



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72772 - FY19 Central Montana Marketing Plan

DOC Office of Tourism

Grant Title:	FY19 Central Montana Marketing Plan		
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Grant Status:	Underway		
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Grantee Contact:	Gayle Fisher		
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Project Dates 07/01/2018

06/30/2019

Project Start	Project End
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Comments

Amendment Comments

Community & Brand Support

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

1. Purpose

This marketing plan is a guide for Central Montana Tourism Region's marketing strategy for FY19.

Our FY19 marketing efforts will continue to position Central Montana as a vacation destination. Our marketing will not only create awareness of the region but also reach prior visitors to keep our area top-of-mind for another visit. Our ultimate goal is to bring visitors to Central Montana and have them spend time and dollars in the region.

The plan has been developed based on Central Montana's past successes in promoting visitation to the region and also by closely aligning our strategies with those executed by the Montana Office of Tourism Business Development. Central Montana's marketing decisions are based on research available from VisaVue, the Institute for Tourism & Recreation Research, Destination Analysts, and input from our board of directors. Our FY19 plan will continue many of our successful projects completed in prior years and it will also incorporate new projects.

2. Identity of the Area

Thirteen Montana counties comprise the Central Montana tourism region. Our unique region offers a wide variety of landscapes, attractions, events and activities which appeal to Central Montana's potential visitor. We fit well with the Montana brand offering:

- More spectacular, unspoiled nature than anywhere else in the lower 48
 - Central Montana has thousands of acres of public land (short grass prairie, river breaks, mountains, lakes and forests), in addition to thousands of acres of farm and ranch land
- Vibrant and charming small towns that serve as gateways to natural wonders
 - Central Montana is comprised primarily of small charming towns located in close proximity to our unspoiled nature
- Breathtaking experiences by day, relaxing hospitality at night.
 - Central Montana's breathtaking experiences are many – from viewing spectacular art to seeing the locations where those scenes originated. Our hospitality is as varied as sleeping in a beautifully restored historic hotel, to a river guide pitching a tent along a wild and scenic river, or one of our new glamping experiences.

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

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

Strengths and Challenges of the Central Montana Tourism Region

The strengths that distinguish Central Montana include -

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

Challenges and critical issues facing the tourism region -

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

Describe your destination.

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

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

To facilitate the travel decision, visitors need only read or click through to our information. Lodging, guides and outfitters, attraction information, dining, and scenic and historic routes are highlighted in our print travel planner and on our website (our travel planner may be downloaded or viewed as a flip book). We also have niche brochures that can be mailed, obtained at local visitor centers or viewed on our website (a detailed Central Montana birding brochure, 10 Great Rides motorcycle routes with maps, Bicycle Trails, C. M. Russell Auto Tour, Kings Hill Scenic Byway brochure and the partnership brochure for the Montana Dinosaur Trail). Once visitors are in Central Montana we urge them to seek out local tips offered by staff and volunteers at visitor centers, attractions and local businesses.

Optional: Include attachments here

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

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

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

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

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

b. What are your emerging markets?

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

Optional: Include attachments here.

c. What research supports your target marketing?

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

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

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

Central Montana's FY19 goals build on groundwork that has been laid out for the past several years. They are:

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

Central Montana's calendar year 2017 lodging tax revenues saw an overall increase of 1%. Collections for the first and fourth quarters were up but our second and third quarters were each flat. Our FY19 goal is to have an increase in lodging tax revenues of at least 3% in the 12 month period. We were down over 100 rooms in Cascade County for most of calendar 2017 and those rooms should be replaced by spring of 2019. Fergus County had sporadic room closures at hotels. Over 100 new rooms in Cascade County opened in April 2018. While an increase in room capacity does not insure higher collections or increased room rates, it can certainly help the area during peak times. We have capacity to increase revenues in all calendar quarters.

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

Our positioning strategies are:

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

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

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

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

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

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

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

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

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

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

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

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

We have seen successes with opportunities to participate in both print and digital joint ventures offered by the MT Office of Tourism Business Development. We would like to see opportunities offered to target potential visitors from Canada, specifically in the provinces of Alberta and Saskatchewan. Central Montana will also eagerly participate in public relations activities and film promotion activities in partnership with MTOTBD.

Optional: Include attachment here.

top 10 for 2016.png

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

Central Montana has participated in, and would like to continue to participate with, print and digital marketing projects and also consumer travel show joint venture marketing opportunities with the Great Falls CVB, Great Falls Tourism BID and Lewistown Tourism BID. We have five tourism business improvement districts in Central Montana and marketing opportunities are shared with them. Central Montana will also have a new bed-tax funded CVB in FY19 when Havre forms their entity. We look forward to working with them and their Tourism BID. We also plan to continue to participate in joint venture opportunities for the Crown of the Continent (Glacier Country, Southwest Montana and Canadian provinces) and the Montana Dinosaur Trail (Montana's Missouri River Country, Yellowstone Country, Southeast Montana) Although it is not a financial partnership, we will seek to coordinate attendance at travel shows with other bed tax entities and private sector businesses in Central Montana, to possibly co-locate our booths. Central Montana is eager to secure additional partnership marketing to maximize our budget.

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

In FY18 we participated in both print and digital joint venture campaigns with the Montana Office of Tourism Business Development.

Print included shared space with MTOT/BD in Travel USA (international publication reaching 21 countries) and a full page ad in a Montana insert polybagged with Family Fun magazine.

Our digital joint ventures included the following: NationalGeographic.com using video and display ads, Sojern travel Platform Programmatic ad serving technology, LiveIntent e-newsletters/display ads, and RootsRated content serving network.

We have initial results from the insert in Family Fun and response has been excellent to date. Sojern ad serving technology is also ranking strong.

These joint ventures are a solid investment where Central Montana can receive good exposure.

Optional: Include attachments here.

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LiveIntent samples.docx

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Printed Material	Central Montana will produce and distribute our annual travel planner. This print piece is the primary response piece used for all inquiries received and it is also distributed on Certified Folder Display's brochure racks in Montana. We also hand it out at all consumer shows we attend. We sell ads in the travel planner and all revenue received is put back in the project to offset the production and printing costs. We are estimating approximately \$39,000 in ad revenue this year. The travel planner is available on our	The Institute for Tourism & Recreation Research (Traveler characteristics) shows that people enroute to Central Montana and those already in the region use the print travel planner. We do a comprehensive event listing and many visitors are looking for a local event. There is also a two-page map in the travel planner to assist visitors in route planning. Visitors enroute to their destination can also	Our advertisers assist in measuring success of Central Montana's travel planner. If their ad generates business, then we assume has been successful for them. We will track the percentage of return advertisers in FY19 compared to FY18 advertisers. The demand for the piece on a brochure rack is another measurement we use. We will track the amount of travel planners we distribute in FY19 and for 4 months following the end of FY19 when we distribute the majority of this publication. We	We produce our travel planner each year and highlight our communities and their events. Large format photos are spread throughout the travel planner to keep the potential visitor inspired to come to the region. Historic trails, scenic routes, birding	\$54,000.00	85,000 copies of the Central Montana travel planner were printed in FY19. This is an annual piece and it is our primary response to all advertising placed. We also purchase broad distribution on Certified Folder Display's brochure racks and hand the travel planner out at consumer shows the region attends. Our method of evaluation is by tracking the flow of inventory used (at consumer shows and those picked up from Certified Folder Display's brochure racks) and the repeat advertisers we will have in the 2020 Central Montana travel planner. Ad sales for our FY20 travel planner just closed November 15, 2019 and we have 92% repeat advertisers. Some have changed the size of their display ads but the majority are still committed to placing advertising in our travel planner. The first use of the 2019 travel planner was at the Denver International Sportsman's Expo. Fishermen, hunters, bicyclers, and families all had a similar reaction when they saw our planner, and then picked up the piece. That is dependent primarily on the cover image and our selection was spot-on since it seemed to appeal to all. Within two weeks after the show we had 11 calls from people who had seen the planner (at a neighbor's house, from a friend at work, from a hunting buddy) and they wanted their own copy. While that isn't a huge amount, it's a testimony to the value of the information and level of	2019 Travel Planner Cover.jpg

		<p>website CentralMontana.com as a flip-book and also as a downloadable piece.</p> <p>In the total bed tax funding for this project we have budgeted \$7,000 for distribution. Distribution costs include Certified Folder Display's cost for several in-state routes and FedEx shipping charges to get our literature to locations not covered by Certified Folder Display (primarily eastern Montana).</p>	<p>view the planner on our website.</p> <p>Visitor information centers in Montana routinely request larger quantities to use when counseling visitors.</p> <p>Overall, the Central Montana board feels it is a critical piece to facilitate and orient our visitors and potential visitors.</p>	<p>also receive some feedback when people receive our travel planner. Some will call back to request further niche information such as our C. M. Russell Auto Tour booklet or a birding trail brochure that are highlighted in the planner. While those aren't statistical measurements of success but we know the potential visitor received the travel planner, read it and was intrigued enough to dig deeper for something that truly inspired them.</p>	<p>information, a map and information about our Pie a la Road, and a 2-page Montana highway map all contribute to aiding potential visitors in planning their vacation.</p>	<p>inspiration in our travel planner.</p> <p>Brochure rack usage seemed to start slow this year. Although, the beginning of our traditional summer season (June) was also a slow start for our lodging properties. Weather was not that conducive to outdoor recreation (lots of rain) and the Going to the Sun Road did not open until the first of July. However, after that we noticed a huge uptick in how usage was going, not just in traffic in the northern part of the state (Glacier visitors) but throughout Montana. A quick review of FedEx bills shows that Visitor Information Centers from Baker to Wibaux to Hardin all called and requested larger quantities of our travel planner (note: these areas are not served by Certified Folder Display). Our current inventory is close to the same level as last year at this time and we are able to fulfill bulk requests, in addition to our individual requests. Through October 2019 (4 months following the end of FY19) we have approximately 1,840 planners on hand at the Central Montana office and Certified Folder Display has approximately 3,000 travel planners on hand for their different routes.</p> <p>We have met our objectives for this project. We will continue to budget for an annual travel planner for FY20.</p>		
Consumer	Photo/Video Library	<p>Simply put - our marketing needs photos to inspire the potential visitor. Whether it is for our digital advertising, print advertising, blog posts, Facebook posts, website, e-newsletters - we need photos.</p> <p>For this project we work with area photographers, some professional, some amateurs with a good camera, to secure a variety of images in our thirteen counties. A committee reviews the submissions and we purchase unlimited, but not exclusive, use of each image.</p>	<p>We don't have specific research as to why we should purchase photos but we do follow the Montana brand which calls for strong images in our advertising to inspire potential visitors.</p> <p>We also need photos to carry out other projects ranging from social media posts to our blog posts to fresh photos on our website. Success in those areas is supported by research and we need photos to achieve that success.</p>	<p>We hope to purchase a minimum of 50 photos from various photographers and use at least a third of the photos purchased by October 2019. Our primary use will be on our social media channels,</p>	<p>Photos are the primary inspiration to peak a potential visitor's attention. The photo could be in a print ad, a digital ad, an e-newsletter, on our website or in a social media post - but the rationale for all is to have an image that garners a second look and a desire to know more.</p>	<p>\$3,400.00</p>	<p>For our FY19 photo library we received amazing submissions and ended up purchasing 69 images, exceeding our goal by 19 photos. We have used over half of the photos we purchased in our Photo Library project this year, again exceeding our goal. We also continue to find new uses for prior years' photo library purchases. Without a doubt, this is probably one of the most successful projects we do.</p> <p>Buying photos from amateurs, many of whom are out in our 13 counties daily, has enabled us to get strong representation of our diverse tourism region. As cell phone cameras become better, and as social media presence with photos grows, people are interested in taking images to capture their life and surrounding landscapes. We still purchase some images from professional photographers but this project has really enabled Central Montana to have a stronger and consistent photo representation in many types of media.</p> <p>We not only achieved our goals with this project, we exceeded them! We are pleased with the outcome of this project and will continue to budget for a Photo Library project in FY20.</p> <p>Samples of a few of our uses are attached.</p>	Uses of Photo Library Images.pdf

		<p>Our FY19 digital advertising budget is \$72,000. This marketing method is multi-faceted and will include placing banner ads, purchasing search terms, sending HTML e-newsletters and placing native content on reader websites that fit our potential visitor.</p>	<p>Digital marketing</p>			<p>Central Montana participated in three joint ventures with MT Office of Tourism/Business Development and each had a \$5,000 match allowing us to stretch our budget. TripAdvisor (display ads within user generated content), Sojern Travel Platform (display and mobile ads) and LivelIntent (Programmatic ads within an e-newsletter targeting outdoor/family/affluent travelers). We had a total of 4,241,302 impressions on these three joint ventures, 5,987 clicks to CentralMontana.com for a cost-per-click of \$2.94. The click-through rate across all three platforms was .14%. We had \$1,356.81 worth of over-delivery of impressions. We feel this was very successful.</p> <p>Our programmatic placement included a small winter campaign targeted to winter enthusiasts in SW Montana, Alberta and SW Saskatchewan. The campaign included video pre-roll, YouTube, display/mobile ads, and native ads. This generated 683,073 impressions, 1,120 clicks to our website, and an overall click-through rate to our website of .16%. We had strongest performance from our mobile/display ads (.21% click-through rate).</p> <p>Also under programmatic placement, we did a weather-triggered campaign targeted to Pacific NW (WA, OR, ID) and California. When weather was foggy, rainy, or cloudy we had 789,470 ads served to these markets which generated 976 clicks to our website. The click-through rate was .12%. We did receive 139,470 additional impressions for a value of \$1,324.96. We developed a landing page on our website and on our Instagram account we used a #centralmontanaskies. Each time we used that hashtag on an image it populated the landing page. That feed is also on our home page.</p> <p>Another campaign used GumGum Visual Intelligence that placed our ads either in images or within content that would be similar to what Central Montana's vacation product would be. 2,529,9587 impressions were garnered which generated 9,574 clicks to our website. This was an amazing click-through rate of .39%. Our view rate of in-image and in-screen impressions was 88.67%. The engagement rate (time on content, clicks, hovers over ads) was 5.08%. The cost-per-click was \$3.07. The GumGum Visual Intelligence analyzes the content of the page so our ads could be placed in the most contextually relevant place.</p> <p>A warm season campaign was targeted to a regional drive market with a family theme. We had 561,233 impressions with 817 clicks to our website and a click-through rate of .15%. Our video pre-roll had the strongest</p>	
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Consumer	Online/Digital Advertising	<p>When we determine digital media placement we review results of previous placements. We analyze joint venture digital media options offered by the Montana Office of Tourism Business Development and they are included in this budget so we can have a complete overview of our digital plan. We will also seek recommendations for placement options from our ad agency. Marketing partners within the region will be contacted to potentially increase our presence.</p> <p>Digital marketing gives Central Montana a great opportunity to target our niche markets. Mobile device usage has increased along with digital use in general and Central Montana has dedicated the largest portion of our budget to this marketing segment.</p>	<p>campaign reports give the Central Montana board a plethora of statistics from how long a viewer spent with one of our videos, whether they clicked through to our website and much more. Our digital media is placed using a variety of research - Destination Analysts recent report for Montana Office of Tourism Business Development, ITRR research (particularly their trip planning research), airline statistics including the PDEW report (passengers daily each way), and also niche reports from ITRR. This year we will also use VisaVue statistics when determining our digital placement.</p>	<p>We track click-throughs on our digital marketing and then determine the cost per click.</p>	<p>Digital marketing allows us to reach potential visitors in a cost effective way. It is also timely - the lead time for a digital ad is much less than print so if something changes, a new event is planned, or recreation changes occur (forest fires, stream flow changes) we can react to serve our visitor an ad that is timely. Placement of digital advertising in Canada is another area where we can react to changes, such as monetary exchange rates. With print we could never respond so quickly.</p> <p>It is also easy to reach niche markets with our digital marketing.</p>	\$72,000.00	<p>click-through rate at .41%.</p> <p>We did a targeted multi-pronged campaign to bicycle enthusiasts that included native content on BikeMag.com (Bike Magazine), also takeover and native ads in an e-newsletter and a social engagement campaign. We had 290,406 impressions, 4,834 clicks to our website for a click-through rate of 1.66%. Page views of the article were impressive at 3,581 and readers spent an average of 3.08 minutes on the article. The ads in the e-newsletter had 5,172 impressions with 324 clicks for a super strong click-through rate of 6.26%. The social campaign portion had 4,300 actions (clicks, shares, comments on posts) across Facebook, Instagram, Instagram stories and Twitter.</p> <p>We placed native content on OutdoorProject.com with a wildlife viewing theme, and combined it with a social campaign and an e-newsletter. The native content had 316,609 impressions with 1,917 clicks and 1,093 page views. The overall click-through rate was .61%. An average of 2.08 minutes were spent reading the article. Our social campaign was on Facebook and has 1,021 actions. The e-newsletter had 38,504 impressions, 269 clicks and a click-through rate of .70%.</p> <p>A multi-pronged campaign was done with RoadRunner Magazine.com with banner ads, an e-newsletter and social. We had 99,596 impressions and 1,809 clicks. We were in two e-newsletters - May 31 and June 14. The May newsletter had 22,251 opens, 1,362 click on our ad for an amazing click-through rate of 6.05%. June was a bit less with 18,563 opens, 279 clicks on ad for a 1.50% click-through rate.</p> <p>Smithsonian e-blast with a history theme. This was our best performer! We had 100% share of voice and 36,787 were delivered with 13,675 opened for a 37% open rate. There were 1,337 clicks for a click-through rate of 9.78%.</p> <p>Our streaming audio campaign with Spotify focused on music and culture. It could be played on both desktop and mobile. We had 182,704 impressions, 171 clicks to the music landing page on our website for a click-through rate of .09%.</p> <p>Our Google Ad Words had the strongest results with hunting, Montana Vacation and dinosaur ad groups. Dinosaur had the strongest click-through rate at 2.88%, Montana Vacation 9.06% and hunting 6.66%. There were 2,788 clicks to our website for an efficient cost per click of \$2.65.</p> <p>We did a campaign in Canada using sponsored content and takeover ads. Our sponsored content had 2,248 page views, with 33 seconds time spent on the article. There were 40,007 impressions, 352 clicks and a</p>	Results of FY19 Digital.pdf
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							<p>click-through rate of .88%. The takeover ads received 4,458 impressions and had a click-through rate of .65%. We also had social amplification on Facebook to complete this campaign.</p> <p>We were completely pleased with all of our digital placement in FY19. Our top producing campaigns were Smithsonian, GumGum Visual Intelligence and BikeMag.com. We also have assets created (newly developed landing pages for some campaigns) that will reside on our website. We would place all of the above media again! We will budget for digital advertising again in FY20.</p>	
Consumer	Website/Internet Development/Updates	<p>Our website URL is used in almost all of our marketing materials and also in all of the media we purchase. The exception is the traffic we direct to our YouTube channel.</p> <p>Websites need fresh content and we will continue to produce that.</p> <p>We will continue to add and update niche pages to the site. Last year we developed a Family landing page on the site after hearing research results presented by Destination Analysts. We update our music page featuring concerts in our communities throughout the summer and then promote that on Pandora and in our social media.</p> <p>Posts on Central Montana's blog on the website will continue (we currently have over 750 blog posts). Blog posts are viewed as new content on the site and we strive to post a variety of content that covers all of our thirteen counties and the activities visitors can do.</p> <p>Photos on our home page are refreshed seasonally.</p> <p>We added a section titled "12 Top Things to Do in Central Montana" (we couldn't stop at just 10!). Information</p>	<p>Our website can be viewed as either inspiration, orientation or facilitation, depending on which phase of vacation planning our visitor is in. It can be a companion piece to an ad seen, or a planning tool.</p> <p>ITRR Research shows that most visitors have visited the website at different stages (sometimes multiple times) in planning their vacatio to Central Montana. MT Expressions 2016, Google research study and our website statistics all support the fact that the internet is the top source used for trip planning.</p>	<p>We track website statistics with Google Analytics. We can see how long they are on the website, the number of pages they view, also the bounce pages where they leave the site. We hope to see increased visitors to our website, increased length of visits and an increase in the number of pages viewed.</p>	<p>We place our media to inspire potential visitors but our website and print travel planner are the primary pieces to orient and facilitate planning a vacation to Central Montana. Those two things (website and print travel planner) work together and serve a variety of visitors in the method they prefer to receive their information.</p>	\$29,161.00	<p>Website URL - www.centralmontana.com</p> <p>Goal #1 - increase website visitors to our website - we met this goal and had 4,000 visitors over our total in FY18.</p> <p>Goal #2 - increase length of visits - we did not meet this goal. In FY18 the average length of visit was 1.04 minutes and in FY19 it was 1.00. Not a huge decrease but we had hoped to see an increase.</p> <p>Goal #3 - increase number of pages viewed. We also did not meet this goal. In FY18 we had 1.87 pages viewed and in FY19 we had 1.78 pages viewed. Again, not a huge decrease but we had hoped to see an increase.</p> <p>Even those we only reached 1 of 3 goals for this project we still feel our marketing strategy and method were successful. Our marketing in FY19 was niche, very targeted, and we feel it produced good results. We have budgeted for website development in FY20 and yes, we will continue this project.</p>	FY19 Website analytics and home page headers.pdf

		about our birding trails, pie a la road and a seasonally appropriate video are also featured on the home page.						
Consumer	Print Advertising	Central Montana primarily targets leisure travelers with our print marketing campaign. When placement decisions are evaluated the Central Montana board of directors reviews joint venture print opportunities from Montana Office of Tourism Business Development, outcomes of our FY18 print campaign and recommendations from our ad agency. Partnership opportunities with other bed tax entities are also reviewed in an effort to stretch our limited marketing dollars and create a greater presence in the publication.	<p>We use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other reports to support our target marketing. Recent research done by Destination Analysts has valuable data for the region. Other reports used include: Montana Expression 2015 Bicycling, Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, Nonresident Visitation and Expenditure Estimates, PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Amtrak Passengers by Montana Station, Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.</p> <p>We have also encouraged our event planners who apply for Central Montana's cooperative marketing funding to use ITRR's Survey In A Box. Two events in Lewistown have used the survey and the C. M. Russell Museum used it for the annual Russell Auction & Sale this past spring.</p> <p>We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.</p>	<p>Since the tourism region doesn't do bookings, we evaluate the success of our print ad campaign by the number of inquiries we receive from each publication where we have placed ads and also the ultimate cost per inquiry. While this doesn't mean the person inquiring came to Central Montana, it is our best measurement.</p>	<p>Our goal is to receive high quality inquiries from visitors who spend significant time and money in the region. Once our FY18 inquiries are evaluated we will give weight to those publications that performed well in generating leads for Central Montana. If print publication calendars show an intent to publish articles about our vacation product (history/heritage travel, western style vacations, paleontology, birding, outdoor recreation) we will also examine them for potential print ad placement.</p>	\$30,000.00	<p>In FY19 we placed print media in Parents Magazine, Travel USA, Sunset, National Geographic Traveler and National Geographic History. Our method of ranking this project successful was multi-pronged with slight variances per publication. We hoped to achieve inquiries for our travel planner, create an awareness of the region, feature in our ads an image of a relatively unknown asset of the tourism region and reach those markets and demographics outlined in our marketing plan. Our results were as follows:</p> <p>Parents Magazine, joint venture with MT Office of Tourism - 287 inquiries for a Cost Per Inquiry of \$13.92 This was a joint marketing effort with MT Office of Tourism and several other Montana tourism promotion CVBs and tourism regions. All inquiries received were responded to, we represented our region in Montana alongside others to achieve awareness, and we featured a unique image along the Wild & Scenic Missouri River downstream from Coal Banks Landing.</p> <p>Travel USA, joint venture/shared page with MT Office of Tourism - this international publication doesn't typically generate inquiries but we anchored our tourism region alongside MT Office of Tourism marketing for awareness and also to reach the international audience.</p> <p>Sunset Magazine, 1,034 inquiries for a Cost Per Inquiry of \$5.27. We reached our #1 and #2 geographic markets for Central Montana with this ad in Sunset featuring our Mountains, Rivers and Plains ad. Geographically, this ad shows the diverse areas of the region from the Rocky Mountain Front to the Missouri River to field of pulse crops in full bloom. All inquiries were responded to.</p> <p>National Geographic History - this is primarily an image building ad although we did receive 21 direct inquiries. This ad reached an affluent audience that is interested in history and historic assets and travels to expand their interests.</p> <p>National Geographic Traveler - we have placed media in this publication before and it produced well for us. We received 1,133 inquiries for a cost per inquiry of \$6.75. This reached a market of interested travelers and it was placed in the edition sent to subscribers west of the Mississippi where the largest amount of our visitors come from.</p>	FY19 Print Ad Review.pdf

								We felt all ads were successful and we will budget for print marketing again in our FY20 marketing budget.
Consumer	Travel/Trade Shows	<p>Consumer travel and sportsmen shows have been an excellent method for Central Montana to reach potential visitors. Our location is not as well known as other areas of Montana and by having personal contact with attendees at the shows we attend we can talk about our vacation amenities, answer questions and offer suggestions.</p> <p>Show markets are selected based on several factors - the ease with which they can travel to the tourism region (easy drive markets, convenient air connections, new direct air connections), lead states for nonresident hunting licenses, and top states and provinces for visitation.</p> <p>We typically have partners for all of the shows we attend and they share an equal cost of the booth fee and also pay their travel expenses. Our relatively small budget for consumer shows was stretched to enable us to attend four shows last year.</p>	<p>The travel and sportsman shows we attended in FY18 were in our top 11 markets based on VisaVue statistics purchased through MTOT/BD's Joint Venture program.</p> <p>Washington state is the lead state for Montana nonresident hunting licenses (statistics from MT Fish, Wildlife & Parks) so we worked a sportsman show near Seattle. Washington is in our top 10 from VisaVue.</p> <p>We attended a sportsman show in Colorado although it covers a wide variety of activities - fishing, some hunting, hiking and motorcycle riding, along with visiting friends and relatives. Colorado is ranked in our top 10 based on VisaVue statistics.</p> <p>Another market we worked was the Los Angeles Travel & Adventure Show. This is an upscale show in an area with high incomes and it ranked in our top 10 from VisaVue.</p> <p>The fourth market we worked was the Minneapolis Sportshow, number 11 in our VisaVue statistics.</p> <p>Before selecting markets for our FY19 budget (which is smaller than FY18) we will review statistics from FWP, VisaVue and</p>	<p>Since the tourism region doesn't do bookings we measure success by the amount of activity at our booth. We ask our outfitters (river, hiking and hunting outfitters) to inform us if their clients reference the shows we attended.</p>	<p>Central Montana uses consumer/sportsman shows to reach a consumer market that may not be familiar with the tourism region. Many show attendees are considering visits to national parks located in Montana and are looking for route suggestions and things to see/do along the way. Our lesser known amenities can be pointed out and explained to show attendees. We will track the number of attendees at each show and the quantity of literature we ship to each show. Our measurement of success is distributing all of the literature at each show.</p>	\$9,000.00	<p>Shows attended:</p> <p>Denver Intl Sportsman Expo - we have attended this show for several years and it has traditionally been good for Central Montana. There were 36,000 attendees, we distributed all Central MT travel planners that were shipped (400) and brought back names/addresses for 14 additional requests. We also distributed 200 MT maps (could have used more but referred people to the 2-page state map in our travel planner), 21 birding brochures (brought back 19), 17 MT Dino Trail brochures (brought back 8), 50 Crown of the Continent brochures.</p> <p>Sacramento Intl Sportsman Expo - This was a first time show for Central Montana and we selected it based on our research and feedback from Denver exhibitors who also attend this show. There were 38,000 attendees and even though we had been told that it was a larger show we were conservative and shipped the same amount of Central Montana travel planners as we did for Denver (400). We ran out and brought back 16 additional names/addresses for our literature. We spoke with a lot more attendees but they seemed to not want to "get on a mailing list" by leaving their names/addresses. We gave them a business card with our website address. MT Maps (250) were all given out along with 25 MT Dino Trail brochures and 20 birding brochures (brought back 20 birding brochures). All 50 Crown of the Continent brochures were distributed.</p> <p>LA Travel & Adventure Show - we have attended this show several times and it has always been excellent for Central Montana. This time the Montana presence was greater with Visit Billings who sponsored the photo booth across from us, Discover Kalispell and Helena Tourism BID in the Montana section. Total attendance was 37,912, an increase of the prior year's attendance of 36,113 (which we also attended). We distributed all 400 Central Montana travel planners and brought back requests for another 22. We distributed 50 Crown of the Continent brochures (could have used more), 9 MT Dino Trail brochures (brought back 16), 14 birding brochures (brought back 26). This show is incredibly expensive to attend (booth fee, shipping and lodging) and although we feel it is an excellent show, we may not attend it in FY20 because of the high cost.</p>	

			ITRR.				<p>Northwest SportShow Minneapolis - attendance at this show was 29,638, down slightly from the previous year (which we also attended). This is a good market for us with both US Hwy2 and 200 coming from the east into our tourism region. We shipped 450 Central Montana travel planners and brought back 47. We also distributed 35 MT Dino Trail brochures (brought back none), 12 birding trail brochures (brought back 18) and 50 Crown of the Continent brochures (brought back none).</p> <p>We rated all of the FY19 consumer shows as highly successful. We had strong engagement with those attendees we spent time with and feel it was a valuable use of our budget. We will plan to budget for consumer shows in our FY20 budget.</p>	
Consumer	Ad Agency Services	<p>Our Ad Agency services are as follows:</p> <p>Print Creative - \$6,000</p> <p>Digital Creative - \$8,000</p> <p>We will need to have minor changes made to print ads, sometimes a photo is only purchased as a one-time use photo so that will need to either be renewed or a new image found. Ads need to be resized based on the size purchased and the publication specs.</p> <p>For our digital campaign we have a somewhat larger budget. Layout of e-newsletters, resizing banner ads and adding pixel codes for tracking all take time for our ad agency.</p> <p>We can save budget is there is an image from our photo library that can be used but in some cases there isn't one that fits the market we are reaching.</p> <p>We are incredibly frugal with our agency costs and our entire yearly budget for media through the agency is only \$14,000.</p>	<p>Our ad agency of record was chosen through an RFP process with samples of their expertise in ad design.</p>	<p>Our success will be staying within our budget for all of our print and digital ad design.</p>	<p>Our ads need to look professional, fit within the Montana brand and have strong appeal to our potential visitors. Our ad agency makes sure we meet this criteria.</p>	\$14,000.00	<p>We met our goal of having print ads, digital banner ads and digital niche e-newsletters designed and also content written within our budget. We will budget for this project again in FY20.</p>	

Marketing Support	Administration	Central Montana has allocated 20% of our total annual budget for administrative expenses. The tourism region's board of directors contracts with an independent contractor to carry out the administrative duties.	There are no research statistics for administrative budgets.	We will measure our Administrative budget by keeping our expenses within the 20% maximum amount allowed.	Central Montana's administrative expenses include contract fees for an executive director, telephone, internet access, travel not covered by a specific marketing project, insurance (directors & officers, commercial general liability for the board of directors) and some administrative postage.	\$61,200.00	Our FY19 administrative expenses were within the allowable percentage. We will continue to budget for administrative expenses in FY20.	
Marketing Support	Cooperative Marketing	<p>Central Montana uses cooperative marketing funds to partner with non-profits to carry out a marketing project. We can pay up to 50% of their marketing expenses although based on the size of our budget we typically cap each project at no more than \$2,500.</p> <p>At this time we don't know details for the projects that will be submitted although requirements state that they are to be used for tourism marketing.</p>	<p>Various research will apply based on the type of project submitted and approved by the board. The application needs to specify what research has been done for the proposed project.</p> <p>Choteau Brochure printing & distribution - research report from ITRR re: travelers enroute.</p> <p>Montana Winter Fair television and radio marketing - ITRR research Resident Travel in Montana citing attendance at festivals and events.</p> <p>Fort Benton's Summer Celebration - ITRR research Resident Travel in Montana citing attendance at festivals and events.</p> <p>Lewistown ad in Yellowstone Journal - ITRR Yellowstone National Park Visitor Study and also the Repeat Visitor Study (since repeat visitors many times visit new</p>	<p>We require cooperative marketing applicants to give details on how they will evaluate the success of each project they submit. Without knowing what projects will be submitted we can't answer this question further.</p> <p>Choteau Brochure & Distribution - they are printing 25,000 brochures and their goal is for that to last 2 - 3 years. If they last 3 years they would go through 8,300 per year.</p> <p>Montana Winter Fair will track visits to MontanaWinterFair.com between December 1 and January 30. The event was held January 18-27, 2019. Their goal is to have over 2,500 visits to their website during the time specified.</p> <p>Fort Benton's Summer Celebration set an evaluation goal of getting statistical data from local merchants showing that their sales increased over the prior year's event. They also had a goal of spreading lodging out into the smaller communities in Chouteau County since Fort Benton's facilities were booked during the event.</p>	<p>Within our thirteen county tourism region we have many small communities with very limited marketing dollars to promote their community or an event in their area. This project has helped many of our communities expand attendance at an event and bring overnight visitors to their town.</p>	\$9,000.00	<p>Choteau Brochure printing & distribution - 25,000 2-sided, 3 panel 4C brochures were printed and distributed for 3 1/2 months by Certified Folder Display. They only used 2 distribution routes (Yellowstone & Glacier hotspots) with Certified Folder due to cost and each route went through approximately 3,600 each for a total of 7,200. Another case (1,200 per case) was distributed through area businesses, chambers and visitor info centers. Approximately 80 were mailed directly to the Choteau Chamber's requests for more information. A total of 8,480 brochures were distributed. The Choteau Chamber and Central Montana met their goal. We will budget to do Cooperative Marketing again in FY20.</p> <p>MT Winter Fair (Lewistown) television and radio marketing generated 2,692 visits to MontanaWinterFair.com and had 6,584 pages viewed. The number of event participants increased, many from distances of 100 miles or more. The organizers exceeded their goal. Central Montana will budget for Cooperative Marketing again in the FY20 budget.</p> <p>Fort Benton's Summer Celebration's goal of getting data from local merchants resulted in the following: The Freeze (ice cream, burgers, beverages) had an increase in sales of 27% over the prior year's event. Riverview Greenhouse had a sale on certain items and their Saturday sales were up 11% over the prior year during the event. Their goal of getting overnight lodging spread out in Chouteau County was not achieved. Two lodging properties reported full occupancy during the event but said they were previous guests who booked before the marketing started. Still, we feel the impact felt by local merchants showed that they benefited from the event and it's marketing. Central Montana will budget for Cooperative Marketing again in the FY20 budget.</p> <p>Yellowstone Journal ad promoting Lewistown with a full-page print ad in the Yellowstone Journal and through an e-newsletter sent by Yellowstone Journal. Lewistown had a goal of seeing a 10% in website traffic on EnjoyLewistown.com as a result of the full-page ad. They exceeded their goal with a 23%</p>	Co-op Marketing Samples FY19.pdf

			<p>areas after visiting the national parks).</p> <p>Central Montana Fair concert - ITRR research Resident Travel in Montana.</p>	<p>Lewistown full page ad in Yellowstone Journal - they will measure their increase in website visits to EnjoyLewistown.com and their goal is a 10% increase.</p> <p>Central Montana Fair concert - they have a landing page where traffic is directed from the radio and TV ads and their goal is to see a 10% increase over visits in 2018.</p>		<p>increase in website visitors. The day the e-newsletter was sent they saw a 153% spike in website traffic on EnjoyLewistown.com. Central Montana will budget for Cooperative Marketing again in the FY20 budget.</p> <p>Central Montana Fair concert promotion using television and radio ads. Their measurable goal was to see an increase in ticket sales from outside Lewistown (primarily from Billings and Great Falls) where the ads were targeted. If people from over 100 miles from Lewistown attend an evening event the chance of them staying overnight increase. They had hoped to see an increase of 10% in website traffic to CentralMontanaFair.com when the ads were running. While they didn't hit their goal, they did see an increase of 7% in traffic to the website and that increase was from visitors in the Billings and Great Falls areas. Ticket sales for the evening concerts remained the same at in 2018 but ticket sales from out of Lewistown increased by 3%. Lewistown feels this was a successful project and if it hadn't been carried out their attendance and sales would have decreased. Central Montana will budget for Cooperative Marketing again in the FY20 budget.</p>	
		Our Opportunity	<p>Montana State Parks Foundation Sponsored Content: ITRR's Focus</p>	<p>Project #1 - Montana State Parks Foundation Sponsored Content: three e-newsletters about state parks in Central Montana, with Central Montana's logo and a listing as a sponsor. This was an image and awareness campaign but our</p>		<p>Project: Montana State Parks Foundation sponsored content in 3 e-newsletters - copies attached. The first e-newsletter featured Tower Rock State Park and comments on the e-newsletter were negative due to the extremely poor quality of the video they had in the e-newsletter. We did not see an increase in visits to Tower Rock State Park's listing on CentralMontana.com. The second e-newsletter featured Sluice Boxes State Park and we saw a .5% increase in activity to that state park listing on our website. The third e-newsletter was about Smith River State Park and we had requested that this not be a park featured due to the limited availability of permits to float the river. We did not see any change in visits to the listing for Smith River on our website. Central Montana does not feel this \$1,200 project was worthwhile. We will continue to budget for Opportunity Marketing but, at this time, do not plan to support a project like this with Montana State Parks Foundation.</p> <p>Project: Renewal of Dinosaur Trail Billboards, sample of board design attached. We have had the same dinosaur trail billboards up for several years and they have remained in place. We did renew them in FY19 for three months (June, July, August) each. The Old Trail Museum in Choteau reported a 2% decrease in visitation with 8% of their visitors actively</p>	

Marketing Support	Opportunity Marketing	Marketing budget will be used for a marketing project that comes up during FY19 that we were not aware of at the time we wrote our marketing plan.	on Activities - Montana Visitors' Key Niche Activities and also Montana State Parks Visitor Profile. MT Dinosaur Trail Billboards - ITRR's Vacation Planning and Route Choice.	measurement statistic will be an increase in website visits to our state parks listings on centralmontana.com. We would like to see an increase of 2% for each e-newsletter. Project #2 - Renew MT Dinosaur Trail Billboards. We will seek statistics from our dinosaur trail facilities near the billboards and would like to see a 2% increase in attendance at each facility.	Rational for any Opportunity Marketing project will be developed once the opportunity is identified.	\$2,000.00	following the MT Dinosaur Trail. They still felt they had a very good season for dino trail visitation and their gift shop sales were up. The Blaine County Museum reported an increase in visitors of 1%. They felt traffic on Hwy 2 was down and they were pleased with their increase in visitation. They also had 2 dinosaur trail "finishers". The Depot Museum in Rudyard reported an increase in visitation of 33% over the prior year. Central Montana was pleased with this cost-effective project and the fact that we could send visitors to our small rural communities. We will continue to budget for Opportunity Marketing in FY20. Project: BEER Now Conference 2019 - Central Montana supported one of the evening meals during the conference and hosted it at Jeremiah Johnson Brewing's production facility. There were 264 posts on Instagram using #beernow19 and mentioning Great Falls. To date, the conference organizers shared 34 blog posts with 21 specific to the conference and activities in Great Falls. (There were others about pre and post conference visits in Montana). Central Montana was also able to participate on a panel about how we work with bloggers and influencers. The social media posts exceeded our goal. We are hoping to see future blog posts and the conference organizers are contacting attendees and requesting they provide copies of their blogs. We will budget for Opportunity Marketing again in FY20.	Opportunity Marketing samples.pdf
Marketing Support	TAC/Governor's Conference meetings	This is a support project to enable Central Montana's executive director to attend the Tourism Advisory Council meetings and the Governor's Conference on Tourism.	While there may not be specific research geared to attending TAC meetings & the annual Governor's Conference on Tourism, we hear updated research information at both. What we learn from the new research can impact our direction and projects.	We will measure success by attendance of the executive director at all TAC meetings and the annual Governor's Conference on Tourism and also by the report given of usefulness of the meetings and conference.	Central Montana's executive director is required to attend the Tourism Advisory Council meetings. Attendance at the Governor's Conference on Tourism is educational and will assist in carrying out the duties of the administrative contract.	\$2,000.00	Central Montana's executive director attended all FY19 Tourism Advisory Council meetings and also the Governor's Conference on Tourism held in Butte. Reports of each TAC meeting and the tourism conference were given at Central Montana's monthly board meeting following each meeting and the conference. We met our goal and will continue to budget for attendance at TAC meetings and the Governor's Conference on Tourism in our FY20 budget.	
							Project #1 - Lewis & Clark Trail promotion. We partnered with several other Montana bed tax funded entities and MT State Parks on this promotion of the entire Lewis & Clark Trail in Montana. Our funding provided a brochure specific to Lewis & Clark sites in Central Montana and also website pages with information about our sites. Google ads placed by the project organizer drove traffic to LewisandClarkCountry.org where specific landing pages were then developed for each	

Marketing Support	Joint Ventures	<p>Central Montana's joint ventures budget includes funding to participate with the Montana Office of Tourism Business Development in marketing projects. Based on the options provided, we will evaluate them to see if they fit with the vacation product offered in our tourism region.</p>	<p>Once we are notified of the joint ventures offered by the Montana Office of Tourism Business Development we will be able to determine the supporting research.</p>	<p>Lewis & Clark Trail Promotion - ITRR's study of Attraction Visitors in Central Montana Travel Region.</p> <p>Voices of Montana Tourism Support - ITRR's Montana Resident Attitudes Towards Tourism.</p> <p>Crown of the Continent brochure reprint - ITRR's Geotourism and the Crown of the Continent.</p> <p>MT Accommodations Guide reprint - ITRR's Montana Expression Vacation Planning, Vacation Planning & Route Choice</p> <p>BEER Now Conference support - Social Media Today - Effectiveness of Influencer Marketing and ITRR's Montana Expression Vacation Planning</p>	<p>Joint ventures offered by the Montana Office of Tourism Business Development typically increase our buying power. Ad rates are usually negotiated based on larger media buys and they can enable us to reach a market that we would not have been able to do on our own.</p> <p>Project #1 - Lewis & Clark Trail promotion with several Montana tourism promotion groups. We would like to see an increase in the website visitation. Our goal is to have a 25% increase in visitors to the website.</p> <p>Project #2 - Voices of Montana Tourism Support. Our goal is to have a minimum of two presentations from Voices of Montana Tourism in Central Montana.</p> <p>Project #3 - Crown of the Continent brochure reprint. Our goal is to assist with this reprint so that we may have a minimum of Crown of the Continent brochures to distribute at travel shows and other venues where we can distribute them in person. We need a minimum of 2,000.</p> <p>Project #4 - MT Accommodations Guide reprint. Our goal is to assist with funding this project in order to make sure our VICs and businesses have this resource available in their brochure racks for our visitors.</p> <p>Project #5 - Support the BEER Now conference in Great Falls bringing in beer bloggers from all over the United States. We will measure the success of this project by the number of social media posts. Our goal is to see a minimum of 200 posts during the</p>	\$3,000.00	<p>region. Overall, we saw a 115% increase in page views for Central Montana's pages on the LewisandClarkCountry.org website from 3,826 in 2018 to 8,240 in 2019. We had a 75% increase in unique visitors and an 89% increase in views of the Central Montana Auto Tour page. Our average view time for Central Montana's Auto Tour page on this site was 2.23 minutes. Not only did we meet our measurable goal, we exceeded it greatly. We were pleased with this project and we will budget for Joint Ventures in our FY20 budget.</p> <p>Project #2 - Voices of Montana Tourism support. We exceeded our goal by having three presentations in the tourism region by Voices of Montana Tourism's Dax Schieffer. One of the presentations was at our Central Montana board of directors meeting with 31 people in attendance. Dax has strong ties to Central Montana (Blaine County specifically) and his presentations in our region on behalf of Voices of Montana Tourism are incredibly well-received. Our rural counties can identify with the information he presents about tourism, as well as our more urban counties. The information presented is always valuable and we will continue to budget for Joint Ventures in FY20 so we can support projects such as this.</p> <p>Project #3 - Crown of the Continent brochure reprint. We participated in this effort along with other Montana tourism promoters including Glacier Country, Southwest Montana and the MT Office of Tourism. While the MT Office of Tourism distributes the largest amount of Crown of the Continent brochures, Central Montana also does their share. When these brochures are on our display counter at travel shows people are immediately drawn to them. The National Geographic logo seems to be a signal to them that the piece is high quality and promotes businesses that fit with the sustainability that National Geographic promotes. By participating in this partnership we accomplish our goal of having the brochures available for our use, and we also create synergy among all of the like-minded partners. We achieved our goal and will continue to budget for Joint Venture projects in FY20.</p> <p>Project #4 - Montana Accommodations Guide annual reprint. We spent \$260 to make sure that the guidebook was reprinted. According to MT Office of Tourism who prints the guide, we are assessed the amount based on the number of listings we have in the guide. Staff at MT Office of Tourism said they printed 45,000 copies in FY19, down from 60,000 printed in FY18. Their rationale was that demand for the piece is shrinking. MT Office of Tourism staff also reported that the</p>	Joint Venture samples.pdf
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					conference.		<p>guides are primarily distributed in bulk quantities and it is rare that they are requested individually. We met our goal of having them available at our VICs and will continue to budget for Joint Venture funding in FY20.</p> <p>Project #5 - BEER Now Conference. Project. Central Montana supported one of the evening meals during the conference and hosted it at Jeremiah Johnson Brewing's production facility. There were 264 posts on Instagram using #beernow19 and mentioning Great Falls. To date, the conference organizers shared 34 blog posts with 21 specific to the conference and activities in Great Falls. (There were others about pre and post conference visits in Montana). Central Montana was also able to participate on a panel about how we work with bloggers and influencers. The social media posts exceeded our goal. We are hoping to see future blog posts and the conference organizers are contacting attendees and requesting they provide copies of their blogs. We will budget for Opportunity Marketing again in FY20.</p>	
Marketing Support	Fulfillment/Telemarketing/Call Center	Individual line items in this project include postage to mail our travel literature, our toll-free phone line and envelope printing.	This is a support project however, ITRR's Vacation Planning research report and their Visitor Center research report confirm that when we fulfill requests for our travel planner, or ship quantities to Visitor Centers, travelers use what they receive and what they pick up enroute.	We will measure success by responding to all inquiries and by keeping within our budgeted line items for this project.	This project covers several phases of our interaction with our potential visitor. They may contact us on our toll-free phone line, we then need envelopes to mail our travel planner, and finally we need postage for mailing.	\$7,500.00	<p>Central Montana feels this project has been successful. We did respond to all inquiries and stayed within our budget. Our Toll Free Phone came in at 62.3% of budget and our Project Postage budget ended at 74.6%.</p> <p>We will budget for this project again in FY20.</p>	
Publicity	Fam Trips	We will work with media representatives to gain publicity/earned media for the region, our tourism activities and signature events. We will also participate in FAM trips organized by Montana Office of Tourism Business Development if they offer them.	<p>Stackla: Bridging the Gap. Consumer and Marketing Perspectives on Content in the Digital Age.</p> <p>Social Media Today: Why Social Media Influencers?</p>	We measure success by having earned media generated from the FAM trips. The size of the article, circulation or reach of the media outlet, and usage of photos all contribute to the value earned.	<p>Many journalists/media representatives/social media influencers are looking for ideas to submit to their media outlets. For FAM trips we can provide a variety of experiences, and the result is earned media for the region and the type of vacation we offer. Publicity generated by a third party can be very effective is spreading the word about Central</p>	\$10,000.00	<p>The region hosted Mark Bedor, TV host of Today's Wild West, and freelance writer for magazines such as Cowboys & Indians, America's Quarter Horse, Southwest Art and more. His TV shows air on 69 PBS stations and also on RFD TV's The Cowboy Channel. Following is a link to one show he did as a result of a FAM trip featuring Echo Ukrainetz, a Great Falls batik artist https://www.youtube.com/watch?v=uhBxPHFsB9o</p> <p>Mark Bedor also wrote a 2 1/2 page article in Cowboys & Indians magazine about Echo Ukrainetz, batik artist. In addition to the print article, links to it were posted on social media.</p> <p>Footage from Red Ants Pants Music Festival was gathered by Mark Bedor and is in scheduled programming for his TV show, Today's Wild West.</p> <p>We partnered with Southeast Montana to host a social media influencer, Ripped Jeans & Bifocals, who writes and posts about family travel. Results are</p>	Several FY19 FAM Results.pdf

					Montana.		attached. We also partnered with MT Office of Tourism/Business Development on an international FAM trip. Social media results are attached. We are pleased with all of the results from our FAM trips and have been notified by some of the FAM participants that more is scheduled. We will budget for FAM trips in our FY20 marketing efforts.	
						\$306,261.00		

Marketing Method Evaluation Attachments

- Attachment 1 FY19CentralMontanaBudgetVsActual.pdf
- Attachment 2 Central Montana FY19 B2A pie charts.xlsx
- Attachment 3 Central Montana FY19 B2A partnership spend pie chart.pdf
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Online/Digital Advertising	\$110,000.00	\$0.00
Consumer	Printed Material	\$60,500.00	\$39,000.00
Consumer	Travel/Trade Shows	\$15,000.00	\$0.00
Consumer	Print Advertising	\$35,000.00	\$0.00
Consumer	Ad Agency Services	\$17,000.00	\$0.00
Consumer	Photo/Video Library	\$3,400.00	\$0.00
Consumer	Website/Internet Development/Updates	\$40,161.00	\$0.00
		\$281,061.00	\$39,000.00
Marketing Support	Joint Ventures	\$14,386.00	\$0.00
Marketing Support	Administration	\$61,668.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$7,500.00	\$0.00
Marketing Support	Cooperative Marketing	\$11,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$2,190.00	\$0.00
		\$99,244.00	\$0.00
Publicity	Fam Trips	\$10,000.00	\$0.00
		\$10,000.00	\$0.00
		\$390,305.00	\$39,000.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
FY19 Application for Lodging Tax Revenue	Application for Lodging Tax Revenue.pdf	316 KB
FY19 Certificate of Compliance	Certificate of Compliance.pdf	410 KB
FY19 Pledge of Understanding	Pledge of Understanding.pdf	347 KB

