



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72786 - FY19 Havre CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Havre CVB Marketing Plan
Grant Number: 19-51-019
Grant Status: Underway
Comments:
Applicant Organization: Havre Area Chamber of Commerce
Grantee Contact: Julea Robbins
Award Year: 2018
Program Area: DOC Office of Tourism

Contract Dates:	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/20/2018 Proposal Date	07/01/2018 Project Start	06/30/2019 Project End
Grant Administrator:	Barb Sanem		
Contract Number	19-51-019		
Award Year	2018		

Contract Dates

Contract Sent	Contract Received	Contract Executed	Contract Legal
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Project Dates 07/01/2018
 06/30/2019

Project Start
 Project End

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?

The diverse geography of the Milk River, golden wheat fields and rising peaks of the Bears Paw Mountains, surround the city of Havre. Havre offers visitors western spirit, history and hospitality. Visitors can enjoy a slower pace of life and open spaces, beautiful clear skies, abundant outdoor recreation and adventure and feel at home. Three historic districts help to depict the historic charm of Havre. The four seasons provide year-round recreation, an outdoor paradise for all from hunting and fishing to boating and camping, to downhill skiing and snowshoeing.

Havre aligns well with the three Montana Brand pillars:

- Spectacular unspoiled nature.
 - Havre is blessed with clean air, open spaces and awe-inspiring big skies. The landscape of the area is second to none, with rolling hills, badlands, mountains, reservoirs and lakes and rich irrigated fields along the Milk River. The changing landscapes provide for great photography.
- Vibrant and charming small towns that serve as gateways to our natural wonders.
 - As the geographically largest trade area in Hill County, Havre, Montana's eighth largest city is a regional hub for agriculture, education, transportation, health care and services providing a unique experience of small town charm. Havre is also a natural stop going to or returning from Glacier Park on Hwy 2. Only forty miles north are our neighbors, Saskatchewan and Alberta, Canada.
- Breathtaking experiences by day and relaxing hospitality by night.
 - Havre offers a variety of experiences including hunting, fishing, camping and other outdoor recreation. History is prominent along the Hi-Line. With many tours, museums, galleries and historic properties, there is an endless amount of attractions to visit. Our most unique attractions include Havre Beneath the Streets, Wahnka Chu'gn Buffalo Jump and the H. Earl Clack Museum which is on the Dinosaur Trail. Havre has many new and updated motels along with the largest county park in the nation, Beaver Creek Park, that serves as a peaceful

place to pitch a tent or sleep beneath the stars. Many fine restaurants, breweries and a distillery dot the city for your evening respite.

Describe your destination.

Inspiration: The main aspect of our marketing plan focuses on giving Havre a brand that invokes action and prompts involvement in all the areas of interest to travelers. For inspiration we will have pictures of our unique landscape, breathtaking sunsets and activities such as our hiking trails, and vast array of wildlife to bring a sense of awareness and curiosity of our area to the minds of travelers. Through this branding, Havre will work with advertising opportunities to present our area as part of the Visit Montana Story.

Orientation: Our goal is to get every Montana traveler to see Havre as a destination. Through our havrechamber.com website, havreareaevents.com, Facebook and our other social media accounts we will give travelers access to all the information they will need to plan their trip from start to finish. These sites include the many attractions of Havre along with our motels, eating establishments and more to persuade travelers to spend time and dollars in our community. Heading East to Glacier National Park, we are tied into regional partnerships.

Facilitation: The main idea behind this endeavor is to entice travelers to stop in Havre and visit our unique town along with our county park. Through advertising our attractions and spiking interest in the minds of travelers we intend to encourage people to "Visit Havre" "Take a Look Around" and "Find Yourself in Havre" and experience all that Havre has to offer. Through these action statements it is our goal to give the visitors an interactive experience in the Havre area with our wide array of activities. With such attractions as Beaver Creek Park, Havre Beneath the Streets, Fresno Reservoir, Bear Paw Ski Bowl and our wide open spaces that are perfect for hunting, fishing, hiking, and photography we hope to bring travelers to Havre and convince them to stay a while longer and hurry back when they leave.

Optional: Include attachments here

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

We will target the following demographic markets: Travelers on their way to and from Glacier National Park, Scenic Drivers, Car/RV Campers, Recreational Shoppers, Nature Photographers, Historic and Preservation Enthusiasts along with hunters, fishermen, hikers and wildlife watchers.

Based on research results generated through the Interactive Data link on the website for Tourism and Recreation Research by the Montana Office of Tourism, the inquiries our motels receive and the inquiries our Havre Chamber receives, our primary geographic target markets include the following states and provinces: North Dakota, California, Ontario, Washington, Florida, North Carolina and South Dakota.

The psycho-graphic characteristics of Havre's target market include those who enjoy wide open spaces, diverse cultures, historic landmarks and value locally owned and operated businesses.

b. What are your emerging markets?

Hiking and Camping: Beaver Creek Park is the largest county park in the nation and is being promoted as a wonderful place to go hiking and camping. With their nicely kept and easily accessible campgrounds and trails along with two beautiful lakes perfect for fishing, canoeing or swimming, Beaver Creek Park opens a large market for outdoor enthusiasts.

Brewery: Havre has brand new breweries and a distillery that we intend to market to travelers who enjoy locally concocted drinks and an experience like none other.

Canadian Market: The City of Havre has partnered with the City of Medicine Hat to try to make the trip from Canada easier through the Wild Horse Border crossing. This is bringing more tourists through Havre, and our goal is to market to Canadian communities to entice them to shop and stay in Havre more often and for longer periods of time. A partnership with Central MT would integrate the Canadian market.

Sports: Havre has long held large wrestling tournaments that have brought people from all over the state to our city but in the past few years other large sports tournaments have been held in Havre due to the hospitality we show and our central location. We intend to market our facilities and our hospitality to an emerging sports market to bring in more tournaments and crowds that will benefit our motels, restaurants and facility owners.

Optional: Include attachments here.

c. What research supports your target marketing?

As of now we use data generated through the Interactive Data link on the website for Tourism and Recreation Research by the Montana Office of Tourism along with inquiries made at the Havre Chamber and the visitor log. We also talk with our TBID to see where the people that stay in their motels are from and use their access to VisaVue to pinpoint visitors point of origin. TBID grant wrap-ups are another source of information for us.

- Establish our identity and presence in the marketplace as a unique visit.
- Expand our marketing potential through the development of marketing partnerships by participating in joint ventures with the MTOT, Central Montana, other tourism organizations, key non-profits and local businesses to promote the Havre area to individuals and group travelers.
- Capitalize on the Canadian market.
- Work to increase length of visitor stays and expenditures by raising their awareness of what Havre has to offer.
- Explore opportunities to promote the Native American tourism potential.
- Assist local attractions and event organizers, in Havre, with the organizing, growing and marketing of their events to ultimately bring more visitors to Havre.

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

Being very new to these opportunities, Havre CVB would be open to looking at any co-ops that would increase our visibility and promote our goals.

Optional: Include attachment here.

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

This year it is our plan to learn about the available opportunities and see what would be a good fit for our area. MTOT will assist us in enhancing our social media presence. We will work with MDOT on a photo library, partnership and assistance.

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

This is our first year back as a CVB so we haven't done anything in the past but we are interested in future opportunities.

Optional: Include attachments here.

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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	Online/Digital Advertising	Online advertising is an invaluable tool in this day and age. By posting ads promoting Havre and the surrounding areas on pages like travel sites, travel blogs and Facebook we can target a bigger audience for a lower cost. We will use our pictures and eye catching ads to spark interest in the minds of those looking to come to	More than 80% of tourists turn to the web to research before deciding the venue, transportation, hospitality and entertainments of their vacation destination. And most of them use major search engines for their research. When SEO for Tourism is done well, your website	Measurability and easiness to track the conversion makes online advertising miles ahead on the traditional advertising methods. A lot of effective analytics tools are available to measure online advertising campaigns which helps in more improvisation of the ads. You will get a clear picture regarding who	When compared with offline advertising, online advertising always helps you to reach the targeted audience and this helps in making your campaign more profitable and	\$3,000.00	In FY19 we were not successful in our online and digital advertising, our goal was to place ads and while some of the allocated money was used to start the creation of ads, no money was used to place ads. We will complete the process of our original goal in FY20 by placing advertisements on travel pages, blogs and other online platforms. State data shows that online/digital advertising is very effective when done correctly and even though our method was not	

		<p>Montana and direct them up to Havre. We will also target specific groups like people who enjoy Montana's history and culture by using ads that promote our Underground Museum and Buffalo Jump.</p>	<p>pops in front of right people during their research phase.</p>	<p>viewed your ads, who clicked, the number of leads generated and the amount of money that you have spent so far for your internet advertising activities.</p>	<p>getting more relevant leads.</p>	<p>successful in FY19 we plan to make it successful in FY20.</p>	
Consumer	Website/Internet Development/Updates	<p>Havre CVB will work with a website developer to create an online Havre landing page to promote tourism. When you type "Havre Montana" in a search engine there isn't any tourist friendly web pages that come up. We want our web page to be the first thing that people see when searching online for Havre and things to do in the surrounding area. Using this page we will promote local business, events and other tourist opportunities to make planning a trip to Havre easy and enjoyable.</p> <p>This is another possibility of partnering with Havre TBID to have a website that is only geared towards tourism.</p>	<p>Research supports the value of a destination website which is now fully responsive for smartphone and tablet devices and reflects a clean, classy and easy to navigate design interface. Eye catching imagery is critical in attracting the savvy traveler. A picture is worth a thousand words. The goal is to have a tourism only site for the Havre area.</p>	<p>The completion and launch of the new site and the continuation of updates and SEO will make this project successful.</p>	<p>Studies show that more and more people search the internet for the places they are planning to visit before they ever book their trip. If we can make a page that gives them all the information they will need to visit Havre in one place it will improve awareness and spike interest and anticipation to visit Havre.</p>	<p>\$6,000.00</p>	<p>The objectives were met and the method was successful. We followed state regulation on what can and cannot be included on the website and we integrated the Chamber's website in order to consolidate how many webpages represent Havre. The webpage has been launched and can be found at https://havrechamber.com/. One of our objectives is to be close to or at the top of the list when people Google Havre or things to do in the area, due to the website being launched in 2019 we are still in the 6 month google sandbox, it takes some time to get the SEO right and in FY20 we will be working with our website developer to get the site where we want it to be and where tourists can easily access info on our area. We will continue using this method in the coming year.</p>
		<p>Countless travelers are deliberately turning to social media for help planning their trips, but social media is also a massive source of inspiration for would-be</p>			<p>The benefit of social media is getting to know</p>		

Consumer	Social Media	<p>travelers without a destination. We plan on using Facebook, Instagram and other social media sites to promote Havre. This will include posting professional pictures of our area, advertising events and boosting our posts. We strive to focus on events and make events into destination events.</p> <p>We will consider using Facebook boosts on large events to reach more people and a larger area.</p>	<p>Studies show that over 2.4 billion people are using social media in 2018 and the market is only growing.</p>	<p>We will track the "likes" "comments" "followers" and clicks on each post and event page that we create. This strategy will be successful if we grow our social media following, increase our library of content (photos, ads, videos ext.) and stay within our allotted budget</p>	<p>your audience is now easier than ever. By tracking who views your social media pages you can understand the major demographics and patterns of your customer or, in our case, tourist behaviors. This not only allows us to better target our audience but it also helps us understand the specific wants and needs of our visitor base.</p>	\$1,000.00	<p>This method was successful as we met our objective. We used funds to create and place content on our Facebook page and some of the content that we paid for will also be available to use on our website and other platforms. Professional photos and 1 professionally shot video were used to showcase the beauty of Havre and inspire people to want to visit. Our posts averaged about 3,000 views with a few posts earning around 15,000 views. We grew our Facebook following by over 1000 and we plan to continue that growth in the future. We will continue to use this method but we will be using different outlets to find cheaper ways to collect photos and content to continue to expand our social media platforms. Digital copies of the content that has been placed are on file with our organization.</p>	
Consumer	Print Advertising	<p>We will print ads in magazines that will reach prospective travelers such as Central Montana Magazine, Lifestyles Montana, and Signature Montana Magazine. These magazines will reach out to people who already hold the Montana spirit of adventure and beauty and will promote our many outdoor activities and historical attractions.</p>	<p>All of the magazines we plan on advertising in reach over 20,000 readers monthly.</p>	<p>We will measure success by how many viewers the publication receives. We will also look at the covered events to see if they increase in attendance.</p>	<p>Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.</p>	\$1,000.00	<p>We met our objective and this method was successful. We placed a large spread in Lifestyles Magazine that reached over 25 towns and cities across Montana and totaled over 20,000 readers. We featured many things in the spread and we highlighted on our summer events. Our summer events were very successful in 2019 due to the coverage given in the lifestyles magazine, especially our Festival Days weekend which brought in over 5000 people to our annual parade, vendor shows and other festivities. Because of these great results, we will continue to use this method in the future.</p> <p>You can find a copy of the issue at this link http://online.fliphtml5.com/atij/jjfy/</p> <p>Havre is featured on page 23 for our Festival Days Event and Summer Event Poster, Page 24-25 for our Ag field Day and Appreciation Banquet, Page 26 for Havre Beneath the Streets, Page 27 for Beaver Creek Park, Page 28 for our Biz & Brew Event.</p>	
		<p>Havre CVB plans on partnering with Havre TBID to get printed material all about Havre to convention organizers and bus companies for them to give out to their travelers. This</p>			<p>We were lacking</p>			

Group Marketing	Printed Material	<p>material will mainly promote our motels, attractions and venues to bring in larger groups of people for conventions and conferences.</p> <p>Havre could use updated brochures to give out at motels, gas stations and the Chamber of Commerce office. We will work with the local organizations and businesses to portray Havre in the best way possible to make our visitors stay easy and enjoyable.</p>	<p>Dr. Norma Nickerson a professor at the University of Montana says 78% of Montana visitors use brochures during their trip.</p>	<p>We will measure success by the completion of the brochure.</p>	<p>in printed materials/folders to give to convention organizers and bus companies as per requests from our motel managers.</p> <p>We need new brochures geared towards the destination traveler with up to date pictures and including our target markets' interests.</p>	\$1,000.00	<p>This project was successful in the fact that it has been created however we required more funding in order to get it printed. We will continue this project in FY20, partnering with TBID on printing and distribution. We will continue to use this method in the future as printed material is a great way to market.</p>	Havre Brochure.pdf
Marketing Support	Opportunity Marketing	<p>This money will be used for any unforeseen opportunity that comes up in FY19 that will bring potential visitors to Havre.</p>	<p>As the Executive Director of the Chamber, I have seen how quickly we need to react to buy in on marketing. This will give us that opportunity.</p>	<p>Our objective is to capitalize on an opportunity to advertise with Central Montana region to gain audience views/exposure. Success will be measured by the size of audience and number of views the ad receives.</p>	<p>Budgeting this money will ensure that Havre doesn't miss out on any great opportunities throughout the year that we may not have known about while doing our marketing plan.</p>	\$800.00	<p>We used our Opportunity Marketing funds to partner with Havre/Hill County TBID in order to place an ad on YouTube to piggy back on Central Montana's Canadian push. While the ad ran in Canada it received 65,495 views, almost 50% of people watched the video all the way through. While the ad campaign was running, KRTV also posted the video directly onto their YouTube page and that posting has received 29,000 views. that's a grand total of 94,000 views. This project was successful and we will continue to put funds into opportunity marketing in case another great opportunity like this comes up.</p>	Havre Tourism YouTube Report May - June 19.pptx
Marketing Support	TAC/Governor's Conference meetings	<p>This money will be used to travel to and from TAC meetings and the Governor's Conference along with lodging and meals which are mandatory events for CVB's.</p>	<p>The connections that are made with other tourism agencies is invaluable. Learning as much as we can and using other's tried and true ideas should be an asset to us.</p>	<p>The objective for this method is for appropriate staff to attend required meetings in order to gain knowledge and information about what is happening around the state along with making connections with other regions and cvbs for future partnerships. We will measure the success of this method tracking attendance and through the reports back to the organization.</p>	<p>Representation from our community/CVB is a positive signal to the whole state that we care about our area and the impact of tourism. Networking and continuous education are always a goal for improvement.</p>	\$2,000.00	<p>This method was successful as we met our objective. The executive director attended all TAC meetings and the Governor's Conference except one required meeting that was missed due to winter weather and road restrictions. All meetings were very informative and crucial to making connections with other CVB's and Regions. Being a smaller CVB these conferences gave us a good chance to connect with other CVB's our size and see what has and has not worked in their community. We are excited to partner with the Regions and CVB's that we have created relationships with at these conferences to make our dollars go further and support our marketing methods. Havre CVB will continue to budget for all travel expenses to and from TAC and Governors Conferences.</p>	
				<p>The objective for</p>				

Marketing Support	Administration	Administration funding will go to hired staff of Havre Chamber to manage funds and paperwork for the Havre CVB.	We will need someone to manage these funds accurately and to meet given deadlines.	Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is 20% of the total marketing budget (or less). Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.	We need to make sure the time and resources are used wisely for the CVB to be successful.	\$3,700.00	Administration funding went to the salaries of the hired staff of Havre Chamber for the management of funds and paperwork. The method was successful because our CVB spent the allotted amount of 20%. We will continue to budget for administrative funds in the future.	
						\$18,500.00		

Marketing Method Evaluation Attachments

- Attachment 1 Havre B2A pie charts final.xlsx
- Attachment 2 18-19FiscalYearBudgetVsActual.pdf
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Website/Internet Development/Updates	\$6,000.00	\$0.00
Consumer	Social Media	\$1,000.00	\$0.00
Consumer	Online/Digital Advertising	\$3,000.00	\$0.00
		\$10,000.00	\$0.00
Events	Print Advertising	\$2,000.00	\$0.00
		\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$800.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Administration	\$3,700.00	\$0.00
		\$6,500.00	\$0.00
		\$18,500.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
FY19 Required Documents	FY19 required documents.pdf	803 KB

