



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86708 - FY20 Havre CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 Havre CVB Marketing Plan
Grant Number: 20-51-016
Grant Status: Underway
Comments:
Applicant Organization: Havre Area Chamber of Commerce
Grantee Contact: Julea Robbins
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Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent: 06/13/2019, Contract Received: 07/01/2019, Contract Executed: 06/30/2020
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Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2019
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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, Wahkpa 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: Washington, Minnesota, North Dakota, Saskatchewan and Alberta.

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?

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.)

It is our plan to continue 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?

We have partnered with Central Montana on the Northwest Sports Show in Minneapolis Minnesota. It was a success in promoting Havre by giving out literature and talking with hundreds of people, inviting them to visit Havre. We also partnered with our Havre TBID on a digital marketing advertisement that will piggy back on Central Montana's Canadian marketing campaign. We have not finished the Canadian Campaign so the success of that is yet to be determined.

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	Website/Internet Development/Updates	Havre CVB works with a website developer to consistently update every page of our website to make sure everything is current and correct.	Research supports the value of a destination website which is fully responsive for smartphone and tablet devices and reflects a clean, classy and easy to navigate design interface. Incorrect information deters travelers from visiting so it is imperative that material is updated	We will measure success by analyzing website traffic and performance (tracking visits, length of time spent on pages, etc.) As this is the first year the CVB is operational, we will use FY20 data to establish	With the ever changing world it is important to make sure that all of our tourist information is up to date in order for people to effectively plan trips and navigate Havre.	\$4,001.00	Yes, we met our objective to use the website/page https://havrechamber.com/find-yourself-in-havre as a means to provide information to global audience as well as a landing page for targeted marketing. We had a total of 25,827 pageviews on our website. 86% of our visitors were new to the site and 14% were returning visitors. The website has a 55% bounce rate which is decent but leaves room for some improvement in the coming year. The website	Havre Website Analytics.pdf

			regularly.	benchmarks for future analysis to compare year to year performance.			performance report is attached. We will continue to use this method as it is essential to have an online presence.	
Consumer	Online/Digital Advertising	By posting ads promoting Havre and the surrounding areas on pages like travel sites, travel blogs, Google and Facebook we can target a bigger audience for a lower cost. We will have ads created and work with a marketing consultant to make sure we have ads placed where they will get the most traffic.	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 ad pops in front of the right people during their research phase	We will measure success by the response rate (tracking digital advertising performance, amount of clicks each one receives, etc.)	Online advertising helps to reach a more targeted audience, this helps make your campaign more profitable by getting more relevant leads and placing ads in front of people who will almost certainly be interested in our destination.	\$1,800.00	We were successful in meeting our objectives. We used our budgeted money on Facebook advertising. We boosted 120 posts over the fiscal year promoting tourist attractions, scenery and events. Each post averaged 1500 impressions which totaled out to be over 125,000 impressions over the course of the year. These posts helped us gain 176 new followers bringing our total to 3,789. See attached ad copy examples/screenshots. We will continue to use digital advertising to reach targeted audiences.	Havre Website Analytics.pdf
Consumer	Photo/Video Library	We will work with photographers to get local pictures and videos of Havre and the surrounding area, and/or use our funds to buy photos and videos off of the state picture library or Central Montana's photo library. We will use these photos on our website, in our ads, on our social media and for anything else promoting Havre.	Websites with images get more views according to one study by Kevin Allen with PR Daily that found that online content with images get 94% more views than pages without. Also if you properly label images with search-friendly metadata and captions, you are creating more content for search engines to index. Your content will then show up within both web search results and images searches – that's double the opportunity for discoverability.	We will measure success by completion of project and by the number of assets acquired and added to the library. If timing allows, we will review performance of ads featuring photos and videos.	Havre is lacking in professional photos and videos of the area to use in our advertising and promotion of Havre	\$500.00	Our objective for this method was to acquire local photos and videos to add to our library. We were successful in this method as we were able to partner with Central Montana tourism region to bring a videographer up to Havre to produce a wonderful video of recreation on Fresno Reservoir along with still shots of the lake. A total of 25 images were purchased through this project and we have access to all. The photos were to be used in social media and print advertising, but those were cancelled due to the pandemic. examples of photos are attached. We are always excited to work with our region to further our dollars and this project gave us quite a bit of footage and photos to use in our future campaigns about outdoor recreation and fun things to do in Havre. We will continue to use this method as it is an effective and efficient use of funds and is an investment in our digital library.	KAYA 1.png
Consumer	Travel/Trade Shows	We will be partnering with Central Montana to get literature on Havre to trade shows throughout the year.	According to Travelshows.com, 78% of attendees that attend a travel/trade show, buy a trip from a destination or supplier that they met at the show.	We will measure our success by attendance at shows, distribution counts of printed and promotional materials, leads generated from the shows and number of additions to	Travel and Trade shows put our CVB personnel and/or our material in direct contact with potential visitors and tourists.	\$800.00	No funds were spent in FY20 as this method was cancelled due to Covid19 restrictions. However, we will continue to use this method in the future to reach targeted markets and as a means to acquire new leads, gain exposure and promote Havre.	

				our database.				
Events	Online/Digital Advertising	We will use funds to create ads and purchase ad space on online platforms such as Facebook, Google, Travel Sites and other social media platforms. The ads will promote events such as Havre Festival Days, The Great Northern Fair, our many craft shows and anything else that might be an attractive event for tourists and visitors.	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 ad pops in front of the right people during their research phase	We will measure how many people our ads reach by the amount of clicks they receive and the growth of our events.	Havre has many events that go on year round. These events could use an extra push online to try and up attendance numbers.	\$2,500.00	No funds were spent due to the interruption caused by Covid19. These funds were going to be spent on our summer season campaigns that we halted due to COVID19. We felt that these funds would be better spent in the coming year when travel/tourism resumes.	
Events	Print Advertising	We will print ads in magazines that will reach prospective event attendees such as Central Montana Magazine, Lifestyles Montana, and Signature Montana Magazine. These ads will promote our local events that bring large numbers of people to the Havre area.	All of the magazines we plan on advertising in reach over 20,000 readers monthly.	We will measure success by distribution of the ads, response rates to promotion (website traffic, social media engagement, inquiries, requests) and by attendance at events.	Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.	\$2,000.00	No funds were spent due to the interruption caused by the Covid19 pandemic. Along with much of our advertising funds this money was set aside for our summer campaigns that were put on hold with COVID19. We will continue to use the method in the future as it is relevant to the Havre market that includes many events.	
Events	Social Media	Funds will be used to create ads/posts and boost said posts in order to reach a larger audience out of town.	Fifty percent of Gen Z (18- and 19-year-olds) and 42 percent of millennials (20- to 36-year-olds) think social media is the most relevant channel for ads with most people above the age of 36 raking it as second most relevant, according to Adobe's State of Digital Advertising 2018 report.	Each social media site provides analytics on posts. We will use these analytics to see how many people viewed our posts and how many people responded.	Havre needs more publicity on the big events that happen year round. Social media is a great way to reach a large audience at a low cost.	\$500.00	No funds were spent on this method. With our limited budget we decided to put our social media campaign on hold after COVID19 hit as it didn't make sense to promote travel. We will continue this method. These funds will be better spent when travel picks back up in the coming year.	
		We will use funds to print our new brochure on Havre. We have partnered with our local TBID to put the brochure in the folders they mail to bus companies and convention		We created a brochure with last year's budget and our objective	Printed materials are requested by visitors and potential visitors. The objective is have a toolbox of resources available for visitors in the planning and visiting stages so that Havre is		Our objective was to print our new Havre brochure, we were succesful in meeting our	

Group Marketing	Printed Material	organizers. We have also partnered with the Chamber who will put in minimal advertisements with sponsorship funds they have collected. The chamber will put a total of \$1400 towards printing and postage to mail out the brochures, their money will be used first.	Dr. Norma Nickerson a professor at the University of Montana says 78% of Montana visitors use brochures during their trip.	is to print and distribute in FY20. We will measure success based on completion of printing production (track number produced) and by having final piece ready for distribution.	kept top of mind. Printed materials are visual tools that we seek to put in front of our targeted audience. Printed materials are highly requested and therefore it makes sense to rely on this method.	\$2,000.00	objective. We printed 5000 brochures for a total of \$2000 we will begin to send out the brochures in 2021. We are very happy with how our brochure turned out, at the moment we have it placed around Havre in the hotels and in our visitors center. We will continue to use this method. Attached is a copy of the brochure. A copy is on record at the CVB.	Havre Brochure (2).pdf
Marketing Support	Opportunity Marketing	This money will be used for any unforeseen opportunity that comes up in FY19 that will bring potential visitors to Havre.	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.	Success will be measured once an opportunity is identified according to the method requirements. We had the opportunity to use these funds to supplement our Photo Video Library budget where the objective was to acquire local photos and videos to add to our library. We measured success by on the number of new assets added to the Photo Video Library.	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.	\$1,292.80	We had the opportunity to use these funds to supplement our Photo Video Library budget where the objective was to acquire local photos and videos to add to our library. We were successful in this method as we were able to partner with Central Montana to bring a videographer up to Havre to capture a wonderful video of recreation on Fresno Reservoir along with stills of the lake as well. We purchased 25 images through this project. See Photo Library method for examples. We would not have been able to participate in this project without the additional funding provided by our Opportunity Marketing method funds. We will continue to budget for and include Opportunity Marketing in our plans as it allows us the flexibility to leverage opportunities as they arise.	
Marketing Support	TAC/Governor's Conference meetings	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.	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.	Success will be measured by attendance of the executive director at all the required TAC meetings and the annual Governor's Conference and by adhering to the travel budget and reporting.	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.	\$2,000.00	This method was successful and the objectives were met. We will continue to use this method both to meet requirements and because it is an efficient and effective means to obtain necessary information, updates and to share with tourism partners. The Executive Director attended the quarterly TAC in-person and the virtual meetings as required. The FY2020 Governor's Conference on Tourism and Recreation was cancelled and therefore no funds were spent on attending. T	
				The objective for Administration budget is to spend funds appropriately and efficiently for managing the				

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.	organization's operations. Per statute, the maximum allowed for the Administration method is not more than 20% of the total annual receipts of lodging tax funds. Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful. Success will be measured by completing and passing audits and required reporting and by the successful launch/restart of the CVB operations.	We need to make sure the time and resources are used wisely for the CVB to be successful. The operational management is key to the success of any organization.	\$3,898.20	This method was successful in that we met our objectives to successfully relaunch the CVB operations and that we completed required reporting and fiscal responsibilities on time. We spent less than the 20% allowable threshold. Administration funds were used for staff wages, office operations and general management costs of the CVB. We will continue to use this method to ensure successful operations in the future.
						\$21,292.00	

Marketing Method Evaluation Attachments

- Attachment 1 FY20 Havre CVB Budget to Actual Comparison Report.pdf
- Attachment 2
- 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	\$4,001.00	\$0.00
Consumer	Photo/Video Library	\$500.00	\$0.00
Consumer	Online/Digital Advertising	\$1,800.00	\$0.00
Consumer	Travel/Trade Shows	\$800.00	\$0.00
		\$7,101.00	\$0.00
Events	Print Advertising	\$2,000.00	\$0.00
Events	Online/Digital Advertising	\$2,500.00	\$0.00
Events	Social Media	\$500.00	\$0.00

		\$5,000.00	\$0.00
Group Marketing	Printed Material	\$2,000.00	\$0.00
		\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,292.80	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Administration	\$3,898.20	\$0.00
		\$7,191.00	\$0.00
		\$21,292.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
Pie Chart	FY20 PIE CHART Havre v2.pdf	121 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY20 Required Documents	Havre CVB FY20.pdf	736 KB

