

**Organization Name: Billings Chamber of Commerce / CVB**

**Project Name: Advertising: Opportunity – That’s Montana**

**Project Date: Fiscal Year 2010 -2011**

**Application Completed by: Joan E. Kronebusch**

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings Chamber CVB has identified our regional travel audience as being our number one target to increase visitation. That’s Montana is a television program that is broadcast throughout all Montana and northern Wyoming, eastern Dakotas on the Montana Television Network, and Bresnan Cable – reaching 361,980 households (info from Neilson Station Index). The program features 2 Montana citizens/events/communities per week. We would be a weekly advertiser and would receive recognition at the beginning and end of the program, with our logo and tag line. We will also receive a 30 second commercial during the segment. Our logo would also be on the production vehicle. Roughly we would receive 200 announcements per week promoting the program.

Opportunity funds (15K) would be used for this program, in addition to private funds (21K).

*Develop Objectives*

1. Maintain FY 09-10 citywide room demand in for 10-11. This info will be taken from the Smith Travel Research Report.

*Identify the portions of your marketing plan, which support this project.*

Regional Leisure Recruitment is to increase visitation and expenditures of the regional drive market and this will be achieved by encouraging multiple repeat visits. Depending upon the time of year the convention delegate is in Billings, we will reach convention and event delegates also through this program.

*Does this project support the Strategic Plan?      Yes      If so, describe how.*

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

**Goal 3;** Action 3.1 – educate visitors, suppliers, residents about ethics and responsibilities on public/private lands.

Action 3.5 – identify means to reconnect youth with the outdoors.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

**Detail pages attached: Yes**

Billings CVB  
Advertising using  
Opportunity

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
"That's Montana"	15,000	+	21,000	=	36,000

<b>TOTAL</b>	15,000		21,000		36,000
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