



## Grant Details

### 68892 - FY19 Region/CVB Marketing Plan

72785 - FY19 Livingston CVB Marketing Plan

DOC Office of Tourism

**Grant Title:** FY19 Livingston CVB Marketing Plan  
**Grant Number:** 19-51-022  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Livingston Area Chamber of Commerce  
**Grantee Contact:** Leslie Feigel  
**Award Year:** 2018  
**Program Area:** DOC Office of Tourism

**Amounts:**

Contract Dates:	Contract Sent	Contract Received	Contract Executed
<b>Project Dates:</b>	06/20/2018 Proposal Date	07/01/2018 Project Start	06/30/2019 Project End
<b>Grant Administrator:</b>	Barb Sanem		
<b>Contract Number</b>	19-51-022		
<b>Award Year</b>	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?*

#### Introduction

Livingston Montana, surrounded by four wild and beautiful mountain ranges that offer an abundance of outdoor activities year-round. Whether its fly-fishing on the Yellowstone, downhill or cross-country skiing, taking a wild outfitting trip on horseback, river rafting on a famous river or a hike in the most breathtaking, wild and natural place on earth, we have it all here in our diverse, friendly town.

Livingston is an historic community that sits at the northern boundary to Yellowstone National Park. It has long been the "Original Gateway City to Yellowstone National Park," and we have been evolving & enhancing our community since 1883.

For a relaxing day, visit our historic museums, wander through our many art galleries or sit along the river with a great cup of local coffee and take in the view. You can try playing Golf on the edge of the mighty Yellowstone River or just walk through the late 1800's history in our downtown historic district. We have great shops and a very diverse local restaurant scene from casual to fine dining or grab an award-winning beer from our downtown breweries.

Our night life is a mix of local and big-name entertainment at the pubs, breweries and many event venues, a live show in one of our two historic live theatres, camp under the star filled sky or simply relax in our many comfortable beds and let the occasional train whistle lull you to sleep.

So, for your year-round destination, let Livingston be your basecamp for the best Yellowstone National Park vacation that you will remember for a lifetime

#### Strengths

Livingston is one hour or 52 miles north of the first National Park, Yellowstone, with the most beautiful highway as your path. Once you start to make your way into

the Paradise Valley you will be grabbing for your closest camera.

Not only is Livingston the gateway to the northern entrance, it is also the intersection of Hwy 89 and Interstate 90. This crossroads as we call it makes the perfect jumping off point to travel both near and far road trips when you are ready to explore more of this wonderful state.

Livingston has everything a destination needs for Montana, our locals and non-resident travel year-round but it is not a touristy place but a place tourists like to come for relaxation and enjoyment, both day and night all year round. We have things to do both day and night time as well as indoors and out and in any season sun, snow, rain and wind. If you want to try and stand up against 80 mph winds, come try it here in our wonderful town, Livingston Montana.

#### Opportunities

Livingston is truly a year-round destination and in the past it has been not marketing for winter activities strong enough. We have a 20 min drive to ski Bridger Bowl and cross-country skiing areas all around Livingston and Park county. Best Elk hunting in the state and some of the best blue ribbon fly fishing you will ever experience on the Yellowstone River, but we have also the best inside activities for the warmer things to do in winter.

Livingston is home to the largest population of writers and authors in the state. I think it has to do with the peace and quiet and inspiration our community provides. But with all these winter activities, we have never really taken the action to show how we can now be a year-round destination with many great ways to unwind whether winter or summer.

We will focus on year round activities to do with your family from Chico Hot Springs soaking and swimming to our terrific hunting and winter outfitting trips or cross-country skiing around town or seasonal ice skating on the pond. But mostly Livingston is never asleep in the winter months with all the music venues and this needs to be expanded on. The millennial traveler is the key a new venture as stated by the Destination Analyst winter plan and ITRR travel trends findings.

Livingston is competing with other towns across Montana and the Rocky Mountain west ranges to not only attract tourists but also new residents and potential investors who are willing to advocate economic development and new life in our community. We have great downtown locations and beautiful lands surrounding our town that are waiting for development opportunities. We are also a perfect central location in Montana for conventions, meetings and events being as we are located between two of the largest airports in the state and at the intersecting point of Interstate 90 and US Highway 89.

#### Potential Challenges

The location of Livingston does have its challenges. We have an interstate running through the south end of our town with inadequate signage to lead to downtown Livingston. We have three exits with improper signage at exits 330, 333, and 337 with only one exit taking you through downtown. We are going to be working within the city approval process and MDOT to get new wayfinding signage, but this is not a quick process. However, we are on the right track.

We are currently using exit banners during event days, and it has proven to work so far. However, we need a better way of tracking the success of drawing attendees. We are off to a great start addressing our challenges and will improve with each annual plan.

We also need a larger hotel/conference center for attracting larger events. The placement we have for meetings can top 1500 participants, however, we only have 585 rooms per night and this causes us to market to a smaller audience.

#### Describe your destination.

Livingston's inspiration has come from our travelers, consumers and businesses that find the desire for a "real" experience, Livingston Montana is as authentic as it gets. We just need to be able to tell our story. Whether you are a vacationer, a developer, an entrepreneur, an artist or simply need a weekend getaway to refresh your soul, Livingston has something for everyone, year-round.

We have the most vibrant and charming small town, ( top 10 Charming Downtowns in America, American Readers Digest 2 years in a row)and it just so happens that you must go through Livingston to get to the most incredible natural wonder in the nation.

Our inspiration to give the best visit possible to the Montana traveler comes from the Yellowstone River, Yellowstone National Park, and we strive to be the friendliest state in North America. We have been and will always be the Original Gateway City to our country's first National Park, people come from all over the world to view it, be a part of it, and always remember it because of the experience. This incredible area that we experience daily is a story to be told to the world. You will never hear anyone say that they didn't see the beauty or that there wasn't anything to do here, or that the skies at night were bland. Our skies are brilliant, our mountains beautiful and magnificent, Livingston and the surrounding areas are full of excitement and worthy moments throughout every day of the year. Travelers always go home remembering their trips to this part of the nation and landscape. The Montana Office of Tourism does a fantastic job on the marketing in the United States that gets the travelers here or at least excited about what they could do in Montana, and we get to dial them in to our individual towns and experiences.

The last item you will notice that "Guides and Outfitters" have moved up in the market to the #1 spot for Livingston and Park County. We have guides for everything it seems, and the permits and licenses have shown a huge increase in this demanding market of a wild and natural place to be outside and experience the untamed nature up-close. Our guides and outfitters cover fly fishing, rafting, horseback rides of many types, camel rides and hunting. In park county alone over 50% of the Elk come from Park County more than any other area in the State of Montana. This has become a highlight to visiting us in the Fall and Winter months.

We will also do more by showing why companies should have their conventions, meetings and conferences here in the middle of the state, in a town that has rustic charm, gorgeous views, and the nicest residents. In 1939 Livingston was the place to meet and have business or rancher meetings and conferences, we want to bring that back. We inspire our townfolks as well, by accepting travelers and tourists and businesses to Livingston by showing them that keeping our town thriving is good for our future.

Our Orientation focus will be marketing to the Family groups, Millennial travelers, Yellowstone Park sightseers and the Geo-traveler with the desire to visit and be a part of remote landscapes of beauty like we have here at home. The Millennial travelers are everything tech and want the great restaurants and shopping as well as night excitement, so we will focus on showing pictorials of the items they are attracted to. From the world traveler to the coffee shop dreamer, we will show them the experience they are looking to have. We will be marketing to the family style travel though marketing company's like Better Homes both print and online, we all know with validation from destination analysis that ladies and moms are doing more trip planning.

We are also looking at Agritourism, as we are in the heart of cattle ranching land and hay production and so much more. We have a Farm to table program that already is working in Livingston from our middle schools and high school. Our local restaurants believe in using local beef and produce and almost all participate in

local Montana production shopping. Our local breweries give the byproducts of some of their ingredients to our local ranches to use with pig feed and cattle feed. We also have two llama ranches that produce products for sale like socks, hats and much more.

The Facilitation tools will be our own local area visitor's guide, the Discover Livingston brochure that is mailed out to all the Montana Chambers as well as the surrounding states (it is also in both the Billings Airport and the Bozeman Airport), our banners at the Billings Airport, the new Discover Livingston website which rolled out the new commercial of Livingston, our promo short videos which are being viewed across the nation and finally our phones that are always ringing and answered at the Chamber's CVB office. We are looking to make one last video for meetings and conferences.

We utilize a few of the print magazines that have online copy's, as the analytics make it easy to use and track what you get for your money allocated. We do focus on folks coming to the National Park, but we are learning we can now get them as stays in our community and show them how close the park is and how much there is to do in their down time. We also use hunting and fishing marketing opportunities as it is very beneficial to our community as well.

We help lost travelers, the planners and the passerby's as well as our locals with all the events and pieces to the puzzle that we are a part of. We encourage these travelers to stay and visit, to relax, and to experience Livingston, even if just for one day as we know they will come back. We answer questions every day about what is it like here - is it cold? is it windy here? do you see wild animals on the way to Yellowstone? Last year one of our online vacation request products, had us send out over 17122 online vacation packages. With the launch of "Your Year-Round Destination on the banks of the Yellowstone River" we should change travelers minds about what we offer in Montana.

With the fresh marketing plan and funding, we will add advertising on travel planning sites, print media, social media sites as well as improve signage, video sharing, plan for wayfinding signage, magazine articles, banners and so much more. We really utilize every dollar will bring awareness to the best little secret in Montana.

We also attend conference marketing events as well as spend time improving our marketing to NTA and ATA for tour bus routing.

**Optional: Include attachments here**

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

**Geographic.**

Currently the top 5 visiting locations in Livingston as of the 2017 visitor logs show are #1 Montana travelers also, #2 Washington #3 Idaho #4 Colorado #5 California with Arizona and S. Dakota a close tie. Yellowstone National Park has drawn visits from travelers all around the world, and we capture those here in Livingston as a gateway city. The logs show visits from 46 states and many foreign countries, most notably Canada, France, Italy, India, Philippines, Germany, Brazil and United Kingdom.

We found out a couple years ago the #1 way our International Livingston travelers are getting here is they fly in to Canada and rent cars or Rv's or meet US partners as it is less expensive. We do see a lot of travel from the north come straight down Hwy 89.

**Demographic.**

The geo-travelers tend to be in the 20-38 age group and travel as couples and the new millennial generation exploring the Yellowstone area. The family groups tend to be 30-45 years with older children of grammar school to teens. In the September to October months, we get the later in life folks in groups and couples, 50-75 years. Since the last year, we are seeing an increase in winter travelers coming to B&Bs, VRBO's and guest homes year-round and enjoying our snow and winter activities. Also, the new and highly sought after market of RV rentals is also giving us an expanded travel season through the North entrance. We now have an increase in winter travelers for hunting and winter experiences. Our focus on our community need for winter travel has given us a whole new direction with combination of opportunities with Bridger Bowl this season and we are looking forward for next years expanded ideas

**Psychographic.**

Livingston, Montana is very lucky to have the headquarters for the Fly Fishing International and its museum is here in our beautiful town. People come from all over the nation to learn fishing techniques from the masters at one of the FFI events or fish in the Yellowstone River and use our many guides for assistance and never want to leave.

This town has inspired many groups or coalitions to form for preservation of the incredible Yellowstone River and the National Park which we are proud to be the Original Gateway City. Trout Unlimited and Ducks Unlimited are great conservation groups that we need and currently support also Rocky Mountain Elk Foundation, Greater Yellowstone Business Coalition, Yellowstone Forever and many more. World travelers know and can count on them for sustainability purposes. We are marketing to and supporting these types of groups to ensure our environment for future tourism. Livingston and our surrounding towns in Park County have many environmentally friendly groups that want to preserve this land for their continued enjoyment and their families' enjoyment for years to come. We plan to include, as we move forward, the emphasis on marketing and developing the relationships with these groups and many others soon. This will only ensure the name Livingston, Montana will be used as a destination for outdoor activities, hunting, fishing, camping and much more. We have an amazing town and surrounding area and our community knows how to take care of people. Now we just need the opportunity to market properly, this year we will continue to grow in the right direction as we get stronger in our skills every year because of working with Montana Office of Tourism and other marketing organizations every year.

*b. What are your emerging markets?*

Lets just say Agritourism, we will research and take off with this new way of immersing yourself in our culture. We have two ranches ready to sign up and take the baton and run with it. Now that we have a guide book we have a great start and some wonderful ideas that we are ready to jump into.

We have seen many great videos made of ranges and large cities, but promotion through television is costly. However, we have made many short video's that would work with online marketing as a promo. We also could use it at airports and social media like crazy. When we first made the commercial we had no idea the possibilities that were out there. We are reaching every state in the Nation with utilizing online marketing platforms, trip planing sites and jumping off points. The biggest reach so far is the Facebook launch and we pay for extra reach on it as well. This is well worth the money as the new traveler is the Millennial market. This is the high potential visitor for Montana and we want a part of it. They are tech driven to get information prior to walking out the door and beefing up our online presence with pictures and online verbage that excites is a goal.

We are starting to now market for winter travel as the misconception that Livingston has terrible winters is a myth. We have a cute little bubble of protection with these mountain ranges and its very mild in the winters. We have incredible hunting season, outfitters, snow shoe excursions, cross country skiing and much more. In town we are alive in the winter months with live theatres, music venues breweries, wine bar events and more.

Every day we have a potential new emerging market it seems. Maybe with our TBID forming we can get to the point that hotels will want to build and developers can bring us more employee housing.

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

If it wasnt for the wonderful funds spent for the new research on travel from the Office of Tourism and Business Development as well as all of the marketing research partners, it would be very difficult to know how to pick and what way to choose your marketing directions. I have enjoyed very much what we have accomplished as a state wide team of tourism marketing dreamers and doers.

We are using the most recent Destination Analysis Brand research for our new planning of oportunities.

We are also currently trying to use the research from ITRR and local businesses, questioning visitors and travelers that come into the visitor's center.

We use google analytics daily and look for trends.

Promoting the tag line, "Come stay and play with us on the banks of the Yellowstone River", did so well for us in fy18 we are adding a new and powerful punch to get the message accross that we are a year round stop. Livingston Montana your Year-Round Destination on the bank of the Yellowstone River.

Remind the public through marketing that Livingston is the Original Gateway City to Yellowstone National Park.

Continue to attend events and make sure marketing materials for conventions, conferences and event marketing in Livingston gets out. We will do this through working with the local hotels, caterers, restaurants and more to create a reason for event planners, conventions, developers, weddings, tournaments and many more, to come to our terrific town. We are using local and statewide comercials for our marketing message.

Promote through temporary exit signage our events in town for those exiting the freeway and heading to the park to come visit our town first or make sure we are a destination stop on the way out of the park.

Market heavily the shoulder season, i.e. hunting, fishing, snow activities, dog sledding, music venues, book readings with authors and winter live theater events.

Utilize both airports and their marketing area's and get out more materials by printing a larger quantity as well as combining the brochure with the Visitor's Guide printed by the Livingston Enterprise. Blogging is a new venture we are going to explore as we go into a season with younger travelers and millennials living on their cell phones. Show travelers how family fun in Livingston is not only safe but the kids are definetely tired at the end of very exciting long days. Work more closely with National Park Services and Yellowstone Coalitions to stay up on how we can be the number one place a geo-traveler would want to visit.

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

We would like to be considered in a joint venture with the state office but our funds are a smaller than most of the packages allow but we will not give up. One we would love is Matador Network but will wait till its not 50% of our budget. We loved working with Yellowstone Country and its partners.

**Optional: Include attachment here.** Visit Livingston-HD (64mb.mp4)

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

We would like to participate with Yellowstone Country again in this next season as it has turned out very well also we are looking at paring up with local entry communities on print advertising to save in full page costs but with a great impact.

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

We have worked with Yellowstone country for the first time and it was a very good experience, It was very much worth the funds and has paid off incredibly well so far. We had folks on the east coast call for a vacation package that read about us in the Better Homes and Gardens not once but three times in two weeks. Crazy!

Optional: Include attachments here.

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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 Atchmnt
Consumer	Print Advertising	<p>Yellowstone Journal - print advertising. A leading travel planning website for travelers interested in visiting the Yellowstone region with a printed journal of 250,000 copies distributed in the Midwest, California, Northwest USA, and Canadian regions via local Chambers of Commerce and retailers. The print ad will run Summer of 2018 as a 1/4 page with links to the web advertising. They will be running a feature entitled "Yellowstone to Glacier Road Trip."</p> <p>USA Today Travel Magazine is a print publication that sits next to the USA Today paper across the nation as a summer travel edition. This year we created a ad that will lead to a landing page for click counts through GoDaddy. Approximately 200,000 copies are printed and distributed in metro cities in most every state.</p> <p>Outlaw Partners Explore Yellowstone Issue 2018 summer is at a very low price point. The 37,000 copies distributed last year were all taken by visitors they upped the printing to 50000 copies. We really want to focus on the over 3 million travelers coming into Yellowstone National</p>	<p>We are looking for exposure for Livingston. Whether we are utilizing print or online advertising, we need to reach those getting off a plane or driving and wanting filler information on their exploration to Yellowstone National Park. We are finding that increasing awareness is the key. We realize that print advertising for some is considered a thing of the past, but being in rural Montana and a gateway city to a national park, we must be included. With our new marketing of a year round destination we are focusing on the travelers who want to beat the crowds.</p> <p>We will be using analytics from google, analytics from the media , our social media and so on. We have asked many visitors how they found out about us, with the top responses being #1 Tripadvisor #2 Google &amp; #3 I saw a magazine ad. So our goal is to increase awareness through many different</p>	<p>All research information is supplied by the Yellowstone Journal Marketing Research team, we will have the numbers at the end of May, and they calculate data from trip planning on the site. The magazines generally run out of product annually.</p> <p>On the USA Today ad we are using a click through rate as the ad is built with a landing page. However we have found the landing page is not the best indicator in this instance. We will rely on the Chamber sign in sheet when visitors enter</p>	<p>The Yellowstone Journal marketing would capture as many visitors as possible coming to Yellowstone by showing Livingston as a Year-Round destination or possible basecamp to their National Park Vacation.</p> <p>Any highly visible Yellowstone marketing materials are of interest to us in Livingston. Finding the right ones is a trial and error, but we need to always capture as many visitors passing through as possible. Even though our community has a strong summer season, we want to remain</p>	\$10,000.00	<p>American Road 23,000-25,000 copies/issue, 69,000 - 100,000 readers, 3-4 readers/copy, and Digital edition currently distributed to 5000+ as an added bonus to our print purchase. Raised in the West 1,550 copies distributed in the Billings area alone as well as an online copy for additional viewership at no cost.</p> <p>Adventure Outdoors had a total reach of 500,000 print reach nationwide. 75,000 news stand readers at a ratio of 5:1 and waiting room reader at 30,000 with a ratio of 20:1, with all other copies direct mail through membership. We feel this is a wonderful resource of print marketing to drive visitors to our area.</p> <p>Horizon Travel Magazine has 220,000 readers with an additional magazine insert into the Toronto Star with a 225-word editorial and ½ page visual.</p> <p>Yellowstone Journal was very successful as not only in print but additional online content was provided at not cost. Please feel free to follow this link <a href="https://www.yellowstonepark.com/road-trips/livingston-montana">https://www.yellowstonepark.com/road-trips/livingston-montana</a></p>	Livingston Quarter Page Ad & Custom Content.png

		<p>Park and getting them to come visit Livingston on the way in or on the way out.</p> <p>Adventures Outdoors Magazine- This is a new try for us however with the reach of over a million viewers we could not pass this up. We are going to be a featured destination and is sold nationally in over 10,000 Authorized Retailers such as bookstores, grocery stores, specialty retailers, and MORE! (Barnes &amp; Noble, Target, Walmart, Meijer, Rite Aid, Publix, Kroger, Books a Million, etc.) Also over 100,000 unique email blasts, to Opted-In, Adventure Buffs &amp; Travelers; that view Digital Issue. So over all a total audience: 600,000 for a period of 90 days – July through October 2017</p>	<p>styles of advertising.</p> <p>USA Today coordinates with Orbitz as a distributing partner to reach 5 million people.</p> <p>Better Homes and Gardens has been a huge asset so far with our joint venture and we are looking forward to more work with Yellowstone Country in the future.</p> <p>Raised in the West Magazine with a Statewide reach at all Agricultural sales locations.</p>	<p>as well.</p> <p>The Explore Yellowstone Ad will have a landing page as well for click through rates.</p> <p>True West will supply us with analytics as well as American Road.</p>	<p>vibrant during the shoulder season as well.</p> <p>We are very excited to work with American Road Magazine as we are the only community in the State working with them and getting travelers taking that ultimate road trip to the north.</p>		<p>We feel these were successful campaigns to bring travelers from national travel to international travel. We will use this method again as the opportunities arise.</p>	
Consumer	Social Media	<p>We will develop Facebook promotions from July 2018 through June 2019 to promote the Livingston Chamber of Commerce and the Convention and Visitors Bureau sites. We are using a method of two different sites to focus on each specific target, and both are proving successful. Increasing awareness of the sites with Pay-Per-Click is proving to be a great tool for statewide travelers. We are keeping this particular budget small, however we will utilize it to the fullest.</p>	<p>Our reach has increased by 500+ per week with using Pay-Per-Click techniques and has increased our Facebook page likes by 924 overall last season. We now use google and Facebook analytics to know our market better and have found it to be a worthwhile marketing tool. This tool is allowing us to increase events and participation.</p>	<p>The use of social media marketing will be with proven accepted invitations. Visitor logs will be tallied monthly and reported annually. All google analytic reports are very helpful in the reporting so at the end of the year more accurate numbers and tallies will be given. We are able to adjust to markets to more directly utilize the funds to be cost effective.</p>	<p>Utilizing the Facebook event calendar marketing is a great way to reach our Montana visitors as well as our snowbirds. We can continue to use this tool to reach the tourists as well, and our events will be a success. The CVB is trying to expand our reach across the nation to target event attendees, both from local to travelers from afar. We can also adjust to the market as we see the need and can immediately respond.</p>	\$200.00	<p>We are finding the method successful however we need to expand our reach and move quicker in responses to the markets we reach with greater information, we had a reach of 12901 visitors on the paid campaigns, with post engagements results of 2386. We will train on more efficient use of this social media platform marketing. We will use again.</p>	fbk ads.pdf
Consumer	Joint Ventures	<p>We are hoping to work on a joint venture with Yellowstone Country to expand our reach within our region. There is additional potential for a joint venture with the Department of Tourism yet to be</p>	<p>We did a tripadvisor last season with ad banners and they did ok, far above what was expected but by far is our Better Homes and Gardens joint venture as we are getting calls weekly for vacation packages that the travelers found in the magazine and online. In</p>	<p>We will be using Google analytics and Yellowstone Country analytics to figure out how to create the advertising that is the best use of our money. We are calculating the benefit of partnering with a region partner like Gardiner as</p>	<p>First, getting people at the point of planning their vacation is the key for the right advertising to be successful. Joint ventures are a good way for small budgets to expand opportunities.</p>	\$2,500.00	<p>This method was successful, and we partnered with Gardiner for a road trip itinerary with a pictorial of both of our community's advertised. This was in print and online with direct contact requests over 382 for the Livingston site and over 12k views. We will do this again in the future with another region partner for</p>	American Road Magazine LACC 2018 Fall.pdf

		determined or another community within our range.	only two weeks alone we received 686 vacation package requests.	we are in the same county an both connected via the Park entrance and our Montana road travel numbers are used by both communities.	We can get accurate numbers of travelers in the area from ITRR or MDT for car counts annually.		increased visibility.	
Consumer	Radio & Television Advertising	KBZK and other affiliates for commercial and events to be shown. This reach is state wide and has shown to drive folks here over the last month so in the next FY19 season we would like to try it for summer and fall. This fits in very nicely as we dont yet have the big dollars for larger stations but we are learning how it functions so we can move into possible other states next season. We need great statewide attendance expecially during our downtown renovation.	These are local affiliates for both the Billings stations and Bozeman to Missoula north and south ranges and we feel driving State traffic is what we need during our big battle with our downtown tore up and streets blocked.	Our visitors center is focused this season on "how did you hear about us", and "we will show you how to maneuver downtown". We have a sign in log inside our door and we are keeping tally as well as asking our downtown businesses to help us with communication between their customers willing to give this information. In the paid TV market viewership is calculated by the stations for true numbers which they provide to us with the cost of the advertising.	We have never tried a television advertisement before and this is our chance to try something non print. Getting the visitors here and let them walk around and see all our shops, restaurants and galleries are open between the road closed barricades. We need to try and increase in-state travel this year due to downtown construction.	\$3,500.00	Through the TV campaign, we reached the Gallatin Valley, Big Sky, West Yellowstone, Paradise Valley, and some of the homes in Butte and Livingston. We focused on advertising the Livingston commercial to draw travelers from around the State. Our stats in-house showed an increase over last year by a 13.27% of in-state travel and we feel this is due to the inter-state advertising was successful and we will continue with this method in the future.	Campaign-to-Date Report KBZK.pdf
Group Marketing	Online/Digital Advertising	HMS Global. The timeline is July through September to target the upcoming shoulder season of Livingston and Yellowstone National Park through photos, videos, editorials, Instagram, You Tube and Facebook. \$3500.  National Park Trips Media has proven to be an incredible partner to work with in the past and a very helpful guide on creating a new platform for our town in the mapping and online marketing that we have never had before. I can't say enough about the assistance I have received, I am looking forward to again. This	HMS Global distributes to 150,000 national park travelers - 70% domestic/ 30% international with a strong presence in Canada, Germany, Italy, France and the UK.  We plan on seeing an increase this year over last, and it should only grow annually. There were 17122 online vacation package	Monthly numbers are compiled on visitors walking in to the office, calling, clicking on google information, those who log in to and book through the search engines we are linked to, as well as click through rates on the web banners and links. . We plan to utilize HMS Global and google analytics to further track	HMS Global can help us focus on the much needed shoulder season and really promote us as a year round option for International travel. This is proven by our analytics both from HMS Global and our analytics reports.  Natonal Park Trips is a site that can create a personal itinerary, view the top three places to visit, find things to do or enjoy in our town. Our layout is perfect with the exception of a seasonal change up some how.	\$4,800.00	The international market was a success and hit over 80k with targeted marketing and the national market was just over 97k with a total of 179348 direct engagements from the funds spent. This was an improvement over last year and has driven 2.14 % increase directly to our community for bookings and visits. This method was successful and we will use it again.	Advent Media IO.pdf

		<p>media platform has proven to have been a great place to spend money for Livingston as we get weekly requests for travel information where we never have before, and that is proof of success. \$1500.</p> <p>Cast book and Hunt both use live links in the online portion which drive readers to our online home page.</p>	<p>requests sent electronically. Therefore, we believe it is proving extremely valuable.</p>	<p>progress. Analytics are helping with all of the statistics. We have been adjusting to markets as we see weaknesses or strong follow through on all deliverables.</p>	<p>We recieved over 17200 online vacation requests last year due to National Parks Trips and that is exceptional reach.</p> <p>Additionally, we have our rodeo listed as on of the Top 10 Rodeos around the park and our Hunting information with our local guides has been a real boost after last years numbers came in.</p>			
Marketing Support	Administration	<p>Administration funds include expenses to run the CVB like visitors center supplies, bookkeeping, accounting, payroll hours to keep the center functioning, computer programs, postage and more but all within the regulations.</p>	<p>The funding for administration is a necessary to maintain expected work required.</p>	<p>The objective for 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 no 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.</p>	<p>Operating costs are necessary to maintain the managing of the organization.</p>	\$6,300.00	<p>A total of \$6,093.99 was spent, which is 20% of the total marketing budget. We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. We will continue to use this marketing method.</p>	
		<p>These funds are proving to work, and we need to keep up with temporary event signage. The funds will help us purchase and keep up with lettering for temporary event signing. There are two exits in Livingston that are located on the south side of town. When driving, the green signs directing traffic to Yellowstone National Park are predominant. Therefore, a majority of travelers head south, which means they miss Livingston altogether. We want to detour them to our events by placing temporary signing at both exits as appropriate. These</p>	<p>Last season we utilized the temporary event signage and it worked. We had visitors coming in to the center that never knew we were such a cool town. They often stated that the</p>	<p>We plan to measure through the travel logs we keep for all visitor center travelers and asking at local restaurants, gas stations, stores and so on. Last year,</p>	<p>At the visitor's center, we keep track of our logs in communication with the travelers on</p>			

<p>Marketing Support</p>	<p>Billboards/Out-of-Home</p>	<p>signs will be up only the days of the events and will show the time, location and directional arrows. We know we are getting the travelers before they get to the Park and once they are headed back out.</p> <p>We are using event signing for out of state events as a sponsor indicator. There is a large number of travelers that will potentially come to the visitor's center to check out what to do in Livingston and keep coming back year after year. At the hotels, we are putting up reusable, temporary welcome signs for conventions and meetings.</p> <p>We are also utilizing these funds for the 20 foot banners at the Billings airport. This is a one time fee for an annual placement but its for Summer and Winter.</p>	<p>posters brought them into the restaurants and gas stations where they got further information on what to do while visiting.</p> <p>In FY 19, we plan to utilize these funds to their full potential as they are proving to drive traffic!</p> <p>We have a few new opportunities this year to grab the travelers and will be utilizing these fund for those as well.</p>	<p>because of being a small town, everyone was on board with where you're from and where did you find us.</p> <p>We also are going to measure increased inquires against last year's numbers by using MDT traffic counts and North entry auto counts for true statistics.</p>	<p>how they found us and the events that drew them in.</p> <p>We believe in using billboard signage to capture the attention of people leaving Yellowstone out of the North entrance and drawing them into our community.</p>	<p>\$500.00</p>	<p>The North bound traffic counts for 2018 during FY19 between Gardiner and Livingston was 364,644 and the same time frame for 2019 was 474,569. With a 30% increase we believe that the funds were well spent on this billboard to move this traffic into Livingston. We will use this method continuing through this year and look for possible other locations in the future.</p>	<p>Billboard 2019 - 2.pdf</p>
<p>Marketing Support</p>	<p>TAC/Governor's Conference meetings</p>	<p>TAC / Governor's Conference Meetings will be attended by the President/CEO and the bi-annual TAC meetings will also include the office manager/CVB assistant staff.</p>	<p>Attendance in mandatory and informative. We measure success by the data we collect and report back to the community with.</p>	<p>The objective for this method is for appropriate staff to attend required meetings in order to obtain items from each meeting that will be shared with our leadership in order to support all marketing efforts. We will measure the success of this method tracking attendance and through the reports back to the organization.</p>	<p>The invaluable information we receive at the bi-annual meetings and the annual Governors Conference is important to showcase Livingston in everything we do with the best analytic support and outcome so that we may plan our community marketing with a more educated direction.</p>	<p>\$1,500.00</p>	<p>We came in under budget by by using 42% due to sharing rooms and only going to the assigned meetings. It also by living in the middle of the state as it gives us a shorter driving distance. All information gathered and brought back to the board was used and discussed durring all marketing for the year 2019. All meetings were successfully attended and we will continue this method.</p>	
		<p>Funds to be used for various marketing opportunities as they become available throughout the year. Out of state competition reigning events are a great one for us as we put up banners and information tables to keep the competitors in Livingston or get them to come back. Most of these cover participants from 3 to 4 states through out the summer months.</p>	<p>Opportunities for the Convention and Visitors Bureau arise in the form of conventions,</p>	<p>We plan to measure success for the</p>	<p>We will only select the events that will give us the best possible return on our marketing funds. We can anticipate if it will be an event for tourists or for a convention that will pack the house</p>		<p>FAM tour social media numbers 298 likes on Instagram. Park County Fair was a success with all</p>	

Marketing Support	Opportunity Marketing	<p>We also have major downtown construction going on and are looking for ways to increase visits to mitigate the potential loss of stops due to the road barriers. We have made banners for the barriers and now need to utilize social media presence in other areas to increase walk in a visit messages.</p> <p>Park County Fair Advertising partnership \$300. Fair book advertising to the state and visitors to assist in increasing attendance.</p>	<p>tournaments, etc. that are not currently scheduled, but they are great occasions for us to be involved with whether putting up banners or doing direct marketing. It has the potential to drive return visitors to Livingston.</p>	<p>events that we sponsor by attendance counts, to the best of our ability and visitor center walk in feed back.</p>	<p>before it happens. We have many opportunities to assist with local hotels, dining and so on but not with the posters and marketing that will be covering the state as at this point, we have no funds set aside for events. This will be the perfect opportunity in the future.</p>	<p>\$1,100.00</p>	<p>fair books being handed out and more visitation then previous years.</p> <p>Hard link from <i>Outside Bozeman</i> Cast book and online service for fishing information in the area. This was a very small amount and every increase in visitors counts!</p> <p>When the opportunities arise we will use this method again.</p>	2019 FORM All Stats .xls
Marketing Support	Website/Internet Development/Updates	<p>Our Website discoverlivingston.com has a need for some updates and repairs to be at its best with the volume of direct traffic we are receiving from the numerous advertising opportunities. We are looking forward to adding a new phase of fly in and stay as well as conference needs and bookings.</p> <p>This is just updates to our existing site not a overhaul at this time.</p>	<p>We have researched other communities and the website information to see what we might benefit from in information as well as easier navigation through. While a overhaul of the site would be beneficial it will require a grant of a larger scale as our research shows min. \$15,000 to do the project.</p>	<p>We will use our analytics at our website level and Google analytics for our larger scale traffic sample for more of a focus on the needs of the site visitor. We will also make needed repairs and updates to our website.</p>	<p>We simply need upgrades at this time to collect data this year for a larger plan of overhaul, but with broken links and errors from our old site which is heavily used with over 47000 to 52000 current annual users, we need a immediate repair.</p>	<p>\$1,000.00</p>	<p>We met our objective for the repairs to our site. Our vacation package links are now repaired and other items were enhanced. We need a large overhaul i thought however we were informed that the options are limited withing the product that we have. We will budget for major overhaul next year and for now we are 100% functional again. we saw and immediate increase with our objective of over 10000 visits increased. We will use this method again.</p>	Analytics All Web Site Data website fy19 overview 20180701-20190630 20170701-20180630.pdf
						\$31,400.00		

### Marketing Method Evaluation Attachments

- Attachment 1                      FY19 Pie Chart finl.xlsx
- Attachment 2                      final budget vs act fy19.pdf
- Attachment 3                      American Road Itinerary.pdf
- Attachment 4                      Campaign-to-Date Report KBZK.pdf
- Attachment 5                      Raised in the West Livingston Chamber FY19.pdf
- 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	Print Advertising	\$10,000.00	\$0.00
Consumer	Social Media	\$200.00	\$0.00
Consumer	Printed Material	\$0.00	\$0.00

Consumer	Billboards/Out-of-Home	\$500.00	\$0.00
Consumer	Joint Ventures	\$3,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$1,000.00	\$0.00
Consumer	Radio & Television Advertising	\$3,500.00	\$0.00
		\$18,200.00	\$0.00
Group Marketing	Online/Digital Advertising	\$4,800.00	\$0.00
		\$4,800.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,100.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Administration	\$6,300.00	\$0.00
		\$8,900.00	\$0.00
		\$31,900.00	\$0.00

**Miscellaneous Attachments**

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Description	File Name	File Size
Marketing plan FY19 Livingston Pie Chart	Fy19 pie chart.pdf	93 KB

**Reg/CVB Required Documents**

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Description	File Name	File Size
required docs FY19	2019doccvb.pdf	1.9 MB

