TAB (Traffic Audit Bureau) 2015, our three signs had a weekly total of 11,012 impressions. Dodson-1,813, Oswego-2,852, Wolf Point-5,347 According to ITRR billboards are up to 11% compared to last year of 9% of sources used during visitors' trips.	Drive traffic to Missouri River Country attractions and the Dinosaur Trail, ultimately contributing to 2% or more increased visitation to those facilities. We will continue to track visitation at the museums in our region.	These billboards will drive traffic to the four facilities in MRC and increase visitation to the MT Dinosaur Trail. ITRR's report showed an increase in sources of use of billboards for visitor's. The billboards are attractive and maintained and designate the MT Dinosaur Trail through MRC. We will consider redesigning the billboards in the future to keep them fresh and attractive to the passer by.	\$5,500.00	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. This year we did a complete redesign. The Oswego sign had storm damage so there was no cost to repair and do a new sign and design, because of the rental agreement. We decided to update the other 2 signs so they all would be uniform. Visitation at the museums remained about the same with most of them above our goal of a 2% increase. We will continue to advertise the MT Dinosaur Trail facilities using the Hwy billboards. The Fort Peck Interpretive Center's visitation was down 11% at 20,760 recorded visitors, Phillips County Museum, up by 24% at 4926, GPDM had a 15% increase in visitors. They reported that visitors did comment on seeing the billboard signs. The Garfield County Museum was up 10% at 785 visitors. MRC bed tax revenue was up 6%. Overall we did reach our goal to increase by 2%, and we will continue to strive for this in the coming years because data shows that billboards deliver a timely message, convenient to the point of visitation, and impulsive visitation. According to the Yesco Sign Company billboards have a low CPM and a high ROI. See attached the newly designed billboard signs. The 2018 full MT Dino Trail Report is #4 in the attachments and reports from the Fort Peck Interpretive Center and Garfield County Museum are attached. We budgeted \$6980 and spent \$5185. The Oswego sign was down for a few months, so we didn't spend the whole budget. The remaining funds went into the FY20 overall budget. I don't have specific automobile drive traffic data this year for the signs, but I have reported on visitation.	No	scan_20191204222159.pdf
Consumer	Photo/Video Library	Yes	MRC has an ongoing need for photos and videos for our marketing projects. We will utilize the MOTBD photos and arial footage in some of our video production and where applicable. 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.	MRC purchased 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.	We will increase 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	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.	\$1,000.00	No funds were spent in FY19. We did spend funds in July of FY20 to finish up ongoing FY19 projects and will report on those in FY20.	No	

					in website visits and a 2% increase in our bed tax collections.					
Consumer	Print Advertising	Yes	MRC will place print 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 MRC's attractions: dinosaurs, history and culture, outdoor recreation, and charming small towns.	MRC's CPI for FY17 was \$3.05, with 6550 inquires. We also realize more internet and mobile use compared to print and we are budgeting accordingly. We are also working on a new and updated website.	MRC will continue to track CPM and receive at least 7,000 inquiries per year.	Print advertising is still effective in MRC. We will continue to advertise, creating attractive ads 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.	\$600.00	We advertised in True West, Glacier Country, NW Sportsman, Dakota Country, Senior News, Game and Fish, Cape Air and a MT Newspaper Campaign. Not all of our print ads have readerservice. 29,544 inquiries were recorded at the MRC office and our ad agency tracked the CPM and circulation. Dakota Country is close. 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. MT Senior News advertises our events, which are good. Most of the print ads also included banner ads. See Online/Digital Report. We see a need to continue to do print advertising according to the amount of inquiries received, they were successful. We will continue to do print advertising realizing online is becoming more popular, but we still see good results. Copies of the ads and a print media report with results are attached in several of the attachments, #5, 6, & 7. \$7600 was budgeted \$7082 was spent. Some of these placements were Joint Venture Partnerships.	No	scan_20191206195642.pdf
Consumer	Electronic Adv - Newsletter, E-blast	Yes	MRC will continue to do quarterly E-Newsletters promoting our area events and attractions. These newsletters provide information 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 1500+ recipients with an average of 27% opens. We have increased our data base by 500 recipients in FY18.	MRC will measure the success of our e-mail efforts by increasing our data base by 500 and continue to receive at least an open rate of 25%.	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 will continue doing it that way.	\$500.00	In FY19 we sent 7 newsletters and added contacts, but there were many that unsubscribed, so our final data base for FY19 was 5420, 15 contacts lower than FY18. We feel this is still a good amount of contacts that we send to. 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 4% and the open rate was 18%. These numbers are lower than we projected, but we will try to do a template and try to get better results in FY20. 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. No e-blasts were done in FY19, but we did online banners. See report under Online/Digital. Budget was \$800 and \$798 was spent for the Constant Contact program. The Marketing Personnel does the newsletters.	No	scan_20191204225246.pdf
Consumer	Online/Digital Advertising	Yes	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	Website visits decreased by 43% from FY16 to FY17. We are in need of a new website design and we are currently working on it with the help of an awarded grant. MRC realizes websites are one of the	MRC will continue to track our website visits with a goal of a 10% increase.	MRC will place digital advertisements on sites and publications where we feel that we can maximize our reach to our target and demographic markets. Our advertisements will	\$3,435.00	MRC sent out online banner ads on Sojern, a partnership with MOTBD. We also did print ads with a banner bonus in Lee Newspaper, Outdoor Sportsman Group and Destination Missoula. See ads on Print Advertising attachments. Our website had a 6% increase. Our website was up 26%. CPC on our banners were \$1.20, CTR is .36% with 1,651,137	No	scan_20191205201327.pdf

			internet user due to the growing use of technology. These marketing efforts will drive more traffic to our website where they can receive more information on MRC. We will do joint ventures with MOTBD and other Regions when it fits into our budget.	most important ways to promote our area.		focus on the pillars of MRC's attractions: dinosaurs, history and culture, outdoor recreation, and charming small towns.		impressions. We will continue to do online advertising because this project was successful. This performed well above industry average and well below our goal of \$5.00 CPC. Results and samples in attachment. We budgeted \$12,435 and spent \$12,248.		
Consumer	Printed Material	Yes	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, birding and dinosaurs. We will also print and design a useful resource map of MRC showing attractions, roads, trails and points of interest. 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.	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 the interest shown in these brochures contributing to a 2% increase in bed tax collections. We will have communities track their visitation.	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.	\$2,500.00	We will continue to update and print brochures as needed. Although we are seeing more website users we will print if there is a demand. We take these brochures to trade shows, and distribute 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. Our bed tax collections were up 6%. All of our communities were up on visitation with the exception of Roosevelt County, Wolf Point, Poplar and Culbertson. We printed 7,500 Calendar of Events folded size 3 1/2"x9" and 10,000 Museum brochure folded size 3 3/4"x8 1/2". See attached the Calendar of Events and Museum Brochures. We will continue to print brochures as the supply decreases and the demand is high. We print a Calendar of Events every year. We spent \$2667 with a budget of \$3500, the remaining funds went into the overall FY20 budget. The brochures that we printed have proven to be successful.	No	scan_20191202223101.pdf
Consumer	Travel Guide	Yes	MRC will design our primary and informational travel planner. 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	In FY17 MRC sent out 25,606 travel planners through the mail which was recorded by our fulfillment services. Approx. 2000 were distributed in the Region and another 1000 distributed at trade shows. First time visitor groups according to ITRR were 2% and repeat visitors 86%.	We will continue to keep track of how many planners are sent out each year and track our bed tax collections with a goal of 2% increase, and track how many are handed out at trade shows,	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	\$25,000.00	MRC designed an attractive travel planner in FY19. We printed it in FY20. 13,766 Travel Planners were mailed out upon request and approx. 600 were handed out at trade shows. Approx. 2000 were delivered to motels, convenient stores, gas stations, businesses, and museums in the MRC area. Our bed tax collections showed a 6% increase and our website had a 26% increase. The travel guide is on our website as a PDF, which many people can view there. We will continue to design one year and print the second year. This is a cost effective approach to do our travel planner. See attached our	No	scan_20191202225532.pdf

			visitor to plan their trips and spend more time in MRC. FY18 was our print year and we will design again in FY19.		and track our website visits with a goal of a 10% increase.	requests and distribute them for visitors to pick up along their way.		most current travel planner that was designed in FY19 and view it on our website at: missouririvermt.com. We spent the full budget on design which was \$25,000. Our Travel Planner is a successful project and we will continue to print and design every other year.			
Consumer	Joint Ventures	Yes	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.	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. To date we have received 93 leads from Family Fun Magazine and we expect more to come as MOTBD uses this print magazine as their informational piece.	MRC will measure success by our bed tax revenue and website visits including the MT dinosaur trail and Lewis and Clark projects.	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 FY19 we will consider Family Fun and Sojern.	\$9,657.00	Joint ventures that we did in FY19: Lewis and Clark with several Regions, Sojern, (reported in Online/Digital) and Parenting Magazine with MOTBD and a Candian Campaign partnership with Central MT, Dakota Magazine with Sidney Chamber, Glacier Country, and Destination Missoula, reported on in Print Advertising and the Accommodations Book with MOTBD and the other Regions. Partnerships are a huge benefit for our Region. Our bed tax increased 6% and our website showed a 26% increase. Overall it was a good year. The L&C campaign has done website updates that link to our site. We find that L&C is still popular with inquiry calls to the office. The cost was \$1500. The Accommodation book we feel is necessary to support with a small contribution on our part of \$102.77. The Canadian Campaign with Central MT was a huge success. MRC contributed \$500, MOTBD also contributed to this campaign. Our other partnerships with Glacier, Missoula, Parenting, Sojern, Dakota Magazine have been reported in Print Advertising and Online/Digital. Reports attached here also along with all results of the Canadian Campaign, and L&C partnership. We will continue to do Joint Ventures when it fits into our Marketing Plan for success. Samples attached and results from the campaigns. With a total budget of \$17,310, \$14,988 was spent. We try to budget as much as we can into Joint Ventures because partnerships arise throughout the year. The remaining unspent budget went into the overall FY20 budget. All the Joint Ventures we did in FY19 were successful and we will continue to do them.	No	scan_20191206203801.pdf	
Consumer	Ad Agency Services	Yes	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	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. This is our second 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 FY18 at the end of the year, but what we	MRC needs the assistance of an ad agency to help market our region as a destination. They will provide us with the marketing necessary to bring more visitors and recognition to MRC. We will measure our success by tracking our website visits, bed tax revenue, social media, and collect leads with a	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.	\$24,000.00	MRC used the assistance of Windfall for our FY19 Marketing Strategies. We received a Tourism Grant from the Dept. of Commerce, MOTBD, to do a complete redesign of our website. That was completed in Jan. 2019. With the launch of our new website it shows we are up 26%. Bed tax collections were up 6%. See attachment for a full report from Windfall on duties performed and project overview. Windfall also helped with online/digital, and print placement. They also help with Social Media, Face Book is up to 13,749 total page likes at a 3.60% increase. Instagram had a 10.9% increase and Twitter is up to 344 followers. We collected 29,495 leads. They started a new "More Room to Roam" campaign that we will follow through in the years to come. With the success from our new campaigns and website 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 FY19 with the	No	MRC Planning Ad agency FY19 report.docx	

			optimization, and website support. Windfall is also contracted by other tourism partners so they are knowledgeable to follow the MT brand.	have seen so far we like their creative marketing for MRC.	goal of a 2% bed tax increase, 10% website increase, more likes on social media channels and a 1000 leads.			remainder of the budget being spent in FY20 for FY19.			
Events	Radio & Television Advertising	Yes	MRC will do radio and tv advertising for special events throughout the year. Some of these could be co-ops with our area communities promoting an event or attraction. We will partner with the MT Outdoor Radio Show to run ads for our events and outdoor activities.	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 track the attendance at events and motel room stays during the hunting and fishing season with an increase of 2%.	MRC continues to see a benefit in advertising on the radio and tv. These special events need to be advertised in order for people to know they are happening. 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.	\$2,780.00	In FY19 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., 2018 and June and July 2019. 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. Salmon fishing always attracts resident and non-resident anglers. All communities/counties had an increase in visitation except Roosevelt County which includes the Fort Peck Reservation. The region had an overall 6 % increase in bed tax revenue. 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. His radio show and website reaches hunters, fishermen and folks that want to enjoy the outdoors. Because we know this was a successful project we will continue to advertise on the MT Outdoor Radio show in FY 20 as long as funding is available. In FY19 we budgeted \$3475 and spent \$3475. Motel room stays did increase compared to the previous year according to the increase in bed tax revenue, and most of our events had increased attendance (anecdotal reporting), except for a few outdoor events due to inclement weather.  This method was successful and we will continue if funds are available.	No	missouri river adventure - 10-13.mp3	
Marketing Support	Administration	Yes	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. According to ITRR reseach, repeat visitors were up by 5% and ND was our top state where visitors came from after marketing to them in FY14 & FY15. We will continue to track our bed tax collections, website and overall visitation to our attractions and events.	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.	\$33,785.00	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. MRC will continue to use Administration funds to maintain a professional office. Our bed tax was up 6% and website up 26%. We spent \$24,760 in FY19 with a budget of \$34,956.	No		
Marketing Support	Outreach	Yes	MRC will contribute funds for educational use and	By educating the public on tourism it will benefit our bed tax collections	We will measure success by	Voices of Montana is a valuable resource for reaching more	\$250.00	Voices of Montana is a valuable resource for reaching more tourism success. Education is important for the business	No		

			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.	with a goal to increase by 2%. Our repeat visitation has increased by 5% according to ITRR.	tracking our bed tax collections with a goal of a 2% increase.	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.		person to realize that tourism does support them and to give great customer service for return visits. We will continue to support Voices of Montana and do Outreach to our local communities as funding allows. Voices of Montana is a successful organization to support. MRC budgeted \$250 and contributed \$250 to Voices of Montana. <a href="http://www.voicesoftourism.com/">http://www.voicesoftourism.com/</a> 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 their website 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. We met our objective and considered this method successful. We will continue to include and fund the Outreach Method in the future.			
Marketing Support	Fulfillment/Telemarketing/Call Center	Yes	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 6555 inquiries in FY17. 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 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 plan to maintain the number of inquiries received in FY18.	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 marketing projects.	\$12,000.00	MRC uses a fulfillment service to fulfill inquiry requests. The Group Home in Glasgow had the main person in charge of reporting to MRC retire. They never did replace her or train anyone else. They continued to say they would get the reports, but finally in the end MRC found out that they hadn't been doing any reports from April to Aug. We know they mailed out around 5000 between the missing reporting time so the attached reports aren't fully accurate. The MRC office recorded 29,544 inquiries, but only 6133 were reported. Our inquiries according to the MRC office were up from FY18. In Sept. FY20 we hired a new Group Home in Malta and they have done excellent reporting, so next year we will be back on track with our reporting. We know the Glasgow Group Home mailed out around 5000 due to postage receipts and inventory on travel guides. Our website was up 26% and bed tax up 6%. People seem to be using the internet more often, which explains that we are sending out less print material. The travel planner is downloadable on our website. According to the MRC records MN was the most mailed to state. We will continue to hire the Malta Group Home and mail out upon requests realizing the internet is becoming more popular. We will have better results in FY20. Budgeted amount was \$18,496 and \$14,338 was spent in FY19, but the remaining budget was spent in FY20 for FY19 mailings.	No	scan_20191204203351.pdf	
Marketing Support	Opportunity Marketing	Yes	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	The opportunity projects that MRC has done in the past have resulted in increased revenue, website visits, more interest in an event, by receiving calls into the office and increased	MRC would continue to track our bed tax revenue and set a goal of a 2% increase, website visits	While opportunity projects are unknown at this time MRC would make sure they fall within the scope of our overall promoting efforts and	\$200.00	We budget a small amount of \$200 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 FY20 budget.	No		

			annual marketing plan. Some of these projects that we have done in the past are publications, print, online, social media, signage, insertions, motorcycle ad books, and videos. We would like to continue to take advantage of opportunities if they fall within the scope of MRC's marketing efforts.	inquiries above the usual consumer advertising.	a 10% increase. We will also track inquiries, and general interest to attend or needing more information on a project.	follow the Rules and Regulations.				
Marketing Support	TAC/Governor's Conference meetings	Yes	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 10 years.	Success will be measured by the tracking of 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.	\$3,000.00	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 14 years. Our audits have only had minor issues if any at all. We have accomplished most of our goals and our bed tax revenue had a 6% increase and our new website was up 26%. Due to long distances to travel to these meetings we budgeted \$3559 and spent \$2250. Sometimes weather conditions will not allow the ED to attend meetings as was the case in Feb. 2019. 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 remaining budget went into the overall FY20 budget.	No	
Marketing Support	Marketing/Publicity Personnel	Yes	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 FY17 MRC's website visits were down by 43%. Our consumer advertising CPI was \$3.05 and internet CPC was \$1.97. These all contribute to the efforts of the marketing personnel position. Our website is currently being updated, so we are expecting an increase in FY19 for website visits to our site. We realize the importance of having an updated website.	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 CPI 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 by 1000, and use ITRR services.	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	\$28,000.00	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 26%. Website is part of this position along with social media that is done almost daily, FB is up to 13,749 page likes, a 3.6% increase. We also do Twitter and Instagram with increase likes and impressions on both sites. Our bed tax revenue was up 6%. 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 with a CTR of .06% and well below our goal of \$5.00 CPC. See reports in Social Media, Print Advertising and Online/Digital Advertising. 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 \$28,000 and \$24,547 was spent. The remainder went into the FY20 budget.	No	scan_20191203234840.pdf

						businesses as a destination.					
Marketing Support	Cooperative Marketing	Yes	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.	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.	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.	\$4,000.00	MRC did Co-op Marketing grants with the Glasgow Chamber of Commerce on several of their summer events, the Malta Chamber on Farm to table markets, MonDak Ag Days in Sideny and the Northeast MT concert and fair and Richland County concert and fair. MRC provided a 50/50 match of funding for the advertising of these events and ads. Our bed tax was up 6%, and our website was up 26%. Phillips Co., Malta and Dodson had a 5% increase. The advertising for the Farm to Table market had overall good attendance but didn't receive any overnight stays. We won't fund this project in the future. The MonDak Ag Days was successful at resulting in 35 individuals staying in motels, including 20 staying 2 nights. The Richland Co. Fair had record breaking attendance with 1 motel property reporting 45 rooms due to the fair. Sidney was up 2% for the year. The NE MT Fair was up about 400 in attendance showing people coming from all over. The Gov. Cup Walleye Tournament filled up within a day with a waiting list. The other summer events were dependent on weather, but Valley Co. showed a 10% increase for the year. We will continue to do Co-op Marketing projects with our communities to help them get their events and attractions record number visitors. Not all bills were paid in FY19, but those that were amounted to \$7447 with a budget of \$13,700. More funding was spent in FY20 for these FY19 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.	No	scan_20191204185746.pdf	
Marketing Support	Equipment	Yes	Office equipment is needed to maintain a professional office. With the increase in technology the most up to date equipment is needed.	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	Purchase a new office printer.	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	In FY19 MRC purchased a new office printer and used funds from the equipment budget. New equipment is necessary to maintain a professional and successful office. Our website showed 26% increase and bed tax revenue was up 6%. We budgeted \$1000 and spent \$330 for the new office printer. The remaining funds went into the overall FY20 budget. We will continue to budget funds for Equipment due to the need to keep office equipment in working condition. This project was successful and needed.	No		
Publicity	PressTrips	Yes	MRC will host Press/FAM Trips, allowing us to 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	Our past FAM's have received over \$75,000 in Publicity Value. Our recent ones with Jason Mitchell Outdoor Television on mule deer hunting, ice fishing, walleye fishing, and lake trout fishing have produced several articles in publications such as Midwest	We will measure the success of our FAM's by increasing awareness of MRC through publications, videos, and television and maintain our \$75,000 in	Press/FAM Trips are an important way of getting 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	\$3,000.00	MRC budgeted \$4000 but no funds were spent in FY19. MRC struggles to get journalists for press trips. We rely heavily on assistance from MOTBD. The last couple of years MOTBD has been helping MRC with Photo Influencers instead of doing press trips with us.	No		



Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$3,500.00	\$0.00
Consumer	Photo/Video Library	\$2,700.00	\$0.00
Consumer	Travel/Trade Shows	\$16,220.00	\$0.00
Consumer	Print Advertising	\$7,600.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$800.00	\$0.00
Consumer	Online/Digital Advertising	\$12,435.00	\$0.00
Consumer	Billboards/Out-of-Home	\$6,980.00	\$0.00
Consumer	Travel Guide	\$25,000.00	\$0.00
Consumer	Joint Ventures	\$17,310.00	\$0.00
Consumer	Ad Agency Services	\$24,000.00	\$0.00
		\$116,545.00	\$0.00
Events	Radio & Television Advertising	\$3,475.00	\$0.00
		\$3,475.00	\$0.00
Marketing Support	Cooperative Marketing	\$13,700.00	\$0.00
Marketing Support	Administration	\$34,956.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$18,496.00	\$0.00
Marketing Support	Equipment	\$1,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$200.00	\$0.00
Marketing Support	VIC Staff/Customer Service Training	\$0.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,559.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$28,000.00	\$0.00
Marketing Support	Outreach	\$250.00	\$0.00
		\$100,161.00	\$0.00
Publicity	PressTrips	\$4,000.00	\$0.00
Publicity	Social Media	\$3,000.00	\$0.00
		\$7,000.00	\$0.00
		\$227,181.00	\$0.00

### **Miscellaneous Attachments**

Description	File Name	File Size
FY 19 Marketing Plan Narrative and Budget	FY19 Marketing Plan Narrative & Budget.pdf	16.9 MB

## ***Reg/CVB Required Documents***

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Required documents for MRC FY19 Marketing Plan	FY19 required documents.pdf	1.0 MB

