



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101312 - FY21 Havre CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY21 Havre CVB Marketing Plan
Grant Number: 21-51-020
Grant Status: Underway
Comments:
Applicant Organization: Havre Area Chamber of Commerce
Grantee Contact: Julea Robbins
Award Year: 2020
Program Area: DOC Office of Tourism
Amounts:
Contract Dates:

Contract Sent	Contract Received	Contract Executed
Project Dates: 06/15/2020	07/01/2020	06/30/2021
Proposal Date	Project Start	Project End

Grant Administrator: Barb Sanem
Contract Number: 21-51-020
Award Year: 2020
Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2020
 06/30/2021

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 Bear Paw Mountains, surround the city of Havre. Havre offers visitors western spirit, history and hospitality. Visitors can enjoy a slower pace of life with open spaces, beautiful clear skies, abundant outdoor recreation and adventure all while feeling right 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 is the proud home of Montana State University Northern where a new football stadium is being built. The new addition will provide the opportunity to bring in larger events, conference's and not to mention the hotel stays we will gain from any prospective MSU-N students and their families. Havre along with the rest of Montana will face some challenges in the coming year in the aftermath of COVID19. We are a community that relies heavily on tourism and we have already seen a decrease in hotel stays, this has resulted in a fear that our 2020-21 tourism income will drop drastically. One of our hotel closed for the months of April and May and all hotels have had to lay off many of their workers. Hotels aren't the only ones that have had to close down, our attractions have suffered also and with the unemployment program offering more money there are worries that opening back up may not be feasible for a while. We are trying our best to stay in contact with all of the businesses in Havre and offer any help that we can. This is uncharted territory and we understand that it could have a huge affect on how we market Havre.

Being at the top of Montana we know it can be quite a journey to get here but the destination is nothing less than wondrous.

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 7 hotels both new and updated that offer luxurios comfort, high speed internet, and the warmth and feeling of home. Havre boasts blog worth resturants with delicious food such as Rod's Drive In with their iconic, must have, Ugly Burger. Breweries and a distillery dot the city, we encourage our visitors to check out the historic gas station that Old Station Brewing is set in or the rustic feel of Tipple Dog Brewery where everyone is your friend and the drinks are named after our surrounding areas. Havre also is home to Montana Actors Theater where they put on spectacular live theater that will whisk you away into fantastical experiences that you won't find anywhere else in Montana.

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: We will continue to curate resources for tourists to seamlessly move from thinking about coming to Havre to booking their trip and planning their itinerary. 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.

Facilitation: The premise 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 and hospitality. With such attractions as Havre Beneath the Streets and our wide-open spaces that are perfect for hunting, fishing, hiking, and photography we hope to bring travelers to Havre with the promise of adventure and convince them to stay a while longer with our incredible hospitality provided by the kind residents of Havre. We want visitors to feel the urge to come back again and again.

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.

Our geographic target markets are mainly our surrounding states, North Dakota, Washington, Minnesota, Wyoming, Idaho along with Alberta, Manitoba and Saskatchewan, Canada

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.

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, especially the new stadium on MSU-N Campus, 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?

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 Arivalist data, inquiries made at the Havre Chamber and the visitor log. We also talk with our TBID members 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.

- Market Havre as a safe destination following the Covid19 Pandemic and help keep hotel stays at a least 50% of last year's occupation to try and help our hotels recover.
- Emphasize Havre's outdoor recreation to pull in visitors that are looking for open spaces where they can socially distance but still get the full Montana Experience
- Assist local attractions and event organizers, in Havre, in altering their events and how they market their events to fit the new normal and still grow their crowds and business where possible.
- Continue to look for new markets that we can expand into.

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

We are interested in partnering with MOTBD in any online or print advertising such as Parenting magazine. We also would love to bring in professional videographers to capture the outdoor recreation that we provide.

Optional: Include attachment here.

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

We would like to partner with Central Montana and Great Falls CVB to bring in more research for our area. We also would be open to working with Glacier to promote our community as a gateway to the park.

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 piggy backed on Central Montana's Canadian marketing campaign. the campaign reached over 29,000 people.

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 Attchmnt
Consumer	Opportunity Marketing	This money will be used for any unforeseen opportunity that comes up in FY21 that will bring potential visitors to Havre.	Inevitably unforeseen opportunities will arise and having a reserve of funds can make all the difference in taking advantage of those opportunities.	Success will be measured after the funds are used.	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.	\$700.00		
Consumer	Website/Internet Development/Updates	Havre CVB will continue to work with a website developer to consistently update every page of our website to make sure everything is current and correct and easy to find when searched for on google.	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 regularly.	We will measure success by the hits on our website.	Over 90% of people use apps and the web to coordinate their trips & make plans while there. with maps, airlines, weather and social media	\$4,000.00		
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 be successful in this if we are able to add at least 5 images and/or videos to our library. The success of our ads and website will also help us know how successful our picture selection will be.	In keeping up with our everchanging world we need fresh photos and videos of the area to use in our advertising and promotion of Havre	\$500.00		
		We will be sending a Havre CVB representative to a northwest trade/travel show or we will partner with Central Montana to get literature on Havre to trade shows	According to Travelshows.com, 78%	We will measure our success by the connections we make with prospective visitors(gathering emails and	Travel and Trade shows put our CVB personnel and/or our			

Consumer	Travel/Trade Shows	that they participate in throughout the year. \$800 will be rolled over from FY20 where we were not able to use our budgeted funds for trade shows due to COVID19.	of attendees that attend a travel/trade show, buy a trip from a destination or supplier that they met at the show.	phone numbers), the partnerships we make with other tourism partners that we meet at the shows and by how much material we give out.	material in direct contact with potential visitors and tourists.	\$1,600.00		
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 that use our action statements such as "Find Yourself in Havre" and promote Havre as great place to safely social distance but on your own terms. We will 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	Our marketing consultant will keep track of the traffic on ads by measuring the amount of clicks each one receives, this will show us how effective each ad is	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.	\$2,500.00		
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 the amount of readers we reach.	Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.	\$2,000.00		

Events	Social Media	<p>Havre has large events such as the Bear Paw Marathon, Festival Days, Bulls and Broncs Rodeo, Death By Chocolate and more that draw an audience from out of town. In the aftermath of Covid19 it will take more effort to bring in people to large events from out of town. Social media is a great way to reach people in a personal way and we plan to use funds to create ads/posts and boost said posts in order to reach a larger audience out of town with messaging that promotes our community as a safe place to celebrate and have a good time.</p>	<p>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.</p>	<p>Each social media site provides analytics on posts. Our success will be measured by how many people viewed our posts and how many people responded.</p>	<p>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.</p>	\$500.00		
Events	Online/Digital Advertising	<p>We will use funds to create ads and purchase ad space on online platforms such as Facebook, and Google. The ads will maily promote the Bear Paw Marathon but may also be used to promote some of our other smaller events that bring in out of town visitors.</p>	<p>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</p>	<p>We will measure how many people our ads reach by the amount of clicks they receive.</p>	<p>Bear Paw Marathon will be a huge draw of out of town and out of state visitors and since it is a new event it could use an extra push online.</p>	\$1,000.00		
Marketing Support	Administration	<p>Administration funding will go to salaries of the hired staff at Havre Chamber to manage funds and paperwork for</p>	<p>We need to make sure the time and resources are used wisely for the CVB to be successful.</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 20% of the total marketing budget (or less).</p>	<p>Staff will need to manage the CVB funds accurately and to meet given deadlines.</p>	\$3,500.00		

		the Havre CVB.		Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.				
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.	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 CVB's for future partnerships. We will measure the success of this method tracking attendance and through the reports back to the organization	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		
Research	Contracted Services	We will hire a research company to help us geo-track our visitors and the effectiveness of our advertising as it relates to events and attractions in Havre.	Understanding the characteristics, preferences, attitudes and opinions of visitors and the travel trade is an important starting point for any tourism destination. Market Research can also assist in identifying new markets and in monitoring the performance of your tourism sector.	Our success will be in hiring a research company and gathering baseline information on our target markets. We will evaluate the effectiveness of the company we use at the end of this fiscal year to determine if they prove helpful.	Havre is lacking in the research needed to execute effective marketing strategies.	\$5,000.00		
						\$23,300.00		

Marketing Method Evaluation Attachments

- Attachment 1
- 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	\$4,500.00	\$0.00
Consumer	Photo/Video Library	\$3,000.00	\$0.00
Consumer	Travel/Trade Shows	\$1,600.00	\$0.00
Consumer	Online/Digital Advertising	\$3,500.00	\$0.00
Consumer	Opportunity Marketing	\$1,952.26	\$0.00
		\$14,552.26	\$0.00
Events	Print Advertising	\$2,000.00	\$0.00
Events	Social Media	\$1,500.00	\$0.00
Events	Online/Digital Advertising	\$5,000.00	\$0.00
		\$8,500.00	\$0.00
Marketing Support	Administration	\$4,749.41	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
		\$6,749.41	\$0.00
Research	Contracted Services	\$5,000.00	\$0.00
		\$5,000.00	\$0.00
		\$34,801.67	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
Havre CVB Pie Chart	Pie chart.png	73 KB
Havre CVB Pie Chart	Pie chart.png	73 KB

Reg/CVB Required Documents

Description	File Name	File Size
Havre CVB Required Docs	Required Docs.pdf	745 KB

